



The Way Niemeyer in Niteroi, a Challenge for Redevelopment of the City Center

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The resumption of the Praia Grande Landfill by construction of the "Niemeyer Way" with the signature of one of the most prestigious Brazilian, internationally recognized, architects, brings the discussion of interventions in contemporary cities and urban theories and reflection in the context of strategic planning and post-modernity.

The coastal cities pressed by the demands of growth and expansion of urban real estate turned to works of earth relocation, trying to modernize the traditional city center through the artificial creation of new areas that met the functional requirements at different times, housing ports, access roads, administrative centers, parks, residential areas and services, among other uses. These interventions have increased the value of public lands or of public use, frequent intervention, especially in the first half of the twentieth century.

The text discusses these specific urban interventions, little or nothing related to the overall planning, located in "strategic" points of the city, which may constitute a point of irradiation for the urban environment, currently in the process of deterioration. The promenade of the center of Niterói, in front of the city of Rio de Janeiro, received the endowment of Praia Grande Landfill, established by the federal government in 1940, which consisted of, for the most part, an abandoned and little occupied space in the principle façade of city. The man-made Praia Grande, located on the "Waterfront" was made a central part of the process of creation - expansion of public lands common in coastal cities of Brazil. The work gave rise to legal battles which took place over half a century, involving different public and private players, leaving a legacy of a barely occupied large area in the urban center. The area was subject to different projects and their slow occupation gave rise to the project implementation of "Niemeyer Way" in late 1990 (municipal law 1604 of 30 October 1997). The complex emerged as a result of the success that the Museum of Contemporary Art (MAC), designed by Oscar Niemeyer (1996) in representation for the city, the new project could be another trigger for the development and revitalization of downtown, which had been showing progressive signs of urban decay. Thinking of revitalizing this area of the city, the mayor invited the architect Niemeyer to design a land of 72 thousand square meters, next to the sea, an architectural complex, dedicated to cultural events in the city. Throughout this time, the design of the Niemeyer Way has undergone many changes, both with respect to their location on the definition of the buildings to be built (People's Theater, Memorial Center, public squares and parking already constructed, Oscar Niemeyer Foundation, Museum BR Brazilian Cinema under construction, and churches and the waterway terminal not started yet)

The aim is to develop, through a brief account of the various projects proposed for the area and their integration into the urban center, from the perspective of "strategic" urban design which aims to rehabilitate the image of the center and the city it.

KEY WORDS: Waterfront, urban center, "strategic" urban design.