



Vila Americana
Amazônia - Belterra

From the city of Americana to Forest Civilization



RR

AP

• BELÉM

• SANTARÉM
• BELTERRA

MANAUS •

AM

PA

MA

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PB

PE

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MG



Meeting of the
Amazon and
Tapajós Rivers

AMAZON RIVER

• SANTARÉM

• BELTERRA

TAPAJÓS RIVER



AMAZON RIVER

◦ SANTARÉM

◦ BELTERRA

TAPAJÓS RIVER

AMAZON RIVER

ARAPIUNS



ARAPUINS RIVER

ARUÁ WATERFALL

SANTARÉM •

• ALTER DO CHÃO

• BELTERRA

TAPAJÓS RIVER

JAMARAQUÁ
NATIONAL FOREST
35 MIN



THE AREA

TAPAJÓS RIVER

CASA DO SAULO

population: 304,589 inhab.
density: 17.2 inhab./km²
founding: 06/22/1661

SANTARÉM



ALTER DO CHÃO

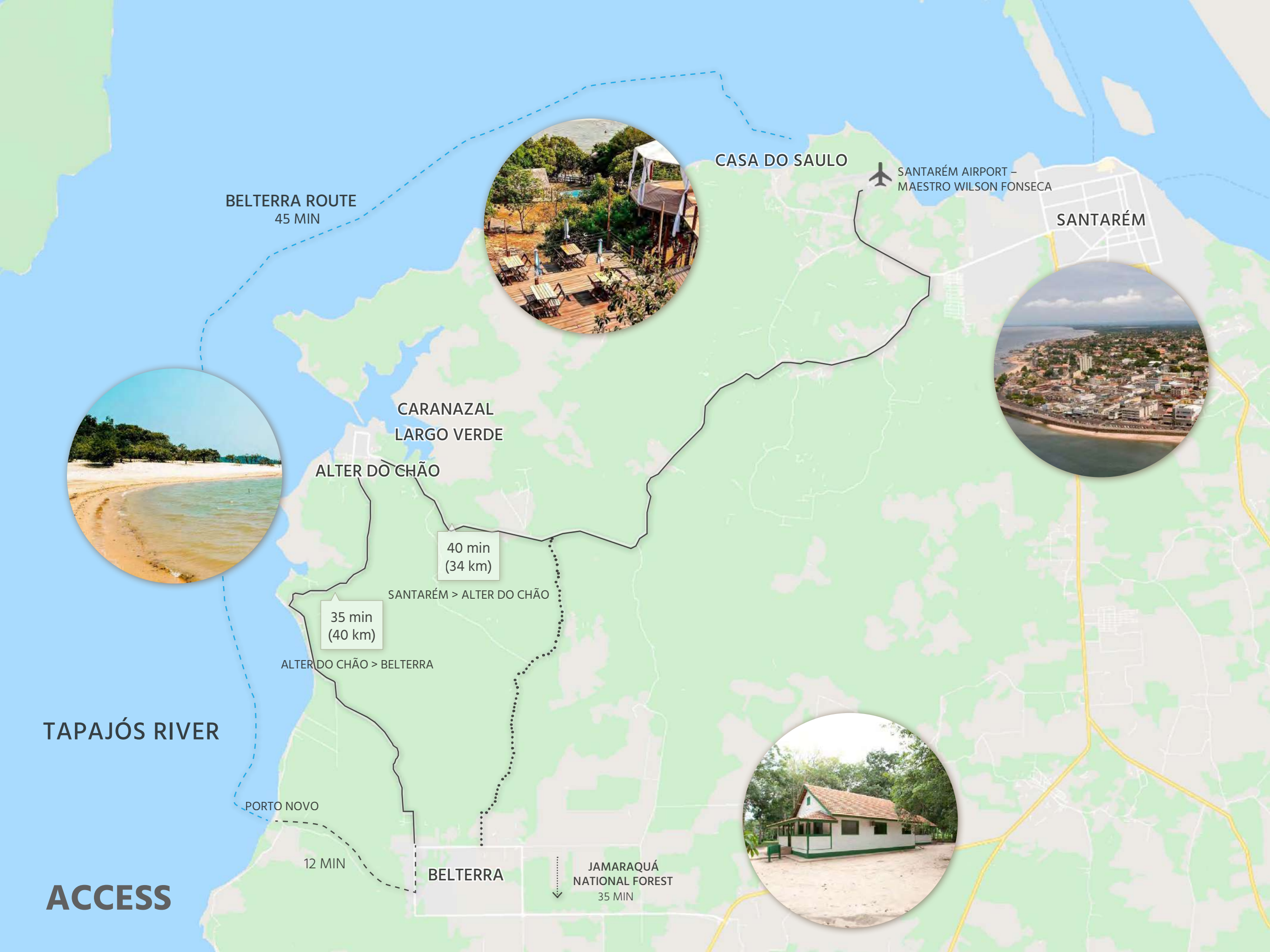
population: 6,740 inhab.
density: 9.8 inhab./km²
founding: 03/06/1758



BELTERRA

population: 17,145 inhab.
density: 3.9 inhab./km²
founding: 05/04/1934





BELTERRA ROUTE
45 MIN

CASA DO SAULO

SANTARÉM AIRPORT –
MAESTRO WILSON FONSECA

SANTARÉM

CARANAZAL
LARGO VERDE

ALTER DO CHÃO

40 min
(34 km)

SANTARÉM > ALTER DO CHÃO

35 min
(40 km)

ALTER DO CHÃO > BELTERRA

PORTO NOVO

12 MIN

BELTERRA

JAMARAQUÁ
NATIONAL FOREST
35 MIN

TAPAJÓS RIVER

ACCESS



ALTER DO CHÃO

A beach in the middle of the forest, with scenery that lends the place the title of "Amazonian Caribbean."

Ponta do Jutuba



Ponta do Cururu



Arapuins River





Caranazal





SEMED and City Council

BELTERRA

founded in 1934 by Henry Ford, preserves strong traits of the rubber cycle in American-style city.

SEMTEPS

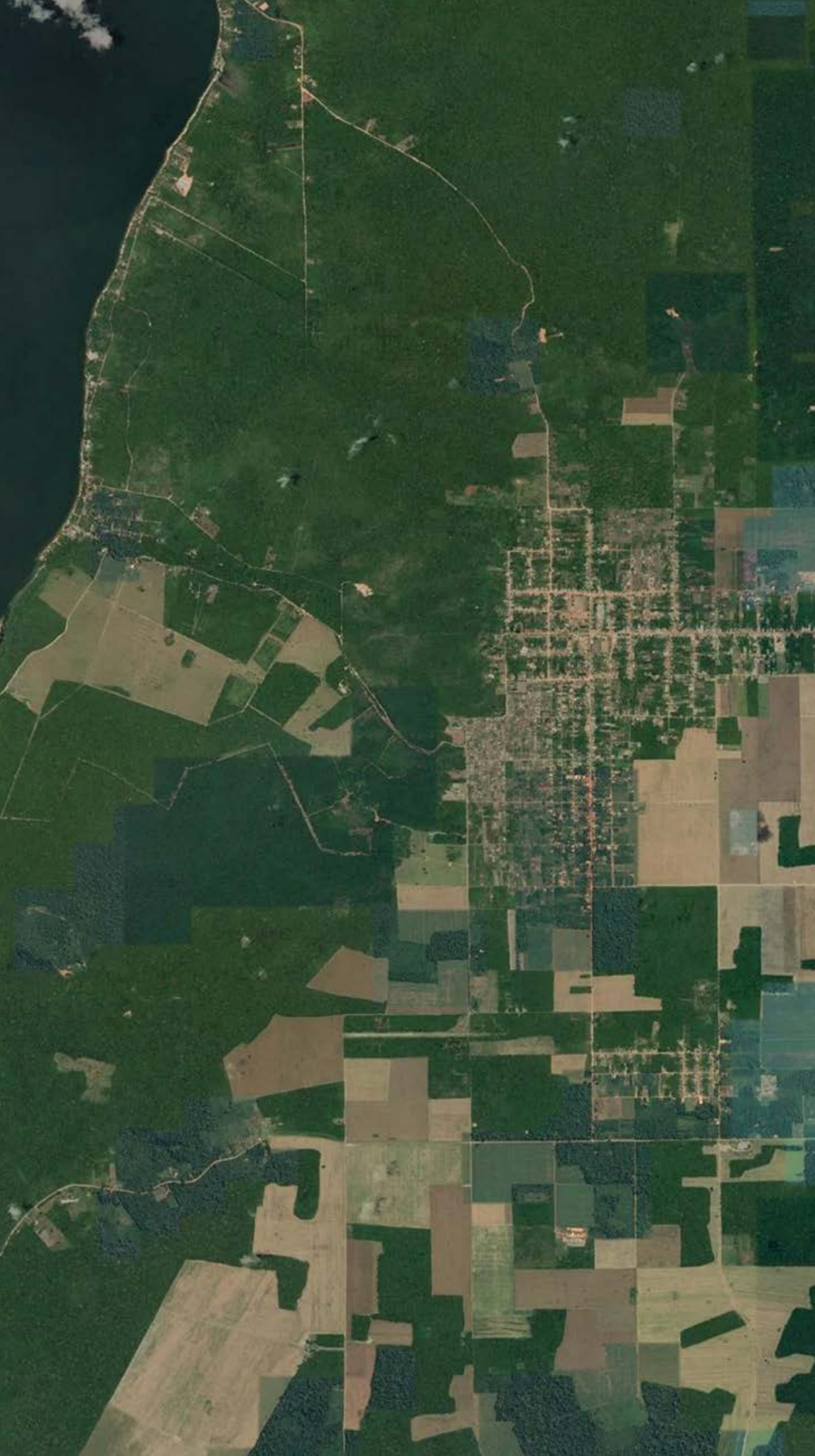


Santa Luzia Church



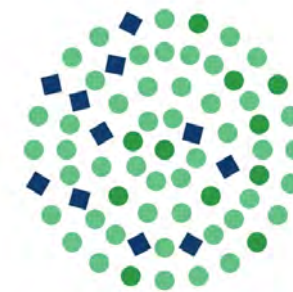
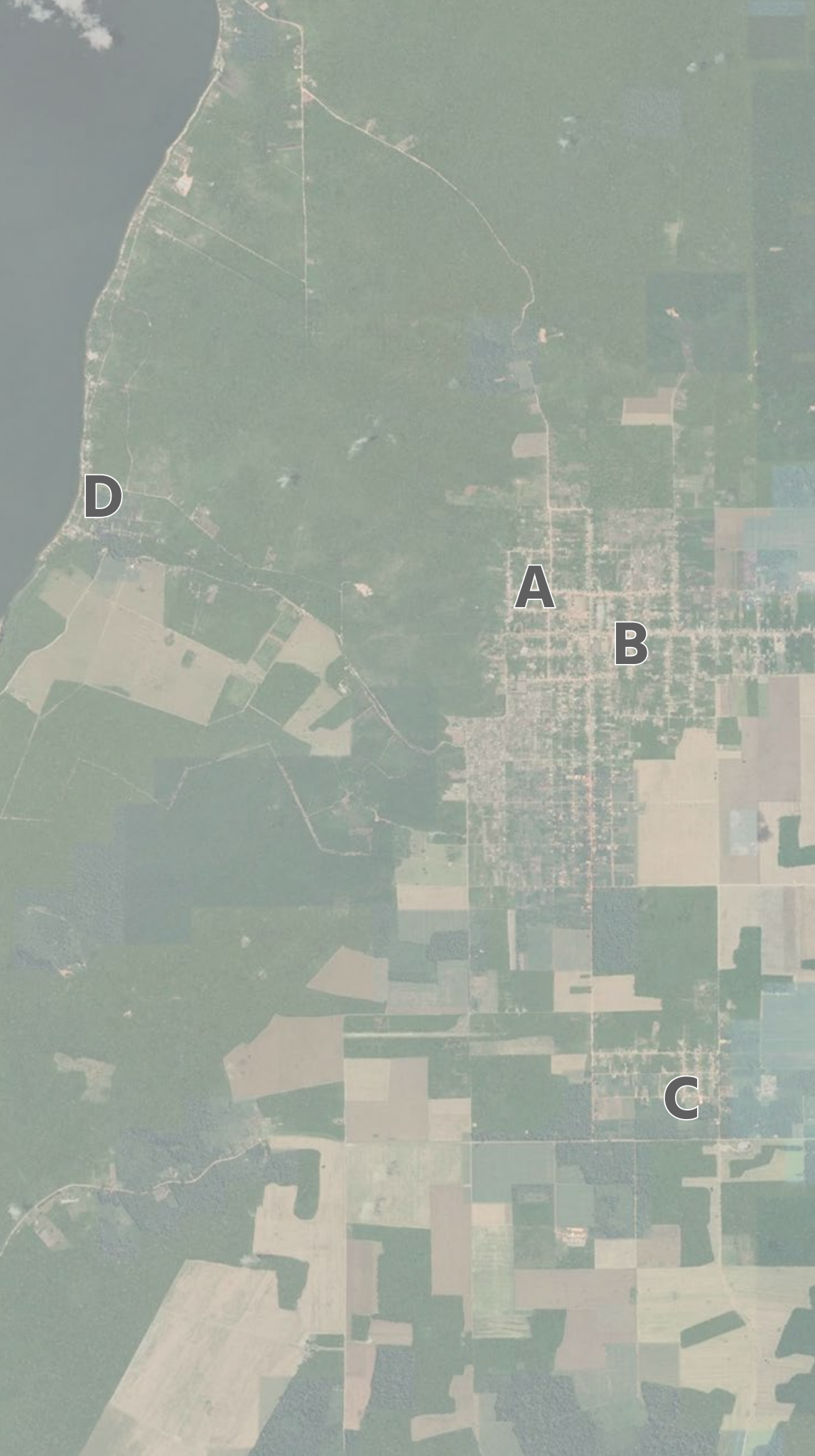
City hall





BELTERRA CIRCUIT

"The implementation of a project with the vision to create the first forest civilization in the modern world, bringing entrepreneurial education and inspiration to its inhabitants to add value to biodiversity and to be the guardians of the Amazon for its importance, not only for its beauty, but for economic and social development, science and for humanity."



Vila Americana
Amazônia - Belterra

BELTERRA CIRCUIT

VILA AMERICANA PARK A

WATER TANKS
MEMORY CENTER (DOCTORS' HOUSE)
MUCA - AMAZON SCIENCE MUSEUM
TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)
HOTEL COMPLEX

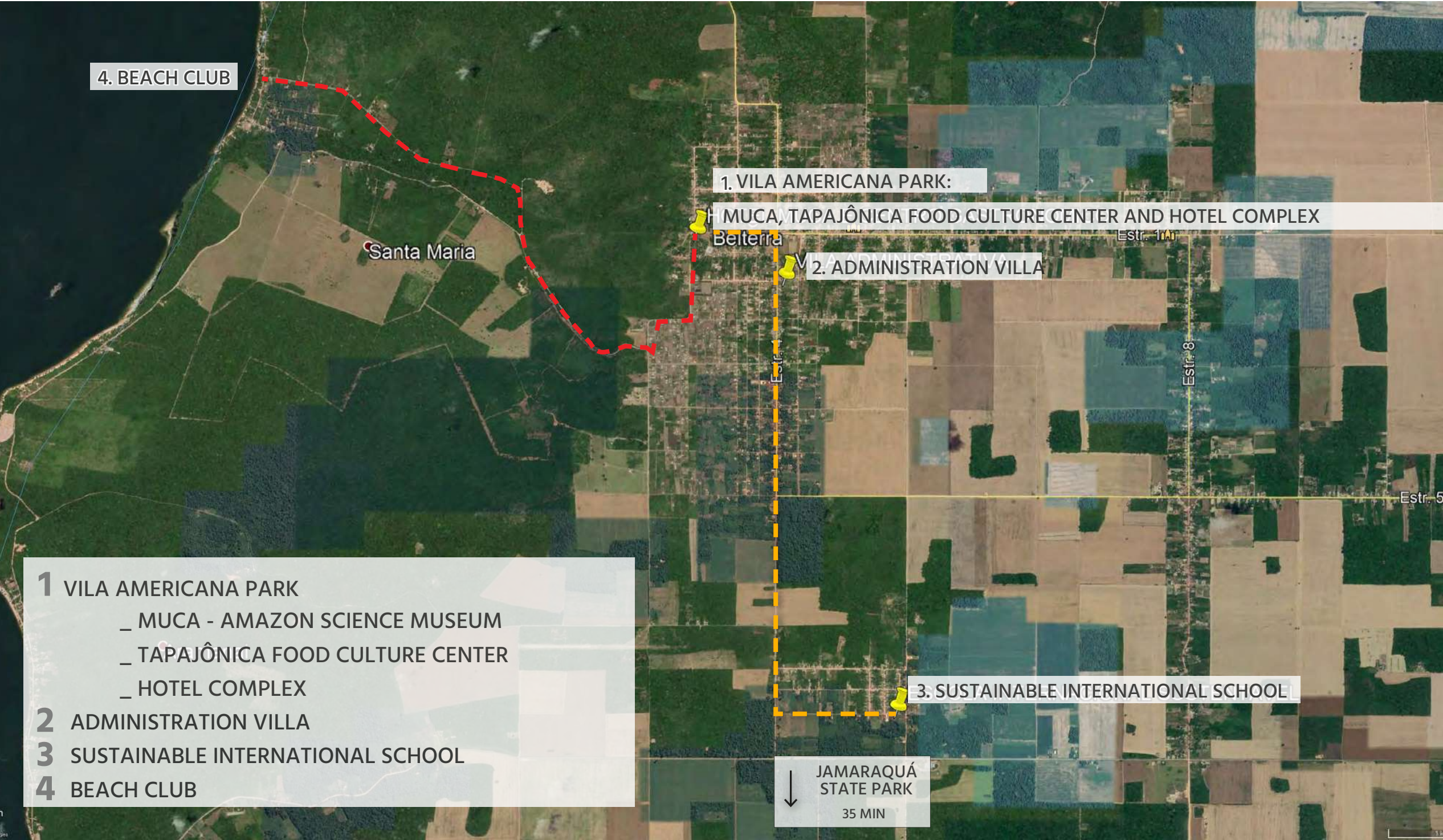
HOTEL COMPLEX B

SUSTAINABLE INTERNATIONAL SCHOOL C

BEACH CLUB D

BELTERRA CIRCUIT

PROPOSAL



BELTERRA CIRCUIT

PROPOSAL



CURRENT | ORIGINAL | NEW USE

- 1 House 1 | Ford House | Tapajônica Food Culture Center
- 2 House 2 | GV House | Out of scope
- 3 House 3 | House 3 | Inn
- 4 SEMED | Hotel | Hotel 1
- 5 City Council | Club House | Hotel
- 6 SEMTEPS | ---- | Hotel 2

- 7 City Hall | ---- | Hotel Reception
- 8 MuCA | Hospital | MuCA
- 9 Memory Center | Doctors' House | Museum
- 10 Lot 01 | ---- | Gastronomic Center Deck
- 11 Lot 02 | ---- | Bungalows + pool
- 12 EMBRAPA

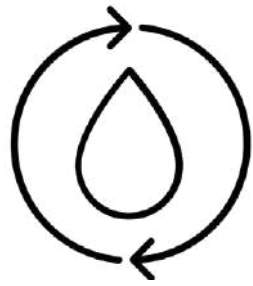
- 13 Antenna
- 14 Ford Village
- 15 Inn | ---- | Inn
- 16 Church | Church | ---- |
- 17 Lot 04 | City hall lot | Admin. village
- 18 School | ---- | Sustainable International School

- Vila Americana Park Perimeter
- Hotel Perimeter
- Park Services and Support Perimeter
- Airport Arrival Route
- Expansion perimeter

BELTERRA CIRCUIT

URBAN SUSTAINABILITY STRATEGIES: SUSTENTECH + STUDIO ARTHUR CASAS

Management Aspects

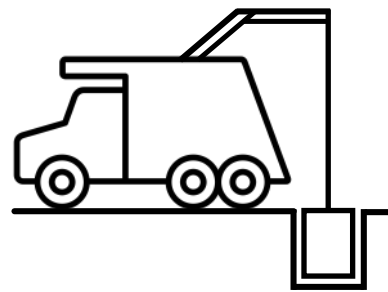


WATER

OZONE ETE

Sewage treatment with ozone nanobubbles;
One plant in each of the 3 main centers:

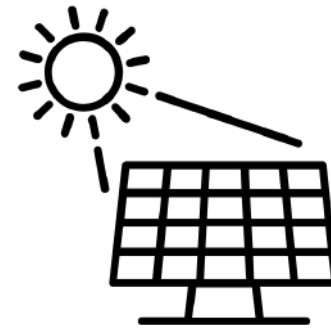
- a) MuCA / Park / Hotel
- b) School
- c) Administration Villa



WASTE

INTEGRATED CENTER

Need for recycling and sorting chain; Deployment of a manual or automated sorting center (16ha), in the area of agroforestry



ENERGY

SOLAR FARM

Sustainable solar energy, with local generation;
Single Solar Farm center (16ha) in the agroforestry area; shared management system



MOBILITY

ELECTRICAL SHARING

Electric vehicles (Tuk Tuk) and bikes at 4 centers:

