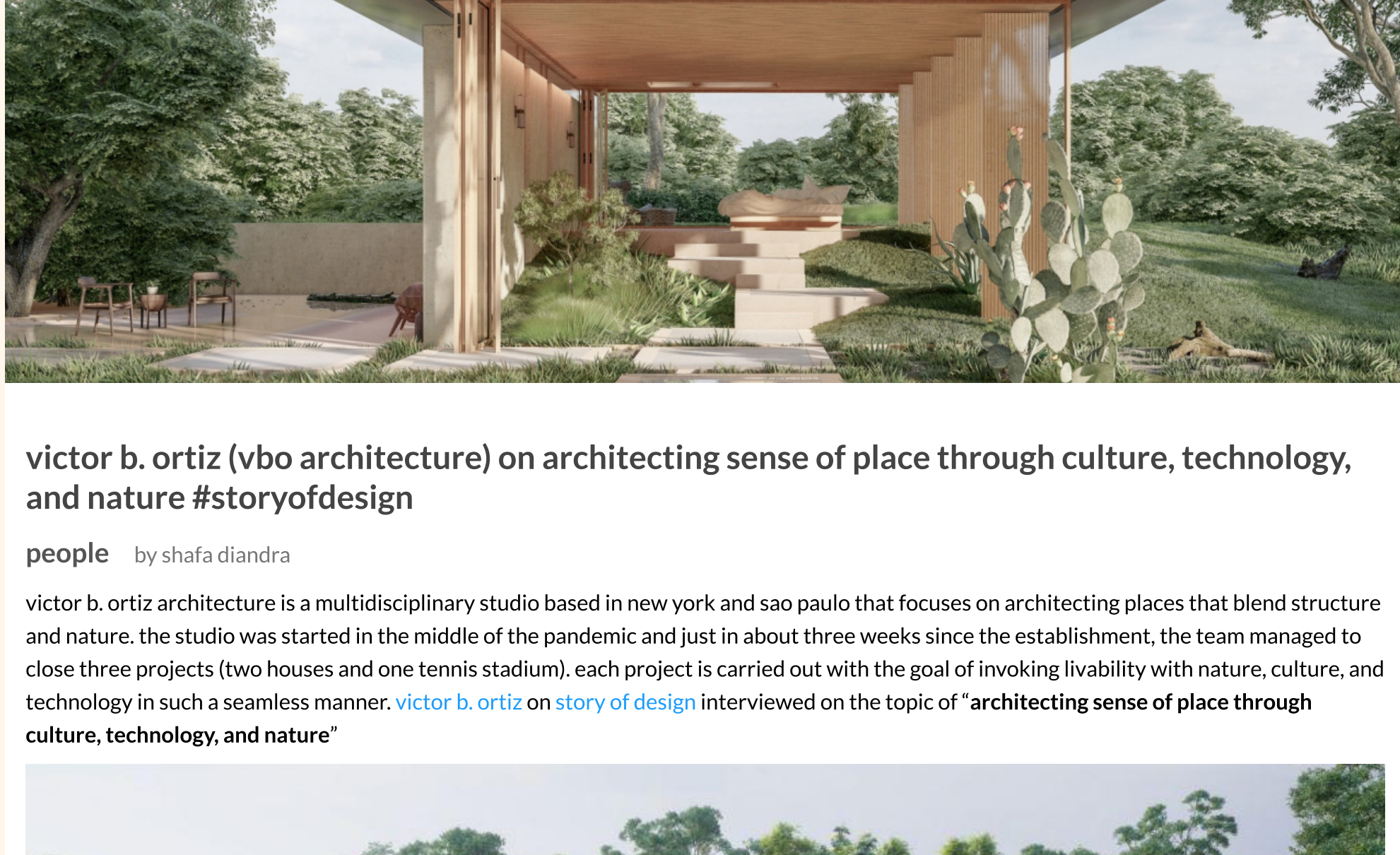
