

Architecture Of Appropriation

Ocupação 9 de Julho | São Paulo

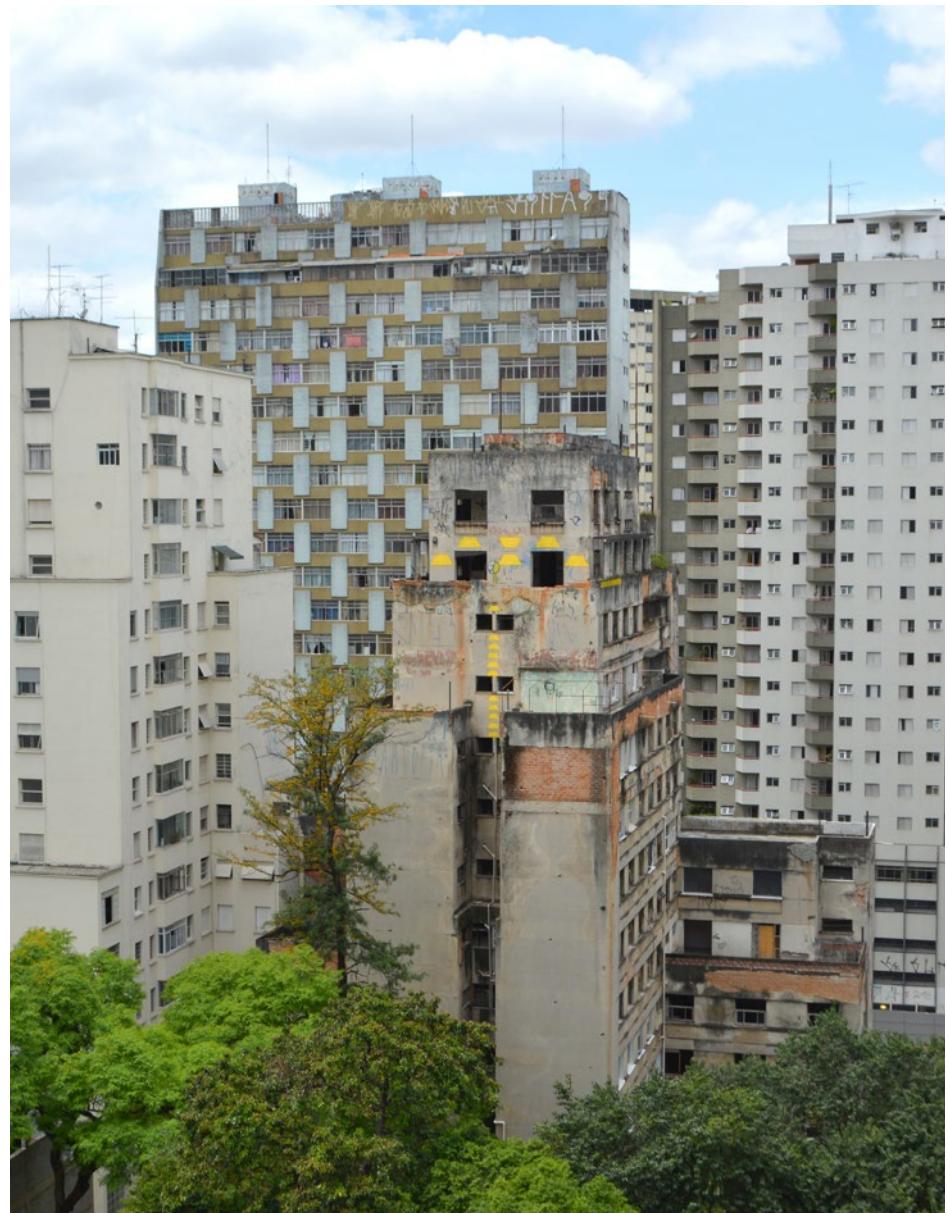


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INTRODUCTION

In collaboration with the Bienal de Arquitetura de São Paulo and the Dutch Consulate in São Paulo, The New Institute has organised a program with workshops, a seminar and an exhibition around the theme ‘occupancy/appropriation’. As part of this program, Office CCXD, Studio Knol, ZUS & GOAA were invited to create an “assembly” space within the squatted high-rise known as Ocupação 9 de Julho in São Paulo.