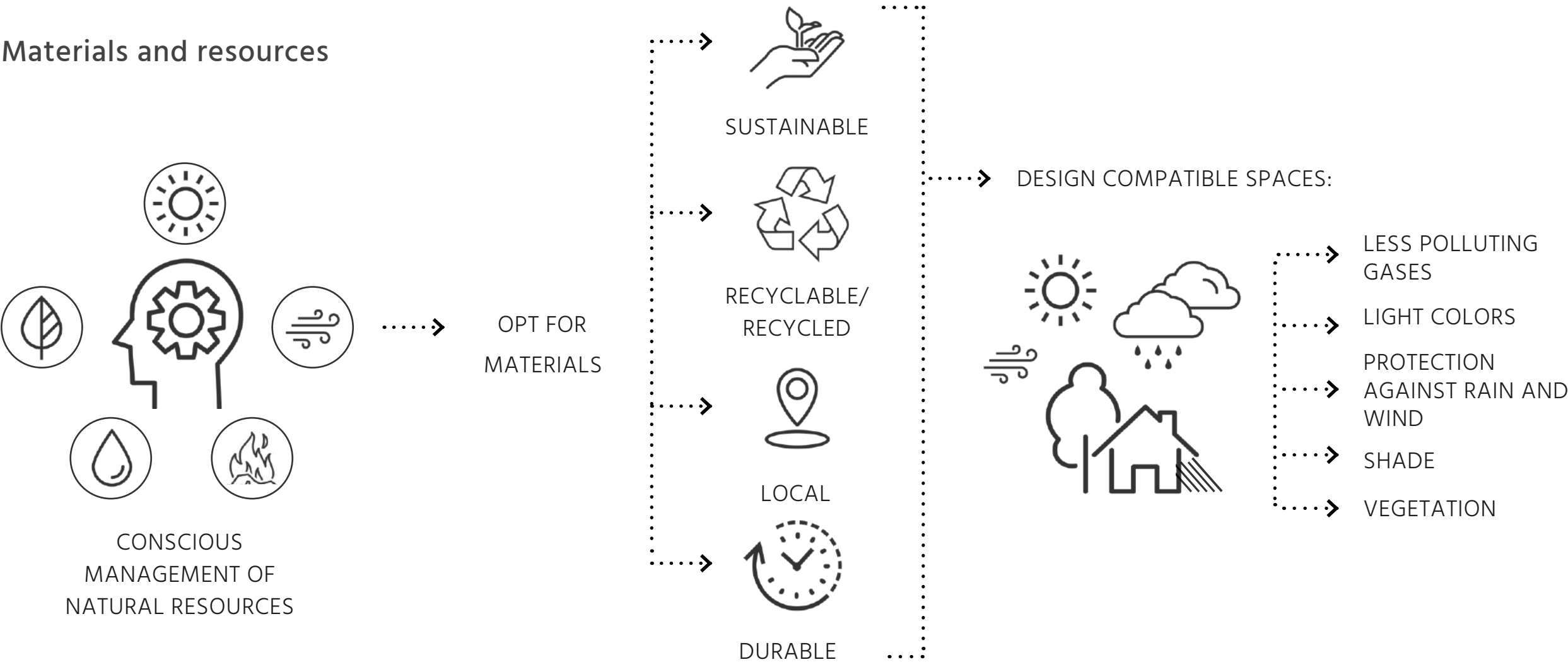
- a) MuCA / Park / Hotel
- b) School
- c) Administration Villa
- d) City hall (main, at the entry to the Park)



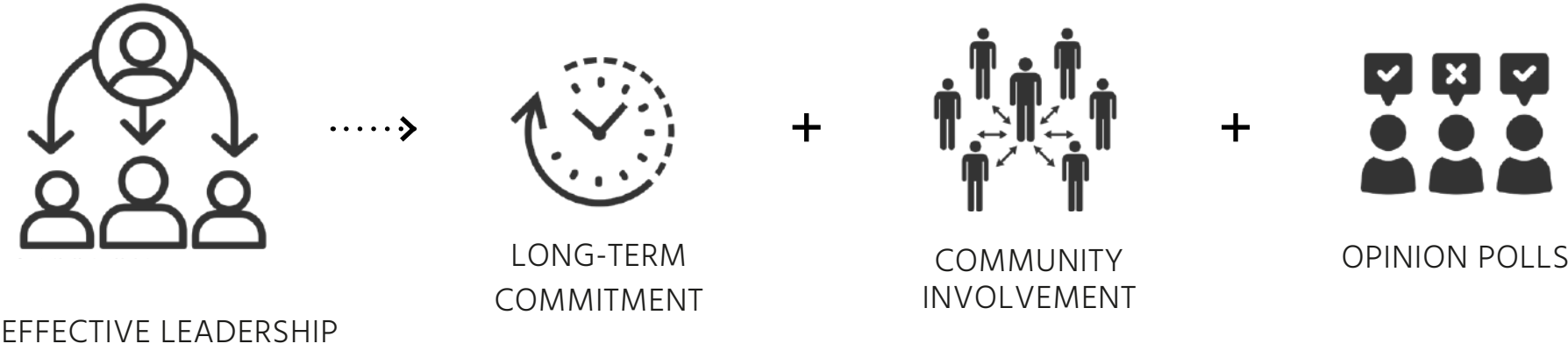
BELTERRA CIRCUIT

URBAN SUSTAINABILITY STRATEGIES: SUSTENTECH + STUDIO ARTHUR CASAS

Materials and resources



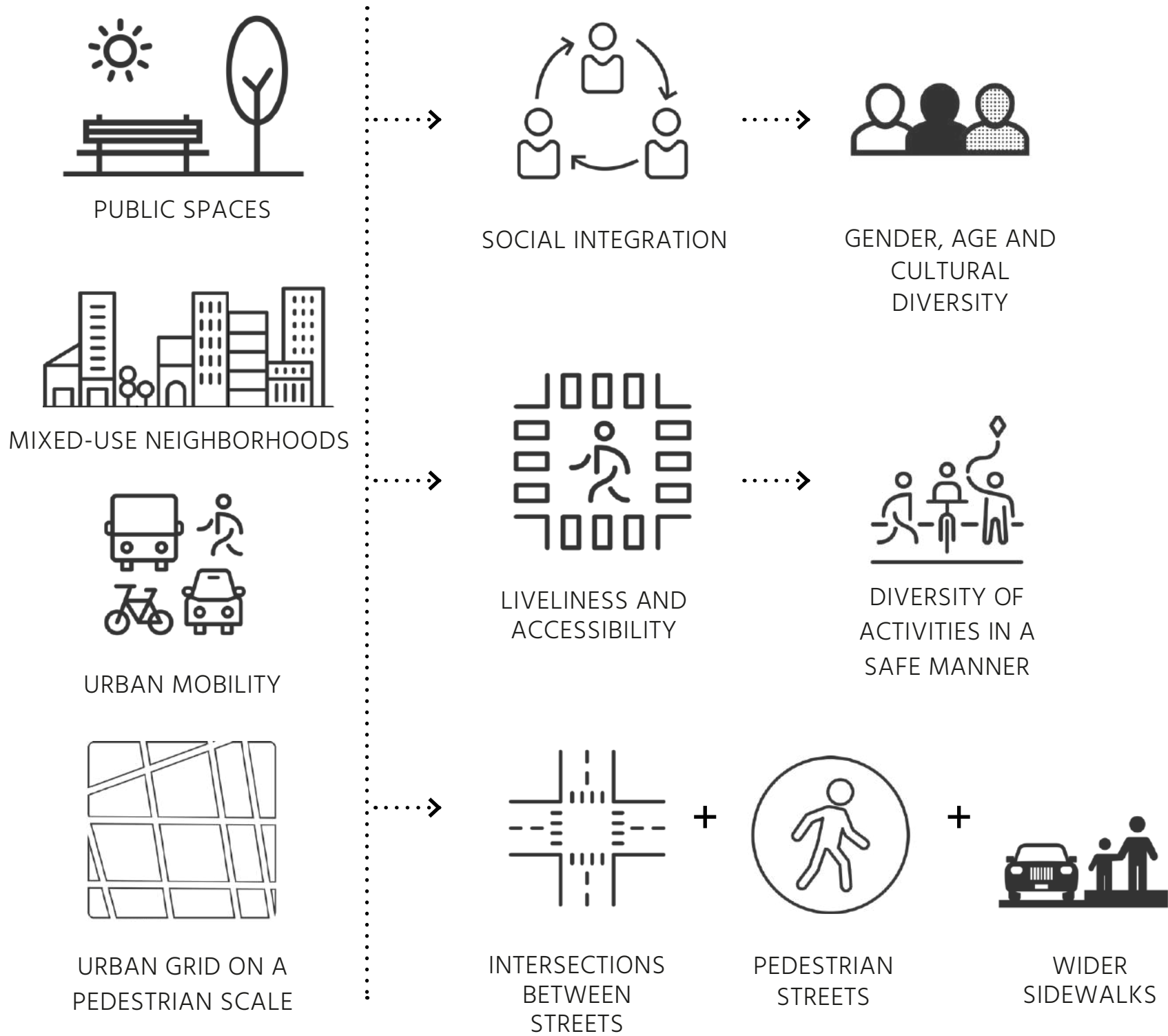
Administration and Leadership



BELTERRA CIRCUIT

URBAN SUSTAINABILITY STRATEGIES: SUSTENTECH + STUDIO ARTHUR CASAS

Quality of life and Sociocultural Animation



BELTERRA CIRCUIT

URBAN SUSTAINABILITY STRATEGIES: SUSTENTECH + STUDIO ARTHUR CASAS

Certifications



LEED



New construction and major renovation

Administration Villa;
Hotels 01 and 02;
Club House;
Sustainable International School



Interior design and construction

Reception and Administration
Tapajônica Food Culture Center



Operation and maintenance

MuCA



GBC

GBC Casa

Vila Americana Houses



Smart Forest Cities

Urbanization of Belterra (Center)

2000 Watts: Smart Cities



AQUA HQE

Leisure Areas
Seringueiras Park



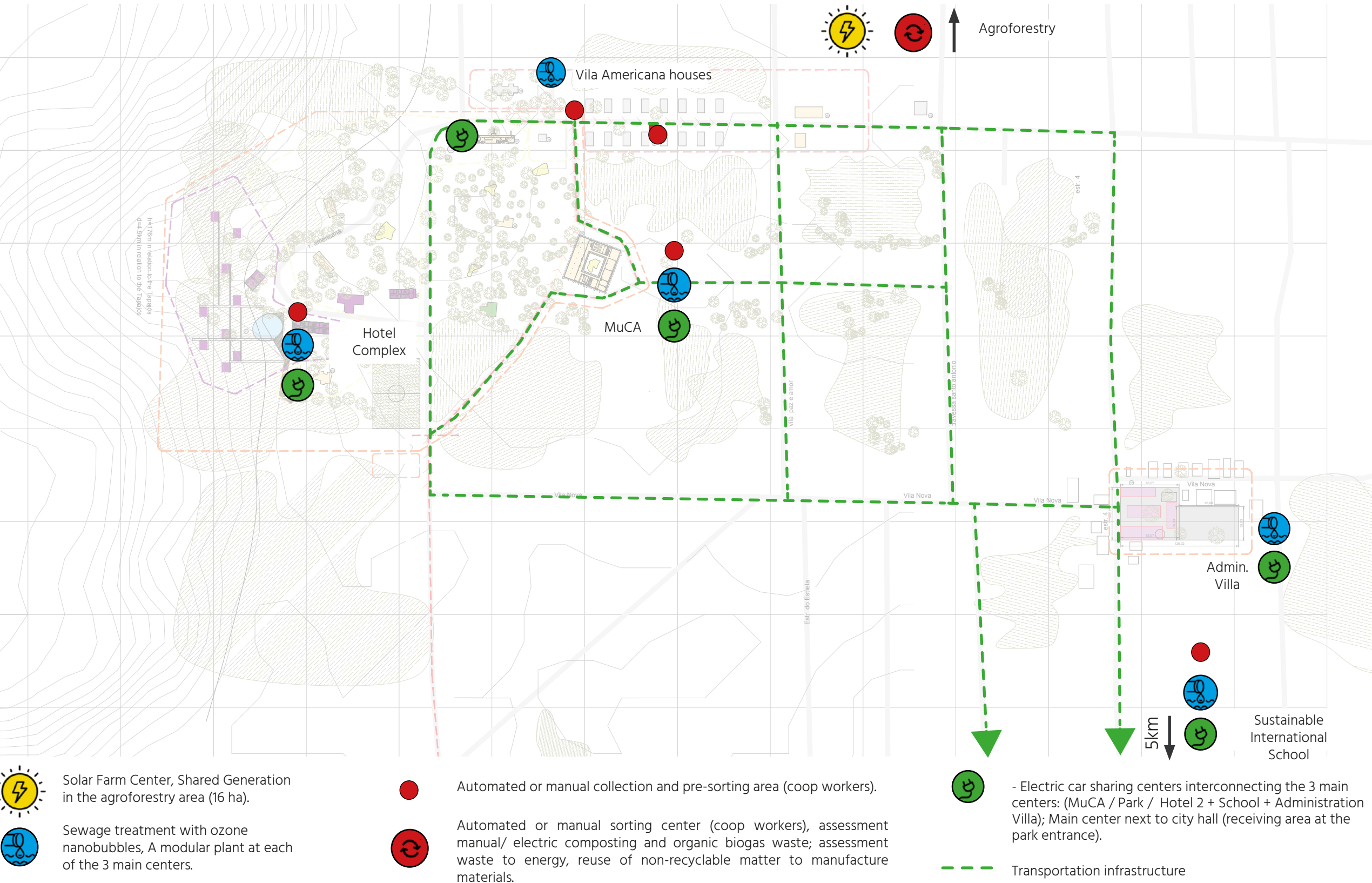
ENVISION

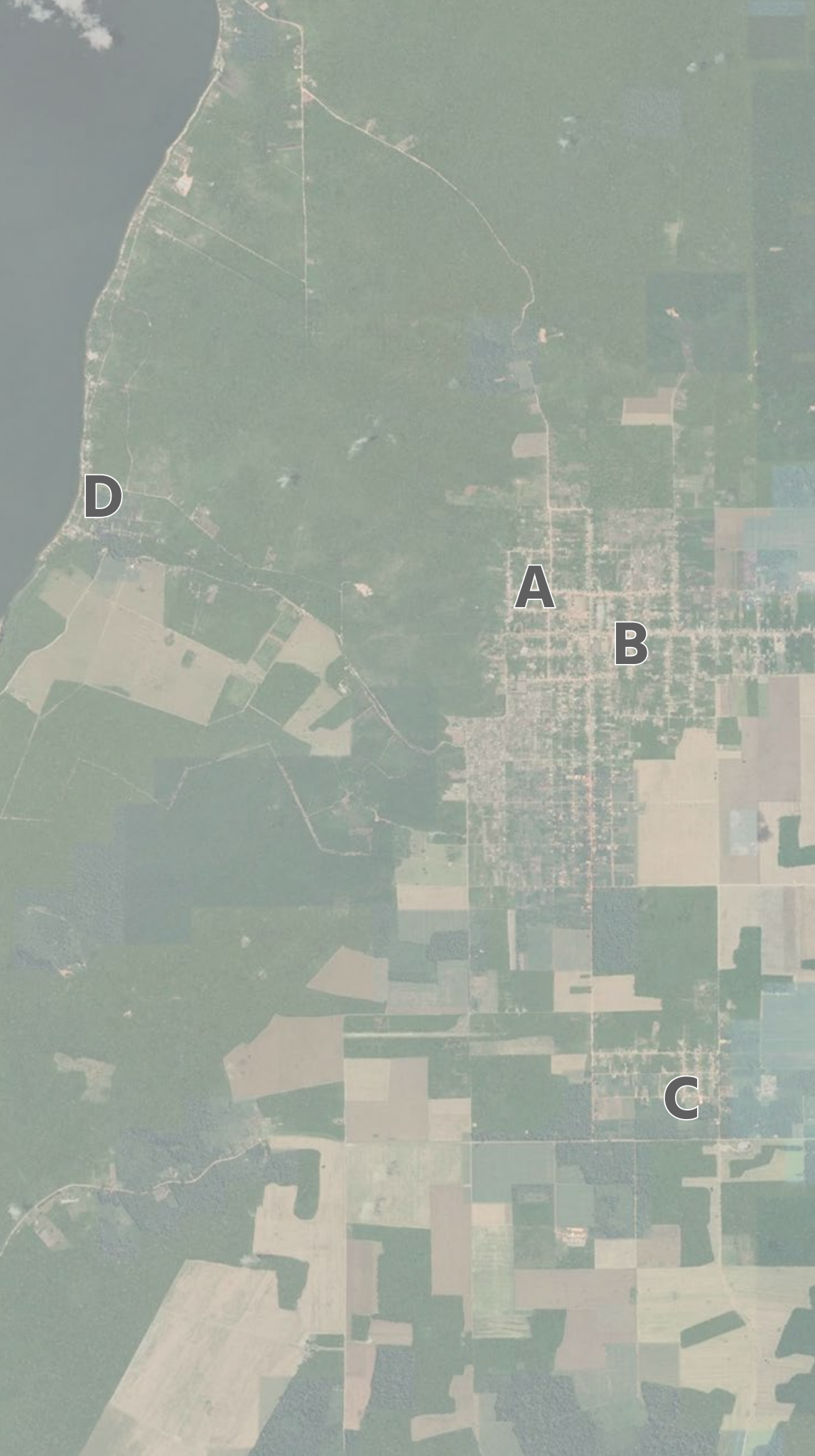
Green Infrastructure

Environmental Sanitation (ETE)
Photovoltaic Plant (renewable energy)
Urban Mobility
Waste Management
Road and Urban Drainage System
Airport

BELTERRA CIRCUIT

URBAN SUSTAINABILITY STRATEGIES: SUSTENTECH + STUDIO ARTHUR CASAS





BELTERRA CIRCUIT

VILA AMERICANA PARK A

WATER TANKS

MEMORY CENTER (DOCTORS' HOUSE)

MUCA - AMAZON SCIENCE MUSEUM

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HOTEL COMPLEX

HOTEL COMPLEX B

SUSTAINABLE INTERNATIONAL SCHOOL C

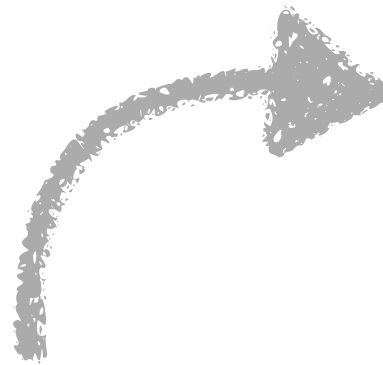
BEACH CLUB D

Phase 1

Focus on Local Development Bioeconomy

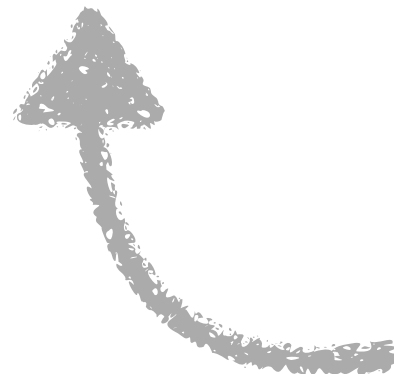
Infrastructure

Generation and Training in Restoration Work
Water Tanks, Inn, House 1, Science Museum



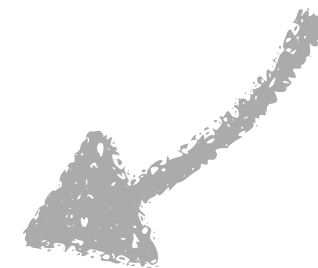
Equipment

MuCA (Qualification), Inn (Ama), House 1
(Casa do Saulo) and Memory Center



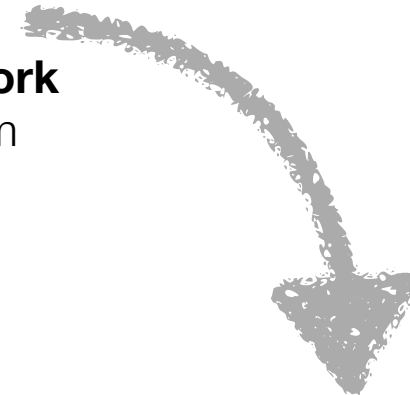
Operation

**Local Entrepreneurship – New Generation
Vocational Technical Education**
Partner Companies,
Opening of Local Companies,
Support for the MuCA and House 1



Training

Entrepreneur Education
Museum & Services
Gastronomy & Services, Exp
Tourism & Biobusiness
Services



E³

Empowerment, Entrepreneurship,
Employment & Income

WATER TANKS

A

CURRENT SITUATION



WATER TANKS

A

HISTORY



In the 1930s, the City received full infrastructure for the implementation of a workers' village, airport, port, road system, water supply and sewage collection. An agreement between BNDES and the State of Pará made the reconnection after 30 years of system deactivation; now they have returned to supply the municipality and are protected by IPHAN.

MEMORY CENTER (DOCTORS' HOUSE)

A

CURRENT SITUATION





Memory Center

FORD Company memory collection

MEMORY CENTER (DOCTORS' HOUSE)

A

HISTORY



Work Inaugurated in 2007 by IPHAN-PA + Ama Brasil Support:

Instituto Butantan

Collection: Documents, objects and photos of the history of the American occupation in the 1930s

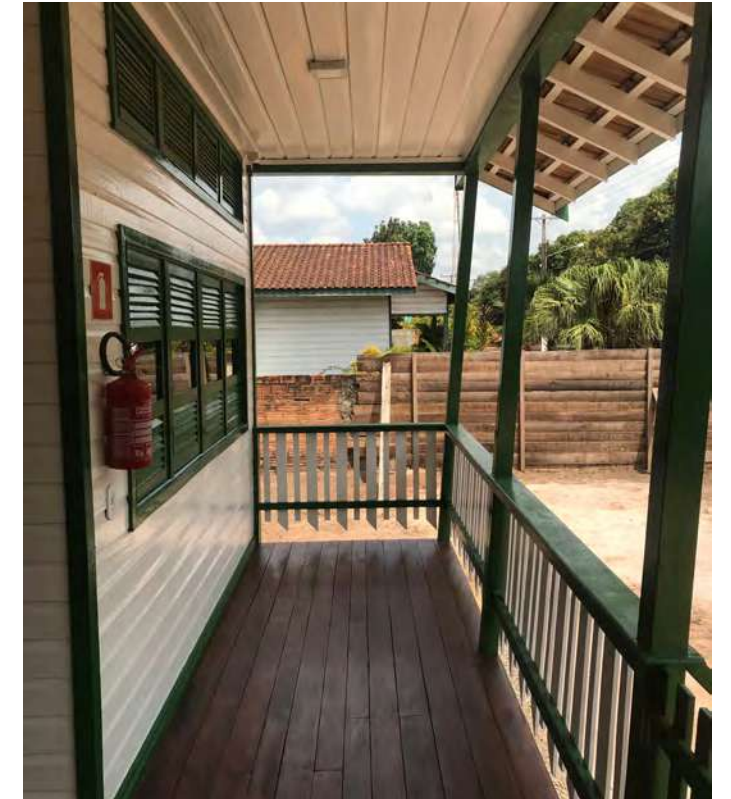


Former Living Quarters

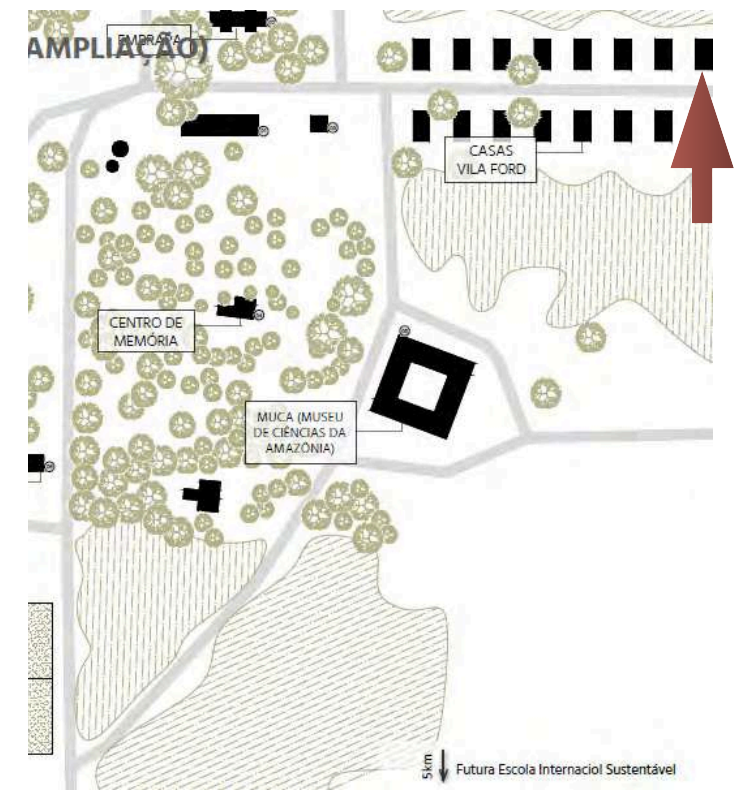
Researchers' Inn



Former Inn *restored to house researchers from Instituto Butantan, UFOPA and MuCA partners*



