

CASAS Saccaro



Projects

Pure inspiration with the signature of renowned professionals, exploring Saccaro furniture to its fullest potential

Yachthouse by Pininfarina

Iconic development signed by the renowned Italian studio makes history in Brazil

Culture

Jazz, always timeless, reveals a new generation of artists

Travel

We went to Scotland to discover the charms and history of the V&A Dundee museum



blues



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10.000 exemplares

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+ DESIGN

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Hello dear reader,

I open this editorial by recalling a quote you will encounter throughout this edition: "Our goal transcends mere experience of the present; we aim to be pioneers of trends." With that same spirit, it is with great pleasure that we resume the project of Saccaro Casas Magazine, which debuted in 2006 and has since been in constant evolution, much like the essence of our brand.

As everything here breathes original design, we went to Scotland to retrieve the best of the city revolutionizing art in the United Kingdom. Visionaries, the royal couple Victoria and Albert gave rise to the Victorian era, full of art and photography, their passions. The V&A Dundee museum proves that the legacy continues in contemporary times and is worth your attention. From this historical rescue, we jump to the present, addressing the topic of the moment, Artificial Intelligence. Speaking on the subject is none other than our special interviewee, Indio San. Enjoy this unmissable interview. We also heard from entrepreneur Alcino Pasqualotto, who takes us to the iconic Yachthouse by Pininfarina project, the largest residential building in Latin America.

And, of course, as it is a well-established success, we return to our decoration themes bringing beautiful projects by renowned professionals who feature our furniture prominently in their executions. Get inspired! As one topic leads to another, learning about our creative process has become a subject of these pages, with a focus on the Studio Saccaro. And the launches we present celebrate the result of these talents.

To wrap up, I invite you to read this issue while listening to a jazz playlist that blends the geniuses of our history with the young talents of today. You'll find it on page 91, in the special report that delves into the current scene of this genre that is constantly seeking liberation.

Have a great reading!

João Saccaro

João Saccaro

Market Director



saccaro.com

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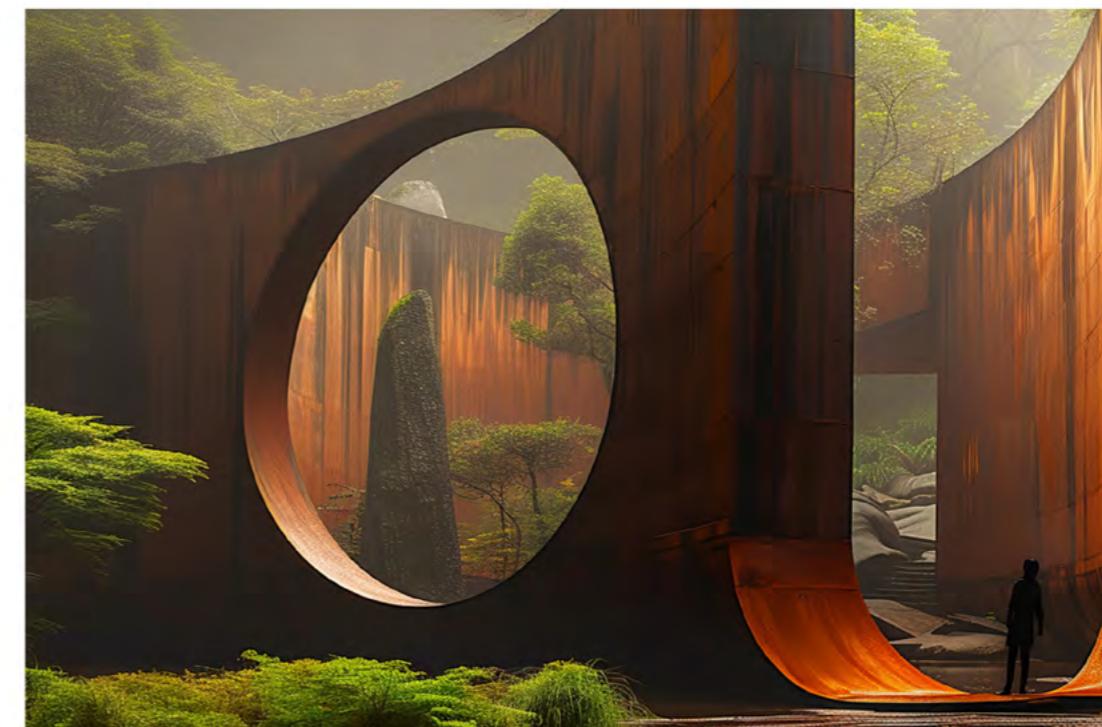
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Jazz's eternal search for liberation

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To expand our boundaries in the design and architecture universe, starting from page 95, you will have access to the magazine content in Spanish as well.

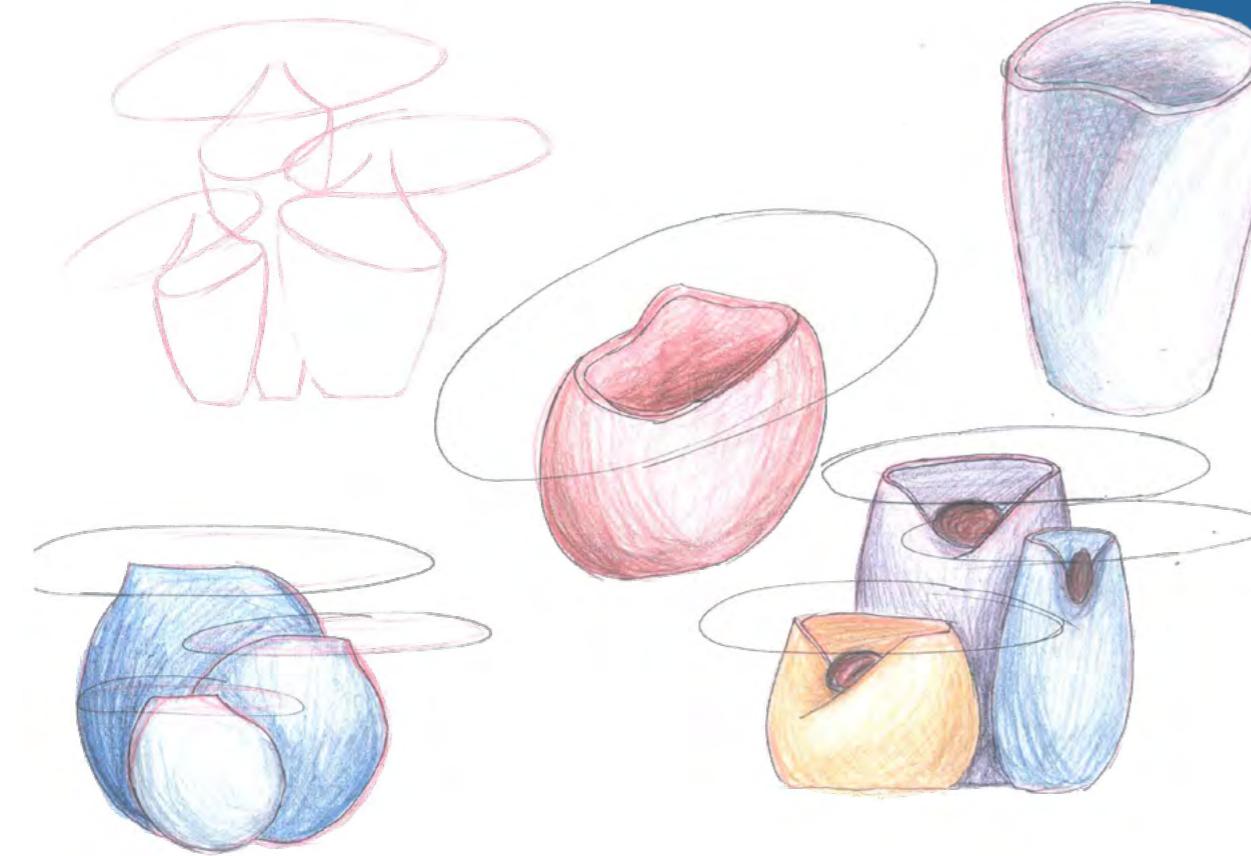
Enjoy your reading.



From Craftsmanship to Innovation:

Discover the Nuances of Studio Saccaro

Amidst the constant quest for innovation and exclusivity in Saccaro's furniture development, the design studio stands out as a beacon of creativity. With a trajectory marked by deep respect for traditions and a forward-looking perspective, the brand, a symbol of Brazilian design and high-end furniture, combines the beauty of craftsmanship with the forefront of innovation.



Luciane De Carli, Product Manager of Studio Saccaro and an architect with two decades of dedication to the brand, is one of the protagonists of this evolution. Her experience encapsulates the transformation experienced by Studio Saccaro, from its early focus on engineering to the conception of a creative studio, dedicated to understanding the essence of the brand and the needs of a global and diversified market.

According to Luciane, the creative process at Studio Saccaro is a constant dialogue with market trends and consumer desires, seeking to answer fundamental questions: "What are customers looking for? Status? Differentiation? Exclusivity? Comfort? Quality?" questions the Product Manager. These inquiries, aligned with the customer profile defined by Saccaro's marketing team, guide the request for new products, which are developed from detailed briefings and close collaboration with internal and external designers, including renowned names in the market.

Saccaro, with its presence in both the Brazilian and international markets, acknowledges the cultural diversity and varied needs of each place. The brand understands that Brazil encompasses various cultures and needs within a single country. This is reflected in the strategy of offering a range of customizable products capable of meeting the specificities of each customer.



Creation process of the Seixo tables: from sketch to final product.

In this context, the presentation of products in retail locations becomes crucial, as even the best products require appropriate staging to communicate their value and purpose. "Today, we say that Saccaro no longer sells a product: it sells a solution," highlights Luciane, emphasizing the importance of a presentation that goes beyond the product, creating a complete experience for the consumer.



See the best of
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blocks for your
projects.



Advancing in the creation process of the Seixo tables, we have the 3D project and the final product.



The journey of Studio Saccaro, from craftsmanship to innovation, reflects a perfect harmony between tradition and renewal. Thus, each piece tells a story, each design evokes an emotion, and each creation is a testament to the brand's commitment to excellence and exclusivity. In a world where the ephemeral often prevails, Studio Saccaro stands as a reference for enduring values, with beauty and functionality intertwining to create not just furniture, but true solutions for people's daily lives.

The materialization of ideas at Studio Saccaro involves a rigorous selection of materials, prioritizing natural and renewable ones, in harmony with the brand's DNA. This commitment to quality, sustainability, and innovation not only extends to the choice of materials but permeates the entire creative and productive process of the brand.

At the heart of Studio Saccaro's philosophy is the conviction that innovation transcends technology. "Our differential lies in the innovation of concepts, not just in the technological tools used," says Luciane. This approach allows Saccaro to offer timeless, durable products capable of renewing environments—not out of obsolescence, but out of a genuine desire for change.

Complete Support for Specifiers

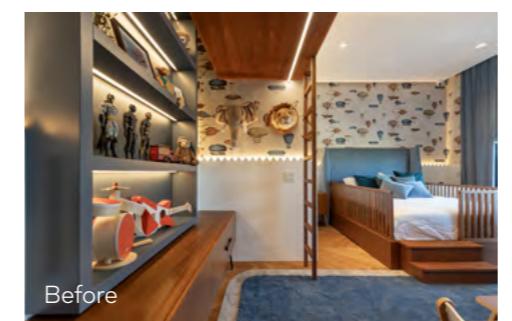
At Saccaro, every detail is meticulously considered to ensure that creations are not just furniture, but experiences of excellence in design. The brand's mission goes beyond offering products: it extends to providing tools that empower specifiers to bring their visions to reality with precision.

The brand understands the importance of a detailed and realistic project for the success of unique space conception. Therefore, the official website saccaro.com.br is a comprehensive platform supporting interior design and architecture professionals, providing complete technical specifications, blocks in 2D, 3D, and Sketchup formats. These resources allow for the inclusion of all products from the catalog into projects easily and efficiently, ensuring operations of excellence.

Realism and precision are crucial in the creative process, enabling the end customer to visualize the ambiances to be developed accurately. This advance vision is crucial for decision-making and satisfaction with the final project. Additionally, the catalog, equally accessible on the website, offers many customization options. Architects and specifiers can change colors, materials, and other product details, adapting them perfectly to the style, personality, size, and purpose of each space.

Check out the **before** and **after** of projects with **Saccaro's 3D blocks**.

Apartment Project - Brasília, DF
Architects: Jéssica Grandi e Pedro Henrique Rêgo, da Lavoro Arquitetura
Photography: Júlia Tótoli



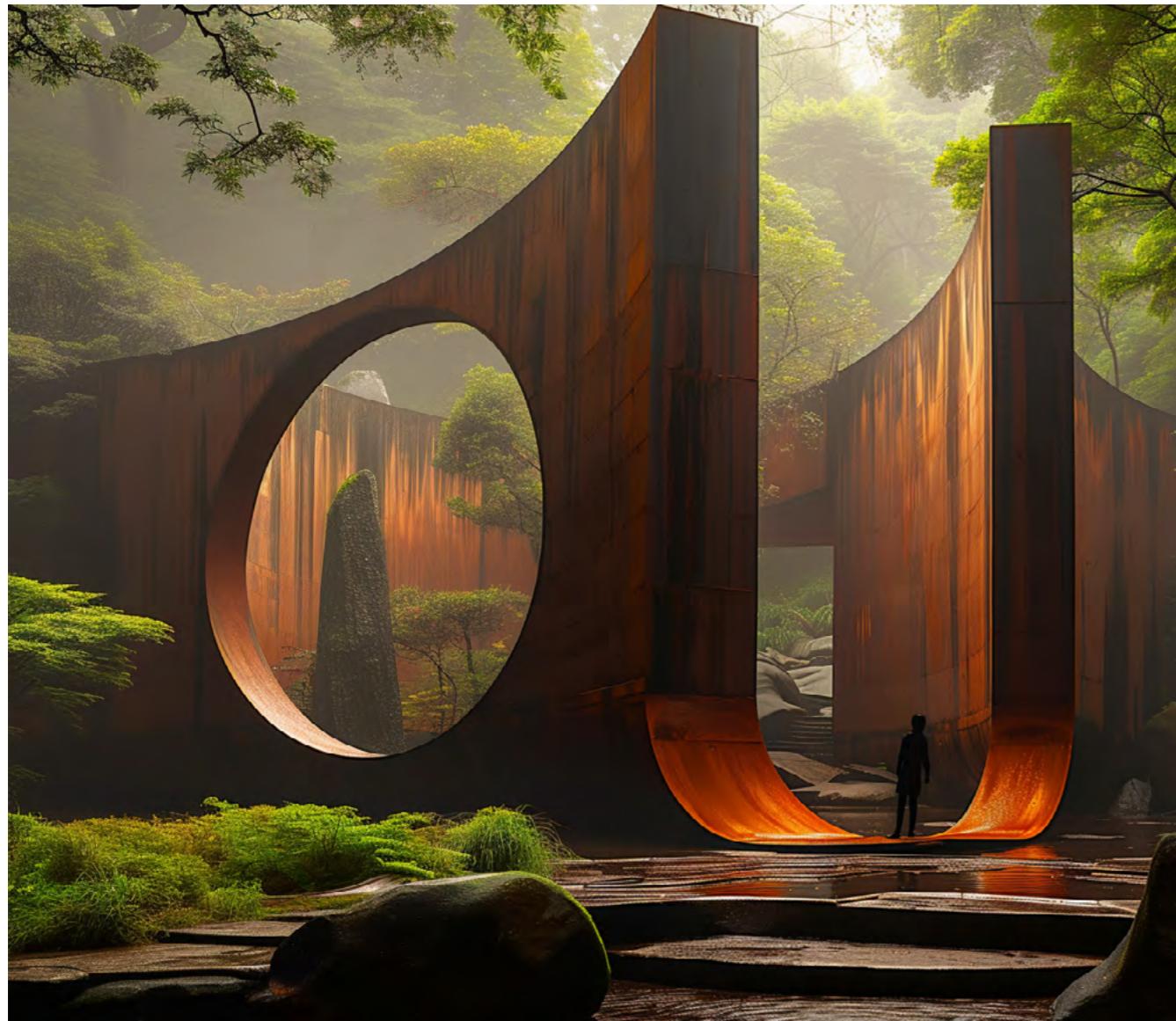
Apartment Project - Caxias do Sul, RS
Architect: Bianca Mattana

Creativity in the Age of Artificial Intelligence

Saccaro Casas interviews Indio San, an Artificial Intelligence specialist in graphic design.



Everson Nazari, the creative mind behind the pseudonym and brand Indio San.



The topic of Artificial Intelligence (AI) has been prominent not only in news websites but across the entire internet. And it seems that it will continue to be a relevant subject. A survey conducted by the Institute of Electrical and Electronics Engineers (IEEE), involving 350 technology executives from five countries, including the United States and Brazil, indicates that AI will be the major technological highlight in 2024.

It's still not possible to predict the extent of the impact AI will have on the job market. But one thing is clear: many professionals are already using AI to boost the creative process. For now, it doesn't seem like it will replace human creativity (and some people believe it won't), but it's undeniable that the tools currently available are excellent for inspiring and innovating.

One of the most relevant topics in this market is Generative AI – a type of AI that can create content. It uses advanced algorithms to analyze data, learn from it, and then generate something entirely new, whether in the form of text, image, music, or even video. This process is quite different from traditional AI, which usually only analyzes and interprets data.



Professionals from various fields are diving headfirst into the world of AI to create fascinating works. Indio San, a prominent figure in this scenario in Brazil, is a true multitasker: a designer focused on innovation, a master's student in Intelligence Technologies and Digital Design, a design professor at IED São Paulo, and also a creative manager at RockStudios, part of Rock World, the company that organizes nothing less than the Rock in Rio, The Town, and Lollapalooza Brasil festivals.

His work is a celebration of the union between cutting-edge technology and art, always seeking to break the boundaries of what is considered "traditional" in creativity. He explores new aesthetic territories, creating a dialogue between humans and machines.

We had a chat with

Everson Nazari,

the **creative mind** behind the pseudonym and brand Indio San, to better understand his work and vision for the future of Artificial Intelligence in art and design.

[Saccaro Casas] Indio San! Welcome! Tell us a bit about your history in design and how your relationship with Artificial Intelligence began.

[Indio San] I graduated in Graphic Design from the Federal University of Santa Maria. Yes, I'm from Rio Grande do Sul, just like Saccaro! Since I graduated from university, I started working in the entertainment industry. I began my journey working on the creation of music videos and websites for artists. Then, I founded my own studio, where I developed graphic projects for big names like MTV, HBO, and various other renowned corporations.

My interest in Artificial Intelligence grew during my master's degree at PUC, where I explored the intersection between design and technology. It was during this time that I fully immersed myself in this field and joined the team at Rock World, responsible for producing festivals like Rock In Rio, The Town, and Lollapalooza Brasil.

I particularly highlight my participation in The Town festival, where we innovated significantly by incorporating artificial intelligence in various aspects, from stage conception to the creation of innovative content. For example, in the electronic music stage, I developed over 18 hours of content using smart avatars that provided an immersive experience to the audience, employing artificial intelligence in five aspects: voice, scripting, video, music, and image. Currently, about 95% of my work is permeated by artificial intelligence.



[Saccaro Casas] What changes are we currently experiencing with AI?

[Indio San] We are witnessing a milestone in human history: for the first time, a tool ceases to be merely a production instrument and becomes the very agent of production. Never before have we interacted with a tool in this manner. Previously, we had a hammer to nail, but it lacked thought; we needed to guide the entire process. Today, we can create predictive models for future studies. To illustrate, I recently had my first meeting with a band that needed 5 music videos within a deadline of approximately 20 days, a task that would be unfeasible for a traditional

production company. Therefore, the rise of artificial intelligence does not mean a threat to jobs but rather the opening of new and promising professional opportunities. Unfortunately, there still exists sensationalistic alarmism, with headlines suggesting that machines are about to replace humans. But, in reality, what is truly happening is the emergence of new forms of work, to the extent that a single person can perform the work of an entire production company.



[Saccaro Casas] What is the impact of AI on our daily lives?

[Indio San] In general, exploring new approaches to work can be a time-consuming process. This is where artificial intelligence tools come into play, offering the opportunity to develop new thinking methods and to meet client needs much more swiftly. In traffic engineering and urban planning, artificial intelligence will certainly play a decisive role. For example, GPS systems will be enhanced, public road surveillance cameras will operate with greater precision, weather forecasts will be more accurate, and issues such as the need for tree pruning and urban sustainability can be addressed more effectively. However, the widespread adoption of these tools will depend, in part, on the clarity of regulations. UNESCO has already released a guide on the use of artificial intelligence, providing guidance to prepare the next generation and facilitate the integration of AI into schools, aiming for its naturalization as an essential tool for the future.

[Saccaro Casas] Do you perceive resistance among professionals in general to the inclusion of these tools in their processes?

[Indio San] Everyone acknowledges the need to learn and the power of artificial intelligence. However, I notice two distinct behaviors: resistance usually comes from those who are already highly competent in their professions and have an established position since they already completely master their operations, which theoretically limits the benefit that AI can offer them. On the other hand, when we analyze a beginner professional, who does not yet have the entire repertoire of the more experienced, we observe a significant improvement in quality and productivity. Therefore, the following dynamic arises: those with little knowledge tend to become dependent on the tools, while the more experienced may resist their use.

[Saccaro Casas] In the long term, what do you believe will be the impact of AI on our lives?

