



# Among *Sebos*<sup>1</sup> and Bookstores: the cartography of a printed culture circuit and Curitiba's Intellectual and Cultural History

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**ABSTRACT.** In Educational History, this paper aims to map a group of bookstores and second-hand bookshops in Curitiba to study these spaces as a printed culture circuit in Curitiba/PR. This city has invested in various projects to spread reading as a practice that radiates culture. As a methodological resource, a mapping was made in online cultural guides, websites, and web pages, to identify the leading second-hand bookshops and bookstores in the city and thus draw a mapping of these spaces. In all, 23 stores were found, 11 of which are bookstores, six function as second-hand bookshops and bookstores, and another 6 act as second-hand bookshops. In addition, bibliographical research was also carried out to indicate how research has been done on these second-hand bookshops and bookstores as possible intellectual and cultural circuits in a city. The dialogue with Aníbal Bragança and Baptistini was fundamental to thinking about the importance of these spaces in the Curitiba scene. As a result of the research, the importance of second-hand bookshops and bookstores to the cultural life of Curitiba as spaces of cultural mediation and their relevance to the intellectual circulation and promotion of the construction of sociabilities became obvious. Furthermore, we verify the role of memory spaces played by second-hand bookshops, which keep evidence of the intellectual and cultural life of different times.

**Keywords:** sociability; cultural production and mediation; intellectual circuit; memory spaces.

## Entre sebos e livrarias: cartografia de um circuito da cultura impressa e da História Intelectual e Cultural de Curitiba

**RESUMO.** Este trabalho, que se localiza no campo da História da Educação, objetiva traçar um mapeamento de um conjunto de livrarias e sebos de Curitiba, com o intuito de investigar esses espaços como um circuito da cultura impressa da cidade de Curitiba/PR, cidade que tem investido, de diferentes modos, em projetos de difusão da leitura como prática irradiadora de cultura. Como recurso metodológico, foi feito um mapeamento em guias culturais on-line, sites e páginas da internet, a fim de identificar os principais sebos e livrarias da cidade, e assim traçar um mapeamento desses espaços. Ao todo foram encontradas 23 lojas, sendo que 11 são livrarias, 6 desempenham a função de sebo-livraria, e outras 6 atuam como sebos. Além disso, também foi feita uma pesquisa bibliográfica para indicar por onde tem passado as pesquisas sobre sebos e livrarias como possíveis circuitos intelectual e cultural de uma cidade. O diálogo com Aníbal Bragança e Baptistini foi fundamental para pensar a importância desses espaços na cena curitibana. Como resultado da pesquisa, ficou latente a importância dos sebos e livrarias para a vida cultural de Curitiba, como espaços de mediação cultural, e sua relevância para a circulação intelectual e fomento para a construção de sociabilidades. Além disso, verificamos o papel de espaços de memória, desempenhado pelos sebos, que guardam indícios da vida intelectual e cultural de diferentes tempos.

**Palavras-chave:** sociabilidade; produção e mediação cultural; circuito intelectual; espaços de memória.

## Entre librerías convencionales y de segunda mano: cartografía de un circuito de la cultura impresa y de la Historia Intelectual y Cultural de Curitiba

**RESUMEN.** Este trabajo, ubicado en el campo de la Historia de la Educación, tiene como objetivo mapear un conjunto de librerías convencionales y de segunda mano en Curitiba, con la intención de investigar estos espacios como un circuito de la cultura impresa de la ciudad de Curitiba/PR, ciudad que ha invertido de diferentes maneras en proyectos de difusión de la lectura como práctica irradiadora de cultura. Como

<sup>1</sup> Second-hand bookshops.

recurso metodológico, se mapearon guías culturales en línea, en sitios y páginas de internet, con la finalidad de identificar las principales librerías de primera y segunda mano de la ciudad, para construir un mapa de estos espacios. En total fueron encontradas 23 tiendas, siendo que 11 son librerías convencionales, 6 venden libros tanto de primera como de segunda mano, y otras 6 trabajan apenas con libros de segunda mano. Además, también fue hecha una investigación bibliográfica para indicar por donde han pasado las investigaciones sobre librerías como posibles circuitos intelectual y cultural de una ciudad. El diálogo con Aníbal Bragança y Baptistini fue fundamental para pensar en la importancia de estos espacios de mediación cultural y su relevancia para la circulación intelectual y para el fomento de la construcción de sociabilidades. Así mismo, verificamos el rol de espacios de memoria desempeñado por las librerías de segunda mano, pues ellas guardan indicios de la vida intelectual y cultural de diferentes tiempos.

**Palabras clave:** sociabilidad; producción y mediación cultural; circuito intelectual; espacios de memoria.

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## Introduction

This article, produced in the field of History of Education, aims to map a set of bookstores and *sebos* in Curitiba, which are understood as one of the circuits of production and circulation of knowledge and culture in the cities, besides being a means of production and intellectual promotion. In the specific case of *sebos*, they are also understood as spaces of memory, either maintenance or production. The study also intends to contribute to the studies on printed matter, paying attention to the circuits of production and circulation of this type of material.

In this paper, we understand the bookstore as a space that irradiates different cultural and literary circles due to the various profiles of existing bookstores, which demonstrates that from them, as well as from *sebos*, it is possible to apprehend aspects of the cultural, social and intellectual life of a city (Bragança, 2009). Bookstores are spaces of the cultural circuit since they divulge cultural productions and establish themselves as a sociability space of potential intellectuality. In the same way, they can reach a myriad of people due to the several options offered in the catalogs.

