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## Maringá's Zone 10 as a memory space: abandoned industrial urban areas

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#### **ABTRACT**

Currently, it has become frequent to find urban voids generated by former industrial spaces that have fallen into disuse in the urban fabric. Industrial ruins, although part of the cultural and historical imaginary of a society, are usually found in abandoned, decharacterized or destroyed situations, sometimes creating hostile environments. Hence, memory, once intimately linked to the development of the city, is slowly being forgotten, consumed by time. Zone 10, located in Maringá-PR, presents such characteristics: historically marked by an industrial complex of relevance for the construction and industrial development of the city and the Northern region of Paraná, it was later abandoned by the industries, and it became one of the biggest urban voids surrounding the city center, deteriorating over the years and leading to a feeling of insecurity in its vicinity. The objective of this article is to debate such a subject through the theories and concepts of urban recovery of industrial areas, seeking to highlight the potentiality of its preservation in projects that seek to revitalize and revive these urban voids, as well as transposing the discussion to the specific object of study, pointing out the relevance of Zone 10 as a heritage of the collective industrial memory of the city of Maringá, and the importance of its preservation in future urban projects. Based on bibliographic analysis, we sought to approximate literature with information gathered about the area, highlighting the importance of its preservation for the maintenance of that space and the city's memory

KEYWORDS: Urban Recovery. Industrial Memory. Zone 10. Maringá.

#### **INTRODUCTION**

According to IPHAN (2014), it is through historical heritage that the culture of a particular group or society and its history are known. However, sometimes, these assets do not have their value recognized, remaining abandoned or even destroyed. Industrial heritage often suffers from this problem. It is an asset that represents the industrialization process, therefore, of regional and/or national relevance, culturally, economically and technologically, configuring it as a material and immaterial heritage.

Abandoned industrial structures are present in the historical landscape of several urban contexts, located both in outlying areas of the city, commonly called industrial districts, and in the urban grid, characterized by abandonment, degradation, and emptiness (LEMOS, 2012). In this context, industrial heritage is commonly referred to as technical, which refers to large buildings, machinery, type of industrialization, and lifestyle of a past period. The history of industrialization of a place and a population does not only consist of these elements, but also of the industrial architectural set as a whole, represented by the buildings and urban designs of the areas in which the industries were implemented (SILVA, 2015). However, it is necessary to take into consideration that industrial heritage is beyond what was built; it also represents the materialization of the collective memory of a given society in different territorial clusters, whether local or regional.

Not only are industrial voids unoccupied spaces in the physical sense of the term, they also constitute inoperative, idle and fruitless spaces in the city, and bring to light the demand for fundamental reflections on the possibility of their reinsertion in the urban fabric through a revitalization process, in addition to debates regarding the repercussions that these decisions can bring to the city. Industrial ruins and their neglected urban voids are spaces with potential to be remodeled, bringing back vitality, purpose, and, thus, fulfilling a social role. These areas are often part of the problem of urban insecurity in the places where they are located; nevertheless, they have great potential for requalifying and transforming these urban areas, making them part of the city again. In this context, this research becomes necessary in order to discuss more than just the existing structure, but to elevate such spaces to their corresponding

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importance as an essential part of the city's history and development, and of the collective memory of this population.

In this article, the specific case of the Industrial Zone of the city of Maringá, in Paraná, Brazil, also known as Zone 10, is addressed. The history of this case begins with the occupation of the Northwest of the state of Paraná, arriving at the design of the industrial area (CORDOVIL, 2010). Also, literature on the construction of the city of Maringá has highlighted its original urban design and the transformations that it underwent, especially with the economic and social development of the region. However, it tends not to address this process as the constitution of a heritage and, specifically in the case of Zone 10, an industrial heritage. As will be pointed out below, it is a reflection of a specific period, and its design and buildings refer to an industrial history, the lifestyle of the workers who worked there, and the residential occupation around it.

### **OBJECTIVES**

This article aims to argue on the industrial memory that has been lost in urban revitalization projects in these spaces, highlighting the relevance of Zone 10 for the city of Maringá, and the importance of its preservation. Through this object, we intend to evidence the potentiality of preserving industrial ruins in the process of urban recovery, considering its historical load and great significance within the local context of the city of Maringá.

