



VI CINCCI

VI COLÓQUIO INTERNACIONAL
SOBRE COMÉRCIO E CIDADE

VI CINCCI VI INTERNATIONAL COLLOQUIUM ON COMMERCE AND THE CITY A relationship of origin

03 to 06 September, 2018

College of Architecture, Federal University of Rio Grande do Sul (UFRGS),
Porto Alegre, Brazil
cincci.2018@ufrgs.br

LabCom - Laboratory of Commerce and City, College of Architecture and
Urbanism, University of São Paulo
www.labcom.fau.usp.br/fau
labcom@usp.br

We announce the VI CinCci - International Colloquium on Commerce and the City to be held in September, 03 to 06, 2018, at the College of Architecture, Federal University of Rio Grande do Sul (UFRGS), Sarmiento Leite St., 320, Porto Alegre, Brazil. This colloquium is included in ANPUR scientific program (National Association of Graduation and Research in Urban and Regional Planning.)

OBJECTIVE

The aim of the Colloquium is to gather researchers, professionals and students interested in retail, services and consumption in cities in an interdisciplinary approach.

MAIN TOPICS

CITY, COMMERCE AND CONSUMPTION: CHALLENGES FOR URBAN AND REGIONAL MANAGEMENT

The accelerated growth of global/mega cities; the increasing consumption of goods, activities, experiences and places; the intense physical and virtual flows; a 24/7 world; the advances of digital media; changes in the time-space relationship impose new challenges for urban planners and city managers. Papers on any topic on retail, services and consumption in cities are welcome.

Topics of special interest include:

1.SOCIAL AND CULTURAL ASPECTS ON RETAILING AND CONSUMER SERVICES: history, public space, ethics and citizenship; culture and consumption; exchange, material culture.

2.RETAILING, CONSUMER SERVICES AND BUILT ENVIRONMENT: urban policies; urban planning and management; urban law; commercial urbanism, location theories; geomarketing; urban dynamics, retailing revitalization; commercial resilience, city center management; real estate developments; urban flows; 24 hours city; smart cities, creative cities, e-commerce.

3-ARCHITECTURE AND URBAN SPACES FOR RETAILING AND CONSUMERS SERVICES:

Business architecture, retail spaces and urban insertion, public markets; main street, department stores; arcades; franchising; shopping centers; outlets; stores and flagship stores, business centers; mixed-use developments, recreational centers; hotels and resorts; museums; community and exhibition centers, vendors; and others.

4. DESIGN, IMAGES AND SIGNS IN RETAILING AND CONSUMER SERVICES: window shop; visual merchandising; websites; marketing and advertisement; outdoor advertisement and urban design; urban communication; branding, show room; exposition fairs.

5. TOURISM, PRODUCTION AND CONSUMPTION OF THE PLACE: tourism and urbanization; Tourism and real estate market; place consumption; tourism and city centers; *city marketing*; Tourism and urban requalification; tourism and patrimony; urban tourism; mega-events; events and public space; segmented tourism (shopping, business, cultural, etc.); tourism and architecture; thematic architecture; tourism and infrastructure; hospitality industry.

6. ADVANCES IN RETAILING AND CONSUMERS SERVICES: ECONOMY, MANAGEMENT, TECNOLOGY AND URBAN AND REGIONAL DEVELOPMENTS: retailing and services business; food supply; storage and distribution centers, cargo and freight; port logistics; urban hierarchies; mobility; goods delivery.

PAPERS FORMAT

Papers will be accepted in English, Portuguese and Spanish according to the template available at www.comercioecidade.com.

Ideas, themes and works should be linked to research projects, theses and dissertations and technical works, as **expanded abstracts**.

Papers should include: (1) 150 word abstract; (2) 3 to 5 key words; (3) the main problem to be investigated and the objectives, (4) methodology, (5) main results, and (6) references.

Papers may not exceed 10.000 characters (without spaces) and shall be sent in Word® format. When tables, graphics, images were included the end file cannot exceed 3MB. They must mention author names, institution affiliation, e-mail, topic of interest and be sent to labcom@usp.br.

Accepted papers will be published as digital proceedings. 50 papers will be selected via peer review for presentation. Other papers can be indicated and included in proceedings. Three best papers will be announced during the Colloquium.