From the methodological point of view, this paper traces a mapping based on consultation conducted on the internet, blogs, social networks, and cultural guides about Curitiba. The mapping of bookstores and *sebos* was based on different criteria. For bookstores, we mapped those that offer spaces for debates and lectures for the public - whether these events are small or large - but mainly those that serve as a space for fostering intellectual production. In the case of *sebos*, because many of them do not open space for debates and events as bookstores do, we conducted a survey among blogs and cultural guides and mapped the *sebos* that are mentioned in different articles, which is an indication of the importance of these spaces for the various subjects that circulate through this medium.

In addition, a bibliographical study was also carried out to identify where the research on bookstores and *sebos* has been going to contribute to the research in this field and narrow down some fundamental theoretical paths for the analysis of the material surveyed. Therefore, the article is divided into two parts: the first part is a dive into the historiography of education in an attempt to establish the state of the art of *sebos* and bookstores as objects of study in the field; the second part is a cartography and an analysis of the spaces mapped. This cartography did not intend to inventory all these spaces in the city. Some principles that guided this research were established in the search for building a possible circuit to be investigated more densely, widened, and problematized. Indeed, the result is incomplete, but it opens the way for other investigations in this direction and provokes other looks and readings about the city of Curitiba, but not only. We think that this movement can be extended to any place. After all, all cities have their paths of printed culture, reading, written memory, and networks of intellectual sociability to be scrutinized.

## Sebos and bookstores as research objects

As the article is produced in History of Education, we started from this field to do the bibliographical survey. However, research on *sebos* and bookstores as objects is still embryonic, so we only found two articles in journals in the field. These were 'The Garnier Bookstore and the History of Children's Books in Brazil: Genesis and formation of a literary field' (*A livraria Garnier e a história dos livros infantis no Brasil:*

<sup>2</sup> State-of-the-art research is characterized by discussing the academic production already produced on a given subject. For Ferreira (2002), this type of research employs an inventory methodology and is marked by its bibliographical nature.

*gênese e formação de um campo literário - 1858-1920*), by Andréa Bordes Leão (2007), in *History of Education Journal (Revista História da Educação)*, of ASPHE, which analyzes the collections present in the catalog of *Livraria Garnier* directed to children and adolescents, and how the work performed by the owners of this space helped in the education of the literary taste of young people; the other article, 'The Franciscans in Paraíba: religious education, instruction and conventual bookstore (*Os franciscanos na Paraíba: formação religiosa, instrução e livreria conventual 18th and 19th century*)', by Carla Mary de Oliveira (2017), in *History of Education Journal (Revista História da Educação)*, investigates the collection of the bookstore of the Franciscan order in Paraíba and the importance of the conventual bookstores for the teaching activities performed by the Franciscans.

We researched the publications of three other periodicals, *Cadernos de História da Educação*, *Revista Brasileira de História da Educação*, and *Revista História e Historiografia da Educação*. Still, we found no additional work on the theme. We also consulted the Annals of the last three Brazilian Congresses on the History of Education, but none were published.

In a query to the Capes dissertation and thesis database, using the descriptors '*sebos*,' 'bookstores,' and '*sebos/bookstores*,' we found eight studies that mobilize *sebos* and bookstores as research objects in different areas produced in the last two decades, five of them in Education, two in Social Sciences, and one in History. In the field of education, the first paper is by Santos (2004), entitled 'Among china, pianos, books and printed matter: The blue book house' (*Entre louças, pianos, livros e impressos: A casa livro azul - 1876-1958*), which was published as a book and investigates the forms of advertisement and advertising developed by *Casa Livro Azul* in a context in which it was still entering a process of familiarization with the typographic and bookstore culture; Delgado (2007), on the other hand, produced the dissertation that also became the book 'Sentimental cartography of *sebos* and books' (*Cartografia sentimental de sebos e livros*), which is a work that contributes to the History of Books and Reading in Brazil, and that brings the history of *sebos* and *sebistas*<sup>3</sup> practices; Segovia (2014), in turn, wrote the dissertation 'The role played by Universal Bookstore in the city of Pelotas from 1887 to 1934' (*O papel desempenhado pela Livreria Universal na cidade de Pelotas no período de 1887 a 1934*), in which he analyzed the action and the relevance of *Livraria Universal* for Pelotas, identifying this space as a reading diffuser center in the city.

The thesis by Rochetti (2012), 'Book Rental Readers' (*Leitores de locadora de livros*), does not precisely use *sebos* or bookstores as research objects but book rental stores. Although it is not the object of this work, we still highlight the author's research because she investigates reading practices characteristic of *sebos*, a space where there is a circulation of papers among people and the sharing of these cultural productions. In another master's degree work, 'Non-formal Education and oral history in Mosaic: visions and listening to the *Sebo* Wise, Americana – SP' (*Educação não-formal e história oral em mosaico: visões e escutas para o sebo Sapiente, Americana – SP*), written by Scalisse (2020), the author researches non-formal education and educational aspects present in a *sebo* in the city of Americana/SP and the digital platform Padlet. To achieve his objectives, Scalisse (2020) used the methodology of Oral History with a qualitative approach.

