

SÃO PAULO: FOREIGNERS AND THE CONSTRUCTION OF THE CITY

Ana Lúcia Duarte Lanna

School of Architecture and Urbanism / University of São Paulo (USP)

FAPESP Process 2006/51727-4 | Term: Aug 2007 to Dec 2011

Main researchers: Maria Ruth Amaral de Sampaio, Maria Cristina da Silva Leme, Sarah Feldman

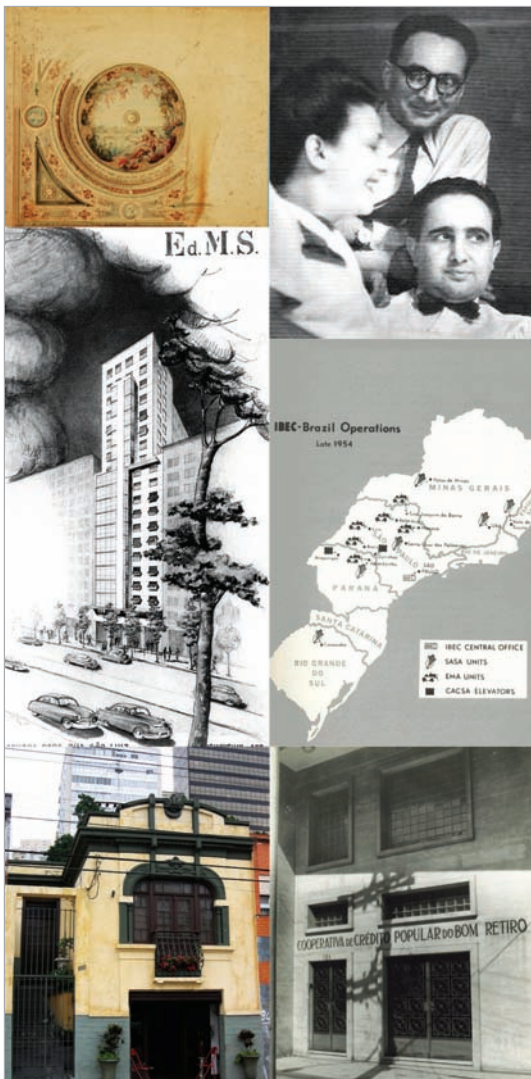


Figure 1. From top and left, clockwise: 1) Oreste Sercelli: study for parietal decoration; 2) Levi Strauss and friends in Brasil; 3) 1954 IBEC – Brazil Operations scheme; 4) Cooperativa de Crédito Popular do Bom Retiro building; 5) Bexiga's house; 6) Gregory Warchavchik: M.S. Building project

This study joins the comprehensive literature on the city of São Paulo on the theme of the city's transformation since the end of the 19th century as a result of the presence of foreigners. The subject matter of this analysis is the city of São Paulo, whose physical, demographic, economic, social and cultural transformation process would be inconceivable without these citizens.

The foreigner category is addressed in a comprehensive manner that includes migrant groups that settled and established themselves as well as occasional travelers or those who remained in the city for a limited time. Foreigners are considered in relation to the labor universe, which includes autonomous workers, front-line and manufacturing workers (to which the immigrant category is virtually superimposed), handicraft practices, liberal professions and intellectual work, institutional and professional fields of knowledge and the building of public or private institutions.

This study aims to establish a correlation between space and social processes in the city at different times based on the heterogeneity of the experiences of foreigners, the images and reflections they produced and the marks they left on the city. To reveal a city that may be understood by the articulation of its materiality, its sociability networks and the processes of constructing similarities and dissimilarities, this study is organized into two main lines of thought: the transformation of central districts through the construction of territories, networks and identities and the transformation of professional fields, including practices, networks, players and knowledge circulation.

This project is implemented simultaneously with the organization of several sets of records (collections) belonging to the University of São Paulo that reference territories, sociability networks and practices of foreigners in the city of São Paulo. The extraordinary set of records of the João Baptista de Campos Aguirra Archive (under custody of the Museu Paulista) and the records of projects, studies and photos belonging to foreign architects who worked in São Paulo (under custody of the FAU/ USP Library) are highlighted as part of an expected result of this study: making access available to the public for documents whose use and disclosure are currently restricted due to improper archival and cataloging conditions.

