119 - FOOT-BALL CLUB ESPERANÇA, ESPORTE CLUBE NOVO HAMBURGO AND FOOTBALL RIVALRY IN THE INDUSTRIAL CITY

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THE EARLY DAYS OF FOOTBALL IN NOVO HAMBURGO

The final decade of the 19th century and the first half of the 20th century were marked by the introduction, and consolidation, of football in Brazil as a whole, and in the state of Rio Grande do Sul in particular. It was during this period that the first clubs were founded, dedicated to this new sport that had been introduced to Brazil by the English during the last quarter-century of the 1800s. It should be noted, however, that the country's territorial configuration and dynamics meant that the process occurred in a distinctive manner, building from local bases, in that the sport was introduced to Brazil simultaneously in several different places, which had no connections with each other, but which were intricately connected with foreign countries (MASCARENHAS, 2004). The state of Rio Grande do Sul went through the same process, as the Uruguayans and English who lived in the state at the time, brought the ball game to the state with them. However, the ethnic groups that made the most decisive contribution to the successful introduction of football in Rio Grande do Sul were German and Italian immigrants and the first football team ever to be established in Rio Grande do Sul - Sport Club Rio Grande – was organized by German tradesmen in the port of Rio Grande (PRODANOV, 2008).

It must not be forgotten that, during this transitional period from the 19th to the 20th century, Brazil and Rio Grande do Sul underwent constant transformation as the old order of slave-owning aristocracy and monarchy gave way to a new republican order, hand-in-hand with the emergence of an incipient industrial explosion in the country's principal urban centers. Porto Alegre, state capital of Rio Grande do Sul, shared in the fruits of this industrial expansion as it received a large-scale influx of immigrants, the majority from Europe. So many of them immigrated, generating a considerable accumulation of capital and clearing the way for the state's industrial expansion as they did so, that at the start of the twentieth century Porto Alegre became known as “The City of the Germans” (PESAVENTO, 1980).

It must be observed that it is at this point that the sport of football in particular and society in general began to develop and to be managed according to the principles of industrialization, such as concentration, centralization, specialization, standardization, maximization and synchronization. These principles allowed a qualitative leap in the practice of the sport, from an unorganized activity to the prototype for the world of association sport (PIRES, 2005).

It is in this context that the town of Novo Hamburgo, which is in the Vale do Rio dos Sinos and which was a sub-district of São Leopoldo before it gained its administrative independence in 1927,

[...] went through intense growth in manufacturing activities, especially with the introduction to the city of the leather tanneries and later the craftwork businesses and, later still, the footwear industry [...] With these great riches being generated by leather and footwear even before its political independence in 1927, in terms of sport, Novo Hamburgo followed the fashions dictated by the not so distant capital (PRODANOV; MOSER, 2009, p. 02, [our translation]).

With this intense economic growth, which can be traced back to the end of the 19th century, Novo Hamburgo became the initial centre of the region of German colonization in the state, thereby becoming one of the most important cities in the region and by the 1950s it had already gained one of its most famous epithets, “The Industrial City”, in recognition of its economic power built on the leather goods and footwear industry (O 5 DE ABRIL, 1954). Thus, football in Novo Hamburgo also began to receive a powerful boost, since the city's principle football clubs were founded in the first decade of the twentieth century: Esporte Clube Novo Hamburgo (hereafter ECNH) and o Foot-Ball Club Esperança (hereafter FBC Esperança).

In this context, in which sport is a product of industrial civilization (PIRES, 2005), ECNH was founded on May 1st of 1911 (Labor Day) in Novo Hamburgo, which is the central zone of the city and which by this point had already agglomerated the majority of the city's trade and industry, by a group of employees of the Fábrica de Calçados Sul-Riograndense, owned by Pedro Adams Filho, who would be one of the most important figures in the town's administrative independence sixteen years later.

