

# DIERBERGER ORGANIZATIONS (1893-1940)

ORGANIZAÇÕES DIERBERGER (1893-1940)

Marta Enokibara\*

## ABSTRACT

The purpose of this article is to draw a timeline on the Dierberger Organizations, namely the set of business buildings, companies and culture fields that were founded by the German Johann Dierberger (1859-1931) and his sons, from collected and catalogued material in his family's file. The journey begins with the first firm, Estabelecimento Floricultura, founded in 1893 by Johann Dierberger, and ends in 1940, when the sons go on to conduct separate specialized firms.

Keywords: History of Landscaping. Landscape architect. Dierberger Organizations.

## RESUMO

O objetivo deste artigo é traçar um percurso cronológico sobre as Organizações Dierberger – o conjunto de estabelecimentos comerciais, empresas e campos de cultura fundado pelo alemão Johann Dierberger (1859-1931) e seus filhos – a partir do material levantado e catalogado no arquivo da família. Esse percurso tem início com a primeira firma, o Estabelecimento Floricultura, fundado em 1893 por Dierberger, e termina em 1940 quando seus filhos passam a conduzir firmas especializadas.

Palavras-chave: História do Paisagismo. Arquiteto paisagista. Organizações Dierberger.

## 1 INTRODUCTION

The first Dierberger family's firm, founded in São Paulo in 1893, was engaged in the production and marketing of ornamental plants, vegetables and fruits, as well as the preparation and execution of gardens. Currently, members of the fourth generation of the Dierbergers are still in charge of the family businesses and, although the businesses have diversified, they are still based on the production of plants. There are 123 years of history of a group of family members, beginning with the German patriarch, Johann Dierberger. In addition to him, the most often remembered name is Reynaldo Dierberger, his second son, who is associated with one of his most significant works: the gardens of the Museu Paulista (Paulista Museum), better known as the Museu do Ipiranga (Ipiranga Museum). João Dierberger Jr., the firstborn, though little mentioned in the history of the gardens, played a key role in business, being responsible for the production and marketing of plants and other products. Our intention in this article is to systematize the information of the Dierberger Organizations, i.e. the business establishments, enterprises and culture fields that were founded by Johann Dierberger and sons.

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The timeline to be covered begins in 1893 and ends in 1940. The periodization of this temporal arc follows that exposed by John Dierberger Jr. in an article called *Uma Crônica*<sup>1</sup> (A Chronicle). The first period, from 1893 to 1919, corresponds to the founding of the first firm until the return of the sons João Dierberger Jr. and Reynaldo Dierberger from their studies in Germany. The second period, 1919-1940, begins with the inclusion of the sons into the firm and ends the moment they separate to conduct specialized firms. We subdivide this period according not only to the name change in 1927 – from “Floricultura” to “Dierberger & Cia” – but also the diversification and expansion of activities, as follows: the first period from 1893-1919; the second, from 1919 to 1926; and the third, from 1927 to 1940.

The chronological systematization of the companies was based on research conducted in the family’s archives in the period 2005-2008, at the time, kept on the Citra Farm, located in the city of Limeira, São Paulo State. Many of the documents were uncatalogued and damaged by time. Regarding the firms, there were catalogues of fruit and ornamental plants; vegetable seeds; price tables (plants, seeds, agricultural inputs); cultural informative serials (plants, insecticides, fungicides and fertilizers); folders of the company’s advertisements and products; photos and some documents relating to the operation of the companies (attendance books, bookkeeping records, etc).

Among these materials, the plants catalogues, despite flaws in periodization, are documents that help to understand the Dierberger Organizations. They contain the names and addresses of companies and businesses that, in some cases, have had their names changed over time; the awards in exhibitions; the addresses of crop fields; the types of services rendered; some projects; and the listing of the plants marketed.

## 2 FIRST PERIOD: 1893-1919 ESTABELECIMENTO FLORICULTURA (1893)

The first years of Johann Dierberger, henceforth João Dierberger, as he was better known, are exposed in an article published in **The Golden Book by João Dierberger Jr.** (2014), here briefly exposed. João Dierberger was born on December 26, 1869, in Donaueschingen (Baden, Germany). As a father and mother orphan, he and his sister were welcomed into the home of relatives in Zurich (Switzerland). As a child, he worked with plants, helping his uncles in the cultivation and sale of flowers. In 1888, at the age of 19, through an emigration agent, he leaves Genoa with a Danish friend towards Rio de Janeiro, becoming a worker in the construction of the railway linking Rio de Janeiro to the city of Juiz de Fora.

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<sup>1</sup> The text is available at Fazenda Citra ([www.fazendacitra.com.br](http://www.fazendacitra.com.br)) and Dierberger Óleos Essenciais S.A. ([www.dierberger.com/institucional.html](http://www.dierberger.com/institucional.html)). It is also available in the recently published book celebrating 120 years of the Dierberger Organizations: Dierberger, Christian and Ingrid Alfredo Guardia. **O livro de ouro por João Dierberger Jr.** (The Golden Book by João Dierberger Jr.). Limeira: São Paulo, Unigráfica, 2014.

Later he works on a farm in Minas Gerais, where he meets Dona Veridiana Prado, matriarch of the Prado family, who offers him a job as a gardener on her farm “Carvalho” in São Paulo, and in 1893 she grants him the lease of a plot of land whose limits were the current Praça Roosevelt, Rua Consolação, Rua Caio Prado and Rua Augusta (Roosevelt Square, Consolação Street, Caio Prado Street and Augusta Street). (DIERBERGER, 2014). That same year, he opens his first company, the “Estabelecimento Floricultura” on Rua do Rosário (Rosário Street, currently João Bricola), and he marries Elisa Trebitz (Joinville, 1876 - São Paulo, 1939), with whom he has four children, all of them born in São Paulo: John Dierberger Junior (1897-1979), Reynaldo Dierberger (1899-1977), Martha Amália Dierberger (1911-?) and Else Dierberger (1913-?) (INSTITUTO GENEALÓGICO BRASILEIRO, INSTITUTO HANS STADEN, 1964).



**Picture 1** Photo – Dierberger Family, early twentieth century. Standing left, Reynaldo Dierberger; right, João Dierberger Jr. Seated, left, João Dierberger; right, Elisa Trebitz Dierberger. We could not identify which of the three girls is Martha, Aurea or Else Dierberger. Private collection of Aurea Dierberger.

The Estabelecimento Floricultura or Loja Floricultura, as it was also called, was run by his wife, D. Elisa, and the flowers grown on leased land were sold in the form of arrangements and seeds. João Dierberger took care of the cultures in the fields and the landscaping in the city (DIERBERGER, 2014). The context of the time looked promising for this type of activity.

