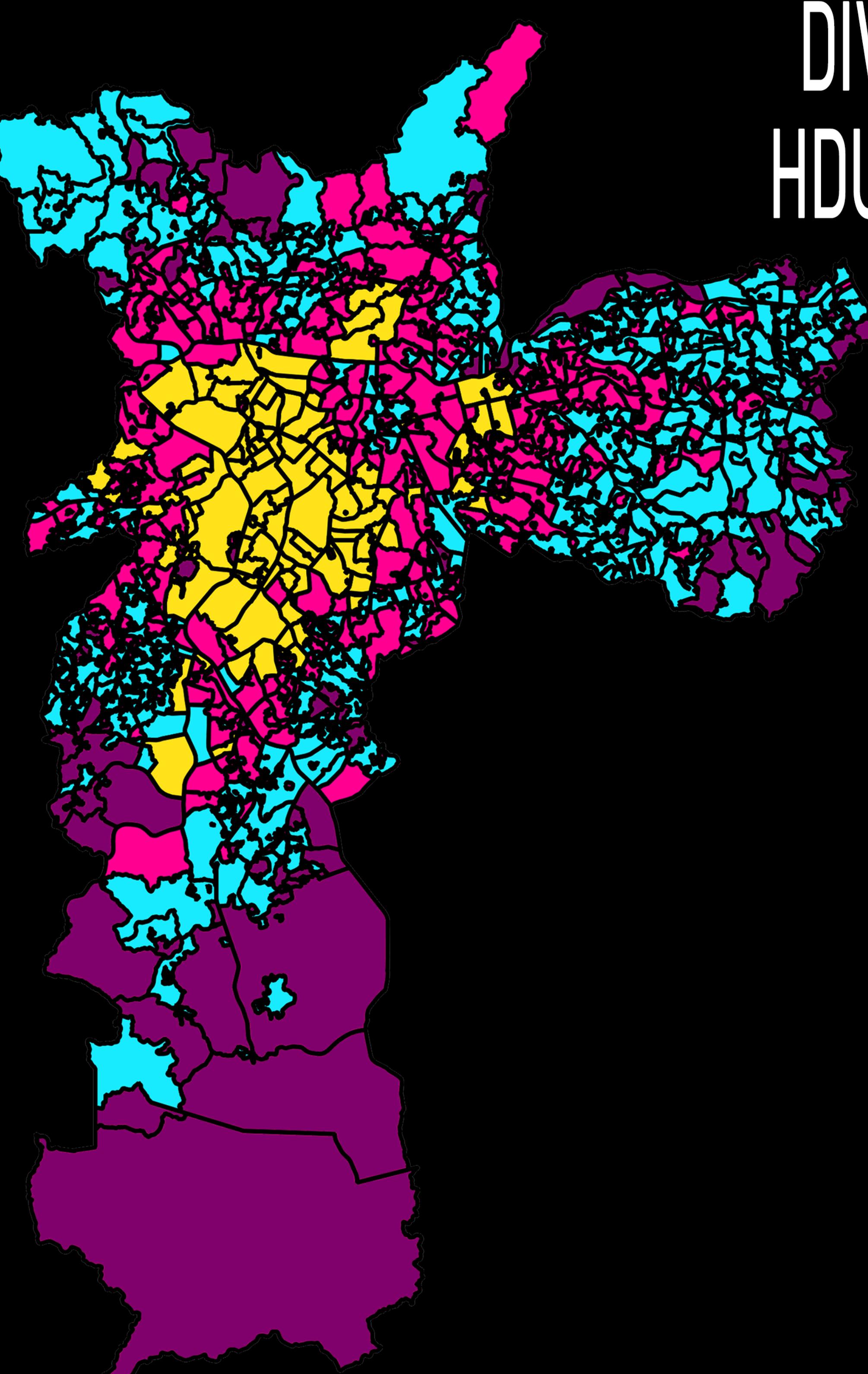


RESIDENTIAL
HIGHRISE
LAUNCHINGS
EVERY 5 YEARS

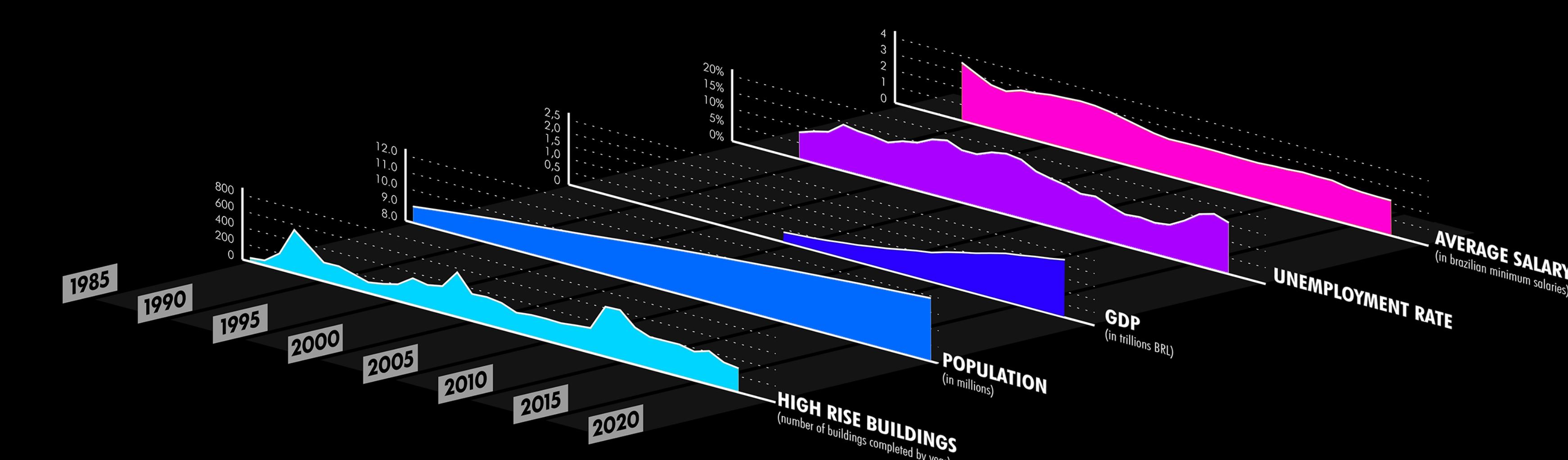
- 0 - 4 LAUNCHINGS
- 5 - 9 LAUNCHINGS
- 10 - 14 LAUNCHINGS
- 15 - 19 LAUNCHINGS
- 20 - 25 LAUNCHINGS

TERRITORIAL DIVISION BY HDU AND HDI BANDS

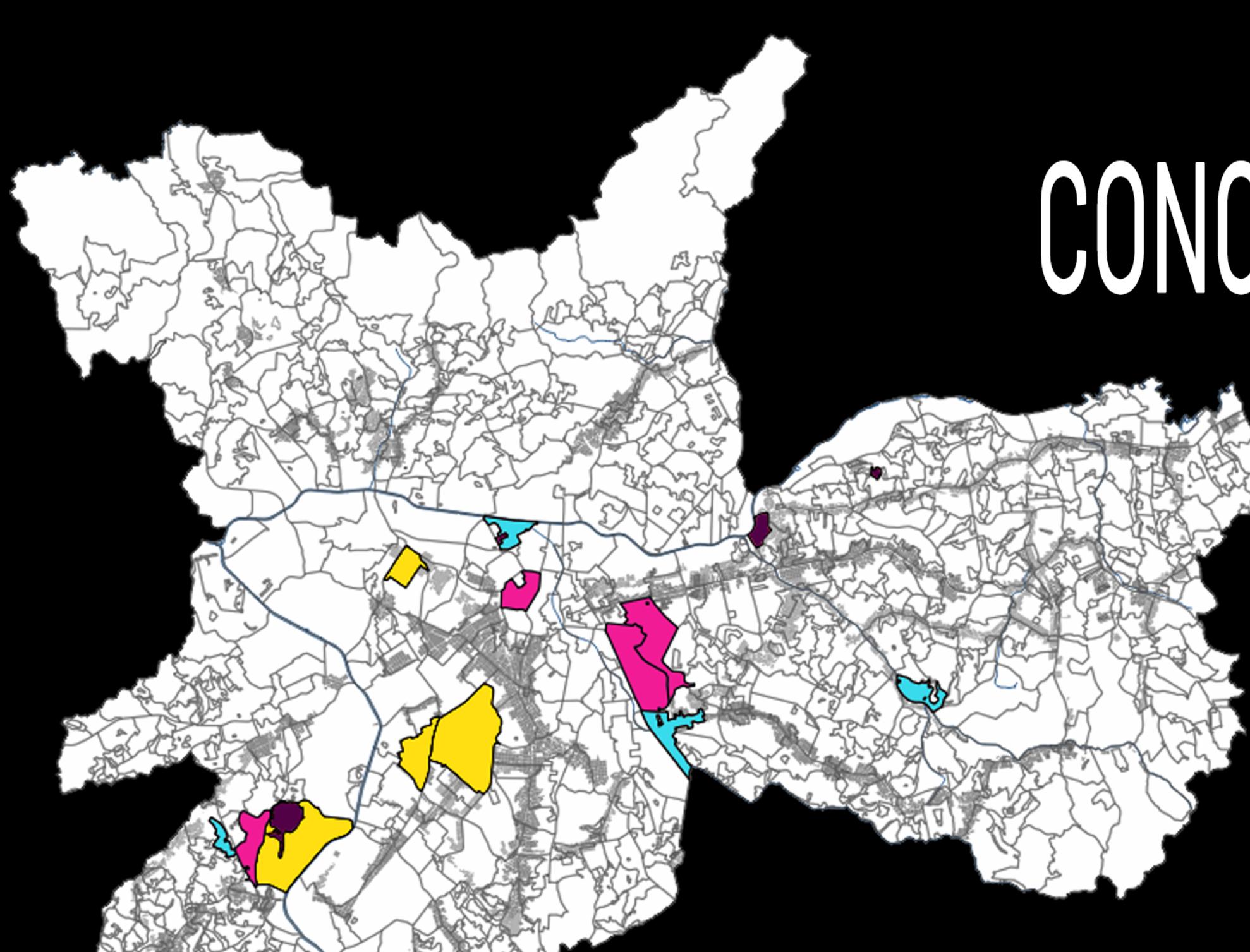


- UDH
DIVISION IN 4 RANGES
BY THE HDI-M INDEX
- RANGE 1 (0,600 - 0,700)
 - RANGE 2 (0,700 - 0,800)
 - RANGE 3 (0,800 - 0,900)
 - RANGE 4 (0,900 - 1,000)

The analysis of the production of high-rise buildings, observing different territorial scales of analysis, was initially associated to UDHs-M (Municipal Human Development Units). This approach, recognizing São Paulo's territorial heterogeneity, allowed a combined analysis of socioeconomical parameters defined by HDI's parameters (Human Development Index, an universal index). An incremental reading process of layers of information and selection criteria for step-by-step filtering was designed, based on the HDI-M's division in 4 bands established according to the lowest to highest HDI. The HDU Cartography presents distinct realities from the point of view of income, life expectancy and schooling, the three HDI's criteria observed in the work.



