

# RIO in Numbers

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**What:**

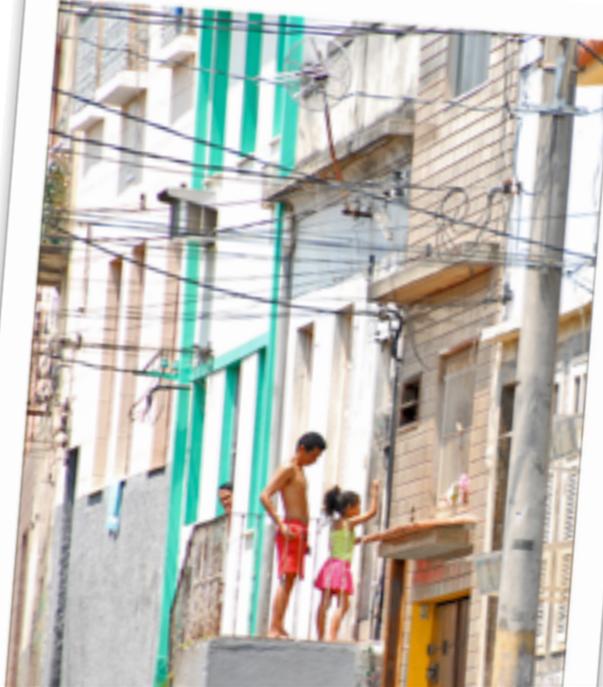
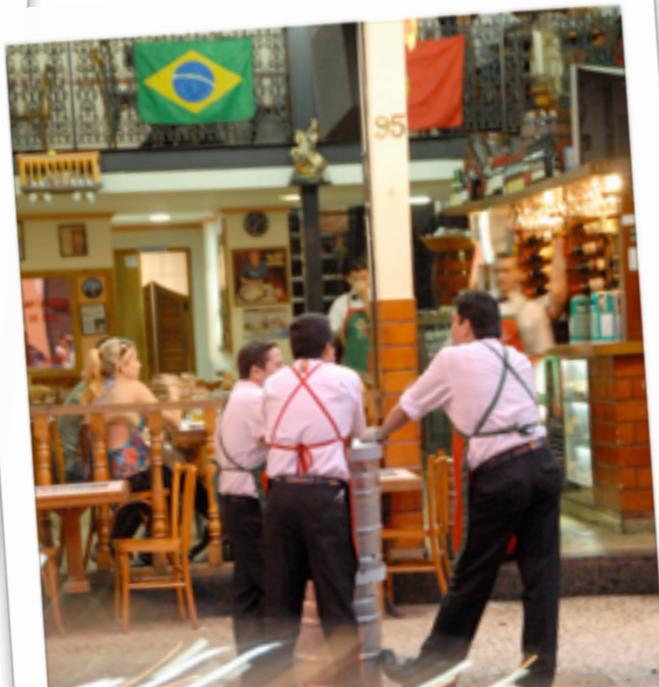
An informative **animation** piece about **Rio** de Janeiro to be seen at a **website** with research and process data.

**Whom:**

**International** people

**Why:**

With a background in **Urbanism**, I have always been concerned about the relation between **city** and **society**. This was the opportunity to gather my past reflections with the new **skills** i'm learning.



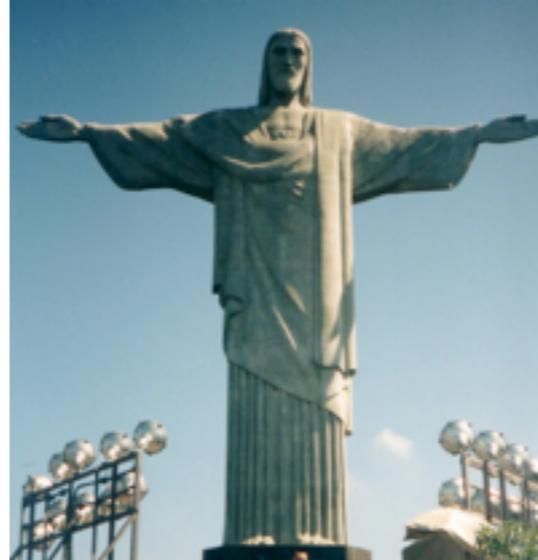


## What's Rio?

- Rio de Janeiro, Brazil
- 2nd biggest **city** in south america
- 1st **tourist** destination in south america
- Most famous **music**: Girl from Ipanema
- Most famous beach: **Copacabana**
- **Christ** the Redeemer is one of the New Seven Wonders
- The biggest urban **forest** in the world