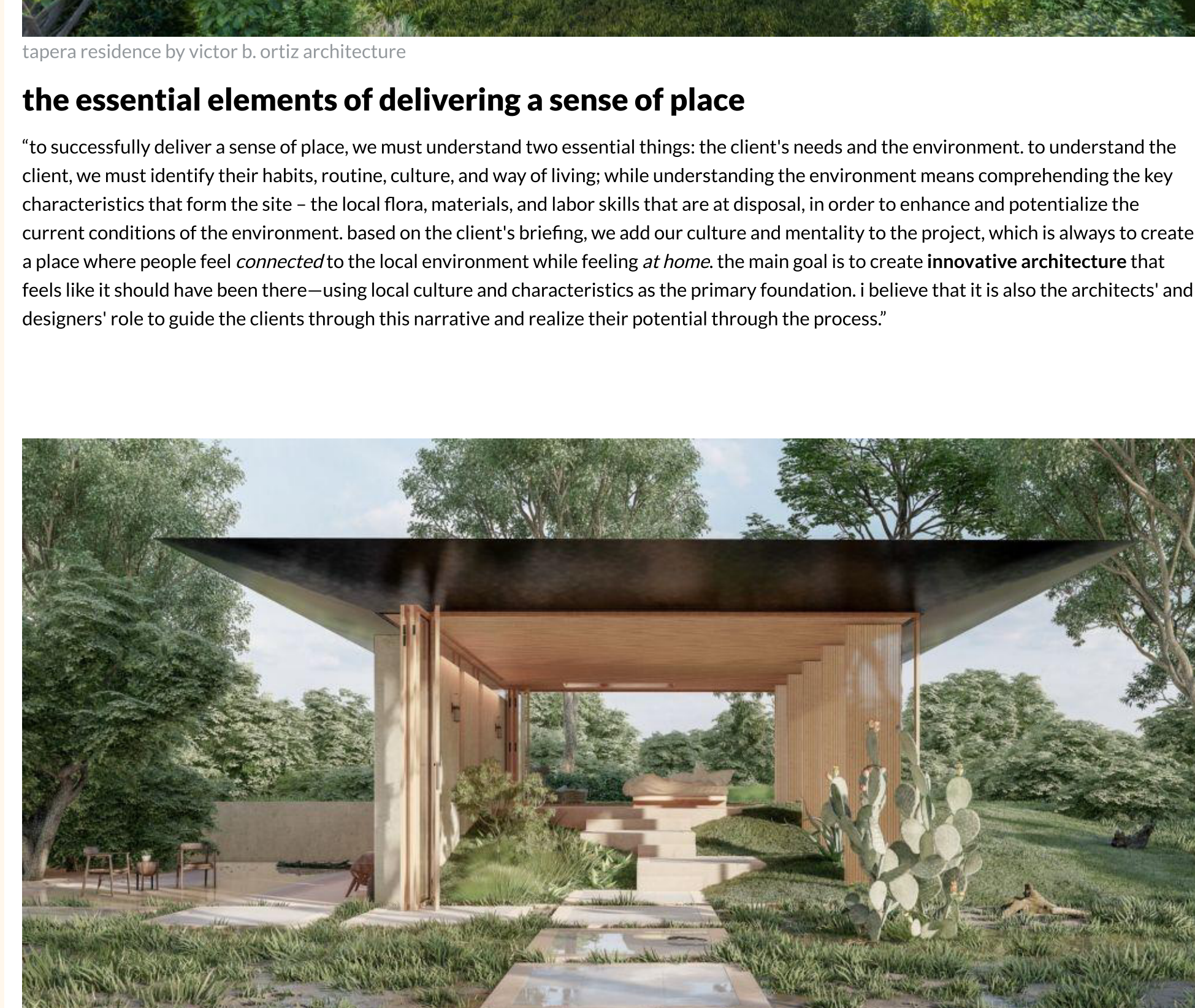




