



EXHIBITION July 14 - September 10, 2011

Center for Architecture
536 LaGuardia Place New York, NY 10012

November 1 - December 4, 2011

São Paulo International Architecture Biennial
OCA Pavilion, Ibirapuera Park, São Paulo Brazil

New Practices São Paulo

New Practices São Paulo is the most recent juried portfolio competition and exhibition sponsored by the New Practices Committee of the AIA New York Chapter. It serves as a platform to recognize and promote innovative and emerging architecture and design firms in São Paulo that have utilized unique and commendable strategies – both in the projects they undertake and the practices they have established.

Jury

José Armenio de Brito Cruz

Whitaker Ferreira

Roberto Loeb

Carlos Motta

Ricard Itsuo Ohtake

João Sette

Nádia Somekh

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Exhibition Design and Graphics

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New Practices São Paulo is organized by the AIA New York Chapter and the

Instituto de Arquitetos do Brasil Departamento de São Paulo.



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23 SUL

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Metro Arquitetos Associados

PAX.ARQ

Triptyque Arquitetura

Vazio S/A Arquitetura e Urbanismo

Yuri Vital Architect

23 SUL

STAFF:

André Sant'anna da Silva (Partner), Gaú Manzi (Partner), Ivo Magaldi (Partner), Lucas Girard (Partner), Luís Pompeo (Partner), Luiz Florence (Partner), Moreno Zaidan (Partner), Rafael Urano Frajndlich (Partner), Tiago Oakley (Partner), Luciana Pitombo (Collaborative Designer)

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WEBSITE:

www.23sul.com.br

DATE FOUNDED:

2006

MOST RECENTLY CONSTRUCTED PROJECT:

Public School in the Jardim Ottawa neighborhood of Guarulhos (in São Paulo metropolitan area)

THREE WORDS TO DESCRIBE YOUR FIRM'S DESIGN PHILOSOPHY?

Debate / Pragmatism / Cooperation

HOW DO YOU CREATE AN ATMOSPHERE THAT'S CONDUCIVE TO CREATIVITY IN YOUR PRACTICE AND WORK?

Our design process promotes intense debate. We delegate individual project responsibilities to small design teams, and those architects not immediately involved with the project act as critics, bringing new insight to the work. We also maintain close contact with our construction sites, giving us valuable feedback on how to develop our design skills.

TYPE OF PROJECT/ TYPOLOGY YOUR FIRM WOULD LIKE TO DESIGN BUT HASN'T, AND WHY?

We are interested in comprehensive infrastructural projects that embrace landscape and environmental features, such as ports and water transportation terminals. Our past experience in transportation design has helped us to realize that the next four years are crucial to the expansion of Brazil's infrastructural network, with the upcoming World Cup and Olympic Games.

WHAT HISTORICAL INFLUENCES ARE MOST MEANINGFUL TO YOUR FIRM?

Brutalism, infrastructural architecture and urban design, particularly the work of early 20th century engineer Saturnino de Brito. Brazilian Modern architecture, traditional and contemporary Latin American architecture, and the Tropicalia movement.

WHAT IS YOUR FAVORITE BUILDING IN SÃO PAULO, AND WHY?

The Unified Educational Center designed by Alexandre Delijaicov and of course São Paulo's Public Architectural Office: the cornerstone of social intervention in the city's outskirts.

HOW IS YOUR APPROACH TO DESIGN INFLUENCED BY SÃO PAULO?

No immediate inspiration is taken from the city's fabric. The historical process of space production in São Paulo is a template that we feel should be interrogated. Our approach is critical: we have adopted a subtractive project strategy and we seek to eliminate obstacles so that people can move freely within the city.

WHAT CITY (BESIDES SÃO PAULO) ARE YOU MOST INSPIRED BY?

Santos (Brazil), Berlin (Germany), Asunción (Paraguay), Monte Carasso (Switzerland)

WHAT IS NEXT FOR THE STUDIO? WHERE DO YOU THINK YOU WILL BE IN FIVE YEARS?

Our goal is to expand our staff and design practice without losing control of the quality of the work. We aim to maintain our current approach of a horizontal chain of command to tackle bigger commissions and eventually deal with large-scale public projects.

