

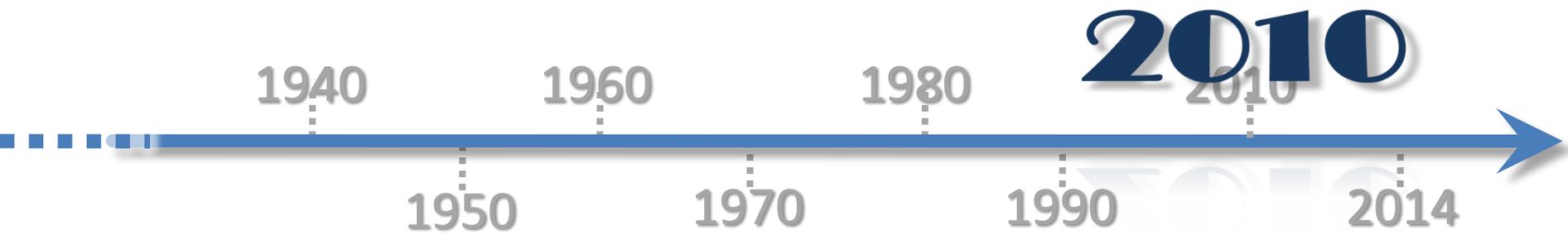


LOFTS

Interiores Residenciais

Estudo dos Lofts Residenciais
Origem, Cultura e Arquitetura Atual

Professor: Danilo Saccomori
Colaboração: Célio Marques

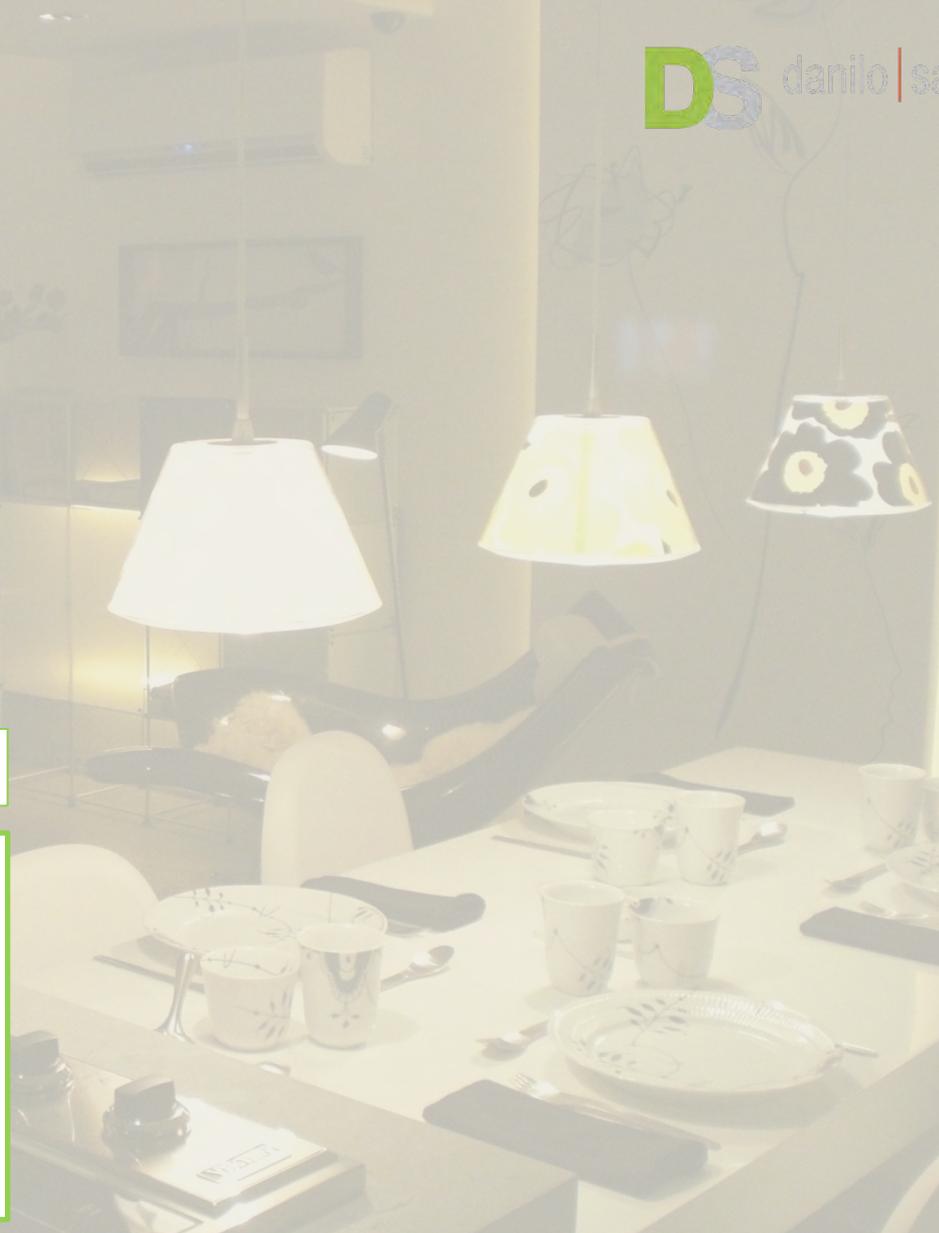
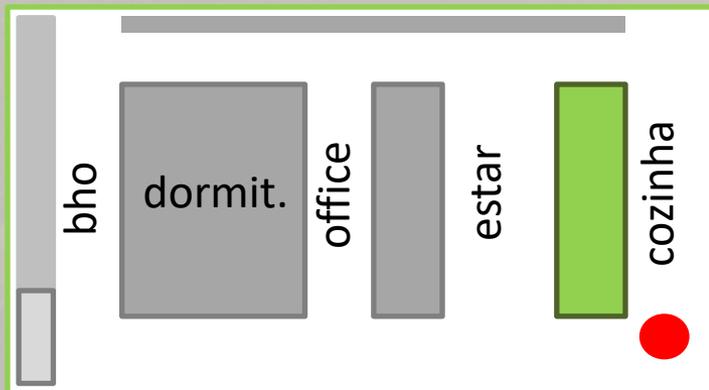


Linha do Tempo Loft

São Paulo – Casa Cor

edição 2010

Planta Baixa Loft



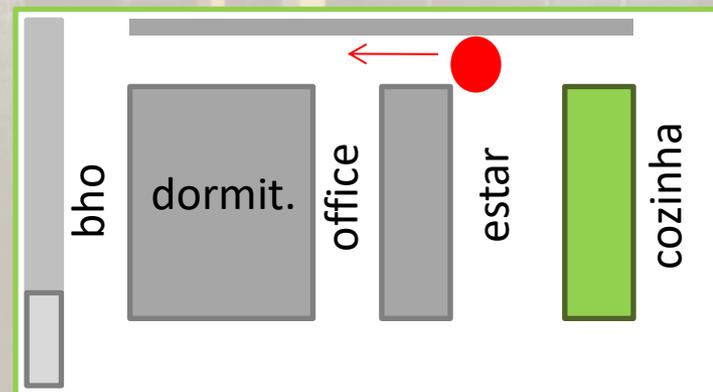


← **dormitório**

office
↓

estar

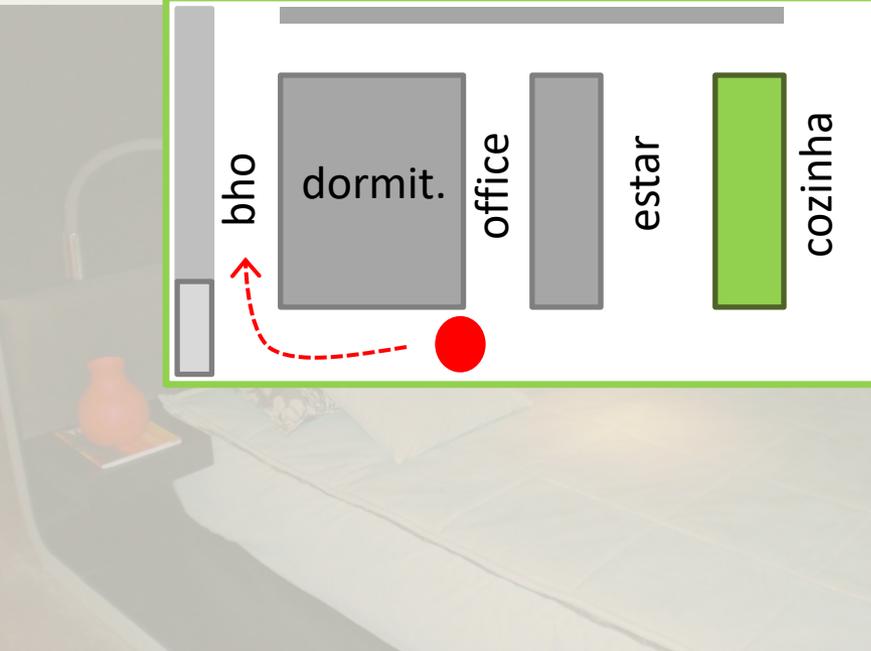
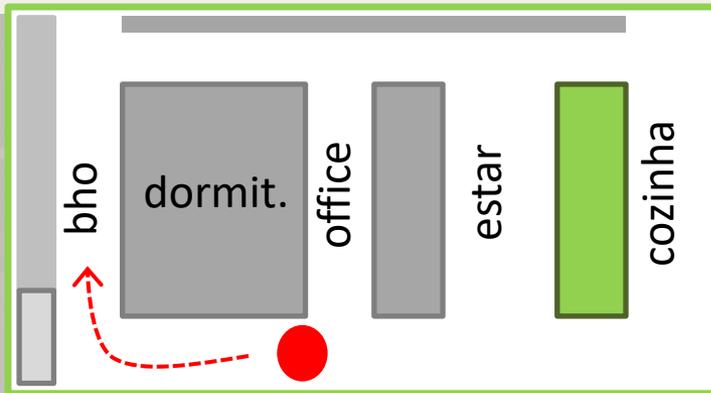




Planta Baixa Loft



Planta Baixa Loft





séc XIX...

