

# MOLECULAR URBAN REVOLUTIONS?

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Draft: Deleuze and the Schizoanalysis of Spatial Power



# ANALYTICAL APPROACH: URBAN ASSEMBLAGES

“I will call an assemblage every constellation of singularities, traits deducted from the flow - selected, organized, stratified - in such a way as to converge (consistency) artificially and naturally; an assemblage in this sense, is a veritable invention”... (Deleuze & Guattari 1987)

Redefine urban spatial production: neither architecture nor urban geography and planning:  
The territory in between where acts, social forms, culture, materiality, architecture and design come together.



# RADICAL EMPIRICAL RESEARCH OF URBAN BECOMING SAO PAULO, RIO DE JANEIRO





# MOLECULAR REVOLUTION IN BRAZIL

## TODAY IT IS AN URBAN REVOLUTION

“Yes, I believe that there is a multiple people, a people of mutants, a people of potentialities that appears and disappears, that is embodied in social, literary, and musical events.... I think that we’re in a period of productivity, proliferation, creation, utterly fabulous revolutions from the viewpoint of this emergence of a people. That’s molecular revolution: it isn’t a slogan or a program, it’s something that I feel, that I live....

—from Molecular Revolution in Brazil

- \* collective action
- \* production through desire
- \* micropolitics, becoming-black, becoming-woman, becoming-homosexual...
- \* subjectivity and collective assemblages of subjectivity
- \* today: a becoming public



# TODAY, AN URBAN REVOLUTION ?

\*World Integrated Capitalism (Guattari) has become much stronger and are intensified in global cities. Sao Paulo, Rio de Janeiro

\* large scale event culture (the olympics, world cup in Rio,  
abstract machine: capital power structures in the city

\*People both react against capitalism and market driven urban development and against the lack of public investment in infrastructure and urban development.

## **Focus:**

\*DIY urbanism and urban movements (mobility, urban art, ephemeral spaces, occupation of spaces) thrive especially in Sao Paulo.



# MICROPOLITICS, DESIRE AND PRODUCTION OF SUBJECTIVITY

## On micropolitics

“The problematics of micropolitics don’t involve the level of representation but the level of the production of subjectivity. They have to do with modes of expression that involve not only language but also **heterogeneous semiotic levels**”  
(Molecular Revolutions in Brazil. p. 39)

## On desire and production

“desire produces reality, or stated another way, desiring production is one and the same thing as social production. ” (Deleuze & Guattari Anti-Oedipus p. 30)

*Socio-spatial manifestations, performances, acts, spatial production*  
*Space being produced as desiring machines*



# THREE TERRITORIES

- \*Minhocao: Art, design, performance
- \*JB Boxing Academy Coletivo Glicério: Reuse Station and a boxing academy
- \*Teleférico and Communiférico in Complexo do Alemão





# SAO PAULO

Car based society, gated communities in high rise buildings, public spaces (European sense) do not exist.



# THE TERRITORY

## MINHOCAO ON WEEKDAYS

Minhocão, a nick name for the highway Elevado Costa e Silva, was constructed in the sixties and opening in 1970.

It runs through the centre of Sao Paulo and is almost 10 km long.



