

STUDIO ARTHUR CASAS

ARCHITECTURE AND DESIGN

USA - New York

110 E 25th Street, St #354

10010, 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

FACTSHEET

Project	SS Apartment
Author	Arthur Casas
Team	Alessandra Mattar, Victoria Chaves, Sabrina Aron
Contractor	MFC
Consultants	Studio Serradura, Taag, Grau
Suppliers	Arali Moveis, Augusto Moreno Closets, Indusparquet, Oikos, Pedras Bellas Artes, Pagliotto
Dates	2018
Area	618m ²
Location	Jardim Paulista, São Paulo - SP
Photos	Casa Vogue

ABOUT

Television presenter Sabrina Sato contacted the Studio because she wished having an apartment where she would be able to manage both personal and professional life - since, according to her, they go together. The apartment wouldn't be just a resting spot, but also a working and leisure place - for her filming and photoshoot sessions, as well for receiving friends and throwing parties. Besides, as she just gave birth to her first daughter, having a comfortable home, which could host all her family activities, was vital.

The project design was to separate Sabrina's and her family's personal life from their professional life, focusing on creating specific privacy spots in order to manage the intense routine with her production team - which is constantly present there on a daily basis. To achieve that, flow managements were thought in a way so that the team would attend only the service areas, such as the dressing room and a multipurpose room for filming, photos, dinners; this space could also be used as a place to throw meetings and parties, a gym or a future toys room for her daughter. Separated by another level, the office has an access door to the intimate area: the master suite, the baby suite, the guest suite and, with an independent access, the service suite.

Considering how crowded the apartment is daily, the choice for durable materials was relevant to handle with intense use of space. Oak in the inside areas and rustic granite in the outside area were floor solutions to optimize maintenance and cleaning. Also, to design brises that could protect the double-height area from sun

light - a major challenge of the project - the solution created was to produce them as automated and with wood appearance - which would avoid often maintenance and reach a more financially viable option, keeping an aesthetic similarity.

Our healthy relationship with the client allowed us to create with liberty and creativity. The light spots placed on carpentry work at the double-height hall, the tensoflex wall as backdrop for pictures and parties at the dressing room, the luminaires designed for a soft and indirect lighting, the master bathroom with its access to the closet and make-up desk are all some of the creations developed to improve this apartment project.