Work complete



Inn



MUCA

MUSEU DE CIÊNCIA DA AMAZÔNIA

Identity Project

MUCA Brand Guide
version 1.0 - Summer 2020

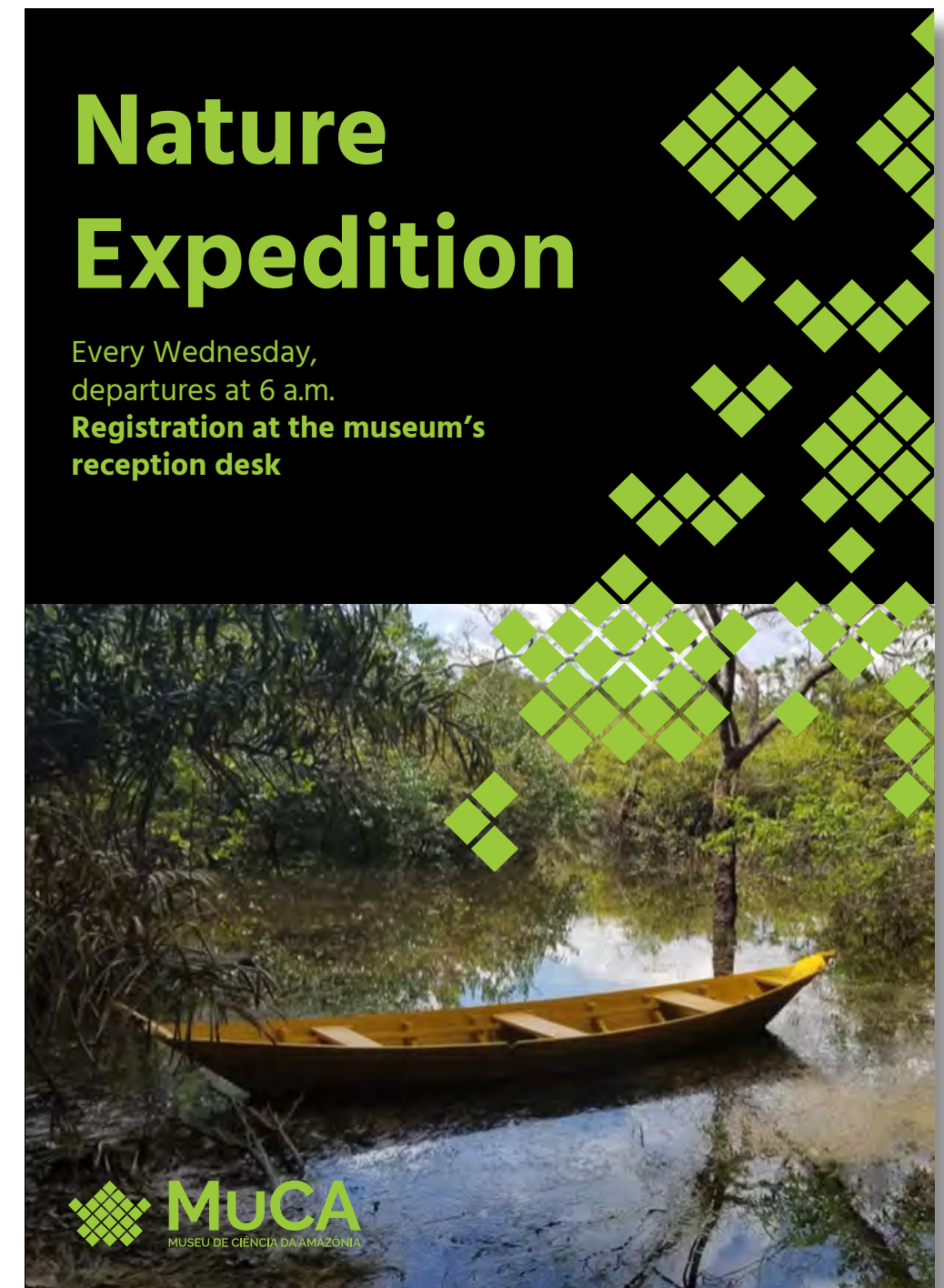
Applications

All institutional graphic pieces must contain the elements designed for the museum.

Example of website page



Example of printed poster



MUCA – AMAZON SCIENCE MUSEUM

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PROJECT





Structure installation: Beginning of the roofing installation



Structure installation: end of the lining installation.

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Administração
Administration

Exposição
Exhibition room

Audatório
Auditorium

Laboratórios
Labs

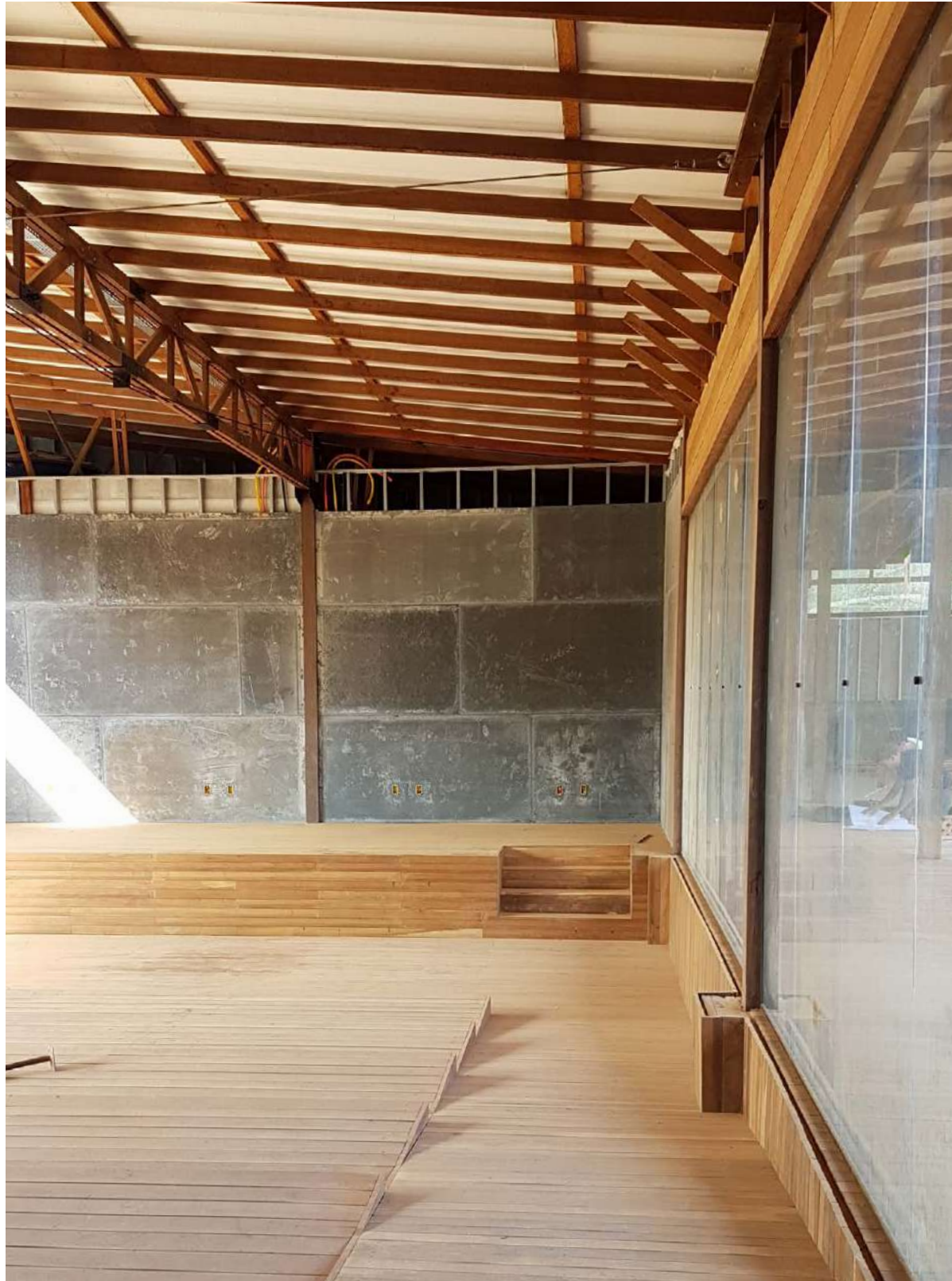
Banheiros
Toilet



MUCA – AMAZON SCIENCE MUSEUM

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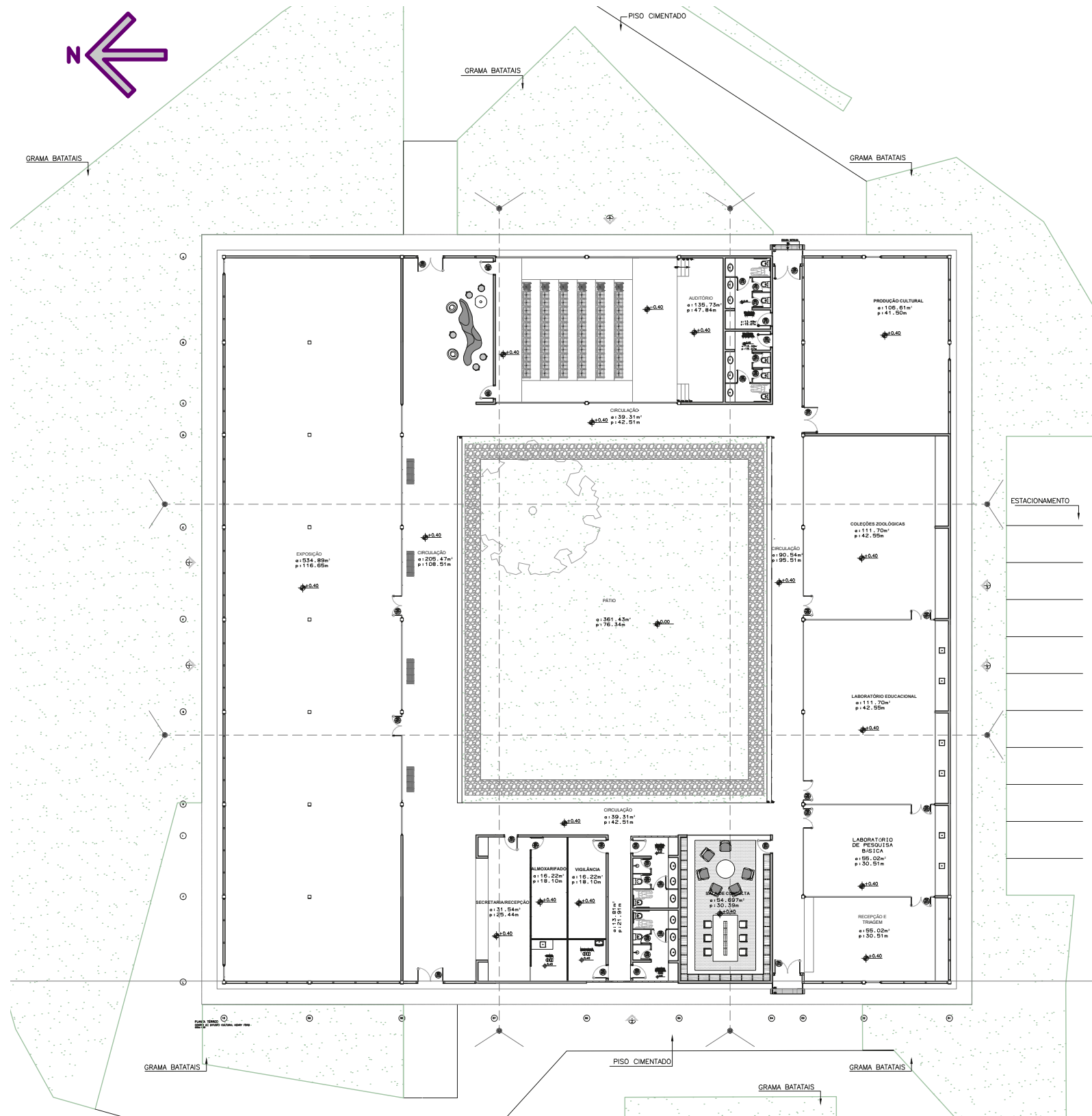
CURRENT SITUATION



MUCA - AMAZON SCIENCE MUSEUM

A

LAYOUT



1 - WELCOME

Reception / Information Mobile
Devices / Audio Guide
Amazon Courtyard – Sacred Forest

2 - EXHIBITIONS

Biosphere – What is “the climate” like in the
Tapajós National Forest – Prof. Rodrigo
Bioassets – The Forest in Bioeconomics – Oils and
Bioextracts – Prof. Rosa
Archaeology – The Forest Civilization of the
Tapajós – Prof. Lilian Rebelato
Regenerative Agriculture – Forest Overfeeding
today. Chef Saulo

3 - CINE – BNDES

3D Movie – Guardians of the
Biosphere Doc – Negentropy & Agroforestry Doc.
Margaret Mee – The Moon Flower

4 - EDUCATIONAL LABORATORY

Elementary School 2
High School

5 - TELL YOUR EXPERIENCE ERICSON WIFI ZONE

6 - RESTRICTED ACCESS

Basic Research Lab Zoological Collection Cultural
Production and Workshops Administration

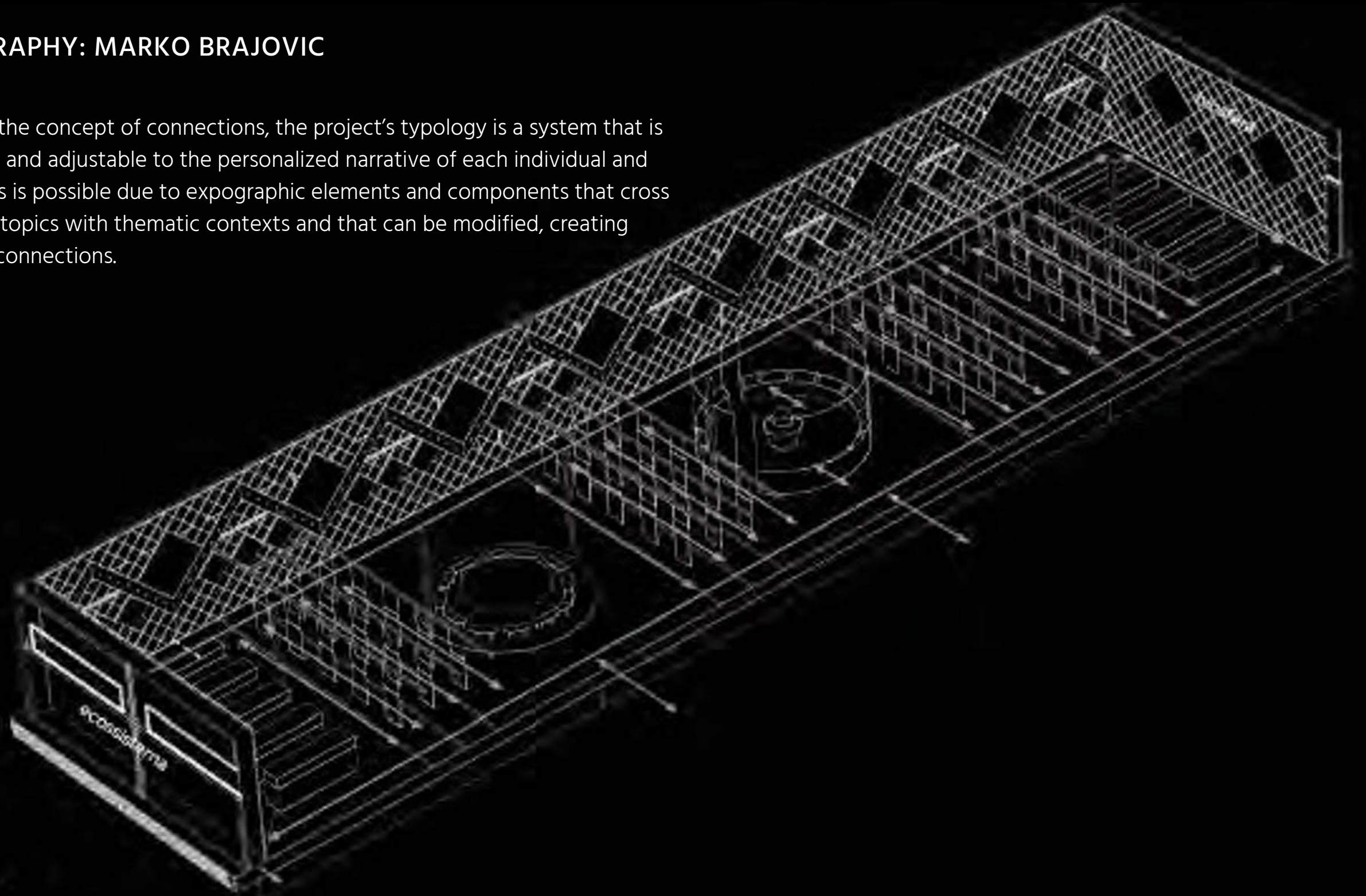
7 - SKYPE CLASSROOM

MUCA – AMAZON SCIENCE MUSEUM

A

EXPOGRAPHY: MARKO BRAJOVIC

Based on the concept of connections, the project's typology is a system that is adaptable and adjustable to the personalized narrative of each individual and group. This is possible due to expographic elements and components that cross curatorial topics with thematic contexts and that can be modified, creating narrative connections.



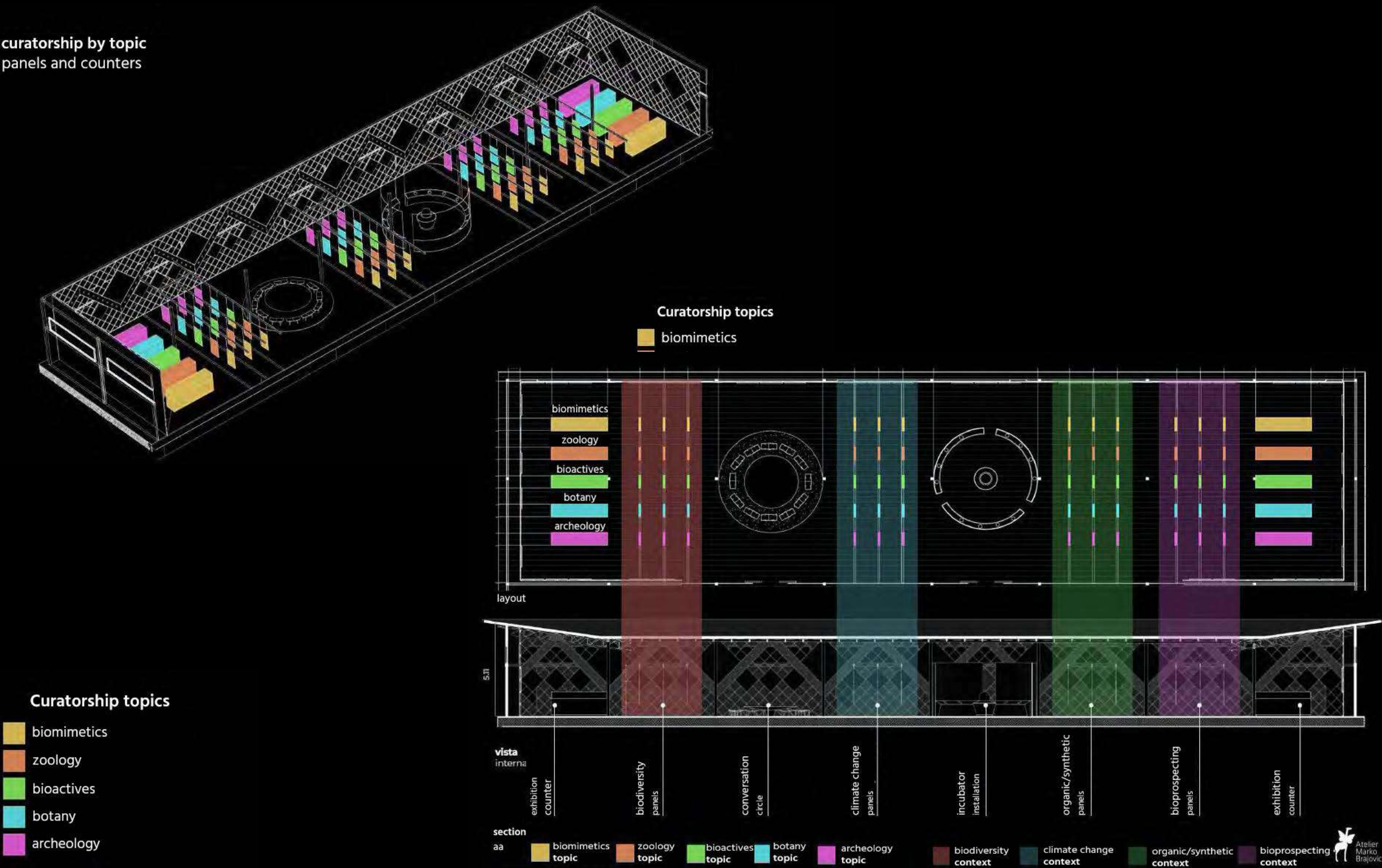
program
map of areas and routes

MUCA – AMAZON SCIENCE MUSEUM

A

EXPOGRAPHY: MARKO BRAJOVIC

curatorship by topic
panels and counters



MUCA – AMAZON SCIENCE MUSEUM

A

EXPOGRAPHY: MARKO BRAJOVIC







MUCA – AMAZON SCIENCE MUSEUM

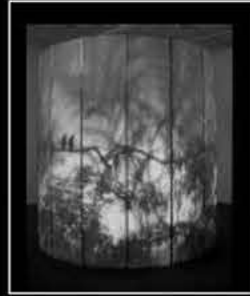
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EXPOGRAPHY: MARKO BRAJOVIC

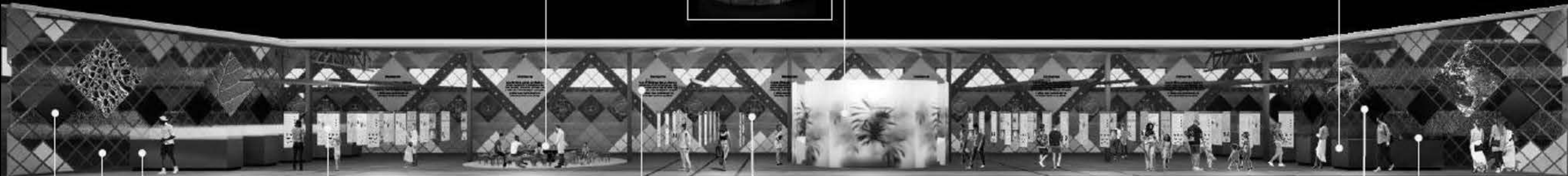
low round **table** to facilitate access for several different generations, appropriate for manual labor, temporary exhibition and conversation. indigenous stools at the height of the table to complete this conversation space.



incubator
installation



exhibition counter
with objects



exhibition counter
with objects

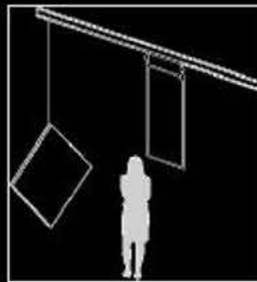
exhibition counter with objects hung **panels** containing text, images, printed diagrams and smaller exhibited specimens. =Panels are easily updated due to a printer and templates;

mirrored wall with
a translucent background

screens with embedded videos
(playback and streaming).

