

3. Stand / Feudal Rendition of the Olympic City

Definitions of Rendit:

1. To boil down to an essence
2. To design/draw/represent
3. To pay rent to a lord
4. To capture
5. To result in

Urban Rendition: The Ordinary

Feudal Rendition: The Ordinary

Bits

Production of Space

Ordinary Rendit

Extraordinary Rendit

3. Rendit: to pay rent to a feudal lord

Ordinary Rendit: "Renting of Land" - Urban

Extraordinary Rendit: "Renting of Land" - Feudal

Ordinary Rendit: "Renting of Land" - Urban

Extraordinary Rendit: "Renting of Land" - Feudal

4. Rendit as capture

Rendit from place  
to reconfiguration of  
geographic space

changing patterns of accumulation by altering circulation

Extraordinary Rendition

Extraordinary Rendition



Definitions of Rendit:

1. To boil down to an essence
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abandonment by design

only 2 out of 3?

Core practice of IOC + FIFA:  
Capture of monopoly rents through  
extraordinary renditions of circulation

Extraordinary Renditions of Circulation

Urban Rendition: "Renting of Land" - Urban

Extraordinary Rendition: "Renting of Land" - Feudal

Urban Rendition:

Section 21, 2014 WC Host City Contract: "The Host City shall, upon FIFA or the IOC's reasonable request, at any period of the competition, shut down public access to roads within the Host City."

- General Disturbance Rendit
- Contracts for Infrastructure (Lava Jato)
  - School, Bank, Gov't holidays (Derris)
  - Road Closure / Seizure (Discipline)
  - Air Space Restrictions (Security)
  - Zones of Exclusion (Spectacle)
  - Credentialing (Entrapment to Excerpted)
  - Advertising Space (Colonization)
  - Media / Attention / Rights (Finance)
  - Rents (Airbnb, Uber, Visa, Bodywiser, etc.)

5. Rendit as Result or Outcome



Rendering the Games:  
the essence of the mega-event accumulation regime

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@geostadia

# Definitions of Render:

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## 2. Visual / Textual Rendering of the Olympic City

### Actor Networks / Elite Coalitions

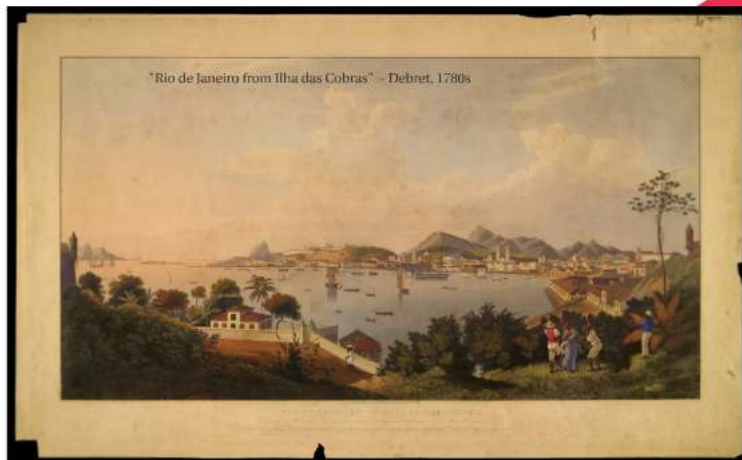
Local Coalition + Sports Industrial Complex

Bids



# GeoPorn

*"The tactical deployment of landscape to stimulate quick, intense, emotional responses in a target audience" (Gaffney 2017).*

