

## COLORED CONCRETE ENERGIZED BY

**LANXESS**  
Energizing Chemistry

### Case Study

Project:  
Praça das Artes,  
São Paulo, Brazil

**X BAYFERROX®**  
Color for Life.

**COLORED CONCRETE WORKS®**  
An initiative of LANXESS

## FRESH BREEZE FOR TWO CENTURIES OF LIVED ARCHITECTURE



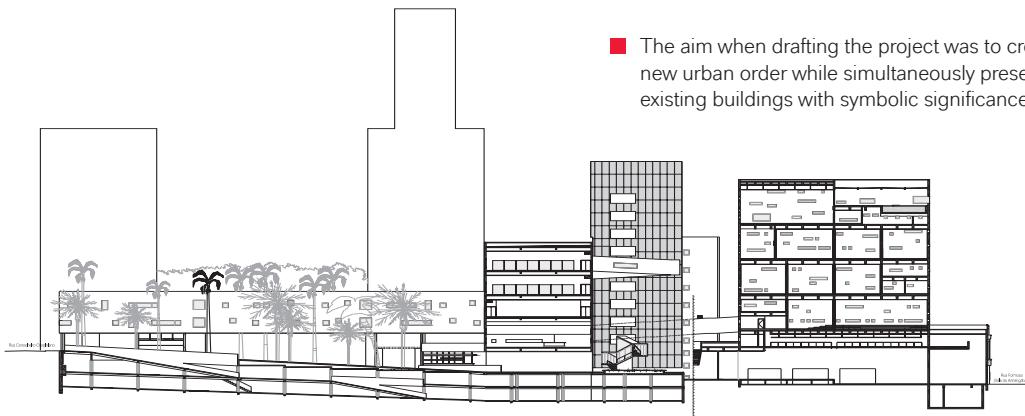
### Old and new in perfect symbiosis.

The Praça das Artes project in São Paulo launched in 2009 was intended to be a delicate yet bold action. Architects Francisco Fanucci, Marcelo Ferraz and Marcos Cartum drafted the plans for the building ensemble, which was only completed in 2012. Restored old buildings were linked architecturally to new construction to create a new cultural center and promote public interaction in the neighbourhood while at the same time revitalizing downtown São Paulo.

A three-module cultural complex was merged into a single architectural unit covering a total area of 28,500 m<sup>2</sup>. The complex houses the artistic departments of the renowned Teatro Municipal with the Symphony Orchestra, Lyric Choir, String Quartet and City Ballet; a music school with an integrated documentation center; and a parking garage. Ten buildings had to make way in order to allow the creation of this ambitious construction project in Quadrant 27 along the Anhangabaú Valley in Brazil's commercial capital.



- Lines of integrally coloured concrete:  
A wood-like texture gives the building  
its distinctive presence.



- The aim when drafting the project was to create a  
new urban order while simultaneously preserving  
existing buildings with symbolic significance.

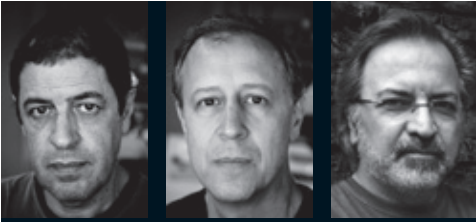
## PREMIUM REHEARSAL HALLS



### The arts united in the Corpos Artísticos

Uniting the individual institutions that had been previously scattered throughout various neighbourhoods in São Paulo in a single Corpos required more than architectural artifice. In some places, pure manual labour was required. The first step in the restoration of the former music conservatory, for example, required laborious stripping of the walls to reveal the original coatings. In the end, the project did more than just save some historic buildings. It restored the nearly two-centuries-old buildings to their former glory and gave them a new purpose while at the same time creating premium rehearsal facilities for the various arts in the new eleven-story building next door. All in all a project displaying great respect for the building and for nature, which is also why the rubble produced during the demolition work was repurposed for paving the roads on the outskirts of São Paulo.

■ The independence of the individual buildings within the complex is acknowledged in the way the colours collide



**“THE PRAÇA EXTENDS AWAY FROM THE CENTER OF THE PROPERTY IN THREE DIRECTIONS LIKE A SQUID STRETCHING OUT ITS TENTACLES.”**

from left:

