

RC21 Leeds : September 11-13, 2017

Rethinking Urban Global Justice: An international academic conference for critical urban studies



**Session 18: Urban Scholarship, Urban Activism, and Struggles for Justice:
The Academy as Enabler of Emancipatory Politics?**

Implementation challenges for a new university campus designed in dialogue with São Paulo's social movements

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Professor at Federal University of Sao Paulo, Brazil

Pro-Rector of Planning

Brief overview on the recent history and social activism involving the São Paulo Federal East Zone Campus



Over a 3-year period, demonstrations in favor of expropriating land to make way for the new campus

**Participe da Implantação da
Universidade Federal da Zona Leste**

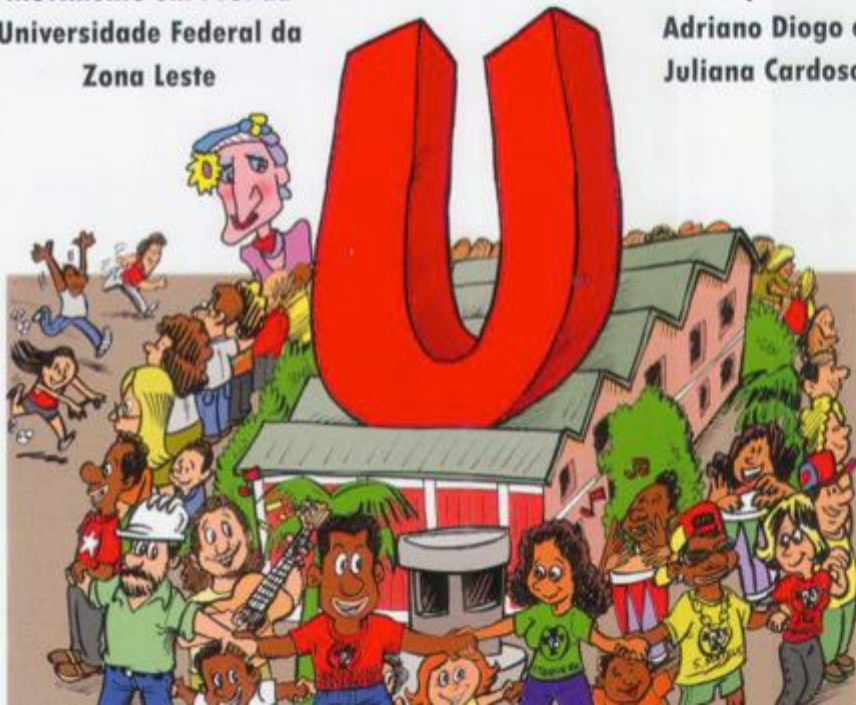
24 de março - sábado - 9h

Av. Jacú Pêssego 2630

Convide amigos e familiares

**Movimento em Prol da
Universidade Federal da
Zona Leste**

**Apoio
Adriano Diogo e
Juliana Cardoso**



**SOMENTE COM MOBILIZAÇÃO
CONSEGUIREMOS CONQUISTAR A ÁREA DA
UNIVERSIDADE FEDERAL DA ZONA LESTE**

1º Abraço . maio . 2010



2º Abraço . maio . 2011



**Dia 24 de Março é a última oportunidade
para conquistar o terreno da Universidade
Federal da Zona Leste**

Protests in favor of opening the Campus

It is the popular mobilization that makes negotiations move forward with governments and the University to co-produce emancipatory knowledge in dialogue with communities and social movements.



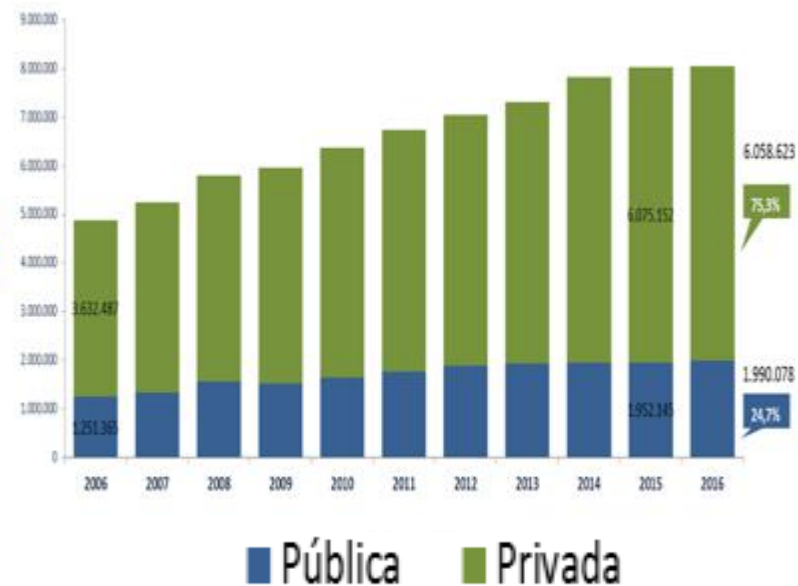
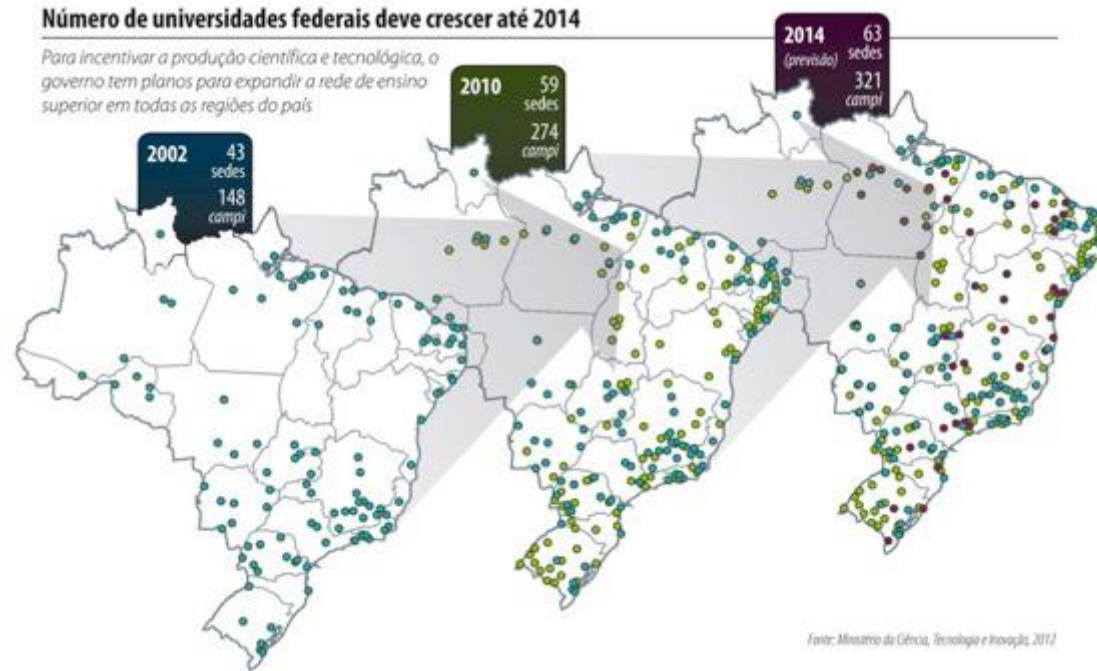
Photos by the author

