
IV.
INHÔTIM
INLAND ISLAND

ETH Studio Basel
Contemporary City Institute
Sophie Chanson, Bettina Dobler

Prof. Roger Diener, Prof. Marcel Meili
Liisa Gunnarsson, Mathias Gunz, Vesna Jovanovic,
Christian Mueller Inderbitzin

Autumn Semester 2013

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The Patron

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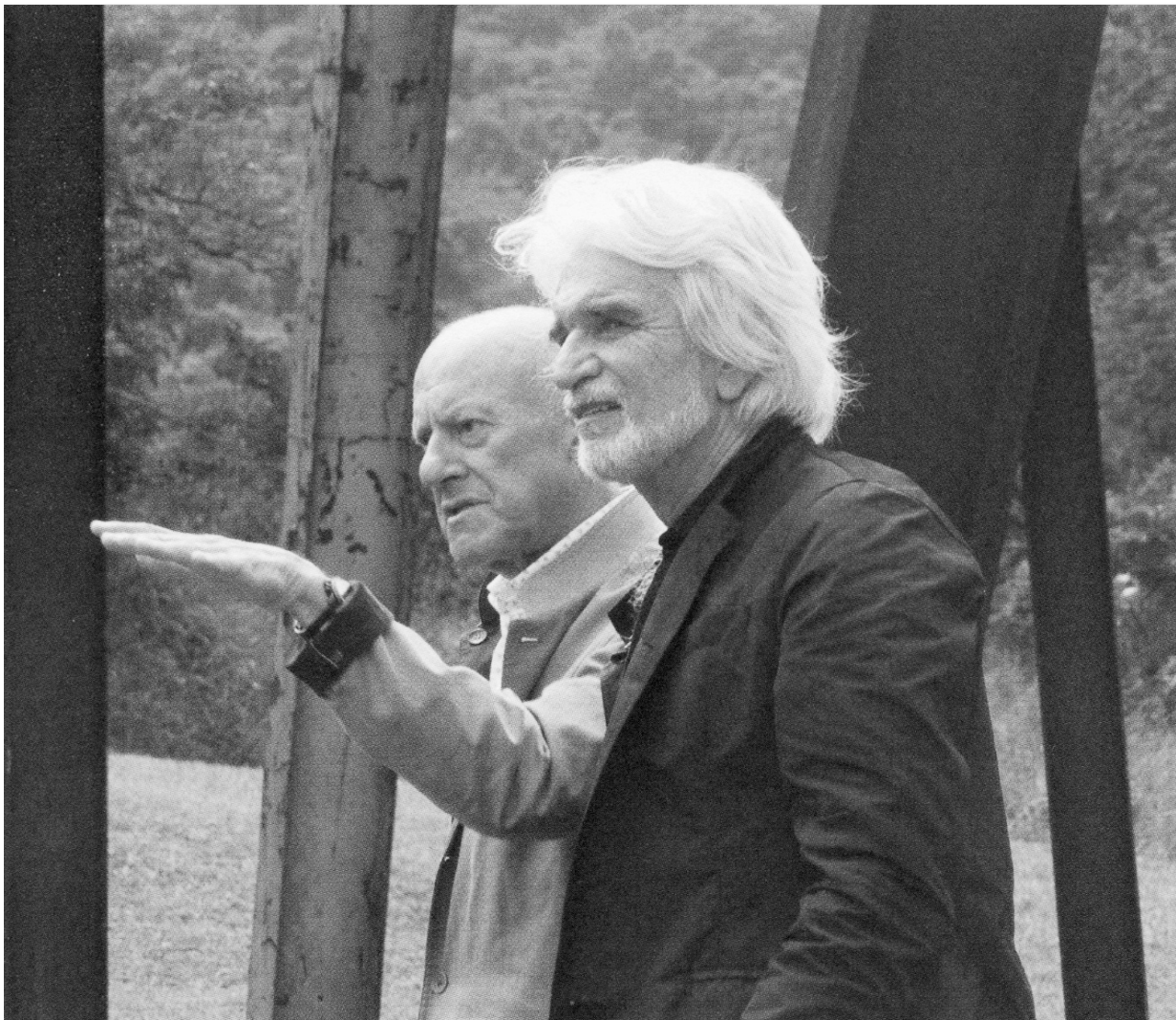


THE VISION OF AN EXCLAVE

At first it was just a weekend house. But as the art collection of entrepreneur Bernardo Paz grew the wish of sharing the experience of his art works with others came up. That was when he decided to create a “Disneyland of the arts” as he once called the project.

The remote paradise was to be far-off the reality of everyday life, at the same time playing in the league of the world’s leading museums. A branch of the international art circuit in the atlantic forest.





Bernardo Paz

with Norman Foster, 2008

The Patron

Bernardo Paz was born in Belo Horizonte and grew up in a middle-class family. His father was an engineer and his mother was an artist. After he dropped out of high school, Paz worked in a clothing boutique and tried his hand as a broker. In 1973 he joined an iron ore mine and became a successful mining entrepreneur. He always had a passion for art, collected art and cultivated friendships with artists and curators. In 1980 Paz moved full-time to his holiday residence in Inhotim because his dream was to erect a “Disneyland” for art lovers in the hills of Brazil. He travelled to New York and Europe to visit contemporary art galleries, and he bought more land around Inhotim. 2009 he sold his mining empire to a Chinese investor for \$1.2bn and invests everything in his new Project: The Contemporary Art Park Inhotim.

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Brazilian millionaire builds ambitious contemporary arts park in the hills

Mining magnate compares scale of his project to Disneyland, but says visitors will find it a serious, emotional experience

Tom Phillips in Rio de Janeiro
The Guardian, Sunday 9 October 2011 19.10 BST



Inhotim, a remote exhibition centre in Brazil set up by the mining magnate Bernardo Paz: this installation is Immensia by Cildo Meireles. Photograph: Inhotim Institute

He is one of Brazil's most successful businessmen, a shy mining entrepreneur who made millions selling pig iron to China. Now Bernardo Paz has a new dream: to erect a "Disneyland" for art lovers in the countryside.

In a rare interview this week, Paz, 60, unveiled plans to build a mecca for contemporary arts fans around the Inhotim Cultural Institute, a sprawling rural estate in the hilltops of Minas Gerais state, already one of the most talked-about and unusual arts destinations in Latin America, if not the world.

The blueprints outline the construction of 10 luxury hotels, a restaurant run by Alex Atala, one of Brazil's most celebrated chefs, a theatre and a conference centre. "I want to create a place where people can come and work without being in a hurry, [where they can] live surrounded by birds, have fun, a place they can bring their lives to," Paz told O Globo newspaper. "It's like Disney, which began life as a park and expanded. Only here it is something serious."

"I am not creating a place for me. Inhotim is for eternity," he added.

Located in Brumadinho, a sleepy mining town around 40 miles from the state capital Belo Horizonte, Inhotim began life in the 1980s when Paz bought a 3,000-acre ranch with part of his fortune. He transformed the site into a stunning botanical garden with the help of his friend Roberto Burle Marx, a landscape architect.

In the late 1990s Paz began building galleries at Inhotim to house his growing art collection. In 2006 it opened to the public, rapidly becoming a reference point for the arts in South America: 300,000 people visited this year.

A cross between Tate Modern and Kew Gardens, Inhotim is home to nearly two dozen art "pavilions", housing work by giants of the Brazilian arts scene such as Hélio Oiticica, Cildo Meireles and Vik Muniz and international names including Doug Aitken, Dominique Gonzalez-Foerster and Steve McQueen.

A pavilion containing the work of British sculptor Anish Kapoor will reportedly open later this year.

"Nobody in the world shows art as Inhotim does ... Not MoMA, not the Tate, not the Pompidou," Paz boasted in a recent speech. "[A gallery] can have 200 Picassos inside – but people get much more emotional at Inhotim."

According to O Globo, work on the first of Paz's 10 hotels will begin next year. The design will be down to Freuza Zechmesiter, an architect known for her work with dance troupe Grupo Corpo, another icon of the region's arts scene.

If art will not be lacking in Paz's expansion plans for Inhotim, golf enthusiasts are in for a disappointment. "That's for the rich," said Paz, who last year sold his Itaminas mining empire to a Chinese investor for \$1.2bn (£0.8bn).



FROM PRIVATE COLLECTION TO INTERNATIONAL ART'S HOTSPOT

Already at the time when Bernardo Paz's collection was still private he built small pavilions on his property to host the artworks. Additionally he placed free standing sculptures in the garden. In 2001 he employed the first curator to manage his collection. Along with the collection the territory was expanded and Paz opened his property for visitors in 2006. By the year 2013 the park has an annual 400'000 visitors and has been covered in magazines and newspapers around the world.





- Inhotim
- Artist's Country of Origin with the Number of Artists

Inhotim as a Promoter of Latin American Art in the Global Art Circuit



Free Standing Sculptures

Top: Sem Título, Edgard de Souza, 2000
Bottom: Besected Triangle, Dan Graham, 2002



Site Specific Artworks

Top: Beam Drop, Chris Burden, 2008
Bottom: Abre da Porta, John Ahearn/ Rigoberto Torres, 2006

1990 Installation of first free standing sculptures

2007 Implementation of Site Specific Artwork

1980 Private property

2002 Foundation of the institute **2006** Opening to public

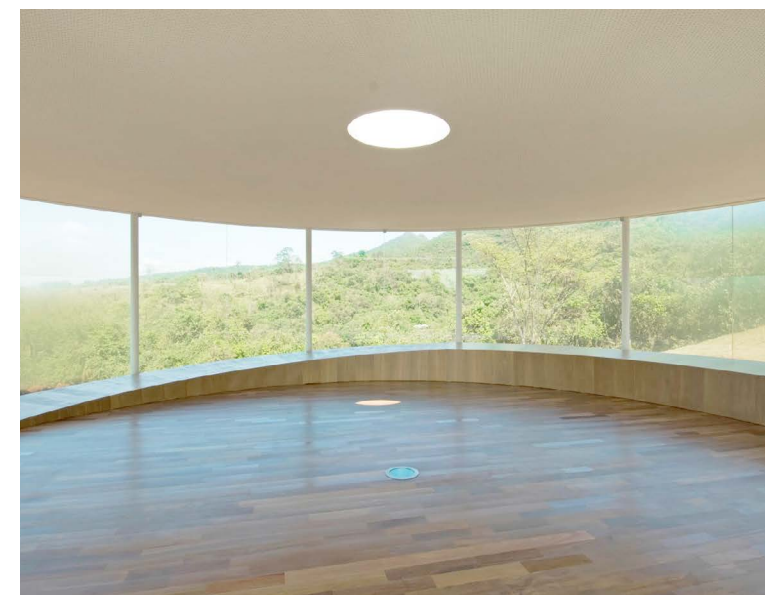
Sculptures

The Contemporary Art Park includes more than 500 artworks from international and national artists.