That year, in addition to the already traditional barbecue party held to give the company's employees an opportunity to fraternize, Sport Club Novo Hamburgo was founded, adopting white and indigo blue as its colors (PRODANOV, 2008). However, ECNH was almost named Adams Futebol Clube instead, as some of its founders had wished, because of the link between the factory and the new club. In the end the idea that the club should not be affiliated to the factory won through and the name of the city's central neighborhood, which would years later become a city in its own right, was adopted instead.

Although the locality was first populated when the first German colonists arrived in Novo Hamburgo in 1824, its economic predominance was primarily the result of the arrival of the railway in 1876, leveraging the formation of a population center and lighting a fire under the area's economy (SELBACH, 1999).

It will be observed that the characteristic isolation of Brazil's many different regional centers, itself the fruit of the immense territory and the way in which colonization was organized, also had a marked effect on the Novo Hamburgo region during this period and, in the sporting arena, led to the development of local rivalry, with matches held at the intra-town level (MASCARENHAS, 2004).

It is at this conjuncture that FBC Esperança emerges specifically as a counterpoint to ECNH. The club was founded 3 years after ECNH, on the 10th of May of 1914, by a group of thirty-eight tradesmen and industrialists from Hamburgo Velho, which had been the initial center of Teuto-Brazilian colonization in Novo Hamburgo. These men represented the traditional elite of “Hamburguer Berg”, which had been the first name given to Hamburgo Velho.

In contrast with its greatest rival, Esporte Clube Novo Hamburgo, the majority of the founders of FBC Esperança were owners of manufacturing and commercial establishments in Hamburgo Velho. This local elite felt the need to have their own football team so they would feel on an equal footing with the neighboring – and rival – neighborhood of Novo Hamburgo (PRODANOV; MOSER, 2010, [our translation])

This struggle for space and importance within the socioeconomic scenario of that period in Novo Hamburgo was

mirrored, and very often exacerbated, on the football fields where the rivalry between Hamburgo Velho and Novo Hamburgo was manifest in a very distinctive manner.

"THE CITY'S GREATEST FOOTBALL FIXTURE"

After Novo Hamburgo had gained its own independent administration in 1927, the city's great football feud was manifest in matches between ECNH and FBC Esperança. Their intense rivalry was covered avidly by the local press, in particular by the weekly newspaper "O 5 de abril", whose title refers to the date Novo Hamburgo became independent from São Leopoldo and which was the city's most important periodical until the end of the 1950s.

This newspaper often covered the ongoing competition between the two clubs in its pages, in the "Notas Sportivas" column, as the sporting news of greatest interest in the city. Even when space was given over to reporting the sporting news of other clubs from the city and surrounding areas dedicated to "the ball game", top of the bill was always occupied by the matches played, and social events held, by ECNH and FBC Esperança.

As can be deduced from the facsimile below, the newspaper's articles on games between ECNH and FBC Esperança did not stint on using emotive expressions like "Promete ser empolgante o clássico de amanhã", emphasizing and instigating the rivalry between the two clubs. The article also clearly highlights the spatial basis for differentiation between the clubs: it says that ECNH will play in the "Vizinha localidade" of Hamburgo Velho, as though it were another town and not a neighborhood within Novo Hamburgo, in an allusion to the geographical division that did indeed exist between Novo Hamburgo and Hamburgo Velho, until at least the 1960s (PRODANOV; MOSER, 2009).

This spatial dichotomy that still existed in Novo Hamburgo during this period was also echoed in situations that took place within the rivalry between the two clubs. On local derby Sundays, many supporters could hardly eat because of the emotion these matches provoked in the city.

The rivalry between the two clubs even went so far that the supporters of one club would accuse the other of not playing fair, "and Esperança almost always lost the matches against Novo Hamburgo, because, and now I'm going to tell you something completely true, because Novo Hamburgo always had more money. The referees were paid off, the goalkeeper was paid off" (SCHEFFEL, 2010). In addition to these accusations that one team "paid off" referees and players from the other team, extraordinary events took place within the scope of the rivalry between ECNH and FBC Esperança,

After the games, when Esperança lost, the people from Novo Hamburgo would celebrate. When they lost the game, the girls, the young ladies from Hamburgo Velho would have already stockpiled rotten eggs in a strategic location [...] and they'd wait there and the guys would come past, and they'd be bombarded, the supporters from Novo Hamburgo who'd come to celebrate in Hamburgo Velho. Well, the social aspect of Hamburgo Velho. You couldn't date, couldn't marry, even the tradesmen didn't get on very well (FEIJÓ, 2009).



