



📍 Cultura colaborativa y procomún

# JANE'S WALK EXPERIENCE AS TOOL TO FOSTER CRITICAL MASS IN GOIÂNIA/GO - BRAZIL.

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## RESUMEN

The failure of the utopia of planned cities raised several criticisms since the 1960s. Authors like Jane Jacobs, substantiated by close observation of the everyday life of cities, identified planned landscapes as monotonous and not committed to the aesthetic and functional diversity, essential for urban life. These criticisms strengthened the idea advocated in the work of Jan Gehl that cities should serve people. The street space experienced by pedestrians, before forgotten in modernist proposals, regained its importance as a stage of urbanity. In 2007, a non-governmental organization called Jane's Walk, was created in Toronto aiming to spread the ideas of Jacobs. This institute encourages people to conduct community walks, bringing people to the streets to experience and discuss the quality of the environments. Between December 2013 and May 2014, Sobreurbana - a studio created for the collaborative development of urban interventions - organized four Jane's Walk in Goiânia/ Brazil. The purpose of this article is to demonstrate the results of the method applied by Sobreurbana in these Jane's Walks, which relies on the application of surveys. We expect these walks to help forming a critical mass that authors like Jan Gehl defend as essential to ensure substantial changes in the cities, in addition to supporting planning and urban design.

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# 1. INTRODUCTION

Cities are great artifacts created by human civilization. They are built to support their social relationships, whether at work, in family or within the most various social organizations of the political, ideological or religious environments. Cities are the materialization of these social organizations in space, with its hierarchies and worldviews organized according to the cultural environment in which they arise.

The transformations that occurred in urban centers during the Industrial Revolution imposed a new urban order subdued to capitalism and demanded the exercise of imagining and optimizing the organization of these spaces in order to better support the needs of human life. Then came the modern urbanism, with clearly speculative and hygienist intentions, which produced large urban interventions as the Haussmann Plan in Paris and the Cerdà Plan in Barcelona. It was also the basis for urban planning models from the early twentieth century and the production of cities *ex nihilo*, as Brasília in Brazil.

These models, practiced to exhaustion during the twentieth century, reflected different worldviews and contained anxieties and fascinations, typical of the time, such as subservience to the cars in the progressive model of Radiant City of Le Corbusier or the dichotomy between countryside and city in the culturalist model of the garden city of Ebenezer Howard. The failure of these utopias, imposed to preexisting cultures and landscapes, and mostly creating landscapes unfavorable to social life, raised great criticisms and, consequently, considerable changes in the way we think and make cities since the second half of the twentieth century.

These criticisms have arisen out of the environment of specialized architecture, with

multidisciplinary contributions from sociology, psychology, economics, design, ecology and other areas, which came to humanize the discourse on urbanism, also leading to a crisis of urban planning and the emergence of the discipline of urban design.

Adherents to this new discipline defend cities made for people, repositioning them in the urban center of the discussions, guided by authors like Jane Jacobs, with the discourse of urban vitality, and Jan Gehl, in the discourse of the design on human scale. Thus, the street before forgotten or misrepresented in the planning practices, recovered its role in the enjoyment of urban life while stage of social relations, rather than just serving the circulation of cars and goods. And the pedestrian recovered his leading role in the legitimation of the urban space created by experts.

Considering the pedestrian as the most accurate scale of the human person, his role is fundamental to participatory management of urban territories, nowadays a worldwide trend. Accordingly, the City Statute, legislation regulating the general guidelines of the Brazilian urban policy, establishes participatory democracy as an instrument to guarantee the fundamental rights of the human person, assembled, in turn, in the right to the city.

In this perspective, this article will demonstrate the experience of Sobreurbana in Goiânia in the conduction of community walks that aim to bring people to the streets to experience and discuss about their city. Such walks obeyed to the methodology proposed by the Jane's Walk Institute, founded to disseminate Jacobs urban theory.