HIGHRISE CONCENTRATION ON HDUS

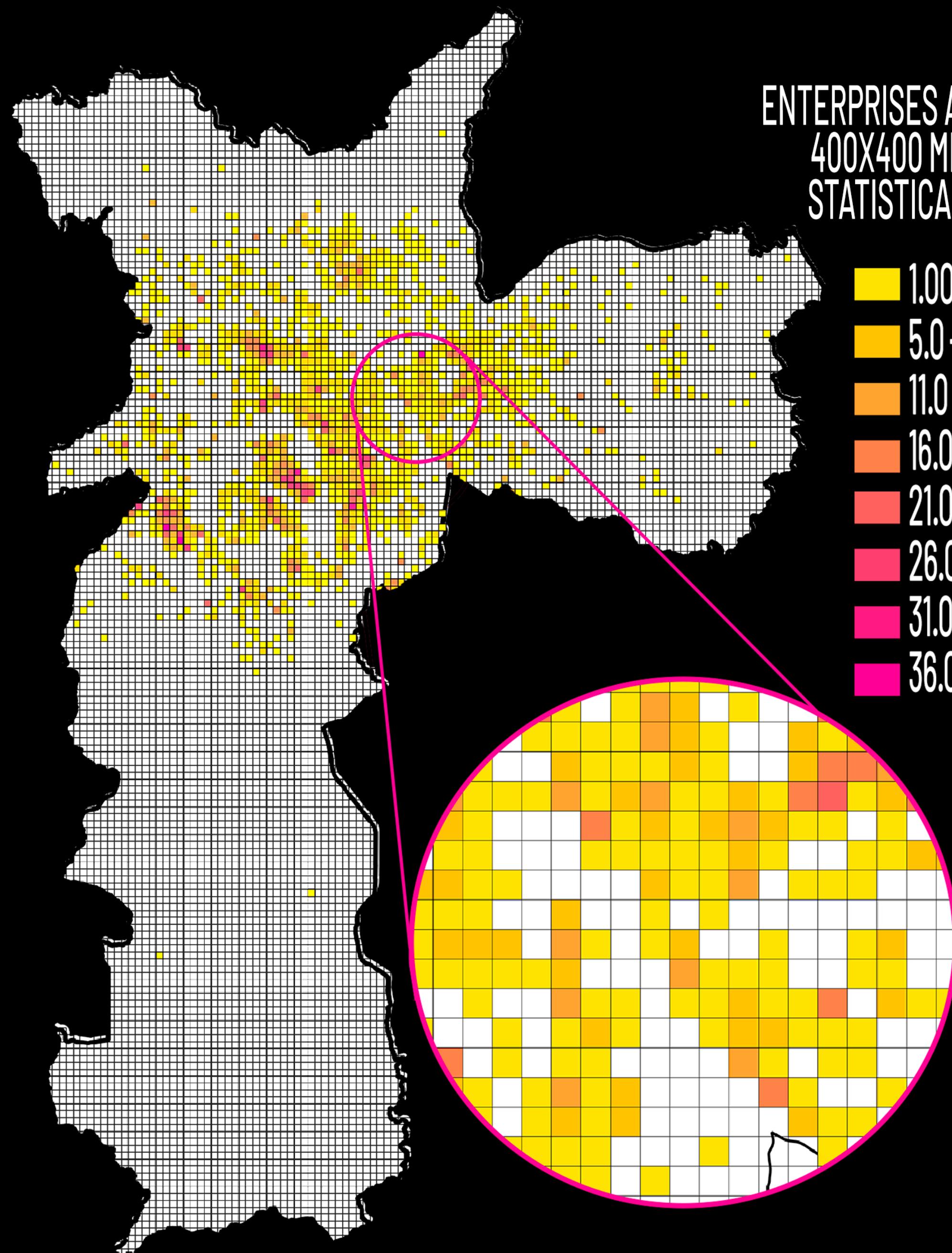


- UDH
DIVISION IN 4 RANGES
BY THE HDI-M INDEX
- RANGE 1 (0,600 - 0,700)
 - RANGE 2 (0,700 - 0,800)
 - RANGE 3 (0,800 - 0,900)
 - RANGE 4 (0,900 - 1,000)

Observing the defined HDI-M parameters and its distribution in the territorial units of analysis (HDUs-M), and having EMBRAESP's Database as the reference source, the first selection phase adopted as predominant criterion the density of high-rise buildings. We also registered the rhythm of new residential high-rises every 5 years. Considering the goal of covering a plurality of situations, socio-spatial and urban, the research selected HDUs-M with the highest high-rises densities in each of the 4 IDH-M bands. Furthermore, socio-demographic data and urban legislation were also considered, mostly specifically related to the selected territorial units.



VERTICALITY INDEX



For a more precise and accurate reading, we developed an important adjustment to the method: the overlay of a georeferenced statistical grid, 400x400m, to the UDHs-M of São Paulo. This became an important inflection point of the research, "adjusting the focus" on a set of questions, for instance: related to the analytical scope regarding the definition of the layers of information; the characterization of the territorial units of analysis unit; the reading criteria relative to the selection of the specific territories of analysis; and the research procedures defined to the reading of the High-rise's immediate surroundings. Thus, when inserting this grid in the QGIS software, it was possible to perform a new high-rise count (points in the 400x400m squares), allowing both the analysis of areas with same territorial dimensions and a better identification of regions with greater intensity of verticalization. Later, after a classification of the polygons according to its Verticality Index, Kernel heat maps (also using QGIS) were produced, showing areas of a higher concentration of high-rises along the period of analysis.

OVERLAYING OF THE STATISTICAL GRID AND OTHER PARAMETERS

SOME OF THE SELECTION PARAMETERS

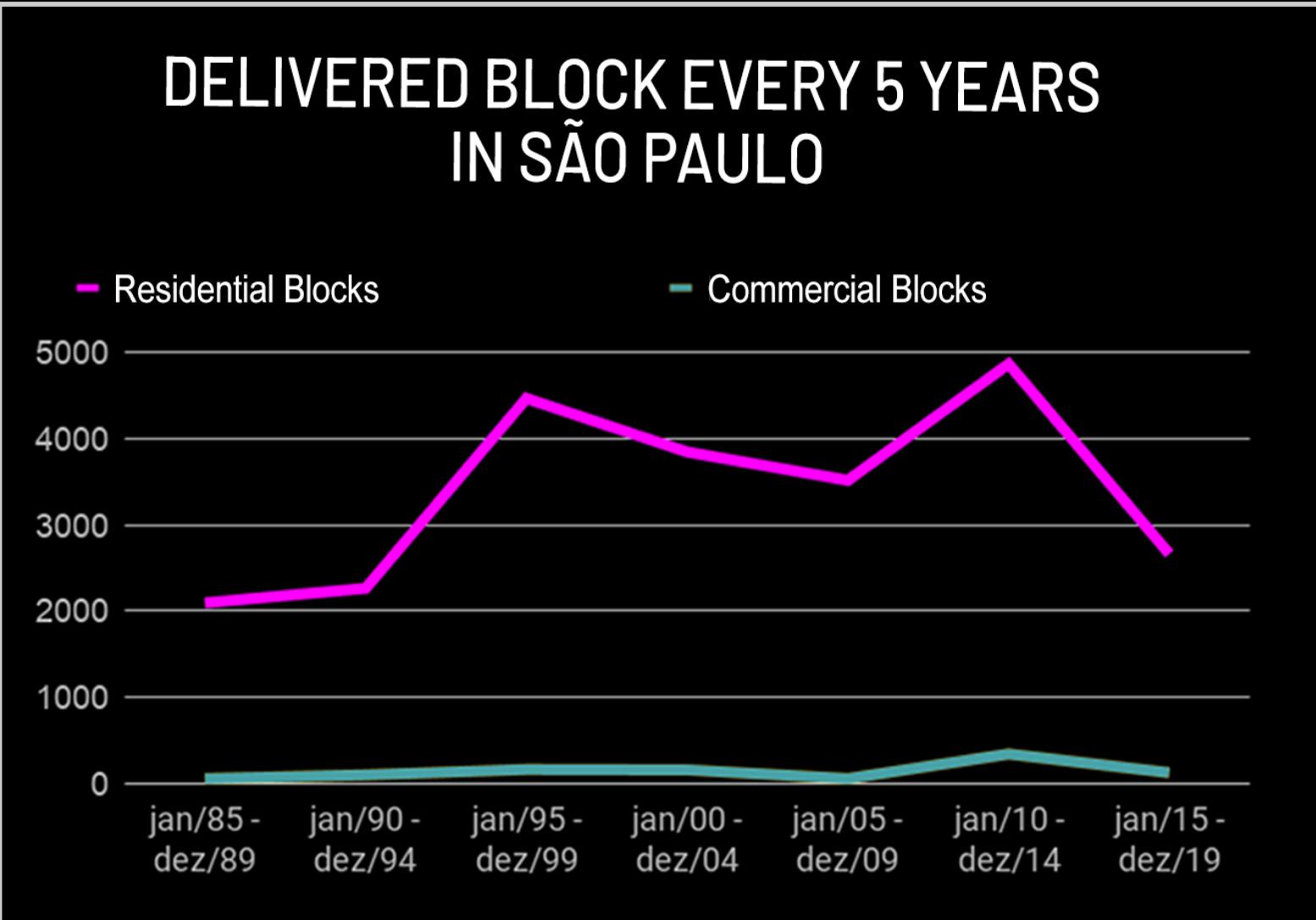
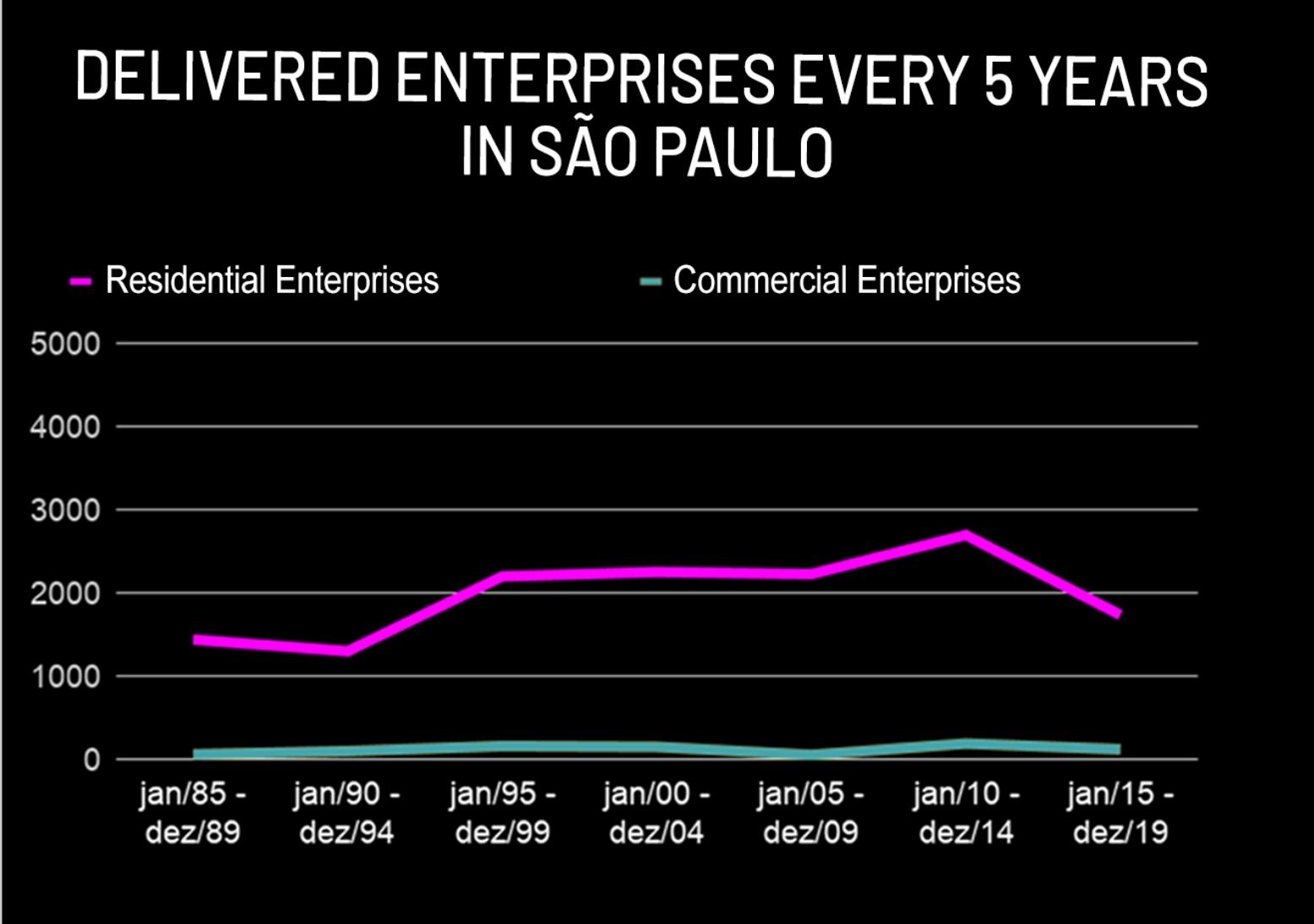
HDI-M RANGES
RANGE 1
RANGE 2
RANGE 3
RANGE 4

