INSERTS MUSEUMS ARCHITECTURE PROJECTS IN URBAN LANDSCAPE:
Architecture Project case studies by graduate students
FIAM FAAM - UNIVERSITY CENTER - SP / SP

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Short Bios:

Valeria Maia Soares Bittar - Has her first graduation in Visual Arts at Art Education Course of the Federal University of Juiz de Fora, formed Bachelor of Architectural Design in 1988, carried out work as a designer and teacher of Arts in the decade 80-90. Graduated from FIAM FAAM - University Center, in the course of Architecture and Urbanism in 2015, with the ARQUITEURA REFERENCE OF BRAZILIAN CENTER project. São Paulo, São Paulo, BRASIL

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Karen Cristine Giribolla Corazza - Graduated in the College of Architecture and Urbanism from FIAM FAAM - University Center in 2015. With eight years of experience in the field, he matured in the office Sandra Picciotto Architects, where he follows his professional career currently developing projects in the domestic and international markets in the areas of residential, commercial and institutional architecture. São Paulo, São Paulo, BRASIL

Abstract

This work is developed from a multidisciplinary approach that involves the museums, using academic knowledge and research museum centers with their technologies, culminated with the necessity of obtaining space for archiving the architectural and technological memory, beyond the issues of the exhibition space. The projects listed here, developed by undergraduate students, under my guidance, we show the importance of the image of architecture that meets the needs and aspirations of society and the collection/collections. Deals with the creation of architectural projects geared to a dynamic planning process in which the greatest challenge is to reach a consensus on the space required by museologist and the architect, creating an interdisciplinary approach that goes beyond the architectural limits, conducting research in the way match the technology applied to architecture. One of the course conclusion work was the "Ribeirão Pires Museum" involving a train set listed by CONDEPHAAT which dealt with urban issues relating to railway border. As for the Brazilian Architecture Reference Center (CRAB), defined as a place of support and information, interaction and clarification to society, have appropriate design solutions to the needs of the "public", resulting in a generous and horizontal building that does not harm the its the surroundings. The Brazilian Architecture Museum project aims to bring the population of architecture, preserve and enhance national architectural history. Another project, still in progress, refers to the project development of the idea of a building for the Museum of Natural History, he graduated from the research on the topic and your need. The projects are intended to represent the relationship of man to the space and object, stimulating the user's sensitivity, creating a dynamic reading of the project, and its relationship with the collections.

Keywords: architecture, technology, museum, design, interdisciplinary, heritage.
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The projects listed below, developed by graduate students from SCHOOL OF ARCHITECTURE AND URBAN PLANNING OF FIAM FAAM - UNIVERSITY CENTER - SP / SP, under the guidance of teacher Arq Dr. Ivanise Lo Turco, show the importance of the image of an architecture that meets the needs and aspirations of society, deals with the creation of architectural projects geared to a dynamic planning process in which the greatest challenge is to reach a consensus on the space required by museologist and the architect, creating an interdisciplinary approach that goes beyond the architectural limits, performing research on how technology is applied to architecture.

The works are carried out from a multidisciplinary discussion that involves the study of museums, using academic knowledge and centers of museological research with their technologies, and that led to the need for obtaining space for archiving of architectural and technological memory in addition to the exhibition space issues.

The main concern of these projects was to perform an insert in the urban landscape that is aware and provides an implementation of the project in easily accessible locations and to allow further development of the region in which it proposes to implement.

Most discussion for the development of the project, or rather its architectural concept was related to the immediate surroundings of each project. Each of the regions has chosen or is still undergoing urban transformation drawn from the master plan, which although approved, is still undergoing revisions.

The sites chosen very different from each other, respond perfectly to the needs of each region, which enabled each of these students, today's young architects to propose such diverse examples, for a city like São Paulo, which each day goes by several transformations. One of the course conclusion works was the "Ribeirão Pires Museum" involving a train set listed by CONDEPHAAT which dealt with urban issues relating to railway border. As for the Brazilian Architecture Reference Center (CRAB), defined as a place of support and information, interaction and clarification to society, have appropriate design solutions to the needs of the "public", resulting in a generous and horizontal building that does not harm the its the surroundings. The Brazilian Architecture Museum project aims to bring the population of architecture, preserve and enhance national architectural history. Another project, still in
progress, refers to the project development of the idea of a building for the Museum of “Natural History”. The idea came from the research on the topic and its needs in the city. All these projects are intended to represent the relationship of man, the space and the object, stimulating the user's sensitivity, creating a dynamic reading of the project, and its relationship with the collections.

