

# STUDIO ARTHUR CASAS

## ARCHITECTURE AND DESIGN

Brazil - São Paulo  
Rua Itápolis, 818 - 01245 000  
+ 55 11 2182 7500  
+ 55 11 3663 6540

[press@arthurcasas.com](mailto:press@arthurcasas.com)

## FACTSHEET

Project	Ritmo Building
Author	Arthur Casas
Co-Author and Interior manager	Gabriel Ranieri, Cadu Villela, Gabriel Leitão
Co-Author and Decoration manager	Rafael Palombo
Decoration coordinator	Fabiola Andrade
Architect and Interior Coordinator	Vinicius Vitoriano
Collaborators	Renan Prandini, Roberto Zocchio, João Marcos Pobbe, Manoela Vilaça, Marcelo Melo e Vitória D'Amato
3D Team	Amanda Tamburus, Ana Maria Pedreschi, Augusto Godoi
Developer	Concreto
Dates	2021-2026
Built area	8126m <sup>2</sup>
Location	Itaim Bibi, São Paulo, Brasil

## ABOUT

With almost 50 years of experience in the state of Minas Gerais, Concreto Construtora arrives with its first project in São Paulo, idealized by Studio Arthur Casas: Ritmo.

On the façade, brises in the form of concrete frames are replicated in a complex modular variation: sometimes framing a double height ceiling, sometimes breaking the volume and assuming the role of a guardrail, or even occupying the floor-ceiling of a unit. "Based on the concept of Gestalt, we start from the assumption that it is in understanding the totality that the perception of the parts takes place. Thus, we seek to break with the perception of floors, grouping and reorganizing the different heights of the modules to bring a new composition to the whole," explains Gabriel Ranieri, partner and project director at Studio Arthur Casas.

The mixed-use development, predominantly residential, makes use of this façade solution to create an aesthetic identity for the project and also guarantee the preservation of the apartments' intimacy – since the internal skin of the building is practically entirely made of glass –, without obstructing the entrance of natural light. "In addition to the brises, we have a long terrace around the floor plans, giving the apartments a feeling of home", says Cadu Villela, architect and project manager at the office.

The standard plans vary in typologies between an apartment with two suites, measuring 114m<sup>2</sup>, and another, with a suite, measuring 54m<sup>2</sup>. The layout was also designed to make it possible to unify the units – without major internal works –, creating the possibility of configuring an apartment with three suites.

Ritmo also stands out for its relationship with the city, whose program at street level creates permeability between public and private spaces. The ground floor was designed to be both inviting and functional. Access to the business address is separated from vehicle and resident entrances by a curved plinth made of wooden slats. "This more organic wooden gesture aims to adapt the scale to the pedestrian, while the building rests on it, in a kind of access marquee, without walls or railings - a ground floor continuation of the public space that integrates the project into the city.", explains Ranieri.

The social and well-being areas, as well as the leisure equipment, are distributed between the ground floor and the top floor, where all residents have the opportunity to enjoy a privileged view of the city of São Paulo.