Competition in the higher education market

Public universities with tax exemptions and 2 million students compete intensely with private universities (6 million students) that recently went public, were consolidated through mergers & acquisitions and attracted international investors.

Número de universidades federais deve crescer até 2014

Para incentivar a produção científica e tecnológica, o governo tem planos para expandir a rede de ensino superior em todas as regiões do país



The growth of federal public universities was significant in the last decade, bolstered by the Workers' Party under Lula and Dilma Rousseff

But **the growth of the private sector was even greater**. Brazil has the largest higher education company in the world, with 1.2 million students (Kroton group)

Federal University of São Paulo: Campus Locations

- Original Campus (1933) – Medical School
- Recente Expansion (2005-2012)
- Under construction
- Planned

●
São José
dos Campos

●
Guarulhos

●
Osasco

●
Zona
Leste

●
São Paulo

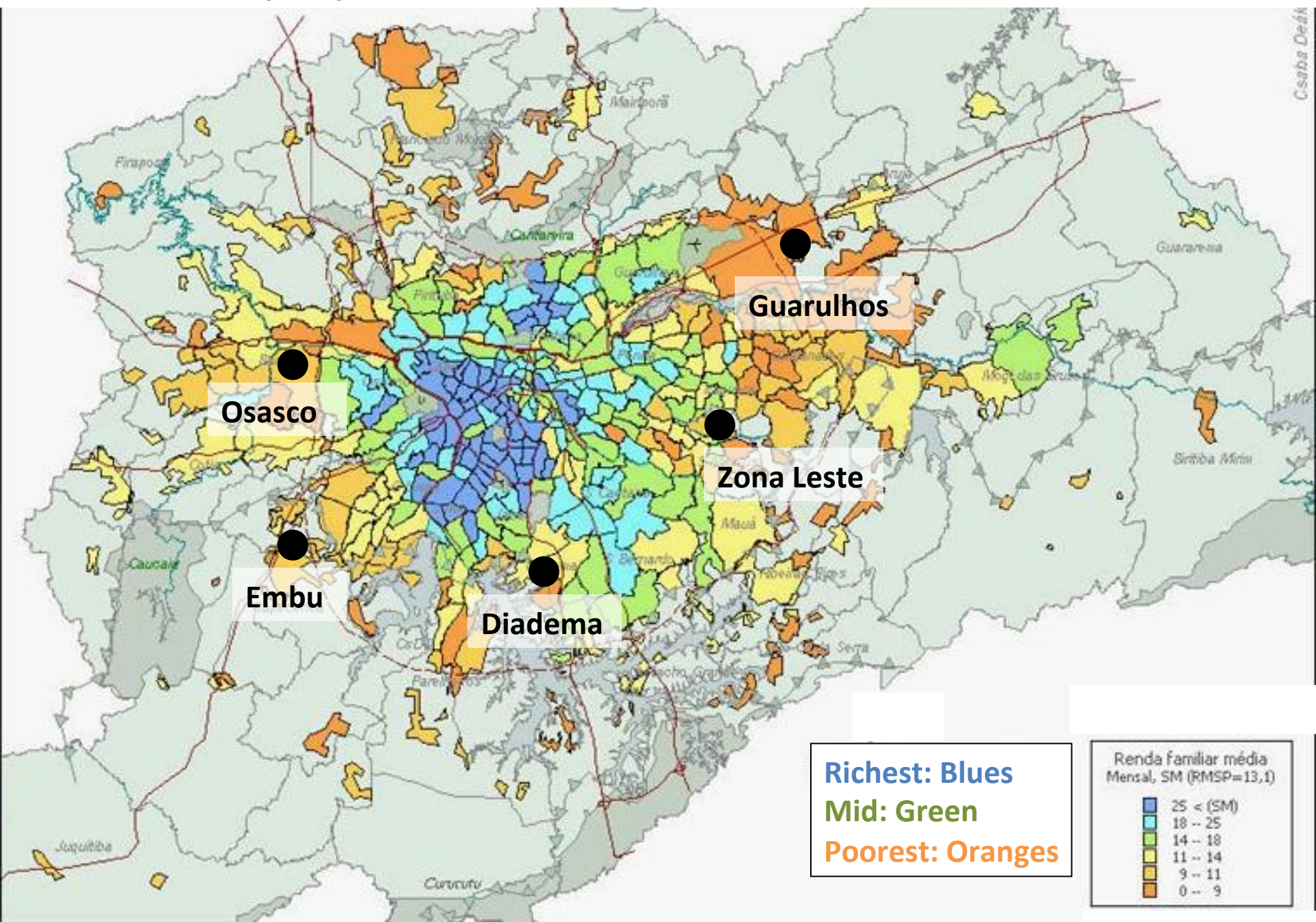
●
Embu

●
Diadema

●
Santos



University expansion in vulnerable areas of Greater São Paulo



Zona Leste (East Zone) is a traditional working class area in the City of São Paulo

An industrial region since the end of the 19th century, with working-class housing projects and strong trade unionism. In 1917, it was the location of Brazil's first general strike led by Italian anarchists.