1940

1960

1980

1950

1970

1990

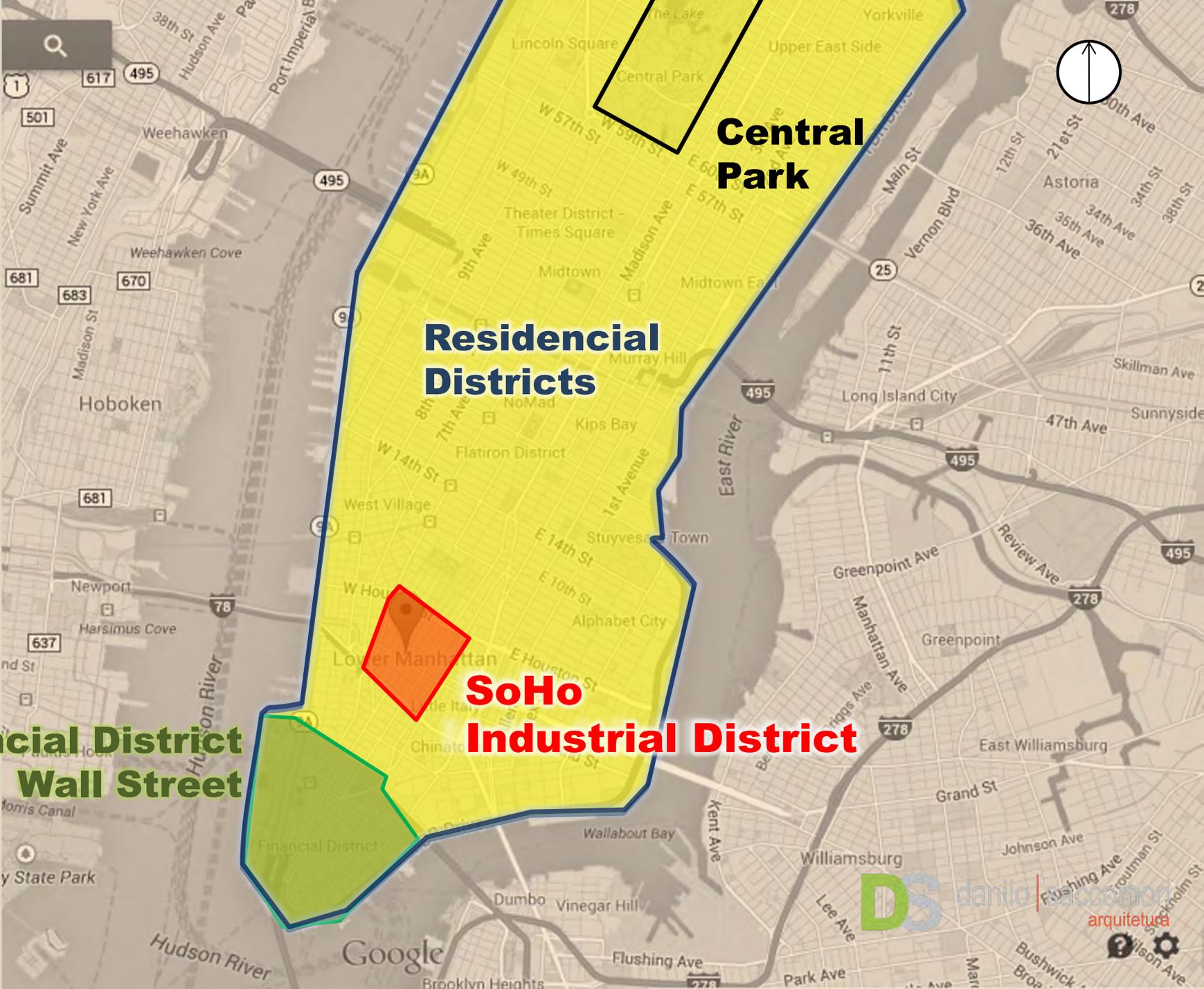


- **Contexto prévio a criação do Loft : cenário que receberá o Loft**
- Pop. NY salta de 80 mil para 3 milhões de habitantes (comércio + imigração)
- **1868:** metrô de superfície (1ª) ; **1904:** subway (1ª)
- **1886:** estátua da liberdade

