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QUALITY OF LIFE AND ECONOMIC DEVELOPMENT**

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"The future belongs to those who know how to get rid of the traditional idea of work obligation or duty and are able to bet on a system of activities, where the work will confuse with the free time, with the study, and leisure".

Domenico de Masi, The Creative Leisure (2000)

In the post-industrial society, life quality shall be an increasingly prominent place in its operation. The increase of value-added products and services that contribute to such a variable will be increasingly important for economic growth.

We understand as quality of life, the conditions of life of a human being. Involves the physical, mental, psychological and emotional, and social relationships, such as family and friends, health, education, purchasing power, living environment and other circumstances of life. Simply should not be confused with standard of living, a measure that quantifies the quality and quantity of goods and services available.

In the light of that new concept an increasing number of companies and professionals shall include it in their patterns of production, either of products or services. Analysis of the Italian sociologist Domenico de Masi, to give a lecture or an interview, to watch a movie or arguing animatedly with friends, should always be the creation of a value. This is what he calls creative leisure.

So much time working and less time vacant do things with his hands and always more things with the brain, unlike what happened so far, for millions of years. Among the activities that we perform with the brain, the most valued and most valued in the labour market are the creative activities. Because even the intellectual activities, such as manuals when they are repetitive, can be delegated to machines

The human species had physical activity for the intellectual type repetitive and thence to creative intellectual activity, work-clearly separated from toil free time and study to the "creative leisure", in which study, work and leisure end up coinciding. These three trajectories show the passage of a society that was called "industrial" to a new society called "post-industrial".

According to Domenico de Masi, the place that best reconciles the natural way with the creative leisure is Brazil. In no other country in the world to sensuality, speaking, joy and "inclusiveness" can coexist in a synthesis so glowing. It is in this context that this article seeks to materialize this idea through landscaping, i.e. to improve the living environment of people, important in a tropical country. And also because in contacts with professionals in this area they are happy to do what they like not distinguishing creative leisure work.

In rural homes and even in cities, before the explosion of urbanization, human coexistence and nature was a constant. To change this default, initiated in the last century, the man was moving away from nature and even came to believe that this behavior was an evolution. Today, in reverse searches; aware that part of it, and this interaction brings benefits. Currently, in many environments that involve human coexistence included the green landscape, which can take the landscaping.

Landscaping is a multidisciplinary activity that interacts in three distinct pillars: art, science and technique. Art, when the creator can, through their emotions and sensitivity, achieving its creation or idea with raw material (paper, wood, paint, clay, plant, etc.). Science can justify, explain when and relate its creation with the phenomena of nature, life sciences, soil science, bio-engineering, etc. And finally, the technique that is the very exercise of science, for example: planning, design, planting, grafting, plowing, pruning, management, preservation of free spaces, etc.

The artistic feeling is not exclusive to whoever makes any arts course. Of course, whoever he is much more stimulated to develop their artistic gifts than others without any contact with the same. As an example is the renowned Brazilian landscape architect Roberto Burle Marx (1909-1994), who attended the national school of fine arts, in the 1930s, without completing it. But we must not forget the self-taught artists of the city, which the group also cobbled together the Burle Marx. And more, your interest in the variety of species, forms and colours of Brazilian plants were awakened when kid, starting to collect and seek to understand the growing, grafting, habits and reproduction of each species.

To Burle Marx, a garden *"is a living work that results from the combination of different shapes and colors, as in painting or in musical sounds. (...) A good garden is the one that shows understanding spatial juxtaposition of forms and volumes, as in painting and architecture. (...) A garden must be technically differentiated in São Paulo, Rio de Janeiro, Recife, Vitória, because the principle that should govern any work of the genre is to know the plants and their natural environment, in a game of respect, understanding and commitment to the preservation of plant species condemned to*

extinction, which must be organised in such a way as to create and transform an environment where people feel good, an architecture of live, a place where they can observe the flowering species, structures and sizes of trees, establish relations comparison between plants and tonal gradations of colors. "

This passionate stated in a landscape of his interviews: *"I would like you to look after me could at least see something that still remember the fabulous country Brazil, which is of the botany point of view, owner of the globe's richest flora."*

Burle Marx saved from extinction species of flora, as well as imported, trade has acclimatized and spread in the gardens of our country many other exotic species. Until 1994, the year of his death, had designed more than two thousand public and private gardens, which transferred the shapes, colors, and the aesthetics of modernism.

