

Carmen Miranda: the alternative history of the Brazilian Bombshell aesthetics

Sofia SOUSA, Faculdade de Letras da Universidade do Porto e Instituto de Sociologia da Universidade do Porto, Portugal

RESUMO:

Carmen Miranda is still one of Brazil's greatest musical and aesthetic icons. The artist stood out for her non-conformist attitude and aesthetic towards the prevailing aesthetic at the time of her artistic peak. In this article, we intend to focus on two key topics, namely the use of Do-It-Yourself (DIY) in her artistic creations, but we also intend to apply to her trajectory the counterfactual/alternative history, i.e., we intend to undertake a "what if..." analysis in relation to a set of historical events that marked her trajectory, emphasizing, thus, the creation and dissemination of her platform shoes, while we intend to highlight her contribution to the international footwear fashion.

RESUMO: DIY, aesthetics, Carmen Miranda, alternative history, creation, design.

Sofia Sousa holds a master's degree in Sociology from the Faculty of Arts and Humanities of the University of Porto (FLUP). She is currently a PhD candidate in Sociology (with an FCT scholarship) at the same institution. She has worked as a junior researcher for the Foundation for Science and Technology (FCT) in the CANVAS project. She is a Researcher at the Sociology Institute of the University of Porto (IS-UP), and part of the Organizing Committee of the KISMIF International Conference, a member of the Executive Committee for Web/Publications of the International Association for the Study of Popular Music (IASPM), Secretary-General of IASPM-Portugal (International Association for the Study of Popular Music – Portuguese Branch), and Executive Editor of Todas as Artes – Revista Luso-Brasileira de Artes e Cultura.