

Jul./Aug.'18

WL NEWS

SPECIAL ISSUE.

2018 World Leisure Congress São Paulo:
overview & perspectives






Editorial

Dear members, dear colleagues,

The 15th edition of the World Leisure Congress in São Paulo has finally arrived! From the 28th of August to the 1st of September, this edition of the congress will address the theme *Leisure beyond constraints* by inviting a carefully selected panel of worldwide experts. Focusing on three thematic pillars – physical, socio-economic and cultural & symbolic barriers –, the experts will investigate in dialogue with the audience the most significant challenges concerning access to leisure in the world. This is not an exclusively local or regional concern, it is a global dispute and a challenge for experts and researchers, who with their work try to provide solutions to make leisure more accessible. The lecturers and debaters will contribute with their experiences to frame the question of leisure as a right in contemporary society, with a special focus on social and community development.

The theme of the congress will be enhanced through activities before, during and after its start on the 28th of August. Two will be the pre-congress activities: an exciting study tour to São Paulo, addressed to professionals and academics, and including visits to some of the most attractive leisure venues and institutions in the city; and a field school connecting young future leaders with the local community of Perus. The congress activities include conferences, colloquiums, round tables, thematic panels, special sessions, books launch, etc. In addition, the post-congress programme will allow delegates to get a taste of the city of São Paulo. The entire programme aims to bridge the gap between academic ideas and their practical expression. Furthermore, **4 of the most prominent sessions will be live streamed** on the official website for our worldwide audience, giving them the opportunity



to connect with us. **Over 700 proposals were received for oral and poster presentations, from which 563 were selected from very different thematic areas, and over 1.000 participants from 37 countries in the 5 continents are expected to participate.**

The congress will take place thanks to the collaborative effort of the World Leisure Organization (WLO) and the Brazilian local partners, the *Serviço Social do Comércio* (Sesc), principal organizer, and the University of São Paulo (USP), the main academic partner. We have worked to carefully plan the content and format of the congress, inviting experts and setting up the different venues. For the purpose of further reaching more people within the leisure community, this special edition of our newsletter *WL News* will be also edited in Spanish and Portuguese. It is an overview of what you can expect from the congress, its side activities, the venue and the cultural programme, all in relation to the amazing hosting city of São Paulo. We will guide you through the most relevant activities and suggest preparatory literature for the most curious readers. In addition, we hope this newsletter allows you to delve deeper into the theme of the congress and how it connects to leisure in the city of São Paulo and beyond. This congress edition is very special, as after 20 years the WL Congress returns to the city of São Paulo, where the 5th edition took place. Thus, this is a unique opportunity to delineate the evolution of leisure in São Paulo since 1998, so as to appraise the legacy of the 1998 WL Congress.

We are truly excited about the 15th World Leisure Congress edition and hope this will prove an opportunity to learn and exchange ideas about the challenges of leisure access in the world.

Looking forward to meeting you soon in São Paulo!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer





The evolution of leisure in São Paulo and Brazil since the 5th WL Congress in 1998

After 20 years, the World Leisure Congress returns to São Paulo. Since the organization of this event by Sesc São Paulo, leisure in Brazil has developed in a far-reaching way. New events, projects and institutions have been founded.

What are some examples of changes driven due to the commitment of São Paulo with leisure development since the organization of the 5th World Leisure Congress in 1998? Have a look at the timeline to find out how São Paulo's leisure specifically and Brazil more generally has been changing. This brief timeline shows a few projects created in the city and other Brazilian states during the period. From the *Parque da Juventude* to the development of new cycle paths, São Paulo has been a compelling example of a profound transformation of its public spaces.

The evolution of leisure in São Paulo since 1998

1998

Over 1.000 participants enrolled in the 5th World Leisure Congress in São Paulo at Sesc Vila Mariana.

The journal *Licere* was created by CELAR – Centro de Estudos de Lazer e Recreação - in the Universidade Federal de Minas Gerais. Is a quarterly journal, dedicated to discussing the theme leisure in its multiple dimensions, from a multidisciplinary perspective.

2000

The project “Recreio nas Férias” was created by the São Paulo city hall, with the concept that leisure and recreational formation should be part of the educational process. It offers to children and young people the possibility to feel embraced by the city and use the cultural and recreational repertoire offered. Sesc São Paulo joined the program in the year 2000. Nowadays 56 poles develop activities in Municipal Schools and Educational Centers (CEUs), even in many Sesc’s Centers in capital and in great São Paulo.

The Seminar Lazer em Debate is held for the first time, promoted by CELAR / UFMG. The event stands out for bringing to the debate new topics, new approaches and inviting speakers from the most different areas of knowledge. It was organized annually for 14 editions. From the fourth edition it was held in different universities and Brazilian states, and from the 15th edition, in 2014, it became biennial, held together with the Brazilian Congress of Leisure Studies. The XIV edition was held in Sesc Campinas, in a partnership with UNICAMP – Universidade Estadual de Campinas, in São Paulo State countryside.

2003

Since 2003, the Carandiru Penitentiary Complex gave way to the *Parque da Juventude*, a leisure area and outdoor entertainment space. It comprises a wide green area, facilities for sports practices, areas for leisure and entertainment for people of all ages, canine space and open space for concerts and events. The space houses the library of São Paulo, with over 35.000 titles, and the *Acessa São Paulo*, a digital inclusion program of the State Government. The park receives 110 thousand visitors/month.

2005

EACH - School of Arts, Sciences and Humanities of the University of São Paulo - started the Bachelor Course in Leisure and Tourism.

2011

The majority of São Paulo public parks received special equipment for sports practice – open air gyms – to enable the practice of physical activities and workout.

2006

Creation of the first *stricto sensu* Post-graduation Program in Leisure Studies at the Universidade Federal de Minas Gerais - UFMG.

2014

Cycle paths were implemented in São Paulo with the infrastructure, technical definitions, safety guidelines, information about routes and bikes sharing. Besides this project, some important routes in the city, as Elevado João Goulart and the Avenida Paulista, are closed to cars and opened to free appropriation as leisure spaces for some periods, including all Sundays.

1st Brazilian Congress of Leisure Studies happened in Brazil. It is an ANPEL initiative that involves Brazilian Universities and researchers from all Brazilian States.

2012

After the World Congress in Rimini a group of Brazilian researchers met to create the ANPEL - Brazilian Association of Research and Post-Graduation in Leisure Studies - that unites researchers of diverse areas of study, dedicated to leisure studies and related subjects.

Highlights

1998

The number of study groups increased in 20 years and presently Brazil has over 90 groups of leisure studies, in several States.

2018

Sesc opened 18 new centers dedicated to culture, sports and leisure in São Paulo State.





Presentation of the organizers

We have the honor to present our Brazilian local partners, Sesc in cooperation with the University of São Paulo for the organization of the biennial World Leisure Congress. They have provided their support in the coordination of the congress organization. As organizers of this event, they have the best knowledge of what we can await there. We have asked one distinguished member of each institution to give us a sneak peek into what will happen at the congress!