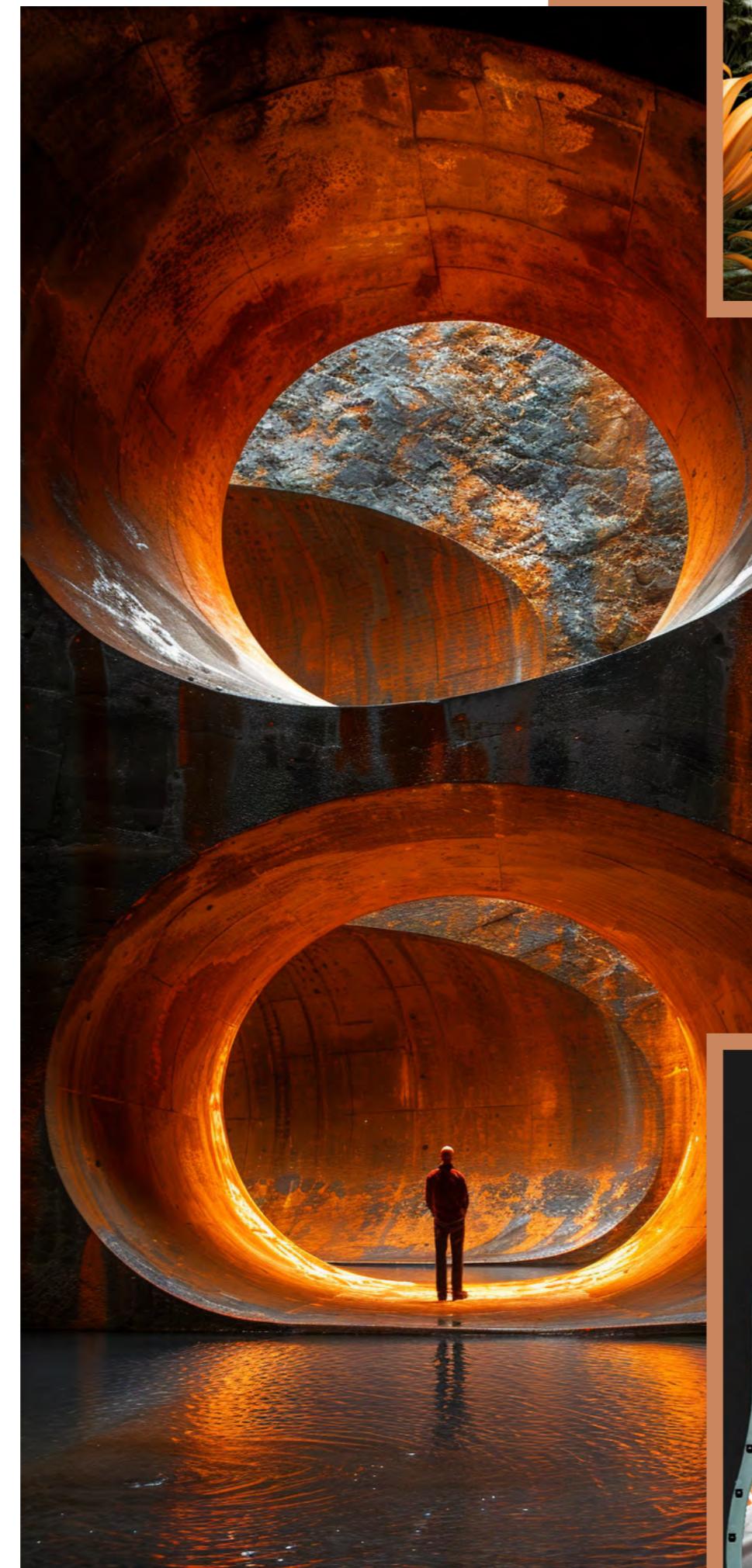
[Indio San] In the long term, we will see even wider automation of various tasks. However, it is important to recognize the associated risks – the ethical issue remains a crucial point that requires careful analysis. The European Union is working to establish regulations to guide the use of artificial intelligence, but technological evolution is outpacing the speed of laws.

Experts predict that, in the future, more technical activities will increasingly be performed by robots, freeing humans to focus on more creative and sensitive aspects of life. The emergence of roles such as the Chief AI Officer reflects the importance of artificial intelligence in organizations, with professionals tasked with researching trends, opportunities, and the implementation of these technologies.

Despite the challenges, I believe that the overall impact of artificial intelligence will be positive. But it is important to remember that the machine itself has no ethics; this responsibility falls on humans.

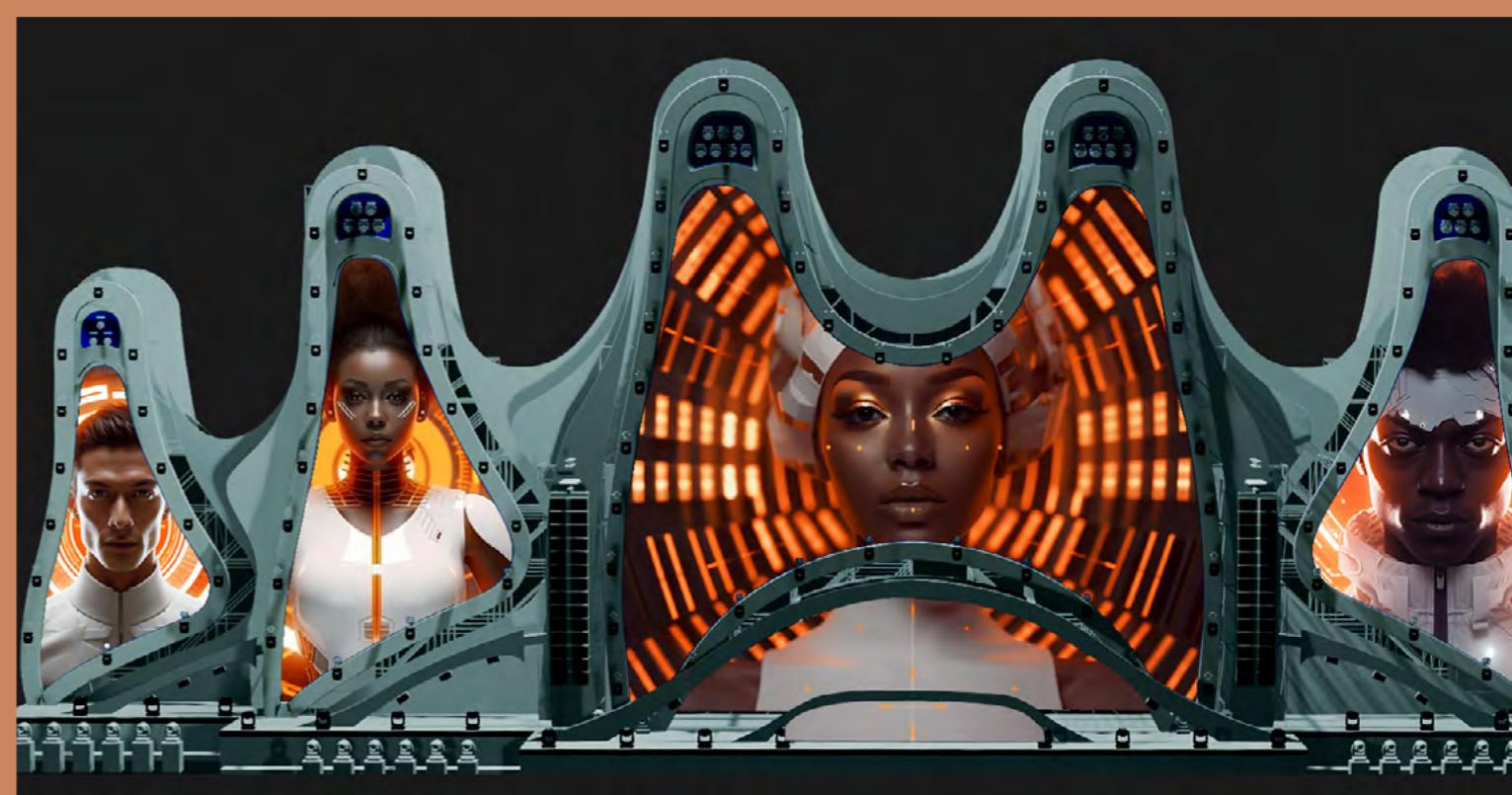
[Saccaro Casas] What tools do you currently use?

[Indio San] I use a lot of tools from OpenAI, Midjourney, RunWay, CapCut, Eleven Labs, among others.



[Saccaro Casas] The metaverse was a prominent topic in 2022 and 2023, but now it seems to have been set aside. What do you think about the metaverse?

[Indio San] I studied the metaverse early on and never believed in the way it was being presented: simulating real life within the virtual world and thinking that people would forsake the real world to be in a world of fantasy. However, it's important to understand that the metaverse is not a finished idea but rather a concept in constant evolution. The release of the Apple Vision Pro glasses exemplifies the potential of immersive technologies, like the metaverse, combined with artificial intelligence. With these glasses, navigation is done intuitively, using only eyes, hands, and voice. Although it has been recently launched, it has already excited everyone. The uniqueness of this device compared to other proposals is that it brings the virtual into the real world, instead of trying to bring the real into the virtual.



[Saccaro Casas] Indio San, thank you very much for your participation! What are your final thoughts?

[Indio San] In my view, the progress of artificial intelligence is intrinsically linked to the way of thinking, rather than just the technical understanding of the tool itself. For example, just as it's not necessary to understand mechanics to drive a car, the same applies to AI: being an expert in its operation doesn't guarantee that you're a good user. We won't all be AI experts; we'll be AI users. Therefore, I believe that the best users of this technology will be the specialists in their respective fields, not necessarily IT specialists.

Saccaro presents: 2024 Collection

An invitation to experience the new
within your own habitat.

A celebration of authorial design and functionality – discover the new Saccaro collection for the year 2024, which translates nearly eight decades of excellence in high-end furniture into works that elevate every space of the habitat.

With pieces designed by the renowned Studio Saccaro and by talented designers such as Bruno Faucz, Luan Del Savio, and

Vinícius Siega, the collection offers a range of releases for indoor and outdoor spaces. Each model is carefully designed to inspire and transform the home into a true haven of good taste and sophistication.



Runa Dining Table and Ezio Chair

by Studio Saccaro

Imagine a dining room where every detail evokes a sense of comfort and elegance. In the center, the imposing Runa dining table, with its organic and fluid design inspired by the ancient runic stones of the Nordic peoples, adds an aura of mystery and tradition to the environment.

Surrounding it, the elegant Ezio chairs, with their intelligent fusion of armchair and chair, offer not only comfort but also a touch of sophistication. Fully upholstered, the product's monobloc proposal highlights the importance of all moments spent at the table, making the space even more inviting.



Dining Table
Líquen
by Vinícius Siega

Líquen transcends the definition of a simple dining table. It is a work of art that enchants the senses and enriches common spaces, with soft volumes and sinuous curves that create a sense of fluidity and captivate the eye. In symbiosis, like the living organism that names this collection, the oak base recalls the robustness of nature's raw trunks and elevates the top, which can be rectangular or organic triangular shape, creating a comfortable and elegant piece. Minimalist and contemporary, it is the ideal piece to adorn the dining room functionally.

Chair
Maya
by Studio Saccaro

With a balanced aesthetic reminiscent of the vintage design of 1960s dining chairs, the Maya chair offers visual equilibrium and comfort in a single piece. Its turned base gives it a robust look and contrasts with the backrest mesh, which complements various styles: from minimalist to bohemian. The neutral tones, in line with contemporary architectural trends, make the environment welcoming and functional, while conveying a sense of serenity.



Chair
Las Palmas

by Studio Saccaro

Las Palmas is a chair that personifies the union between simplicity, functionality, and craftsmanship excellence. Its refined design highlights the natural beauty of wood, with visible tonal nuances and grains that enhance its unique essence. Every detail reflects the meticulousness of manual work, resulting in an unmistakable piece. Each curve and line tells a story – the true expression of sophistication, comfort, and attention to detail.



Chair
Azulik
by Studio Saccaro

Azulik is a chair that exalts the connection between humanity and nature, inspired by the monumental architecture of Hotel Azulik, a high-end resort in Tulum, Mexico. Every curve is a tribute to traditional craftsmanship, forming an authentic piece that echoes the simplicity and elegance of sustainable living. Its design evokes the connection with nature and values the handmade process.



Chair Patagônia

by Bruno Faucz

One of the biggest novelties of the collection is the transformation of the iconic Patagonia armchair into an elegant chair, in versions with and without arms, which resurface in the design horizon with a new look. Inspired by the legendary horseback rides of the region that challenge the borders of Argentina and Chile, this piece redefines the concept of rustic sophistication. Wood, combined with leather, is more than just a material; it is a vivid narrative of traditions and outdoor life. Traditional stitching details reminiscent of horse cells and ties, bringing to mind the freedom and adventure of vast plains. With every stroke, this chair celebrates the connection between man and nature, inviting us to embark on our own journey of discovery and timeless elegance within the habitat.



Chair Tikal

by Studio Saccaro

The Tikal Chair is a masterful synthesis of past and present, combining elements of ancestral rusticity with contemporary design. Its solid wood structure evokes the solidity and tradition of bygone eras, while the woven seats with natural fiber add notes of elegance and comfort, perfectly aligned with the contemporary design. An invitation to delve into the traditions of the past, in an aesthetic experience that transcends the boundaries of time with comfort and well-being.



Chair La Serena

by Studio Saccaro

La Serena, a city on the Pacific coast of Chile and bathed by the waters of the Pacific, is marked by neocolonial movement and inspires the design of the chair that bears its name. The region lends its curves to the design of the backrest, harmonizing classic and modern styles, in celebration of the rich architectural heritage of the region. Each line of this piece is a tribute to tradition and innovation, with shapes that celebrate the meeting between generations.





Desk Tab

by Luan Del Savio

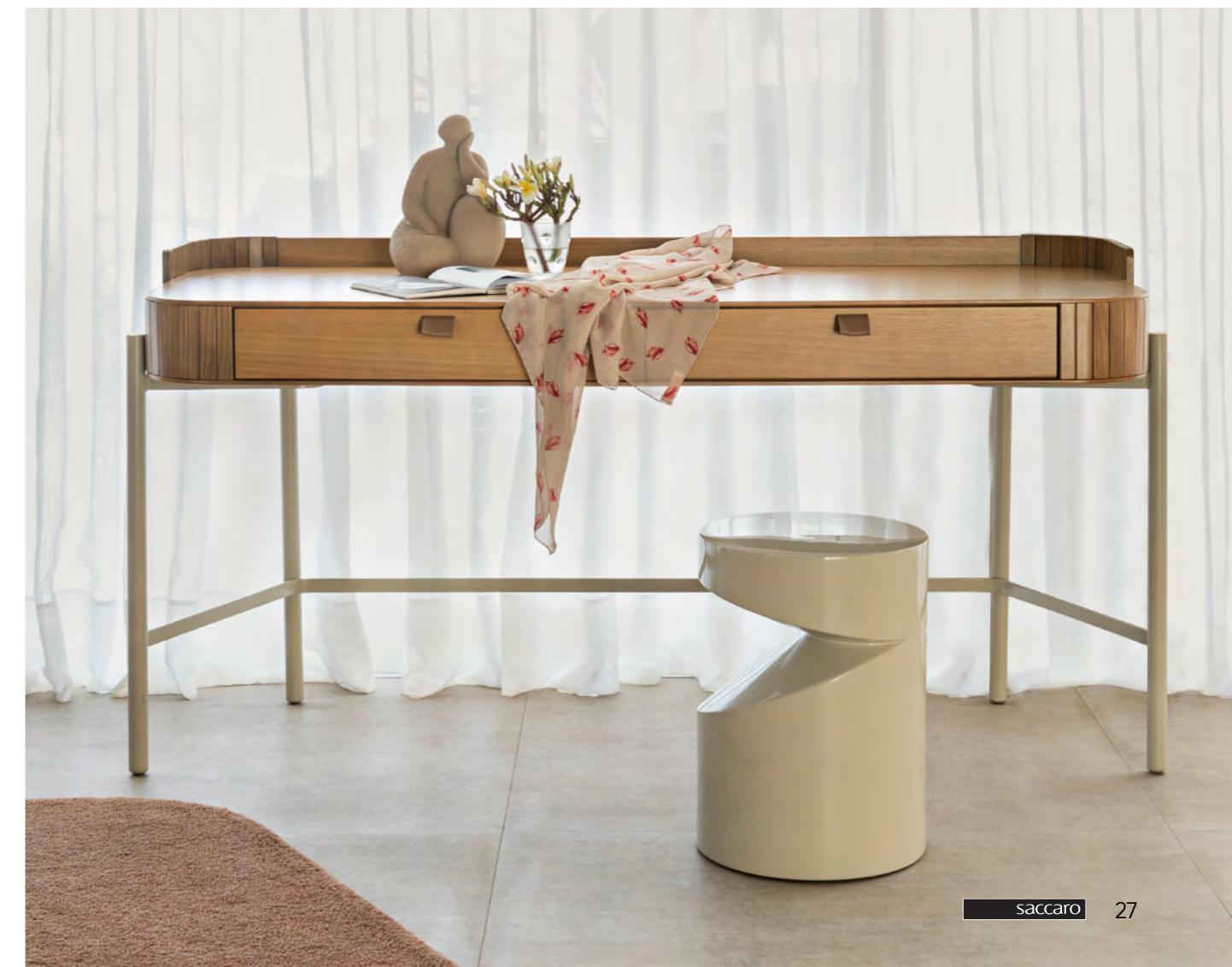
Imposing and classic, the Tab desk was designed with the purpose of being a functional piece, providing comfort and usability during daily life, whether in personal or professional environments. Its objective design adds a charming suspended leather magazine rack, and in the opposite corner, an opening for cable organization, to keep the space more elegant. There is also the presence of an induction charger, which becomes a differential of this product. The perfect balance between form and function, dedicated in a harmonious piece that highlights the design as a whole.



Desk Lira

by Studio Saccaro

Inspired by the ancient musical instrument, the Lira desk brings beauty allied with lightness to decorate the workspace with comfort and organization. Known for its use in the poetic recitals of Ancient Greece, the keyboard lyre, also known as a xylophone, is the object that gives origin to the minimalist design of this piece. The crafted wood has fragments that adorn the side of the product, like a tactile poetry.



Sofa Donato

by Studio Saccaro

Contemporary and casual, the Donato sofa is characterized by modular options that allow different composition possibilities, especially in terms of finishes. The leather details, along with the contrast stitching, are the highlight of this product, which in harmony with the fabric upholstery, provide a beautiful contrast in living spaces. Its modules can also accommodate leather-covered side tables – charming pieces that enhance the functionality of the furniture and contribute to its versatility, without sacrificing elegance. With the Donato sofa, there are no limits to creativity.



Armchair Fiore

by Studio Saccaro

Like a sunflower blooming at dawn, the Fiore armchair flourishes in the living room, providing a delicate and subtle lightness that balances with the nobility of leather. Its structure, with dense padding, contrasts with the delicacy and comfort of the blanket that wraps the backrest, revealing the care, vitality, and green flowering that illuminates the environment.



Tables Drop

by Studio Saccaro

Like a drop in the ocean, the Drop coffee and side tables evoke the fluidity of organic forms, combining with elementary raw materials – concrete and wood, with distinct textures that, together, make the product unique and timeless. The models are designed for authentic environments, which benefit from the uniqueness of their design. They can be used in composition or individually, to complement the decoration and form the perfect pair with sofas and chaises.



Sofa **Galileo**

by Studio Saccaro

In homage to one of the greatest astronomers of the 16th century, who left a legacy of scientific advances still revered today, we present the Galileo Sofa, which seeks a traditional and innovative look at the same time. Its details, modulations, and materials enhance its contemporary attributes, in contrast with the sober lines that combine with the subtle lightness of the upholstery, providing a voluminous delicacy. Details and contrast stitching on the seat, arms, and backrest add extra refinement to the piece. Its tatami, which seems to float in the environment thanks to the position of the feet, provides a feeling of softness to the space. This component can be upholstered or in wood, allowing versatile combinations with other elements of the environment.



Home Theater **Bent**

by Luan Del Savio

Its name originates in the action of bending, which is subtly illustrated through the flexion explored in the rigidity of the base. The design of its lines does justice to the concept, which finds fluidity in the design of the handles. The elegance of the wood and the waves present in its texture nod to the ethereal relationship with materiality, where functionality rests, taking root amidst the habitat.





Home Theater **Adra**

by Luan Del Savio



The silent dialogue between its beautiful lines and the adjacent purpose results in the Adra buffet – a multifunctional element in the living room, which acts as a buffet or home theater. Devoid of excesses, its design emerges as a tribute to its own essence: this conceptual reminiscence that evokes the idea of a convergence point between beauty and functionality. Its marbled surface is a subtle reminder that beauty often resides in uncomplicated elegance, which simply adds a complementary form to the environment.



Point your camera at the QR Code and check out the indoor releases of the 2024 Collection or access them via the website saccaro.com.



Tables **Milà**

by Studio Saccaro

The iconic Casa Milà, an architectural masterpiece by Antoni Gaudí, a UNESCO World Heritage Site, is the main inspiration for the creation of this product. The gothic composition of the time, with biomorphic characteristics, gives the table's design the sensation of a living organism. Its parabolic arches on the terrace guide the traces and shapes of the top, which meet in an authentic composition.



Mykonos

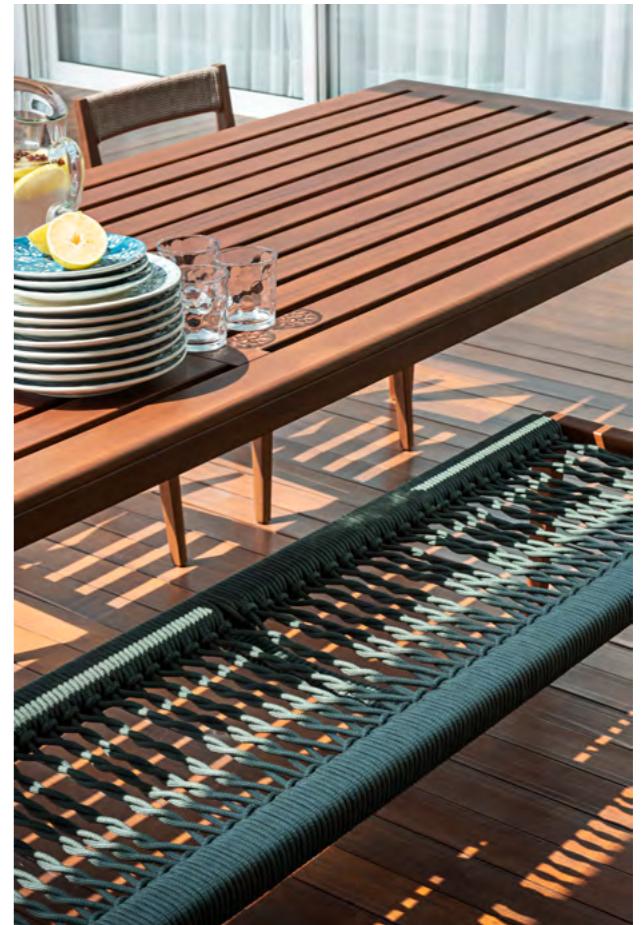
by Studio Saccaro

Imagine yourself in Mykonos, where the Greek beaches of white sands meet crystal-clear waters, with a cosmopolitan landscape drawn by historical architecture and natural beauties, accompanying the sea. It is in this scenario of calm and contemplation that the Mykonos collection finds its inspiration. Each piece is specially designed to capture the essence of this paradiisiacal island, with its braiding that evokes the gentle undulations of the sea, in contrast to the robustness of wood.