A representação do Esperança, que pelejará amanhã, com os rapazes de Percio Haas

COM ESQUADRÕES PARELHOS
Lutarão Amanhã Esperança e N. Hamburgo

Promete Ser Empolgante o Clássico De Novo Hamburgo, Na Sua Primeira Realização Este Ano — Quem Vencerá ? — A Constituição Das Equipes

Na vizinha localidade de Hamburgo Velho, bater-se-ão amanhã o Esperança F. B. C. e o E. C. Novo Hamburgo, em disputa do campeonato organizado pela Liga Hamburguesa de Futebol.

O classico hamburguez, desde longos anos, constitui uma atração para os gramados da vizinha cidade, onde os dois rivais, que se encontrarão amanhã desfrutam de grande prestigio e uma enorme legião de torcedores.

Os dois quadros estão se preparando com afinco para o jogo, de cujo vencedor, sairá por certo o Campeão de Novo Hamburgo, no corrente ano.

O S. C. Novo Hamburgo, que conta com maior numero de valores técnicos individuais, encontrará no seu antagonista de amanhã, um adversario que o supera em entusiasmo e combatividade e que conta igualmente com bons valores. Os dirigentes do Novo Hamburgo, á cuja frente se encontra o seu dinamico e distinto presidente sr. Percio Haas, estão em grande atividade, procurando levar ao novo gramado da Esperança, o maior numero de torcedores do "Sport", para incentivar os seus players favoritos e conservar em seu poder o ambicionado titulo de Campeão da Liga Hamburguesa.

Por seu turno, o Esperança, que conta na sua direção com elementos que primam pelo entusiasmo e abnegação ao pavilhão auri-verde, está em atividade, para que não falte ao encontro de amanhã, aquela vibração propria de um classico, incentivando os pupilos de Kuur ao maximo de seus esforços, pela vitória final.

E' este o ambiente em Novo Hamburgo para o jogo de amanhã. Nada lhe falta portanto, para que constitua um espetaculo de grande envergadura.

Report in the newspaper "O 5 de abril", from 1941
(Source: Album commemorating 30 years of FBC Esperança, 1944)

Once more this theme of the spatial division between Novo Hamburgo and Hamburgo Velho emerges, in the sense that there was a deep schism and enmity, even affecting trade between the two places. This enmity, which existed between the two parts of Novo Hamburgo even before the city became independent of Sao Leopoldo, engendered and strengthened the football rivalry in the town, often taking on an air of pantomime.

This process of rivalry between ECNH and FBC Esperança emerged as a product of the industrial dynamic that Novo Hamburgo had been experiencing since the start of the twentieth century, in which the major development observed in the town from this point on provides an opportunity for development within the world of football, especially development of the rivalry between the town's two clubs.

This dynamic has parallels in other Brazilian cities, such as Belo Horizonte, for example, where the characteristic

organizational model of the period, which influenced society in general and sport in particular, provoked a displacement from the organic to the bureaucratic (PIRES, 2005), and where rivalry began to take form at the moment at which the process of industrialization of the city began, providing a basis for the rivalry on the pitch (SILVA, 2007).