victor b. ortiz (vbo architecture) on architecting sense of place through culture, technology, and nature #storyofdesign

people by shafa diandra

victor b. ortiz architecture is a multidisciplinary studio based in new york and sao paulo that focuses on architecting places that blend structure and nature. the studio was started in the middle of the pandemic and just in about three weeks since the establishment, the team managed to close three projects (two houses and one tennis stadium). each project is carried out with the goal of invoking livability with nature, culture, and technology in such a seamless manner. [victor b. ortiz on story of design](#) interviewed on the topic of "architecting sense of place through culture, technology, and nature"



tapera residence by victor b. ortiz architecture

the essential elements of delivering a sense of place

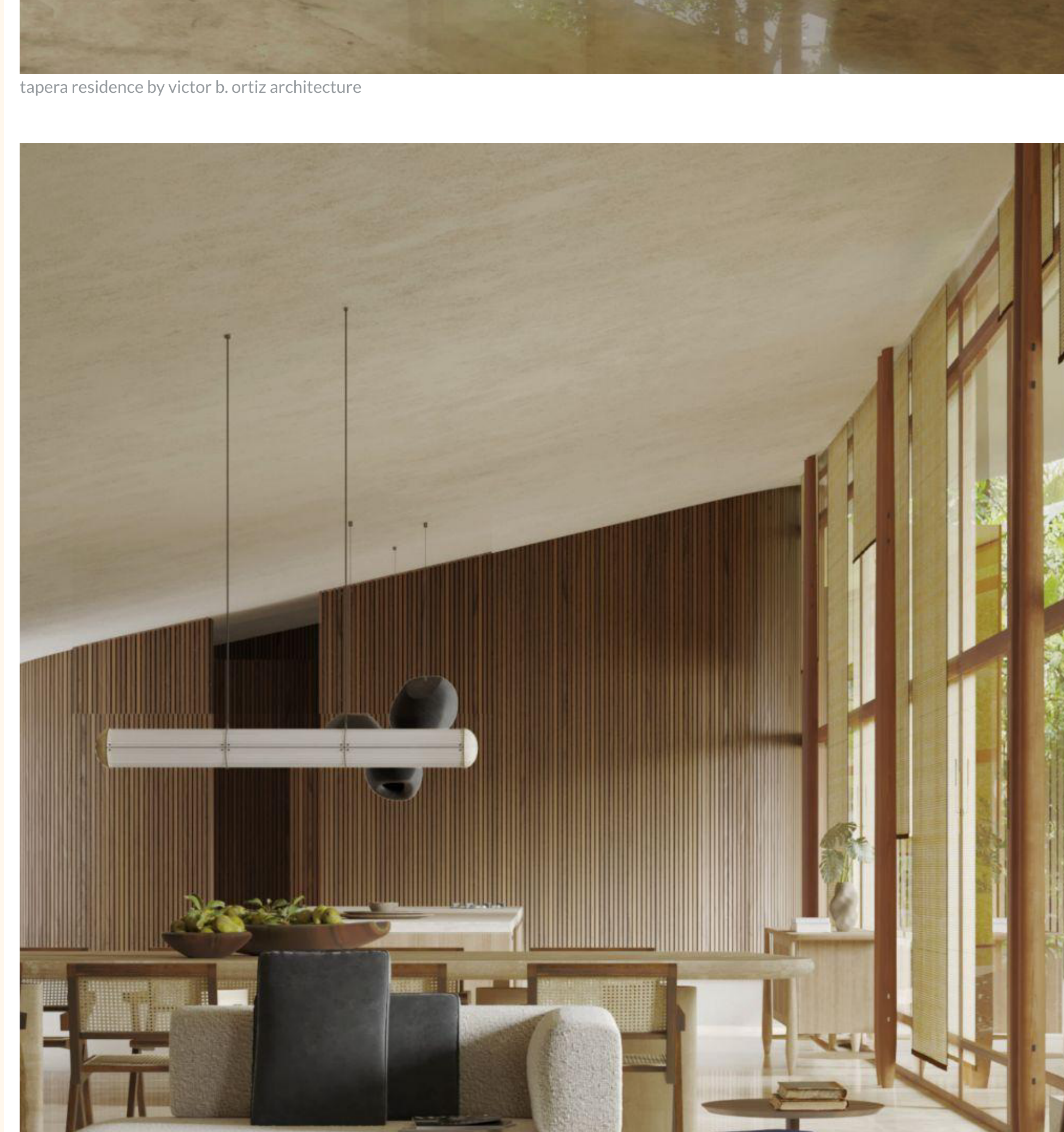
"to successfully deliver a sense of place, we must understand two essential things: the client's needs and the environment. to understand the client, we must identify their habits, routine, culture, and way of living; while understanding the environment means comprehending the key characteristics that form the site - the local flora, materials, and labor skills that are at disposal, in order to enhance and potentialize the current conditions of the environment. based on the client's briefing, we add our culture and mentality to the project, which is always to create a place where people feel *connected* to the local environment while feeling *at home*. the main goal is to create **innovative architecture** that feels like it should have been there—using local culture and characteristics as the primary foundation. i believe that it is also the architects' and designers' role to guide the clients through this narrative and realize their potential through the process."



