

## THE URBAN TRANSFORMATION IN THE HISTORICAL CENTERS OF RIO DE JANEIRO AND SALVADOR FROM THE 1970s TO TODAY

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### ABSTRACT

*Rio de Janeiro and Salvador have similar urban histories. The urban form is much seemed. Today, the two of them are port, tourist, commercial and services cities where nature and urbanity are mixed in a singular way. Different policies, in late 1970s and early 1980s, had made that the traditional centers of both cities had antagonistic destinations. While one, Rio, always has preferred to preserve its center as main administrative and business space, beyond historical, the other one, Salvador, has decided for decentralization and introduce a new centrality.*

*Today, we find two different traditional centers. While in Rio, more and more the population of the city has pride of its center and also frequents by night and in weekends, occupying public and private spaces, in Salvador, the local population moves away from the center, leaving it for the tourists who enchant themselves with the thematic park that reproduces the 18th century city.*

*Keywords: historical center; urban revitalization; urban patrimony.*

### INTRODUCTION

The interest about the urban traditional centers of the great cities starts to make part of the paradigm of the sustainable development in the late 20<sup>th</sup> century. The revitalization of central areas through the reuse of the existent inheritance depends on the viability of the system. In Brazil, cities as Salvador and Rio de Janeiro invest more intensely in the revitalization of its traditional centers from the 1990s, after several attempts and projects in previous years.

Salvador and Rio de Janeiro have very close urban histories. Both are founded with the principles of colonial rule - the first was founded in 1549 and the second in 1565. Both are important fortified ports, inside bays, with good visibility so much for the protection of what it could comes from the sea and of what it could comes from the hinterland. Both are fortresses of protection of Portuguese territory. Both have been capitals of Brazil for, approximately, 200 years each - Salvador from 1549 to 1763 and the Rio from 1763 to 1960.

Both are cities that have the slaves' labor as important component of its society and its economy and in the 19<sup>th</sup> century both begin an industrialization process that is not developed. Both are port cities that have in the commerce of importing and exporting the central base of the economy. Today, both are capitals of their states, tourist cities, and both maintain local administrative and political functions, with an important port and commercial, business and services activities.

Both urban forms are very similar with a growth vector that follows the line of the bay - towards the Atlantic Ocean follows the most privileged class and towards the inner bay, the less privileged class - in function of the topography barrier. When this is mastered, the interior is added up to the urban space of the city. The two cities mix nature and urbanity in a singular way. The principal functions are developed in their centers from its foundation up to middles of the 20<sup>th</sup> century. Both centers grow by incorporating new spaces - through bay landfills, hills dismounting or by vertical growth-, and continue as privileged areas inside the city. However, in the 1970s, the centers of both cities took opposite directions because of different policy decisions. The traditional centers become public spaces with different functions. While one, Rio, prefers to preserve its center as the main business and administrative area, besides cultural and historical, the other one, Salvador, decides to bet for decentralization and introduces a new centrality, separating the business and administrative center, from the historical center.

## TWO TRADITIONAL CENTERS

### SALVADOR

The city of Salvador, founded in 1549 to be the capital of the General Government of Brazil, is established in a central point of the Brazilian coast. The core of Salvador is divided in two parts: one - that is on the geological fault and where is the administrative, political, religious and residential center - is called of *Cidade Alta* (High City), and another part, which is in the sea level, with the port and its warehouses, is known as *Cidade Baixa* (Low City). Salvador was the main port of the Portuguese America, being a compulsory scale to the Pacific routes and was the most important city of the south hemisphere over two centuries while it was the capital of Brazil.



Figure 1: Salvador Traditional Center

Up to the 19<sup>th</sup> century, the *Cidade Alta* and the *Cidade Baixa* maintain the same functional division of the previous centuries, and the limits of the city are the same since the 18<sup>th</sup> century. Salvador remains as capital of the colony up to 1763, when the Capital is transferred to the Rio de Janeiro. Nevertheless, Salvador is still the capital of an important province, Bahia, and does not lose its importance.