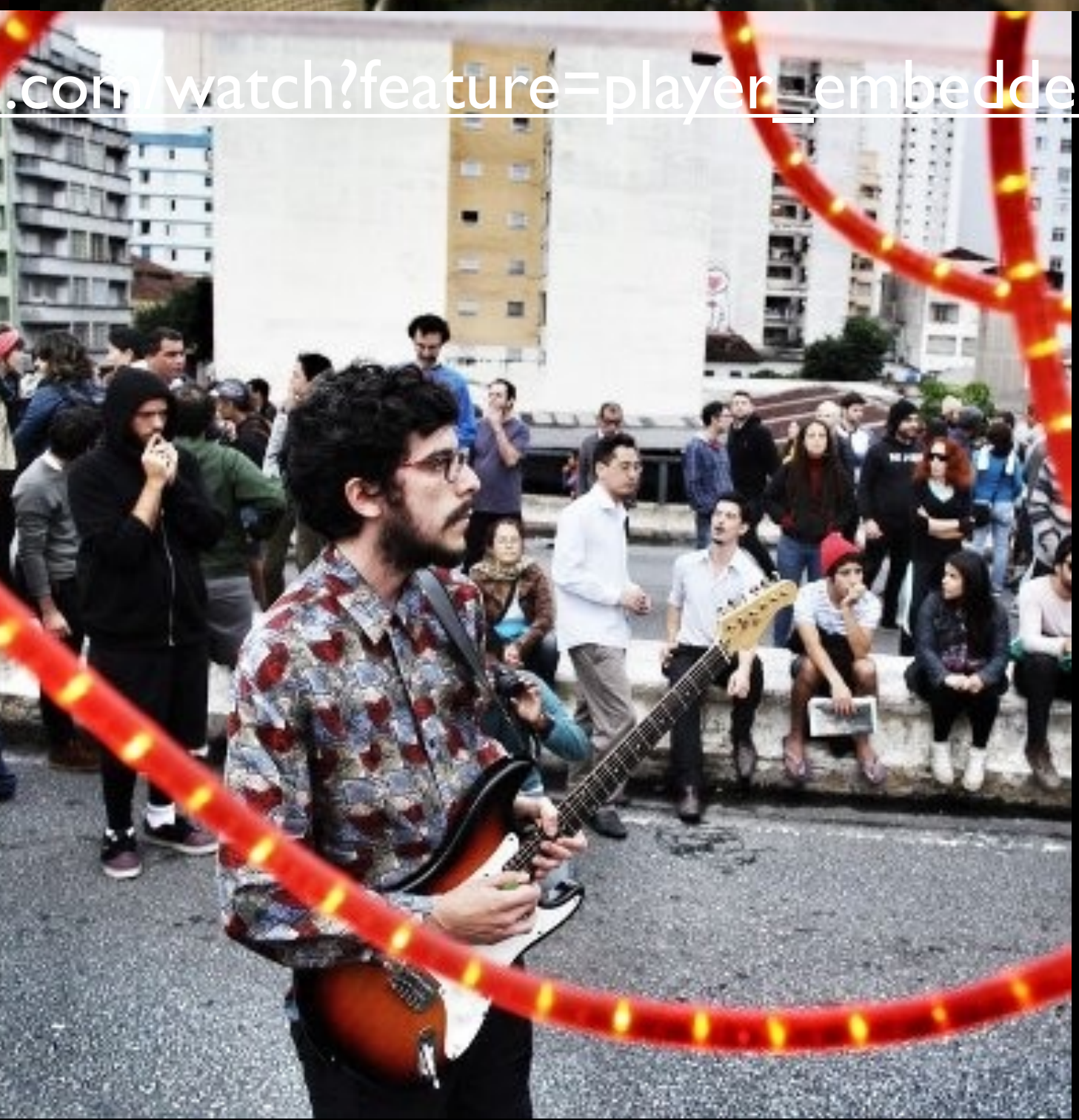
# THE TERRITORY: MINHOCAO ON SUNDAYS





A dense collage of torn and layered paper scraps. The words "MAIS AMOR" and "POR FAVOR" are repeated in various colors (black, red, green, orange, yellow) and fonts (bold, sans-serif). Some pieces also include "TODO MUNDO". The layers are overlapping, creating a textured, chaotic visual that symbolizes a plea for more love.









“Having a street party here in Sao Paulo is in itself a political act”.  
Edu Zal (former architect and cultural activist)



# BOLHA IMOBILIÁRIA

Against gentrification processes of Minhocao, 'a real estate bubble' reflecting the role of architecture and design in gentrification processes and urban regeneration.  
Against formal architecture



# BOLHA IMOBILIÁRIA

Affective spaces





# MINHOCAO: SUBJECTIVATION AND BECOMING PUBLIC



“This realization takes place on two levels, which usually go hand in hand – first in the sense of **wish production**, that is, the awakening of the idea of a different, more desirable development in the midst of the public, and second in **the practical implementation of that idea from the very beginning**. However small, symbolic, and temporary these single steps may be, they are nonetheless still **capable of sparking a social dynamic in which more and more actors participate, so that the project keeps evolving.**”

Oswalt, Overmeyer, Misselwitz (2013): *Urban Catalyst: The Power of Temporary Use* p. 276

