

RESIDENTIAL PROJECT: ERETZ

- **Type:** Apartament
- **Architecture By:** Fernanda Marques Arquitetos Associados
- **Project Name:** Eretz
- **Location:** São Paulo – Brazil
- **Dimension of the Project:** 330m²
- **Photographers:** Fernando Guerra (Indoor) and Ricardo Bassetti (Outdoor)
- **Client Typology:** Young Couple
- **Main Concept of the Project:** Contemporary project with a highlight to art and design and maximum integration of the social areas
- **Nr. Of Rooms and Areas:**
 - Indoor: Living Room, Dining Room, Home Theater, Library, Master Bedroom, 2 Guest Bedrooms and Kitchen + Laundry
 - Outdoor: Terrace, Swimming Pool and Gourmet
- **Particular Ambiences:** Outdoor area with pool, terrace and gourmet completely integrated with the indoor
- **Specific Client Requests:** To have the maximum integration off all social areas and to have their art collection well placed with highlight
- **List of Brands/Designers Used:** Terminal One Chaise designed by Jean Marei Massaud, the Papilio Armchairs by Naoto Fukasawa, and the P22 Armchairs by Patrick Norguet
- **Art Pieces:** From James Kudo, Marcia Xavier, Betina Vaz, Estela Sokol, Guilherme Dable, Arthur Lescher and Laura Vinci among others
- **Characteristics of the Customer:** Young, art enthusiasts, taste for minimalism and contemporary designs

The Project

In order to achieve the maximum integration of all social areas, including a large existing terrace, the architect Fernanda Marques, added pivoting doors that could be permanently opened or closed. The decision to merge all areas or not then resided with the residents, as they could choose what position to have the doors.

“They possessed some excellent objects and pictures, not to mention a lot of enthusiasm to see their collection grow. They found the right architect. I adore art and it was a great pleasure to lend them a hand in this aspect”, highlights the architect, who helped the family compose a substantial collection that includes works from artists like: James Kudo, Marcia Xavier, Betina Vaz, Estela Sokol, Guilherme Dable, Arthur Lescher and Laura Vinci among others.

With the objective of emphasizing such a representative collection, some walls were deliberately left empty. “My challenge was creating an interesting dialogue between works with completely different styles, exhibiting them in a way that they had autonomy and were not simply a piece within the composition,” resumes Fernanda.

With a taste for minimalism, the interiors project focuses on conditions for easy circulation and areas that are sparsely furnished with iconic pieces of contemporary design, such as: the Terminal One chaise designed by Jean Marei Massaud, the Papilio armchairs by Naoto Fukasawa, and the P22 armchairs by Patrick Norguet.

Amidst numerous points of interest, special attention was dedicated to the technical lighting project. Through precisely dosing the amount of direct and indirect light, the lighting appears as spotlights on the artwork, accompanying the walls, or simply directing the attention to one of the furniture from the collection.