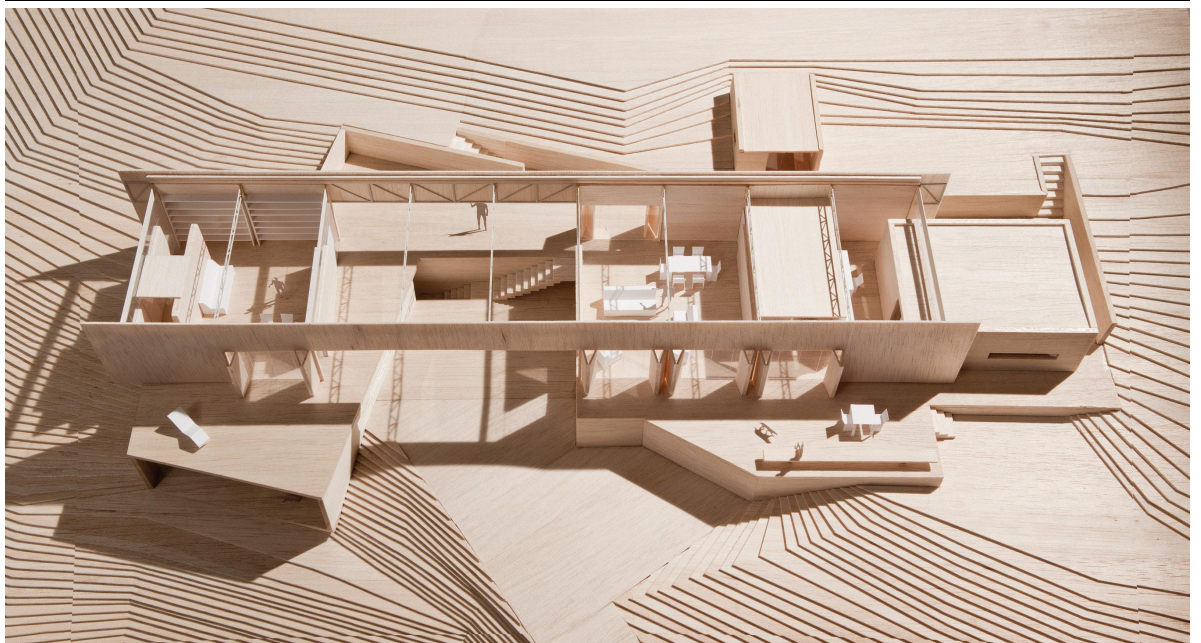
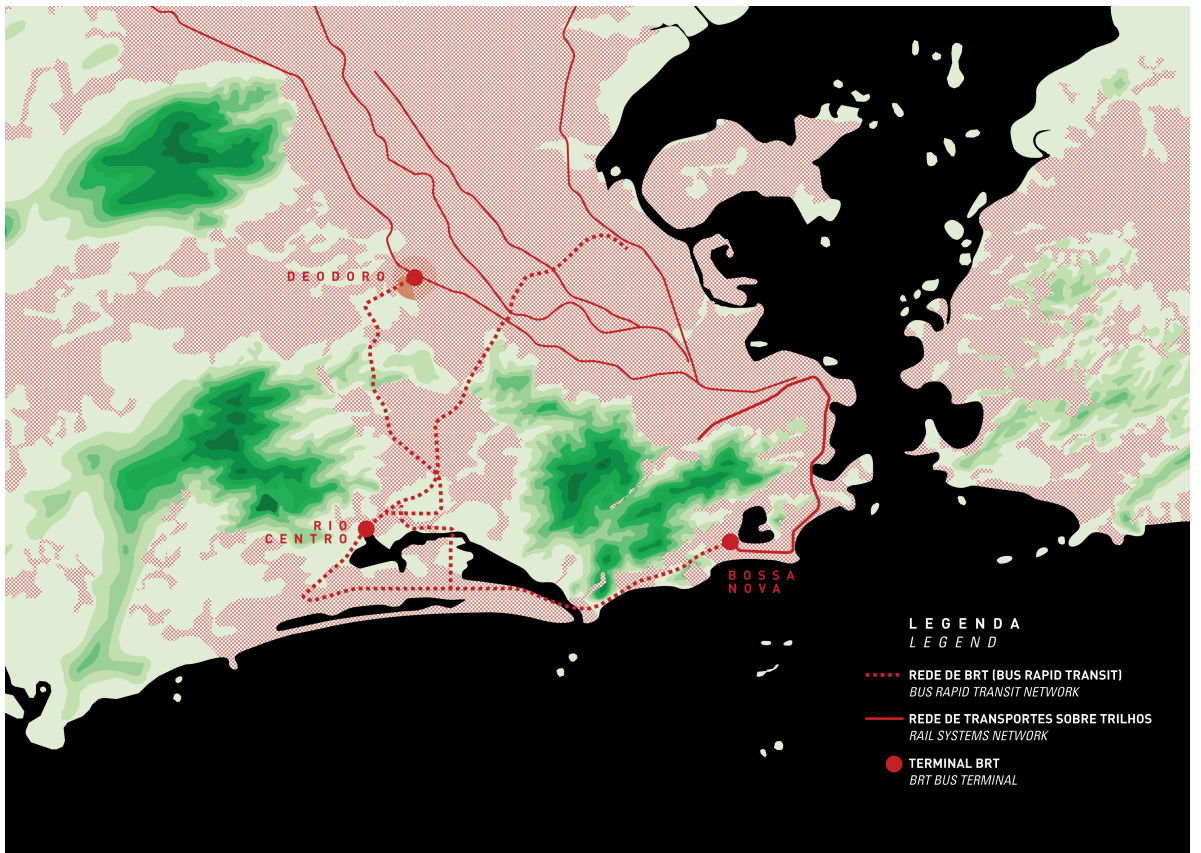


