

THE PROJECT

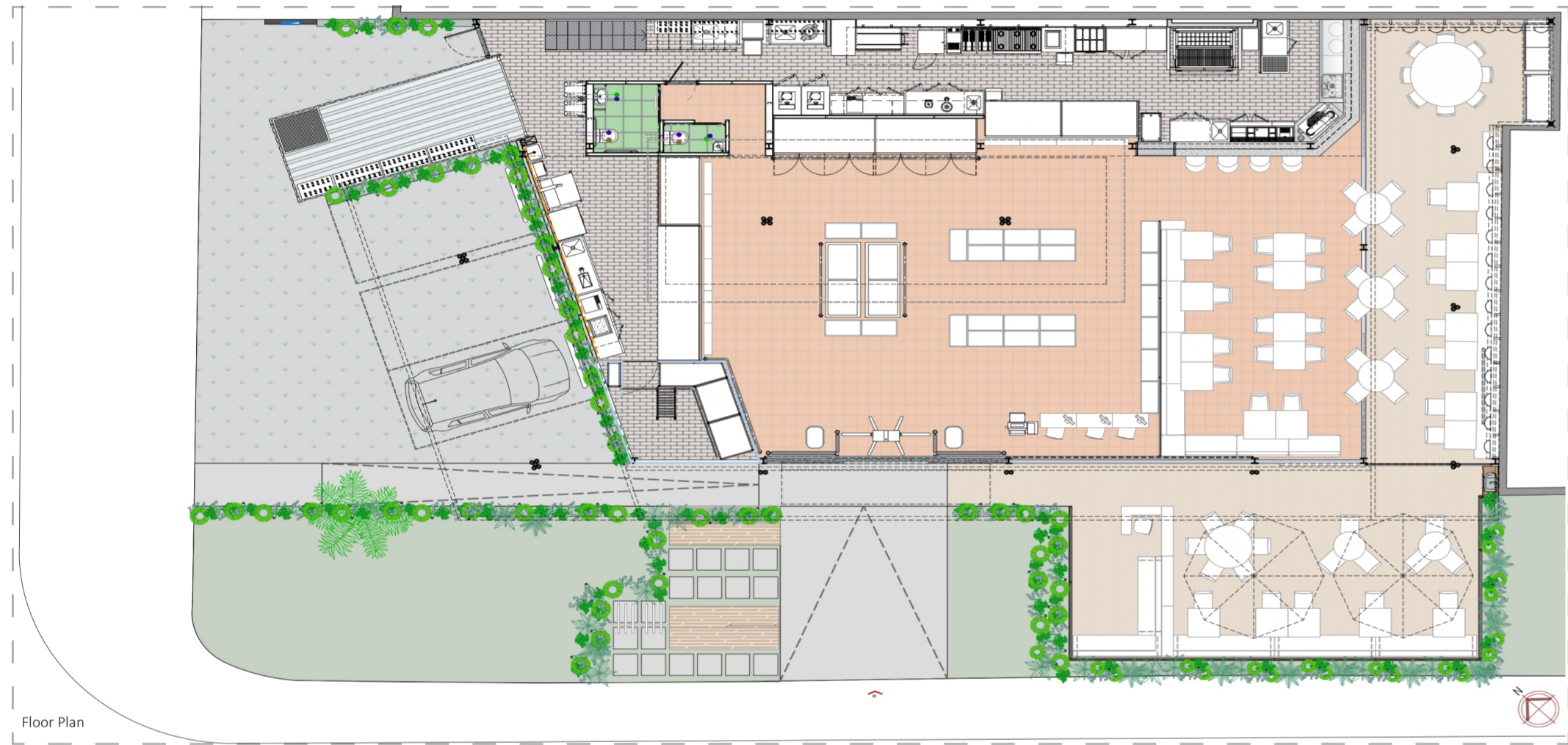
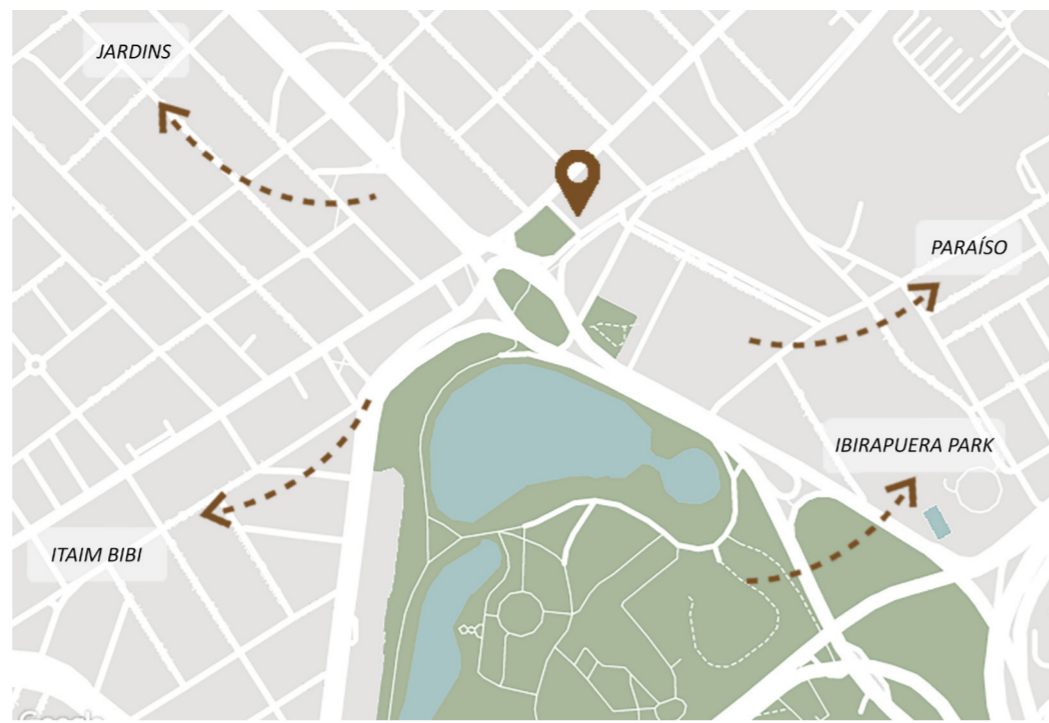
We were honored to be entrusted with crafting the concept and architectural design for the new DeBetti space—a brand renowned for its expertise in dry-aged meats and barbecue. Located adjacent to São Paulo's iconic Ibirapuera Park, the very essence of this urban oasis inspired the blueprint, functionality, and spatial design of this venture.

