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PRESENTS

PEDRA BRANCA

CRATIVE CITY

Designed under the New Urbanism concepts, enterprise from Santa Catarina is an international reference in urban planning.



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ARQUITETURA & DESIGN DA REGIÃO SUL

Year 13 | JUN/2020

SÉRIE ÁREA APRESENTA

No. 1 – Pedra Branca Creative City

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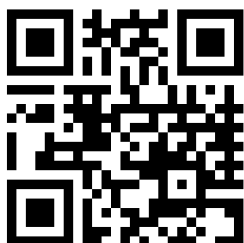


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A ÁREA magazine is a specialized publication in Architecture, Urbanism, Art, and Design from Southern region of Brazil, created in 2006 by the journalist Leticia Wilson, which answers for the production, edition, and direction as head of Santa Editora. The magazine has print and digital editions and keep a website with a broad and updated content, prioritizing the promotion and repercussion of themes, projects, events, professionals, and companies from the Southern region. The first edition from the ÁREA presents series was produced especially for Pedra Branca Creative City, with print and digital versions, available on the magazine's website.

ISSN: 1982-2731

SANTA
EDITORA



Access the ÁREA magazine website and check out the digital version of this edition from ÁREA presents series.

A city for people

PEDRA BRANCA CREATIVE CITY is recognized as a new landmark in urban projects for public and private initiatives. The sustainable urbanism concept applied to the enterprises has attracted the attention from the market, the academy, and the institutions from several countries, achieving awards, certifications, and international projection. Such accomplishments come from the futurist vision of its entrepreneurs, the Gomes Family, whom, for 20 years, have been building up a “city for people” in the municipality of Palhoça, in the Greater Florianópolis, in Santa Catarina state.

This futurist vision has involved not only the perception of global tendencies in the real estate market, but also the realization that sustainability, cooperation, and collaboration are fundamental. They have come together with important partners, they have turned toward researches worldwide, they have hired the consulting from the best specialists and they have valued local skills.

I have closely accompanied this innovative initiative for over a decade, registering each new stage, each new accomplishment, as an eyewitness of a neighborhood-city in a planned, balanced, creative, conscious, and responsible manner. It is a privilege to be able to tell a little of this history in this first edition of the ÁREA presents series.

Have a nice reading.

LÍLIO SIMAS



By
Leticia Wilson

Stimulating coexistence

WHEN OUR FAMILY decided to create a real estate enterprise, in 1999, on the base of the Pedra Branca hill – geographic icon of the Greater Florianópolis – we had two big certainties: sustainability and innovation. These certainties are impregnated principles in the DNA of all our projects, beacons of each initiative generated in Pedra Branca Creative City. Our dream has always been to build a city for people; not only a place to reside, but a place to live, to coexist. We wanted to provide life within reach of a walk, where it would be possible to live, work, study, and have fun at the same place. When we met the principles of the New Urbanism back in 2005, we were fascinated, for this concept represented exactly what we believed in. We adapted our projects, incorporated the sustainability precepts, and created a neighborhood-city which is smart, innovative, with balanced density, diversity of uses, priority to pedestrians, and qualified public spaces opened to the community. Life in community is our highest asset. Urban life is our greatest pride. We bet on the so-called placemaking creating spaces that promote health and welfare and connect people. We have strengthened our collective sense and have inspired the coexistence as guiding principles of our practice, and which gain even more meaning and importance in current days. From the social distancing experience, due to coronavirus pandemic, the reunion has never been so awaited, the coexistence has never been so valued, and the public space has never been so craved for. In all these years, we have woven the social tissue, which has been put to test in 2020. Due to that, we are certain that this “new normal” is already a reality in the Pedra Branca City and will always be.

DIVULGATION



By
Marcelo Gomes

**PRESIDENT OF PEDRA BRANCA
CREATIVE CITY**

Watch the video and check out the Pedra Branca Creative City manifesto.



The Pedra Branca Group

THE PEDRA BRANCA GROUP was born 20 years ago, from the idealization of a lot, which originated the awarded Pedra Branca City neighborhood. In 2013, the Pedra Branca Empreendimentos Imobiliários, Incorporadora e Construtora formatted the Passeio Pedra Branca, the neighborhood's open air shopping, currently assembling 50 commercial and services operations. Two years later, the Pedra Branca Group originated a new enterprise, the Passeio Primavera, at the margins of the SC 401 Highway, in Florianópolis, spreading to the Santa Catarina Island the concept of open air shopping center, which today assemble 30 commercial operations, among them the Mercadoteca Floripa – another enterprise from the group – and consolidate the important gastronomic and services hub polo in the city. During the same period, it founded the Pedra Branca Water and Sewage System (SAE), important allied to guarantee the environmental and sustainable preservation of Pedra Branca Creative City.

The Pedra Branca Group also holds the Passeio Endereços, rental company which serves the operations of the Passeios and to the owners of the commercial rooms of the enterprises' corporative buildings.



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The central square serves the basic principle of the New Urbanism: to promote meetings.

For 20 years, a city for people

From a Family farm to an international reference neighborhood-city in terms of sustainable urbanism, Pedra Branca City was built over solid principles and innovative concepts.

HOW TO CREATE A NEIGHBORHOOD from zero?

For 20 years, that was the big question in debates among the members of the Gomes family. They were determined to transform the farm they owned in the municipality of Palhoça (Santa Catarina State) into a differentiated real estate enterprise. Located on the surroundings of the Pedra Branca Hill, and with a privileged view to this icon of the Greater Florianópolis, the neighborhood would be baptized “Pedra Branca” – this was a unanimous conviction. From the uncertainties in relation to the model to be followed, there it came researches, studies and partnerships, and the certainty of the purpose: to build a “city” for people. “There was a 250 hectares (617,763 acres) farm and the urbanization of Palhoça in its surroundings. In that beginning, we knew we needed to have an ‘anchor,’ and the education came

forward as the transformative anchor,” remembers Marcelo Gomes, president of Pedra Branca City. It was established a partnership with University of South Santa Catarina (Unisul) for the implementation of a campus on the site. “We brought them to the heart of the ‘farm’ and, thus, it was born the Pedra Branca University City neighborhood. We were baptized in the beginning as such,” tells the entrepreneur.

Departing from the urban planning of the neighborhood, with Masterplan developed by Vigliecca & Associados office and by the architect and urbanist Silvia Lenzi, 2,000 lots were quickly commercialized, in the horizontal part of the farm. “We would sell from 200 to 300 lots a year,” reveals Marcelo. The enterprise was primarily residential, with high standard properties being built in the university’s surroundings and the adjacent streets to the existing lake of the site. ▶



New Urbanism: the transformation

From Pedra Branca University City, Pedra Branca Sustainable City, to the current Pedra Branca Creative City, the evolution of the concept has accompanied the innovations in urban planning.



Watch the video and learn more about the Positive Climate Development Program, launched by the former president of the United States, Bill Clinton, from which Pedra Branca City is one of the founding enterprises.

In the photos, before and after of Pedra Branca City: balanced planning and valuing of natural landscape.

The enterprise transformations, which currently registers a population of 12 thousand residents, 8 thousand workers, and 7 thousand students, pass through a concepts evolution, following the paradigm shift in relation to urban planning. “There was a part of the enterprise to be developed and we decided to search for what was most modern, considering what we could do differently. And, then, we met the ‘New Urbanism,’” explains Marcelo.

The entrepreneur reveals how they “fell in love” by the New Urbanism concept when, in 2005, they participated in a congress in the United States which main theme was “how to build neighborhoods aimed at people.” “In the following years we kept on studying how to make this project, which would come to be pioneer in Brazil,” says. In that same year, they decided to hire DPZ Latin America architecture office – one of the mentors of this movement that was being adopted worldwide, – coordinated by the Argentinian architects Maximo Rumis and Marcela Leiva.

The neighborhood-city concept is inspired in small European towns where people cross by neighbors and this path allows them to meet each other, to be

more tolerant, generating a better society. Thus, the entrepreneurs decided: “let’s think the cities as they were in the past, with a square and a market at the small center. Let’s make people come back to meeting each other. We fell in love with this concept and we thought it had everything to do with Pedra Branca’s future,” justifies Marcelo Gomes.

The initial Masterplan, planned on the traditional format of “fishbone,” started to be rethought. And a new centrality of the neighborhood started to be created, with an innovative proposal that came to be recognized and awarded internationally. In 2007, the enterprise won the Urbanism Award, at the Buenos Aires International Biennial of Architecture, and, in the following year, the Financial Times Award for Sustainable Cities, in London, held by the Financial Times and Urban Land Institute. In 2009, Pedra Branca was invited by Bill Clinton Foundation to integrate the Positive Climate Development Program, being the first venture from Latin America to assume the commitment of deploying solutions that help to reduce damage caused by greenhouse gases, and participated at the C40 meeting in Seoul, in South Korea. ▶

Residential, corporate, and commercial buildings were built in the surrounding of the square. In highlight, the Atrium Offices, sustainable LEED Gold-certified building.

PHOTOS: DIVULGATION





Urban planning followed the diversity of use premise: living, working, studying, and having fun in one place.

Considering that Pedra Branca City was a large-scale project, the entrepreneurs understood they should form a strong team. “We sought to bring the biggest amount of professionals as possible, and we increased this range each time more. And, then, we had the idea of execute the ‘Charrette’ project, gathering all the architects,” tells Marcelo, referring to the work method adopted for the planning of the new enterprise stage.

Reference architecture offices in Santa Catarina State were hired to develop, together, the new Masterplan. The works followed the consulting from DPZ Latin America, Jaime Lerner Arquitetura e Urbanismo, and the Danish Gehl Architects offices’ specialists, and the studies contracted to the labs of Federal University of Santa Catarina (UFSC). Beside the precepts of the New Urbanism, also followed the LEED (Leadership in Energy and Environmental Design) building standards from the U.S. Green Building Council. The seal of the

“ We followed the ‘a city at your feet’ concept, that is, aimed at serving peoples’ lives”

Marcelo Gomes

PRESIDENT OF CIDADE PEDRA BRANCA

national council of green buildings (GBC Brazil) was an important accomplishment.

The national and international originality, the innovation, and the recognition, attracted also the investors. In 2010, Pedra Branca signed partnership with Espírito Santo Property Brasil (ESPB), Brazilian real estate branch of Grupo Espírito Santo – one of the biggest from Portugal’s financial sector. In that year, Pedra Branca city inaugurated its sales showroom – a 1.2 thousand square meters (13 square feet approximately) building, designed by MOS Arquitetura office totally under sustainable concepts, with recycled steel structure, closings in low reflection glass, photovoltaic panels, air conditioning with ecological gas, energy saving lamps, and flow control taps. The showroom was built next to the call center Tivit corporate building, which was inaugurated three years previously. The

Watch the video and get to know the concept of Pedra Branca Creative City.





building was also designed by MOS Arquitetura, in partnership with the architect Ricardo Vasconcelos, following the LEED certification guidelines.

In the opening of the sales showroom, with physical and electronic models in big proportions, photographic panels, and four decorated apartments of Pátio da Pedra – the first on the new centrality, – Pedra Branca City presented, for the very first time, the concepts and the differentials of the neighborhood-city that was being born.