Pavilion as Exhibition Room

True Rouge Gallery, 2006 Bottom: True Rouge, Tunga, 1997



Pavilion as Art

Sonic Pavilion, Doug Aiken, 2009

1990 Construction of first pavilions

2009 Pavilions figuring as art themselves

1980 Private property

2002 Foundation of the institute **2006** Opening to Public

Pavilions

Two dozen pavilions are situated amidst the impressive scenery. There are smaller pavilions which are dedicated to a specific artist and bigger ones with mixed exhibitions inside.



Designed Landscape of the Botanical Garden

Inhotim, 2013

1984 Roberto Burle Marx provides advice on landscaping

2010 Official botanical garden status

1980 Private property

2002 Foundation of the institute **2006** Opening to Public

Botanical Garden

Inhotim with its over 4'500 native and exotic species is the largest collection of botanical species in Brasil, as well as the greatest palm tree collection in the world with 1'500 species. The park is located in the region of the threatened atlantic forest, therefore 50% of the park's area is preserved.



Inhotim as an Education Place

Inhotim, 2013

1980 Private property

Educational Programs

Inhotim involves local communities in educational visits to the site and offers different workshops and every Tuesday there is free entry for everybody. This year they also started a school project in Belo Horizonte, aimed at training in art and the environment.

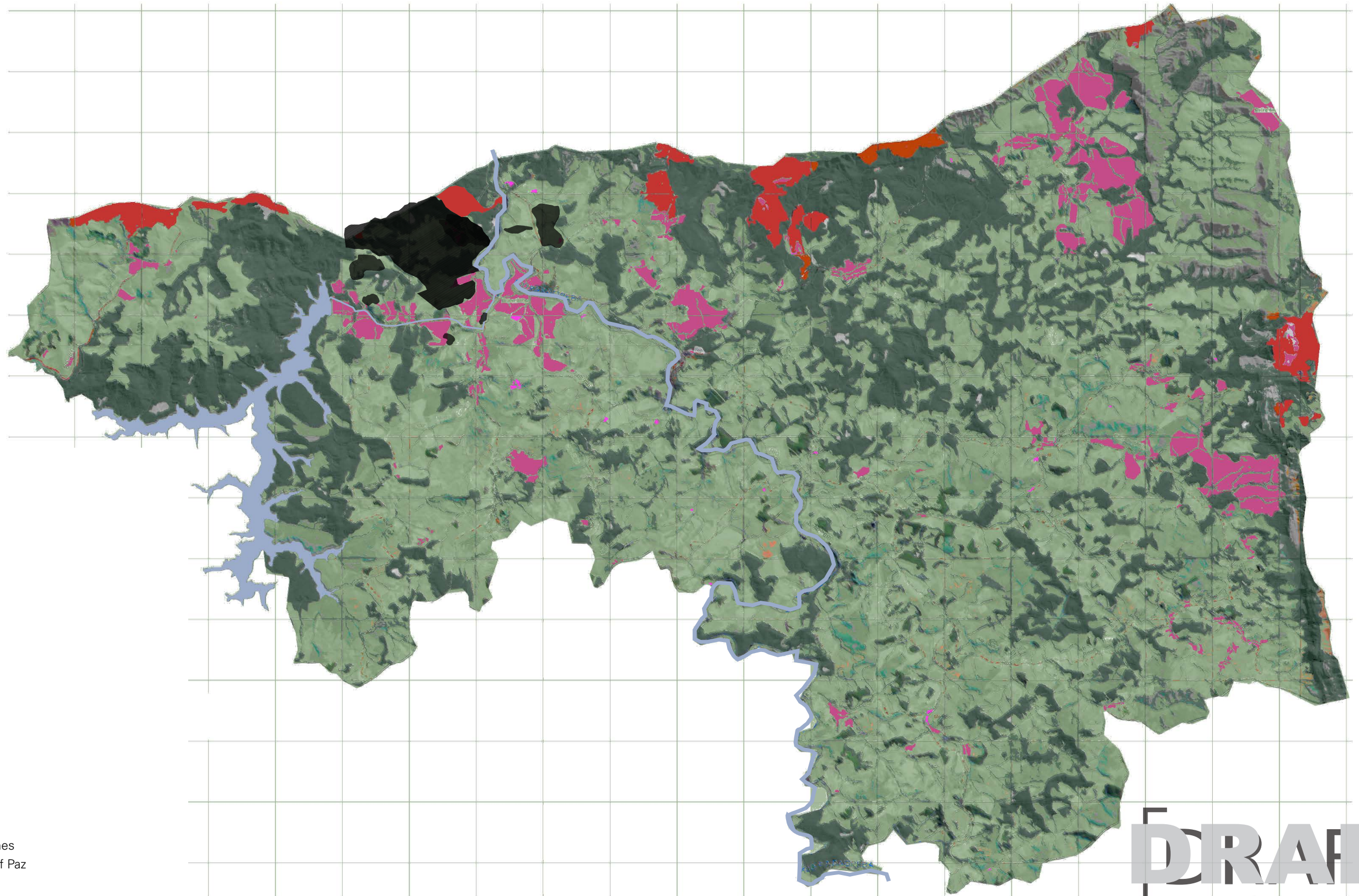
2006 Educational programs on offer

2002 Foundation of the institute 2006 Opening to public

TERRITORIAL OCCUPATION

The Inhôtim Institute is located southwest of Belo Horizonte in the municipality of Brumadinho, right next to the capital Brumadinho Town. The site is about 8 km² large but only 10% of the area is occupied by the art park and is thus accessible to visitors. In the north the property is limited by a grand mining pit and in the west borders the residential settlements of Brumadinho Town. Whereas the territory that does not form part of the park is almost untouched, the area of the art park has undergone dramatic transformations in the past: where once a village of 300 inhabitants was now a designed landscape with a fence, a guarded entrance gate and a vast parkingground lies.





- █ Forrest
- █ Mining
- █ Rivers
- █ Urban Zones
- █ Territory of Paz



- Moor
- Stream
- ||||| Railway
- Settlement

The Settlement of Inhôtim (1990)

The territory of Inhôtim is expanding

The History of Inhôtim before Inhôtim

Until the beginning of the millenium Inhôtim was a fully functioning village with approximately 300 inhabitants, a school, a church and a sports ground. In the region it was famous for it's Congado festivities, an afro-brazilian tradion. Most of the former inhabitants were farmers. The good compensation for the land made many of the residents sell their property to Bernardo Paz. Nevertheless according to a survey only 38% sold their land by choice. The rest felt a certain pressure, be it because Paz insisted or because the community was about to break apart anyways and they did not want to become isolated. The loss of the community is what former residents regret the most. But many also lament that the new living conditions are not compatible with their lifestyle and that they suffer from higher living costs.



1



2



3



4

Everyday Life at Inhôtim

Organically formed rather than planned; bus stops (1) are formalized structures of demand, dependant on a critical mass of waiting passengers (2). Vehicles pick up/drop off passengers (3) at any point, making "hold-on-request" (4).



