114 - TRANSFORMATION OF GREEN AREAS IN SPORT, LEISURE AND CULTURE SPACES: MARK OF IDENTITY OF THE CITY OF CURITIBA

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INTRODUCTION

Curitiba, historically, has privileged the actions of urban planning with ambient and cultural preservation. The creation of formal instances, responsible for urbanism and Environment, and of specific legislations, preventive and innovators in the Brazilian scene, has helped to face some problems deriving of the ambient degradation.

More than a century, the municipal legislation looks to go beyond the mere physical ordinance of the territory. It establishes behavior norms for the maintenance of a healthy urban environment, defining the order of streets, alignments, techniques of construction, norms of hygiene and sanitation, arborization.

The form as the planning had being executed in Curitiba insterested the Federal Government: "Curitiba could be 'adopted' as example of the effectiveness in the urban planning intended for the rest of the country, because in official documents, which regulated the municipal actions of Curitiba, the priority was the human being" (MENEZES, 1996:93).

So, the city was re-thinked as a whole, programming accomplishments in those sectors that defined this totality: circulation, leisure, health, education and industrialization. The justification contained in official documents is supported in the argument that the objective was to integrate the functions of the city, valuing the presence of the man in its environment.

This form of performance and the urbanistics concepts introduced generated a identity mark of the city, with emphasis in the spaces and equipment which relate sport, leisure and culture.

SPACES AND EQUIPMENT DESTINED FOR THE EXPERIENCES IN THE SCOPE OF THE SPORT, LEISURE AND CULTURE IN THE CITY OF CURITIBA

That it calls attention in the projects destined to the experiences in the scope the leisure in the city of Curitiba is the simplicity. Although it has some modern and high cost equipments like the *Parque das Pedreiras*, that holds the *Ópera de Arame,* like the *Jardim Botânico* with the greenhouse of plants and like the *Parque Barigüi* with the Exposition Center the parks, generally, occupy areas with privileged natural landscapes, or are constituted in reused scenes, like the disactivated Stone Extration Place, that shelter a natural acoustic shell in the *Parque das Pedreiras* or the tunnel and natural cascade of the *Parque Tanguá*. The use of the natural conditions prevents land movements, that according technicians of the city hall, "cheaps the total cost of the parks". The leisure equipment that composes the parks demands little maintenance (durable materials as natural trunk of trees and other natural elements), what it prevents excessive substitution. The standardization of the furniture (garbage boxes, seats, luminaries), the disposal of the minimum necessary of equipment (fields, jogging and ciclying tracks) are factors that also contribute to cheap the costs making possible the quickly implantation of these spaces. For the ex-mayor of the city, Cássio Taniguchi, "the nature contemplates everything, so, the minimum necessary on the parks is placed and we wait to appear the demands."

Equipment from cultural motivations are added to this natural ambients through diverse ethnic memorials with permanent expositions of typical stuff of different colonies of European immigrants.

As general way, the diversity of use is always on the cultural and ecological level, including spaces for sport practices, besides making use of a similar structure in all the parks, with jogging and cycling tracks, kiosks and spaces for corporal experiences. With distinct ratios between the parks and groves, the presence of this type of equipment is common in all the parks.

The equipment goes since a Creativity Center (art school and crafts in the *Parque São Lourenço*), where are offered, by the management of the *Fundação Cultural* of Curitiba, joinery, xylograph and litograph art, handiwork in straw and glass, sculpture in resin and ceramics workshops, dance, singing and musical instruments classes, a library, a projection room and a theater. Besides *São Lourenço*, the *Bosque Alemão* and the *Bosque Zaninelli* has libraries. Some parks has also museums: *Casa do Seringueiro*, in memory of Chico Mendes (*Bosque Gutierrez*); Museum of Natural History (*Bosque Capão da Imbuia*); Automobile Museum (*Parque Barigüi*); House of the sculptor Erbo Stenzel (*Parque São Lourenço*), Botanical Museum (*Jardim Botânico*), Memorial of the Brazil's 500 years (*Parque Tingüi*) like others. The UNILIVRE (Universidade Livre do Meio Ambiente) located in the *Bosque Zaninelli*, which has camping also. In the *Parque dos Tropeiros* has rodeo fields. Add to all of this, has ecological tracks in diverse parks of the city, the offer of some modalities of nautical sports in the *Parque Iguaçú* the *Parque Passaúna* and zoo in the *Parque Iguaçú* and *Passeio Público*.