Just as the Mykonos collection brings forth the paradisiacal essence of the Greek island, its pieces make it possible to ornament outdoor leisure spaces to create environments that invite relaxation and contemplation.



Mykonos

by Studio Saccaro

Modular sofas, armchairs, ottomans, chaises, chairs, tables, benches, and stools, together with pieces like a trolley, daybed, and canopy, make up a line that invites relaxation and enjoyment of outdoor life. Its light shapes create an atmosphere of serenity and sophistication, transforming the home into an oasis that provides a breath of fresh air amidst everyday life.



Tables **Síntese**

by Studio Saccaro

In a sublime fusion between the naturalness of wood and the stability of metal and concrete structure, Síntese brings a series of tables in graphic forms, which stand out for their urban and fluid aesthetics. The negative space on the top aims to deconstruct its own robustness, inviting the landscape itself to breathe among its volumes. By integrating into outdoor environments, the pieces not only complements but becomes part of a visual dialogue between nature and architecture, creating an atmosphere of harmony and balance.



Chair **Brisa**

by Studio Saccaro

The gentle movement of the air, the sensation of freedom, and the freshness that brings life to any space – this is the inspiration behind the Brisa chair. Its simple yet carefully crafted lines make this chair a true highlight in decoration. Its fluid design makes it a versatile piece, adding a touch of elegance to outdoor spaces – whether in the dining area, on an outdoor terrace, or by the pool.



Chair **Manantiales**

by Studio Saccaro

Manantiales is an old Uruguayan fishing port, built with pieces of wood placed side by side, forming a platform that enters the sea. Each of these fragments on the dock carries a story in itself. Inspired by this rich maritime heritage, the Manantiales chair emerges. The docks with their boards arranged side by side, some with cracks that let you glimpse the ocean, served as muse for this unique design. The carefully crafted wood not only composes the décor in a versatile way but forms the backrest that transforms into a playful point, an allusion to sunny days and seaside adventures.



Point your camera at the QR Code and check out the outdoor releases of the 2024 Collection or access them via the website saccaro.com.

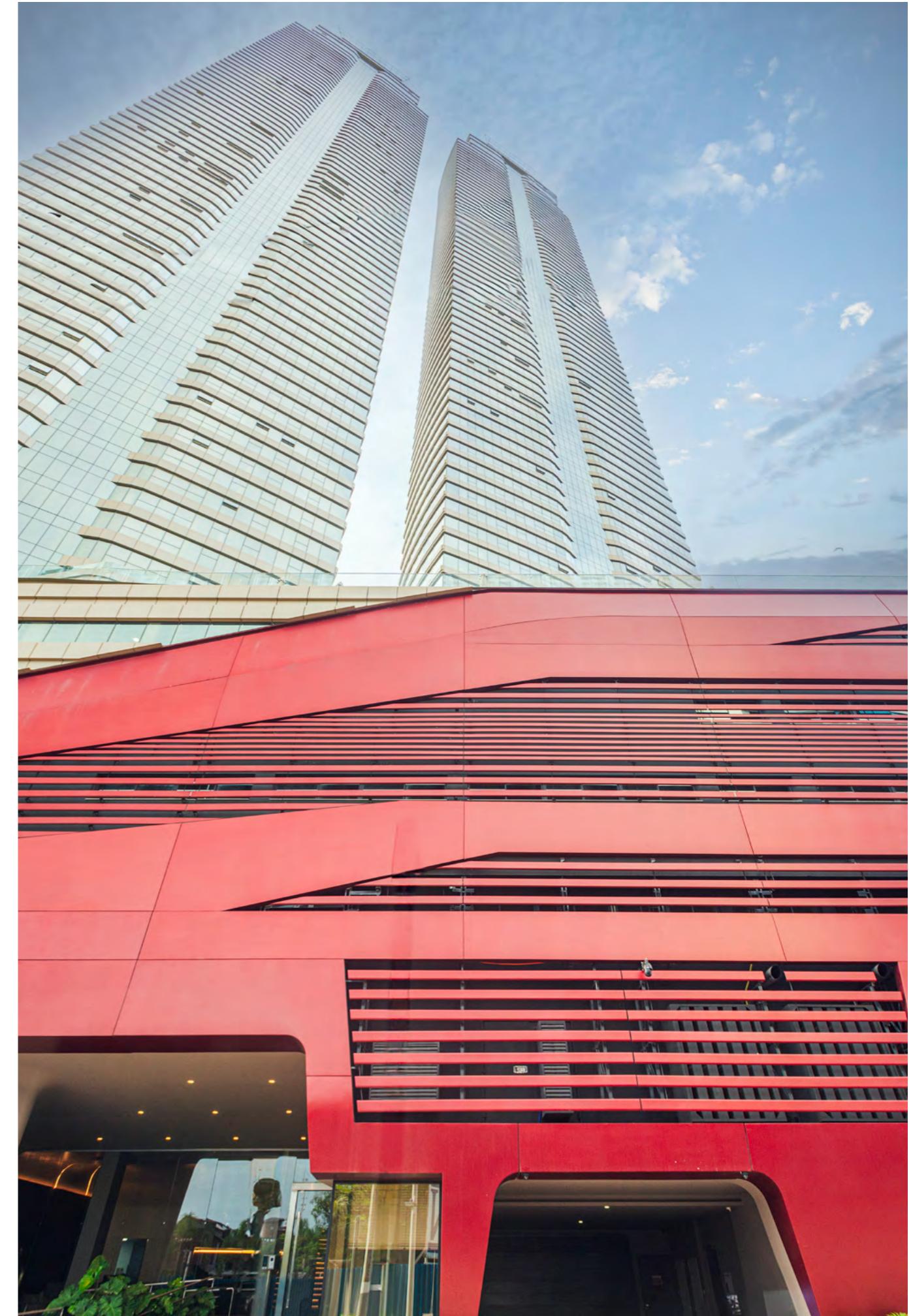
Sophistication at its Peaks

We spoke with Alcino Pasqualotto Neto, CEO of Pasqualotto & GT, the construction company responsible for the Yachthouse by Pininfarina project, the largest residential development in Latin America.



Defined as a project of the highest standard, the Yachthouse by Pininfarina has a privileged location, facing the sea, in Barra Sul, the most prestigious neighborhood in Balneário Camboriú, SC. With two towers, one reaching 294.115 meters in height and the other 294.125 meters, it is also home to the football player Neymar Jr., who owns one of the four duplex penthouses located at the top of its 81 floors.

Inspired by the nautical universe, the Yachthouse by Pininfarina bears this name due to its unique geography, close to the marina of Balneário Camboriú. Residents can comfortably dock their boats at the dock in front of the building, enabling the practice of various maritime activities. Additionally, the development also has aerial access, with two helipads, as well as conventional land access.



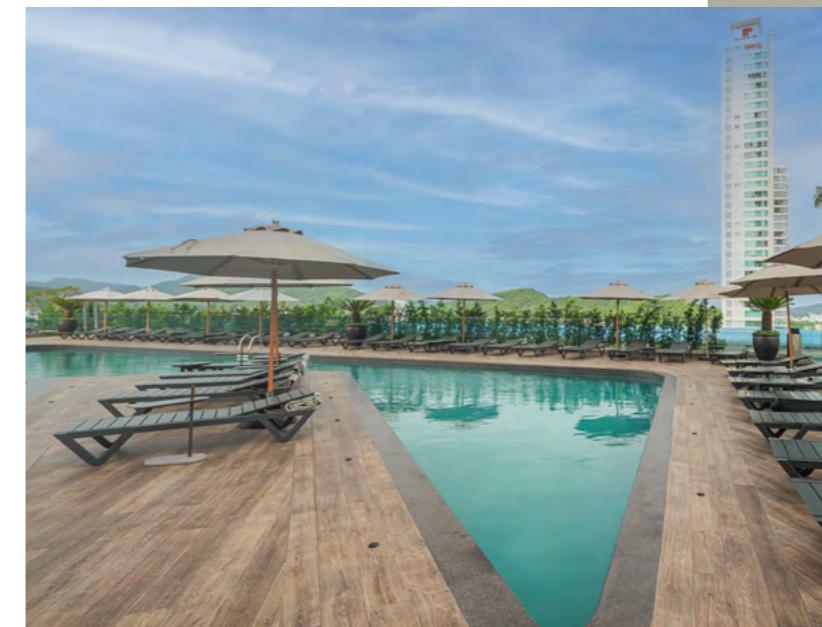
The design project is signed by the European studio Pininfarina, which has been developing projects for major luxury brands such as Ferrari, Maserati, and Rolls-Royce for over 80 years. The exclusivity, innovation, and prestige of the company were decisive factors for the partnership with Pasqualotto & GT, a renowned Brazilian construction company characterized by its skyscrapers that embellish the coastline of Santa Catarina. The success of the collaboration was recognized with the American Architecture Award, granted by The Chicago Athenaeum Museum of Architecture and Design in 2020.

Its leisure areas reflect the luxurious essence that makes it so admired. The outdoor space, which features 5 heated pools, a spa, and an infinity pool, is adorned with chairs and dining tables from the Soul and Monaco collection, products signed by Saccaro. The combination brings together the durability of nautical rope, which connects with the atmosphere of the development, along with the elegance of straight lines, resulting in a stunning visual. The indoor environment features the Talipot armchair, with a floating and ethereal appearance, bringing an authentic and sophisticated freshness to the indoor pool area.



[Saccaro Casas] Regarding the craftsmanship: did you seek a co-creation of intelligence from various countries?

[Alcino Pasqualotto] Yes. This approach was subsequently applied in other developments, such as Vitra, also developed by Pasqualotto & GT in collaboration with Pininfarina. These projects incorporated the same design and execution premises, adapted to meet different market segments and values. For example, while Yachthouse offers apartments in the range of 8 million reais, Vitra is around 5 million, and La Città around 3 million. Although these values represent a considerable investment in Balneário Camboriú, they encompass a variety of niches and demands within the city.



[Saccaro Casas] What is the importance of the development? What does it represent today in Brazil, within the universe of design and architecture?

[Alcino Pasqualotto] In the conception of the project in 2012, when we acquired the area to develop the project, we realized throughout the architectural design process the opportunity to add significant value, given the importance of the location in Balneário Camboriú. The proximity to Marina Tedesco, the target audience composed of nautical enthusiasts with the high-speed lifestyle, associated with high-standard vehicles and boats, led us to consider creating something truly different from what the market was accustomed to.

With these elements in mind – the sea, speed, vehicles, boats, and the city of Balneário Camboriú itself, known for

its architectural grandeur and its high purchasing power audience – we considered several options for brands and signatures for the development.

Finally, we concluded that Pininfarina would be the most suitable choice. In addition, the connection with Pasqualotto Constructor's Italian descent reinforced our affinity with the brand, given our appreciation for Italian culture and our craftsmanship approach to creating value. We recognized that, alone, we would not be able to fully convey the vision we had for the development. Therefore, the partnership with Pininfarina was essential to translate our concepts into reality.

Although the height of the development is impressive for having the two tallest residential towers in Latin America, our main concern was the design and development of the best development in the country.

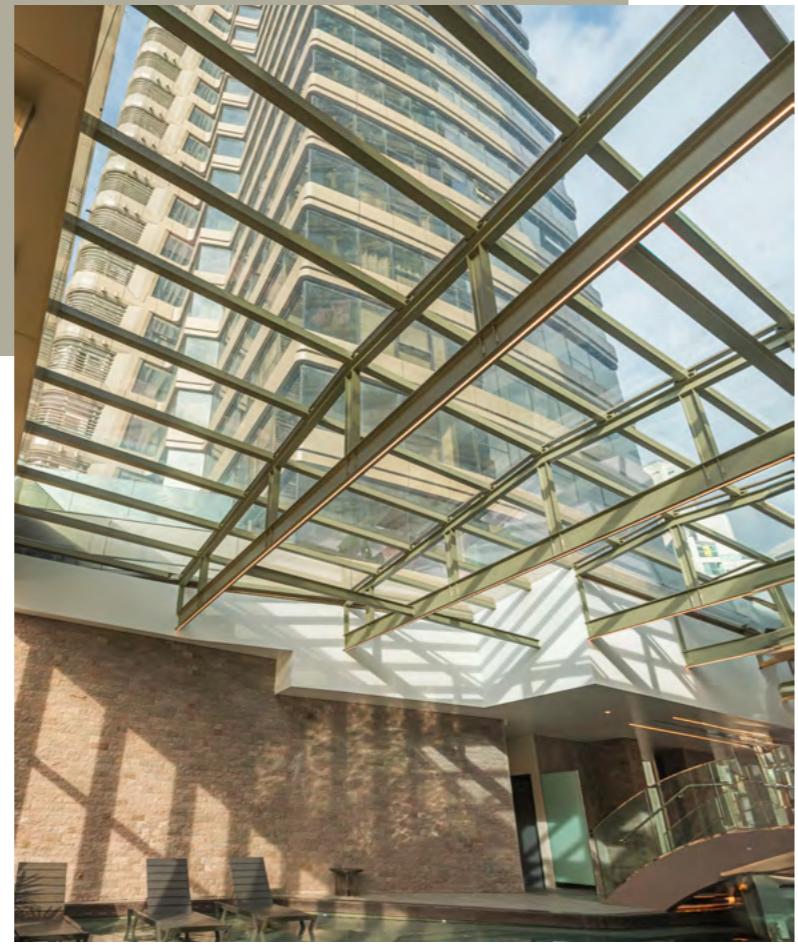


[Saccaro Casas] Regarding the design, this inspiration comes from the nautical universe. For example, when walking through the development or on a virtual tour, what sensations will be evoked?

[Alcino Pasqualotto] The name Yachthouse was chosen precisely to evoke the spirit of our development. Therefore, residents there wish to be connected to the nautical world, even if they do not necessarily own a boat. The location of the development suggests this connection. The transformation of the building's base into something resembling a hull and the top part as if it were sails reflects our intention.

Here, the boat is more than just an individual leisure; it is a tool for socializing among friends and family. Thus, the development also incorporates this social aspect. The apartments at the top, the leisure areas, and the common spaces were designed to promote this coexistence. We have restaurants that offer natural food options, delivery service to the apartments, and cafes on the mezzanine. However, the most significant part of the development is the outdoor space and surroundings. This is the most valued space, where the pools, food services, and towel supply are located, providing a direct connection to nature, the sea, the marina, and the sun. It was here that we decided to add as much value as possible, including using furniture from Saccaro, with whom we have had a long-standing partnership.

Saccaro is known for signing furniture with high durability, a crucial aspect for a location exposed to the elements like



our development. Without durability, there is no quality in the product. Additionally, we invested in features such as specificity, design, comfort, and ergonomics. From a certain point, cost analysis ceased to be a concern, as our focus was on achieving the goal of creating the best development possible. We incorporated features such as double-glazed windows with thermal insulation, fast elevators, fire sprinkler systems with equipment imported from Switzerland, and external cleaning gondolas imported from Portugal, which are operated by the condominium itself. Many of these aspects may go unnoticed, but they contribute to the perception of quality by users over time.

We prioritize equipping all common areas of our developments with Saccaro furniture, especially in the outdoor area, due to its recognized quality and durability over the years. This partnership has been very well received by our customers, who value the presence of these furniture pieces in shared spaces. Many of them, when residing in developments that have Saccaro furniture, express interest during commercial negotiations in knowing if the furniture is also from the same brand, recognizing the added value that this represents. Externally, our development reflects a specific lifestyle, but internally, we seek to offer a service similar to that of a high-standard hotel. However, unlike a hotel, residents are owners and, therefore, expect much more than just temporary accommodation.

[Saccaro Casas] Could you talk a little about the work being done on the top of the building ?

[Alcino Pasqualotto] We had already planned to incorporate the towers as a final architectural detail, located on the helipad. This decision was postponed due to concerns about the height of the building. We conducted several tests to ensure total safety, considering the 250-meter height and the possible effects of winds and weather, such as rain and hail. We wanted to ensure that the installation was safe and free from future maintenance needs.

From the beginning of the project, we carefully considered the building's resistance to winds and hurricanes, given the global trend of extreme weather events. Due to climate change, which can bring stronger winds, we took measures to ensure the safety of the development. For example, we recorded winds exceeding 150 km/h on our weather tower, which demonstrates the importance of this precaution.

Our concern for safety goes beyond simply avoiding material damage. In other developments, it is common for strong winds to cause damage such as broken windows and flying objects. However, in a development like ours, with an extensive leisure area and a 7,500-square-meter base, the risk must be reduced to zero. Our goal is for people to seek refuge in the development in the event of adverse weather events, rather than flee from it because it represents a risk.

[Saccaro Casas] And this final phase, is it also signed by Pininfarina?

[Alcino Pasqualotto] Yes, they have followed the entire process. From detailing to execution and other aspects of the development, they have been involved, giving approval for all stages of the ongoing project.



We thank you for your participation, Alcino!
Saccaro Casas wishes Pasqualotto & GT great success and hopes that the partnership will be long-lasting. It is a pleasure to be part of the atmosphere of this development!



V&A Dundee:

How Queen Victoria's history
influenced the new global
postcard

Special report by

Andrea Miramontes

Photo by: V&A Dundee_Scotland_©HuftonCrow

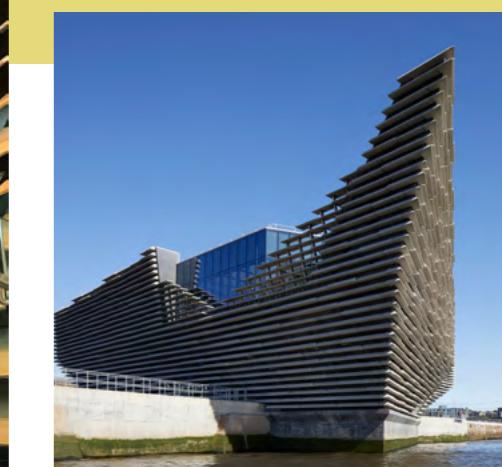
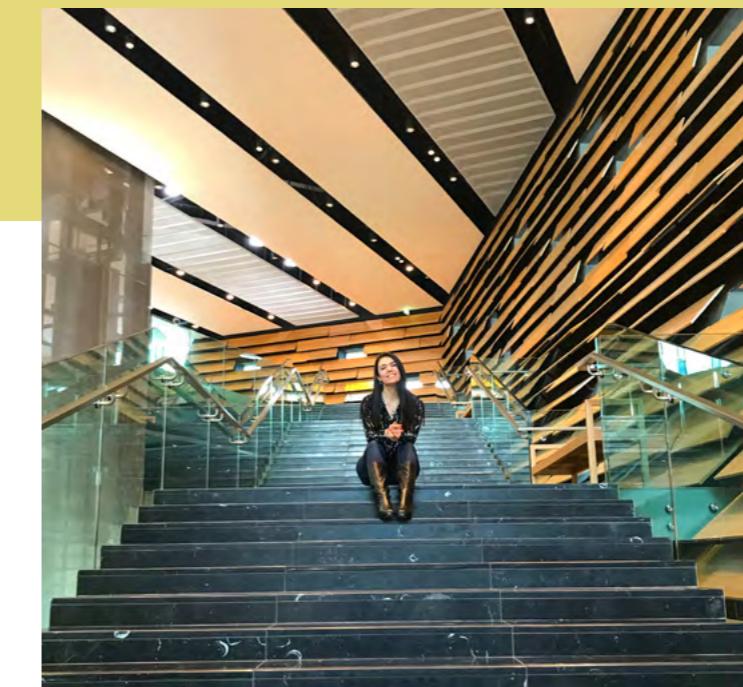
If the bold Queen Victoria (1819 – 1901) were alive, she would be extremely proud of the birth of the second V&A museum, Victoria and Albert Museum, in 2018, in a dramatic architectural project on the banks of the River Tay in Dundee, Scotland. V&A Dundee has already become a must-see destination for travelers around the world.

The museum in Dundee is the younger sibling of the first V&A in London, created in 1852 by Queen Victoria herself, and both focus on art and design. V&A Dundee mainly showcases Scottish design, as well as exhibitions on creations from around the world, with free admission.



According to the architect responsible for the project, Kengo Kuma, in addition to being an arts center, the museum is, above all, a gathering space: "a living room for the city," in his words.

The award-winning architect, who was also responsible for the Tokyo Olympic Stadium for the 2021 Olympics in Japan, reveals how he created the project. "I was inspired by the cliffs of northeastern Scotland. It's as if the land and water had a long conversation and finally created this impressive shape," he emphasizes.



V&A born of passion

The royal couple Victoria and Albert left their mark on the history of the United Kingdom, and from them, the first V&A was born, a classic to be visited when passing through London. Victoria held the crown for 63 years and was responsible for the nation's second-longest reign, only surpassed by Elizabeth, who passed away in 2022 after a reign that lasted 70 years. Both ascended the throne at a very young age.

Determined not to adhere to the customs of the time, the queen rejected an arranged marriage and married her true love, Albert. The romance of the royal couple can be seen in the movie "The Young Victoria" (2009). Passionate about art and photography, Victoria and Albert revolutionized their era, known as the Victorian era.

