How might the promise of legacy be realised in more open and democratic ways?

Are there ways of holding megaevents which bring genuine benefits to cities and their citizens?

Day 1 Thursday 8th June - 5:30 - 8:30pm
Welcome Reception, Screenings and Photo Exhibition

Day 2 Friday 9th June
10:00am - 3:30pm - Presentation Sessions
3:45 - 6:30pm - London Olympic site walking tour

Day 3 Saturday 10th June -10:00am - 3:30pm
Olympics Postgrads and Early Career Scholars Network Sessions
Day 1 Thursday 8th June Welcome Reception and Screenings  
Room: Professor Stuart Hall Building (PSH) LG 01

5:30 - 6:00pm Registration - outside PSH LG01  
6:00 - 7:30pm Welcome and Documenting the Olympics: London/Rio/Tokyo  
Chair: Caroline Knowles, Goldsmiths, University of London  
Pat Loughrey, Warden of Goldsmiths  
Phil Cohen, University of East London/Living Maps  
Still Living the Dream? Making Sense of the 2012 Post-Olympic Legacy  
Rafucko - Brazilian activist-comedian  
The anti-souvenir shop, human rights violations in Rio de Janeiro preceding the Olympic Games.

7:30 - 8.30pm Wine Reception + Film and Photo Exhibition  
Room: Richard Hoggart Building (RHB)  
Kingsway Corridor and room 142

Day 2 Friday 9th June Presentation Sessions  
Room: Richard Hoggart Building (RHB) 256

Introduction by Maggie Gold, Guildhall School of Business and Law  

Chair: Cecilia Dinardi, Goldsmiths, University of London  
Paul Watt, Birkbeck, University of London  
Where’s the Housing Legacy?: Capital Flows and Moving People in Post-Olympics, Austerity East London  
Anna Minton, urban activist, writer and Professor of Architecture UEL  
‘Olympic myths and realities: the privatisation of public space and the myth of ‘convergence’,

10:45 - 11:15 Coffee break

11:15–12:45 Rio Olympics 2016  
Chair: Angelo Martins Jr, Goldsmiths, University of London  
Gabriel Feltran, UFSCar, São Carlos  
On Pacification and the Legacy of the Olympics, to Public Safety in Brazil  
Claudia Grangeiro, Rio de Janeiro City Hall  
Rio 2016, Transformation in the Urban Landscape
12:45 - 1:45pm Lunch break

1:45 - 3:30pm Tokyo Olympics 2020

Chair: Tomoko Tamari, Goldsmiths, University of London
Shunya Yoshimi, University of Tokyo
Rethinking Tokyo Olympic 1964: From Military City to Olympic City
Yoshitaka Mouri, Tokyo University of the Arts
The Transformation of the City and Urban Culture towards 2020 Tokyo Olympics: In Comparison to London Olympics

3:45pm Meet for the walk in front of Richard Hoggart Building (RHB)

4:00-4:30pm Participants go to Stratford Olympic Site

4.30-6:30pm London Olympic site walking tour with Phil Cohen followed by discussion with local people about process and the legacy.

Meeting point: Hackney Wick Station

Directions to Hackney Wick from Goldsmiths College

Walk to New Cross Gate Station OR New Cross Station
Take the overground towards Highbury and Islington, alight at Canada Water
Take the Jubilee line towards Stratford, alight at Stratford
Take the overground towards Richmond or Clapham Juction and alight at Hackney Wick

Contact information:
Angelo Martins Jr 0745 048 2233
Caroline Knowles 0752 720 1601
Day 3 Saturday 10th June Olympics Postgrads and Early Career Scholars Network Sessions

