

PAULISTA ABERTA

open avenues in São Paulo

SampaPé



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Designing Cities 2019: Toronto

Free For All: Managing and Expanding People-Focused Street Events

September 10, 2019

AGENDA

- Who are we?
- City Context
- Objective and How
- **Paulista Aberta**
- Results and Highlights



WHO ARE WE?

SampaPé!

Non profit organisation founded in 2012 to
promote walkable cities with citizens



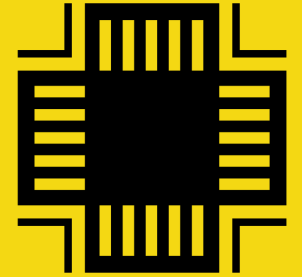
Main goal

improve walking
experience on
cities

Front lines



Walking
Culture



Cities for
people

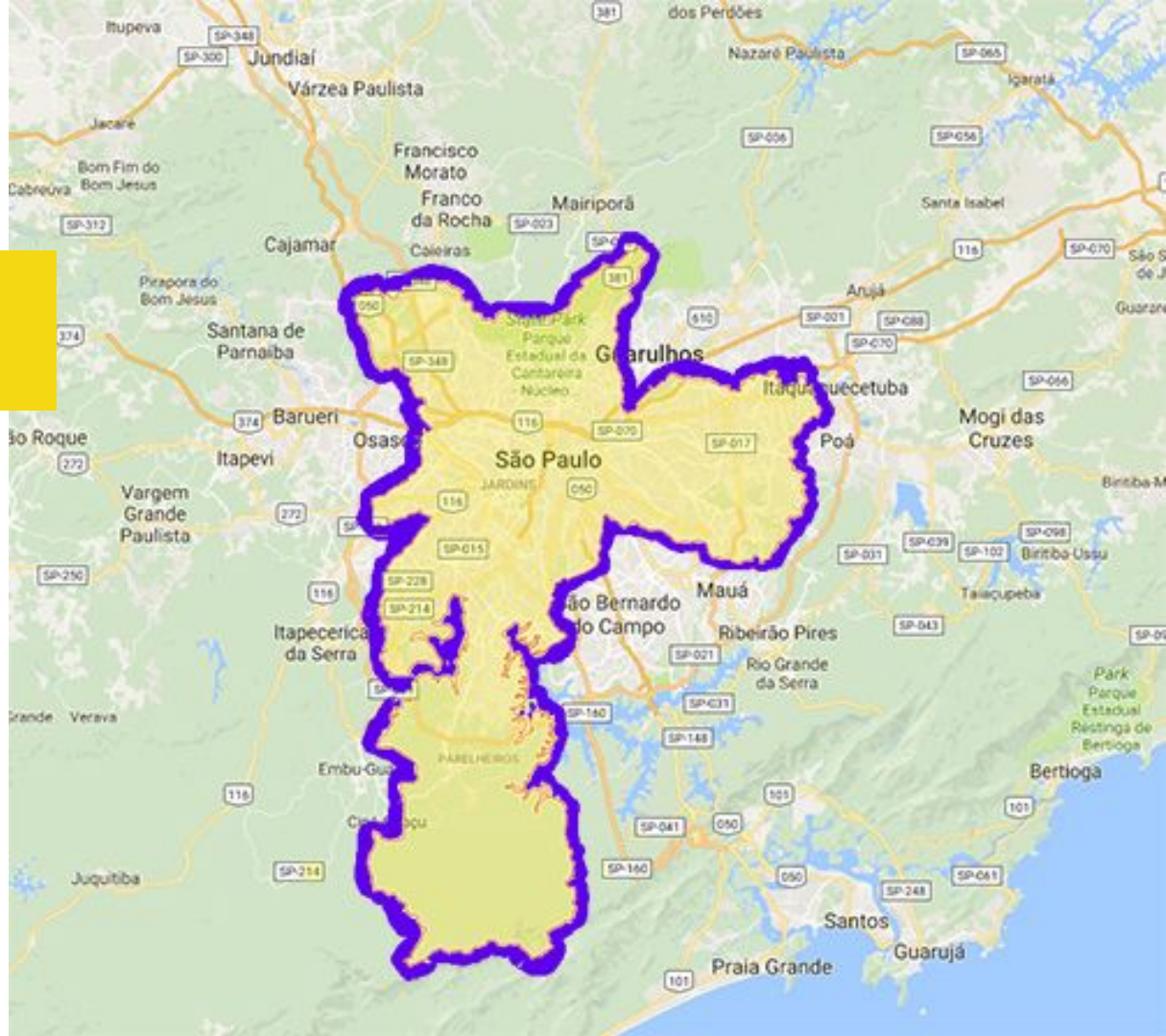


CONTEXT

SÃO PAULO

1,500 km²

2.5 x Toronto



SÃO PAULO

12 million people



SÃO PAULO

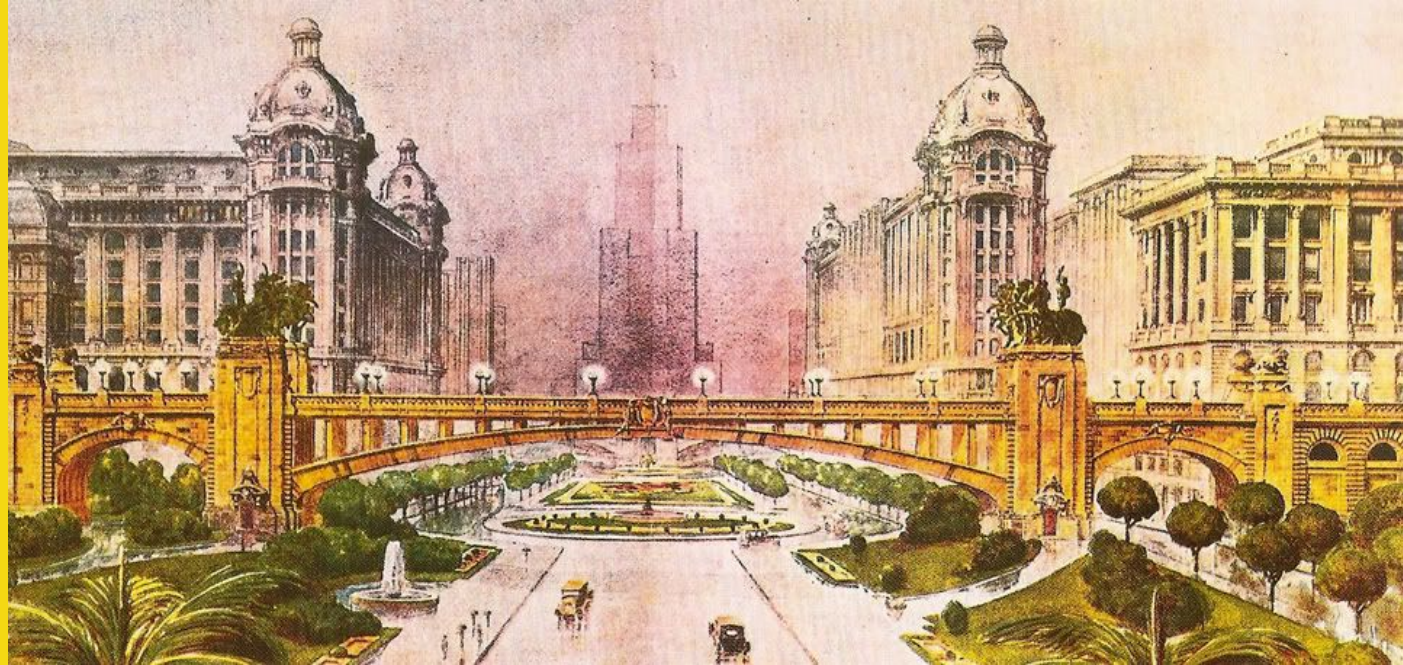
17,000 km of streets



CITY PLANNING

Avenue plan

Buses instead
of trams and
tube



An aerial photograph of a busy city highway interchange. A prominent feature is a wide, elevated pedestrian bridge with a yellow-painted edge, crossing over the road. The bridge is crowded with people walking. Below the bridge, multiple lanes of traffic are visible, including cars, buses, and a truck. In the background, a dense urban skyline with various high-rise buildings is visible under a clear sky. The foreground shows some greenery and trees.

PUBLIC SPACE

**80% of public space for
motorized traffic**



MOTOR AND WHEELS

+ 8 millions motorized vehicles



OBJECTIVE AND HOW



**Resignify street
space**

**Build a new city
imaginary**

**Public policy and
city use demand by
people**



Transforming a motorized traffic space in a ICONIC and SYMBOLIC avenue into space for people!