Linha do Tempo Loft

Lower Manhattan - NY

SoHo District - sec XIX



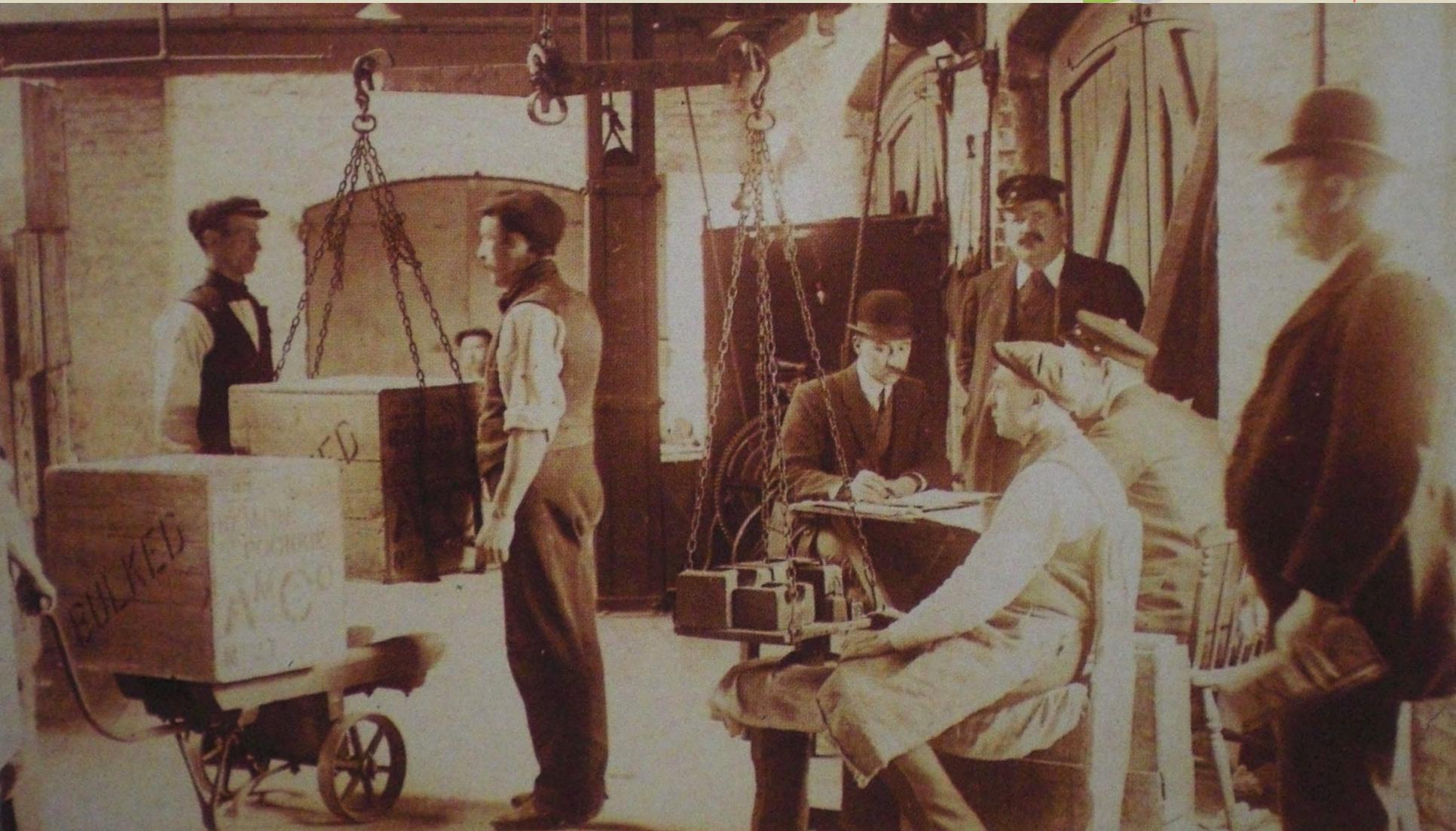
Central Park

Residential Districts

SoHo

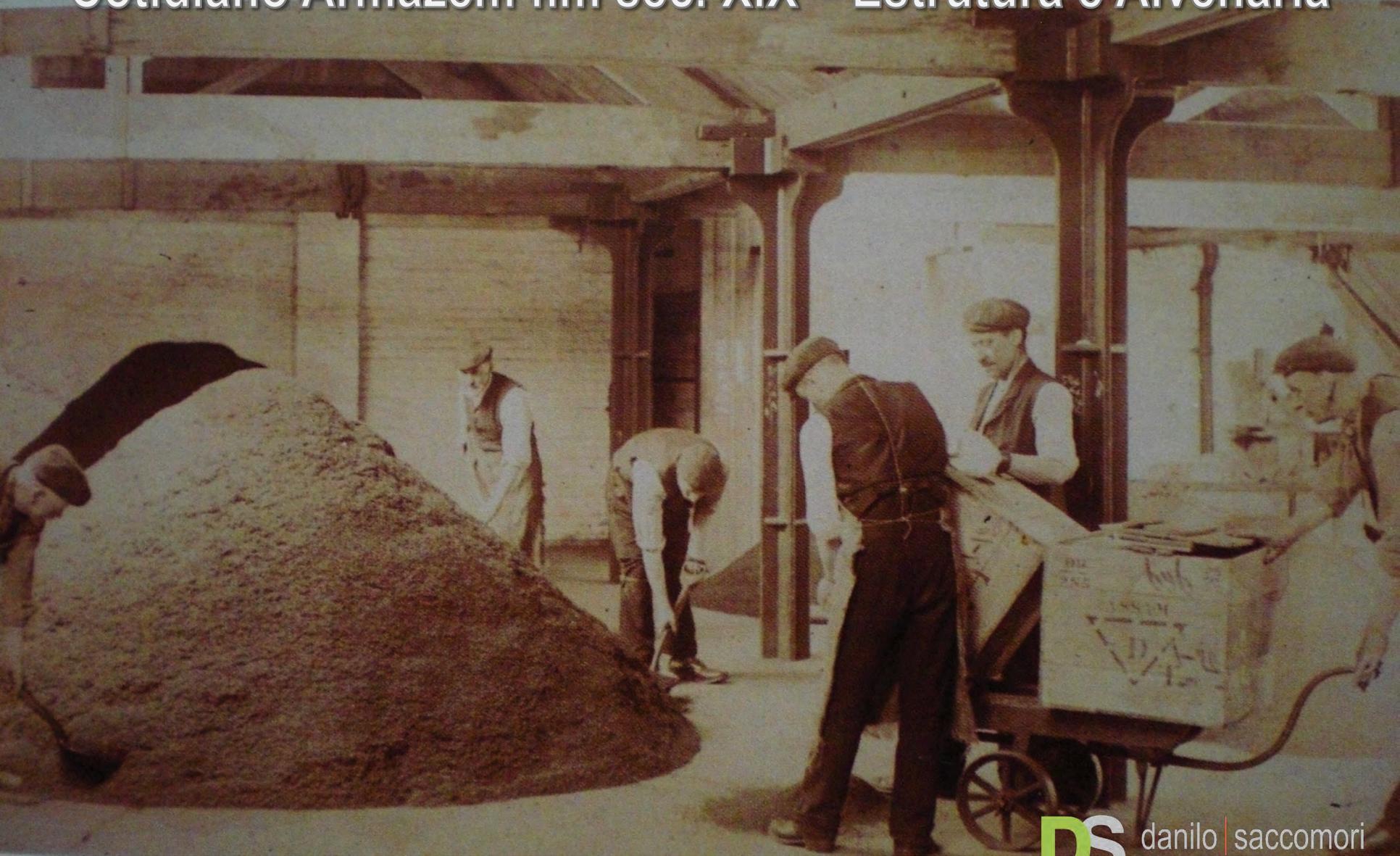
Industrial District

**Financial District
Wall Street**



Cotidiano em Armazém fins séc. XIX – Espaço e seu Uso

Cotidiano Armazém fim séc. XIX – Estrutura e Alvenaria



Cotidiano em Armazém fim séc. XIX – Espaço e seu Uso



Cena Urbana fim séc. XIX no SoHo - Ocupação



Cena Urbana fim séc. XIX no SoHo – Fachadas e o Ferro





Cena Urbana início séc. XX – Manhattan NY - Tipologia

SoHo início séc. XX - Fachada

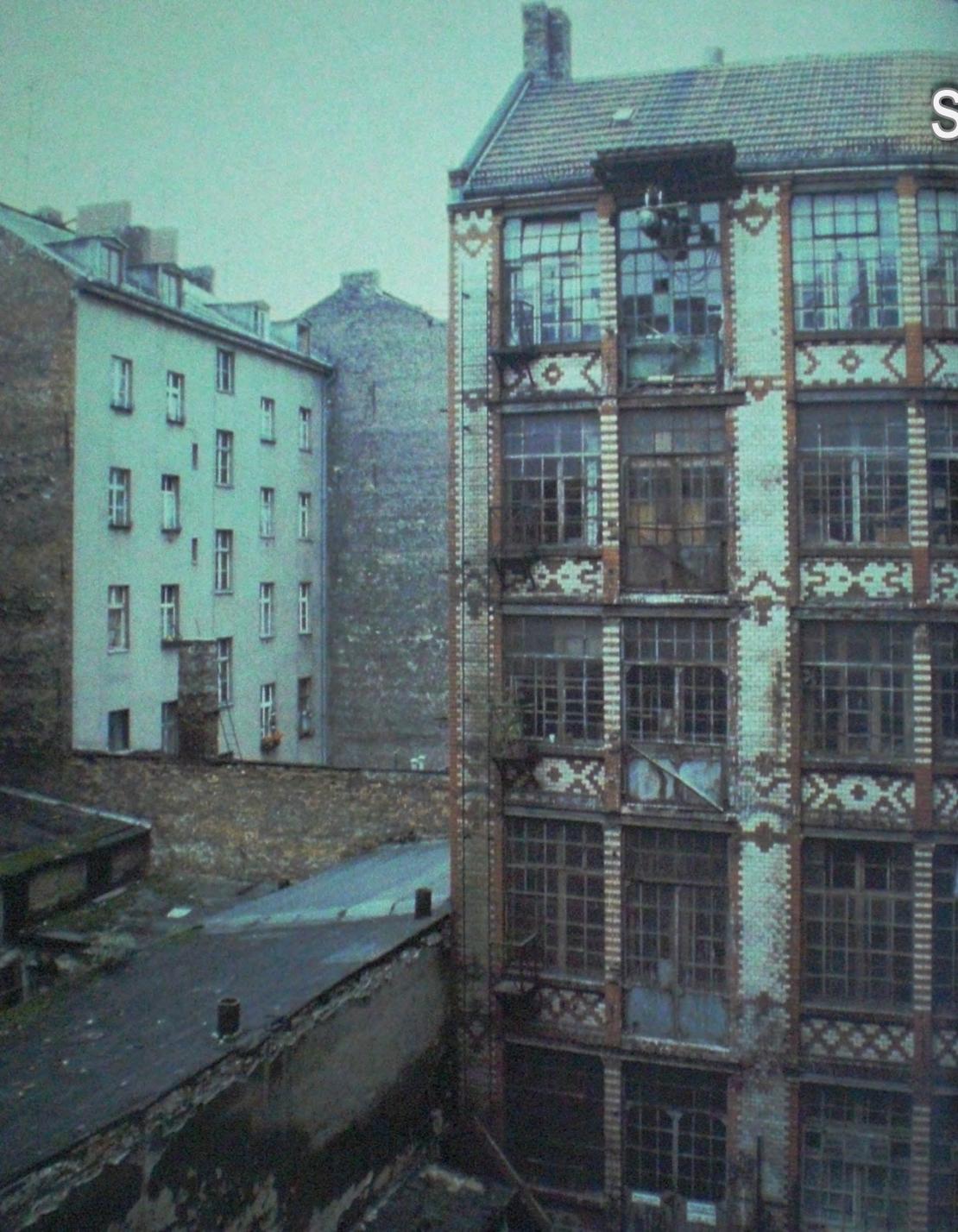


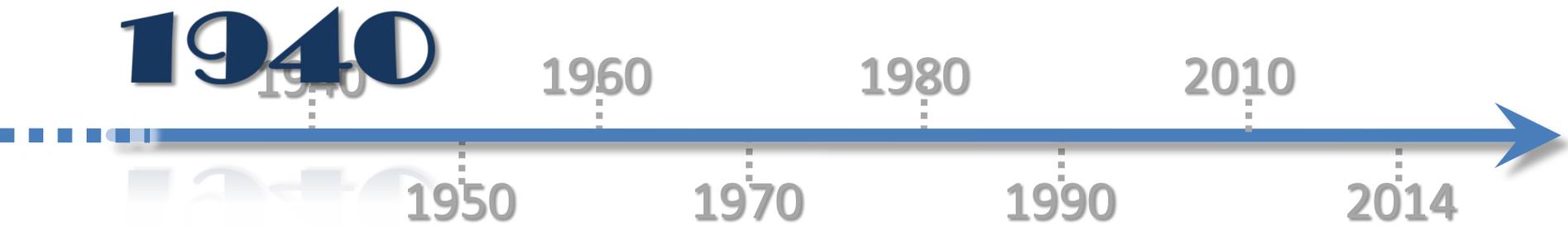
- **Arquitetura de Ferro de James Borgadus** em NY, decorador das imponentes galerias francesas que seriam as avós dos Malls (shopping centers atuais)



SoHo séc. XX - Fachadas

Marcus Field e Mark Irving. **Lofts**. Ed Laurence King 1999





- Recessão e Esforço de Recuperação da Economia Americana
- World War II

Linha do Tempo Loft



Antiga atividade industrial do SoHo

Finda a atividade industrial no SoHo e chega o Artista



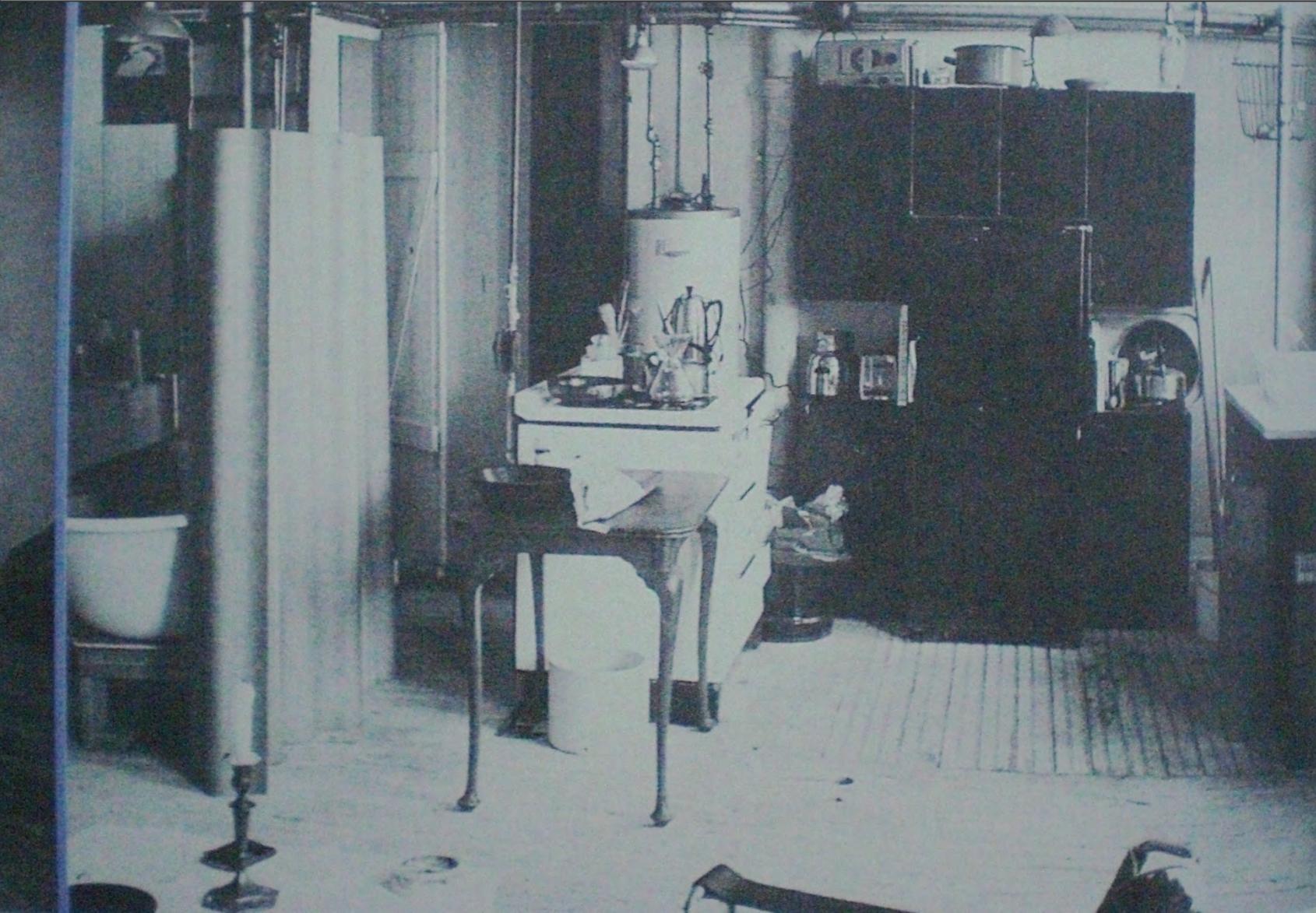
O Espaço recém apropriado e organização do Uso