Reference Center for Brazilian Architecture – CRAB

The Reference Centers are institutions created to inform, document, support and provide social interaction between people and institutions from various areas of the community. We consider appropriate to our study think the Reference Center on Brazilian Architecture as a place that serves as a basis or guide for conducting activities related to Brazilian architecture. A place capable of bringing together people, store materials and offer services geared to this issue. The chosen space is an urban expansion area that needs to requalify and the proposed cultural equipment meets this need by bringing tourism, leisure and culture for the region exceeding existing limits today in the city of São Paulo, in relation to the existing museum spaces.

São Paulo is a city that has a huge extension but has big imbalance with respect to the spatial distribution of cultural facilities. The site is facing two main streets: Valdemar Ferreira Avenue and Pirajussara Street and two secondary streets: Romao Gomes Street and Agostinho Cantu Street. Positioned two blocks from the subway Butantã Station, Line 4 Yellow and about 2km from the gate of the University of São Paulo (USP). (Image 1 – Local of the Museum, Image 2 – Local and references)

What can be observed regarding the implantation of this Reference Center, is its location in strictly residential neighborhood that lacks such equipment. It has a privileged location in a prime area, with an environment defined by the existence of schools and universities, recreation areas and the proximity of the marginal Pinheiros River. Thus, it was possible to create a horizontal object, which does not harm the landscape and allows easy access and within the requirements of the proposed program for the project.

The project hopes to create a safe and dynamic ambience to the environment through the creation of the square and the increased permeability provided by crossings and openings created in the building. These openings offer new paths for pedestrian, shortening paths going "inside" Headquarters. While talking about the possibilities of purchasing a book, have a coffee or can sit out and admire the landscape of the region of a stealth mode. It is expected that the public feel comfortable to walk anywhere and observe the inner and outer space of the building. Besides, expanding the culture and tourism to the Butantã neighborhood.
Ribeirão Pires Railway Museum

The study includes the establishment of a museum in the city of Ribeirão Pires, integrating the rail assembly to the new object, in order to overcome the city’s segregation generated by the railroad preserving the culture and the city’s memory. The town lies on the tourist route to the historical site of Paranapiacaba City, which today is listed and considered a cultural heritage by IPHAN. Currently the station forms a central trade, services and urban reference to the inhabitants. The railway line divides the city and passing the station is one of the only crossing points in the region.

The museum generates space, coexistence and culture, inserted in a centrality, the outside is pierced by a square that allows a larger area of coexistence and the program generates a frequent flow of surrounding users, it is not only a contemplative element is a collective use local town, the visitor does not feel a gap culture, not a contemplative coldness, but a sense of perishing space because its institutional program ensures greater ownership of public space.

The proposal of a museum was born of the need to create a new space for the collection of the current museum disabled. The Ribeirão Pires municipality is located 40 km from São Paulo is a tourist resort protected by Streams Law. It has a reminiscent of the Atlantic Forest and is bathed by Billings Reservoir.

The proposal for a museum:

- PRESERVING THE MEMORY
- OVERCOMING SEGREGATION RAILWAY LINE
- CREATING SPACES FOR ACTIVITIES
- UNIFY THE TUMBLED SET
- CREATING SOCIAL PUBLIC SPACE
- REFER THE RAIL MEMORY
- SPACE MATCHING (Image 3 – Local, Image 4 – The City of Ribeirão Pires)

One obstacle to be overcome by the project was the segregation caused by the railway line that runs through the city. The museum has the advantage to be a unifying element of the segregated parts and rail assembly tumbled by building two blocks that are joined by a walkway that passes over the railway line and unifies the surroundings. (Image 5 – Obstacle to be overcome, Image 6 - museum project implementation)
The set is listed by CONDEPHAAT and the project showed the importance of culture in everyday life and how a building can assist in urban problems of the city, leaving only be a striking feature of the landscape, but a functional object.

**BRAZILIAN ARCHITECTURE MUSEUM - MAB**

This project reflects the concern of the architect to preserve the memory of modern architecture that is developed in the city of São Paulo and the country during the twentieth century.