São Paulo enjoyed a time of economic and territorial expansion with the coffee plantations and the construction of railroads. The state capital, home to the coffee aristocracy, was getting modernized with the construction of several public buildings, improvements in urban infrastructure and new neighborhoods farther from the downtown area. In 1891, Paulista Avenue was opened for residences in large plots, with receding building construction within their boundaries. The Avenue about 3 km long, had a portion of land with forest remnants left for the establishment of a park, the future parque Villon (now parque Tenente Siqueira Campos). Behind this area, which is currently the school Dante Alighieri, was installed the first nursery garden, owned by Dierberger.

### EXPANSION OF CROP FIELDS: CHÁCARA DA AVENIDA PAULISTA (1897)

The Chácara da Avenida Paulista, as it was known (DIERBERGER JR., 1973), currently Dante Alighieri School, was acquired in 1897, with the help of his father-in-law Ernesto Pudelko. With access by Rua Peixoto Gomide, it aimed to expand the cultures of “[...] flowers, fruit and ornamental plants for parks and gardens”. (DIERBERGER, 2014, p.11).

In this period, the state and the municipality also began to take shape regarding the selection and reproduction of plant species. The promotion of urban trees from the last decade of the nineteenth century had, in addition to the aesthetic function, the health concern. In 1894 the new State Sanitary Code was issued, which dealt, among other things, with the desiccation and drainage of wet and swampy urban land and afforestation of the city. In this context, the “Serviço de Distribuição de Mudanças e Sementes” (Seedlings Distribution Service of the State Government) was created in 1897. The Instituto Agrônomo do Estado (State Agronomic Institute) and the Horto Botânico de São Paulo<sup>2</sup> (Botanical Garden of São Paulo) were tasked with producing and distributing the agricultural and forestry seeds and seedlings, besides seeds and seedlings of fruit and ornamental species. (ENOKIBARA, 2016).

On the municipal level, Guaraldo (2002, p. 33) draws attention to an approved executive act in 1896 that “[...] determined that individuals must afforest, at their own expense, the fronts of properties after seeking alignment with the engineers of the Town Hall”. The executive act also specified the species of preference: “[...] oak, yellow magnolia, *Ficus benjamina*, acacias, *Platanus orientalis*, *Grevillea robusta*, *Eucalyptus gigantea*, flamboyant tree, tulip tree”. (GUARALDO, 2002, p. 33-34). Such species were included in requests for seedlings to the Serviço de Distribuição de Mudanças e Sementes (Seeds and Seedlings

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<sup>2</sup> The Imperial Estação Agrônômica (Imperial Agronomic Station) was founded in 1887; in 1890, it becomes the property of the State of São Paulo and, in 1892, it is called Instituto Agrônomo do Estado (Agronomic Institute of the State). Currently, it is the Instituto Agrônomo de Campinas (Agronomic Institute of Campinas). The Horto Botânico de São Paulo (Botanical Garden of São Paulo) was founded in 1896 and opened in 1898. It was also known as Horto Botânico da Cantareira (Botanical Garden of Cantareira) and currently it is the Parque Estadual Alberto Löfgren (also known as Horto Florestal).

Distribution Service), the city of São Paulo, followed by Campinas, the ones that most often requested seedlings (ENOKIBARA et al, 2014). The data is enlightening for pointing out that the municipality was not able to meet the demand and, therefore, showed an expanding market for horticulturists.

## PLANT CATALOGUE

The oldest catalogue of the Estabelecimento Floricultura found in the Dierberger family's archives dates from 1905 and is a 3rd edition (picture 2). In this catalogue, the address of the Estabelecimento Floricultura is already Praça Dr. Antônio Prado, 6 (6, Dr. Antônio Prado Square, former Largo do Rosario) (CATÁLOGO ESTABELECIMENTO FLORICULTURA, 1905). The next catalogue found is from 1908, 4th edition (picture 3), where the various awards won are mentioned:

[...] 1st prize in the Garden-Party, in August 1906; Gold Medal to Flores e Fructas (Flowers and Fruits) by the Department of Agriculture, Industry and Commerce of São Paulo State, in March 1907; Pecuniary prize and Honorable Mention in the 1st Exhibition of Flowers and Fruits in São Paulo, March 1907". (FLORICULTURA, 1908).



Picture 2 Cover of Catalogue, 1905. Private Dierberger Family's collection (Fazenda Citra).

On the back cover (picture 4), the types of services are listed: “landscaping of parks, private and public gardens of any styles, with provision of plants and projects and execution of services under contract or administration.” There is also part of the project for the Public Garden of Poços de Caldas (Idem). The Floricultura already operated in other states since the early years, as one can see.



Pictures 3 and 4 Front and back covers of Catalogue, 1908. Dierberger Family’s private collection (Fazenda Citra).

### CHÁCARA DA VÁRZEA DO RIO PINHEIROS (1909)

In 1909, with the sale of the farm close to Avenida Paulista, João Dierberger acquired another farm of greater proportions (250,000 m<sup>2</sup>), near the edges of the Pinheiros River floodplains. This farm comprised the current streets José Maria Lisboa, Pamplona, Casa Branca and Estados Unidos. (DIERBERGER JR., 1973). In this property, the range of plants produced was expanded and diversified with the import, acclimation and production of new varieties of European vegetables and ornamental plants. According to João Dierberger Jr, “[...] collections and saplings of flowering and ornamental plants were practically nonexistent, and the consumption of European vegetables was entirely unknown”. (DIERBERGER JR., 1973, without pages).<sup>3</sup>

<sup>3</sup> Other horticulturists had also settled in São Paulo a little earlier than the Dierbergers. Guaraldo (2002) and Dourado (2011) cite the presence of Frederick William Albuquerque (1839-1897), a self-taught botanist of international recognition, who, since 1880, had been already taking care of the “[...] introduction, multiplication and trading of unusual ornamental plants”. (DOURADO, 2011, p. 151-152).

To promote these varieties, the company added the names of the main vegetables and greenery to the catalogues in different languages. The General Catalogue 1918-1919 cites 64 varieties in eight languages: Portuguese, Latin, Italian, German, English, French, Spanish and Polish. To meet the increasing demand, João Dierberger hires several European professionals. Among them, João Kachler, Swiss gardener, hired around 1900; Fritz Jacquest, German, who was hired in Zurich in 1901; Alberto Roth, Swiss gardener, who worked from 1904 to 1935; Wenceslau Strassburger, Austrian, “professional gardener”, hired in 1911; Guilherme Schlottky, “German florist,” served the firm from 1916 to 1930. They all worked for long periods in Dierberger firms and later, some of them opened their own businesses in different states of Brazil. (DIERBERGER, 2014, p. 17-19).