She was the first queen to have her life photographed and to display, in her vast art collection, sensual paintings depicting nude bodies, which made her a rather audacious leader, as she lived in a time when women couldn't even show their ankles.

Photos by: V&A Dundee_Scotland_ ©HuftonCrow / Andrea Miramontes

Diving into world design

The museum in Dundee delves into the vibrant history of art and design, especially Scottish. Among the design objects curated by museum curator Joanna Norman from across Scotland, the place displays approximately 300 unique design pieces, ranging from clothing to furniture and jewelry, such as a centuries-old tiara with over 2,500 diamonds and a pistol that looks like it came from a period film, created in 1740.

Scottish fabrics present in centuries of fashion culture are on display, including rare tartans, the fabric with the classic Scottish checkered pattern, especially used in kilts, the skirts worn by men. There are also cashmere and tweeds, thick fabrics created in the country in the late 19th century for handmade pieces.

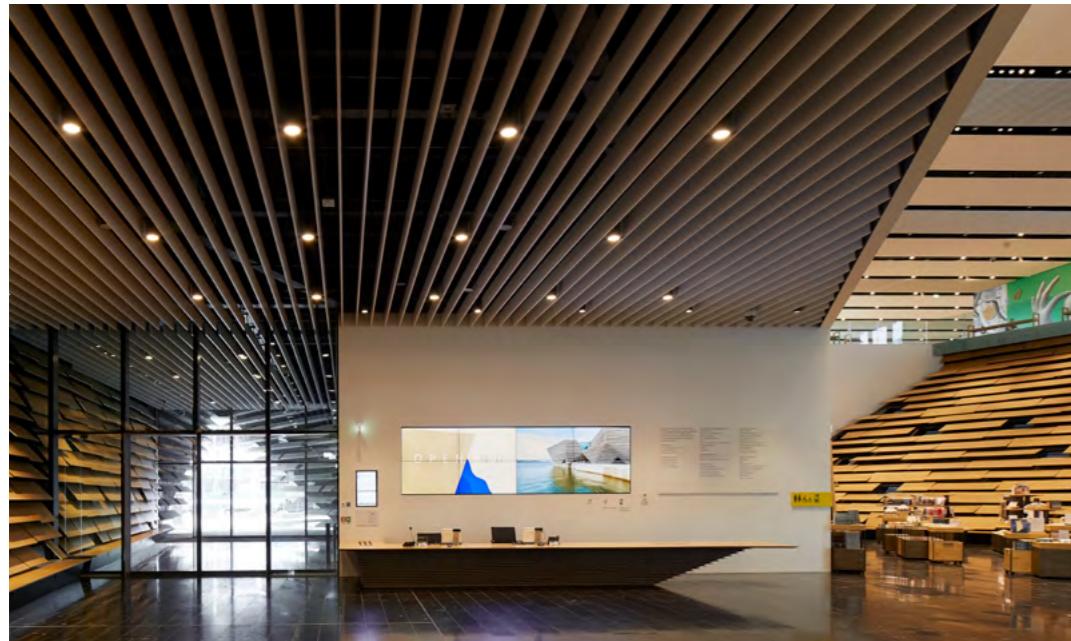
In addition to the galleries, the space features a shop, café, and lounge, where another work of art can be seen. When climbing the stairs to the exhibitions and the collection, visitors come face to face with a giant artwork by artist Ciara Phillips, winner of the Turner Prize, an award from the Tate Modern in London.

In May 2024, the "Kimono: Kyoto to Catwalk" exhibition arrives at V&A Dundee. The exhibition showcases rare Japanese kimonos and tells the story of the ever-evolving fashion icon. It reveals the influence of the garment from 17th-century Japan to haute couture and street fashion. Centennial kimonos and modern designs by Issey Miyake, Yohji Yamamoto, and Alexander McQueen, a favorite of Madonna, Björk, and Beyoncé, will be on display.

The exhibition runs in Dundee until January 2025, and although museum admission is free, the exhibition is paid and costs starting from £7 (approximately \$9).

At the center of the museum is the OAK Room, the most emblematic room in the venue. Colorful stained glass illuminates the giant wooden space, designed to be a traditional tea room. The OAK Room was born from the historic restoration of an interior design project by the famous Scottish architect and designer Charles Rennie Mackintosh (1868 - 1928) in the early 20th century. It is the largest interior design work by the Scottish artist, who would have turned 150 in 2018, the year the museum opened. The 13.5-meter-high room was designed in 1907 and spent decades stored without a properly sized space to be assembled. "Restoring Charles Rennie Mackintosh's project, hidden for almost 50 years, was one of the most exciting parts of creating V&A Dundee," says Philip Long, the museum's director.

"Mackintosh's work taught me that transparency can be achieved in architecture using natural materials. In the OAK Room, people perceive his respect for nature, and I hope they connect it with the design of V&A Dundee," emphasizes Kengo Kuma. According to him, the museum's design was born to reconnect urbanistically. Kuma, a professor at the University of Tokyo and an architect who has won awards worldwide, designed V&A Dundee to reconnect the city to nature and the River Tay to Dundee.



In its mission to be a city gathering space, the museum also offers free activities and tours to unveil its architecture, which is already considered a work of art. Two tours stand out. The first is a 3D design workshop for children and adults. Regardless of age, everyone is invited to manually work with pieces to assemble structures, inspired by architecture books available for all age groups.

The second is a guided tour that explains the entire structure and its creation. During the tour, pay attention to the details and angles that the design provides. Asked about the highlight of the project, Kengo Kuma replied that the small cave that connects the museum to the river and the city was his favorite feature. The project took three years to complete and cost £80 million (over \$100 million).



Photos by: V&A Dundee_Scotland_©HuftonCrow | Ciara Phillips

"Restoring Charles Rennie Mackintosh's project, hidden for almost 50 years, was one of the most exciting parts of creating V&A Dundee"

Philip Long, the museum's director.

From medieval castles to design city

The choice of location for such an important project was not accidental. Known as one of Scotland's most creative cities, Dundee was awarded the title of UNESCO City of Design in 2014. It was the first in the UK to receive this designation, alongside other iconic locations worldwide, such as Bilbao (Spain), Helsinki (Finland), and Curitiba, Brazil.

Dundee underwent urban revitalization in the post-industrial period. Old warehouses that housed jute production, marmalade, and shipbuilding have now become creative agencies that develop technology, video games, art, and digital media companies. To immerse yourself in the city's revolutionary vibe, travelers can opt for a night at the trendy Hotel Indigo, designed inside an old factory. With the factory structure preserved and objects from centuries past on display, the hotel has transformed into a youthful environment with a retro vibe.



A stroll through the city center reveals vibrant corners that maintain their roots but impart modernity with humor. Notice the fun sculptures placed in parks and in front of centuries-old buildings. It is also possible to go back to the 15th century, such as visiting Broughty Castle, which is now a museum and has free admission. The castle was the city's defense fortress and endured many battles. It even had to be restored.

In the best way to enjoy Dundee, travelers can also experience traditions with a contemporary touch in the culinary creations of the Tayberry restaurant. Led by chef Adam Newth, the restaurant offers reinterpretations of Scottish dishes with seasonal products and fantastic presentation.

The city was also an important port in the country, famous for the construction of immense ships, which allows visitors to better understand the local history. The V&A Dundee museum was strategically built next to the last wooden ship built in the city, the RRS Discovery, whose first mission was to Antarctica in 1901.

Travel route: How to explore modern and medieval Scotland

Dundee is only an hour and a half by train from Edinburgh, or six and a half hours from London. From Dundee train station, you can see the museum just across the street. In an ideal plan, Brazilian travelers can arrive in London and, among other things, visit the classic V&A. Then, the itinerary continues to Scotland with a stop in Edinburgh, where you'll travel back in time with the ancient medieval city. Finally, head to Dundee to experience the contrast of 21st-century Scotland.



Photo by: Shutterstock _Nattapoom V

Edinburgh, the capital of Scotland, was founded as a village in the 7th century and maintains its centuries-old buildings intact, such as the famous Edinburgh Castle from the 11th century. Perched atop a rock, this fantastic and intact castle houses museums and crown jewels. Just a five-minute walk away is the Royal Mile, a set of medieval streets around the castle.

It is the chosen land of many artists, filmmakers, and writers who found inspiration to write and film their works, including author J.K. Rowling. The creator of Harry Potter produced all the stories through the streets and cafes of Edinburgh. When visiting the city, you can recognize magical alleys and lanes described in the books and films, such as Diagon Alley and its magic shops.



Photo by: Visit Britain_Pinzutu



Photo by: Daniel James Clarke

It's a journey through the UK that ties together literature, art, design, past, and present, and will undoubtedly stay in the memory of every traveler.



Photo by: Visit Edinburgh



Photo by: Grassmarket view to Edinburgh Castle

Well-being expressions

A dive into habitat, design,
and architecture

Each interior and landscaping project tells a unique story, where shapes, materials, and colors intertwine to create spaces that go beyond functionality, becoming refuges of beauty and comfort.

In this edition of Saccaro Casas, we embark on a journey through the creations of renowned architects who are partners of the brand, and we invite you to discover the sensorial experiences that fill the environments and transform Saccaro furniture pieces into true protagonists of the habitat.



Design as a Meeting Point

Albuquerque Arquitetura office, led by Silvana Albuquerque and her daughter, Luisa Albuquerque, was responsible for the design of this contemporary and sophisticated apartment in Brasília, DF.

Designed to meet the demands of a young couple, who enjoy hosting friends and family in their home, the apartment features an integrated living and dining room, along with two inviting social areas and a gourmet space, ideal for moments of gathering.



The carefully selected furniture presents unique pieces from Saccaro, providing exclusivity and sophistication to the ambience. Among them, the Benvenuto sofa stands out, with its enveloping shape and delicately contoured wooden legs, conveying an atmosphere of warmth and hospitality. The Tríade coffee tables, together with the organic design of the Dafne side table, bring a touch of beauty and functionality to the space. In the bedroom, the Alma bedside table and the Aura bed infuse the ambience with their strong personality, adding a unique design element to the space. The Gianduia bench is the grand finale of the bedroom, bringing a classic and cozy air to the visual composition. In the other bedroom of the apartment, the creative use of the Tappo bench, inspired by the shape of a champagne cork, serves as a bedside table.

*By Luisa e Silvana
Albuquerque*

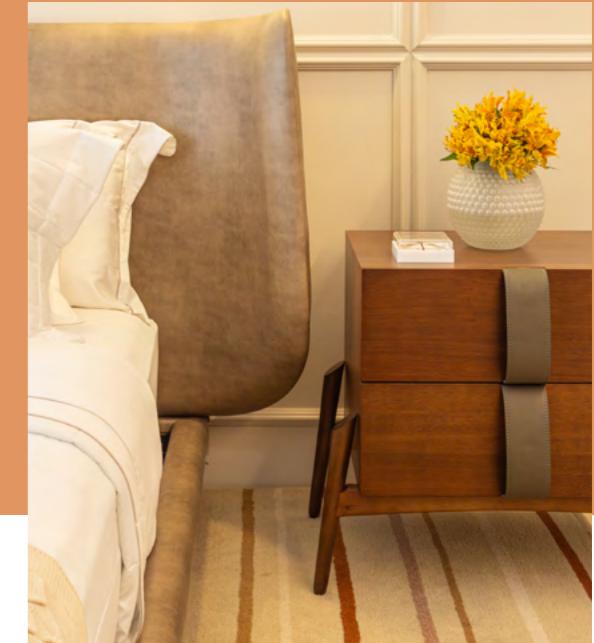
@albuquerque.arqui



Dafne side table adds practicality to the ambience.



Tappo bench used as a bedside table.



Aura bed, Alma bedside table, and Gianduia bench provide an expressive composition.

Photos by: Carolina Salviano | @flowmotion

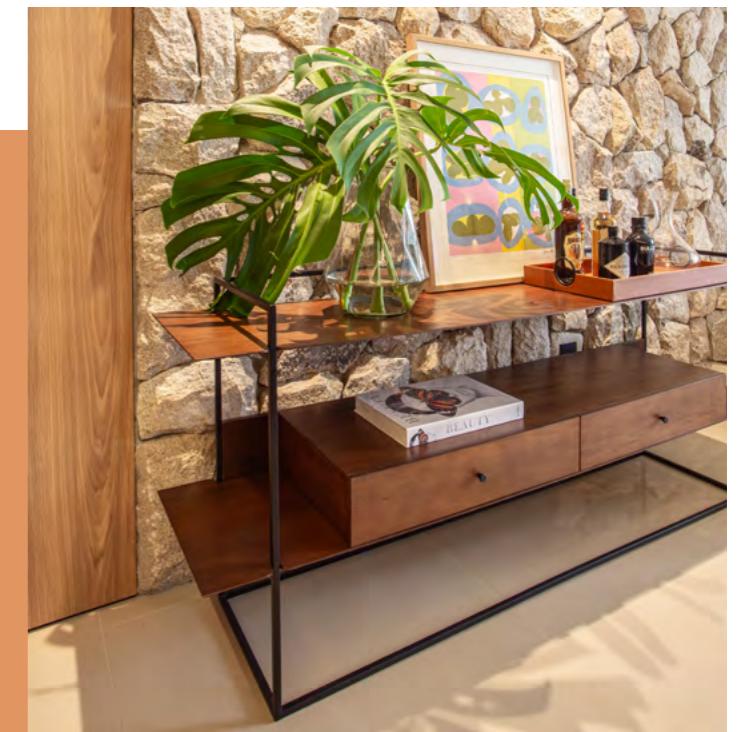
Wooden Tones in Focus

Patagonia armchair introduces a touch of modernity to the living room.



With a contemporary eye for decoration, and prioritizing wooden tones, the Albuquerque Arquitetura team chose to use the Canavial dining table, an extraordinary piece that became the main element for this family that values sharing meals and memorable moments. The dining area was enriched with Aspen chairs, which combine the elegance of the wooden structure with the comfort of an upholstered shell.

The living room also received the Patagonia armchair, which introduces a touch of modernity and unique elegance to the ambience, and the Aresta sideboard, an elegant piece of furniture that focuses on essence, without excesses.



Aresta sideboard complements the project with elegance and lightness.



Canavial table as the protagonist of the ambience, combined with Aspen chairs.

Photos by: Carolina Salviano | @flowmotion

Fusion between wines and design

Fazenda Terramilia, in Florianópolis, SC, is the stage for a collaboration that has redefined the concept of elegance. The fusion between the interior design by the team at MOS Arquitetos Associados and the wine cellar project signed by architect Debora Aguiar results in a harmonious dialogue, weaving connections between traditional charm and architectural avant-garde.

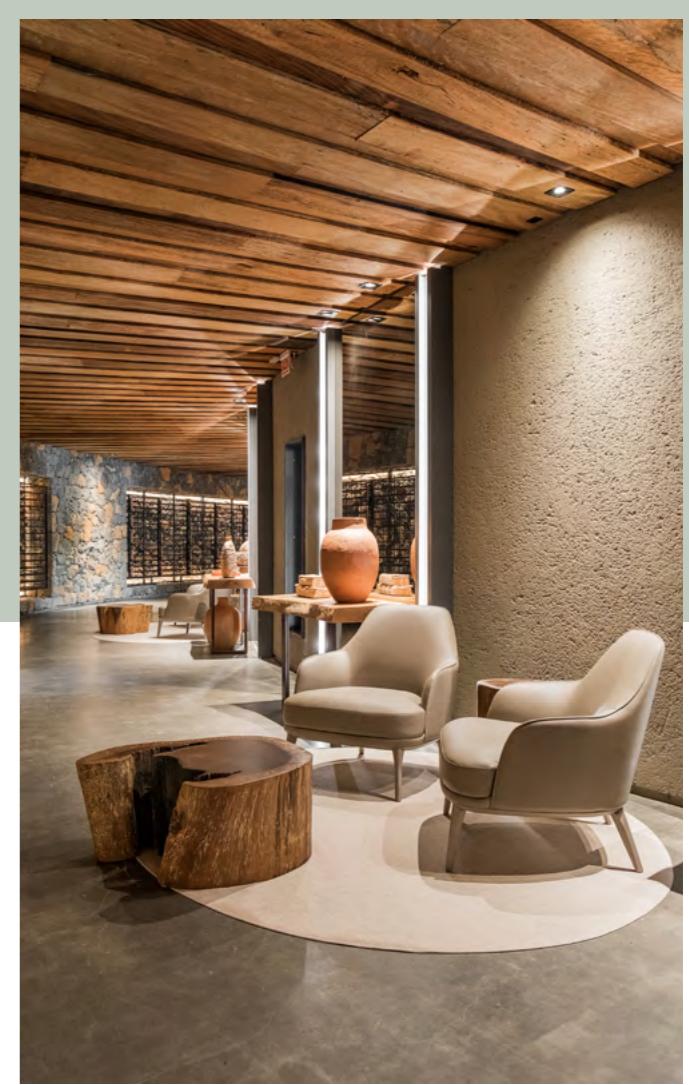
This endeavor stands out for its innovative approach, symbolizing a fusion between the serenity of a contemporary cellar and refined sophistication, emphasized by the use of natural materials and exclusive Saccaro design furniture. Centralized around a spectacular lake, the project reserves space for a spacious wine cellar, designed to enchant residents with an immersive wine experience.



Among the selected Saccaro furniture pieces, the Constantina armchairs stand out, with their fluid forms and gentle lines inviting relaxation. The Azul armchair harmoniously blends classic and contemporary elements, presenting an uncomplicated and captivating design.



Constantina Armchair becomes the protagonist of the ambience.



Terramilia Cellar Project
By Debora Aguiar
@deboraaguiararquiteta



Interior Design:
By MOS Arquitetos Associados
@mosarquitetosassociados



The Azul Armchair combines classic and contemporary attributes, being the perfect choice for the Cellar.



Form, function, and fluidity

To enrich the composition of the ambience, the architects selected the Tríade coffee table, a unique design piece with a base supported by three legs, giving an organic aspect and fluidity to the space. The Pietra side table, with its organic lines, softly rounded edges, and exquisite use of solid wood, stands out as an essential element to complement the cozy and natural atmosphere of the ambience, perfectly harmonizing with the space's concept. In the dining area, the Rima chairs were used, an elegant model that combines form and function with authenticity.



Rima chairs complement the dining space with comfort and elegance.

A refuge for gatherings

Architects Graziella Yllana and Rodolfo Hecher, from Hecher Yllana Arquitetos office, are the professionals behind the design of this 500 m² apartment located in Porto Alegre, RS. The space was conceived to embrace the ample living area, with the intention of creating a haven of privacy and comfort for a family that values moments of gathering and hospitality.



The social area, the heart of this project, promotes a harmonious integration between the library, wine cellar, social hall, and gourmet kitchen. To provide privacy between the social area and the study, pivot panels made of Cumaru, a noble and sophisticated wood, were implemented, forming a sublime harmony with Saccaro's Rubik shelves. This modular furniture solution is a creative and elegant addition to the living room.

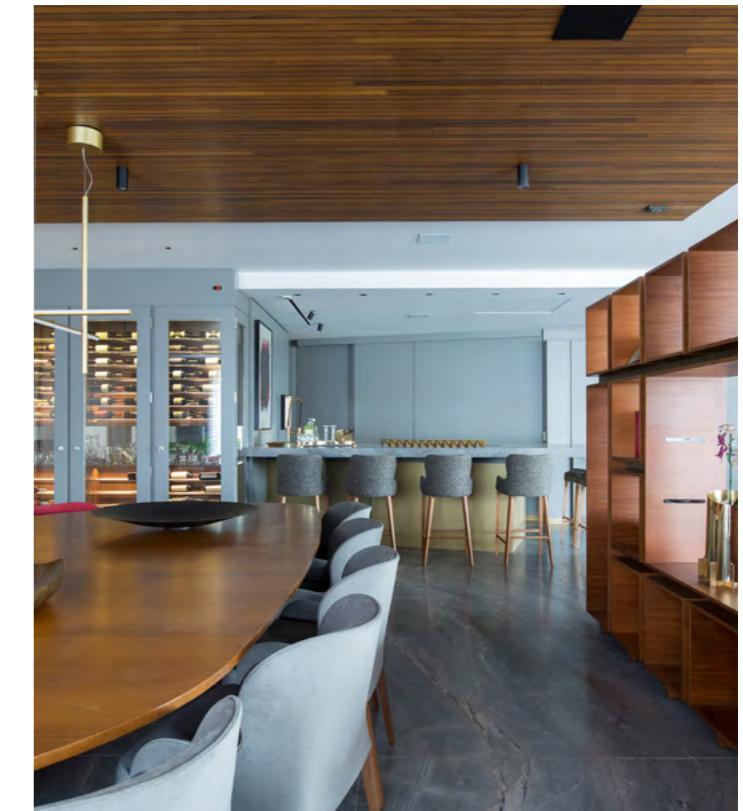
In the gourmet space, chairs and stools from the Bardot line were added, a versatile option for composing elegant ambiances. The Bubble armchairs and ottomans, inspired by the beauty and simplicity of soap bubbles, were chosen to complement the living room. The Edge sideboard gave the final touch to the ambiances, resulting in a charming outcome.

Rubik shelves emerge as a creative solution to separate spaces with lightness



*By Graziella Yllana
e Rodolfo Hecher*

@hecheryllana_arquitetos





The Soiê coffee table brought a feeling of lightness to the living room.



A celebration of the contemporary

In the home theater space, the Sintra sofa stands out as the centerpiece, chosen for its lines that evoke contemporary style and its casual modularity.

The Soiê coffee table provides a touch of lightness to the ambience, thanks to its slim structure. The balcony was furnished with items from the Talipot collection, including a chaise lounge, armchair, and coffee table, which, combined with the vertical garden in the background, resulted in an impressive visual.



The Sintra sofa is a contemporary solution, due to its casual modularity.



This bedroom gains a lot of comfort and coziness with the Papillon headboard and the Trenna bench, placed at the foot of the bed.



The Birillo bench doubles as a bedside table in this charming bedroom.