Images (opposite page; top to bottom)

Deodoro Bus Terminal, Rio de Janeiro, Brazil, 2009

Residence in Granja Viana, Cotia, Brazil, 2006

Master Plan of Cohab Raposo Tavares, São Paulo, Brazil, 2005



ARKIZ

STAFF:

Alexandre Hepner (Partner), João Paulo Payar (Partner), Rafael Brych, (Partner), Matheus Marques, Mona Feldman, Ricardo Gonçalves

ADDRESS:

Rua Jesuíno Arruda, 479 cj. 51 – Itaim Bibi – São Paulo

WEBSITE:

www.arkiz.com.br

DATE FOUNDED:

2008

MOST RECENTLY CONSTRUCTED PROJECT:

VE Apartment

THREE WORDS TO DESCRIBE YOUR FIRM'S DESIGN PHILOSOPHY?

3C's: Collaborative / Conceptual / Critical

HOW DO YOU CREATE AN ATMOSPHERE THAT'S CONDUCIVE TO CREATIVITY IN YOUR PRACTICE AND WORK?

We always try to approach architectural practice as a provocative, intellectual challenge rather than just a series of professional tasks. This approach is also supported by an interrogation of how architecture can function within the social/cultural/symbolic elements of urbanism.

TYPE OF PROJECT/ TYPOLOGY YOUR FIRM WOULD LIKE TO DESIGN BUT HASN'T, AND WHY?

The typologies we find most interesting are the ones that relate directly to both their urban context and social context, such as museums, schools, and other public buildings. However, we would also like to explore the possibility of conceptualizing new typologies, as we believe that architecture needs not only respond to social demands for building, but to identify emerging demands for new types.

WHAT HISTORICAL INFLUENCES ARE MOST MEANINGFUL TO YOUR FIRM?

Gothic (scale, spirituality, expression in structure and light), Gaudí, Russian Constructivism (balance in innovation, yet rational in design and social in purpose), British High-tech, Japanese Metabolism.

WHAT IS YOUR FAVORITE BUILDING IN SÃO PAULO, AND WHY?

Sesc Pompeia by Lina Bo Bardi is an outstanding example of how the old and new urban fabrics of São Paulo can work together to promote social inclusion.

HOW IS YOUR APPROACH TO DESIGN INFLUENCED BY SÃO PAULO?

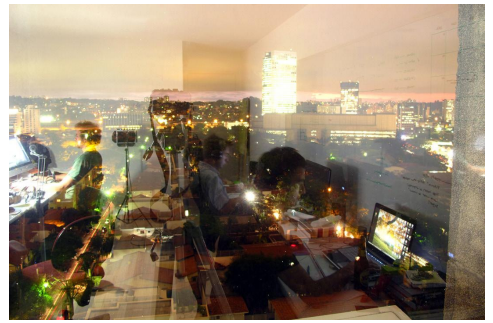
We are influenced by São Paulo's condition of diversity and multi-ethnicity, a city where everything happens at the same time. We are moved by the many contrasts that mark São Paulo's culture, such as the dichotomy between local/global, tradition/modernity, and center/periphery.

WHAT CITY (BESIDES SÃO PAULO) ARE YOU MOST INSPIRED BY?

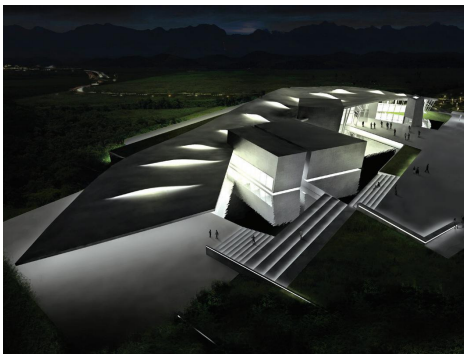
Cities inspire us mostly because of the ideals they represent in time as well as in space. Babylon, Constantinople and London inspire us for their historical cosmopolitanism.

WHAT IS NEXT FOR THE STUDIO? WHERE DO YOU THINK YOU WILL BE IN FIVE YEARS?

We are ambitious and would like to keep doing things we believe in. We want to keep facing new challenges and experimenting with architecture. We also hope to strengthen our ties with foreign architectural practices, exchange experiences, and expand our horizons.