TERRITORIAL EXPANSION



1990



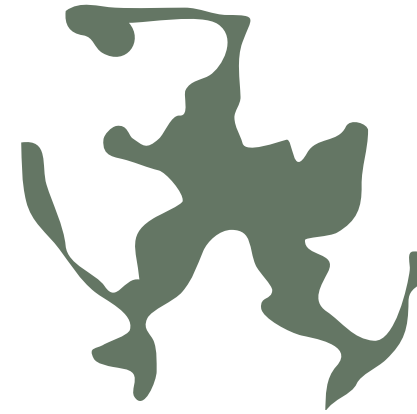
2004

surface area added: 867 231m²
average m² price: 3.44 R\$



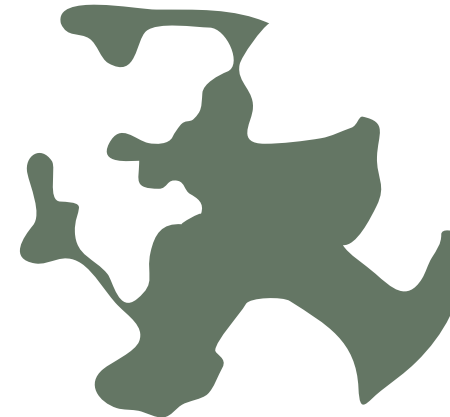
2006

surface area added: 423 580m²
average m² price: 1.09 R\$



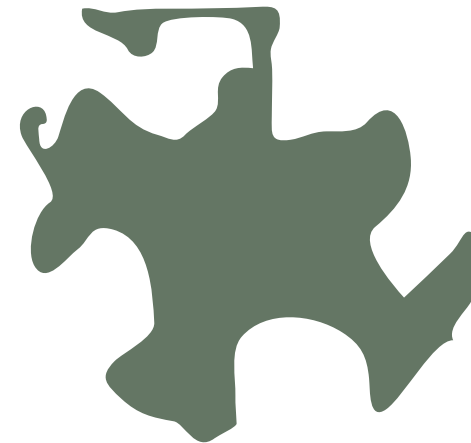
2009

surface area added: 2 435 671m²
average m² price: 19.46 R\$



2011

surface area added: 2 909 568m²
average m² price: 44.79 R\$



2012

surface area added: 1 556 091m²
average m² price: 14.18 R\$



1



2



3



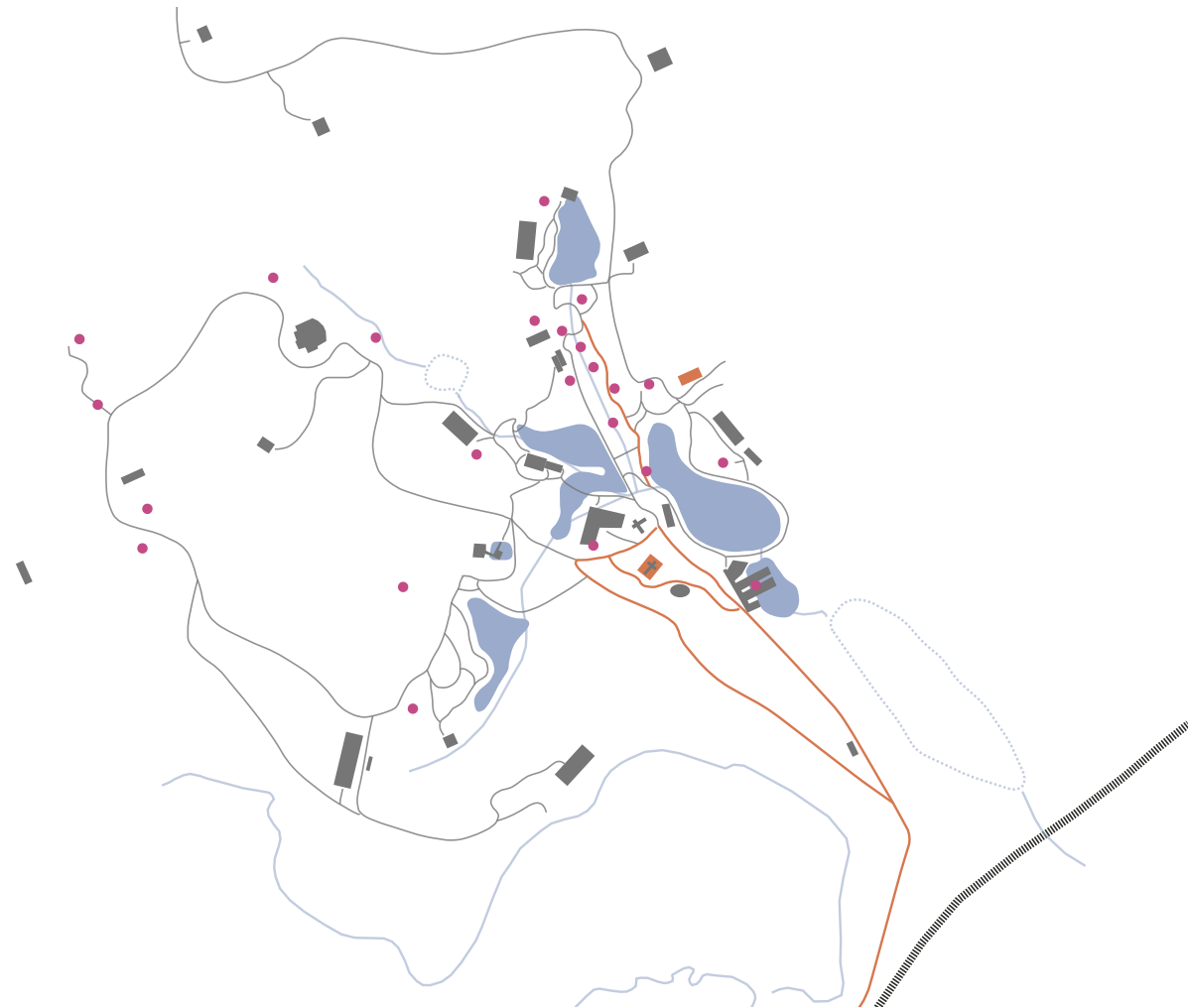
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The Territory of Bernardo Paz

As of 2013 Bernardo Paz owns about 10 km² land in the surrounding of the town of Brumadinho. Half of the area has been declared as under nature protection by the institute. The rest is free to be developed in the future either as an extension of the park or for real-estate purposes.

Transformation vs. Resistance

Adjacent to Inhotim there are still a few land owners that refuse to sell their property (1,2). Some houses on sold lands remain abandoned (3) before the transformation begins (4).



- Artworks
- Moor
- Stream
- Ancient Pathways
- ▨ Railway
- Artificial Lakes
- Ancient Buildings
- Pavilions

The Inhôtim Institute (2013)

The territory of Inhôtim is expanding

The Erased Village Revives in Fragments

Nowadays there is not much left that witnessed the existence of the former village: the principal road and a path, the church and a woodshop. The church has been renovated and now serves as an event location. The woodshop was transformed into a gallery. The Institute's Department of Citizenship and Inclusion institutionalized the Congado performance with the goal to support the afro-brazilian culture.



1



2

Relicts of Inhôtim

Organically formed rather than planned; bus stops (1) are formalized structures of demand, dependant on a critical mass of waiting passengers (2).

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 © ETH Studio Basel

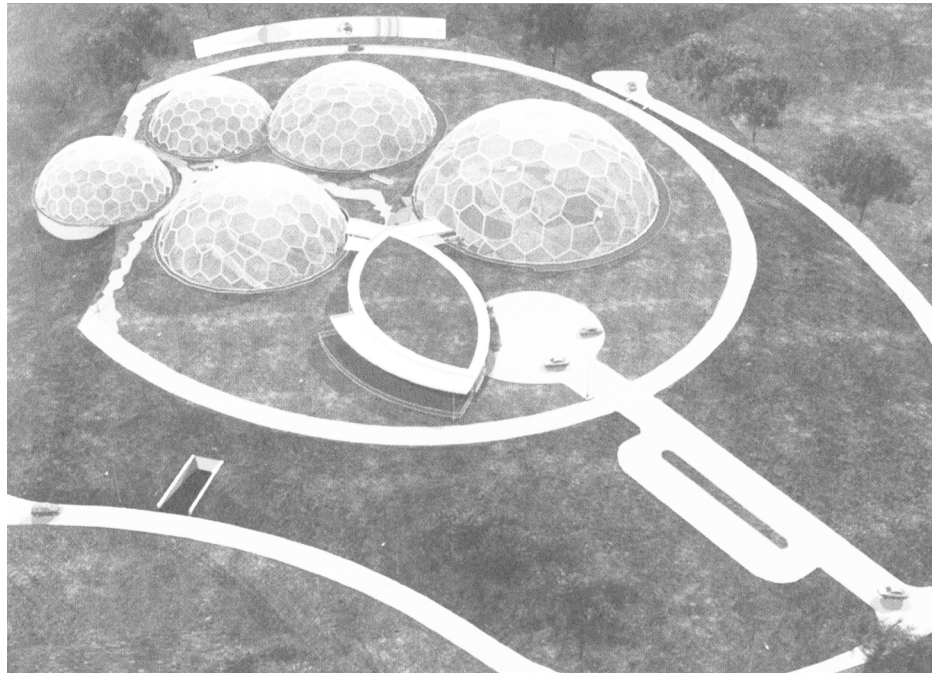
AN AUTONOMOUS ECONOMIC SYTEM

The inhabitants of Brumadinho have great hopes that the increasing amount of visitors at Inhotim will bring tourists from all over the world to the municipality. Several hotels just recently opened up. But the Institute plans to cater the tourist's needs themselves: Inside the park the visitors find three restaurants, a cafe, a pizzeria and three snack bars. All of them at an international standard, well above the local price level. A first hotel on the site is in construction and more are to come. The institute also runs a construction company, a gastronomy service and a design store. With all the subsidiary companies the added value is paternized by the institute, nevertheless it offers a high number of jobs to the local residents.

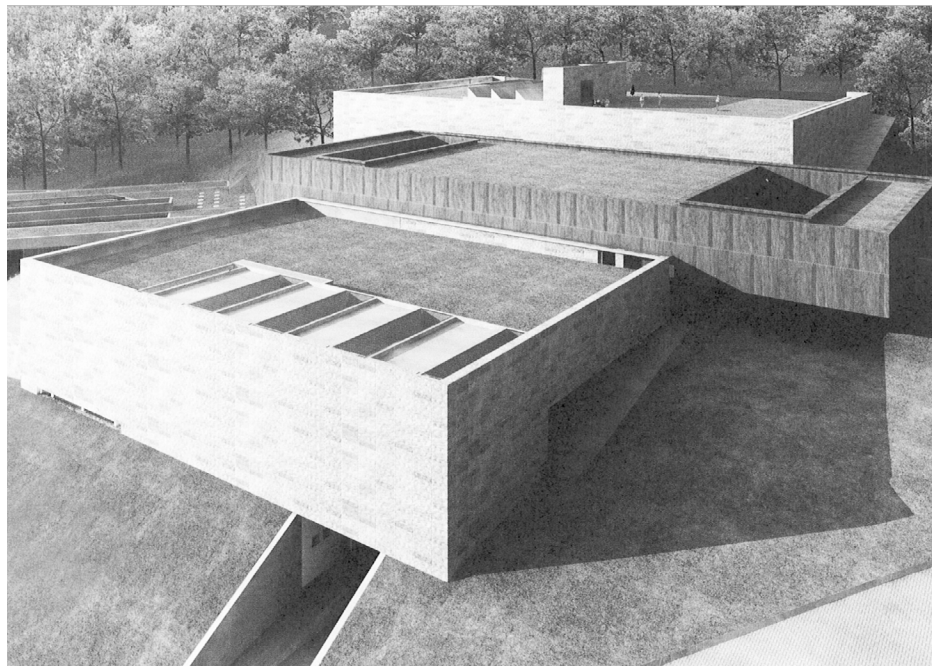




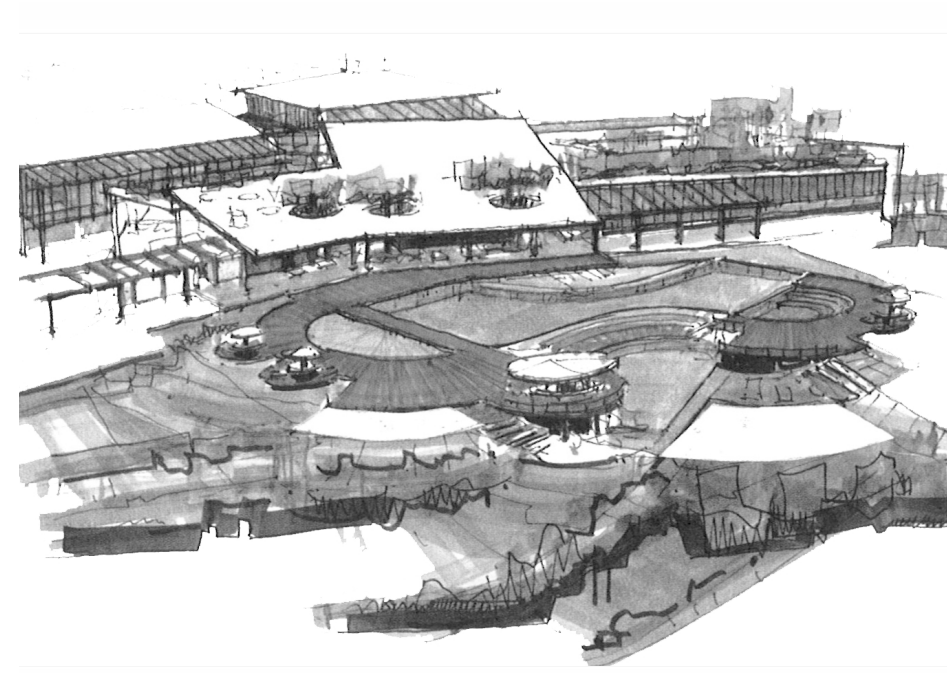
The Inhôtim Institute and Its Business Sectors