Diversity and resilience are concepts incorporated to the DNA of Pedra Branca Sustainable City, which urban project is constantly refined due to its influence over the dynamic and routine of the residents, workers, entrepreneurs, students, and visitors. The following decade will be marked for even more innovation, with the delivery of the Aeropark, business and aeronautical lot, and the Reserva da Pedra, condominium of lots with beach and artificial lakes in an unprecedented format in Santa Catarina. 🇧🇷

PHOTOS: DIVULGATION



Sales showroom building of Pedra Branca was designed according to sustainable principles. Inaugurated in 2010, marked the launching of the new centrality of the neighborhood.

The Pillars

The urban planning premises of Pedra Branca City were established departing from five pillars that guided, and still do, the whole development of the works. They are:

PILLAR 1

Balanced density – Compact

Pedra Branca City was planned to welcome, in a close future, 40 thousand residents, 30 thousand workers, and 10 thousand students, in a balanced manner.

The amount of planned blocks and of enterprises followed a careful planning.

PILLAR 2

Connected and sustainable

At the time of the launching of Pedra Branca City neighborhood, the slogan “Sustainable City” accompanied the enterprise communication and promotion. However, with the passing of time, it was understood that the concept should be expanded, for the residents and users were also in the focus of the project. Thus, the slogan “sustainable urbanism” was adopted, becoming a magnet for attracting investors and residents.

Passeio Pedra Branca: shared street with priority to the pedestrian. Beside, residents’ leisure moments in the central park.

PILLAR 3

Priority to the pedestrian

In the planning stage, important issues started to punctuate the debate. How is the pedestrian going to circulate around here? What will be the speed limit for cars? What is, after all, a city for walking? These reflections came up from the reading of the book “Cities For People,” by the Danish architect and urbanist Jan Gehl, world reference on the theme.

Translated to Portuguese with Pedra Branca sponsorship, the publication was released in Brazil in 2013. “It enters a scale which we had not yet drawn: the pedestrian’s. Therefore, it emerges to turn this key in our heads,” acknowledges Marcelo. They decided, thus, to review the whole project and redo the main street of the new centrality of the neighborhood, which originated the Passeio Pedra Branca, opened in 2013. A new and important stage was initiated, and the concept evolved to “City for people”.





PILLAR 4

Mixed use, attractive and safe public spaces

“The ‘City for People’ concept has always been strong in our discourse. We have always understood how important it is to have a square, a bank,” reinforces Marcelo, arguing that, the more people use the urban space, more safety it will provide. Hence, the decision for the diversity of use, with residential and commercial properties, offering a varied mix of products and services for shopping and leisure, stimulating urban life during day and night, and investing in a safety infrastructure.

For stimulating urban life, it is necessary to offer attractive public spaces. “Our products have to increase people’s standard in relation to aesthetics. In this appropriation of the beauty, we called the best local architects. The binomial ‘aesthetics and sustainability’ was considered all the time during planning, for they are factors that could not be dissociated,” emphasizes Marcelo.

The mix of uses was another important pillar. And, in this sense, another question was recurrent: “how to bring more enterprises here?” “We started transforming Palhoça and Pedra Branca into attractive polos for the technology sector, taking advantage of the ‘wave’ that Florianópolis was surfing on back then,” reveals the president.

PILLAR 5

Creative & Complex

The field researches and studies done by the entrepreneurs on the New Urbanism included a visit to the “Silicon Valley,” in the United States, a region that assembles the biggest technology companies in the world, located 60 kilometers (37 miles approximately) from San Francisco city. Amongst the visited companies was CISCO, one of the first to be installed there, back in the 1980s. During the conversation, the company manager confessed that Millennials did not want to work there anymore, because they preferred to be closer to downtown and to do everything on foot. “And then we realized that was exactly what we were offering in Pedra Branca, and was in accordance to everything we had been reading until then,” reveals Marcelo. “That is a creative city”, celebrates.

For him, the urban density is what makes the difference. “The great amount of people in one place makes them ‘bump into’ and talk to one another. If people stop meeting others, they get isolated and also lose contact with reality,” reinforces. And, once more, Pedra Branca concept evolved. Pedra Branca City became, thereby, “Creative City.” 🇧🇷

The Pedra Branca Hill, geographic icon in Greater Florianópolis: privileged view and inspiration source.

In line with the “old and good urbanism”

In the idealization of one of the best places to live in Santa Catarina, the entrepreneur **Valério Gomes** strengthened the maxim that a city for people is made by people. He assembled enthusiastic people, he bet in the development of an innovative Masterplan, supported by research and the consulting from the biggest sustainable building specialists of the world, in New Urbanism, and in cities for people. He did that without moving away from the technical knowledge and the local professionals' opinions that advocated for the practice of the “good and old urbanism:” compact centrality, mixed uses, and valuing the pedestrian. In this interview, he tells how the process of building up the Pedra Branca Creative City was.

ÁREA MAGAZINE: You usually say that fell in love by the New Urbanism concept when you met it. What did attract you the most?

VALÉRIO GOMES: In 2005, the first contact with the “New Urbanism” was in the reading of the book “Place Making” by Charles Bohl. In the same year, we participated, in Atlanta, in the United States, in a congress called “Greenbuild International Conference & Expo,” held by the US Green Building Council (USGBC), when we got enthusiastic about the talk of the architect Andrés Duany, talking about New Urbanism and the “Live, Work, Study & Play” in one place.

Understanding this concept of a place for people, we evolved the project, in a process denominated Charrette — workshops with a week duration — led by the architects Max Rumis and his wife Marcela, who are still with us projecting the new neighborhoods. Everyone

together, and with a competent group of local architects, we consolidated the “Masterplan” of Pedra Branca. That was already 2006.

ÁREA MAGAZINE: This concept was considered innovative, at least in Brazil, back in the time of planning of the new Pedra Branca City's centrality. What made you believe that the incorporation of the New Urbanism principles would work in the enterprise project?

VALÉRIO GOMES: Participating in congresses and seeing well-succeeded urban projects abroad... and the most important, hearing to our Brazilian architect friends confirming that was the path of the “good and old urbanism.” Urbanism with mixed uses and planning a community with the 5 Cs: Complete; Compact; Connected; Complex, and with Coexistence.



ÁREA MAGAZINE: The adoption of the New Urbanism premises was determinant for the construction of the “city for people” which you had idealized 20 years ago, when did you decide to transform the family farm into a real estate enterprise?

VALÉRIO GOMES: To know better the “New Urbanism” movement was a maturing process. We invited our local architects and shared trips and congresses, especially annual events called the Congress of New Urbanism (CNU). Such congresses continue to take place in North America and that, here in Brazil, has unfolded with the COMPLAN denomination, held by Adit (Real Estate and Touristic Development Association of Brazil). These CNU events, in the United States, and COMPLAN, in Brazil, are essential for whoever works with planned and sustainable communities and neighborhoods.

Some books have taught and influenced us a lot, from which we would highlight: *The Death and Life of Great American Cities* - Jane Jacobs; *Place Making* - Charles Bohler; *The Smart Growth Manual* - Andres Duany, Jeff Speck, Mike Lydon; *Triumph of the City* - Edward Glaeser; *Sustainable Urbanism* - Douglas Farr; *Street Design* - Victor Dover; *The Rise of the Creative Class* - Richard Florida; *Cities for People* - Jan Gehl.



We believe our greatest hit was to assemble talented people around the same ideal, with continuous innovation and always searching for the best.”

ÁREA MAGAZINE: In this idealization of this “city for people,” you were able to attract specialists and partners of big name, national and international references in their fields, who perceived that Pedra Branca City was more than a business: it was a dream to be collectively accomplished in building a legacy. How was this process?

VALÉRIO GOMES: This process was a big and long learning. The projects always improved by an incredible and very competent team of professionals and specialists in several areas that were and still are being incorporated. We believe our greatest hit was to assemble talented people around the same ideal, with continuous innovation and always searching for the best.

ÁREA MAGAZINE: Promoting the urban life was one of the biggest challenges to be faced. Today, after 20 years, what is your feeling walking around the streets of Pedra Branca City?

VALÉRIO GOMES: Walking on Pedra Branca streets is pure satisfaction and it is also what gives us more confidence on the success of future and “new Pedra Branca neighborhoods,” that my son Marcelo and Pedra Branca team are designing in other cities in Santa Catarina state.

The company’s mission — “to develop the best places to live in Santa Catarina” — is consolidated in a team of enthusiastic and purposeful people. 📍

Based on the co-creation

The innovative collaborative method for the development of Pedra Branca City resulted in creative solutions and efficient projects.

“TO CREATE AN IDEAL NEIGHBORHOOD”. This was the challenge posed by the Pedra Branca City entrepreneurs to a select team of architects and urbanists in 2006. The motto was the creation of the new neighborhood center of the enterprise under the precepts of the so-called New Urbanism. Regional professionals of reference, hired for such mission, sat side by side to develop a project together, for the first time. “The results were so interesting that this methodology became part of the Pedra Branca culture,” affirms the engineer Dilnei Bittencourt, consultant of Pedra Branca.

The methodology adopted was the Charrette, idealized by North-American urbanists in the 1980s for the planning of projects and that would be adopted in an unprecedented way in Brazil. The practice consists of assembling the greatest number of involved in the development of the project to debate, to plan, and to co-create, in an immersive and efficient manner. Considering the wide scale of the Pedra Branca enterprise, the entrepreneurs understood that forming a big team was fundamental. And decided to hire some of the most outstanding architecture offices from Santa Catarina to act in an integrated way: RC Arquitetura, led by Renee Gonçalves; Roberto Simon’s Studio Domo; Roberto Rita and Sylvio Mantovani’s (in memoriam) Mantovani e Rita Arquitetura; Giovanni Bonetti and Taís Marchetti Bonetti’s Marchetti Bonetti Arquitetos Associados; Nelson Teixeira Netto’s NTN Associados; Daniel Rúbio and André Schmitt’s (in memoriam)

Charrettes involved dozens of professionals in the joint planning.





