



Urban Oasis

A Brazilian tycoon's abandoned ranch gets transformed into a luxury hotel property with Michelin-starred foodservice.

By Michael Sherer // Photos by Elder Araújo and James Merrel



▲ The Michelin-starred Tangará Jean-Georges restaurant features an open exhibition kitchen with a Tramontina cooking suite. The chef's table puts diners in the center of the action.

Imagine being tasked with turning a white elephant in the middle of a rain forest into a unicorn. It might take a little magic, you say? For one São Paulo, Brazil, consultant, magic came in the form of a dream team of architects, designers and contractors.

More than half a century after landscape architect Roberto Burle Marx began designing gardens on a Brazilian tycoon's riverside ranch in São Paulo, the abandoned property opened in May 2017, as Hotel Palácio Tangará, one of the premiere properties in the Oetker Collection, a German-based luxury hotel operator.

Original plans for the estate, intended to woo an Austrian princess into marrying the tycoon, were never carried out, but from 1991 until his death in '94, Marx restored the elements that he created in the '50s as part of an urban park the city named after him.

A developer bought a portion of what was Tangara ranch in the late '80s with plans to build a hotel and office towers, destroying much of the surrounding forest. By '91, however, due to pressure from environmentalists, support and money for the project ran out. Another company attempted to build on the site of the tycoon's unfinished house in '99, and began construction on a hotel in the style of a neoclassical wedding cake. After three years and \$40 million in investment, the project was cancelled, and the structure sat empty and abandoned. U.S. real estate investment firm GTIS Partners LP, New York, saw the white elephant as an opportunity to expand its South American holdings, and purchased it in 2013, bringing in Oetker Hotel Management Co. to help design a new luxury hotel and run it.

Local foodservice consultant Armando Ricardo Pucci, FCSI, CFSP, Principal, Fast Food Consultoria e Projetos, Ltda., São Paulo, stepped up to design the guts of the hospitality support spaces, including

the hotel's production kitchen, banquet support, staff dining, room service kitchen, lobby bar and pantry, hotel valet laundry, and restaurant kitchen for a Michelin-starred Jean-George Vongerichten restaurant.

Structural Challenges

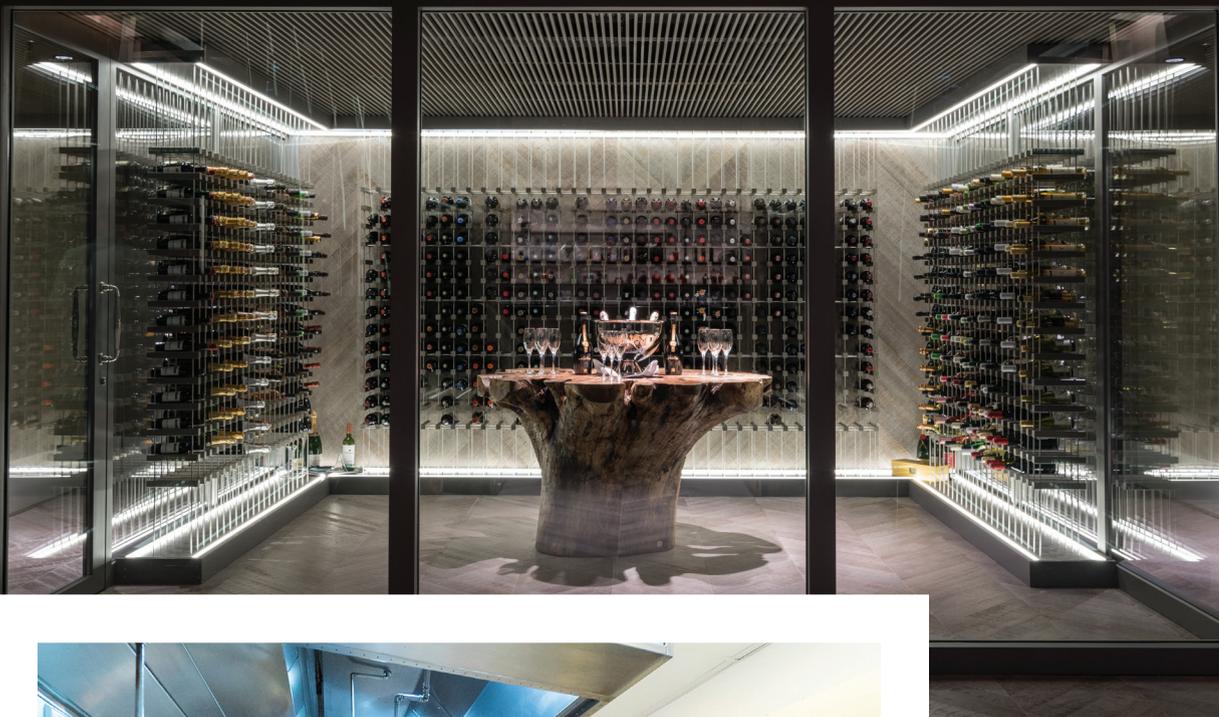
With the location situated in the middle of a 27-acre urban rain forest, all those involved in the hotel project were committed to preserving the beauty of the natural surroundings and also exercising a degree of environmental responsibility. Building on the site of the previous structure also presented challenges.