Cuisine and design in the heart of Paraíba



The BA'RA Hotel, located in João Pessoa, PB, emerges as part of the city's most famous tourist complex, near the Busto de Tamandaré. Under the innovative vision of architect Sandra Moura, the BA'RA Hotel is an invitation to explore new experiences, harmonizing rusticity, sophistication, and a unique identity. The construction of the enterprise, with architectural design by Sandra and landscaping by professionals Patrícia and Bruna Lago, sought the perfect balance between spaces and evoked emotions, fostering an ambience that encourages connections among people.

Project
By Sandra Moura

@ sandramoura arquitetura



Landscaping

By Patrícia e Bruna Lago

@ estudiolago.arq

Within this context, the IOCÁ restaurant emerges as a connection between the rich culture of Paraíba and the finesse of Italian cuisine. The decoration of IOCÁ is enhanced by the use of the Brasileirinha chair from Saccaro, whose design is inspired by the iconic Copacabana sidewalk and the fluid forms characteristic of Niemeyer's works, while the Soul chairs, arranged in a green area, introduce additional charm to the project.



The Brasileirinha chairs and corporate dining tables were used in the common areas of the restaurant.

Architect Sandra Moura photo by: Thayse Gomes
Photos by: Vilmar Costa
Photos by: Paulo Cruz

Inspiring Lightness

In the outdoor areas of the restaurant, the architect selected the Andros chair, characterized by its hollow seat and backrest, providing a design that combines lightness and comfort.



With its hollow seat and backrest, the Andros chair brings lightness to the space, highlighting the natural elements that compose it.

Complementing the scene, the Capadócia swing was incorporated into the space. This is a standout piece from Saccaro, whose design is inspired by the elegance and freedom of a balloon sailing through the skies, gently guided by the breeze.

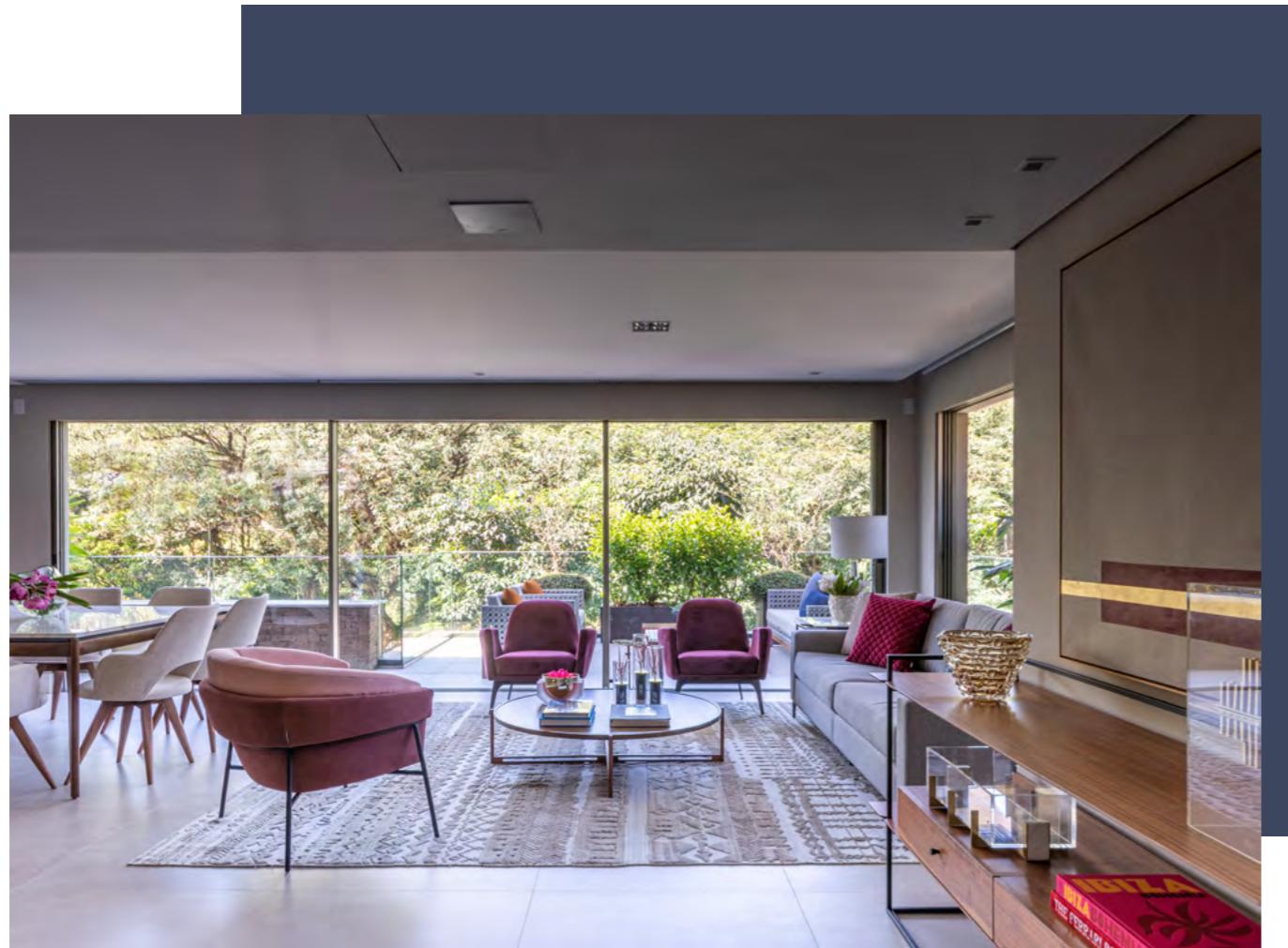
Soul chairs complement the outdoor space of the restaurant with lightness.



Capadócia swing becomes the protagonist of the space.



Photos by: Vilmar Costa
Photos by: Paulo Cruz



Exclusive view for leisure moments

In this spacious two-story house located in front of Parque Villa-Lobos, in São Paulo, SP, the interior design was conceived by architect Marília Veiga, who skillfully harmonized luxury and comfort. With the aim of maximizing the contemplation of the stunning green landscape surrounding the building, Marília promoted an elegant fusion between the internal living space and the balcony. This strategic integration allows residents to enjoy an exclusive view during moments of relaxation and leisure.

The house stands out for its generous openings, which bathe the rooms in abundant natural light. The architect opted for fluidity between the spaces to enhance this characteristic, resulting in a social area that encompasses the living room, dining room, home theater, and balcony.

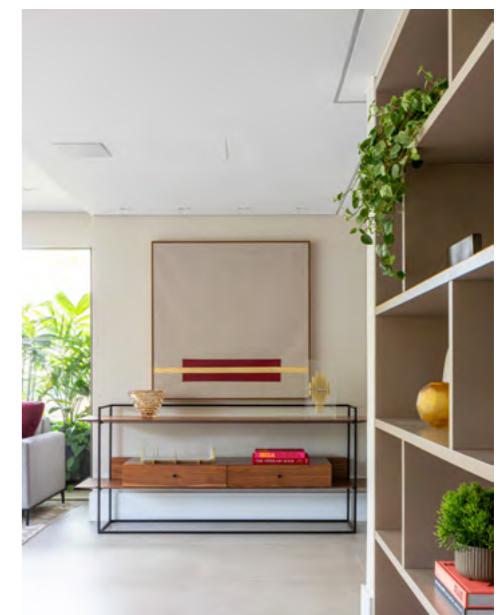


*By Marilia
Veiga*

@mariliaveigainteriores



The Virtus armchair, positioned as a standout element in the living room, harmonizes with the Mistral armchairs. Selected in different shades of marsala, the pieces confer an atmosphere that is both delicate and striking. For the living room, the Me sofa was chosen, a piece that stands out for its slim base and geometric shapes inspired by urban dynamics. Complementing the composition, the Aresta sideboard and the Soiê coffee table, both with clean lines and timeless design, promote a visual harmony that further enriches the space.



The Aresta sideboard complements the space with lightness and contemporaneity



An invitation to relax

To enhance the natural beauty of the apartment's outdoor space, the architect chose furniture that conveys lightness and fluidity.

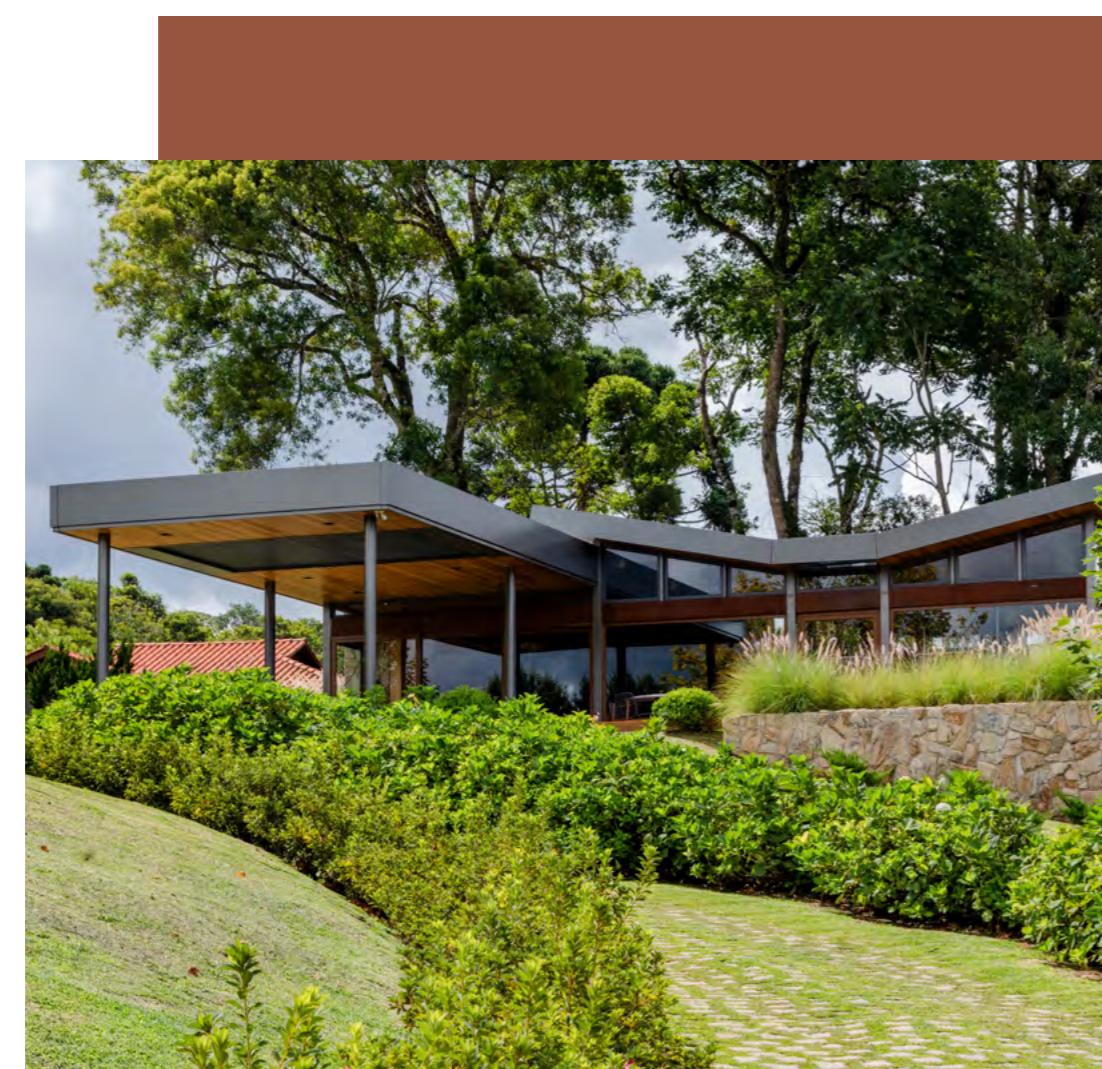
Highlights include the Capadócia sofa and armchairs, which, together with the Soiê coffee table, the Íris side table, and the D'Azur sun lounger, create a perfect ambience for relaxation. In addition, a cozy dining space was created with the dining table and Soul chairs, perfect for socializing moments.



The dining table and Soul chairs bring life to a perfect space for socializing.



The Capadócia sofa and armchairs are an invitation to relaxation



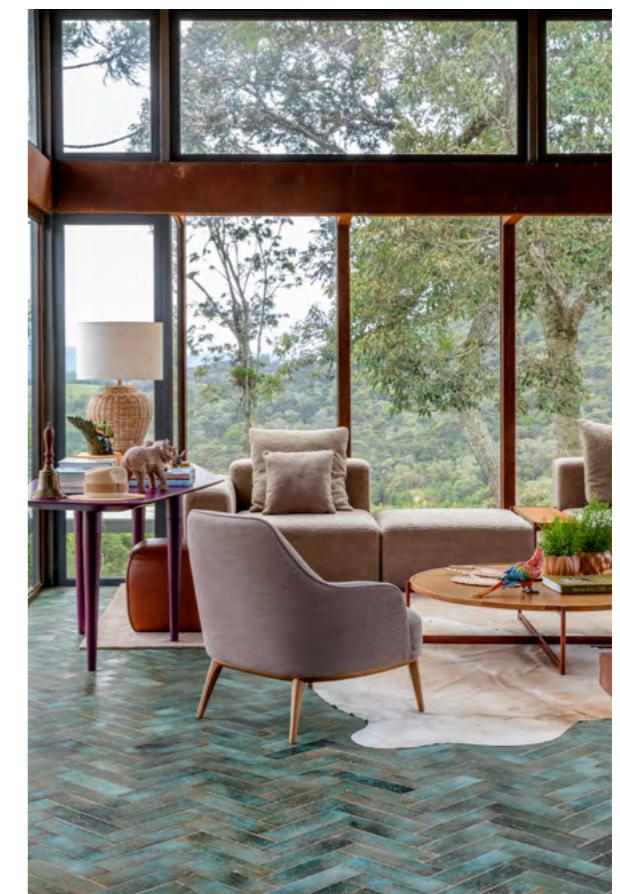
Coziness amidst the countryside

A new architecture to cater to the family during leisure moments and gatherings with friends was the idea behind this project for the young couple and their two children. Architect Tufi Mousse signed the work in Joinville, SC, designed to be a beautiful annex to the existing country house. With the aim of achieving lightness, transparency, and connection with the lush natural landscape, the residence stands out for its extensive glass openings. Internally, the countryside atmosphere is preserved, however, with a contemporary touch and modern furniture, reflecting the style of the residents. In the living room, the Constantina armchairs, with fluid and comfortable lines, take the spotlight, complemented by the modular Change Up sofas and round Soiê coffee tables, adding personality to the space.



By Tufi Mousse

@tufimoussearquitetura



Soiê coffee tables and Constantina armchairs are the highlight of the living room.

Embracing Nature

The outdoor area of the annex to the country house was planned to become an ideal refuge for gatherings, lunches, and dinners, ensuring that the view was as cozy as it was fluid, in harmony with the landscape.



The spaces were equipped with chairs and armchairs from the Carpe Diem collection, which stands out for products inspired by the beauty of nature and the connection between human beings and the natural ambience.

Change Up modular sofas add even more comfort to the countryside house.



Chairs and armchairs from the Carpe Diem collection harmonize perfectly with the natural environment.

Bardot barstools add versatility and comfort to the gourmet space.



Refinement in the Form of Habitat

Architect Vanusa Asevedo led the interior renovation of this apartment located in Cuiabá, MT, meeting the owners' desire to brighten up the spaces and increase the functionality of the home. With a keen eye on the couple's needs, tastes, and preferences, Vanusa managed to create unique ambiances that exude sophistication in every detail. A distinctive blue door defines the entrance to the apartment, establishing a warm welcome.



*By Vanusa
Asevedo*

@ vanusaasevedoarquitetura



Around the round dining table, the Arca chairs were arranged, whose design stands out with prominent backs and seats with generous proportions, supported by a refined solid wood structure. The counter received the Ofício stools, pieces of furniture with a casual, versatile, and urban design, which form a sublime combination with the apartment's contemporary style. The integration of the dining area with the living room is in perfect harmony.



The Benvenuto sofa was selected to provide balance with the other elements of the living room.



Photos by: Mariana Arruda

Elegant Atmosphere

In the living room, the Benvenuto sofa and Constantina armchair were selected, pieces of furniture with fluid and elegant lines that harmonize perfectly with the space.

The furniture, characterized by its straight lines, along with a decoration that balances delicacy and comfort, gives the space an inviting and refined atmosphere.



To complement the ambience, the Mudra sideboard integrated uniquely into the habitat, enhanced by its wide variety of finishes. This piece of furniture brings authentic colors and materials that enrich the atmosphere of the space with its sophistication.



The choice of Constantina armchairs in a dark tone, in contrast with the light-toned sofa, establishes a refined visual balance in the ambience.

With striking design, the Arca chairs stand out in the dining area.

Coming soon

New Concept Store brings more experience and freshness in the presentation of Saccaro collections.



With a keen eye on the nuances that define a complete purchase experience, Saccaro invests in harmonizing the digital and physical universe, creating a "phigital" concept. Referring to experiences, solutions, or environments that blend physical and digital elements to create more integrated and immersive interactions. Leonardo Koboldt de Araujo, Customer Experience Head at Gad, emphasizes the uniqueness of the physical space: "The store transcends being just a point of sale; it is a brand sanctuary where customers fully experience the essence of Saccaro. Unlike the virtual catalog, here the touch, texture, and aroma of the products can be fully appreciated."

Innovation is already evident in the façade, now revitalized with modern storytelling and eye-catching decoration, strengthening the brand positioning in the luxury furniture market. Internally, the store has been redesigned to sharpen the senses, from scenic lighting to aromatic gardens and spaces that invite touch and tasting, providing a unique and engaging atmosphere.

Saccaro, synonymous with excellence and innovation in high-end furniture design, is proud to announce a transformation in its stores. In partnership with the renowned consultancy Gad' Branding & Design, we are redefining the customer journey, starting with the esteemed store in Florianópolis, located in the heart of Corporate Park. This project is driven by a central concept: maximizing the sensory experience of each customer, transforming the contact with our products into points of unprecedented satisfaction and discovery.



The new internal layout provides complete access to the design curation, with distinct areas celebrating brand launches and iconic pieces. The "Habitat Saccaro Area", for example, is dedicated to showcasing novelties and trends, while the service space is designed to offer a personalized, comfortable, and integrated experience, encompassing consultative service and online options.

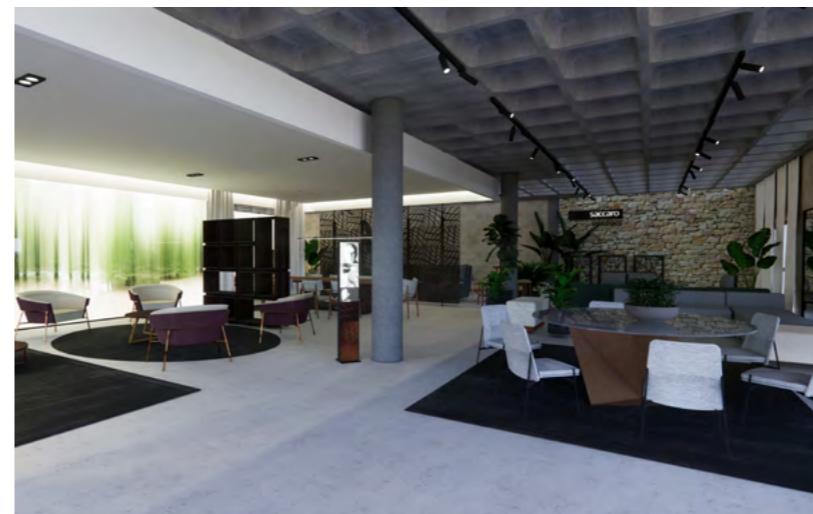
The Saccaro Atelier has received a new layout, further valuing our selection of best sellers and fabric and finish mood boards, organized intuitively to facilitate access and inspire specifiers. Additionally, the Florianópolis store introduces a unique gourmet space, a multifunctional environment aimed at enriching the relationship between specifiers and the brand, opening doors to creation and engagement in an inspiring setting.

João Saccaro, the company's Market Director, explains that over the 77 years of history, Saccaro has always sought



to reinvent itself. "Our goal transcends the simple experience of the present; we want to be trendsetters. This commitment to innovation permeates all areas of operation, including the consumer and specifier experience in our stores. We are dedicated to offering a unique, rejuvenated, and innovative experience. Progressively, we will revitalize all our stores, spreading our new concept throughout Brazil and the world, making a global presence," he says.

In every detail, Saccaro reaffirms its commitment to excellence and innovation, transforming not only its physical spaces but also the way customers and specifiers interact with the world of luxury design. The project's launch is scheduled for May 2024. Visit the new Saccaro Concept Store at Corporate Park in Santo Antônio de Lisboa, Florianópolis/SC, and check out everything firsthand.



"Our goal transcends the simple experience of the present; we want to be trendsetters."

João Saccaro,
Market Director of Saccaro

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FIAMA
TECIDOS

A eterna busca do jazz pela liberação

Special report by
Carolina Juliano



Photo by: Charlie_Parker_in_1947_Commons

Charlie Parker lived only 35 years and became one of the most important saxophonists in history, leaving an infinite legacy.

When young Samara Joy took the stage to receive the 2023 Grammy Award for Best New Artist, jazz once again showed its ability to metamorphose. The 23-year-old singer, considered by critics as one of the most impressive voices to emerge in the United States in recent years, is the epitome of jazz: a style of unique dynamism that updates and reinvents itself in a constant search for freedom.

Samara is commonly referred to as the "Ella Fitzgerald of modern times," in reference to the great lady of jazz, who was perhaps the most popular and important figure in the genre for 50 years. The Grammy she received at such a young age shed light on a new generation of jazz musicians, who certainly draw from the classics but imprint characteristics of their time, conferring eternal contemporaneity to this musical genre.

In this article, **Saccaro Casas** invites you to embark on a musical journey through the history of jazz and its reinventions, which renew not only the repertoire but also the audience that occupies the seats.



