SÃO PAULO WALLED

This project interprets São Paulo as a city of hard boundaries, and seeks to reclaim the walled condition as a connective tool to foster interaction. The project catalogs the boundaries on the CEAGESP site, and examines the current situation in São Paulo in terms of mobility and boundary. Cars and walls are positioned as the most important factors in the city’s development. The proposal uses the wall as a unifying element for public space, rethinking its function as a separator. Walls are recast as potential canvas, infrastructure and urban furniture. Seven clusters are defined to establish space for diverse desirable urban elements, including creative industries, leisure and social housing. The clusters are proposed to inhabit both new and existing structures. The presentation features a catalog of wall conditions and their potential new uses, with illustrations of the resulting urban situations according to the defined clusters.

The jury appreciated the recognition of São Paulo’s walled condition as the starting point for this scheme. Turning what many see as a negative quality into a positive condition was lauded, and provided “interesting discussion” about the nature of walls and their potential as catalysts for “generative design strategy.” While there was debate about the level of realization that the project achieved, and the scope of concerns that the project could address, it was recognized as “ingenious,” “evocative” and an “original interpretation of existing conditions.” Others commented on its aspiration to “stimulate creative economy” as suited to contemporary urban development discourse.
current scenario in São Paulo

*Some facts and some ostensible advantages of cars and walls in the daily life and how they affect the way people interact and use public spaces.

On average, the travel and locomotion time per day is of 3:06 hours by car and of 3:11 hours by public transport.

At peak and rush times, the standing passengers density per square meter inside public vehicles is usually higher than 6 (comfort’s limit number) resulting also in crush loads.

The traditional public sphere of the streets are many times abandoned to the poor and to the different; to the marginalizes and to the homeless.

In spite of usually offering more advantages when compared to the current public transport system, the car (just like the wall) is a symbol of status. Mainly used for individual purposes, increasing the social isolation and degradation of the public space as a whole.

The average number of passengers per car is of 1,4 in the city.

Walls give the idea of exclusivity; of being part of a privileged group that lives isolated and protected while enjoying a homogeneous space and its facilities.
goal after intervention

Diversity of public transport modes and encouragement of sharing systems.

Increase and diversification of social interaction during journeys.

Appropriation of cars' lanes as public spaces due to the reduction of cars' demand.

Recover the heterogeneity and interaction values of the citizens.

Challenge the walling process of the city and offer a new perspective towards the walls.

Recover the street or the outside as a lively, common and meeting space.

Give alternatives for people with several backgrounds to meet and exchange experiences under new circumstances.

Reinforce the relation of the pedestrians with the city and its streets.
breaking through:

- existing walls
- the void - as main axis
- and urban core
projecting the main axis:
- the void
- grid

alternatives to the car:
- -- foreseen bike line
- --- new bike line
- ---- existing bike line
- ··· existing bus line
- ↓ boat station
- ● existing bus stop
- ○ new bus stop
- ◇ new bus station
- ★ e-car charging spot
- * car sharing hop-on and off
- --- vegetation
- ★★ existing buildings
- ☆☆ new buildings
- ···· existing train line
PHASE 01

The Seeds consists of four main cores:
1. Trolley Building
2. Warehouses
3. Pavilion
4. Offices structures

Each core has a distinct category. The Users will influence the usages of the structures that will change according to the user’s needs. Moreover, We see the Caesar Train stop to being a major mobility base that can benefit the site and become a supporting element.

PHASE 02

In the second Phase after the seeds were given time to launch and grow, we introduce the new bus terminal that will create a flow of traffic and a supporting connection to the outer parts of the city helping create a new centrality that will contribute to support the new forming locality formed by the seeds.