Desenho Alternativo; and Ricardo Monti's MOS Arquitetos Associados. "The fact of this methodology involving in one same space and in a defined deadline, the actors acting face to face in a 'collaborative' atmosphere, generates a cauldron of new ideas and of creative solutions that guarantee the success of the project under study," emphasizes Dilnei. The guidelines established by the DPZ Latin America architecture office, under the coordination of the Argentinian architects Maximo Rumis and Marcela Leiva. DPZ Latin America had been hired by Pedra Branca in 2006 to guide the transition process of the Pedra Branca University City to what would be called Pedra Branca Sustainable City, and, later on, Pedra Branca Creative City. Alongside to the architect and urbanist Silvia Lenzi, one of the authors of the Masterplan, they established the basic criteria to be followed. "We are going to build a neighborhood where people can live, work, study, and have fun within reach of a walk," stressed Silvia, one of the biggest names from the urbanism in Santa Catarina. And each architecture office assumed the creation of one block of the new neighborhood center, yet totally integrated with the whole. It was like a gymkhana. This is the analogy that Silvia Lenzi makes to refer to the Charrette performed. Each month one office presented its project to the entire group and everybody analyzed, discussed, and suggested changes. "It was

an urban lab. The architects needed to design their building, but take a look in the 'neighbor's,' with a joint look to guarantee the public space quality," complements Silvia. Everyone participated in the discussion with the goal of making the whole better, in a constant learning. The works followed the consulting from the DPZ Latin America specialists and also from Jaime Lerner Arquitetura e Urbanismo and from the Danish Gehl Architects offices, considering yet studies contracted to laboratories of the Federal University of Santa Catarina (UFSC). "DPZ brought issues such as the volumetry of blocks, the new concepts in relation to pedestrians, the typology of the unities, the use and occupation of soil, the cover of streets and a unity standard," details Silva. The pillars to be grounded in Pedra Branca City were Balanced Density; Connected and Sustainable; Priority to Pedestrian; Mixed use; Attractive and Safe Public Spaces; and Creative and Complex. "In modern world, the amount of knowledge accumulated by humans, in each discipline, is of a dimension that individually we are not able to assimilate. Any new project we desire to develop will need the acting of several actors, each one in their own specialty. If we want to apply the traditional way of developing projects – in which each one goes to their own world to study the solution of their specialty – we will never get to a satisfactory result in time," reinforces Dilnei Bittencourt. ►

The team of architects of Santa Catarina hired to co-create a new centrality of the neighborhood of Pedra Branca: Renee Gonçalves, Sylvio Mantovani (in memoriam), Taís Marchetti Bonetti, Roberto Rita, Daniel Rúbio, Nelson Teixeira Netto, Roberto Simon, Giovanni Bonetti, André Schmitt (in memoriam), Ricardo Monti, and Silvia Lenzi.

Continuous collaboration

The urban project of the new centrality of the neighborhood of Pedra Branca City surprised everyone from start, including the architects and urbanists involved.

“We were surprised first by the proposal for a planned neighborhood, based on sustainability and on New Urbanism principles. Afterward, by the innovative methodology that it brought, involving several actors in the discussion of ideas and construction of premises, with foreign offices, local architects, big names of the national urbanism, beside the entrepreneurs and their teams. It was a collective work, collaborative, and of great impact in the product we produced with numerous hands,” considers the architect and urbanist Giovanni Bonetti, from Marchetti Bonetti Arquitetos Associados. For Silvia Lenzi, the Charrette practice represented one of the best and richest experiences as a professional. “Valério did not measure forces to bring the best consultants, who talked with us to develop the project together.



Em dez anos, do planejamento à execução. Foi traduzido assim: In ten years, the execution plan. Mas não me parece correto. Acho que deveria ir por aí:

“In ten years, from the execution to the plan” ou coisa parecida.

They worked with us from equal to equal,' highlights the architect, citing the entrepreneur Valério Gomes, creator of Pedra Branca City. "It was a technical view associated to the view of an entrepreneur wanting to do the best," adds. After 14 years from that first Charrette, the group remains integrated. "We still keep on interacting,

contributing. And what is clear is that each one who were part of this development have the feeling of belonging to the neighborhood, compromised to its future. The lessons taken from it and the opportunities given to us have opened other horizons for us and have perfected our professional practices," highlights Giovanni Bonetti. 📌

PHOTOS: DIVULGATION



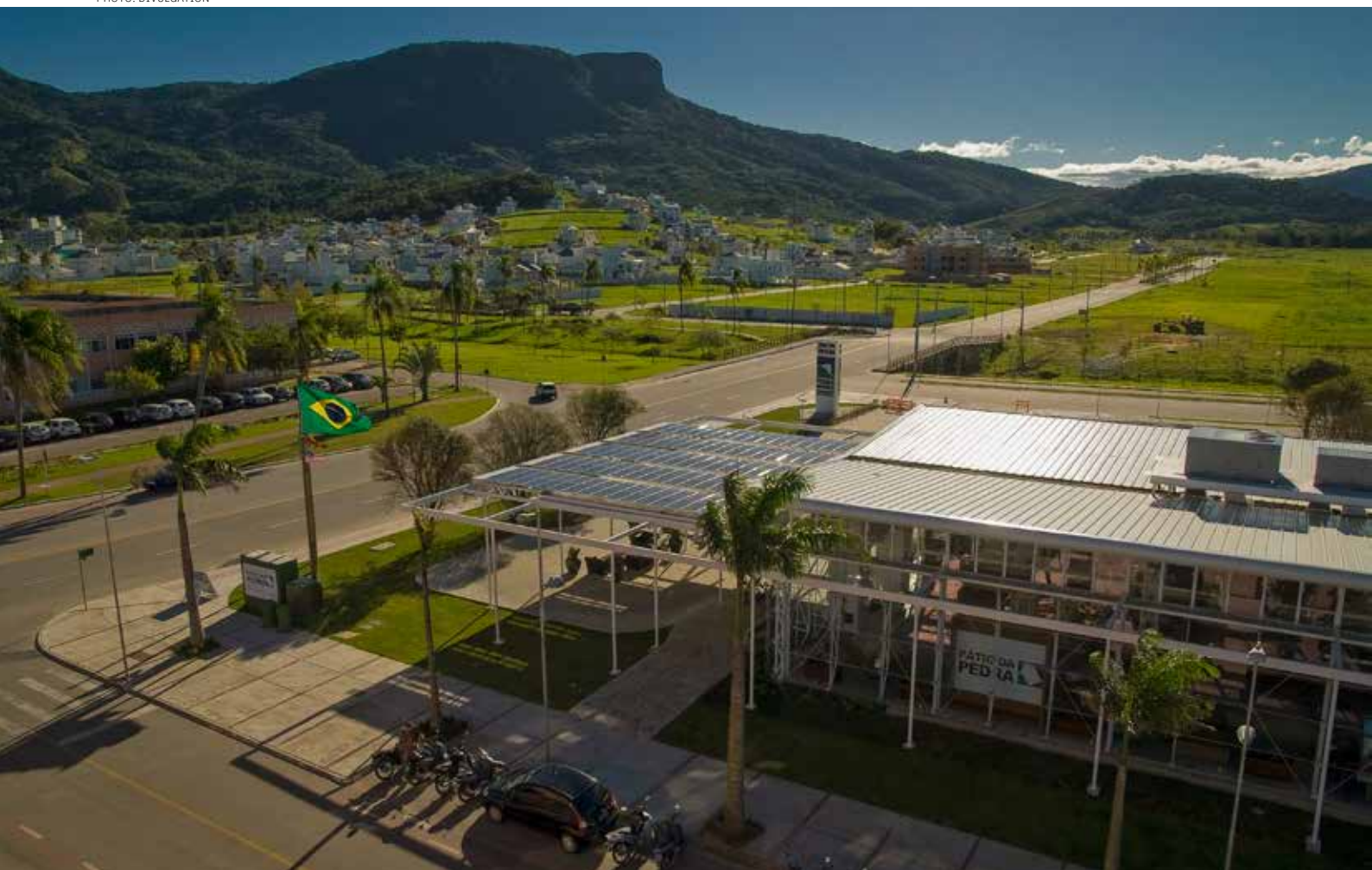
Watch the video and check out the lecture given by Helle Sohlt, founding partner and CEO of Gehl Architects, in Pedra Branca City. The Danish office is a world reference in construction of "cities for people."



In respect to and in favor of

The valuing of natural resources have always been one of the pillars of Pedra Branca City, supporting all the project decisions.

PHOTO: DIVULGATION



The environment

HAVING PEOPLE AS PRIORITY, Pedra Branca City offers ideal habitability conditions to provide well-being to its users. And this concern is evident not only in the proposed urbanist project, but also in each building erected in this neighborhood-city concept which has the sustainability as the cornerstone.

“The well-being of the human being is justified under the most varied aspects, be it for the simple personal satisfaction, for the improvement of life quality, or yet for the increase of productivity which is a result of working conditions,” cites the civil engineer Fernando Oscar Ruttkay Pereira, retired full professor from the department of Architecture and Urbanism of UFSC (Federal University of Santa Catarina). Creator of the Environmental Comfort Lab of the University (Lab-Con), Ruttkay, PhD and post doctorate on the theme, is a CNPq (National Council for Scientific and Technological Development) researcher in this area. His knowledge has contributed for the definition of criteria and techniques that should be considered in the Pedra Branca City enterprises for it to meet the psychophysiological necessities of its residents, as he defines: the thermal and visual comfort.

At his side was the architect María Andrea Triana Montes, who holds a master’s degree in

Architecture and is a PhD in civil engineering at UFSC. Also, a researcher in the area of sustainability and energy efficiency, she works in the Energy Efficiency in Buildings Lab (LabEEE) at UFSC and commands the Dux Arquitetura & Engenharia Bioclimática, in partnership with the engineer Olavo Kucker Arantes, one of the founders and current president of the Brazilian Council for Sustainable Constructions (CBCS). He is consultant of the Pedra Branca City with the Positive Climate Development Program, from Bill Clinton Foundation.

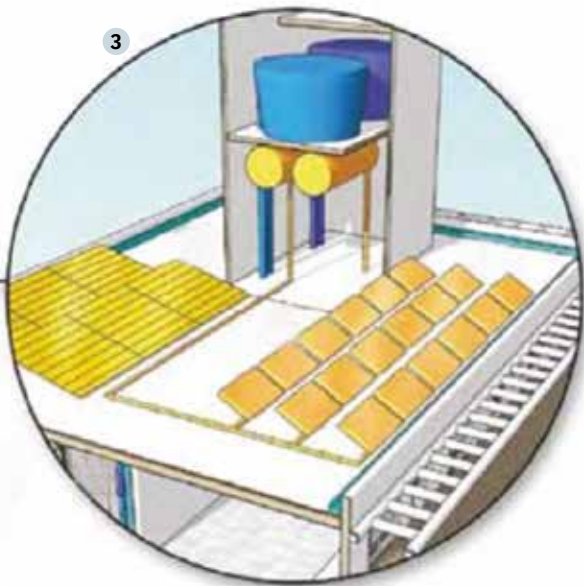
Together, they work in the New Urbanism project of Pedra Branca having participated actively since the time the idea was being created by the entrepreneurs. Olavo witnessed the first meeting of entrepreneur Valério Gomes with the North-American architect and urbanist Andrés Martín Duany, one of the partners of DPZ, mentor of the movement called New Urbanism. The meeting took place in 2005, in the annual conference of the United States Green Building Council (USGBC), in Atlanta, the United States. “They talked right after Andrés’s lecture at the event. Early on the following day, Valério traveled to Miami to present the Pedra Branca City concept to Andrés and his team, at the DPZ office,” tells Olavo. ▶

Pedra Branca sustainable showroom building, designed by the architect Ricardo Monti. Opened in 2010, it presents one of the first photovoltaic systems of Santa Catarina.

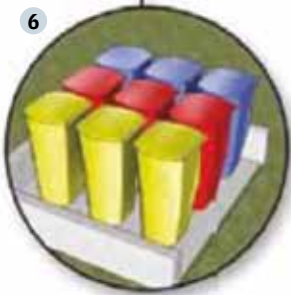
Promoting sustainability



DPZ came to be the main consultant in the adapting of the new centrality of the neighborhood, which was already being thought by the entrepreneurs following the New Urbanism precepts.