The work found in History is also a thesis investigating to what extent the *sebistas*' experiences in Fortaleza, active between the 1960s and 2000s, impacted the construction of consumers' knowledge about the book trade in the city. The research also analyzes the individual and collective identities of the *sebistas*. Finally, the two papers produced in Social Sciences are two dissertations. The first, 'Beco da Lama: forms and Colors of a Plastic of Life' (*Beco da Lama: formas e cores de uma plástica da vida*), was written by Façanha (2014), who researches a place known as *Beco da Lama* in the city of Natal/RN and investigates the cultural productions and artistic processes experienced in the area, which has several bars and *sebos* that offer exhibitions and other cultural events. From there, the author investigates how spaces such as these enable a new form of production and consumption of cultural and artistic practices. At last, Frederico (2020) explores in 'The Street of Books: a multi-sited cartography of the literary *garimpo* and commerce in Rio de Janeiro' (*A Rua do Livros: cartografia multissituada do garimpo e comércio literário no Rio de Janeiro*) the books that are read, reread, bought, and resold in the cities and the spaces that these works travel along the way. In her work, the author highlights the role of *sebos*, antique booksellers, and booksellers that help in this process.

There are papers in the area of History and also of Communication, in which this theme appears more presently, that deserve to be mentioned here, including for having been constituted as the theoretical

<sup>3</sup> Second-hand book store owner.

contributions used in this text, such as the book 'A Short Historical Guide to Brazilian Bookstores' (*Pequeno Guia Histórico das Livrarias Brasileiras*), by Machado (2008), which maps several bookstores that existed in Brazil since the colonial period until today, and the book 'Brasilianas: José Olympio and the Genesis of the Brazilian Editorial Framework,' (*Brasilianas: José Olympio e o Gênese do Marco Editorial Brasileiro*) by Sorá (2010), which researches the José Olympio Bookstore publishing house and demonstrates how the relationship of intellectuals in the 1930s to 1940s was with the publishing house and bookstore. Aníbal Bragança (2009), in 'The Ideal Bookstore: from Cordel<sup>4</sup> to Bibliophilia' (*A Livraria Ideal: do Cordel à bibliofilia*), analyzes the trajectory of the Italian bookseller Mônico Silvestre, whose work as a *sebista* and bookseller culminated in the Ideal Bookstore, which became a meeting place for Niterói's intellectuals and a space for dissemination and irradiation of culture in the city. The author presents the bookstore as "[...] a space of cultural experiences, rich of suggestions for a cultural history and of the reception of printed texts" (Bragança, 2009, p. 204).

In the paper by Baptistini (2017), 'Reminiscences of the importing bookstore Leonardo da Vinci in the political-cultural Experience of the City of Rio de Janeiro' (*Reminiscências da livraria importadora Leonardo da Vinci na vivência político-cultural da cidade do Rio de Janeiro*), the trajectory of the Leonardo Da Vinci Bookstore is analyzed and how the space became involved with the intellectual life of the city and transformed into a cultural circuit. In the paper, the author demonstrates how the place shapes identity, his or his clients, and how the bookstore can be considered a long-cycle cultural enterprise based on Pierre Bourdieu's concept. Pajeú and Sobral (2019), in 'The re-signification of the public square and the *Sebo* as places of cultural mediation' (*A ressignificação da praça pública e do sebo como lugares de mediação cultural*) research the *Praça do Sebo* in Recife, a unique space in the city, which houses 19 boxes selling used, new, rare, and antique books. *Sebos* and bookstores are spaces for the circulation and promotion of culture and cultural productions since they are places where intellectuals can meet and develop their social networks and establish contacts for other projects. *Sebos* provide access to written memory because they keep what might have been lost over the years. Thus, the importance of *sebos* for maintaining and constructing a written memory and accessing all kinds of books, both in closed and open places, such as public squares, is evident.

Other research highlights the relevance of the space that *sebos*, and bookstores offer for the production of knowledge and promotes debates that foster local intellectuality, for example, the work of Silva (2013a, 2013b). This author investigates the *sebistas* in Natal and the spaces of intellectual sociability, reaffirming the importance of *sebos* and bookstores for producing knowledge and as a space for conviviality.

The research found, highlights the value of *sebos* and bookstores as places that have enabled the cultural and intellectual production of the community over the years. Numerous intellectuals of various generations have passed through the multiple *sebos* and bookstores in different cities, and these spaces have become places of intellectual production and circulation of cultural goods, where debates and discussions that help in the city's development occur.

In this way, these papers demonstrate where the discussions about *sebos* and bookstores as objects or sources of historical research have been going, besides allowing us to observe the impact and importance they had in the formation of the intellectuality of a specific place, functioning as spaces of sociability for different generations. Baptistini (2017), who researches a bookstore in Rio de Janeiro, and Silva (2013a), whose object is the spaces of sociability in the city of Natal, pointed this out. It also indicates that even if in different locations, *sebos* and bookshops play a relevant role in intellectual production and the construction of ties and contacts between other subjects and agents acting within society - these spaces have yet to be explored in our historiography.

However, "[...] in the study of intellectuals it is necessary to turn to the places, the means and the networks of sociability, to try to understand the intellectuals in their circumstances of production and performance" (Silva, 2013a, p. 2). Understanding these spaces, the discussions they fostered, the subjects who frequented them, and the authors they put into circulation can give us clues to the enthusiasm of specific movements for the circulation of ideas that drove generations of intellectuals throughout history and contributed to forming a collective cultural repertoire.

<sup>4</sup> Concerning popular literature, printed in low-cost booklets and made by popular poets.