PHASE 03

In the final Phase, we start to introduce the final mobility element being the tram line which becomes a vital connecting artery that helps individuals on the site to move around. With an added value of its connection with the supplementary mobility anchors of the Ceasa Train Stop and Bus Terminal.
ENTREPRENEURIAL REGENERATION
Collaborative and Engaging Localities for the People of São Paulo

This project proposes a phased plan to support the development of local businesses on the competition site. The departure of the market is positioned as a catalyst for the arrival of a new generation of entrepreneurs. “Seeds” are proposed as the starting points for this change, including the market pavilion building and associated warehouses. In subsequent phases, a new bus terminal and tramline are constructed to support the site’s new inhabitants and connect them to the context. The Ceasa train station is reconfigured with improved pedestrian access, while the new bus station is designed as a system-wide hub. Smaller interventions are made to provide space for micro-scale business such as food stalls, and more communal commercial spaces, including co-working areas and community gardens. Analysis of the ecosystems for entrepreneurship and innovation are depicted in diagram.

Jurors noted and appreciated this project’s attention to the economic change that the departure of the CEAGESP market will bring, and “strategically empower small business and entrepreneurship.” This was seen as a unique approach, “this proposal boldly built on what was already there to improve economic opportunities.” Also noted was the quality of the scheme as transforming the site as a “bottom-up and a top-down endeavor.” The proposal was debated for its strong focus, seen by some as undertaken at the expense of a more well-rounded project. The representation was praised by many jurors, in particular the attention paid to the economic aspects and micro-scale interventions, along with the drawings, which were lauded as “beautiful.”

Travel Grant
Team 913
Students
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Liechtenstein
Prize Amount
US$ 5,000
01. CEASA TRAIN STOP

The train stop is designed with the sole purpose of connecting individuals to the site without having the need of crossing the underpass by adding an overhead pedestrian path we create a somewhat seamless movement for pedestrians to reaching the bus terminal located on the opposite side of the site. Moreover, As it is connected to the tram system the individuals who are visiting, living and working on the site will receive a convenient mode of transportation.
The Bus Terminal is a major anchor in the design as it is a new major terminal for buses coming in and out of Vila Leopoldina. The Terminal is intended to house a large number of buses that can be maintained and serviced. The Tram is an added value for the terminal as it can be a connecting system to the train stop helping pedestrians reach their desired destination be it on site or the train stop.
MICRO-ECONOMIC TOOLS

01. FOOD STALLS

02. COMMUNITY GARDENS

03. CONNECTING STRUCTURES

04. SCREENING ZONES

COMMUNAL SPACES

MICRO-SCALE BUSINESSES
03. PAVILION

The Pavilion is the Core of the concept. Due to the Pavilion’s History and Identity we see it as the perfect poster child for the concept success. The Pavilion’s Future use is to become an influential exhibition arena where individuals can both exhibit their products and get direct feedback from consumers. With this collaborative social interaction, we create a social space for innovators and creative minds to house their ideas and get the support needed directly.
MARKET CITY
Transformation Through Active Interventions

This scheme questions the departure of the CEAGESP market. It proposes an alternative to the wholesale market leaving the area and reconfigures the site to accommodate its continued function. A set of strategic improvements is outlined to maintain and improve the existing market, seen as a vital source of heritage value and employment in the city. A passageway to connect the site across the Pinheiros River is one of the focus points, along with better traffic regulation and the provision of parking. Increased density, and therefore site population, is suggested as a way to increase life on the streets. This is counterbalanced with a new central public space and “transitional space” to mediate between public and private areas. Enhanced cultural and social activity is also incorporated in the design through a new recreational facility to be established within an existing marketplace structure.

