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BNP Paribas Cardif Offices – Sao Paulo

StudioBR Arquitetura’s BNP Paribas Cardif offices in São Paulo reimagines corporate space through a vibrant Central Plaza and flexible design, enhancing employee well-being and fostering innovation in a hybrid work environment.

FIRM
Studio BR Arquitetura
CLIENT
BNP Paribas
SIZE
27,071 sqft
YEAR
2025
LOCATION
Sao Paulo, Brazil
INDUSTRY
Insurance

The retrofit project for the new BNP Paribas Cardif headquarters in São Paulo marks a milestone in contemporary corporate architecture, addressing the challenge of hybrid work with a bold and innovative strategy. Designed by StudioBR Arquitetura, the project began by optimizing the operation of two floors. Far from being a mere downsizing, the intervention is defined as a strategic re-signification of the physical space, transforming it from a place for routine tasks into a destination for community and connection, engineered to catalyze the culture of innovation and employee well-being.

The conceptual essence lies in the application of the proprietary Workxperience® methodology. This approach adapted the global concept of Activity-Based Working to celebrate Brazilian identity, recognizing and valuing the warm national culture of social interaction. Neuroarchitecture prioritized a diversity of encounter typologies over the rigidity of fixed workstations. The objective was to create environments that activate psychological comfort, reduce stress, and stimulate cognitive focus, using intentional sensory stimuli, such as maximizing natural light after removing idle rooms at the core of the floor plate.

The focal point of the project is the Central Plaza, a vibrant workcafe that has become the heart of the office. This hub was designed to “embrace” the employee, utilizing biophilic design, natural materialities, and a rich curation of elements that celebrate national design. Tapestries and furniture signed by Brazilian designers were strategically incorporated to inject personality, color, and texture, effectively contrasting the traditional formality of the financial institution and reinforcing a strong sense of identity and belonging. The Plaza connects to three modular and reversible training rooms, ensuring the space can expand for large-scale events, while flexible typologies like circular semi-open meeting rooms and privacy booths meet the demands of a hybrid work model that values quick, spontaneous interaction. The StudioBR project demonstrates that architecture that is conscious and culturally aligned transforms

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Architect: Bruna de Lucca
Furniture: Ricco
Photography: Mauricio Moreno

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