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making the future sustainable".

**A WORLD HERITAGE CITY AND ITS INDUSTRIAL LANDSCAPE:
THE BACANGA WATERFRONT
AT SÃO LUÍS, BRAZIL**

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THE NEED FOR INTELLIGIBILITY OF THE INDUSTRIAL LANDSCAPE

The themes addressed by this paper intersect the industrial heritage and its main components, from industrial archeology to the technical landscapes of production. The concept of industrial archeology and that of industrial heritage were born in England in the 1950s in response to the process of unloading industrial buildings and its infrastructures. The industrial heritage "is that heritage that allows us to establish the most complete knowledge of an industrial object considered to be significant and, in this respect, worthy of interest"¹. On this aspect, the existence of a common system of values for heritage can generate common identities and shared heritage. Industrial archeology is also "an archeology of the present, because industrial production is still the dominant reality of contemporary life and for its incessant renewal, it continually leaves very concrete traces of its history"². Industrial archeology is in fact composed of a legacy of the past through a discourse that brings a process of knowledge towards new features in the city and in the contemporary territory.

The TICCIH, at the Nizhny Tagil Charter defines that

Industrial heritage consists of the remains of industrial culture which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores, places where energy is generated, transmitted and used, transport and all its infrastructure, as well as places used for social activities related to industry such as housing, religious worship or education.³

Through *Court Trait  du Paysage*, Alain Roger describes that the industrial landscape, is not perceptible because "we do not know yet to see it". Jackson already states that "in the knowledge of an industrial landscape, a phase of abandonment or inertia is a necessary moment for its rediscovery, there must be an interim of death and the refusal of its discovery"⁴. The dynamism that includes this transition from the discovery

¹ Dambron P., "Patrimoine Industriel & D veloppement Local", Jean Delaville Editions, 2004; p. 48

² Negri M., "Che cos'  l'archeologia industriale", in Ricatti B. e Tavone F. (a cura di), *Archeologia Industriale e scuola*, Marietti Scuola, Casale Monferrato, 1989, p.7

³ TICCIH, 2003.

⁴ Jackson, 2005. pg

of industrial archeology to a process of inheritance comes as an evolution of the concept of heritage and is connected to our way of life and to the social imaginary that forges new recognitions. In addition, Preite argues that "the perception of the landscape goes beyond the sphere of individual experience and becomes the result of a collective construction based on interpersonal communication"⁵. Plato said that "intelligibility is the essential character of ideas"⁶ and, evoke this intelligibility in a context where the industrial landscape is not yet well defined as a project to highlight the industrial heritage is to return to the research directions and enhancement criteria that have been put in place. Preite argues that "the landscape comes to life when it is the object of a narrative, a multiple narrative that feeds on its focus through the variety of points of view and that is defined by virtue of the multiple interaction of the description"⁷.

From this point of view, the historic center of São Luís, Brazil as case study has an intrinsic relationship with the Bacanga River. It is the main landscape that is to the surroundings of the historical center tilted by the Unesco. The historic center of São Luís with the sea and the river dialogue between colonial urban occupation and water as a landscape that embraces this urbanization.

INDUSTRY AND WATERFRONT IN THE ISLAND

São Luís is the only city founded by the French in Brazil in 1612 and have the largest architectural complex of colonial historic buildings of Latin America. In this panorama, we find a useful case study for the development of the industrial heritage and its relation with the urban and biodiversity context in which it is inserted.

The Historic Center of São Luís, a Unesco World Heritage historical Center was delimited by the Rivers Bacanga and Anil. The first wharf was in the Bacanga River, and the city was developed boarding this waterfront. From this point of view, the historic center of São Luís has an intrinsic relationship with the Bacanga River. It is the leading landscape that is to the surroundings of the historical center tilted by the Unesco.

⁵ Preite *In* Natoli; Ramello, 2017. pg 73

⁶ Dizionario Treccani. *Intelligibilità*.

