The complex, layered nature of São Paulo is explored in this project, and used as an intellectual basis for design. Following an examination of the layers of the competition site, at multiple scales, “Palimpsest” then derives its strategy from the examination of a range of inputs, including history and land use. A design is then generated from this investigation. The project positions architects as synthesizers of diverse bodies of knowledge and practice. The proposal has nine thematic guides: community and local sense; building history with history; riverfront; eco-point, sewage garbage; co-generation; connectivity; sharing instead of owning; light timber frame low rise buildings and transformative infrastructure. The nine themes constitute a sophisticated and detailed strategy to reorganize the competition site. Social issues and questions of equality further ground the proposal. Special attention is focused on the CPTM rail line and transit connections including official city plans for future changes to the mobility network, along with measures to encourage diverse methods of public transport. The amenity offered by the Pinheiros River in combination with environmental challenges and pollution is brought into balance. Finally, the possibility of leveraging the history of the site – focused on the CEAGESP market hall – is positioned to imbue the future of the site with the significance of the past and urban memory.

This project took some time for the jury to understand due to the unusual representation strategy, often operating in literary modes, chosen by the entrants. The project proposal is dense with text – a literal palimpsest. This appealing to some jurors for its subversion of graphic norms and opaque to others, at least initially. This was remarked on by some jurors as strategically appropriate for the level of sophistication that the project achieved. Many jurors praised the high quality of the writing, as “beautiful prose”. The project had both “ambition at an urban and social scale … and a positive humbleness in the physical decisions.” A remark was made that the project correctly conveys “the production of the city as a process that can only be done through time… to transform the city incrementally.” Many jurors felt that the proposal was outstanding in its focus on social issues, using a pragmatic and plausible approach to the challenges posed in the brief.

**First Prize**

Team 829
Students
Eduardo Ganança,
Luiz Boschi Grecco,
Jessica Luchesi

**Academic Supervision**
Prof. Dr. Fábio Mariz Gonçalves,
FAUUSP – Faculdade de Arquitetura e Urbanismo da Universidade de São Paulo, Brazil

**Prize Amount**
US$ 25,000
Co-Generation and green infrastructure

Water retention, vegetation

Proposed default streetspace

Heritage and reuse: warehouses

Slow speed, pedestrian friendly, car-sharing
Proposed connections

- Intersection Site
- University of São Paulo Campus
- Metro Lines
  - Line 6 (Yellow)
- Commuter Train Lines
  - Line B (Diamond)
  - Line E (Emerald)
  - Line R (West–South Express)
- Tramway

Riverfront park, new Ceasa station and the connection to Jaguaré hill
Flexible living/work/rental spaces

Mofarrej station
STRATEGY OPEN CITY

Voids, walls and the perimeter of the site give this project an internal logic. The “Strategy Open City” uses the idea of eyes on/upon the street to ensure safety and establish community. This is then transformed into a library of architectural and urbanistic typologies deployed on a grid overlaid on the site. The design proposes intensification from the perimeter to a core around the CEAGESP market, maintained for its historical value and neighborhood significance. Connections to the surroundings are proposed through mobility focused means and a more porous site perimeter. A two-step layering process establishes the proposed urban moves, along with three scales of architecture and a function plan. Precedents for the architecture are cataloged and some buildings are depicted in large-scale axonometric drawings to indicate the relationship between interior and exterior space – a focus of the overall design along with public and private areas. The representation strategy relied upon simple bold colored forms, using the conventions of the diagram melded with 3D modes.

Strategy Open City was noticed early in the jury process because of its striking graphics. Remarked upon as being “somewhat Rem Koolhaas” and “a bit Barragán” some jurors immediately were attracted to it, stating, “the project is beautifully translated in a refreshing splash of drawings” while some were initially unsure about the underlying design. “It succeeds in realizing a new part of the city,” was one remark, “very well structured” was another. There was debate about the realization of the project beyond the conceptual framework and the relationship of pragmatism to provocation in student urban design proposals. Throughout the jury process the project rose up in the ranking as the early reactions to the provocative graphic strategy evolved into an understanding of the “strong and flexible” proposal.