## Sebos and bookstores in Curitiba: spaces for sociability and intellectual production

With the mapping, we cataloged 23 establishments, six sebos, six stores that function as both *sebos* and bookstores and eleven bookstores. The production of Table 1 was to facilitate the visualization and cataloging of each *sebo* and bookstore by presenting brief information about each location. The information about each *Sebo* or bookstore was collected in 2019 from direct contact with each establishment or through articles from cultural guides on the internet in which they are referenced. Thus, we arrived at the following set, as shown in Table 1.

**Table 1.** Cataloging of Curitiba's bookstores and *sebos*.

Name	Opening Date	Description
<i>Livrarias Curitiba</i>	1963	The Curitiba Bookstores network has a vast catalog that offers books, multimedia resources, computers, stationery, and other materials. This network has established itself as a space for cultural promotion, especially with the talks, debates, and book launches it offers. With several mega stores, the chain is characterized as one of the largest national bookstores.
<i>Livrarias Cultura</i>	1947	The bookstore sees itself as an entertainment center that provides access to information and cultural manifestations through an extensive collection and the cultural and social events it offers, such as theaters and exclusive publications. The <i>Livrarias Cultura</i> chain is also among the largest in the country.
<i>Livraria Saraiva</i>	1983	It is a bookstore that sells various cultural products, such as books, CDs, stationery, media, and the like. It also offers debates and lectures, functioning as a cultural promoter. Like the previous two, Saraiva Bookstore is one of the largest in the country and works as a publishing house.
<i>Livraria do Chain</i>	1970	The bookstore, with aspects of a <i>Sebo</i> , established "[...] fifty years ago in the city, mixes new and 'already read' books, as Chain prefers. It has technical books and books in Spanish, French, English, and German. It is also a publisher and has a whimsical collection of themes related to the state and Paraná writers" (Corrêa, 2016, in the original). Located across the street from the Federal University of Paraná, it has had a large flow of students for generations.
<i>Joaquim Livros &amp; Discos</i>	2006	The bookstore "[...] that pays homage to the magazine created by Dalton Trevisan in the 1940s and Machado de Assis (whose first name was Joaquim) mixes books and records and a small bar. Its focus is to provide less common options to students in the Humanities in addition to music-related books. It also has used products but in smaller quantities. The space, in the city center, is also open for launches, small presentations, and reading groups" (Corrêa, 2016).
<i>Itiban Comic Shop</i>	1989	Itiban is a bookstore that serves as a meeting point for comic book fans in Curitiba. As a store specializing in RPG and collectible card games, it also develops activities such as lectures, launching new productions, and pocket shows (Corrêa, 2016).
<i>Espaço Nav</i>	2002	Also known as <i>Navegadores</i> , the old name of the store, since the beginning, it has specialized in works for children's audiences, and from some years ago, it has also expanded the general service by starting to promote birthday parties, games, and courses exclusively for children (Corrêa, 2016).
<i>Arte e Letra</i>	2006	"Publisher, café, and bookstore, Arte & Letra excel for its refined selection of titles less frequent in big stores, for valuing contemporary local writers, and for self-published books" (Corrêa, 2016).
<i>Túnel do Tempo Livros Usados</i>	2000	<i>Sebo</i> sells books, magazines, records, and other articles. When we contacted the store's owners, they could have given more information to demonstrate the activities developed by the place. Therefore, we understand that <i>Sebo's</i> action is restricted to keeping the written memory. We point out that this store has recently closed.
<i>Livraria Papyrus</i>	1988	The bookstore also functions as a <i>Sebo</i> , thus performing two different functions. However, we have yet to find any other information about the store that would allow us to identify other activities it might serve.
<i>Arcádia Sebo &amp; Café</i>	1997	Regarding the Arcadia of Ancient Greece and the Arcadian artistic movement, this <i>sebo</i> -bookstore identifies itself as a place for cultural diffusion and education by offering events and lectures with authors and prominent personalities from the Curitiba and national scenes.
<i>Livraria Solar do Rosário Express</i>	1992	Solar do Rosário is an art and culture bookstore in Curitiba that seeks to promote citizenship by disseminating art and culture in Paraná. The place also has a café, art gallery, restaurant, teahouse, and sculpture garden. In addition, the space offers several courses, such as workshops and ateliers, and hosts lectures, book launches, and cultural events.
<i>Livraria Vertov</i>	2010	With a strong presence of books in the humanities and arts, Vertov Bookstore offers more than 9,000 titles from various fields, such as History, Anthropology, and Economics. The space promotes meetings and debates of different groups and book launches while resisting and identifying itself as an independent bookstore.