## 2. THEORETICAL AND METHODOLOGICAL ASPECTS

### 2.1 Jane Jacobs and the defense of Urban



## Vitality





Jane Jacobs was an American journalist who, in the early 1960s, wrote her most important book, *The Death and Life of Great American Cities*, which influenced global thoughts on urbanism. Jacobs was part of a group of thinkers who severely criticized the urban planning produced at the time based on the urbanism of models which disrespected the preexisting and was very subdued to the car. Like Jacobs, also William Whyte, Jan Gehl, Kevin Lynch and others, argued that the practice of urban planning should be based on the concrete realities of everyday life of cities in order to produce environments that could support the social interaction between people, the main purpose of urban life. They defended the humanization of urban environ-

ments by designing spaces on a human scale.

Jacobs argued very convincingly in *Death and Life* of the importance of urban vitality to ensure quality of life for people and sustainability for cities, seeing these as complex living systems. She argued that the monotonous landscapes created by planners hindered the interaction between people and weakened the economy of the cities, mainly due to lack of uses and aesthetic diversity in the created environments. Table 1 presents a brief summary of the theory advocated by Jacobs.

Her studies repositioned the importance of the streets in the urban fabric. At that time, the urban planning - in both progressive or culturalist aspect - reduced the number of streets and limited its role as pathway for

**Table 1 – Jane Jacobs urban theory, defended in *Death and Life of Great American Cities***

APPRAISAL OF THE EVERYDAY LIFE OF THE CITY	The use of sidewalks as a guarantee of safety and security	
	Clear separation between public space and private space	
	Buildings facing the street	
	Diversity of uses during day and night	
	Sidewalks to integrate kids with the neighborhood and vicinity	
	Visual complexity and uses of public parks, squares and courtyards	
	Self-management rather than self-sufficiency	
THE COMBINATION OF USES FOR THE ECONOMIC PERFORMANCE OF CITIES	Main uses combined	
	Short blocks	
	Old buildings (affordable)	
	Population and buildings density	
FORCES OF DECLINE AND RECOVERY	Neutralization of border areas	
	Recovery of tenements	
MANAGEMENT OF ORDERED COMPLEXITY	Housing subsidy	
	Reduction of cars	
	Urban visual order	

cars and goods, assigning to pedestrians large landscaped areas, often without any purpose of use.

## 2.2 Jane's Walk Institute

The Jane's Walk institute was created in Toronto in 2007, a year after Jacobs' death, to spread her ideas. Its main activity is the promotion of the Jane's Walks - free community walks led by volunteers, aiming to bring people out to experience and discuss about their cities. Its purpose is to encourage civic engagement and solidify the sense of belonging, thus contributing to stronger communities.

Since then, Jane's Walks (JWs) already happened in the five continents increasing every year the number of walks, cities, participants and discussed topics. Walkability is the most discussed subject and is present in all other work of the institute, especially in Toronto. In 2011, the institute conducted a research with the University of Toronto about the conditions of walkability in suburban residential neighborhoods, formed by skyscrapers. The study lasted three years and was done together with the local residents. The results of this and other studies have been used by the local government to help drawing up plans to revitalize the city focused on aspects of traffic and walkability.

Knowing the educational potential of the walks, JW adapted them for classrooms as extracurricular activities of some schools of Toronto. The program is targeted for high school and consists in four days of classroom activities and one day walking. Teachers and students are brought together in activities that lead them to think and interact differently with the neighborhood and the built environment that surrounds them. Activities include participatory techniques to map the locations and the introduction of concepts of urban planning, local history and community life.

Every year during the first week of May, when it would be the Jacobs anniversary, the institute promotes the Jane's Walk Festival - a three day festival where several walks are conducted worldwide, causing a big buzz about the importance of walking in urban environments and the curiosity of knowing them better. During the 2013 Festival, 843 walks were held in 109 cities in 21 different countries.