“We adopted the models proposed by DPZ and put the sustainability load over them,” points out Olavo. Such load had been applied in the first buildings that were starting to be planned for this new stage of Pedra Branca City, like the call center building from the Tivit company, designed by the architects Ricardo Vasconcelos and Ricardo José Monti, holder of the MOS Arquitetura e Urbanismo – who also signs the Pedra Branca sustainable showroom. Later on, inserted in the Charrettes carried out with the architects responsible for the planning of the blocks of the new centrality of the neighborhood, the consultants contributed for the needed adjustments to the projects in search of the best environmental comfort and of the energy efficiency of the buildings – one of the main challenges of architecture. “One of the good recommendations of DPZ to the architects was the empty corner core and the occupation variation, both in the buildings’ height and in their volume,” evaluates Ruttkay.



The promotion of sustainability was on the agenda of all projects, since its conception. Even so, some premises had to be changed. “We participated in the latest Charrettes. The architects were with everything very much ready and would have to do some modifications,” tells Ruttkay. Among the necessary adjustments were, for instance, the reduction of glass use and the size of the openings and the reconfiguration of the internal layout, to promote cross ventilation. ▶



Some of the adopted sustainable strategies in the buildings:

- 1. Ecological elevator. Bike rack.*
- 2. Natural gas heating, dual flux flush box, and economizing taps and showers.*
- 3. Solar heating. Thermal protection for terraces and roofs.*
- 4. Integral blinds in the bedrooms windows.*
- 5. Ecological landscaping with native plants. Underground piping and cabling.*
- 6. Selective waste collection.*
- 7. Ceramics on the facades. Panoramic windows in the rooms.*



Eficiência energética

The identification of solutions for the maximum utilization of available natural resources and reduction to minimum electricity consumption in the buildings were on the top of priorities.

In order to orientate the responsible architects in the mission, the entrepreneurs invited two renown specialist architects for a Charrette: the North-American mechanic engineer and master in Architecture Tom Paladino, holder of the Paladino and Company, considered one of the biggest world authorities in green buildings; and the civil engineer Roberto Lamberts, with master's, PhD, and post doctorate in Engineering, full professor at UFSC.

"We met Tom Paladino one year before the Eco Building conference, in Orlando. We went to Seattle later, at his office's headquarters, to go over Pedra Branca City project points with more details for him

and his team," tells Olavo. USGBC member, Paladino had important role in defining the criteria of the LEED certification system. "Our role was that of alerting the professionals to such concerns. So they could think of the biggest natural conditioning potential," remembers Lamberts, coordinator of the Energy Efficiency in Buildings Lab (LabEEEE) at UFSC, member of the Deliberative Council and coordinator of the energy thematic committee of CBCS. According to him, the decisions of the new centrality planning with empty core blocks, buildings of different uses, intensive afforestation, and reduced densification were fundamental to facilitate this process. It was up to the

Watch the video and learn more about Pedra Branca sustainable concepts.



architects to extend this environmental concern to all the project elements. Among them, Lamberts cites the new ventilation of buildings, the choice of light color for the finishing and the use of winter sun and of the shadow in summer. The professor also praises the specification of the ceiling-garden. “The roofs of most buildings of the city are black, which contributes to cause the increase of city’s temperature. The ideal is for them to be white or vegetated,” advises. The energy efficiency promotion also involves simple architectural project decisions: to improve urban microclimate, reducing dark structures – which absorb more sun heat – and amplifying the vegetation area; to design more efficient “envelopes,” with the use of natural light and ventilation, creating evaporative cooling zones, of passive solar heating; and specify efficient artificial illumination systems with use of fluorescent lamps and LEDs, for example, of greater durability and efficiency; and of hot water, improving projects and the training of installers.

In the consultants’ opinion, the architect has an essential role to play, as a leader of the design process and for being them the main connection between everyone who participates in the production process of the built environment. “They are in a privileged

position to, through their projects, indicate the path to sustainability in architecture.” According to the consultants, much effort has been dispensed, be it in the improvement in the formation of professionals involved with the conception and construction of the build environment, be it in the production of norms and ways of guaranteeing environmental performance. “The means are at hand, the opportunities are part of our daily vocabulary. There is no need for waiting for miraculous techniques or exotic discoveries,” stresses Ruttkay. For them, what is required is willingness to identify the essential elements of our culture and separate them from the unnecessary and unproductive traps.

Pedra Branca was already born with the idea of adoption of more sustainable guidelines, with strong concern with New Urbanism, which brings general concepts of sustainability. More specific issues related to the buildings were dealt with in some Charrettes,” says Andrea. For her, the key to success of all this work is in the embryo of Pedra Branca City. “The entrepreneur was interested, open, and focused on this purpose,” affirms. “Valério was contaminated by these new stances,” jokes Ruttkay, referring to Valério Gomes, creator of Pedra Branca City. ▶

CLIMATE+

CLINTON FOUNDATION
CLIMATE INITIATIVE



CNU Congress for the New Urbanism

Urban Land Institute

CBCS
Conselho Brasileiro de
Construção Sustentável

Recognition: certification obtained and entities to which Pedra Branca is affiliated. On the previous page, highlight for the balanced density in the new centrality of the neighborhood as a sustainable strategy.

Planned infrastructure

Efficient management of water and sewer system, underground cabling, organic gardens, and expansion of the cycle lane network.

When prioritizing efficiency, sustainability, and mainly the pedestrian – offering them attractive and safe public spaces, – the implementation of underground cabling was a consensus solution among the architects and specialists. This has always been one of the premises of Pedra Branca Creative City project. “The Pedra Branca area denominated ‘New Urbanism’ uses, in its infrastructure, all the facilities underground. This includes drinking water, sanitary sewage, reuse water, medium voltage electricity (13.800V), low voltage electricity (220V), public lighting, telephony and optical fibers, and natural gas,” details the civil engineer Ramiro Nilson, manager of the Pedra Branca Water and Sewage System (SAE). According to him, it is an implemented reality and in expansion, since all the new stages of the urbanization count with this conception.

The solution represents the increase of efficiency of systems, reducing costs with network maintenance and operation, and reducing the risk of interruption in the supply of electricity and telephony. “The underground wiring does not suffer with the weather nor with the disruption caused by falling tree branches or the passing of vehicles with height beyond the permitted limit,” argues the manager of SAE, valuing the safety as one of the main benefits of underground cabling. Pedra Branca SAE is an important allied in guaranteeing the environmental preserving and the sustainability of the enterprise. The direct act of the teams minimizes water loss rates, contributes to the conscious use of resources and to the responsibility for the wastewater treatment. In Pedra Branca Creative City, SAE’s main focus is based on water and sewage management. In total, there are 50,112

The use of LED lamps for public lighting represented an economy of 50% in electricity. On the next page, highlight for the visual impact provided by the adoption of underground cabling for greater safety and efficiency.





meters (31 miles approximately) of sewage collection network, which guarantee a coverage of 100% of the neighborhood. Nonetheless, the urban infrastructure is also an important issue to meet the residents' and users' demands of Pedra Branca Creative City.

In the neighborhood, the buildings have rainwater collection and reuse, the use of solar energy for water heating or photovoltaic and use of residues, with separation of recyclables, organic, and waste. "In the last year, we observed the increase of photovoltaic energy use and the availability of new cycle lanes," explains Ramiro Nilson. Pedra Branca's cycle lane network totals, today, 15 kilometers (9 miles approximately) of integrated total length.

The efficient management of the water distribution system, with loss rates below 10%, and the efficient sewage system management, with collective networks that serve 100% of neighborhood buildings, constitute actions within a protocol of modern urbanist practices, just as the adoption of LED lamps for public lighting, what guarantee 50% saving in energy. Beyond that, the management of PEVs – Recyclable voluntary delivery stations (glass, metal, paper, plastic), – available for all residents, and the organic gardens in the neighborhood also constitute working elements of SAE, that contributes in the development of the neighborhood-city, reference in the promotion of sustainability and life quality. 🇧🇷

Modular construction

In the expansion project of the Bom Jesus Pedra Branca School was adopted the off-site modular system, totally aligned to the sustainable precepts. Provided and executed by the Brasil ao Cubo construction company, from Tubarão (Santa Catarina), the system consists on the use of steel modules that are completely prepared at the construction company's headquarters and transported ready for installation on site.

Thus, in only three days, five classrooms were built, totaling 540 square meters (5,812 square feet approximately). The adopted methodology guarantees a work without residues, without waste, with greater cost and quality control, and a reduced deadline.

Watch the video
and check out the
construction.



The heart of the neighborhood





Neighborhood connection point to the new centrality, the Passeio Pedra Branca was recreated from the New Urbanism premises, with focus on the promotion of “walkability.”

A “CITY FOR PEOPLE” must have streets that attract people. This concept, elementary at first sight, represents one of the main challenges to the urban planning. “If the city streets look interesting, the city will look interesting. If the streets look dull, the city will look dull,” already has said the urbanist and social activist Jane Jacobs, author of the book “The Death and Life of Great American Cities”, written by her in 1961, one of the referential publications for Pedra Branca City.

This old and sure recipe for cities planning and the pointed strategies by the Danish consultant Gehl Architects, one of the most renowned urbanism offices in the world, has pointed the way. “We decided to revise the whole project and redo the main street of the new centrality of the neighborhood. It was the biggest ‘craziness.’ It was paved, with imperial palm trees on both sides of the street and connected

sidewalks with three meters (10 feet approximately) wide,” remembers Marcelo Gomes, president of Pedra Branca City. With 250 meters (820 feet approximately) long, the street connects the university to the idealized central square, and needed to be recreated in order to be welcoming.

Thereby, the Passeio Pedra Branca was born – the “local open air shopping center,” assembling shops, bars, and restaurants in an attractive, comfortable, and safe public space. Opened in 2013, it was the first big delivery of Pedra Branca City, with sidewalks of eight meters (26 feet approximately) wide, underground cabling, plenty of urban furniture, and abundant and diverse vegetation, designed by JA8 Arquitetura e Paisagem office. “Our role in Pedra Branca started with the panning of courtyards of the enterprises, already foreseen in the original ▶

Pioneering initiative in the country, the shared street prioritizes the pedestrian, with sidewalks levelled with the street. With 250 meters (820 feet approximately) long, street connects the university to the central square, important leisure space of the neighborhood.

Watch the video and get to know the Passeio Pedra Branca.



Masterplan, which I think is very interesting, for it is a semipublic collective space. For the Passeio, Gehl team has brought the concept of disruption of the lines we were able to absorb for that moment,” tells the architect Juliana Castro, one of the holders of the office. The intervention totalizes 8,525 square meters (2.1 acres approximately), considering street and square. One of the main innovations was the

implementation of the shared street concept – the first in the country – with no curb sidewalks, at the same street level, facilitating urban mobility, and most of all, requiring the reduction of cars speed, which cannot overpass 10 kph (6.2 miles mph approximately). The priority, after all, is for pedestrians. Thus, the street is no longer a passing by place and becomes a destiny for the coexistence, and also for

To encourage coexistence among people, Passeio Pedra Branca offers qualified urban furniture, including collective benches and tables, and wide sidewalks, which allow the extension of bars and restaurants for outdoor services.





walks and cycling rides. Another differential is the water mirror created as the central site of the square. “It has brought a great visual richness, and a diversity of activities and fun we did not have,” points out Juliana. Living and contemplation environments surround the water mirror, with varied vegetation, prioritizing Atlantic Forest native species, and with loose chairs for greater user convenience. “We have always planned to include the loose chair in our urban space projects,” celebrates the architect. For her, urban pleasantries as such offer dignity to people, who respond with respect and admiration. ▶

The use of bicycle is encouraged in Pedra Branca City, facilitated by the integration of the shared street with the cycle lane network of the neighborhood.