satellite hotel by victor b. ortiz architecture

generating a livable space

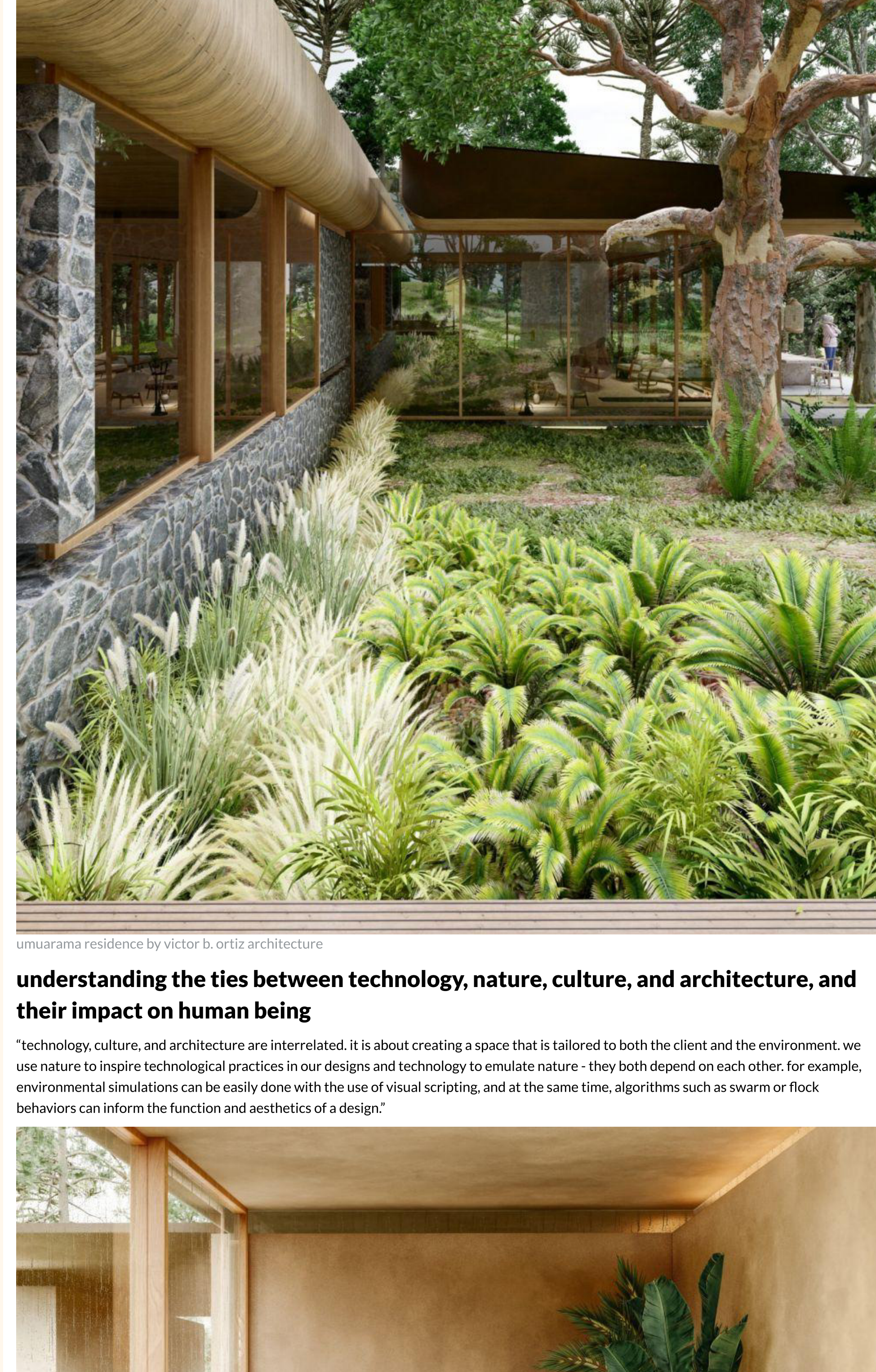
the term "**livable space**" is very broad and can be interpreted in many different ways - it can simply mean a shelter from the weather and environmental forces, or it can mean a bespoke, unique and comfortable place. on top of that, what makes for a "livable space" varies according to the clients, as long as there and the environment's needs are met. what we always try to do is understand clients' routine and how they will use the space holistically, from macro to micro scale, then take that into account when designing the final product."