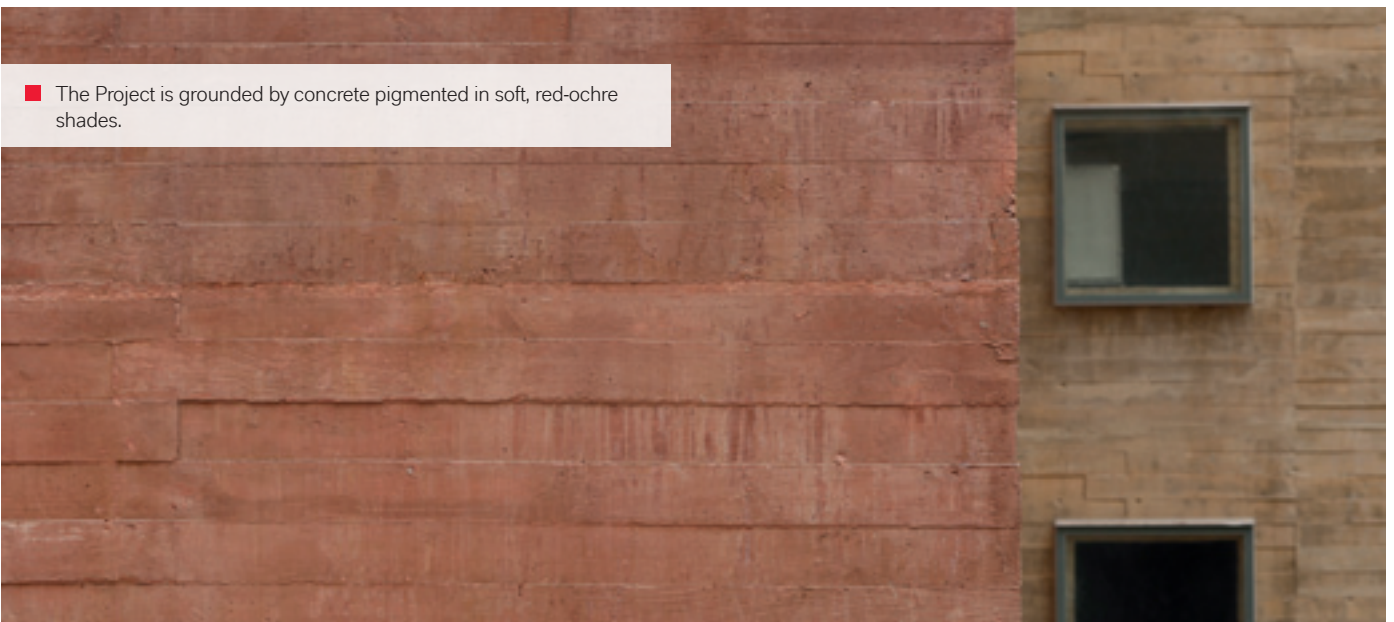
Francisco de Paiva Fanucci (Brasil Arquitetura)  
Marcelo Carvalho Ferraz (Brasil Arquitetura)  
Marcos Cartum (São Paulo Secretary of Culture)

Francisco Fanucci, Marcelo Ferraz and Marcos Cartum learned their trade at the School of Architecture and Urbanism of the University of São Paulo, graduating with degrees in architecture. Francisco Fanucci and Marcelo Ferraz together founded the architectural firm Brasil Arquitetura and have completed a large number of award-winning projects in Brazil and abroad. They were able to recruit another award-winning architect, Marcos Cartum, for the project. Francisco Fanucci and Marcelo Ferraz have also garnered international attention in recent years from a variety of international exhibitions, and Ferraz has had numerous publications released between 1992 and 2011.

■ The complex's charm lies in its visceral expansiveness, both visual and spatial



■ The Project is grounded by concrete pigmented in soft, red-ochre shades.



# COLOUR AS A DIFFERENTIATING AND UNIFYING FACTOR

## An accent in a grey cityscape

Because the building is exposed to relatively large amounts of pollution due to its urban environment, the architects made a conscious decision for concrete integrally coloured with **Bayferrox®** pigments. Unlike paint, integrally coloured concrete is characterized by great resistance to pollution and thus requires lower maintenance costs. But its unique visual appearance was another factor that made integrally coloured concrete particularly attractive for the project. Its unusual

colour effect and texture links the ensemble's individual buildings while at the same time differentiating it as a cohesive unit from its surroundings. The choice came down to subtle iron oxide pigments from LANXESS: a red pigmentation with **Bayferrox®** and a subtle ochre shade on the basis of Brown Adobe, which gives the central main element its own characteristic colour.

■ Anything but boring: The visual appearance and surface structure of integrally coloured concrete could hardly be more vibrant.



**Location**

São Paulo, Brazil

**Architecture**

Brasil Arquitetura

**Principle**

Secretaria de Infraestrutura Urbana e Obras-SIURB

**Project participants**

Secretaria Municipal de Cultura (SMC)

**Construction period**

2009–2012

**Area**

28,500 m<sup>2</sup>

**Volume of concrete**

10,000 m<sup>3</sup>

**Amount of pigment**

39 metric tons

**Form supplied**

paper sacks

**Pigments**

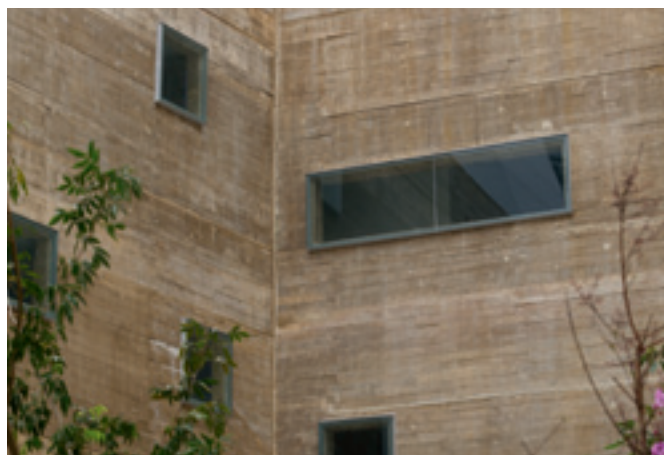


**Bayferrox® red**



**Brown Adobe**

■ The Praça das Artes offers interesting viewing angles from all directions and perspectives.



PROJECT DATA

■ Clever details: from the series falling window guide.



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