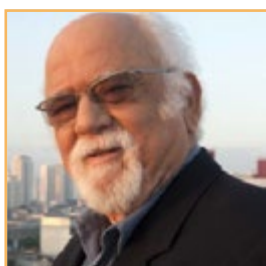
Dr. Roger Coles, WLO Chairman & Interim Vice Provost, College of Graduate Studies, Central Michigan University

"Brazilians are renowned all over the world for their hospitality and kindness, conviviality, good humor and warmth. Therefore, it is our extreme pleasure to introduce the 15th World Leisure Congress in the vibrant city of São Paulo. With over 700 educators and professionals submitting papers and posters and renowned Latin American keynote speakers discussing the theme of "Leisure Beyond Constraints", this congress combines the best of Brazilian culture with the necessary study of leisure and its access."

World Leisure Organization - WLO

The WLO is a non-profit organization that operates globally and aims to improve the conditions that enable leisure to encourage human prosperity and progress. The WLO seeks to foster leisure as a means of increasing cultural, social, sustainable and economic development.

The three main activities that the organization celebrates are the WL games, expos and congresses, each of them designed to portray leisure's capability of enhancing people's lifestyle.



Mr. Danilo Santos de Miranda, Director of the Regional Department, Sesc São Paulo

"The perspective is that this event could contribute to rescaling the question of leisure as a right in contemporary society in its diverse perspectives, broadening the understanding of leisure as a time for personal resignification and social and community development."

Serviço Social do Comércio - Sesc

Created and maintained by entrepreneurs of commerce, tourism and services, the *Serviço Social do Comércio* – Sesc – is a private, non-profit institution aiming to offer wellbeing and quality of life to the workers of those sectors and their families as well as to citizens in general. In the 1980s, Sesc innovated by introducing new models of cultural action and highlighted the concept of education as a requirement for social transformation. The practical translation of this purpose was driven by accomplishments in the areas of culture, physical and sportive development, sustainability, social tourism and health care while focusing on the compliance with human rights, respect to diversity and social integration.

Presently, Sesc has over 7.000 employees that act in many areas of technical expertise and management. Through the diversity of its personnel, Sesc improves the service quality and complies with its mission.

Sesc São Paulo is based on the premise that cooperation with other entities deepens the meaning and enhances the reach of achievements. In this way, the institution has sought to establish the most diverse partnerships with national and international institutions; the private and the public sector, at the local, state and federal sphere.



Dr. Ricardo Ricci Uvinha, Vice Dean, School of Arts, Sciences and Humanities, University of São Paulo (USP)

"In 1998, the 5th World Leisure Congress was held in São Paulo, Brazil. For one week, the leisure community was mobilized to explore the theme "Leisure in Globalized Society: Inclusion or Exclusion?". At that time, I was a PhD student in Leisure Studies with the honor to present an academic paper in the event. It has been twenty years since this connection was forged and there is evidence to suggest that this networking with Latin America needs to be strengthened. I am confident that the forthcoming event in August can help to enrich our understanding of the Latin American experience in leisure studies as well as to establish an effective communication channel for collaborative research in this field."

Escola de Artes, Ciências e Humanidades - EACH/USP

The Universidade de São Paulo (USP) is a public university in the State of São Paulo in Brazil. The talent and dedication of professors, students and staff has been recognized by various world rankings, created to measure the quality of universities based on several criteria, especially those related to scientific productivity. The School of Arts, Sciences and Humanities of the University of São Paulo (EACH/USP), the main institutional partner for the World Leisure Conference 2018, started its work in 2005 with innovation and quality of education as its core values. This unit located in the East campus of USP counts with full-time faculty and research projects involving the areas of arts, sciences and humanities. The infrastructure offers a central library of high level standard; thematic and integrated labs, sophisticated equipment; supporting services, such as those aimed at students (canteens, study rooms, computer and language courses, psychological care and others). The EACH/USP houses the bachelor's degree in Leisure and Tourism, graduate programs in Tourism and in Physical Activity Sciences and the Interdisciplinary Group of Leisure Studies, among others.



Encounter with Ms. Maria Luiza Souza Dias, Physical and Sportive Development Manager, (Sesc)

We can still vividly remember the drafting of the first charter "[Leisure in a Globalized Society](#)" in 1998, where we set the ground stone of leisure development as a right to be discovered and fostered. Many things have changed since then and we have asked Ms. Maria Luiza Souza Dias, Physical and Sportive Development manager at *Serviço Social do Comércio* (Sesc), on how the city of São Paulo and its leisure have developed in the meantime. Furthermore, we discuss how the future of leisure development will be shaped through the organization of the WL Congress.



What is the role of Sesc regarding access to leisure in the city of São Paulo?

Sesc is a private institution whose objective is to provide welfare and quality of life to workers and their families in the commerce, service and tourism sector, contributing to the social and human development of its attendees. Since its foundation by entrepreneurs of the commerce sector in 1946, Sesc has been working in the areas of culture, education, sports, health, leisure, social tourism aiming at users from various age groups (children, young, adults and seniors).

Moreover, the institution is one of the pioneers in the introduction of leisure studies in Brazil and promotes discussions and processes that help to build and define this field in our country.

In the state of São Paulo, Sesc has a network of 39 operational centers. In the capital and greater São Paulo, 21 centers offer activities in sports for all, visual arts and thematic exhibitions as well as performing arts, cinema and literature. Most of these activities are free or have a very affordable price, allowing access to people from different social strata.

To broaden the contact with its programs and cultural assets, Sesc maintains the Web Portal SescSP, the SescTV, Sesc Editions, the Research and Training Center and various publications that open space for debates, interviews, documentaries, books publishing, recording and launching of CDs and DVDs.

Besides the events organized in its own facilities, Sesc also carries out other cultural and sports activities in streets, parks and other spaces. By cooperating with

local governments and trade unions, the organization aims to reach out to other citizens and expand its pool of actions.

In this sense, the knowledge accumulated by Sesc for over 70 years of activity has become a reference in the design of policies for the areas in which it operates, in Brazil and in other countries.

What would you consider specific about leisure in São Paulo in comparison to other parts of the world?

As the largest city in Latin America, São Paulo is a megacity full of contrasts and possibilities.

Working with leisure in São Paulo means to consider disparities and acting upon them. The size of the city, the population density, and the bordering areas with an extreme lack of basic conditions for subsistence, such as housing, education and health, work and transportation, are challenges faced daily by those who work in the social field. These questions often supplant the possibilities of enjoyment of leisure by the population.

Nevertheless, the cultural wealth of the city, the diversity and capacity of civil society contribute to the expansion of leisure opportunities and cultural manifestations. A few examples in the city are the historic and cultural sites that attract tourists and inhabitants alike.

Moreover, the recent implementation of public leisure policies inspired new successful projects, such as the cycling routes, the Open Streets Project and the public opening of *Avenida Paulista* and other main streets as leisure spaces.

In addition to the regular leisure programme, we believe that there is a great need for a better distribution and qualification of public facilities, such as plazas and parks. The use of these spaces is stimulated by cultural and sporting events organized by institutions and public authorities. In Brazil as a whole, and more specifically in São Paulo, it is common to hear about the lack of security in bordering areas and in late hours. We believe that one way to fight this is to always have people using the spaces for fruitful activities.