Other prominent names are Theodoro Lourencini; born in São Paulo, son of Italian parents, he joined the company at age fourteen, remaining until 1954. Henrique Jacobs, German, had been a trainee as a gardener’s apprentice in Germany and, in Brazil, was employed as a gardener in Chácara Flora, in São Paulo, and later in Dierberger & Cia. He married Martha Dierberger, the eldest daughter of João Dierberger and subsequently became a partner of the firm. (DIERBERGER, 2014).

### **BRANCH OFFICES AND SPECIALIZATION OF CROP FIELDS (1916)**

In 1916, two branch offices were opened: one in the city of Campinas, at Avenida Barão de Itapura, 34 (Floricultura Campineira) and another in the city of Santos, at Rua 11 de Junho, 29 (FLORICULTURA, 1916). New specialized crop fields were also started that year: a farm in Campinas, growing flowers for Floricultura Campineira and another in the city of Mogi das Cruzes, for the cultivation of roses, azaleas and conifers. (FLORICULTURA, 1918-19; DIERBERGER JR., 1973). Dierberger introduced many varieties of species, occupying specific sections in the catalogues. Regarding the foreign employees, Wenceslaus Strassburger, who had been hired in 1911, was later transferred to Campinas to be head of the farm Floricultura Campineira, which was later sold to him (DIERBERGER JR., 2014).

### **3 SECOND PERIOD: 1919-1926 THE RETURN OF THE SONS FROM GERMANY (1919)**

João Dierberger Jr. and Reynaldo Dierberger began their studies in São Paulo, at the *Deutsche Schule* (German School). At the age of 15, João Dierberger Jr (1912) and Reynaldo Dierberger (1914) are sent to study in Germany. For four semesters they attend *Höhere Gartenbauanstalt Dresden-Laubegast* (School of Horticulture in Laubegast - Dresden) and at the same time, acted as gardener apprentices at the Pillnitz Palace (Dresden). Both return in 1919, on the first Italian ship after the war, and are admitted into their father’s firm (Deutsche Zeitung, 12/17/1993; Brazil-Post, 02/19/1977, 12/30/1967).

Rudolf Boehm, born in Dresden (Germany) and identified as a “landscape architect” in the text by João Dierberger Jr., attended the School of Horticulture in Laubegast together with João Dierberger Jr (1912-1916). He was hired in 1922 and “[...] served the firm for many years, in project and execution of gardens and parks”. (DIERBERGER, 2014, p. 19).

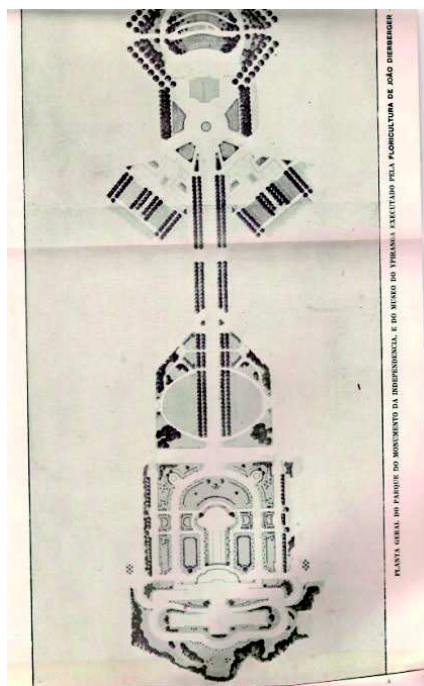
## ADVANCEMENT OF FRUITCULTURE AND LANDSCAPING PROJECTS (1924)

With the sons joining the Floricultura in 1922, over 86,000 m<sup>2</sup> of land on Rua Iguatemy (Iguatemy St) is bought (currently Iguatemi Shopping Mall). In 1924, with the prospects of the emerging fruit market, land in the city of Limeira is acquired, implementing the Fazenda Citra (Citra farm, still in operation) for the cultivation of oranges and other fruit. In 1925, in partnership with the Strassburger Brothers, land is bought in the city of Valinhos for the cultivation of grapes. Thus, the companies Irmãos Dierberger (Dierberger Brothers) (1924), in Limeira, and Dierberger Straussburger & Cia. (1925), in Valinhos are created. In 1926, the first export of oranges to Europe is made. (DIERBERGER JR., 1973).

The General Catalogue of 1924-25 elucidates this business expansion. Comprising eighty pages, the catalogue is remarkable for its scope and content. On the cover (picture 5), not only the previous awards are shown, but also others: “Grande medalha de ouro”



Picture 5 Left: Catalogue cover of 1924-25, Dierberger & Cia. The Dierberger Family’s private collection (Fazenda Citra).



Picture 6 Right: “General project for the Monumento da Independência (Independence Monument Park), and Museu do Ypiranga (Ypiranga Museum)”. The Dierberger Family’s private collection (Fazenda Citra).



(Great gold medal) in the National Exhibition, 1908, Rio de Janeiro, in commemoration of the 1st. centenary of the opening of Brazil's ports to international commerce and "Grande 1º Prêmio e Medalha de Ouro na Exposição do Centenário, 1922 – Rio de Janeiro" (Great 1st. Prize and Gold Medal in the Centennial Exhibition, 1922 - Rio de Janeiro). In this catalogue, the text "Jardins" (Gardens), by Reynaldo Dierberger, who signs as "architecto de jardins" (gardens architect), stands out. Aimed at "enthusiasts and amateurs", he points out that "[...] the first thing that an amateur should be concerned about is the style that should be given to the garden, which must be in accordance with the building. He briefly explains the styles "estilos" (Roman, Renaissance, French, American, English), with examples on photos and projects. Among those exposed, there is the "Planta geral do parque do Monumento da Independência, e do Museu do Ypiranga" (Independence Monument Park and Ypiranga Museum general plan) (1922), designed according to Reynaldo Dierberger, "[...] in the French style and part of it in the English style". (DIERBERGER & CIA, 1924-25) – (picture 6).

According to Reynaldo Dierberger, the firm had executed 220 gardens in the past 4 years i.e. between 1922 and 1925 (the Catalogue referred to is that of 1924-25). Several of the projects executed are mentioned, including the gardens of Palácio da Guanabara (Guanabara Palace) (RJ); Praça da Liberdade (Liberty Square), in Belo Horizonte (MG); several gardens and parks in urban and rural areas in the interior of São Paulo, in the state capital, and the landscaping of many Elementary Schools entrusted to him by the architect Ramos de Azevedo (Idem).

#### **4 THIRD PERIOD: 1927-1940 DIERBERGER & CIA (1927)**

In 1927, for the integration of the existing organizations, Dierberger & Co. is constituted, with João Dierberger as a limited partner and the two brothers as general partners. (DIERBERGER Jr., 1973). In 1928, two more specialized crop fields are formed: in Poços de Caldas (MG), for growing roses, and in Cubatão, for growing tropical plants and "[...] exporting palm trees to Buenos Aires". (DIERBERGER JR., 1973).