To help in the production of the walks, the institute provides tools in its website which support the methodology described in Table 2, and also promotes in-class training in Toronto. A hierarchy of actors with different roles to play, always connected to each other, is used for the conduction of the walks, from the local organization to the international network composed by the participants as follows:

Project office > Central coordination of the institute, based in Toronto

City organizers > Represent their cities and coordinate the realization of the local walks, having a more direct connection with the institute

Walk Organizers > Organizers of each walk

Walk Volunteers > Support the walk organizers during the walks

Walkers > Participants of the walks

Aiming to encourage civic engagement, the Institute suggests that the walk themes should arise from the real needs of the locations, raising topics that need to be discussed or revealing local narratives typical of the visited area. The JWs are not touristic tours nor need the formality of a lecture: it has to address issues that invite participants to discuss and receive input from all people present, as well as pointing out the characteristic aspects of the site. Thus, they contribute to grow the sense of belonging and have great potential to support participatory processes in the democratic management of cities.

## 2.3 Sobreurbana in the context of Goiânia

Sobreurbana is a small studio created in December 2013 for the collaborative development of urban interventions. Focused in the city of Goiânia, where it is based, Sobreurbana believes that we need to build a stronger critical mass about urban issues in order to,

den city of Ebenezer Howard. Thus, the Initial Plan of the city of Goiânia shown in Figure 1, clearly indicates the experimental spirit of its time, resulting in a city with two very distinct faces.

**Table 2 – Method suggested by Jane’s Walk**

CONTENT CREATION	PRODUCTION & PROMOTION	REALIZATION OF THE WALK
Build a community involvement	Schedule of actions	Recommended duration: 1.5h
Identify topics for discussion. (Suggestions: urban potential, walkability, mobility, safety and comfort of sidewalks, land use and buildings diversity ...)	Virtual environment	Average 6 stop points for discussions
	Press release for local media	
	Templates of promotion pieces	Use of megaphone, video and photographic record
Definition of the route map	Tasks check-list	

in a near future, work collaboratively with the city to find solutions for its problems.

Goiânia is a city built out of nothing in the 1930s with the intention of transferring the seat of the government of the State of Goiás to a warmer place and with the clear purpose of leveraging the occupation of central-western Brazil. Its conceptual basis is modernity. A city embedded in the savanna, built with ox-wagons to become the symbol of the progress of the center of the country. Its Initial Plan, made by Atilio Corrêa Lima, was influenced by the French urbanism in the adoption of the radial drawing *pate d’oie* for the Central Sector, and was inspired on the industrial city of Tony Garnier, reflecting a clear zoning of functions and in the presence of nature as a hygienist element of the urban environment.

However, before ending the details of his proposal and after a disagreement with the state interventionist, Atilio left the project which was assumed by the brothers Coimbra Bueno, major builders and speculators of the history of Goiânia. They hired the consulting services of the engineer Armando Augusto Godoy, who left his mark by reformulating the South Sector under the molds of the gar-

den city of Ebenezer Howard. Thus, the Initial Plan of the city of Goiânia shown in Figure 1, clearly indicates the experimental spirit of its time, resulting in a city with two very distinct faces. It is true that, from the concept developed by Howard, the application in the South Sector of Goiânia did not go much beyond the organic design and the strong presence of nature in the landscape, moving closer to the suburbanization of its original concept as widely applied in American cities throughout the twentieth century.

Even after suffered a wrong occupation which led to the abandonment of its historical green areas, this neighborhood has features that enshrine in the minds of the population as a strong element of Goiânia identity. Currently, several discussions that are taking place about the use of its green areas, show the (late) curiosity of the population to recognize the urban and cultural legacy of this garden-neighborhood.

The current anxiety of the population to participate in the urban issues of Goiânia is not restricted to the South Sector. Goiânia is formed by a predominantly young population coming from different parts of the country, composing an interesting cultural mixture with great creative potential. Despite the current crisis of political representation that we now live in the country, and the general disbelief in public services, there is a latent desire of the

population to participate in discussions and decisions about their urban environments, legitimized by current legislation. Controversial projects and interventions conducted by the current municipal administration, undermining the sustainable development desired by the population, has generated important discussions about urban identities and the kind of city where they want to live.