Besides the difficulties, we believe in possible ways to build a safer city with extensive leisure facilities, where the people can enjoy the city in a pleasurable way. In this sense, we have been noticing the efforts of organizations, civil society and public authorities. "Although 55% of São Paulo city residents are users of public parks, we believe that there is still a great need for a better distribution and qualification of public facilities" (research Datafolha April/2017).

The main theme of the WL Congress in 1998 was "Leisure in a Globalized Society". This year the congress will evolve around the theme "Leisure beyond Constraints". How does leisure in Brazil illustrate the evolution of these themes?

Twenty years have passed since the 1998 WL Congress, whose main concern was how the process of globalization would impact developing countries in terms of well-being and communities' quality of life.

Currently, despite the evolution of leisure studies in Brazil and worldwide, the theme turns to the need to transcend what hinders the access of all people to leisure. The congress will be an opportunity for reflection and proposing strategies to overcome those barriers - being physical / architectural, socioeconomic or cultural / symbolic - which hamper access to leisure.

Over the years, our commitment has been to think and carry out educational activities to understand leisure as a social phenomenon capable of generating significant experiences, which enable personal discovery and self-knowledge to construct relationships that contribute to human development.

Despite all efforts, the challenge of guaranteeing the right and access to leisure in Brazil and most of Latin American countries remains.

How can the congress contribute to the discussion on leisure in Latin America?

The congress recognizes knowledge on leisure, not only in academic terms, but through various initiatives involving organizations and institutions. Thus, this event in Brazil will give voice to many of these institutions and Latin American researchers.

Besides participants from many Latin American countries, specialists from Cuba, Venezuela, Colombia, Uruguay, Guatemala, Mexico and Brazil, will be united in the Panel "Latin American Overview on Leisure" to present perspectives for studies and actions in leisure, considering the social, political, cultural and economic reality in Latin America. This presence will guarantee spaces for dialogue, exchange and the reinforcement of partnerships.

In the months leading up to the congress, Sesc hold a Cycle of Meetings "Contemporary Perspectives on Leisure and free time" which assured the deepening of themes on leisure in Latin America. This cycle will result in a special edition of the journal of Research and Training Center, to be published in three languages - Portuguese, English and Spanish - and made available at the congress.

What are other topics to be discussed in the congress?

Besides the main theme, other topics such as leisure and social transformation, contemporary challenges and trends in leisure, leisure in conflict areas, public policies, management and training will also be addressed.

In addition, 563 academic papers and reports of professional experiences from different areas related to leisure will be presented in thirty oral sessions and three digital-poster sessions. The themes of the presentations of papers range from the relations of leisure with education, tourism, sport and technology, to the issues of cultural diversity and sustainability in leisure.

Complementary programming will allow participants to meet the recreational and cultural leisure practices in the city of São Paulo. Tour itineraries and studies in cultural institutions, public spaces and historic center will be programed for those interested in extra activities. Another proposal, the field school, will bring together students and teachers from

different countries in a field experience to promote an immersion in leisure practices and enable the study of barriers that prevent access to leisure. These actions will also enable an interchange with the places visited, expanding the opportunities for new projects and partnerships.

Who are outstanding scholars and researchers in the program?

Researchers, academics and representatives of different organizations that deal and promote leisure from different areas such as philosophy, sociology, anthropology, architecture, education, sports, culture, economics, among others, will be together to discuss the themes of the congress.

We've already confirmed names as Alberto Acosta (Ecuador), Michel Maffesoli (France), George Yúdice and Jeremy Buzzell (USA), Abena Busia (Ghana), Simone Fullagar (Australia / United Kingdom), Esperanza Osório and Carlos Rico (Colombia), Ricardo Lema (Uruguay) and Mogens Kirkeby (Denmark). Among Brazilians we will have representatives from universities and research groups, such as José Guilherme Magnani and Maria Ângela Pereira Leite (University of São Paulo), Christianne Gomes and Helder Isayama (Federal University of Minas Gerais), Fernando Mascarenhas e Antonio Carlos Bramante (University of Brasília), Simone Rechia (Federal University of Paraná), Mirleide Chaar Bahia (Federal University of Pará) and Junior Vagner Pereira (Federal University of Mato Grosso do Sul).

In our proposal we have also included protagonists from different Brazilian states to have a territorial coverage encompassing the whole country.

What opportunities arise for Sesc through the organization of the World Leisure Congress from this year onwards?

We believe it will be an opportunity to integrate people and institutions from different countries and nationalities through a wide scientific program in alignment with a diversified cultural program. This will enlarge our knowledge on specific ways to address the challenges of leisure access worldwide.

Besides, people from all over the world will come and have contact with our culture, our organization, our structure, and especially with our way of dealing with leisure challenges in our city. It will be a great opportunity to gain knowledge, enlarge networking and spread our ideas and actions.

What takeaways do you expect from the organization of the congress for society at large?

All activities are organized to permit discussing the main theme of "Leisure Beyond Constraints" to then build specific proposals about how to implement leisure policies for day to day life. These always have to include respect for cultural diversity and people with disability, taking also into consideration concepts like the right to the city, universal design, city for people, accessibility and inclusion.

From this year's congress we can acknowledge the fact that all these themes are interrelated, pointing towards the need for discussion and action involving society with regard to the barriers to leisure.

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Sesc

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LEISURE
ORGANIZATION

EACH
EUROPEAN ASSOCIATION OF
CHILDREN'S AND YOUTH CENTRES





Pre-congress activity

Before the official beginning of the congress, it is important to know the city in which it takes place. For this purpose, we have organized two magnificent activities aimed at understanding the multidimensionality of leisure studies. On the one hand, academics and professionals will participate in the study tour, where they will visit key leisure spaces in São Paulo to learn from the execution of real projects and activities. On the other hand, the Youth Ambassadors Programme aims to gather young leaders together for the practical study of leisure through two differentiated projects. During the 2018 WLCE Douglas Ribeiro da Silva Field School, students will have the opportunity to work hand-by-hand on a research project in the local community of Perus, where they will study and experience their leisure constraints. In addition, the Young People's Book on Leisure (YPBOL) is a long-term project to create a book on the experience of leisure as sensed by a group of young people from all over the world. These programs aim to bring the city of São Paulo, the topics of the congress and the participants closer together.

2018 World Leisure Study Tour to São Paulo

The study tour is a 3-day intense interactive programme aiming to connect the theme of the WL Congress with the visit of leisure institutions in the city of São Paulo. This tour will serve to foster the transfer of knowledge between leisure academics and professionals and allow to expand the international network of its participants. Diverse cultural, sports, touristic and recreation institutions will be visited to address the challenges and opportunities connected to leisure access. During the study tour the following venues will be visited: Ibirapuera Park, Brazilian Museum, Sesc Vila Mariana, Sesc Pompéia, Pinacoteca Museum, Paralympic Sportive Center, Contemporary Arts Museum, Sesc Pompéia, Itaú Cultural, Japan House, São Paulo Museum of Art and Moreira Salles Institute.

