

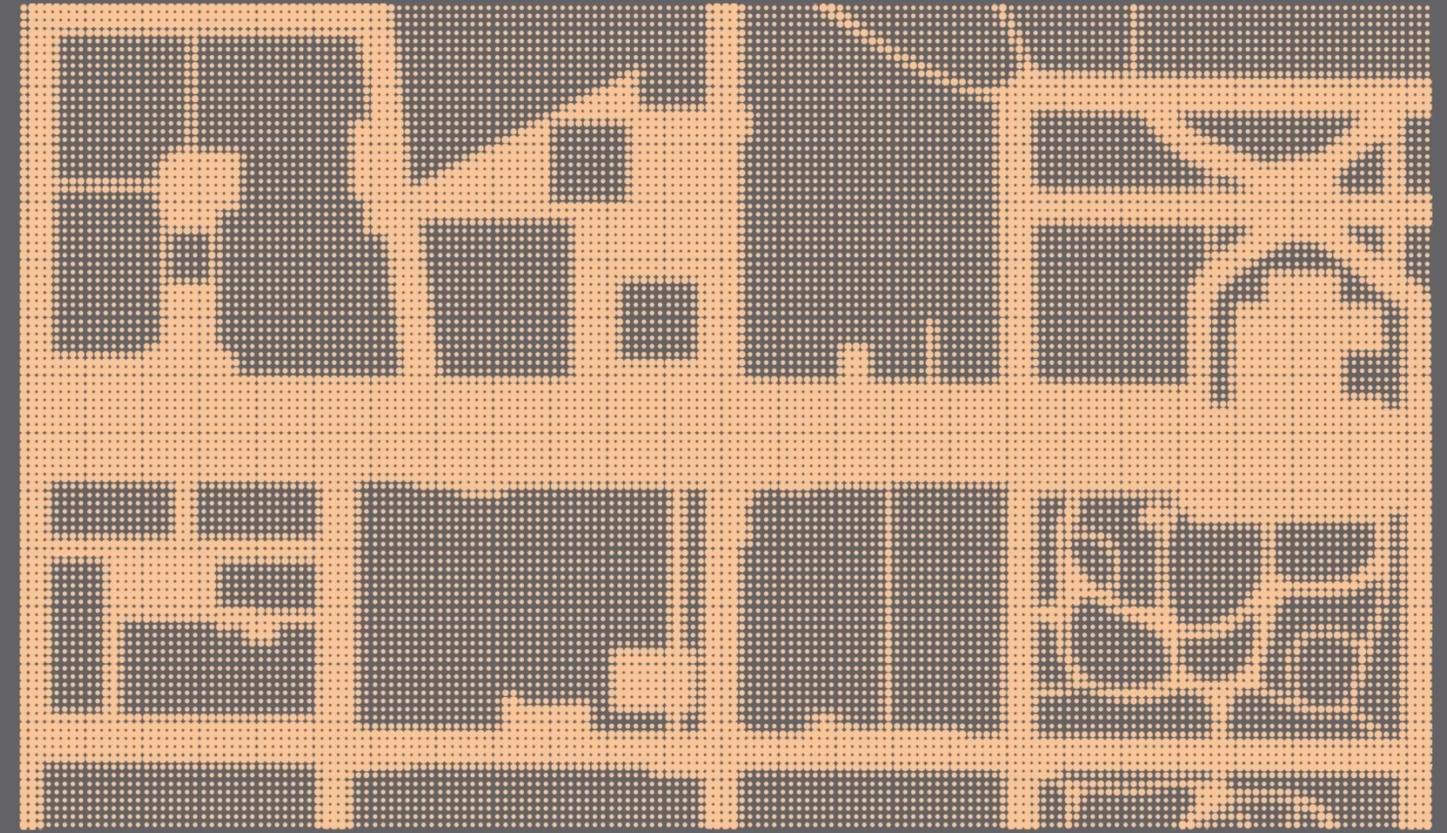
The building-city relationship, which links the architectural dimension of urban space to the urban dimension of architecture, so-called *plug-in*, constitutes the common thread of the ideas presented in this research. This also covers the topic about urban centralities and collective spaces in the context of the urban development of Avenida Paulista in São Paulo. The thesis considers that urban centres assume new forms and dynamics. Such is the case of linear centres, organized by rectilinear structures of boundless growth that structure designs, flows, activities, infrastructures and a set of notable buildings connected by a complex network of collective spaces. As it happens in Avenida Paulista, these are often characterized by miscegenation and express the hyper-connected ways of life in modern society.