ADOPTED SQUARES
10 - 20
20 - 30
30 - 40

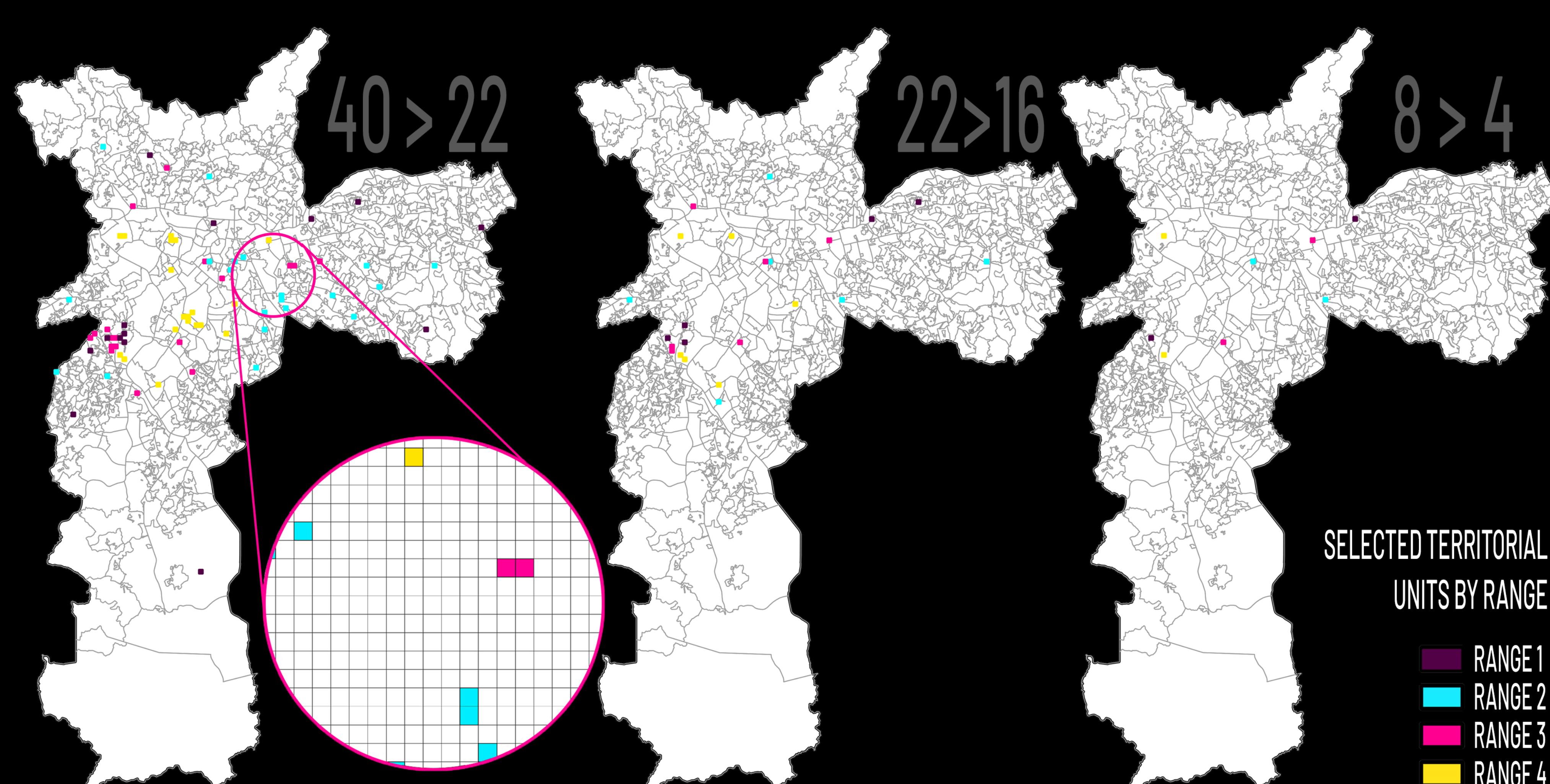
ENTERPRISES' LAUNCHING YEAR
2015 - 2018
2010 - 2014
2005 - 2009
2000 - 2004
1995 - 1999
1990 - 1994
1985 - 1989

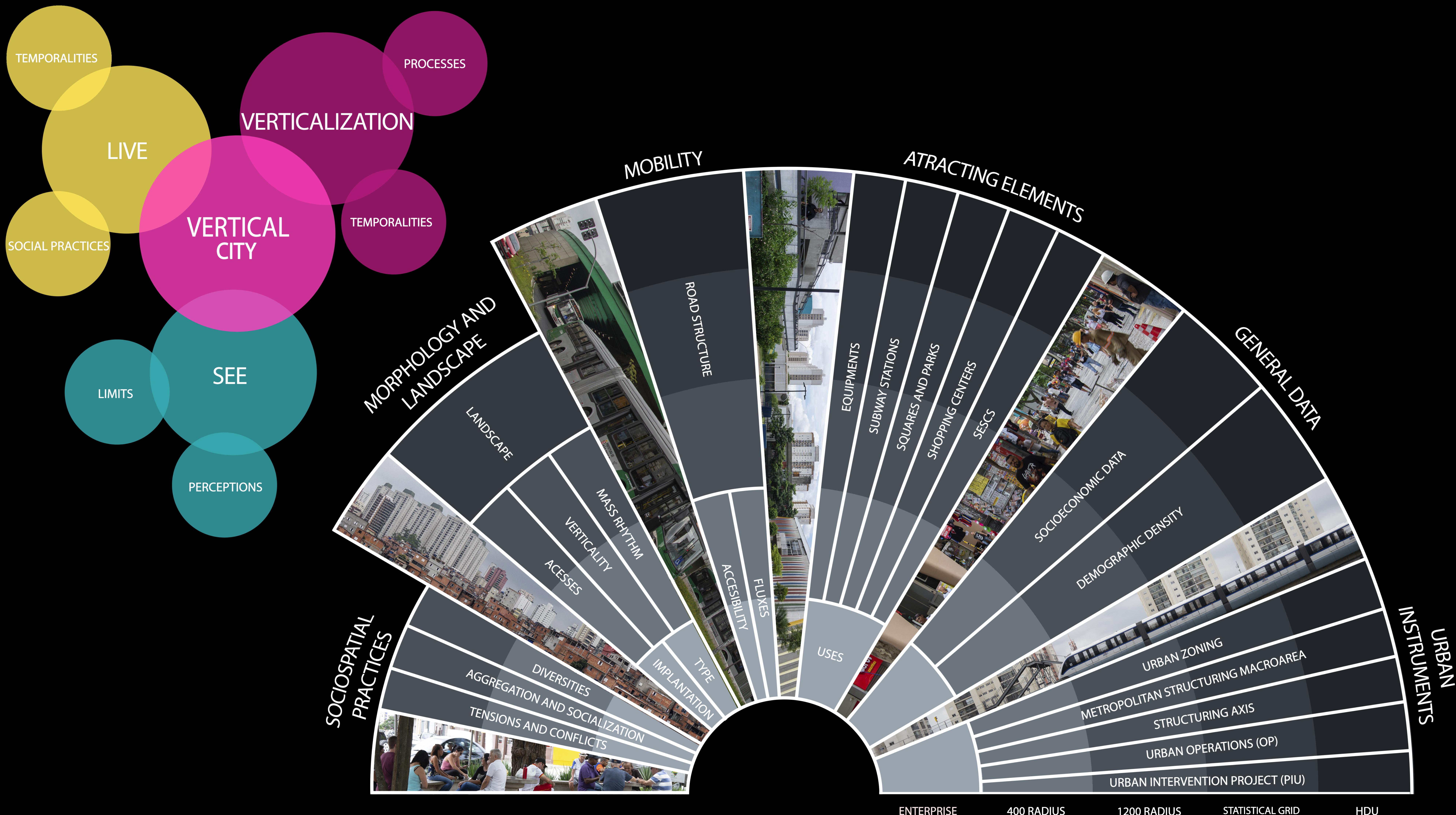
The study of urban socio-spatial practices in the surroundings of the high-rises is one of the Project's focuses. Having that in mind it was noticed the importance to consider qualified public spaces - such as squares and parks - subject to urban appropriation in the selection of possible areas of analysis (selected polygons). As a consequence, a complementary selection procedure, observing the public areas and a study related to the adopted squares in São Paulo, was designed allowing also an analysis of the effects and quality of this policy. The association of this procedure with other procedures of the methodology - statistical grid, Verticality Index and others - resulted in the selection of 11 polygons - 2 coinciding with 8 selected by the incremental method. A concentration of polygons can be observed in the regions of Vila Suzana, Paraisópolis and Vila Andrade, indicating the relevance of investigating these regions.

SELECTION BASED ON THE STATISTICAL GRID



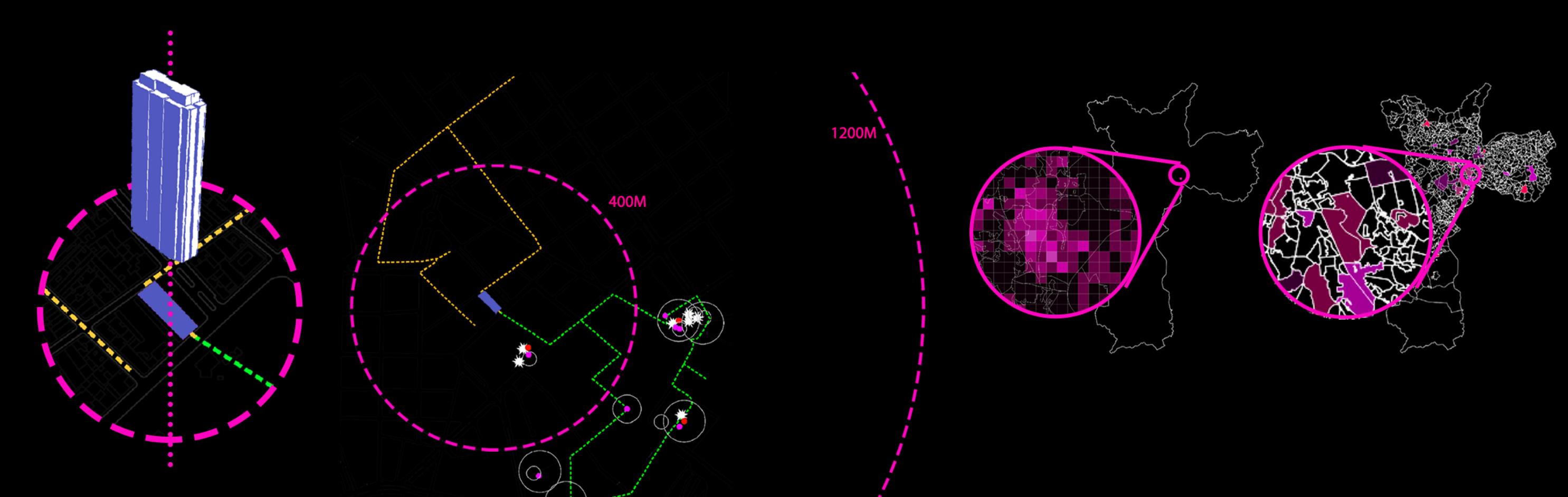
The areas with the highest incidence of verticality, associated with the reading of the HDI-M, determined the preliminary selection of 20 polygons of each HDI-M range - that is, 80 in total. In the development and refinement of the incremental method of analysis, new criteria were adopted: concentration of high-rise buildings; presence of different ranges of HDI-M inscribed in the territorial unit of analysis; elements of São Paulo's socio-spatial heterogeneity; relation of proximity with urban planning instruments; analysis of urban planning and management strategies to the verticalization process, and vice-versa). To the selection of 16 polygons - 22, in fact -, information from the Highrise Timeline and the Verticality Index was incorporated, particularly the average number of floors and units, the profile of the enterprise and other aspects. In the phase, the selection of 8 polygons, priority was given to more accurate observation of the intra-urban scale, through the combined analysis of data and information systematized in previous steps of the incremental method (polygons and their expanded surroundings), summarized in the Information Sheets.