The parks had also began to emphasize the cultural-gastronomic issue, because its restaurants, bars, snack bars and *cafeterias* had become meeting points of the local people and tourists, who find either in these spaces souvenirs of grife *Leve Curitiba*. Moreover, in the *Parque Barigüi* is situated the "*Academia de Ginástica do Parque*", an old factory transformed into academy and frequented for people who practise jogging and running in the park and after that make gymnastics, workout or dance. Such service is totally free and kept by the City hall of Curitiba.

Also exist some projects in the parks of the city that have as proposal the ambient education. The municipal city hall had implemented distinct programs in each park, which can be outstanded the Ambient Education Program of the Zoo of Curitiba in the *Parque Iguaçú*. The project is faced to visitors and pupils of public and private schools and offers, through educative and recreative activities, information about the inter-relations between the fauna and flora. Also exists the project of the "Ecological Cantonment" that mainly serves the Municipal Education Network.

Although has been already evidenced in the beginning of this text that the criterion for implantation of the earliest public parks of Curitiba was the sanitation, through the map of localization of the green areas of Curitiba, is verified a predominance to the north of the city of the public green areas.

If we compare the familiar income of the inhabitants of various regions, we can come to the conclusion that the people with higher purchasing power are equally located in the central region and north, hence, more privileged in number of green areas.

Without go into more specific particulars in relation to the contless variables that influence such territorial dynamics, we would like to adduce that the localization of green areas can suffer influences from the real estate capital, as much as to influence the valuation of other areas. Therein, LUCHIARI (2002:25-26) when reflecting about the trade up of the natural landscapes, say that:

When reinvent the nature as valued landscape, the contemporary ambientalism cleared the way for selling natural landscapes and consequently for a form of social and spacial segregation. The same preservationist spirit, that protected natural ecosystems, also selected landscapes to be sold and transformed into new territorialities of the urban elites that are, now, guards of the nature.

THE CURITIBA PEOPLE AND THE FORMS OF APPROPRIATION OF THE SPORT AND LEISURE SPACES

A research accomplished by the forest engineer Elisabeth Hildenbrand, which 1,831 people had been interviewed, disclosed the profile of the parks users of Curitiba. The majority of the frequent users of the six analyzed areas *Bosque do Alemão, Parque Barigüi, Jardim Botânico, Bosque João Paulo II, Parque São Lourenço* and *Parque Tanguá* is of middle class and has good degree of instruction. Of the people interviewed during four months in 1999, 72.4% had at least the Senior High School, 52.7% belonged to the middle class and 23.9%, were of the first-rate. These results demonstrate a certain concentration of the middle class strata in urban green areas of the capital. Such fact, was already argued in the previous section, where some reasons of this concentration had been pointed, with prominence to the concentration of the low income population in the metropolitans regions. Therefore, these data disclose the *medium* profile of the proper population of the city.

The related research still demonstrates that the average displacement of the frequent users to arrive at the parks of the North region it is only four kilometers, which really indicates a bigger number of parks in this area and a more facilitated access for who live in this region. According with the work and services supervisor of the Environment Municipal Office, Lúcia Maria Rodrigues, the City Hall of Curitiba is intent to this demand for green areas in the poor regions, mainly in the South of the city. She explains:

The region still has a great vegetal covering, but it is having a demographic explosion, with the quick occupation of the available areas. We are continuously identifying land division areas and priorizing the creation of squares, but also it is in study process the use of great areas for the creation of parks.

The most positive result for HILDENBRAND (2002) was the evidence of that "all the investments made by the public power in green areas in Curitiba give positive return for the community". This was proven when the people had been questioned regarding the importance of these spaces for the city and the absolute majority (91.8%) was favorable to the public investments in urban parks.

