MAGNOLIO MEDIA GROUP

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Keywords

Coexistence
Recycle
House
Expansion
Project

Achieving an appropriate coexistence between different uses in confined spaces is one of the ways in which architecture can contribute to vitalizing cities. It is not only about the formal articulation of different volumes, but also about allowing the programs to mutually enhance each other, thus generating synergies between them. This project in Montevideo accomplishes this by adding an unsolicited space: a covered public void in the center of the site.

The Magnolio Media Group building is based on the recycling, expansion, and transformation of an existing eclectic-style house into a media complex for radio studios, a performance hall for 150 people, and a restaurant. Programs that housed in the same building must have the possibility of coexisting independently.

The difficulty of the project laid in how to accommodate the new programmatic needs – which greatly exceeded the footage of the existing house – and achieve a reasonable coexistence between the new construction and the house, capitalizing on the energy previously deployed. As the existing house is on the front side of the property and towards the street, the problem of generating a new form in urban terms is avoided. Thus, the new programmatic condition, alien to the residential environment of its location, coexists in the background without altering the neighborhood feel of the environment with its physical presence.

Our main interest was to give the building a strong public dimension. The generous width of the property, when compared to the adjoining lots, allowed us to have the extension of the new floor completely elevated at the back, in the manner of a 'bridge-building' that leads up to the theater room. Then arose the idea to use a system of parapet beams that, supported at the ends, span through the 14.5 meters between the existing

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Planta emplazamiento / Site plan
E. / S. 1: 10.000

Planta primer nivel / Ground floor plan
E. / S. 1: 250

LEYENDA / LEGEND

1. Salón restaurante / <i>Restaurant</i>	11. Oficina / <i>Office</i>
2. Cocina / <i>Kitchen</i>	12. Sala de reunión / <i>Meeting room</i>
3. Baños / <i>Restrooms</i>	13. Operador radio / <i>Radio operator</i>
4. Hall Magnolio Media Group / <i>Magnolio Media Group Hall</i>	14. Sala de grabación / <i>Recording room</i>
5. Foyer exterior / <i>Exterior foyer</i>	15. Estudio de aire / <i>Air study</i>
6. Sala teatro / <i>Theatre room</i>	16. Sala de datos / <i>Data room</i>
7. Boletería / <i>Box office</i>	17. Tisanería / <i>Tisane room</i>
8. Camarines / <i>Showers</i>	18. Comedor / <i>Dining room</i>
9. Patio / <i>Yard</i>	19. Terraza y parrillero / <i>Patio and barbecue</i>
10. Galpón existente / <i>Preexisting storehouse</i>	20. Tanques y equipos / <i>Water tanks and building appliances</i>

Corte AA / Section AA
E. / S. 1: 250

Elevación frontal / Front elevation
E. / S. 1: 250

Corte cc / Section cc
E. / S. 1: 250

Axonométrica / Axonometric
S. E. / N. S.

MAGNOLIO MEDIA GROUP

Arquitectos / Architects: Pedro Livni
Proyecto de documentación / Documentation project: Pedro Livni,
Rafael Solano
Ubicación / Location: Pablo de María 1015, barrio Parque Rodó,
Montevideo, Uruguay
Cliente / Client: Magnolio Media Group
Cálculo estructural / Structural engineering: Alberto Catañ
Estructura / Structure: MTA Ingeniería
Acondicionamiento / Mechanical engineer: MED
Proyecto sanitario / Plumbing: Ana Rodrigo

DNB / Fire protection: GRAUSER
Presupuesto / Budget: US\$ 1.200 / m²
Superficie construida / Built area: 1.170 m²
Superficie del terreno / Site area: 758 m²
Año de proyecto / Project year: 2018
Año de construcción / Construction year: 2018-2019
Fotografía / Photography: Javier Agustín Rojas
Fotografía proceso de obra / Construction process photography:
Javier Agustín Rojas, Rafael Solano

house and the theater room. This great effort endows the project with a monumentality that allows the introduction of the public dimension into the interior of an area governed by the domestic character that preceded it (the remaining pre-existent house).

In this way, and with the mirror of post-war São Paulo architecture, the covered space under the 'bridge-building' is an extension of the public space of the street, becoming an open foyer that gives access to the room, while it links the three programs from the outside. In order to create an estrangement between the street and the interior of the property, two gardens flank the foyer on both sides of the 'bridge-building', inspired by the naive images of Henri Rousseau.

In constructive terms, the new addition is largely solved by assembling prefabricated elements. A structure of pillars and steel beams on which prestressed tiles are supported configure the horizontal planes and a glass skin, the vertical walls. The greatest difficulty consisted in the assembly logistics, since all the work was carried out in the rear part of the site and had to coexist with the magnolia tree located right in the side passage, a tree that later gave the project its name. **ARQ**

Pedro Livni

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Architect, Universidad de la República de Uruguay, 2002. Master in Architecture, Pontificia Universidad Católica de Chile, 2011. He was curator of the Uruguay pavilion for the Venice Biennale in 2012, and his work has been awarded in different instances, including: Miami International Architecture Biennial (2005), Quito International Architecture Biennial (2006) and Argentine Architecture Biennial (2018). He is also the founder of Pedro Livni Arquitectos based in Montevideo and, together with Gonzalo Carrasco, of the architecture critic site VOSTOKPROJECT. He is currently a professor at the Universidad Torcuato Di Tella in Buenos Aires and at the FADU of the Universidad de la República de Montevideo.