Thus, we propose a reflection on this area as a heritage asset, from the analysis of the literature on the urban development of the city, and on the characteristics of industrial heritage. Finally, it is highlighted the importance of its preservation in future urban projects, and the maintenance of the Zone 10's space as an industrial memory of the city.

### **METHODOLOGY**

Methodologically, the text presents itself as a theoretical study about the above-mentioned subject, initially through literature review and discussion and, subsequently, case study analysis. Hence the text is structured in two main parts, the first related to the literature review about the concept of urban recovery of industrial areas; and a second instance directed to the object of study, through the survey and collection of information in the literature about the urban development of the city and the studied area. Finally, it is desired to indicate the potentialities of Zone 10 for future revitalization projects.

Regarding the procedures, in the literature review stage, the theoretical discussion tends to reflect on concepts contained in or derived from the central subject of this article, being structured in two main concepts: **urban revitalization/restoration** and **industrial ruins/memories**. Subsequently, through a qualitative approach, it addresses the object of study, listing its problems and potentialities. In summary, the results are divided into four topics that deal with the urban recovery of industrial areas, the potentialities of the industrial ruins, the formation of the city and the industrial zone of Maringá - PR, and Zone 10 as a potential area of preservation. At the conclusion, it is proposed a reflection and considerations regarding the subject and the problematic exposed here.

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#### **RESULTS**

### Urban regeneration of industrial areas

With the decline of industrial activity in most urban centers, after a period of fast and intense urbanization, there are changes in the territory, in the urban design, marked by abandoned areas, such as industrial spaces unoccupied and degraded by the process of industrial displacement. In their post-industrial context, cities have great difficulties in dealing with these spaces, which lose meaning due to urban changes resulting from their own development. Large idle areas appear in the urban design which end up constituting industrial voids that degrade and form stocks of areas conducive to real estate speculation, usually near central areas and that are well served by infrastructure (ARAKI, 2010)<sup>1</sup>.

More than unoccupied spaces in the physical sense of the term, industrial voids configure deactivated spaces, emptied of their functions, which end up arousing reflections on their reinsertion in the urban plot, through a process of revitalization, in addition to the consequences of each of these decisions for the city. Thus, these areas of industrial ruins constitute true "unsightly spaces", both from the economic, environmental and social points of view. According to Sánchez (2003) "[...] abandonment is environmentally dangerous, socially unjust, and, economically, can represent a waste of resources."

These areas, however, are a great opportunity to review the way in which the urban space is built, generating expectations of transformation of these spaces, allowing us to reflect on proposals that oppose the current development model, which depreciates socially, economically and environmentally the city. Industrial ruins and their abandoned urban voids, therefore, constitute spaces that can be transformed, revitalized, and have new social uses (MENDONÇA, 2001)<sup>2</sup>.

An important aspect to be considered in the revitalization process of these spaces is the role of the industrial heritage for the history of the city, being part of the collective memory of that society. According to Mello and Silva (2006), industrial heritage is more than a set of architectural assets and interesting complexes; the industrial object is also like an open-air archive, a living research field, where it is possible to find the facilities in which the industrial production took place, and where a working community passed by, and a technical knowledge is transmitted (MELLO E SILVA, 2006).

Accordingly, Cruz (2021),

Since its advent in the Industrial Revolution, industry manages, in the course of a century, to slowly clear its place in the identity construction in the city, spatially conquering social, political, technological and economic ideologies, obtaining cultural heritage value for its historical, technological, architectural, scientific and social load that there was in the past, because it was the epicenter of relations and the formation of the daily life of society at the time (CRUZ, 2021, p.2, our translation).

Deindustrialization produces the evacuation of these industrial complexes, but leaves behind identity elements of its memory, what ends up, many times, being deconfigured,

<sup>&</sup>lt;sup>1</sup> Available at: <a href="https://revistaarqurb.com.br/arqurb/article/view/125/111">https://revistaarqurb.com.br/arqurb/article/view/125/111</a>. Accessed in: 28 jun 2022.

<sup>&</sup>lt;sup>2</sup> Available at: <a href="https://vitruvius.com.br/revistas/read/arquitextos/02.014/869">https://vitruvius.com.br/revistas/read/arquitextos/02.014/869</a>>. Accessed in: 28 jun 2022.