PHOTOS: DIVULGATION



Urban life

The infrastructure of the space is enhanced year after year to widen the culture, sports, and leisure options to the community.

PHOTOS: DIVULGATION



Live the street. That is the Passeio Pedra Branca concept, planned to be more than an outdoor shopping center, with varied mix of market and service options. The structure was thought to be, also, a leisure destiny, a stimulus to urban life. Restaurants and bars guarantee the nocturnal activity of the site, encouraged by the abundant street lights and monitored security. And, on weekends and holidays, beside the square with water mirror – a natural attractive to the place – there is frequent event programming, of the





Diverse cultural events and stimulated physical activities. On the previous page, the water mirror, which is one of the big attractions, especially for kids.



most varied sizes – from crafts and organic food fair to outdoor cinema and festive and thematic attraction, such as Enchanted Christmas, an already consolidated local event.

The practice of sports outdoor have always been encouraged by Pedra Branca City, having the surrounding exuberant nature as scenery, especially the privileged view of the Pedra Branca Hill, which also invites to exploration. With 490 meters (1608 feet approximately) high, the top of the hill offers a panoramic view of the entire Greater Florianópolis region, and for that, attracts thousands of adventurers to visitation. The existing trail, formed by limestone rocks in the midst of Atlantic Forest vegetation, can be accessed through São José or Palhoça, since the hill is on the border of the two towns. The total distance traveled to reach the top is of 5 kilometers (3.1 miles approximately), representing around 5 hours from round trip and stops. The difficulty is considered

moderate, and for that, the trail is not recommended for sedentary people. Local tourist companies offer guided visits to the site.

At the foot of the hill, wide leisure areas, with outdoor gym, sports squares, and cycle lanes were in the planning of the neighborhood since its creation in 1999, and have been multiplied in each new stage of the neighborhood-city, to strengthen and stimulate even more the practice of physical activity. The most recent initiative, opened in December 2018, was Pedra Branca Arena. “This was a project that came to heat the movement flow on the Passeio and to strengthen our concept of “Live the Street,” affirms Ana Carolina Bordin, the Passeio Pedra Branca manager. The structure comprises an outdoor sportive space, open to public, with sandy courts and mountain bike and pump track tracks, for the adepts of sportive cycling, made possible by Pedra Branca Real Estate Developments in partnership with local shopkeepers and entrepreneurs. 🇧🇷

Watch the video and get to know the Pedra Branca trail.



Pátio da Pedra and Pátio das Flores

Pioneering condominiums of the new centrality.



PHOTOS: DIVULGATION

THE YEAR OF 2013 was remarkable for Pedra Branca Creative City. It represented the beginning of a new stage, the consolidation of everything that had been planned in the previous years. From the inauguration of Passeio Pedra Branca and the delivery of the Condominiums Pátio da Pedra and Pátio das Flores, the benefits from sustainable urban planning could be verified in practice. The enterprises have great visual impact from the valuing of aesthetics, important criterion also for the creation of an attractive public space. And they present features considered innovative for the time, like typology mix, flexibility on plants, indoor courtyard for exclusive residents use – element defined in the Masterplan for all the enterprises of the new centrality – the leisure area with dozens of facilities, including bike rack. Other evidence is the concern for sustainability and for the building performance, following green building premises defined in the Pedra Branca City Masterplan and that were starting to gain strength in the country. Among the items are the solar heating, thermal protection of terraces and roofs, underground piping and cabling, valuing of natural ventilation and lighting, and acoustic isolation between floors. Pátio da Pedra was the first condominium of the new centrality, located in the first block of Passeio Pedra Branca. Designed by the Marchetti Bonetti + Arquitetos Associados office, it comprises four buildings – Dolomitas, Icarai, Carrara, and Travertino

Condominiums: valuing of aesthetics, of performance, and of sustainability. Above, the Magnolia Building, from Pátio das Flores, office tower integrated to the condominium, and on the following page, the indoor courtyard from Pátio da Pedra and the set formed by the two enterprises.

– implanted in a way to conform to the single central courtyard. There are 217 units, being 24 apartments-gardens, and eight shops, totaling 42 thousand square meters (10.4 acres approximately) of built area. Pátio das Flores occupies the second block and presents even more innovation, with duplex apartments-gardens facing the street and the central courtyard. Another novelty is that, beside the residential towers with commercial shops in the ground floor (Orquídea, Gardênia, and Bromélia), it integrates office tower (Magnólia). The design is by architect Nelson Teixeira Netto, NTN Arquitetura holder. 🇧🇷

PHOTOS: DIVULGATION



Office Green

Historic and architectural landmark of Pedra Branca City.

THE OFFICE GREEN INAUGURATION, in 2014, represented a historic landmark for Pedra Branca City. It was the first commercial building to be delivered in the new centrality of the neighborhood project, implemented in the surrounding of the central square. Beside the building grandiosity, of striking volumetry, the enterprise gained highlight also for being the first commercial building of Santa Catarina to conquer the LEED sustainability certificate in the Gold category. With about 14,000 square meters (3.5 acres approximately) of built area, the Office Green has 200 commercial rooms with flexible plans distributed in 11 floors; shops in the ground floor, facing the street; and bike rack with locker rooms. The architectural design is by the Desenho Alternativo office, founded by the architects Daniel Rúbio and André Schmitt (in memoriam), the pair participated in all the Charrettes carried out for the development of Pedra Branca City Masterplan. "It was a remarkable moment for everyone due to the pioneering features of team participation. All of us

Watch the video and check out how the event of the Office Green delivery was.



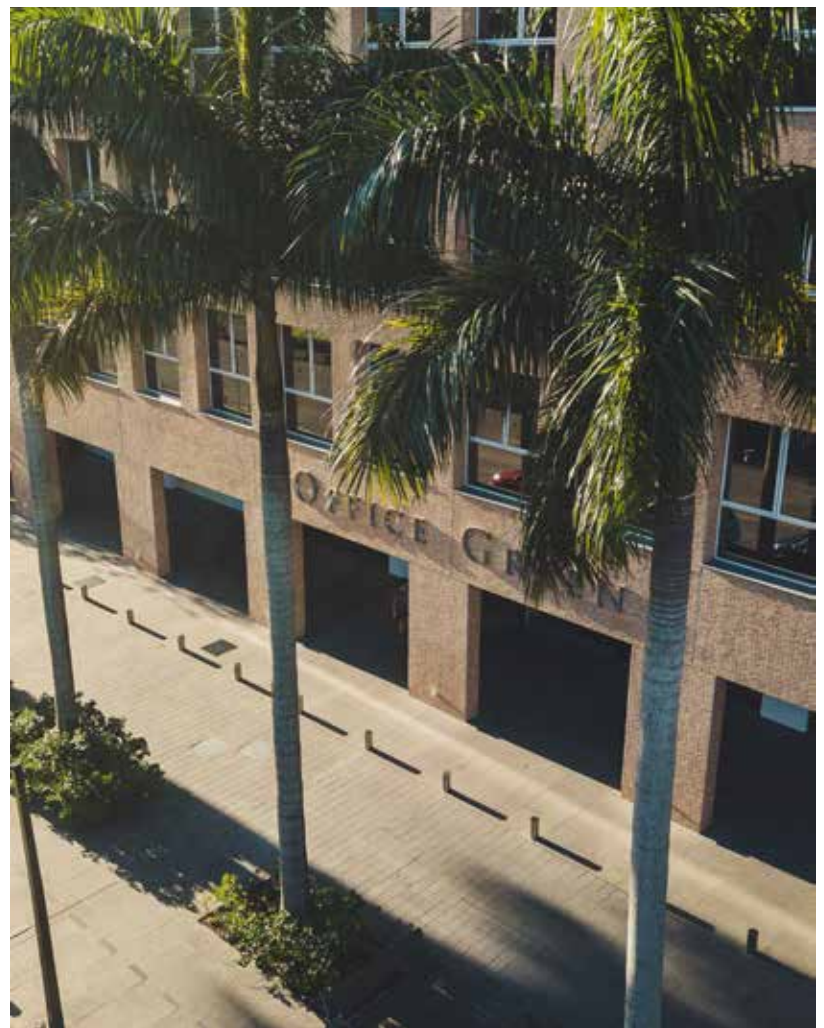
had the opportunity to suggest and to elaborate proposals and coexist in an environment of intellectual prosperity focused in a goal of development and always headed by the general coordination of the architect Max Rumis and all the Pedra Branca intellectual team,” comments Daniel. He remembers that the different teams and their different ideas integrated one another harmoniously to compose a result. “Breaking the barriers from diverse urban references, prevailed the respect to the surrounding and the integrated composition between the different urban, architectural, and landscaping components,” complements. This way, the group accomplished an urban plan with typologies, volumetries, and morphology together. “The Office Green, within this proposal, would be an important urban landmark for its location in front of the square. Initially idealized for the hotelier use, it intended to harmoniously set up the neighborhood central space, and, soon as a multifunctional building, to keep alive the idea of diversity and overlapping of

human activities as a centralizing proposal of the New Urbanism,” points out the architect. According to him, due to the facade proportion and the height limit for interfering with the aerial cone, the architectural proposal was conceptualized to boost the space of the square and to dialogue with the surrounding as a living facade and in constant movement. It is important to add that the central square, where is located the Office Green, is close to Santa Catarina air club area. The iconic facade has central portico covered in ceramic between two extensive glass skins with high solar protection factor. Brises protect frames, contributing to the thermal comfort of the units. Among the sustainable differentials are, yet, the use of water based paint and of certified wood, rain water collection and reuse, the adoption of dual discharge valves, pressure reducing valves, presence sensors, eco-efficient lamps, and smart elevators, and the recycling of more than 95% of waste generated during the execution of the work. ■

The sustainability differentials guaranteed to the enterprise the accomplishment of the LEED Gold certification – the first granted to a commercial building in Santa Catarina.



PHOTOS: DIVULGATION





PHOTOS: DIVULGATION



Smart Residence

Practicality and leisure in evidence.

THE SMART RESIDENCE is one of the biggest residential condominiums of Pedra Branca City. It was implemented on the same block as the Office Green, conforming a cohesive set designed by the same architecture office, the Desenho Alternativo. In total, they configure 48 thousand square meters (11.8 acres approximately) of built area. The enterprise was inaugurated in 2015, under the concept of “to live smart,” with a series of innovations, such as biometric lock and complete leisure infrastructure.



PHOTO: LID SIMAS

Smart is one of the biggest residential condominiums of Pedra Branca City. Enterprise counts with 22 leisure spaces with focus on residents' well-being.