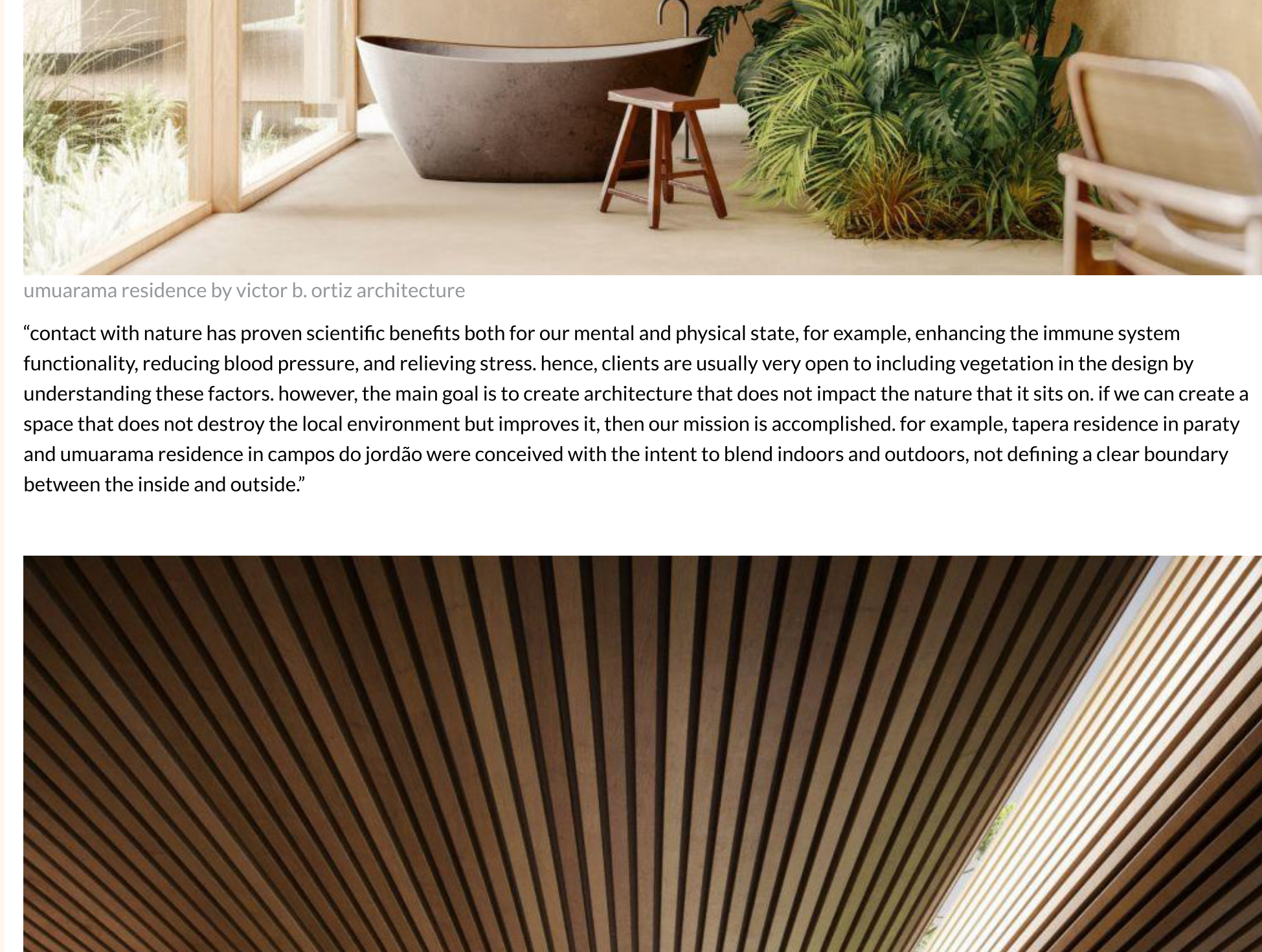
tapera residence by victor b. ortiz architecture