The Campus area: 160 thousand m² lot expropriated in 2013

Former Gazarra Steel Plant (from the 70s), the largest in Itaquera neighborhood





Campus photos by Susan Ritschel









How do we **transform** an industrial, disciplinary space for 3,000 workers into a **center for learning, experimentation and freedom?**

At the same time, maintaining the building as a reference for the memory of the industrial working class?



The remodelling plan begins in 2013

Federal government commits to providing 159 faculty members, 184 technical personnel and more than 25 million dollars for the first building





Photo by the author

500,000 COPIES SOLD WORLDWIDE

"Brilliant methodology of a highly charged
and politically provocative character."

—Jonathan Kozol

pedagogy of the oppressed

PAULO FREIRE

New Revised 20th-Anniversary Edition



Paulo Freire Worker's University

Since the 1980's, the East Zone social movements have been debating the role of a Worker's University

The University would have to address situational problems faced by the population as well as teaching and learning and the adoption of a pedagogy directed towards autonomy

The educator Paulo Freire when he was secretary of education of the city of São Paulo during Mayor Luiza Erundina's first term (Workers' Party) - PT (1989-1992)

Urban mass protest - Brazil, June 2013

Protests influence the Campus theme-generator: CITIES

Claim starts with struggle for free transportation and best urban services
("We want FIFA standards for health and education")



Protest against the World Cup in Brazil

A large occupation by the homeless movement (MTST) next to the campus – “People’s Cup”

Arena for the Cup built near the campus



Photos by MTST

Debates, public hearings, national and international workshops

East Zone Campus resulted from a larger debate and Unifesp's recent institutional development on Convergent Knowledge with Social Relevance.



Photos by Unifesp

Cities Institute Political-Pedagogical Project (PPP)

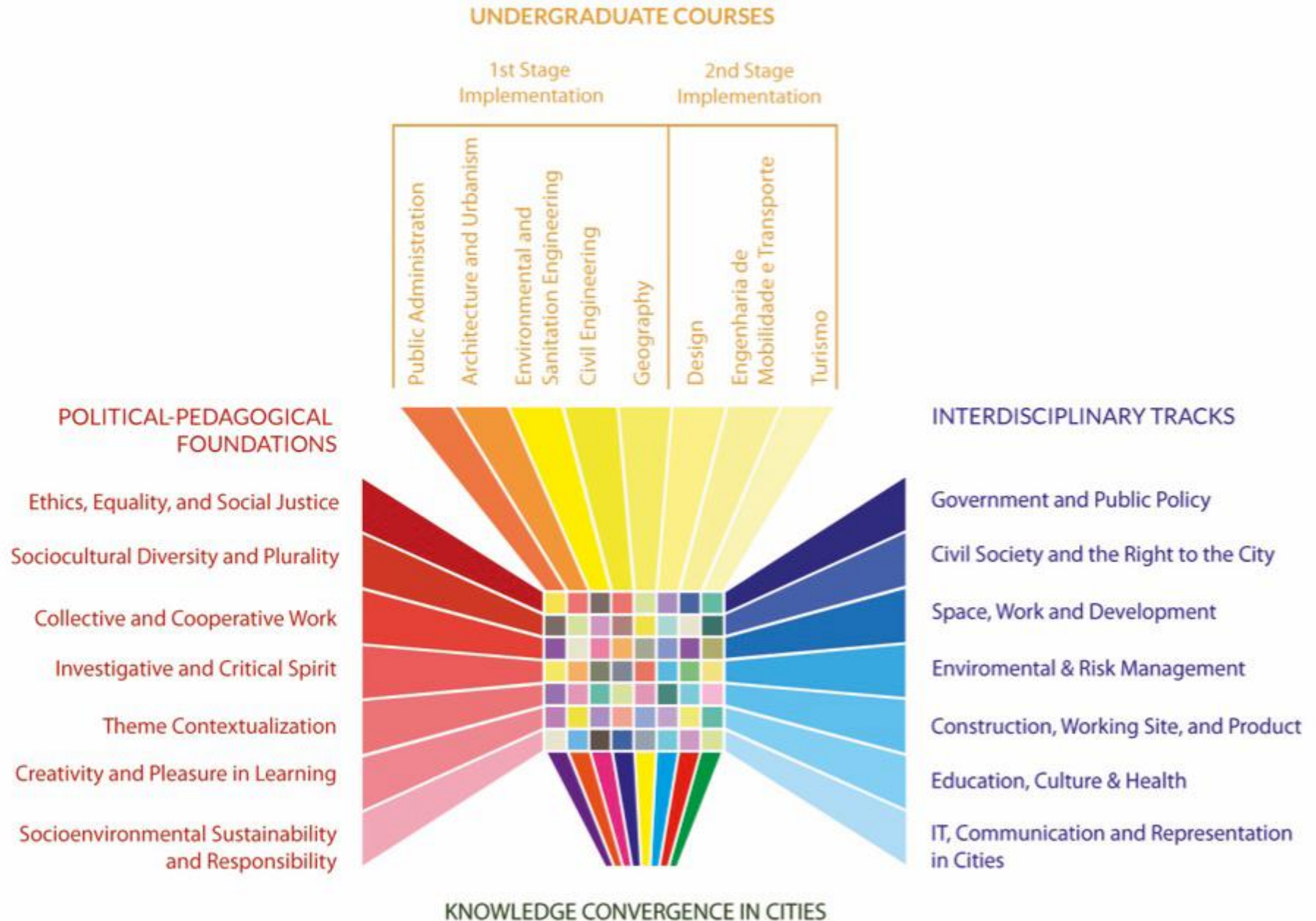
Completed and approved by the university council in 2015