UNDERGRADUATE POSTERS

The poster exhibition is a modality dedicated to undergraduate students, aiming to valorize and to stimulate the formation of new researchers in the area object of the Colloquium. These works can include scientific initiation research, undergraduate conclusion work, and other works developed in the undergraduate courses linked to the themes of the Colloquium. Submission for posters should be made by sending an abstract to Frederico Braida at frederico.braida@uff.edu.br according to the template available at www.comercioecidade.com.

The abstracts of the posters will be selected by a scientific committee. The selected posters will have their abstracts published as digital proceedings. See the deadlines for sending and registration in the schedule below.

The layout of the posters should follow the template available at www.comercioecidade.com. Students are expected to bring their printed poster on the first day of the event for the exhibition.

IV PHOTO COMPETITION

The IV photo competition will be held at the VI CinCci on the following subject:

THE MARKET PLACE AND THE EXCHANGE IMAGE

The competition aims to encourage a reflexive look at the practices of exchange, commerce and consumption, through photographic images. It is open to amateur and professional photographers, and each participant can compete with up to 02 images.

The images must be submitted in digital mode (JPG) with a minimum of 300dpi, including a title with no more than 10 words.

The images should be sent to Ricardo Alexandre Paiva at ricardopaiva@dau.ufc.br

The e-mail should include the name, address, profession and e-mail of the author. Sending the images implies the agreement of the author with the conditions and regulations of the competition.

The images will be exposed during VI CinCci, without the identification of the authors. The definition of the three best images will be done by the participants of the VI Colloquium. Every participant can indicate 3 images in sequence. The first one will be assigned 3 (three) points, the second 2 (two) points and the third 1 (one) point. The three images that receive more points in total will be the winners. Every author will receive a certificate of participation and the winners the award certificates.

AUCTION OF BOOKS

Aiming the dissemination of intellectual and artistic productions in the area and fostering greater interaction between participants and exchange of ideas, VI CinCci will hold the fifty edition of the "AUCTION OF BOOKS", which has always been successful. Participants can offer (by donation) books, CDs, theses, dissertations, and other publications (old, sold out, or just published). The intention is always of dissemination of works in this knowledge field and a way of promote the consumption of experiences. The acquisition of the publications by the participants will be performed during the event by the best offer. The funds will be used to cover event expenses.

TALKING TO THE AUTHORS

For this activity, we invite authors who are participants of the event and who have recently published books on the theme of the event, to participate in the "talk to authors" round table.

We request the authors to contact the Organizing Committee at cincci.2018@ufrgs.br for participation in this activity.

PROVISIONAL SCHEDULE ACTIVITIES

- Sept/03/2018 (morning): opening, round table and opening photo exposition
- Sept/03/2018 (afternoon): paper presentations, welcome reception, undergraduate poster exposition
- Sept/04/2018 (morning and afternoon): paper presentations

- Sept/05/2018 (morning): paper presentations
- Sept/05/2018 (afternoon): Main Conference; Talk to the authors, prize announcement, closing ceremony.
- Sept/06/2018: technical visit

REGISTRATION:

Registration fees:

- Researchers, Faculties and Professionals: R\$ 500,00 (160 US\$)
- Graduate students: R\$ 400,00 (130 U\$)
- Undergraduate students: R\$ 200,00 (65 US\$)

KEY DATES

- **March 15, 2018**- deadline for papers submission and poster abstracts
- **April 30, 2018** - Notification of acceptance
- **May 31, 2018**- deadline for registration in order to confirm the author's presence and inclusion of the papers in the proceedings
- **May 31, 2018** – deadline for sending images to Photo Competition
- **June 30, 2010** - Provisional Program
- **September 03-06, 2018** - Colloquium

Organizing Committee

Clarice Maraschin (PROPUR-UFRGS) - Coordination

Carlos Henrique Costa da Silva –(UFSCar)

Cláudia Costa Cabral (PROPAR-UFRGS)

Daniela Kutschat Hanns (FAUUSP)

Fernando Garrafa (UFU)

Frederico Braidá (UFJF)

Heliana Comin Vargas (FAUUSP)

Ricardo Alexandre Paiva (PPGAU-UFC)

Sidney Gonçalves Vieira (UFPel)

Thiago Allis (EACHUSP)

E-mail: cincci.2018@ufrgs.br

