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## DATASHEET

### Type

Corporate

### Author

Fernanda Marques Arquitetura

### Project name

Ermenegildo Zegna

### Project start date

2009

### Project completion date

2009

### Location

São Paulo, SP

### Area

480m<sup>2</sup>

### Photographer

Romulo Fialdini

## RELEASE

Severe, compact and brutalist, this project is an accurate reflection of the architecture produced by one of the icons of São Paulo architecture. The building, designed by Vilanova Artigas (1915-1985) is today the head-office of an international fashion house, and in its 480m<sup>2</sup> sums up, remarkably well, the simultaneously traditional and contemporary spirit of the company that occupies it.

"I could not afford to overlook that reality", states Fernanda Marques, the architect responsible for the renovation of the building. "I have seldom been faced with such demanding clients, with such good taste and architectural purity", says Marques, describing the challenge to develop suitable interiors for the running of a modern corporation. But which would also live up to the architecture of the genius.

As the building is listed as part of São Paulo's heritage, there were also many restrictions to alterations to the original design. "We had to rack our brains to adapt the new programme to the internal modifications. It was important not to lose the link with the architecture, and that's why we kept the concrete on the ceilings and chose a white resin for the floor, to unify all the spaces", explains the architect.



Adopting glass partitions to define the various internal areas was the solution to allow natural daylight to penetrate the space evenly and in a well-balanced manner. Besides, to improve lighting control, blinds were installed on the glass plates. Equally austere, straight-lined and simple design furniture evokes the modernist spirit of the building. As a counterpoint, the contemporariness of the copper pendant lights by British designer Tom Dixon embellish the entrance hall, and the tropical freshness of a vertical garden, right at reception, infusing workdays with color and joy.