In this sense, Sobreurbana, formed by professionals of urbanism and communication, has proposed projects that aim to value the built cultural heritage and to reveal the potential of urban environments to assure better quality of life. Therefore, it works upon the ownership of the city by the people, the urbanity and the awakening of the individual and collective civic responsibility in urban issues. Understanding that urbanity is mediated in the relationship between body and space, Sobreurbana adopted the methodology of the JW in the understanding of the built urban space, perceiving it as the result but also as a condition of the social relations that it is supposed to host. Here, the experience of walking throughout the city is perceived as the most genuine way to make the city. Thus, as a tool, Jane's Walks have great potential to promote a more direct, emotional and engaged contact between people and urban environments.

During its opening ceremony, Sobreurbana organized the first Jane's Walk Goiânia in its neighborhood, more specifically Av. Cora Coralina, a very controversial road that was built by ripping alleys, *culs-de-sac* and green areas of the South Sector. This walk reflected the belief of Sobreurbana that any change has to happen from the inside out: if you want to change the city where you live, you have to begin from your house, your street, your neighborhood, and so on.

The success of the first walk encouraged the realization of three more walks during the JW

Festival 2014, two of them in the South Sector and another in Sector Pedro Ludovico. Sobreurbana identified three other organizations also concerned with urban issues and invited them to propose and conduct new walks in the city, aiming to expand the public of JW Goiânia and to empower the discussions already started by them.

### 3. THE JANE'S WALKS EXPERIENCE IN GOIÂNIA

#### 3.1 The walk along Av. Cora Coralina

In December 2013, as part of Sobreurbana opening event, it was held the first Jane's Walk Goiânia at Av. Cora Coralina. The entire length of the avenue was covered, with six stops where specific predetermined topics were discussed, namely: mobility, urban identity, pedestrian scale, appropriation of public spaces, accessibility and civic engagement. Figure 2 shows the route and pictures of the walk.

With the help of a megaphone and photographic and video recording, the walk was also used as research object on the characteristics of the local urban design, regarding its urbanity and legibility, for Sobreurbana to propose interventions in the region.

In the end, participants were asked to fill a survey from which we could identify important conclusions about the site, as the fact that it is reasonably legible although it pro-





vides difficulties for orientation. The answers were unanimous when declaring that the avenue is used solely as pathway, in the perception that the location is not welcoming and by considering that its implementation worsened the quality of the neighborhood.

Discussing about urbanity at Av. Cora Coralina is emblematic because of its history: built in 2000 to relieve the traffic of Av. 85, a major circulation axis in the region, Av. Cora Coralina was implemented by cutting *cul-de-sacs* and by dividing green areas of the South Sector. Besides the traffic relief, the avenue was also defended by the municipal administration as a way to solve old drainage problems in the region. Apart from the official version,

the feeling of the population was that such intervention aimed actually to serve the traffic caused by an university that was irregularly built in that locality, whose negative effects are still felt today.