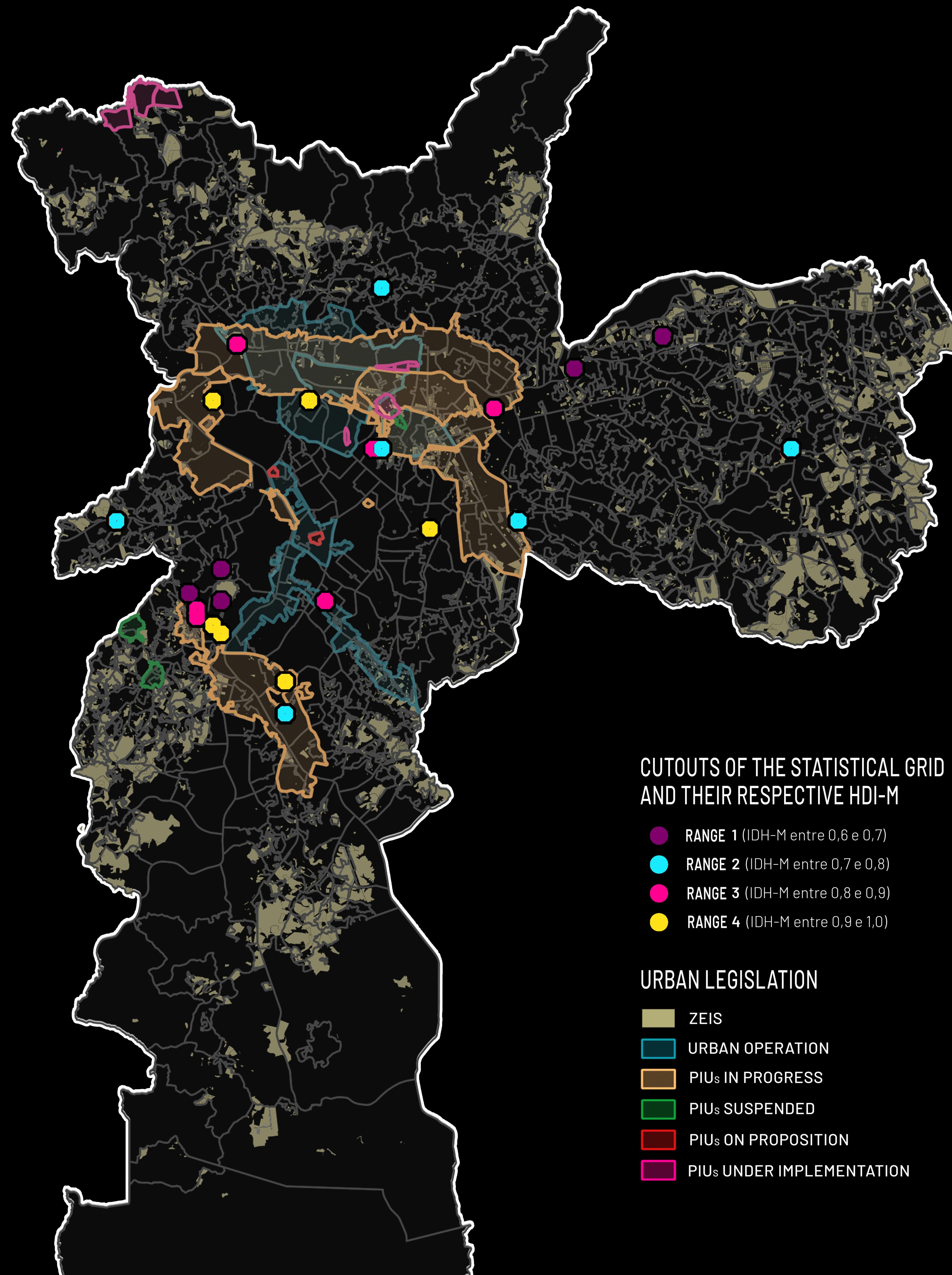




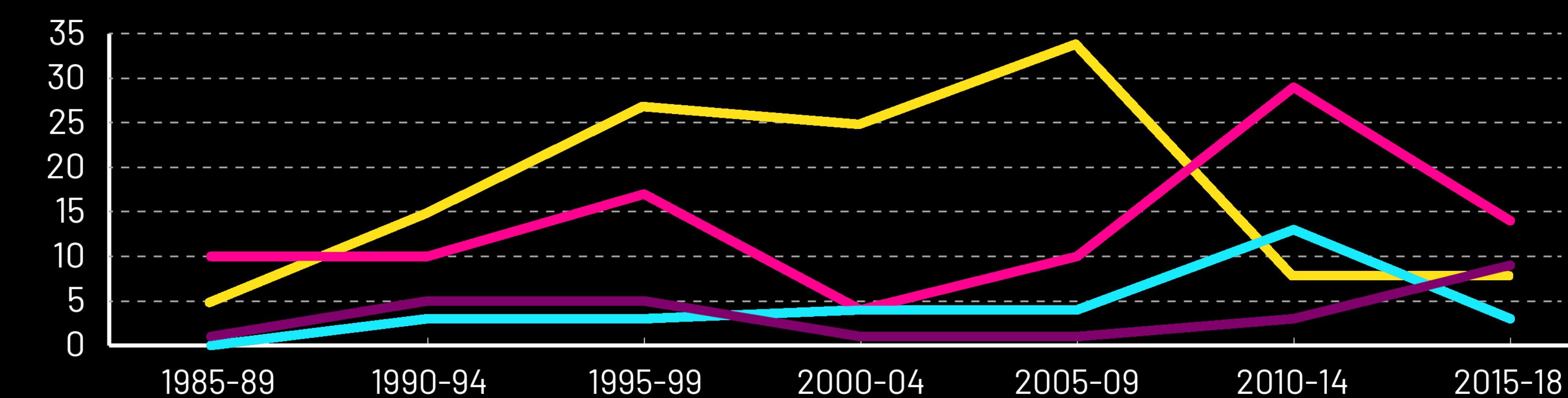
On one hand, the Diagram summarizes the scalar reading process, on the other, it brings together some aspects related to the verticalization process in São Paulo. It can be observed that some of these aspects - such as strategic urban planning instruments for urban transformation, general socioeconomic data, established uses in certain areas (due or not to what we classified as attracting elements to socio-spatial practices), mobility (linking urban structure to displacement dynamics), urban morphology and landscape -, as well as socio-spatial practices, crossreference different scales of analysis: since the high-rise typology and its location to its immediate sur-

roundings and the city, a city read from a specific territorial unit of analysis. It is proposed that the Vertical City be read by the dimensions of "Seeing", which points to limits that cloud over mediated socio-spatial practices; by "Living", which attracts a set of perceptions and processes related to vertical living; and by dimension related to the "Verticalization Process", where different temporalities and boundaries are intertwined with the production process of the contemporary city and the constitution of heterogeneous spatial structures.

