

I International Symposium of Iconomy XVI International Seminar of the NUTAU

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Territory, War and Peace 22-24 September 2026

Hub Sampa Games

Programming

About spaces

There are four areas of activities that welcome the Iconomy International Symposium and the 16th NUTAU International Seminar: the Hub Sampa Games, with panels, playtests and podcasts; the USP International Intercultural Center (with the “Game of Nations” in the “Corners” of each country); the Japanese Culture House, with academic works and experience reports. The opening takes place on the morning of September 22 in the Department of Cinema, Radio and TV of the School of Communications and Arts of USP.

Hub Sampa Games (Arena Gamer) — R. Libero Badaró, 425, Terrao, Centro Histórico, São Paulo/SP, 01009-000. Arena Gamer, running from 2 p.m. to 8.30 p.m. on 23 and 24/09.

Intercultural Centre — Corners, running from 10 a.m. to 4 p.m., from 22 to 24/09 (Monday to Friday, regular Corners time). International Dissemination Center — Corners (Aucani/USP) — Av. Prof. Lúcio Martins Rodrigues, 4, Butantã, São Paulo/SP, 05508-020

House of Japanese Culture (FFLCH/USP) — Av. Prof. Lineu Prestes, 159, Butantã, São Paulo/SP, 05508-000.

Department of Cinema, Radio and TV, ECA-USP (Auditorium A), Avenida Professor Lúcio Martins Rodrigues, 443, Building 4, University City.

Passport for Peace in the Game of Nations

Over the course of the three days of the Symposium, the public participates in the “Game of Nations”: a physical passport where each space visited is noted; participants receive digital stamps that will give access to a wallet with “Peace coins”.

Visits and activities will be proven by sending photo, video or comment via an online form. Access to passports and physical spaces requires prior registration.

The House of Japanese Culture (FFLCH/USP), Av. Prof. Lineu Prestes, 159, Butantã, integrates academic activities of the Symposium and Seminary. Associated with the Center for Japanese Studies of USP and the Graduate Program in Humanities, Rights and Other Legitimities (PPGHDL) of the Faculty of Philosophy, Letters and Human Sciences (FFLCH), the House is on the Butantã campus, facilitating access to the “Corners” of the Intercultural International Center during the Symposium.

The passport will be available at Hub Sampa Games and will be signed by the developers of the demonstration games, registering the passage of each participant to the Historic Center of São Paulo during the event. Online participants will be able to print the passport and access the forms to register presence and send content related to the topics and projects under discussion during the event.



Exhibition September 22, 2026, 8:30.

DAY 1: September 22 (Tuesday)

Opening of the Symposium on campus.

Auditorium A, Department of Cinema, Radio and TV (ECA-USP)

Schedule

Activity

08:00

Reception

08h20 – 08h45

Exhibition of Joel Yamaji's short "Wandering Soul" (only in person, without "streaming")

08h45 – 09h00

Opening with: Maurício Cardoso (PPGHDL-FFLCH-USP); Hermano Tavares (IPq-USP); Susanne Pollock (Games for Change); Roberto Moreira (CTR-ECA-USP); Gilson Schwartz (CTR-ECA e PPGHDL-FFLCH, USP); Ranny Loureiro Xavier Nascimento Michalski (FAU-USP e NUTAU-USP); Guilherme Ary Plonski (IEA-USP, POLI, PGT-FEA); Lord Spy (Aposta Não é Jogo); Danielle Batista (Instituto D'Luxo); Marie Freire (FERJEE).

09:00 – 10:00

André Torre (University of Paris-Saclay), Territory and Proximity Jérôme Blanc (SciencePo, Lyon), Monetary plurality

10h00 – 12h00

Linda Pagani (University of Quebec, Laval), " Publisher & Flourish "

Intercultural Center
Territory — Corners

Schedule

Local / Responsible

Activity

10h00 – 16h00

All Corners

Visits to the Corners of the Intercultural International Center (ICI) are free, free and can be made on any day of the program between 10 a.m. and 4 p.m. (digital stamp per proven visit to each Corner).

Japanese House of Culture Session 1 — Territory, climate, urbanism and development

Schedule

Presentation

14h00 – 14h15

Social and Environmental Iconomy and Pedagogical Practices: Affective Cartography as a Sign of Climate Justice and Ethnic-Racial Belonging in Diadema Cibelle Dirce Dos Santos — PhD in Physical Geography/Public Management; Diadema Prefecture/USP.

