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Professor of design and planning in higher education since 1998 Marcio da Costa Pereira is currently professor at the SERGIPE FEDERAL UNIVERSITY (DAUUFFS Department of Architecture and Urbanism) and coordinator of the Model Office Extension Program (TRAPICHE) working with technical assistance and social technologies in Quilombola communities and Riverside. Leader of the Research Group Technologies in Architecture and Urbanism (TAU, created in 2014) develops studies and research on topics such as social housing, habitability and smart cities.
INTRODUCTION: SOCIAL DESIGN AND SOCIAL INNOVATION

According to Chiara Gaudio there is a great ambiguity in the definition of the term “Social Design”:

“Design practices in the so-called social realm range from design practices for solving relevant social problems of socially mindedness to practices related to social innovation.” (GAUDIO, 2017 pg.13)

Unlike social design that defines problem solutions, social innovation places its initial focus on people's ability, not their problems.

“Designers use their knowledge to value people's own skills and abilities, as well as the solutions they develop autonomously to meet their local challenges.” (MANZINI apud CIPOLA, 2017 pg 147)

Therefore, the practice of design for social innovation focuses on the promotion of social change and, in this sense, involves “a dialogic and participatory process, in which the capacity for understanding and the adoption of actions fulfill the desire for transformation and enable the change in society's structures” (PEREIRA, 2012 pg. 61).

We can say that this transformative character is what distinguishes practices in social design from “social innovations and constitutes a so-called strategy for the practice of design today” (CIPOLA, 2017 pg. 151)
“Systems that provide cognitive, technical, and organizational tools to facilitate individuals and / or communities to achieve a result by using their skills and abilities while regenerating the quality of life contexts in which they live” (CANTÚ, 2012, pg. 37).

Social innovation must consider the context of today's communities and human settlements that may have great access to information and technologies and which, according to Ezio Manzini, no longer has the same characteristics as what was meant by location:

"Now the context is totally different. With the present higher degree of connectivity the small can be influential, being a node of a large network. And the local can be open to the global flow of people, ideas and information. In other words, today we can say that the small is no longer small and a local is no longer local, at least in traditional terms." (MANZINI, 2012 pg.17)

In this sense, the work developed by TRAPICHE in Mem de Sá Island, was aligned with the concept of social innovation, identifying potentialities and empowering the local community to promote change.

1 A ILHA MEM DE SÁ

Mem de Sá Island is a river island located in the municipality of Itaporanga D'Ajuda, about 53 km from Aracaju, capital of the state of Sergipe.
Its population consists mainly of fishermen and women pickers of Aratu\(^1\). In fact this activity is increasingly restricted to small groups that persist in this traditional activity as it has been replaced by new possibilities for income generation. Young people, discouraged by the precariousness imposed by the political disinterest of the local leaders, are increasingly seeking urban life and closer ties with the city.. On the other hand and aggravating this process of cultural emptying we identified a “predatory” and inverse tourist movement that invades the village and endangers the fragile ecological balance of the island. Scarce drinking water and waste disposal on the Vaza Barris River are worrisome and tend to worsen in proportion to the arrival of vacationers, who build their homes with pools, drink gallons and gallons of soda, and stroll around Jetski. The scenario is changing rapidly and the riverside population follows this whole process with a certain dazzle with the "progress" knocking on the

\(^1\textit{small crab very common in northeastern mangroves}\)
The only access to the island from the mainland is the small boats leaving the port of Caibrós and docking at the newly built Pier. Arriving at the village there are only two places to go, on the right we have Mem de Sá upper part and on the left Mem de Sá lower part. This division has its origin in the territorial distribution of the two traditional families of the island:

“Tertuliano Nascimento and Júlio Grande acquired the land of the owner at the time Mr. Dominguinhos, who had a goat and pig farm for the composition of a farm divided into two parts: the upper part for sheep and the lower part for raising of pigs.” LIMEIRA, 2017.
Today the island is occupied by 75 families, constituting a native population of approximately 375 people who still have as leisure the samba de coco and the parties of the crab and Santa Luzia, patron saint of the island.

