



## DATASHEET

### Project Type

Corporate

### Author

Fernanda Marques Arquitetura

### Project name

Brazilian Financial Center - BFC

### Project start date

2019

### Project completion date

2021

### Location

São Paulo, SP

### Area

1.713,36 m<sup>2</sup>

### Photographer

Fernando Guerra

The project for the Business Financial Center at Avenida Paulista in São Paulo is the result of Fernanda Marques Architecture's win in a competition for redesigning the lobby. It has been awarded the 2022 Best of Year Awards in the large commercial lobby + amenity space category.

Very honored with the privilege of designing on the iconic avenue of São Paulo, Fernanda developed an elegant and sophisticated lobby, whose façade is a portico that faces the avenue, in which light and rhythmic lines are the design concept. Inspired by the art and landscape of the avenue itself, with its aligned buildings, and by the movement of people, cars and lights, the architect defined elements that brings the alternation in rhythms, light, solids, and voids.

At the entrance, the portico presents in its passage a set of lights that changes in the typography of the name of the space, lines of light and the metropolitan city of Sao Paulo's map in an artistic presentation. The large lobby opens, with an inspired light sculpture on its ceiling that Fernanda presents us with, which recalls the light structure by artist Lucio Fontana for the IX Milan Triennial in 1951, which had its reconstruction authorized by the Lucio Fontana Foundation for the Museo del Novecento in Milan, Italy. Fernanda reinterprets the movement of light, of cars, of people; a strong identity of the city



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of São Paulo and, above all, of the emblematic Avenida Paulista. The use of materials with noble references is remarkable in the project, defining a sophisticated and luxurious atmosphere, but without excess. The light reflection is enhanced by the light and dark finishings, combined with the insertion of metallic axes, in matte gold and bronze.

On the mezzanine, the offices that face the atrium received smoked glass film, and on the first floor the accesses were regularized with porticos and a hanging garden combines artificial and natural vegetation, and crowns the space, along with a sculptural staircase that allows access to the upper floor. The Business Financial Center impacts on its access by the beauty of the atmosphere that the compositions of materials and light provided to the space, as well as the order of accesses and exits, reconciling different businesses and companies in the same space. It is an atrium of passage and, at the same time, of meeting and contemplation, like the historic galleries and covered spaces found in the great international capitals.