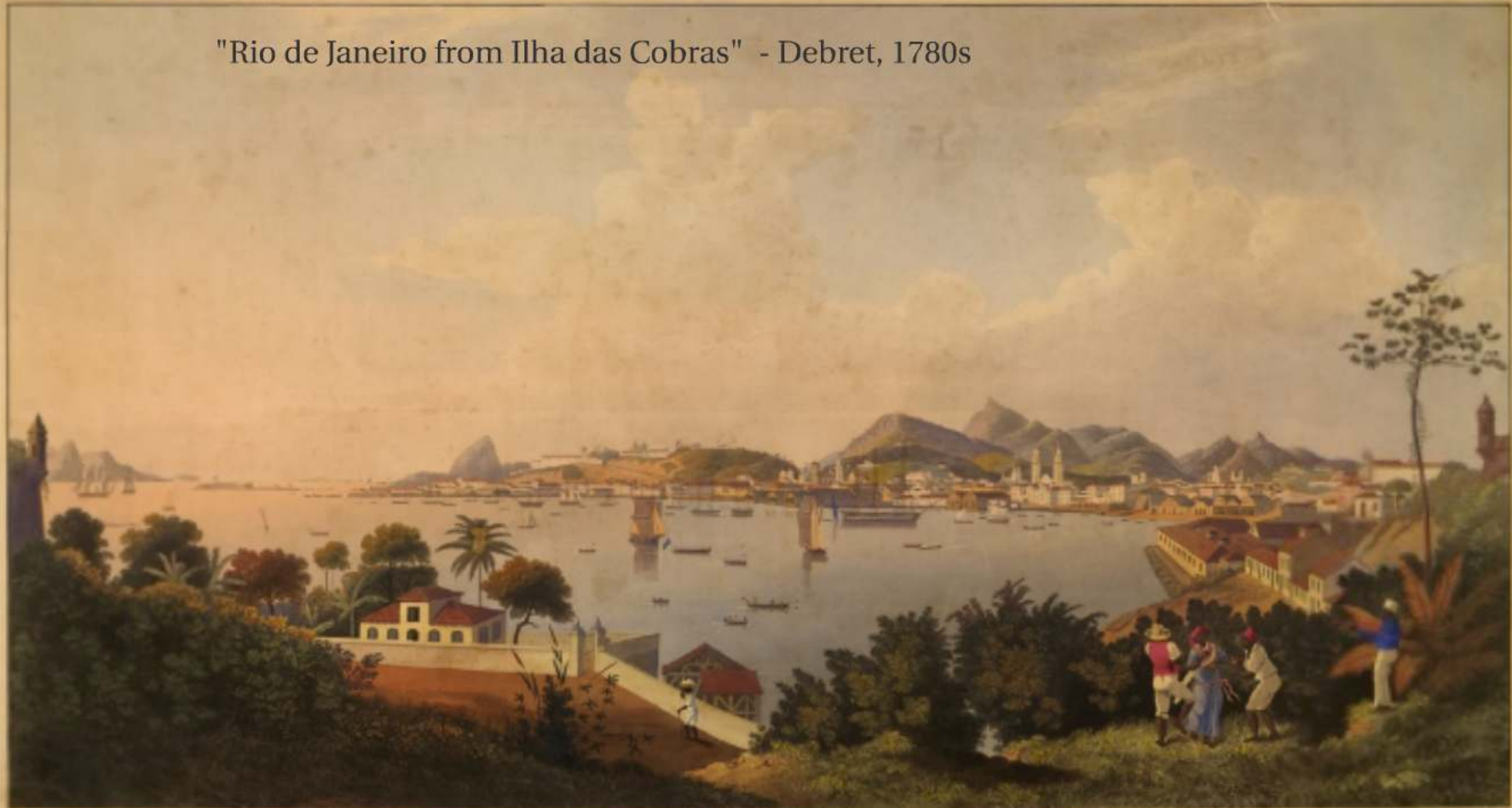


From Rio 2016 bid book





"Rio de Janeiro from Ilha das Cobras" - Debret, 1780s

