

BRAZIL: THE HIGH TECH SLUM COLLAPSE

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In the years 2005-2010, as few times throughout its history, the euphoria seemed to have taken hold in Brazil. With the economy growing rapidly, the country was at last becoming a member of the First World. Poor residents of the periphery, who have always been on the borders of the consumer society, started to frequent shopping malls shortly before, were as distant as the moon.

Even the respected British magazine *The Economist* felt the urge to comment positively on this new context. The November 2009 cover hailed the economic dynamism of the country as "the greatest success story in Latin America". The image, as we know, is worth a thousand words. This was the largest magazine asset. The cover showed the image of Christ the Redeemer of Rio de Janeiro like a rocket. In addition, the triumphant title issue was *Brazil takes off*.

This iconography would soon be emblazoned across the world. Reflects wave of optimism comparable to the *motto* "Brazil Potency", typical of the military regime in the years of 1970. In these years, President Lula was presented by records of popular approval. Not even the unacceptable scandal of "Mensalão" - involving politicians of President Lula direct circle - had shaken the prestige earned by economic indicators. The good understanding of the economy explain Lula's re-election in 2005. He assured that a second term as the first, kept the seductive siren call of consumerism.

But there are no miracles in economy. The "Lula Era" was benefited from strong global demand for *commodities*. This demand had inflated all price huge purchases of minerals, animal protein and grains. Especially the raw materials markets attended by the People's Republic of China. This country grew 10% annually since 1980, which satisfy your hunger for growth, acquiring 30% of the iron, 12% platinum, 15% of aluminium, 15% copper and 20% of soybeans produced in the whole planet.

Thus, favored by external demand and governmental income-generating programs, consumerism aparted groups began to be noticed in markets, malls and internet. 45 million poor people joined in the Brazilian web from 2006 to 2009. It was the largest migration toward a new media since the advent of TV in Brazil in the 1950s.

In the "favelas" - slums - there were satellite dishes everywhere. Computers, air conditioners, freezers, mobile phones, food delivery and lap tops now made up the daily lives of the poor neighborhoods. The generation of municipal waste increased. The country in 2009 discharged in garbage cans 1,15 kg / inhab. / Day, average comparable to the EU, estimated at 1.2 kg / inhab. / Day.

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However, not all that glitters is gold. Experts questioned the triumphalist exaltation of the country. For instance, they warned that The Economist editorial was aligned with the powerful financial capital, and then, they in fact appreciated an economic model that guaranteed profits never dreamed by the bankers. Also warned that the economic context inspired caution. Supported by episodic global demands, the context could be misleading. Would be only a consumption bubble. No a real growth.

The situation became clear in 2015. In this year, marked by recession and unemployment, the harsh reality raises in Brazilian people perception, a sense of frustration motivated by a bubble of illusions. And who thought that the life of high tech poor people improved with the new mountains of garbage, was totally wrong. Elementary fact: in the selective universalization of innovation, the poor can have access to digital pulses. But remain what they always were: marginalized who live in slums, *ghettos* and neighborhoods without infrastructure.

So all that was bought in endless instalments remains a target of the first flood, of the urban violence or then, these gadgets are sold to get money. The electronics are turned off because since 2015, nobody can pay the energy bill. Especially the poor people.

The legacy of President Dilma Rousseff that become known by her bizarre speeches in open defiance of any logic - economic or otherwise - involves hard challenges. It is clear that Dilma Rousseff boasted in apothetic speech, in 2014, that she not to put goals to achieve them, but as well as even surpass them.

So it's hard to expect a solution on the horizon. It is certain that the animator global context enjoyed by Lula, his predecessor, is gone forever.

However, as the high tech slum, this was simply never have been.

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