Second Prize
Team 1023
Students
Niti Malik, Alisa Labrenz
Academic Supervision
Prof. Dr. Marc Angélil, Guillaume Dopchie, Guillermo Dürig, Marcin Ganczarski, Ciro Miguel, ETH Zurich, Switzerland
Prize Amount
US$ 15,000
Urban Spaces
Interior Spaces
City and nature are brought together in “Gray to Green,” a project which can be explained through its subtitle, “Living Under the Urban Ecological Economy.” The strategy is to create an ecological sustainable development model, subverting what the project identifies as a false dichotomy between economy and environment. Detailed analysis of the social, economic, environmental and transportation conditions on the site and in São Paulo is used to structure an ecological and urban design framework. A large park-like area is proposed along the river, positioned as ameliorating environmental challenges such as storm water and pollution as well as providing recreational space. Four terms are used to focus research and subsequent design: “ecology,” “compact city,” “industry,” and “mobility.” Each links development and economic factors with environment. Attention to social class and economic opportunity is detailed. Contemporary ideas about communal and shared space and city services, along with innovation, are presented. The multifaceted representational approach connects underlying research and analysis to design moves throughout the project.

This project rose to the top rankings early and stayed, praised by many as “the best landscape-based solution” and for its “deep analysis.” Many jurors commented on the mobility connections within the site and beyond its perimeter, noting the “original solution” for establishing a river crossing. It was seen by some as “an ambitious proposal to establish a different rapport between city and river,” while others questioned the balance of green and built areas, along with the scale of the park. The project gave rise to some debate about landscape-led strategies vs. classical urban design, fitting for the dichotomies that the project sets up for the purpose of generative subversion. Much of the jury commended the abundance of clearly represented research and overall analysis, along with the “clear methodology” proposed.
How to go back

Climate and Sustainable Development at the University of São Paulo

Sao Paulo in 2011 the number of deaths

Air Pollution | Traffic accident | Breast cancer | AIDS
---|---|---|---
4655 | 1556 | 1277 | 874

Climate change and the effects on health in the Metropolitan Region of São Paulo.

Estimates of the increase in hospitalization for Leptospirosis (diseases spread by rat urine) to each 20mm of rain - Fonte: Coelho-Zanotti, 2010

Potential GDP losses in the São Paulo wards during 2008

Floods 2008
GDP Losses - São Paulo city

$100,000,000$ - $100,000,000$
$50,000,000$ - $100,000,000$
$10,000,000$ - $50,000,000$
$1,000,000$ - $10,000,000$
$100,000$ - $1,000,000$

Transportation

Water

Air

Green 1800s

Urban

How to go back

Suitable for rainwater collection

Suitable for outdoor activities

Suitable for use of sunshine
Strategies

EXISTING CHALLENGES AND RETENTION STRATEGY
- Drainage & Artificial infrastructure
- Sun-baked vegetation
- The memory of site

ENHANCE MICROCLIMATE
- Use Water and Vegetation to Enhance
- Green and River Corridors Delimitate
- A sense of Recreational Open Space

GOAL: ECOLOGICAL LIFE
- The higher the building, the lower the density of the building, the more the land is left to the living

GOAL: ECOLOGICAL MOBILITY
- The less frequent the more green, the healthier lifestyle. Integrate Two Urban Nodes into the park. Make People who from different classes have a communication

GOAL: RESTORE ECOLOGY
- Increase the green area, increase outdoor activity space. Solve the flooding problem.

GOAL: ECOLOGICAL INDUSTRY

Compact City

Concept

Micro-Climate
Ceagesp Reborn

Architectural relics

Mobility

Industry Chain