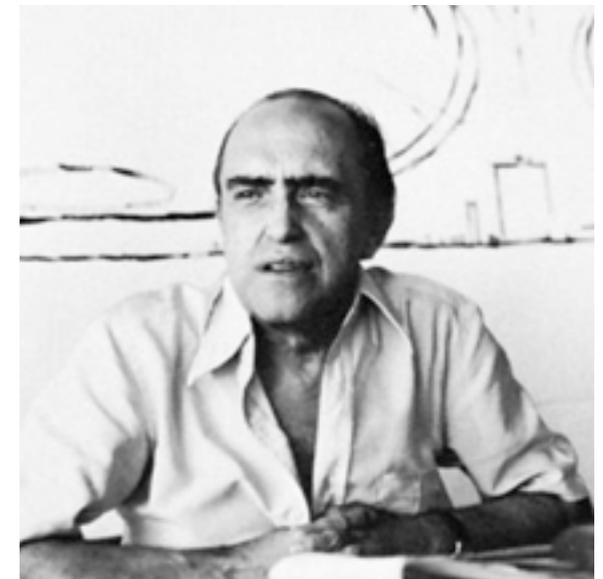
Ronaldo: soccer player



Christ: Seven wonder



Carmen Miranda: singer



Niemeyer: Architect

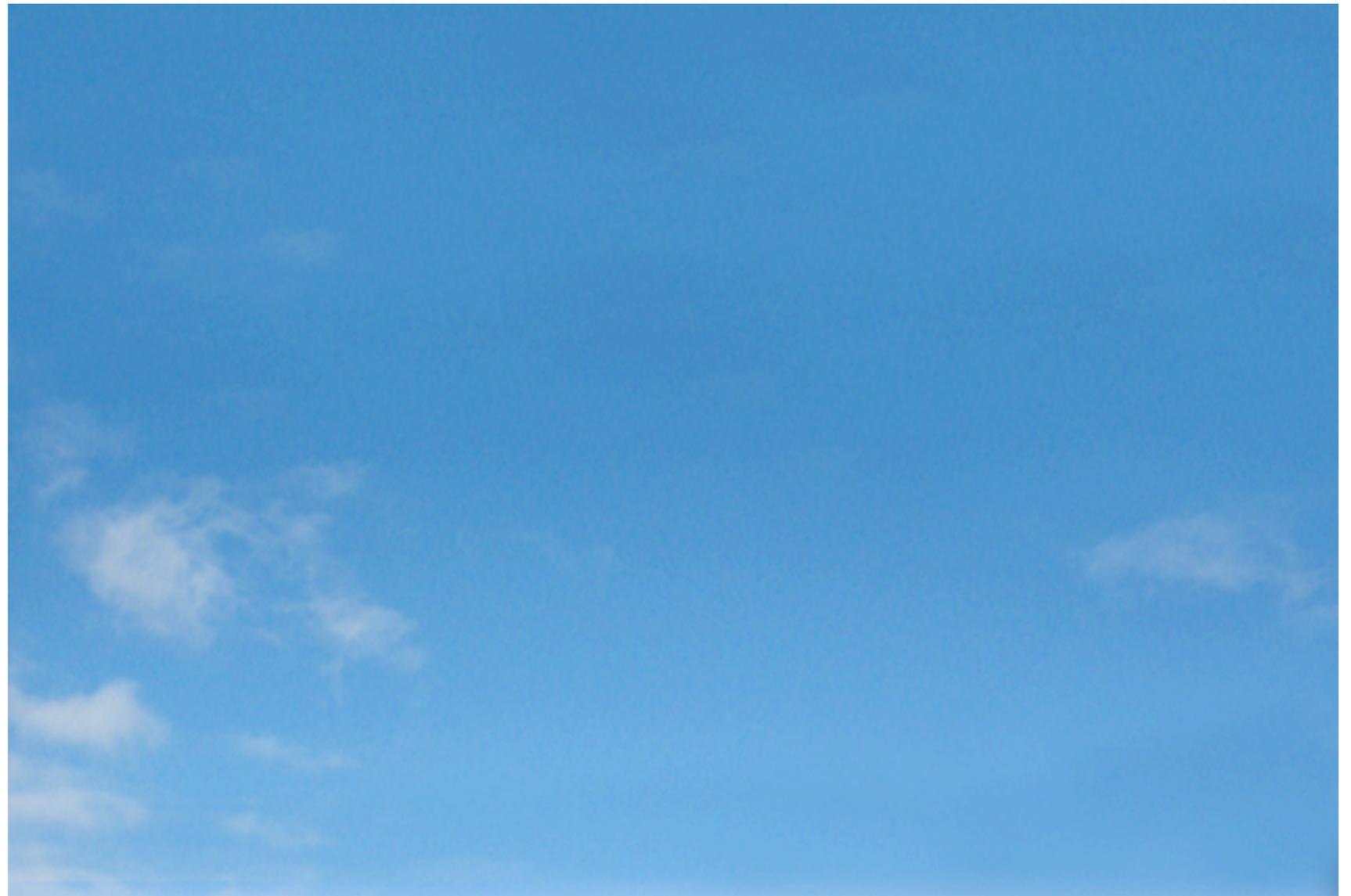


## Rio to me:

This is my **personal** view about Rio de Janeiro: an eternal **vacation**, full of colors and bright, **music** and good weather. I really **love** it and that's why I don't get tired of talking about it.



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## Introduction:

Rio de Janeiro is a city full of **contrasts**, in both social and physical ways. However, these extremes never appear together on the **media**. It looks that there are two different cities inside one.

In this project, I will be presenting **accurate** facts about my city in a very impartial style, so anyone that watches it, can create his own opinion. It's a **motion graphic** piece, which is presented in a **website**, along with part of the research that I did.





## Rio in 2009:

This year, specifically, we were awarded in many different ways. We're going to host the **Olympics** and **World Cup**.



Besides that, we were also elected the **Best Gay Global Destination** and the **Happiest City in the World**, by MTV and Forbes respectively.

It looks that **Brazil** is finally starting to enter at the “world map”. There are many people saying that we are going to be one of the big **economies** in the following years. (Ex.: Freakonomics and Brief History of the Future).



## Context:



## Concept:



The goal of this project is to present facts about Rio in a direct way, so that anyone can easily **understand** and judge by himself. I'm going to take advantage of the fact that I'm neither politician nor journalist to present Rio in the **reality**, with all its qualities and drafts.



## Theme:

Unfortunately, in this limited period of time, I wouldn't be able to talk about everything I wanted to. So I decided to start with the “**bad side**” and focus on the **violence, favelas and drugs**, specially because they seam to be the most controversial aspects in Rio.

In addition to that, our actual scenario is **improving**, and I will be glad to show the updates, as well as the all the good aspects of Rio next.





## Precedents:

Searching for Rio on YouTube, all you find are promotional **advertising** movies. On a movie about the Olympics, they showed a skyline of the city without **favelas**. This is exactly what I did **not** want to do.