Photo by: Louis_Armstrong_Commons

Louis Armstrong was born with jazz in New Orleans and was one of the most important trumpeters of all time.



Photo by: Samara Joy | Reprodução Instagram



What is the origin of jazz and why is it so dynamic?



Ella Fitzgerald, the great lady of jazz, was the most popular singer of the genre in the USA. Her voice, which spanned three octaves, won 13 Grammys.

No musical style transforms as much as jazz, and there is a historical and sociological explanation for this. In an interview with the magazine, music critic, writer, and journalist Julio Maria went back to the origins of the first chords to find the explanation.

"These movements of breaking and restoring the language are a particularity of jazz; no other musical style transforms so much and so quickly," he says. "This mutation comes from an idea of freedom, of liberation, and this has to do with black people, who are always seeking liberation because of their own history. Jazz, when it feels trapped in a box, in a mold, in a format, it seeks to break free."

In fact, jazz, which has its roots in the late 19th and early 20th centuries in New Orleans, a city in Louisiana on the banks of the Mississippi River, in the United States, is more than a musical genre; it is an expression of the social, cultural, and political transformations of that region and that time. "The search for freedom even went too far, to the point that no one understood what was happening during the Free Jazz era, which was such a crazy thing that the jazz musicians themselves said, 'enough, someone has to understand what we are doing,'" explains the critic.



Miles Davis and his trumpet changed the course of jazz. He was the precursor of jazz fusion, mixing rock and adding electronic instruments to his classic repertoire.

Photo by: Ella-Fitzgerald-in-Helsinki-1963_Commons

Music that renews itself and conquers generations



Pianist Thelonious Monk was considered one of the creators of the bebop jazz foundations.

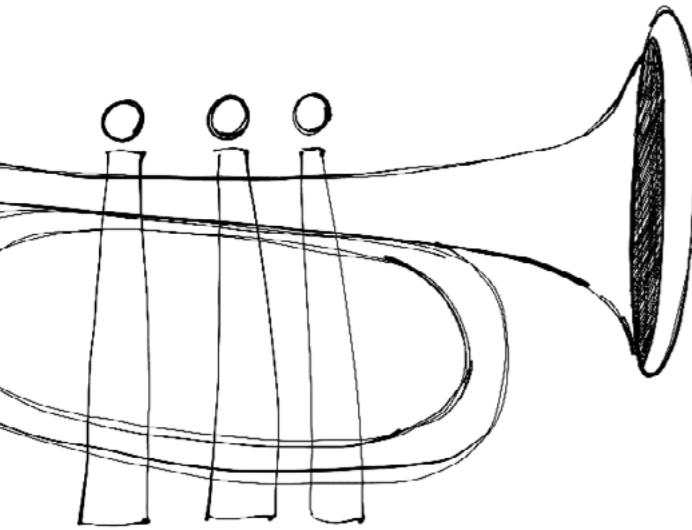
Photo by: Miles_Davis_by_Palumbo_Commons

Since its inception, jazz has offered new suggestions in cycles of ten years, from ragtime (1890), through a new reorganization that gave rise to the New Orleans style (1900), then dixieland (1910), Chicago (1920), Swing Era (1930), bebop (1940), hard bop and cool jazz (1950), free jazz (1960), and fusion (1970).

In all these phases, another characteristic that gave jazz its originality is improvisation. In any performance, there is a moment when each musician gains time and space to show what they can do. "Improvisation is another characteristic of liberation. That is the unique moment of the musician; the pianist makes a cycle, passes the ball to the bassist, to the drummer, and to the vocalist," says Julio Maria. "In these cycles of improvisation is when jazz becomes the individual, the musicians say 'we exist, we don't just play for the star to sing.' There's a bit of self-affirmation there."

The critic says that this path that jazz has followed since its inception is exactly the opposite, for example, of the path of classical music, which is a white music. "Classical music writes the notes in stone; there is a musical decree written in stone that will never be changed. If you want to play that, you will have to read the score and play exactly what is there. Whites imprison and blacks liberate," he says.

Photo by: Thelonious_Monk_Commons



Jazz back to the pop scene

Although jazz has never lost its place in the music scene, the movement of some artists in the pop scene puts it in greater evidence at times. A more recent success case was Lady Gaga's collaboration with Tony Bennett, which resulted in two albums: "Cheek to Cheek," from 2014, and "Love for Sale," from 2021.

According to critic Julio Maria, what happens in these cases is that the artist resorts to jazz as a resource to give a certain relevance to their career. "This is because jazz is the supreme singing; singing jazz is the pinnacle; it is the highest respect you can have as a singer; it is when the voice really becomes an instrument with all the resources," he says. "The opposite path also occurs; there are many cases of jazz musicians resorting to pop artists and turning their songs into jazz."

Although this tribute movement is important to keep jazz in the music scene, the world also recognizes new

names, who undoubtedly studied at the schools of Miles Davis, Thelonious Monk, Charlie Parker, Sonny Rollins, and many others, and who brings new blood and chords to the genre. And that's how jazz keeps renewing itself.

Before Samara Joy, another name in contemporary jazz took the Grammy stage a year earlier, in 2022. American pianist Jon Batiste, 35, won the Album of the Year award for "We Are," a mix of rap, R&B, Soul, Pop, and Jazz. It was the first time in 14 years that an album of this genre won a Grammy in the category.

"Jon Batiste put jazz in pop places; he is what I like to call a mediator," says critic Julio Maria. And this gained even more strength because of the Disney Pixar movie 'Soul' (2020), whose main character was inspired by him and whose soundtrack was created by him and ended up winning the Oscar that year for Best Soundtrack.



Photo by: Blue Note_Divulgação



We've prepared this playlist to delight the ears. Press play and listen to classic and contemporary hits while enjoying this edition of Saccaro Casas.

Photo by: Camille Thurman_Divulgação



Camille Thurman

The new generation

Whether paying tribute to great classics or presenting their own shows in some spaces created to debut, the truth is that in the jazz scene, there are a great number of young and talented artists who not only contribute to the perpetuation of the genre but also enrich the interpretations they make of it.

Specialized magazines and newspapers, such as Jazzwise, The Wire, Downbeat, JazzTimes, find new names every year to renew their lists of highlights. Among some musicians who are making a difference are: Polish saxophonist Kuba Wiećk, only 27 years old; English saxophonist Shabaka Hutchings, 40; Camila Meza, 38, guitarist and singer from Santiago de Chile; Cuban pianist Alfredo Rodriguez, also 38; American saxophonist Camille Thurman, 38, member of the Jazz at Lincoln Center Orchestra; Nduduzo Makhathini, South African pianist, 38, among many others.



Photo by: Alfredo Rodriguez_Commons



Photo by: Nduduzo Makhathini_Commons



Photo by: Shabaka Hutchings_Commons



Photo by: Samara Joy_Commons

Photo by: Jon_Batiste_2023_Commons



Jon Batiste

"It is a generation that really breaks with codes, that wants to create its own codes; we see a very strong characteristic that has, once again, to do with this thing of liberation," says Julio Maria. "But reference is important; it gives solidity, and then, with a strong base, the musician develops as an artistic individual."



Brazilian jazz

The beginning of jazz in Brazil was like everywhere else, musicians reproducing trends from North American references in the execution of their songs and in the formation of their bands. Only in the late 1950s, with the emergence of Bossa Nova, did the essence of jazz, which is improvisation, begin to be practiced in typically Brazilian music, giving rise to what would be called, in the following decades, "Brazilian jazz."

From the 1980s onwards, the fusion wave, led by Miles Davis, facilitated the expansion of the boundaries of music produced in Brazil. "It is at this moment that Hermeto Pascoal, Arismar do Espírito Santo, and Egberto Gismonti emerge, who built a much less erudite and much more real Brazilian instrumental language," says Julio Maria.

The critic explains that from this moment on, musicians began to travel through Brazil through its rhythms, such as maracatu, caboclinho, frevo, and even choro, and incorporate their chords into jazz, giving Brazilian jazz this very particular and exclusive characteristic. Some prefer to call this sound "Brazilian instrumental music." "But all music is instrumental; that makes no sense; musicians like Hamilton de Holanda and Yamandu Costa make Brazilian jazz."

Among the names that the critic points out as exponents of this generation are São Paulo pianist Leandro Cabral, with erudite techniques mixed with Brazilian and African ones; São Paulo bassist Sidiel Vieira; Alagoas drummer Carlos Ezequiel; Pernambuco pianist, keyboardist, arranger, and composer Amaro Freitas, among others.



Photo by: Sidiel Vieira_Reprodução Instagram

Another movement that is also observed in the national scene is the growing interest in jazz shown by artists from another scene, such as Criolo and the trio Tuyo, reflecting a continuous reinvention of the genre. The mixture of jazz with rap, R&B, and pop has also made it relevant for a new generation, attracting an audience that may not have been interested in jazz before.



Photo by: Leandro Cabral - Crédito_Agê Barros & Rodrigo Bressane - PANDALUX

On one side or the other, the fact is that jazz has taken over many bars and concert halls in the main capitals of Brazil. In São Paulo, the most traditional venue of the genre, Bourbon Street, recently inaugurated the project "Each Tuesday a Jazz," which provides space for new names and has a predominantly young audience.

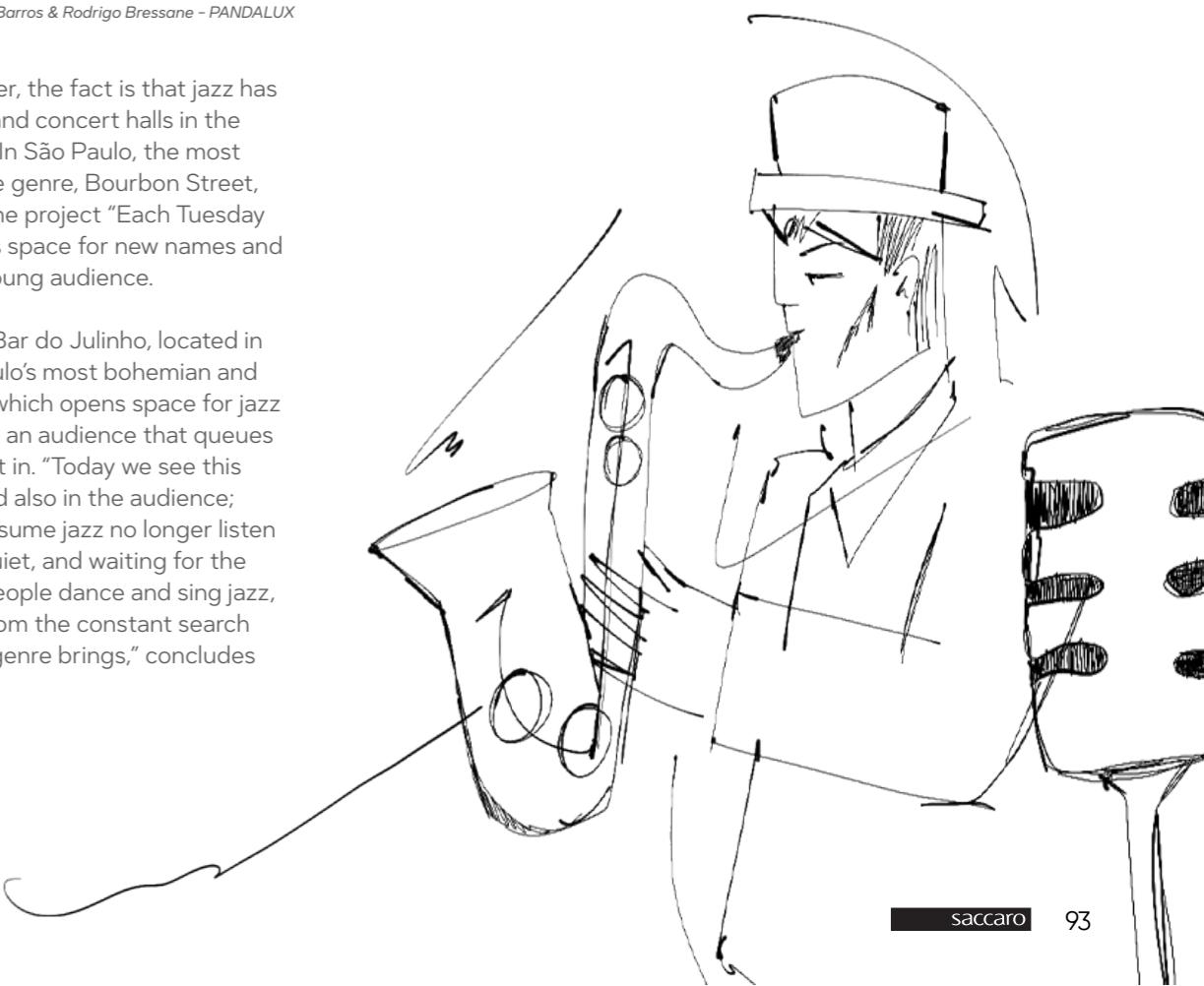
The same happens at Bar do Julinho, located in Vila Madalena, São Paulo's most bohemian and young neighborhood, which opens space for jazz every Wednesday, with an audience that queues around the block to get in. "Today we see this change in jazz reflected also in the audience; young people who consume jazz no longer listen to the songs sitting, quiet, and waiting for the moment to applaud; people dance and sing jazz, and that also comes from the constant search for liberation that the genre brings," concludes Julio Maria.



Photo by: Carlos Ezequiel_Divulgação



Photo by: Hamilton_de_Holanda_Commons





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Tapa

Revista Saccaro CasaS - Año 8 - #10 - Abril de 2024

Proyectos

Pura inspiración con la firma de profesionales de renombre, que exploran el mobiliario de Saccaro en su máximo potencial

Yachthouse by Pininfarina

Un emprendimiento icónico firmado por el renombrado estudio italiano hace historia en Brasil

Cultura

El jazz, siempre atemporal, revela una nueva generación de artistas

Viaje

Fuimos a Escocia para descubrir los encantos y la historia del museo V&A Dundee

Nota del Editor

Hola estimado lector,

Comienzo este editorial recuperando una cita con la que te encontrarás a lo largo de esta edición: "Nuestro objetivo trasciende la mera experiencia del presente, queremos ser precursores de tendencias". Con ese mismo espíritu, es un gran placer retomar el proyecto de la Revista Saccaro Casas, que debutó en 2006 y desde entonces ha estado en constante evolución, como esencia de nuestra marca.

Como todo aquí respira diseño

original, fuimos hasta Escocia para recuperar lo mejor de la ciudad que está revolucionando el arte en el Reino Unido. Visionarios, la pareja real Victoria y Albert dieron origen a la época victoriana, llena de arte y fotografía, sus pasiones. El museo V&A Dundee demuestra que el legado continúa en tiempos contemporáneos y merece tu atención. De este rescate histórico, damos un salto a la actualidad, tratando el tema del momento, la Inteligencia Artificial. Quien habla sobre el tema es nada menos que nuestro entrevistado especial, Indio San. Disfruta de esta entrevista imperdible. También nos dio su opinión el empresario Alcino Pasqualotto, que nos lleva al emblemático proyecto Yachthouse by Pininfarina, el residencial más grande de América Latina.

Y, por supuesto, como es un éxito consolidado, retomamos nuestros temas de decoración trayendo hermosos proyectos de reconocidos profesionales que ponen nuestros muebles en el centro de sus ejecuciones. ¡Inspírate!

Como un tema lleva a otro, conocer cómo se desarrolla nuestro proceso creativo se ha convertido en tema de estas páginas, con un enfoque en el Studio Saccaro. Y los lanzamientos que presentamos celebran el resultado de estos talentos.

Para concluir, te invito a leer esta edición mientras escuchas una lista de reproducción de jazz que combina los genios de nuestra historia con los jóvenes talentos de hoy. La encontrarás en la página 91, en el reportaje especial que explora el panorama actual de este género que está en constante búsqueda de la liberación.

JBuena lectura!

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**Del artesanal a la innovación:
conoce los matices del Studio
Saccaro**

En medio de la constante búsqueda de innovación y exclusividad en el desarrollo del mobiliario Saccaro, el estudio de diseño se destaca como un faro de creatividad. Con una trayectoria marcada por un profundo respeto a las tradiciones y una mirada siempre hacia el futuro, la marca, que es un símbolo del diseño brasileño y del mobiliario de alto estándar, une la belleza del artesanal a la vanguardia de la innovación.

Luciane De Carli, Gerente de Producto del Studio Saccaro y arquitecta con dos décadas de dedicación a la marca, es una de las protagonistas de esta evolución. Su experiencia encapsula la transformación vivida por el Studio Saccaro, desde sus inicios centrados

en la ingeniería hasta la concepción de un estudio de creación, dedicado a entender la esencia de la marca y las necesidades de un mercado global y diversificado.

Según Luciane, el proceso creativo en el Studio Saccaro es un diálogo constante con las tendencias del mercado y los deseos de los consumidores, buscando responder a preguntas fundamentales: ¿Qué buscan los clientes? ¿Status? ¿Diferenciación? ¿Exclusividad? ¿Confort? ¿Calidad?", cuestiona la Gerente de Producto. Estas indagaciones, alineadas con el perfil del cliente definido por el equipo de marketing de Saccaro, guían la solicitud de nuevos productos, que se desarrollan a partir de briefings detallados y una colaboración estrecha con diseñadores internos y externos, incluyendo nombres reconocidos en el mercado.

Saccaro, con su actuación tanto en el mercado brasileño como internacional, reconoce la diversidad cultural y las variadas necesidades de cada lugar. La marca comprende que Brasil abarca diversas culturas y necesidades en un único país. Esto se refleja en la estrategia de ofrecer una gama de productos personalizables, capaces de atender a las especificidades de cada cliente.

En este contexto, la presentación de los productos en los puntos de venta se vuelve crucial, ya que incluso el mejor de los productos necesita de una ambientación adecuada para comunicar su valor y propósito. "Hoy, decimos que Saccaro dejó de vender producto: vende una solución", destaca Luciane, subrayando la importancia de una presentación que vaya más allá del producto, creando una experiencia completa para el consumidor.

Proceso de creación de las mesas Seixo: del esbozo al producto final.

La materialización de las ideas en el Studio Saccaro implica una rigurosa selección de materiales, priorizando los naturales y renovables, en armonía con el ADN de la marca. Este compromiso con la calidad, la sostenibilidad y la innovación no se limita solo a la elección de materiales,

sino que impregna todo el proceso creativo y productivo de la marca.

En el corazón de la filosofía del Studio Saccaro, está la convicción de que la innovación trasciende la tecnología. "Nuestro diferencial está en la innovación de conceptos, no solo en las herramientas tecnológicas utilizadas", afirma Luciane. Este enfoque permite que Saccaro ofrezca productos atemporales, duraderos y capaces de renovar ambientes, no por obsolescencia, sino por un genuino deseo de cambio.

El viaje del Studio Saccaro, del artesanal a la innovación, refleja una armonía perfecta entre tradición y renovación. Así, cada pieza cuenta una historia, cada diseño evoca una emoción, y cada creación es un testimonio del compromiso de la marca con la excelencia y la exclusividad. En un mundo donde lo efímero a menudo prevalece, Studio Saccaro se afirma como una referencia de valores perdurables, con belleza y funcionalidad entrelazándose para crear no solo muebles, sino verdaderas soluciones para el día a día de las personas. Avanzando en el proceso de creación de las mesas Seixo tenemos el proyecto 3D y el producto final.

Soprote completo para especificadores

En Saccaro, cada detalle se piensa meticulosamente para asegurar que las creaciones no sean solo muebles, sino experiencias de excelencia en diseño. La misión de la marca va más allá de la oferta de productos: se extiende a proporcionar herramientas que empoderen a los especificadores para llevar sus visiones a la realidad con precisión.

La marca comprende la importancia de un proyecto detallado y realista para el éxito de la concepción de espacios únicos. Por eso, el sitio web oficial saccaro.com.br es una plataforma completa de soporte para profesionales de diseño de interiores y arquitectura, proporcionando especificaciones técnicas completas, bloques en 2D, en 3D y en formato Sketchup. Estos

recursos permiten la inclusión de todos los productos del catálogo en proyectos de forma fácil y eficiente, garantizando operaciones de excelencia.

El realismo y la precisión son fundamentales en el proceso creativo, permitiendo que el cliente final visualice con exactitud los ambientes a desarrollar. Esta visión anticipada es crucial para la toma de decisiones y la satisfacción con el proyecto final. Además, el catálogo, igualmente accesible en el sitio web, ofrece muchas opciones de personalización. Arquitectos y especificadores pueden cambiar colores, materiales y otros detalles de los productos, adaptándolos perfectamente al estilo, personalidad, tamaño y objetivo de cada espacio.

Vea el antes y el después de proyectos con los bloques 3D de Saccaro.



Páginas 14-15

Creatividad en tiempos de Inteligencia Artificial

Saccaro Casas entrevista a Indio San, especialista en Inteligencia Artificial en el campo del diseño gráfico.

El tema de la Inteligencia Artificial (IA) ha estado en alza, no solo en los sitios de noticias, sino en todo internet. Y por lo que todo indica, seguirá siendo un tema relevante. Una encuesta realizada por el Instituto de Ingenieros Eléctricos y Electrónicos (IEEE), que contó con la participación de 350 ejecutivos de tecnología de cinco países, incluidos Estados Unidos y Brasil, señala que la IA será el gran destacado tecnológico en 2024. Todavía no es posible prever el alcance del impacto que la IA tendrá en el mercado laboral. Pero una cosa está clara: ya hay

muchos profesionales utilizando la IA para impulsar el proceso creativo. Por ahora, no parece que vaya a reemplazar la creatividad humana (y algunas personas creen que esto no sucederá), pero es innegable que las herramientas disponibles actualmente son excelentes para inspirar e innovar. Uno de los temas más relevantes en este mercado es la IA Generativa, es decir, un tipo de IA que puede crear contenido. Utiliza algoritmos avanzados para analizar datos, aprender de ellos y luego generar algo completamente nuevo, ya sea en forma de texto, imagen, música o incluso video. Este proceso es bastante diferente de la IA tradicional, que generalmente solo analiza e interpreta datos.

