In this chapter I analyse the different configurations of temporalities involved in in the development of ecotourism projects and an indigenous community in the Atlantic Paraná Forest in Northern Argentina. The main focus is on the temporality I denominated as hype, in which an institutional initiative was generated and the effects it caused. The main thread that informs this chapter is the Mbya-guaraní concept “The Land without Evil”. I show the different meanings ascribed to it and the different temporalities in which it was embedded.

My focus on temporalities is inspired by earlier works and the works of Vincent Crapanzano, Pierre Bourdieu, Paul Ricoeur, Kaushik Sunder Rajan, Javier Augyero and very recently by Elizabeth Povinelli. I draw insights from their work in my attempt to develop an approach to analyse the different configurations of temporalities and rhythms of time and their effects. The relation of time and power has been an issue of inquiry in social sciences for a long time, however, the relation between different configurations of temporalities and rhythms have hardly been mapped.