Local Empowerment through a multi-purpose building for the lower income community of São Paulo
Brazil Protests 2013: It’s About Way More Than Bus Fare

What began as a localized protest against rising bus fares last week in Brazil has become a national outcry, with hundreds of thousands of demonstrators challenging everything from transportation to corruption.

(Protests in Brazil)
(Source: PolicyMic.com)
HOW HAS BRAZIL DROPPED THE BALL?
‘We are fighting for housing with self-management and urban reform. We are against the evictions caused by works of World Cup 2014.’
- protest December 2013 São Paulo
VIDEO OCUPACAO MAUA
OCUPACAO MAUA

After exactly 5 years of occupation of 237 families, on March 20th, 2012 - the Civil Court granted repossession of the building in favour of the property owner.

This was not the first occupation by housing movements, who want to turn the building into social housing.

On May 15, residents held a first meeting with representatives of the Military Police, Prosecutor, City Hall and the building owner in order to prevent violent eviction.

To show that it is possible to transform the property into social housing, residents commissioned the architect Cesar Ribeiro Waldir a feasibility study for the rehabilitation of the building. Outcome: rehabilitation would cost €26,500 per unit - feasible with ‘Minha Casa Minha Vida’.

Kids play soccer in Ocupacão Mauá - downtown São Paulo
(Photo by Anderson Barbosa)
PROBLEM STATEMENT

São Paulo: 39,289 Abandoned buildings - 15,000 homeless people in the city. (According to the UN.)

Many thousands more unable to afford decent housing outside the city’s favelas - 2 million people. (According to São Paulo Social Network of Justice and Human Rights.)

Brazil: A shortage of around 7 million units for housing, while the total number of unoccupied apartments and houses amounts nearly 5 million. (According to Raquel Rolnik, secretary of urban programmes in the Ministry of Cities, in Brazil.)

A conflict between the social value of habitation and its commercial value for real estate speculation.

--> two different problems --> ONE ANSWER?
ONE ANSWER?

Unoccupied apartments vs house seekers
RESEARCH QUESTION

Can the housing shortage of the lowest income group and the situation of the abandoned buildings in the city center of São Paulo complement each other, through a strategic and spatial design? By looking at the casestudy of “Rua Sete de Abril 351”.

I BELIEVE THEY CAN!
TOPICS

I THE BATTLE FOR THE CENTER
- Theoretical background
- Participatory action research

II FRAMEWORK
- Local context
- Target groups
- Existing building

III BREEDING GROUND FOR OPPORTUNITIES
- Strategic response
- Spatial response

IV IS THIS THE ANSWER?
- Reflection
- Recommendations
THE CITY CENTER

I THE BATTLE FOR THE CENTER Theoretical background

Delimination of the study area
(Figure by Tânia Helou)

The historical city center
(Photo by Ramiro J. Sosa)
I THE BATTLE FOR THE CENTER  Theoretical background

RETREAT TO THE CITY CENTER

Paraisópolis - favela in the center  
(Photo by Instituto Cervantes)

Cortiço - tenement in the center  
(Photo by SEHAB)

Ocupação - squatting in the center  
(Photo by Júlio Bittencourt)
THE DEFLATION OF THE CITY CENTER

I THE BATTLE FOR THE CENTER Theoretical background

Shifting of the economic city center to the south-west

(Figure by Tânia Helou)
UNEQUAL PARTITION
JOBS VERSUS POPULATION

“In São Paulo, in 5 or 6 of the 31 districts (the city centre), there is a contradiction: It contains 60% of the job offer, while not even 10% of the inhabitants of the city live there.”

(Source: interview engineer/researcher NGO Gaspar Garcia, Centre for Human Rights, December 2012)

I THE BATTLE FOR THE CENTER Theoretical background

Density of jobs (above) versus density of population
(Figure by Origem e Destino Metrô)
REAL-ESTATE MARKET

“PPP is still a very big challenge. Look at Minha Casa Minha Vida. The market attends the group that earns 6 and higher times the minimum salary. While the biggest shortage is that of the group of 0-5 times the minimum salary, more than 90% of the habitation shortage is in this group. And it isn’t lucrative to invest in this group.”

