



DATASHEET

Project Type

Development

Author

Fernanda Marques Arquitetura

Project name

Artisan Moema

Project start date

2019

Project completion date

2019

Location

São Paulo - SP

Area

155 m²

Photographer

Mariana Orsi

RELEASE

For architect Fernanda Marques, style is a term intrinsically tied to timelessness. This principle defines her projects: built on a consistent foundation yet always ready to adapt to the continuous changes in taste, behavior, family structures, and ways of viewing life. "In every detail, I aimed to cater to the refined taste of a resident who makes excellence their way of life," says Fernanda. Designed for a discerning audience, particularly in terms of spatial distribution, lighting, and circulation, the project reflects her signature style, expressed through the use of noble materials, design objects, and contemporary art.

Exercising her distinctive style, Fernanda prioritized visual continuity in the show apartment between the social areas (living room, lounge, dining room, and balcony), creating a multipurpose lounge where a sophisticated resident could relax, work, or entertain friends at any time of the day or night. Whether reading a book, sharing a fine wine, enjoying good music, or watching favorite games with friends, the space accommodates all these activities. Surrounded by abundant natural light and equipped with the best of current technology, it offers a seamless balance between functionality and luxury.



New times call for new needs, and the same applies to contemporary interior design. Meeting the demands of a bustling family with teenage children while ensuring the home is ready to host frequent guests is no longer as simple as it once was.

This is why thoughtful circulation makes all the difference. In this project, sliding doors and partitions were installed in the living area to optimize space usage, while the service circulation was designed to operate independently of the social areas.

In the master suite, leveraging the apartment's original layout, separate bathrooms were created for the husband and wife, and the walk-in closet was designed to be accessed without passing through the bedroom, maximizing both privacy and comfort.

With circulation becoming a key element, the gourmet terrace was fully integrated into the kitchen layout. Additionally, a multipurpose cloakroom was designed adjacent to the guest bathroom. This space can also be repurposed for other uses, such as storing a glassware cabinet or silverware, depending on each family's specific needs.

To enhance flexibility, the decor relies on neutral tones, extensive use of wood, and versatile furniture. The project evokes various "atmospheres": from a spacious living room ideal for entertaining friends, to a large table perfect for card games or a wine-and-cheese night, to intimate moments shared by two on chaise lounges near the fireplace.