

MULTILEVEL MULTICULTURE

C40 STUDENTS REINVENTING SAO PAULO PROPOSAL



INTRODUCTION / MULTILEVEL MULTICULTURE

001

São Paulo is a very dynamic metropolis, and the competition proposes an area of intervention in the center of the city, at Praça da Bandeira (the Flag Square). It is close to important facilities such as Red Bull Station Cultural Center, City Hall, and the Anhangabaú avenue. The square is currently occupied by a bus station. Located in a valley, the area is connected by bridges, built to provide access to the station and to the rest of the city. Therefore, we propose a set of ideas to remodel the square, following the sustainable objectives necessary for the particularity of the city of São Paulo, based on the UN Agenda 2030 (SDG's). In this way, our proposal aims to help regenerate the historic center of São Paulo.

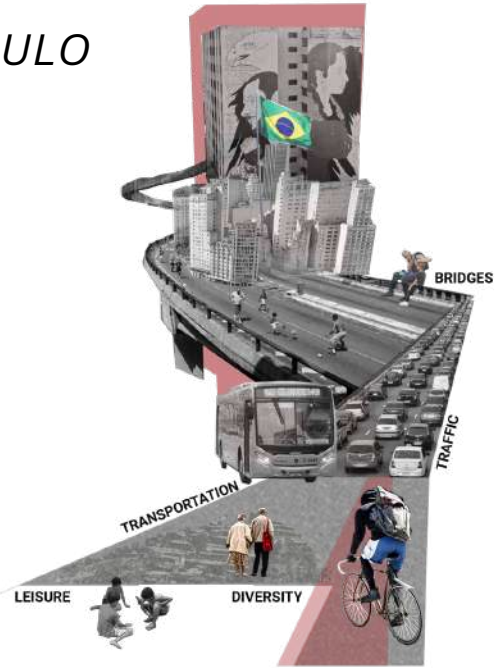


CONTEXT / PRACA DA BANDEIRA, SÃO PAULO

002

São Paulo is an emerging 'global city' of massive physical proportions and vast disparities.

Since the city street system had to accommodate an increasingly larger number of people and transportation its center now became a kind of **"city of buses"**. This problem is quite present in the project area, where an important square is occupied by buses and is no longer a welcoming environment for the residents.



Praca da Bandeira, Sao Paulo

A major problem in this area is **flooding**. The square is surrounded by hills and the valley in which it is located suffers from constant floods. It is not only a natural disaster that requires measures to be controlled, it is also a source of water that now goes to waste.



Various regulations have sought to order the land use and verticalization of the city since the beginning of the last century, but only the Avenues Plan, elaborated in 1930 by Prestes Maia, allowed the city to establish an expansion structure glimpsing the dimension of growth to come.

Nowadays, the new **Strategic Plan (PDE)** of the city of São Paulo presents several innovative aspects that can serve as a reference for recently urbanized countries, where the structuring of growth requires a balance between the construction of infrastructure and the provision of minimum levels of social inclusion through housing, health and education.

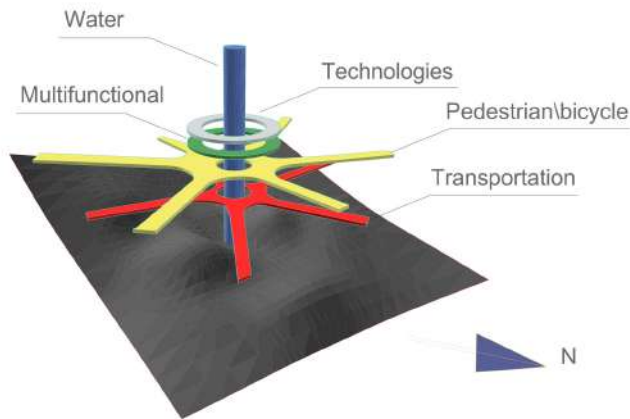
It is worth mentioning that the name of the square is in honor of the Brazilian flag, having been approved in the 1950's. The mast that supports the large Brazilian flag, seen from several angles of the central region and which became a landmark for the center, was built in the 1970's and restored in 2008.