Panels are easily updated due to a printer and templates; equipment that will be installed in the MUCA laboratory. fixed panels to communicate context topics and connection between the areas via graphics and texts.

the panels can be raised up or down, thus creating the personalized narrative of the exhibition space. Monitors will perform the setup weekly or monthly to create thematic routes and connection between the contexts and topic/curatorial areas. A simple and robust system will connect each row of panels to an iron plate (counterweight) using a steel cable, with information regarding the context topic on the wall, creating a direct connection relationship.



Mirrored
wall with
a translucent
background

screens with
embedded videos
(playback and streaming)

program
content format and elements

MUCA – AMAZON SCIENCE MUSEUM

A

FURNITURE DESIGN: STUDIO ARTHUR CASAS



AUDITORIUM ARMCHAIRS



AUDITORIUM PULPIT



CHAIRS



Beginning of MuCA Works: ceremony at the Memory Center in March 2018 with supporters: BNDES, Government of Pará, Instituto Butantan, UFOPA and Ama Brasil



Selection of students taken to learn more about the communities, identify potential products and services in tourism and in the bioeconomy to create value chains and start the project's entrepreneurial education program.



Election workshops for MuCA Ambassadors and the first creators of incubated companies for scientific tourism support, content production and MuCA operation.



Selection of students taken to learn more about the communities, identify potential products and services in tourism and in the bioeconomy to create value chains and start the project's entrepreneurial education program.

TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

CURRENT SITUATION



TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

PRE-REVITALIZATION SITUATION



TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

REVITILIZATION PROCESS



1. Partial fundraising of 50% of funds

2. End of bidding process

3. Beginning of building clearance

4. Beginning of executive and supplementary projects

5. Local agreements and partnerships for job and income generation through training in gastronomy using local biodiversity.

TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

ISOMETRICS



TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

LAYOUT



TAPAJÔNICA FOOD CULTURE CENTER – LAYOUT

SCALE 1:75

- Multifunctional Space – Workshops and Training
- Sanitary practices for local entrepreneurs
- Unconventional Food Plants from the Amazon (PANCs)
- School Restaurant (12 p.m. to 3 p.m.) – open to the public
- Woodsmen, Cooks and Scientists (Casa do Saulo)
- Local cuisine tourism experience

TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

PERSPECTIVE



TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

PERSPECTIVE



TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

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PERSPECTIVE



TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

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PERSPECTIVE

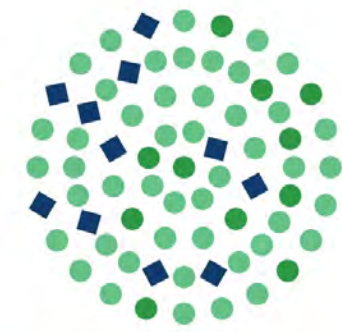


TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

A

FURNITURE DESIGN: STUDIO ARTHUR CASAS





Vila Americana
Amazônia - Belterra

BELTERRA CIRCUIT

VILA AMERICANA PARK A

HOTEL COMPLEX

HOTEL 1 (SEMED) **4**

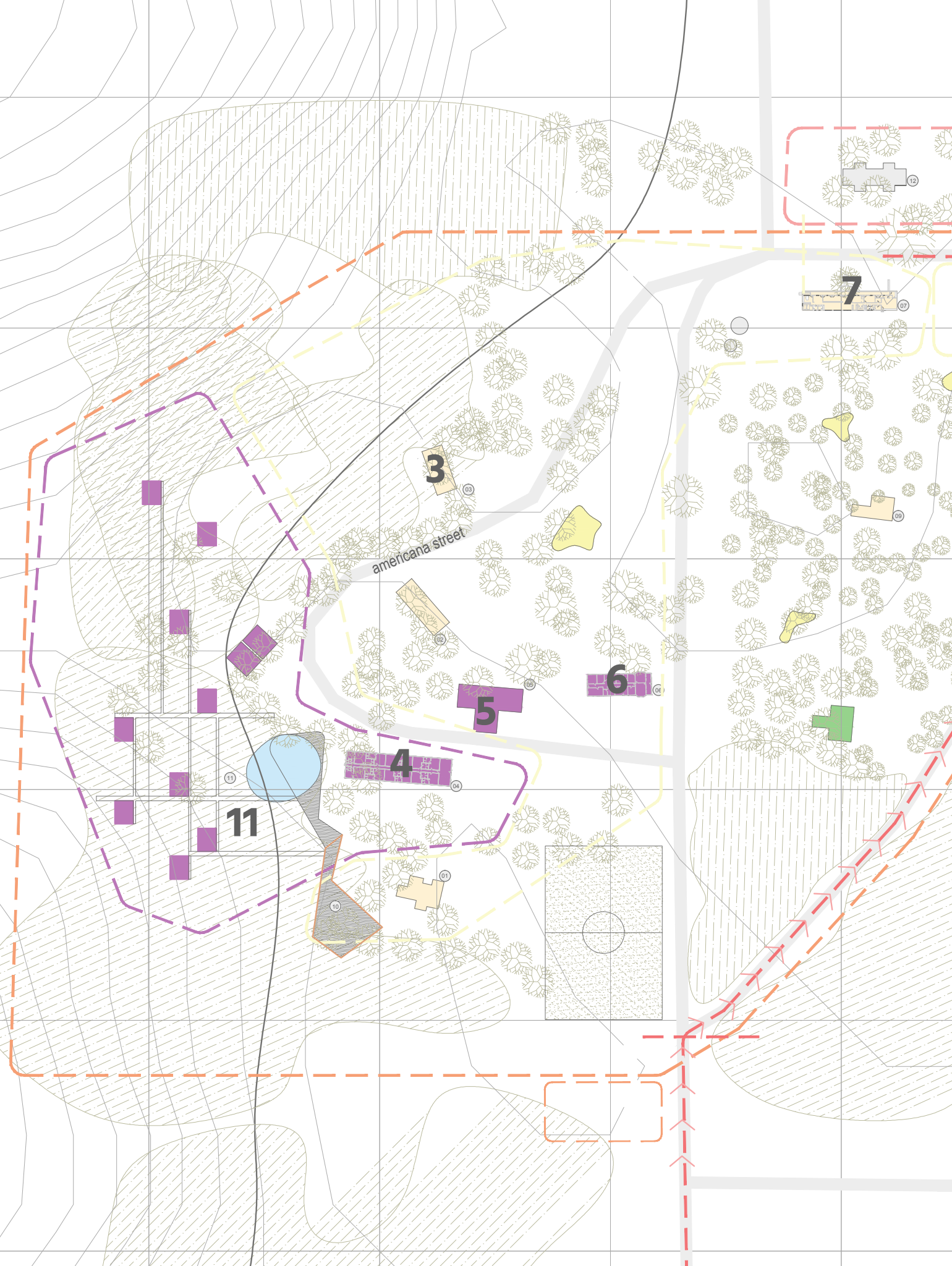
HOTEL 2 (SEMTEPS) **6**

INN (HOUSE 3) **3**

CLUB HOUSE (CITY COUNCIL) **5**

SECRETARY AND HOTEL ADM. (CITY HALL) **7**

BUNGALOWS AND POOLS (LOT 02) **11**



Phase 2

Business Activation
Bioeconomics

Infrastructure

Use of skilled labor
Historical Park, Heritage Restoration,
Green Smart City

E³

Empowerment, Entrepreneurship,
Employment & Income

Equipment

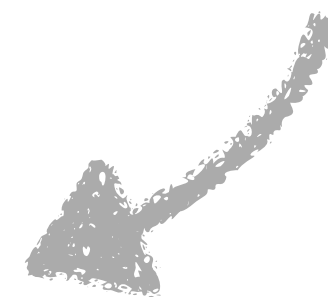
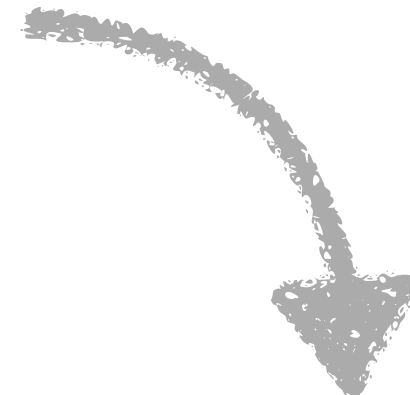
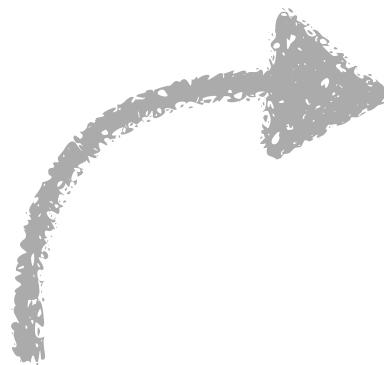
MuCA, International School,
Casa do Saulo, Memory Center, Stores,
Emiliano Hotel, SPA and Airport

Training

Entrepreneurial Education
Forestry Production Chain
Hospitality & Services
SPA & Services
Tourism & Services

Operation

Local Entrepreneurship – New Generation
Vocational Technical Education
Strategic Partners / Flags,
Opening of Local Companies,
Support for Services and Products Tourism and
Production Chain



HOTEL 1 (SEMED)

A

CURRENT SITUATION



HOTEL 1 (SEMED)

A

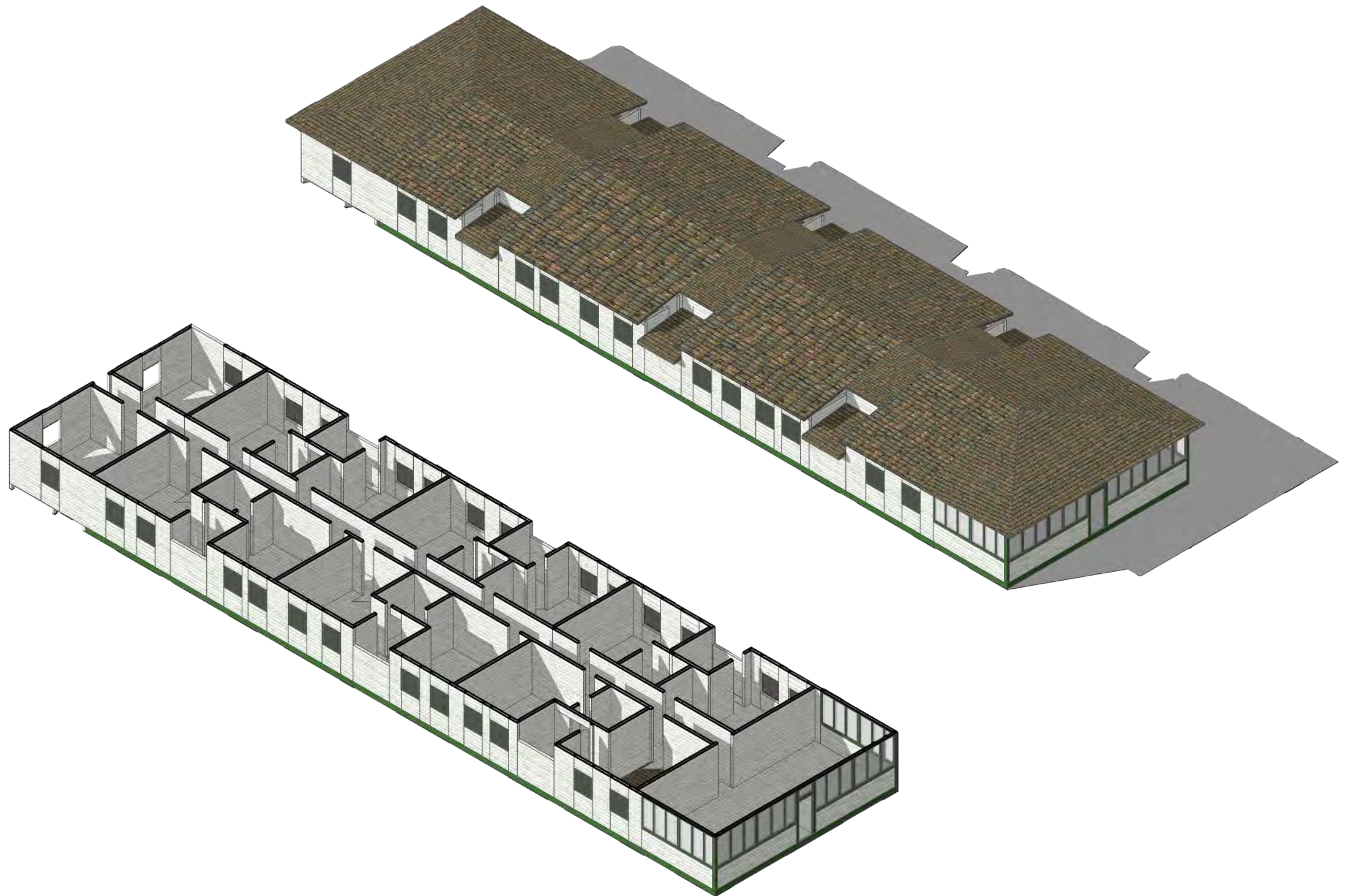
CURRENT SITUATION



HOTEL 1 (SEMED)

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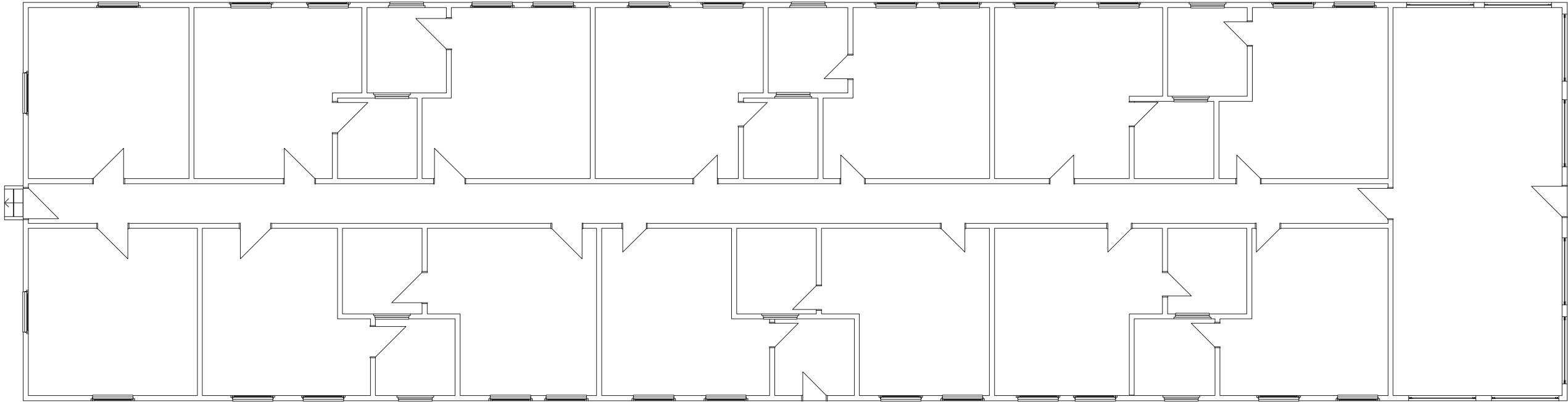
ISOMETRICS



HOTEL 1 (SEMED)

A

CURRENT LAYOUT



HOTEL 1 (SEMED)

A

PROPOSED LAYOUT



10-14 rooms
AREA: 400 m2

HOTEL 2 (SEMTEPS)

A

CURRENT SITUATION



HOTEL 2 (SEMTEPS)

A

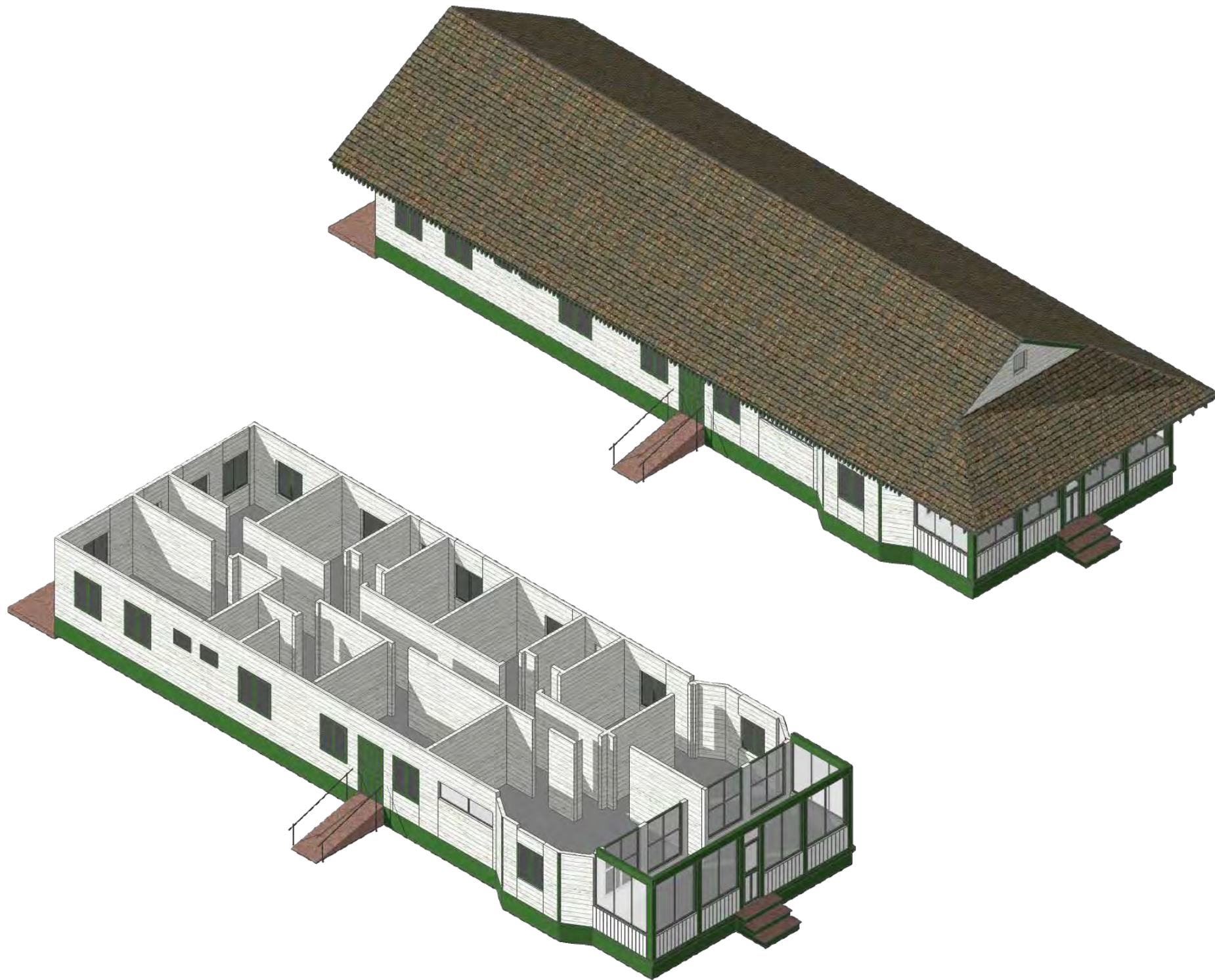
CURRENT SITUATION



HOTEL 2 (SEMTEPS)

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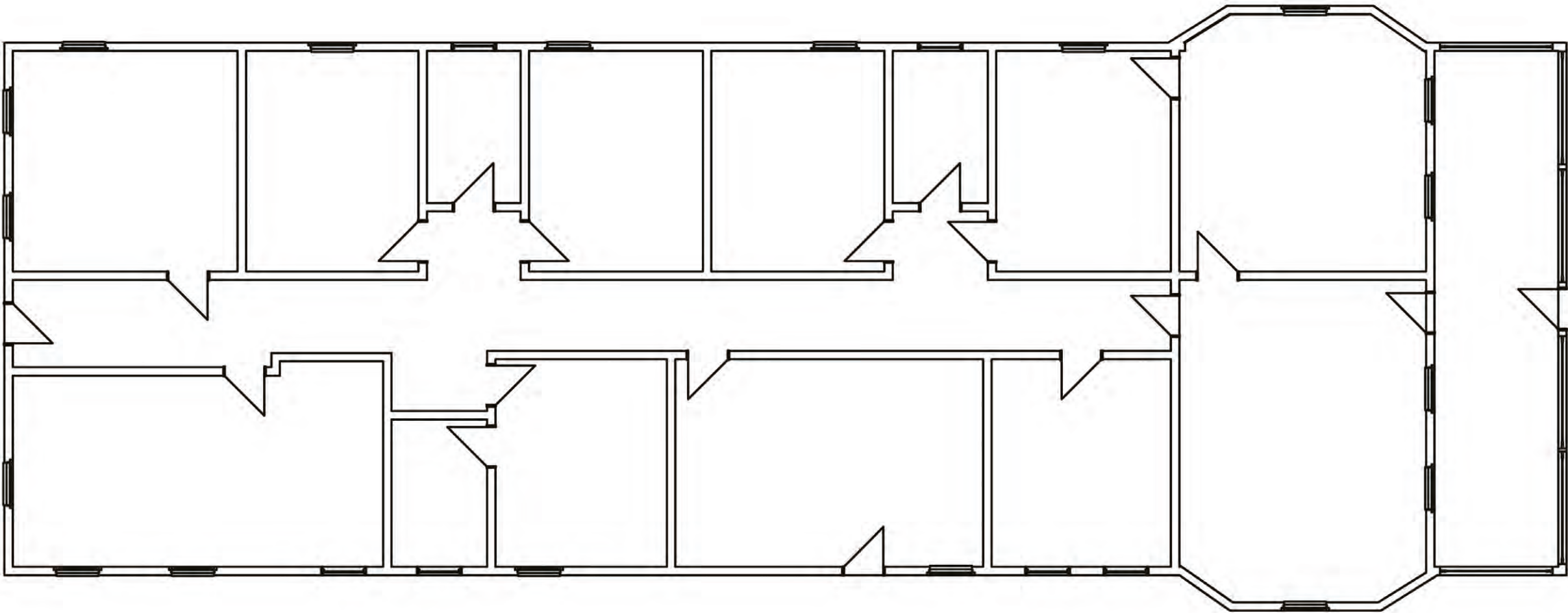
ISOMETRICS