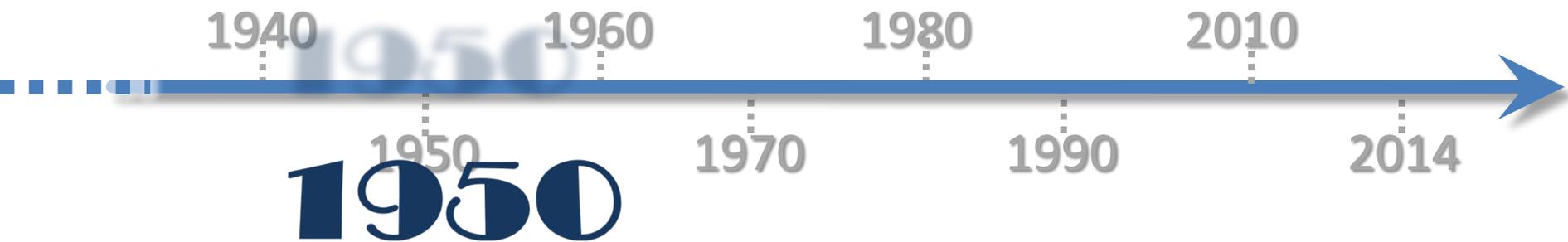


© Ateliê de um Artista – Composição Espacial criada



Princípio precário, Loft instala em NY uma boemia “à francesa”



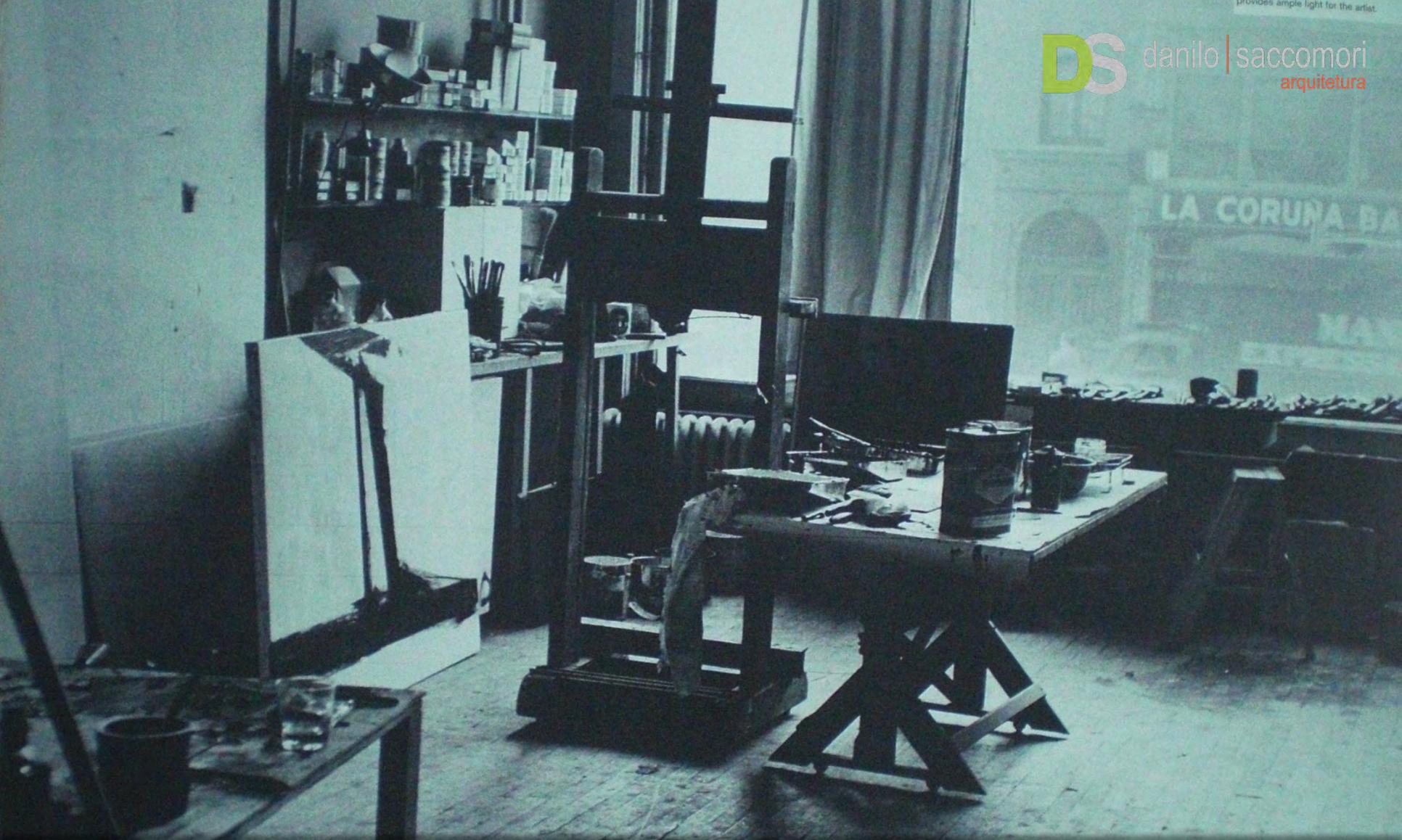


- Hegemonia Americana sobre o bloco Ocidental Capitalista
- Ocupação do Soho pelo Artista; gestação do movimento de Contra-Cultura

Linha do Tempo Loft



As qualidades do interior e exterior atraem o Artista ao SoHo



O Espaço de um Ateliê constituído – típico da época



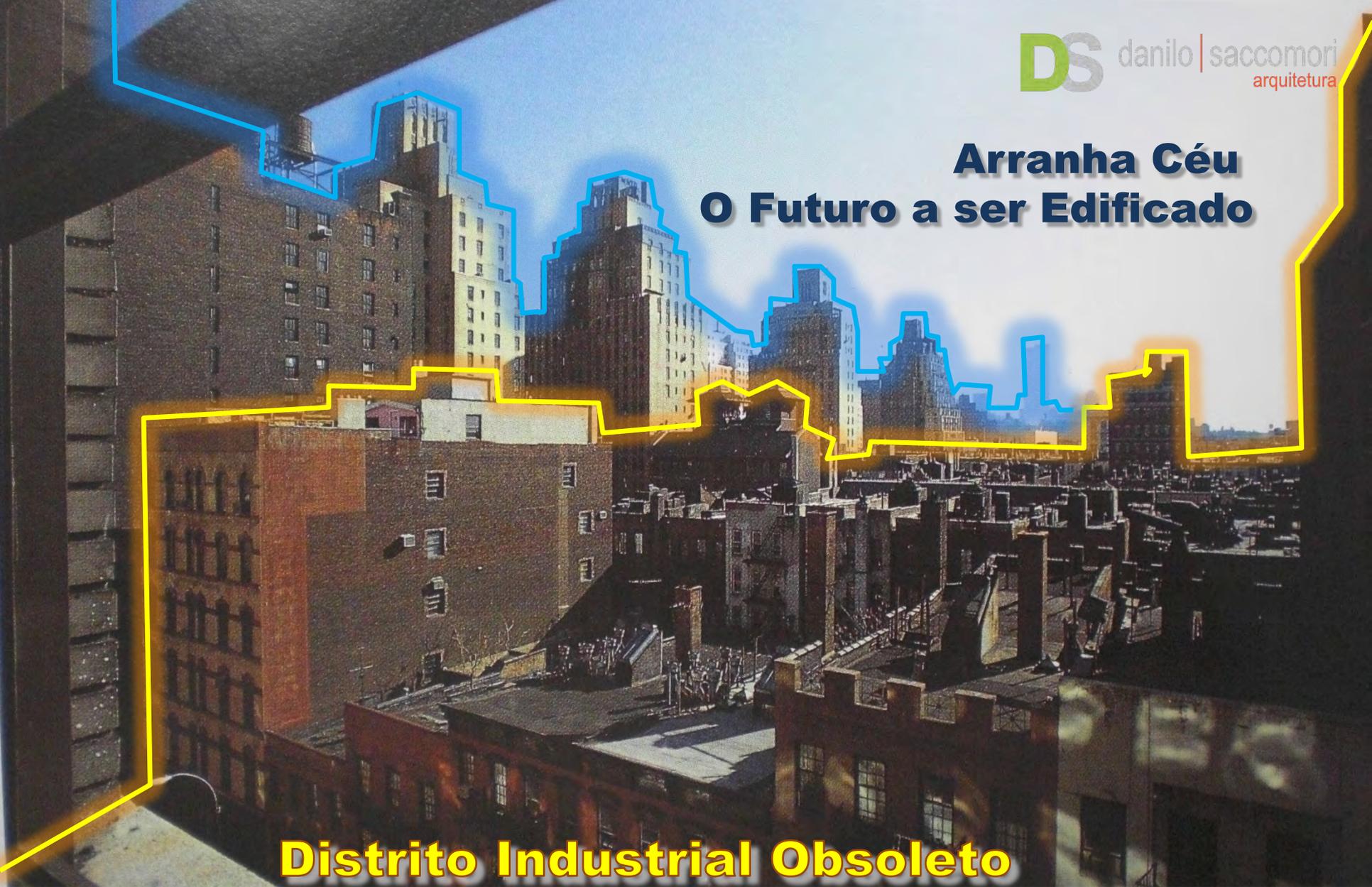
- O distrito industrial abandonado se transformará.
- O artista que chega ao SoHo como primeiro morador do Loft, em gênero clássico, se tornará filósofo, político, arquiteto: agente e objeto da transformação, do Loft.



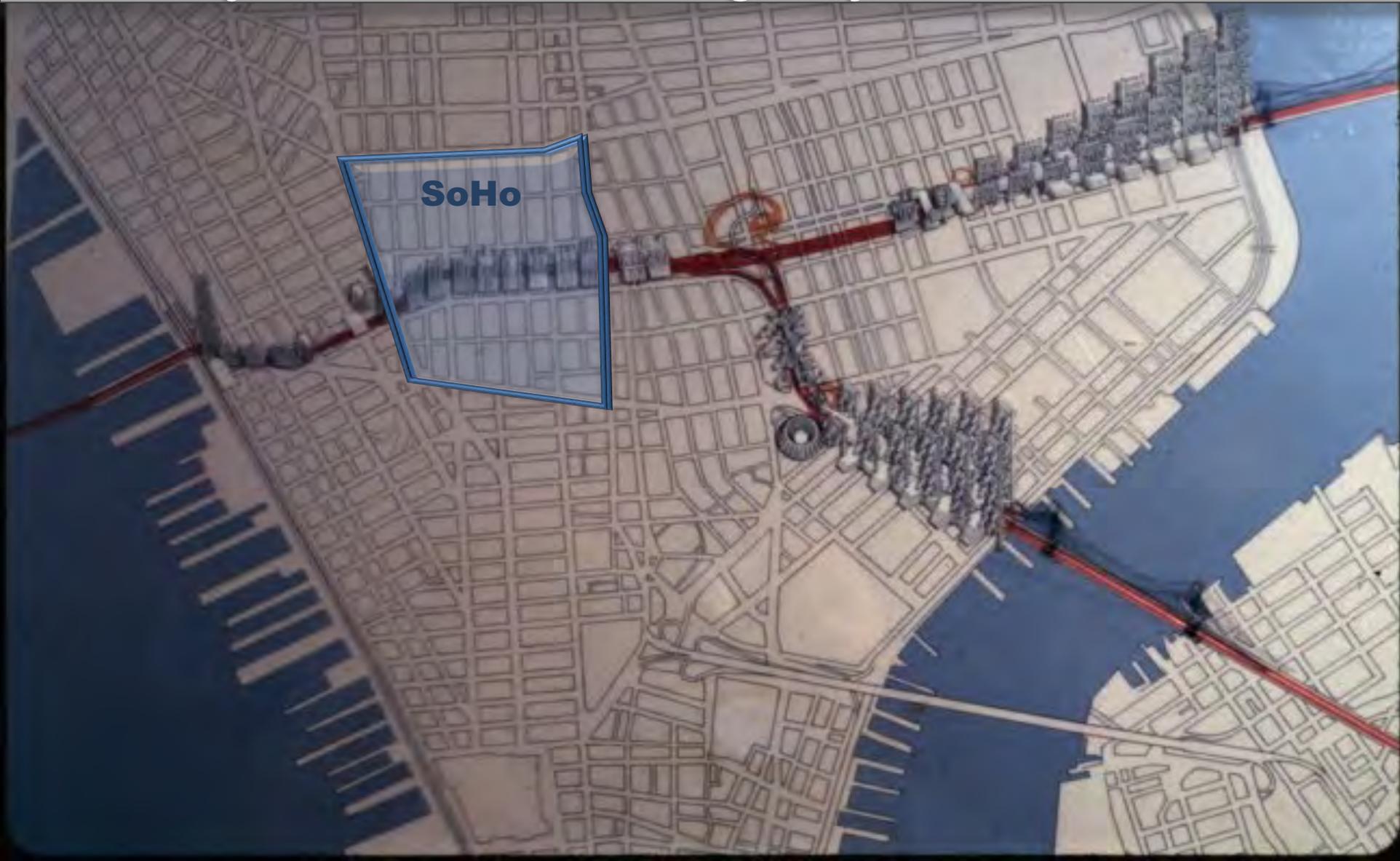
O Espaço de um Ateliê – Elaboração Espacial e Estética