On the Citra farm, which was acquired in 1924, the orange crop continued and the business started the cultivation of saplings in order to meet the demand for a greater variety of fruit trees and ornamental plants in São Paulo. However, according to João Dierberger Jr, the low standard of the saplings quality made them form "[...] nursery orchards for plants of good strain and high genetic value". (DIERBERGER JR., 2014, p. 29). So, from 1926 to 1931, reproduction material was collected in the Experimental Stations of the state, both from private suppliers and through import "[...] from Florida and California, USA, Italy, Spain, Central America, Argentina, etc [...]" to form collections "[...] of plants from tropical, subtropical and temperate climates such as fruit trees, industrial and ornamental plants". (DIERBERGER JR., 2014, p. 29). With this material the company was able to reproduce high-quality plants, establishing:

[...] collections of Citrus, wintry type avocado trees (Guatemala-hybrids) hitherto unknown, refined mangoes, Annonaceae [...] the introduction of the tung tree (which today is a culture of great significance in the State of Paraná), the pecan tree, new varieties of peach trees of subtropical climate, plum trees, persimmon trees and numerous varieties of ornamental plants (among these the rosebush without thorns to serve as rootstock). (DIERBERGER JR., 2014, p. 30-31).

The General Catalogue of 1927-28, the first with the title Dierberger & Co, contains as many as 151 pages. In the first lines it presents the dimension and variety of specialties of the crop fields along with those already being prepared as pointed out earlier:

Various specialties were established in a total area of 500,000 square meters of intensive culture, located partly in the capital, partly in the towns Mogy das Cruzes and Cubatão: fruit trees, rosebushes, conifers, azaleas, shadow trees, cut flowers fields, palm trees, potted plants, etc. In open fields in Limeira, close to 70 alqueires (circa 300,000 m<sup>2</sup>) are prepared for the cultivation of orange trees for sale and for the production of the fruit. (DIERBERGER & CIA, 1927-28, p.6).

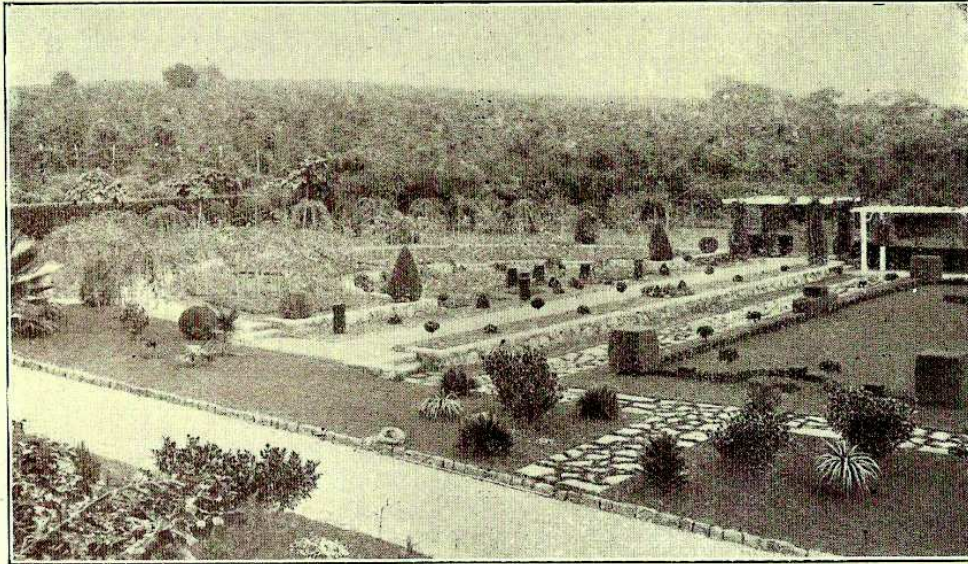
Divided into two parts, Part I of the referred catalogue presents the roll of species according to the specialties described above. Part II contains the list of gardening tools and implements, in addition to the landscaping section. In this section it is mentioned that in the last ten years, i.e. from 1918 to 1928, the firm had made 400 gardens. A new section is also mentioned: the Interior Section, which “[...] under separate direction, executes parks, gardens, public squares, fruit tree planting anywhere in the interior or in other states”. (DIERBERGER & CIA, 1927-28 p. 18). The images at the end of the catalogue confirm the importance of this “section”, presenting views of the residence and partial views of the “garden and park” on the Motta Paes Farm, owned by Mr. Carolino Motta e Silva (pictures 7 to 10), besides the project and photos of the Praça da Liberdade in Belo Horizonte (capital city of the state of Minas Gerais)<sup>4</sup>. (figures 11-13).

The creation of a specific “Interior Section” in Dierberger & Co. is justified by some data. In the period 1890-1900, the state government created 41 new municipalities; from 1900 to 1910 no municipalities were created (owing to the coffee crisis in 1905); between 1910 and 1919, 32 new municipalities and from 1920 to 1930, 55 municipalities were created. Most of these new municipalities were located in the west of São Paulo, a fact made possible, among others, by the cultivation of coffee and the network of railroads that had expanded to this part of the state. (MONBEIG 1998, p. 113).<sup>5</sup> The

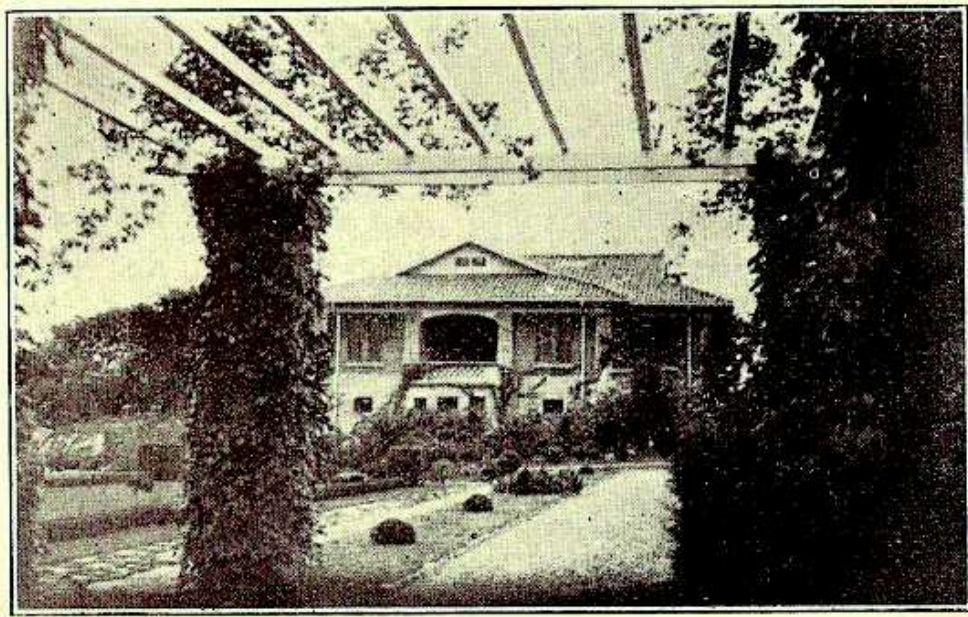
<sup>4</sup> Several specialized catalogues are produced in the Firma Dierberger & Cia period (1927-1940), focusing on ornamental plants, bulbous plants, rhizomes, seeds, roses, fruit, as well as catalogues of fungicides and insecticides produced by the firm.