SUMMARY OF RESULTS TO DATE AND PERSPECTIVES

This research project, which began in August 2007 and is titled “The transformation of central districts, the construction of territories, networks and identities” focused on three analytical perspectives for the development of research on three of the districts that constitute the “belt of chácaras” (agricultural production and weekend leisure areas) during the urbanization process: Bexiga, Bom Retiro and Campos Elíseos. The first analytical perspective focuses on foreigners beyond the industrial territory/elite territory dichotomy. The second perspective refers to foreigners and space production as well as to the different processes and elements of permanence in the materiality of the three districts. The third perspective refers to foreigners’ networks and identities, including their actions as individuals and as ethnic groups.

The studies in the line of research called “The transformation of professional fields: practices, networks, players and knowledge circulation” refer to the foreign artisan



Figure 2. Paraizópolis Murumby plan. Propriety of União Mútua. Author and date unknown. João Baptista de Campos Aguirra Collection. USP Museu Paulista. Bom Retiro: registration of buildings served by sewers. *Repartição Técnica de Agua e Esgotos plan*. Author unknown, 1894. João Baptista de Campos Aguirra Collection. USP Museu Paulista

Oreste Sercelli, who was involved in architectural design and decoration; foreign architects inserted into cosmopolitan networks of sociability and culture, such as Gregory Warchavchik, Bernard Rudofsky and Richard Neutra; foreign intellectuals,

architects and artists engaged at institutions such as the University of São Paulo, the MASP (São Paulo Arts Museum) and the MAM (Museum of Modern Art); and urban planning studies developed for the city by teams linked to the Ibec (International Basic Economy Corporation) and Sagmacs (Association for Graphic and Mechanic-Graphic Analysis Applied to Social Complexes).

In both lines of research, the “foreigner” approach is not limited to sources of innovation and asymmetry with the national approach. The network of relations these individuals established and the circumstances of their experiences are analyzed in the contexts of confrontation, conflict, partnership, interaction, socialization and concrete disruption.

The records of two foreign architects of the FAU/USP Library, Jacques Pilon and Gian Carlo Palanti, are in the cleaning and planning stages. The images of the Oreste Sercelli collection and the plans and maps of the Aguirra collection at Museu Paulista have been digitalized for the computer database. This documental corpus is essential for our research project.

MAIN PUBLICATIONS

Feldman S. 2008. Bom Retiro: permanence of urban fabric and movement of foreigners. Proceedings of IPHS International Planning History Society 13th Biennial Conference. Chicago. CD ROM: 633-643.

Lanna ALD. 2008. São Paulo, foreigners and the city: the case of Bixiga. Building of territories and places, 1870/1950. Proceedings of IPHS International Planning History Society 13th Biennial Conference. Chicago. CD ROM.

Leme MCS. 2008. The role of foreign experts – Robert Moses and International Basic Economic Corporation – in transforming Latin American modern city. Proceedings of IPHS International Planning History Society 13th Biennial Conference. Chicago. CD ROM: 378-392.

Lima SF. 2008. O Trânsito dos Ornatos. Modelos ornamentais da Europa para o Brasil. Seus usos (e abusos?). Anais do Museu Paulista. São Paulo. *Nova série*. **16**, **1**: 145-192.

Lira JTC de. 2008. Gregori Warchavchik, designer, builder, developer: São Paulo, 1939-1954. Proceedings of IPHS International Planning History Society 13th Biennial Conference. Chicago. CD ROM: 682-702.

Peixoto F.A. 2008. Visões de São Paulo. As cidades de Lévi-Strauss, Bastide e Monbeig. Revista da Biblioteca Mário de Andrade. São Paulo. *Imprensa Oficial*. **64**: 82-106.

Sampaio MRA, Koulioumb S. 2008. Urban transformations in Bom Retiro (São Paulo): building new territories, social network and identities. Proceedings of IPHS International Planning History Society 13th Biennial Conference. Chicago. CD ROM: 1118-1131.

Silva JMCS. 2008. A contribuição dos arquitetos estrangeiros no processo de metropolização da cidade de São Paulo entre os anos 1930 e 1960: o caso de Jacques Émile Paul Pilon e Adolf Franz Heep. Anais do X Seminário de História da Cidade e do Urbanismo. Cidade, Território e Urbanismo: heranças e inovações. Recife. CD ROM.

Ana Lúcia Duarte Lanna

Faculdade de Arquitetura e Urbanismo/USP
Departamento de Arquitetura e História
Rua do Lago, 878 – Cidade Universitária
CEP 05508-900 – São Paulo, SP – Brasil

+55 11 3091-4555
aldlanna@usp.br