APPROACH / PRAÇA DA BANDEIRA

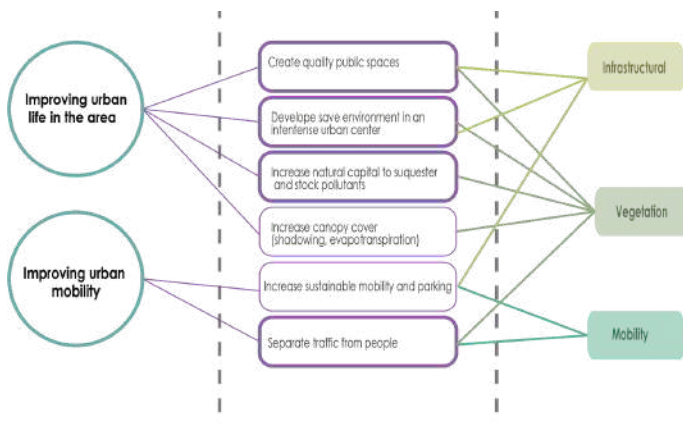
003

Since the project area is located in a valley, and it is already connected with the surrounding area by a number of **pedestrian bridges**, we propose to link the existing bridges with the ground to create **multi-level space** with no-barrier connections and access.

Furthermore, reorganizing the bus station by moving it to the side of the square, allows the enlargement of **public space** and to move towards a more efficient transportation hub. The space previously occupied by the buses will give way to landscape, eco-technologies, and numerous public activities.



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Strengths

- Multilevel streets
- Multicultural population.
- Appropriate density.
- -Well connected to the rest of the city.
- Close to the city center location

Weakness

- Lack of human scaled environment.
- Lack of pedestrian friendly environment.
- Presence of a void in a very dense commercial area.

Opportunities

- Possibility to increasing green areas.
- Potential to develop a quality public space.

Threats

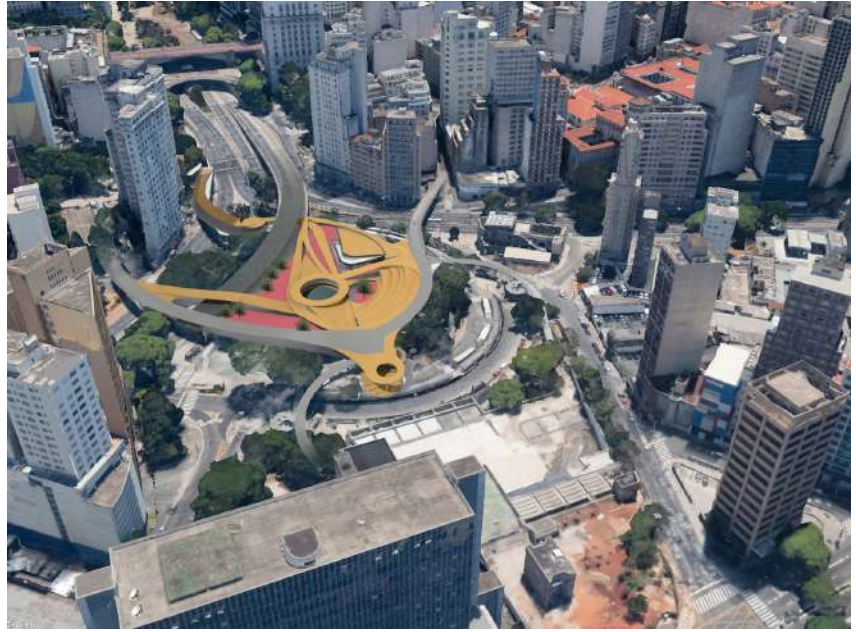
- Risk of flooding.
- Dangerous pedestrian connectivity within the sight.

OUTCOME/ MULTILEVEL MULTICULTURE

004



Top View



Insertion on urban scale

The outcome of our design work following this approach is presented on the masterplan. It shows those bridges that already exist, and those which we designed to allow people access other levels and spaces. In the center of the square there is a round structure that can host facilities, and a water-mirror pond on the ground level to make a visual and spiritual connection with water. The proposal separates the space surrounded by the **bridges** in three zones- bus terminal, amphitheater, and a zone dedicated to various open spaces.