<sup>5</sup> Some projects by João Dierberger and Reynaldo Dierberger were found in the research “Praças e Jardins do Oeste Paulista” (Squares and Gardens in Western São Paulo) in the aforementioned Thematic Project. For more information: ENOKIBARA, Marta. Praças e Jardins do Oeste Paulista: the formation and transformation of the

book organized by Dierberger & Co. in 1928, called **Arte e Jardim**, contains other projects for towns in the interior of São Paulo.



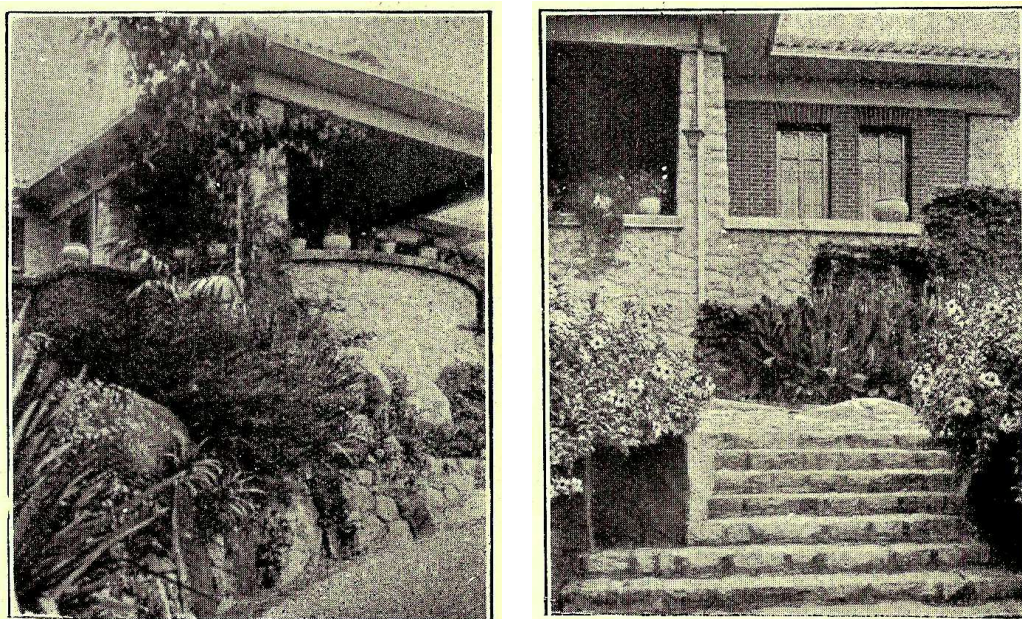
**Figure 7** Farm gate and rose plantation. Dierberger & Cia 1927-28 catalog.  
Source: Private collection Dierberger Family (Citra farm).



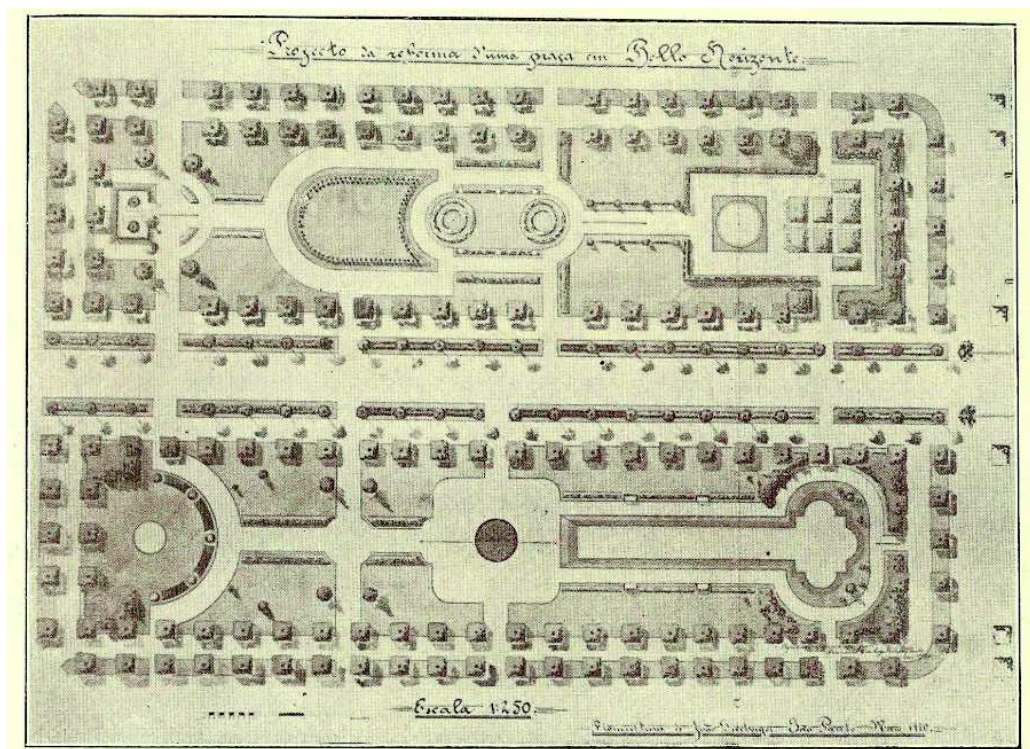
**Figure 8** "Garden and park partial panoramas from Fazenda Motta Paes". Dierberger & Cia 1927-28 catalog.  
Source: private collection Dierberger Family (Citra farm).

