

**COMPANY CONSERVAS PINHAIS - C^a LD^a MATOSINHOS (PORTUGAL):
CENTENANARY FABRIC AND LIVING MUSEUM**

Maria Otilia PEREIRA LAGE, Integrated Researcher¹,

e mail: otilalge@sapo.pt

Carla SEQUEIRA, Integrated Researcher PhD.²,

e mail: cferreira@letras.up.pt

¹Culture, Space and Memory Transdisciplinary Research Center (CITCEM), University of Porto, Faculty of Arts and Humanities (FLUP), Porto, Portugal

² University of Porto, Faculty of Arts and Humanities (FLUP), Culture, Space and Memory Transdisciplinary Research Center (CITCEM), Porto, Portugal

Abstract. This communication focuses on one of the oldest traditional canning factories in Portugal, the company Conservas Pinhais & Cia Ld^a, a centenary factory of family tradition and artisanal fish production, founded in Matosinhos in 1920, with active labouring for international markets. In 2020, it was recognised as Industrial Heritage of the Municipality of Matosinhos, where it continues to work under the ownership and management of the Austrian group Glatz since 2016, one of its oldest customers, keeping the company's living museum open to the public.

A socio-historical and heritage approach is made to Conserveira Pinhais, an example of solid business entrepreneurship and a success story in terms of sustainability strategies and preservation of identity traits of this industrial company and its canned fish brands.

Our objectives are: a) outline the historical-social process of the evolution of this industrial unit in the context of the canning industry, culture and heritage of Matosinhos, one of the main and historical canning centres in the Portuguese coastal territory; b) identify lines and factors of development that have made Pinhais, an ex-libris of the industrial history of Matosinhos and a reference in the community; c) to emphasise the historical economic, social and cultural interaction of eight decades of commercial relations between the Pinhais cannery and the Austrian conglomerate Glatz, distributor of food products; d) accentuate its nature as an authentic case study in the relationship between business activity and industrial heritage.

The theoretical-methodological approach is favoured: the case study method, documentary research and fieldwork, cross-checking of data and multiple sources. The

expected results are: understanding of business sustainability and heritage conservation, mediating principles of the Museu Vivo da Pinhais & C^a Ld^a; analysis of the process of patrimonialisation and musealisation in the context of cultural and industrial tourism; explanation of the role of factory work and community as an environment, along with existing industrial heritage resources and business communication strategies.

Keywords: Canning Factory Pinhais C^a & Ld^a - Matosinhos (Portugal); Centenary company of the canning industry; conservation of industrial heritage; cultural tourism.