PAULISTA ABERTA

Paulista Avenue

PAULISTA AVENUE

2.7 km long

48 meters wide

3 tube stations



PAULISTA AVENUE

12 cultural
centers/museums

1,5 million people
walk there everyday

Most visited place by
tourists

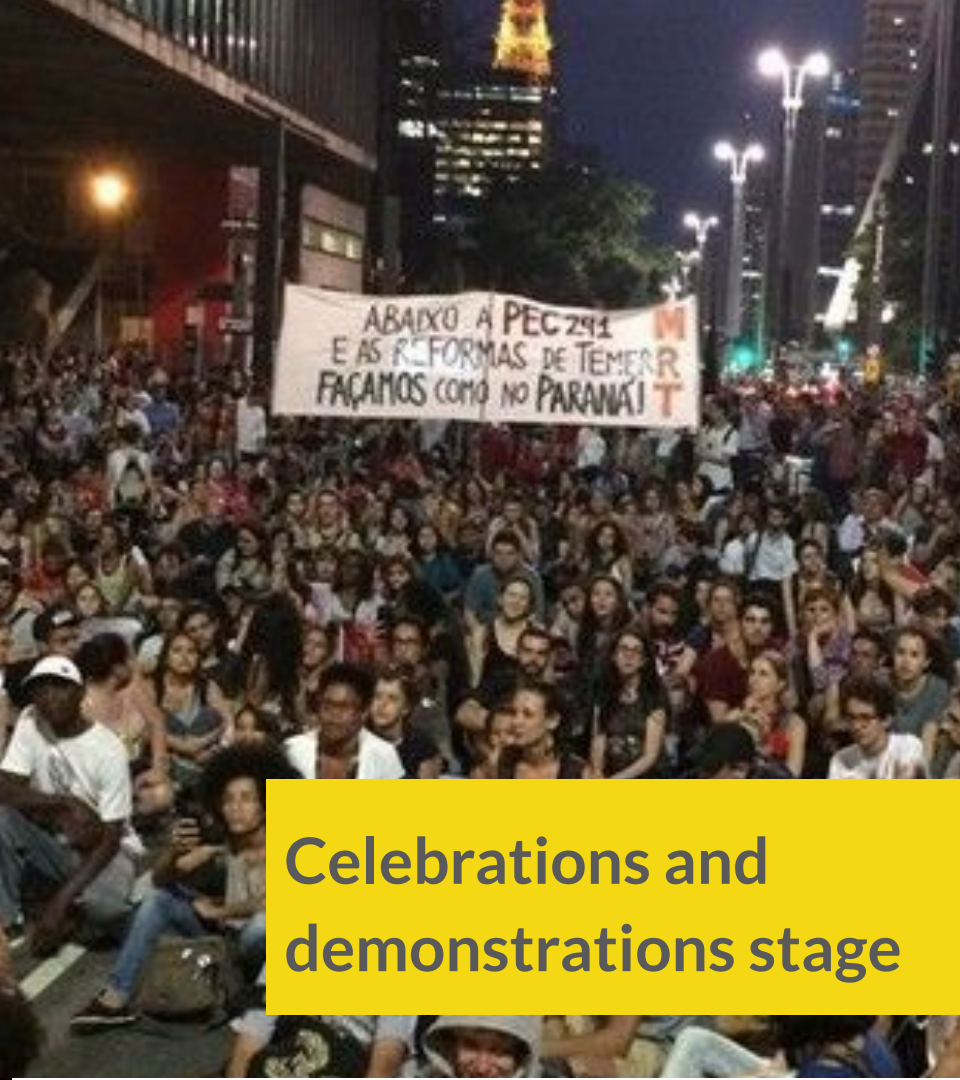


An aerial, black and white photograph of a wide, tree-lined city street. The street is flanked by buildings and lush vegetation. Several vintage cars are visible on the road. A yellow rectangular box is overlaid on the right side of the image, containing the text 'First planned avenue'.

HISTORICAL

First planned avenue

STREET USAGE BY PEOPLE



Celebrations and demonstrations stage

Campaign

JOIN PEOPLE AND PARTNERS

Invite people to play
on the avenue



PUSH GOVERNMENT

Vitória! Esta campanha foi encerrada há 2 anos

Queremos a Paulista inteira Aberta ao lazer aos domingos!