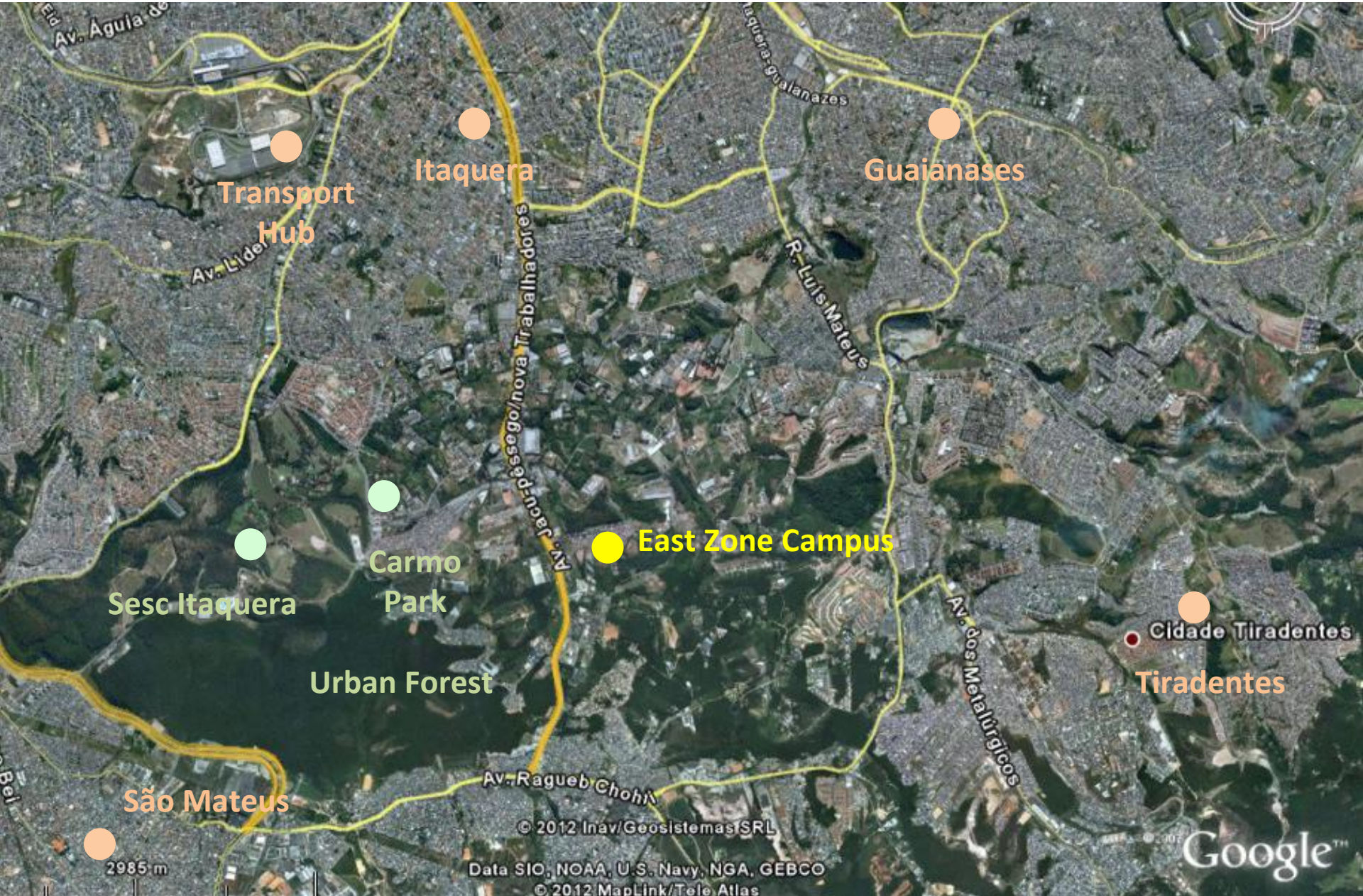
Undergraduate Courses planned:

- Public Administration
- Architecture and Urbanism
- Environmental and Sanitation Engineering
- Civil Engineering
- Geography