These premises, developed throughout the different chapters, are based on analyzes of relevant theoretical references from Brazil and Europe, as well as on documents, photos, regulations, plans, projects and information taken *in situ* and organized in graphic diagrams at different scales, without ever losing sight of a historical perspective. Likewise, they show the value that the avenue acquired as a *locus* of experimentation for the international architectural and urban avant-gardes, expressed in its original project from the end of the 19th century and in its different stages until it became the epicenter of the metropolis. Finally, the new forms, strategies and guidelines of contemporary collective spaces are highlighted, which have created intensities and permeabilities across the ground floor beyond the parameters of functionalist and traditional cities.



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Renata Priore Lima



THE AVENIDA PAULISTA
AS A LINEAR URBAN CENTRE
Collective Spaces, *Plug-ins*
and Urban Interfaces

Renata Priore Lima



Renata Priore Lima (São Carlos, São Paulo, Brasil, 1977) earned a PhD in Urban Planning from the Department of Urban and Regional Planning, Barcelona School of Architecture (Escuela Técnica Superior de Arquitectura de Barcelona), Universitat Politècnica de Catalunya (LUB, DUOT-ETSAB, UPC, 2016). She has also earned a degree in architecture and urban planning from the Universidade Federal de Santa Catarina (UFSC, Brazil, 2003) and a Master's degree in Theory and History of the City from the Universidad de São Paulo (IAU-USP, 2007). She works as an architect in urban planning and landscape designs and has collaborated in designing squares, parks and urban developments. Since 2005, she has taught planning, urban design and landscape at the Universidade Paulista (UNIP). She has also taught the subject "Caminar Barcelona (Barcelona on foot)" and in urban design workshops (DUOT-ETSAB, UPC).

She is the author of several publications and has participated in international conferences and competitions, including the International Student Urban Competition for Shanghai Railway Station Area as a member of the UPC Team, where she received an *ex aequo* second prize with the Massachusetts Institute of Technology (MIT). Currently is engaged in research on contemporary urban development, the relationship between cities and buildings, and new centralities in São Paulo and other major cities, she has also given conferences at different universities and supervises final projects for undergraduate degrees. She was awarded the Manuel de Solà-Morales European Prize on Urban Planning 2019.

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The PhD thesis entitled *Plug-in: Urban interfaces in new linear centers: Paulista Avenue case study*, supervised by Estanislau Roca Blanch, was defended at the Barcelona School of Architecture (Escuela Técnica Superior de Arquitectura de Barcelona, ETSAB-UPC) on December 19th 2016 with an academic committee composed of: Josep Parcerisa Bundó (ETSAB-UPC, chairman), João Pedro Teixeira de Abreu Costa (Universidade de Lisboa) and Amílcar Torrao Filho (Pontifícia Universidade Católica de São Paulo). It was distinguished with the *First Prize in the 2nd Manuel de Solà-Morales European Urbanism Prize 2019*, organized by Barcelona Urbanism Laboratory, LUB, ETSAB-UPC, whose jury was formed by Marcel Smets (chairman), Matthew Carmona, Montserrat Nogués Teixidor (Fundación Arquia trustee) and José González-Cebrián (secretary).