**Morning Session**

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<tr>
<th>Time</th>
<th>Panel 1: Nation &amp; Citizenship</th>
<th>Panel 2: Media &amp; Representation</th>
<th>Panel 3: Legacy &amp; Cultural Agenda</th>
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<tr>
<td>10:00-12:00</td>
<td><strong>Panel 1: Nation &amp; Citizenship</strong></td>
<td><strong>Panel 2: Media &amp; Representation</strong></td>
<td><strong>Panel 3: Legacy &amp; Cultural Agenda</strong></td>
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<td>PSH 326</td>
<td>PSH 314</td>
<td>PSH 305</td>
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<tr>
<td></td>
<td>Chair: <strong>Yoshitaka Mouri</strong> (Tokyo University of the Arts)</td>
<td>Chair: <strong>Shunya Yoshimi</strong> (University of Tokyo)</td>
<td>Chair: <strong>Cecilia Dinardi</strong> (Goldsmiths, University of London)</td>
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<tr>
<td>1</td>
<td><strong>Tsutomu Tomotsune</strong> (Tokyo University of Foreign Studies)</td>
<td><strong>Tomoko Tamari</strong> (Goldsmiths, University of London)</td>
<td><strong>Fumihiro Kaneko</strong> (University of Tsukuba)</td>
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|          | The Legacy of the Imperial State                                  | Paralympian Legacies: star disabled athletes and 'ableism'     | Competing in the Global Sporting Arms Race
|          | **Tristan Paton** (Birkbeck, University of London)                |                                                             | and/or Creating a Sporting Habit for Life?                     |
|          | A psychosocial approach to experiences of national identity,      |                                                             |                                                               |
|          | explored through the London Olympics in 2012                      |                                                             |                                                               |
|          | **Takeshi Nakaji** (Kagoshima University /Goldsmiths)             |                                                             |                                                               |
|          | Cinema and Mega Event: On Kon Ichikawa’s Tokyo Olympiad (1965)    |                                                             |                                                               |
| 2        | **Yoshifusa Ichii** (Ritsumeikan University)                      | **Dario Lolli** (Birkbeck, University of London)              | **Dikaia Chatziefstathiou** (Canterbury Christ Church University) |
|          | “Creative reconstruction” and 2020 Tokyo Olympic Game: Disaster  | A Tale of Two Illustrations: The Shifting Nature of Popular    | Can you listen to my voice? The need for bottom-up approaches  |
|          | Capitalism, Celebration Capitalism and Olympic legacy             | Culture between the Two Japanese Olympics                      | in the legacy planning of the Olympic Cities                   |
| 3        | **Florian Purkarthofer** (University of Vienna)                   | **Ryotaro Mihara** (SOAS, University of London)               | **Kaori Homma / Yumi Song** (Art Action UK)                   |
|          | Whose Games? Whose City? Whom should we ask?                      | The Olympics as a ‘deodoriser’ of state mobilisation? A        | Olympic and Cultural Agenda- A problem of imposing cultural     |
|          | -Questioning contemporary forms of decision making and public      | comparison with the Cool Japan initiative                       | agenda                                                         |
|          | participation in urban planning projects                          |                                                             |                                                               |
| 4        |                                                                  |                                                             |                                                               |

| 12:00-13:00 | Lunch Break (PSH 326)                                                      |

updated: June 5th
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<th>13:00-15:00</th>
<th>Afternoon Session</th>
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<td><strong>Panel 4: Mediated Images &amp; Narratives</strong>&lt;br&gt;PSH 326</td>
<td><strong>Panel 5: New Inequalities</strong>&lt;br&gt;PSH 314</td>
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<tr>
<td>chair: <strong>Tomoko Tamari</strong>&lt;br&gt;(Goldsmiths, University of London)</td>
<td>chair: <strong>Caroline Knowles</strong>&lt;br&gt;(Goldsmiths, University of London)</td>
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<td><strong>Cerianne Robertson</strong>&lt;br&gt;(University of Cambridge)  &lt;br&gt;Contesting Olympic Narratives: Media Activism and the 2016 Rio Games</td>
<td><strong>Amanda De Lisio /Michael Silk / Philip Hubbard /Thayane Brêtas</strong>&lt;br&gt;Sex Work in the Context of 2016 Olympic Host Communities</td>
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<td><strong>Raphael Schutzwer-Weissmann</strong>&lt;br&gt;(photographer)  &lt;br&gt;My day with Oderbrecht and other tales</td>
<td><strong>Piero Corcillo</strong>&lt;br&gt;(Birkbeck, University of London)  &lt;br&gt;Olympic Games and Social Exclusion in former Athletes’ Villages: A comparison of Turin 2006 and London 2012</td>
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<tr>
<td><strong>Natsuki Yamamoto</strong>&lt;br&gt;(Hitotsubashi University)  &lt;br&gt;What kind of athletes’ representation produced by TV media?</td>
<td><strong>Kostas Zervas</strong>&lt;br&gt;(Leeds Trinity University)  &lt;br&gt;“Their Olympics not ours: Interactive storytelling from the other side… of Olympic cities”</td>
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<td><strong>Akiko Yanagisawa</strong>&lt;br&gt;(Mu:Arts)  &lt;br&gt;Olympic cultural programme: sustainable cultural innovation 2012-2020</td>
<td><strong>John Horne</strong>&lt;br&gt;(University of Central Lancashire)  &lt;br&gt;Understanding the denial of abuses of human rights connected to sports mega-events</td>
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<tr>
<td>15:00-</td>
<td><strong>Closing &amp; coffee/tea (PSH 326)</strong></td>
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Still Living the Dream? Making Sense of the 2012 Post-Olympic Legacy