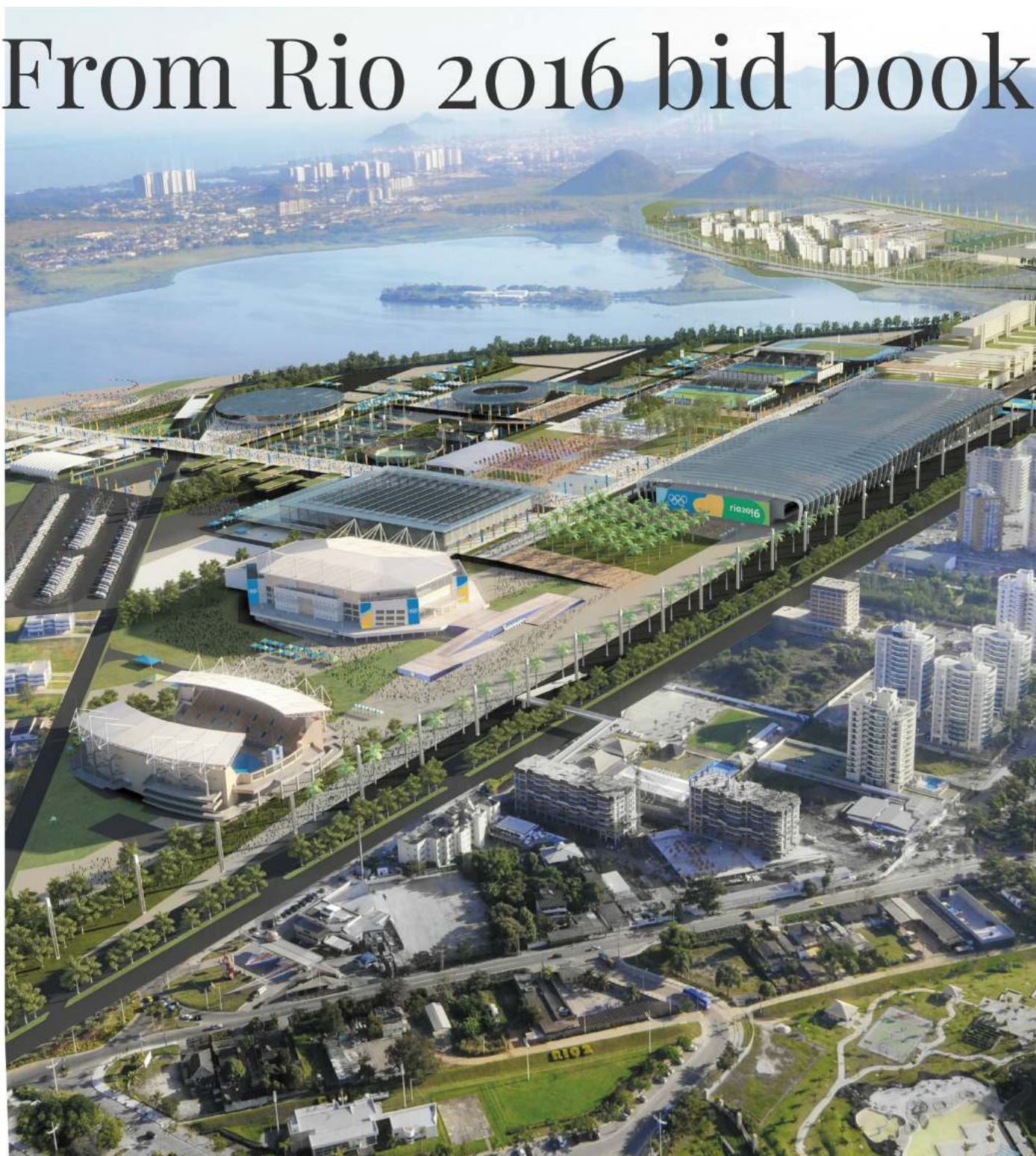


RIO DE JANEIRO FROM ILHA DAS COBRAS.

Engraved by G. B. DeBret, from a drawing by G. B. DeBret, 1780s.