In the *Cidade Baixa*, the constructions rise up without ordering, the streets are narrow and without straight alignment. There are the Arsenal of the Navy, the Customs, the Commercial Association and the consulates, beside warehouses, wharfs, markets, including the slave trade, wholesale and retail commerce, offices of importers and exporters, small industries and maritime agencies.

Up to the first decades of the 20<sup>th</sup> century, Bahia's economy was focused on the agriculture around the *Todos os Santos* Bay, turned to the internal consumption and for export. The development of port and business activities stimulates the enlargement of the area with successive landfills, between 1860 and 1915. The last landfill to enlarge the port, in the early 20<sup>th</sup> century, offers a new space for the downtown area that is called *Comércio* (Commerce).

The wholesale and port activities and the establishment of a financial center reached its height in the 1970s and 1980s. The *Comércio* remains as the main business and financial center of Salvador until late 1990s, when the principal banks and enterprises offices move in a area of the city.

The Sé (Cathedral) District, in the *Cidade Alta*, remains the administrative, political and religious center from its foundation up to the 1980s. Around the Square Palace, now called Tomé de Souza, are the Municipal Palace, the City Hall and the Palace of the Governors.

Just as in the *Cidade Baixa*, out of the central nucleus of the Sé District, the constructions are raised without straight alignment. That produces an asymmetry and converts the area in a labyrinth of streets, alleys and lanes. The lots of the private buildings are narrow and long. Such constructions have shy fronts with doors and windows open up to the street, equally narrows, which makes difficult the sunlight penetration. There are no free spaces in the central area, which is

densely built.

In the 1910s, Salvador and its center suffer urban reforms that begin the transformation of the traditional center. Streets are widened and avenues are created directing more and more the city towards the Atlantic Ocean by one side and to the Peninsula of Itapagipe by the other, bordering the bay. New eclectic buildings replace old colonial houses. A new image is introduced both in *Cidade Alta* and in *Cidade Baixa*.

From the 1970s, both *Cidade Alta* and *Cidade Baixa* suffer the consequences of the formation of new commercial and business areas in the city. The development of the Iguatemi area, where were built the Iguatemi shopping center, the new bus station and the new access to the city in mid-1970s, besides the opening of the valley avenues, principally the Parallel avenue and the construction of the new Bahia Administrative Center make easy the dislocation in northern direction, moving to the new area the administrative, commercial and business functions, contributing to the process of decadence of the Traditional Center. All the new investments and the public policies are directed to the new center.



Figure 2: Salvador and its centers and valley avenues

## RIO DE JANEIRO

After the expulsion of the French and the Indians Tamoios from the Guanabara bay, the Portuguese establish an urban nucleus between the Hill Cara de Cão and Sugarloaf Mountain, in 1565, strategic point, with good visibility of the Guanabara Bay. When the Portuguese dominate totally the territory, this small nucleus changes (1567) for the *São Januário* Hill, later called *Morro do Castelo* (Castle Hill), where they install the House of Chamber and Chain (Casa de Câmara e Cadeia), the warehouses of the Real Treasury, the Jesuits church and the Cathedral. Also the inhabitants build their houses. The population is protected well by ramparts with artilleries. Rio is an important naval base during the colonial period, an important port for sugar cane exportation that comes from the fields around the bay. The city is surrounded by a swampy plain between the coastal range and the sea. Gradually, the city spreads out for the slopes of the hill towards the plain. Finally, the city is located in the quadrilateral formed by four hills: *Castelo* Hill, *Santo Antônio* Hill, *São Bento* Hill and *Conceição* Hill.

The streets layout up on the *Castelo* hill is irregular, like the medieval Portuguese cities, but below, in the plain, regularity reflects the ideas of the Renaissance. The streets are drawn parallel and perpendicular to the sea, producing an irregular grid that consist by lots with a narrow front and long in the longitudinal dimension.