(Source: interview engineer/researcher NGO Gaspar Garcia, Centre for Human Rights, December 2012)
GOVERNMENTS INVOLVEMENT

MANAGEMENT OF GILBERTO KASSAB (2006-2012)

Project Nova Luz
* Is going through an intense debate
* Involves the housing issue for the center
* Declares several properties being of public utility for the urbanization plan of ‘Nova Luz’
* Catalyzing a process of urban development for the rest of the centre
* 1,115 families evicted

Renova Centro:
* 53 buildings transformed into ‘HIS’ (Social Housing)

I THE BATTLE FOR THE CENTER Theoretical background
Overview of 100 occupations by housing movements from 1997 until October 2012
(Figure by Tânia Helou)
RESPONSE OF OCCUPYING MOVEMENTS

“We occupy buildings that have been abandoned for more than 10 years. It is not just about occupying and the fight for housing. It is also about denouncing the real-estate speculation. There are rules, how the city has to organise, and it seems these rules and laws have been forgotten. For us, it is possible to occupy the city. In a same way that the city already was 20 years ago, when the centre was for the workers and they lived in that same center.”

(Source: community leader MDM, November 2012)
THE BATTLE FOR THE CENTER Participatory action research

Agenda fieldtrip
INVOLVED STAKEHOLDERS

I THE BATTLE FOR THE CENTER Participatory action research
LOCAL EMPOWERMENT

“Giving these people the opportunity to live in the centre, where all the job opportunity is, is already self-empowering these people.”

(Source: Professor of Architecture and Urbanism (University of São Paulo). Architect, Urban planner, Economist, Master in Political Science and a PhD in Urban Planning, November 2012)

My opinion: Giving the opportunity to shift from informal work to setting up an own small business.

I THE BATTLE FOR THE CENTER Participatory action research
I THE BATTLE FOR THE CENTER Participatory action research

Grocerie store in a favela
(Photo by Ivan Barbosa)
FLEXIBILITY

“Flexibility is important. It is very important to know who the people are who are going to live there and how they would like to live. You have to talk to the people, this is fundamental, before you are going to build anything.”

(Source: community leader MDM, November 2012)

“Flexibility is the result of a participational approach. The results of these cases have been much better. You have to work with groups in the center.”

(Source: interview engineer/researcher NGO Gaspar Garcia, Centre for Human Rights, December 2012)

“Within a certain line of flexibility we work with this. All apartments are pretty inflexible as well, since they are all the same. We show our designs to inhabitants and make small alterations. The designs are based on the capacity of payment of these people, not on the necessity that the people have. ... The life they will have, will be much better than in the place they lived before. We don’t need to listed to them, we know.”

(Source: head architect Brasil Arquitetura December 2012)
COMMUNAL LIVING

“Housing movement: We as a movement are pleading for a community within the building, with common spaces. We need these common spaces. We have meetings and we all have similar problems, therefore we should think about each other, we should stay strong together. You cannot have a proper diner if you know your neighbor was not able to buy anything to eat. We have a lot of individualism when we start occupying a building, because people come in alone and do not know each other. Even after the conquest of a home, the continuity of the movement is important. We will still have to fight for housing for other families, to organize residents in the building and still fight for our rights.”

(Source: community leader MDM, November 2012)

“As long as we are in this situation of occupation, nobody has a problem with sharing. However, when a person becomes the owner of his house, he does not want to have common spaces and all the rules that come with it. He wants his privacy and freedom. However, we do want spaces for communal use.”

(Source: inhabitant Rua Sete de Abril 351, November 2012)
SENSATION OF SAFETY

I THE BATTLE FOR THE CENTER Participatory action research
LOCAL WEATHER PATTERNS

Wind
From the south or south-east about 50% of the time. Cross-ventilation and naturally regulated air preferred.

Rain
Tropical dry region. Storms with heavy rain are mainly between November and February.

Sun
Average high and low temperature are 16 and 28 degrees. The sun rises in the east, goes northwards, and then sets in the west. An orientation to the east is most popular: captures the morning sun, and avoids the late afternoon sun to heat up the house.
THE NEW VERNACULAR ARCHITECTURE

* Ritualistic elements and strong symbolisms are not present.

* Only the front and back spaces have natural light and ventilation. Unlit and unventilated internal rooms serve as private sleeping quarters.

* Room area is generous. Function determines size: livingroom- 14, bedrooms- 12, kitchens- 13, and bathroom- 4. Total house area averages 65 m².

* Addition to the house: carport, 3rd bedroom, 2nd bathroom, specific eating nook.

* Local natural materials: clay.
II FRAMEWORK Target groups

Capacities and needs for the role of the city center
II FRAMEWORK Target groups

BUILDING FOR

* People who earn up to 6 times the minimum salary
* A maximum of 50m²
* A maximum of 1 parking space
* Average of 3.75 member per household

* 41% squatted building on Rua do Ouvidor between 0-18 years old, 56%: between 19-55 years old, and 3%: 56 years old and above.