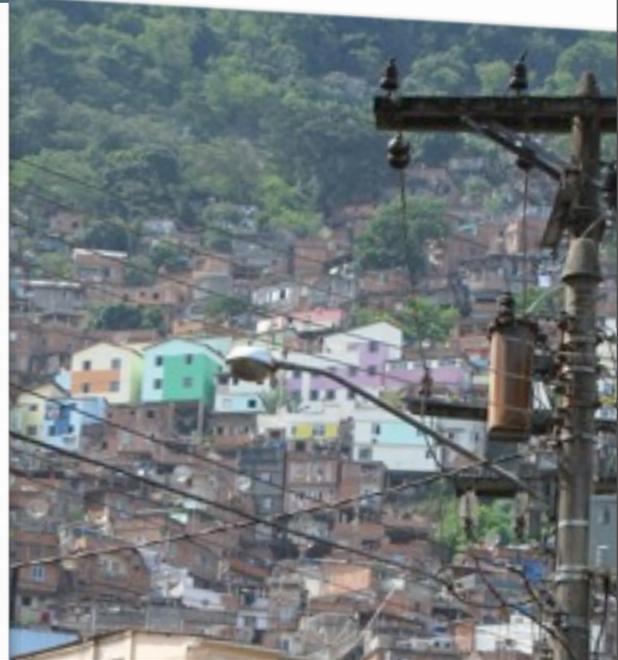
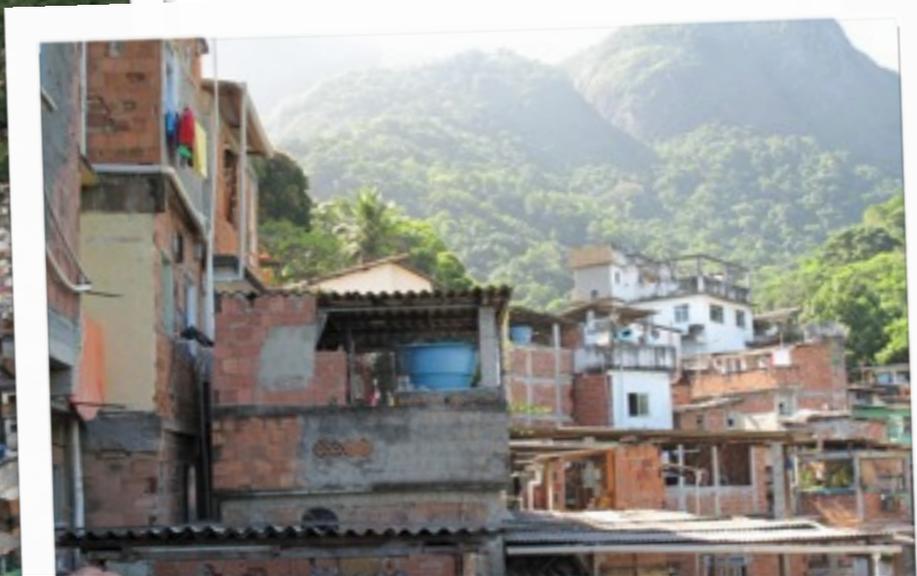
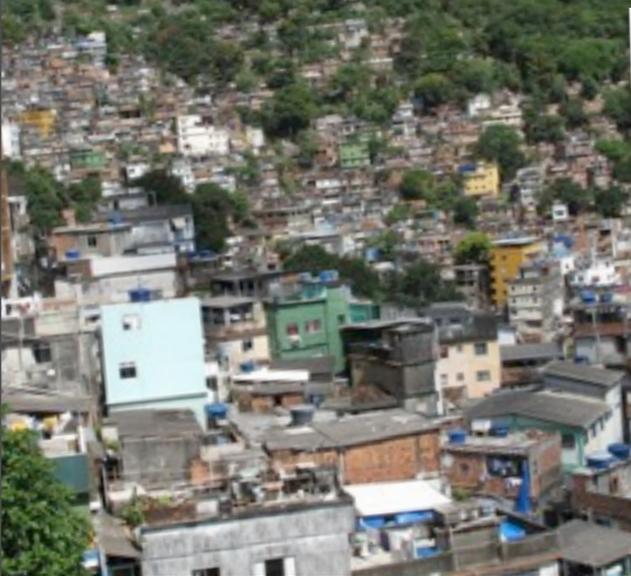
About the style, I do think ikea manuals are **simple** and very **efficient**. That's how I wanted my piece to look like.