For more information, read the full programme [here](#).



Youth Ambassadors Programme

2018 WLCE Douglas Ribeiro da Silva Field School

The 2018 WLCE Douglas Ribeiro da Silva Field School returns with an exciting program at the Perus community in São Paulo. A group of 35 students from universities all over the world will experience first hand the practical obstacles to leisure by living for four days in the local community. The combination of this experience with the theoretical learnings in the congress will help them to complete a case study book describing their adventures. Moreover, they will present their findings during the congress and a special mention will be dedicated to Douglas Ribeiro da Costa and Márk Bánhidi, two young leaders that actively sought to ameliorate leisure conditions around the globe.

Do you want to know more about the programme? Read more [here](#).

Young People's Book on Leisure (YPBOL)

A group of young people from distinct parts of the world will assemble in Sao Paulo and share their comments and opinions on best practices of leisure through memories and stories. They will also experience for two days the community of Perus and attend the congress to fine-tune their discussions.

If you want to know more about this great project, visit the [official website](#) of YPBOL.

A short history of the community of Perus

The district of Perus has nearly 164.000 inhabitants. In the early 1990s, a great migration of people from various places in the country and parts of the city of São Paulo led to its consolidation as a new habitation nucleus. In recent years, Perus district had a great cultural effervescence and active social mobilization led by young people. Cultural groups, such as the Quilombaque and the Pandora, awoke in the youngsters the desire to see in art and culture a means of social change. Such movements attract researchers who want to know how collective identity is constructed in this territory, which is why all initiatives are organized to strengthen and boost the development of local people and the environment.

In order to better understand what these students will encounter, we have asked Ms. Rosangela Martins de Araujo, Researcher of the Interdisciplinary Group of Leisure Studies (USPO) and co-coordinator of the field school program, on the Perus community and what students and locals can learn from each other.



What is the particular appeal of the community of Perus?

Known as a place of passage and political resistance, this community is strengthened today through arts and culture. From the perspective of a researcher in leisure, we can say that the leisure enjoyment empowers the youth, who are the biggest victims of social vulnerability. Their biggest aspiration is to make the city and its territory valuable. Perus is an ethnically diverse territory where one can find one of the last remnants of Mata Atlantica, a beautiful natural park. In this park we can find Jaraguá Peak, which is the highest point of the city of São Paulo. Gradually these attributes will transform the territory into an incredible historical-cultural tourist destination.

How do students usually react in such a different environment as the one experienced during the field school?

It is a unique opportunity for students to observe, take part in and translate their observations into meaningful research findings. They can find out how research can contribute to the development of concepts, the environment and most importantly, people.

I am sure that students will be delighted to experience such a plural setting, where we can actually analyze those barriers to leisure impeding the enjoyment of this right. Particularly, the field school in Perus is an opportunity to understand the dialogue about the identity of a territory in a very participative way where leisure can be a central element.

What do you think the students and the community can learn from each other after this experience?

Perus was chosen for this project because of its openness to the contribution of new points of view. Thanks to the existing mobilization of social actors, new ideas can be readily implemented, and both the students and the community can positively contribute to their realization. The members of Quilombaque - our interlocutors with the community - have already expressed great interest in the topics of our leisure research area. Our common findings can contribute to identify new social, cultural and economic projects. I have no doubt that both sides will learn from each other, leaving more than memories, true transformations.



On top of the expectations of the local organizers, the community of Perus has shared with us some short impressions on the arrival of students to their district.

"We expect from the field school and all partners involved the possibility of a critical reading about the experience of transforming youth in the community to empower their creative capacity through arts, culture and knowledge. The field school can contribute to overcome several challenges that we face by offering a different look and providing an alternative way of solving our problems."



Leisure Management

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Get to know more
about Special Interest
Groups (SIGs) &
JOIN!

Congress activity

Finally, the congress has arrived, and we want you to be an active part of it. The pace at the congress will be frenetic and therefore we have prepared a short guide of what you can expect. From presentations, conferences, colloquiums and thematic panels to open discussions with innovative methodologies. The thematic areas of the congress have been organized aligned with the WL Special Interest Groups (SIGs) and research areas with particular interest in Brazil and Latin American countries. These research areas encompass a wide variety of topics ranging from leisure management and education to leisure and well-being or travel and tourism. Do you want to know more about the SIGs and their research areas? The congress is an opportunity to get to know first-hand the work of leading research scholars in these SIGs! If you are interested in working closely with leading leisure researchers on specific topics, you are welcome to join one of the SIGs. For more information about their functioning, have a look at [their description](#) on the WLO website.

Sesc São Paulo will host the event that will happen at Sesc Pinheiros. It will be an exhilarating event, full of insightful moments. You can find the [entire programme](#) on the official website of the congress. In the following, we will outline the content of all activities taking place during the congress to allow you to choose those you find most attractive.



Four of the most prominent sessions will be **live streamed** directly from the congress website. We will have the pleasure to see all around the world the conferences of outstanding leisure scholars as Mr. Alberto Acosta, Dr. George Yudice (University of Miami) and Dr. Michel Maffesoli (Université Sorbonne). On top of that, a colloquium by Dr. Simone Fullagar (University of Bath), Dr. Esperanza Osorio Correa (Instituto de Pensamiento y Cultura en América Latina) and Mr. Mario Fernandes (Sesc SP) will also be streamed online.

The Sesc logo, consisting of the word "Sesc" in a bold, black, sans-serif font, with a stylized black arc above the letters.

Conferences



The good living as liberation option: from commercial leisure to liberating leisure

by Mr. Alberto Acosta



8.00pm - 9.30pm

It is an immense pleasure to inaugurate the congress with a conference held by [Mr. Alberto Acosta](#) on the overall state of access to leisure worldwide. It is in good living that people should organize themselves to recover and take control of their own lives. It is not only a matter of defending the workforce and recovering the surplus labor time for workers, recovering the right to leisure as an indispensable human right to guarantee a dignified life. This event will be live streamed through the official congress website. Mr. Alberto Acosta will bring about his first-hand experience as economist and politician. Having been Minister of Mines and Energy of Ecuador and researcher at the Latin American Institute of Social Research, he has written several books on how to bring about wider economic prosperity to Latin America.



Right to leisure in conflict zones

by Dr. George Yúdice



7.00pm - 8.30pm

In a context devastated by war, corruption, political instability or an economic crisis the right to leisure is severely curtailed. This raises the question whether it is possible to assure the right to leisure for all in conflict zones. [Dr. George Yúdice](#), Professor at the Department of Modern Languages and Literatures at the University of Miami and expert in Latin American Studies, will introduce and contextualize the topic in this live streamed conference. If you want to have a closer look at Dr. George Yúdice's ideas, [watch this interview](#) to get to know him a bit better.



Leisure beyond constraints: Challenges and contemporary trends

by Dr. Michel Maffesoli



7.00pm - 8.30pm

After three days of intense debating and learning, the closing conference will serve as summary of our most interesting findings. This conference will start to delineate the path ahead for leisure scholars and professionals. [Dr. Michel Maffesoli](#), one of the most prolific urban sociologists in Europe, will enlighten us with his outlook on leisure. This conference will be live streamed, so you can watch it from anywhere in the world!