In mid 18<sup>th</sup> century, the struggles between Portuguese and Spaniards intensify in the River Plate (Rio da Prata). The Rio de Janeiro is closer to the Colony of Sacramento, the Brazilian base in the River Plate, besides being the nearest port of recently discovered “general mine”, in the center of the Country. These two reasons take the Prime Minister of Portugal, the Marquis of Pombal, to transfer the capital from Salvador to the Rio, in 1763.

In 1808, with the installation of the Portuguese Court in Brazil - fleeing the Napoleonic wars -, the Rio de Janeiro becomes the seat of the new political

structure of the United Kingdom of Portugal, Brazil and Algarve. The streets are still narrow, but the constructions improve, they are stronger and better built. The quadrilateral core still maintains, in its structure and in its scenery, the colonial character. This area is called Old City (*Cidade Velha*). However, the urban area is extended towards the north, for the New City (*Cidade Nova*), by continuation of the Old City, up to São Cristóvão and, to the south, up to Botafogo.



Figure 3: Rio de Janeiro City

After 1850, it takes place a new and important period of expansion, not only for the annexation of new areas but also for the suburbs growth and the development of new means of transport. Coffee farmers build comfortable houses far from the Center, in Botafogo or in São Cristóvão. The city expands beyond its initial boundaries. The urban area keeps on changing its image during the whole 19<sup>th</sup> century.

The wealthy classes leave the Center, abandoning their old houses, which, after being subdivided, change into collective dwellings. It is inns or tenements, which start to rent small rooms without ventilation, bathroom or kitchen. In the Center, as well as in the new districts, a new type of popular residence appears for the low income classes, the slum tenements located in the back of ancient constructions or in lands acquired for this purpose.

The dismantling of hills in the Center contributes, with its lands, to make easy the landfills that open spaces for new divisions in lots and new streets. The process of conquest of new urban areas does not follow a preconceived plan. Meanwhile, the Center maintains its ancient functions and the colonial image. The firsts years of the Republic, proclaimed in 1889, great socioeconomic, political and cultural changes are produced in the city. The socioeconomic changes are associated with the transition of social relations type master/slave to the kind of bourgeois/capitalist. The doors open to the capital and to the civilized society and the capital of the young Republic intend to be a tropical extension of the European civilization and economy.

In the Rodrigues Alves presidency (1902-1906), with the project of modernizing Brazil and its capital, his priorities are: improvement and modernization of the port, which facilitates the trade of coffee and immigration of manpower needed for economic development. After the reforms, the new downtown Rio has no longer houses residences, except in its peripheral areas, but retains all the functions of the capital of the country in the Center.



Figure 4: Central Avenue, now Rio Branco Avenue, in 1910

In the 1920s the downtown, once more, suffers drastic surgeries like, for example, the conclusion of the dismantling of the *Castelo Hill*, which opens new spaces: an esplanade and the use of the land for the landfill of part of the bay.



Figure 5: Rio Center after dismantling of the Castelo Hill

In the 1940s, the Avenue President Vargas has been opened destroying some tracks more of the colonial city and reflects a new urban model and deals with high buildings, much more linked to the Chicago School than to Paris. Since then, the eclectic constructions start to be replaced by the representations of the Modern Movement and the International Style, converting the Rio Branco Avenue in a ravine of tall towers of glass and steel.

In 1960, the Federal Capital moves to Brasilia, transferring to the new city the federal politic and administrative functions. Such a fact brings changes in the Center, but Rio does not lose its principal functions like center of a new state: the State of Guanabara. Already in the 1970s, Rio enlarges its function of capital with the fusion of the states of Guanabara and of Rio de Janeiro. The 1980s economic crisis and the stabilization of the urban population growth lead to stagnation in the real estate industry in the Center.



Figure 6: view of Presidente Vargas Avenue

## TWO POLICIES

From the 1980s, programs are prepared to rehabilitation, requalification and restoration of the architectural urban space inheritance of both centers, which are abandoned by different reasons.

Salvador municipal government bet by decentralization and a requalification of its historic center, financed by the State, funded by transforming its streets in a tourist destination, removing the residents of their buildings, once the traditional uses of the downtown had already been established elsewhere in the city. On the other side, Rio municipal government prepared a project called "Cultural Corridor", which, through interventions of cultural character, together with owners and investors, decided to attract cultural centers, theaters, cinemas, high-quality commerce and restaurants to the central area, but keeping the traditional uses.

