



A rendering of the Jean Nouvel–designed tower, a vertical forest

# The New Rosewood Hotel in São Paulo Revitalizes a Historic Structure

The former medical complex has been transformed into a luxury five star getaway, complete with a new tower by architect Jean Nouvel

By Sam Cochran  
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Following its completion in 1943, the Condessa Filomena Matarazzo Maternity hospital in São Paulo would go on to deliver an estimated half million babies. Today, the former medical complex is welcoming new life once more—reimagined as the glamorous Rosewood São Paulo hotel and the anchor for the Cidade Matarazzo luxury community, the brainchild of entrepreneur Alexandre Allard. Comprising 160 guest rooms and 100 residences, Rosewood’s first property in Latin America spans the historic structure and a new tower by Pritzker Prize–winner Jean Nouvel, the overlapping trellises and brise-soleils of which frame a vertical forest. Landscapes by fellow AD100 Hall of Famer Louis Benech juxtapose Atlantic plantings with mature olive trees, while Starck’s interiors pay homage to Brazil, with curves in the spirit of Oscar Niemeyer and handcrafted touches by some 4,000 local artisans. “What is really interesting and fascinating in Brazil are the bursts of joy, the enthusiasm,” says Starck. True to that pride of place, the complex displays 450 artworks by 57 Brazilians. Lobby tapestries by Regina Silveira muse on regional wildlife. Lining the rooftop pool are bespoke green-and-white tiles by Sandra Cinto. And the 1922 Chapel of Santa Luzia, revived by architect Roberto Toffoli Simoens da Silva, now features a rose window by Vik Muniz. (The building’s original circular fenestration, discovered during the restoration, had previously been covered over.) There, proverbial wedding bells will ring. What better place to start a family?

*rosewoodhotels.com* —Sam Cochran