2:15 p.m. – 2:30 p.m.

Algorithmic Gentrification and Housing Crisis: The Role of Digital Platforms in the Real Estate Dynamics of São Paulo (2013–2020) Donizeti Redondo Sanches — Master in Social History; Graduate Program in Social History – FFLCH.

2:30 p.m. – 2:45 p.m.

Iconomy in the real estate market Gustavo Maas Naville — Academic profile informed in the Symposium registration.

14:45 – 3pm

Youth participation and digital communication in Cuba: proximity, sovereignty and mobilization capacity Karthika Sajeev Changam — Director of the International Centre of Humanity (Netherlands)

15h00 – 15h15

Affective governance as an analytical category of relations between territorial organization and strengthening the local economy in urban territories Renata Ferreira Soares — Active specialist; researcher in affective governance, territorial development and local economy.

15:15 p.m. – 3:30 p.m.

From narcissistic urbanism to selfish alter urbanism: proximity, alterity and peace in the construction of the city Ana Candida de Arruda Becker — active specialist; ethical

research of proximity, alterity and theory of urbanism.

3:30 p.m. – 3:45 p.m.

Financial modelling and feasibility of PV distributed generation projects in Brazil: case study at risk of shortening Lucas Primiano Benassi — Bachelor of Economics by PUC-SP; research financial modeling and renewable energy projects.

Session 2 — Networks of proximity, inclusion and territorial value

Schedule

Presentation

16h00 – 16h15

Reception and Reexistence Territories: Technological education as emancipation for peripheral black women. Amanda Priscilla da Silva — IT Management (UNG) Analysis and Development of Systems (IFSP) MBA in Project Management (UNICAP), attending the Graduate Program in Humanities, Rights and Other Legitimities; USP.

16h15 – 4h30

In addition to the norm: iconomy, capabilities and socio-productive inclusion of people with disabilities Ana Luiza Lübe Antunes Pereira — Product design; USP.

4:30 p.m. – 4:45 p.m.

Iconomic indicators of Good Living: a proposal from the biocultural memorials of the future Fabiana dos Santos Romero — History, Law, Sustainability; USP.

16h45 – 17h00

“From Art to Humanism: Aesthetic analyses to understand the transformations of

urban peripheries in São Paulo" Robson Ferreira — Visual Arts – Art teacher; Municipal Education Secretariat.

17h00 – 17h15

Iconomy, new technologies and Venezuelan migration in Brazil Welinton Pereira da Silva — PhD in Humanities, Rights and other Legitimities; USP.

5:15 p.m. – 5:30 p.m.

Obstetric racism, iconomy and responsible AI: territory, visibility and equity in the paraiba hinterland Louise Hermania de Oliveira Marques — Higher education participant; maternal health research, obstetric racism, territorial equity and responsible AI.

5:30 p.m. – 5:45 p.m.

The cultural construction from tourism and social networks in "traditional" communities in times of iconomy Lucilia Alvim Cortes — active specialist; anthropology research of development, tourism, interculturality and decoloniality.

18h00 – 18h15

Reception and Reexistence Territories: Technological education as emancipation for peripheral black women. Amanda Priscilla da Silva — IT Management (UNG) Analysis and Development of Systems (IFSP) MBA in Project Management (UNICAP) Cursing PPGHDL-FFLCH-USP.

DAY 2: September 23 (Wednesday)

Theme of the day at Hub Sampa Games: Industry, Development, Sustainability and Inclusion. Franco-Uspiana Week featured at the Intercultural Center.

Hub Sampa Games
Territory — Arena Gamer

Schedule

Local

Activity

Remarks

14h00 – 14h15

Opening

Welcome: Games for Change and Hub Sampa Games to promote the internationalization of the creative economy in São Paulo

Gilson Schwartz (G4C Latin America), Susanna Pollack (Games for Change), Sandro and Thais Bras (Sampa Games)

2:15 p.m. – 3:30 p.m.

Arena Gamer/ Panel

Creative laboratory and local game development Patricia Cristina Barbosa do Prado Digital game for collaboration Cláudio Santos de Almeida From the rest to the resource: composting game Jennifer Monteiro Cognitive games, inclusion and ADHD Josefa Leite de Oliveira Experience report from startup UÁDJ Jose Gustavo Baldin

Foment and independent studios; design for collective action; environmental sustainability; playful dynamics in therapeutic processes

15h30 – 18h15

Arena Gamer

Playtest session. Games supported by Games for Change Latin America

Purposyum – Challenges of Justice, Soundgrass, Electoral Zone, On the Risk Trail

6:15 p.m. – 6:30 p.m.