Arranha Céu O Futuro a ser Edificado

**Distrito Industrial Obsoleto
Passado sem Utilidade a ser Demolido**



Projeto Urbano SoHo : Highway de Robert Moses



1960

1940

1960

1980

2010

1950

1970

1990

2014

- Guerra Fria: Hegemonia Imperialista e Corrida Espacial
- Efervescência das artes e do movimento da Contra-Cultura

Linha do Tempo Loft

1963 - Estudo do Prof. Chester Rapkin : pela Preservação do SoHo





Lofts e Habitação marcados no SoHo

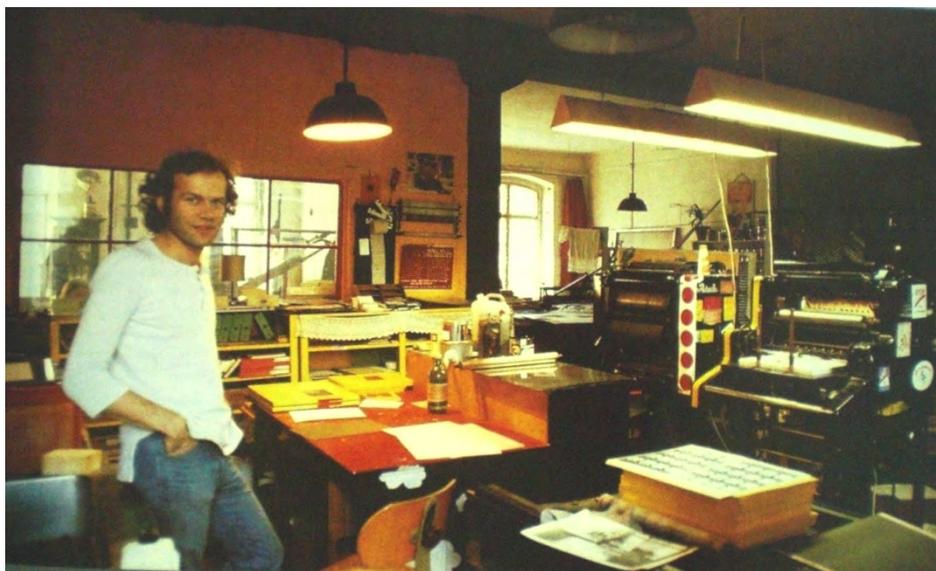
Fluxus of George Maciunas - SoHo's Father





Fluxus

Influenciará Gerações no Mundo



Deslocamento do eixo artístico ocidental



O artista não é mais simples habitante, compõe o espaço



A cena não é mais cotidiana, é dinâmica, também o Loft



Nova Identidade Arquitetônica Impressa e Amadurecida



Loft, o Lugar

- Moradia reconcebida
- Produção das Artes
- Inspiração e Experimentação
- Espaço Social e de Eventos
- Expressão da Personalidade
- Resgate de Arquitetura
- Popularização da Arte
- Requalificação e Reuso
- Morfologia Urbana

APPLICATION for ARTISTS' CERTIFICATION

This application was developed and is being distributed so that artists will have a convenient means for applying for both the certification by the Department of Cultural Affairs for artists housing and qualification for participation in the NAWC Prescription Drug Program.

1,200 square feet are considered illegal (refer to excerpt of law below). Further information may be obtained by calling the Department of Cultural Affairs at 360-8214.

Excerpts from the City Planning Commission Calendar

CERTIFICATION: This application was designed so that the Certification Committee of the Department of Cultural Affairs could evaluate from the information you supply the degree of your commitment to your creative work and any need you might have for large areas of work space. The Committee does not, in any sense, make judgments as to the aesthetic qualities of an artist's efforts. Formal certification means only that an individual is qualified to live and work in a loft in the SOHO area of the city or in a legal A.I.R. loft. Two artists wishing to share a working/living loft should submit individual applications.

The Department does not provide information on the availability of working/living lofts nor whether a particular space is or is not a legal legal/working floor, building or area. The visual artist must seek out and acquire legal access and tenancy by his own efforts. There are some limitations relative to the size of the premises however, which would determine occupancy. Lofts in excess of 3,600 square feet or under

PRESCRIPTION PROGRAM: Qualification for certification by the Department of Cultural Affairs also qualifies the applicant for participation in the NAWC Prescription Drug Program. Because we are not funded by the city, however, there must be a processing fee of two dollars (\$2.00) which should accompany this application.

Please send completed application to:
National Art Workers Community
32 Union Sq/E, New York City 10003



made before him this...
able friend at court...
Soho's liberation, and...
the inner struggle...
from the US...
likely no legal...
Earlier in the...
trocity was after our...
mother got her...
Jewley, who used his...
the Southern Liberal...
the restriction we've...
the past year...
Soho's legalisation...
the support and...
Zion himself, Ben...
his hearing, which...
keep out for us...
here get into a...
There are a lot...
who have gone...
to speak for us...
There are enough...
long to give...
this far.

AFTER THE LEGAL IS OVER

We're legal. Now - what's going to find out the real differences between law and order. We've got the law behind us, but that doesn't mean that it's all settled, because our kind of order - being left alone - will be a long time coming. This applies to us, of course, as a community individually we will have front fence action now that we're legal.

The steps that must now be taken (aside from a couple of minor bills in Albany) are to formulate the fire and building code requirements that apply to us in our new status. This will take some time, although Soho and the Citizens for Artists Housing (C.A.H.) and the Artists' Housing Committee have been trying to get preliminary action on this front.

soho benefit celebration party

Live Music Dancing Free Beer \$2.50 per person

Saturday, February 20 121 Prince Street 9:00 pm

January 30, 1971

SOHO NEWSLETTER

Published by SOHO Artists Association
to promote the interests of artists in the area south of Houston St.
451 West Broadway, New York, N.Y. 10012 303-8040

SOHO ARTISTS LEGALIZED

What Happened?

On January 20, 1971, the City Planning Commission voted 4 to 1 to recommend to the Board of Estimate that artists be permitted to reside in the manufacturing buildings of the 43-block area of SoHo. On January 25, the Board of Estimate made that recommendation a City law.

The City Planning Commissioners who voted for us included Ben Alickoff, who had been a prime mover in getting the legislation formulated; Director Kaplan, who did the first serious study of SoHo back in 1949; and Martin Gellman and Ivan Katsenels, both of whom have been supportive of our legislation for quite some time. Throughout the hearing on January 6, the Commissioners looked as pleased as Punch with themselves (and us) as different people spoke. We felt it was in the bag, but didn't stop holding our breath until we got the word. Once we did, we learned definitely that Canal Street was in despite the active interest of developers for some blocks, making it a major victory for a 300 community over the last 200.

The Board of Estimate, which could have been formidable (what is the artist's housing problem compared with those of the smart side apartment as the hotel will be converted) was a big urban park, as the judge (the city of 1970) seemed to give evidence on behalf of the defendant (us). Soho also got a certain Percy Nelson promised to use the power of his office to ensure that all the artists' occupying overalls had in on of last November 13 would be able to live out their lives in a better four times might be.

WHY?

All this came about because - first, of course - of all those people who worked their heads off for the last two years, starting from scratch - the young truly Soho artists association people. But it would have been a rebellion instead of a revolution (the former being a latter that didn't come off) if it hadn't been for the artillery of the Corps of establishment about that was principally brought in by Boris Podolsky. Mr. Podolsky not only dropped his support for us from his former position as Director of the NYC Office of Cultural



SOHO AND ARTISTS' HOUSING - the area of the solid blocks and frontages.

affairs, but also set up the artists' certification committee (see page 3) without which we couldn't have liberated the neighborhood. Since then, she's set up the Artists' Housing Committee for Artists' Housing (with Ellen Aptowicz) and its lawyers and Architects' Committee, who will see Soho through its future battles with the really big and usually bad bureaucracy (see page 2). If Soho had a...
and their "mother" the Soho art club...
living, a member of the DCA staff...

soho party page 2

GENERAL MEETING 3428 4

1964 - Alterada Lei de Zoneamento : Loft Uso legalizado



Celebration Party



“A.I.R.” – Oficial



- Artists' Lofts: 1960's-1970's — Many buildings in SoHo had been built as commercial lofts, which provided large, unobstructed spaces for manufacturing and other industrial uses. These spaces attracted artists who valued them for their large areas, large windows admitting natural light and low rents. Once loft living in SoHo was legalized, artists living in commercial buildings posted personalized plates written "A.I.R." (**Artist in Residence**), signs that indicated that someone was living in the building and on what floor, in case of fire or other emergency.
- These plates are pieces of fine art collection nowadays.

"A.I.R." – Official

Difusão no Mundo

- O pensamento artístico e toda a cultura Loft já não se restringia ao SoHo NY.
- De NY para grandes metrópoles americanas e europeias, Chicago, Londres, Glasgow, Berlin, Paris, Roma...