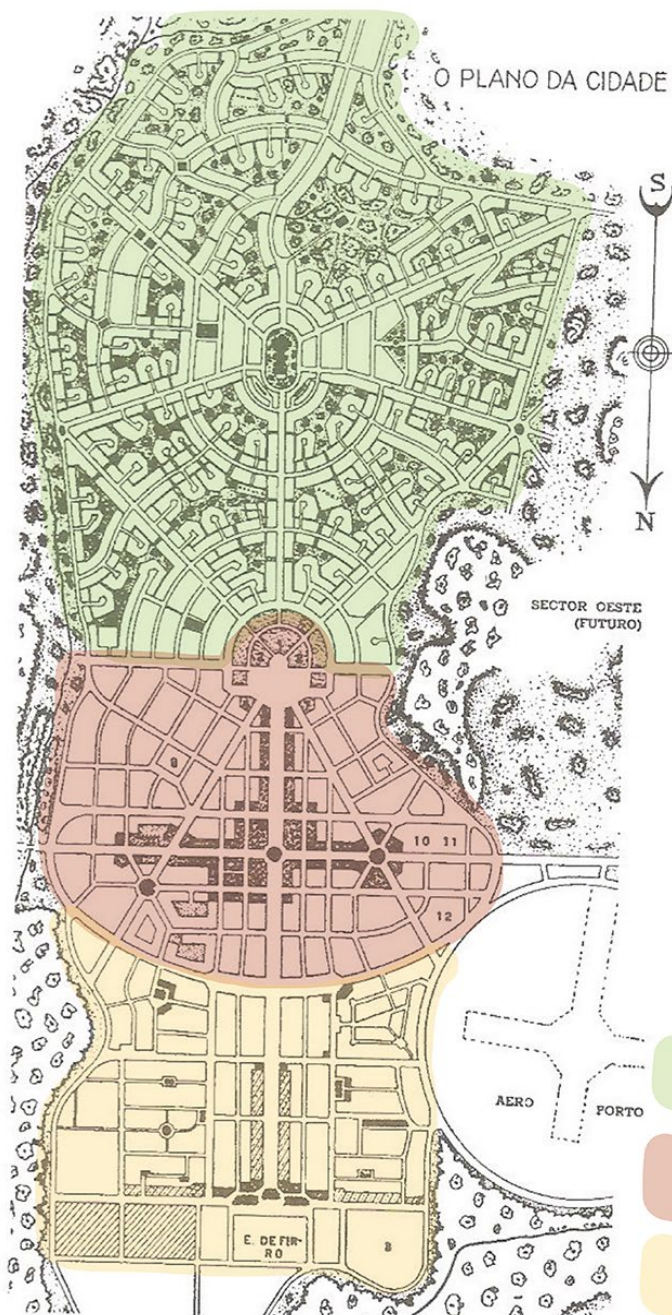
By addressing such conflicts, this JW encouraged the habit of walking in the city as a way to better observe it and understand it. Still, representing the first Sobreurbana action in the city, it was emphasized the urgency in preparing active and engaged citizens in the urban dynamics. Therefore it is believed that, from the sensory contact with the urban environment, the civic engagement necessary for people to lead the changes they wish for their city may arise.

### 3.2 Hunting Buriti Stream

Opening the Jane's Walk Festival Goiania 2014, it was organized a real hunting to a hidden stream. The walk was conducted in partnership with Design da Cidade, a newly movement of designers created to work on the paradigms of art and transformation of urban sensibilities, towards the sum and reconciliation of interests. The movement had already launched a discussion about the Buriti Stream, using it as a case for reflection about how we treat the inclusion of nature, and particularly the water, within the urban centers.

The Buriti Stream was partially channeled during the implantation of the city, and throughout its history it suffered a gradual reduction of its riverbed to be today completely buried under major streets and buildings of the city. Currently, its presence is visually noticeable only in the Buriti Forest, a urban park, where it comes to the surface in a lake, helping to keep it in the imaginary of the population.

However, frequent flooding along its original course keeps it



South Sector

Central Sector

Popular District





alive and noticeable in the city ecosystem. The walk left from the Officers' Club, a private property that hosts the headspring since 1970s, when it was built. It was a huge surprise to all participants (including the walk leaders) to discover this spring of exclusive access, and to find how it is so well protected, although threatened by the aggressive occupation in its vicinity. The intense process of verticalization, with the construction of deep foundations for the buildings and their underground parkings, compromises the groundwater table.

After this finding, the walk went out to the streets following what used to be the original path of the stream until it reappears in Buriti Forest. This happened between 5PM and 6h30PM and the group of people called the attention of many drivers and pedestrians, allowing a wider diffusion of the theme. Pictures and the route are shown in Figure 3.

The original route of the Buriti Stream is located in an imaginary line which divides three districts, West Sector and Marista Sector (regions under an accelerated process of densification, verticalization and subsequent sealing of the soil) and the South Sector, which resists in maintaining its characteristic of low density. It is noteworthy that it is this basin that impacts the drainage of Av. Cora Coralina.

In the end, Sobreurbana applied a survey that reported the commotion of the participants about the situation of the Buriti Stream and the urban landscape which we are deprived

when we, as citizens, allow the visual and structural occultation of this (and any other) water course.

Thus, we must emphasize the transformative power that this experience, within the purpose of discussing urban issues sensitive to people's understanding, has in the formation of a civic conscience, besides exercising the human senses to capture the qualities and problems of the landscape.

