NO NEED FOR HOUSING
NO NEED FOR HOUSING

WHERE THERE'S A LACK OF SOCIAL INFRASTRUCTURE TO SUPPORT A COMMUNITY

ALL AGENTS TO INVEST IN
PARAISOPOLIS
NEIGHBORHOOD
NOWADAYS PARAISOPOLIS NEIGHBORHOOD

ANTONICO CREEK

BREJO CREEK

GIOVANNI GRONCHI AVENUE

PINHEIROS RIVER
PARAISOPOLIS BECAME PART OF THE CITY

1949  1962  1985  2002
Paraisópolis
Parque Ibirapuera
Universidade de São Paulo

129 ha
1.3 km²
1x
80,000 inhab.

IBIRAPUERA PARK

162 ha
1.6 km²
1.2x
130,000 visitors/day

SAO PAULO UNIVERSITY

473 ha
4.7 km²
3.6x
95,000 students
60,000?
80,000?
100,000?
PEOPLE
OVER 17,000 HOMES...
SHARING A VERY COMPLEX TERRITORY...
SURROUNDING CONTRAST
INTERNAL SOCIAL AND SPATIAL DIFFERENCES
WHAT IS HOUSING IN PARAISOPOLIS?
HOW IS PUBLIC SPACE IN PARAISOPOLOS?
SOMETIMES, HOUSING PROVISION IS NOT ENOUGH.
ONLY 36% OF CHILDREN BETWEEN 1-3Y ARE ATTENDED BY A DAY CARE CENTER

ONLY 59% OF CHILDREN BETWEEN 4-14Y ARE STUDY INSIDE OF PARALISOPOLIS
YOUNG ADULTS

YOUNG ADULTS REPRESENT MORE THAN 40% OF PEOPLE LIVING IN PARAI S O POLIS

TEENAGERS

OVER 500 TEENAGERS DEMAND HIGHSCHOOL
More than 32% of families are headed by single women.

Elderly people represent around 9% of people in Paraisopolis.
AND WHO IS WORKING TO CHANGE THIS REALITY?
GOVERNMENT
- Housing
- Infrastructure
- Health
- Education

LOCAL COMMUNITY
- Job Finding
- Cultural & Education Program Structuring
- Communication Of Demands
- Social Balance

NGO'S & NON-FOR PROFIT
- Health
- Education
- Right Of Housing
GOVERNMENT

COOKIE CUTTER SOLUTIONS
BUDGET CONSTRAINTS
POOR EXECUTION
DEPENDS ON POLITICAL WILL

LOCAL COMMUNITY

LIMITED RESOURCES
COMPROMISED FOLLOWTHROUGH

NGO’S & NON-FOR PROFIT

SPECIFIC ROLES
LIMITED RESOURCES
IN A CONTEXT IN NEED OF ...

THERE IS ROOM FOR THINKING OUTSIDE THE BOX

GOVERNMENT

LOCAL COMMUNITY

NGO’S & NON-FOR PROFIT

FOR PROFIT PRIVATE ENTREPRENEURS
PANIC!
PATIENT CAPITAL
+
PLACE MAKING
PATIENT CAPITAL
+
PLACE MAKING

client: EXXPON

designer: RADDAR
ANY KIND OF DEVELOPMENT
HOUSING / COMMERCIAL TOWER / SHOPING CENTER

CATERS TO A SMALL SECTOR OF ALREADY SERVED POPULATION

REGULAR INVESTMENT

R$ 40 MILLION

R$ 50 MILLION IN ...... 5 YRS
INVESTMENT IN PARAISOPOLIS

MIXED USE CULTURAL / COMMERCIAL INNOVATIVE USE

IMPACT THE LOW INCOME POPULATION

R$ 40 MILLION
R$ 45 MILLION IN ...... 10 YRS
EDUCATION
INTERUNIVERSITARY
URBAN RESEARCH
HUB
LOCAL DEBATE

SURVEYS
OPEN COURSE TO TEENAGERS
mapeamento colaborativo

PARAISÓPOLIS
SUPPORT TO LOCAL ARTISTS
OPEN MOVIE NIGHTS
BALLET PRESENTATIONS
WE NOW KNOW THE PLACE BETTER UNDERSTAND
ZONING:

ZEIS
(ZONE OF SPECIAL SOCIAL INTEREST)
A LEGALLY POSSIBLE USE OF SPACE
A LEGALLY POSSIBLE USE OF SPACE OR A BETTER USE OF SPACE?
LEASE REVENUE + PARKING PROFIT = PERMANENT AND DESIGNED PLACE FOR FREE + OPEN PUBLIC SPACE FOR ALL CITIZENS IN PARAISOPOLIS
BREAKING THE ISLAND CONDITION
PUBLIC USE
[SOCIAL PROGRAM]

COMMERCIAL

PUBLIC SPACE

OPEN AND PUBLIC AMPHITHEATER

COMMERCIAL
HOW TO MAKE SPACE FOR THE PRIVATE SECTOR TO ACT?

HOW CAN A FOR-PROFIT BUSINESS + DESIGN BE A PLAYER IN THE CONSTRUCTION OF A MORE INCLUSIVE CITY?
THANK YOU!
Based in Paraisópolis since 2014, RADDAR team noticed that despite the existence of studies and publications on Paraisópolis (dealing with housing, health, education, society), none of it was developed inside the neighborhood, or in a locally established research hub that was committed to understanding its territory and population. Therefore, IN/FORMA emerged as a research group from within Paraisópolis, focused on enabling new knowledge and points of view on the neighborhood, while approaching it from a perception that “Informal City” is not an “Anti-City”, but a reality that needs to be understood and analyzed in its social and economical relations.

IN/FORMA is a participatory process that evolves around the idea of constant teaching and learning as one of its main strengths – an exchange between professionals and the residents of Paraisópolis. IN/FORMA is an open hub for those looking to work within the territory of Paraisópolis!

“RESEARCH AS DESIGN AND DESIGN AS RESEARCH”

For us, complementary processes, parts of the same system, contribute to keeping our Architecture and Urban Design practice proactive and current.

All our projects reflect a form of social engagement.

At RADDAR, an office led by the architect and urban planner Sol Camacho, we are passionate about connecting people and ideas, finding opportunities and developing relationships through design, processes and reflections.

Research, Write and Teach. For us relationships with universities, cultural foundations and institutions are an important part of our work as project catalysts.

We constantly collaborate with other architecture offices and partners from different disciplines.

http://raddar.org