



TECHNICAL SPECIFICATIONS

Type

Development

Author

Fernanda Marques Arquitetura

Project Name

Parque da Cidade

Project Start Date

Project Completion Date

2023

Location

São Paulo, SP

Area

1,726.82 m² per tower (implemented across 4 towers)

Photographer

Fernando Guerra

PRESS RELEASE

Creating a seamless transition between interiors and outdoor areas, based on the level of integration desired for each project, is one of the main considerations in contemporary building design, whether residential or corporate. However, in the case of this tower complex, already several years old, the intervention sought to go beyond this fundamental objective.

“Our project started with the need to enhance the natural lighting in the lobbies. But not only that—my clients also wanted to bring a more contemporary aesthetic to the four towers of the complex, each with approximately 1,800 m² of common areas,” explains Brazilian architect Fernanda Marques, the author of the intervention.

Thus, the process began with the reconfiguration of the original layout, including specific areas such as the bicycle storage, aiming for a more functional approach. To make the interiors brighter, in addition to new wall tones, the spaces were enhanced with an increased number of glass panels and materials designed to reflect light.



“For the finishes, we chose materials capable of ‘brightening’ the spaces, bringing a greater sense of openness to the lobbies. We also implemented a unified ceiling throughout all units, replacing the previous segmented design,” explains Fernanda. She also opted for flooring that closely resembled the exterior material to reinforce the sense of integration, as the existing flooring could not be replaced.

To create a more contemporary atmosphere, all common area furnishings were replaced. A highlight of the redesign is the Organic Bench, originally designed by the architect and typically produced in aluminum, which was crafted in marble for this project to serve as a central element in the lobbies—functioning both as a piece of furniture and as a work of art.

“Expectations were high for this project, as the lobbies were not only small and dark but also had poorly placed reception desks and turnstiles, with hidden and inadequately marked access points. In the end, I believe we successfully addressed these issues. We brought the gardens closer to the base of the towers and ensured greater brightness and integration with the outdoor area,” concludes the architect.