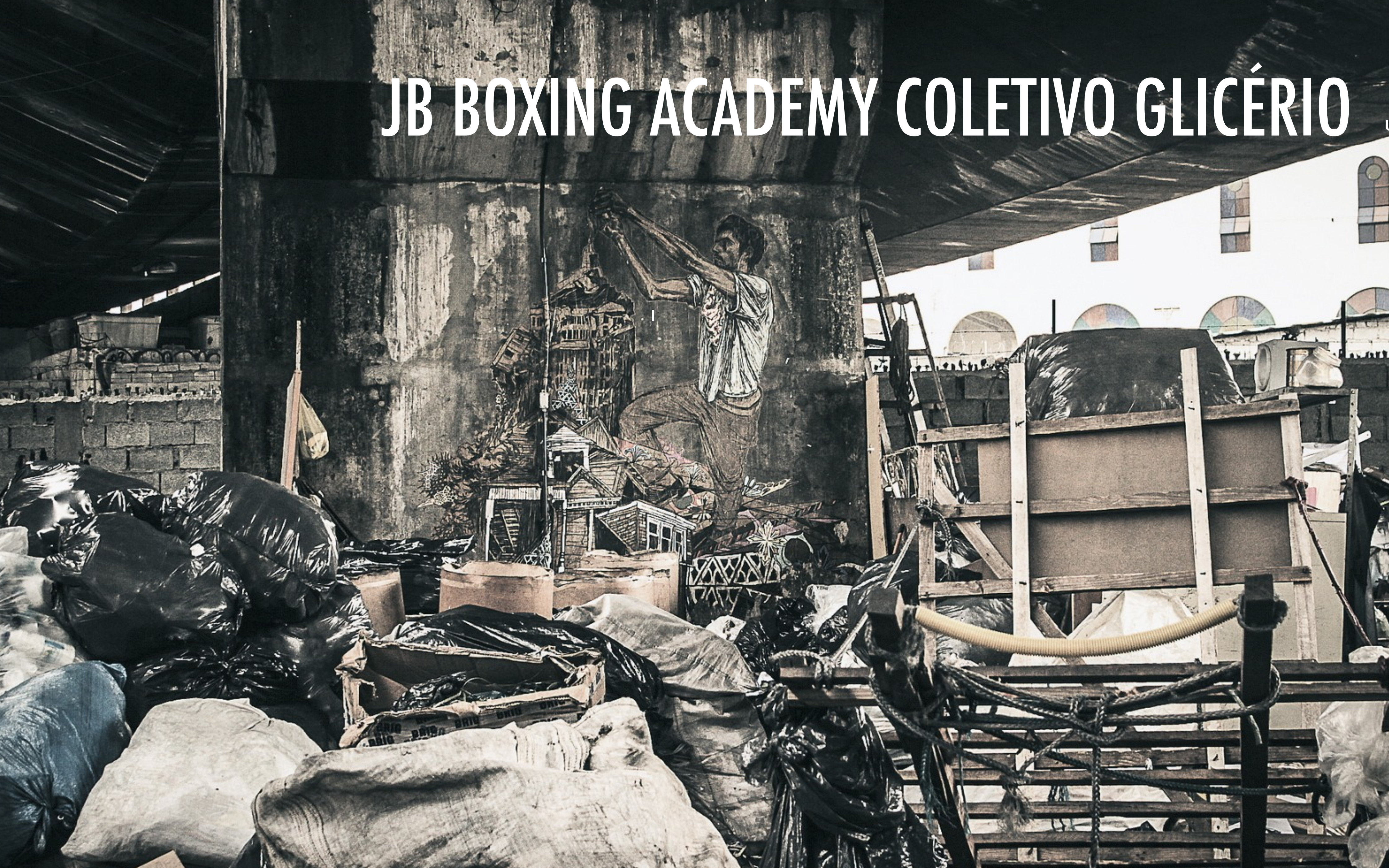


# MINHOCAO: FINDINGS

- \* Change in social and spatial practices: transformation of the city happens collectively
- \* the becoming-public of a highly striated space
- \* The temporary constraints (Sundays only) spark new social dynamics and relations, molecular rather than molar as the temporary art interventions can be seen as reactions to durable architecture and art in public (art, design and architecture are not used as gentrifiers).
- \* Spatial and affective means of communication and spreading the message / social media is not the only media: urban space is media.