Bus terminal

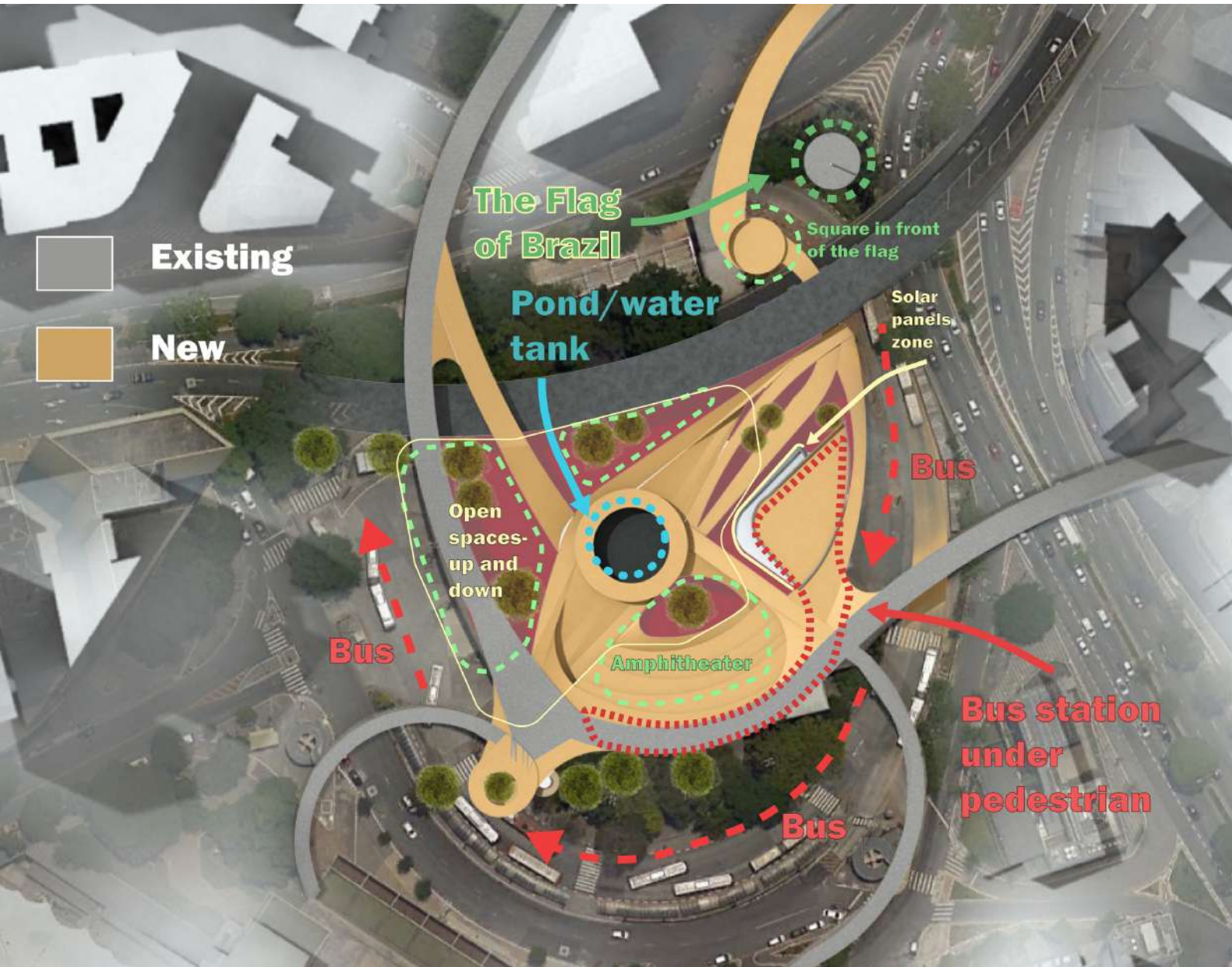
To save space we propose a more compact bus terminal, which can also host some commercial functions. Then, in order separate traffic from the park, we propose a road around the square for the buses to access the terminal and then to exit it. The terminal roof is also accessible and integrated in the system of paths and **solar panels**.

Ground floor

Regarding the functionality of the space we propose that the following are implemented on the ground level of the square: sport facilities (skating, football, parkour spaces), public transportation hub, water management facilities, public galleries and street theater, local markets.

First level

For the pedestrian bridges and the first level of the square we propose the implementation of urban terraces, pedestrian friendly areas, green public areas, stairs and paths, buffer green zones, cycle path and Zero Carbon facilities.