tapera residence by victor b. ortiz architecture



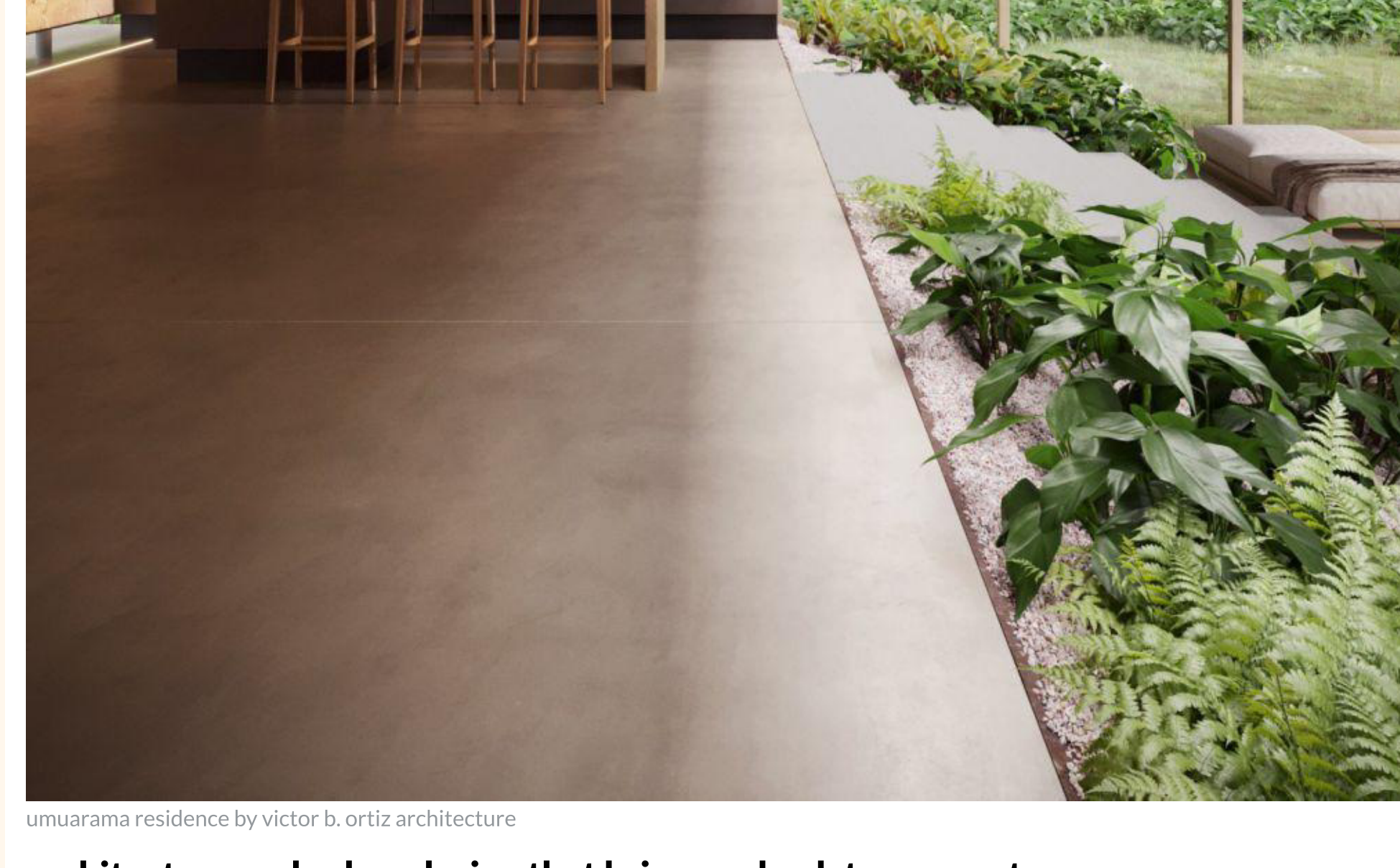
umuarama residence by victor b. ortiz architecture