“The Smart is part of the set of the block, alongside with the Office Green, it had already its urban morphology predefined. The main goal of this project was to introduce concepts of housing dignity with a modular and rational architecture without losing the capacity for architectural composition and urban integration of different public and private spaces that its composition configures,” explains the architect Daniel Rúbio, founder of Desenho Alternativo office joining with the architect André Schmitt (in memoriam). Just as the Office Green, sustainability also guided the planning of the project of the Smart Residence, including water heating system with solar panels and a support with

natural gas heating, and other solution, which represent a 30% reduction of condominium cost. Among the differentials are the leisure areas and the shared spaces, planned to attend residents of all ages. At the Smart Club, there are adult and children’s pools, sky lounge, solarium, and SPA. At the Smart Play, there are playroom, library, playground, games space, movie space, and LAN house. At the Smart Square, are located the garden, the fire square, two water spaces, Wi-Fi hotspot, and the reading space. And, in the so-called Smart Place, there are the Gourmet Space, the Lounge Bar, the Gym Space, the Fitness, and the PetCare. 📺

Watch the video and check out how the Smart Day, the enterprise delivery event, was.



Atrium Offices

The connecting point of
the innovation ecosystem.

“TO CREATE AN INNOVATIVE environment for the companies to settle here.” This was the entrepreneurs’ goal in the idealization of the Atrium Offices, inaugurated in 2016, as a central element of Pedra Branca Creative City. “Our intention was to create it almost as the entrepreneur’s ‘house,’ offering a welcoming and cozy place, with complete infrastructure and high technology to stimulate new businesses, new ideas,” explains Marcelo Gomes, president of Pedra Branca Creative City.

With 192 commercial rooms, meeting rooms, co-working, cafeteria, and a complete auditorium for events of diverse sizes, the building became headquarters of the Unisul Entrepreneurship and Innovation Lab (iLab), and of the Impact Hub Continente – and as the administrative headquarters itself, and of the Pedra Branca sales showroom, – consolidating as a connecting point of the local innovation ecosystem. “Connection with students, professors,



PHOTOS: DIVULGATION

Implemented in front of the central square, commercial building is a national sustainability reference.

university, entrepreneurs, and with the neighborhood residents themselves,” explains Marcelo.

The architectural project developed by Studio Domo contributed in a way of making the Atrium Offices becoming a new business center and of national sustainability reference from the achievement of the LEED Gold certification. The visual permeability between the building and the public space provided by the extensive glass skin of the frontal facade allows the contact with the urban life and local dynamics. Thus, the rooms have a wide panoramic view and the imposing hall gains even more life and intense natural light. Integrating the two towers, of seven floors each, the hall is the great coexistence area of the building. The space is marked by two “green” sidewalls of 18 meters (59 feet approximately) tall each, and by a striking volumetry, with a succession of hollow and filled elements that cause shadows and light.



Building is the headquarters of the Impact Hub Continente and the Pedra Branca sales showroom.

“The Atrium Offices building was the watershed in our office. It marked an important moment in our structure because it started to observe and to adhere the sustainability issue as it had never happened previously,” affirms the architect Roberto Simon, holder of Studio Domo. The suggested and implemented ideas were considered, by him, emblematic, like the glass skin, harnessing rainwater, the photovoltaic energy, the green walls, and the transformation of the great hall in the central space into a gallery that admits cold air from below and eliminates over the top in summer, or retains the air at the top offering heating in the winter. This chimney effect created dispenses the use of air conditioners and, just as the other solutions, contributed for residents’ comfort and for the reduction of maintenance costs. For Roberto Simon, the Atrium Offices is innovative also for not being a tall building. “This scale gives adherence to what was wanted, which was to create excitement and coexistence. Indeed, for this innovation, elegance, and contemporaneity, the Atrium will always be special in my career,” reinforces the architect. 🇧🇷

Architecture favors visual permeability, beside of the natural light and ventilation.

Watch the video and understand the concept behind the enterprise.





With two parallel towers, enterprise has indoor courtyard with common area that stimulates the coexistence and collectivity.

Idealized to exceed expectations.

Pátio

COEXISTENCE AMONG PEOPLE, collectivity, integration with nature, outdoor life, innovation, and sustainability. The concept of the Pátio Civitas meets the Pedra Branca Creative City essence, a neighborhood-city made for the people. This philosophy is so important for the enterprise that it was reinforced in the name of the residential: civitas means ‘city’ in Latin. Pátio Civitas, located in the Passeio Pedra Branca, was designed as two parallel towers with 11 standard floors, ground and underground floors. “The towers were implemented in the grounds in order to form a central courtyard, important integrative element of the project,” explain the authors of the architectural design, developed by ARK7 Arquitetos, and

headed by the architects Adriano Kremer, Giovani Bonetti, Leandro Rotolo, Marcos Jobim, Silvana Carlevaro Jobim, and Tais Marchetti Bonetti.

The central courtyard – with outdoor leisure spaces, adult and children’s pools, collective garden, playground, and bike rack – was designed by JA8 Arquitetura e Paisagem, directed by the architect Juliana Castro and by the engineer Clarice Wolowski. The common area also has a party hall, playroom, and gourmet space, beside the shared spaces of coexistence, with interior design by the StudioM office, of the architects Mariana Schwartz Gomes and Amanda Camargo. In total, there are over 18 thousand square meters

Watch the video and check out the architects’ testimony on the conception of the Pátio Civitas project.





Civitas

(4.4 **acers** approximately) of built area. The efficient organization and the integration of environments were prioritized in the apartments designs, of two and three bedrooms, with unities from 65 to 140 square meters (from 700 to 1507 square feet approximately). On the ground floor, Pátio Civitas has 14 offices-gardens/shops, with areas from 32 to 55 square meters (from 345 to 592 square feet approximately), and facades facing the sidewalk.

The delivery of the enterprise is expected for the first semester of 2020 and will amaze the residents. That is because a series of improvements were made in the building in relation to the initial specifications foreseen in

the apartment's memorial, for instance, the inclusion of electric blinds and the installation of digital lock on the unit's entrance door, with access option through password, tag, or biometry. The access door also gained a model of solid core with built-in guillotine that provides better soundproofing and safety.

In the bathrooms, the countertops are in white marble, instead of the white granite foreseen. And the apartment will be delivered painted in the Pedra Branca Civitas exclusive color. "In the Pedra Branca Creative City we seek a standard of continuous improvement in each enterprise we launch," reinforces Juliana Dal Piva, architect of the Pedra Branca Group. ▶

High performance and sustainability

The planning of the enterprise followed the NBR 15,575 determination, the so-called Building Performance Norm, for guaranteeing quality, comfort, and safety.

Among the enterprise differentials is yet the installation of high efficiency elevators. A generator guarantees their functioning in a blackout case, just as of the pumps for hydraulic and fire systems, and of the access gates to the garage and to the buildings.

As an urban kindness, Pátio Civitas will give rise to a qualified lane, with wide sidewalks, afforestation, urban furniture, and other available equipment such as outdoor fitness gym. In the planning of Pátio Civitas, priority for quality, comfort, and safety. "Studies have been carried out with the goal of determining the thermal



The lane, wide afforested, will establish the connection of Pátio Civitas to the other local structures. In the photos, the hall of the enterprise, and the indoor courtyard, with heated pools and living environments.



performance of the walls of the facades and the acoustic performance of the external vertical sealing systems (facade), internal (internal walls), and the flooring systems (slabs) of housing units of the enterprise. The goal was to meet the acoustic performance parameters in the NBR 15,575 Norm, the so-called Building Performance Norm,” explains Juliana.

According to her, it was also made a simulation to determine the luminous performance of the housing units of Pátio Civitas enterprise in relation to the natural lighting criterion, obeying the determined

parameters in the NBR 15,575-1. Window with wide opening spans favor the natural light incidence in the indoor spaces.

The high performance of Pátio Civitas also extends to the foreseen sustainable items. The building presents rainwater catchment system for reuse and garden irrigation and on toilets, and the water heating of the units is performed by a single-pass gas heater and solar panels integrated system. The water, gas, and electricity measurements are individual, and the hydrometers are equipped for future remote measurement. ▶

ILLUSTRATIVE IMAGES: DIVULGATION





Collectivity is in Pátio Civitas's DNA

Innovative in nature, the enterprise is born under the "Collectivize yourself" concept, which encourage the shared use of spaces, and also the utensils and equipment in benefit of comfort, of practicality, and of efficiency. In the shared service area, for example, the resident finds a laundry and workshop environment for common use, totally equipped. "The laundry offers



Watch the video and check out the spaces in the common areas.





industrial washing and drying machines, counter with tanks and a living space with TV, armchairs, benches and stools, and two-height workbench,” describes Juliana Dal Piva, architect of Pedra Branca Group. In the workshop, beside the workbenches, are available, for shared use, ladder, vacuum cleaner, toolboxes, screwdriver, and other utensils of infrequent use.

“Thus, the resident will be able to give a more noble use to their private area and use collectively such equipment,” argues the architect. The bike rack follows the same concept. Besides offering several vacancies, in the underground of the towers and of the indoor courtyard, Pátio Civitas still makes available six electric bikes for shared use of residents. ▶

ILLUSTRATIVE IMAGES. DIVULGATION



Laundry and workshop, with shared use environment and equipment. Beside, the playroom and the Gourmet Space, which will be delivered acclimatized and furnished.

The decorated apartment

Pátio Civitas is open since March 7, 2020, when the decorated apartment inaugurated.

The unity presents, in practice, all the property potential, considering furniture, decoration, and finishing, so that the visitor can have a real vision of the possibilities. “We are presenting a compact apartment with sophistication and amplitude,” affirms the architect Tais Marchetti Bonetti, responsible for the decorated apartment project. The proposal is that of “contemporaneous living:” an integrated space, with social area that unites living and dining environments.

“The kitchen was also very much valued so that everyone can gather around the meal preparation,” complements.

In the setting: lightness, practicality, and functionality. Wood is a prominent material, offering a cozy feeling.

It is present in the dinner table and on the blinds that cover the wide windows and work as frame for the social space. “In all furniture we sought to use, beside shades of grey and greyish blue lacquer, frosted glass doors, and the presence of natural wood,” details.

In the intimate area, the architect presents the differential of a closet with transparency from the specification of the glasses for the closing it in the master suite. To reinforce the comfort and cozy concept, a panel covered in fabric was planned for the area in front of the bed. In the bathrooms, the sophistication intended is noticed also in the counters, with tops in Corian, material of a great aesthetic value and high quality. 🏠

Pátio Civitas decorated apartment, designed from the “contemporaneous living” concept: an integrated space, with social area that unites the living, dining, and kitchen environments. In the setting: lightness, practicality, and functionality.





Watch the video and get to know the decorated apartment in details.





Reserva da Pedra

New residential in Santa Catarina has artificial beach and lakes.

RESERVA DA PEDRA is the most recent enterprise of Pedra Branca City. Considered the best condominium in Santa Catarina's lots, it was launched in August 2019, crowning the neighborhood 20-year celebration. With 275 thousand square meters (67.9 acres approximately) of area, the residential enterprise has 30 thousand square meters (7.4 acres approximately) of green area, complete club, and dozens of outdoor leisure spaces.

Surrounded by the exuberant local nature, it has as big attraction artificial beach and lakes alongside the enterprise, specially projected for contemplation. "In the Reserve, 55% of the 394 lots are in front of the water. It is like having nature at the window and the beach in the yard, next to the city," affirms the entrepreneur Marcelo Gomes, president of Pedra Branca City.