Plenary sessions



10.00am - 11.30am

Physical barriers to leisure access

How does the design of a city democratize the access of its citizens to leisure? How do we create inclusive spaces for different people to equally enjoy leisure experiences? The answers to these questions are vital for the progression of any city, as too often the urban design of cities excludes certain spaces and people at the expense of others. This topic gravitates around finding an organic understanding of a city, where its physical shape serves as a bridge to facilitate leisure participation. To deal with these and other concerns, we have the pleasure to count with [Mr. Jeremy Buzzell](#), head of the National Center on Accessibility (USA), and leading expert on disability policy and in the creation of accessible outdoor recreation and preservation spaces.

An example of a leisure space on the rise can be found in the city of São Paulo itself. Usually the vast nature of any metropolis makes access to leisure the more complicated. São Paulo is no exception. Therefore, projects such as Sesc 24 de Maio, driven by the legendary architect Paulo Mendes, prove the possibility to create all-encompassing leisure spaces within the urban environment. By transforming a disused 14-storey building into a leisure space with sport, cultural and gastronomic areas, da Rocha built a leisure space accessible to citizens ([Read more here](#)).



10.00am - 11.30am

Overcoming socio-economic barriers

Not only physical space determines access to leisure, as the socio-economic condition of each individual also determines the leisure practices one can afford. This is one of the main impediments to recreational enjoyment and needs to be addressed. Leisure should be economically accessible to everyone and not subject to the logic of modern-day consumerism and the standards established by the entertainment market. Dr. Alon Gelbman, Senior Lecturer and Head of the Department of Tourism and Hotel Management at Kinneret College on the Sea of Galilee in Israel, will provide us with his unique insights on a sustainable community-based approach to leisure and hospitality free from immediate economic constraints.



10.00am - 11.30am

Overcoming symbolic and cultural barriers

One of the prior steps for ensuring a better access of all people to leisure is to consider the many cultural differences that surround us. Among these barriers, we may find gender concerns, as well as ethnic, geographical, religious and even environmental issues. With the aim of raising the public's awareness, [Ms. Abena Busia](#), keynote speaker of this plenary session, proposes to reflect on the commitment to recognize and respect diversity when it comes to guaranteeing the right to leisure for all. Ms. Abena Busia is currently the Ambassador of Ghana in Brazil. She is also a professor in the Department of Women and Gender Studies at the Rutgers University and she co-directs the innovative project African Women writers. [Her views on female leadership](#) are widely acknowledged.



Debates

On top of the plenary sessions, a series of three different debates will allow to discuss the prospective state of leisure from a critical perspective.



3.00pm - 4.30pm

Latin American recreation overview

Where is the Latin American continent heading to? What are the social, political, cultural and economic realities affecting leisure access and studies? By drawing on a group of Latin American experts across different disciplines, these and other questions will be discussed through a TED-like methodology.



3.00pm - 4.30pm

Conversations on international leisure issues

This WLO-driven initiative aims to bring a forward-looking perspective to debates on leisure studies for future congresses. In a context of disruptive changes motivated by modern technologies and globalization, the way people understand leisure is changing. Many opportunities and challenges arise from these profound changes in the way people understand leisure. Therefore, also leisure professionals and scholars must react. In this debate the biggest trends in leisure consumption and studies will be discussed by providing an outlook on how leisure studies are going to evolve and how we can adapt to these transformations.

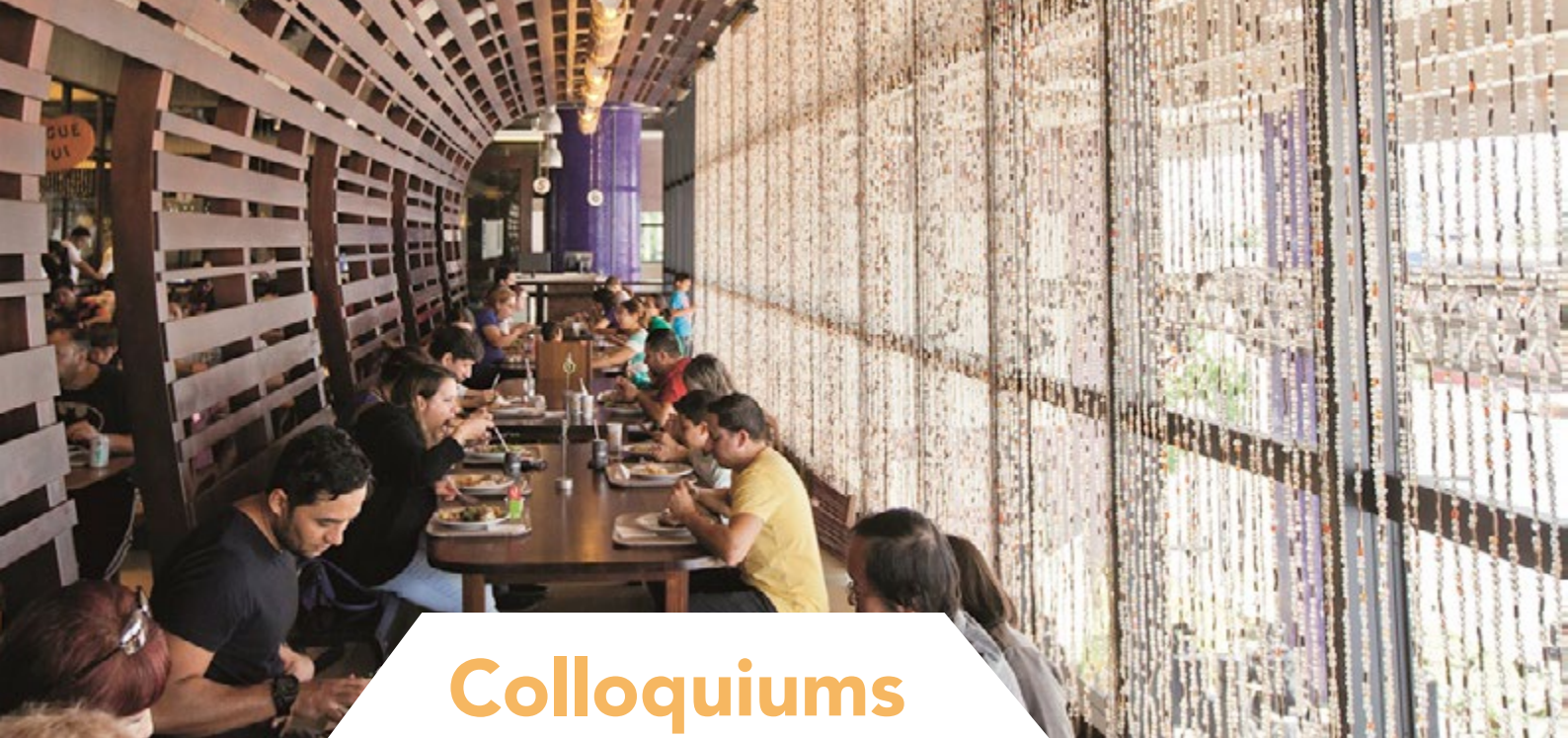


3.00pm - 4.30pm

Advocacy in the field of leisure

The right to leisure must be defended and legally enforced. It is not our opinion, it is a universal human right. In this debate relevant institutions in the field of advocacy will discuss the latest projects and campaigns in their quest towards full compliance with rights to leisure.