Cities Institute Convergent Knowledge Matrix



Campus location enables interaction with urban complexities



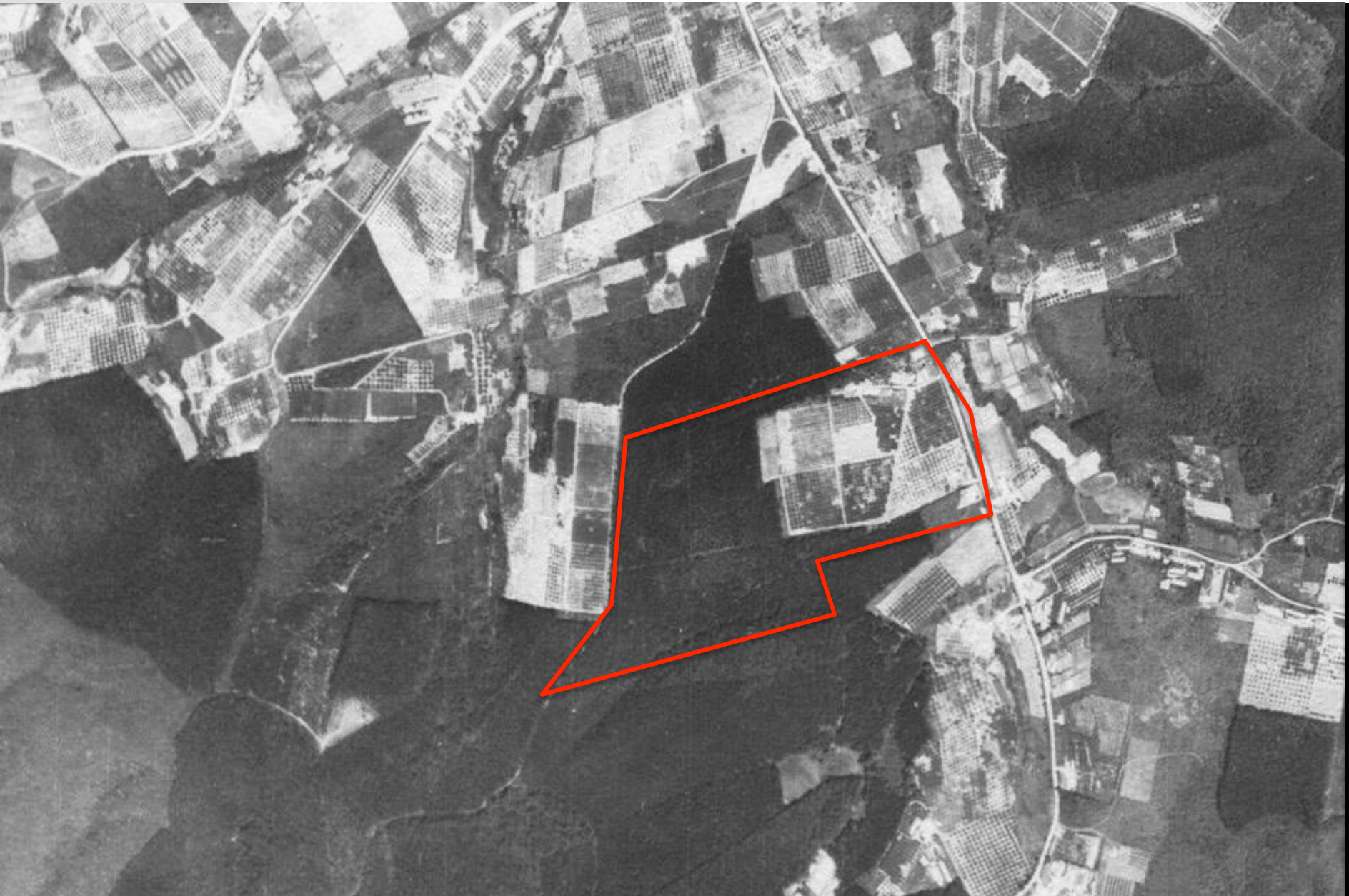
2017

The Campus location enables
interaction with urban complexities



1954

Sixty years ago, the area was part of São Paulo's green belt, with Japanese immigrant farms



Campus surroundings as Political-Pedagogical Subject



Japanese Immigrant Farmers
Old Green Belt

Urban Agriculture
Hybrid Territories
Cultural Otherness

Carmo Park
Cherry Blossom Festival



Campus surroundings as Political-Pedagogical Subject

Informal housing in clandestine lots, self-help construction and precarious settlements



Photos by the author

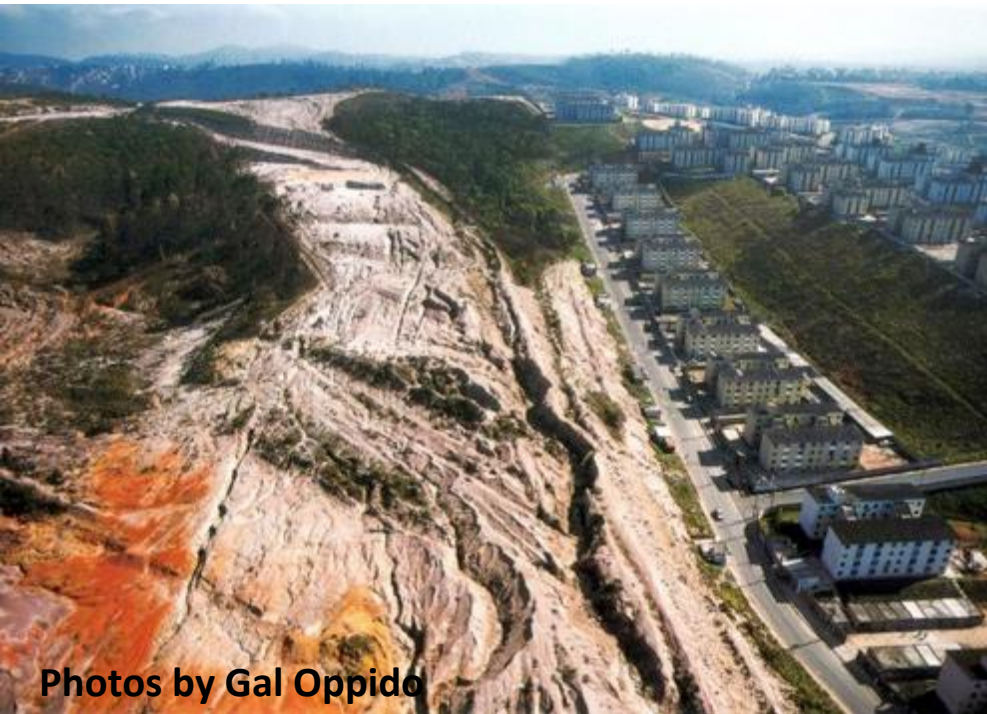


Photo by the author

Campus surroundings as Political-Pedagogical Subject

**Large Housing Blocks built in the military regime period
And degraded land in the vacant plots**

Contiguous neighborhood (Tiradentes) is the largest housing complex in Latin America



Photos by Gal Oppido

Campus surroundings as Political-Pedagogical Subject

Cooperative housing projects produced by self-management

Strong tradition in the East Zone of participatory projects with construction sites managed by the housing struggle movements and their technical groups



Photos by Usina – Paulo Freire and União da Juta Projects

Campus surroundings as Political-Pedagogical Subject

Big Infrastructure for Services and Transportation

New transportation hub and planned urban centrality

World Cup Stadium (Corinthians Arena)