2 O TRAPICHE

The TRAPICHE model office is an extension project recognized by the extension department dean of the Federal University of Sergipe that has been working since 2014 with communities and associations of residents in a situation of economic and / or social fragility. The author of this article is the General Coordinator of the Model Office Extension Project. TRAPICHE's work team is made up of mentor teachers and volunteer students who are divided into Working Groups according to ongoing actions. The WG Mem de Sá Island had its first contact with the Residents Association in September 2017 and since this time has been seeking to establish approaches in order to identify and strengthen the autonomy of the community breaking the welfare that has been the focus of the relationship with the community. municipal administration that traditionally offers improvements to the extent of partisan political interest. The island's political capital was never considered sufficient to guarantee, for example, some health care structure. Of concern is that due to the high incidence of consanguineous marriages, metabolic problems and physical and / or mental deformities often occur, but the lack of empowerment of natives and the effects of historical dependence motivated by welfare discourage popular action. Methodologies applied to identify demands from questionnaires have been inefficient and we can say that responsible for interventions that often proved inadequate. We understand and
believe in social and inclusive design as an instrument of expression, convergence and empowerment of the population.

“Skills in dealing with vulnerable or marginalized populations, rather than briefing a manufacturer, need to be developed by future social designers.” (PAPANEK, 1977)

In this sense we develop workshops in order to engage the community without expecting results from Top Down linear processes, but seeking a transversality in the proposed actions and horizontality in the decisions.

3 THE WORKSHOP

On September 15, 2019 a team from TRAPICHE, model office of the Department of Architecture and Urbanism of the Federal University of Sergipe, docked at the Pier of Mem de Sá Island. (Fig. 3)

Earlier some approaches and actions had already been implemented having as interlocutors the leaders of the Residents Association. The health service project developed by the model office was already underway, but the team’s perception was that social action had not yet promoted any kind of change that would suggest an autonomous community posture.
We arrived on the island with various objects chosen from the disposal of waste materials at the University and in the city of Aracaju. With the help of the local population the first challenge was met, we were able to transport the material to the island. The boat made the crossing and we realized the difficulty that the population faces in the transportation of materials and food supply. (Error! Reference source not found.)
When we arrived at the defined location, we knew with some limitation what we were going to develop (FIG 6) and what our work would be like. Some members of the local residents' association were aware of our action and as we settled in the natives' curiosity created an environment in which the children approached and along with their parents and guardians. We explain in general the intention of creating a meeting place for local residents. A large area protected by a mango tree was the chosen location. We began to collectively define intervention: seating, lighting, and a graffiti mural to strengthen the identification and belonging of the place.

At this moment we present some proposals for the execution of objects that we had previously selected. The participation of the children was intense during the execution of the plays, and as the work was being completed, other residents arrived and made suggestions based on personal experiences. Colors, shapes and mounting techniques were naturally incorporated into the process of elaborating objects. The concern was not directed to the formal and functional success of furniture, but to the process of collective construction and the socialization of people. Involvement in the activities created synergies that with joy and relaxation established a horizontal relationship in the working groups. There were three intense days of activities. At the end the local people celebrated with “samba de coco”\(^2\) and conversations that by this time ran “loose”.

\(^2\) “samba de coco” is a folk dance of the region
FIG. 6 Chosen Location Source: Author
4 RESULTS

We can point out some developments related to this experience. Mem de Sá Island residents' association has been strengthened as protagonist of residents' claims. Communication between residents has intensified and some rearrangements in the leadership framework have been manifested. Responsibility for actions has been more effectively distributed among associates who take responsibility for themselves. The dialogue with the city hall of Itaporanga D'Ajuda has been more effective and demanding and some projects have been developed based on collective decisions. This year important decisions were taken that strengthen the economic autonomy of the Association, which moved its
headquarters to a more strategic location in order to generate resources for the development of new projects for the generation of income for the community. Recently the model office was asked to develop a camping project as a way to generate funding for the association. Even better was the concern raised by the residents' association leaders that the camping project should be environmentally sustainable.
BIBLIOGRAPHIC REFERENCES