In a short 4-day workshop we intensively collaborated with a movement of former homeless people (MSTC)—now the inhabitants of the Ocupação 9th de Julho. As a combative movement this group is committed to the many homeless people of São Paulo and the importance for housing opportunities in the city center. The appropriation of vacant (office) buildings in the prosperous city center became their most important form of action. The movement jointly renovates the cracked buildings and makes it inhabitable floor by floor. After our first meeting with the MSTC it became clear what they wanted the assembly to be; a place to get together, to inform, to learn, to mourn, to enjoy. A church but also a living room. A space that has the urge to live on, transform and grow.



CONCEPT & STRATEGY

As a well-organized movement, the MSTC could actually make a difference and occupy a building in the midst of the elite city-centre. Together with the students of Ecola da Cidade, we developed one single piece of furniture that could only make an impact when produced in large numbers. Combined, these furniture's (building blocks) could be used as a seat, bench, altar, bar, shelves, table, flowerpot, etc. The shape of the furniture was based on the logo of São Paulo, but—to make a statement against the São Paulo regime—it was split in half.

Within the primitive workshop of the Ocupação, the students, the residents and our team joined forces to mass produce the furniture pieces. During this production process, it turned out that we (unintentionally) developed a logo for the people of the Ocupação. Realising this, it seemed only natural to expand our intervention. Having access to professional climbing gear & support we adapted the local tradition of Pixação—a native Brazilian form of graffiti—to apply the logo onto this extraordinary building. The yellow colour (road marking paint) was chosen to symbolise the migration from the street into the building.

Eventually it all came together within the actual assembly space on the 3rd floor of the Ocupação. Using the same yellow road paint, we divided the space into three parts, as if making a transversal cut through

a church. One side is defined as an informal “living room”, the other side is meant to be a more formal space for presentations and meetings. The middle part is freespace and can be appropriated by the residents accordingly.

The flexible furniture's—taking over the entire space—act as a unifier, creating not only a real “space of assembly”, but are also providing a structure for the occupants to continue to build on.

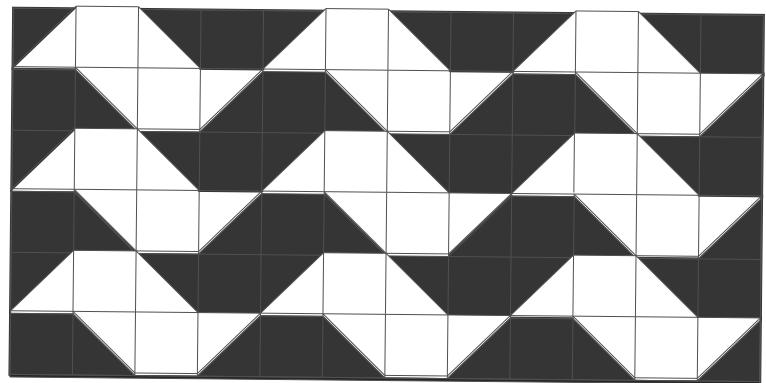




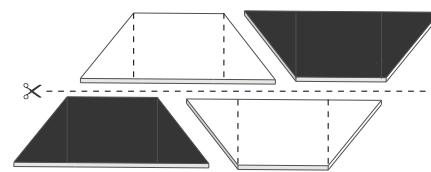
Location

Ocupação 9 de Julho, in the city center of São Paulo.