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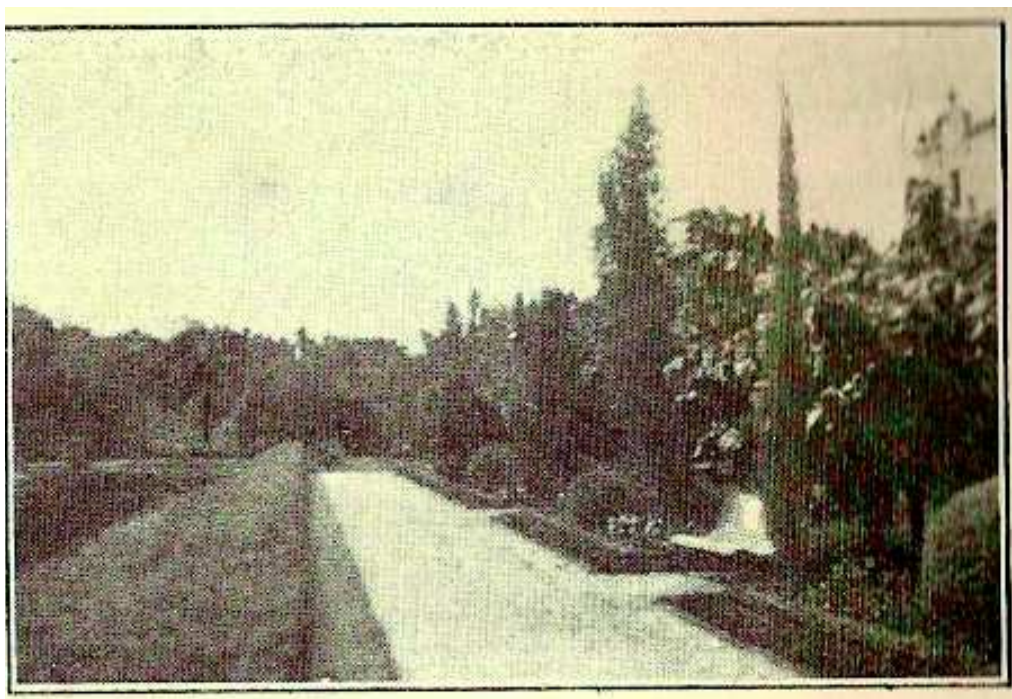
public space with the introduction of the railroad. In: SALGADO, I; BERTONI, A (org). **From the Construction of the Territory to the Planning of Cities**: technical skills and professional knowledge in Europe and the Americas (1850-1930). Campinas: RiMa, FAPESP, 2010, p. 189-207.



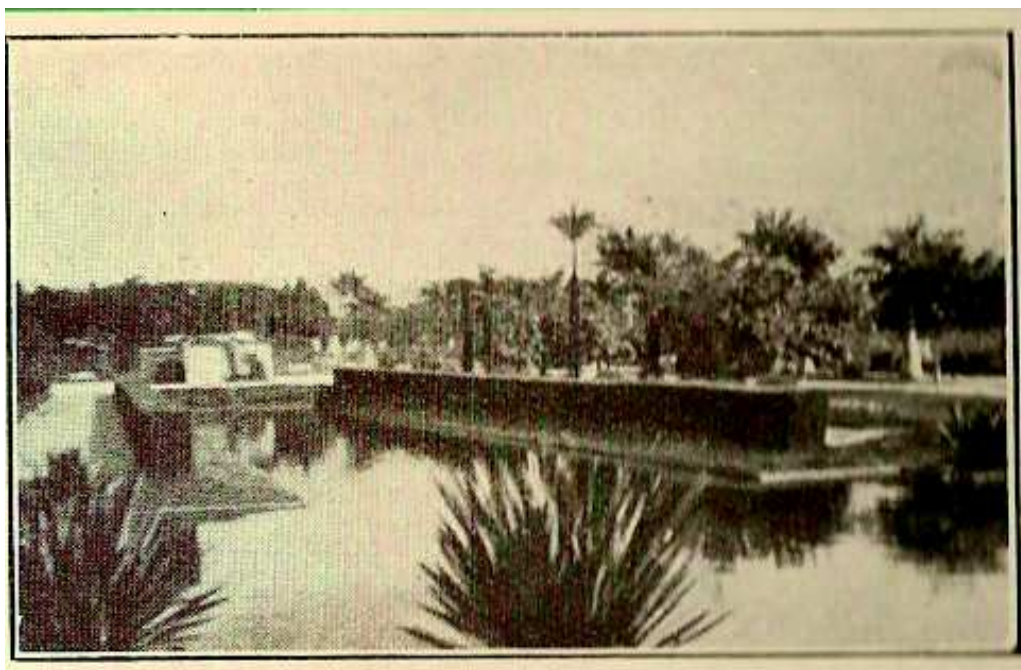
**Figure 9 and 10** Garden and park partial panoramas from Fazenda Motta Paes. Dierberger & Cia 1927-28 catalog.  
Source: private collection Dierberger Family (Citra farm).



**Figure 11** Praça da Liberdade plot and project, Belo Horizonte (MG). Dierberger & Cia 1927-28 catalog.  
Source: private collection Dierberger Family (Citra farm).



**Figure 12** Praça da Liberdade partial panoramas, Belo Horizonte (MG). Dierberger & Cia 1927-28 catalog. Source: private collection Dierberger Family (Citra farm).



**Figure 13** Praça da Liberdade partial panoramas, Belo Horizonte (MG). Dierberger & Cia 1927-28 catalog. Source: private collection Dierberger Family (Citra farm).

## THE BOOK “ARTE E JARDIM” (1928)

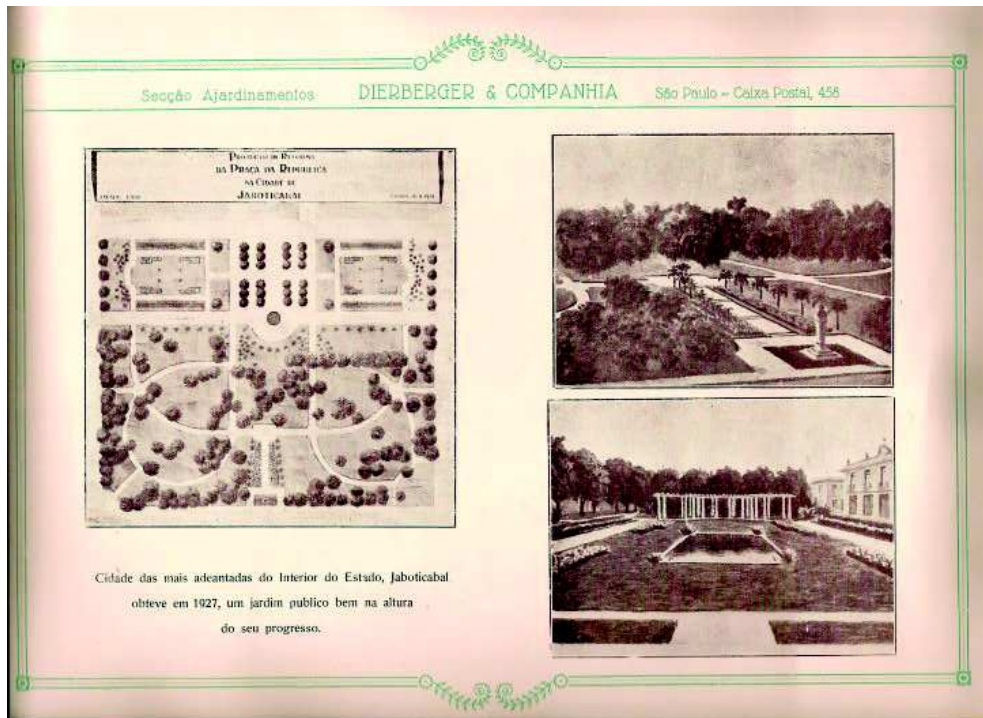
The book **Arte e Jardim** (pictures 14 and 15) contains ground plans and project perspectives, photos of the projects implemented and, in the end, a list of the work executed and those in preparation. The introductory text and the drawings and designs are by Reynaldo Dierberger. With 61 pages, the book, which is closest to a catalogue, is divided into “The public garden” (picture 16), “The city garden” and “The rural estate” (picture 17), seeking to present an overview of the projects designed by the firm at different scales and contexts. According to João Ernesto Dierberger (João Dierberger Jr’s son)<sup>6</sup>, the book was also used to present the firm’s projects to municipalities in the interior of the State of São Paulo.