Masterplan

OUTCOME / MULTILEVEL MULTICULTURE

005

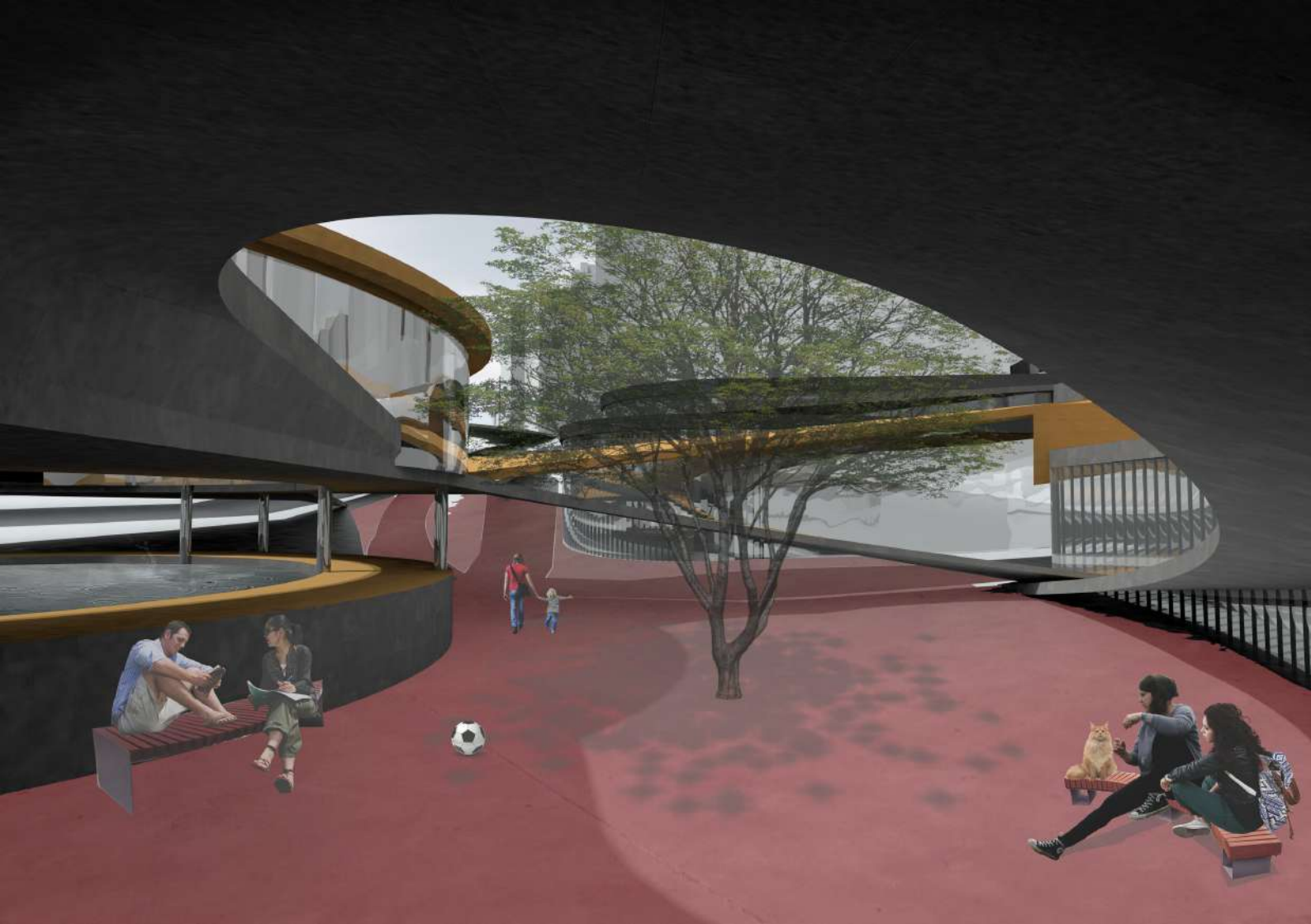


We propose a large amphitheater designed to provide a leisure space for people, opened straight to the Flag of Brazil. Open space zones exist on the ground floor, but also on and under the bridges. It creates a multilevel space, where different activities can be carried out, such as street art and picnics with families under the welcoming shadows of the trees.



OUTCOME / MULTILEVEL MULTICULTURE

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The ground level of the square.

Various activities can be implemented at this level, from commercial to cultural. We hope that people can appropriate this space and make it a democratic and unique space in the center of São Paulo.