Colloquiums



7.00pm - 8.30pm

Leisure and social transformation

Leisure is not only synonymous with personal free time and enjoyment, as it is also a tool to profoundly transform the fabric of society. Through a colloquium with four distinguished speakers and a mediator, the topic at hand will be analyzed from different angles including sports, psychology and sociology. Do not miss out on this colloquium that will be live streamed for those unable to attend!

Special Session



3.00pm - 4.30pm

Early Career Researchers Special Session

This event is a new WLO proposal to orient the next generation of leisure scholars in their academic careers. The Early Career Researchers Special Session is intended to open access for exchanging research trends, addressing topical research issues, methodology, professional cooperation, publishing opportunities, online knowledge exchange and collaboration. Participants will also meet and network with established researchers and experts from all around the globe.

Paper presentations

Oral sessions

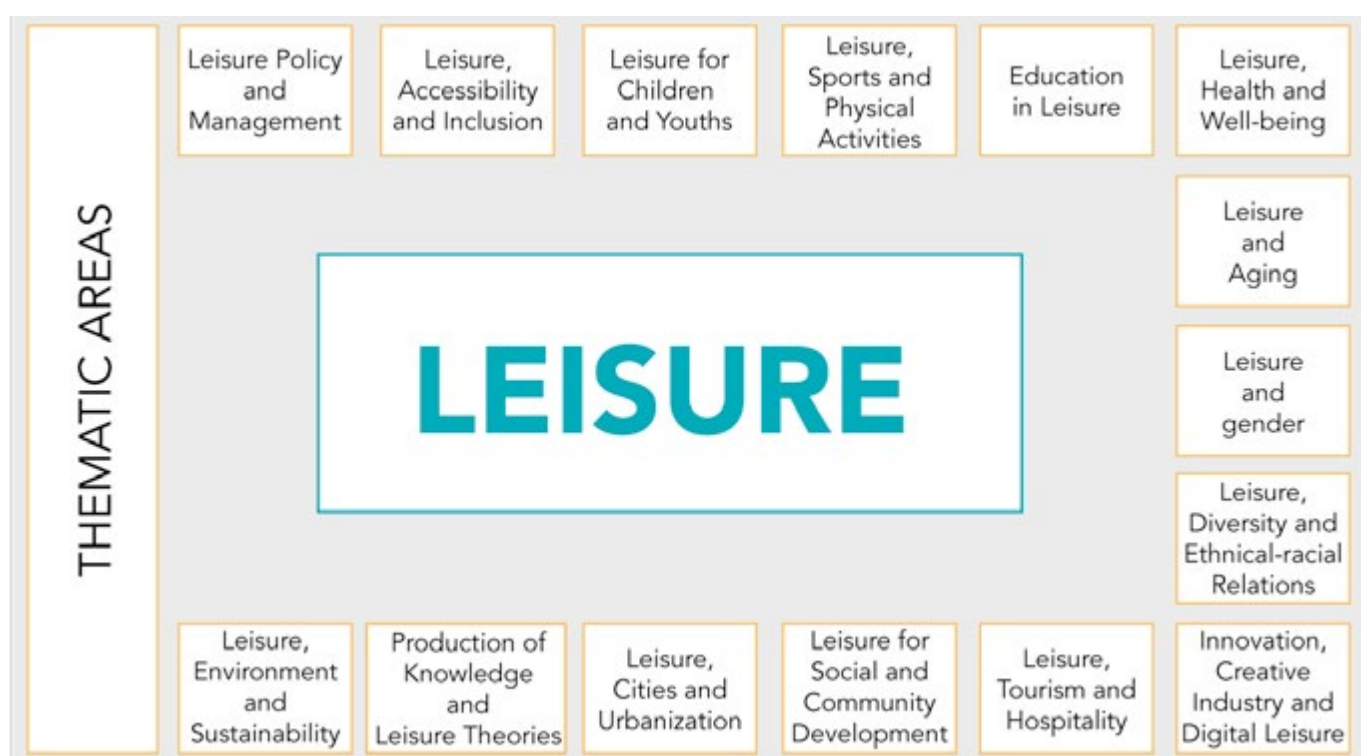
29 WEDNESDAY	30 THURSDAY	31 FRIDAY
11.45am - 1.45pm 4.30pm - 6.30pm	11.45am - 1.45pm 4.30pm - 6.30pm	11.45am - 1.45pm 4.30pm - 6.30pm

Poster sessions

29 WEDNESDAY	30 THURSDAY	31 FRIDAY
2.30pm - 4.30pm	2.30pm - 4.30pm	2.30pm - 4.30pm

Over 500 selected papers will be presented by means of oral and poster presentations throughout the entire congress duration. These papers have been evaluated and accepted by an international scientific committee in alignment with the overall thematic areas of the congress. The presentations will prove the multidimensional scope of leisure studies and help to articulate prospective fields of inquiry.

See here the thematic areas of the WL Congress.



Cultural activities

Sesc Pinheiros *Integrated Programming*

In view of the topic covered by this congress' edition, the *Integrated Programme* will search to highlight the importance of cultural production as a way of confronting the social and geographical barriers on the right to leisure. The artistic actions, sports and educational proposals have the premise to represent the diversity of Brazilian culture and, on the other, to establish accessible and intriguing dialogues with the public involved in the event.

Companies, artists and athletes from all regions of Brazil, related to traditional and rural culture, coming from central or peripheral areas of cities in the country, will occupy the Sesc Pinheiros, exploring the many vocations and potentialities of the Sesc venue, to present the wide range of programs and actions of Sesc São Paulo. Furthermore, it is a set of cultural actions capable of expressing the importance of using public spaces and the possibilities of human development through community leisure.

Sports actions of educative and recreational nature, spectacles and interventions of the performing arts, parades and concerts, literature speeches and arts workshops and technologies, by means of an integrated programming will lead the participants of the WL Congress to recognize initiatives that journey between tradition and contemporaneity, popular and erudite, identity and alterity and, in this sense, reveal the cultural wealth of the country and reaffirm the importance of leisure to build a feeling of belonging and citizenship for all.

Believing in legacy

This congress will leave an invaluable legacy for future leisure researchers and professionals. The constitution of a **Latin American WL Chapter** will help to expand leisure advocacy beyond frontiers and will go hand in hand with an update of the **1998 Declaration of São Paulo**. Moreover, publications such as the 15th. World Leisure Congress proceedings book, the case study book from the 2018 Douglas Ribeiro da Silva Field School and the Young People's Book on Leisure will arise out of the organization of the congress, among other relevant publications connected to the theme of the congress, and many other future collaborative projects.