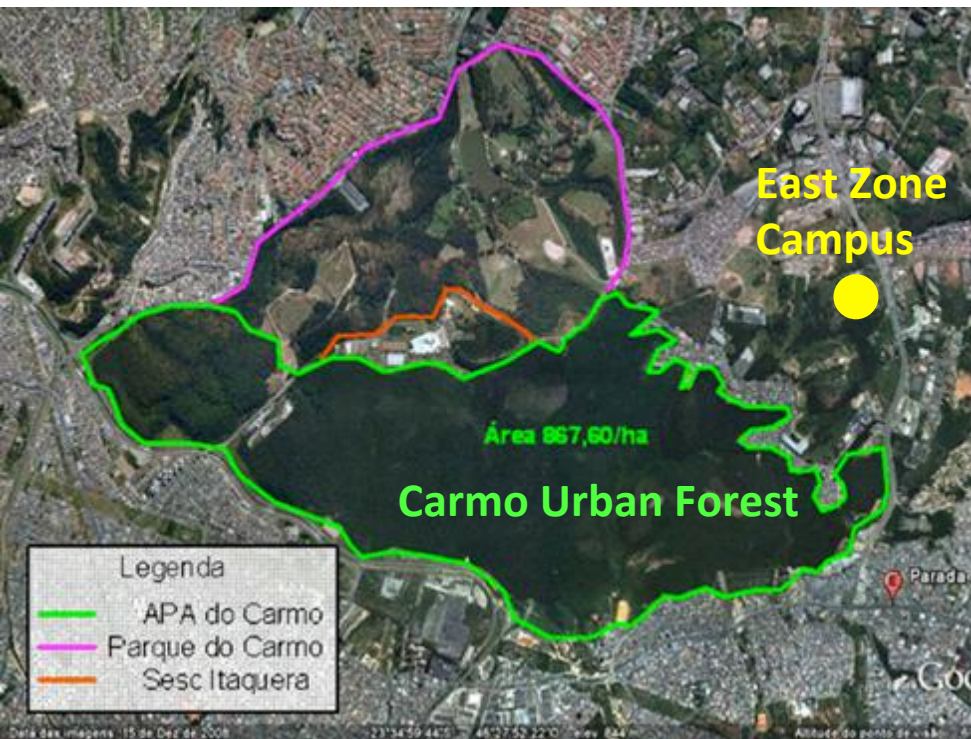


Campus surroundings as Political-Pedagogical Subject

Environmental Preservation Area (APA of Carmo)

Preserved area of original Atlantic Forest

Jacu, Aricanduva and Itaquera springs from Tietê River (bigger in the city)



Campus surroundings as Political-Pedagogical Subject

Large facilities for culture and leisure (Sesc Itaquera)



Campus surroundings as Political-Pedagogical Subject

Large facilities for culture and leisure (Carmo Park and Planetarium)

Grassroots movements in the region are struggling against the privatization plans for the park by the current mayor.



Campus surroundings as Political-Pedagogical Subject

Crisis of traditional industrial jobs (several metalworkers in bankruptcy) and new jobs such as call centers (digital proletarians) or cargo logistics



Campus surroundings as Political-Pedagogical Subject

Some neighboring communities are very active and organized in a multiplicity of social struggles.

Recently they acquired a new health unit and supervised its budget and construction to avoid waste.



Campus surroundings as Political-Pedagogical Subject

The same community also mobilized to keep a bus line that the mayor had cancelled.

Their main political training is based on liberation theology and direct action.

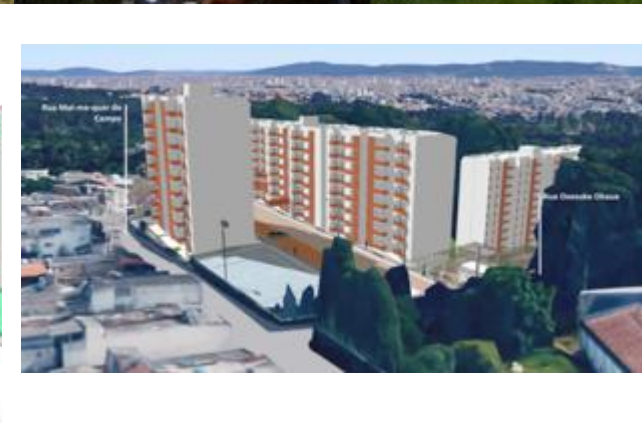
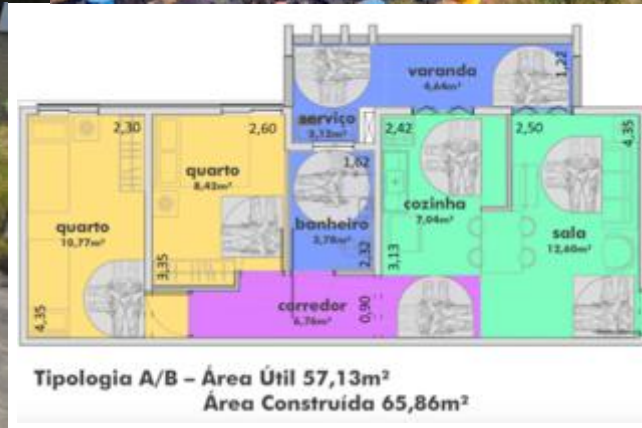


Photos by Jd. Helian Association

Campus surroundings as Political-Pedagogical Subject

Movement of homeless workers (MTST)

The largest homeless occupation of São Paulo occurred next to the Campus and was called "People's Cup". They also carry out activities on the Campus.



Photos by MTST and GTA

At the “People’s Cup”, some shacks were built with middle and upscale real estate brand sponsorship. Both irony and constructive intelligence (banners are waterproof)



Photos by the author

Back to the campus: First Renovated Building for Continuing Education Programs (2016)



Photos by Unifesp

Workers' Tribute to Movement Leaders in the building

(Waldemar Rossi,
Orisson Saraiva de Castro,
Zorilda Maria dos Santos)



2017 Campus continuing education activities

Continuing Education Culture Projects and Summer School



Photos by Unifesp

2017 Campus continuing education activities

Urban agriculture group (starting a small farm inside the campus)