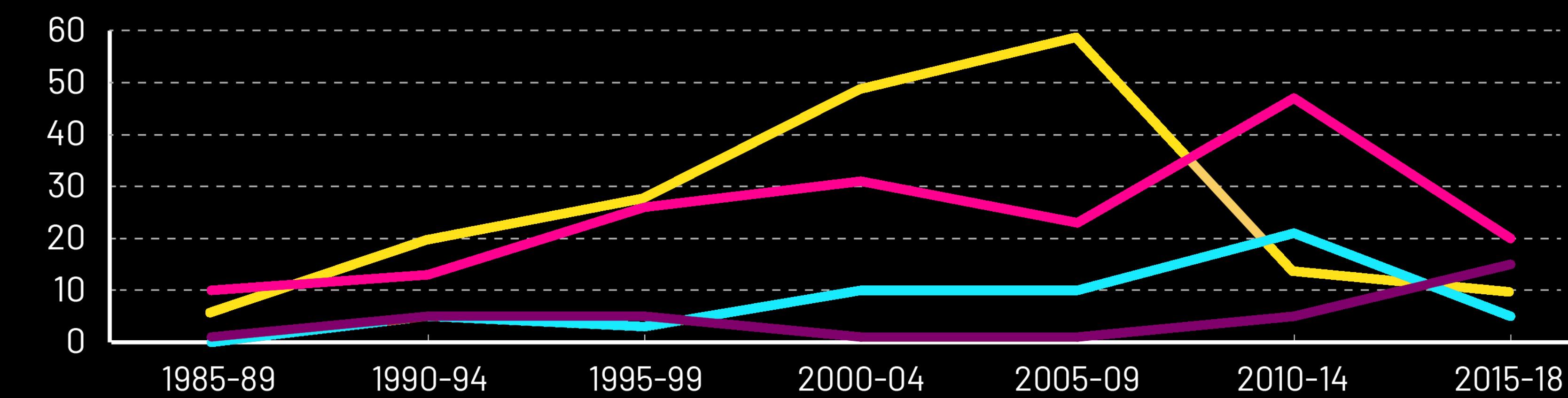




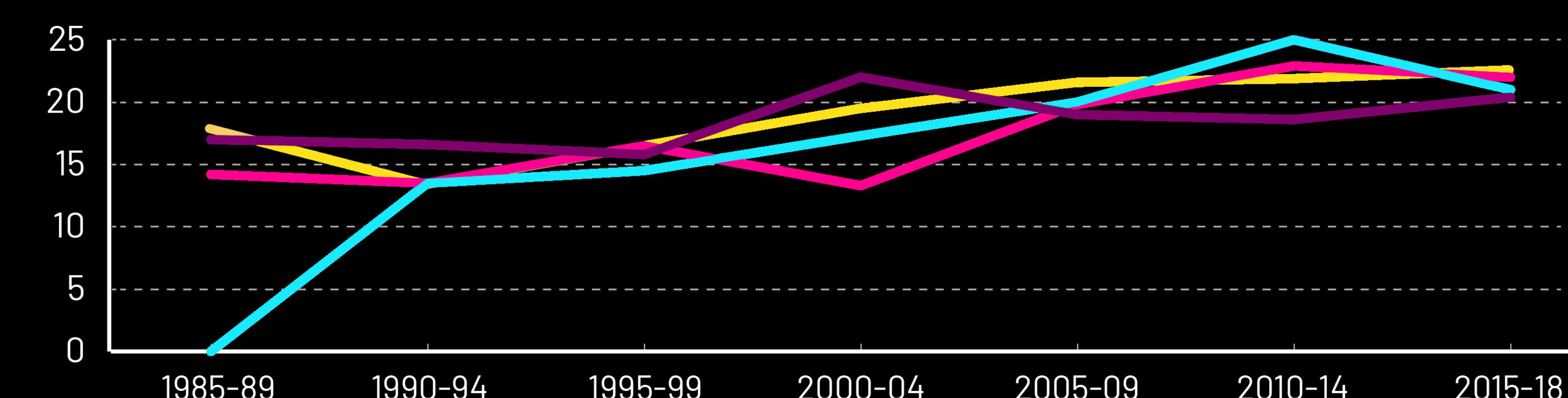
DELIVERED ENTERPRISES



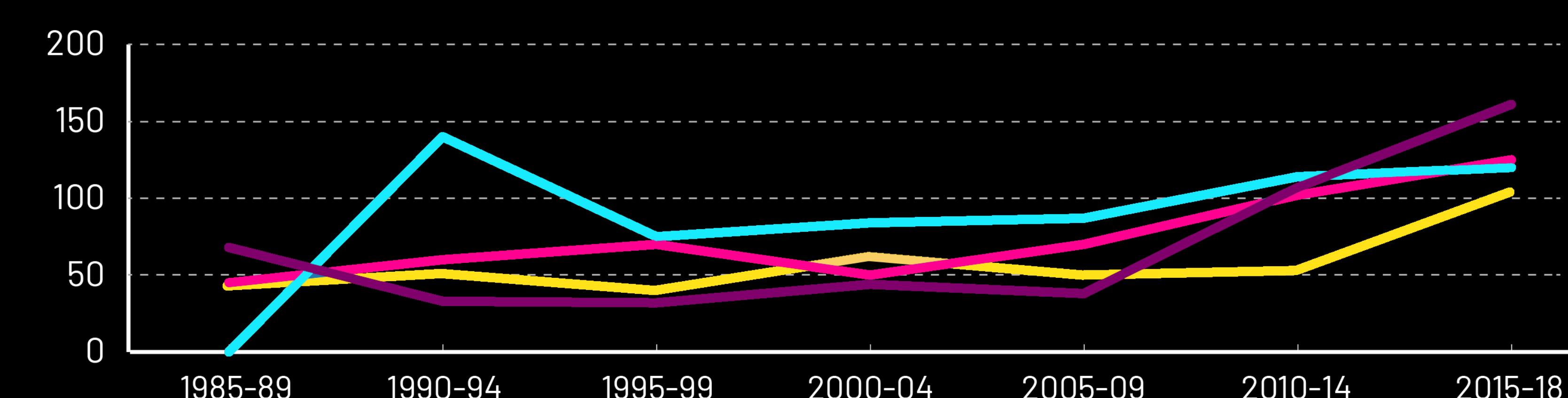
DELIVERED BLOCKS



AVERAGE PAVEMENTS PER BLOCK



AVERAGE UNITS PER BLOCK



FALTANDO PRANCHA 5

HIGHRISE

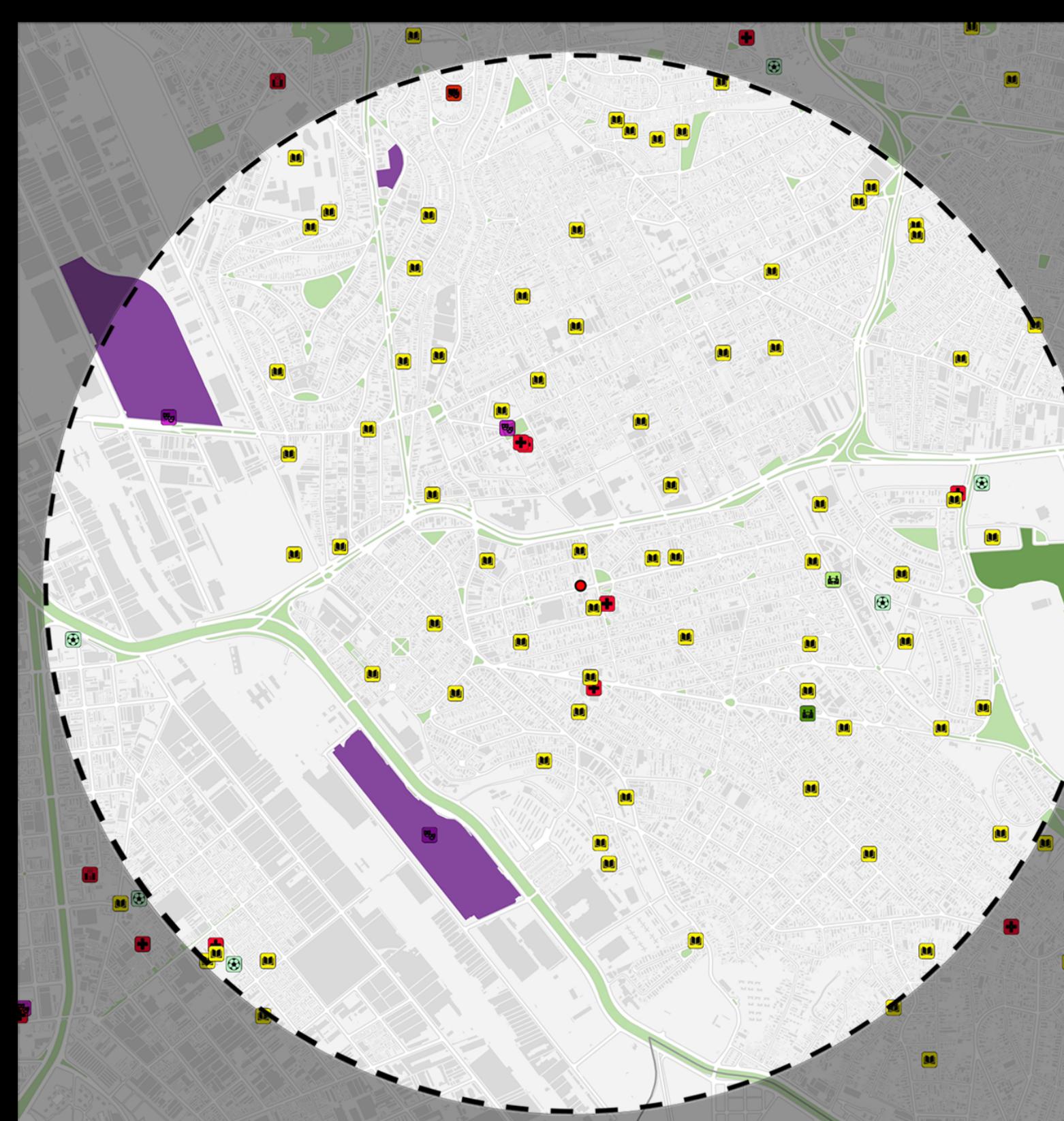
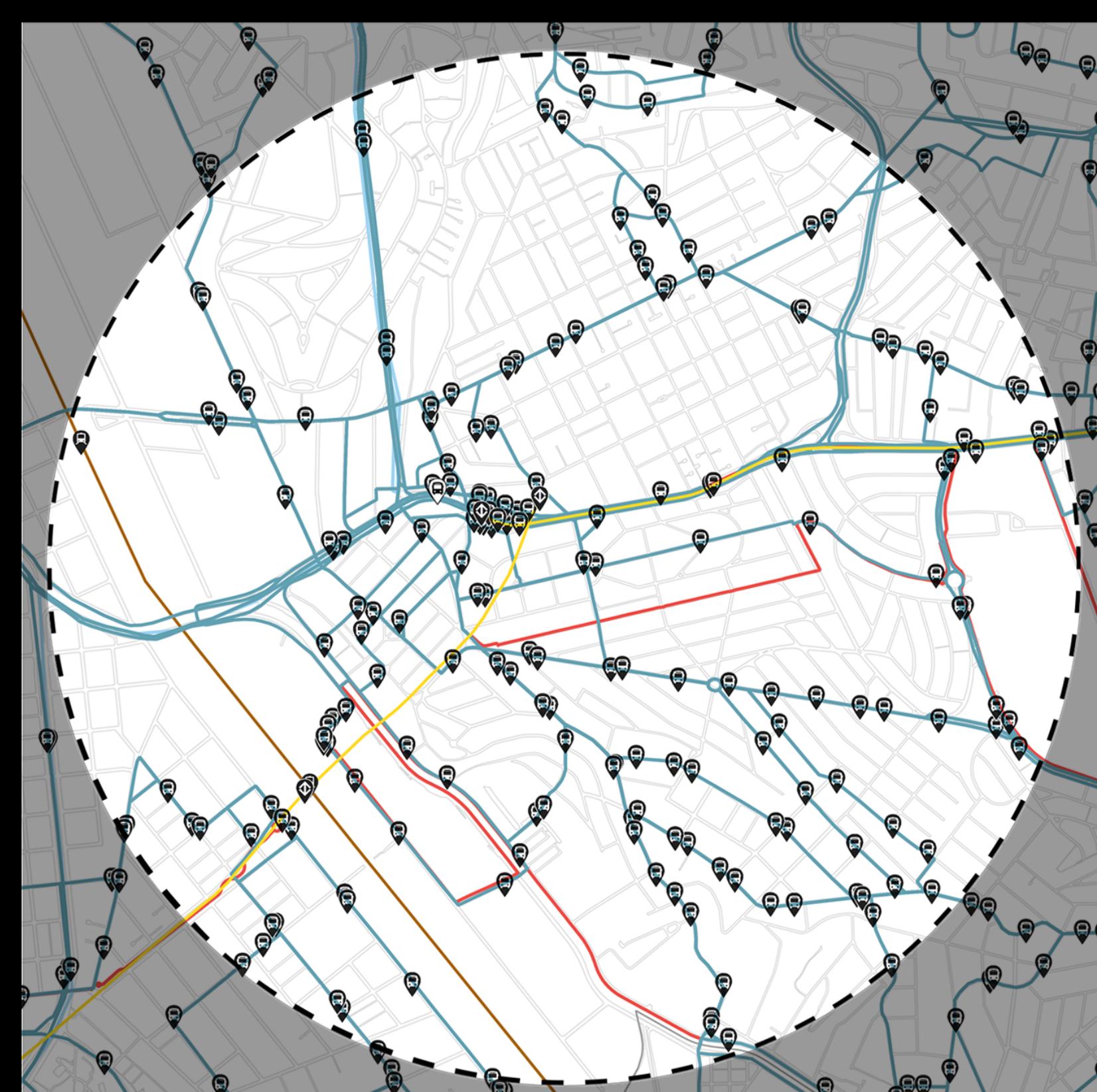
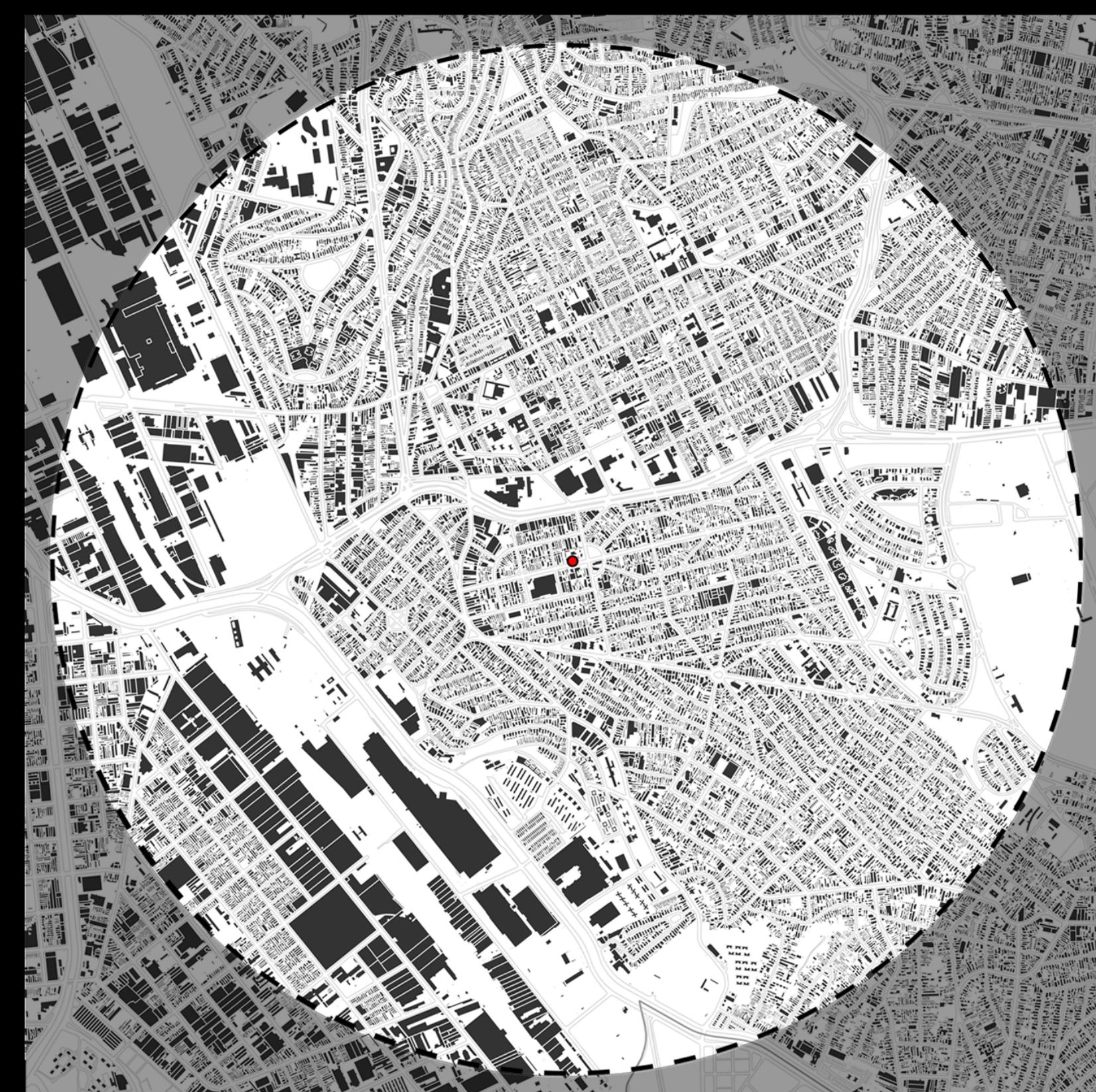
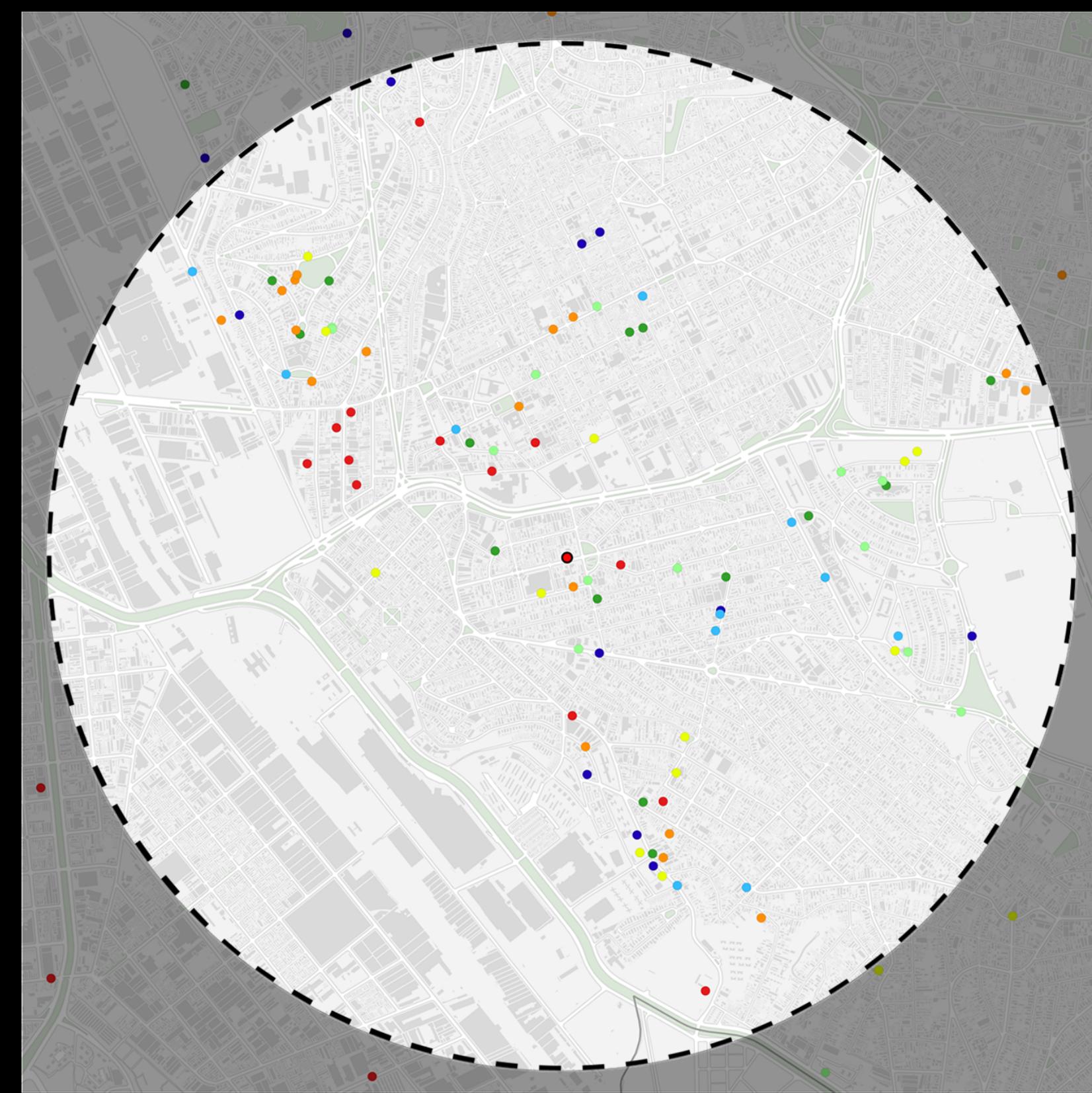
LIVING AND THE INCLUSIVE CITY

