5. Render as Result or Outcome

Core practice of IOC + FIFA:
Capture of monoply rests through extraordinary renditions of circulation.

Note:

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

Christopher Gaffney
christopher.gaffney@geo.uzh.ch
@geostadia
Definitions of Render:
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
2. Visual / Textual Rendering of the Olympic City

Actor Networks / Elite Coalitions
Local Coalition + Sports Industrial Complex

Bids

*The tactical deployment of landscape to stimulate pilot, but not so emotional responses in a target audience* (Foucault 1985)
"The tactical deployment of landscape to stimulate quick, intense, emotional responses in a target audience" (Gaffney 2017).
"Rio de Janeiro from Ilha das Cobras" - Debret, 1780s
From Rio 2016 bid book
OPERAÇÃO URBANA
Lúcio Costa’s plan for Barra da Tijuca, 1969

Production of Space
Ordinary Render
Infraestrutura de Transporte

Entenda como funciona nossa atual infraestrutura de transportes e veja como ela será em 2015.

Atual

2015

US$ 8 bilhões de investimentos • 63% da população serão usuários de Transporte de Alta Capacidade

Região Deodoro

Região Maracanã

Região Copacabana

Região Barra

Extraordinary 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."

<table>
<thead>
<tr>
<th>Olympic Games</th>
<th>Broadcast Revenues (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles 1984</td>
<td>$216.0 million</td>
</tr>
<tr>
<td>Seoul 1988</td>
<td>$912.6 million</td>
</tr>
<tr>
<td>Barcelona 1992</td>
<td>$635.3 million</td>
</tr>
<tr>
<td>Atlanta 1996</td>
<td>$518.6 million</td>
</tr>
<tr>
<td>Sydney 2000</td>
<td>$518.6 million</td>
</tr>
<tr>
<td>Athens 2004</td>
<td>$4.404 million</td>
</tr>
<tr>
<td>Beijing 2008</td>
<td>$4.730 million</td>
</tr>
<tr>
<td>London 2012</td>
<td>$5.360 million</td>
</tr>
<tr>
<td>Rio 2016</td>
<td>$5.266 million</td>
</tr>
</tbody>
</table>
3. Renderé: to pay rent to a feudal lord

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Olympic Broadcast Games Revenue (US$)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles 1984</td>
<td>$265.9 million</td>
</tr>
<tr>
<td>Seoul 1988</td>
<td>$409.6 million</td>
</tr>
<tr>
<td>Barcelona 1992</td>
<td>$636.3 million</td>
</tr>
<tr>
<td>Atlanta 1996</td>
<td>$750.5 million</td>
</tr>
<tr>
<td>Sydney 2000</td>
<td>$1,772.6 million</td>
</tr>
<tr>
<td>Athens 2004</td>
<td>$1,494 million</td>
</tr>
<tr>
<td>Beijing 2008</td>
<td>$1,770 million</td>
</tr>
<tr>
<td>London 2012</td>
<td>$2,569 million</td>
</tr>
<tr>
<td>Rio 2016</td>
<td>$2,868 million</td>
</tr>
</tbody>
</table>

OIC has 95 members.
<table>
<thead>
<tr>
<th>City</th>
<th>Year</th>
<th>Revenue (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>1984</td>
<td>$286.9 million</td>
</tr>
<tr>
<td>Seoul</td>
<td>1988</td>
<td>$402.6 million</td>
</tr>
<tr>
<td>Barcelona</td>
<td>1992</td>
<td>$636.1 million</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1996</td>
<td>$898.3 million</td>
</tr>
<tr>
<td>Sydney</td>
<td>2000</td>
<td>$1,331.6 million</td>
</tr>
<tr>
<td>Athens</td>
<td>2004</td>
<td>$1,494 million</td>
</tr>
<tr>
<td>Beijing</td>
<td>2008</td>
<td>$1,739 million</td>
</tr>
<tr>
<td>London</td>
<td>2012</td>
<td>$2,569 million</td>
</tr>
<tr>
<td>Rio</td>
<td>2016</td>
<td>$2,868 million</td>
</tr>
</tbody>
</table>

IOC has 95 members
The Massive Costs Behind The Olympic Games

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

<table>
<thead>
<tr>
<th>City</th>
<th>Year</th>
<th>Cost (billion U.S. dollars)</th>
<th>Cost Overrun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio de Janeiro*</td>
<td>2016</td>
<td>$4.58bn</td>
<td>51%</td>
</tr>
<tr>
<td>Sochi</td>
<td>2014</td>
<td>$21.89bn</td>
<td>289%</td>
</tr>
<tr>
<td>London</td>
<td>2012</td>
<td>$14.96bn</td>
<td>76%</td>
</tr>
<tr>
<td>Vancouver</td>
<td>2010</td>
<td>$2.54bn</td>
<td>13%</td>
</tr>
<tr>
<td>Beijing</td>
<td>2008</td>
<td>$6.81bn</td>
<td>2%</td>
</tr>
<tr>
<td>Turin</td>
<td>2006</td>
<td>$4.37bn</td>
<td>80%</td>
</tr>
<tr>
<td>Athens</td>
<td>2004</td>
<td>$2.94bn</td>
<td>49%</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>2002</td>
<td>$2.52bn</td>
<td>24%</td>
</tr>
<tr>
<td>Sydney</td>
<td>2000</td>
<td>$5.03bn</td>
<td>90%</td>
</tr>
<tr>
<td>Nagano</td>
<td>1998</td>
<td>$2.23bn</td>
<td>56%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1996</td>
<td>$4.14bn</td>
<td>151%</td>
</tr>
<tr>
<td>Lillehammer</td>
<td>1994</td>
<td>$2.23bn</td>
<td>277%</td>
</tr>
<tr>
<td>Barcelona</td>
<td>1992</td>
<td>$9.69bn</td>
<td>266%</td>
</tr>
</tbody>
</table>

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

Source: The Oxford Olympics Study 2016: Cost and Cost Overrun at the Games
4. Render as capture

Rendering: from paper to reconfiguration of geographic space

changing patterns of accumulation by altering circulation
INTERVENÇÕES OLÍMPICAS E UPPs NO RIO DE JANEIRO

LEGENDA
- CLUSTERS OLÍMPICOS
- TRANSBRASIL / AV. BRASIL
- TRANSCARIOCA / TRANOLÍMPICA
- TRANSESTE / LINHA AMARELA
- FAVELAS/UPPs

3º Jardim Butantã (2009) 14º M. São João / Matri / Quioto (2011)
4. Render as capture

Rendering: from paper to reconfiguration of geographic space

changing patterns of accumulation by altering circulation
Extraordinary Rendition
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.)
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
5. Render as Result or Outcome
2 out of 3?
abandonment by design
Definitions of Render:
1. To boil down to an essence
2. To design/draw/represent
3. To pay rent to a lord
4. To capture (extraordinarily)
5. To result in