## Process:

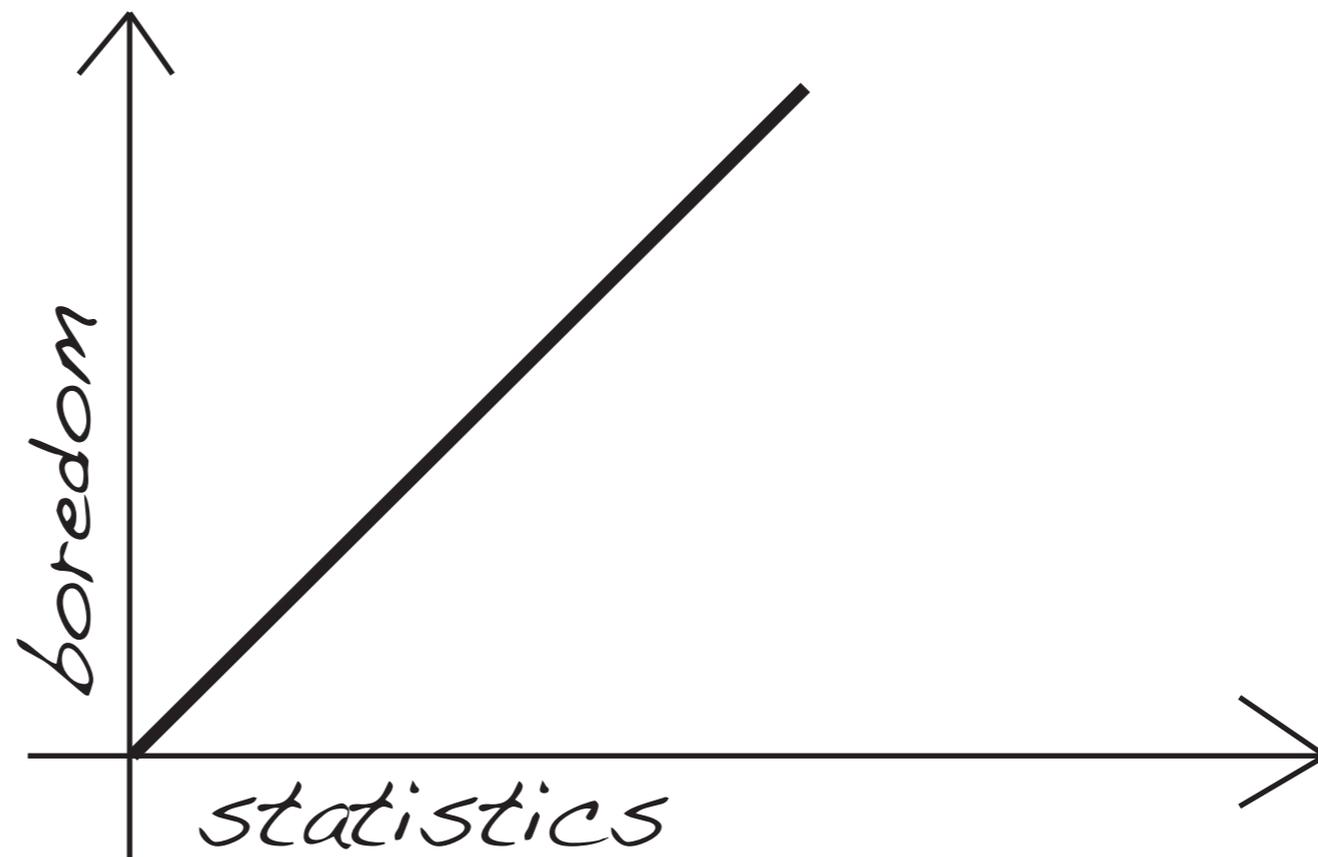
- Chose the **theme**: Rio, what is true or not
- Make a **survey** among people in Rio and internationals
- Analyze what aspect is going to be presented: **favelas**  
**Visit** favelas.
- **Research**: articles, newspapers, books
- Write the **text**
- Text how it is going to **look** (colors or not, music or not, pictures or draw, etc).
- Make the **motion graphics** piece
- Create a **site** to present them





## Constraint #1 impartial info:

As I started to research, I found many fonts talking about the same thing, but in **different** ways. To be **impartial**, I understood that I should strict to the statistics. But **statistics** are usually boring...



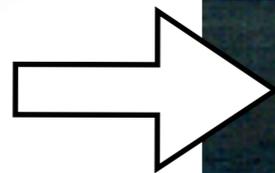
To make an **interesting** project, I would have to, at least, **animate** them.



## Constraint #2 impartial look:

My main goal was to achieve **impartiality**. With that in mind, I started to define my animation style and I realized that every time I used a **picture**, it was much more appealing than informative. Rio is a very scenographic city.

By the way,  
this place is the  
14<sup>th</sup> most violent  
city in Brazil,  
ok?



So I decided that, to remain to the concept, I should make **black and white** animations, with my own draws, and preferably, not directly related to the theme, to let people **imagine** by themselves.



## **Constraint #3 partial process:**

Although I want the contend to be impartial, it's still someone **narrating** a history by her own **perspective**. So, at the same time that my effort is to allow people to think by themselves, I'm using my **voice** and my **draws**. I'm someone from Rio, introducing my city to you.