HOTEL 2 (SEMTEPS)

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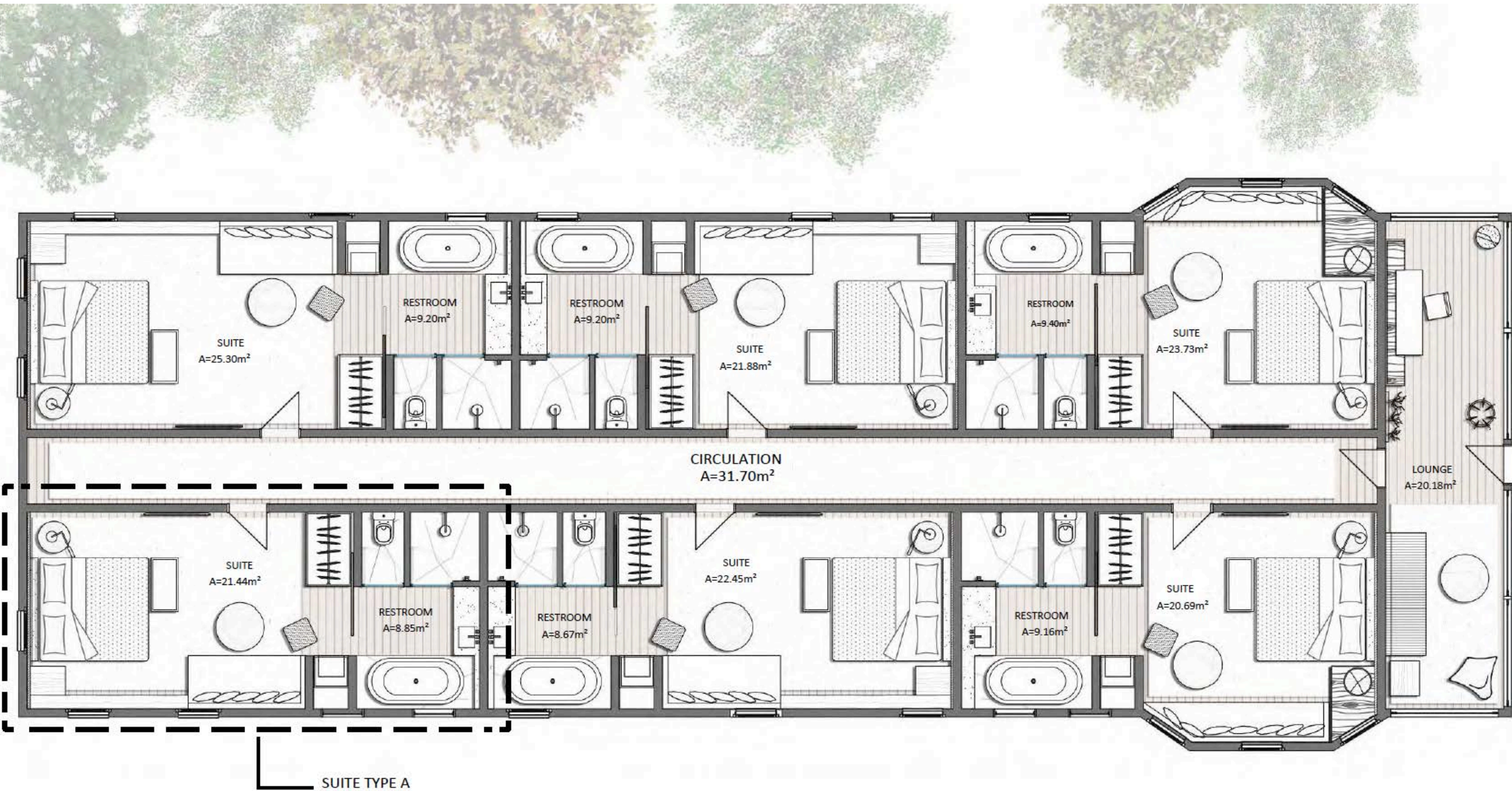
CURRENT LAYOUT



HOTEL 2 (SEMTEPS)

A

PROPOSED LAYOUT

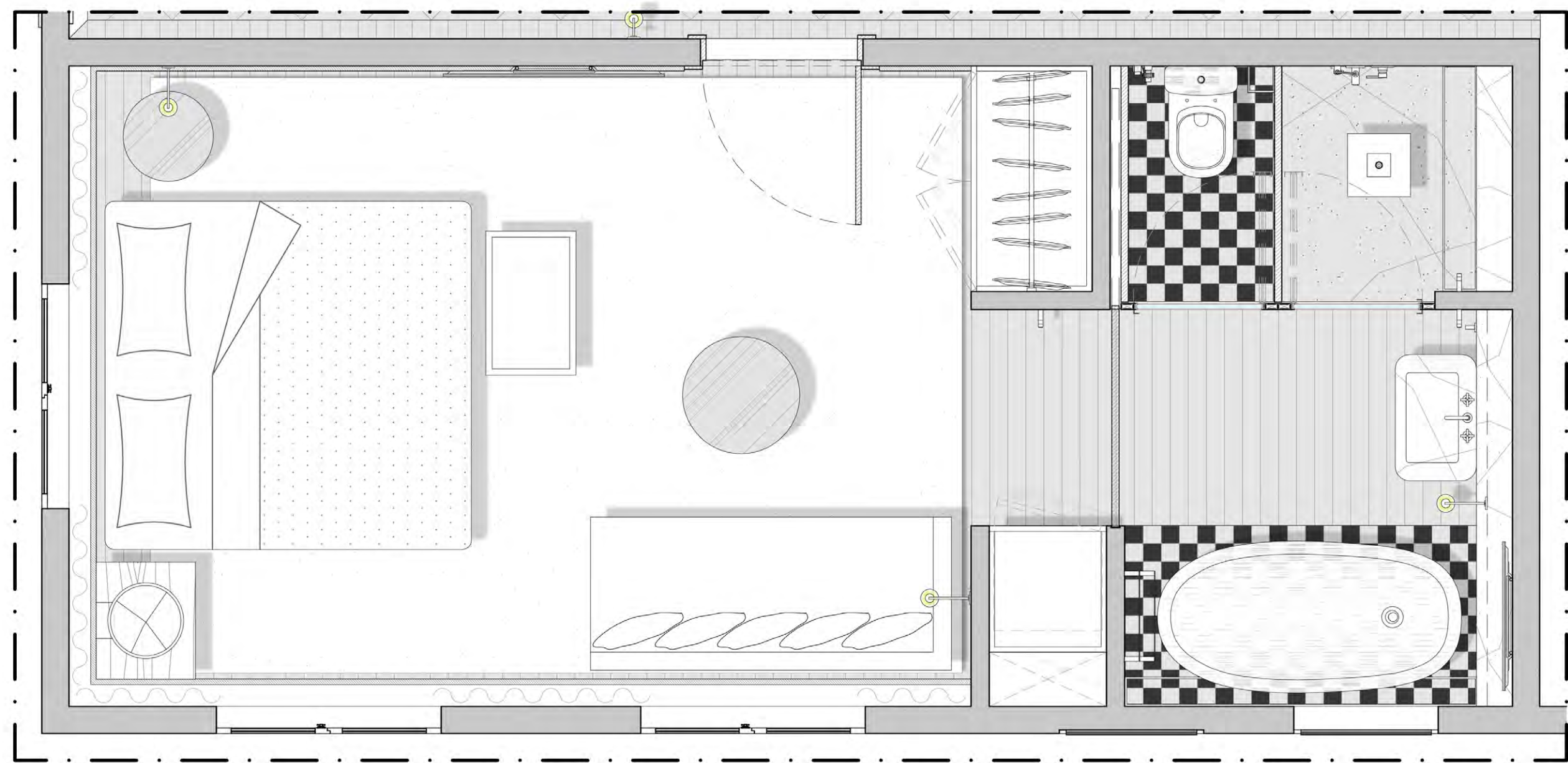


10-12 rooms
AREA: 220 m2

HOTEL 2 (SEMTEPS)

A

TYPE A SUITE LAYOUT



HOTEL 2 (SEMTEPS)

A

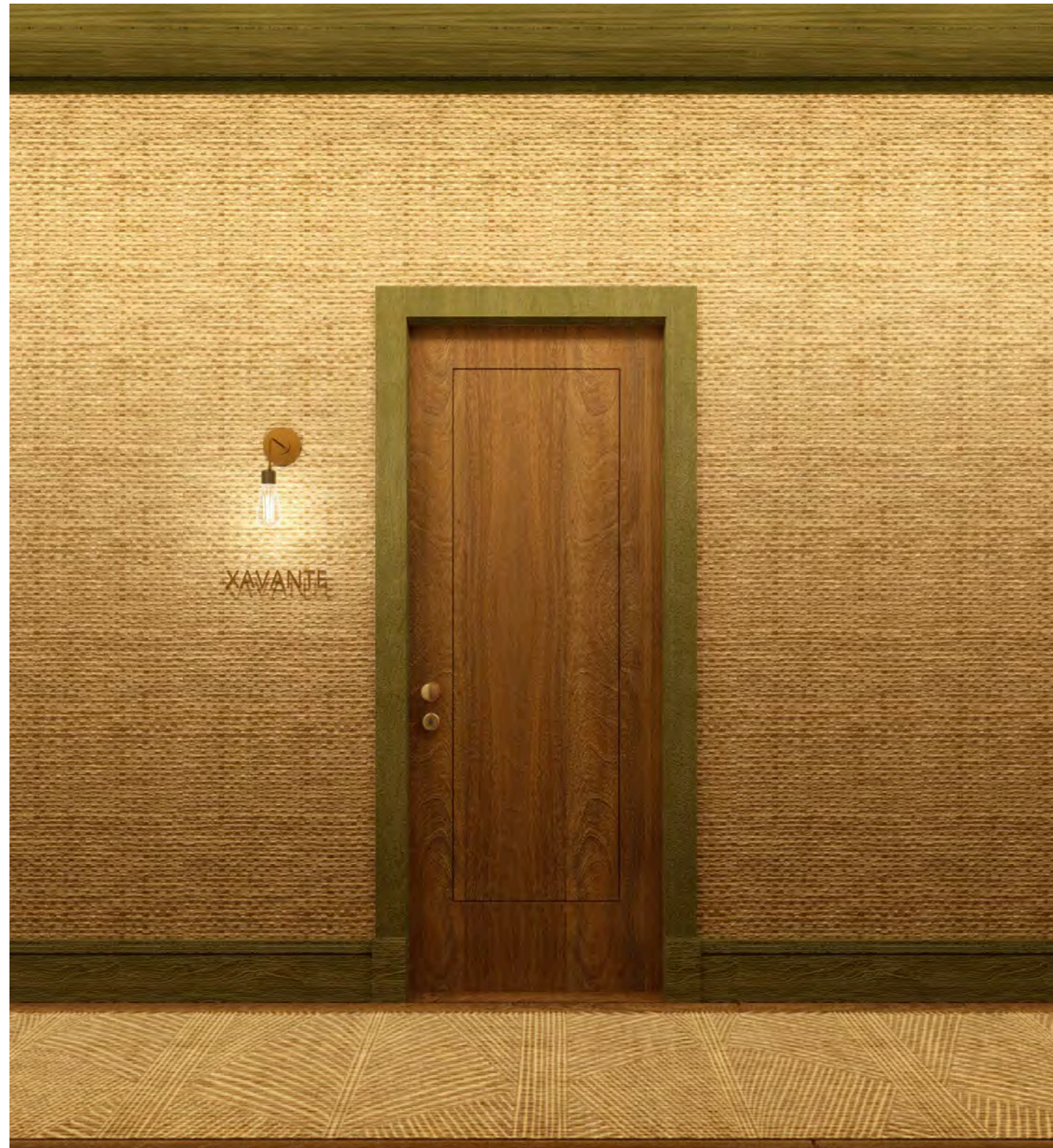
RECEPTION PERSPECTIVE



HOTEL 2 (SEMTEPS)

A

CIRCULATION PERSPECTIVE



HOTEL 2 (SEMTEPS)

A

SUITE A PERSPECTIVE



HOTEL 2 (SEMTEPS)

A

SUITE A PERSPECTIVE



INN (HOUSE 3)

A

CURRENT SITUATION



INN (HOUSE 3)

A

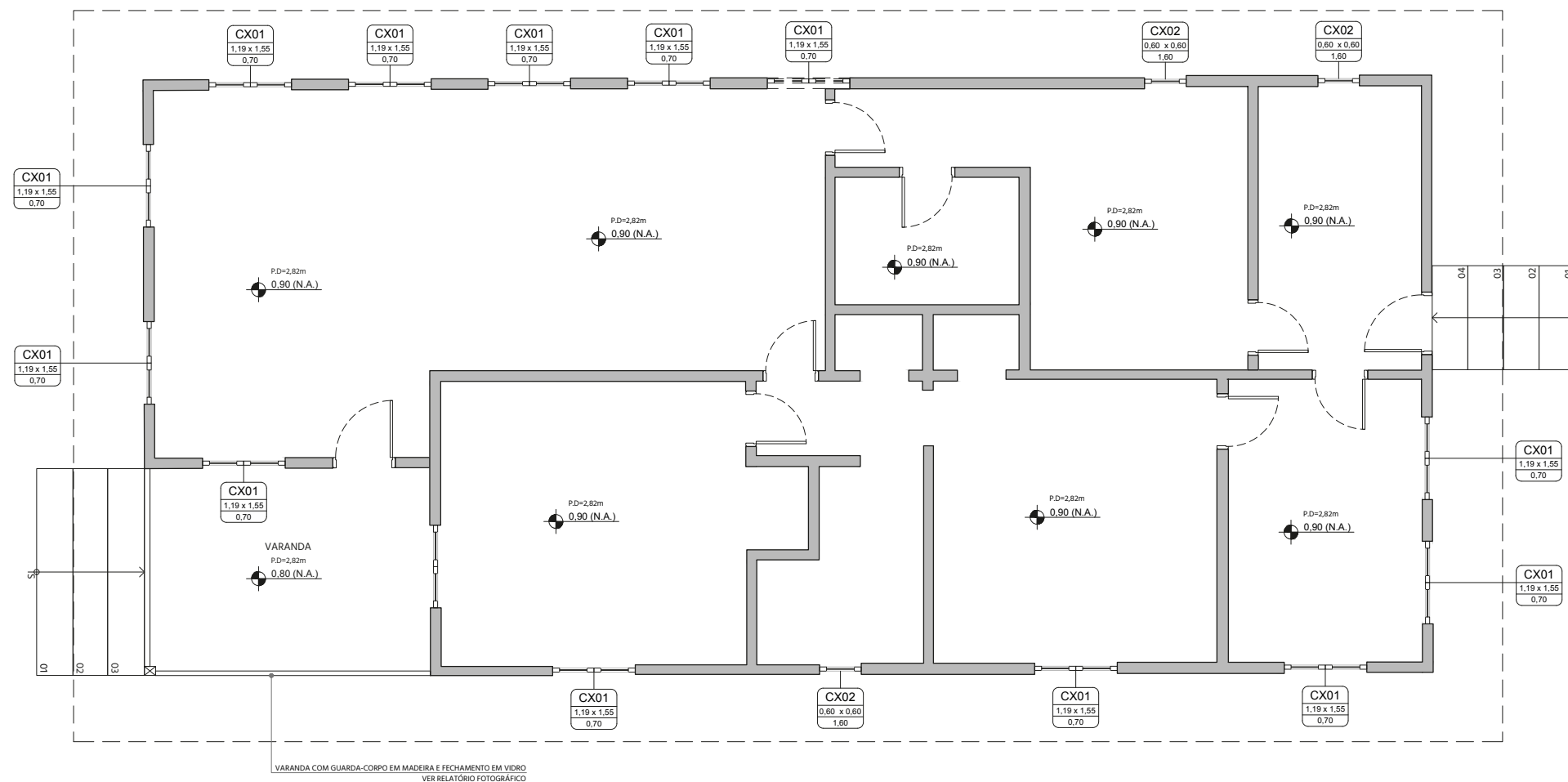
CURRENT SITUATION



INN (HOUSE 3)

A

CURRENT LAYOUT



INN (HOUSE 3)

A

PROPOSED LAYOUT



INN (HOUSE 3)

A

PERSPECTIVE



INN (HOUSE 3)

A

PERSPECTIVE



INN (HOUSE 3)

A

PERSPECTIVE



CLUB HOUSE (CITY COUNCIL)

A

CURRENT SITUATION



CLUB HOUSE (CITY COUNCIL)

A

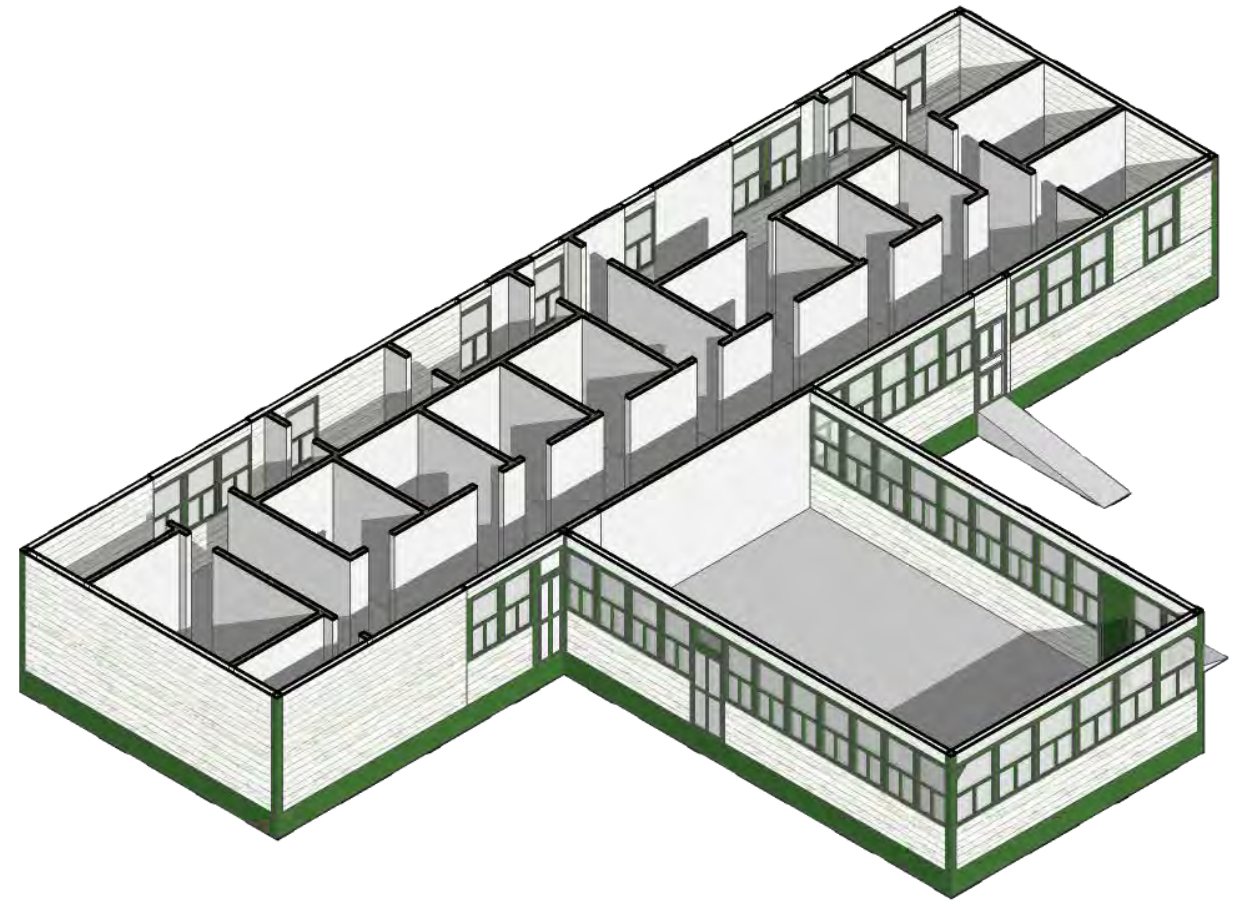
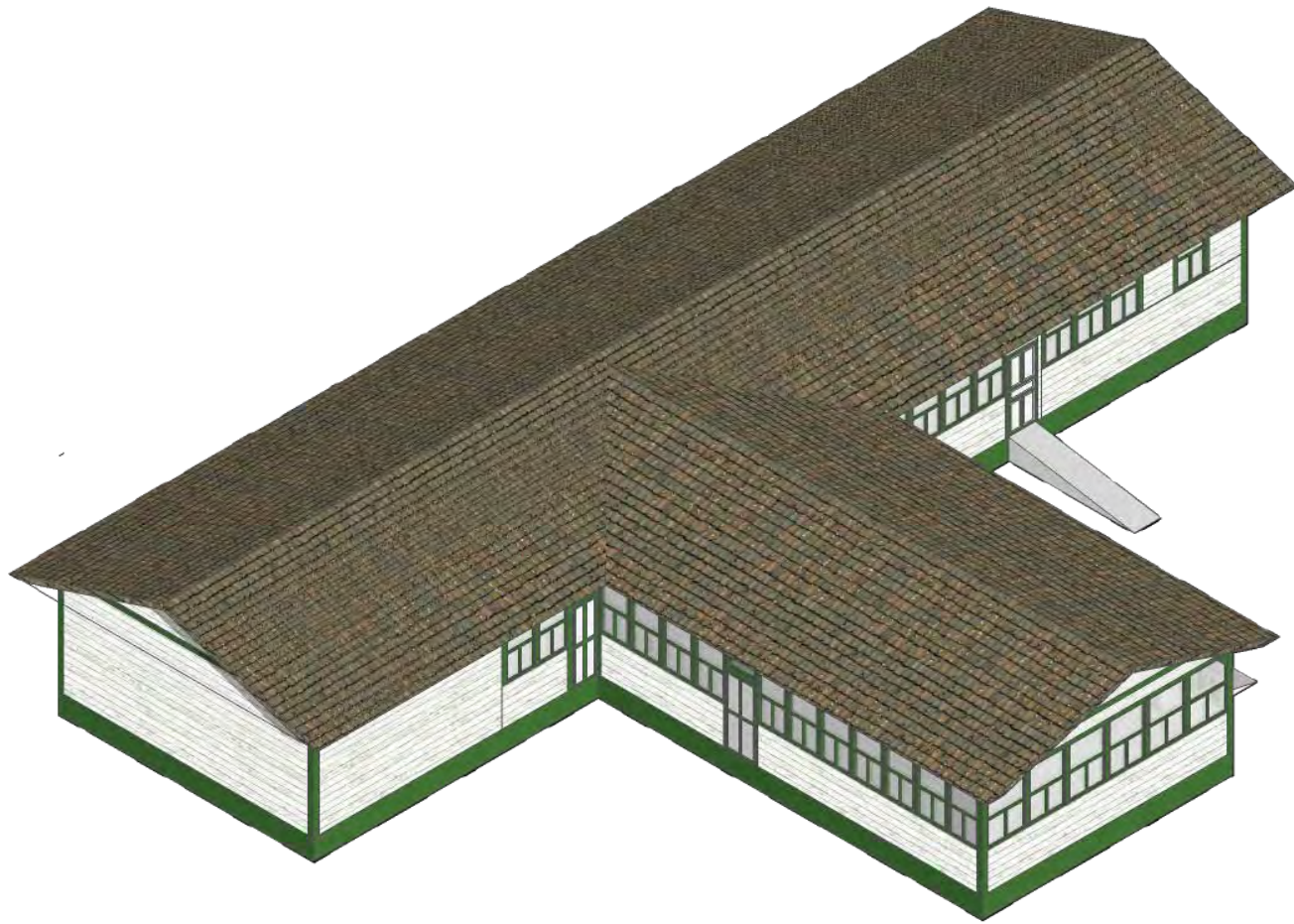
CURRENT SITUATION