Photograph of the crowd at a match between ECNH and FBC Esperança during the 1940s.
(Source: Angelo Reinheimer's archives)

The photograph above shows the supporters on the stands of FBC Esperança's stadium Estádio 10 de Maio, in which the majority of the crowd is made up of men of reasonable social status, which can be deduced from the fact that they are fairly well dressed, with all of the men, without exception, wearing jackets and ties. Blacks and people with less disposable income did not take part in this rivalry and were left out of Novo Hamburgo's great passion for football (KERBER; SCHEMES; MAGALHÃES, 2008). It was during this period, starting with the policy of national integration which was adopted during the Estado Novo, that football also underwent changes. The institution of the hierarchy established by the formality of a federated sport, which is characteristic of this period in history and tradition and which established itself on the foundations of industrial civilization (PIRES, 2005), led to the birth of regional championships and, from the 1960s onwards, national competitions. These processes therefore triggered off a march to reverse this local tradition in favor of global forces.

Confronted with this situation, the rivalry began to lose force at the start of the 1960s, with more and more people in Novo Hamburgo supporting one of the two largest football clubs from Porto Alegre - Grêmio Foot-Ball Portoalegrense or Sport Club Internacional, meaning that the local enmity gradually drained away. Another overarching factor meaning that the enmity between ECNH and FBC Esperança dissipated was the end of professional football at FBC Esperança, in 1964, drawing to a close the municipal football championship, which had been the motive force behind the rivalry between the two clubs (FEIJÓ, 2009).

FINAL COMMENTS

While the emergence of the intense rivalry in Novo Hamburgo between ECNH and FBC Esperança also had roots in the local communities, it had one distinctive feature differentiating it from other Brazilian cities that had, and still have, strong football rivalry allied with a significant industrial presence. This difference lies in the fact that, in contrast with the major industrial centers of Brazil, where the great majority of football clubs were founded by working-class elements, in the “Industrial City” there is a clear duality, since ECNH was founded by the workers in the footwear industry, but FBC Esperança emerged from the local elite of Hamburgo Velho – tradesmen and entrepreneurs from the footwear industry.

In common with larger cities, in both populational and economic terms, such as Belo Horizonte for example, where the economy and rivalry between clubs underwent rapid growth hand-in-hand, football began to take hold in Novo Hamburgo when industry began to become more important within the socioeconomic scenario of the town, manifestly a product of industrial civilization, but the identity and myths of football in the town were built up differently and this duality was an integral part of the process.

Therefore, football only became popular among the middle and upper strata of the town, since the manifestations of football among the poor and marginalized, such as the football club founded by the blacks of Novo Hamburgo at the start of the 1920s, were not covered by the local press of the epoch, and were relegated to the margins of the process of construction of the identity of football in Novo Hamburg.

Going against the flow of what is still observed to this day in cities with large-scale economic development and real enmity between football clubs, as in the aforementioned case of Belo Horizonte, in Novo Hamburgo the rivalry between the two main clubs began to enter into decline when footwear exports began their vertical growth, triggered by the march towards inversion of the local tradition in favor of global power, which in turn has projected the name of Novo Hamburgo onto the national and international stages, and which occurred in parallel with the birth of the regional championships and, from the 19602 onwards, the national competitions.

This process forged a new physiognomy for the town and profoundly changed its identity. To this extent, football was no longer an integral part of this process and its place was taken by other sports, of a more elite nature, such as tennis and motocross, and the “Industrial City” came to be a mere spectator on the Rio Grande do Sul football scene, rather than an integral

part of it, as it had been until the 1950s.

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FOOT-BALL CLUB ESPERANÇA, ESPORTE CLUBE NOVO HAMBURGO AND FOOTBALL RIVALRY IN THE INDUSTRIAL CITY

ABSTRACT:

This article analyzes the emergence and development of the two most important football clubs in the town of Novo Hamburgo, which is in one of the most important regions of German colonization and of industrialization in the Southernmost Brazilian state of Rio Grande do Sul. The growth of the town and of its football clubs, within the context of industrialization, was matched by the rivalry between its two main football clubs, namely Sport Club Novo Hamburgo founded in 1911 and Foot-Ball Club Esperança founded in 1914, established on a local basis. The article also analyzes this rivalry through the lens of the intense industrial development that Novo Hamburgo underwent during the period between 1911 and 1964, taking into consideration the principles that created the conditions for a qualitative leap from informal football towards association football and the clash between the oldest part of the town, which was the cradle of its foundation, and the central zone, which became the mainstay of the local industrial process.

