



TECHNICAL DATA

Type

Apartment

Architect

Fernanda Marques

Project Name

Netcorp Tower

Location

São Paulo — SP, Brazil

Area

240 sqm

Photography

Vitor Guilherme

Press Release

Between the urban intensity of Avenida Paulista and the timeless elegance of the Jardins neighborhood, Netcorp Tower — designed by architect Fernanda Marques — unfolds across its 240 square meters through a precise interpretation of place and time.

Conceived for a contemporary and flexible lifestyle, the project proposes a way of living deeply connected to São Paulo's dynamic rhythm, where materiality and function come together with fluidity and sensitivity.

At the heart of the layout is a living space designed to accommodate three everyday scenarios — lounging, dining, and home theater — without relying on rigid separations, a signature move of the studio. The proposal embraces a fluid architecture, where uses overlap and shift according to the needs of the moment, allowing the space to adapt naturally to the rhythms of daily life.



“We sought an architecture that speaks quietly but with presence. A space that embraces everyday life and remains relevant over time,” says Fernanda Marques.

Wood plays a central role in defining the atmosphere. The dialogue between light and dark tones creates conceptual depth and anchors the spatial narrative. Dark wood acts as a base, lining vertical surfaces and wrapping structural columns — integrating them into the design language. Balance is achieved through the interplay of materials with contrasting tones and temperatures: the light-toned stone flooring enhances natural light, while the pale wood ceiling adds softness, creating a continuous sense of warmth and welcome.

The kitchen is designed almost like a gallery. Connected to both the wine cellar and china cabinet, it is organized around the dramatic presence of stone — a key element that sets the tone for the room’s refined and contemporary character. Appliances and support elements are subtly integrated to preserve a clean and uninterrupted visual flow throughout the social areas.

Furnishings follow a timeless palette, carefully selected to accompany the residents through the years. Color appears sparingly, yet intentionally, marking points of identity without disrupting the overall harmony. Signature pieces such as the Rondo mirror by Zieta Studio and the Ondine armchair by Jorge Zalszupin bring sophistication and dialogue with the curated art selection and the Tumbi vase, designed by Fernanda Marques in collaboration with St. James.

The result is an apartment defined by precise material and spatial choices, where architecture unfolds with clarity and lightness — guided by intention, daily rituals, and a deep sense of timelessness.