PRAÇAS DA VILLA BUILDING

R. JOSÉ DOS REIS, 381 - VILA PRUDENTE,
SÃO PAULO-SP, 03139-040

ORANGE 2 | HDI-M: 0,796

ENTERPRISE 1200M SCALE

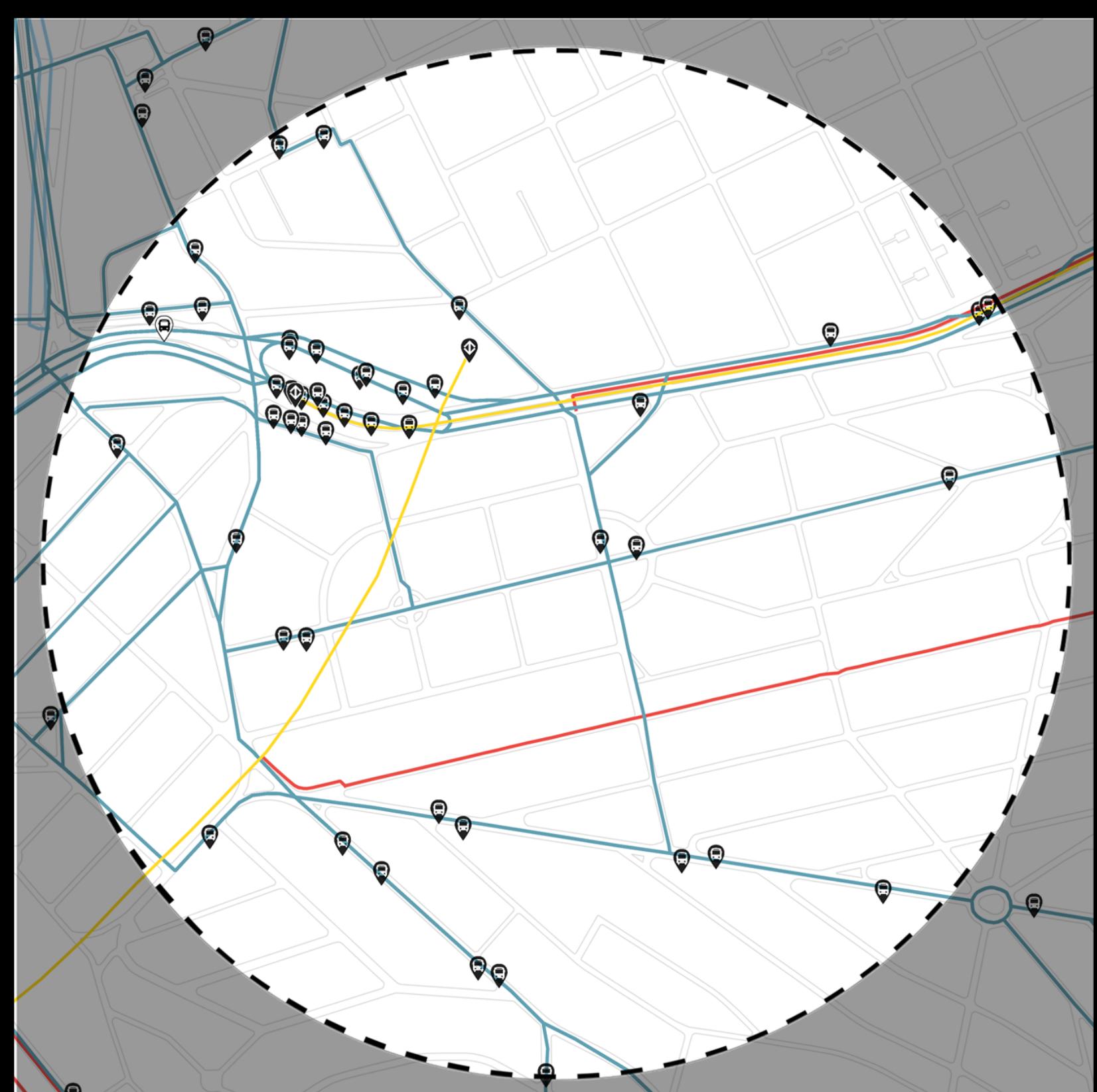
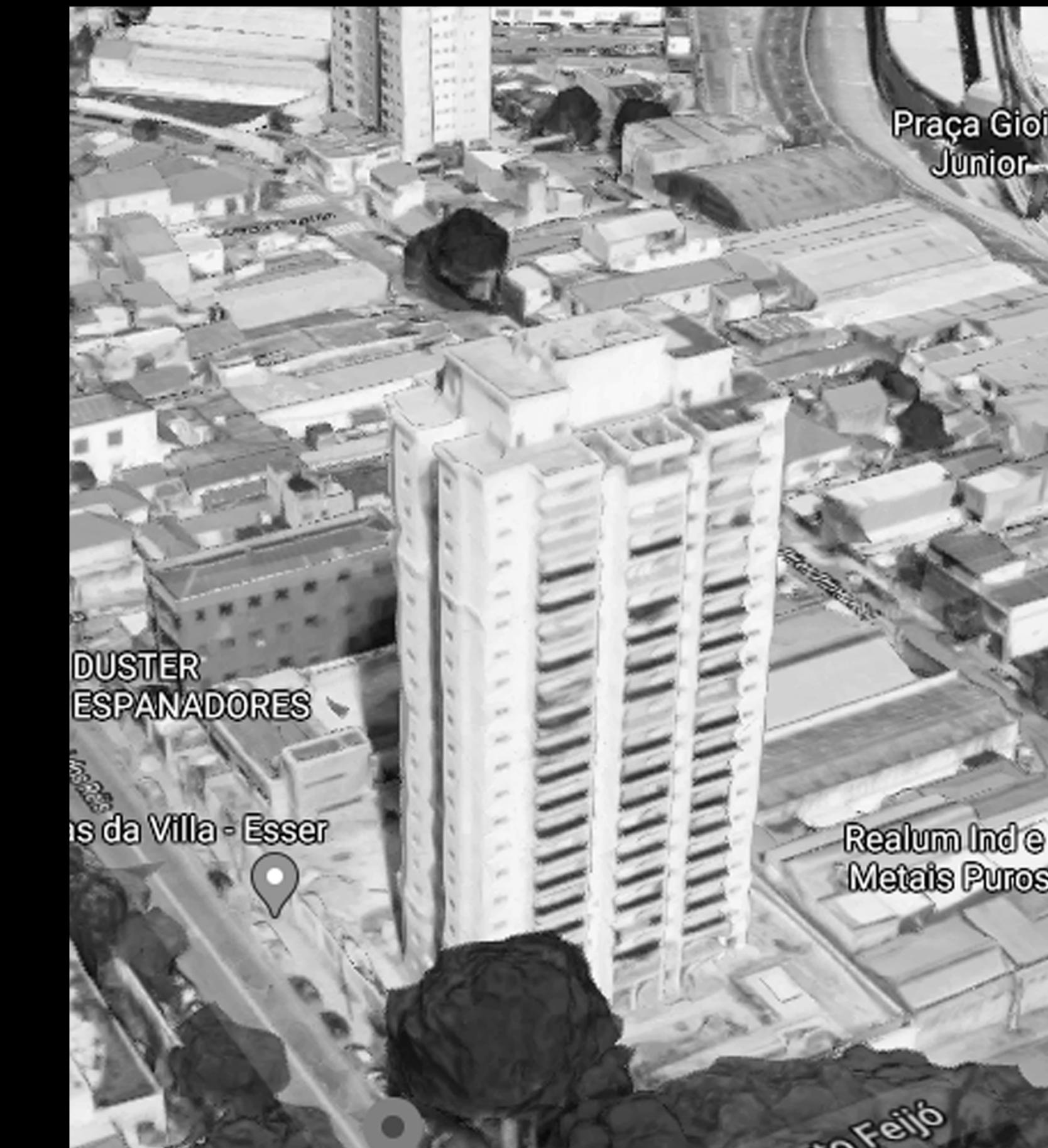
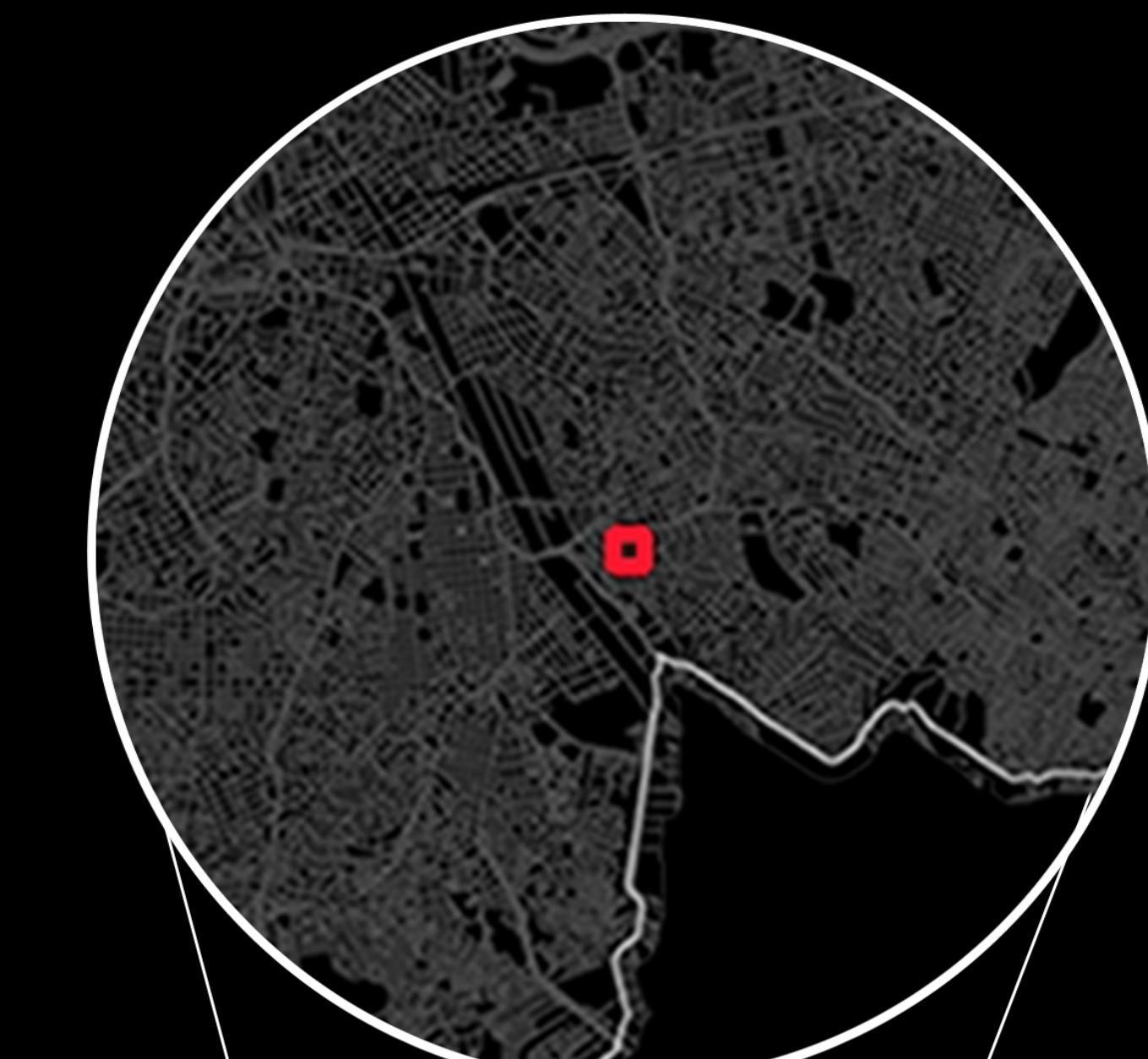


HIGHRISE

LIVING AND THE INCLUSIVE CITY

PRAÇAS DA VILLA BUILDING
R. JOSÉ DOS REIS, 381 - VILA PRUDENTE,
SÃO PAULO-SP, 03139-040
ORANGE 2 | HDI-M: 0,796

ENTERPRISE
400M SCALE



GENERAL ENTERPRISE INFORMATION	
Launching year	2012
Neighborhood	Vila Prudente
Company	Esser Empreend Part Ltda/General Reality
Region's demographic density	106 pp/ha
Use	Residential
Number of towers	1
Number of floors per tower	Ground + 19
Enterprise's total number of residential units	112
Number of units per floor	6
Different typologies	4
Constructing standard	High



