

Public spaces as part of discourse in cultural events

Case study: Europalia.Brasil 2011

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Culture has increasingly become a more central part of development strategies and an important consideration for the policies of places, whether they be cities or countries. It has thus become recognised as a powerful tool of great impact on both economical and social spheres. Cultural events are one of the strategic elements employed by places to improve the life of their inhabitants, attract visitors and investments, and contribute to identity formation and the development of particular images. The idea of the individual image of a place relates to largely intangible concepts and is formed by the experience of people in that place in terms of their feelings and opinions.

Cultural events are directly related to public spaces thus impacting them significantly. The purpose of this research is to examine the influence of public spaces on events by exploring the extent to which such public spaces become part of the discourse of those events.