KEYWORDS: Football, rivalry, identity.

FOOT-BALL CLUB ESPERANÇA, ESPORTE CLUBE NOVO HAMBURGO ET LA RIVALITÉ FOOTBALLISTIQUE DANS LA VILLE INDUSTRIELLE DE NOVO HAMBURGO

RÉSUMÉ :

Cet article se propose d'analyser l'apparition et le développement de deux des principaux clubs de football de la ville de Novo Hamburgo, située dans l'état méridional brésilien du Rio Grande do Sul – l'une des plus importantes régions de colonisation allemande et d'industrialisation. Dans le contexte de l'industrialisation, la croissance de la ville et des clubs de football locaux s'est accompagnée d'une grande rivalité footballistique entre l'Esporte Clube Novo Hamburgo, fondé en 1911, et le Foot-Ball Club Esperança, fondé en 1914. Cette rivalité est examinée sous la perspective de l'intense développement industriel de Novo Hamburgo entre 1911 et 1964, qui a modifié la pratique informelle du football en associativisme sportif. Elle se base également sur le choc existant entre la partie la plus ancienne de la ville – le berceau de sa fondation – et la partie centrale, qui constitue le nouveau support du processus industriel local.

MOTS-CLÉS : football ; rivalité ; identité.

FOOT-BALL CLUB ESPERANÇA, ESPORTE CLUBE NOVO HAMBURGO Y LA RIVALIDAD FUTBOLÍSTICA EN LA CIUDAD INDUSTRIAL

RESUMEN:

Este artículo busca analizar el surgimiento y el desarrollo de dos de los principales clubs de la ciudad de Novo Hamburgo en el estado de Rio Grande do Sul, en una de las más importantes regiones de colonización alemana y de industrialización de ese estado en el sur de Brasil. El crecimiento de la ciudad y de los clubs de fútbol, en el contexto de la industrialización, fue seguida por la rivalidad futbolística existente entre los dos principales clubs futbolísticos de la ciudad, que fueron el Sport Club Novo Hamburgo, fundado en 1911, y el Foot-Ball Club Esperança, fundado en 1914, establecido en base local. Se pretende, también, analizar esta rivalidad bajo la mirada del intenso desarrollo industrial experimentado por Novo Hamburgo en el periodo de 1911 a 1964, pautados en los principios que permitieron un salto cualitativo del fútbol informal hacia el asociativismo deportivo y el embate entre la región más antigua de la ciudad y cuna de su fundación y la parte central, nueva base del proceso industrial local.

PALABRAS CLAVE: Fútbol, rivalidad, identidad.

FOOT-BALL CLUB ESPERANÇA, ESPORTE CLUBE NOVO HAMBURGO E A RIVALIDADE FUTEBOLÍSTICA NA CIDADE INDUSTRIAL

RESUMO:

Neste artigo é feita uma análise do surgimento e desenvolvimento de dois dos principais clubes da cidade de Novo Hamburgo, localizada no estado brasileiro do Rio Grande do Sul em uma das mais importantes regiões de colonização alemã e de industrialização desse estado meridional do país. O crescimento da cidade e dos clubes de futebol, no contexto da industrialização, foi acompanhado pela rivalidade futebolística existente entre os dois principais clubes futebolísticos da cidade: o Esporte Clube Novo Hamburgo, fundado em 1911, e o Foot-Ball Club Esperança, fundado em 1914 e estabelecido em base local. Pretende-se, também, analisar essa rivalidade sob a ótica do intenso desenvolvimento industrial experimentado por Novo Hamburgo no período de 1911 a 1964, cujos princípios possibilitaram um salto qualitativo do futebol informal em direção ao associativismo esportivo e deram origem ao embate entre a região mais antiga da cidade e berço de sua fundação e a parte central, novo esteio do processo industrial local.

PALAVRAS-CHAVE: Futebol, rivalidade, identidade.