# JB BOXING ACADEMY COLETIVO GLICÉRIO







Av. 23 de Maio  
ZONA SUL →

1ª a 6ª 6:00 as 9:00h

BR

GASOLINA

2,59

CALOICICLE



# JB BOXING ACADEMY - COLETIVO GLICÉRIO





# JB BOXING ACADEMY COLETIVO GLICÉRIO





# JB BOXING ACADEMY - COLETIVO GLICÉRIO

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Em

Escolha a sua estrada e o seu futuro. O Programa Volkswagen oferece oportunidades para jovens em áreas de negócios, tecnologia e inovação.

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Área 2	R\$ 1.000,00
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20

**VISÃO**

Consolidar a cultura empreendedora, formar uma geração de líderes nas áreas empresarial, educacional, social e

**MISSÃO**

Despertar o espírito empreendedor nos jovens, ainda na escola e proporcionar uma visão clara do mundo dos negócios.



# JB BOXING ACADEMY - COLETIVO GLICÉRIO





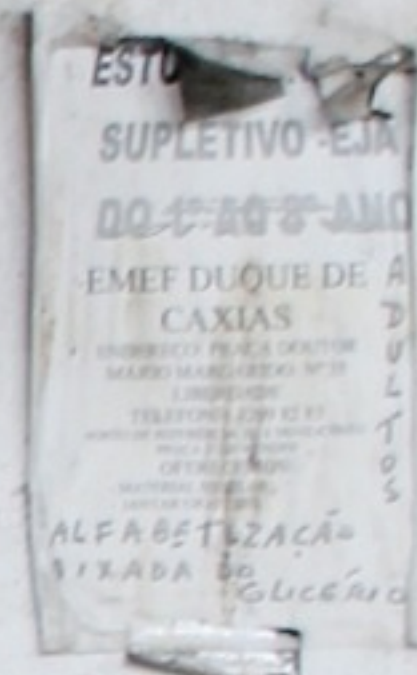
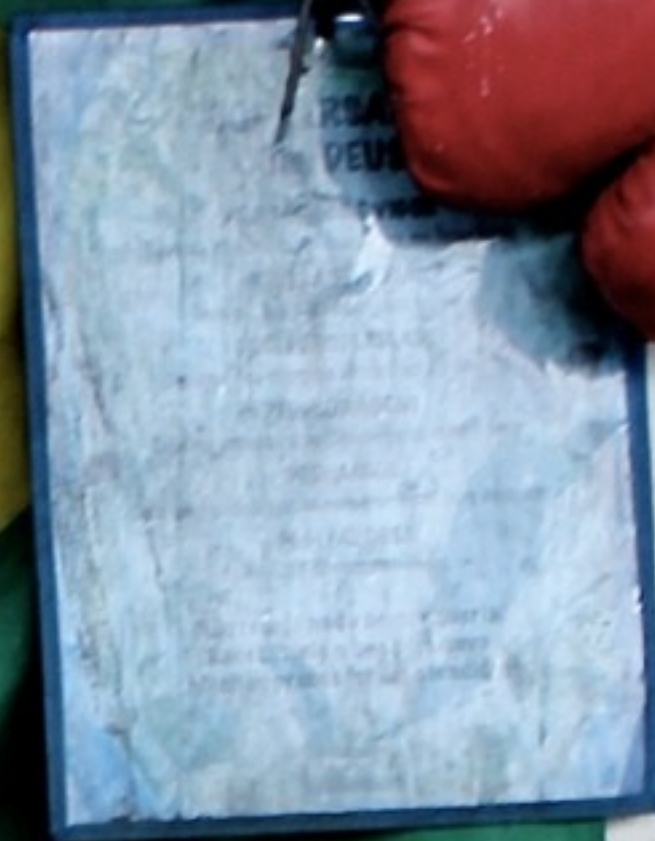




# JB BOXING ACADEMY - COLETIVO GLICÉRIO









# JB BOXING ACADEMY COLETIVO GLICÉRIO







Performance venue for tournaments and cultural events



# JB BOXING ACADEMY, COLETIVO GLICÉRIO FINDINGS

- \*Subjectivation of existing symbols, use, values and objects in the consumerist city. Through the territory goods and objects are exchanged with the milieu
- \* through the territory objects and goods are formalised and ordered => gradual stratification
- \*Alternative economy, collective exchange





