

VEJA 圣保罗店 VEJA São Paulo Store

探访指数：4.7 / 5.0 | 在旧砖与新混凝土之间读一座城市

为什么值得专程去

- **一座可进入的城市剖面：**这里没有把老建筑修复成整齐的历史样本，而是让拆改留下的砖缝、补丁、梁板和设备痕迹继续存在。新混凝土楼梯从这些不同时期的表面中穿过，旅行者可以用身体阅读圣保罗不断覆盖又重新暴露自身的建造方式。
- **零售之外的公共性：**修鞋工坊、跑步测试、合作项目、艺术驻留、活动空间和屋顶露台把一次消费延长为观看、修复与停留。它不是传统意义上的文化机构，却以开放店面和可见服务把品牌价值转换为空间经验。
- **圣保罗现代主义的当代表达：**木模板混凝土并非风格化背景，而是承担楼梯、展台、柜台和家具基座等具体功能。粗粂表面与精确尺度并存，能帮助旅行者理解巴西现代建筑如何把结构、材料和公共生活联系起来。
- **摄影条件稳定：**整面玻璃立面、挑高入口、水平展架、连续线性灯和丰富材料层次提供多种取景距离。外观、全景、节点、人物尺度和图纸都较完整，适合形成一组有叙事顺序的建筑影像。

空间故事

- **从街道进入：**先在 Oscar Freire 街对面观察三层玻璃立面。立面像被切开的展示柜，但真正值得看的是旧楼板边缘、新混凝土和屋顶绿化如何同时出现在透明界面之后。进入时留意首层略低于人行道的高差，它让街道视线自然落向内部深处。
- **在首层放慢脚步：**不要只沿展架快速浏览。先比较白色陈列板与砖墙之间的留缝，再观察混凝土展台、木凳和人物如何控制空间尺度。走到深处的修鞋工坊，购买与维护被安排在同一条动线上，这是项目最重要的价值表达之一。
- **沿垂直核心上升：**楼梯与原电梯井的并置最能说明新旧关系。站在平台回望挑空入口，可同时看到街道、上下楼层和悬置灯具；继续到屋顶露台后，再把城市树冠、Girafa 家具和室内粗粂材料联系起来，完成从商业街到巴西设计史的转换。

旅人行囊

- **最佳体验：**建议安排 60 至 90 分钟，并把门店作为 Oscar Freire 街与 Paulista 大道建筑散步的起点。工作日上午开门后或傍晚灯光亮起前后，较容易同时观察材料与人物活动；屋顶和活动空间是否开放，应以现场安排为准。
- **审美练习：**为旧砖、新混凝土、木作和玻璃各拍一张近景，再拍一张四种材料同时出现的全景。比较它们在结构、陈列、触感和光线中的不同角色，可以避免把项目简单理解为粗野主义风格。
- **拍照建议：**外立面适合使用中长焦减少街道干扰，室内则用中等广角并保持竖向线垂直。不要过度拉亮砖墙阴影，木模板纹理需要侧光才能显现。修鞋工坊和顾客区域涉及隐私，拍摄人物前应先征得同意。
- **顺道探索：**可沿 Paulista 大道串联 Instituto Moreira Salles Paulista 与 Lina Bo Bardi 设计的 MASP，对照三种公共界面：垂直文化空间、悬挑博物馆和透明零售改造。若时间充足，再把 Ibirapuera Park 的现代建筑群安排在另一天。

现场观察清单

- **立面：**玻璃界面如何把楼层、楼梯和屋顶活动压缩成一幅城市橱窗。
- **旧墙：**砖块颜色、灰浆填补和设备孔洞如何记录不同使用阶段。
- **新混凝土：**板缝、木纹、转角和扶手如何在粗糙表面中保持精度。
- **光线：**线性灯具如何悬置于结构下方，并与自然光共同引导动线。
- **运营：**修鞋、陈列、收银、活动与停留是否真正形成连续体验。

交通与访问

- **地址：**Oscar Freire 565, Jardim Paulista, São Paulo, SP 01426-001。项目位于成熟商业街区，适合与周边步行路线组合。
- **营业时间：**VEJA 官方页面当前列示周一至周六 10:00—20:00，周日 12:00—18:00；修鞋服务周一至周六 10:00—18:00，周日关闭。节假日、活动与临时调整以出发前官方页面为准。

- **进入方式：**门店为开放商业空间，一般无需预约。屋顶、活动区、艺术驻留或放映可能只在特定时段开放，深度探访应提前联系门店。
- **出行提醒：**圣保罗天气、交通和商业街人流变化明显。轻装步行并保管好摄影设备；若携带三脚架或进行商业拍摄，应预先获得许可。

探访建议：把这里当作一段材料考古，而不是一间打卡店。先看街道如何穿过玻璃进入室内，再沿楼梯辨认每一层的新旧接缝，最后在屋顶回望城市；当消费、修复和停留被放进同一条路径，项目的真正价值才会显现。

Visit Index: 4.7 / 5.0 | Reading a city between old brick and new concrete

Why Make the Journey

- **An inhabitable urban section:** The renovation does not restore the old building into a uniform historical image. Brick joints, patches, slabs and service traces remain visible while a new concrete stair moves through them. Visitors can read São Paulo's habit of rebuilding over itself through direct bodily movement.
- **Public value beyond retail:** A cobbler's workshop, running test area, collaborations, residencies, events and roof terrace extend shopping into repair, learning and pause. The project turns brand values into spatial practice without pretending to be a conventional cultural institution.
- **A contemporary Paulista material language:** Board-formed concrete is not decorative scenery. It performs as stair, display, counter and furniture base. Rough surfaces and exact proportions show how Brazilian modern architecture can connect structure, material and public life.
- **A complete visual record:** The glazed façade, entrance void, horizontal shelving, light grid and layered surfaces support exterior, overview, detail and human-scale photography. Published plans and sections make the spatial sequence easy to study before and after the visit.