The main uses of the parks observed in the research also demonstrated the social and economic importance of the urban green areas. The contact with the nature was the main item of attraction of the parks (66.8%), revealing that the users of the parks of Curitiba search a certain lifestyle, which contemplates the relation subject/nature through experiences in the scope of the leisure in outdoor spaces, pointing to differentiated quotidian in the urban way. Others 20.7% of the interviewed said that they frequent the green areas to practise physical activities, mainly to jog and to run. The researcher Elisabeth Hildenbrand believes that this "demonstrates an indirect economic benefit", because for her "the people would be leaving to spend with academies".

We would like to detach the index of 66% of users who frequent the parks looking for closer contact with the nature. This data are very significant, because it demystifies the idea of that the people only would be using the parks to practise "traditional physical activities", as running and jogging, which can have as purpose only the control of deseases or the search for the "ideal body". This superior index actually demonstrates that are present in these environments and in bigger percentage a certainty "leisure enjoy", which includes the contemplation or simply a stroll to the outdoors, which qualify these experiences and make them extremely singular in the urban way. For DE GRAZIA (1966:376),

The ideal of the leisure, although it requires a separation of the daily work ties, offers the possibility of the discovery and the creation. Its desire of seeing free of obligations are different of the free time. Its end is the power to be calm, not simply to guide itselves in the life, however to clean up the way in direction to the truth, to be calmly objective. This make the moral and the obligation to change into leisure by the truth that rules them.

From these data becomes opportune to question how the public politics of Curitiba are intent for this new form of living the spaces of sport and leisure of the city.

In this way, even so had be explicited in the official documents a certain concern with the co-participation of the community, whit autonomy, whit the diversity of social and cultural actions, the development of the creativity, of the freedom, among others questions, it is still perceived today a model of intervention in the public spaces of the city, mainly in the parks, specially faced to the sport, physical activity in the traditional model and/or for repetitive and litlle creative ludic practices, with utilization of standardized and directive alternative materials/equipments, which enables little autonomy, interaction, development and envolvement of the users.

However, as the reality of the reseached space allows to affirm, the urban public environment suggests an intervention in another perspective, being able to consist in wider actions, making possible the potentializing of the social and cultural contents of the sport and leisure, able to generate corporal and ludic experiences permeated by joy, freedom, pleasure and reflection feelings. Therefore, these paradoxes must be faced by the area of Physical Education and by the studies of the sport and leisure if the intention is really to add something to the community in which are inserted.

FINAL CONSIDERATIONS

Through the observations and interviews with users of some spaces of sport and leisure of the city we could evidence that, nowadays, the curitiba citizen assimilated some processes which Curitiba has passed and had being developing by the years, in search of a new "place culture", a distinct style of living the city. It seems to have an adhesion of the population to the considered model of spaces of sport and leisure in the nature, generating a new relation of the people with the city, that has decades was so "depersonalized". According to some historical researches, this depersonalization in the beginning of the constitution of the city was consequence of the great amount of European immigrants of different countries, who introduced they cultures in the urban environment hampering the development of a local culture that really identified Curitiba.

The explicit contents in interviews accomplished for this study, had revealed that the experiences lived deeply in the sport and leisure spaces, that contemplate a a litlle closer relation with the nature, can also generate new meanings to the public spaces constructed in the urban element. This aspect send us to the YÁZIGI (2001:174) formulations: "what makes a city different to another one is not its architectural capacity, that soon it becomes exceeded in relation an unifying modernism in advanced crisis, but symbols that on it the own inhabitants construct [...]".

However, we must be cautious with this questions, because exists also a certains spetacularization of the space-symbols of modern cities, through the creation of simulacum, that can suggest desires and sometimes even the false impression of that the city is a "paradise", which the parks of Curitiba can be fit, disregarding many ambiental aspects to be decided yet, in relation to the structure of the parks as much as in relation to the city.

However, when focusing the relations existed between the people that daily takes care of, appreciates and lives the urban parks of the city, beyond the cultural differences and the meanings material and symbolic ones that print to the curitiba landscape, we observe that the adopted model, of public spaces destined the experiences in the scope of sport, the leisure and the culture, can be favoring an identity with the place.

