

Abstract

This master thesis deals with the towns that were established by the Czech entrepreneur Jan Antonín Baťa in Brazil between 1941 and 1965: Batatuba, Vila CIMA – Indiana, Mariápolis, Bataguassu and Batayporã. The phenomenon of the Brazilian Baťa 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. Baťa'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 Baťa in Brazil. Therefore, the Brazilian Bata towns are presented as a special chapter of a transnational history of the company towns established by the Baťa Shoe Company in different areas of the world. Primary sources indicate that Jan Antonín Baťa 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 Baťa, Agrarian-industrial town, transnational urban studies