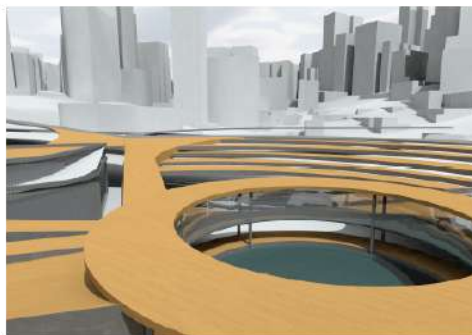
MULTILEVEL MULTICULTURE

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BEFORE



AFTER

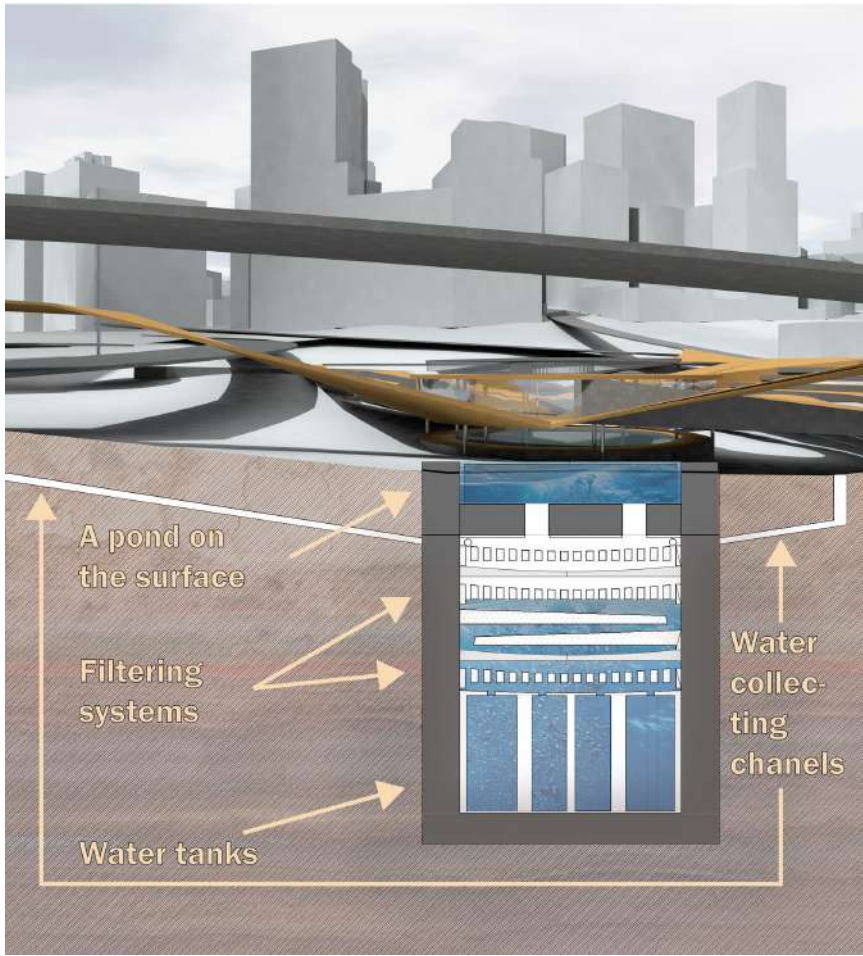


PEDESTRIAN BRIDGE

MULTILEVEL SQUARE

AMPHITHEATER

WATER MIRROR



The accelerated process of urbanization, starting in the 60's, resulted in the impermeability of the soil and the occupation of the floodplains of the rivers.

The water-mirror pond structure in the middle of the square is the compositional center and consists of three levels- ground level with the water mirror, the main facility structure on the second level, and an accessible rooftop.



Solar Panels

In our proposal, the new bus terminal will be powered by solar energy, with panels installed on the roof

Tilburg bus terminal Solar Power based

ENVIRONMENTAL ASSESSMENT/ MULTILEVEL MULTICULTURE

006

São Paulo is the largest metropolis in Latin America and one of the largest cities in the world. Home to more than 198 nationalities, the megacity is in permanent connection with the international community in the search for local solutions to global problems. In 2018, the City of São Paulo renewed the Memorandum of Understanding with the United Nations (UN) and reinforced its commitment to the 2030 Agenda and the Sustainable Development Goals.

Reduced air & noise pollution

Gradual reduction of motor vehicles passing through the neighborhood and contributing to air/noise pollution by transferring parking areas to underground garages.

Alleviated traffic congestion with centralized delivery truck lot of heavy load vehicles.

Lower GHG emissions

Incorporation of significantly more local flora into the urban landscape for health and aesthetic benefit.

Activating environmental literacy and awareness among the community especially with regards to waste management, biodiversity, and climate change.

Higher CO2 absorption

Providing safe, convenient bike paths that connect to the main transit system and transition the community to using bicycles rather than motor vehicles as preferred transportation.

Using/building furniture made of industrial and upcycled parts.

Less heat islanding

Implementing a comprehensive waste management system including recycling, waste separation, and access to receptacles.

Preservation & efficient use of resources

Hosting composting initiatives to prevent more organic waste ending up in landfills and to enrich soil.

Encouraging residents, businesses, and the mercado to retrofit roofs for solar energy systems to cover own usage and pump back remaining energy in the centralized energy grid.

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Plano de Ações Climáticas (PlanClimaSP)

Plano de Mobilidade do Município (PlanMOB)

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