

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

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| Project | JD Guedala |
| Author | Arthur Casas |
| Team | Alexandra Kayat, Eduardo Mikowski, Ana Beatriz Braga, Regiane Khristian, Gabriel Ranieri |
| Contractor | Souza Lima Construtora |
| Consultants | Griffa Engenharia (structural engineering), Fit Eng (MEP - mechanical electrical plumbing), EPT Engenharia (air conditioning), André Paoliello (landscape), Solosfera (foundations) |
| Project date | 2014 |
| Project completion | 2017 |
| Plot area | 1000 m2 |
| Built area | 3 814,28 m2 |
| Location | São Paulo - SP, Brazil |

ABOUT

The interplay of volumes and textures that shapes this building's facade was the jumping-off point for the conception of the project, located in the Morumbi region of São Paulo. The central issue here was how to take advantage of the lateral view out over the wooded residential neighborhood – facing south – while ensuring radiant natural lighting.

Two clearly demarcated blocks are host to different styles, with duplex and simplex apartments separated by a central nucleus that creates openings in the structure and shows off its double height ceilings. Verandas of varying sizes stretch along multiple interior spaces, lending a sense of movement to the building's exterior. The wooden brise-soleil that cover the facade may be completely opened, and when closed they form a continuous panel, providing the transparency and privacy called for by the design and standing out against the concrete structure.

Present across all the units and on the terrace, planters harmonize with the ground-floor gardens in an attempt to provide as much vegetation and interaction with the exterior as possible. A basement-level service entrance with ground floor reserved for residents and visitors ensures a fluid circulation throughout the building, another concern here.

This design sought to create a functional building with a surprisingly light, organic feel by bringing together two different apartment formats while creating continuity and linearity, making the most of the terrain's

potential and integrating it into the landscape.