This talk draws upon an ongoing longitudinal study which started in 2007 and uses a rich mix of ethnographic and archival research to track the impact of Olympic-led regeneration on the lifestyles, livelihoods and life stories of the people of East London. The talk will look at how the Olympic Legacy narrative is being enacted through the development plans for the Olympic Park and at how young people attending the local Academy school and residents moving in to the East Village (former Athletes Village) are actually making sense of this new piece of city. A close grained reading of incomers’ narratives and mental maps reveals very different strategies of inhabitation on the part of well-to-do middle-class ‘residents’ and disadvantaged social ‘tenants’ and a striking split perception of the new and old East London.

The talk goes on to look at various attempts to micro manage the resulting tensions and promote a shared sense of belonging to an ‘urban village’ and ‘living the Olympic Dream’. This strategy is analysed in relation to the notion of an ‘estate of exception’, the role of gentrification as a ‘civilising process’, and the tension between moral and market economies of worth in the delivery and evaluation of the 2012 regeneration legacy.

The presentation will conclude with the showing of a short film ‘Speaking out of Place’ which highlights some of the key issues from the perspective of young East Villagers.


Rafucko
artist/activist

Rafael Puetter aka Rafucko is an artist/activist and performer who makes political satire videos on YouTube. In 2013, while protests were taking place in several cities, Rafucko became popular and his channel reached over 3 million views. Rafucko’s work raises important debates on Brazilian social media, on issues such as; police

Phil Cohen
University of East London
violence, manipulation by mainstream media, the lack of dialogue between politicians and the population, homophobia, and forced evictions caused by the World Cup and the Olympics.

He took part in important debates with the commander in chief of the military police on the TV show “Na Moral” (Globo) and with one of the editors of O Globo (Rio’s biggest newspaper) at the event YouPix.

In 2013, Rafucko was named as one of the 25 most influential people on the internet by magazine “Galileu” and the digital publication “youPix”.

Rafael Puetter graduated in Radio and TV Studies at the UFRJ (Rio de Janeiro Federal University) and runs the blog rafucko.com. In April 2014, he started a crowdfunding campaign to raise funds to produce his own talk show. Amongst the guests who were invited are Marcelo Freixo (state deputy for Rio de Janeiro), Eduardo Viveiros de Castro (anthropologist), Laerte Coutinho (cartoonist) and Eduardo Paes (mayor of Rio), though Paes did not accept the invitation.

Margaret Gold
Senior Lecturer in Creative Industries | Guildhall School of Business and Law

_Cities, Games and Agendas: the making of Olympic Cities._

This presentation comes out of an ongoing project examining the intimate relationship between the Olympic movement and the host cities from the revival of the Games in Athens 1896 to the 2024 Games in Paris or Los Angeles. As the scale and complexity of the Olympics has grown, this work has considered why and how cities bid for the Olympics, the evolving agendas of potential host cities, and the tension between the desires of the IOC as the awarding institution and the perspective of the host cities who have to fund the staging of the Games.


Paul Watt
Birkbeck, University of London

_Where’s the Housing Legacy?_  
Capital Flows and Moving People in Post-Olympics, Austerity East London
This paper provides a critical assessment of the London 2012 Olympic Games housing legacy with reference to three overlapping issues: firstly welfare restructuring under conditions of ‘austerity urbanism’ (Peck, 2012), secondly the political economy of new housing provision, and thirdly the ongoing expulsion of homeless families away from their East London boroughs. The paper draws upon several research projects focusing on housing and homelessness in the Olympics ‘Host Boroughs’ which the author has undertaken from 2010-17, alongside housing activism. The paper argues that Labour councils – such as Newham and Waltham Forest – have pursued neoliberal local state strategies predicated on urban competitiveness, extensive private housing market development and minimal social rental housing provision. The impacts of this strategy can be seen in intensive capital inflows into new market housing, alongside outflows of low-income, homeless families and individuals away from their neighbourhoods and even beyond the city limits into South East England. The spatial legacy of the 2012 Olympic Games is therefore located in the city’s periphery as much as it is in the rapidly gentrifying East London landscape.