Post-congress activity

For those willing to explore the sights of São Paulo, there will be an extra opportunity after the congress. The 1st and 2nd of September we will visit some of the most prominent venues in São Paulo with specialist guides. [Read more here](#) if you want to know more about the exact programme.



The hosting venue - Sesc Pinheiros

This is the building where the congress will take place. Opened the 18th of September, 2004, Sesc Pinheiros is part of the *Serviço Social do Comércio* in the city of São Paulo. The building, which is located in the Pinheiros district, offers daily activities in the fields of arts, music, cinema, literature and technology; it furthermore accomplishes actions and programming directed to leisure, wellness, sports and physical development and operates in the areas of health, food, tourism and environment.

Designed by architect Michael Juliano, the building comprises 5 basements, ground floor and 7 levels, in a built area of 37,242.36 sq/m, within a plot of 4,744.40 sq/m with universal accessibility. The building is composed of the Teatro Paulo Autran (1.010 seats), awarded with the best city programming in 2017 by Revista da Folha São Paulo. Auditorium (98 seats), 3 swimming pools (1 recreational, 1 aqua aerobics, 1 semi olympic, covered and heated; deck and solarium), 2 covered sports courts, 1 multifunctional gym, 1 area of arts and technology, 1 multiple use room, 1 workshop room, 1 exhibition area, 4 dental offices, 1 call center and a living area. The Sesc Pinheiros unit has on its building a dining space (Comedoria), which serves meals, sandwiches, snacks, salads, sweets and drinks.

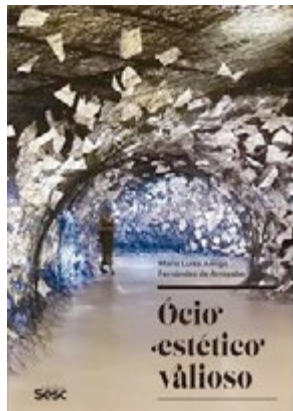
Sesc Pinheiros
Rua Paes Leme, 195 - Pinheiros - São Paulo - SP
CEP: 05424-010
(11) 3095-9400

Publications

For the full enjoyment of the congress, preparatory readings can always help to better understand the topics under discussion. We have prepared an extensive list of the most relevant academic literature on leisure studies and have granted you open access to our *World Leisure Journal* articles. Some of the recommended publications will be launched during the congress.



Recommended publications by Sesc



Ocio estético valioso

Dr. Maria Luisa Amigo Fernandez de Arroyabe (Universidad de Deusto)

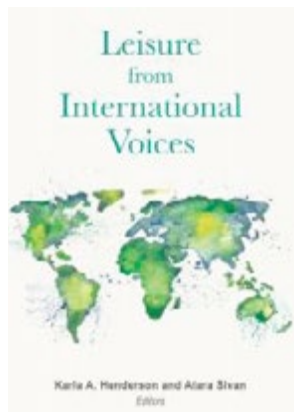
Editorial: Universidad de Deusto
Portuguese version will be launched during the Congress – 2018. Editorial: Sesc



Lazer e Esporte no Século XXI. Novidades no Horizonte?

Dr. Junior Vagner Pereira da Silva;
Dr. Wagner Wey Moreira

Editorial: InterSaberes - 2018



Leisure from International Voices

Dr. Karla A. Henderson (North Carolina State University) and Dr. Atara Sivan (Hong Kong Baptist University)

Editorial: Sagamore
Portuguese version will be launched during the Congress – 2018. Editorial: Sesc



Horizontes Latino Americanos do Lazer

Dr. Christianne Luce Gomes (UFMG) and Dr. Rodrigo Elisande (UFMG)

Editorial: Universidade Federal de Minas Gerais (UFMG)



RBEL Revista Brasileira de Estudos do Lazer

Online journal published by Associação Brasileira de Pesquisa e Pos-Graduação em Estudo do Lazer – ANPEL

Editorial: ANPEL



Revista do Centro de Pesquisa e Formação do Sesc São Paulo

n.02 – August 2016
Dossier: Leisure and Free time.
The right to leisure in big cities, practices of playfulness and public policies in the leisure field.

Editorial: Sesc



Revista do Centro de Pesquisa e Formação do Sesc São Paulo

Special edition – August 2018
Trilingual publication (Portuguese, English and Spanish) entirely dedicated to the World Leisure Congress, with texts from speakers and invited authors. This number will be launched during the congress – 2018

Editorial: Sesc



Lazer no Brasil: grupos de pesquisa e associações temáticas

Dr. Ricardo Ricci Uvinha (USP)

Editorial: Sesc
Will be launched during the congress – 2018



Ócio valioso para envelhecer bem

Dr. Manuel Cuenca Cabeza
(Universidad de Deusto)

Editorial: CCS
Portuguese version will be launched during the Congress – 2018. Editorial: Sesc



Lazer de perto e de dentro: uma abordagem antropológica

Dr. José Guilherme Cantor Magnani (USP) and Dr. Enrico Spaggiari (USP)

Will be launched during the congress – 2018. Editorial: Sesc

Further publications

The following publications have been selected considering the context and the main topic of discussion of the WL Congress *Leisure beyond constraints*.

Bendíková, E., Ricci Uvinha, R., Pines Rodrigues Junior, A., & Rejane Cruz de Oliveira, N. (2016). *Leisure Time of Children and Youth in Slovakia and Brazil through Physical Education and Sports*. European Researcher, 104(3), 184-192. doi: <https://doi.org/10.13187/er.2016.104.184>

Chin, M. K., & Edginton, C. R. (2014). *Physical education and health: Global perspectives and best practice*. Urbana, IL: Sagamore Publishing.

Roberts, K., Sivan, A., Pais, J. M., Samdahl, D. M., Uvinha, R. R., & Li, C. (2010). *Is leisure studies "ethnocentric"?* World Leisure Journal, 52(3), 162-200.

Uvinha, R. R., Chan, C. S., Man, C. K., & Marafa, L. M. (2018). *Sport tourism: A comparative analysis of residents from Brazil and Hong Kong*. Revista Brasileira De Pesquisa Em Turismo, 12(1), 180-206. doi: <https://doi.org/10.7784/rbtur.v12i1.1374>

Uvinha, R. R., Pedrão, C. C., Stoppa, E. A., Isayama, H. F., & Oliveira, N. R. (2017). *Leisure practices in Brazil: A national survey on education, income, and social class*. World Leisure Journal, 59(4), 294-305. doi: <https://doi.org/10.1080/16078055.2017.1343747>

Vico, R. P., Uvinha, R. R., & Gustavo, N. (2018). *Sports mega-events in the perception of the local community: The case of Itaquera region in São Paulo at the 2014 FIFA World Cup Brazil*. Soccer & Society, 1-14. doi: <https://doi.org/10.1080/14660970.2017.1419471>

World Leisure Journal articles with free access

For those avid readers seeking for a detailed preparation of the congress, we have selected relevant articles of our *World Leisure Journal* in relation to the theme of the congress, which you can access for free. Thanks to Taylor and Francis' generosity, they will be available with free access. Two seminal papers on Latin American leisure studies are "[Youth At Risk: A Challenge For Recreation Programmes In Latin America](#)" and "[Ageing and Leisure Among Business People in São Paulo](#)". Moreover, as this congress fundamentally thematizes the importance of access to leisure, we have selected "[Urban Women Leisure: Typology And Constraints](#)" and "[I Just Want to Have Fun, But Can I?: Examining Leisure Constraints](#)" as insightful articles on this theme.