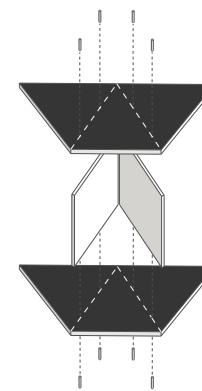
Production Process



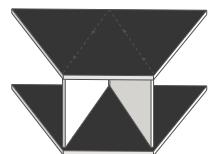
São Paulo pattern



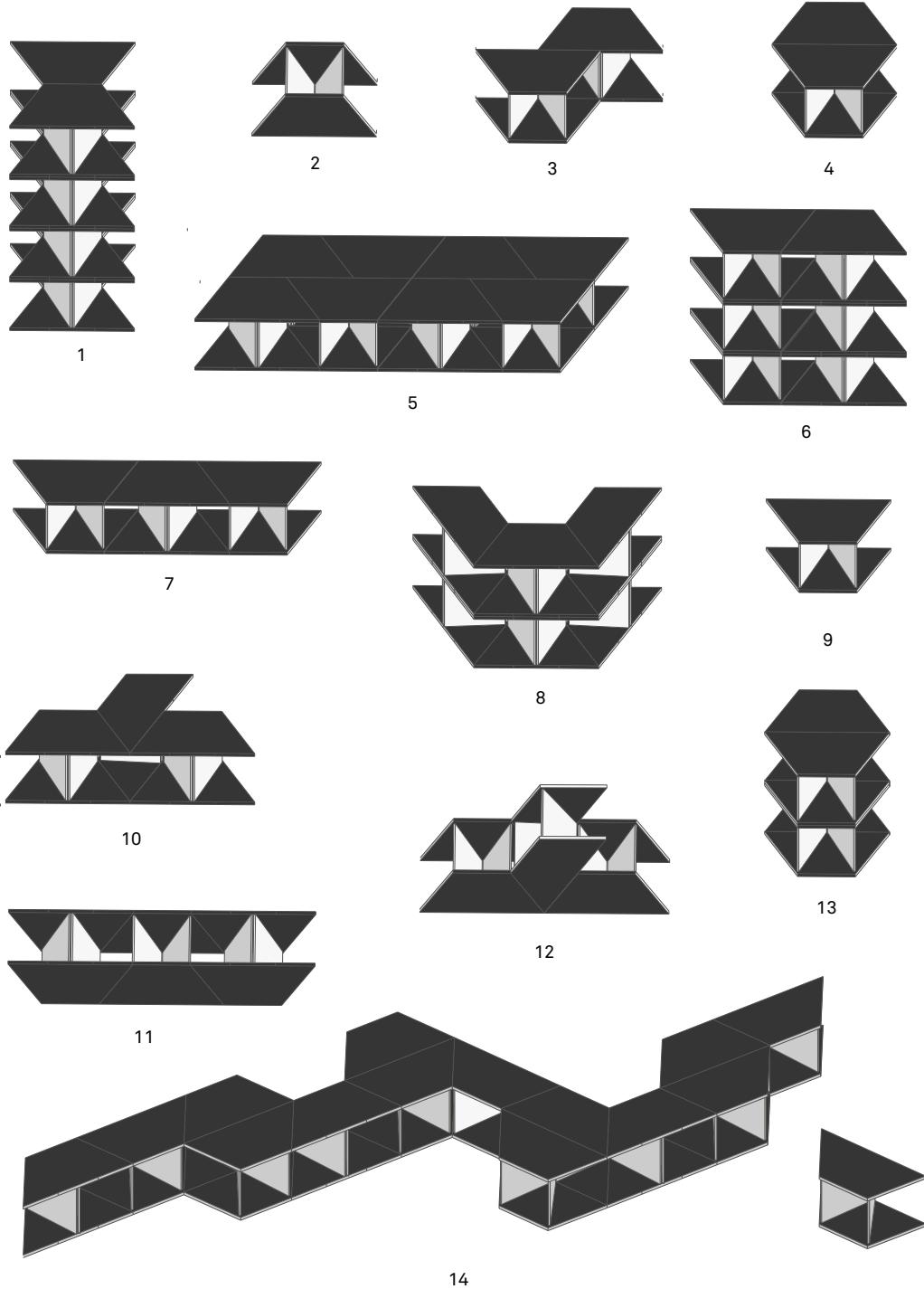
cut



assemble



module



Combined, this piece of furniture can be used for multiple purposes.



In Process
Mass production of the furniture's



In Process
Mass production of the furniture's



In Process
Painting the Assembly room



In Process
adapting the local tradition of Pixação—a native Brazilian
form of graffiti—to apply the logo onto the building.



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The Assembly Room



The Assembly Room



The furnitures positioned in the assembly room. Forming an altar, bench and bookshelf



Studio KNOL
Office CCXD
GOAA
ZUS

Organised by
The New Institute
&
Dutch Consulate São Paulo