ESTO  
SUPLETIVO EM  
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EMET DIQUE DI  
CAXIAS  
ALFACINZACA  
VIRADA









# JB BOXING ACADEMY / COLETIVO GLICÉRIO

## FINDINGS

\* desire and spatial production are related through re- /deterritorialization

“if desire produces, its product is real. If desire is productive, it can be productive only in the real world and produce only reality (...). Desire and its object are one and the same thing: the machine, as a machine of machine. **Desire is a machine, and the object of desire is another machine connected to it. Hence the product is something removed or deducted from the process of producing:** between the act of producing and the product, something becomes detached, thus giving the vagabond, nomad subject a residuum. “ Deleuze and Guattari: Anti-Oedipus p. 26

**\*The assemblage JB Boxing Academy and Coletivo Glicério is constructed through desiring production and contributes to urban spatial production.**

**\* Spatial power is produced collectively and by reassembling waste from the city**



**COMPLEXO DO ALEMAO**  
**THE TERRITORY, THE TELEFÉRICO,**  
**SUBJECTIVATION**

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# COMPLEXO DO ALEMAO THE TERRITORY, THE TELEFÉRICO

- 
- \* Consists of 13 favelas connected via the teleférico
  - \* The teleférico is an infrastructure connecting 13 favelas in Complexo do Alemão. Opened in 2010
  - \* The teleférico has attracted favela tourism: lower middle class tourist site. People visiting for the ride and to see the favela from a convenient distance and to take pictures.
  - \* expected increase in experience visitors and tourism in relation to the World Cup and Olympics



