

Utopia in *Terra Brasilis*: Lina Bo Bardi's design for an ideally future

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Abstract

This paper discusses Utopia's concept using an intrinsic strategy familiar to fictional development dilemmas of a dreamed place. First it manifests criticism to a reality that is to be overcome (or transformed); and then discusses the qualities of the new scenario, designed to fit the intervention's intention, and achieve the goals that throw individuals into the unknown, arguing for the unusual.

From literary construction of the plot, to architectural constructive intervention, the idea of planning a place for a new spirit of social conviviality, democratic and generous, is achieved in the Leisure Centre Factory SESC Pompeii. The leaving of Italian post-war scenario toward Brazil, fertile soil to plant innovative uses in abandoned spaces, redefining the destination of preexisting building and promoting changes in neighborhood social relations and society routine, became an opportunity, a challenge, and a hope to the Roman architect Lina Bo Bardi.

In Pompeii Factory scenery, faced with the options to preserve or to innovate, Lina has chosen both and others, giving São Paulo city an indelible mark: a timeless territory in constant metamorphosis, always updated and subject to reinvention use by the ones who adapt it to various purposes. Utopia of utopias, the pioneer experience inspired designs of multiple nationalities, and witness the

production of genuine and transcendent knowledge: most devout to spontaneity than to scientific rigor.

Keywords: Utopia, Lina Bo Bardi, Architecture, SESC Pompeii Factory Leisure