No ar há mais de 3 anos em [Esportes e Lazer](#)



Cozinheiro da mobilização
LETICIA SABINO



A Mobilização

Novidades 19

Respostas 2

2 9 3 2

Seleção de:



Guilherme Arantes
advogado

Quem é pressionado



1 Fernando Haddad
Prefeito de São Paulo



1 Gabinete do Prefeito
Chefe de Gabinete



1 Ministério Público do Estado de São Paulo
Ouvidoria do MPSP



1 MP/SP Assessoria de Planejamento
Assessoria de Planejamento



1 Promotora Carolina
Ministério Público do Estado de São Paulo

Demand open avenue for mayor and secretaries



INFORMATION

Direito à cidade

Uso da Paulista para manifestações ou lazer não é problema, dizem hospitais

por Ingrid Matuoka — publicado 14/07/2015 02h15, última modificação 15/07/2015 14h39

Argumento utilizado para combater a utilização da via para o lazer ou protestos é derrubado pelos próprios hospitais do entorno

 Compartilhar 0

 Tweetar

 Share

 Share

Midia to spread out

Entre os comerciantes, metade é a favor e 25% contra fechar Paulista para carro, diz pesquisa

Os outros 25% se disseram indiferentes; levantamento das entidades Rede Minha São Paulo e SampaPé consultou 107 estabelecimentos na avenida, no último domingo

Juliana Diógenes, O Estado de S. Paulo
02 Setembro 2015 | 09h00

Atualizada às 13h14

SIGA O ESTADÃO



TRIAL

Practical opportunity



Programme

WHEN



Every sunday and holidays from 10h-18h

GOVERNMENT



Motorized traffic control, public safety and supervision

PEOPLE AND INSTITUTIONS



Cultural and recreational activities and use the space

An aerial photograph of a city street intersection. The street is divided into lanes for pedestrians, cyclists, and a bus lane. A red-paved area is visible, likely a pedestrian or cyclist zone. People are walking, pushing a stroller, and riding bicycles. A bus lane is marked with 'LONBUS' and a white arrow. A traffic light pole stands in the center. The scene is brightly lit, casting long shadows.

PUBLIC POLICY

**Legislation build based on Urban Mobility
National Policy principle of pedestrian priority**

OPEN AVENUE COUNCIL

A group of people, including children and adults, are participating in an activity on a city street. They are using long bamboo poles to form a large, triangular structure. Some people are standing on the poles, while others are on the ground. The background shows a city street with buildings, trees, and other people. A yellow banner is visible in the foreground.

Participative council with residents, civil society organisations and government



*Paulista
Aberta*

RESULTS AND HIGHLIGHTS

EXPANDED PROGRAMME



Spread out as an Open Avenues
programme - 27 avenues - since 2015

A public event is taking place outdoors in an urban setting. A man in a white t-shirt and a straw hat is speaking into a microphone, gesturing towards a large, diverse crowd of people. The crowd is gathered around a small stage area where several other individuals are standing. In the background, there are modern buildings, one of which is under construction with visible scaffolding. A large screen displays a group of people. Various banners and signs are visible, including one for 'PROGRAMA RUA ABERTA' and another for 'BRASIL PAZ E SEGURANÇA'. The overall atmosphere is one of community engagement and public participation.

CREATION LED BY PEOPLE AND NGO'S

Make it continuous and city development



CULTURAL AND LEISURE STAGE

Space for any people to present and be on public space

AVENUE DEVELOPMENT

ESTO
PARA TODOS
TUDO PARA
ESPORTE

New shops and cultural institutions

ETIVO



BACIO di LATTE
GELATO PURO

CATHLON



**66% of shops said they increased sales
and only 12% said increased costs**

**65% of street vendors after Paulista
Aberta**



MEETING POINT

People from different part of the city
enjoy Paulista Aberta



72% spend from 2-4 hours

¼ of visitors are not from São Paulo

50,000 people per day



An aerial photograph of a city street during a public event. A prominent red-paved bicycle lane runs horizontally across the middle of the frame. Pedestrians are walking on the sidewalks and crossing the street. Cyclists are riding in the bike lane. A crosswalk with white stripes is visible on the right side. A yellow banner at the bottom contains text. A white box in the top left corner contains the word 'AREA'.

AREA

129,600 square meters = 18 soccer field

FUTURE

**Street design and
landscape**

More democratic

**City perspective
and development**





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