Our foremost challenge was to seamlessly blend two distinct business models within a single enclave: a vibrant restaurant and a bustling market. Guided by the tranquil presence of Ibirapuera Park, the architectural journey unfolded, ensuring a seamless transition between leisurely dining and efficient shopping.

Upon crossing the threshold of DeBetti Ibirapuera, customers are drawn toward the market, which flows harmoniously into the internal restaurant space and an inviting outdoor deck. Adaptable furniture on casters was ingeniously employed, ready to shift with the rhythm of demand, particularly during peak hours. Inside, thoughtfully designated zones cater to bathrooms, a masterful butcher shop, and a bustling kitchen. Positioned in proximity to the bar counter, guests are privy to an intimate glimpse into the artistry behind meat preparation.

The restaurant area is divided into two sections: one covered and the other with a retractable pergola, allowing for al fresco dining in an atmosphere reminiscent of *Quintal DeBetti*, the other group's restaurant known for its laid-back and inviting ambiance.

Finally, in the outdoor area, an unrefrigerated cellar was installed, featuring wine bottles embedded in concrete blocks. In addition to providing a decorative element, the DeBetti Ibirapuera offers customers the opportunity to choose from a variety of wine labels to enjoy in the restaurant or take home, creating a complete experience for its customers.



Floor Plan



Photo: Maíra Acayaba

REINTERPRETATION OF NATURE

Embracing the outdoor expanse, an elegant metal-framed pergola took shape, serving a dual purpose: safeguarding a section of the charcuterie while also providing a nurturing space for flora to flourish and intertwine over time. This botanical integration further knits the surroundings with the adjacent park, creating an organic extension of the environment.

The allure of the pergola resides in its artful design—crafted with metallic tubular arches that gracefully span considerable distances, imparting a sensation of weightlessness to both the eyes and the structure itself. These arches pay homage to the neighboring trees, mirroring their outstretched branches.



SUSTAINABILITY AS PART OF THE BRAND MISSION

What truly sets the arches apart is the integration of enchanting 'canopies,' elegantly adorned with solar panels that transcend their utilitarian function. These panels transcend their utilitarian function, serving as conduits for sustainable energy while orchestrating a ballet of gentle shadows upon the outdoor deck, casting a soothing embrace over patrons.

The pergola's graceful incline unveils the solar panels, an intentional gesture that goes beyond sustainability. It's a declaration of DeBetti's unwavering commitment to solar energy, a tangible testament to their dedication to responsible practices. This architectural symbiosis between form and function not only generates power but also resonates as a visual testament to a harmonious coexistence between human innovation and nature's enduring grace.