Images (opposite page; top to bottom, left to right)
Piura Office Building, Piura, Peru, 2008
Comperj Information Center, Itaboraí, Brazil, 2008
Comperj Information Center, Itaboraí, Brazil, 2008
Paineiras Hotel Complex, Rio de Janeiro, Brazil, 2009



Metro Arquitetos Associados

STAFF:

Martin Corullon (Partner), Anna Ferrari (Partner), Gustavo Cedroni (Partner), Ricardo Canton, Alfonso Simelio, Pedro Mesquita, Marina Ioshii, Luis Tavares, Simone Knabe, Mary Oliveira

ADDRESS:

Rua General Jardim, 645 sala 11, São Paulo

WEBSITE:

www.metroo.com.br

DATE FOUNDED:

2000

MOST RECENTLY CONSTRUCTED PROJECT:

Nestlé Chocolate Factory, Visitor Center

THREE WORDS TO DESCRIBE YOUR FIRM'S DESIGN PHILOSOPHY?

[Infra]structure / Program / Experience

HOW DO YOU CREATE AN ATMOSPHERE THAT'S CONDUCIVE TO CREATIVITY IN YOUR PRACTICE AND WORK?

Our approach to architecture is non-traditional, but still artistic, inspired, and creative. We work closer to engineering than to the Beaux-Arts tradition, and we deal much more intensely with concepts like negotiation, opportunity, appropriation, and articulation.

TYPE OF PROJECT/ TYPOLOGY YOUR FIRM WOULD LIKE TO DESIGN BY HASN'T, AND WHY?

Large-scale transportation hubs and mixed-use buildings. These buildings have a direct influence on the surrounding metropolis and unite architecture, infrastructure design, and urbanism.

WHAT HISTORICAL INFLUENCES ARE MOST MEANINGFUL TO YOUR FIRM?

We are strongly connected to a particular development of a Modern tradition, with Brazilian representatives such as Oscar Niemeyer, Vilanova Artigas, and Paulo Mendes da Rocha.

WHAT IS YOUR FAVORITE BUILDING IN SÃO PAULO, AND WHY?

The Copan Building. Despite being over fifty years old, it is still contemporary and it negotiates a massive habitation block in a complex São Paulo center..

HOW IS YOUR APPROACH TO DESIGN INFLUENCED BY SÃO PAULO?

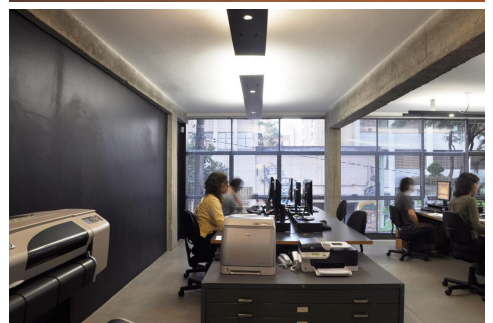
We have major and urgent problems to solve in a very intense and young city. The architectural response has to incorporate this urgency and deal with the real production and reception conditions imposed by an unstable and unequal city.

WHAT CITY (BESIDES SÃO PAULO) ARE YOU MOST INSPIRED BY?

London.

WHAT IS NEXT FOR THE STUDIO? WHERE DO YOU THINK YOU WILL BE IN FIVE YEARS?

The next step is to consolidate and deal with the construction markets while maintaining an experimental and conceptual approach. We hope to work in new contexts, new cities, and spread our experience all over the world.



Images (opposite page; top to bottom)

Nestlé Visitors Center, São Paulo, Brazil, 2011

Nestlé Visitors Center, São Paulo, Brazil, 2011

New Castro Alves Theatre, Salvador, Brazil, 2010



PAX.ARQ

STAFF:

Miguel Felipe Muralha (Partner), Paula Sertório (Partner), Victor Paixão (Partner), Alecsander Gonçalves, Murilo Gabriele

ADDRESS:

Rua Manduri, 456, Jd. Paulistano, São Paulo

WEBSITE:

www.pax.arq.br

DATE FOUNDED:

2007

MOST RECENTLY CONSTRUCTED PROJECT:

Marajoara's House in São Paulo.

THREE WORDS TO DESCRIBE YOUR FIRM'S DESIGN PHILOSOPHY?

Collaborative / Experimental / Hard-working

HOW DO YOU CREATE AN ATMOSPHERE THAT'S CONDUCIVE TO CREATIVITY IN YOUR PRACTICE AND WORK?

Our work environment is one of the most important elements of our practice. We choose to be an office that, while within the bustling metropolis of São Paulo, maintains a relaxed atmosphere. By distancing ourselves from a traditional office environment, we stay in good spirits amidst professional stresses.

TYPE OF PROJECT/ TYPOLOGY YOUR FIRM WOULD LIKE TO DESIGN BUT HASN'T, AND WHY?

Urban infrastructure. We would love to bring our practice and unique point of view to everything from urban furniture to transportation stations.

WHAT HISTORICAL INFLUENCES ARE MOST MEANINGFUL TO YOUR FIRM?