⁷ idem. pg 73

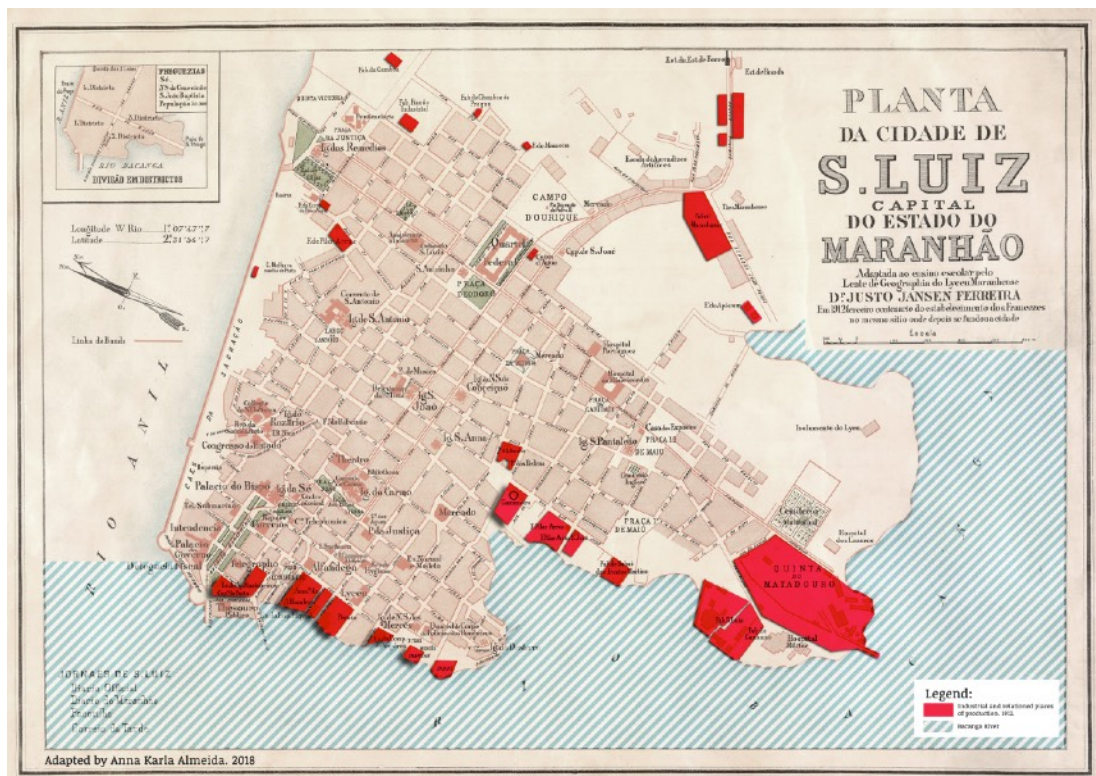


Figure 01: Map of the City Center of São Luís in 1912 and the principal industrial productions and near Bacanga River. Source: Anna Karla Almeida, 2018.

From natural resources, the Bacanga Park in which a large part of the Bacanga river is inserted, delimits as the lung of the island, fueling the oxygenation of the environment. Geographically it presents itself as a challenge, since the park serves as a balance between industrial pollution and residential areas, since, in the vicinity of the Park, there are the road, port, airport, penitentiary complexes, industrial district, federal university, Eletronorte's energy system and more than 400,000 inhabitants, including the Itaqui-Bacanga – Historical Center axis. In this context, there are three ancient industrial sites that this study propose.

The series of protoindustries are shown that are linked to the Bacanga River for the flow of production, for the use of water as a driving force and also for using water as one of the components of production. It is fundamental look at the present to build a thread in the process of recognizing a strong identity and identification with the territory in two contexts: first with the local identity and perceived by the citizens and by identification; second in the context of the global challenge. In a city with one million two hundred habitants, capital of the Maranhão region, with the situation of the

riverside populations that often live in subnormal urban settlements, without adequate infrastructure that leads them to a recognition of the need of urbanity for a further sense of community and connection with their heritage. A social cohesion is needed in a fragmented context. There is no way to build value for the heritage without attributing a new value to the value systems of the requirements on which we will build the innovation. If to innovate is necessary to recall, in the same way, each valorization operation includes a project.

INDUSTRIAL WATERFRONT BORDERS AND POSSIBLY FUTURES

The Bacanga State Park with the River includes an environmental conservation unit that still retains part of the Amazon rainforest. The perception of the Bacanga River such as cultural resource is important to valorize the industrial places found in the context of the Bacanga river. In fact, the interest for the creation of this network comes precisely from the recognition that these museums off the usual route of tourism in the region, and therefore, not located in the historical center classified by Unesco that is already well visited and disseminated as a heritage to visit.

Therefore, it is crucial to create and improve this trip to energize the axis of the tourist routes of the city. The idea is to promote this boat tour to seduce also with the inhabitants of the city, the tourists and interested by the industrial heritage, taking another way of the historical richness already recognized in the city of São Luís. The objective is create a fundraising project and start a route to visit the Bacanga River and its three main industrial heritage sites of the city of São Luís, Maranhão, Brazil and promote the river landscape and industrial heritage.

By secondary objectives, the project aims to create marketing solutions to make tourism development of the area and its industrial landscape, develop a system of collaboration between museums, create broadcasts through social networks to disseminate industrial heritage, industrial landscape and nature and promote sustainable development in the communities they surround the territories at the edges of the Bacanga river.



Figure 02: Proposed Route of the Industrial Landscape of São Luís. Source: Author, 2018.

In the first moment, to start the project it is necessary to bring together the three museums to align the speech of how to receive this request from people and how to prepare for this novelty. Advertising and museum disclosure will be changed to allow greater visibility of access to these places, which today are limited by the shore, instead of being better connected. For the expected results we plan to create a new dynamic of the tourist market in São Luís. Gradually will seek to strengthen the value network and open new doors to other ideas through collaborative processes and platforms that use technology to our advantage. The urban water should not be a barrier in the knowledge of the territory and its riches, it will have to allow to reach even further in the imaginary fluvial and all these stories.

The recognition of the patrimonial value of the industrial past by the citizens is fundamental for the implementation of a project that is based on a network between different public and private actors. There is no way to add value to equity without giving new dynamics to urban management project systems and the requirements upon which we will build innovation.