Paris



New York

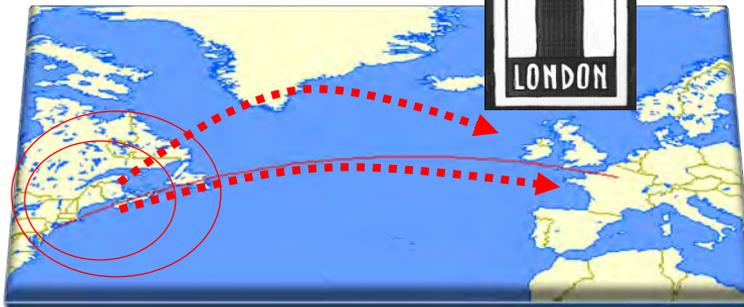


London



Amsterdam

SoHo



SoHo 60's aos 80s ... cenas em formação



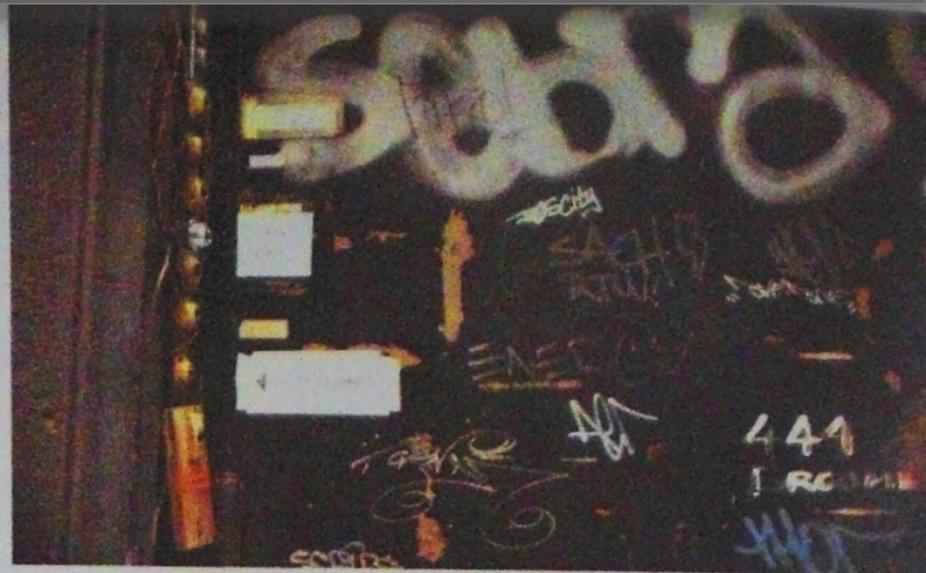
SOHO NY - hoje



SoHo NY - hoje

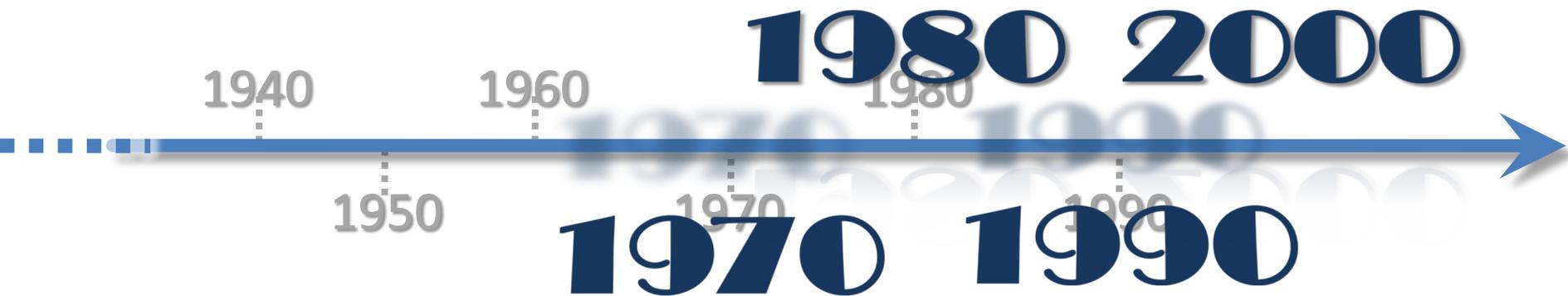


60's aos 80s ... cenas em formação



SoHo NY cena atual





- Loft: **Consolidado** no Meio Artístico, ainda **underground** à Sociedade
- Mudança de endereço de Galerias tradicionais NY para vizinhança do SoHo
- Popularização do estilo de vida em Loft através das mídias: cinema
- Consagração do Estilo Loft pela Arquitetura: do reuso ao uso novo

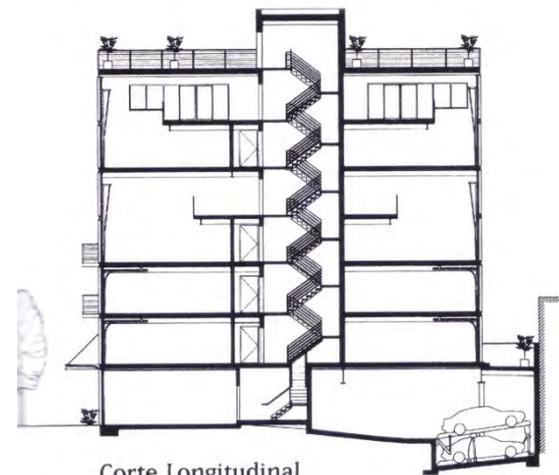
Linha do Tempo Loft

Loft – Arquitetura

legado contemporâneo

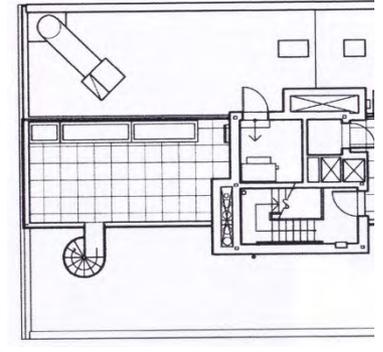
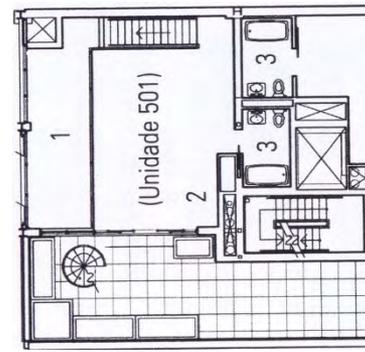
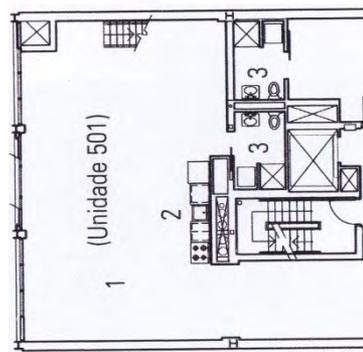
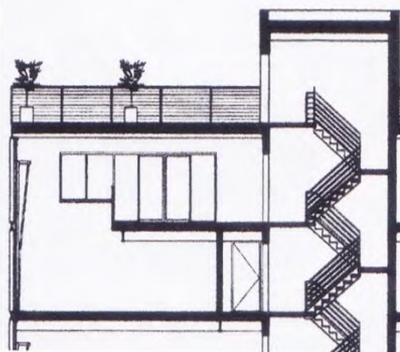


Edifício Novo – Apartamento Loft

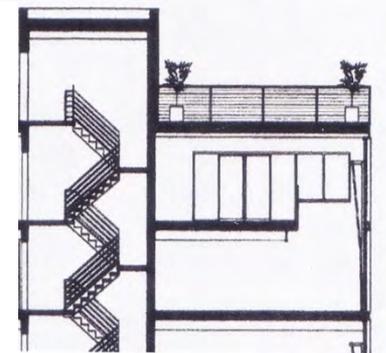


Corte Longitudinal

Relações Espaciais – Secção Vertical – apto 501



apto 502



Loft – Interiores

legado contemporâneo

Elementos Clássicos – Evocação aos Materiais



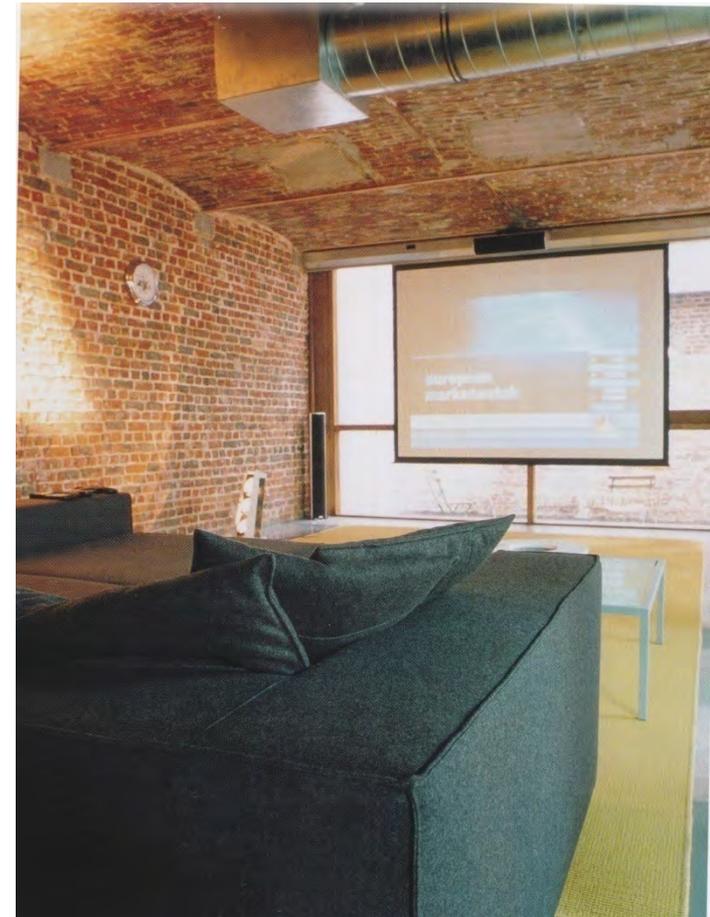
Elementos Clássicos – Evocação ao Industrial