CLUB HOUSE (CITY COUNCIL)

A

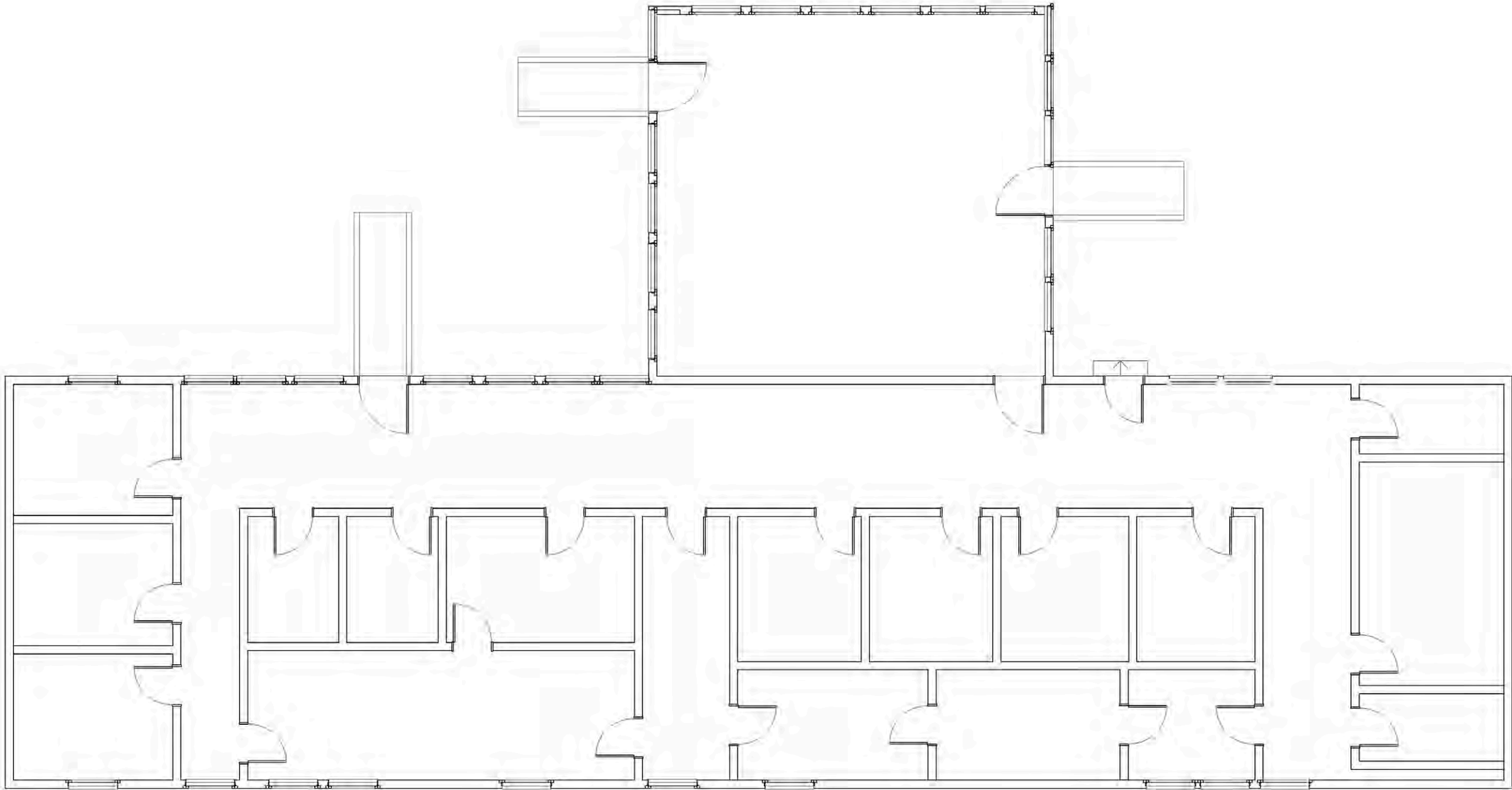
ISOMETRICS



CLUB HOUSE (CITY COUNCIL)

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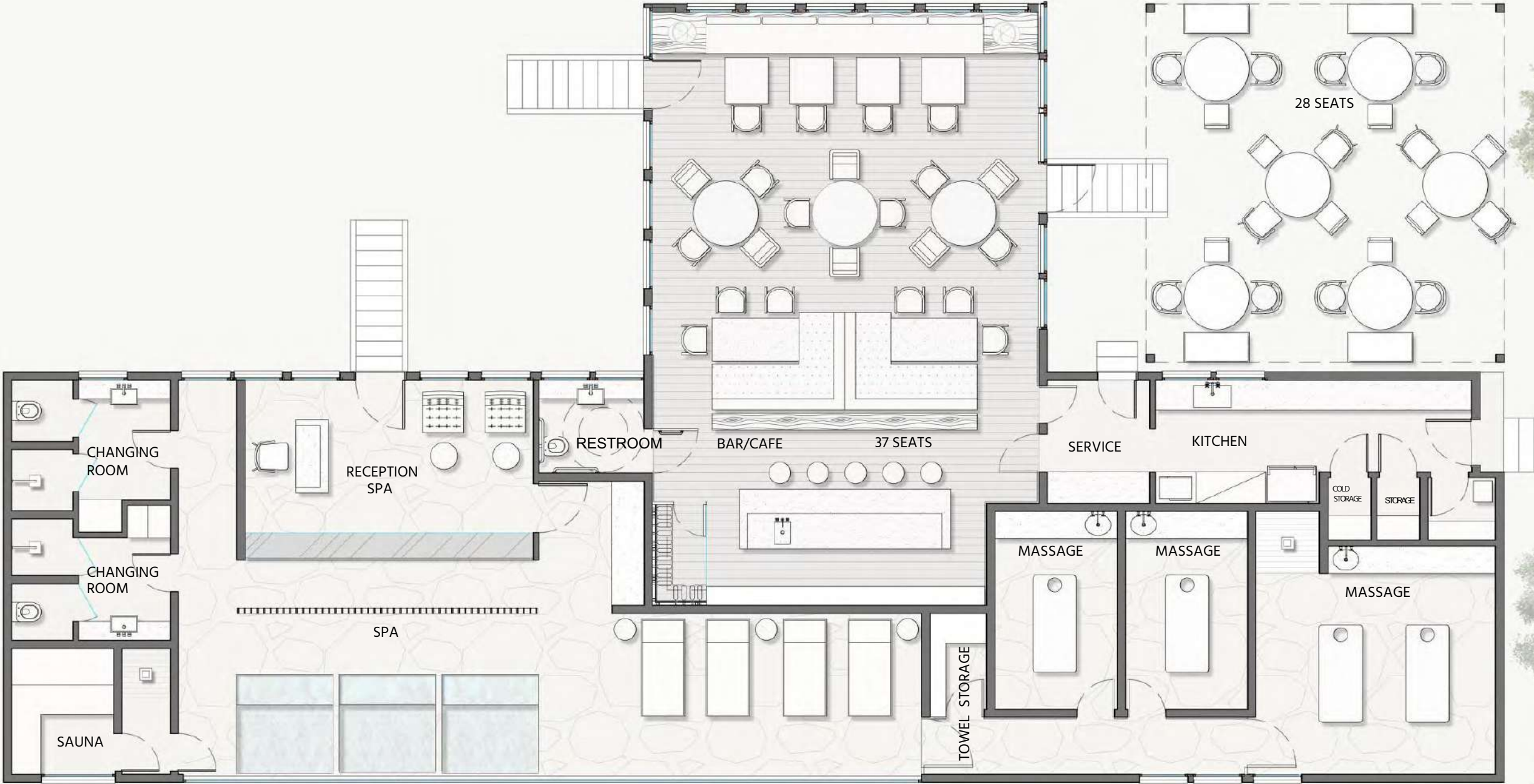
CURRENT LAYOUT



CLUB HOUSE (CITY COUNCIL)

A

PROPOSED LAYOUT



10-12 rooms
AREA: 260 m2

RECEPTION AND HOTEL ADM (CITY HALL)

A

CURRENT SITUATION



RECEPTION AND HOTEL ADM (CITY HALL)

A

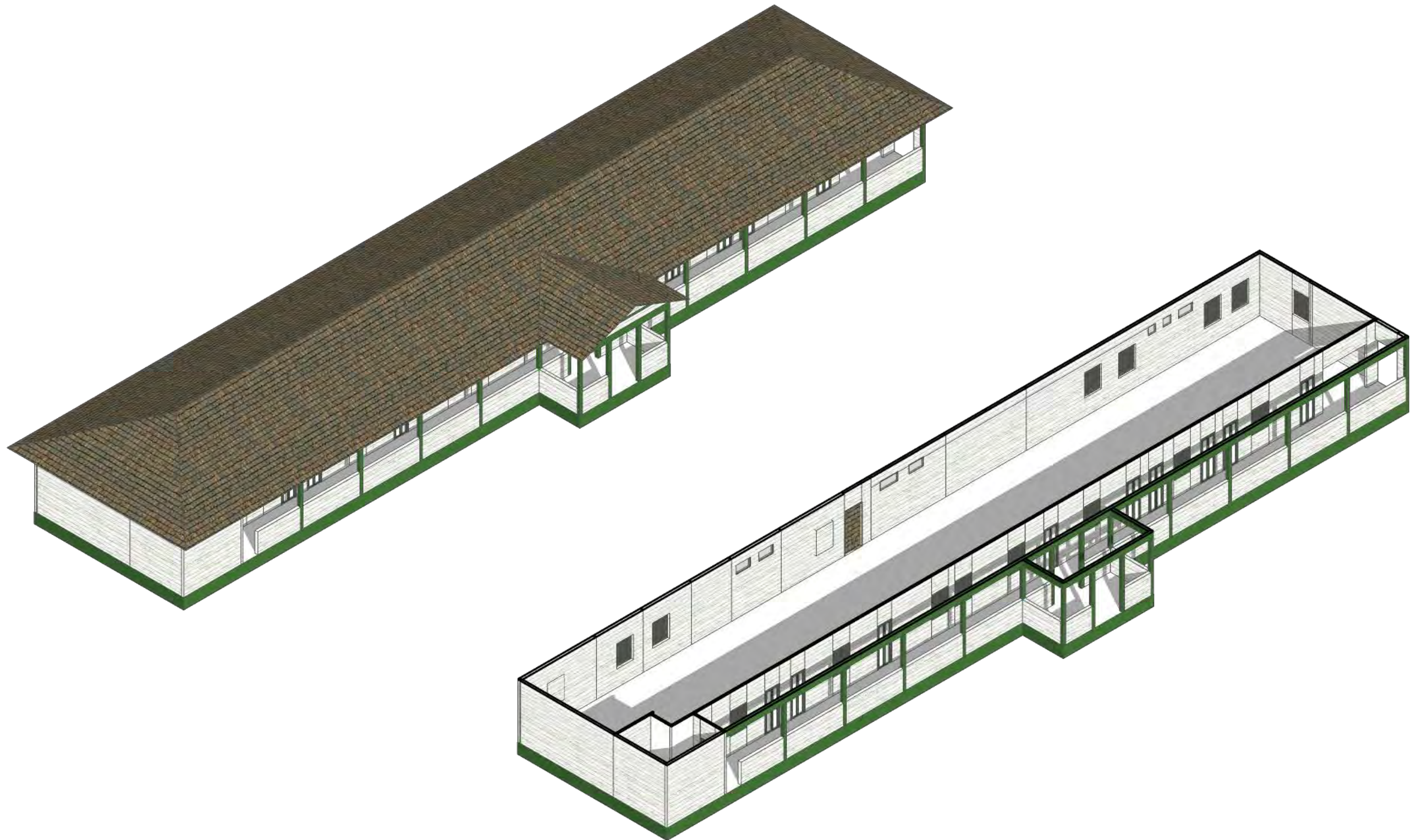
CURRENT SITUATION



RECEPTION AND HOTEL ADM (CITY HALL)

A

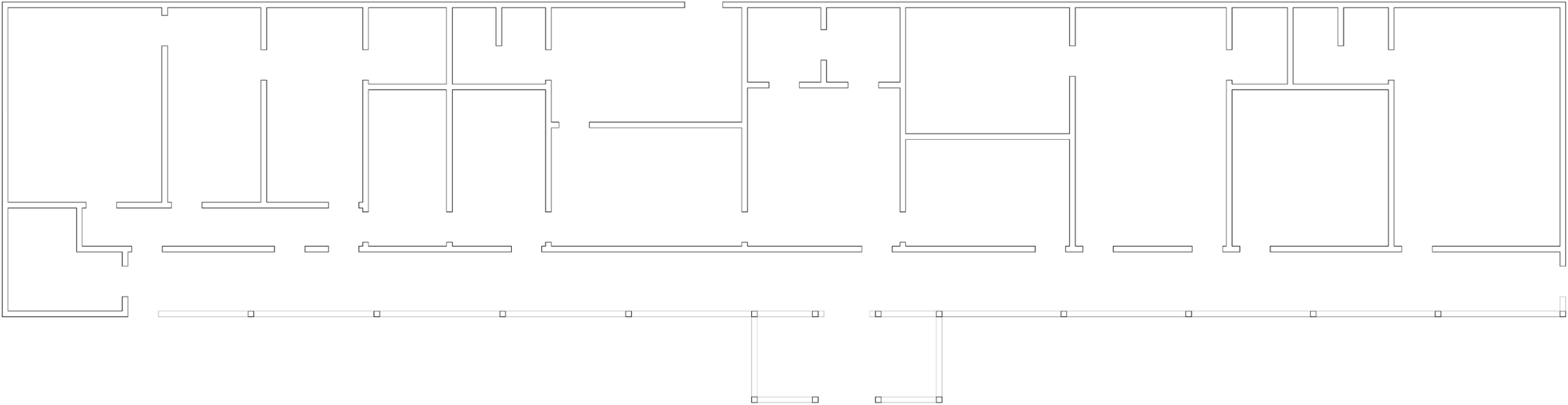
ISOMETRICS



RECEPTION AND HOTEL ADM (CITY HALL)

A

CURRENT LAYOUT



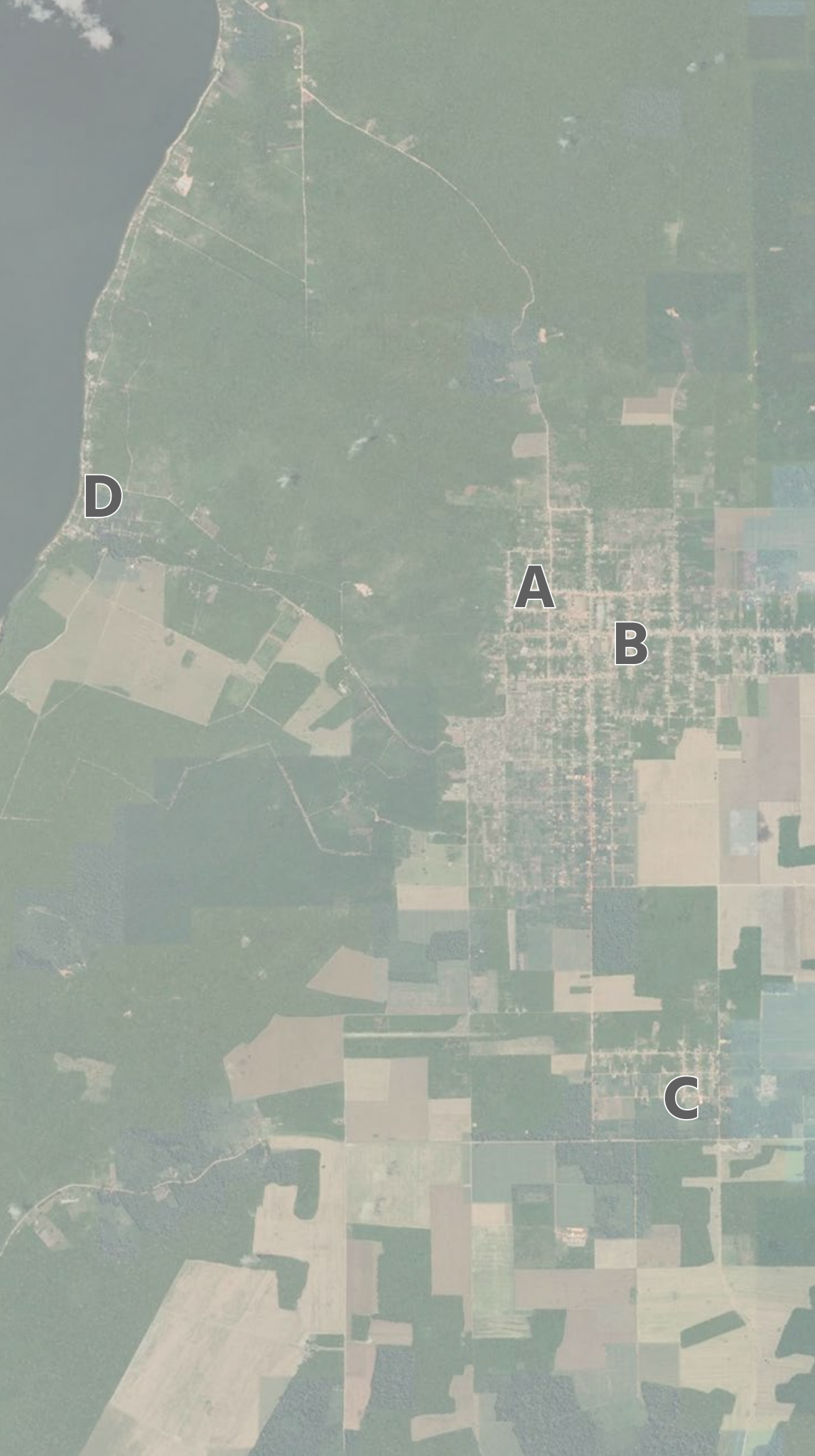
RECEPTION AND HOTEL ADM (CITY HALL)

A

PROPOSED LAYOUT



AREA: 375 m2



BELTERRA CIRCUIT

VILA AMERICANA PARK A

- WATER TANKS
- MEMORY CENTER (DOCTORS' HOUSE)
- MUCA - AMAZON SCIENCE MUSEUM
- TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)
- HOTEL COMPLEX