Profesionales de diversas áreas están sumergiéndose de lleno en el mundo de la IA para crear obras fascinantes. Indio San, un nombre destacado en este escenario en Brasil, es un verdadero multitarea: diseñador centrado en la innovación, maestro en Tecnologías de la Inteligencia y Diseño Digital, profesor de diseño en IED São Paulo y también gerente creativo en RockStudios, parte de Rock World, la empresa que organiza nada menos que los festivales Rock in Rio, The Town y Lollapalooza Brasil.

Su trabajo es una celebración de la unión entre la tecnología de vanguardia y el arte, siempre buscando romper los límites de lo que se considera "tradicional" en creatividad. Explora nuevos territorios estéticos, creando un diálogo entre el ser humano y la máquina.

Hablamos con Everson Nazari, la mente creativa detrás del seudónimo y la marca Indio San, para entender mejor su trabajo y su visión sobre el futuro de la Inteligencia Artificial en el arte y el diseño.

[Saccaro Casas] ¡Indio San!

¡Bienvenido! Cuéntanos un poco sobre tu historia en el diseño y cómo comenzó tu relación con la Inteligencia Artificial.

[Indio San] Me gradué en Diseño Gráfico en la Universidad Federal de Santa Maria. ¡Sí, soy gaúcho, al igual que Saccaro! Desde que salí de la universidad, comencé a trabajar en el campo del entretenimiento. Inicié mi trayectoria trabajando en la creación de videoclips y sitios web para artistas.

Luego, fundé mi propio estudio, donde desarrollé proyectos gráficos para grandes nombres como MTV, HBO y varias otras corporaciones de renombre.

Mi interés por la Inteligencia Artificial creció durante mi maestría en la PUC, donde exploré la intersección entre diseño y tecnología. Fue durante este tiempo que me sumergí completamente en este campo y me uní al equipo de Rock World, responsable de la producción de festivales como Rock In Rio, The Town y Lollapalooza Brasil.

Destaco especialmente mi participación en el festival The Town, donde innovamos significativamente al incorporar inteligencia artificial en varios aspectos, desde la concepción del escenario hasta la creación de contenido innovador. Por ejemplo, en el escenario de música electrónica, desarrollé más de 18 horas de contenido utilizando avatares inteligentes que proporcionaron una experiencia inmersiva a los espectadores, empleando inteligencia artificial en cinco aspectos: voz, guionización, video, música e imagen. Actualmente, aproximadamente el 95% de mi trabajo está impregnado de inteligencia artificial.

[Saccaro Casas] ¿Qué cambios estamos experimentando actualmente con la IA?

[Indio San] Estamos presenciando un hito en la historia de la humanidad: por primera vez, una herramienta deja de ser simplemente un instrumento de producción y se convierte en el propio agente de producción. Nunca antes habíamos interactuado con una herramienta de esta manera.

Antes, teníamos un martillo para clavar, pero le faltaba pensamiento; teníamos que dirigir todo el proceso. Hoy en día, podemos crear modelos predictivos para estudios futuros. Para ilustrar, recientemente tuve mi primera reunión con una banda que necesitaba 5 videoclips en un plazo de aproximadamente 20 días, una tarea que sería inviable en una productora tradicional.

Por lo tanto, el ascenso de la inteligencia artificial no significa una amenaza para los puestos de trabajo, sino la apertura de nuevas y prometedoras oportunidades profesionales.

Desafortunadamente, todavía existe un sensacionalismo alarmante,

con titulares que sugieren que las máquinas están a punto de reemplazar a los seres humanos. Pero, en realidad, lo que realmente está sucediendo es el surgimiento de nuevas formas de trabajo, llegando al punto de que una sola persona pueda realizar el trabajo de toda una productora.

[Saccaro Casas] ¿Cuál es el impacto de la IA en nuestra rutina?

[Indio San] En general, explorar nuevas formas de trabajo puede ser un proceso que requiera mucho tiempo. Es aquí donde entran en juego las herramientas de inteligencia artificial, ofreciendo la oportunidad de desarrollar nuevos métodos de pensamiento y atención a las necesidades del cliente de manera mucho más ágil. En la ingeniería de tráfico y en el urbanismo, la inteligencia artificial seguramente jugará un papel decisivo. Por ejemplo, los sistemas de GPS se mejorarán, las cámaras de vigilancia de las vías públicas funcionarán con mayor precisión, las predicciones climáticas serán más precisas y temas como la necesidad de podar árboles y la sostenibilidad urbana podrán abordarse de manera más efectiva. Sin embargo, la adopción generalizada de estas herramientas dependerá, en parte, de la claridad de las regulaciones. La UNESCO ya ha lanzado una guía sobre el uso de la inteligencia artificial, proporcionando orientación para preparar la próxima generación y facilitar la integración de la IA en las escuelas, con el objetivo de naturalizarla como una herramienta esencial para el futuro.

[Saccaro Casas] ¿Percebes resistencia por parte de los profesionales en general para la inclusión de estas herramientas en sus procesos?

[Indio San] Todos reconocen la necesidad de aprender y el poder de la inteligencia artificial. Sin embargo, hay dos comportamientos distintos que percibo: la resistencia generalmente proviene de aquellos que ya son altamente competentes en sus profesiones y tienen una posición establecida, ya que ya dominan completamente sus operaciones, lo que teóricamente limita el beneficio que la IA puede ofrecerles. Por otro lado, al analizar a un profesional principiante, que aún no posee

madera, con texturas distintas que, juntas, hacen que el producto sea único y atemporal. Los modelos están diseñados para ambientes auténticos, que se benefician de la singularidad de su diseño. Pueden ser utilizados en composición o individualmente, para complementar la decoración y formar el par perfecto con sofás y chaises.

Sofá Galileo por Studio Saccaro

En homenaje a uno de los mayores astrónomos del siglo XVI, que dejó un legado de avances científicos aún reverenciados en la actualidad, presentamos el Sofá Galileo, que busca un aspecto tradicional e innovador al mismo tiempo. Sus detalles, modulaciones y materiales realzan sus atributos contemporáneos, en contraste con las líneas sobrias que combinan con la ligereza sutil del tapizado, confiriendo una delicadeza voluminosa. Detalles y costuras puntuadas en el asiento, brazos y respaldo añaden un refinamiento extra a la pieza. Su tatami, que parece flotar en el ambiente, proporciona una sensación de suavidad al espacio. Este componente puede ser tapizado o en madera, permitiendo combinaciones versátiles con otros elementos del ambiente.

Home Theater Bent por Luan Del Savio

Su nombre se origina en la acción de doblar, que se ilustra sutilmente mediante la flexión explorada en la rigidez de la base. El diseño de sus trazos hace honor al concepto, que encuentra fluidez en el diseño de los tiradores. La elegancia de la madera y las ondas presentes en su textura saludan a la etérea relación con la materialidad, donde la funcionalidad descansa, creando raíces en medio del hábitat.

Home Theater Adra por Luan Del Savio

El diálogo silencioso entre sus hermosas líneas y el propósito adyacente resulta en el buffet Adra, un elemento multifuncional en la sala de estar, que actúa como buffet o home theater. Desprovisto de excesos, su diseño emerge como un tributo a la propia esencia: esta

reminiscencia conceptual que evoca la idea de punto de convergencia entre belleza y funcionalidad. Su superficie marmoleada es un recordatorio sutil de que la belleza, muchas veces, reside en la elegancia sin complicaciones, que simplemente agrega una forma complementaria al ambiente.

Mesas Milà por Studio Saccaro

La icónica Casa Milà, obra arquitectónica de Antoni Gaudí, patrimonio mundial de la Unesco, es la principal inspiración para la creación de este producto. La composición gótica de la época, con características biomórficas, confiere al diseño de la mesa la sensación de un organismo vivo. Sus arcos parabólicos sobre el terrado conducen los trazos y formas del tablero, que se encuentran en una composición auténtica.

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Mykonos por Studio Saccaro

Imagine Mykonos, donde las playas griegas de arenas blancas se encuentran con aguas cristalinas, con un paisaje cosmopolita diseñado por la arquitectura histórica y las bellezas naturales, que hacen compañía al mar.

Es en este escenario de calma y contemplación que la colección Mykonos encuentra su inspiración. Cada pieza está especialmente diseñada para capturar la esencia de esta isla paradisíaca, con su tejido que evoca las ondulaciones suaves del mar, en contraste con la robustez de la madera. Sofás modulares, sillones, puffs, chaises, sillas, mesas, bancos y banquetas, junto con piezas como carros bar, daybed y dosel, componen una línea que invita a relajarse y disfrutar de la vida al aire libre. Sus formas ligeras crean una atmósfera de serenidad y sofisticación, transformando el hogar en un oasis que proporciona un respiro en medio del día a día.

Al igual que la colección Mykonos saca a relucir la esencia paradisíaca de la isla griega, sus piezas hacen posible ornamentar los espacios externos de ocio para crear ambientes que invitan a la relajación y la contemplación.

Mesas Síntese por Studio Saccaro

En una fusión sublime entre la naturalidad de la madera y la estabilidad de la estructura en metal y concreto, Síntese trae una serie de mesas en formas gráficas, que destacan por la estética urbana y fluida. El espacio negativo en el tablero tiene la misión de desconstruir su propia robustez, invitando al propio paisaje a respirar entre sus volúmenes. Al integrarse a los ambientes externos, las piezas no solo complementan, sino que se convierten en parte de un diálogo visual entre la naturaleza y la arquitectura, creando una atmósfera de armonía y equilibrio.

Silla Brisa por Studio Saccaro

El movimiento suave del aire, la sensación de libertad y la frescura que aporta vida a cualquier espacio: esta es la inspiración de la silla Brisa. Sus líneas simples, pero cuidadosamente trabajadas, transforman esta silla en un verdadero punto de atención en la decoración. Su diseño fluido la convierte en una pieza clave, que añade un toque de elegancia a los espacios externos, ya sea en el área de comedor, en una terraza al aire libre o junto a la piscina.

Silla Manantiales por Studio Saccaro

Manantiales es un antiguo puerto pesquero uruguayo, construido con trozos de madera colocados uno al lado del otro, formando una plataforma que se adentra en el mar. Cada uno de estos fragmentos en el muelle lleva consigo una historia. Inspirada por esta rica herencia marítima, surge la silla Manantiales. Los muelles con sus tablas dispuestas una al lado de la otra, algunas con grietas que dejan espesar el océano, sirvieron de musa para este diseño único. La madera, cuidadosamente trabajada, no solo compone la decoración de forma versátil, sino que forma el respaldo que se transforma en un punto lúdico, una alusión a los días soleados y las aventuras junto al mar.

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Sofisticación en las Alturas:

Hablamos con Alcino Pasqualotto Neto, CEO de Pasqualotto & GT, la empresa constructora responsable del proyecto Yachthouse by Pininfarina, el mayor desarrollo residencial de América Latina.

Definido como un proyecto de altísimo nivel, el Yachthouse by Pininfarina cuenta con una ubicación privilegiada, frente al mar, en Barra Sul, el barrio más prestigioso de Balneario Camboriú, SC. Con dos torres, una alcanzando los 294.115 metros de altura y la otra 294.125 metros, también es el hogar del futbolista Neymar Jr., quien posee uno de los cuatro áticos dúplex ubicados en la parte superior de sus 81 pisos.

Inspirado en el universo náutico, el Yachthouse by Pininfarina lleva este nombre debido a su geografía única, cerca de la marina de Balneario Camboriú. Los residentes pueden atracar cómodamente sus barcos en el muelle frente al edificio, lo que permite la práctica de diversas actividades marítimas. Además, el desarrollo también cuenta con acceso aéreo, con dos helipuertos, así como acceso terrestre convencional.

El proyecto de diseño está firmado por el estudio europeo Pininfarina, que ha estado desarrollando proyectos para importantes marcas de lujo como Ferrari, Maserati y Rolls-Royce durante más de 80 años. La exclusividad, la innovación y el prestigio de la empresa fueron factores decisivos para la asociación con Pasqualotto & GT, una renombrada empresa constructora brasileña caracterizada por sus rascacielos que embellecen la costa de Santa Catarina. El éxito de la colaboración fue reconocido

con el Premio de Arquitectura Americana, otorgado por el Museo de Arquitectura y Diseño de Chicago Athenaeum en 2020.

Sus áreas de ocio reflejan la esencia lujosa que lo hace tan admirado. El espacio al aire libre, que cuenta con 5 piscinas climatizadas, spa y piscina infinita, está adornado con sillas y mesas de comedor de la línea Soul, así como mesas de comedor de la línea Mónaco, productos firmados por Saccaro. La combinación reúne la durabilidad de la cuerda náutica, que se conecta con la atmósfera del desarrollo, junto con la elegancia de las líneas rectas, lo que resulta en una visual impresionante. El ambiente interior presenta el sillón Talipot, con una apariencia flotante y etérea, que aporta un frescor auténtico y sofisticado al área de la piscina interior.

[Saccaro Casas] Sobre el tema del trabajo artesanal: ¿buscaron una co-creación de inteligencia de varios países?

[Alcino Pasqualotto] Sí. Este enfoque se aplicó posteriormente en otros desarrollos, notablemente en Vitra, también desarrollado por Pasqualotto & GT en colaboración con Pininfarina. Estos proyectos incorporaron las mismas premisas de diseño y ejecución, adaptadas para satisfacer diferentes segmentos y valores de mercado.

Por ejemplo, mientras Yachthouse ofrece apartamentos en el rango de 8 millones de reales, Vitra está alrededor de 5 millones y La Città alrededor de 3 millones. Aunque estos valores representan una inversión considerable en Balneario Camboriú, abarcan una variedad de nichos y demandas dentro de la ciudad.

[Saccaro Casas] ¿Cuál es la importancia del desarrollo? ¿Qué representa hoy en Brasil, dentro del universo del diseño y la arquitectura?

[Alcino Pasqualotto] En la concepción del proyecto en 2012, cuando adquirimos el área para desarrollar el proyecto, nos dimos cuenta a lo largo del proceso de diseño arquitectónico de la oportunidad de agregar un valor significativo, dada la importancia de la ubicación en Balneario Camboriú. La proximidad a Marina Tedesco,

el público objetivo compuesto por entusiastas del mercado náutico y el estilo de vida de alta velocidad, asociado con vehículos y embarcaciones de alta gama, nos llevó a considerar la creación de algo verdaderamente diferente de lo que el mercado estaba acostumbrado. Con estos elementos en mente: el mar, la velocidad, los vehículos, las embarcaciones y la ciudad de Balneario Camboriú en sí, conocida por su grandeza arquitectónica y su público de alto poder adquisitivo, consideramos varias opciones de marcas y firmas para el desarrollo. Finalmente, concluimos que Pininfarina sería la opción más adecuada. Además, la conexión con la descendencia italiana de la Constructora Pasqualotto reforzó nuestra afinidad con la marca, dada nuestra apreciación por la cultura italiana y nuestro enfoque artesanal para crear valor. Reconocemos que, por nosotros mismos, no podríamos transmitir completamente la visión que teníamos para el desarrollo. Por lo tanto, la asociación con Pininfarina fue esencial para traducir nuestros conceptos en realidad. Aunque la altura es impresionante por tener las dos torres residenciales más altas de América Latina, nuestra principal preocupación era el diseño y desarrollo del mejor proyecto del país.

[Saccaro Casas] En cuanto al diseño, esta inspiración proviene del universo náutico. Por ejemplo, al caminar por el desarrollo o en una visita virtual, ¿qué sensaciones se evocarán?

[Alcino Pasqualotto] El nombre Yachthouse fue elegido precisamente para evocar el espíritu de nuestro desarrollo. Por lo tanto, los residentes allí desean estar conectados con el mundo náutico, incluso si no necesariamente poseen un barco. La ubicación del desarrollo sugiere esta conexión. La transformación de la base del edificio en algo parecido a un casco y la parte superior como si fueran velas reflejan nuestra intención. Aquí, el barco es más que solo un ocio individual; es una herramienta para socializar entre amigos y familiares. Por lo tanto, el desarrollo también incorpora este aspecto social. Los apartamentos en la parte superior, las áreas de ocio y los espacios comunes fueron diseñados para promover esta convivencia. Tenemos restaurantes que ofrecen opciones de

proyecto.
Las sillas Brasileirinha y las mesas de comedor corporativas fueron empleadas en los espacios comunes del restaurante.

Levedad que inspira
En los espacios al aire libre del restaurante, la arquitecta seleccionó la silla Andros, caracterizada por su asiento y respaldo perforados, proporcionando un diseño que combina ligereza y confort. Las sillas Soul complementan el espacio exterior del restaurante con ligereza. Con asiento y respaldo perforados, la silla Andros proporciona ligereza al espacio, resaltando los elementos naturales que lo componen. Para completar la escena, se empleó el Sillón Vaivén Capadócia en el espacio. Esta es una pieza destacada de Saccaro, cuyo diseño está inspirado en la elegancia y libertad de un globo aerostático navegando por los cielos, guiado suavemente por el soplo del viento. El balancín Capadócia se convierte en el protagonista del espacio.

PROYECTO 05 Vista privilegiada para los momentos de ocio

En esta amplia casa de dos pisos situada frente al Parque Villa-Lobos, en São Paulo, SP, el proyecto de interiores fue concebido por la arquitecta Marília Veiga, quien supo armonizar lujo y confort con maestría. Con el objetivo de maximizar la contemplación del deslumbrante paisaje verde que rodea el edificio, Marília promovió una fusión elegante entre la sala de estar interna y el balcón. Esta integración estratégica permite a los residentes disfrutar de una vista exclusiva durante los momentos de relajación y ocio. La casa se destaca por sus generosas aberturas, que inundan los ambientes con luz natural abundante. La arquitecta apostó por la fluidez entre los espacios para potenciar esta característica, resultando en un área social que incluye la sala de estar, el comedor, el cine en casa y el balcón. El sillón Virtus, posicionado como un elemento destacado en la sala de estar, armoniza con los sillones Mistral. Seleccionados en tonalidades distintas de marsala, las piezas

confieren una atmósfera a la vez delicada y llamativa. Para la sala de estar, se eligió el sofá Me, una pieza que se destaca por su base delgada y formas geométricas inspiradas en la dinámica urbana. Complementando la composición, el aparador Aresta y la mesa de centro Soié, ambos con líneas limpias y diseño atemporal, promueven una armonía visual que enriquece aún más el ambiente. Los sillones Mistral en color marsala proporcionan elegancia e impacto. El sillón Virtus se destaca en la sala de estar con sus formas que se superponen.

El aparador Aresta complementa el espacio con ligereza y contemporaneidad.

Una invitación a la relajación
Para resaltar la belleza natural del espacio exterior del apartamento, la arquitecta eligió muebles que transmiten ligereza y fluidez. Destacan el sofá y los sillones Capadócia, que, junto con la mesa de centro Soié, la mesa auxiliar Íris y la tumbona D'Azur, componen un ambiente perfecto para la relajación. Además, se creó un espacio de comedor acogedor con la mesa de comedor y las sillas Soul, perfecto para momentos de confraternización. La mesa de comedor y las sillas Soul dan vida a un espacio perfecto para confraternizar.

El sofá y los sillones Capadócia son una invitación a la relajación.

PROYECTO 06 Comodidad en el campo

Una nueva arquitectura para atender a la familia en los momentos de ocio y encuentros con amigos fue la idea de este proyecto para la joven pareja y sus dos hijos. El arquitecto Tufi Mousse firmó la obra en Joinville, SC, pensada para ser un hermoso anexo a la casa de campo existente. Con el objetivo de lograr ligereza, transparencia y conexión con el exuberante paisaje natural, la residencia se destaca por sus extensas aberturas de vidrio. Internamente, se conserva la atmósfera campesina, pero con un toque contemporáneo y un mobiliario moderno que refleja el estilo de los habitantes. En la sala de estar, los sillones Constantina, de líneas fluidas y cómodas, son el centro de atención, complementados por respaldos y

modulares Change Up y las mesas de centro redondas Soié, añadiendo personalidad al espacio. En el espacio gourmet se utilizaron las banquetas Bardot, una pieza versátil con asiento y respaldo tapizados.

La residencia también cuenta con una espaciosa y bien equipada cocina gourmet integrada al área de convivencia, que incluye una gran mesa de comedor y un acogedor espacio de estar con una chimenea central como punto focal. En este ambiente, destacan las banquetas Bardot, piezas versátiles con asientos y respaldos tapizados, perfectas para combinar confort y estilo.

Las mesas de centro Soié y los sillones Constantina son el punto focal de la sala de estar.

Abrazados por la naturaleza
El área externa del anexo a la casa de campo fue diseñada para convertirse en un refugio ideal para encuentros, almuerzos y cenas, asegurando que la vista fuera tan acogedora como fluida, en armonía con el paisaje. Los espacios fueron equipados con sillas y sillones de la colección Carpe Diem, que se destaca por productos inspirados en la belleza de la naturaleza y la conexión entre el ser humano y el entorno natural.

Los sofás modulares Change Up añaden aún más confort a la casa de campo.

Las banquetas Bardot agregan versatilidad y confort al espacio gourmet.

Las sillas y sillones de la colección Carpe Diem armonizan perfectamente con el entorno natural.

PROYECTO 07 Refinamiento en Forma de Hábitat

La arquitecta Vanusa Asevedo lideró la reforma del interior de este apartamento ubicado en Cuiabá, MT, atendiendo al deseo de los propietarios de iluminar los espacios y aumentar la funcionalidad del hogar. Con una mirada atenta a las necesidades, gustos y preferencias de la pareja, Vanusa logró crear ambientes únicos que destilan sofisticación en cada detalle. Una distintiva puerta azul define la entrada al apartamento, estableciendo una cálida bienvenida.