This project attracted the attention of the jury because it kept the wholesale market on the site. “It seems not only credible and appealing but also strategic to a temporal understanding of urban transformation,” commented one juror. Many remarked about the choice to revitalize existing site functions and structures, seen as “pragmatic” by some and “provocative” by others. Questions about the treatment of the logistics situation, including the accommodation for truck traffic were raised. The representational views were noted as “particularly convincing; they give shape to a space without rhetoric or romanticism, a real São Paulo space.”
the underground passageway connects the market

The new underground passageway connects the market with the opposite side of the river and with the train station.

parking buildings regulate the traffic

Automated parking garages are positioned at strategic locations along the main streets, to offer quick and efficient parking.
transition spaces *vitalize the street*

An arcade-like transition space between the streets and the buildings enable the buildings to open up to the street.

the public square *gathers public life*

The square is where inhabitants, workers in the market and visitors come together for small daily happenings or bigger festive events.

the leisure facility *encourages recreation*

In the new leisure facility recreation, health and community spirit is encouraged, with the aim to become an important social hub.
Transition space, ground floor plan

Square, ground floor plan

Leisure facility, top view
Setting up a module as basic frame

6m * 1.2m * 3.6m module

Different ways to organize space to suit for various programs
THE POETIC OF SPATIAL AGENCY: A NEW KOWLOON CITY

This project begins with the creation of spatial relationships that guarantee a “right to the city” for its inhabitants. The scheme works at multiple scales to create dense mixed-use building units arrayed over the site. Additional urban infrastructure and systems, such as for public transit and storm water collection, are incorporated. The proposal details thematic design-drivers, including a multifaceted public realm, flexible aspects in the built environment, and accessibility improvements. Ecological pathways and walkable streets enmesh the pedestrian circulation with ecological and social concerns. The renovation of existing industrial buildings and provision of new neighborhood networks and local economic opportunity are proposed. Kowloon City, Hong Kong, once among the densest-settled places in the world and now demolished, is referenced throughout the project.

This project stood out for its focus on the desirable aspects of high-density living. It was noted for “empowerment of inhabitants as decision makers and transformative agents for new cultural values.” The jury debated the validity of applying a model from Hong Kong in the Brazilian context. The “densities with diversity of uses” was lauded, along with the “original placement of public space in several levels.” Some of the spatial decisions attracted praise, as “a model for a complex and layered city” and some felt there was the potential for further development of the project. Programmatic choices interested many jurors, with the key qualities of flexible and cooperative urban uses noted by many.
The Poetic of Spatial Agency

Goods Distribution Center
The center will take the advantage of its proximity to the railway, and become the linear public realm that bridge people cross the river and the pedestrian path to the city.

Elevated Streets
Around every three floors there is a elevated street that can contain people’s daily life, it will be a platform to support public events, commerce, and many other kind of activities above.

The New Monte Vecchio
This bridge will be a flexible structure that can be filled in with various programs. A dynamic living space will connect the two areas across the river and provide accessibility to the waterfront public realm.

Welland Park
This woodland park straddles the riverfront public realm back to the city, and bridge the people across the river.

Mixed-Use Train Station
This new transport hub faces this to offer city context to the site and acts as a new city center. It is a complex urban node that serves all the activities.
The Poetic of Spatial Agency

Multilevel Public Realm
Local libraries, gyms, art spaces, music venues, dancing halls, lounges, and so forth can be designed and realized by the neighborhood to meet the city's needs.

Inter-neighborhood Connections
The bridges over levees are the contact lines of different neighborhoods together; they may show some landscapes and special programs, leisure, information, or fields will flow across this urban universe.

Ecological Paths cross the city
These paths run down the hills in the north to the levee in the south. They gather the rainwater collected by the buildings and ponds. When used for irrigation, they also provide continuous public space across the city.

Walkable streets
The pedestrian paths across the site will be presented as pedestrian-friendly. These pedestrian paths will become the bridges between neighborhoods and at the same time lead the users to the waterfront.