Paul Watt is Reader in Urban Studies at the Department of Geography, Birkbeck, University of London. He has published widely on social rental housing, urban regeneration, the London 2012 Olympic Games, the London housing crisis, gentrification and suburbanization. He is co-author with Tim Butler of ‘Understanding Social Inequality’ (Sage, 2007), co-editor with Peer Smets of ‘Mobilities and Neighbourhood Belonging in Cities and Suburbs’ (Palgrave Macmillan, 2014), co-editor with Phil Cohen of ‘London 2012 and the Post-Olympics City: A Hollow Legacy?’ (Palgrave Macmillan, 2017), and co-editor with Peer Smets of ‘Social Housing and Urban Renewal: A Cross-National Perspective’ (Emerald, 2017). Paul sits on the Editorial Board of CITY (Taylor & Francis), and is Board Member of the Research Committee on Sociology of Urban and Regional Development (RC21), International Sociological Association.

Anna Minton
Urban activist, writer and Professor of Architecture UEL

Olympic myths and realities: the privatisation of public space and the myth of ‘convergence’

The Olympics bequeathed us East Village and the developments within the Queen Elizabeth Olympic Park - all these and the park itself are privately owned and privately controlled, policed by private security, restricting access and behaviour. Anna Minton explains how the privatisation of the public realm gives the lie to the myth of ‘convergence’.

Anna Minton is a Reader in Architecture at the University of East London and the programme leader of UEL’s MRes Architecture: Reading the neoliberal city. She is

Gabriel de Santis Feltran
UFSCar, São Carlos Brazil

On Pacification and the Legacy of the Olympics, to Public Safety in Brazil

In 2008, Rio de Janeiro presented a public safety program - the Pacifying Police Units (UPPs) - as part of the 2014 World Cup, and especially for the 2016 Olympics project. The program had a lot of media success at its inception, but failed years later. This paper discusses the category of “pacification” through five topics: 1. Its long history in Brazilian policies targeting marginalised groups; 2. Its use as a way of selecting the favelas “that matter” and the consequences of this; 3. The context of competition between security policies of São Paulo and Rio de Janeiro; 4. The very notion of “peace” as a means of overcoming the “violence” caused by favelas. The text concludes by; i) debating why UPP failed and what it means to public security policies in Brazil; ii) arguing on a theoretical level that this everyday routine is a fundamental instance for the objectivation of the categories of difference.

Gabriel Feltran is a Professor in the Sociology Department at the Federal University of São Carlos (UFSCar), Research Director at CEM (Centre for Metropolitan Studies), and invited Scholar at Humboldt University (Berlin) in 2017. Gabriel’s PhD is in Social Sciences from the State University of Campinas (UNICAMP, 2008), with a period at the Ecole des Hautes Etudes en Sciences Sociales (EHESS 2006-7). Gabriel currently researches the transformations in social and political dynamics of the urban outskirts, focusing on collective action, marginalized groups and “the criminal world” in São Paulo.

Claudia Grangeiro
Rio de Janeiro City Hall

Rio 2017 Transformation in the Urban Landscape

During the U.N. World Conference for Sustainable Development RIO + 20 in 2012, it was announced that Rio de Janeiro received from UNESCO the title of the First Urban and Cultural Landscape declared World Heritage. The landscape shaped by man between the mountains and the sea had been listed for its exceptional value and the special connection between nature and culture. In 2013, the World Catholic Youth Day brought Pope Francis and 3.7 million people to Copacabana Beach. In 2014, the final match of the Football World Cup took place in Maracanã, Rio de Janeiro. This series of great events, crowned by the Rio 2016 Olympic and Paralympic Games, helped promote the city around the world and boost the intention to
implement important projects that had been on hold for decades. A type of revitalization that would help reduce unequal conditions for human development within the different regions of the city of Rio de Janeiro. With the concept that the Games should serve the City, inspired by Barcelona 1992’s well succeeded model, Rio de Janeiro turned the first Olympic Games in South America into an opportunity for establishing a close relationship between the sports competitions and the infrastructure of the city. Like Barcelona, Rio’s Port Region (characterised by years of degradation), signified the revitalizing of historical places, and the transformation of the landscape and dynamics of the downtown city. The Games took place in four distinct clusters: Maracanã, Barra, Copacabana and Deodoro. This was a chance to connect them by building express routes which were left as heritage for the mobility of the population, for urban and environmental improvements around the installations and along these corridors of high capacity public transport.