Elementos Clássicos – Evocação ao Despojado



Elementos Clássicos – Evocação ao Industrial



Elementos Clássicos – Evocação ao Industrial

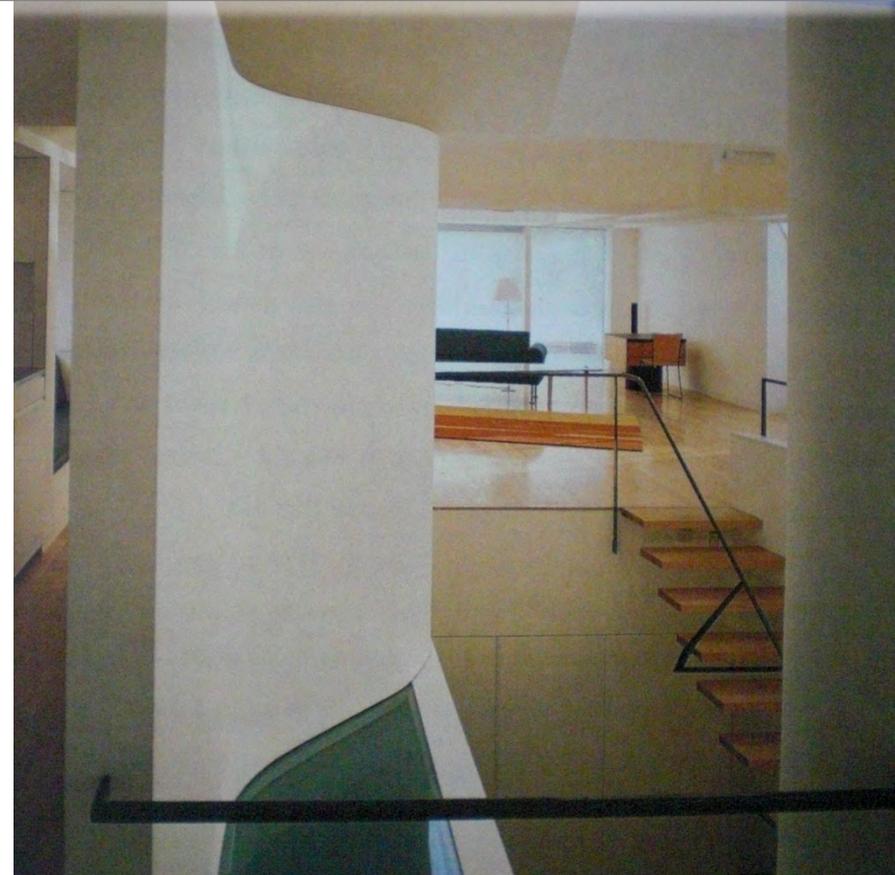




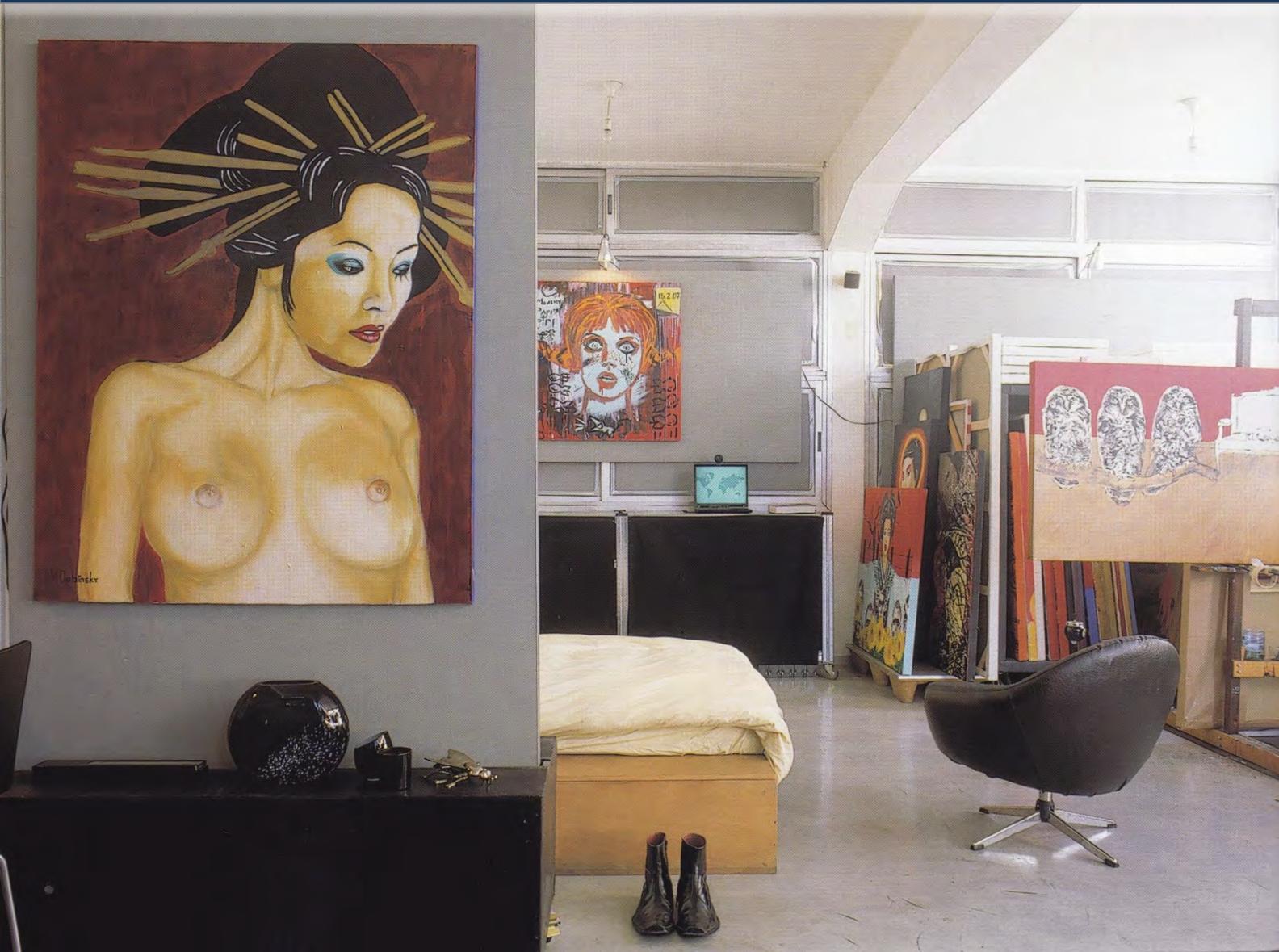
Elementos Clássicos – Construção Espacial



Secções Oblíquas e Curvas



Elementos Clássicos – Evocação a Arte



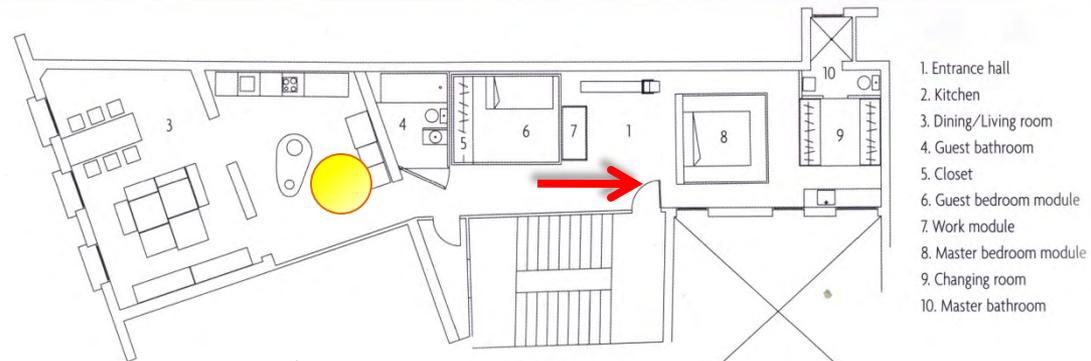
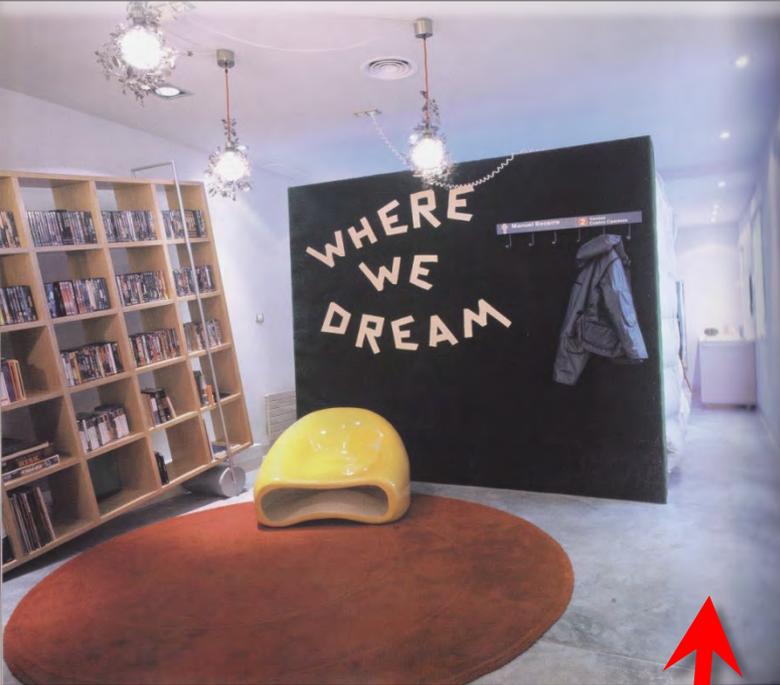
Elementos Clássicos – Evocação a Arte



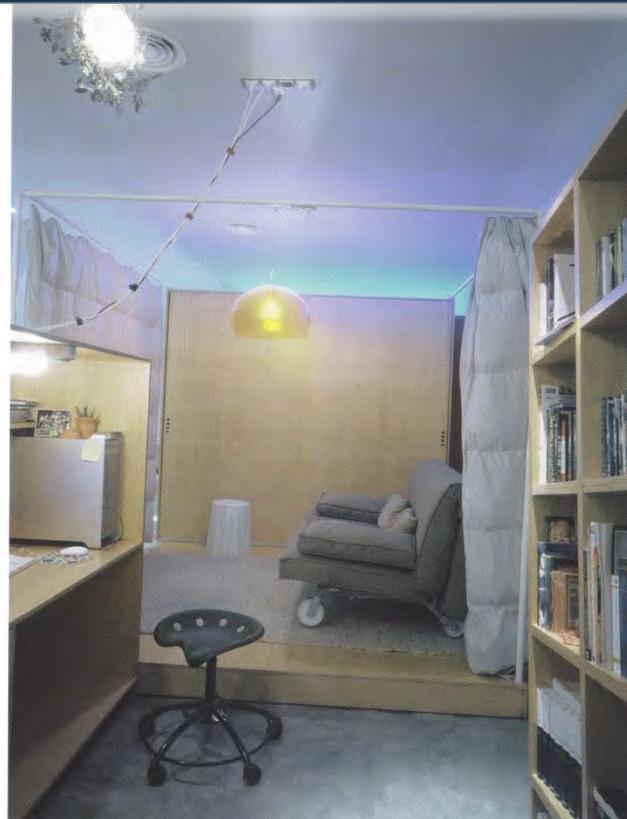
Elementos Clássicos – Estilo & Ousadia: Personalidade