We believe that all of architecture's great thinkers have transformed their respective historical periods, extending the practice to define a cultural moment in time. Today, it is important to be aware of these predecessors but also to take into account the development of information technology over the past two decades.

WHAT IS YOUR FAVORITE BUILDING IN SÃO PAULO, AND WHY?

Centro Cultural São Paulo, due to the spatial relationship between the building and its inhabitants. From inside, the building allows different vantage points of the surrounding site as well as attractive views of the city.

HOW IS YOUR APPROACH TO DESIGN INFLUENCED BY SÃO PAULO?

We are experiencing a new phase of rapid growth not only in São Paulo, but in Brazil at large. As we're a relatively new city of 15 million, we are forced to implement design strategies to deal with problems resulting from overpopulation.

WHAT CITY (BESIDES SÃO PAULO) ARE YOU MOST INSPIRED BY?

Tokyo, for its innovation in difficult times.

WHAT IS NEXT FOR THE STUDIO? WHERE DO YOU THINK YOU WILL BE IN FIVE YEARS?

Continuing to produce, dedicated to larger questions about the nature of architectural practice. We hope to continue to form international partnerships and expand our repertoire and knowledge.

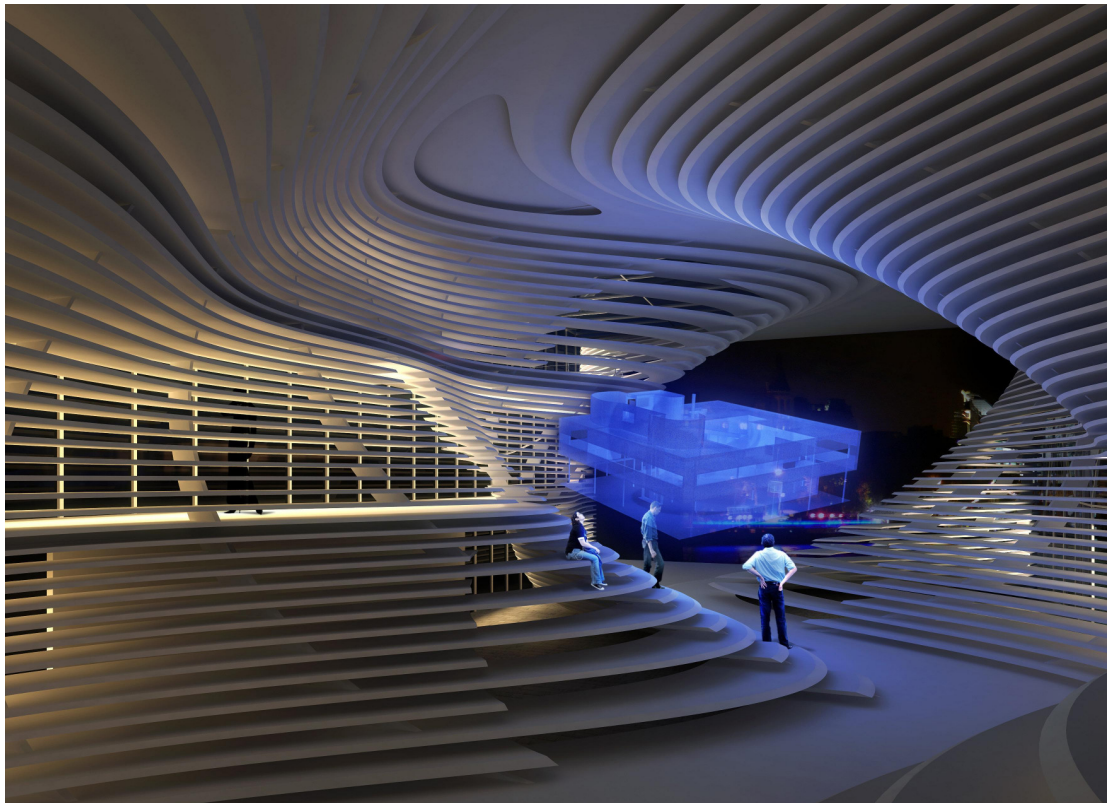


Images (opposite page; top to bottom)

Adaptable architecture gallery on the Thames River, London, United Kingdom, 2008

Contemporary Architecture Foundation, F.A.C, Cordoba, Spain, 2010

Contemporary Architecture Foundation, F.A.C, Cordoba, Spain, 2010



Triptyque

STAFF:

Greg Bousquet (Partner), Carolina Bueno (Partner), Oliver Raffaelli (Partner), Guillaume Sibaud (Partner), Morgan Rapy, Bruno Simoes, Marcela Verardo, Bianca Coelho, Thiago Bicas, Vitoria Ferraz, Aline D'Avola, Manuela Coelho, Paula Saad, Paula Megiolaro, Paulo Martins, Damien Murat, Priscilla Mansor, Rafael Estrada, Mireia Cuerda, Martin Navarro, Mathilde Moaty, Rita Souza, Denise Rissi, Marie Sorba, Yna Pereira

ADDRESS:

Al. Gabriel Monteiro da Silva, 484, São Paulo
38 Rue de Rochechouart, 75009, Paris

WEBSITE:

www.triptyque.com

DATE FOUNDED:

2000

MOST RECENTLY CONSTRUCTED PROJECT:

Fidalga 727

THREE WORDS TO DESCRIBE YOUR FIRM'S DESIGN PHILOSOPHY?