Name	Opening Date	Description
<i>Top Livros</i>	Not found	Top Livros is a bookstore with national coverage and offers thousands of titles from hundreds of publishers. A vital feature of the bookstore is the organization of fairs in different regions of the country, and the sale of books at low costs, offering books to the less privileged strata of society.
<i>Livraria da Vila</i>	1986	<i>Livraria da Vila</i> is another great chain. It has become a reference in the publishing scene, where it offers lectures and conversations, among other events. It highlights the fact that there is coffee inside some stores.
<i>Livraria Dario Vellozo</i>	Not informed	<i>The Dario Vellozo Bookstore</i> is a place that escapes from the large bookstore chains. Besides offering books for lending and research, the area plays a role in cultural promotion in the city by promoting new writers who are identified as local talents.
<i>Sebo Kapricho</i>	1970	<i>Sebo Kapricho</i> was created in Londrina and was a magazine stand that also functioned as a <i>sebo</i> . The space became famous when its owner moved to Curitiba in the late 1990s. Currently, it is listed in several cultural guides of the city.
<i>Sebo Líder</i>	Not found	The <i>Sebo</i> presents itself as specialized in the area and identifies itself as a family business, standing out as an actual trade of cultural goods in the city.
<i>Sebo Livraria RS</i>	1996	<i>Sebo RS</i> has a wide variety of offers in its catalog and a physical and virtual store, so it serves orders nationwide.
<i>Astral Livraria e Sebo</i>	2013	<i>Astral Livraria &amp; Sebo</i> functions as a <i>Sebo</i> and a bookstore, thus enabling the intellectual production and circulation of cultural goods in the city in many ways.
<i>Fígaro Livros Usados</i>	1989	"The doyen of Curitiba's bookstores is more than just a used record and book store. Open since 1989, <i>Fígaro</i> is defined as a 'point of culture' by employee Rafael Ribeiro: 'People make appointments here. The store became a reference'. For him, <i>Fígaro's</i> differential is the care taken when searching for items. 'We look for material that has two aspects: rarity and quality. Our public knows that here they will find what they can't find in other places,' he said. The figure has about 30,000 items among old photos, postcards, works of art, collectibles such as miniatures, old household utensils, numismatics (rare coins and banknotes of money from around the world), newspapers, maps, comics, and old magazines and thousands of vinyl records, with emphasis on classical music, DVDs of old movies and books of literature, arts, philosophy and history" (Moser, 2019, author's emphasis).
<i>Sebo Só Ler</i>	Not informed	Despite appearing in different cultural guides as an indication of a <i>Sebo</i> , we found no further information to identify the role played by the <i>Sebo</i> and the actions it might play.
<i>21 Sebo &amp; Livraria</i>	2005	<i>Sebo &amp; Livraria</i> only sells the products in its catalog and does not engage in any specific intellectual activity, such as opening debates and book launches. Recently, it announced its closing.

Source: prepared by the authors.

Based on the mapping and cataloging of *sebos* and bookstores, we divided the analysis into three stages, the first of which will analyze the bookstores and the different profiles that exist in Curitiba; the second will examine *sebos*-bookstores, which are stores that carry out both activities; and, finally, the city's *sebos*, identified as spaces of memory.

The first bookstores analyzed are those with a national presence: *Livrarias Curitiba*, *Livraria Saraiva*, *Livraria da Vila*, *Livraria Cultural*, and *Top Livros*. In the case of *Livraria Saraiva*, the chain also plays the role of a publisher, and except in the case of *Top Livros*, the other bookstores have mega-stores with extensive catalogs, ranging from books and stationery items to electronic and computer products. Although this feature is relatively new, being the most common practice in the 21st century, the role of these bookstores remains the same: the marketing of products and cultural goods.

Again, apart from *Top Livros*, the other four bookstores play a role similar to that of *Livraria Da Vinci*, studied by Baptistini (2017), or *Livraria Ideal*, researched by Bragança (2009), which were spaces where intellectual debates and lectures took place, characterized as a place of production of a local intellectuality. In the case of *Livraria da Vinci*, Baptistini (2017) highlights that the bookstore occupies a space in the memory of the city's intellectuality, a position similar, perhaps, to that occupied by *Livrarias Curitiba* in the city. *Top Livros*, on the other hand, fosters cultural and intellectual production as it produces fairs in different locations around the country at low prices, thus helping to democratize access to information and books.

Three other bookstores promote debates and provide spaces for events that foment intellectual production and make possible the formation of sociability networks by ideological affinities: the Vertov Bookstore, which offers lectures, book launches and identifies itself as being an independent bookstore, it is markedly feminist; the Dario Vellozo Bookstore, which is linked to the Curitiba City Hall, also functions as a



place to lend books, as well as opening space for book launches; and the Solar do Rosário Express Bookstore, more focused on Art, which, like the other two, also promotes debates and other cultural events. However, in its specific case, it has a place to have coffee, as occurs in other bookstores, a favorable space to stimulate the formation of networks and cultural and intellectual exchanges due to the ambiance focused on sociability that it provides.

In this way, despite the breadth of the networks and the variety of the catalog of these different bookstores, they still keep the essential characteristics of a bookstore, the marketing of books and access to reading, in the same way that occurred with the bookstores studied by Bragança (2009) and Baptistini (2017). Another characteristic element is that practically all the stores have open spaces for debates and lectures, which fosters local intellectual and social production.

About bookstores that also exercise the function of the publisher, perhaps the leading case in the country's history is the *Livraria José Olympio Editora*, analyzed by Sorá (2010), which demonstrates how authors between the 1930s and 1940s sought to publish and participate in the circuit promoted by José Olympio. In this bookstore profile, three fits: *Saraiva*, *Arte & Letra*, and *Livraria do Chain*. In the case of the first is part of an extensive network that is Saraiva Bookstores, and is present throughout the national market, while *Arte & Letra* has an action focused on the promotion and production of artists from Paraná; besides offering lectures and debates, it also has a café that works as a reading room and as a social space, which has already become a reference in the city. These bookstores promote the city's production and intellectual debate, allowing new authors to emerge and gain projection. *Livraria do Chain* deserves some attention because of its relationship with Curitiba. One can say that its history is very much articulated with the city's history.

