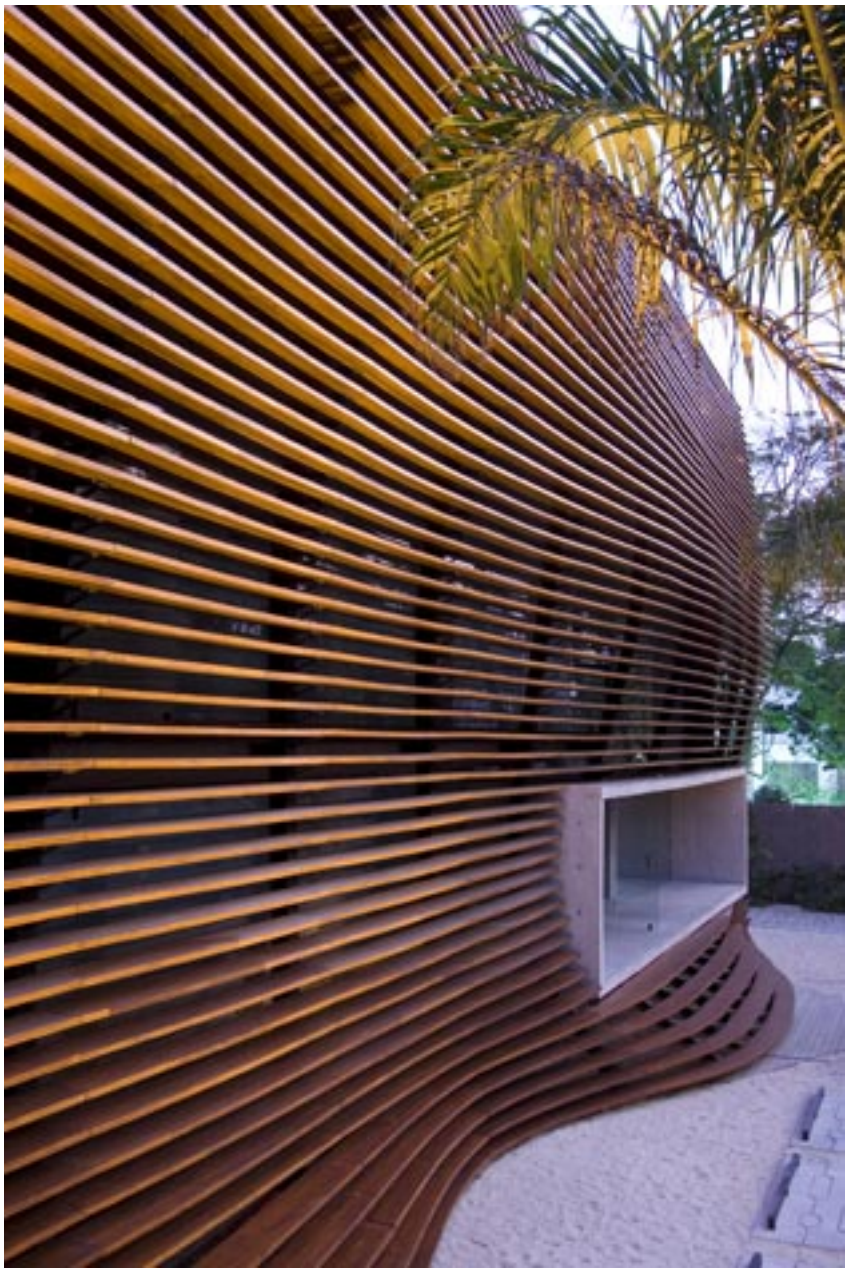
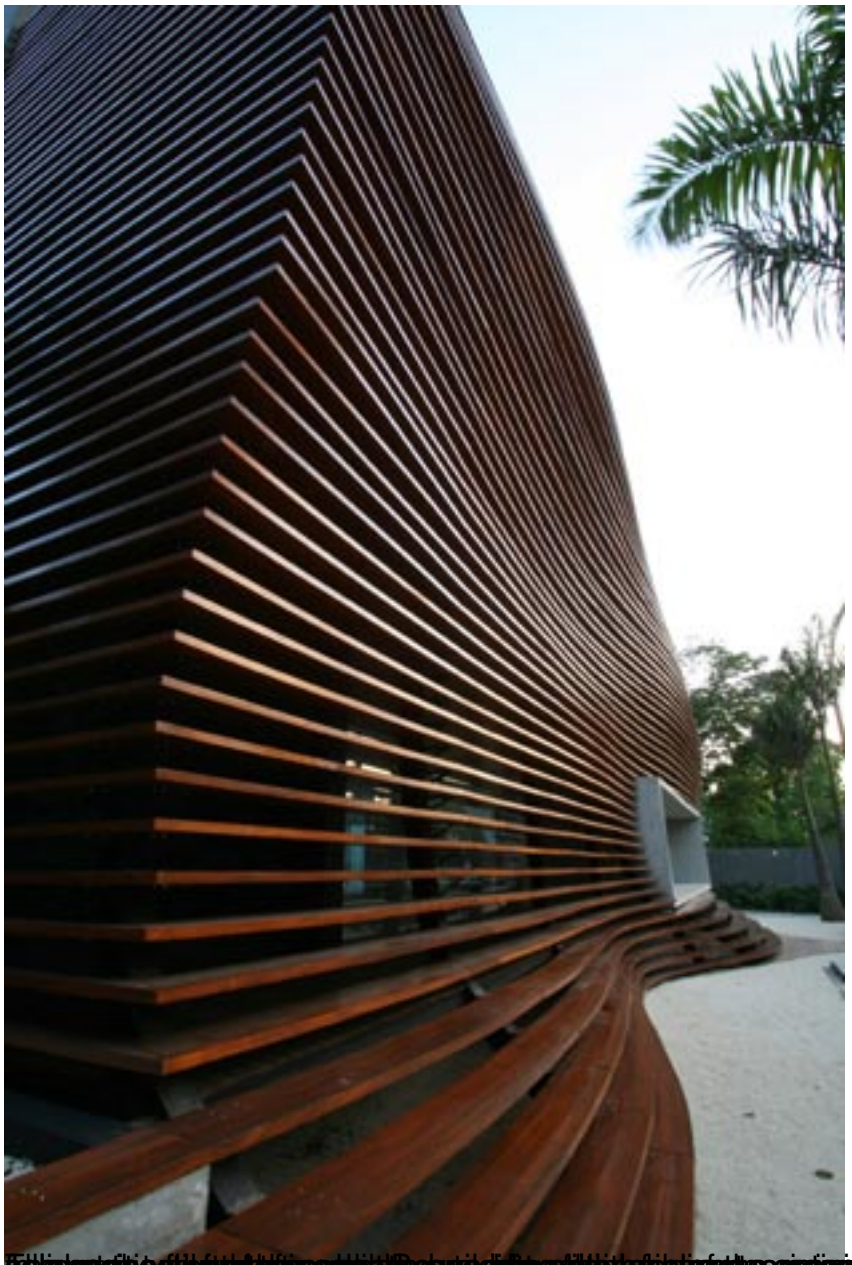
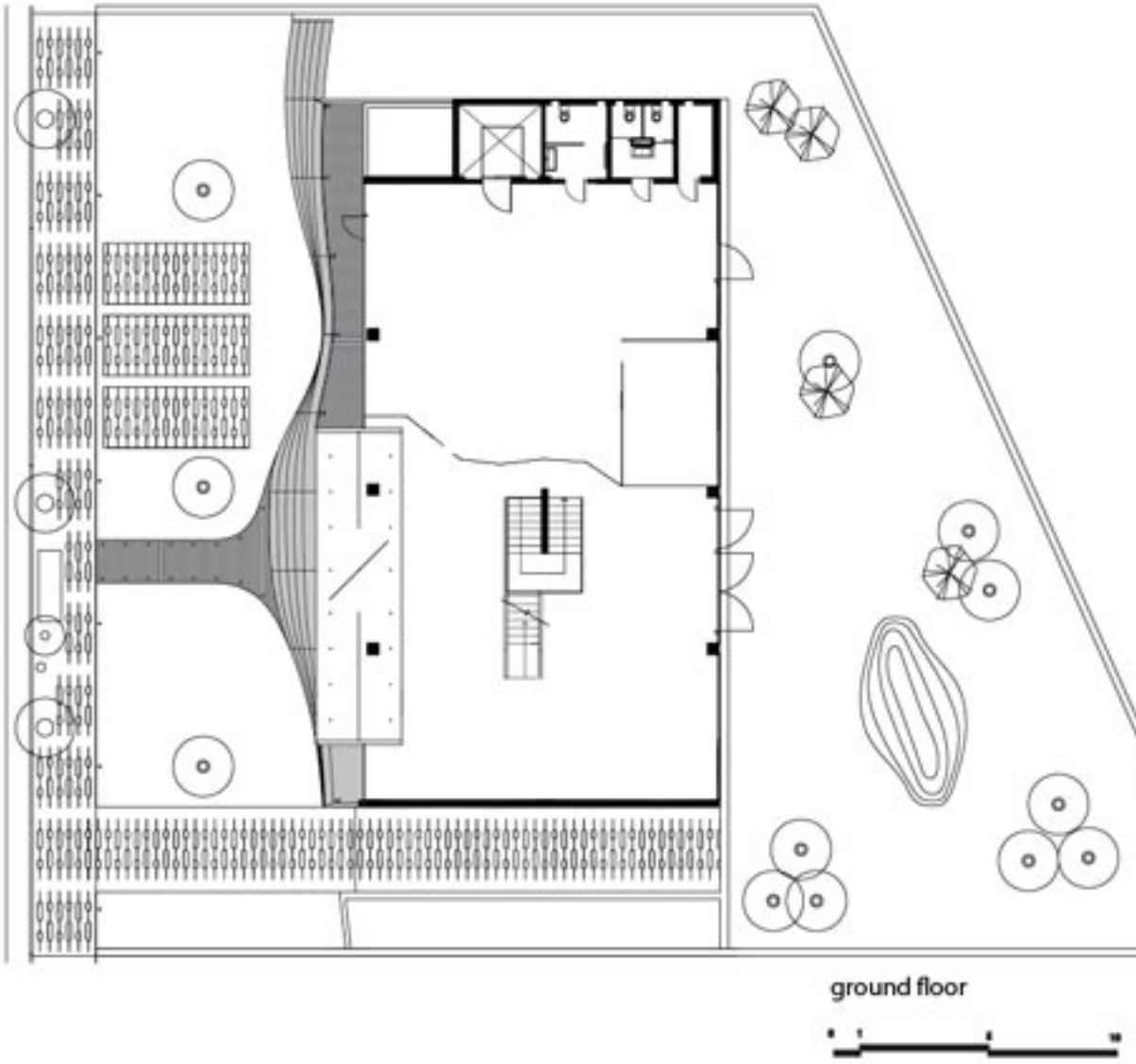
The project is an advertising agency situated in the 'Jardins', a São Paulo neighborhood that is undergoing radical change, on an avenue of intense traffic. Facing north, it appears as an organic incarnation of the urban and natural "aggressions" suffered by the tropical city.