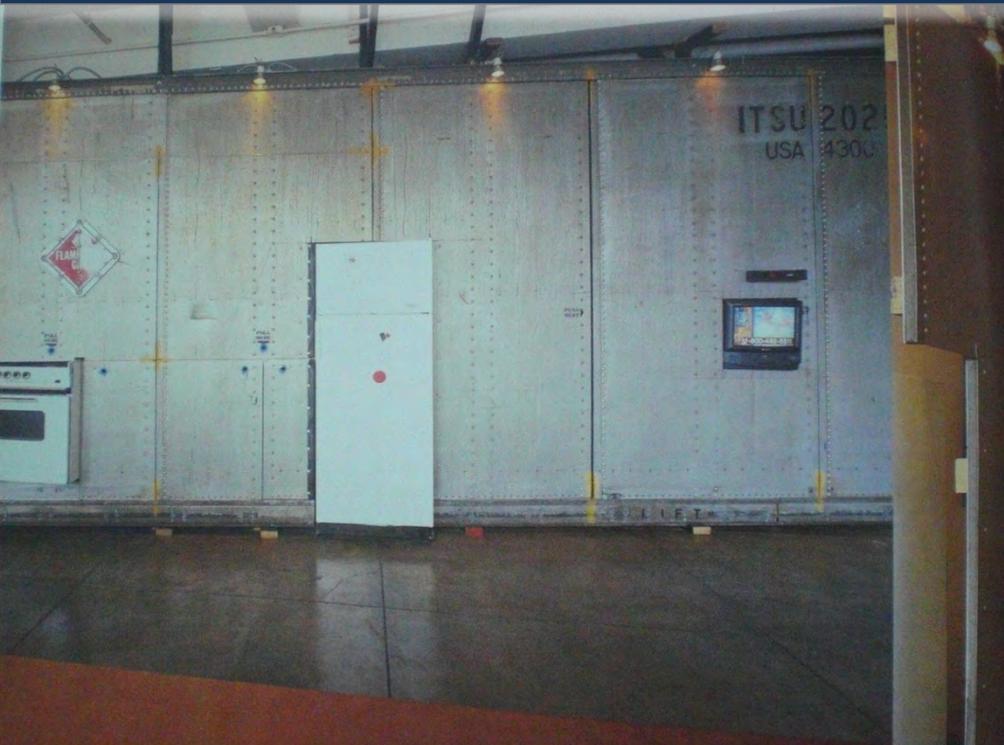
Criativo & Inusitado



Criativo & Despojado



Rústico & Versátil





Amplitude & Gesto

Amplitude & Gesto



Amplitude & Gesto



Linguagem & Estilo



Gesto & Coesão





Design & Estilo



Design & Conceito



Materiais & Detalhamento



Personalidade e Criatividade



Inusitado & Criativo



Inusitado & Criativo



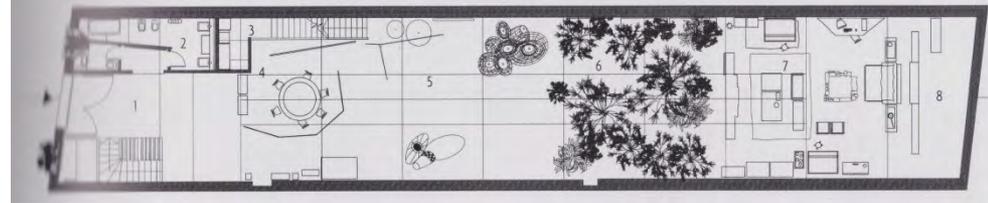
Loft

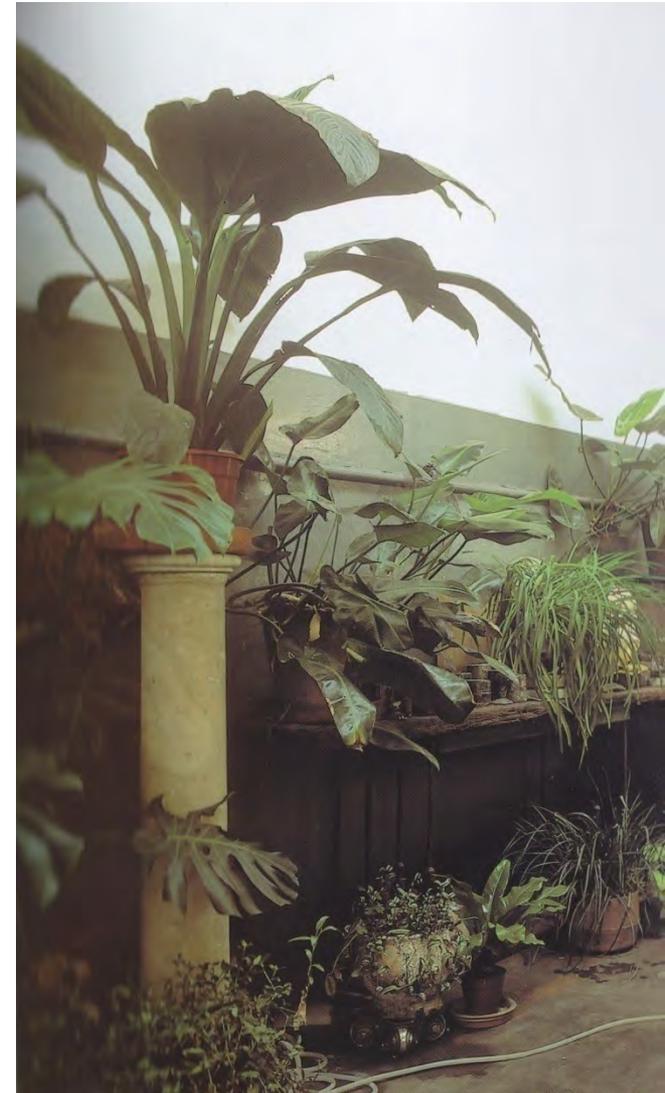
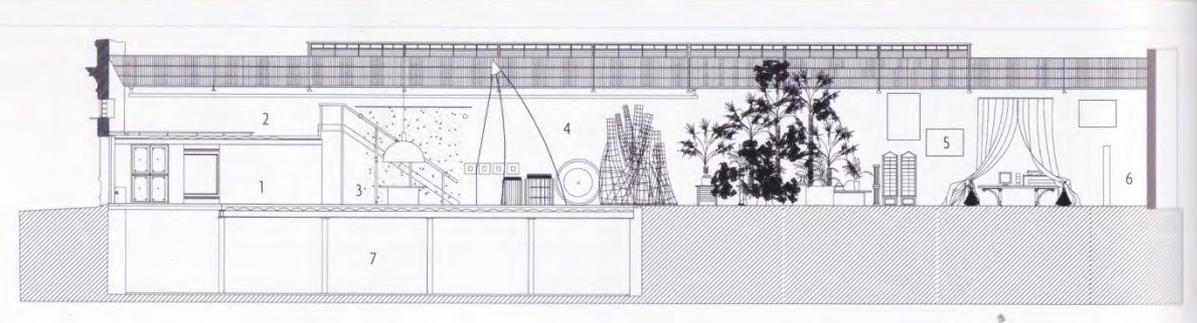
Fórmula ou Conceito?

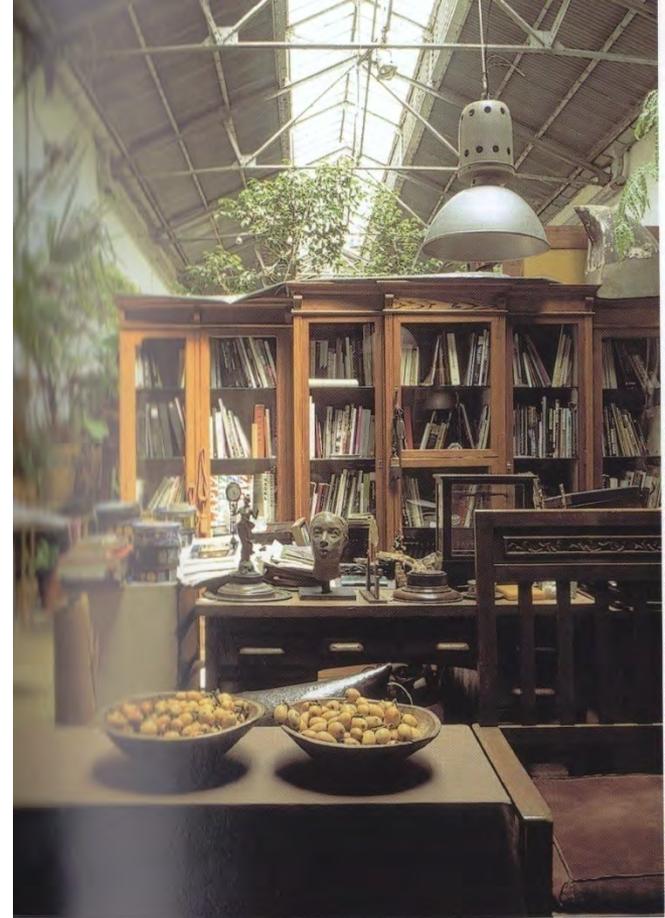
um projeto moderno em estudo











- Natureza (amplo?) ...
- Elementos da Natureza (todos ?) ...
- terra (?) ...
- frutos da terra (?) ...



Loft Contemporâneo?

projetos modernos

Conceito e os Materiais



Estrutura & Sofisticação





Relações Espaciais & Destaques



Design, Cor & Revestimentos



Design, Cor & Composição



Minimalismo ?





Desing, Materiais & Luminotécnico

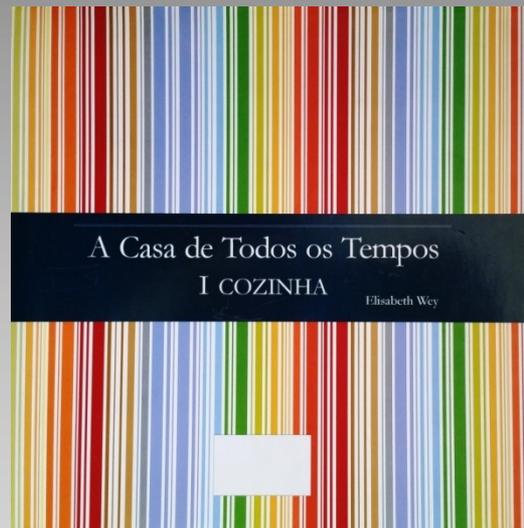


Planos e o Espaço



BIBLIOGRAFIA

- referências de aula -



- FIELD, Marcus; IRVING, Mark. **Lofts**. Ed. Laurence King, 1999.
- SLESIN, Suzanne; CLIFF, Stafford; ROZENSZTROCH, Daniel. **The Book of Lofts**. Ed. Thames and Hudson, 6ª Ed. 1999.
- RICHARDS, Ivor. **Manhattan Lofts**. Ed. Wiley-Academy, 1ª Ed. 2000.
- CORCUERA, Antonio; LLEONART, Aitana. **El Gran Libro de Los Lofts**. Ed. Monsa, 2007.

OBRIGADO

- interiores residenciais -

Estudo dos Lofts Residenciais
Origem, Cultura e Arquitetura Atual