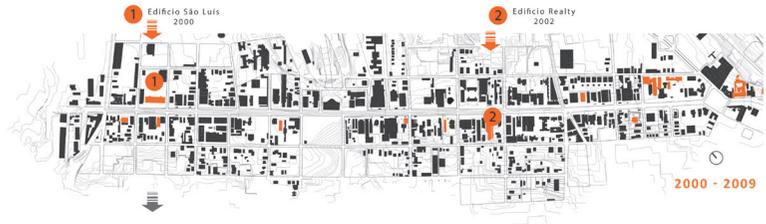
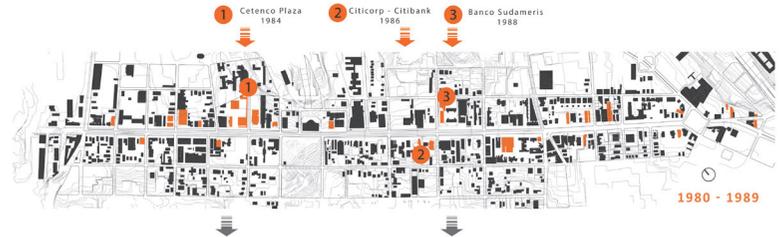
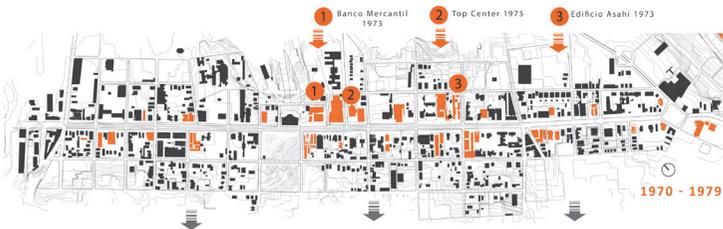
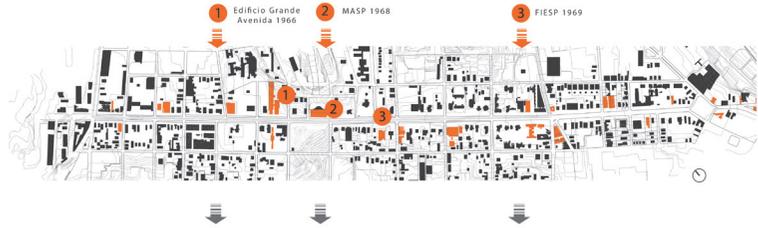
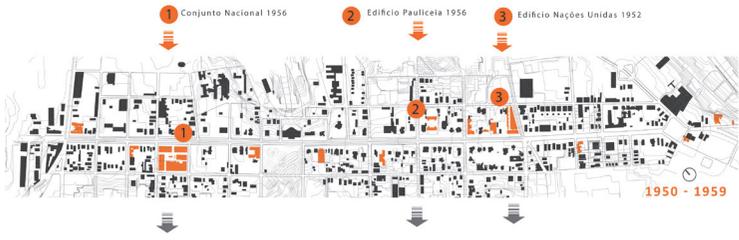
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FOREWORD

Estanislau Roca Blanch¹

In essence, urban spaces are based upon their civic qualities, their multifunctional uses, and their role as spatial receptacles of the desires and ambitions of citizens: people who value these spaces for the opportunities they provide for meeting, building relationships and transaction.

The community finds its place par excellence in the city's streets and squares. It tends to leave home and experience life in public spaces although this experience has not always been the same over the course of history, nor has its collective meaning.

While in pre-modern times public space reflected a powerful collective identity and cohesion in society, this blurred as of the 19th century. With the advent of public opinion and the quest for consensus-building in society regarding common goods came a change in paradigm. Over the course of the 20th century, the collective sphere weakened further and, what's more, in that context, the meanings that public space continues to convey most likely lie in its relationship with the purposes chosen for it.

Furthermore, what is usually considered to be good public space is greatly appropriated by the community although contemporary forms of appropriation may be highly varied. Spaces, generating social activities are of utmost importance and can be fostered through planning and design (of public space). Yet meanwhile, *place-making*, that is, the community's involvement in producing and managing public space, is gaining in significance.

Likewise, the *festivalization* of public space (booming in societies with a high demand for cultural leisure) lead to massive appropriations of public space comparable to the large-scale political demonstrations and religious celebrations of yesteryear.

Sociologists and anthropologists alike seek to discern the specific aspects of everyday life that public space currently offers. Two central issues are passivity in perception and indifference vis-à-vis others. For various reasons, both have been gaining ground over the last two centuries. More optimistically, contemporary public space continues to be a place to find strangers with very different life-styles in cosmopolitan cities. Reservation, distance and preserving anonymity govern these encounters. Thus, public space offers fertile ground for social subversion and conflict inherent to urban life, as opposed to the desires of established powers to plan and design this space to be able to control it.

Furthermore, a host of contemporary trends oppose traditional urbanity as well as the civic experiences commonly related to public space. Social and spatial segregation foster forms of privatization and exclusion that have been gaining ground in collective spaces (from transport hubs to shopping malls) which, due to their functional characteristics, shape accepted behaviour. At times, the commercialisation and thematization of space tends to reduce the community to

1. Full professor of Urban Planning at the ETSAB-DUOT, UPC.

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