



## VII CINCCI

VII Colóquio internacional  
sobre Comércio e Cidade

### VII INTERNATIONAL COLLOQUIUM ON COMMERCE AND THE CITY

Fortaleza, November 03 to 07, 2020

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We announce the **VII CinCci - International Colloquium on Commerce and the City** to be held in November, 03 to 07, 2020, at the Department of Architecture, Urbanism and Design, Federal University of Ceará (UFC), University Av. 2890, Fortaleza, Ceará, Brazil.

#### OBJECTIVE/RELEVANCE

The aim of the Colloquium is to gather researchers, professionals and students interested in retail, services, tourism and consumption in cities, and their relationship with the territory, the image of the city and the urban landscape, as well as their role in urban and regional dynamics, in architectural production and in design, from a transdisciplinary point of view.

CINCCI events have been held since 2005, every two years, and are now in their VII edition. Born within the scope of the Faculty of Architecture and Urbanism at USP, associated to the Laboratory of Commerce and City - LABCOM, it presents itself as the only national event dealing with the relationship between commerce, services and the city with this area of knowledge. The relevance of these studies on the activities of commerce, services and the city occurs, fundamentally, by the function of supplying, distribution and consumption of goods and services, by the urban vitality promoted and by the strengthening of human relations by providing and enhancing the meetings, so desired and valued at the present moment.

It has brought together researchers from several public and private universities that are dedicated to the study of this theme, opening space for graduate and undergraduate students. The transdisciplinary character that involves the theme "commerce and the city" is evidenced by the growing participation of participant researchers and guests from other areas of knowledge such as geography, tourism, economics, anthropology, urban history,

design, administration and marketing, among others. All events were attended by international and national lecturers. The origin of the participants has covered practically all Brazilian states. The scientific committee should also be highlighted, it is composed from different disciplines, including international researchers. The event has already been held in several cities (São Paulo, Uberlândia and Porto Alegre) and has received assistance from Institutions such as FAPESP, CNPQ, CAPES, the host universities, the origin universities of the organizing committee, in addition to the support of associations such as ANPUR. The proceedings of all events are available on the LABCOM website [www.labcom.fau.usp.br](http://www.labcom.fau.usp.br), with free access, as well as post-event reports and other information, many of them published in Revista PÓS. REVISTA DO PROGRAMA DE PÓS-GRADUAÇÃO EM ARQUITETURA E URBANISMO DA FAUUSP.

## MAIN TOPICS

### **CONSUMER CITY AND CITY CONSUMPTION: perspectives and challenges in the 21st century**

Consumption practices, both tangible and intangible, have acquired significant primacy in the current stage of capitalism, triggering several socio-spatial transformations, being the city, par excellence, a privileged place of material support for consumption. The fragments of the city and its image have been transformed into highly valued goods, enhanced by advances in the field of digital technologies and innovations in retail and services. Thus, the dialectical relationship between consumption and the city takes on new shapes in the 21st Century, imposing multiple empirical, theoretical and interpretive perspectives and challenges for old and new issues in the field of Urban and Regional Planning and Management, Architecture and Urbanism, Design and related areas.

In this context, we invite the academic community to discuss this topic by submitting papers related to retail, services and tourism and its relationship with consumption and the city.

Topics of special interest include, but are not limited to:

#### **1. SOCIAL, CULTURAL AND ARTISTIC ASPECTS OF CONSUMPTION:**

history, commerce and city; leisure, entertainment, leisure, free time; ethics and citizenship, culture and consumption, exchange, material culture; consumer, consumption and consumerism; urban art; consumption of art.

**2. THE CITY AND CONSUMER SPACES:** Urban policies, management and planning; retail urbanism; requalification policies, urban resilience, real estate market; networks and flows, urban dynamics; 24-hour cities, centers and centralities, spatial analysis of retail, urban and configurational models, geomarketing, locational theories, informal retail and services (street vendors); intersection between the tertiary and other socio-spatial dynamics.

