Abstract

This master thesis deals with the towns that were established by the Czech entrepreneur Jan Antonín Bat'a in Brazil between 1941 and 1965: Batatuba, Vila CIMA – Indiana, Mariápolis, Bataguassu and Batayporã. The phenomenon of the Brazilian Bat'a towns is analysed through lenses of the histoire croisée approach in order to show these cities as a result of the interaction between several urban planning concepts, Brazilian political and economic contexts, and Jan A. Bat'a’s own plans and intentions. To do so, I analyze several projects and relevant supporting documentation about the Bata Shoe Company’s ideal industrial town as well as the cities established by Jan Antonín Bat’a in Brazil. Therefore, the Brazilian Bata towns are presented as a special chapter of a transnational history of the company towns established by the Bat'a Shoe Company in different areas of the world. Primary sources indicate that Jan Antonín Bat’a wanted to create mixed agrarian-industrial settlements in which families would be able to work on factories and farms at the same time, creating a new urban model that I am calling the “Bata Agrarian-industrial town”.

Keywords: Brazilian Bata towns, Jan Antonín Bat’a, Agrarian-industrial town, transnational urban studies