Claudia Grangeiro holds a degree in Architecture and Urbanism from the Federal University of Rio de Janeiro - UFRJ, with graduate studies in History of Arts and Architecture, Urbanism and Urban Revitalization Project Management. After working in several architecture offices in Rio and in Berlin, she started a career in urbanism at the Rio de Janeiro City Hall. Since 1990, she has been planning and managing interventions on the urban landscape of the city. She actively collaborated in the preparation for the Rio 2016 Olympic and Paralympic Games while working, for four years, at the Municipal Olympic Enterprise.

Shunya Yoshimi
The University of Tokyo

Rethinking Tokyo Olympics 1964: From Military City to Olympic City

The 2020 Tokyo Olympics is still caught in the trap of 1964 Tokyo Olympics. The experience of the 1964 Olympics can be seen as both an evidence and symbol of the successful recovery from Japan’s WWII destruction. It could be important to scrutinize what actually happened in 1964 in order to reveal the coupling of the Olympics with post-war-Japan. Why were the overwhelmingly gold-medal winning strong Japanese female volleyball players described as “witches from the Orient”? Why did a Japanese marathon bronze medalist who become a national hero, commit suicide after his success? Why did Tokyo give up becoming a cultural city and take the route to become a modernized Olympic city? All these issues could unpack another face of the Olympics which can be articulated against the context of modernizing Japan as a defeated country, which was desperate to proclaim the visions of development and expand society. The question arises what is the new coupling for the 2020 Tokyo Olympics? If the 1964 Olympics can be defined in terms of development, militarization and modernization, can the 2020 Olympics be
understood in terms of: diversity, conservation and sustainability?

Shunya Yoshimi is a professor at the University of Tokyo’s Interfaculty Initiative in Information Studies (III). He has also served in multiple positions at The University of Tokyo, including as Dean of the Graduate School of Interdisciplinary Information Studies; Vice President of the University of Tokyo; Chairman of the University of Tokyo Newspaper; and Chairman of the University of Tokyo Press. He studies contemporary Japanese cultural history, everyday life, and cultural politics from the perspective of dramaturgy. His major works include Dramaturgy of the Urban (Kawade Bunko); The Politics of Exposition (Kodansha Gakujutsu Bunko); Cultural Sociology in the Media Age (Shin'yosha); Voice of Capitalism (Kawade Bunko); Cultural Studies (Iwanami Shoten); Invitation to Media Cultural Studies (Yuhikaku); Expo and Postwar Japan (Kodansha Gakujutsu Bunko); Pro-America, Anti-America (Iwanami Shinsho); Post-postwar Society (Iwanami Shinsho); What is University? (Iwanami Shinsho); Atoms for Dream (Chikuma Shinsho); Out of America (Kobundo); Abolition of Humanities? (Shueisha), Geopolitics of Visual City (Iwanami Shoten); Scales of History (Shueisha) etc.

Yoshitaka Mouri
Tokyo University of the Arts

The Transformation of the City and Urban Culture towards 2020 Tokyo Olympics: In Comparison to London Olympics

The city of Tokyo is in the process of transforming towards 2020: Tokyo, sharing many characteristic features with London in terms of global cities, is now being redeveloped as a more globalizing tourist city, a digital media city and a creative multicultural city under the name of the Olympic 2020 project. On the other hand, the city of Tokyo is being militarized and fortified under the growing international political tension in the region and facing gentrification projects, polarization, inclusion and exclusion under the neo-liberal economic logic. How the face of Tokyo will change toward 2020 will be discussed by comparing it to the experience of London. In addition, urban social movements against the transformation will also be examined.

Dr. Yoshitaka Mouri is Professor at Tokyo University of the Arts. His research interests are postmodern culture, media, art, the city and transnationalism. His publications include: Street no Shiso (The Philosophy in the Streets) NHK Publications 2009; Poppyura Myūjikku to Shihonshugi (Popular Music and Capitalism) Serica Shobō, 2005/2012 (in Japanese); “‘J-Pop Goes the World: A New Global Fandom in the Age of Digital Media’ Made in Japan: Studies in Popular Music, T. Mitsui (Ed), Routledge, 2014; and New Collectivism, Participation and Politics after the East Japan Great Earthquake, World Art, Routledge/Taylor & Francis, 5/2, 2015 (in English.). Yoshitaka gained his MA in Media and Communications and PhD in Sociology at Goldsmiths.
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