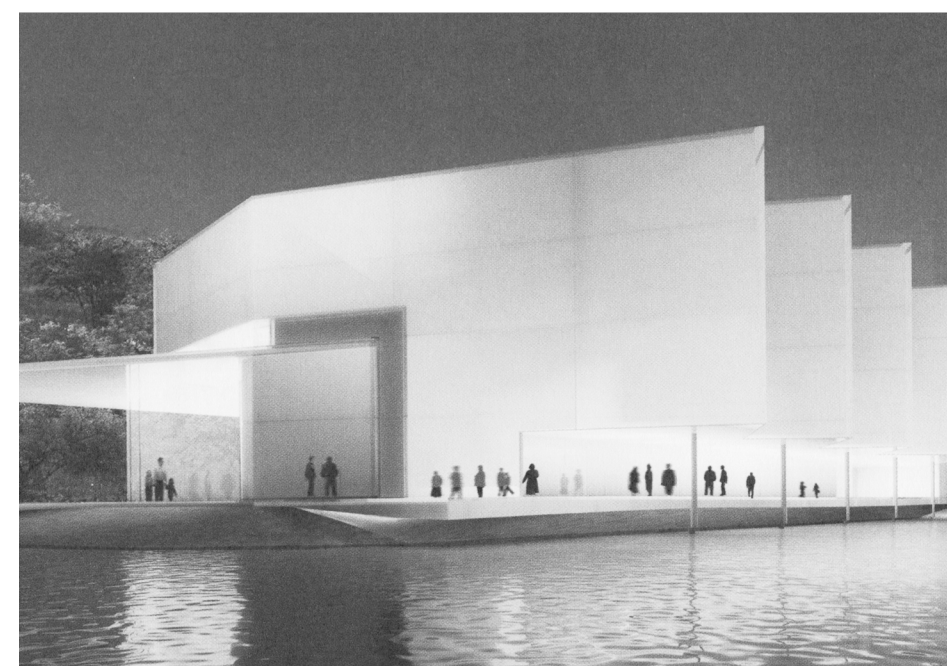
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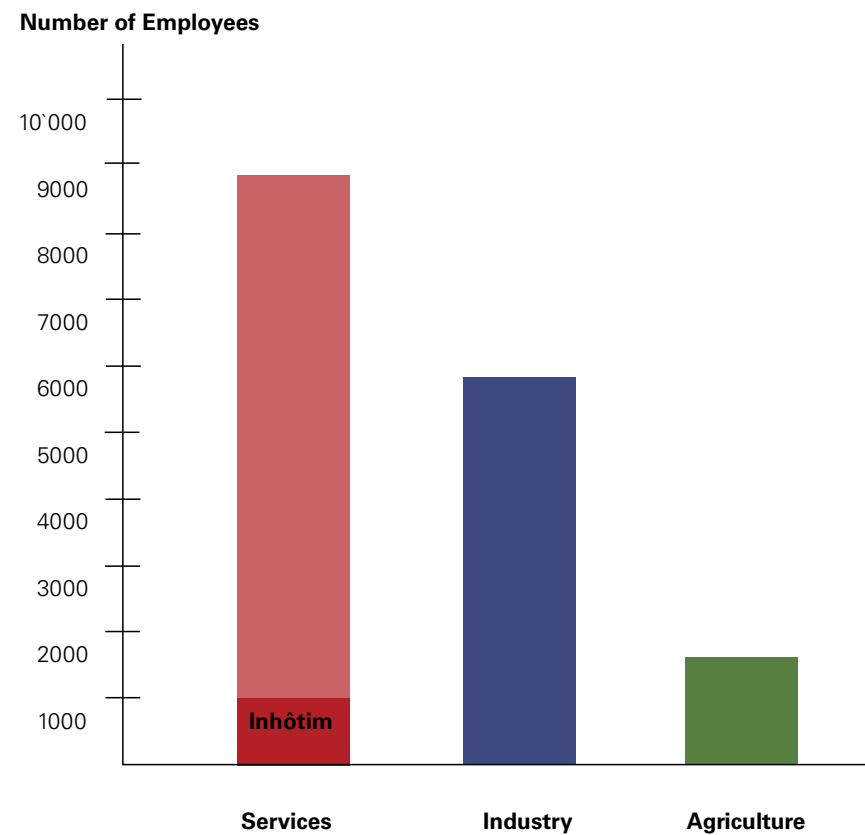
2



4

The Mission of Expansion

A Greenhouse with 5 Domes (1) A Seven- Star Hotel with 40 CHalets, 9000 m2 (2). New Gallery 5030 m2 and Restaurant(1170 m2 3) A Convention Center (4).

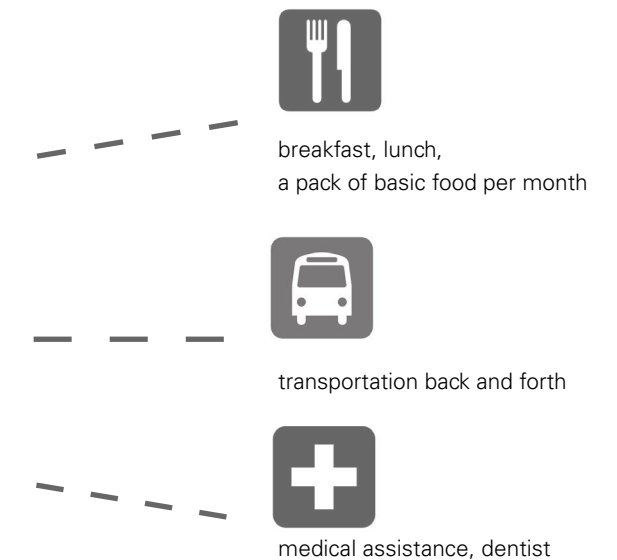


The Institute is One of the Major Employers of the Region

In the past decades a shift from the secondary to the tertiary sector can be observed in the municipality of Brumadinho. Today Inhôtim is the third most important employer referring to the numbers of employees after the mining companies and the local administration.

The Typical Employee at Inhôtim:

- lives in Brumadinho
- is under 25 years old
- has not completed any superior education
- it is the first job or the first in a regular employment



Attractive Working Conditions

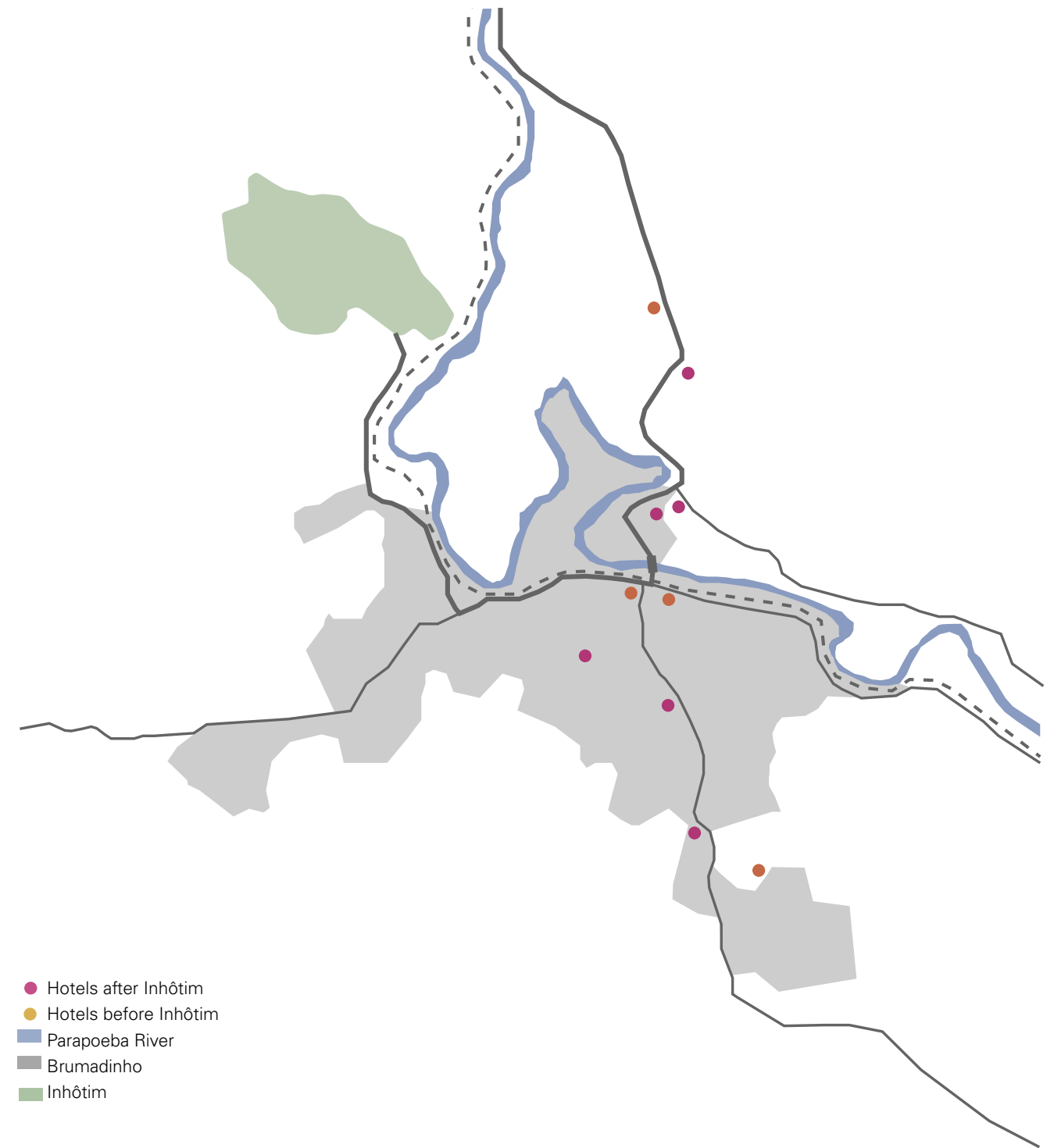
The typical employee at Inhôtim is under 25 years old and has not completed any superior education. For some of them it is the first job, while others have worked without a contract in their previous employment. Only 25% had a regular position previous to their engagement at the park. Additionally to the remuneration every employee is offered breakfast and lunch at the institute's staff facility, transportation back and forth, medical assistance and a monthly pack of staple foods. The training the personnel is given is another asset to the young employees: It forwards them on the job market.



The Hope for Getting a Share of the Emerging Business

While young workers benefit of new job oportunities and the exeptional working conditions, the existing businesses are struggling to get their share of the new capital source. Most of the visitors only come for one day to Inhôtim and return to their hotel in Belo Horizonte in the evening. They do not stay over night in the town, nor do they consume in the local restaurants or stores.

Still several entrepreneurs see a chance to keep the tourists in town. Amongst other hotels the first five-star hotel opened up in 2013.