# Result:

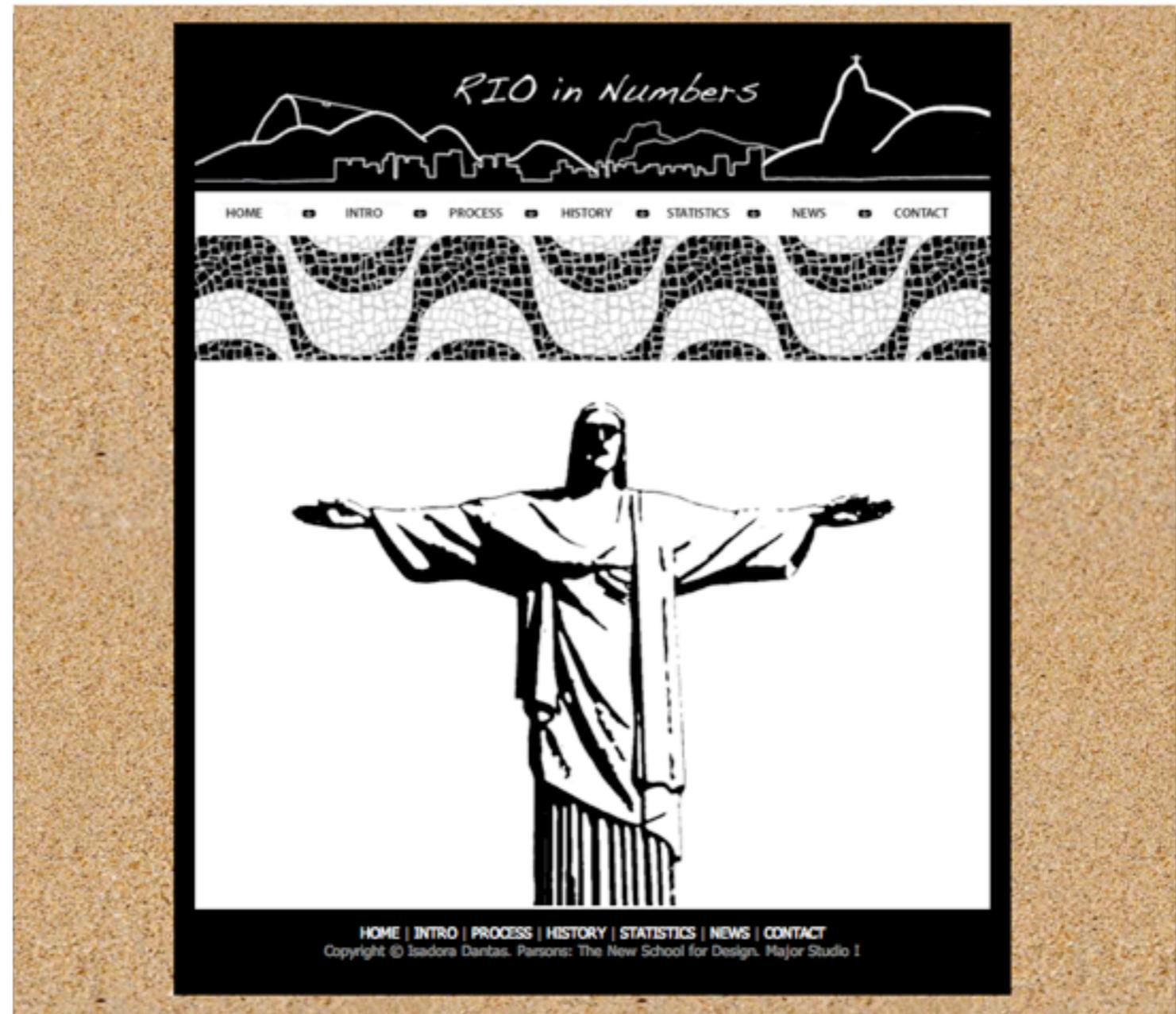


# Result:





**Where to  
check it:**



<http://www.rioinnumbers.com>



## Conclusion:

I don't consider this a finished project. I want to keep adding more **subjects** and to build a massive compilation of themes inside Rio. And I hope that, in a short period of time, I'll be able to only publish **good** things! Wait and see!



*Thanks!  
any question?*