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abandoned or demolished, de-characterizing the affective value of memory of this territory. Therefore, in revitalization projects, the historical as well as the cultural and social aspects of industrial spaces are considered through an analysis of the architectural and/or structural elements that have survived over time, and may or may not be maintained, where the memories of the past overlap with the present scenario. On the other hand, Choay (2017) has already indicated some practical issues related to the integration of industrial heritage with contemporary life, stating that reintegrating a decommissioned building to a normal use is a complex way of valuing this heritage, because one runs the risk of sparing it from disuse, but exposing it to wear and tear, and usurpations of use. Therefore, it is understandable that not all industrial heritage should be reused and adapted in reuse projects, but it is primordial to take into consideration the symbolism surrounding these ruins and to conserve the most significant assets for each context.

#### Potentialities of industrial ruins

German landscape architect Peter Latz (2003) states that

Our new conceptions must design landscape along with both accepted and disturbing elements, both harmonious and interrupting ones. The result is a metamorphosis of landscape without destroying existing features, an archetypal dialogue between the tame and the wild. The image of nature can be made of the "untouched" and the "built". Accepting a fragmented world means doing without the complete overall picture and leaving room for the coincidence nature in the web of the layout. Specific architecture for specific uses does not need to be built. The imagination lets the existing ones be re-interpreted and used in new ways. That can mean uncovering old rules and combining them with new elements and new goals. Artefacts can develop that pursue natural processes in derelict surroundings according to ecological rules initiated and maintained by technological processes. These artefacts symbolise ecology, of both natural and technical systems. (LATZ, Peter, 2000)<sup>3</sup>

Industrial ruins, as already mentioned, are the materialization of a memory with affective value for a given city, and, consequently, for the population that resides in it. They are, in some contexts, potentialities that qualify for the urban transformation of these areas. For example, former industrial areas had significant height gauge to ensure that the chimneys could be seen from various points in the city (some as high as 30 meters). According to Lynch (1997), the "landmarks" are characterized as important elements for the legibility of the place, and keeping them, in some cases, qualify the urban space, acting as visual landmarks (Figures 1 and 2).

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<sup>&</sup>lt;sup>3</sup> Available at: < https://www.latzundpartner.de/en/projekte/postindustrielle-landschaften/ >. Accessed in: 28 jun 2022

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Figure 1 and 2: Sketch of the "Landmark" concept by Kevin Lynch/ Industrial chimney as a visual landmark in urban space, Campinas-SP



Source: LYNCH, 1997. PREFEITURA DE CAMPINAS.4

Another potentiality relates to the adaptability of industrial structures for contemporary projects. As emphasized by Choay (2017), "isolated buildings, generally of solid construction, sober and easy to maintain, are easily adaptable to current use standards and lend themselves to multiple uses, public and private" (CHOAY, 2017, p. 219, our translation). That is, such structures after an evaluation of their physical conditions can be coupled to new proposed uses, facilitated by the robustness of these structures and the wide open spaces between them. Such characteristics can favor projects with mixed uses for these environments, enabling public-private partnerships that meet the interests and demands of both.

Therefore, these aspects allow the transformation of these ruins into potentialities for urban recovery projects and preservation of their historical characteristics. Moreover, in some cases, there is the possibility of the use of ecological planning concepts and sustainable landscape, as it is the case of the object of study approached here: attributing green spaces in consonance with the other uses, bringing one more layer of environmental quality for those who use the transformed area, enriching an area of the city with a green spot, benefiting society and the animal population that live there, as we will see later on. Identifying the potentialities of industrial ruins aims at giving new vitality both to the existing industrial structure and to the region in which it is located.

## Maringá - PR: formation of the city and the industrial zone

The occupation of the North region of Paraná began in the 20th century, with part of its development guided by the *Companhia de Terras do Norte do Paraná* and, later, by the *Companhia de Melhoramentos Norte do Paraná* (CTNP/CMNP). It sought, from the use of the São Paulo - Paraná railway line, fertile soils for the progress of cotton and, later, coffee

<sup>&</sup>lt;sup>4</sup> Available at: <a href="https://www.campinas.sp.gov.br/governo/cultura/patrimonio/bens-tombados/verBem.php?id=130">https://www.campinas.sp.gov.br/governo/cultura/patrimonio/bens-tombados/verBem.php?id=130</a> >. Accessed in: 28 jun 2022.

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cultivation. Factors such as the great productivity and extension of land, family production, and negotiation of restrictions on coffee planting gave the differential of the North Paraná's colonization, and caused an accelerated and more dynamic growth of urban centers (CORDOVIL, 2010).