# From Rio 2016 bid book







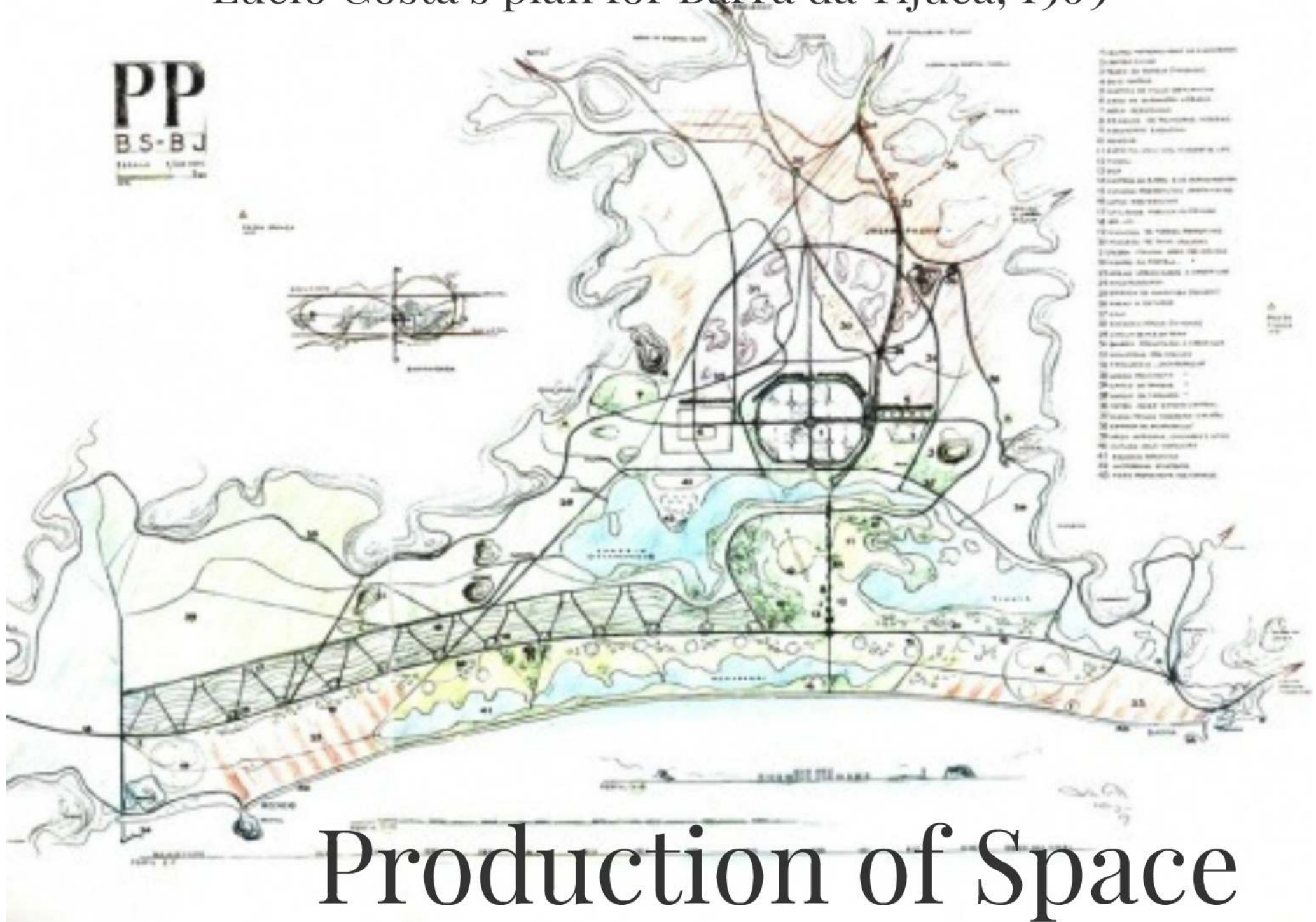


# OPERAÇÃO URBANA





# Lúcio Costa's plan for Barra da Tijuca, 1969

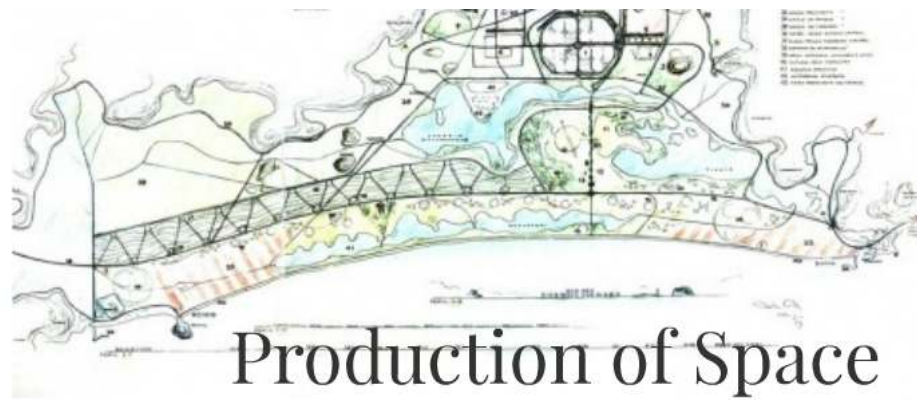


# Ordinary Render









### 3. Renderé: to pay rent to a feudal lord

#### Quotes from IOC Marketing Guidelines, 2016:

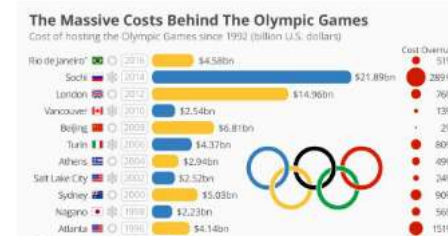
"The Olympic brand forms the foundation of the Olympic marketing programme."

"The main objective of the Olympic Marketing Programme is to ensure the independent financial stability of the Olympic Movement."

"To ensure the financial security of each edition of the Olympic Games, the IOC requests that a guarantee covering any shortfall in the [operating] budget is provided in the candidate city phase,"

Olympic Broadcast Games Revenue (US\$)

Los Angeles 1984	\$286.9 million
Seoul 1988	\$402.6 million
Barcelona 1992	\$636.1 million
Atlanta 1996	\$898.3 million
Sydney 2000	\$1,331.6 million
Athens 2004	\$1,494 million
Beijing 2008	\$1,739 million
London 2012	\$2,569 million
Rio 2016	\$2,868 million



# 3. Renderé: to pay rent to a feudal lord

## Quotes from IOC Marketing Guidelines, 2016:

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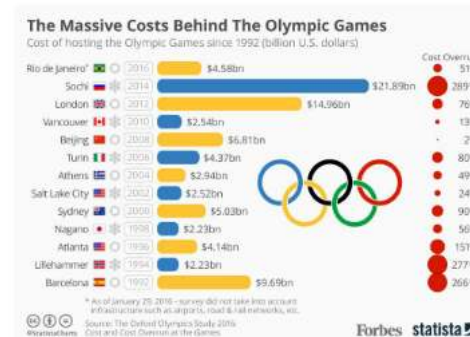
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IOC has 95 members