When Soares (2006) presents *Livraria José Olympio* in its Rio de Janeiro unit, inaugurated in 1934, the author highlights the intellectuals who frequented the bookstore and the importance of this sociability space for the scholars of the country's capital at the time. This bookstore, which also functioned as a publishing house, was where all the great writers should publish their works. Given due measure, *Livraria do Chain* in Curitiba has a similar history. Since its foundation in 1970 next to the Federal University of Paraná, the bookstore has accompanied the formation of several generations of intellectuals in the state and, given the comments and testimonials present in the store's social networks, the affective bonds and the recognition that its frequenters have concerning the bookstore are notorious. In this sense, *Livraria do Chain* compares itself, to some extent, to *Livraria José Olympio*, due to its role within Curitiba and in publishing books by local authors. Given its action as a bookstore, *Livraria do Chain* can also be compared to *Livraria Ideal*, researched by Bragança (2009), because, besides keeping books and helping in the construction of a written memory, it helps in the dissemination and circulation of new works, encouraging reading and local intellectual production.

About the characteristic of bookstores as spaces that promote the meeting of intellectuals of a given locality, Silva (2013b, p. 257) states that:

[...] different from the academy of those immortalized in the Brazilian literary universe, spaces such as cafés and bookstores are environments elected by groups of intellectuals to serve as meeting points. The cafés and bookstores were created, respectively, to sell coffee and sweets and to sell books. However, these environments were appropriated as meeting spaces for groups of literates excluded from the official gathering center of this group of intellectuals [...] (Translated by the author).

Therefore, even though the highlight of some research may be the practice of the intellectual and his actions, it is also necessary to investigate the spaces that these subjects circulated and frequented because, with this, it becomes possible to perceive the influences they received and the ties and contacts that are built throughout the different trajectories.

Besides the bookstores mentioned above, some have a defined profile and a specific public, which are the cases of *Itiban Comic Shop*, with a catalog focused on the universe of comics and part of pop culture; and *Livraria Nav*, which specializes in children's literature, its catalog is geared to children. There is also *Joaquim Livros & Discos* bookstore, whose catalog is directed to Human Sciences and offers products that interest this specific public, besides having a bar inside. Thus, if there were bookstores specialized in French or German literature at some point during the 20th century, as Machado (2008) demonstrates, currently other cultural brands are reconfiguring the profile of the bookstores for their readers, indicating specific market niches with a very well-constructed identity, as we can see in the information found in the cultural guides.

As for the establishments that operate as *sebos*-bookstores, these perform a double function, as they both publicize new papers and foster discussions in their spaces and as places of memory and written productions. The *sebos*-bookstores found were *Livraria do Chain*, *Livraria Papyrus*, *Arcádia Sebo & Café*, *Astral Livraria e Sebo*, *21 Sebo & Livraria*, and *Sebo-Livraria RS*. These stores that function as *Sebo* and bookstore are possible to be thought of as it was done with *Livraria do Chain* before, comparing it to *Livraria Ideal*, analyzed by Bragança (2009), which started its work as a *Sebo*, which enabled the access and maintenance of works that could be lost over the years. There is a highlight to *Arcádia Sebo & Café*, which maintains in its store a café and promotes events and discussions on cultural topics, contributing to boosting the intellectual and social production of the city, adopting a remarkable characteristic of bookstores, but with the difference of practicing affordable prices, which extends the democratization of culture not only by access to the book as a cultural asset, but to a more inclusive and plural intellectual environment.

Finally, the *sebos* mapped were *Sebo Só Ler*, *Fígaro Livros Usados*, *Sebo Líder*, *Sebo Kapricho* and *Túnel do Tempo Livros Usados*. These places are understood in this paper as memory spaces as defined by Nora (1993, p. 13):

The places of memory are born and live from the feeling that there is no spontaneous memory, that it is necessary to create archives, and that it is essential to maintain anniversaries, organize celebrations, pronounce funeral eulogies, and take notes because these operations are unnatural. So, the defense, by minorities, of a refugee memory on privileged and jealously guarded focuses does nothing more than bring the truth of all places of remembrance to incandescence. Without commemorative vigilance, history would soon sweep them away. They are bastions on which it stands. But if what they stand for was not threatened, there would be no need to build them. If we truly lived the memories they involve, they would be useless. And if, on the other hand, history didn't take possession of them to deform, transform, knead, and petrify them, they wouldn't become places of memory. This coming and going constitutes them as moments of history torn out of the movement of history but returned to it. No longer entirely life, no longer altogether death, like the shells on the beach when the sea withdraws from living memory. (Translated by the author)

*Sebos* are places where we keep this memory. They are works and products of temporality that survive thanks to the action of people who live in another historical context but who work to maintain traces and marks of past periods. Keeping the memory and allowing other generations to have direct access to what could have been lost over time but which remains stored and available to be read and handled by younger people is essential. The mapping of *Sebos* and the problematization of the role of these spaces can be thought of based on the study by Bragança (2009, p. 204), who demonstrates the constitution of *Sebos* as "[...] a space of cultural experiences, rich in suggestions for cultural history and the reception of printed texts".

We considered the role of memory of the *sebos* during the bibliographical survey while we were doing state-of-the-art research. In Martinelli's (2008) dissertation, the author points out that to conduct his research on reading practices and forms of reading, a survey of books found in bookstores was carried out, and he draws attention to the importance of this type of collection that often keeps, due to the specificity of its product (used books), marks of uses and appropriations of readers.