HIGHRISE

LIVING AND THE INCLUSIVE CITY

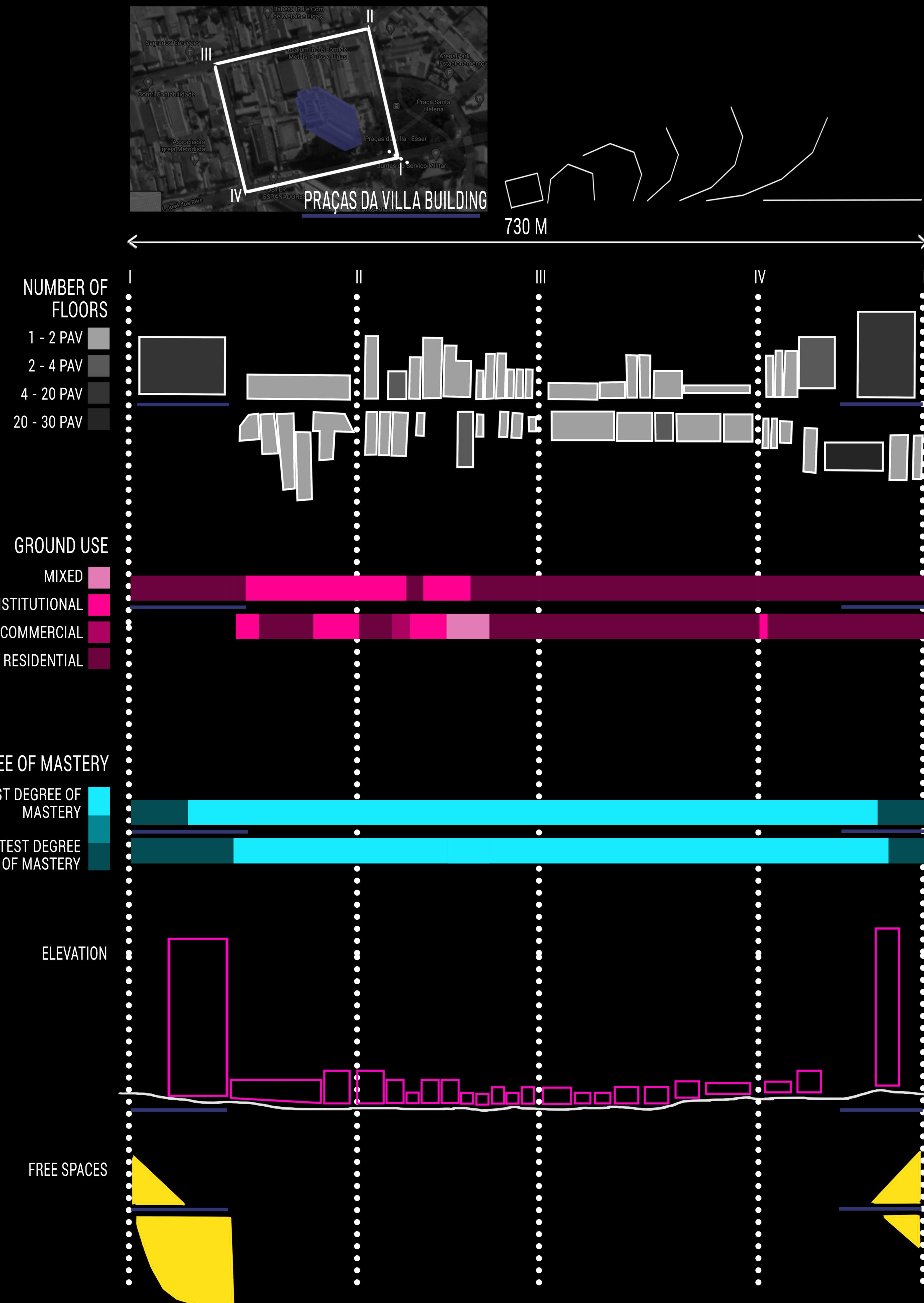
PRAÇAS DA VILLA BUILDING

R. JOSÉ DOS REIS, 381 - VILA PRUDENTE,
SÃO PAULO-SP, 03139-040

ORANGE 2 | HDI-M: 0,796

BLOCK MORPHOLOGY

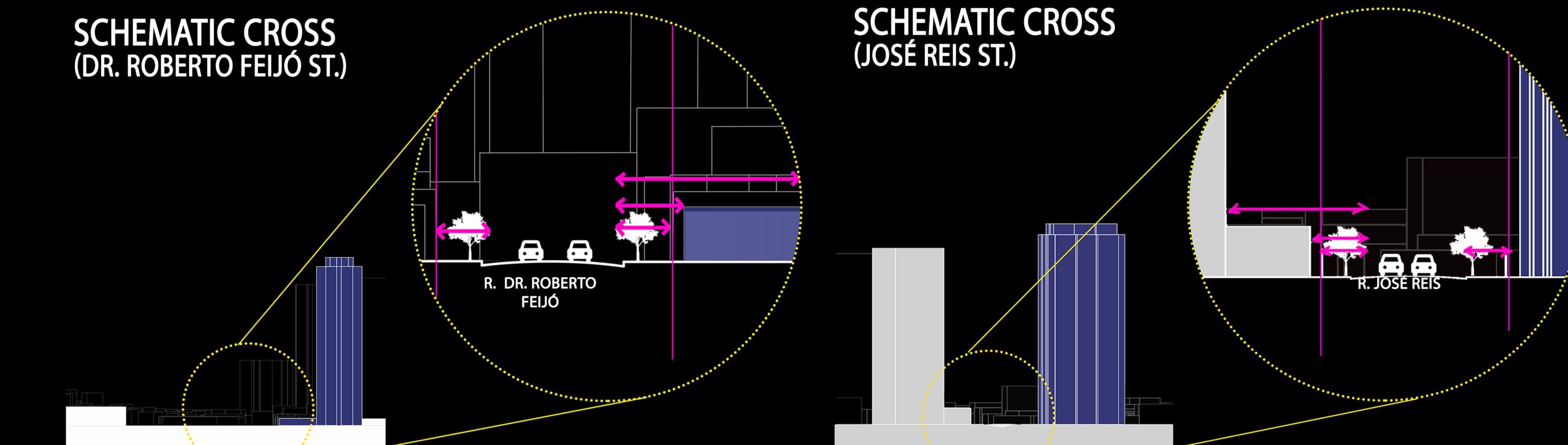
BLOCK ANALYSIS



INTERFACE | LIMITS



SCHEMATIC CROSS
(DR. ROBERTO FEIJÓ ST.)