ILLUSTRATIVE IMAGES - DIVULGATION



More than half of the houses are facing the artificial lakes, which all were already prepared to allow immediate use.

The works are already starting, contemplating infrastructure, lanes, and implementation of the residential enterprise. This will be the second interventional stage at the site. The first one have started in September 2019, anticipating the foreseen schedule, with the preparation of the five lakes. “We have decided to anticipate them so that they are consolidated when we do the enterprise delivery. Thus, the

owners will be able to enjoy the quality of the lakes immediately,” explains the engineer Sidney da Silva e Sá. According to him, during this period, tests and trials were made considering the “behavior” of the slopes and the water level in the lakes. Other analysis carried out were related to the water turbidity and to the material on the bottom of the lake for quality assurance. ▶



Innovation and quality of life

To provide well-being and quality of life to its residents. This was the first flag defended since the beginning of the planning of Reserva da Pedra.

The enterprise was born with Pedra Branca Creative City innovative and sustainable DNA, planned by specialists in urbanism, architecture, landscaping, marketing, and real estate intelligence, in partnership with residents and users of the enterprise.

“The project departed from the premise of taking advantage of the area where the enterprise is located, leveraging the local attributes, from the topography issues, in relation to the surrounding, to the view of the natural landscape. Lakes were created to give solutions that allowed good drainage and contributed also to the enrichment of the landscape,” explains the architect Giovanni Bonetti, one of the holders of ARK7 Arquitetos office, responsible for the urbanist project, and also for Reserva da Pedra. At his side, in the ARK7, are the architects Leandro Rotolo, Adriano Kremer, Tais Marchetti Bonetti, Silvana Carlevaro, and Marcos Jobim.

The Club totalizes 13 thousand square meters (3.2 acres approximately), with several exclusive spaces for leisure option, for holding of events of different formats, and for the practice of sports activities. Planned are a soccer field, tennis courts, sand courts, pools, playroom, outdoor playground, outdoor gym, party hall, gourmet space, among others.



ILLUSTRATIVE IMAGES: DIVULGATION



Condominium totalizes 275 square meters (67.9 acres approximately) of area, being 30 thousand square meters (7.4 acres approximately) of green area. The planned private club will have several leisure spaces, such as adult and children's pool.

Reserva da Pedra planning team was integrated still by the architect Juliana Castro and by the engineer Clarice Wolowski, partners of the JA8 Arquitetura e Paisagem, responsible for the landscaping architectural design of the enterprise. It counted with the special consulting of Keystone Design Development Group, North-American company specialized in New

Urbanism projects, headed by the Argentinian architects and urbanists Maximo Rumis and Marcela Leiva. Founders and directors of DPZ Latin America, they have been contributing to Pedra Branca City since its birth in the so-called Charrettes, methodology for collective construction of projects adopted by Pedra Branca for all its enterprises. ▶

“The Keystone participated in a Charrette for validation, and after this Charrette it came up with many innovations that contributed a lot for the final version of the project, for instance the qualification of the common interest areas, squares, piazzetas, and very important specific interventions,” explains Giovanni Bonetti. In the infrastructure planning, the group considered precepts

already consolidated in the Pedra Branca Creative City, like the shared streets, underground energy distribution network, natural gas network, sewage collection network, amongst other sustainable items.

Reserva da Pedra planning involved yet the specific consulting of Cia. Inteligência Imobiliária. “The families’ demand is changing; with smaller nuclei and more

The party hall, the sports courts, and the suspended playground.



Case imobiliário premiado

Reserva da Pedra case has become a landmark for Pedra Branca Creative City and has won for the enterprise the ADVB Top Marketing and National Sales award.

In the so-called “D-Day” in the enterprise sales, 100% of the lots were commercialized in only three hours. “The opening was foreseen for eight in the morning and there was already a line of people interested since the previous night,” tells Clarice Mendonça, Pedra Branca marketing manager. The demand was such that a waiting list with more than 100 names was created on the same day of the launching for the next enterprise stage. This astonishing result came from an efficient marketing campaign and real estate intelligence developed, with more emphasis, from June to mid-August, 2019. “The developed strategies comprised the high involvement of commercial and communication areas, and the product engagement, an optimized communication plan and highly aimed at qualification of the target audience and the context use and Pedra Branca platform for differentiation of the unique opportunity of the product,” explains Clarice.

Watch the video of the Reserva da Pedra launching and check out the enterprise sales success.



diversity. That requires flexibility of products and personalization. Only the really innovative and special products in accordance to this new market are being sold,” highlights Marcelo Gomes. For Giovani Bonetti, the differential of all this Reserva da Pedra planning is the new “urban approach” that the enterprise presents, totally connected to the neighborhood, though. 🇧🇷

ILLUSTRATIVE IMAGES: DIVULGATION



“ Always innovating, what is actually the principle that Pedra Branca carries in its DNA.”

Giovani Bonetti
ARCHITECT AND URBANIST
ARK7 ARQUITETOS



A series of commercial actions were prepared. Among them, events were held such as product involvement and study for the commercial team, real estate partners and team of brokers, media campaign and digital campaign with high base optimization, qualified ad target filter, and other innovations. “Each broker received a personalized Landing Page, and that way, we obtained better service parameters and complete tracking of the sales funnel,” exemplifies Clarice. Ads were served on relevant media, estimating a reach of five million people impacted. The results started to be perceived soon: between the months of June and July, 1,250 visits took place at the sales call – a 600% higher volume than the monthly average registered in that year, – signaling a preview of the sales success that it would be confirmed in the “D-Day.”

PHOTOS: DIVULGATION



On the eve of “D-Day,” those interested in purchasing a lot already formed a line in front of the sales call gates. Beside, the Pedra Branca sales manager Marcelo Bonassis, in the delivery of the ADVB Top Marketing and National Sales award.

Aeropark

PEDRA BRANCA AEROPARK was launched in 2016, in a pioneering initiative in the South region. The enterprise presents 331 business lots and 44 lots for hangars, implemented alongside the Santa Catarina Air Club, in the municipality of São José, in the border with Pedra Branca City neighborhood, which is totally integrated to the Universities Avenue, in the Passeio Pedra Branca.

The business and aeronautical lot, designed by ARK 7 Arquitetos, is a reality since 2018, when the first stage

was delivered. “The hangars contemplate, beside the parking spaces, maintenance, and aircraft preparation, indoor environments with lounges, support and rest areas for the pilots; and in the outdoors, with auxiliary lanes and dry squares,” explain the architects.

The hangars have straight access to Santa Catarina Air Club runway via Taxiway – there are two marginal runways that allow the taxiing to the main runway.

They were designed according to the regulations, with 10.5 meters (34.4 feet approximately) wide and





1 kilometer (0.6 miles approximately) long, and resistant asphalt paving to allow good maneuvering circulation of large vehicles. In total, there are 596.8 thousand square meters (147.5 acres approximately), being 52.9 thousand square meters (13.1 acres approximately) of green area, and 9.1 thousand square meters (2.2 acres approximately) of Permanent Preservation Area (PPA).

The enterprise has business lots starting at 623 square meters (0.15 acres approximately) and

hangar lots starting at 893 square meters (0.22 acres approximately). And, it presents complete infrastructure, with access monitoring guardhouse, sewage collection network, drinking water distribution network, rainwater drainage network, electricity distribution network, and CCTV network for the monitoring cameras of the lot.

The main planned avenue values the landscape, especially the Pedra Branca Hill – geographic local icon, with underground wiring and cycle lane. 🇧🇷



ILLUSTRATIVE IMAGES: DIVULGATION

Watch the video and learn more about the Aeropark proposal.



Pedra Branca: the transformative power of urbanism

THE CURRENT HISTORIC moment presents us great challenges related to the way we can continue our social, cultural, economic, and technological development, keeping integrity of the eco system. At the same time, it presents also the great opportunity that the places we live in can become truly catalysts for the development of a prosperous culture, and finally, of a healthier, fairer, and more humane civilization.

As urbanists, we are moved by the passion of turning our projects into unique places, memorable, and we have a strong belief that the good design of the built environment has the power of positively influencing the social behavior and of making people's lives better.

We believe that, in order to reach a more civilized society and to preserve the environment, it is essential to promote new urban development options, that consider the city a metabolism, an integral set that must be complemented by the natural environment and that

has a strong synergy between its components, taking advantage of the renewable resources in which the several individual actions add to one another in a positive manner to the general set, converging to a better environmental quality, in a way so that the results produce spaces where the residents have the possibility of living more comfortable, with more opportunities, with more freedom, and finally, happier.

Pedra Branca, since its conception, supported by a big group of dreamers, was pioneer with its innovative proposal based on the creation of more humane, more "walkable," more inclusive, and more diverse cities. It has challenged the status quo and has broken with decades of market inertia that was represented by the classic paradigms of the disaggregated, fragmented, close, and suburban urbanism. It has inspired a radical change, a profound debate, a reflection on the values and premises that must provide the places to live.

Thereby, Pedra Branca was registered in the annals of history for being the first to propose, in a visionary way, that the cities could be designed based on integrative principles, in which their components could relate to one another in a more holistic manner, creating friendlier environments for development and enjoyment; that the new communities could be a vehicle for positive change for a whole region; that investing in the provision of outdoor public, civic, and of quality spaces would generate areas that foster meetings, social integration, trust, cooperation, tolerance, and creativity, forming tight ties between the residents, promoting the development of a strong, proud, and healthier society.

Por
**Maximo Rumis e
Marcela Leiva***





Pedra Branca is a legacy that reinforces the value of living in community. It has become reference of tour, leisure, and of fun, acting as a true catalyst for bringing people together and generating positive experiences. It has demonstrated, thus, that the compact urbanism can solve one of the most important questions of the human being: the natural necessity of living in society, of connecting to each other, and that well-designed urban areas can be a culture, collaboration, and tolerance enhancer.

Pedra Branca had the opportunity of transforming the way people live and interact. The residents and visitors have become more sociable and friendlier. Neighbors, friends, and family came together, creating a sense of identity and community, emphasizing that nothing is healthier than being surrounded by a positive environment that provides pleasure and happiness. By such means, the Pedra Branca urban model has demonstrated not only being environmentally responsible, but also having the capacity of generating social and economic development, and fundamentally the power of crating sites of exceptional quality of life.

Pedra Branca is the first built model of new communities that shows a different way of performing the urban planning, where it is possible to experience the benefits of a compact and more humane city, and the advantages of a mixed use, of having friendly streets and the possibility of becoming urbanist lab of an overcoming model which principles can be unlimited and implemented in any environment and scale of development.

Espírito sonhador

Setting us in time and space, 20 years ago we would affirm that it is impossible to undertake a development such as the Pedra Branca City without a bit of utopia and rebellion, without a dreamy spirit. To follow Pedra Branca in its success has been a privilege, a truly enriching journey, that has left us with dear friends, many teachings, and above all, plenty of satisfaction.