Alrededor de la mesa de comedor redonda, se dispusieron las sillas Arca, cuyo diseño destaca por respaldos y

asientos llamativos con proporciones generosas, sostenidos por una refinada estructura de madera maciza. La barra recibió los taburetes Oficio, piezas de mobiliario de diseño casual, versátil y urbano, que forman una sublime combinación con el estilo contemporáneo del apartamento. La integración del espacio de comedor con la sala de estar se da en una armonía perfecta. El sofá Benvenuto fue seleccionado para proporcionar equilibrio con los otros elementos de la sala de estar. Atmósfera Elegante

En la sala de estar, se seleccionaron el sofá Benvenuto y la butaca Constantina, piezas de mobiliario con líneas fluidas y elegantes que armonizan perfectamente con el espacio.

El mobiliario, caracterizado por sus líneas rectas, junto con una decoración que equilibra delicadeza y confort, confiere al espacio una atmósfera acogedora y refinada. Para complementar el ambiente, el aparador Mudra se integró de manera única al hábitat, valorado por su amplia variedad de acabados. Este mueble aporta colores y materiales auténticos que enriquecen la atmósfera del espacio con su sofisticación.

La elección de las butacas Constantina en tono oscuro, en contraste con el sofá de tono claro, establece un refinado equilibrio visual en el ambiente.

Con un diseño llamativo, las sillas Arca son el punto focal en el espacio de comedor.

Saccaro.

Un nuevo momento para Saccaro: conozca la Concept Store, un proyecto con lanzamiento planeado para mayo de 2024. Saccaro, sinónimo de excelencia e innovación en el diseño de muebles de alta gama, se enorgullece de anunciar una transformación en sus puntos de venta. En asociación con la renombrada consultora Gad' Branding & Design, estamos redefiniendo el recorrido de compra, comenzando con la prestigiosa tienda en Florianópolis, ubicada en el corazón de Corporate Park.

Este proyecto está impulsado por un concepto central: maximizar la experiencia sensorial de cada cliente, transformando el contacto con nuestros productos en puntos de satisfacción y descubrimiento sin precedentes.

Con una mirada atenta a los matices que definen una experiencia de compra completa, Saccaro invierte en la armonización entre el universo digital y físico. Refiriéndose a experiencias, soluciones o entornos que combinan elementos físicos y digitales para crear interacciones más integradas e inmersivas. Leonardo Koboldt de Araujo, Jefe de Experiencia del Cliente en Gad, enfatiza la singularidad del espacio físico: "La tienda trasciende siendo solo un punto de venta; es un santuario de marca donde los clientes experimentan plenamente la esencia de Saccaro. A diferencia del catálogo virtual, aquí se puede apreciar plenamente el tacto, la textura y el aroma de los productos".

La innovación ya es evidente en la fachada, ahora revitalizada con narración moderna y decoración llamativa, fortaleciendo la posición de la marca en el mercado de muebles de lujo. Internamente, la tienda ha sido rediseñada para agudizar los sentidos, desde la iluminación escénica hasta los jardines aromáticos y los espacios que invitan al tacto y al gusto, proporcionando una atmósfera única y atractiva.

El nuevo diseño interno proporciona acceso completo a la curaduría del diseño, con áreas distintas que celebran los lanzamientos y las piezas icónicas de la marca. El "Área Habitat

Saccaro", por ejemplo, está dedicada a mostrar novedades y tendencias, mientras que el espacio de atención está diseñado para ofrecer una experiencia personalizada, cómoda e integrada, que incluye servicio consultivo y opciones en línea.

El Atelier de Saccaro ha recibido un nuevo diseño, valorizando aún más nuestra selección de best sellers y muestrarios de tela y acabados, organizados de manera intuitiva para facilitar el acceso e inspirar a los especificadores. Además, la tienda de Florianópolis introduce un espacio gourmet único, un entorno multifuncional destinado a enriquecer la relación entre los especificadores y la marca, abriendo puertas a la creación y el compromiso en un entorno inspirador.

João Saccaro, Director de Mercado de la empresa, explica que a lo largo de los 77 años de historia, Saccaro siempre ha buscado reinventarse. "Nuestro objetivo trasciende la simple experiencia del presente; queremos ser precursores de tendencias. Este compromiso con la innovación impregna todas las áreas de operación, incluida la experiencia del consumidor y del especificador en nuestros puntos de venta. Estamos dedicados a ofrecer una experiencia única, rejuvenecida e innovadora. Progresivamente, revitalizaremos todas nuestras tiendas, difundiendo nuestro nuevo concepto en todo Brasil y el mundo, teniendo una presencia global", dice.

En cada detalle, Saccaro reafirma su compromiso con la excelencia y la innovación, transformando no solo sus espacios físicos, sino también la forma en que los clientes y especificadores interactúan con el mundo del diseño de lujo. El lanzamiento del proyecto está previsto para mayo de 2024. Visita la nueva Saccaro Concept Store en Corporate Park en Santo Antônio de Lisboa, Florianópolis/SC, y descubre todo de primera mano.

"Nuestro objetivo trasciende la simple experiencia del presente; queremos ser precursores de tendencias". João Saccaro, Director de Mercado de Saccaro



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Próximamente

La nueva Concept Store trae más experiencia y frescor en la presentación de las colecciones



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¿Cuál es el origen del jazz y por qué es tan dinámico?

Ella Fitzgerald, la gran dama del jazz, fue la cantante más popular del género en los Estados Unidos. Su voz, que abarcaba tres octavas, ganó 13 Grammys.

Ningún estilo musical se transforma tanto como el jazz, y existe una explicación histórica y sociológica para eso. En una conversación con la Revista, el crítico musical, escritor y periodista Julio María fue a las raíces de los primeros acordes en busca de explicación. "Estos movimientos de ruptura y restauración del lenguaje son una particularidad del jazz; ningún otro estilo musical se transforma tanto y tan rápidamente", dice él. "Esta mutación proviene de una idea de libertad, de liberación, y esto tiene que ver con los negros, que siempre están buscando una liberación por su propia historia. Cuando el jazz se siente atrapado en una caja, en un molde, en un formato, trata de liberarse". De hecho, el jazz, que tiene sus raíces a fines del siglo XIX y principios del siglo XX en Nueva Orleans, ciudad en Luisiana, a orillas del río Mississippi, es más que un género musical, es una expresión de las transformaciones sociales, culturales y políticas de esa región y esa época. "La búsqueda de la libertad incluso fue demasiado lejos, hasta el punto de que nadie entendía qué estaba pasando en la época del Free Jazz, que fue algo tan loco que los propios jazzistas dijeron 'basta, alguien tiene que entender qué estamos haciendo'", explica el crítico. Miles Davis y su trompeta cambiaron el rumbo del jazz. Él fue el precursor del jazz fusión, mezclando rock y añadiendo instrumentos electrónicos a su repertorio clásico.

Música que se renueva y conquista generaciones

Música que se renueva y conquista generaciones

Reportaje especial por Carolina Juliano

El género musical que surgió en el siglo XIX una vez más se renueva con reinterpretaciones e improvisaciones, atrayendo a audiencias cada vez más jóvenes.

Charlie Parker vivió solo 35 años y se consagró como uno de los saxofonistas más importantes de la historia, dejando un legado infinito. Louis Armstrong nació con el jazz en Nueva Orleans y fue uno de los trompetistas más importantes de todos los tiempos.

Cuando la joven Samara Joy subió al escenario para recibir el premio Grammy al Artista Revelación de 2023, el jazz demostró una vez más su capacidad de metamorfosis.

La cantante de solo 23 años, considerada por la crítica una de las voces más impresionantes surgidas en los Estados Unidos en los últimos años, es la encarnación del jazz: un estilo de dinamismo único que se actualiza y se reinventa en su constante búsqueda de libertad. Samara comúnmente es llamada "la Ella Fitzgerald de los nuevos tiempos", en referencia a la gran dama del jazz, que fue quizás la más popular e importante del género durante 50 años. El Grammy que recibió tan tempranamente puso de relieve una nueva generación de jazzistas, que sin duda se inspiran en los clásicos pero que también imprimen características de su tiempo, otorgando a este género musical una eterna contemporaneidad. En este artículo, Saccaro Casas te invita a embarcar en un viaje musical a través de la historia del jazz y sus reinversiones, que renuevan no solo el repertorio, sino también al público que llena las salas.

(1910), Chicago (1920), Era del Swing (1930), bebop (1940), hard bop y cool jazz (1950), free jazz (1960) y fusión (1970). En todas estas fases, otra característica que confirió al jazz su originalidad es la improvisación. En cualquier espectáculo hay un momento en el que cada músico tiene tiempo y espacio para mostrar lo que sabe hacer. "La improvisación es otra característica de liberación. Ese es el momento único del músico, el pianista hace un ciclo, pasa la pelota al bajista, al baterista y al vocalista", dice Julio María. "En estos ciclos de improvisación es cuando el jazz se convierte en el individuo, los músicos dicen 'existimos, no solo tocamos para que la estrella cante'. Hay un poco de afirmación de uno mismo allí". El crítico dice que este camino que ha seguido el jazz desde su surgimiento es exactamente lo contrario, por ejemplo, del camino de la música clásica, que es una música blanca. "La música clásica escribe las notas en piedra, hay un decreto musical escrito en piedra y que nunca será cambiado. Si quieras tocar eso, tendrás que leer la partitura y tocar exactamente lo que está ahí. Los blancos aprisionan y los negros liberan", dice él.

El jazz de vuelta a la escena pop

A pesar de que el jazz nunca ha perdido espacio en la escena musical, el movimiento de algunos artistas de la escena pop lo coloca en mayor evidencia en algunos momentos. Un caso de éxito más reciente fue la colaboración de Lady Gaga con Tony Bennett, que resultó en dos álbumes: "Cheek to Cheek", de 2014, y "Love for Sale", de 2021. Según el crítico Julio María, lo que sucede en estos casos es que el artista recurre al jazz como un recurso para conferir cierta relevancia a su carrera. "Esto se debe a que el jazz es el canto supremo, cantar jazz es el apogeo, es el mayor respeto que puedes tener como cantante, es cuando la voz realmente se convierte en un instrumento con todos los recursos", dice él. "El camino contrario también ocurre, hay muchos casos de jazzistas que recurren a artistas pop y transforman sus canciones en jazz". Aunque este movimiento de homenajes es importante para mantener al jazz en la escena musical, el mundo también reconoce a los nuevos nombres, que

sin duda estudiaron en las escuelas de Miles Davis, Thelonious Monk, Charlie Parker, Sonny Rollins y muchos otros, pero que aportan sangre y acordes nuevos al género. Y así es como el jazz sigue renovándose. Antes de Samara Joy, otro nombre del jazz contemporáneo subió al escenario de los Grammy un año antes, en 2022. El pianista estadounidense Jon Batiste, de 35 años, ganó el premio al Álbum del Año por "We Are", una mezcla de rap, R&B, Soul, Pop y Jazz. Fue la primera vez que un disco de este género ganó un Grammy en la categoría en 14 años. "Jon Batiste puso el jazz en lugares pop, es lo que me gusta llamar mediador", dice el crítico Julio María. Y esto cobró aún más fuerza debido a la película 'Soul' (2020), de Disney Pixar, cuyo personaje principal se inspiró en él y cuya banda sonora fue creada por él y terminó ganando el Oscar de ese año por mejor banda sonora.

La nueva generación

Ya sea rindiendo homenaje a grandes clásicos o presentando espectáculos propios en algunos espacios creados para debutar, la verdad es que en la escena del jazz hay una gran cantidad de artistas jóvenes y talentosos que no solo contribuyen a la perpetuación del género, sino que enriquecen las interpretaciones que hacen de él. Revistas y periódicos especializados, como Jazzwise, The Wire, Downbeat, JazzTimes, encuentran nuevos nombres cada año para renovar sus listas de destacados. Algunos músicos que están marcando la diferencia son: el saxofonista polaco Kuba Wiecek, de solo 27 años; el saxofonista inglés Shabaka Hutchings, de 40 años; Camila Meza, de 38 años, guitarrista y cantante de Santiago de Chile; el pianista cubano Alfredo Rodríguez, también de 38 años; la saxofonista estadounidense Camille Thurman, de 38 años, miembro de la Orquesta Jazz at Lincoln Center; Nduduzo Makhathini, pianista sudafricano de 38 años, entre muchos otros. "Es una generación que rompe realmente con los códigos, que quiere crear sus propios códigos, vemos una característica muy fuerte que tiene, una vez más, que ver con esta cosa de la liberación", dice Julio María. "Pero la referencia es importante, le da solidez, y luego,

con una base sólida, el músico se desarrolla como individuo artístico".

El jazz brasileño

El comienzo del jazz en Brasil fue como en cualquier otro lugar, músicos reproduciendo tendencias de las referencias norteamericanas en la ejecución de sus canciones y en la formación de sus bandas. Solo a finales de la década de 1950, con el surgimiento de la Bossa Nova, la esencia del jazz, que es la improvisación, comenzó a practicarse en canciones típicamente brasileñas, dando origen a lo que se llamaría, en las décadas siguientes, "jazz brasileño". A partir de los años 1980, la ola de fusión, liderada por Miles Davis, facilitó la expansión de las fronteras de la música producida en Brasil. "Es en este momento que surgen Hermeto Pascoal, Arismar do Espírito Santo, Egberto Gismonti, que construyeron un lenguaje brasileño instrumental mucho menos eruditio

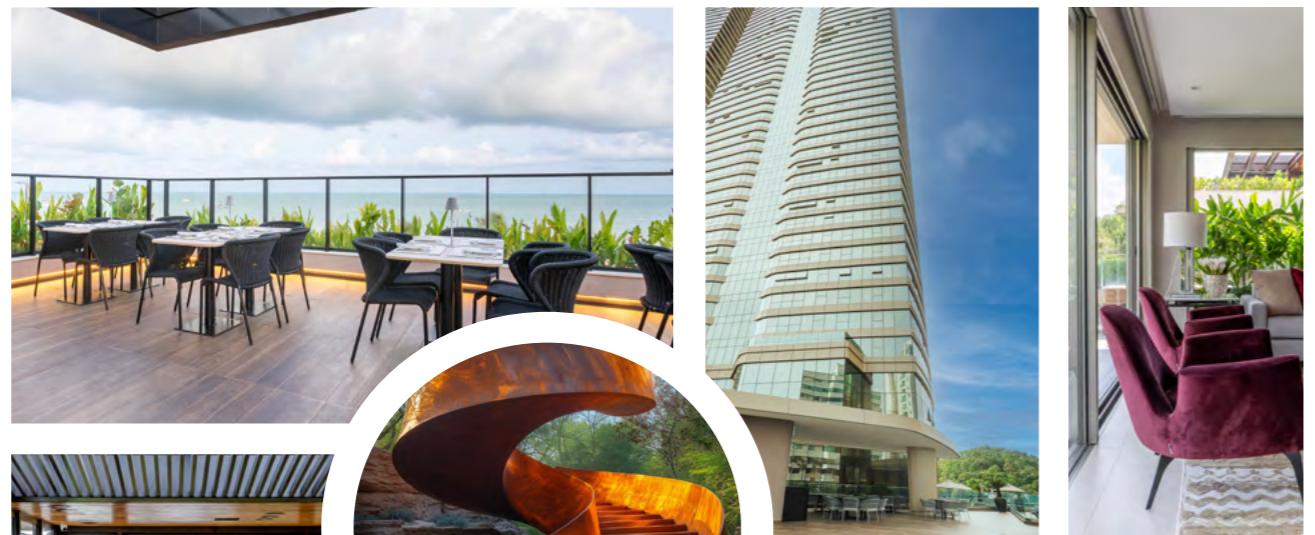
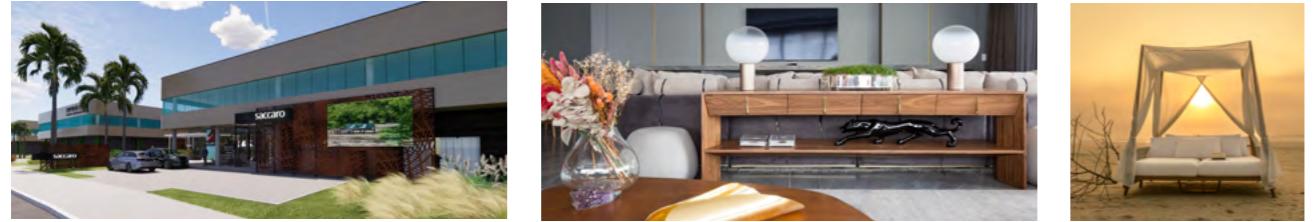
y mucho más real de Brasil", dice Julio María. El crítico explica que, a

partir de este momento, los músicos comenzaron a recorrer Brasil por sus ritmos, como el maracatu, el caboclinho, el frevo e incluso el choro, e incorporar sus acordes al jazz, otorgando al jazz brasileño esta característica bastante particular y exclusiva. Algunos prefieren llamar a este sonido "música instrumental brasileña". "Pero toda música es instrumental, eso no tiene sentido alguno, músicos como Hamilton de Holanda y Yamandu Costa hacen jazz brasileño". Entre los nombres que el crítico señala como exponentes de esta generación, se encuentran el pianista paulista Leandro Cabral, con técnicas eruditas mezcladas con brasileñas y africanas; el bajista paulistano Sidiel Vieira; el baterista alagoano Carlos Ezequiel; el pianista, tecladista, arreglista y compositor pernambucano Amaro Freitas, entre otros.

Otro movimiento que también se observa en la escena nacional es el creciente interés por el jazz demostrado por artistas de otra escena, como Criollo y el trío Tuyo, reflejando una continua reinvención del género. La mezcla de jazz con rap, R&B y pop también lo ha vuelto relevante para una nueva generación, atrayendo a un público que antes podría no haberse interesado por el

jazz.

De una forma u otra, el hecho es que el jazz ha tomado muchos bares y salas de conciertos en las principales capitales de Brasil. En São Paulo, el lugar más tradicional del género, el Bourbon Street, recientemente inauguró el proyecto "Cada martes un Jazz", que da espacio a nuevos nombres y tiene una audiencia predominantemente joven. Lo mismo ocurre en el Bar do Julinho, que se encuentra en Vila Madalena, el barrio más bohemio y joven de São Paulo, y todos los miércoles abre espacio para el jazz, con una audiencia que hace cola alrededor de la manzana para entrar. "Hoy vemos este cambio del jazz reflejado también en la audiencia, los jóvenes que consumen jazz ya no escuchan las canciones sentados, callados y esperando el momento de aplaudir, las personas bailan y cantan el jazz y eso también proviene de la búsqueda constante de libertad que trae el género", concluye Julio María.



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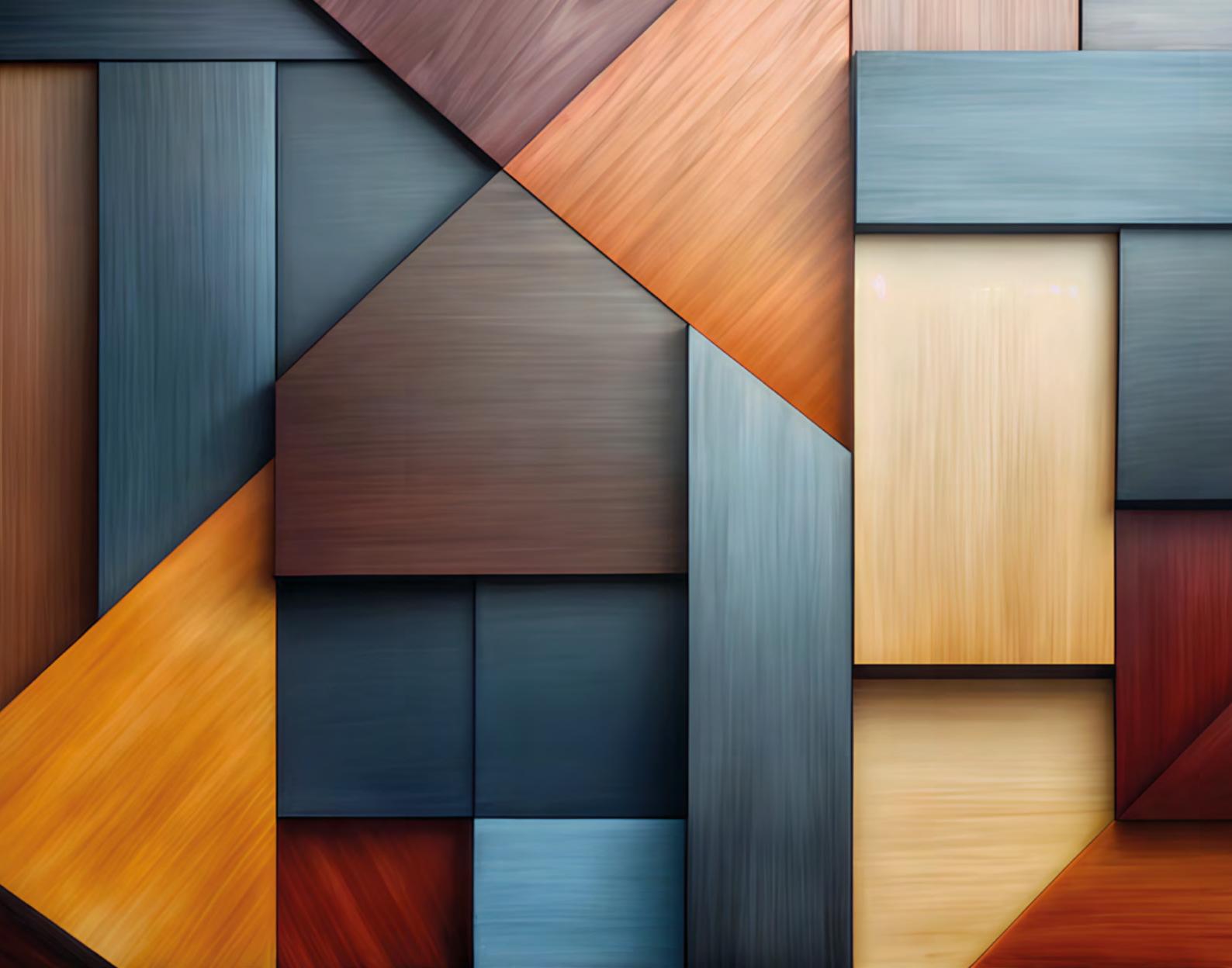


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