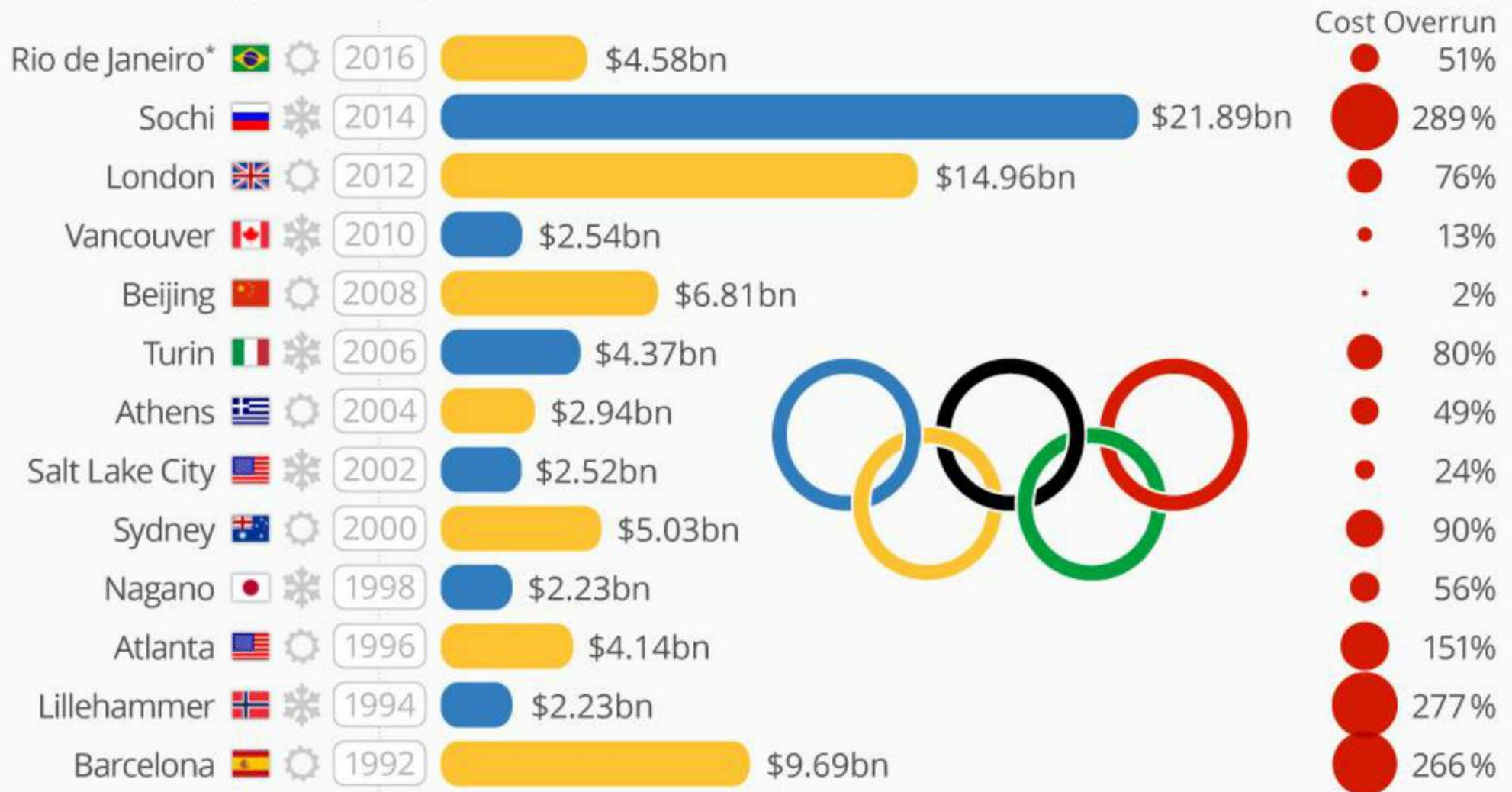
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# The Massive Costs Behind The Olympic Games

Cost of hosting the Olympic Games since 1992 (billion U.S. dollars)



\* As of January 29, 2016 - survey did not take into account infrastructure such as airports, road & rail networks, etc.