Two decades ago, a seed was planted, maybe in poorly fertile soil, with innumerable disadvantages – location-wise, marketwise, and historic-wise. However, this seed has shown to be strong, it has germinated and we can already see the tree bearing fruits. It is very hopeful for the future direction of urban market to see how a place that undertake an unlikely and dreamy journey, still being it a peripheral location, far from the center of attention, turns into a referent able to challenge the disaggregating urban planning reports, becoming a reference of sustainable model, of urban planning based on “walkability,” of creative city, a force able to influence the line of thinking the local urban planning and in global level. ▶

In the urban planning task, we have as goal to generate immersive environments, a vision in which it is imagined the complete physical surrounding and it is presumed the type of life that this standard will create. Not enough, some of the paradigmatic aspect are that we can design buildings, streets, squares, and definitely, all the physical environment, the scenery. However, it is impossible to design the resulting life that will illuminate them. Life, in reality, emerges and interacts in an organic manner. And, to see that life has flourished, has appeared in an expansive, positive way, to see in the streets and squares loving and solidary behaviors, families enjoying the ride, and to see happy people



Pedra Branca is a legacy that reinforces the value of living in community.”

Marcela Leiva

PHOTOS: LID SIMAS



interacting is the most comforting reward that anyone can imagine for those who have worked in the creation of Pedra Branca City.

Pedra Branca has revealed, from an early stage, the possibility of changing one of the biggest paradigms, the one that cities in Brazil, and in all Latin America in general, must be necessarily a frustrating experience – the traffic, the public transportation, the walls, the abandoned parks, so many people, – definitely, an aggressive, barren place, a constant point of tension and conflict, and that we should get used with an urban space that would provide us mediocre experiences, and that if we wanted to enjoy the beauty of enriching experiences, we should go on vacation. In this sense, Pedra Branca has demystified the belief, asserting that, just like music can fulfill the soul, an sculpture, a painting can touch you, a good movie can move your most inner fibers, the place where we live in has the power of inspiring us, of positively thrilling us, of offering the possibility of relating to each other in a loving manner, and of inspiring us to become better human beings.

It is marvelous to live and observe how Pedra Branca has generated a physical surrounding, a set of buildings and civic spaces which features, details, and the way each one of these parts integrate symphonically, breed life in environments that facilitate social interaction in a kind way. When that happens, something wonderful takes place: people start comprehending each other in a much deeper language than the spoken one, emerging an energy, an unspoken language, an internal communication in which we feel part of the whole, in harmony with what revolves around us.

These positive interactions between individuals using the urban space, like when drivers give way to pedestrians, like when entire families go out to enjoy the public spaces, like when the strangers greet each other on the streets and start a conversation, are all positive behaviors that create a virtuous circle, create an energy similar to the positive thoughts inside a



**Well-designed urban areas
can be a culture, collaboration,
and tolerance enhancer.”**

Maximo Rumis

human body, that are capable of, through positive connections, renewing body cells and promoting cure. In an equivalent way, the good urban planning has proven, from these interactions, that is capable of healing, of creating a more cohesive, healthier, more supportive city, with happier individuals.

We are used to our safety perimeter in which we feel comfortable to be our house – from it onward, the limits start to become hazy. But, if it is created trust to expand the limits of our house to the urban space, on the same way we expand and open our personal limits to the family nucleus, the possibilities are immense and unlimited, because the family circle is amplified in an infinite way, and thus, the interaction and collaboration.

Anecdotaly, maybe due to destiny, we had to stay in Pedra Branca City during the course of the coronavirus pandemic, and truly, it was a privilege to experience this unique place, still with the obvious limitations from social distancing, etc. It also allowed us to reaffirm the concepts that promoted Pedra Branca – that of a more humane city, more compact, of mixed use, with friendly streets, – is more current than ever and it is a type of settlement that, by allowing having everything at reach, generates advantages and an uncommon freedom. Having everything at hand, the work places, be able to go to the drugstore, to the supermarket on foot, be able to

have time, creates a transformative life style. The “walkable” city reaffirms itself, thus, within the palette of urban settlement options as the most adequate to face these new challenges.

Therefore, as part of this challenge, the need for public spaces of quality becomes completely indispensable for health. Experiencing the external space in a positive manner, the simple contemplation, the ride, walking through beautiful and safe places becomes more relevant than ever, an enriching experience that fulfills the spirit and that affects positively physical and mental health. Lastly, the creation of sites where diversity of individuals, human groups, and generations can be more conscious of their neighbors, of their companions, and become more supportive generates an indispensable condition for development of a healthier society, an certainly, will converge for the construction of a better world. ■

* Architects and urbanists, Maximo Rumis and Marcela Leiva are founders of DPZ Latin America and of Keystone – worldwide references in urban planning, with projects developed in the United States, where they live, and in all Latin America region. From a holistic approach, they create built environments of economic, social, physical, and aesthetical value of international recognition. Maximo and Marcela act as consultants in the Pedra Branca City since 2006, both in the adaptation of the Masterplan to the New Urbanism precepts, and in the development of the new centrality of the neighborhood and planning of new enterprises. Between March and May 2020, due to social isolation decreed from the coronavirus pandemic, they lived temporarily in the neighborhood-city that they helped to plan, experiencing in practice how it is to live in Pedra Branca Creative City.

The importance of the community life in the post-normal world

IT WAS A SUNNY DAY. After a research on the internet, I verified that the years was 2013 – I did not realize that so much time had passed. After landing in Florianópolis, still very early I was taken to a neighborhood that seem very far at that moment. The heavy traffic in the Santa Catarina Island, called “line,” for the surprise of a Paulista (person born in São Paulo) that supposedly understands traffic, seemed to further increase the distance. Pedra Branca receives, traditionally, visitors from all places, interested in seeing the consolidation of ideas that still today are rare in the Brazilian real estate market, and commonly need from ten to twelve hours of flight to be experienced in other sides of the world. On that day, I was one more visitor. I was on a mission with other entrepreneurs from São Paulo, my clients, in a time I had

By
Caio Esteves*

PHOTO: DIVULGATION



just started in the so-called place branding, concept that, just like the New Urbanism, needed several hours inside of a tight plane to be experienced.

I remember Passeio Pedra Branca still under construction, with only one commercial operation. I remember quite well the central square, of the mega sales stand. I did not stop thinking where that could get, with a structured and engaged community. I left there anxious to see the place in its whole potential, which in that moment I had already imagined.

When they invited me to write this text, I did a quick review of when I came back to Pedra Branca City in 2019, to a lecture about my book (Place Branding, Publisher Simonsen, 2016). The surprise was enormous: what I had thought back then had come true. The lively street, the commercial establishments working and activities, several activities, so many that I asked if they were hired extras just to impress me, at the best Truman Show style. Of course not. Even because they would have no reason to impress me – I already shared the idea much earlier than they imagined.

It is with these memories that I write this short text about the community life, in an antagonistic moment to everything I wrote up until now, or at least, apparently antagonistic. And, it is on this paradox that I will develop the next lines. For a couple of long month in 2020, in Brazil and in the world, we all retreat to our homes. The pandemic and the mix of fear of contagion with the feeling of solidarity with the most vulnerable ones has taken us from circulation, literally. The places had their lives mown, without much warning. If a place is made by people (just as they should be made for people), like it says the humanist geography, cities, neighborhoods, sidewalks, squares without people are dead places. From one moment to the other, the world has become a big “no place,” that, in the concept of the French anthropologist Marc Augé, it is a transitional place, without enough meaning to be a place indeed. The cities have transformed into exactly that, in other words, traffic, landscape, and the way to



I came back to Pedra Branca in 2019, to a lecture about my book. The surprise was enormous: what I had thought back then had come true”

the supermarket, to the drugstore, and in the worst cases, to the hospital.

If, at the one hand, the community life on the collective space was over, at least momentarily, at the other hand, it was noticed that the communities remained active, probably more active than before. However, how is that possible? We have two factors that can explain this phenomenon. The first is obvious. Stablished and engaged communities before the pandemic, continue engaged during the pandemic. The absence of a physical space for meeting was not a determinant for their survival. By the way, we witnessed innumerous times the efficiency of engaged communities in these hard times, from collective lunches in verandas to shopping rotation for the most vulnerable people, like the elderly and carriers of chronic diseases. The second point, less obvious, it was exactly the finding that the communities are independent from the physical space to exist. It is not really news, but it was a behavior accelerated by the social isolation. If the city is the meeting place par excellence and this meeting starts to be virtual, proportionated by technology, we can presume that the city has dematerialized. We have witnessed communities formed not anymore by the block or street, but by the whole world, via technology. There were many interactions in Europe, the United States, Scandinavia. Suddenly, the world has turned in that global tribe that McLuhan foreseen still in the 60s of the last century.

We still do not know how will be the urban behavior in the post-normal world, but some lessons were learned. The communities have a fundamental role in our everyday life and the fortification of these ties are essential, including for our own happiness, and maybe now, also for our survival. Another fundamental lesson is the deterritorialization. The cities and the places are not exclusively geographic or territorial; they are each time more connected to behavior, to the identification. For that, I seek for my pairs, wherever they are, through technology. We do not need more of the square for that, at least, we depend less on it. Just as important as thinking in “physical’ public equipment, the moment shows us that we need to think in another way of meeting, of public spaces, now also virtual. And, no, we do not have flying cars around... at least for now. 🇺🇸

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PHOTO: LEO SIMAS

AN OUTDOOR GALLERY. The stimulus to the urban life, in Pedra Branca Creative City also includes the valorization of plastic arts. Works of art by different artists are displayed at the Praça do Passeio Pedra Branca in invitation to the appreciation. In evidence are the 22 totems from the Pedra Branca Tarot series, created by the artist and poet Rodrigo de Haro, one of the greatest expressions of Brazilian art. They are mosaic murals in Venetian style on concrete bases that materialize the collection of drawings produced by Rodrigo from 1986 to 2016, on cardboard, about the major arcana of the Tarot: The Magician, The Pope, The Empress, The Emperor, The Pope, The Loving, The Car, Justice, The Hermit, The Wheel of Fortune, The Strength, The Hanged Man, The Reaper, The Temperance, The Devil, The Tower, The Star, The Moon, The Sun, The Judgment, The World, The Madman. And also expose the poems written by him for each divinatory letter. The works were executed by the artist Idésio Leal, Rodrigo de Haro's partner in mural art for 40 years, and specially for exhibition at the Lugar das Artes, Pedra Branca City gallery, located at the Passeio Pedra Branca, inaugurated in December, 2017. In the following year, the totems

were transferred to the external area, arranged on the sidewalks of the streets surrounding the squares. Amid banks and vegetation, at the "Praça das Esculturas," are six marble structures produced specially for the site. The works were created in loco during the "Encontro Catarinense de Escultores" event, carried out in 2015 on initiative of the sculptor Jorge Schröder, supported by the International Association of Sculptors and Monumentalists and by Pedra Branca City. They are works from the sculptors Kiko Cervi and Rafael Rodrigues, from Florianópolis; Pita Camargo, from Blumenau; Werner Thaler, from Treze Tílias; Marcos Avancini, from Joinville; and Plínio Verani, from São José. It also stands out in the landscape the imposing work Micunfa Recepcionista, by Ro Rita. Made of aluminum, the sculpture is 4.5 meters (14.7 feet approximately) high. The creation of the artist, also architect and urbanist, is inspired in the kalungas of college days – representation of the human figure in the sketches to reveal the scale of projects. "Each movement, each final form, comes from seeing them walking free on the streets," explains Ro Rita. And, this is really the essence of a city made for the people.



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