

# STUDIO ARTHUR CASAS

## FACTSHEET

Project	Melo Alves Building
Author	Arthur Casas
Co-Authors	Gabriel Ranieri, Regiane Khristian and Ana Beatriz Braga
Collaborators	Marcelo Beretta
Location	São Paulo – SP, Brazil
Project Date	2015
Conclusion	2018
Plot Area	1 208m <sup>2</sup>
Built Area	4 424m <sup>2</sup>
Contractor	Vitacon
Images	Gabriel Ranieri

## ARCHITECTURE AND DESIGN

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## ABOUT

Situated in the Jardins area of São Paulo, this mixed-use building responds to a demand of the city's real estate market for smaller, functional apartments. The project takes advantage of the new city planning, encouraging the cohabitation of commercial and residential spaces. Units come in different formats and sizes, some of them duplex, with up to 70 square meters.

The first three floors are dedicated to commerce and services, opening up to the city outside. On the upper levels, each floor contains 10 apartments, alternating different styles and formats and lending an organic feel to the geometric composition of the exterior.

Vertical central ventilation frees up the facade, with apartments lining the edges of the construction. In response to the location and slope of the terrain, we placed a large number of units facing Jardins, the neighborhood of the Paulista elite, and one of the greenest areas in the city. This transparency brings balanced doses of cosmopolitanism and the natural world into the interior of each apartment, while simultaneously broadening their dimensions.

The simplicity of the materials chosen, such as the exposed-concrete structure, contrasts with the golden-hued metal plates – an aesthetic that both sets the building apart from its neighbors and incorporates it subtly into the landscape.

The aim was to create a functional building integrated into the city, dedicated to accommodating a variety of lifestyles in a single space and presenting new possibilities within an urban context.