Photos by Urban farm group

2017 Campus continuing activities

Urban Conflicts Course



Photos by Urban Conflict Course



2017 Campus continuing
education activities

**Preparatory Course for Low-
Income Students - Baobá**
(African tree of knowledge)



Photos by Baobá

2017 Campus continuing education activities

Health care movement meetings



Photos by Rossi

2017 Campus continuing education activities

Pro-housing movements activities in the Campus



Photo by E.Rodrigues



Photos by GTA



**“WELCOME”
to your new home design
(and our Campus)**

Master plan had a promise of \$25 million dollars investment for the initial construction

Continuing Education Building

Cities Institute Main Building

Central Square

Rua Sho Yoshioka

Estacionamento

Estacionamento



Administration Campus

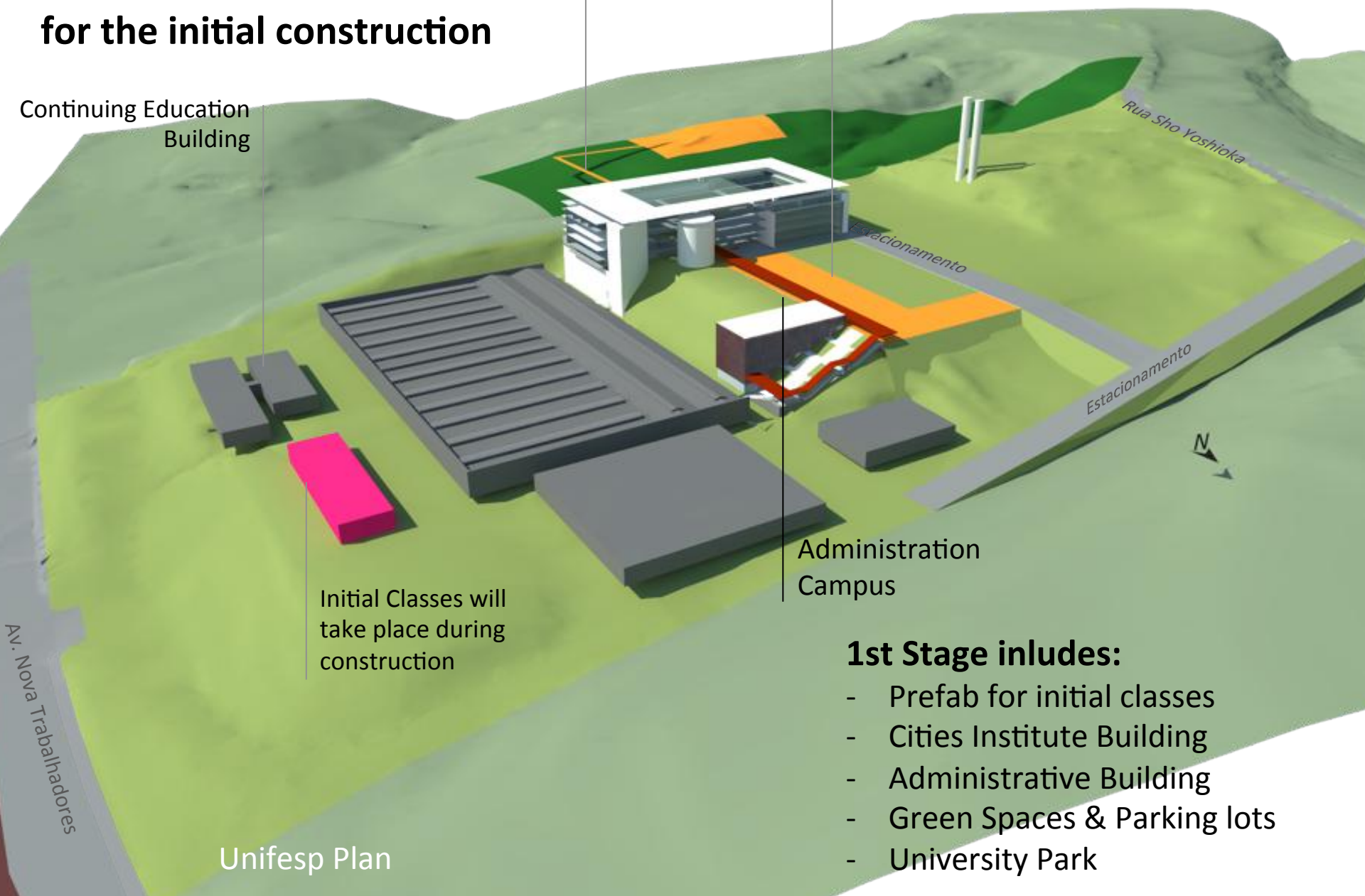
Initial Classes will take place during construction

1st Stage includes:

- Prefab for initial classes
- Cities Institute Building
- Administrative Building
- Green Spaces & Parking lots
- University Park

Unifesp Plan

Av. Nova Trabalhadores



**Culture and
Continuing
Education
Building**

(Theater, Main Library, Movie
Memorial and
other, continuing ed
programs)

**Workshop
Building&
Experimental
Working Site**

(Old
plant renovated for new use
in production and teaching)

Student Housing

(projects submitted through public
competition))

Day care

(Proinfância-MEC)