HIGHRISE

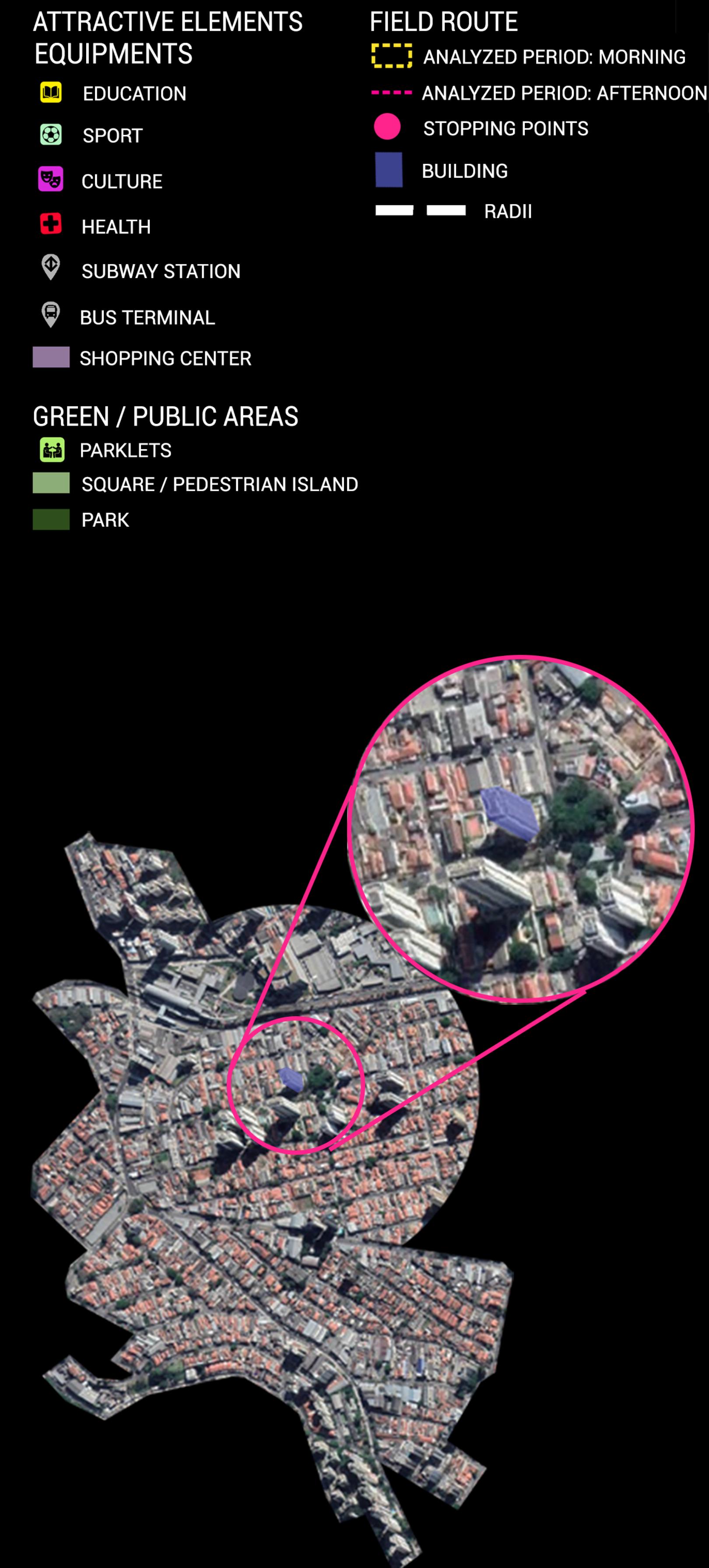
LIVING AND THE INCLUSIVE CITY

PRAÇAS DA VILLA BUILDING

R. JOSÉ DOS REIS, 381 - VILA PRUDENTE,
SÃO PAULO-SP, 03139-040

ORANGE 2 | HDI-M: 0,796

ATTRACTIVE ELEMENTS
AND APPREHENSIONS

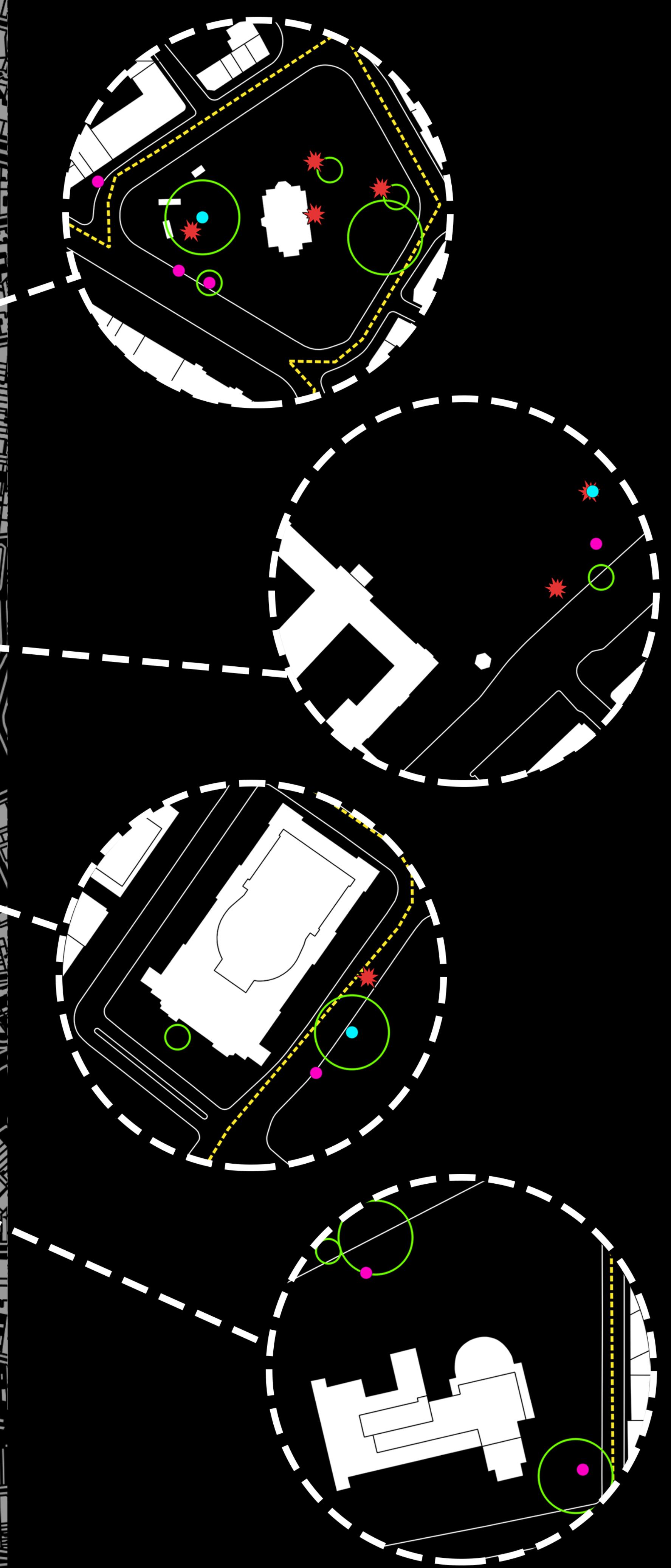
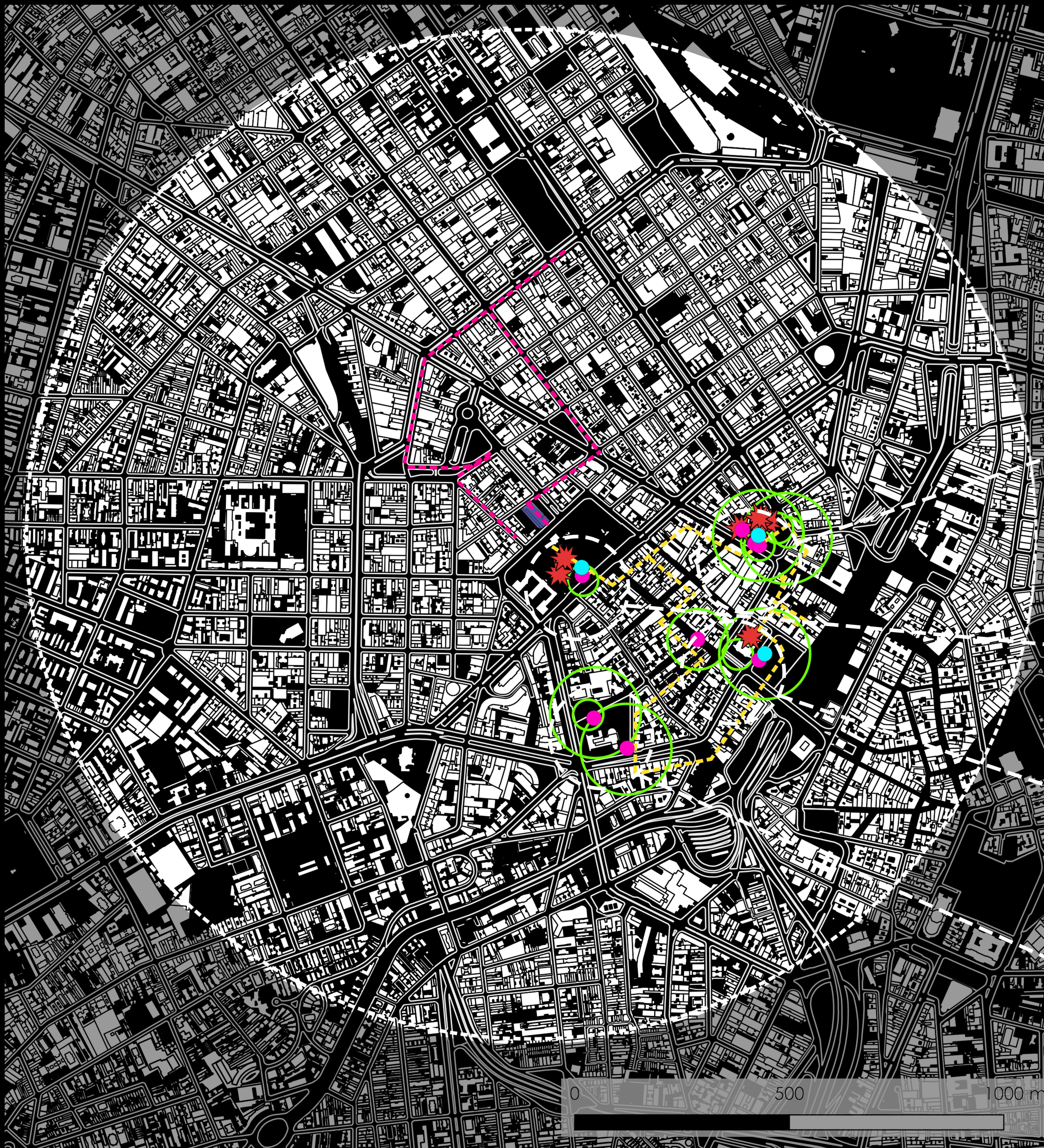


HIGHRISE

LIVING AND THE INCLUSIVE CITY

SETIN REPÚBLICA BUILDING
PRAÇA DA REPÚBLICA, 401 - REPÚBLICA,
SÃO PAULO-SP, 01045-001
ORANGE 3 | HDI-M: 0,858

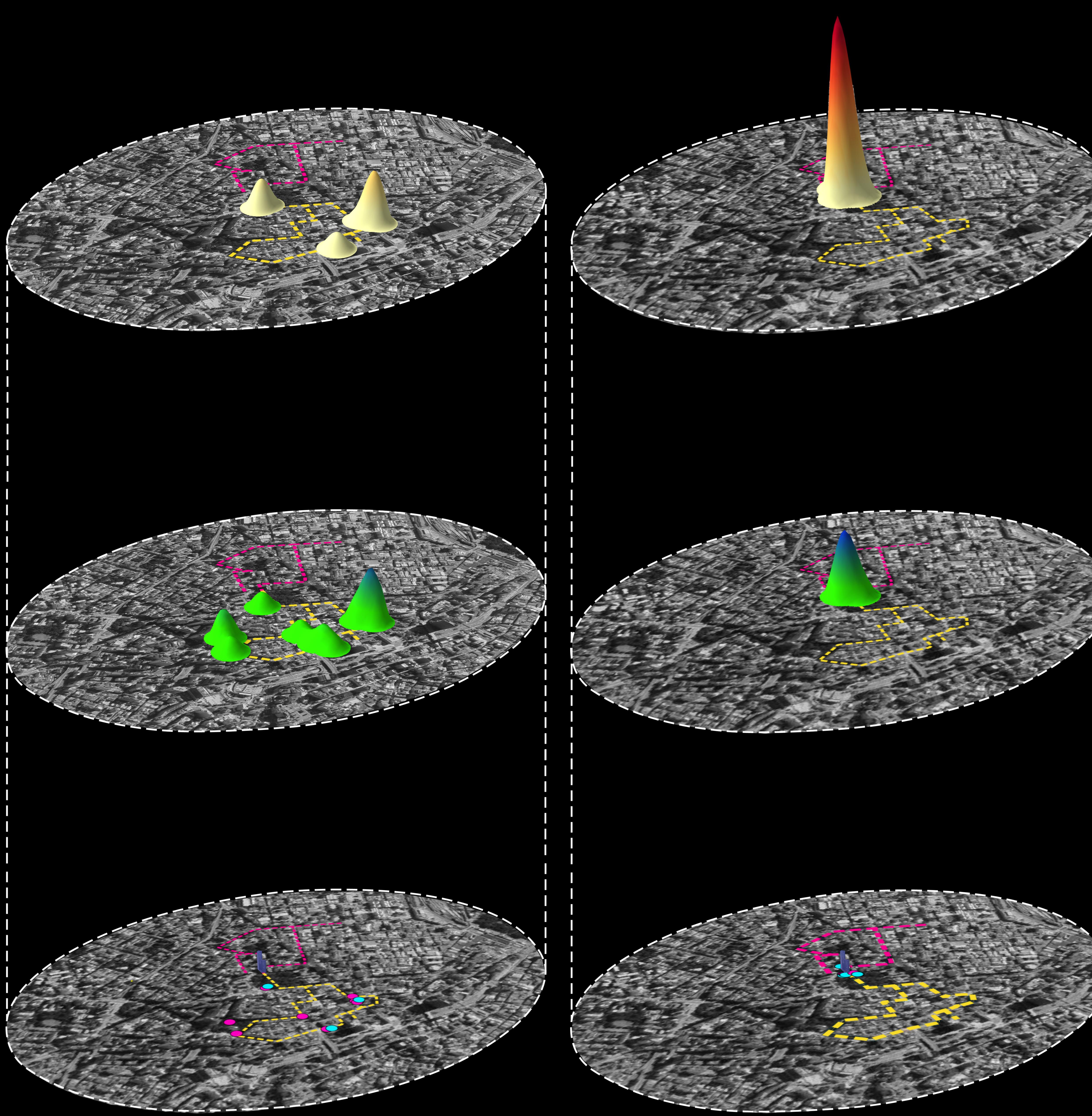
FIELD ROUTE	TENSIONS AND CONFLICTS
ANALYZED PERIOD: MORNING	★ TENSION
ANALYZED PERIOD: AFTERNOON	
BUILDING	
SOCIAL PRACTICES	
LABOR-RELATED	● LOW
LEISURE	● MEDIUM
	● HIGH



HIGHRISE

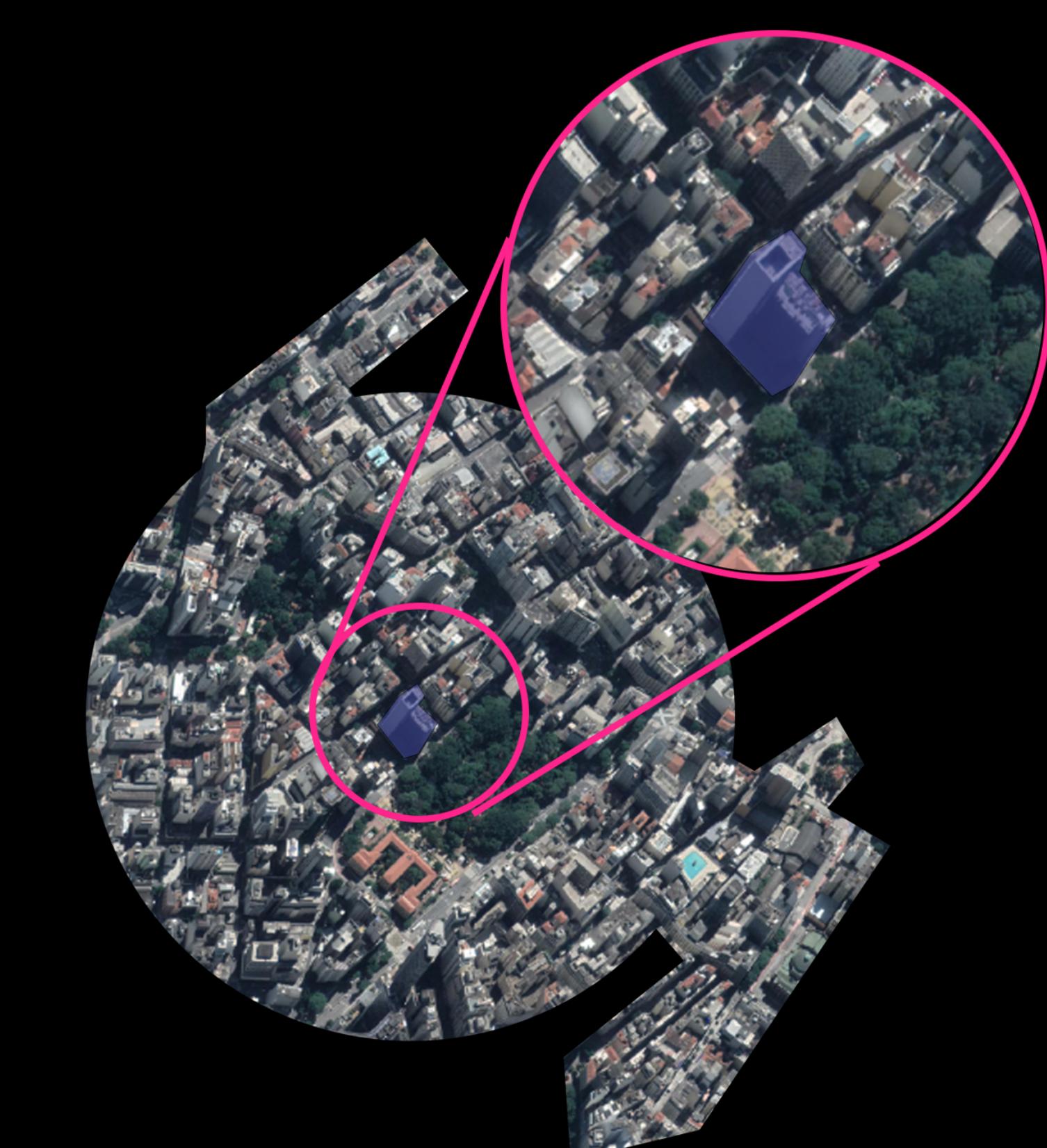
LIVING AND THE INCLUSIVE CITY

SETIN REPÚBLICA BUILDING
PRAÇA DA REPÚBLICA, 401 - REPÚBLICA,
SÃO PAULO-SP, 01045-001
ORANGE 3 | HDI-M: 0,858



THURSDAY

SATURDAY



TENSIONS AND CONFLICTS (QUANTITATIVE)
FIELD ROUTE
ANALYZED PERIOD: MORNING
ANALYZED PERIOD: AFTERNOON
BUILDING
RADII
SOCIAL PRACTICES
LABOR-RELATED
LEISURE

LOW
MEDIUM
HIGH

LOW
MEDIUM
HIGH