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.

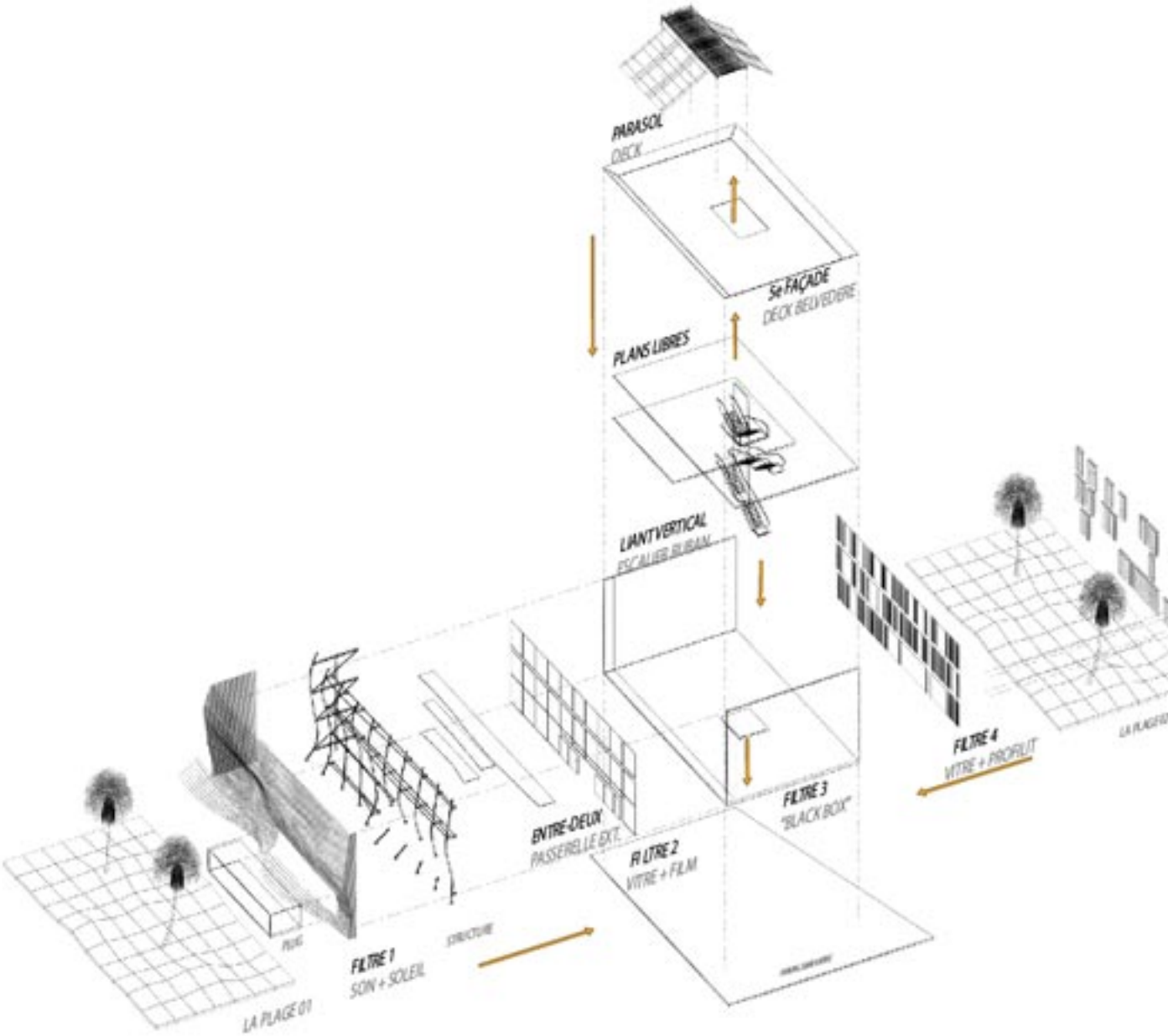





ground floor

[illegible]

The three floors are linked by a vertical element, the concrete stairway. Its folded geometry sculpts the spaces, from the car park to the deck that affords views to the


PARASOL
DECK
5e FAÇADE
DECK BELVEDERE
PLANS LIBRES
LIANT VERTICAL
ESCALIER RUBAN
FILTRE 4
VITRE + PROFILIT
FILTRE 3
"BLACK BOX"
ENTRE-DEUX
PASSERELLE EXT.
FILTRE 2
VITRE + FILM
FILTRE 1
SOIN + SOLEIL
LA PLAGE 01

[illegible]