

STUDIO ARTHUR CASAS

ARCHITECTURE AND DESIGN

USA - New York
547 W 27th Street, St #309
10001, EUA
+ 1 646 839 5063
ny@arthurcasas.com

Brasil - São Paulo
Rua Itápolis, 818 - 01245 000
55 11 2182 7500
55 11 3663 6540
sp@arthurcasas.com

ARTHURCASAS.COM

FACTSHEET

Project	Morás Building
Author	Arthur Casas
Team	Gabriel Ranieri, Regiane Khristian, Ana beatriz Braga, Marcelo Beretta
Contractor	RRG Construtora
Consultants	Arquigrafite (project management), Teca Engenharia (structural), Apoio (foundations), FE (electrical engineering), FMA (hydraulics), KAC (air conditioning), Renata Tilli (landscape), Maneco (light design)
Project date	2013
Project completion	2017
Plot area	996 m2
Built area	3 990,23 m2
Location	São Paulo - SP, Brazil

ABOUT

The simple lines of this building conceal a very complex design process. Located in Vila Madalena, a hilly neighborhood in São Paulo, the plot stands in the legal boundary between high rises and suburban houses districts. Strict rules allowed a maximum height of 15 meters in order to organize 6 different types of plans concerning 8 units, transforming this project into an architectural puzzle.

The Studio overcame restrictions by defining the project through few key elements: openness to the surrounding tree canopies, horizontality and fluidity of the spaces, a dynamic façade with different degrees of transparency and protection. The steep terrain with a 3 meters level difference was transformed into a large pedestal holding service areas. It was covered in stone to highlight the contrast with the delicate volume containing the apartments, a glass-box with wood louvered panels.

The layout of each apartment was developed with the clients since the beginning of the project. One might say that these are assembled houses, which were customized according to the needs of each family. A series of bespoke components transforms the diversity of the units into a homogeneous composition. To achieve this result, the structure was designed to allow very flexible plans, simplifying common installations and vertical circulation to have a minimum impact throughout the five different floors.

This slow process of revision and adaptation surprisingly resulted in formal simplicity. The plans are made of continuous balconies, as in a house, protected by sliding wood panels. They assemble in pairs that fusion into a single unit, creating a wide range of compositions varying from total protection to 75% transparency. This continuity with the context is enhanced by large glass doors that completely slide to the sides. In a dense city such as São Paulo, the building enjoys a rare combination of a calm neighborhood with distant views enhanced by the topography. From the street, pedestrians will seldom see the same composition: one of the few signs that the discreet dynamism of the panels conceals a great diversity of typologies.