# COMPLEXO DO ALEMAO





# COMPLEXO DO ALEMAO + CASCOLAND

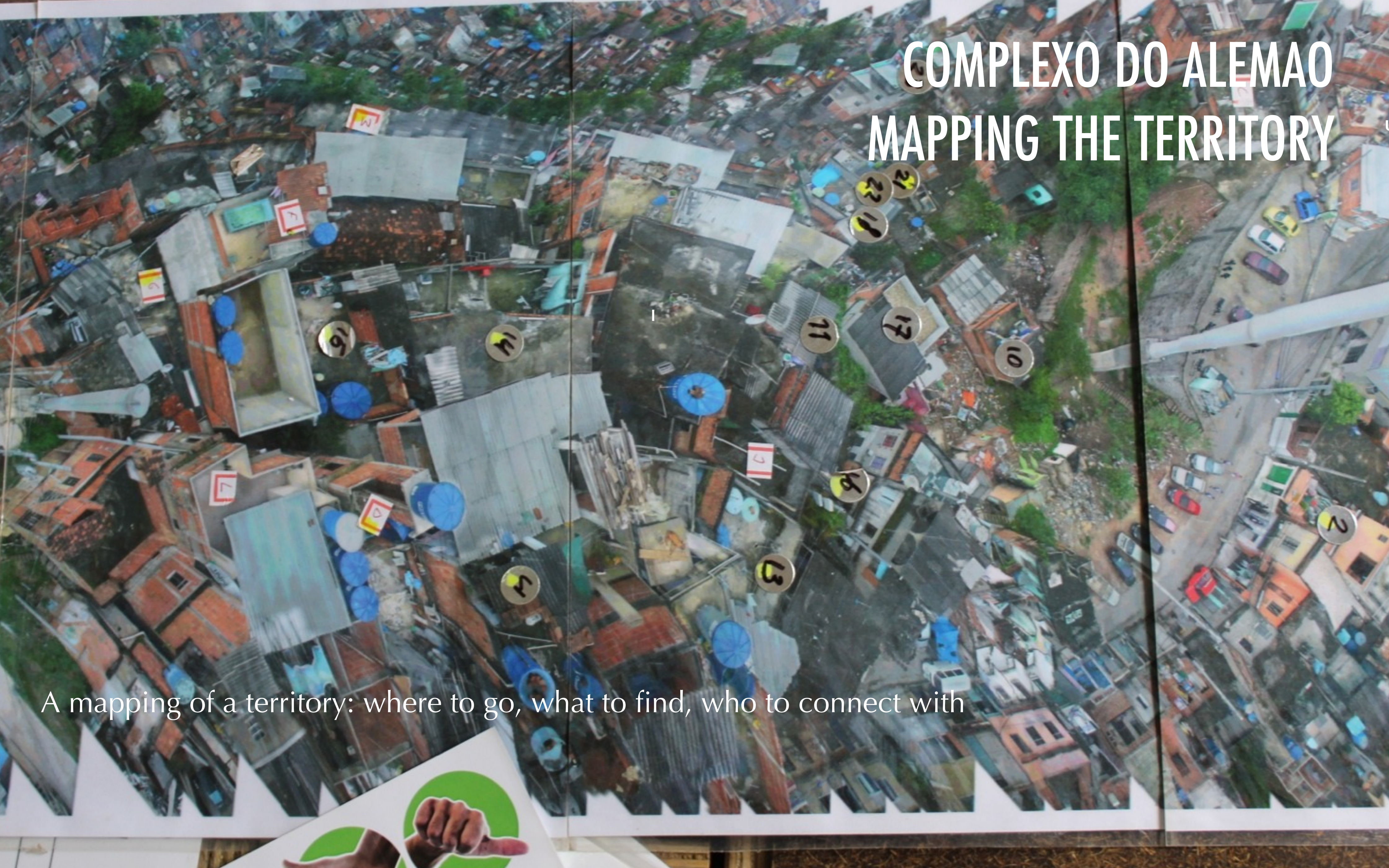
## Cascoland: Dutch art collective

- \* regarding the teleférico as problematic for the faveladores, Cascoland intended to create a ***Communiférico***: connecting visiting tourist with the people down in the favela.
- \* Establish creative platforms, a public space for the inhabitants to meet => so they can take care of their own desiring production and subjectivation
- \* Subjectivation strategy: Establishing means of subjectivation and acting against the global tourist flows through a participatory community project and art interventions



# COMPLEXO DO ALEMAO MAPPING THE TERRITORY

A mapping of a territory: where to go, what to find, who to connect with







Through a “Thumbs up” / “Thumbs down” campaign Cascoland wanted to establish communication between the hovering tourists in the teleférico and favela dwellers. What could be seen as thumbs up from one direction, could also be seen as thumbs down from another angle. The ambiguity about favela design such as the teleférico.



# REAPPROPRIATION FAVELA SUBJECTIVATION AND DESIRE

the inhabitants did not like the artistic ambiguity “Thumbs up” /thumbs down campaign. They were positive, so they reappropriated the territory for their own sake



Cascolands performance venue were quickly deterritorialized into a football playground: subjectivation



# COMPLEXO DO ALEMAO + CASCOLAND

## FINDINGS

- \* Spatial production and desiring machines take place as constant deterritorializations.
- \* Artistic interventions are not always molecular - they can also represent molar modes of spatial production (the good intentions of making public spaces in the favela) whereas the desiring machines takes place as a reappropriation of the interventions.
- \* Spatial power is thus constantly deterritorialised and reterritorialised: from the territory of the teleférico => to the comuniferico => to the desiring production and reappropriation of the faveladores



# SUBJECTIVATION, MICROPOLITICS, CHANGE?

“Assemblages capable of building up their own modes of subjectivation involve two kinds of attitude:

—**the normalizing attitude**, which follows two different but complementary ways: either it systematically ignores those assemblages, dismissing them as ancillary problems or archaisms, or else it recovers and integrates them.

—**the attitude of recognition**, which preserves their specific character and their common traits in order to make their articulation possible and produce a real change in the situation.

Any emerging singularity brings about two kinds of micropolitical response: **a normalizing response or an attempt to use that singularity to initiate a process that may change the situation, and perhaps not just locally.**”

Molecular Revolution in Brazil



# SUBJECTIVATION, MICROPOLITICS?

- \*Molecular urban revolutions are slippery and cannot be generalized - we have to look into the specific urban assemblages (a radical empiricism similar to the journeys of Guattari and Rolnik)
- \*What can we learn from the social and collective spatial practices in Brazil?
- \*desiring machines and subjectivation take place as deterritorialization - becoming public, becoming commercial, becoming boxing academy, becoming performance venue...
- \*the *molar* is necessary for *molecular* revolutions to take place
- \* the molar and the molecular are most often intertwined. For instance, desiring machines and work life are related.
- \*But that does not mean that we could institutionalize, formalize and integrated molecular urban revolutions into planning, for instance.



