



3x3 design

AS CRÔNICAS TIRADENTES

Executive Summary

As Crônicas Tiradentes (ACT) is a new tool for building local knowledge and creating urban interventions to stimulate entrepreneurialism and cultural vibrancy. ACT addresses the challenge of linking public and private investment with the everyday activities and customs of micro-economies. Current urban planning and design discussions concerning cultural economies often fall short of understanding the needs and activities of local actors. The physical landscape of Praça Tiradentes is centerpiece to municipal and private funding, but its social and economic networks are also built into its form and provide a lens to understand the area and its stakeholders as the area gains importance in Rio's urban lexicon. ACT is a 21st century adaptation of a 20th century storytelling platform that chronicled fast urban changes in Rio de Janeiro. This process goes beyond traditional outreach and communication strategies in urban planning and design; it engages citizens through "crônicas"- colloquial narratives and illustrations that leverage cultural cues to capture people's social and financial networks.

ACT is a new place making project- a place making process - around Praça Tiradentes, a rapidly developing heritage site in downtown Rio de Janeiro. The goal is to create a series of crônicas using digital and print mediums that highlight industrial and cultural clusters informed by ongoing research, surveys, and interviews. This information will be developed into simple and compelling local characters and graphic narratives. This work will incorporate citizen input, social network analysis, and policy research to develop collaborative programming. With our Brazilian partners, Studio X Rio, our web platform will leverage social media to stimulate public workshops and an ongoing interactive exhibition for each crônica. The purpose is to spark dialogue and develop community-generated planning interventions around topical issues. Events will leverage our partner's relationships with municipal actors, urbanists, researchers and grassroots organizations while connecting diverse citizens and businesses identified during ongoing fieldwork. ACT is a process that incentivizes people to work across sectors, activates stakeholders, and re-defines local cultural and economic development. As global cities expand, processes like ACT can activate discussions around the immense value of local activities and assist local actors that stimulate our cities' livelihood.

This project is ongoing. Currently phase two of this series - A Segunda Crônica- is being developed and will focus specifically on the music landscape around Praça Tiradentes.