

The case study of Paraiba Palace Hotel

The Parayba Hotel was built at Ponto de Cem Réis and today Praça André Vidal Negreiros, at the initiative of President João Pessoa, in the mid-1930s (LEAL, 2001). According to the author, the Parayba Hotel, even ready since 1932, did not start operating immediately. The Parayba Hotel had its peak in the 40s, it was a place of intense movement, hosting from military personnel during the war to prominent names in Brazilian music.

The Hotel was closed for renovation in the 1950s, reopening almost two years later, changing its name to Paraíba Palace Hotel (LEAL, 2001). From the 1980s, the Hotel started to decay due to the changes that occurred in its surroundings to build the viaduct, eliminating its parking. Only in 1990, Paraíba Palace Hotel, returned to work (LEAL, 2001).

Currently, it no longer has hotel features, as reported by Thiago and Ferraz (2011), Paraíba Palace Hotel was transformed into a Popular Shopping Mall, changing its name to Paraíba Palace Shopping, with 101 stores of the most varied nature. The transformation of the hotel, which is privately owned, into a popular shopping mall was due to the change in the hotel market in João Pessoa, which migrated from the center to the beach (THIAGO and FERRAZ, 2011).

The hotel is one of the architectural icons of the João Pessoa Center. Listed by IPHAEP (Institute of Historical and Artistic Heritage of the State of Paraíba), it has an art-nouveau style, it is the only example of Venetian architecture in the capital of Paraíba. It entered for historical preservation, after Decree nº 25.138, signed by Governor Cássio Cunha Lima, on June 28, 2004.

References:

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