# 4. Render as capture



Rendering: from paper to reconfiguration of geographic space

changing patterns of accumulation by altering circulation





Aeroporto Internacional de Rio de Janeiro Galeão

Baía de Guanabara  
Guanabara Bay

Ponte Rio-Niterói  
Rio-Niterói Bridge

Aeroporto Internacional de Rio de Janeiro Santos Dumont

Parque Nacional Pedra Branca  
Pedra Branca National Park

Parque Nacional Tijuca  
Tijuca National Park

BAHIA/GUARÁ

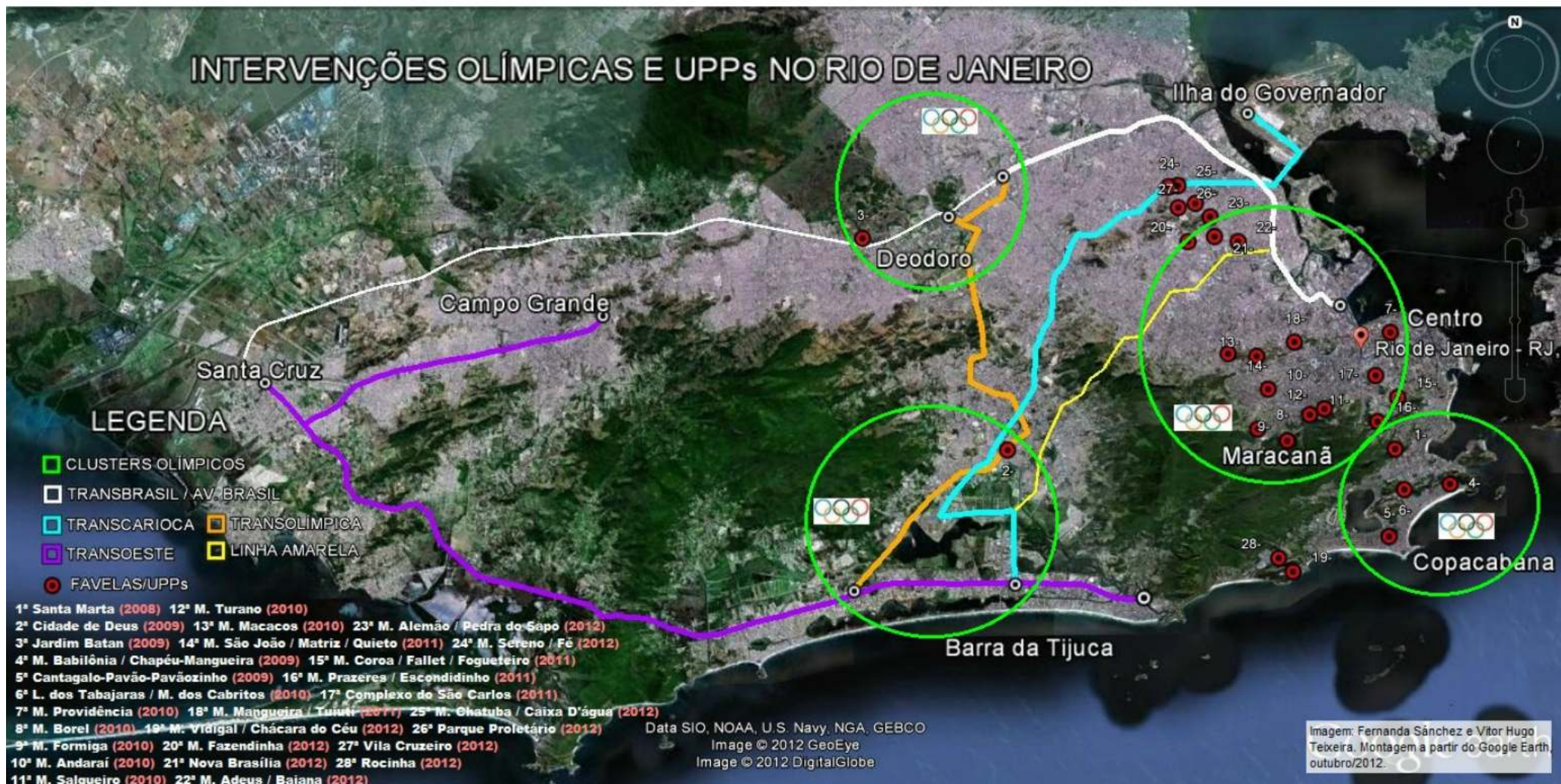
Colúmbia  
Baía Maracanã  
Praia  
Rio de Janeiro