## SALVADOR

With the discovery of oil in the late 1940s and the development of Camaçari Petrochemical Complex, in the 1970s, Salvador assumes the character of metropolis, which encourages the emergence of new commercial center. In the last three decades the growth of Salvador urban area occurs in the form of islands around new consumptions centers or new housing subdivisions and private condos.

This dynamic growth and the migration of functions defaced the city. The new centers emerge under the argument of "obsolescence" of the traditional central urban structure, using the slogan "Bahia building a future without destroying its past." These new centers were built in eccentric and totally deserted areas, in the 1970s. The principals new elements are: a new bus station; a shopping mall; a new access to the city - North Access; a new avenue, Parallel Avenue, which connecting the city to the airport; a new Bahia Administrative Center; and the network of valley avenues projected in 1940s but only implemented in the 1960s and 1970s.



Figure 7: a new bus station; a shopping mall; a new access to the city - North Access - in the Iguatemi area in 1975



Figure 8: the Tancredo Neves Avenue in the Iguatemi area today

With the migration of the principal administrative, commercial and services activities and the easiness of access to the new area, the traditional center decays and becomes a residential area of very low income class, with delinquency and prostitution, and a commercial area to the lower classes - *Sete de Setembro* Avenue and *Baixa dos Sapateiros*.

In *Cidade Alta*, seeking to recover the traditional center, shopping malls are built specialized for a public transportation user. To facilitate the movement in the central areas, bus terminals are built on the urban center periphery - Lapa, Aquidabã and Barroquinha, and France in the *Cidade Baixa*.

In *Cidade Baixa*, the region named *Comércio*, until the 1980s, is very buzzing area with the banks main offices, the enterprise of importing and exporting trade, and also has some of the principal monuments-landmarks of the architectural, religious and economic development. The expansion in northern and northeast direction, to the region of Iguatemi and the avenues Tancredo Neves, Antonio Carlos Magalhães and Paralel, leads to the decadence this area of the city. The result is an accented depreciation of the urban value of the whole area, an image of degradation and deterioration of the urban landscape with most of the buildings abandoned and derelict.



Figure 9: view of the Comércio today

Since 1965, there is a policy to the recuperation of old houses and blocks of the *Cidade Alta*, deteriorated over the centuries. The revitalization of Pelourinho, in the 1970s, had welfare character and was concentrated in the sanitation of the site and in the re-education of the poor population that had turned into slum tenements the ancient dwellings before residence of the high class, the landowners and the clergy. In the 1980s there has been an accented increase of degradation. The interventions were specific actions that seek to save one or another building without a project that considers the entire urban fabric of the 17<sup>th</sup> and 18<sup>th</sup> centuries.

Salvador has its historical center declared as heritage by IPHAN (the Brazilian historical heritage institute) in 1984 and recognized by UNESCO as World Heritage Site in 1985. After that, in the 1990s, the Bahia government plans to leverage the tourism, like economical alternative.

From this framework, the construction of a model of development through tourism was taking a hegemonic character in Salvador society, based on the idea of natural vocation for tourism. Thus, since 1991, the state government has encouraged the tourism industry so clear, and this economic activity as one of the pillars for the development of the state. (Mendes, 2006, p. 199)

In 1992, the area is inserted in a great project of restructuring called “Project of Reform and Recuperation of the Salvador Historical Center” with several expropriations under the indeterminate legal concept of “public utility”. Basically, the undesirable residents are discarded by their social position and, instead, imposes a culture of Bahia folkloric. (Puglies, s/d)

The restoration program, divided in seven stages, involves measures that depart from an urban zoning of entire neighborhoods where recovery involves almost a thousand buildings, the basic sanitation, water supply, sewer, light, telephone, internet cables, etc. and the registration of inhabitants, about four thousand people.