Hotels in Brumadinho

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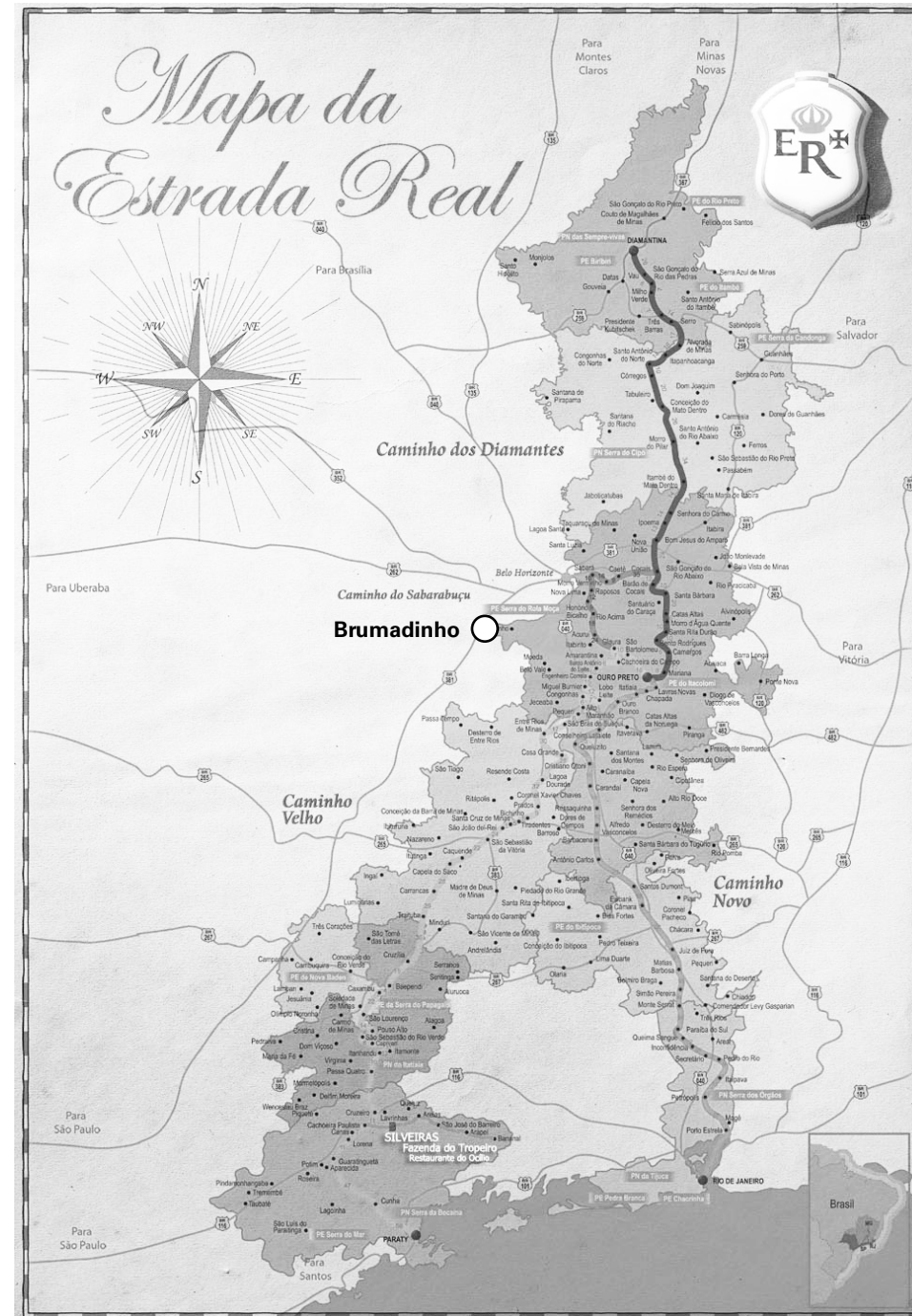


The Typical Inhôtim Tourist challenges the Present Supply

The typical visitor of Inhôtim is between 26 and 40 years old, well-educated and with a sophisticated lifestyle. The fact that the local supply of services does not meet the standard these tourists require is one of the main reasons why Brumadinho can not benefit of the tourist stream Inhôtim is generating. The in all brazil omnipresent problem of lack of education in service and language is eminent in Brumadinho as well. In hotels you meet untrained staff with poor to no english knowledge, the hygiene is precarious and the variety of food is very narrow.



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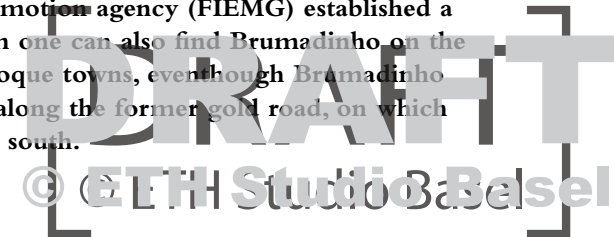


Low Touristic Potential Beyond Inhôtim

Up to this point Brumadinho was mainly a destination for weekend hide-outs on the countryside for residents of Belo Horizonte. The concept of modest agri-tourism fits the location perfectly. The potential for culture tourism beyond Inhôtim though is very low.

A Governmental Initiative to Promote Culture Tourism

“Estrada Real”, the tourism initiative of the state’s industry promotion agency (FIEMG) established a network of cultural hotspots in Minas Gerais. Thanks to Inhôtim one can also find Brumadinho on the map – in line with Diamantina and Ouro Preto the famous baroque towns, even though Brumadinho dates only a hundred years back. The initiative proposes a tour along the former gold road, on which in the 18th century the gold was transported to the ports in the south.





An Average Residential Area

Brumadinho has one of the highest GDP per capita in the Metropolitan Region of Belo Horizonte. This is also visible in the streets of Brumadinho town. The average house is an evidence for a strong middle class: it is plastered, colorfully painted, has a garage, a gate and a garden.

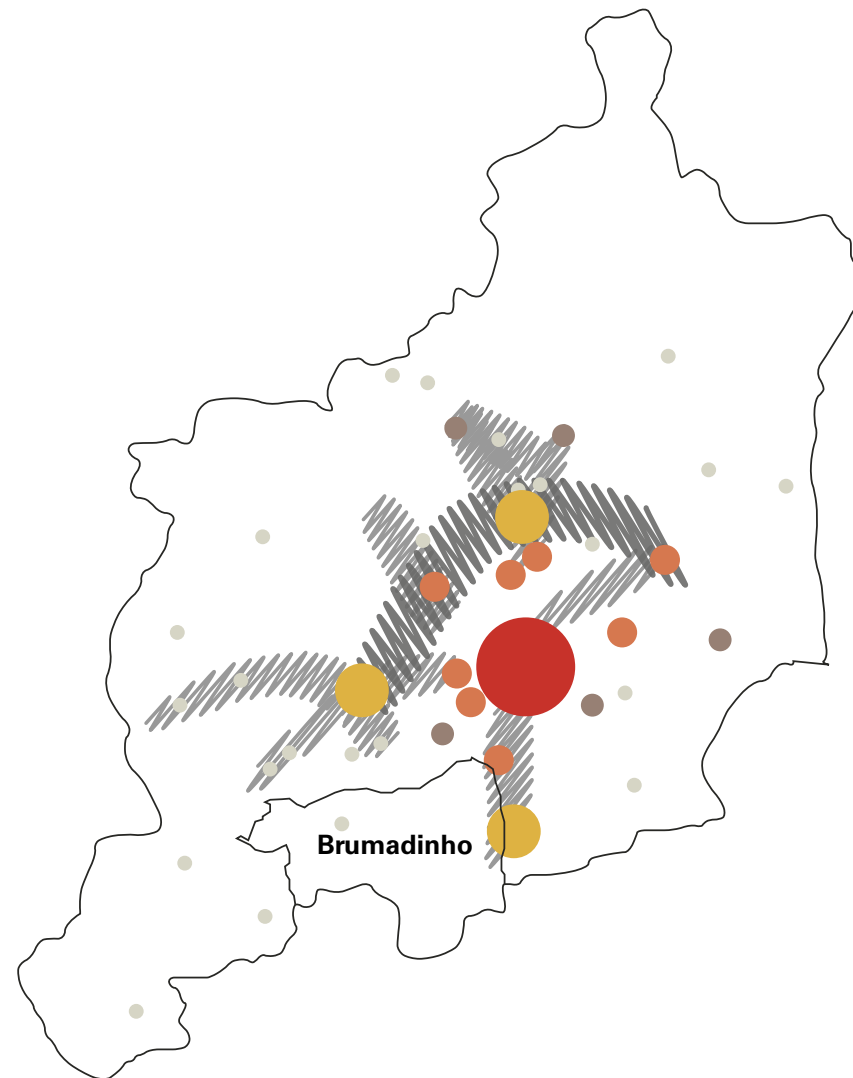
Where the Wealth of Brumadinho Comes From

Mining (1) Water resources (2). Agriculture (3) Real estate business (4)

SPATIAL TRANSFORMATIONS

The Inhôtim Institute increased the notoriety of Brumadinho as well as the attractivity as place of domicile. The consequence is visible in the urban structure of the town as much as of the municipality: While in the town the number of multi-storey buildings within six years almost sextupled in the mostly rural rest of the municipality gated communities sprang up. Nevertheless the development can not only be explained with the presence of Inhôtim. The municipality is part of the Metropolitan Area of Belo Horizonte and attaches to the wealthy south of the state's capital. Brumadinho thus is very convenient to absorb some of the growth of Belo Horizonte.





- Capital
- Metropolitan Center
- Metropolitan Subcenter
- Micro Region
- Local Center
- ▨ Bypass Axis
- ▨ Metropolitan Expansion Axis

Centralities in the Metropolitan Region of Belo Horizonte

A Satellite of an increasingly important Economic Centre

As the third strongest economy in Brazil Belo Horizonte is one of the country's hubs and as in contrast to Rio de Janeiro or São Paulo the city still has capacity for growth. Brumadinho is very advantageously located at the southern expansion axis of Belo Horizonte. As the capital grows more and more suburban settlements spring up in the rural municipality.



