

THE CITY BUILT BY URBAN IMAGE
Hotels on Copacabana Beach (Rio de Janeiro, RJ, Brazil) as a Sign of Places

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This is a qualitative research from a case study with the goal is to recognize that references to place in the contemporary city can be from hoteliers within the constitution of the image and streetscape projects. For that, as hypothesized object, becomes the Copacabana beach in Rio de Janeiro, RJ, Brazil. Data collection for this object went be made from imaging methodologies and urban landscape, inferred by theorists such as Gordon Cullen and Kevin Lynch or syntax of the visual language. The results to take interpret the space of hospitality, essentially as urban image, contributes to the construction of the city guided by benchmarks places - Contemporary factor for urban planning and cities.

KEY WORDS: *urban image, urban landscape, hospitality.*