### 3.3 The Future of Pedro Ludovico Sector

The second walk of the Jane's Walk Festival was prepared in partnership with murAU de Ideias and approached a current and controversy discussion in Goiânia about a project of a Consortia Urban Operation (CUO) in Pedro Ludovico Sector.

murAU is a group formed primarily by architects and supporters of urban causes and had already launched this discussion at their monthly meetings, seeking a way to involve the population in structural changes that are being outlined for the neighborhood. The CUO is an instrument regulated by the City Statute and aims to promote partnerships between the public and private sectors with the involvement of communities in the pursuit of structural urban transformations, social improvement and environmental enhancement.

However this project, currently under development for the Sector Pedro, was voluntarily offered by the private sector, led by real estate companies and incorporators, with clearly speculative intentions in the perpetuation of a practice already known in Goiânia: verticalization around of the green areas for the construction of residential condominiums for the high middle class.

During the walk we discussed topics like gentrification, the possible types of density, the

need of protecting water sources and green areas and community participation in major decisions concerning the city. Figure 4 shows the route and pictures taken during the walk.

It is worth mentioning that this region was the last neighborhood implanted by the state during the construction of Goiânia, at the end of the 1960s, and still keeps much of its original population. With a quality urban design and



located between two parks which protect the headsprings of the Botafogo stream, Setor Pedro was historically forgotten by the municipal administrations and was plagued by the creation, within its core, of one of the most important road junctions of the metropolitan region. One of these parks, the Botanical Garden, is the largest in the city and is the epicenter of the densification and verticalization project of the CUO. With a native forest and an exuberant lake, the Botanical Garden is currently degraded, although it remains in the memory of the local population.

In this perspective, the walk played a very didactic role by elucidating what will probably happen in the region and reinforcing the need of the community to use its power to impose their needs and expectations, facing an urban readjustment of such impact. Among all JWs made by Sobreurbana, this one had the

highest number of local residents, as participants and as pedestrians who mingled with the discussions occurred in the breakpoints. In the survey applied at the end, we asked all participants what came to their mind when thinking of that neighborhood. They responded with elements that, according to Jacobs Urban Theory, are strong components for urban vitality and that should be preserved, such as: the perception of community, a mix of residential and commercial use and the fact that it is an old neighborhood with a certain tradition.

The JW held at Pedro Ludovico Sector, among others conducted in Goiânia, was the one with the greatest contribution potential in the process of strengthening the sense of belonging and consequent strengthening of the local community.

### 3.4 MUdA South Sector

The third and last walk of Jane's Walk Festival 2014 in Goiânia was held in partnership with Hábil Produção through the green areas of the South Sector, particularly to observe the urban art that has been growing in the region. Hábil is an art and design production studio that launched this year its MUdA project, with various activities in urban occupation, among them the mapping of urban art in Goiânia.

The green areas of the South Sector, historically neglected and underused, earned over recent years the colors of the graffiti, an occupation and appropriation process of the urban environment promoted by the art. This process is led by local artists without any financial or logistic support from the municipal administration, but with an immediate acceptance from most of the local population, which has been witnessing a desired revitalization of these areas.

The JW along the green areas of the South





Sector sought primarily to reveal their hidden wealth, both of the potential of these web of public areas, as of the importance of the role of the citizens in the reframing of the urban environment. Figure 5 shows the route and pictures taken during the walk.

During the walk, while promoting Hábil's project of urban art georeferenced mapping, Sobreburbana raised discussions about the use and occupation of those spaces. Among the participants were local residents that did not even know the possibilities of use and circulation of those areas. This reinforces the importance of revealing the city for its inhabitants, highlighting the possibilities it offers, far beyond from the conventional everyday situations of experiencing the city only as a pathway between home, work, school, supermarket. For people to commit to the urban transformation that they believe is necessary, it is essential that they put themselves into the challenge, experiencing the problems and the potentials of their city.