1



2



3



4

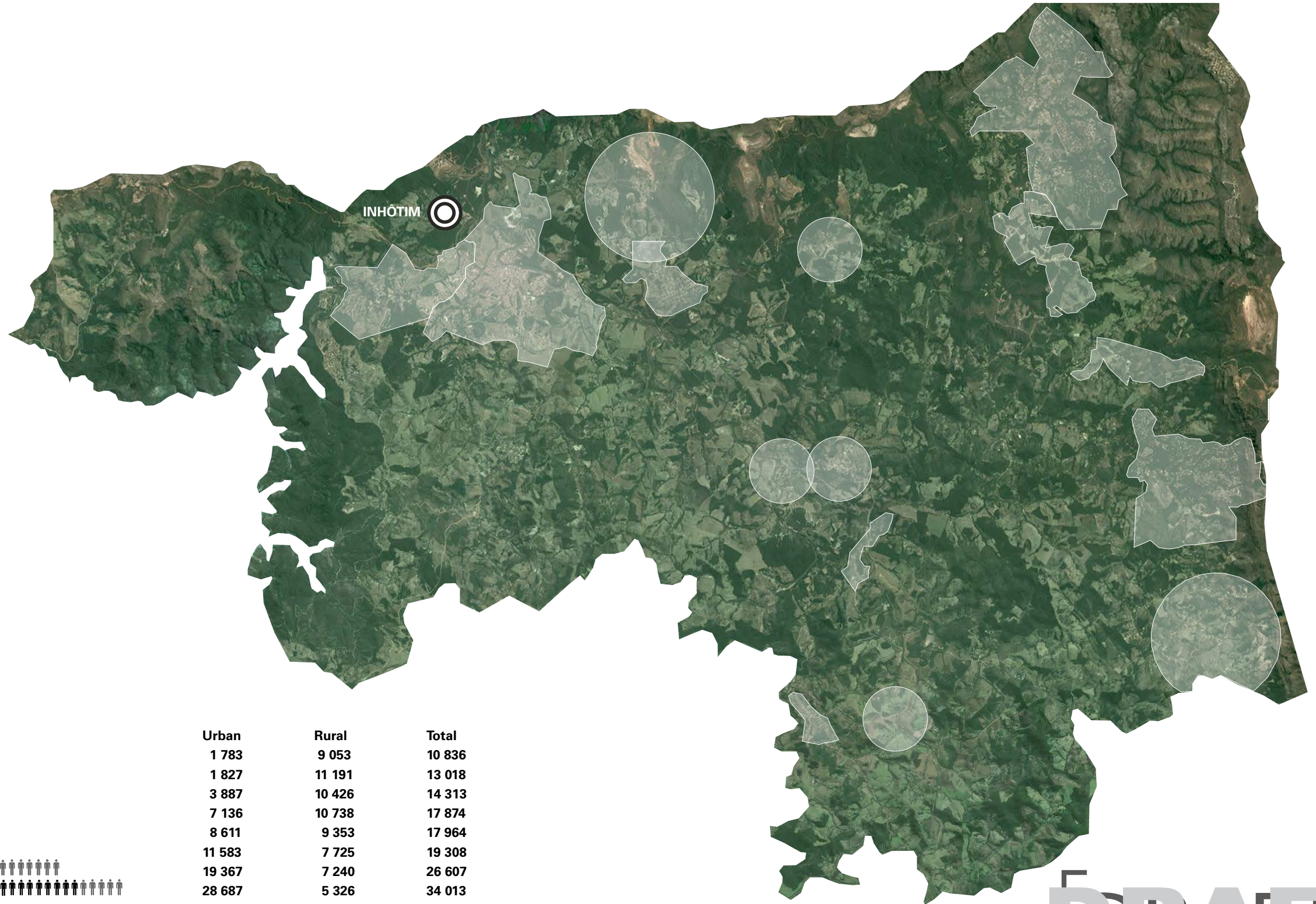
The Gated Community of Aguas Claras

The suburban gated communities hold the same characteristics as a european single family house residential area: a house for one family (1), a garden (2), one or two cars (3), sometimes a dog – except for the guarded gate at the entrance of the area (4).

The Illusion of Living in the Countryside

The municipality of Brumadinho offers the feeling of living in the countryside while still reaching the city centre in 30 minutes by car. The real-estate developers promote their properties with the prospect to a safe and healthy lifestyle and approach an upper middle-class clientele.

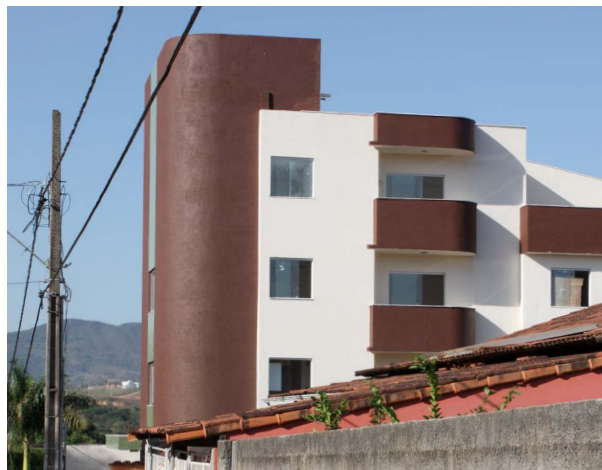




	Urban	Rural	Total
1940	1 783	9 053	10 836
1950	1 827	11 191	13 018
1960	3 887	10 426	14 313
1970	7 136	10 738	17 874
1980	8 611	9 353	17 964
1991	11 583	7 725	19 308
2000	19 367	7 240	26 607
2010	28 687	5 326	34 013

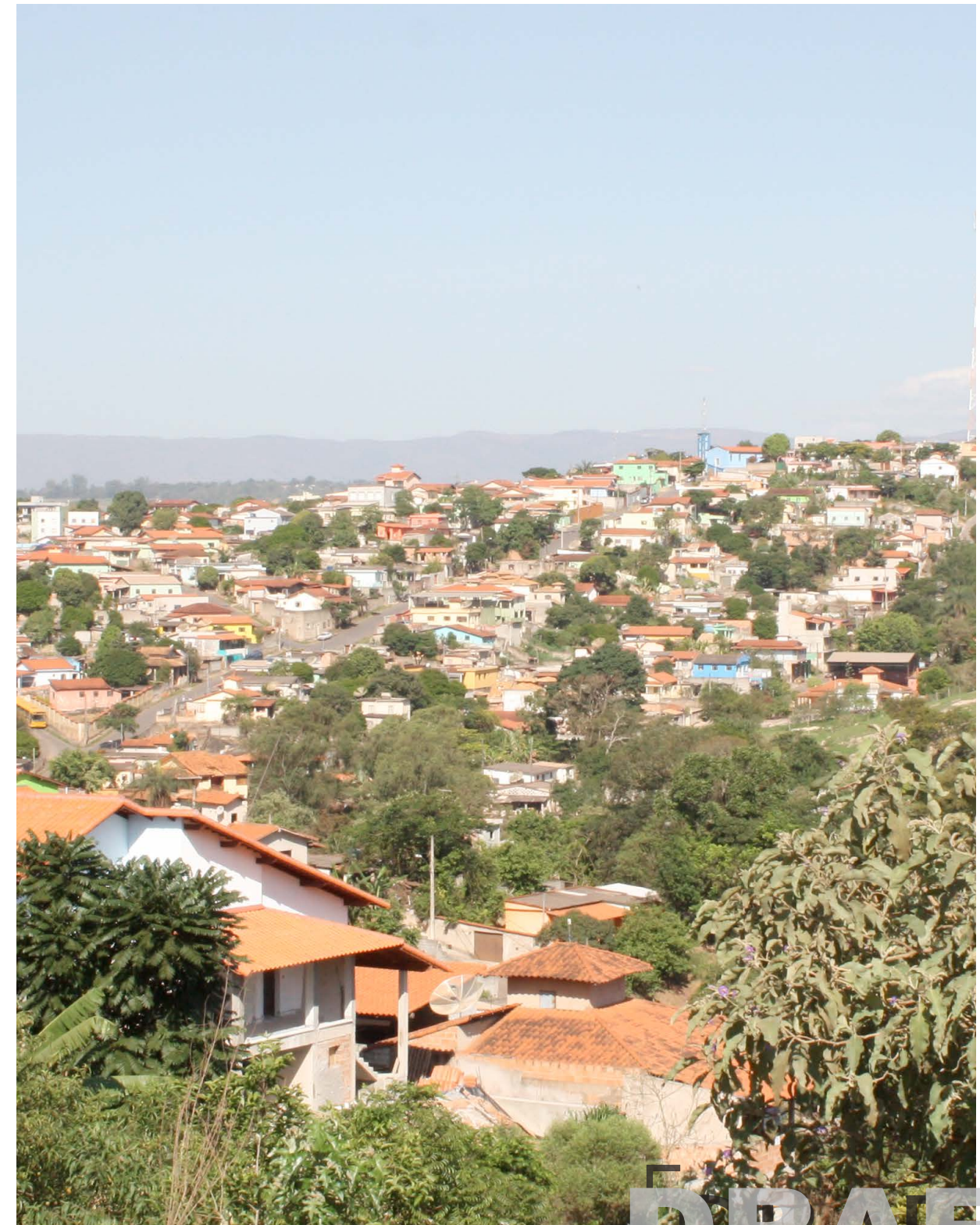
The Urbanization of the Municipality

The urban zones as declared by the planning department of the municipality of Brumadinho.



Vertical Development in the Town of Brumadinho

In the year 2002 the town of Brumadino counted 12 multi-storey buildings. Today one finds already 55 of them and the verticalisation will continue further. This latest development not only changes the physical appearance of the town, it also generates jobs: the number of constructing companies has quintupled within ten years and you find more than 10 real-estate developers in the town.



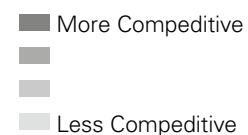
A Typical Neighbourhood of Brumadinho

ADAPTED INFRASTRUCTURE

One of the major reasons for the backlog of Brazil in the international tourism market is the bad condition of its transportation infrastructure. Inhôtim struggles with this fact too.

For this reason the institute took the initiative to improve the transportation network with a series of projects. These improvements will relieve the town of Brumadinho of the traffic caused by tourists visiting Inhôtim. But at the same time they consolidate Inhôtim's status of an inland island by cutting the town off the network.