Local Market & City Hall can be done walking along green streets followed by the green by the coop.
The Poetic of Spatial Agency

Self-organized Society & Cooperative City

Flexible Structure & Built Uncertainty

Multi-level Public Realm

Accessibility & Connections

Nutural Resources & Urban Agriculture
RETHINKING PUBLIC SPACE

Social and spatial relationships are the focus of “Rethinking Public Space.” The project identifies conflicts and points of stress in the urban environment, including those of environmental, mobility and social origin. Their impact on the city is then examined, pinpointing areas and conditions that need amelioration through spatial and social intervention. Social activity and public space functionality are cataloged and brought into responsive relationships with the challenges identified. These are then developed into a matrix, which is overlaid on the entire site. Local and regional connections are mapped and considered. A holistic set of program points includes mobility; social and cultural identity; everyday community interaction; and the reduction of spatial insecurity through communal and shared space. Diagrams, visualizations, and a masterplan are color coded to explain the complex project parameters.

Complex graphics supporting the research, “an interesting taxonomy,” and design of this project attracted the attention of the jury. Its interpretation of the values – both inherent and potential – in public space was lauded, “it questions the traditional notion of public and open space, redefining the site through the idea that anything serving the common good is public space.” The graphics required time for interpretation, with some questions remaining about their level of clarity. Overall the jury praised the attention to “highly mixed use” approach, and the “interesting conceptual intention” of the public space driven project.
Rethinking Public Space

CONFLICTS

NATURE

nature limitation

insufficient stormwater management

urban contamination

URBAN

city of walls

pedestrian unfriendly environment

non functional public transport

monotonous spatial use

WHAT DO THEY MEAN IN REAL LIFE?

SOCIAL ACTIVITIES IN PUBLIC SPACE

THE VALUE OF PUBLIC SPACE

PUBLIC SPACE REESTABLISHED

PUBLIC SPACE TYPES
WHAT IT MEANS IN REAL LIFE?

- **Social Activities**
  - Public service (library, post office, bank...)
  - Cultural activity (art galleries, theatre...)
  - Good living environment
  - Entertainment
  - Hospitality
  - Stores & market
  - Recreation
  - Safe environment
  - Parking places
  - Public health care
  - Day care

**Values**
- Class A-B: Education
- Class C-D-E: Social interaction

**Proximity of workplaces**
- Public transport
- Green infrastructure
- Urban infrastructure
- Stores & market
- Public service (library, post office, bank...)
- Public health care
- Food production

- As solutions are intended to address real-life situations, official social classification was considered. (Source: thearchbusiness.com, 2018)

**Public Space**
- Stigmatization
  - Closed neighborhoods
  - Favellas

- No social interactions between the classes

MONOTONOUS USE

NO ACCESS TO THE RIVER

INTEGRATIONAL RELATIONSHIP

SUSTAINABLE NEIGHBORHOODS
Social activities evaluated through their contribution to public space and benefit to society:

<table>
<thead>
<tr>
<th>Social Activity</th>
<th>Workforce</th>
<th>Knowledge</th>
<th>Investment</th>
<th>Social Interaction</th>
<th>Management</th>
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<tbody>
<tr>
<td>Health Care</td>
<td>C</td>
<td>B</td>
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<tr>
<td>Public School</td>
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<tr>
<td>Public University</td>
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<td>Day Care</td>
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<td>Cultural Activity</td>
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<td>Entertainment</td>
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<td>Local Store</td>
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<td>Food</td>
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<td>Local Hospitality</td>
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<tr>
<td>Green Surface</td>
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<td>Public Transport</td>
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<tr>
<td>Recreation</td>
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<td>Water Management</td>
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<td>Waste Recycle</td>
<td>D</td>
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<td>Parking Space</td>
<td>D</td>
<td>C</td>
<td>B</td>
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</tbody>
</table>

CONTRIBUTION/BENEFIT RATIO:

CLASS AB

CLASS CDE
FUNCTIONAL PUBLIC SPACE GENERATES SOCIAL VALUES

<table>
<thead>
<tr>
<th>Fundamental</th>
<th>Complementary</th>
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<tr>
<td>PUBLIC AGENDA</td>
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<td>SOCIAL INTERACTION</td>
<td>CULTURAL ACTIVITY ENTERTAINMENT</td>
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<td>STRAIGHTFoward ACTIONS SYSTEMATICAL APPROACH</td>
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<td>MANAGEMENT POLICY RESTRUCTURE BALANCED EMPLOYMENT STRUCTURE</td>
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<td>SERVICE NETWORK ESTABLISHMENT</td>
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<td>SERVICE QUALITY SUPPORTED THROUGH TRANSPARENCY AND ACCESSIBILITY</td>
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<td>SUPPLY</td>
<td>LOCAL MARKET FOOD SUPPLY LOCAL HOSPITALITY</td>
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<td>STRAIGHTFoward ACTIONS</td>
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<tr>
<td></td>
<td>LOCAL BUSINESS NETWORK ESTABLISHMENT</td>
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<td>SYSTEMATICAL SUPPORT OF LOCAL FOOD PRODUCTION AND CONSUMPTION</td>
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<td>EATING SPACE EDUCATION</td>
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<td>FUNCTIONAL GREEN INFRASTRUCTURE</td>
<td>GREEN SURFACE</td>
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<td>STRAIGHTFoward ACTIONS</td>
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<td>EXPANSION URBAN GREEN SURFACE NETWORK</td>
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<td>URBAN RESTRUCTURE TRANSPORT MANAGEMENT RECREATION MANAGEMENT PARKING</td>
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<td>WASTE RECLAMATION</td>
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<td>POLICY RESTRUCTURE EDUCATION</td>
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</tbody>
</table>

SHAPING CULTURAL IDENTITY

ECONOMIC VALUE

IMPACT ON PHYSICAL & MENTAL HEALTH

NATURE & BIODIVERSITY VALUE

MOBILITY

BENEFITS FOR VULNERABLE SOCIAL GROUPS

REDUCING CRIMINAL ACTIVITY & SPATIAL INSECURITIES

PARTICIPATION EDUCATION KNOWLEDGE
mobility & economic value

shaping cultural identity & supporting social interaction

participation & integration of local supply in everyday lifestyle

combinating uses & reducing spatial insecurities
URBAN AGRITECTURE

Driver of City Change

The establishment of a sustainable future community on the CEAGESP site is imagined in this proposal. The scheme preserves the exiting building stock and upgrades it to fit a new focus on agricultural production. A mix of industrial, residential and public spaces is positioned to provide long-term solutions in the form of new jobs, transportation options and means of energy production. The design includes a new marketplace, and new methods of producing, processing and selling agricultural products. An eco-remediation park offers new recreational possibilities with an ecologically sensitive treatment of storm water. Complex diagrams are used to convey the many connections and interconnections in the multifaceted design, nesting the new uses and programs in spatial typologies according to user group.

The jury selected this project in recognition of its ecological approach to urban design. The idea of “merging high density, water management, food and energy production” was notable. Some found it a “futuristic approach” needing further development. The overall direction of the project was admired, though the lack of more precise and concrete design elements was questioned. Many jurors remarked upon the project’s clear goals of “sustainability and better quality of life.” Also notable was the range and combination of urban programs and functions, particularly “new models of sharing spaces, activities, properties.”
PAST INDUSTRIAL AREA vs. NEW OPPORTUNITIES

A PLACE TO LIVE FOR 50,000 PEOPLE

population density of São Paulo, Brazil: Urban agriculture area ≈ 7.20.35 people

1,800,000 m³
12 GWh
2,800 T
750,000 m²
68%

PURIFIED AND REUSED
RAIN WATER BY USING WTP AND WWTP CLEANING DEVICE

ENERGY FROM 4,000 TONS OF PROCESSED WASTE
1,800,000 m³ of biogas

LOCALLY PRODUCED AND PROCESSED FOOD

RESIDENTIAL BUILDINGS, RENEWED AND UPGRADED, OFFERING HIGH QUALITY OF LIFE

MORE GREEN SURFACES, OFFERING OPPORTUNITY FOR HEALTHY LIFESTYLE
effects of agriculture in urban areas
from plan to reality