**3. ARCHITECTURE AND CONSUMER SPACES:** retail spaces and urban insertion; architectural typologies of retail and services: public markets, department stores, commercial galleries; franchises; shopping centers, outlets, flagship stores; business centers, multipurpose / multifunctional developments, recreation and leisure centers; museums; exhibition and event centers; hospitality, among others.

**4. CITY, ARCHITECTURE AND DESIGN AS SIGNS OF CONSUMPTION:** window shop, visual merchandising; web pages; advertising and marketing; urban landscape and outdoor media; urban

communication, branding, show room; citymarketing; promotional architecture at trade fairs and exhibitions; pop-up stores.

**5. TOURISM, PRODUCTION AND CONSUMPTION OF THE PLACE:** tourism and urbanization; tourism and real estate market; consumption of places; tourism and urban centers; tourism and urban requalification; tourism and heritage; urban tourism; mega events; events and public space; tourism segmentation (shopping, business, cultural, etc.); tourism and architecture; thematic architecture; attractions, services and tourist infrastructure; hospitality and accommodation; urban hospitality, tourism and leisure; experience tourism.

**6. CONSUMER TERRITORIALITIES IN THE DIGITAL AGE:** retail businesses, food supply; distribution and storage centers; management centers; cargo transportation and distribution modes; port logistics; new urban hierarchies and new centralities; mobility and transportation; merchandise distribution, e-commerce, online services, applicative services and social media; automation and technology; smart cities and creative cities.

## PAPERS FORMAT

Papers will be accepted in English, Portuguese and Spanish according to the template available at [www.comercioecidade.com](http://www.comercioecidade.com)

Papers must be submitted in the full paper format, based on research projects, theses, dissertations and technical papers.

Papers must include: (1) abstract with a maximum of 150 words; (2) between 3 and 5 keywords; (3) the identification of the problem to be investigated and the objectives of the work; (4) methodology; (5) main results obtained and conclusions; (6) bibliographic references.

Papers may not exceed 30,000 characters (without space) and shall be sent in a Word file. When the work includes tables, graphs, illustrations, the final file must not exceed 3 MB. The works must indicate author name (authorship), institution of origin, e-mail, topic of interest and be sent to the e-mail [labcom@usp.br](mailto:labcom@usp.br).

Each work may have a maximum of three authors. When there are more than three authors, the participation of each author in the project and / or in the preparation of the article must be explained.

A maximum of 50 papers (via peer review) will be selected for oral presentation and publication in the annals, upon registration of at least one of the different authors in the category Graduate Student, for each group work. Other works may be indicated for inclusion in the proceedings. During the Colloquium, the three best papers will be announced.

## UNDERGRADUATE POSTERS

The poster exhibition is a modality dedicated to undergraduate students, aiming to valorize and to stimulate the formation of new researchers in the area object of the Colloquium. These works can include scientific initiation research, undergraduate conclusion work, and other works developed in the undergraduate courses linked to the themes of the Colloquium.

Submission for posters should be made by sending an abstract to Profa. Clarice Maraschin, e-mail: [clarice.maraschin@ufrgs.br](mailto:clarice.maraschin@ufrgs.br), according to the template available at [www.comercioecidade.com](http://www.comercioecidade.com)

The abstracts of the posters will be selected by a scientific committee. The selected posters will have their abstracts published as digital proceedings. See the deadlines for sending and registration in the schedule below. Students are expected to bring their printed poster on the first day of the event to the exhibition.

## **V PHOTO COMPETITION**

The V Photo Competition will be held at the VII CinCci on the following subject:  
THE MARKET PLACE AND THE EXCHANGE IMAGE

The competition aims to encourage a reflexive look at the practices of exchange, commerce and consumption, through photographic images. It is open to amateur and professional photographers, and each participant can compete with up to 02 images.

The images must be submitted in digital mode (JPG) with a minimum of 300 dpi, including a title with no more than 10 words. The images should be sent to Profa. Cristina Araújo, e-mail [crisaraujo.edu@gmail.com](mailto:crisaraujo.edu@gmail.com).