Landscaping as a recomposition of the landscape plays important roles: soil protection; a better microclimate; under fauna; recreation etc. Among the elements that compose the landscape, the vegetation in its various forms: trees and shrubs, lawns, ornamental plants, etc. A landscape design should take into account not only the strategic aspects, but also the ecological, economic and social. Among the main activities of landscaping include: parks and public gardens; private gardens; landscaping of highways, schools, hospitals, factories, hotels, recreational clubs, rivers and lakes etc. In rural properties it can still be applied: the annexes headquarters, such as gardens, vegetable gardens, orchards and various constructions; the entrance of the property; the access routes; the surroundings of dams etc.

Three professionals, depending on the grade of compulsory disciplines, interfaced with the landscaping, if enable to exercise it: agronomist, forest engineer and architect. In Agronomy are six thematic areas – soil science, life sciences, bio-engineering, entomology, plant pathology and plant production – making 20 disciplines. In forestry are five thematic areas – soil science, life sciences, bio-engineering, entomology, plant pathology – offering 12 disciplines. In architecture are the three thematic areas – aesthetics of design, architecture design and technology – offering ten disciplines. These grids of disciplines of the aforementioned courses are offered by the Escola Superior de Agricultura "Luiz de Queiroz (ESALQ), Faculdade de Arquitetura e Urbanismo (FAU), both from the University of São Paulo (USP).

Brazil, being a tropical country needs a lot of landscaping. The cities should not dismiss a good project for afforestation, because this is the role of vital importance to the quality of life in urban centres. However, forest a city means not just plant trees in streets, gardens and squares, creating green areas for public recreation and protect

private green areas. Furthermore, afforestation must achieve goals of ornamentation, improving microclimate and reduction of pollution, among others.

The reduced temperature, trees and other plants which intersect, reflect, absorb and transmit solar radiation, improving the air temperature in the urban environment. According to some studies, by reducing the direct impact of solar energy and increased humidity, afforestation may contribute to the reduction of up to 4° C of temperature, helping decisively for mitigation of heat islands areas of occurrence of higher temperatures during the day, especially in the areas of increased air pollution.

However, the efficiency of the process depends on the characteristics of the species used, such as the shape of the leaf, the leaf density and type of branching. The wind also affects human comfort and its effect can be positive or negative, depending largely on the presence of urban vegetation. In summer, the action of the wind, pulling water molecules perspired by men and trees, increases evaporation. In winter, means an increase in air cooling.

In reducing urban pollution trees have considerable potential for removal of particulate and gaseous pollutants from the atmosphere. However, the ability to retain or tolerance to pollutants varies between species and even between individuals of the same species. Some trees have the ability to filter chemicals pollutants such as sulphur dioxide (SO₂), ozone (O₃) and fluorine (F), but this is only possible through the use of species tolerant or resistant

Still with respect to pollution, one can say that the retention of pollutants, the consumption of carbon dioxide and oxygen production contribute to air quality improvement. Furthermore, the curtains plants are able to decrease by about 10% the level of dust and block the propagation of sound, resulting in reduced noise level.

The ornamentation, it messes with cultural, historical values, sentimental, among others. A highly regarded by people in urban afforestation is the aesthetic, because of the appearance of trees be directly and immediately perceptible, unlike other benefits.

For these contributions is difficult to estimate the value of a tree. The American Association of Forestry Engineers conducted a comparative study on reaching an estimated value of a tree; \$ 275/year. Whereas a lifetime of 50 years and an interest rate of 5% per year, the value of an urban tree reaches the \$ 57 thousand dollars.

Although these values can be discussed, there is not debate about the quality of life, which gives cities the landscaping. In optical creative leisure, this activity can become a production chain much larger than the current one, involving the modern inputs to be used, passing by the professionals involved in projects to more simple,

helper also commercial networks, industrial and financial. Thus, a work of such importance to the quality of life of the population, but that is still seen as superfluous for a good part of it, can become an important segment of the economic development, because there is great demand for such. Is the name of the green economy driven by improving living conditions, and that only tends to grow.