Of all the work executed, an extensive list of projects includes the “capital of São Paulo”, presenting the proprietor’s name and the address of the project executed; “other localities”, where various towns of São Paulo and some in Rio de Janeiro and Minas Gerais are mentioned, with the identification of the project executed; and “in development”, mentioning in São Paulo the “general remodeling of the gardens of the “Palacio dos Campos Elyseos”; in Rio de Janeiro, the “park and gardens on Santa Theresa island, property of Mr. Arnaldo Guinle”; and, in Cambuquira, a “new park”. (DIERBERGER & CIA, 1928).

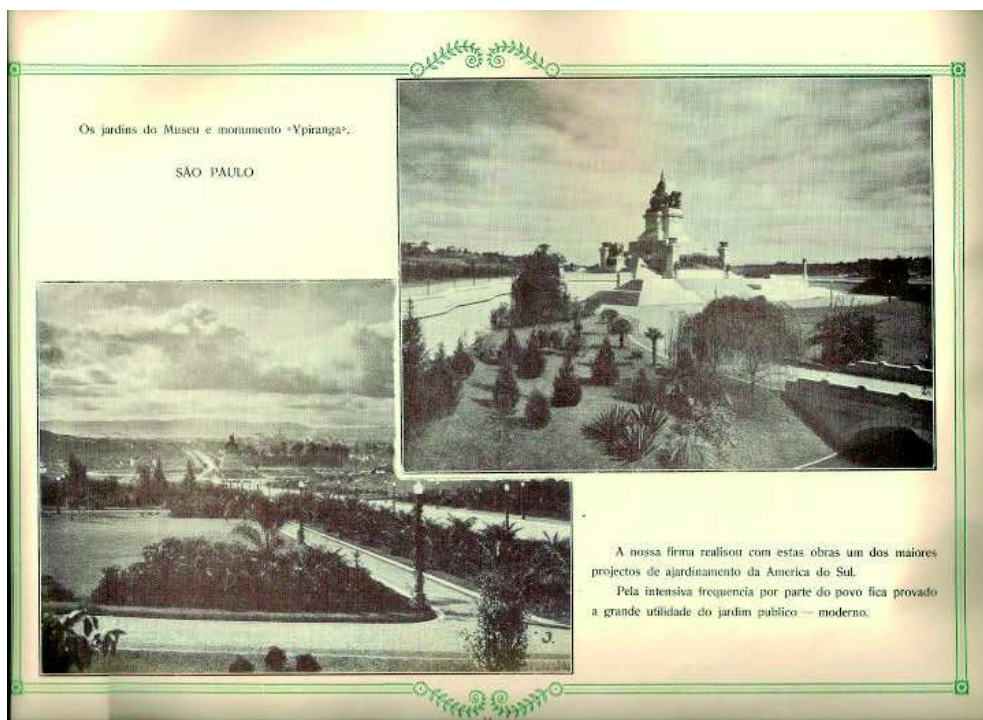


Picture 14 Book Cover Arte e Jardim (1928).

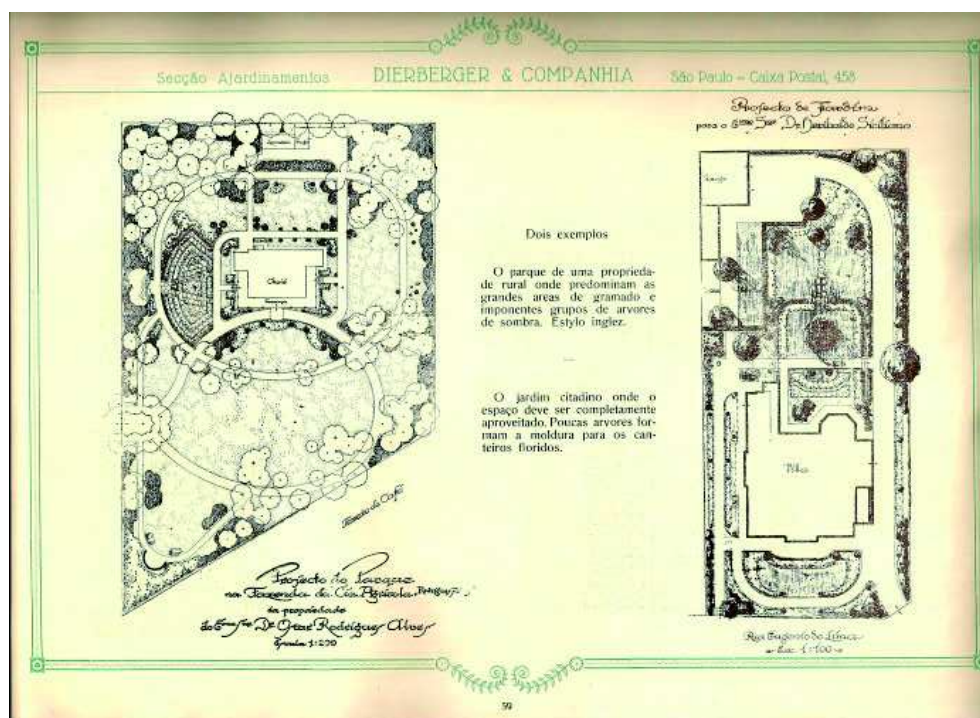
<sup>6</sup> DIERBERGER, João Ernesto. João Ernesto Dierberger: testimony [July 2007]. Interviewer: Marta Enokibara. Limeira: 2007.



Picture 15 Project: Praça da República de Jaboticabal (1927). The author's collection.



Picture 16 Ypiranga Museum, monument and gardens.  
Source: Arte e Jardim (1928), author's collection.