The Museum theme of Brazil Architecture was chosen to be a place where people can go and better understand the architecture, and consequently the city, to show each person what is her role to the place where he lives. Develop the feeling in preserving the story told by buildings, make them understand how Brazil arrived at the point that is. Starting with children and young people, who might have specific recreational activities; adults who can attend workshops and courses. It will be a reference center to house architecture exhibition in Brazil developed through the centuries since the beginning of its colonization to the present day, and also temporary exhibitions on architecture in other countries, and also renowned architects. In recent years the Brazilian architecture has continued a trajectory from Modernism respected internationally and has sought to define what will be a national architecture in a globalized world.

The choice of a site as targeted and known as the Avenida Paulista, icon of architecture and urbanism, was really remarkable for the development of the project, your needs program and especially the ease of access. The concentration in one place would add, exercising centralizing role and being a point of reference for any citizen information about architecture, not just for students or professionals, will also be a research center, and above all, became a space of culture, living and leisure. (*Image 7 – Paulista Avenue, Image 8 – Paulista Avenue neighborhood, Image 9 – aerial view of the terrain, Image 10 – 3D of Architecture Museum*).
NATURAL HISTORY MUSEUM AT VILA OLIPIA

The proposed implementation of a Natural History Museum in the South Zone of São Paulo, aims to remedy the lack of cultural and leisure facilities in the neighborhood, especially on natural history.

The survey highlighted the inexistence of a natural history museum in the city of São Paulo and with the emergence of important outliers in the National museology. Existing objects to form the Natural History collection are scattered in several museums that deal with other subjects or gathered in local rather outdated by current requirements of museology and districts of high population density. In the city there is no museum with this theme, only theme fragments separated in various locations display. The concentration in one place would add, exercising centralizing role and being a point of reference for any citizen information about this kind of museum, not just for students or professionals, but also be a research center for the city and country.

The purpose of the Natural History Museum serves and contributes to transform these problems and bring the concept of contemporary museum afloat. The project meets the current dimensions to receive all the material and immaterial collection theme of Natural History, with various and large exhibition halls, access and comfort for disabled people and people with reduced mobility, through ramps, large lifts and adapted bathrooms.

Set in a neighborhood easily accessible by major roads and public transport, and its proximity to People's Park, with its surroundings squares open air provides the project's relationship with the city, which facilitates the visitation, generating the neighborhood a new cultural point of entertainment. The Museum building will be erected on a plot located between the Presidente Juscelino Kubitschek Ave, Henrique Chamma Ave and Professor Geraldo Ataliba Str. in the neighborhood of Vila Olimpia, south of the city of São Paulo, as shown in the following figure. 

(Image 11 – implementation of the Museum of Natural History, Image 12 – implementation and neighborhood of the Museum of Natural History).

The region is undergoing a renewal with cultural characteristics and the Museum to be a cultural facility itself as an educational institution for research and reflection and brings together the public seeking education, leisure, and / or tourism, generating flows to the place where it is inserted and changing the use of the neighborhood, before turning the private space to the public. The museum will contribute to the museological circle of the city and encourage the
reformulation of old-fashioned model of projecting a museum and deal with works of art and collections as entertainment and part of a leisure area with a contemporary architecture that will innovate the concept in Brazil, in order to bring contemporary design to involve and entertain citizens and tourists with the history and beauty of the building in the city.

CONCLUSION

The proposals were developed from many studies and guidelines, it can be concluded that these works have as thinking to implement that architecture has to be seen in the context of its landscape, whether urban or not, and not just as a isolated situation. If there is greater attention to public spaces, hence almost naturally approaches the architectural discussion of society.

The lack of involvement of the population with the architecture stems from the lack of involvement of the population in the city. The more the population approaches the city closest to the architecture. Many of the city's problems arise from the disregard of its inhabitants by it, which stems from the lack of knowledge of the population by the architecture and the city, its design, its urbanism and its architecture. This is undoubtedly the biggest mistake, and the most common, which is committed in Brazilian cities.

The existence of these museums in São Paulo and surrounding cities, it is really necessary due to the fact it is a city whose greater significance is made up of its urban and architectural ensemble.

The museum's role is a strong equipment representative of cultural expression on the urban environment, the city and landscape, therefore, the project, no matter what nature is, it should not be hidden in the surroundings in which it operates.
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