Oceano Atlântico  
Atlantic Ocean





# As Caputis













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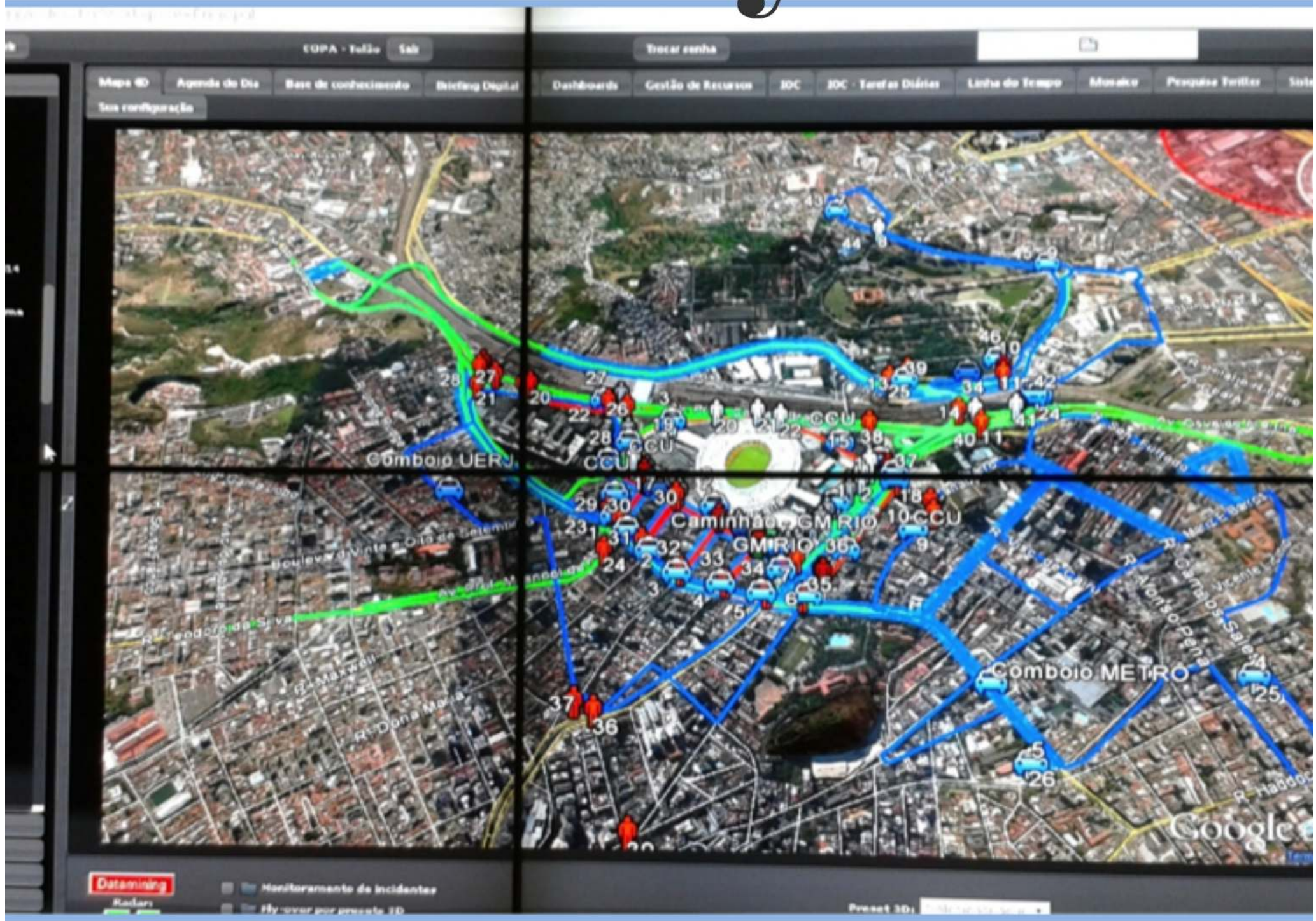
*Games Render*

# Extraordinary Rendition





# COMUNICAÇÃO E MONITORAMENTO





# Condition



*Games Render*



Contesting Circulations as Technique of Protest











der









**Extra-Legal Render:**

**Section 21, 2014 WC Host City Contract:** “The Host City shall, upon FIFA or the LOC’s reasonable request, at any period of the competition, shut down public access to roads within the Host City.”

## Forms of Extraordinary Render

- Contracts for Infrastructure (**Lava Jato**)
- School, Bank, Gov't holidays (**Decree**)
- Road Closure / Seizure (**Discipline**)
- Air Space Restrictions (**Security**)
- Zones of Exclusion (**Spectacle**)
- Credentialing (**Exception to Exception**)
- Advertising Space (**Monopoly**)
- Media / Attention / Rights (**Finance**)
- Rents (**AirBnB, Uber, Visa, Budwiser, etc.**)



Capture of mon  
extraordinary re

## **Extra-ordinary renditions of circulations**

**A double movement conditioned by the demands of (and acquiescence to) the event that occurs through the rendering of an urban future followed by direct action to shape and capture the resultant circulations.**

## Core practice of IOC + FIFA :

Capture of monopoly rents through extraordinary renditions of circulation

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only 2 out of 3?



## 5. Render as Result or Outcome



2 out of 3?





# abandonment by design



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