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Pause

18h30 – 20h30

Sampa Cast

Podcast Live Territories

Chat with Firm Game Dev and HUG. Celebration of 25 years of City of Knowledge, 15 years of Games for Change Latin America and 10 years of Iconomy at Radio USP with

Gilson Schwartz (USP, Institute of Iconomy), André Torre (University of Paris-Saclay) and Ranny Michalsky (NUTAU-USP)

Intercultural Center Territory — Corners

Schedule

Local / Responsible

Activity

10h00 – 16h00

All Corners

Visits to the Corners of the Intercultural International Center (ICI) are free, free and can be made on any day of the program between 10 a.m. and 4 p.m. (digital stamp per proven visit to each Corner).

Japanese Culture House Session 3A — Iconomy, Platforms, Knowledge and Artificial Intelligence

Schedule

Presentation

10h00 – 10h30

Iconomy and Religion Gilson Schwartz, CTR-ECA, PPGHDL-FFLCH, NUTAU-FAU,

Intelligent Quilombo/IEA-USP

10h30 – 10h45

The “prosuminator” in iconomy: a critique of Jacob Lund Andréa Lasevicius Moutinho — Law; University of São Paulo (USP).

10:45 – 11:00

Reverse Metamorphosis of Thought: a scientific methodology with Large Language Models based on the epistemology of the complexity of Edgar Morin João Antônio Benz Fagim — Communication Sciences; Uádj.

11h00 – 11h15

The principles of massification and its methodological implications in the study of the attention economy Edson Ramos de Oliveira Costa — Active specialist; research sociology of communication, attention economy and music market.

11:15 to 11:30

Theoretical and methodological guidelines for a humanized and supportive credit score Juliana Santos Azzini Abramides — Researcher linked to the Archos Institute; operates in care economy, ethical finances and responsible artificial intelligence.

11:30 – 11:45

Human creativity in the digital age: an investigation guided by the impacts of artificial generative intelligence tools Julia Ramos Barreto de Menezes — Specialist with stricto sensu graduate degree; creative research, cognition and genetic artificial intelligence.

11h45 – 12h00

Childhoods mediated by algorithms Karina Paula de Oliveira Haddad — Communicator and teacher.

12h00 – 14h00

Lunch break

Session 3B — Subjectivity, rights, democracy and digital value

Schedule

Presentation

10h00 – 10h15

Between the bug and the algorithm: Loneliness and mental health chatbots in the era of Iconomy Cristina dos Santos — Psychologist; Public Servant of the municipality of Itanhaém SP and University Supervisor.

10h15 – 10h30

Diagnosis and narrative in the economy of icons: experiences of ADHD in the digital environment Rafaela Santos Barbosa — Bachelor of Psychology; Special student.

10h30 – 10h45

Codes, Gender and Value in the Digital Age: An analysis of the lack of humanities in IT training and its effects on the market and products. Rheder Rosa Landim — Computer Sciences; USP.

10h45 – 10h00

Decolonizing the Look at Work: women's communities as a complementary currency of trust in the era of the Iconomy Karoline Lopes Teixeira — Economic Sciences.

12h00 – 12h15

Possible paths: understanding today to strengthen Brazilian democracy in the face of digital colonialism. Lucas Paschoal Teixeira — Urbanist Architect/ Professor; USP.

12h15 – 12h30

The body-icon in the production of the land-icon: spectacularization, rectification and disrespect for rights. Ibrantina Maria dos Santos — Graduated in Letters at UFCAT.

12h30 – 12h45

Gen-Z and loving relationships with AI: literature review on the impacts of this new type of relationship Nathália Alencar Villas Bôas de Oliveira — Postgraduate stricto sensu in the Graduate Program in Creative Media of UFRJ.

13h00 – 14h00

Lunch break

* Sessions 3A and 3B will be concurrent.

Session 4 — Images, memory, identity and resistance

Schedule

Presentation

14h00 – 14h15

THE RODA, THE LOOK AND THE ICON: SOCIALITY AND THE ICONOMY OF CIRCULAR DANCES IN PUBLIC AREAS Marcos Paulo Alves — Business Administration (Sebrae/SP – MPE service); Special Student (HDL 5057).