Announcements



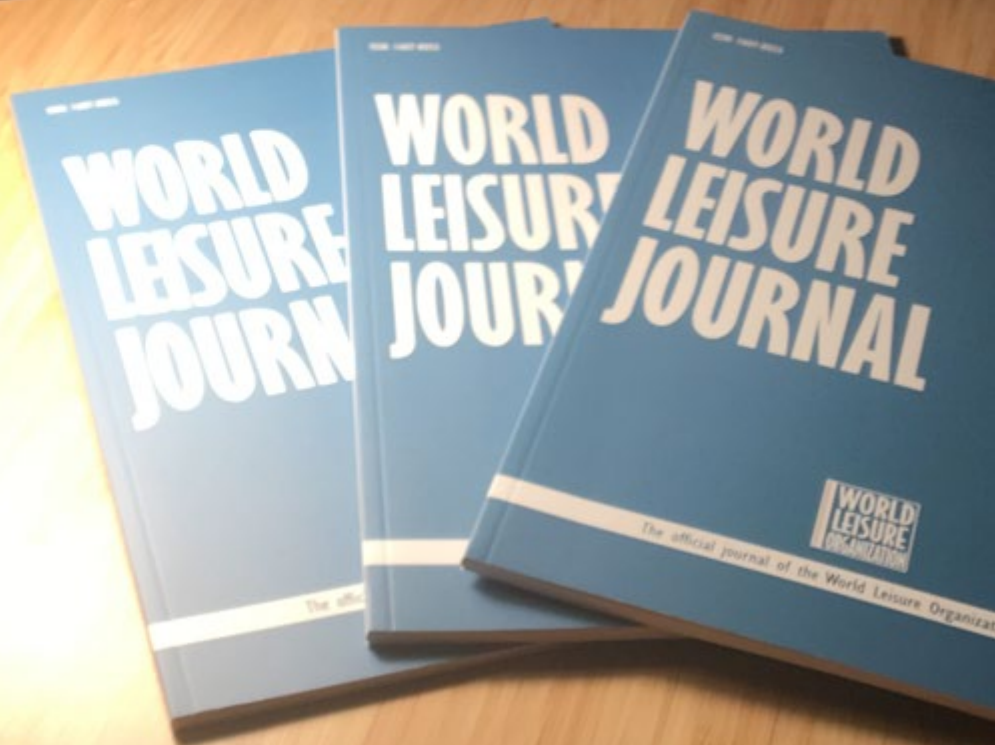
60th World Leisure Journal Anniversary

We are happy to announce the 60th anniversary of our renowned *World Leisure Journal*, which has been up-to-date one of the leading journals on leisure studies worldwide. Serving as a platform for addressing the study of leisure through theoretical and empirical papers, essays and articles, we hope it will continue to shape leisure policies.

Since the prestigious academic publisher Taylor & Francis started distributing our Journal in 2011, we have achieved some impressive statistics:

- Published authors from 18 different countries
- 352 articles (of any kind e.g. including articles, research, Editorials, Call for papers etc.)
- 133,482 downloads (since 2012)
- Recent Special Issues: Eco-leisure; [Selected papers from the 2016 LARASA World Leisure Congress: 'Challenges, Choices and Consequences'](#); [Leisure between vision and reality](#); [Leisure Management](#).

Thank you to readers and authors alike. Do not forget that if you have an interesting paper in mind and you would like to publish it, [you can get in contact with the World Leisure Journal!](#)





New collaborations with universities and cities

We are also glad to announce the expansion of our collaboration channels. WLO has established a new WL Center of Excellence at the [Department of Tourism in the University of Otago](#) (New Zealand). This collaboration will help the University of Otago to access a global network of leisure researchers and educators and further strengthen the WLO community in terms of international outreach.

Moreover, the [City of Richmond](#) (Canada) and Jingde County (China) have also been designated as WL Communities of Excellence, which acknowledges both cities as leaders in the leisure field and allows them to share their innovative programs within the international network of WL Communities.

Thomas and Ruth Rivers International Scholarship



The [Thomas and Ruth Rivers International Scholarship](#) is biennially awarded to graduate students from leisure studies in college or university programs to grant them the amazing chance of taking part in the WL Congress. This years' winner is Malema Makhaya Johannes, PhD Student in the Department of Sport, Recreation and Exercise at the University of the Western Cape. His current research focus is on "Youth leadership development using leisure education for youth with disabilities in South Africa". According to Malema, this scholarship will grant him the opportunity to exchange views on the current trends in the field of leisure studies and hopefully to find fruitful collaboration possibilities with leisure experts from all over the world.

We congratulate Malema for his great achievement and are already impatient to listen to his research findings!



WLO Upcoming events

When the World Leisure Congress comes to an end, everything will just get started. Already in early 2019 the **WL Games** will start and take place in the city of Laixi, Qingdao (China) where the interaction between Chinese culture, sports and leisure will be at its core. Also, and based on the recently signed agreement on strengthening the mutual cooperation between WLO and Hangzhou Municipal Government in 2019 another fascinating event will be held in Hangzhou (China), the **4th World Expo and Forum** exhibitions and discussions will showcase the latest updates on leisure as a force to improve our life quality.

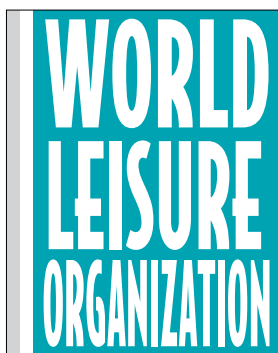
Last but not least, the **16th edition of the WL Congress** will be hosted in 2020 in the district of Pinggu, Beijing. In order to formally introduce the invitation to our next congress, representatives of the Executive Committee of Beijing Pinggu World Leisure Congress will have a dedicated moment to explain and show us what Pinggu, Beijing can offer. Moreover, the speech will be preceded by traditional Chinese cultural programs and performances during one entire day.

We are already very excited to see you again at our next events!

BECOME A MEMBER OF WLO & GET ALL THESE BENEFITS

Membership in the WLO provides you with an ideal platform to expand your network opportunities with academics, professionals, colleagues and citizens from all around the world. On top of that, you can get exclusive access to:

- 1** 4 printed and electronic issues of the *World Leisure Journal*
- 2** Reduced registration fees for all World Leisure Congresses and events
- 3** Funding exciting projects and our unique naming rights
- 4** Close cooperation with leading academics and professionals from our WL Special Interest Groups
- 5** Publishing and promoting your news in our monthly newsletter (distributed to a large network of relevant organizations and individuals)



WORLD LEISURE ORGANIZATION (WLO)

Incorporated in 1952, World Leisure Organization is a non-profit organization registered in the State of New York in Special Consultative Status with the UN Economic and Social Council since 1990.

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