Entropy / Friendship / Rothko

HOW DO YOU CREATE AN ATMOSPHERE THAT'S CONDUCIVE TO CREATIVITY IN YOUR PRACTICE AND WORK?

The harsh economic context we're forced to work in can kill creativity, particularly in emerging offices, and demands a strong work pace in order to realize our designs. The only way to save creativity is to put the search for emotion above every other concern we might have.

TYPE OF PROJECT/ TYPOLOGY YOUR FIRM WOULD LIKE TO DESIGN BUT HASN'T, AND WHY?

We would like to design anything that could allow us to experiment, anything that would be an opportunity to create and to overstep what we've done in the past and what is commonly accepted.

WHAT HISTORICAL INFLUENCES ARE MOST MEANINGFUL TO YOUR FIRM?

Lina Bo Bardi and Oscar Niemeyer have been major influences on us and our work.

WHAT IS YOUR FAVORITE BUILDING IN SÃO PAULO, AND WHY?

Ibirapuera's Marquise would be one of our favorite buildings in the city.

HOW IS YOUR APPROACH TO DESIGN INFLUENCED BY SÃO PAULO?

São Paulo is an emerging city in Latin America facing many architecturally challenging issues, from violence and social segregation (with the infamous favelas), to flooding issues and urban noise. Our projects are indivisible from the locale of our firm. We believe in an organic seamlessness between the urban surroundings of our work and the chaotic mosaic of the contemporary world.

WHAT CITY (BESIDES SÃO PAULO) ARE YOU MOST INSPIRED BY?

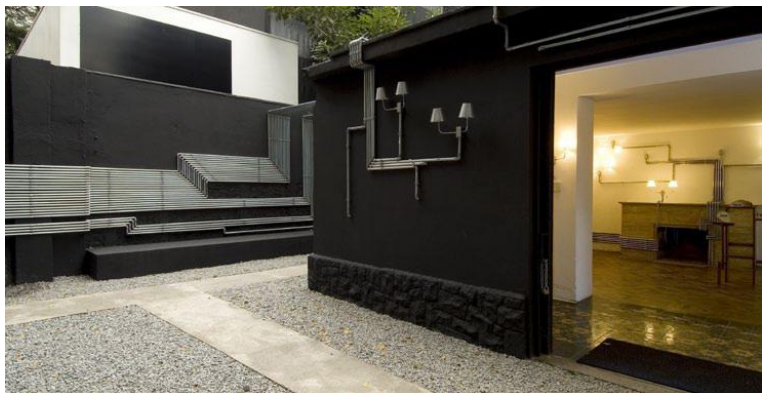
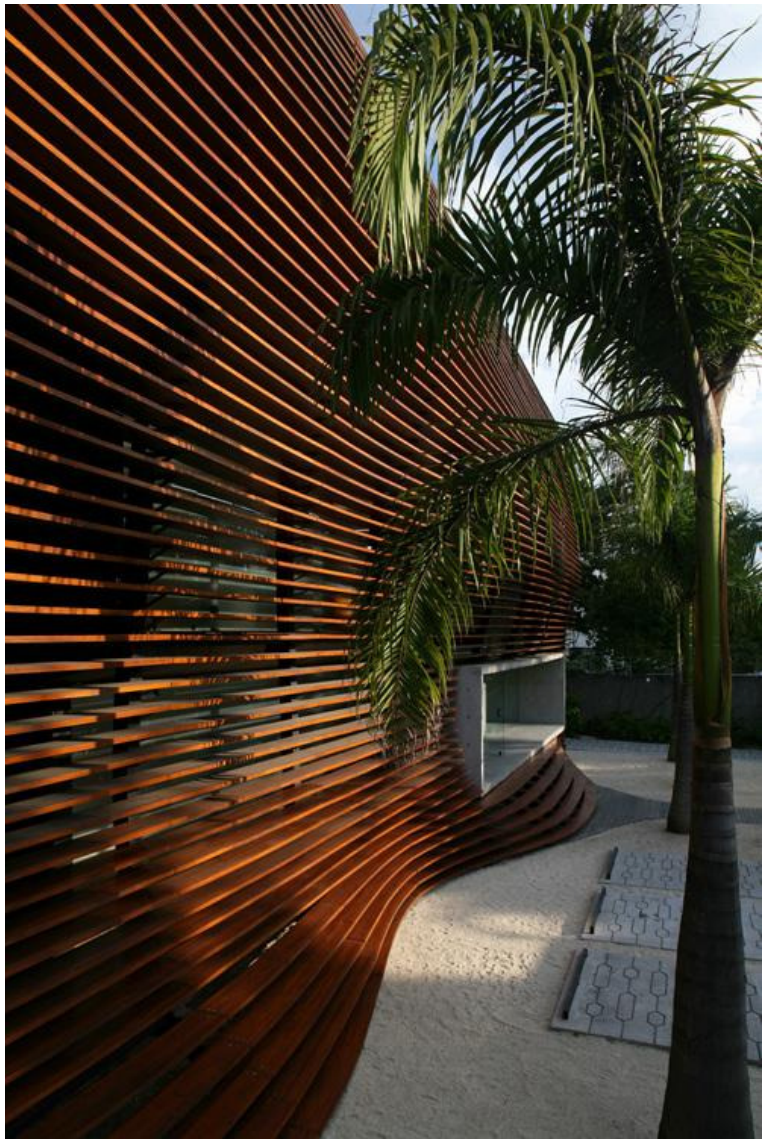
Rio de Janeiro and Paris.