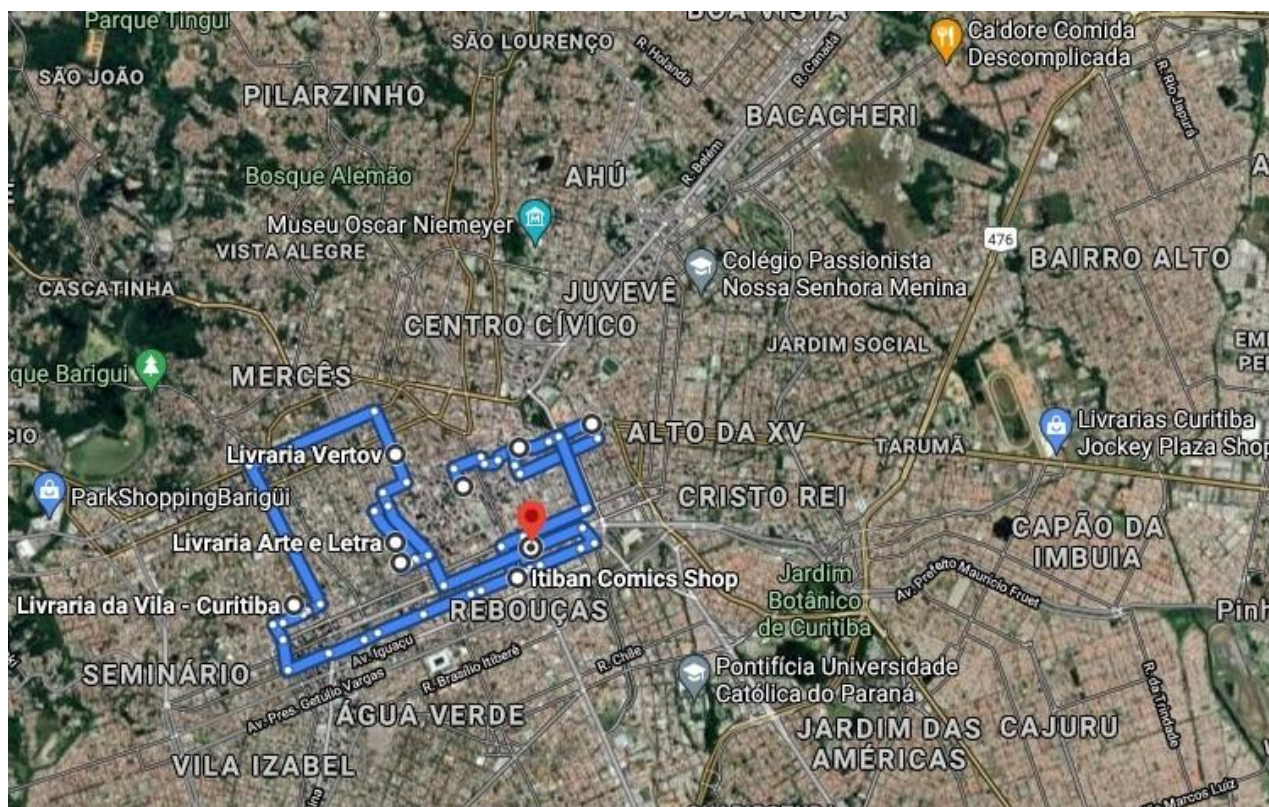
Regarding the role of the *sebastas* themselves, Pajeú and Sobral (2019, p. 252) state that "[...] the activity of an antiquarian bookseller goes beyond trivial commerce, as there is responsibility with the readers, a delicacy with the history of the book, a concern for reading, and an attentive courteousness with the dissemination of information [...]", and that, alongside booksellers and librarians, *sebastas* also perform a function of cultural mediators in their practice, because, after all, "[...] regardless of the thematic axis the *sebista* works, he is always indicating, suggesting, sharing experiences, talking to his customer, that is, also assuming the identity of a cultural mediator" (Pajeú & Sobral, 2019, p. 250).

Based on Gomes and Hansen (2016), cultural mediation is studied as actions for the production of cultural goods that help to think about reality and influence the understanding of the world of different subjects that act in society. With this definition, in the same way that *sebastas* and booksellers can be considered cultural mediators, the bookstores and *sebos* themselves can be identified as spaces of cultural mediation that have occupied the city scene, marking the landscape in a particular way, radiating an intellectual aura that contributes to the construction of an image of the city and its inhabitants.

Thinking about the occupation of this space, we tried to draw two maps in an attempt to apprehend the main parts of the city where these *sebos* and bookstores are located, trying to grasp clues about the circulation of the public that frequented them as a possible route of many meetings and mismatches.



Connecting the dots, and with the help of Google Maps, we drew the following itinerary of bookstores in Curitiba, according to Figure 1.



**Figure 1.** Circuit of bookstores in Curitiba.

Source: Path built on Google Maps site.

In the circuit drawn, we highlight that the network *Livrarias Curitiba* has seven stores in the city, six of which are in Malls, according to information available on the institutional website; and we put only the street unit of the network on the map. Furthermore, we must mention that *Top Livros* is separate from the map because the chain has the practice of making exhibitions in different locations, not having a defined physical store.