Spatial Story

- **Begin across the street:** Read the three-storey glass opening as a cut through the old building. Look beyond the shop-window effect to the exposed slab edges, new concrete and roof planting held within the

transparent frame. The slightly lowered ground floor draws the pavement view deep into the interior.

- **Slow down on the ground floor:** Compare the gap between white shelves and brick, then use concrete plinths, timber benches and people to judge scale. The cobbler's workshop at the rear places purchase and maintenance on the same route, making repair visible rather than peripheral.
- **Ascend through the material joint:** The relationship between new stair and stripped lift shaft best explains the project. From the landings, look back through the entrance void to see street, floors and lighting together. The roof terrace then shifts the experience from retail interior to urban canopy and Brazilian design history.

Traveler's Toolkit

- **Best experience:** Allow sixty to ninety minutes and use the store as the beginning of an architecture walk between Oscar Freire Street and Avenida Paulista. A weekday near opening or the transition into evening usually offers a useful balance of calm material observation and visible occupation. Roof and event access depend on the day's programme.
- **Aesthetic exercise:** Make one close photograph each of old brick, new concrete, timber and glass, then one wide image containing all four. Compare their structural, display, tactile and lighting roles. This prevents the project from being reduced to a generic brutalist look.
- **Photography approach:** A moderate telephoto can simplify the street façade; indoors, use a moderate wide angle and keep verticals straight. Preserve shadow depth so board-form grain remains visible. Ask before

photographing customers or the repair team, and obtain prior approval for tripods or commercial work.

- **Pairing the visit:** Continue toward Instituto Moreira Salles Paulista and Lina Bo Bardi's MASP to compare a vertical cultural building, a suspended museum and this transparent retail conversion. Reserve Ibirapuera Park's modern buildings for a separate half-day if possible.

On-site Observation List

- **Façade:** How glazing compresses floors, stair and roof activity into an urban display.
- **Existing walls:** How brick colour, mortar patches and service openings record previous uses.
- **New concrete:** How joints, timber grain, corners and balustrades retain precision within rough surfaces.
- **Lighting:** How linear fixtures float below structure and work with daylight to guide movement.
- **Operation:** Whether repair, display, payment, events and pause actually feel continuous.

Design Team Lens

- **Roberto Somlo Arquitetura:** Read the store alongside the practice's smaller rural projects, where existing conditions, local resources and long-term use also shape form. The connection is not a repeated visual signature but a preference for direct material decisions and limited intervention.
- **Collaborative precision:** Lighting, neon art, structure, building systems, construction and project management are deliberately visible yet

controlled. Their success lies in maintaining tension between old evidence and new insertion rather than erasing one with the other.

Access and Practical Notes

- **Address:** Oscar Freire 565, Jardim Paulista, São Paulo, SP 01426-001. The store sits on a well-established retail street and fits naturally into a walking itinerary.
- **Current published hours:** VEJA lists Monday–Saturday 10:00–20:00 and Sunday 12:00–18:00. Cobbler service is listed Monday–Saturday 10:00–18:00 and closed Sunday. Recheck the official page for holidays, events and temporary changes.
- **Entry:** The shop is ordinarily open without reservation. Roof, event, residency and screening areas may only be accessible for specific programmes, so contact the store before planning specialist coverage.
- **Responsible visit:** Keep circulation clear, respect staff and customer privacy, and do not treat merchandise displays as props. Commercial photography, tripods and extended equipment setups require prior permission.

Suggested Architecture Day

- **Morning:** Begin at VEJA soon after opening, when exposed surfaces and display details can be read with less crowding. Continue along Oscar Freire Street and pause to observe how the district's commercial façades handle transparency, setback and shade.
- **Afternoon:** Move to Instituto Moreira Salles Paulista for its vertical sequence of public spaces and exhibitions. Continue to MASP and

compare the civic void beneath Lina Bo Bardi's suspended volume with VEJA's much smaller but deliberately public threshold.

- **Evening:** If energy and current programming allow, return toward Jardim Paulista as shop lighting becomes visible through the full-height façade. The contrast between daytime material texture and evening urban display completes the project's two identities.

Editorial Verification

- **Area:** This package uses ArchDaily's project-specific figure of 536 m². Earlier launch coverage often rounded the store to 600 m²; the discrepancy is recorded in the source notes rather than silently merged.
- **Chinese coverage:** ArchDaily declares a Chinese-language alternate at /zh/1187438, and VEJA has a localised Chinese store page. The user's explicit project selection is treated as a one-off override; both pages are disclosed in the source notes.
- **Image threshold:** The published gallery lists twenty photographs, one of which is an exact duplicate. Nineteen distinct original-size photographs remain, plus four plans, three sections and one elevation. The package therefore passes the image and drawing gates after deduplication.

Final note: The most rewarding visit follows the building's section rather than its product categories—street to lowered floor, brick to concrete, repair bench to stair, and finally roof terrace to city. That sequence turns a polished retail address into a compact architectural journey through São Paulo's material memory.