This belong feeling seems to potentialize the continuous usufruct of these spaces for the inhabitants born in the city as much as for the newly arrived ones in search of a better urban life quality. This seems to be in tunning with the effort of the public power, that has some decades looks for to print a mark of identity to the city through urban referencials.

The parks, the squares and the groves had turned into the "beach" of the curitiba citizens. It is more than 300 squares, thirty parks and diverse groves. Circulate, in average, 150,000 people per week in it. According to the field research of this study, of the people who unite jogging, running and exercises with meeting points, mainly in the weekends, to the families

of different social classes that search in the parks spaces for the most diverse experiences in the scope of the sport and leisure.

So, we observe in Curitiba a narrow relation between the local culture and the use of the public spaces. By the already mentioned reasons in the beginning of this text, this city assemble odd conditions of representativeness of the spaces and equipment model of sport, leisure and culture, reason for which occupies a place of prominence in this study.

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ABSTRACT

The reflection that we develop adopts as object of analysis the city of Curitiba, that contemplates privileged spaces close to the nature for experiences in the scope of the sport, the leisure and the culture. The adopted clipping objective to detach the importance of these spaces for the urban materiality, which can associate corporal practices with significant experiences in the scope of the culture, making possible a direct contact between the people, being able to consist in meeting points of the local community, thus with a new urban life style, printing a "mark of identity" to the city.

Keywords: Leisure, sport, space.

TRANSFORMATION DES SECTEURS VERTS DANS LE SPORT, LES ESPACES DE LOISIRS ET DE CULTURE: MARQUEZ IDENTITÁRIA DE LA VILLE DE CURITIBA

RESUMÉ

La réflexion que je développe adopte comme objet d'analyse la ville de Curitiba, celui contemple la nature privilégiée de á des espaces ensemble pour des expériences de la portée du sport, des loisirs et de la culture. L'objectif coupant adopté pour détacher l'importance de ces espaces pour la matérialité urbaine, qui peut associer le caporal pratique aux expériences significatives de la portée de la culture, faisant le contact direct possible entre le peuple, pouvant consister en points de réunion de la communauté locale, ainsi avec un nouveau modèle de la vie urbaine, imprimant une "marque d'identitária" à la ville.

Mots-clés: Loisirs, sport, espace.

TRANSFORMACIÓN DE ÁREAS VERDES EN ESPACIOS DE DEPORTE, DEL OCIO Y DE LA CULTURA: MARCA DE LA IDENTIDAD DE LA CIUDAD DE CURITIBA

RESUMEN

La reflexión que desarrollamos adopta como objeto del análisis la ciudad de Curitiba, de que comtempla espacios privilegiados cerca de la naturaleza para las experiencias en el alcance del deporte, del ocio y de la cultura. El objetivo que acorta adoptado para separar la importancia de estos espacios para la materialidad urbana, que puede asociar prácticas corporales a experiencias significativas en el alcance de la cultura, haciendo posible un contacto directo entre la gente, pudiendo consistir en puntos de la reunión de la comunidad local, así con un nuevo estilo de vida urbano, imprimiendo una "marca de la identidad" a la ciudad.

Palabras-clave: ócio, deporte, espacio.

TRANSFORMAÇÃO DE ÁREAS VERDES EM ESPAÇOS DE ESPORTE, LAZER E CULTURA: MARCA IDENTITÁRIA DA CIDADE DE CURITIBA

RESUMO

A reflexão que desenvolvemos adota como modelo de análise a cidade de Curitiba, que contempla espaços privilegiados próximos à natureza para experiências no âmbito do esporte, do lazer e da cultura. O objetivo adotado recorta para destacar a importância destes espaços para a materialidade urbana, que pode associar práticas corporais e experiências significativas no âmbito da cultura, sendo possível um contato mais direto entre as pessoas, podendo consistir em pontos de encontro da comunidade local, assim como um novo estilo de vida urbano, imprimindo uma “marca identitária” à cidade.

Palaras-chave: lazer, esporte, espaço.