The policy of the Bahia government is, until today, consistently cited as a Brazilian example of a well finished of historical heritage preservation that provoked elitism, exclusion of the poorest and reproduction of social inequalities. (Cantarino, 2005)

Since 1993, the Bahia government justified the massive intervention by the demand in attracting more tourists to the city. The State intervenes in the public space to turn it in a shopping center and leisure area, imposing a new dynamic for use by the expulsion of the residential population and providing subsidies for the new cultural and tourist commercial functions. (Muñoz, 1999)

The new functions favor the concession of credits for shops of craftwork, boutiques, jewelry stores, restaurants, coffees, bars, among others. The State and the Local authority install banks, elementary and vocational schools as well as public institutions (IPAC, Museum of the City, and others), post office, center of health and of police officer. The traffic inside the Pelourinho limits itself after a parking of seven floors was ended for cars, accessible by the *Baixa dos Sapateiros*, giving access to the pedestrian in the Laranjeiras street. Slide-ways and the Lacerda elevator are recovered to make easy the connection between *Cidade Alta* e *Cidade Baixa*.



Figure 10: aerial view of Pelourinho

The interventions use patrimonial arrangements to answer the appeal of real state and tourism. In both cases, the maintenance of the original populations was not an interventions premise. With the compensation of 99 % of tenants in the area and making their change carried out in trucks of the Municipal government to peripheral areas, the recuperation of the Historic Center represented a doubtful operation of the social and cultural point of view.

## RIO DE JANEIRO

The center of Rio has always been characterized by the business, commercial, political, administrative, banking and recreation functions. It has not a tourist character, since other areas have bigger appeal and the principal hotels are installed along the bay, in the border of the Atlantic Ocean and in the South District. Since the 19<sup>th</sup> century, the Center is no longer a residential area, except the region of Lapa and other peripheral central regions. From the 1990s, this structure begins to change with the project of revitalization of the Historic District and also the stimulation of housing construction in some areas pre-defined.



After the change of the capital to Brasilia, the Center loses vitality, which is accentuated by the population displacement for new areas, like the *Barra da Tijuca*, increasingly remote from the central core. Despite being an active center during the day, until the 1990s, on evenings and weekends the local population does not consider its streets attractive, becoming, in this period, an empty space.

Much are the attempts of the Municipal government to revive the Center, but without great results up to the 1980s, when the Cultural Corridor, a project of the Municipality of Rio de Janeiro, has been developed by the Rio Art Foundation, the Municipal Department of Culture. The Cultural Corridor has the objective to preserve and revitalize the Center, trying to rescue part of its ancient splendor. In an integrated way, the Project joins the preservation of the historical and cultural inheritance, the recuperation and the renovation of architectural and urban spaces together with the social and economic revitalization.



Figure 11: The Corredor Cultural areas

The project that begins to be discussed in 1979 has the local community participation as a basic point of the policy adopted. The results of the introduction of the proposal were depending on the owners' awareness of the importance of preserving the architectural and participate to make the steps of preparing and monitoring the project.

Begun through actions of the municipal government, from its origin the Cultural Corridor Project has been supported by owners, merchants and community. Considering four basic aspects in the urban re-qualification like history, memory, historical architectural models with economic and constructive viability, besides favoring the occupation of open areas with new constructions that were promoting a reinterpretation of historic buildings with a contemporary language. (Alcantara; Barbosa; Rheingantz, 2006)

The Cultural Corridor implementation was divided in two objectives: environmental preservation and urban renewal. In the first one, modifications are not admitted in facades and roofs, only internal, maintaining the architectural, artistic and decorative characteristics; constructions must obey to parameters set in the project. In the second one, the new buildings must obey integrated project in the architectural spaces and to maintain prearranged heights. For this, a manual was prepared "How to recover, rebuild or build your property in the Cultural Corridor" in 1985.

The Center revitalization makes part of the Strategic Planning aiming to revitalize stagnant urban areas, environmentally and economically. Thus, it aims to create new infrastructures to the development of the market and cultural production through the renovation of the existent equipments. In the approach not if only prioritize the aesthetic and physical aspects, but also those of social and economic. Since 1988, around 15 historic buildings were restored, recycled and administered by federal, state and municipal organisms to be Cultural Centers and museums. The project takes new impulse after 1993, when there is introduced an extensive program of public spaces recuperation through private-public partnership.