WHAT IS NEXT FOR THE STUDIO? WHERE DO YOU THINK YOU WILL BE IN FIVE YEARS?

The studio will most certainly still be in Paris and São Paulo. We would love to create and strengthen a link, a platform between developed and emerging countries that addresses social and economical concerns, for instance the favelas here in Brazil.



Images (opposite page; top to bottom)
COLOMBIA 325, São Paulo, Brazil, 2007
Pipelight, São Paulo, Brazil, 2008
Fidalga 727, São Paulo, Brazil, 2010



Vazio S/A

STAFF:

Carlos M. Teixeira (Director), Leonardo Rodrigues, and Luciana Neves

ADDRESS:

Rua Raul Pompeia 225, Belo Horizonte MG, Brazil

WEBSITE:

www.vazio.com.br

DATE FOUNDED:

2002

MOST RECENTLY CONSTRUCTED PROJECT:

283 Montevideo, Belo Horizonte, 2011

THREE WORDS TO DESCRIBE YOUR FIRM'S DESIGN PHILOSOPHY?

Urban voids / Informality / Happenings

HOW DO YOU CREATE AN ATMOSPHERE THAT'S CONDUCIVE TO CREATIVITY IN YOUR PRACTICE AND WORK?

We pride ourselves on being open to other disciplines, mixing practice with research, and attempting to blur the distinctions between architecture and other arts.

TYPE OF PROJECT/ TYPOLOGY YOUR FIRM WOULD LIKE TO DESIGN BUT HASN'T, AND WHY?

A swimming pool. We think the structure informs a typology open to new investigations.

WHAT HISTORICAL INFLUENCES ARE MOST MEANINGFUL TO YOUR FIRM?

We find inspiration in Frank Gehry's early work, the modernism of Lina Bo Bardi, and Bernard Tschumi's writings.

WHAT IS YOUR FAVORITE BUILDING IN SÃO PAULO, AND WHY?

Centro Cultural São Paulo. It was built 30 years ago but has a very contemporary approach regarding its integration in the surrounding space. The complex, raw structure is very in-tune with the city's roughness.

HOW IS YOUR APPROACH TO DESIGN INFLUENCED BY SÃO PAULO?

We try to accept the city as-is in order to take full advantage of its problems and opportunities – its voids, its urban culture, and even the few possibilities of the real estate market.

WHAT CITY (BESIDES SÃO PAULO) ARE YOU MOST INSPIRED BY?

Belo Horizonte.

WHAT IS NEXT FOR THE STUDIO? WHERE DO YOU THINK YOU WILL BE IN FIVE YEARS?

We recently released a book on our studio and practice (*Entre*, 380p, 2010), interrogating space, the body and happenings. The next step is to expand this research to cities outside São Paulo. In terms of the future of our business, our recent experience acting as designers and developers was quite successful (285 Montevideo, included in this exhibition). Continuing to pursue practical business activities is a way we finance our research and experimental projects – this balance is crucial to our practice.

