

ABSTRACT - 4. CONTEMPORARY CHALLENGES IN HERITAGE DISCOURSE - A CRITICAL EXAMINATION OF THE STATE OF THE ART IN HERITAGE DISCUSSIONS, CONSIDERING THE EVOLVING PERSPECTIVES AND CHALLENGES THAT HAVE EMERGED SINCE THE INCEPTION OF THE VENICE CHARTER. EXAMINING THE RELEVANCE OF THE VENICE CHARTER IN THE CURRENT CONTEXT, WITH A FOCUS ON CHALLENGES POSED BY THE WESTERN DIVIDE BETWEEN NATURE AND CULTURE, THE GROWING IMPORTANCE OF METROPOLISES, SOCIAL INEQUITIES, THE ENVIRONMENTAL IMPACT OF HUMAN ACTIVITIES, DISASTERS AND CONFLICTS, AMONG OTHERS.

FROM PROTECTION TO PORTO MARAVILHA PROJECT WHAT HAS CHANGED IN MORRO DA CONCEIÇÃO?

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This paper examines the objectives of the studies for the urban conservation of Morro da Conceição, based on the principles established by the Venice Charter, with a view to evaluating their results, taking into account the current economic, urban and social contexts of the city of Rio de Janeiro, which include the interventions proposed by the Porto Maravilha Project (2009). The results of the strategies adopted by the Municipal Government since 1985 for the conservation of the protected architectural ensemble have been evaluated using as a case study the architectural ensemble of Ladeira João Homem, a street near Praça Mauá, which has been the subject of recent landscaping interventions proposed by the Porto Maravilha Project. The research is

complemented by the results of a survey carried out in 2020 and 2021 with residents, asking them about the interventions carried out by the project so far. In 1979, the then National Secretariat for Historical and Artistic Heritage (SPHAN, in Portuguese) began studies for the rehabilitation of the surroundings of nine cultural properties protected by federal measures in Morro da Conceição, which, according to Article 1 of the Venice Charter, required proposals for the conservation of the modest ensembles of buildings located there. The site was a remnant of the radical renovation process of the city center and was characterized by the permanence of residential use by a traditional population that had developed strong emotional ties with the place. The Morro da Conceição Project (1984), carried out under the auspices of SPHAN's Directorate for Listing and Conservation, identified groups of modest buildings whose date of construction gave meaning to the cultural assets already listed at the federal level. At the same time as SPHAN's initiative, the Sagas Project (1984) took place at the municipal level - a name derived from the neighborhoods of Saúde, Gamboa and Santo Cristo - the result of an urban social movement organized by local associations that demanded improvements to the region's urban infrastructure to strengthen residential use. The project proposed groundbreaking legal instruments to preserve the cultural heritage, including the Morro da Conceição as a protected sub-area, rewarding the efforts of technicians involved in both projects. In 1987, the protection was established by the Municipal Law. In view of this, the paper is divided into three stages; the first one is dedicated to the analysis of the purposes behind the studies carried out by the federal and municipal administrations, with the aim of drawing up proposals for the legal protection of Morro da Conceição; in the second stage, the effectiveness of the protection and conservation regulations is evaluated, analyzing the state of conservation, the conditions of use and occupation of part of the legally protected complex located in Ladeira João Homem, from the point of view of the residents. Finally, a critical reading of Article 14 of the Venice Charter is proposed, considering the current neoliberal governance principles of the Municipality of Rio de Janeiro.

Palavras-chave: urban conservation; cultural heritage.