The e-mail should include the name, address, profession and e-mail of the author. Sending the images implies the agreement of the author with the conditions and regulations of the competition.

The images will be exposed during VII CinCci, without the identification of the authors. The definition of the three best images will be done by the participants of the VII Colloquium. Every participant can indicate 3 images in sequence. The first one will be assigned 3 (three) points, the second 2 (two) points and the third 1 (one) point. The three images that receive more points in total will be the winners. Every author will receive a certificate of participation and the winners the award certificates.

## **AUCTION OF BOOKS**

Aiming the dissemination of intellectual and artistic productions in the area and fostering greater interaction between participants and exchange of ideas, VII CinCci will hold the sixth edition of the "AUCTION OF BOOKS", which has always been successful.

Participants can offer (by donation) books, CDs, theses, dissertations, and other publications (old, sold out, or just published). This year the auction will also receive products, photos, prints etc., by the participants. The intention is always of dissemination of works in this knowledge field and a way of promoting the consumption of experiences. The acquisition of the publications by the participants will be performed during the event by the best offer. The funds will be used to cover expenses of the event.

## TALKING TO THE AUTHORS

For this activity, we invite authors who are participants of the event and who have recently published books (from 2018 onwards), on the theme of the event, to participate in the "talking to the authors" round table.

We request the authors to contact the Organizing Committee at [cincci.2020@daud.ufc.br](mailto:cincci.2020@daud.ufc.br) for participation in this activity.

## PRELIMINARY SCHEDULE

- Nov/03/2020 (morning): opening, round table and opening photo exposition
- Nov/03/2020 (afternoon): paper presentations
- Nov/04/2020 (morning and afternoon): paper presentations, undergraduate poster exposition
- Nov/05/2020 (morning and afternoon): paper presentations
- Nov/06/2020 (morning): paper presentations
- Nov/06/2020 (afternoon): round table; talk to the authors, prize announcement, closing ceremony.
- Nov/07/2020: technical visit (OPTIONAL)

## REGISTRATION

Registration fees:

Category	Until August 20		Until November 03	
	Real	Dollar	Real	Dollar
Researchers, Faculties and Professionals	R\$ 350,00	90 US\$)	R\$ 400,00	100 US\$
Graduate students	R\$ 250,00	60 U\$	R\$ 300,00	75 US\$
Undergraduate students	R\$ 125,00	30 U\$	R\$ 150,00	40 U\$

## KEY DATES

- **May 31, 2020**- deadline for papers submission and poster abstracts
- **July 20, 2020** - notification of acceptance
- **August 20, 2020** - **deadline for registration in order to confirm the author's presence and inclusion of the papers in the proceedings**
- **August 20, 2020** – deadline for sending images to Photo Competition and sending an e-mail with information for the launch of the books in the "Talking to the Authors" session.
- **September 30, 2020** – preliminary schedule
- **November, 03-07, 2020** - VII CinCCi

### Organizing Committee:

Ricardo Alexandre Paiva (DAUD | PPGAU+D-UFC) – General Coordinator

Heliana Comin Vargas (FAUUSP) –Scientific Committee Coordinator

Clarice Maraschin (PROPUR-UFRGS)

Cristina Araujo (MDU-UFPE)

Eloisa Rodrigues (DAU-UEL)

Fernando Garrefa (PPGAU-UFU)

Frederico Braidá (PROAC/ PPGP-UFJF)

Larissa Campagner (FAU-Mackenzie)

E-mail: [cincci.2020@daud.ufc.br](mailto:cincci.2020@daud.ufc.br)

### Local Comission:

Beatriz Helena Nogueira Diógenes (DAUD | PPGAU+D-UFC)

Márcia Gadelha Cavalcante (DAUD-UFC)

Zilsa Maria Pinto Santiago (DAUD | PPGAU+D-UFC)



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