The settlement of the area comprising the current municipality of Maringá started around 1938, while the first urban buildings began to be built in the 1940s. The strategic sale of the first lots in the region by CMNP resulted in several owners interested in urban and industrial development. The path of the railway line, which coincided with the main water dividers, determined the implementation of the city in the highest and driest area, reaching few riverheads. This location also freed the initial project of large slopes or areas unsuitable for occupation (MENEGUETTI; REGO; BELOTO, 2009).

In the mid-1940s, the engineer Jorge de Macedo Vieira prepared the Initial Urban Plan of Maringá. According to Ferreira and Cordovil (2014), the uses were decided through a rigid zoning and well-established design. The area occupied by the railroad maneuvering yard and its station, as well as other elements of the plan, was conceived from theoretical and urbanistic references that advocated the modern city, such as Howard's garden city, among other European and American trends (CORDOVIL, 2007).

The design (Figure 3) relates to the geographical conditions, through the topography that the main roads were determined. In the center, we see regularity and rigidity, where the use of public lots called for formalism and monumentality, while in the neighborhoods, a more irregular design following the site can be observed (REGO, 2001). There were six plans until it came to the one that was implemented. The first four were presented by Vieira, and the last two with modifications made, probably, by Cássio Vidigal and/or technicians of the Company, keeping partially the zoning prepared by the engineer (CORDOVIL, 2010).

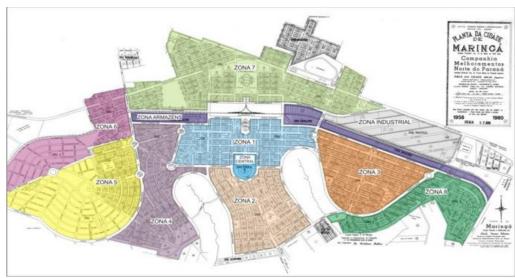


Figure 3: City plan of Maringá elaborated by CMNP in 1957

Source: CORDOVIL, 2010.

The production flow was a key factor, so the foundation of the cities and the construction of roads and railroads were connected. According to Monbeig (1984, apud

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CORDOVIL, 2010), there was an understanding between the subdivision companies and the railroad: the lots were not opened for sale without first ensuring that the train would pass there (Figure 4). Hence, the Company bought shares of the São Paulo-Paraná Railroad, in order to influence the extension of the railway line for its allotments (MENEGUETTI, 2007).

The implementation of the city of Maringá in the export and market route of agricultural inputs between the state of São Paulo and the South region aimed at the industrial and economic development of the region, as the territory had fertile soils and hydrography favorable to agricultural crops and manufacturing uses. In this context, Cordovil (2010) states that the settlement of the urban center was developed together with the elaboration of a plan with regional connection from a road-rail axis; in addition, the local topography was favorable to the implementation of modern urbanistic plans that contemplated industrial areas.

Figure 4: Path of the railway line coinciding with the water dividers. Elements of the CNTP landscape:

Roads and plots on the ridge

Source: YONEGURA, 2010.

Located at one of the limits of the urban perimeter of the original plan, the city's industrial area was, thus, strategically thought out. According to Pereira (2019), the area had road and rail connections, as well as complementary areas, such as workers' villages, shunting yards, and warehouses, supporting both workers and cargo transportation. This region was named "Zona 10." After the implementation of the cotton company SANBRA (Sociedade Algodoeira do Nordeste Brasileiro), the area was heavily occupied, transforming the city's economy by developing as an agro-industrial hub (PEREIRA, 2019).

### Zone 10: a potential area

The choice of Zone 10 in the city of Maringá as the object of study for the subject under discussion came, at first, from the fact that, historically, it was the initial industrial zone of the city, with an important role in its development. Later, when it was abandoned by the industries, it became one of the greatest urban voids near the city center, deteriorating over the years. From a preliminary investigation of the site, it was understood to be an object with the possibility for future revitalization of this degraded industrial space. Perceiving perspectives related to the

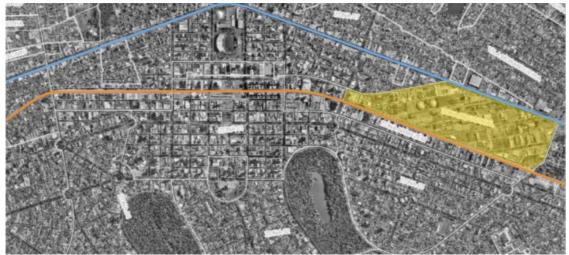
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rescue of local identity and historical memory, improvement of connections between the area and its immediate surroundings, and reconnection between local community and a currently idle space.