2:15 p.m. – 2:30 p.m.

Writing and Images of the Resistance: Racial Literature and Humanistic Languages in the Ground of the Public School Marlí Angelica Reginaldo de Souza — Post Graduation – Grammar and text of the Portuguese language and Human Rights Education (in progress – UNESP).

2:30 p.m. – 2:45 p.m.

From Atlantic to Africanity: Brazilian black women in Ivory Coast and the construction of diasporic networks Helen Rose dos Santos — Active specialist; research anti-racist education, writing and diasporic networks of black women.

14:45 – 3pm

Iconographic panel — Looking restless: Africans and the image as imagination of possible worlds Rita de Cassia Souza Pierini — retired specialist; image research, identity, territory and Africanity.

15h00 – 15h15

The manufacture of the Other: racism, anti-Semitism and dehumanization in Fanon and Arendt Giovana de Oliveira Penha Alves — Independent researcher; develops research in political theory, racism, anti-Semitism and dehumanization.

15:15 p.m. – 3:30 p.m.

Indigenous people moving in Brazil of the 21st century in the light of the Benjaminian concept of aura Sérgio Luis Tomioka — PhD at PPGHDL-FFLCH-USP; research indigenous movements, public sphere and critical theory.

3:45 p.m. – 4:15 p.m.

Short Break

Session 5 — Games, genre, collaboration and immersive experiences

Schedule

Presentation

16h15 – 4h30

Jardim de Erê – Paths of the Axé Aline Rosa Maximiniano de Souza — Master in Literary Studies – Writer/ Teacher/ Actress; Special Student – Yorubana Culture Center Aafin Osumare/ Black Zambhi Anti-Symcriminal Compliance and Yabá Color Company of Black Theater.

4:30 p.m. – 4:45 p.m.

Composting, nature and play: the game as a bridge between digital and real — from the rest to the resource JENNIFER MONTEIRO — Specialist and professional of Presence Propaganda Ltd.; develops communication, sustainability and games projects.

16h45 – 17h00

Deletion, language and discussions on Palestinian and Israeli coins Pedro Mangeti Zaninetti — Active specialist; numismatic research, language, memory and political

legitimacy in the Israel–Palestine conflict.

17h00 – 17h15

Youth participation and digital communication in Cuba Karthika Sajeev Changam — Director of Operations and Partnerships at the International Centre of Humanity, India; youth research, participation and digital communication.

5:15 p.m. – 5:30 p.m.

ReEnchant to Educate: public university, public school and popular cultures in dialogue Kambandô Juliana Ignacio Balduino — Researcher and articulator of popular cultures active in the Graduate Program of the Institute of Arts of UNESP.

DAY 3: September 24 (Thursday)

Theme of the day at Hub Sampa Games: Culture, Gender, Geopolitics, Immersive Technologies and Resistance.

Launch of Games for Change Brazil–India at the Intercultural Center.

Hub Sampa Games
Territory — Arena Gamer

Schedule

Local

Activity

Remarks

14h00 – 14h15

Opening

Technological borders, narratives and immersion (G4C)

2:15 p.m. – 3:30 p.m.

Arena Gamer

Games, genre and visibility regimes Ana Beatriz Scavazzini Marcondes Days Genre and experiences gamers Gabriel Farias Command lines, video games like war lab Felipe da Silva Borges Eco camera games Danilo Silvestre

Sports representations; queer identities in digital culture; simulations and military complex; playfulness against polarization

15h30 – 18h15

Arena Gamer

Playtests, VR Experiences and Demos Session

João Tenório's virtual reality project (VR 360°) integrates the interactive afternoon station – "Wakes of a High: assembly, cutting and prismatic experience in a short film for VR 360°"

6:15 p.m. – 6:30 p.m.

Range

18h30 – 20h30

Sampa Cast

Podcast Live TerritoriesOfficial closure Hub Sampa Games

Chat with Marcel Enderle and Victor Fisch and Agenda 2026-2027: Student Challenge, Sports for Change, Undergunduation Program! (UP!) with Gilson Schwartz (USP, Iconomy Institute), Marie Freire, President, FERJEE (Rio de Janeiro State Federation of Electronic Sports) and Kevin Fenemore (Iconomy Institute, England)