Travel and Tourism Factors

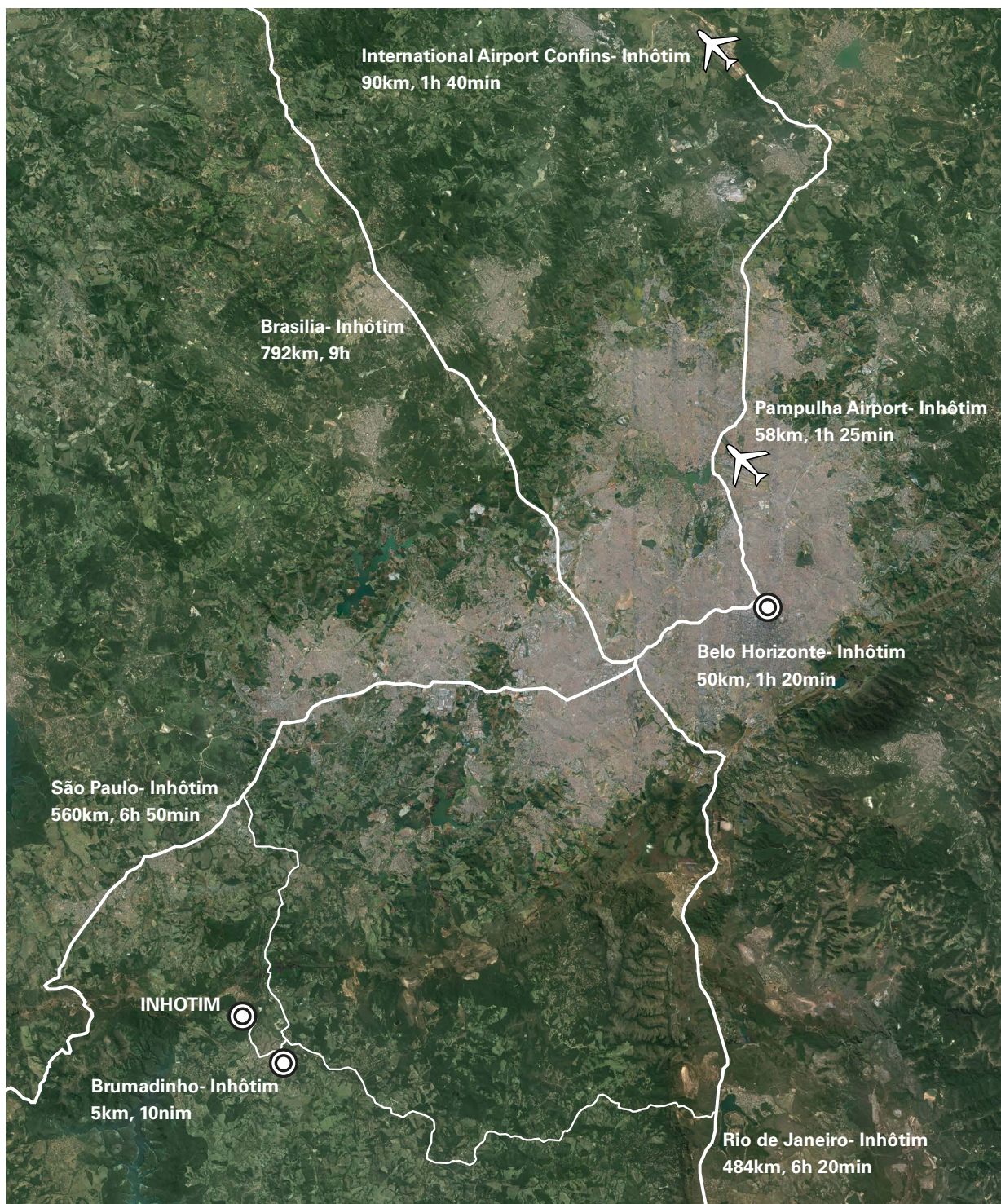
Natural Resource	1
Cultural Resource	23
Environmental Sustainability	30
Air Transport Infrastructure	48
ICT Infrastructure	55
Tourism Infrastructure	60
Human Resource	62
Health and Hygiene	70
Safety and Security	73
Affinity for Travel and Tourism	83
Prioritization of Travel and Tourism	102
Policy Rules and Regulations	119
Price Competitiveness in the Travel and Tourism Industry	126
Ground Transport Infrastructure	129

Brazil's position in the Worldwide Ranking

Deficites in the Ground Transport Infrastructure

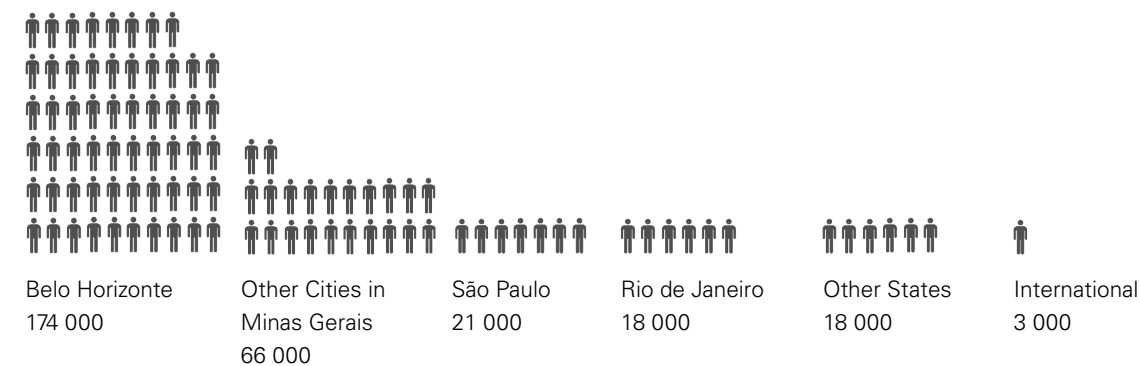
The World Economic Forum analysed 140 countries this year to describe the Travel and Tourism Competitiveness. Brazil received all over a good result because of their hughe natural and cultural heritage, but they have big deficites in the infrastrucrue.





Existing Transportation Networks

The mining activity in the region incriminates the infrastructure network. Big mining trucks are using the same route when you drive to Inhôtim, which explains the the bad conditions of the road and makes the tip uncomfortable.

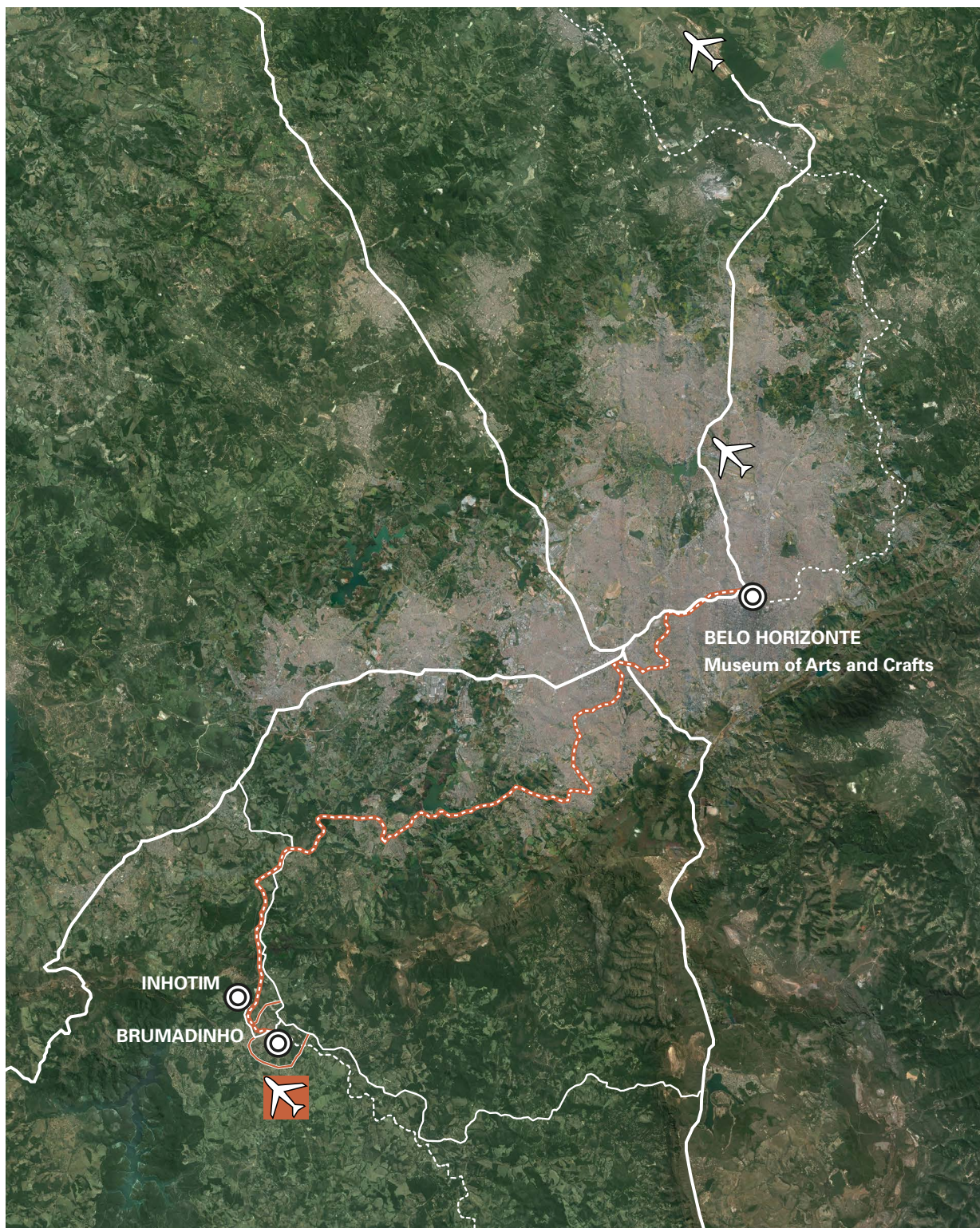


Amount of Tourists per Year by Origin (2010)

The Ambition to Be Amongst the Leading Museums of the World

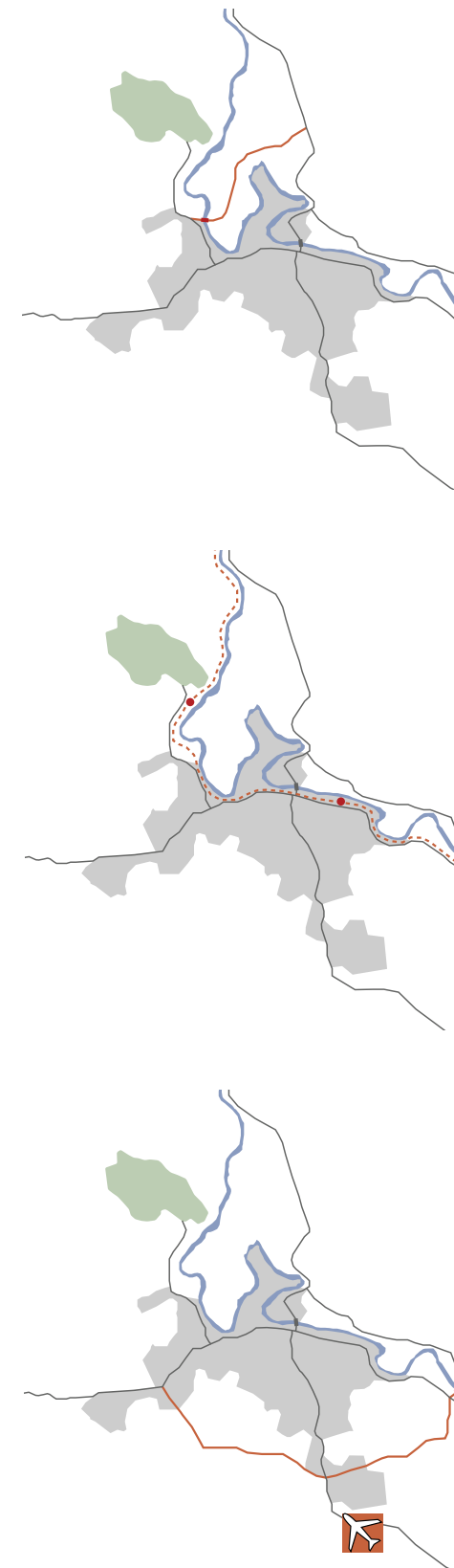
In 2010 from 300 000 visitors 1/6 were students from private and public schools. This year the number of visitors will reach 400 000. Paz reckons that in the future they could reach a million tourists a year so that they would be comparable to other internationally recognized contemporary art galleries like the Centre Pompidou in Paris.