HOTEL COMPLEX B

SUSTAINABLE INTERNATIONAL SCHOOL C

BEACH CLUB D

ADMINISTRATION VILLA

B

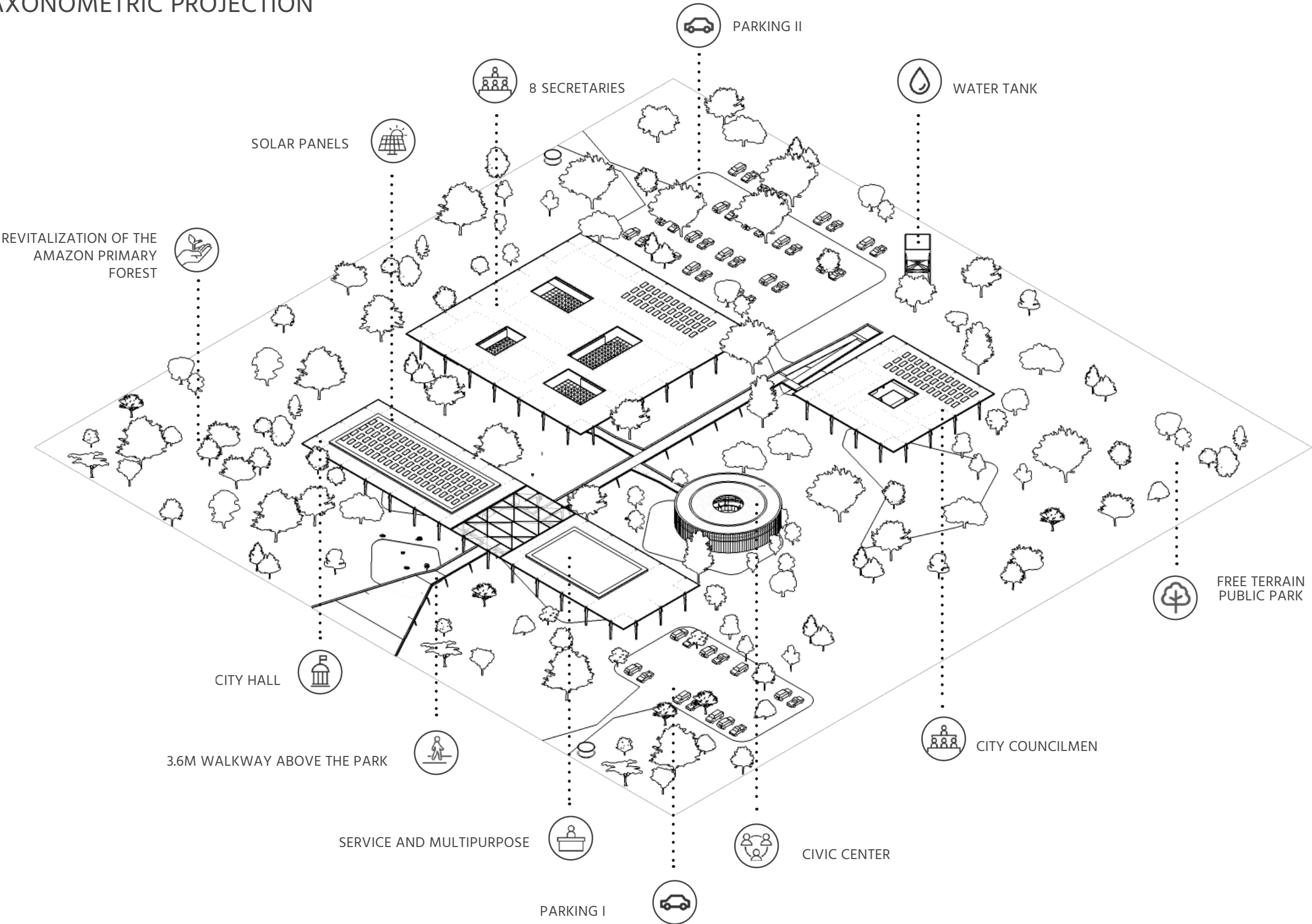
PROPOSAL



ADMINISTRATION VILLA

B

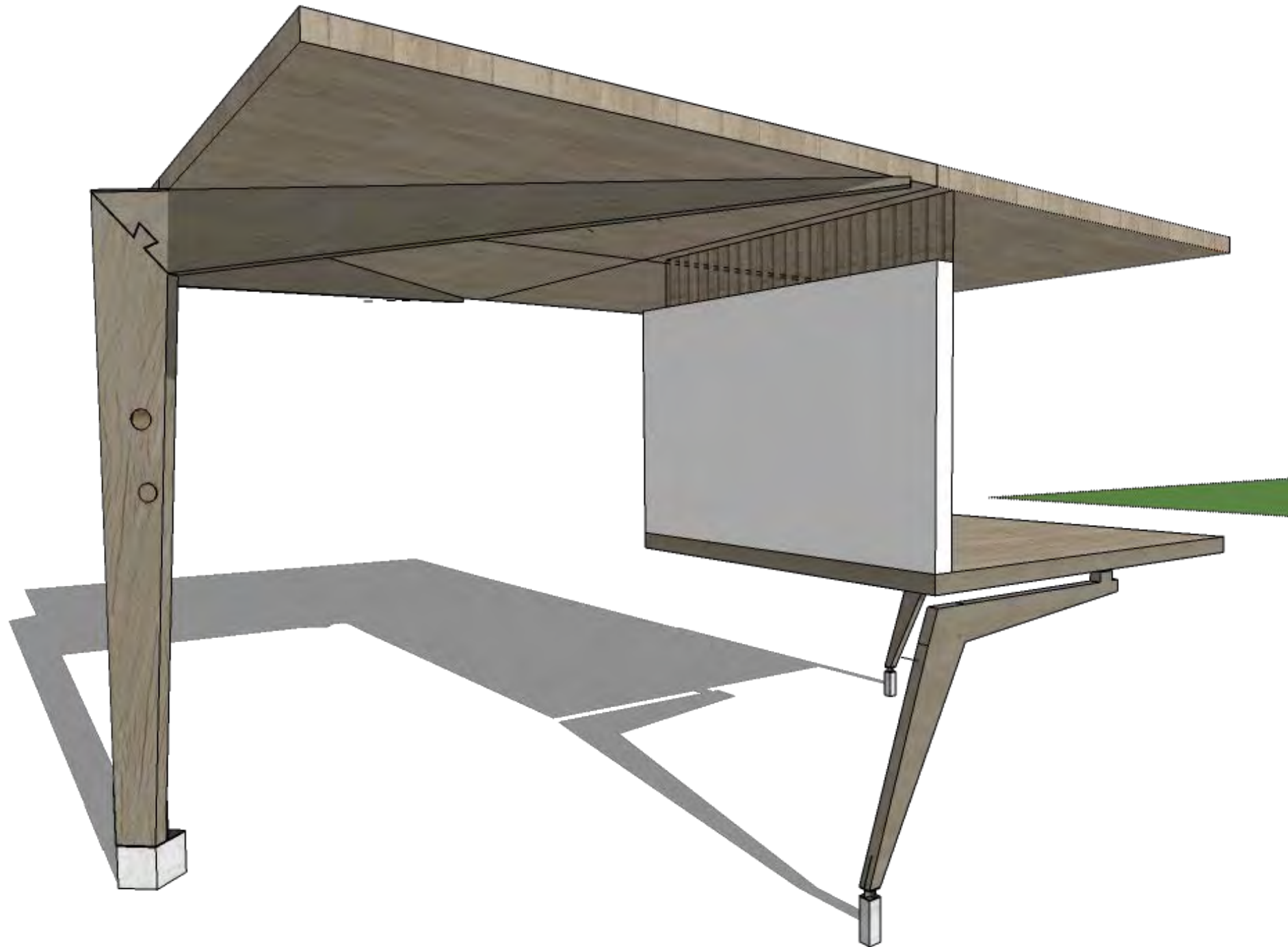
AXONOMETRIC PROJECTION



ADMINISTRATION VILLA

B

STRUCTURAL SYSTEM



ADMINISTRATION VILLA

B

PERSPECTIVES



ADMINISTRATION VILLA

B

PERSPECTIVES



ADMINISTRATION VILLA

B

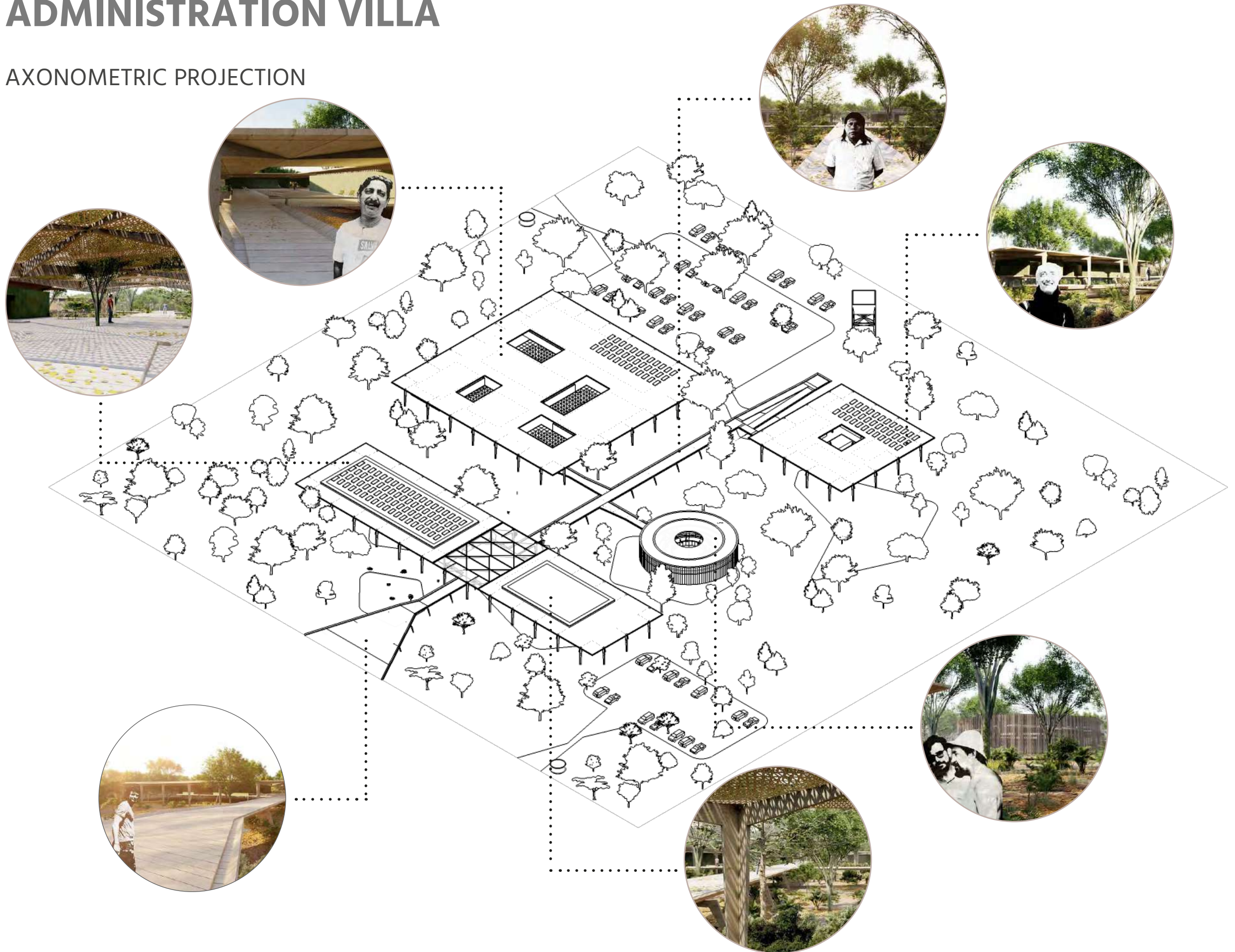
PERSPECTIVES

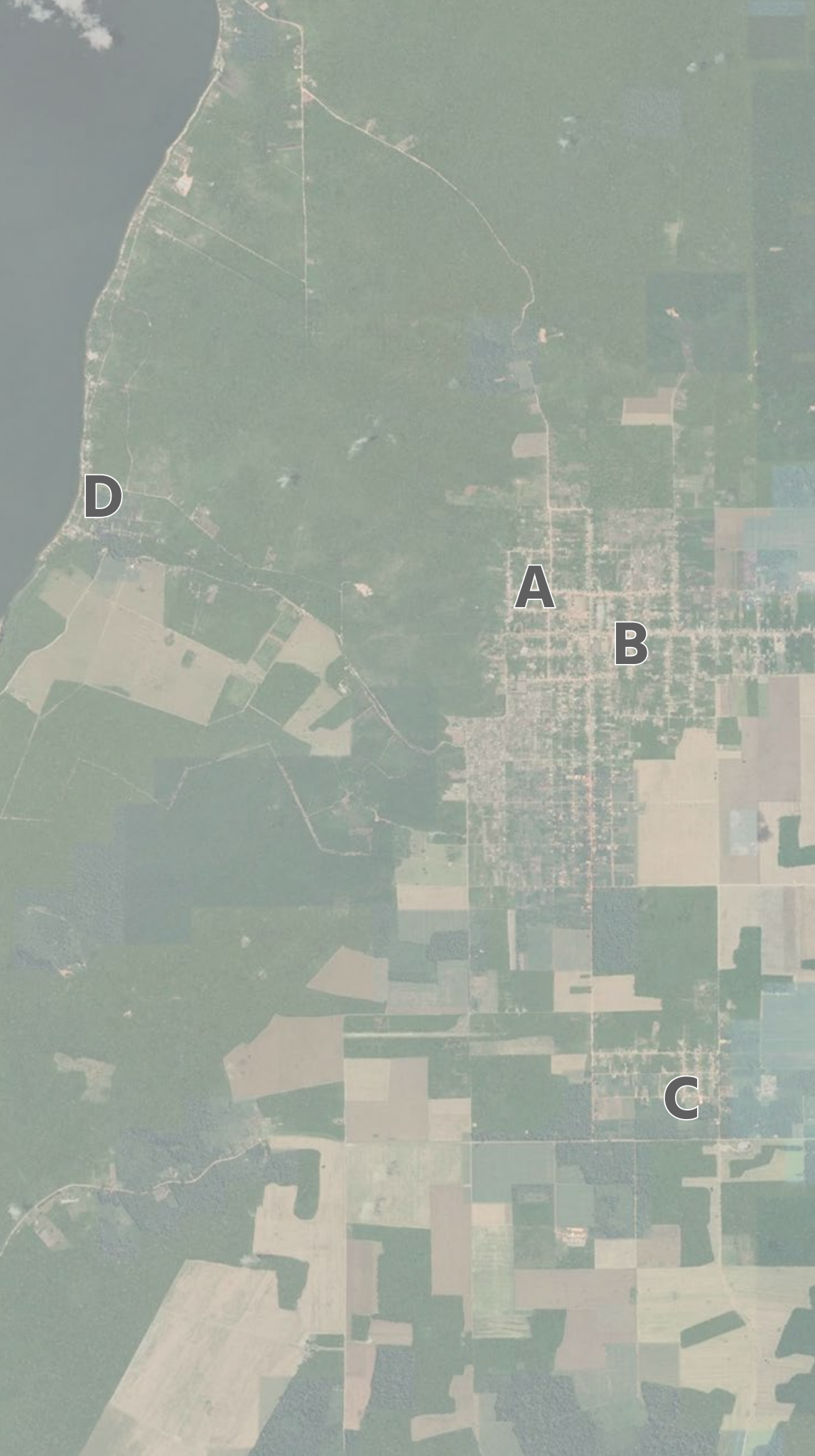


ADMINISTRATION VILLA

B

AXONOMETRIC PROJECTION





BELTERRA CIRCUIT

VILA AMERICANA PARK A

- WATER TANKS
- MEMORY CENTER (DOCTORS' HOUSE)
- MUCA - AMAZON SCIENCE MUSEUM
- TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)
- HOTEL COMPLEX

HOTEL COMPLEX B

SUSTAINABLE INTERNATIONAL SCHOOL C

BEACH CLUB D

SUSTAINABLE INTERNATIONAL SCHOOL

C

CURRENT SITUATION



SUSTAINABLE INTERNATIONAL SCHOOL

C

CURRENT SITUATION



SUSTAINABLE INTERNATIONAL SCHOOL

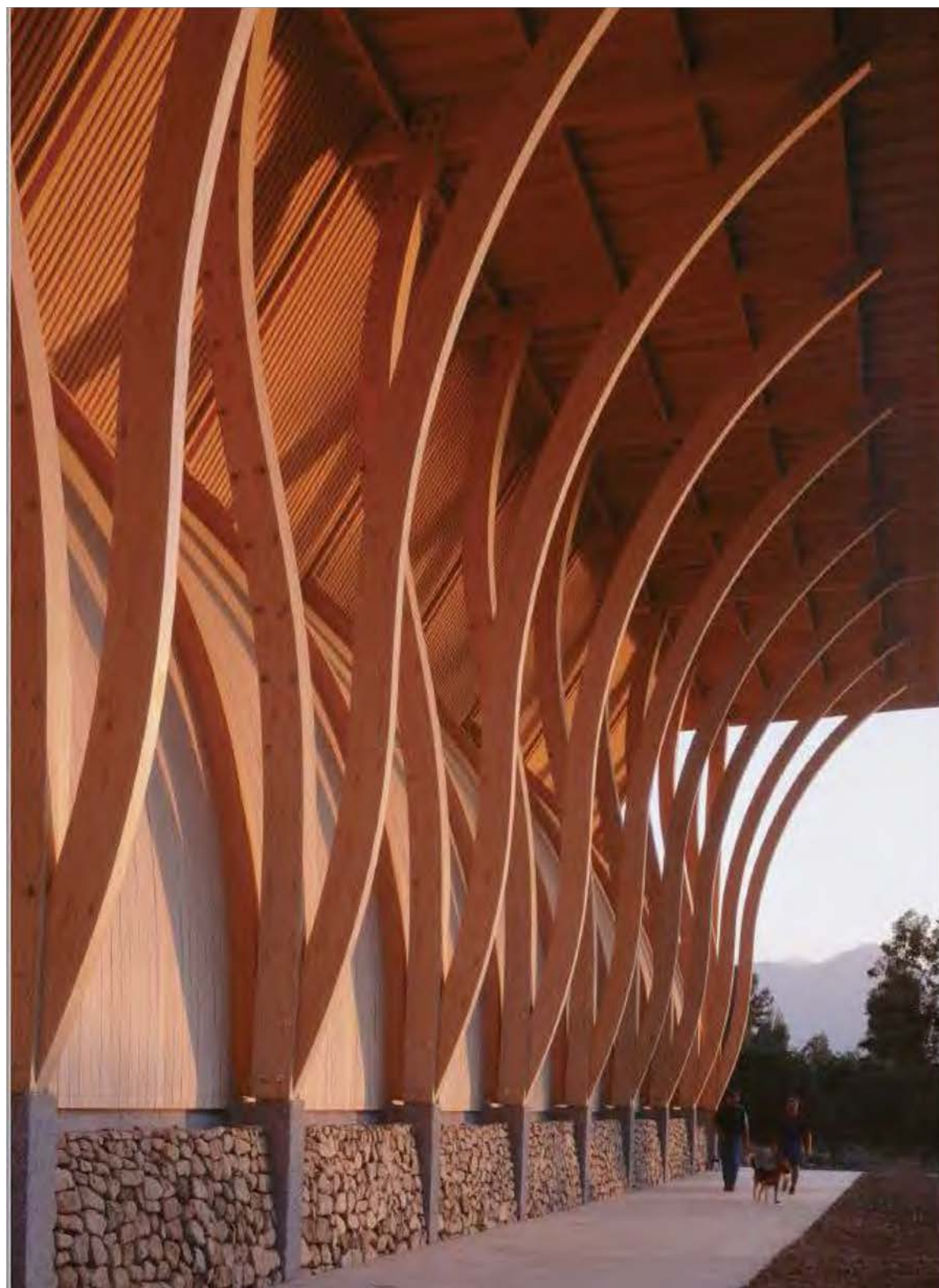
LOCATION



SUSTAINABLE INTERNATIONAL SCHOOL

C

APPLICATION EXAMPLE: WOOD TECHNICAL SCHOOL



WOOD TECHNICAL SCHOOL

The wood economy requires an educational process that encompasses all aspects involving its production: those that make up the sustainable tripod – social, economical and environmental – plus the cultural aspect. It is essential for communities that can live based on this economy to incorporate the values that keep it upstanding and lasting. The 'wood school' corresponds to vocational education at a technical level, provided for in the regulations of the Law of Directives and Bases of National Education, where the notions and skills of the forestry universe and the wood industry are incorporated into conventional pedagogical practices.

In addition to the construction of wooden buildings, incorporating all the contemporary notions of its use and passive environmental comfort characteristics, there must be specific facilities for qualification and training in the practices of woodworking and carpentry.

The training of monitors and assistants and technical support for equipment operation may be conducted through agreements with different manufacturers and suppliers.

The estimated ideal number of students per class is 25 for the safe and controlled operation of the equipment. The monitors and assistants can be taken from the group of students, who may join the staff of other future 'wood schools.'

Name of the Asset:

Manoel Garcia School

Purpose:

Wood Technical School

Period:

1937

Location:

Belterra – Ford Company

Ministry of Culture Pronac:

10 10422

Restoration Amount:

BRL 3,109,547.44



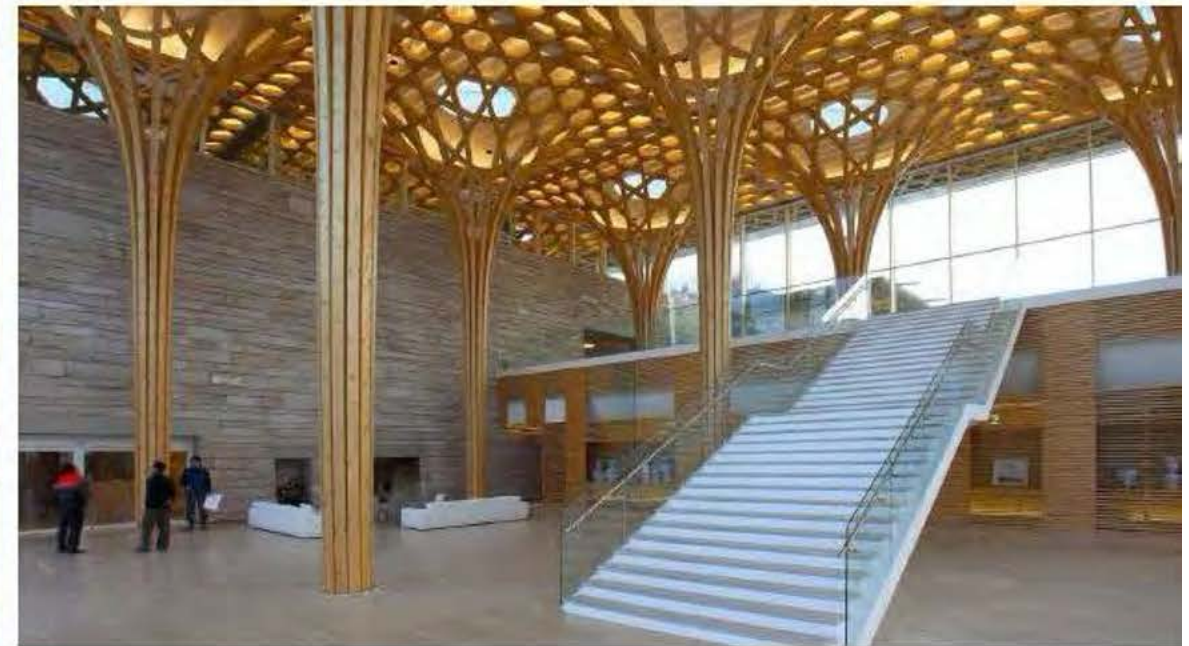
SUSTAINABLE INTERNATIONAL SCHOOL

C

APPLICATION EXAMPLE: WOOD TECHNICAL SCHOOL



Construction system requires the team to be qualified, improving the economic condition of everyone involved without placing any burden on the final product.



The wood production chain requires technologically simple implementation, but with extensive knowledge of the materials and techniques employed. Since it is an apparently abundant and familiar material, current practices end up generating waste and misuse. Lessons learned in the processes and good design must be part of the cycle, producing objects and constructions necessary and appropriate to their context.



C

the process

1. **Goal setting and visioning** - The design team, consisting of architects, interior designers, and project managers, met to define the project's goals and vision. This included understanding the client's needs, the company's culture, and the desired outcome of the new office space.

2. **Research and inspiration** - The team conducted extensive research on modern office design trends, visiting various offices and studying architectural journals. They also gathered inspiration from art, nature, and technology.

3. **Concept development** - Based on the research, the team developed several conceptual designs. These concepts focused on creating a collaborative, flexible, and sustainable environment that reflected the company's values.

4. **Client consultation** - The team presented the conceptual designs to the client for feedback. They held several meetings to discuss the client's preferences, budget, and any specific requirements.

