

Parque Ibirapuera São Paulo's "Central Park"



Jonathan O'Day
Wharton MBA, Lauder MA

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A Few Photos



A Few Photos



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Agenda

- Ibirapueras' Conception
- Location and Design
 - Within the City
 - Layout
- Sustainability
 - People
 - Environmental Initiatives
- Cultural Attractions



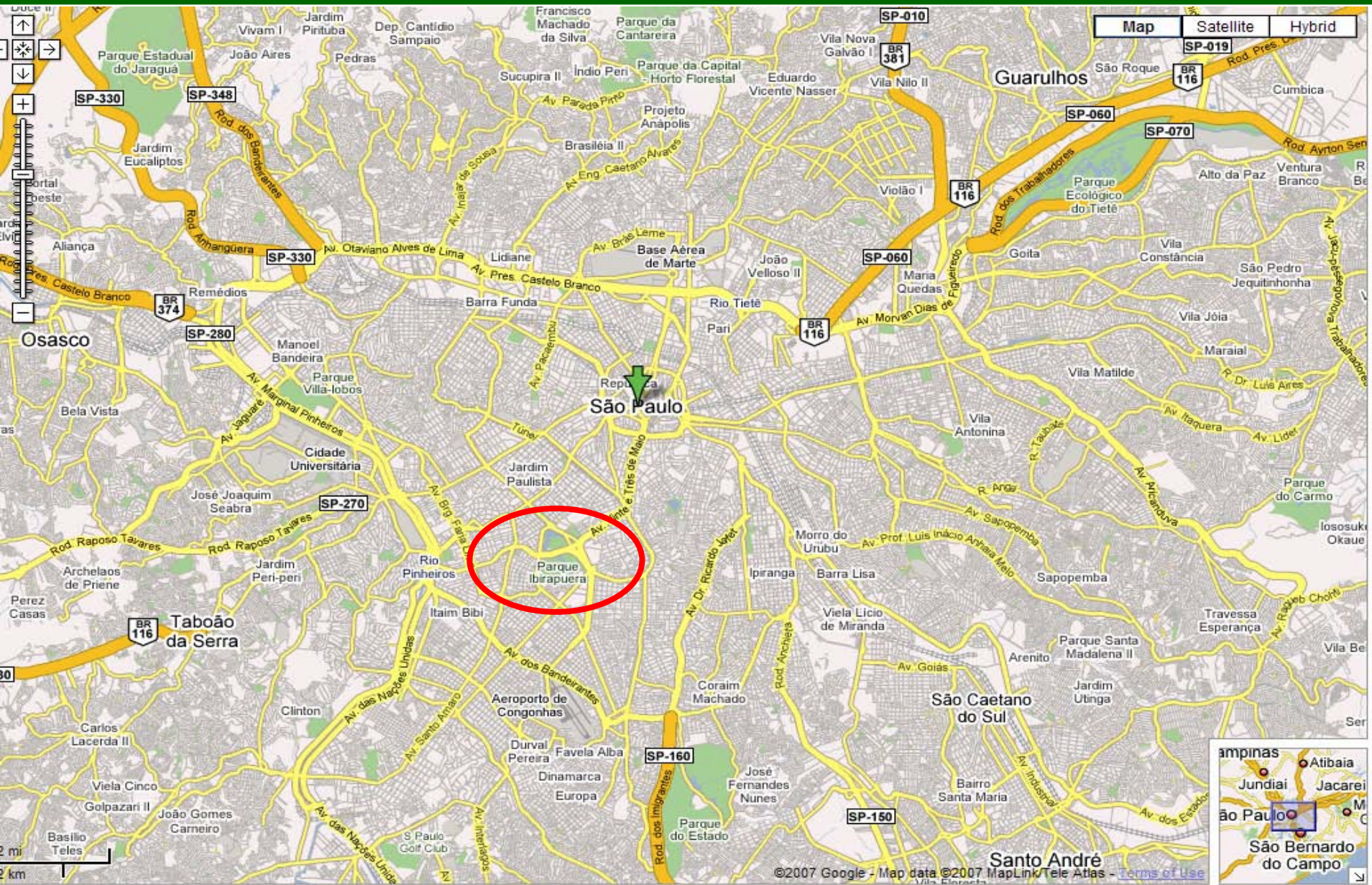
RAFAEL THE SECOND**

Ibirapueras' Conception

- City's 400th Anniversary (1954)
 - Homage to Bandeirantes
 - Cultural & Historical Significance
- A Central Park / Hyde Park
- Showcase for Brazilian Talent
 - Oscar Niemeyer
 - Roberto Burle Marx
 - Guilherme de Almeida
 - Brazilian Artists and Musicians



Ibirapuera in São Paulo



Design and Layout



- A - Afro Brazil Museum
- B - MAM (Modern Art)
- C - Biennial / Fashion Week Pavilion
- D - Aerospace Museum
- E - Grande Marquise
- G - Planetarium & School of Astrophysics
- H - Japanese Pavilion
- I - Legislative Assembly
- J - Bandeiras Monument
- L - Mausoleum to Soldiers of the Constitution of 1932
- N - Ayrton Senna Monument

*http://images.google.com/imgres?imgurl=http://www.sigmasociety.com/old/mapa1.gif&imgrefurl=http://www.sigmasociety.com/old/astro_ibi.html&h=382&w=500&sz=70&hl=en&start=1&um=1&tbnid=rIHNUYvutnddmM:&tbnh=99&tbnw=130&prev=/images%3Fq%3DPavilh%25C3%25A3o%2BManoel%2Bda%2BN%25C3%25B3brega%2B%26svnum%3D10%26um%3D1%26hl%3Den%26rls%3Dcom.microsoft:en-us%26sa%3DN

The Structures



Sustainability

- Park has been a huge success
 - ~ 2 million square meters of green space
 - ~ 200,000 visitors during the weekend
- A invaluable resource
 - Various types of trees found only in the Atlantic Rainforest
 - More than 120 species of birds (including endangered species)
- Program to Rehabilitate Injured Birds and Animals in SP (1993)
 - Spurred by Biologists and Veterinarians of local Hospital (SVMA)

Endangered Birds of the Park



Araponga



Tucano de Bico Verde



The Elusive Rafael The Second

Cultural Attractions

- Pavilhão Cicillo Matarazzo Sobrinho
 - Bienal de Arte de São Paulo
 - São Paulo Fashion Week
- Museu de Arte Moderna de São Paulo (MAM)
 - Focal point of movement for the entire park
 - Largest Modern Art collection on the continent (~4,000 works)
- Planetário
 - 4 million visitors from 1954 – 1999 (shut down)
 - 2001 – re-opened with the help of private and corporate donation
- Pavilhão Manoel da Nóbrega & Museu Afro Brasil
 - Most Recognizable Structure
 - Museum inaugurated in 2004
- Auditório Ibirapuera
 - Designed in 1954
 - Completed in 2005 at a cost of R\$29 million
 - 800 spectators inside
 - 15,000 people watch show from outside venue



Obrigado Gente!



“It is a huge park, full of trees, paths and gardens, that is the best way for the PAULISTANOS to escape a little from the busy life of the big city! I usually go there to fool around the trees and simply playing like a kid;) November 8th, 2004 These black white picture I like very much” – Rafael the Second*