The Project SAGAS that includes three ancient districts of the old port area - Saúde, Gamboa and Santo Cristo - is a residents' associations initiative - "Group of

Communitarian and Institutional work of Protection and Increase in value of the Cultural Inheritance of the districts of the Saúde, Gamboa and Santo Cristo” - which, unlike the Cultural Corridor, focuses on setting parameters for the occupation through the elaboration of legislation to land use.

Lapa, that throughout the 20<sup>th</sup> century was the object of several urban projects, suffers a process of disarticulation on its urban layout and inheritance destruction. With the Cultural Corridor project, several houses pass by restoration and some district areas are rebuilt. In front of the Arches (the ancient aqueduct), it opens a great square that allows the presentation of shows and popular concentrations. This space, together with the *Circo Voador* (Flying Circus) and the *Fundição Progresso* (Fusing Progress), gives rise to the return of music for the Lapa streets, unleashing a movement of return of the traditional samba and the incentive to open bars and restaurants.



Figure 12: night view of Lapa and the Arches

In the housing policy, the slum tenements, which are the first type of rental housing in Rio, are now a revitalization object through the Municipal Department of Housing since 1996, mainly in the port area. After acquiring the property, the Municipal government modernizes them with more ventilation and lighting, new electrical and plumbing installations and, then, the residents start to pay a rent. The pilot Project reformed houses of Mosqueira alley, Sacadura Cabral street and Cunha Barbosa street.

In the *Cidade Nova*, the installation of the Teleport reinforces the Center vocation of a principal business area. Its implementation began in 1993 and includes construction of 29 "intelligent buildings" interconnected by fiber optic in a territorial extension of 250 thousand m<sup>2</sup> and a building area of 450 thousand m<sup>2</sup>. The principal objective is to turn Rio in an international tertiary center.

## TWO RESULTS

Preserve and restore property does not mean "crystallize" them as pieces or museums. The point is precisely the way to make use of the property preserved without removing their meaning. By protecting the cultural assets of a society, aims to actually preserve its cultural identity, therefore, to see changed or lose significant architectural and landscape events, the individual also loses the referential systems that allow their identification with the city you live in especially when old tissues are devastated and new urbane objects start to compose the scenery, with massive alterations in the scale of the place. (Lima, 2005)

Faced with two different policies in relation to both historic centers, the results can be considered antagonistic. In Rio, more and more the population of the city, the natives of Rio, know his Center and frequent it again to attend not only in business hours, but by night and on weekends, occupying public and private spaces, and to the Center the lively life of the rest of the city. In Salvador, the population of the city more and more turns away from the Center, no longer recognizes themselves in the central streets and leaves it to the tourists who enjoy the streets as a thematic park that reproduces the 18<sup>th</sup> century town.

## SALVADOR

After the initial investment to revitalize the area of Pelourinho, in 1993, which had clear intention to turn the area in essentially tourist, we start to notice an empty site by the resident population of the city, either by the difficulty of access by bus or by car either by the displacement of the population that previously lived in the restored mansions. The preference for a tourist place, recreational, which does not stimulate the presence of the people of Salvador was reflected today when only the lower classes and the intellectuals still frequent the streets of Pelourinho, especially on party days and shows, but not in their day-to-day.

In 1993, after the aesthetically intervention adopted in Pelourinho disfigures the old faces and symbols of the Center - small shopkeepers, shoemakers, prostitutes, musicians, groups of capoeira - to give it a new image: businessmen, owners of jewelry stores, concert halls, franchise boutiques, restaurants, etc. But these new uses and franchises, for a higher class, gradually withdraw and there does not remain of that first post-reforms occupation. The population to which it is these enterprises does not adopt the reformed streets of Pelourinho as their shopping and leisure space, preferring one of many malls built in other areas of the city.