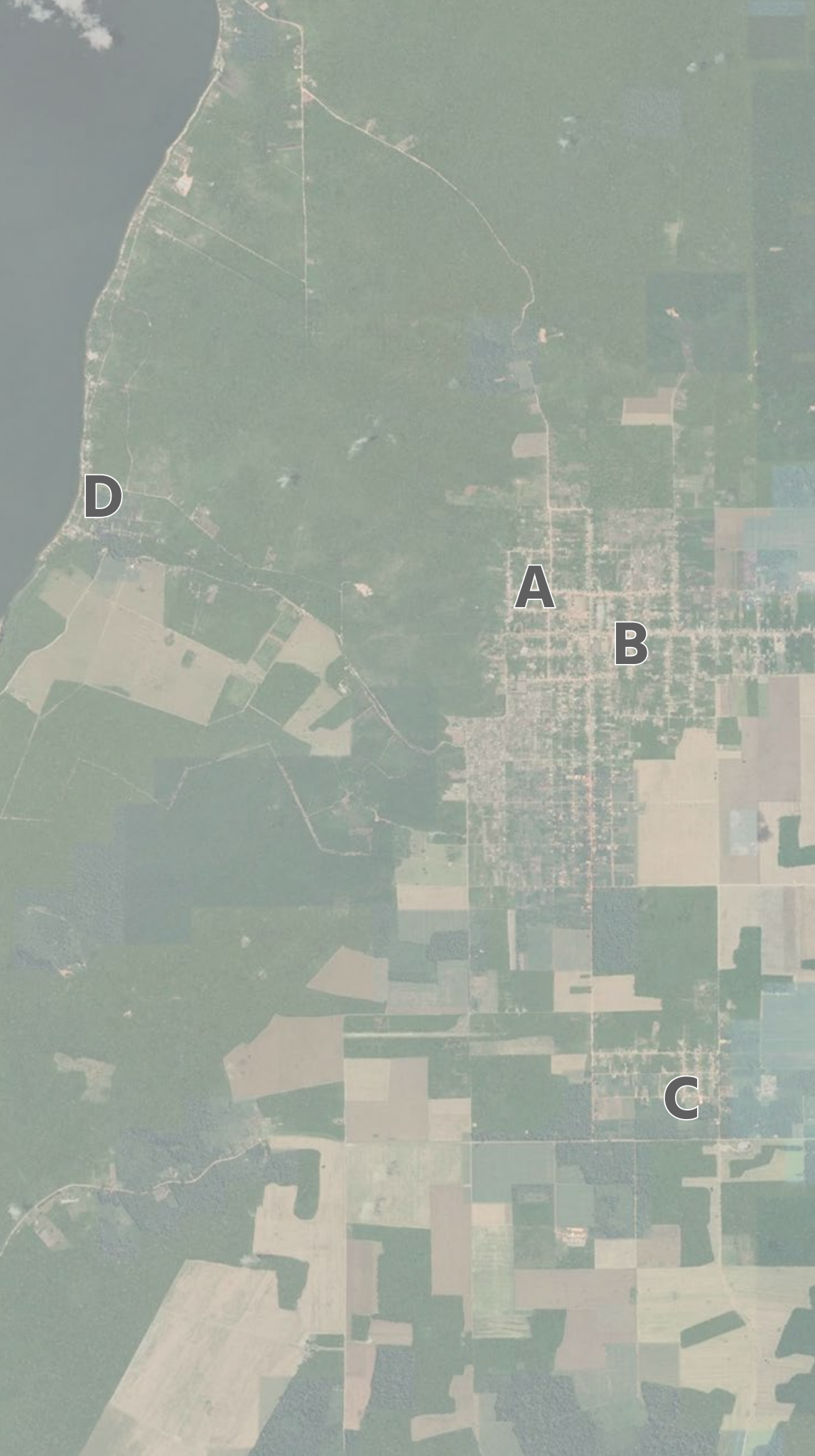
5. **Final design and specifications** - After incorporating the client's feedback, the team finalized the design and created detailed specifications. This included floor plans, furniture selections, lighting specifications, and material choices.

6. **Construction and installation** - The design team oversaw the construction and installation of the new office space. They ensured that the design was faithfully executed and that the project stayed on schedule and within budget.

7. **Post-occupancy evaluation** - After the office was fully operational, the team conducted a post-occupancy evaluation. They gathered feedback from the employees to assess how well the new space met their needs and how it impacted their productivity and well-being.

8. **Continuous improvement** - The team remains committed to continuous improvement. They monitor the office's performance over time and make adjustments as needed to ensure it remains a dynamic and effective workspace.





BELTERRA CIRCUIT

VILA AMERICANA PARK A

WATER TANKS

MEMORY CENTER (DOCTORS' HOUSE)

MUCA - AMAZON SCIENCE MUSEUM

TAPAJÔNICA FOOD CULTURE CENTER (HOUSE 1)

HOTEL COMPLEX

HOTEL COMPLEX B

SUSTAINABLE INTERNATIONAL SCHOOL C

BEACH CLUB D

BEACH CLUB

D

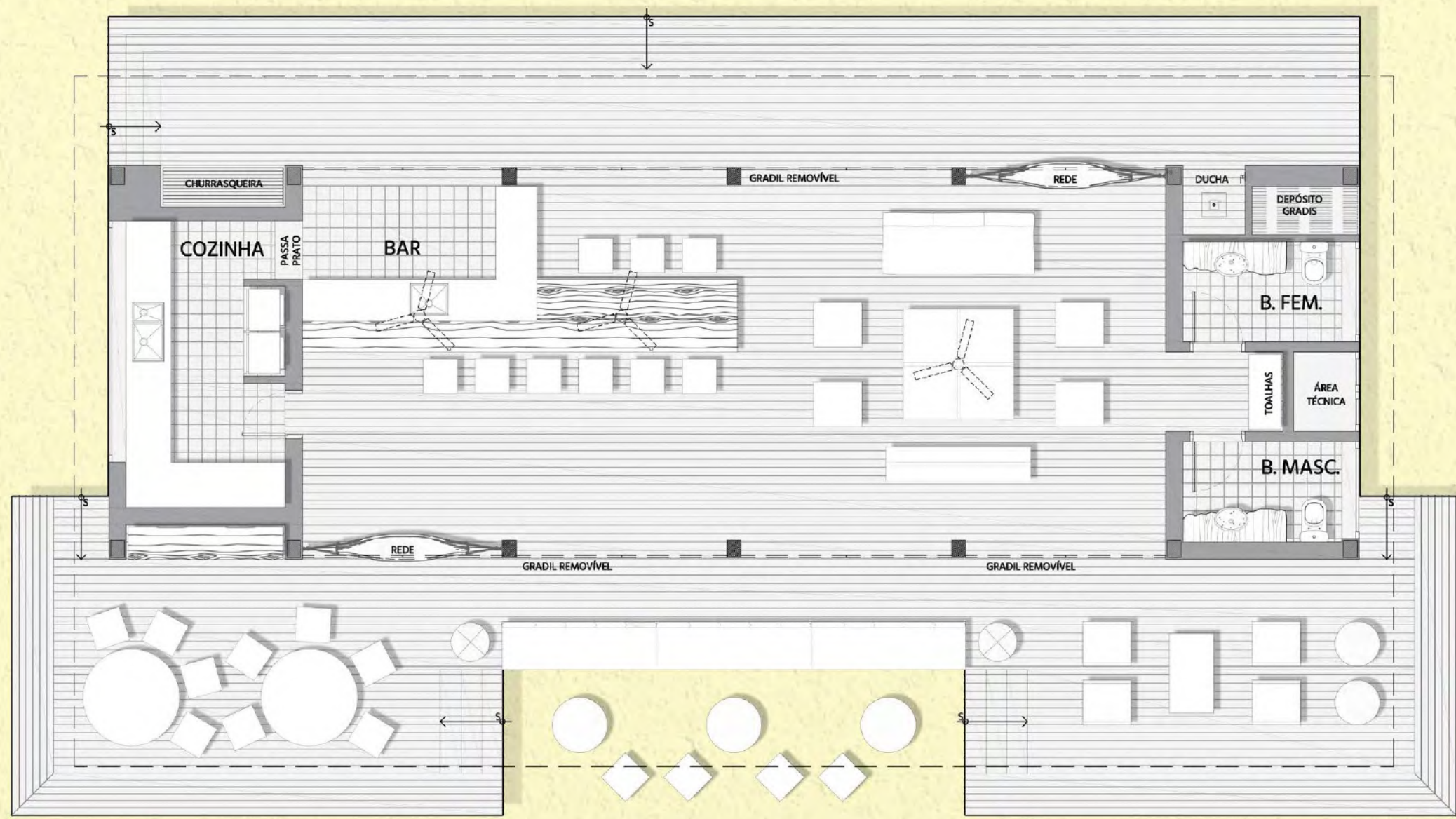
PROPOSAL



BEACH CLUB

D

LAYOUT



BEACH CLUB

D

PERSPECTIVE



BEACH CLUB

D

PERSPECTIVE



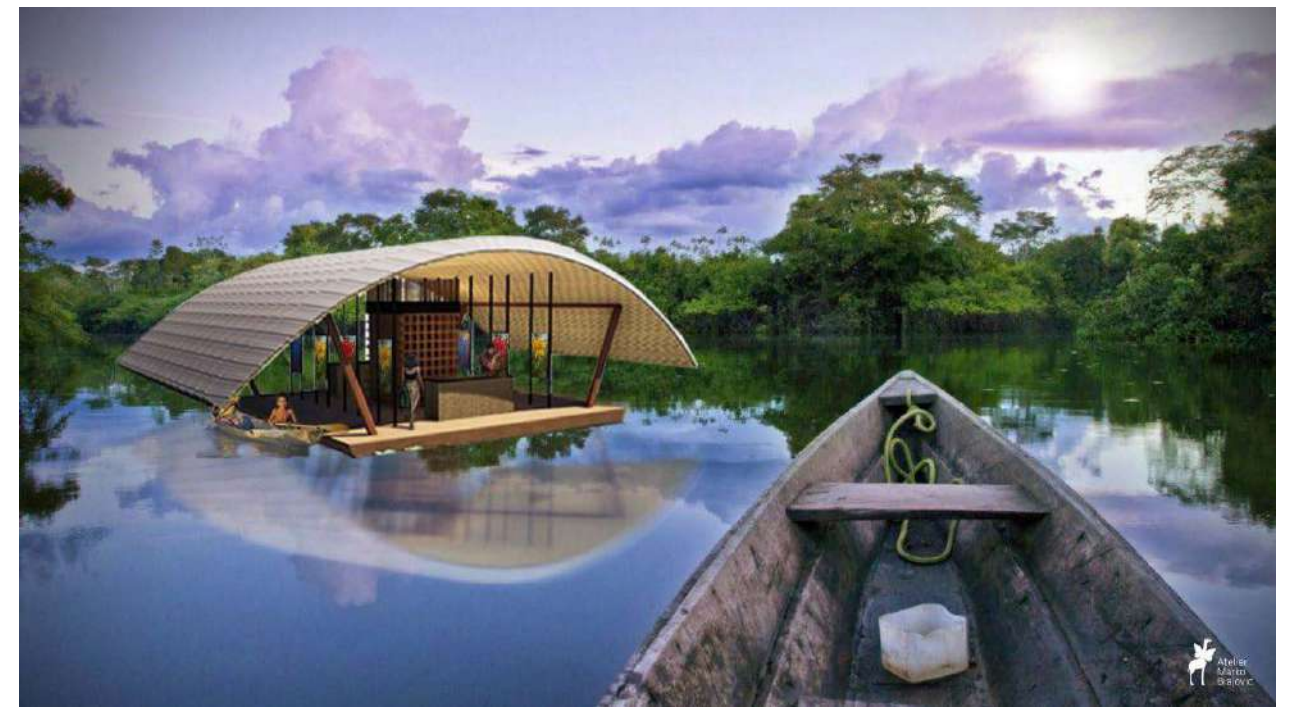
FLOATING BARGE CARANAZAL

Atelier Marko Brajovic



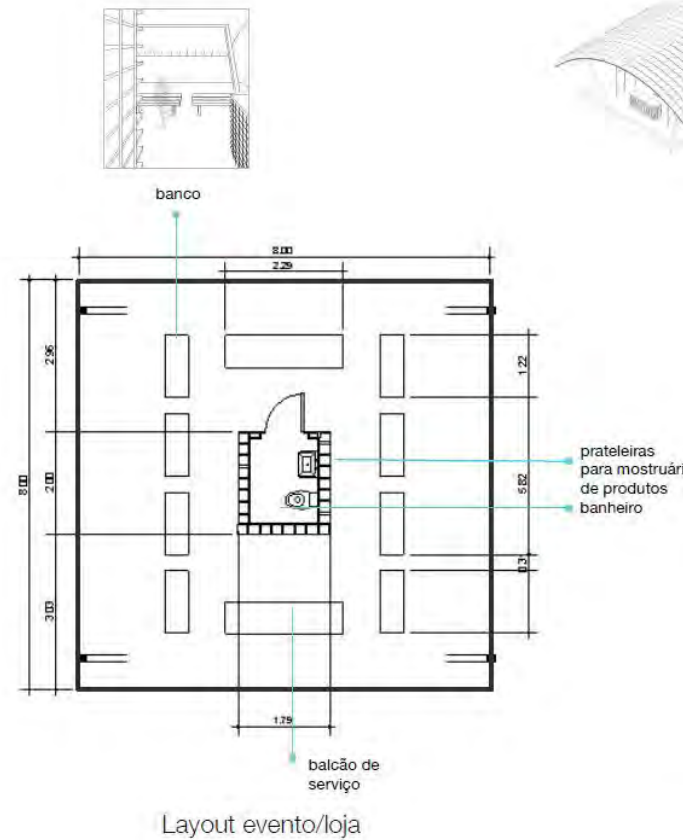
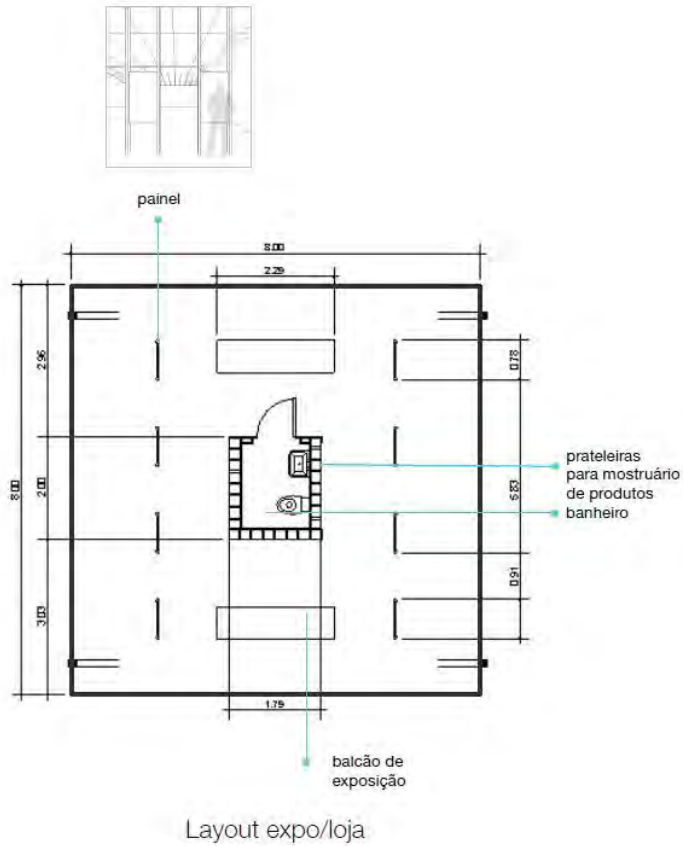
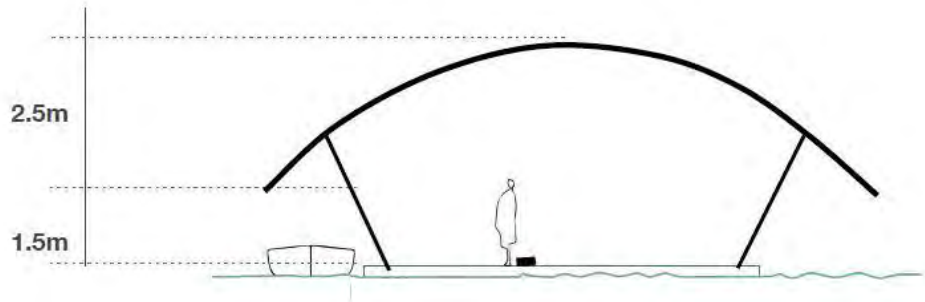
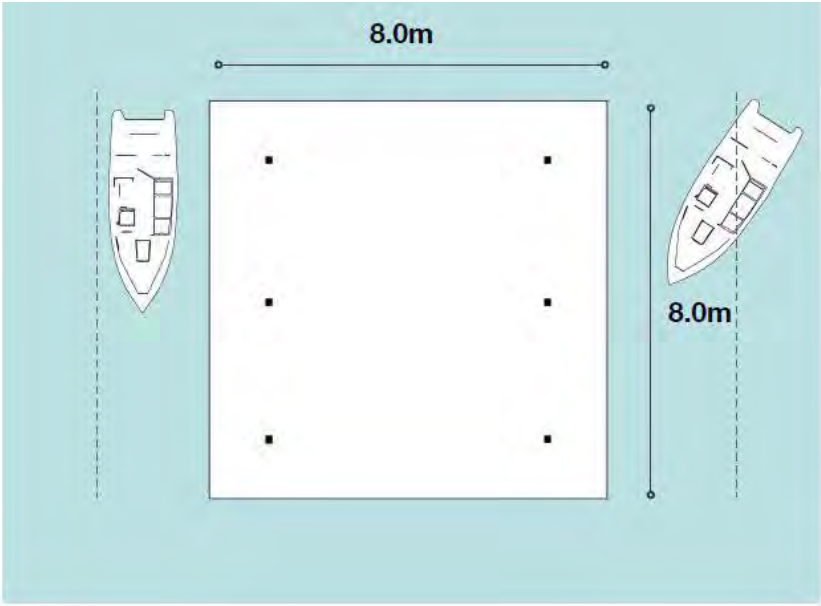
FLOATING BARGE CARANAZAL

Atelier Marko Brajovic



FLOATING BARGE CARANAZAL

Atelier Marko Brajovic



Sustainability 360°

Human Development – IDH

water & sanitation

Environment

garbage, waste, energy, agroforestry

Entrepreneurial Education Bioeconomics

Mindset, training, qualification

Social Empowerment

construction, tourism services, biodiversity products

Empoderamento Social

Inclusion in the high-value-added job market

Development and Market

Tourism, Gastronomy and Tourism Products



Team:

Luiz Felipe Aranha Moura



- Chief Sales Officer @ My Amazon Dream - MAD4Life
- OSCIP Ama Brasil - Vice President. Coordinator of projects between academia, governments and Bio Industria, with a focus on the Amazon
- Government of Pará – Bio Pará Program. Structuring of bio-economics and science projects focused on forestry production chains.
- Implementation of Parafarma – Coordination of the implementation plan for public laboratories in Pará - Herbal Medicines
- Government of São Paulo – Butantan Amazônia / Ama Brasil Technical Coordinator for the Implementation of the Advanced Base for Instituto Butantan in the Amazon
- Coordinator of the Implementation of the Scientific Dissemination Center for Instituto Butantan
- Magma Cultural Editor – Publication of Books on Biodiversity and the Environment
- Director of Magma Cultural Films – Fiction, Nonfiction and Content
- Film Director and Producer – DRT (ANCINE), Screenwriter and Branded Content
- Cave Diver by the NSS – National Speleological Society USA

Team:

Arthur Casas



- Founding Architect @ Studio Arthur Casas
- Projects built in several cities worldwide such as Tokyo, Paris, Rio de Janeiro, NY and São Paulo, creating a vocabulary that is recognized and published internationally
- Conception of programs that can be as diverse as a chair or an entire neighborhood, influenced by a spirit both modernist and contemporary that is Brazilian but also cosmopolitan.
- Studio Arthur Casas has gained recognition over the years and has received numerous national and international awards such as World Architecture Festival, Best of Year, iF Design Award, Frame Awards, Red Dot Design Award, Leaf Awards and Architecture Masterprize, among others.
- Our projects are recognized by prestigious national and international publications such as Dwell, Architectural Record, Wallpaper, Interior Design, AD, Interni and many others

Team:

Marko Brajovic



- Founding Architect and Creative Director @ Atelier Marko Brajovic.
- Scenography, museography, product design, architecture, and creative direction with projects in Milano, Miami, Dubai, Shanghai, Madrid, Barcelona, Buenos Aires, Hong Kong, Melbourne, Munich, Rio de Janeiro and São Paulo
- Atelier Marko Brajovic is winner at: 2016 IF AWARD, Winner of the 2015 World Architecture Festival and 2015 IF GOLD AWARD, 2014 W Award and 2010 GOLD IDEA Brasil AWARD
- Co-Director @ Architectural Association School of Architecture – AA Visiting School Amazon
- Honorary Consul of Montenegro in Brazil
- Founder and Director @ byNature.com.br
- Director of Interior and Industrial Design @ Istituto Europeo di Design

Team:

Otávio Mercadante



- USP Faculty of Medicine and FMUSP Medical Residency
- Postgraduate in Public Health – USP Faculty of Public Health
- Master's degree in Public Health – FSP of USP
- Associate Professor, Department of Social Medicine, Faculty of Medical Sciences, Santa Casa de São Paulo
- Director of the Alexandre Vranjac Health Teaching Center of FCMS
- Assistant State Health Secretary
- Chief of Staff of SES-SP
- INAMPS Coordinator in SP
- Executive Secretary for the State Health Council
- Chief of Staff for the Ministry of Health
- Director of Instituto Butantan
- CEO OSCIP AMA-Brasil

Team:

José Seixas Lourenço

- Bachelor's degree in Physics from the Faculty of Philosophy, Science and Literature of USP
- Masters in Geophysics from the University of California, Berkeley, USA.
- PhD in Geophysics from the University of California, Berkeley, USA.
- Director of the Center for Geophysical and Geological Sciences at UFPA.
- Dean of the Federal University of Pará.
- President of Companhia de Mineração do Pará – PARAMINÉRIOS.
- Director of the National Institute for Amazonian Research – INPA.
- Secretary of Coordination for Legal Amazon Affairs of the MMA, Water Resources and Legal Amazon – MMA and Executive Secretary of the National Council for the Legal Amazon - CONAMAZ.
- Special Advisor to the Minister of Science and Technology, for regionalization of S&T actions.
- Dean of the Federal University of Western Pará - UFOPA
- Pará State Secretary of Education
- Director – President of BioTec- Amazônia.



**JOSÉ SEIXAS
LOURENÇO**

Team:

João Marcello Gomes Pinto



- Civil Engineering @ Escola Politécnica da USP, Brazil
- Master of Science in Resources Engineering @ Karlsruher Institut of Technology, Germany
- Postgraduate in Environmental Risk Management @ United Nations (UN) University, Tokyo, Japan
- Holistic Science and Deep Ecology @ Schumacher College, UK
- Founder & Partner @ Sustentech, Brazilian leading company in the development of sustainable buildings and green urban developments (smart cities), +400 projects.
- Amazonia Stadium, Olympic Park in Rio, Olympic Village in Rio - first LEED for Neighborhood in Latin America
- 15 years experience of entrepreneurship in environmental-driven early stage companies in Brazil: Gigasolar, Centro Médico Brasil, Laboratório Neogenese, Rise Ventures
- Chief Executive Officer @ My Amazon Dream - MAD4Life

STUDIO ARTHUR CASAS



MINISTÉRIO DO
TURISMO