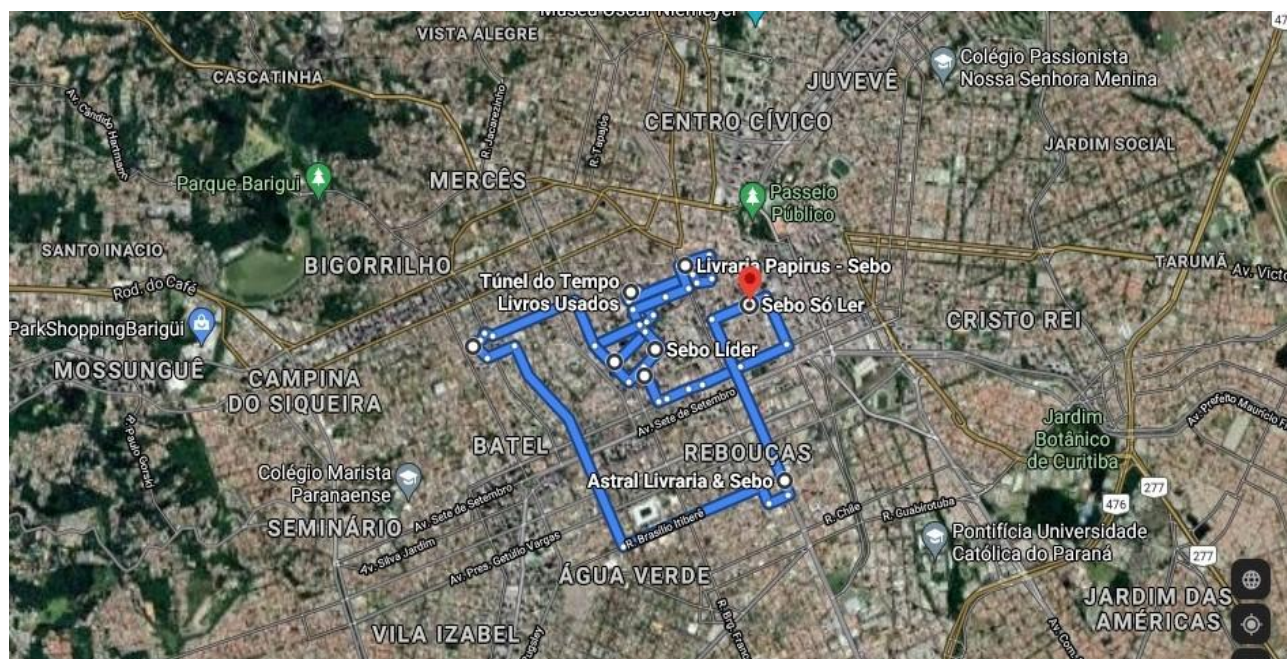
The map presented in Figure 2 shows that the *sebos* and *sebos*-bookstores are concentrated in a close circuit, occupying almost the same perimeter but firmly located around the city center. The latter, an area of high circulation and a more plural space from the socioeconomic and cultural point of view allows access to different reader profiles. The concentration in the city's central region configures a circuit that can be easily covered on foot, except for a few that advance to more noble areas, a little more distant, but without invalidating the path of the public that searches these spaces.

Thus, it is clear that *sebos*, *sebos*-bookstores, and bookstores occupy the central region of Curitiba, spreading throughout traditional, middle- and upper-class areas of the city, especially those with cafés. And here, a question arises: are these spaces meant for people who love reading or for readers from a particular social stratum? This question can also be extended to mall bookstores since they do not skimp on having a large store, as shown on their websites.

Perhaps, due to their characteristics as a space to access memory and store historical materiality, in addition to their more accessible cost and more plural configuration, the *sebos* that operate in street stores, even when located in upscale areas of the city, remain indicatively a more democratic space for access to knowledge.

Whether as places of memory or as means of circulation and dissemination of intellectual productions, *sebos*, and bookshops occupy an important place in the life of cities by fostering an intellectuality and the construction of knowledge and cultural goods, besides being valuable spaces for the construction of sociability and strengthening of intellectual ties.





**Figure 2.** Circuit of sebos and sebos-bookstores in Curitiba.

Source: path built on Google Maps site.

The investigated spaces help us better understand the circulation circuit of cultural goods in Curitiba, such as the book, but who are the readers that each one of these places wants to build? Although this is not a question we can answer within the limits of this text, it is relevant to leave it open so that we do not lose sight of the possible places of formation of intellectual cadres as fomenters of ideas and projects.

## Final considerations

The purpose of this article is to map a group of *sebos* and bookstores in Curitiba to investigate these spaces as means of circulation and production of cultural goods that have been fostering the construction of a part of the local intellectuality of the city of Curitiba, Paraná state. In dialogue with authors of the History of Books and Reading, we paid attention to these spaces seeking to perceive their importance to the cultural life of Curitiba by the mediation they exercise among readers, as well as by the permanent fomentation of the intellectual life of the city, or by the releases, the reissues or the diffusion of rare works and promotion of spaces that allow conviviality, the exchange of ideas and the construction of affective and ideological ties that work as a basis for the establishment of sociability networks.

Bookstores and *sebos* mark the landscape of a city in many ways. They bring together readers, authors, and the curious and open the way for accessing, maintaining, and disseminating knowledge through the books and other reading materials they sell. They are the true centers of various cultural and intellectual circles and an essential circuit for printed culture and the academic life of the city. The formation in these spaces, far from being in the realm of formality, indicates the various paths of education. However, in the History of Education, these spaces have yet to be figured as research objects, appearing tangentially - and more frequently - in papers about intellectuals and printed matter.

Furthermore, in the case of *sebos*, we can verify the role they play as memory spaces, keeping evidence of the intellectual and cultural life of different times, whether in the printed materials that have withstood the passage of time or in the diversity of objects that they keep and carry within themselves so many other stories. That is also an interesting niche for research but little explored. Bookstores are not only places of safekeeping but also education due to the material and immaterial culture they carry and can be understood as part of the educational heritage of a city.

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