Rua Sho Yoshioka

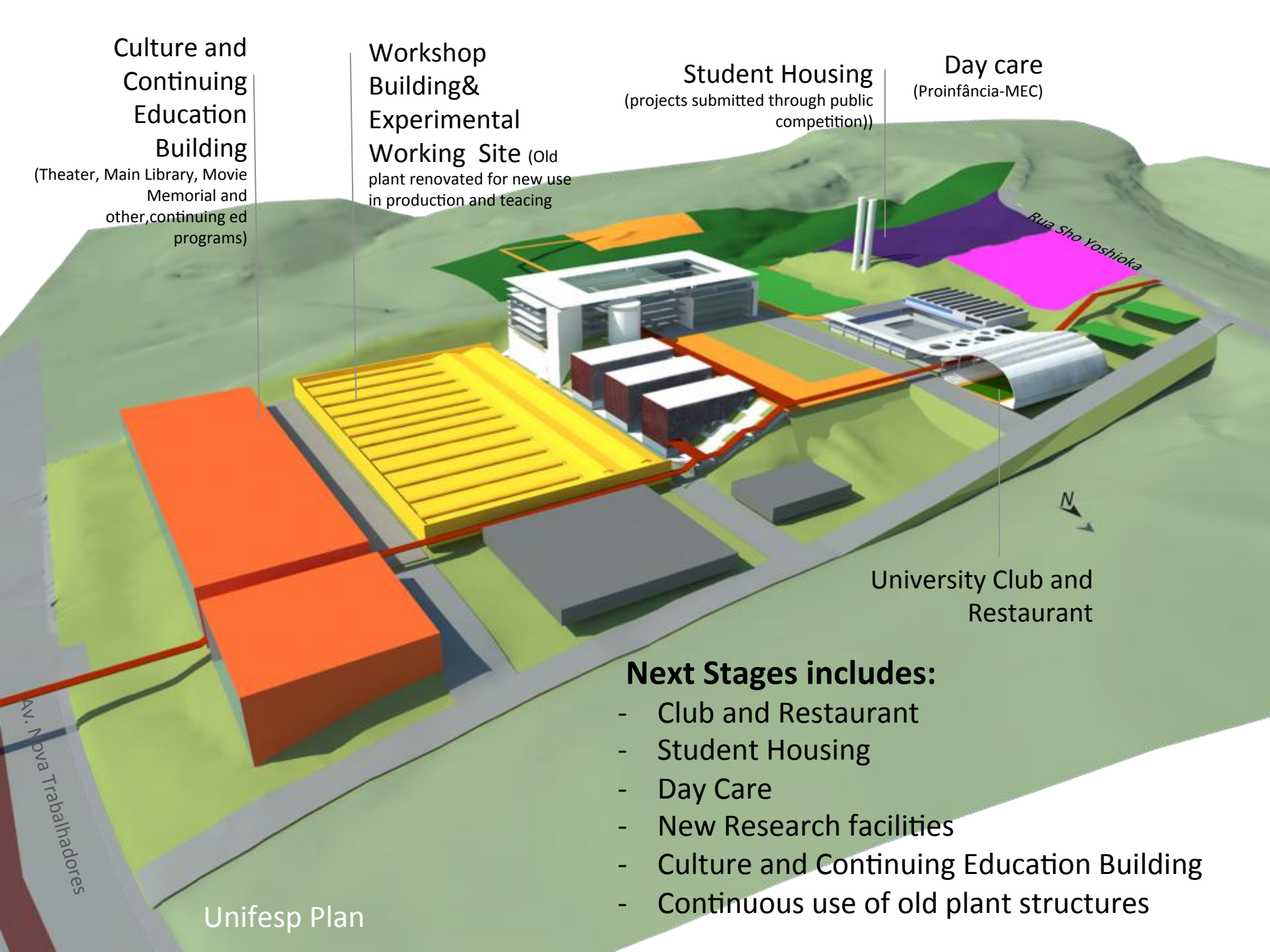
University Club and
Restaurant

Next Stages includes:

- Club and Restaurant
- Student Housing
- Day Care
- New Research facilities
- Culture and Continuing Education Building
- Continuous use of old plant structures

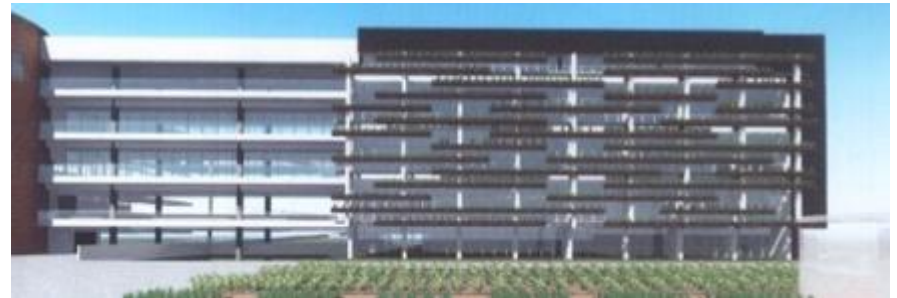
Unifesp Plan

Av. Nova Trabalhadores



Planning the Campus as a mini and sustainable city

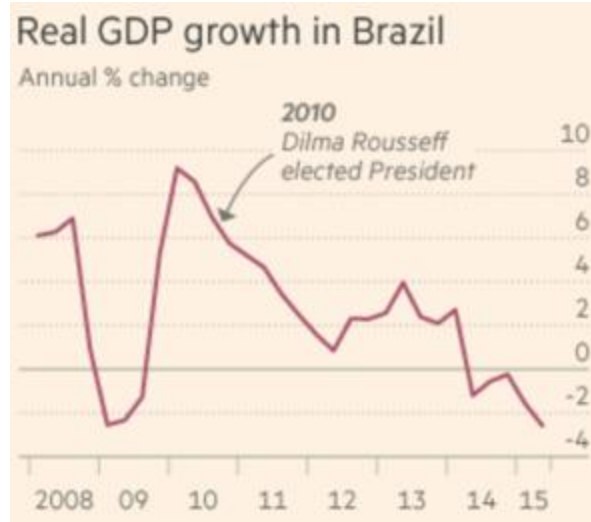
Teaching areas for production, operation, (sewer station, water reuse, energy generation), maintenance and transformation (flexible, green, adaptable, with multiple settings)



Federal Government doesn't comply with the original plan

No resources for construction, staff or faculty.

Brazil enters a severe economic crisis and the president is impeached with the support of the mainstream media, the judiciary and large companies and banks.



New scenario: Zero Budget Campus

How do we build the campus without funding from the federal government, through our own efforts and together with our partners in civil society?

Learn from experimental university efforts and communitarian knowledge and practices working with mutual aid and low-cost / low-impact technologies



Photos by Usina



Photos by LCC USP

New scenario: Zero Budget Campus

We **plant the seed** of a university campus that grows from the bottom up, with the people.

We also need to expand our international partnerships and support networks.

We need help to keep moving foreword.



Photo by Ritschel



Thank you.
pedro.arantes@unifesp.br

Cherry Blossom festival besides de Campus.
Photo by the author