



The project is an advertising agency situated in the 'Jardins', a São Paulo neighborhood that is undergoing radical change, on an avenue of intense traffic. Facing north, it appears as an organic incarnation of the urban and natural "aggressions" suffered by the tropical city.

The noise, the insulation and the intense traffic are building components that get infused in this project. Rather than isolating itself from the noise and movement surrounding it, it absorbs the neighboring energy, and uses it to define its identity, sending the energy back as in a boomerang effect.







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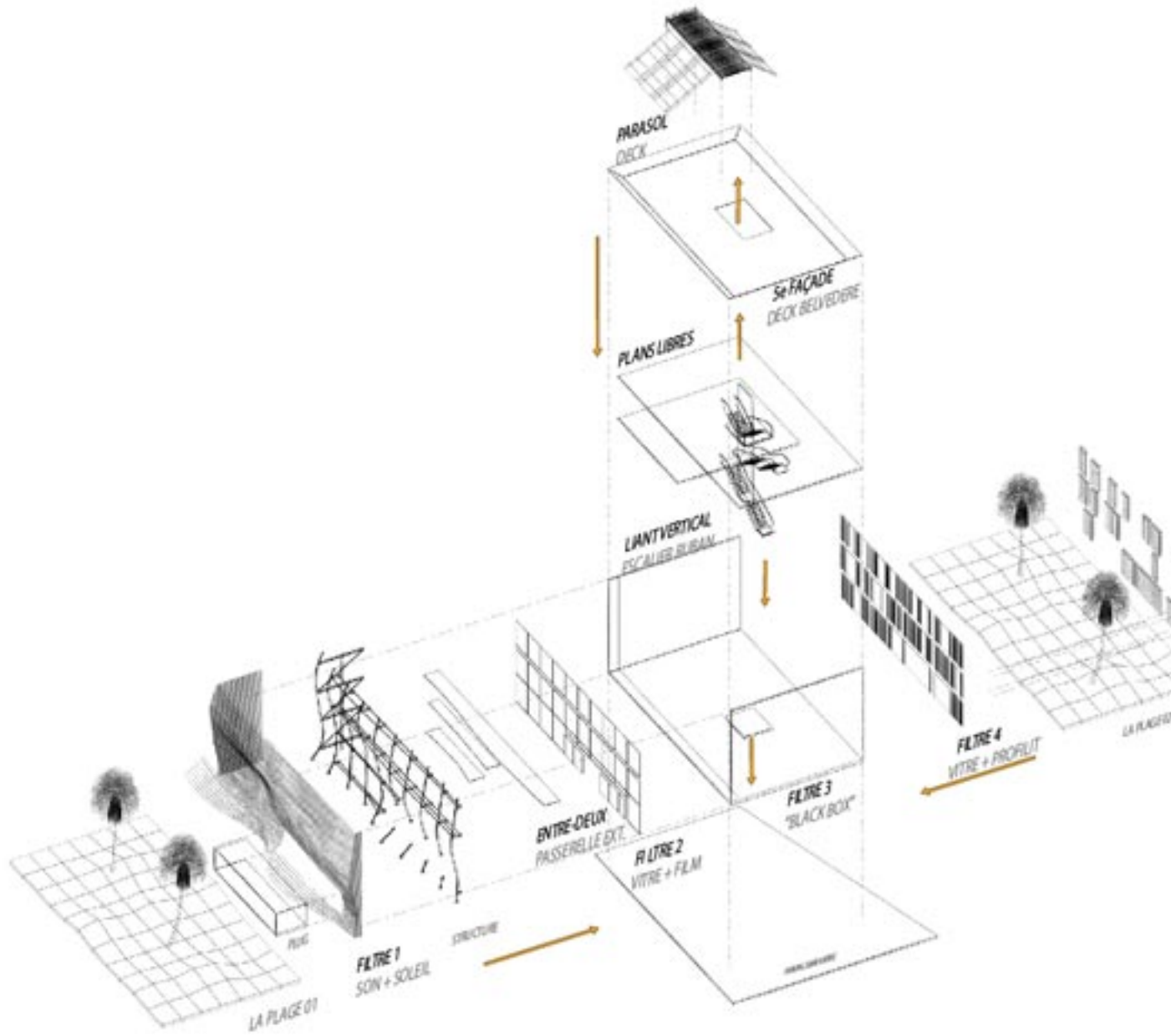






The big floors and structures are cast from vertical elements, the deckle as a way to field the





Architect: Pininfarina Design (Studio) / Goullet, Buisson, Blanc, Sibaud, Desfray, Boffa