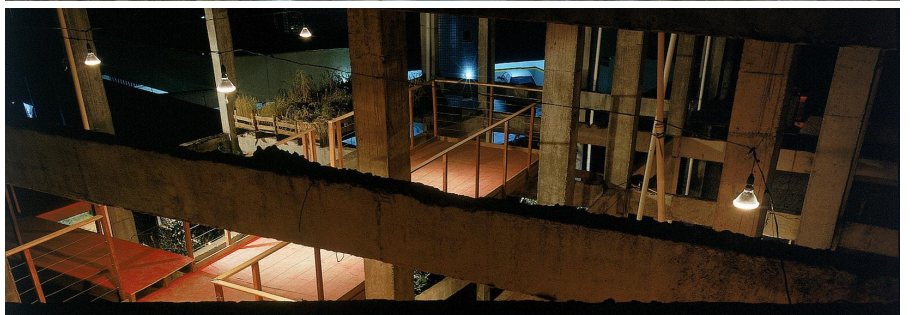


Images (opposite page; top to bottom)

285 Montevideo, Belo Horizonte, Brazil, 2011

The Other, the Same, São Paulo, Brazil, 2010

Topographical Amnesias II, Belo Horizonte, Brazil, 2004



Yuri Vital Architect

STAFF:

Yuri Vital (Director), Gustavo Duarte, Gustavo Morasco, Bruno Pereira

ADDRESS:

Rua Acuruá, 479 - Vila Romana - 05053-000 - São Paulo - SP

WEBSITE:

www.yurivital.com

DATE FOUNDED:

2007

MOST RECENTLY CONSTRUCTED PROJECT:

Box House.

THREE WORDS TO DESCRIBE YOUR FIRM'S DESIGN PHILOSOPHY?

Economy / Simplicity / Functionality

HOW DO YOU CREATE AN ATMOSPHERE THAT'S CONDUCIVE TO CREATIVITY IN YOUR PRACTICE AND WORK?

Simplicity is the best way to get design to work. A final product that is both simple and creative is something we find continually challenging but always rewarding.

TYPE OF PROJECT/ TYPOLOGY YOUR FIRM WOULD LIKE TO DESIGN BUT HASN'T, AND WHY?

We have no particular inclination as far as typology is concerned. We embrace the distinctive characteristics of each of our projects, always striving for excellence and simplicity of design regardless of typology.

WHAT HISTORICAL INFLUENCES ARE MOST MEANINGFUL TO YOUR FIRM?

Modernism and the emergence of Paulista architecture.

WHAT IS YOUR FAVORITE BUILDING IN SÃO PAULO, AND WHY?

MuBE, the Brazilian Museum of Sculpture designed by Paulo Mendes da Rocha. The formal simplicity of the structure and its integration into the rugged surrounding space create a unique urban template within the city.

HOW IS YOUR APPROACH TO DESIGN INFLUENCED BY SÃO PAULO?

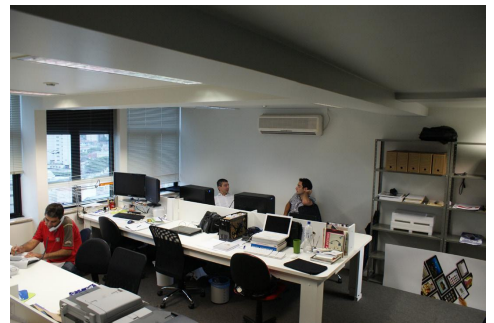
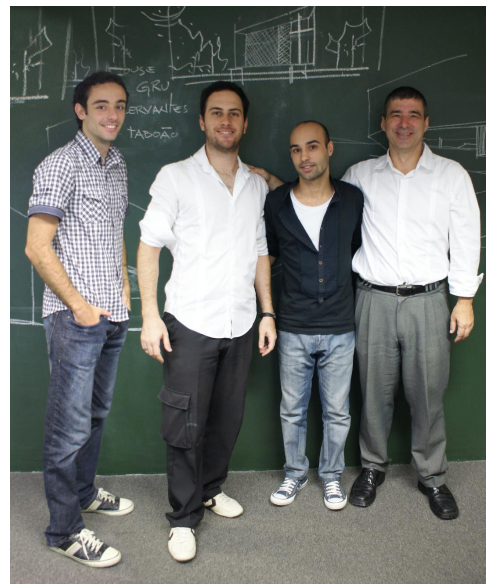
São Paulo is a very complex urban center as a result of its cultural heterogeneity. This plurality lends itself to a refinement and reinvention of our market: a city with a nationalism that thrives on its multiplicity. Our desire to innovate in the most fundamental and straightforward way encourages us to draw influence from São Paulo's arts, customs and culture.

WHAT CITY (BESIDES SÃO PAULO) ARE YOU MOST INSPIRED BY?

Brasília, New York, and Medellin.

WHAT IS NEXT FOR THE STUDIO? WHERE DO YOU THINK YOU WILL BE IN FIVE YEARS?

It's difficult to anticipate the next five years, since our firm is fewer than four years old. We are confident that in the coming years we will maintain the standard of our design with an eye towards quality, creativity, economy, and simplicity. We're not currently interested in expanding into a large-scale firm, choosing instead to embrace our status as a studio and maintain the integrity of our projects.



Images (opposite page; top to bottom)

Cervantes House, Atibaia, Brazil, 2008

Box House, São Paulo, Brazil, 2007

Taboão Housing, São Paulo, Brazil, 2010





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