Projected Infrastructure Consolidating the Island Status

Because Inhôtim wants to attract more visitors they have to improve the infrastructure network.



- New Road
- New Bridge
- Parapoeba River
- Brumadinho
- Inhôtim

New Bypass to Inhôtim

The Project provides a better access from Inhôtim to the highway and releases the center of Brumadinho.

- Train Station
- Railway
- Parapoeba River
- Brumadinho
- Inhôtim

Railway Reactivation for Passengers

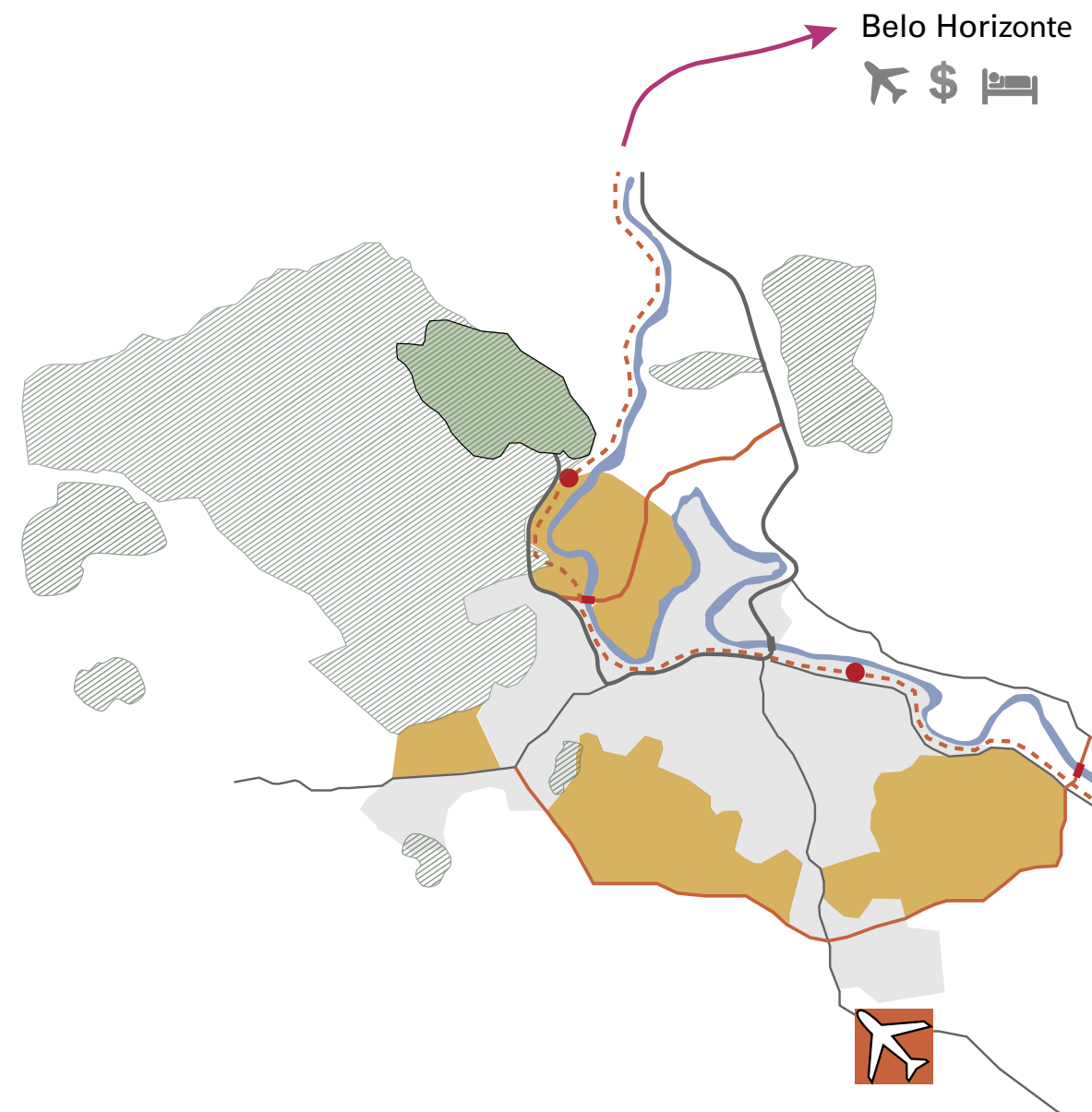
Inhôtim entered into negotiations with Brumadinho, Belo Horizonte and the Mining Company to activate the Railway system from Belo Horizonte to Inhôtim and Brumadinho for passengers. A visitor survey resulted that 80% of the visitors would like to use the train to Inhôtim. Inhôtim has the idea to offer a comi- ticket for the Museum of Arts and Crafts in Belo Horizonte and Inhôtim.

- New Road
- Airport
- New Bridge
- Parapoeba River
- Brumadinho
- Inhôtim

New Regional Airport

A new airport should attract more tourists and also be a catalyzer for the region. The project also contains a new road to pass the expected traffic around the city center.





- Reactivated Train Stations
- Railway (nowadays only for cargo)
- New Road
- New Bridge
- New Airport
- Parapoeba River
- Brumadinho
- Potential Growth Area
- Inhôtim
- /// Territory of Bernardo Paz

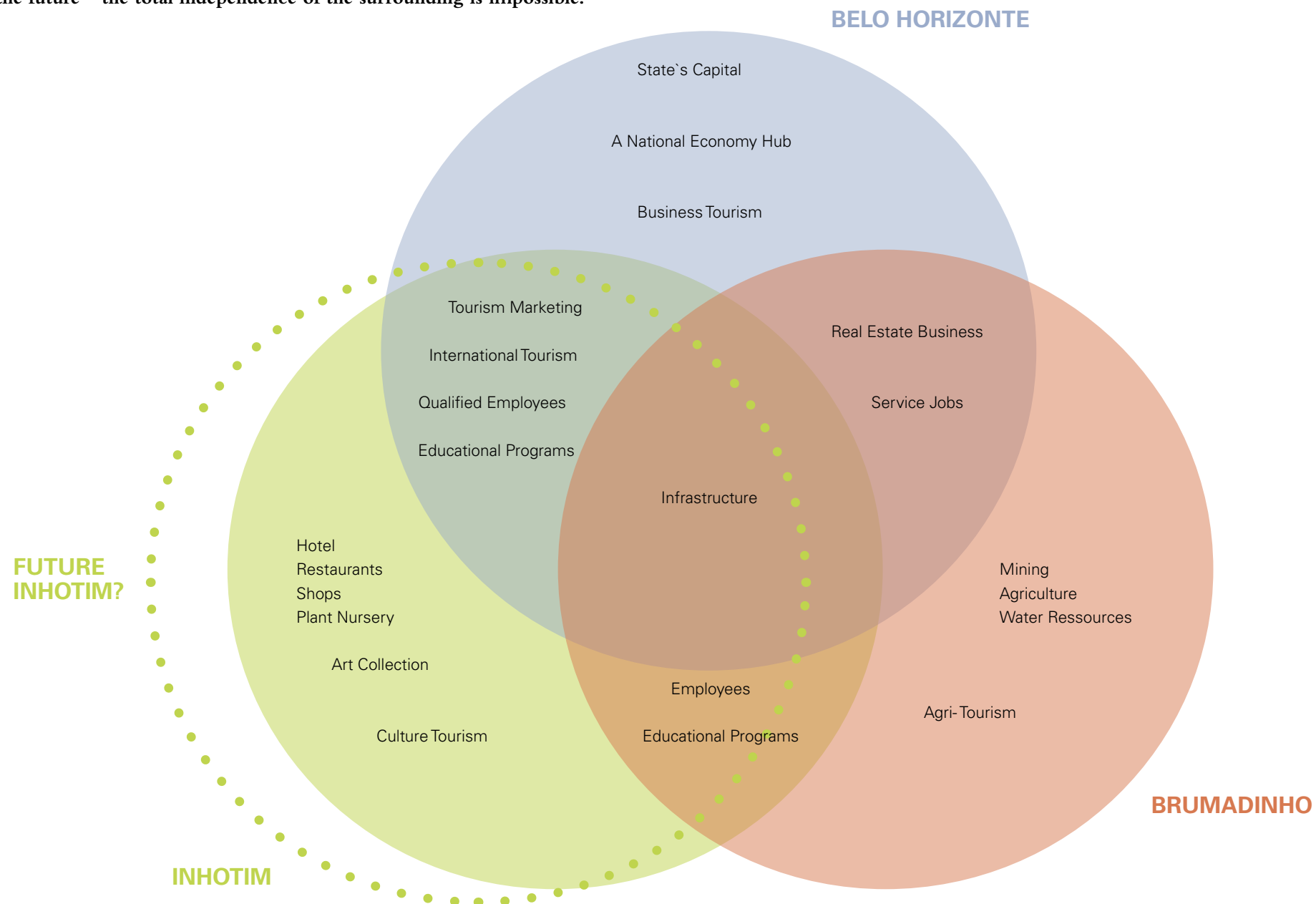
Future Developments in Brumadinho

If the projected new infrastructure in the town of Brumadinho (see previous chapter) will be implemented, a new outline of the city will be created. Several zones will become very attractive for real estate development and the m²-price will increase dramatically in these areas.

DEPENDENCIES VS. ISOLATION

The institute of Inhôtim sees itself as a small paradise, almost self-sustainable, far-off in the atlantic forest. At the same time it wants to be associated with the global art circuit and therefor has to comply with the demands of an international clientele. Eventhough it is not a priority to create an interface with the immediate surrounding, logistics force interdependencies on two levels: Firstly with the local administration and the inhabitants of the adjacent town of Brumadinho and secondly with the state's capital, it's administration and economy.

As much as there are tendencies towards the establishment of an exclave of the international art scene, possibly even more so in the future – the total independence of the surrounding is impossible.



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INSTITUTIONS

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Tourism and Culture Department Municipality of Brumadinho

Inhôtim Institute