Picture 17 Example of “a rural estate” and “a city garden”  
Source: Arte e Jardim (1928), author’s collection.

## SPECIALIZATION OF THE FIRMS (1940)

In 1938, the export of oranges having started in 1926, the Dierberger Exportadora Ltda. is created and its partners were João Dierberger Jr, Henry Jacobs and João Kachler. The firm was dissolved in 1946, due to the Second World War (DIERBERGER JR., 1973).

In 1940, the brothers decide to divide the command of the companies according to their specialties, giving rise to the following successor firms in 1940:

- 1) **“Dierberger Agrícola Ltda.** - headquartered in Limeira, with João Dierberger Jr. and Henry Jacobs as general partners, whose scope and special program was to continue with the production of fruit and industrial plants - and the exploitation of orchards.”
- 1) **“Dierberger Agro-Comercial Ltda.** - in São Paulo, with João Dierberger Jr., Guilherme Kawall Gomes and Henrique Jacobs as general partners. The latter withdrew from the firm in 1942, and Carlos Alfredo Roderbourg was admitted as general partner in 1949. The scope was the seed and goods trade to and from the cultivation fields. Import and Export.”
- 1) **“Dierberger Arquitetura Paisagística Ltda.** - in São Paulo, Reynaldo Dierberger in partnership with A. Cabral and Tolstoi Torrano, to whom equity



shares were transferred. Its scope was landscaping projects and the production of ornamental plants". (DIERBERGER 2014, p. 37; DIERBERGER JR., 1973).

## 5 FINAL CONSIDERATIONS

The chronology elucidates, in general, the business establishments, companies and culture fields that were founded by João Dierberger and sons (tables 1 and 2).

**Table 1** Chronology of the Dierberger Firms (1893 a 1940)

<b>Estabelecimento Floricultura (1893-1926)</b>	<b>Dierberger &amp; Cia. (1927-1940)</b>	<b>After 1940 Specialization of the firms</b>
<b>Expansion to the interior:</b> - Floricultura Campineira (1916) - Irmãos Dierberger (1924) - Dierberger Strausburger & Cia. (1925)  <b>Expansion and specialization of the culture fields: (*)</b>	<b>Export:</b> - Dierberger Exportadora Ltda. (1938-1946)	<b>Reynaldo Dierberger:</b> - Dierberger Arquitetura Paisagística Ltda. (1940-1947)  <b>João Dierberger Jr.:</b> - Dierberger Agrícola Ltda. (1940 - ) - Dierberger Agro-Comercial Ltda. (1940 - )

Source: Marta Enokibara, 2016.

**Table 2** Chronology of Dierberger crop fields (1897-1928).

<b>Chácara (year of aquisition)</b>	<b>Type of culture</b>
- Chácara da Av. Paulista (now Instituto Dante Alighieri) (1897)	Flowering, fruit and ornamental plants
- Chácara na várzea do rio Pinheiros (1909)	Import, acclimatization and production of species
- Chácara em Campinas (1916)	Cultivation of flowers for "Floricultura Campineira"
- Sítio em Mogi das Cruzes (1916)	Cultivation of rose bushes, azaleas, conifers and others
- Chácara em Cubatão (1919)	Cultivation of tropical plants
- Chácara na Rua Iguatemi (now Shopping Center Iguatemi) (1922)	Expansion of crops of ornamental plants
- Fazenda em Limeira (Fazenda Citra) (1924)	Fruit cultivation for "Irmãos Dierberger"
- Chácara em Valinhos (1925)	Grape cultivation for "Dierberger Strassburger & Cia"
- Chácara em Poços de Caldas (1928)	Cultivation of roses and carnations for cut flower

Source: Marta Enokibara, 2016.

The first period, from 1893 to 1919, corresponds to the founding of the first company, Floricultura, by João Dierberger and until the return of his sons, João Dierberger Jr and

Reynaldo Dierberger, from their studies in Germany. This period was marked by the expansion of the firm (branch offices in Campinas and Santos) and the expansion and specialization of crop fields (farm close to Avenida Paulista, farm close to the Pinheiros river floodplains, and farms in Campinas, Mogi das Cruzes and Cubatão).

The period 1919-1940 corresponds to the sons' joining the firm Floricultura in 1919, until the separation of the brothers to conduct specialized firms in 1940. This period was characterized by two phases: from 1919 to 1926, still with the name Floricultura, the expansion continues with the specialization of crop fields of ornamental plants (the farm on rua Iguatemi, the farm in Poços de Caldas), the inclusion of new crops - horticulture (the farm in Limeira and the farm in Valinhos) and the first export of oranges. The period 1927-1940 was one of consolidation, with the production of nursery orchards and the development of export activities, with the creation of the firm Dierberger Exportadora Ltda. The temporal cut ends in 1940, with the separation of the brothers to conduct specialized firms.



Picture 18 Cover and back cover of the General Catalogue of the firm Dierberger Arquitetura Paisagística Ltda. Source: Dierberger family's archive.

The Dierberger Arquitetura Paisagística Ltda. was closed in 1947 and the Dierberger Agrícola Ltda. and Dierberger Agro-Comercial Ltda. are still in operation. The only catalogue found in the family's archive referring to Reynaldo Dierberger's firm has the same name as the company: Dierberger Arquitetura Paisagística (picture 9/ 18),

which was located at rua Iguatemi, 1655. The catalogue does not present the year of publication and contains some projects that had already been included in the book **Arte e Jardim** (Art and Garden) and others not yet divulged, such as the project for the Universidade Nacional de Agronomia (now Universidade Federal Rural do Rio de Janeiro), and photos of gardens implemented on Brocoió island (Rio de Janeiro)<sup>7</sup>. According to Aurea Dierberger, Reynaldo Dierberger's daughter, from the 1950s on, her father began to develop projects "only for acquaintances who commissioned his projects."<sup>8</sup> After the closure of Reynaldo Dierberger's firm, it appears that the design of landscape projects was terminated, as the other firms founded by João Dierberger Jr only focused on the production of fruit, industrial plants, the production of seeds and articles for farming.

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<sup>7</sup> At the time, owned by Octavio Guinle and currently owned by the Navy of Brazil.

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## ACKNOWLEDGEMENTS

João Ernesto Dierberger, for allowing us to see the family's archives on Citra Farm (Fazenda Citra -Limeira, SP) in the period 2005 - 2008; Ingrid Guardia Dierberger, for assisting in the identification of images for the research, 2005 - 2008; Áurea Dierberger, for the materials and the interview given in 2009. The Fundação de Auxílio à Pesquisa do Estado de São Paulo (FAPESP) for financial support, on the Thematic Project (2006-2011).

### Editor's note

Submitted: Mar, 17<sup>th</sup> 2016

Approved: Oct, 19<sup>th</sup> 2016