Brazilian Society of Rheology (SBR)

VII Brazilian Conference on Rheology (BCR 2015) Curitiba, Brazil, July 5 – 8, 2015

The BCR 2015 was held in Federal University of Technology Paraná (UFTPR), in Curitiba, Paraná State, Brazil, and was organized by the same institution. This conference had the support of the Brazilian Society of Rheology, and the Brazilian Society of Engineering and Mechanical Sciences (ABCM), through its Committee of Rheology and Non-Newtonian Fluids.

A remarkable feature of this VII Brazilian Conference on Rheology was the fact that it was organized outside Rio de Janeiro state for the first time. The Federal University of Technology Paraná did an excellent job in this organization providing all the support for the general needs of the conference. The UFTPR rheology group also demonstrated, by means of excellent quality presentations, having achieved an excellent level of maturity on the subject. This indicates a gradual consolidation of the rheology community in Brazil. The VII Brazilian Conference on Rheology received contributions in several topics such as: rheology of polymeric systems, emulsions; rheology of viscoplastic, thixotropic, viscoelastic and pseudoplastic materials; fluid displacement; magneto-rheology; rheology of mud, clay, asphalt, waxy crude oils, concrete and food products; free boundary problems; drilling operation simulations; stabilized numerical methods; hydrates; and non-Newtonian flow at pore scale. The BCR 2015 had four invited lecturers and sixty oral presentations from both national and foreign research groups. Following the successful experience of the previous BCR's, the single-session format was planned to foster the interaction between researchers from experimental, numerical and theoretical areas.

A keynote lecture given by K.R. Rajagopal from Texas A & M marked the opening of the first session. The title of the lecture was "What do we mean by a fluid and how do we model them?" followed by technical presentations until lunchtime. The after-lunch keynote lecture was given by M.C. Khalil from the Brazilian oil company Petrobras. Her talk was about "Rheological analysis in crude oil production." Then followed other technical presentations. The last event of the first day was a round table where some challenges faced by the oil industry in Brazil were presented to the academic community. In the second day, M.D. Graham from the University of Wisconsin opened the morning session with a keynote lecture whose title was "Collide and conquer: flow-induced segregation phenomena in blood and other multi-component suspensions", followed by technical presentations. Starting the afternoon session, P.R. de Souza Mendes from Pontifícia Universidade Católica gave a keynote lecture on "The fluidity model for thixotropic elasto-viscoplastic materials," followed by technical presentations. At the end of the second day, the Brazilian Society of Rheology had a meeting, when a new board was elected.

The last day of the meeting started with a keynote lecture given by M.E. Mackay from the University of Delaware, entitled "Shear induced crystallization of semiconducting polymers." Some technical presentations followed. After lunch other presentations took place. Finally, at the end of the conference the chair of VII-BCR, Cezar Negrão, conducted a closing session at the auditorium. The morning and afternoon coffee breaks were always accompanied by the exhibition of rheology equipment from the company sponsors: Anton Paar, Malvern, TA instruments, and Reoterm. The morning coffee breaks had also poster exhibitions. The financial support of the Brazilian government agencies CNPq and CAPES were fundamental for the success of the conference.

The next Brazilian Rheology meeting will occur in 2017, in the city of Vitória. Lastly, we would like to remind the Rheology Community that the ICR 2020 – after Kyoto 2016 – will be organized by the Brazilian Society of Rheology, and will be held in Rio de Janeiro, Brazil.

Figure 1: The participants of the VII BCR.

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