In this perspective, the walk confronted the participants with the severe limits of the green areas of the neighborhood, formed by high walls and sophisticated security apparatus; with various situations of irregular occupations that degrade the public space; with the degradation of the implanted urban furniture and the huge demand for new equipment. But also confronted them with small and specific initiatives where residents created soft borders between their homes and the public

space; with the Birds Forest - a green area where the surrounding community mobilized and leaded its reforestation, contrasting in the region as the green area most comfortable and receptive to the human body.

The survey applied in the end revealed that, despite its huge potential as recreational and coexistence areas, the predominant use of such areas is as pathway. The participants also referred the need for cleaning, lighting, street furniture and more initiatives that can bring people over to use it and turn it more livable.

We conclude thus that the walk offers the experience of good and bad situations, allowing people to see the possibilities of individual and collective behavior before city's public spaces.

#### 4. FINAL CONSIDERATIONS

The methodology proposed by Jane's Walk revealed in these experiences to be an important tool for mobilizing communities around urban issues. Table 3 shows a comparison between the walks.

With an average of 20 people per walk, the Jane's Walks held in Goiânia had a slightly higher public than the world average of the JW Festival 2012, which was of 17.4 people per walk. This demonstrates that even in a city where there is no participatory management nor attractive conditions to walk, such as Goiania, the population is interested to participate in initiatives that reveal the city and that brings the citizen into a collective effort to build best cities. In all surveys applied in the end, the participants confessed that the JW experience changed the way they relate to the city.

However, it stands for the next walks the challenge of attracting a more heterogeneous au-



dience in terms of occupations and interests and a wider representation of local residents, to actually achieve their empowerment. It is also important that the walk leaders get to know in advance the walking areas to ensure the fluidity of the walk.

The impact of Jane's Walks in Goiânia was very positive, counting with an increasing support from the local media and with the adhesion of many organizations and individuals who have since been requesting for new walks. In the surveys we asked suggestions for new routes. Most answers insisted on traditional locations like the Central Sector, but also scored the interest in new walks, wherever they happen.

Sobreurbana has been looking to keep an agenda of JWs. Today, two new walks are under preparation: one to be held in September during the mobility week, and another to happen in November during the 1st Goiânia Urban Ecology Week, an event produced by Sobreurbana.

From this experience in Goiânia, we can conclude that JW can be an effective tool to ensure the leading role of the pedestrian in the the urban space configuration, legitimizing participatory and bottom-up interventions as a contemporary global society worldview.

**Table 3 – Comparative overview of the methods developed for the four JW's**

		<b>Av. Cora Coralina</b>	<b>Hunting Buriti Stream</b>	<b>Future of Pedro Ludovico Sector</b>	<b>Green areas on South Sector</b>
<b>About the walkers</b>	Nº of walkers	17 walkers	19 walkers	22 walkers	22 walkers
	Nº of answered questionnaires	10 completed questionnaires	9 completed questionnaires	9 completed questionnaires	18 completed questionnaires
	Nº of dwellers Nº of architects	Noone dweller 4 architects	1 dweller 4 architects	3 dwellers 6 architects	1 dweller, 3 ex 5 architects
	Walkers gender and age	8 men 9 women Age between 15 and 60 years	8 men 12 women Age between 1 and 40 years	14 men 8 women Age between 15 - 60 years	9 men 13 women Age between 13 - 45 years
<b>Jane's Walk Tools</b>	PR-Press Release; PT-Posters Templates; VE-Virtual Environment; WS-Walk+Stops	PR PT VE WS	PR VE	PR VE WS	PR VE WS
<b>Sobreurbana Contribution</b>	Disclosure achieved in local media	Radio Interview, matter on the magazine Casa & Flora and on the newsletter of the State Board of Architecture and Urbanism	Matter on the journal The Popular (printed newspaper with the largest circulation in the city) and on the digital magazine Superinteressante.		
	Pictures with Frames	NO	YES	YES	YES
	Executed in partnership	NO	YES – Design da Cidade	YES – murAU de Ideias	YES – Hábil Produção
	Paralel activities	Research developed by Sobreurbana about the legibility and urbanity of the avenue.	Collage of stickers by Design da Cidade for signaling the course of the stream	NO	Mapping of urban art, as the first action of the MUdA project of Hábil Produção.

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