Figure 5: Location of Zone 10, and adjacent avenues for rail and road transport of local industries.



Source: GOOGLE EARTH, AUTHORS' ADAPTATION, 2022.

Zone 10 (in yellow in Figure 5), in the zoning plan of the *Companhia Melhoramentos Norte do Paraná*, is a region destined to the industrial area (Z-I) since the mid-twentieth century, with a large concentration of warehouses and manufacturing structures to meet the productive demand of this location, which was close to Zone 3, a neighborhood popularly known as the workers' village<sup>5</sup>. Its location was considered privileged for the outflow of the manufacturing production, with the railway line running along Monlevade Street in between Horácio Racanello Avenue (orange line in Figure 5) and Colombo Avenue (blue line in Figure 5), facing the road flow, cutting the city in an east-west direction, besides being relatively close to the railway station.

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Figure 6: The avenues of the Industrial Zone of Maringá (PR) - Zone 10.

<sup>&</sup>lt;sup>5</sup> "Zona industrial e o Centro" - Década de 1960. Available at: < <a href="https://www.maringahistorica.com.br/publicacoes/3144/zona-industrial-e-o-centro-decada-de-1960">https://www.maringahistorica.com.br/publicacoes/3144/zona-industrial-e-o-centro-decada-de-1960</a>>. Accessed in: 29 jun 2022.

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Source: HISTORICAL MARINGÁ COLLECTION 6

On March 1st, 1962, one of the first foreign capital industries to be installed in the city was founded. The *Sociedade Algodoeira do Nordeste Brasileiro S.A.* (SANBRA) had a definitive role in urban growth and, consequently, rural exodus. Its old structures, now industrial ruins, remain in the urban void to this day. As such, its history is of great importance for Zone 10 and will be discussed below. The Argentine company was established in an area of 123,496 m², facing the two outlets, initially functioning as a purchasing warehouse (Figure 6). The basic products were crude oil and bran; then processed items such as cotton, castor beans and peanuts were added; soybeans entered last, in 1969.

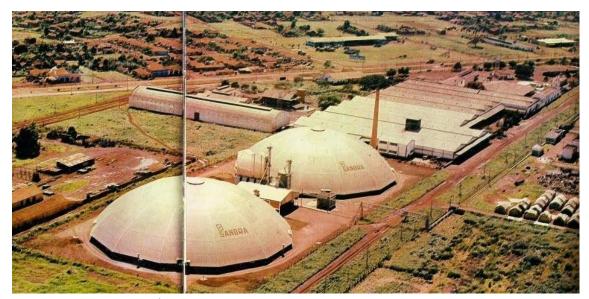


Figure 7: SANBRA's large silos on Monlevade Street.

Source: HISTORICAL MARINGÁ COLLECTION 7

SANBRA, being a large company, had, in addition to the warehouses, two large circular silos in its structure (Figure 7). When the first one was built, the locals assimilated it with a flying saucer, and it even appeared in the Folha do Norte do Paraná, a newspaper of the time. It is worth mentioning the presence of the chimney and the water tank, which still remain in the location, and contain the siren that marked the employees' schedule, besides serving as a reference for the residents of the nearby neighborhoods (Vila Morangueira and Vila Operária). The company closed down in 1993, when its shares were acquired by BUNGE Alimentos. In May 2005, BUNGE transferred its facilities from Zone 10 to the Bandeirantes Industrial Park, and the

<sup>&</sup>lt;sup>6</sup> "A importância histórica da SANBRA em Maringá". Available at: <a href="https://www.maringahistorica.com.br/publicacoes/644/a-importancia-historica-da-sanbra-em-maringa">https://www.maringahistorica.com.br/publicacoes/644/a-importancia-historica-da-sanbra-em-maringa</a>. Accessed in: 29 jun 2022.

<sup>7 &</sup>quot;A importância histórica da SANBRA em Maringá". Available at: < https://www.maringahistorica.com.br/publicacoes/644/a-importancia-historica-da-sanbra-em-maringa> Accessed in: 29 jun 2022.