Figure 13: a typical shop of Pelourinho

On the other side, the Pelourinho facades, painted with a colorful excessive, deteriorate rapidly, because of the bad quality of the rehabilitation works. The expelled residents also do not take a long time to re-circulate through the streets as beggars, hawkers, selling drugs to tourists, prostituting themselves.

After more than fifteen years of the start of implementation, divided in several stages, the Project of Reform and Recuperation of the Historical Center maintains its original outlines, aiming to attract great undertakings turned to the tourism industry in detriment of the preservation of the inhabitants.



Figure 14: a Praça da Sé view

Today there are art galleries, craftwork shops, various NGOs, museums and bars with plastic tables in the street. The resident population of Salvador when attend to the streets of Pelourinho feel tourists in their own land.

In the *Comércio* case, which already secured to Salvador the title of the most important commercial hub of the South Atlantic, streets were buzzing until the mid-1970s, with stores of household appliances, fashion, decoration, tobacconists and banks. Mixing buildings from different periods, the site allows a trip through the city's architectural past and also shows how mistaken public policies can prematurely terminate a cycle of prosperity. Today the area is no longer the financial center of the capital of the state that was moved toward the Tancredo Neves Avenue and Iguatemi region where new neighborhoods converge. In its

orthogonal pattern, we find a succession of buildings destroyed by time, buildings that portray an era, most of which are half-filled or completely empty.

## RIO DE JANEIRO

And the Center is revitalized. Making a parody of the famous expression that was used in the beginning of the 20th century, to illustrate the construction of the Central Avenue, the downtown is currently experiencing a new phase. There are several real estate projects such as hotels, new residential and commercial constructions, new bars and restaurants that illustrate the great economical and residential potential that the Center of the city, known by its bohemian, were now rescued. (Revitalization of the Street ...)

The development of the Cultural Corridor project is divided in four periods: deployment, consolidation, organization (incorporation of the public spaces and incremental improvements) and integration. The area of the Cultural Corridor presents a user population of around two million passers-by belonging to different social groups that circulate in the avenues, streets, squares and alleys where buildings from different periods shelter different commercial and institutional uses. The public municipal power invested heavily in the works of urban requalification, re-urbanizing streets and squares and investing in the lighting of the most significant buildings. (Lima, 2005)



Figure 15: requalified street - rua dos Mercadores

Quality commerce, principally in the area of the fashion and bookstores, has been installed again in the Center streets attracting not only the population that works in the area but also those who frequent several cultural and leisure institutions. Theaters and cinemas are reformed, modernized and reopened, besides new cinemas that open principally in many cultural centers. Many bars and restaurants, which before closed its doors at the end of the day, now maintain its activities at night, with happy hours and music, tables in the sidewalk and lots of fun. The movement in every weekend gradually grows in function of the opening of the art's galleries, cultural centers, bars, restaurants, cinemas and theaters. The Municipal government has contributed to the movement in the Center in every weekend through projects like "Weekend in the Center" that, in the first weekend of the month, develops a set of events and attractions, many of them free.



Figure 16: requalified street - rua da Carioca

In case of the Lapa area, a residential area, which suffered a strong process of decadence, has its daily life transformed when the public interest come back to the area, mainly linked with music projects. In 2000 the Lapa Cultural District was created and begins the process of restoring old buildings.



Figure 17: old buildings restored in Lapa

The novelty of the Lapa revitalization is that it happened by private initiative. Concert halls, bars and cultural activities attract young persons of varied ages and socioeconomic profiles different. The samba divides space with the hip-hop, the reggae, the rock roll and the electronic music. (Durães, 2007)

Another consequence of the Lapa revitalization is the turn of real estate residential developments to the middle class, attracting including businesses from other states. With that, it begins a process of requalification of the commerce, an improvement of services and public spaces

## TODAY'S CHALLENGES

At present, the challenges to the two cities are concentrated in the revitalization of the port areas and encouraging the creation of downtown residences. Projects and proposals have been presented, so much for the area of the *Comércio* in Salvador, as for the port zone of Rio.

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