umuarama residence by victor b. ortiz architecture

understanding the ties between technology, nature, culture, and architecture, and their impact on human being

"technology, culture, and architecture are interrelated. it is about creating a space that is tailored to both the client and the environment. we use nature to inspire technological practices in our designs and technology to emulate nature - they both depend on each other. for example, environmental simulations can be easily done with the use of visual scripting, and at the same time, algorithms such as swarm or flock behaviors can inform the function and aesthetics of a design."



umuarama residence by victor b. ortiz architecture

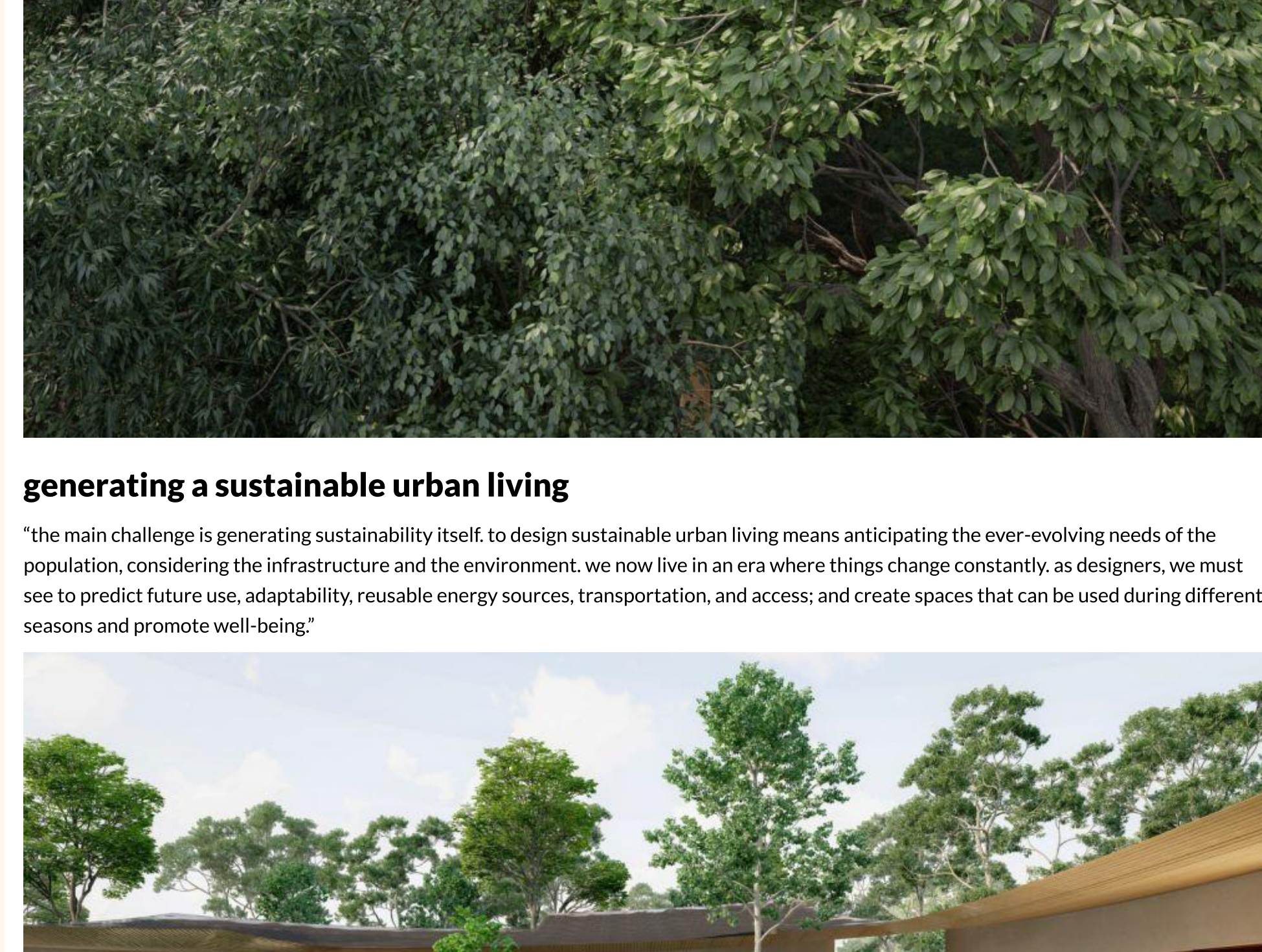
"contact with nature has proven scientific benefits both for our mental and physical state, for example, enhancing the immune system functionality, reducing blood pressure, and relieving stress. hence, clients are usually very open to including vegetation in the design by understanding these factors. however, the main goal is to create architecture that does not impact the nature that it sits on. if we can create a space that does not destroy the local environment but improves it, then our mission is accomplished. for example, tapera residence in parity and umuarama residence in campos do Jordão were conceived with the intent to blend indoors and outdoors, not defining a clear boundary between the inside and outside."



umuarama residence by victor b. ortiz architecture

architecture and urban design that brings us back to our roots

"if you think about what architecture is, creating shelter is, then, urban design is the act of planning and anticipating the urban life needs and development. in the end, it all comes down to one word - "planning". architecture and urban design are about planning the needs of people on various scales: to better plan transportation, waste management, and environmental impact is to enhance our quality of life responsibly and consciously. it is no longer just about building a shelter, but it is about building a place that can adapt to the future."



generating a sustainable urban living

"the main challenge is generating sustainability itself. to design sustainable urban living means anticipating the ever-evolving needs of the population, considering the infrastructure and the environment. we now live in an era where things change constantly, as designers, we must see to predict future use, adaptability, reusable energy sources, transportation, and access, and create spaces that can be used during different seasons and promote well-being."



victor b. ortiz architecture

anyone can build space, but not everyone can successfully deliver a sense of place that accommodates great livability. it might just take planning and technology to create a space, but culture and nature are required to give that place a soul - a substance to keep us rooted. for victor b. ortiz, essentially understanding the ties in between each element in architecture is key to understanding and fully realizing the dynamic between human beings and the environment.



victor b. ortiz architecture