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space previously occupied by SANBRA, between Avenida Colombo and Rua Monlevade, was acquired by a local businessman.<sup>8</sup>

Figure 8: Boundaries of Zone 10 and marking of the area related to the SANBRA industries, now abandoned.



Source: GOOGLE EARTH, AUTHORS' ADAPTATION, 2022.

Part of the old Zone 10 was occupied by other types of commerce and some small factories, leaving relatively intact the structures belonging to the former SANBRA industries (Figure 8). Today, this area of approximately 120.000m² has become a "white elephant" in the city's layout. The structures of the deactivated industry are the image of abandonment and neglect. Nevertheless, it continues to be an important landmark, still preserving, in itself, elements of the history of industrialization and the process of work organization in Maringá. Currently, the broken and rusty structures increase the hostile feeling of the place; the effective abandonment of the industrial buildings makes possible the permanence and shelter of homeless people, who, for being vulnerable, use these spaces as housing.

However, another phenomenon occurs in the industrial ruins (Figures 9 and 10): at the same time that part of the population seems to have an adverse relationship with them, another part seems to feel captivated by the abandoned structures, and it is common to see photo sessions and video recordings at the site<sup>9</sup>. It is also known that, until 2020, the NGO *Dignidade Animal* used part of the former SANBRA's structure as a temporary shelter for rescued animals, but there is no information on when these activities started <sup>10</sup>. The land, as previously mentioned, is privately owned, but it has been speculated several times by the city government and other investors for projects, which indicates an inclination of the owner to transform this place into a new structure.

Figure 9 and 10: Photos of the industrial ruins of Zone 10, Maringá - PR.

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<sup>&</sup>lt;sup>8</sup> "A importância histórica da SANBRA em Maringá". Available at: < https://www.maringahistorica.com.br/publicacoes/644/a-importancia-historica-da-sanbra-em-maringa>. Accessed in: 29 jun 2022.

<sup>&</sup>lt;sup>9</sup> "Exemplo de conteúdo gravado nas ruínas industriais da SANBRA". Available at: < https://www.youtube.com/watch?v=RqZhQZ5ICl > . Accessed in: 30 jun 2022.

<sup>&</sup>lt;sup>10</sup> "Para poupar animais de ONG, prefeito suspende carnaval de rua em Maringá" Available at: <a href="https://www.folhadelondrina.com.br/geral/para-poupar-animais-de-ong-promotor-manda-e-prefeito-suspende-carnaval-de-rua-de-maringa-1027894.html">https://www.folhadelondrina.com.br/geral/para-poupar-animais-de-ong-promotor-manda-e-prefeito-suspende-carnaval-de-rua-de-maringa-1027894.html</a>. Accessed in: 30 jun 2022.

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 $Source: AUTHORS' \, COLLECTION, \, 2022.$ 

#### **CONCLUSION**

Urban revitalization, which consists in the recovery of urban areas that are abandoned, underutilized or have been degraded over time, is an extremely important tool for reconstruction, restructuring, restoration and renovation of these spaces, especially when we consider industrial areas in abandonment, the theme presented here. These interventions can be linked to the municipality's integrated strategic planning and the master plan, and can include changes in buildings, transportation and local infrastructure, assigning functions and urbanistic elements with the aim of keeping alive the industrial memory, which has been deteriorating overtime.

In relation to the exposed object, Maringá's Zone 10 is configured as a great opportunity for urban transformation. Due to the deindustrialization of the area, the blocks were transformed into isolated developments, generating a lack of relationship with the surroundings and large abandoned empty lots, in addition to real estate speculation, since the underutilized spaces - former industries - and their huge lots present potential use, privileged location, basic sanitation and other demands related to infrastructure, attracting construction companies that reconfigure these spaces into large commercial enterprises.

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On the other hand, the industrial ruins, that is, the old structures that remain there until today, such as the circular silos and the chimney, constitute elements in these spaces that can be revitalized, and have new functions as important "landmarks" for the legibility of the place, even acting as visual landmarks. Furthermore, these ruins have potential for large-scale urban renewal, and can reinvigorate the entire area in which they are located, having the capacity to create connections with the parks already existing near Zone 10. Incorporating the industrial memory, so remarkable in the history of the city's development, represented by the elements that have survived time, contributes to transforming them into quality public spaces, leaving the situation of abandonment and turning the place into a landmark - preserving its past, but imbuing it into a project.

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