



DATA SHEET

Type

Gallery

Author

Fernanda Marques

Project Name

Roca Gallery São Paulo

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Project completion date

2023

Localização

Avenida Brasil

Área

Fotógrafo

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RELEASE

Across the globe, more than just an exhibition area at the service of one of the world's largest sanitary ware manufacturers, the Roca Galleries are intended to be an interactive space where customers are invited to share a truly unique visual and interactive experience.

This is the case, for example, in London, where the company's water-themed showroom was entirely designed by Iraqi architect Zaha Hadid, winner of the Pritzker Architecture Prize (considered the Nobel of architecture) in 2004.

It couldn't be any different here. With the emblematic Avenida Brasil in São Paulo as its location, a complete project for the brand, signed by architect Fernanda Marques, has just come out of the oven. Equally innovative, the proposal, which focuses on the natural biodiversity of the Atlantic Forest, will certainly put the Brazilian gallery on the map of its starry international counterparts.

Fernanda's interest lies in the fact that the Brazilian ecosystem is one of the biomes with the greatest diversity of plant and animal species on the planet,



which makes its preservation all the more urgent. A fact that is sometimes not taken seriously enough by Brazilians.

"As in a sanctuary, with this huge glass box, I want to suggest that we are in front of a precious - and delicate - asset that justifies all our care and attention," she says. Care and attention, thus creating the ideal setting for presenting the company's collections," says the São Paulo architect.

In the interface between architecture and landscape, the project aims to present, in addition to a vigorous silkscreen work on the panels that delimit the building volume - focusing on the forest itself - areas of lush green walls in the showroom interiors; suggesting integration between the external and internal spaces.

"The forest acts as a defining element of the façade and also shapes the interior space of the showroom and the very dynamics of product display," she says, who also anticipates the presence of many pieces of Brazilian furniture in the project. Including one of her most famous creations: the infinity bench, in a wooden version.