

Urban Meetings: Graphic Analysis of the Public Space in a Cultural Building from São Paulo

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Abstract : Currently, studies evidence that our cities are portraits of social relations. In the midst of so many segregations, cultural buildings emerge as a place to assemble collective activities and expressions. Through theater, exhibitions, educational workshops, libraries, the architecture approaches human relations and seeks to propose meeting places. The purpose of this research is to deepen the discussions about the contributions of cultural buildings in the use of the spaces of the contemporary city, based on the data and measure collected in the master's research in progress. The graphic analysis of the insertion of contemporary cultural buildings seeks to highlight the social use of space. The urban insertions of contemporary cultural buildings in the city of São Paulo (Brazil) will be analyzed to understand the relations between the architectural form and its audience. The collected data describe a dynamic of flows and the permanence in the use of these spaces, indicating the contribution of the cultural buildings, associated with artistic production, in the dynamics of urban spaces and the social modifications of their milieu. Among the case studies, the research in development is based on the registration and graphic analysis of the Praça das Artes (2012) building located in the historical central region of the city, which after a long period of great degradation undergoes a current redevelopment. The choice of this building was based on four parameters, both on the architectural scale and on the urban scale: urban insertion, local impact, cultural production and a mix of uses. For the analysis will be applied two methodologies of graphic analysis, one with diagrams accompanied by texts and another with the active analysis for open space projects using complementary graphic methodologies, with maps, plants, info-graphics, perspectives, time-lapse videos and analytical tables. This research aims to reinforce the debates between the methodologies of form-use spaces and visual synthesis applied in cultural buildings, in order that new projects can structure public spaces as catalysts for social use, generating improvements in the daily life of its users and in the cities where they are inserted.

Keywords : cultural buildings, design methodologies, graphic analysis, public spaces

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