Model family
II FRAMEWORK Target groups

SPACES FOR COMMON USE

Rua Ouvidor:
* 68,5% asked for a crèche for common use
* 20,5% asked for a community center for meetings and parties
* 11% asked for something else (a learning center for adults, spaces for sewing and art, space for prayer, laundry space and space for kids to play)

Rua Sete de Abril:
* crèches are around here enough
* there is a need for elementary schools
* space for kids to play is necessary
* working space/ space to start an own business would be nice

Community meeting at Rua Sete de Abril
II FRAMEWORK Existing building

EXISTING SURROUNDINGS
II FRAMEWORK Existing building

CHOICE FOR LOCATION
II FRAMEWORK Existing building

Increase and reform of an apartment building, November 1955
(Source: SEHAB)
PROJECT GOALS

1. Creating possibilities as an answer to the current squatting situation that works for three different stakeholders: inhabitants, investors and the municipality.

2. Creating a special place within the city’s structure as a refuge to the concrete jungle.
III BREEDING GROUND FOR OPPORTUNITIES Strategic response

Life cycle inhabitants

- Person enters community
- Buys an apartment
  - Stays for a long time
  - Will earn too much, but loves the place
- Buys a shop
  - Keeps the shop
  - Sells the shop
  - Rents out the shop

STRATEGIC DESIGN
ORGANIZATIONAL DESIGN

III BREEDING GROUND FOR OPPORTUNITIES

Functioning for the stakeholders

Strategic response

municipality

un-used building

expropriation a building

private investor

sells it for the real price; certain program

fulfilling their duty

lower income group people

exploiting apartments, workspaces and parking

sells apartments and workspaces by means of the federal bank rents out parking spaces

living and working

creating an economy vibrant place

R$ self empowerment & good living environment

Functioning for the stakeholders
VISION

1) The spaces for local crafts economy will be very accessible to the public and be adaptable into other functions.

2) The apartments will be flexible/adaptable in their use, because all the families are so different.

3) The entire area has will function as an entity, where people who live there use it and take care of it together.

4) The square will feel as a relief of the hectic city.

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
III BREEDING GROUND FOR OPPORTUNITIES Spatial response
FUNCTIONS

2 Housing towers

Workshop Complex

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
III BREEDING GROUND FOR OPPORTUNITIES Spatial response

A stage for the voice of the inhabitants
An arena with two focus points
III BREEDING GROUND FOR OPPORTUNITIES Spatial response

SENSATION OF SAFETY
III BREEDING GROUND FOR OPPORTUNITIES

Spatial response

Lanchonete
(Photo by Breno Farber)

Study cafe
(Photo by Ti, Donnelly)
Lanchonete at the first floor, reachable through center of the complex

**III BREEDING GROUND FOR OPPORTUNITIES** Spatial response
Study cafe at the first and second floor, reachable from the front and the back of the building.

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
LOCAL EMPOWERMENT

Workshops, property apartments & shops, small market, voice.

III BREEDING GROUND FOR OPPORTUNITIES  Spatial response
FLEXIBILITY WORKSHOPS

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
ADAPTABLE APARTMENTS

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
ADAPTABLE APARTMENTS

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
ADAPTABLE RENOVATED APARTMENTS

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
III BREEDING GROUND FOR OPPORTUNITIES  Spatial response

SPACES FOR COMMON USE
SPACES FOR COMMON USE

III BREEDING GROUND FOR OPPORTUNITIES
Spatial response

Playground 2nd floor
Common area 5th and 9th floor
Facade with exceptions for the common areas
III BREEDING GROUND FOR OPPORTUNITIES Spatial response

1. 15 mm laminated safety glass railing
2. 210 mm reinforced concrete floor, 40 mm floor finish
3. UPE 80
4. UPE 200
5. 8mm fibre cement panel
6. drain pipe, diameter 150 mm
7. 30 mm prefab concrete slab
8. 25 mm window shutter, steel frame, wood cladding

NEW BUILDING - details 1:20/1:5

A Comunidade Criativa
MIXED VENTILATION

III BREEDING GROUND FOR OPPORTUNITIES Spatial response
Section BB' - ventilation

Section AA' scale 1:100

WORKSHOP COMPLEX - sections

A Comunidade Criativa

Section BB' scale 1:100

Detail workshop

Vertical section scale 1:20

Detail workshop

Horizontal section scale 1:20

Detail roof

Vertical section scale 1:20

PRODUCED BY AN AUTODESK EDUCATIONAL PRODUCT

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PRODUCED BY AN AUTODESK EDUCATIONAL PRODUCT

III BREEDING GROUND FOR OPPORTUNITIES Spatial response

NATURAL VENTILATION
RESUMING ON MY GOALS & RESEARCH QUESTION

IV IS THIS THE ANSWER? Reflection
QUESTIONS?