"The main kitchen is located on lower level one where a foundation slab from the original building already existed," Pucci says. "That meant we had to cut and drill holes and trenches for floor drains and grates. We had to locate them so they didn't interfere with beams or concrete reinforcement rods. Also, we were limited to 50 mm [about 2 in.] of flooring on top of the subfloor."

The dilemma prompted an elegant solution. Pucci ended up specifying a monolithic resin floor that offers a better aesthetic look than other materials and provides a high degree of food safety as it's resistant to acids, alkalis, fats and oils, etc. and is nonporous so there are no seams, grout, or cracks and crevices.

Pucci also found odd dimensions on lower level two where he placed the hotel's valet laundry facility. "The ceilings were too low in one place—only 2½ meters [about 8 ft.]," he says. "We ended up recessing the floor in that area 100 mm [about 4 in.] and specifying a custom conveyor made in Italy that would fit the space."

Kitchen ventilation posed another challenge. Food production facilities are on two different floors, with the central commissary, staff kitchen, and room service support on one, and a lobby kitchen and restaurant display kitchen



▲ The separate room service kitchen features refrigerated prep tables with undercounter refrigeration in addition to a full complement of cooking equipment to handle orders.

▲▲ The centerpiece table in the Tangará Jean-Georges restaurant's climate-controlled wine room is a Pedro Petry sculpture called "Mesa Raiz."

▶ Pendant lighting over the terrace lounge bar is fashioned from English crystal decanters collected by interior design architect Patricia Anastassiadis. She also selected or commissioned most of the artwork in the hotel's public spaces.



on another. The hotel layout meant that HVAC ventilation ducts had to cross the lobby and other public spaces. Pucci also had to take into account the fact that the hotel is located in a rain forest in a residential neighborhood.

"The ultimate solution, in terms of keeping noise and energy costs low, was an on-demand kitchen ventilation system," he says. "We chose Halton automatic waterwash hoods with UV-light grease removal and a M.A.R.V.E.L. control system. The system centrally controls ventilation from multiple hoods, ramping them up or down as needed, keeps noise down even during peak times, saves energy and minimizes cleaning and frequent maintenance."

Saving Energy

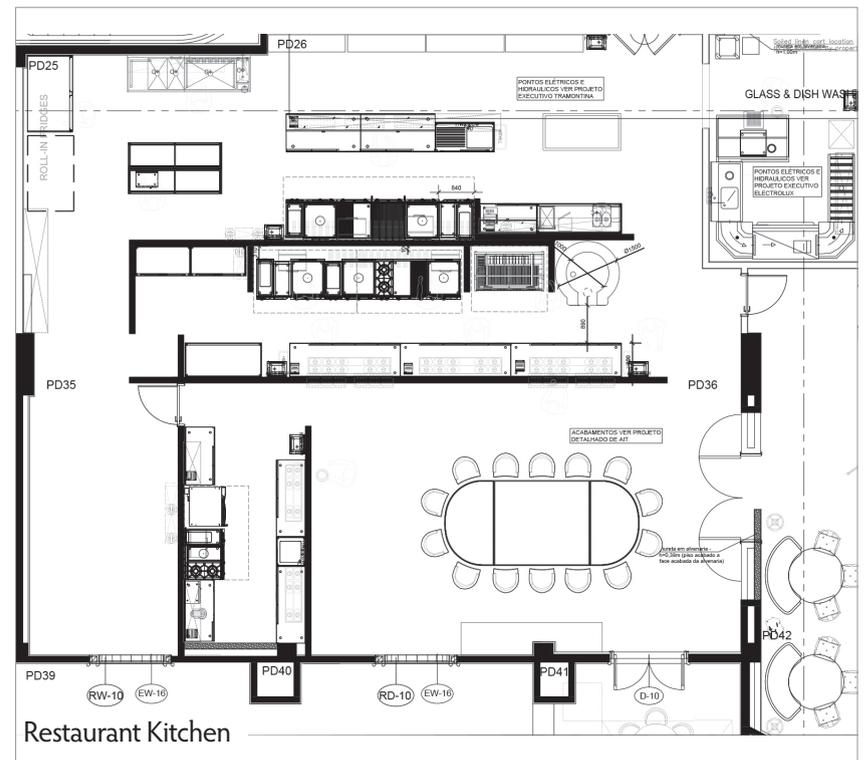
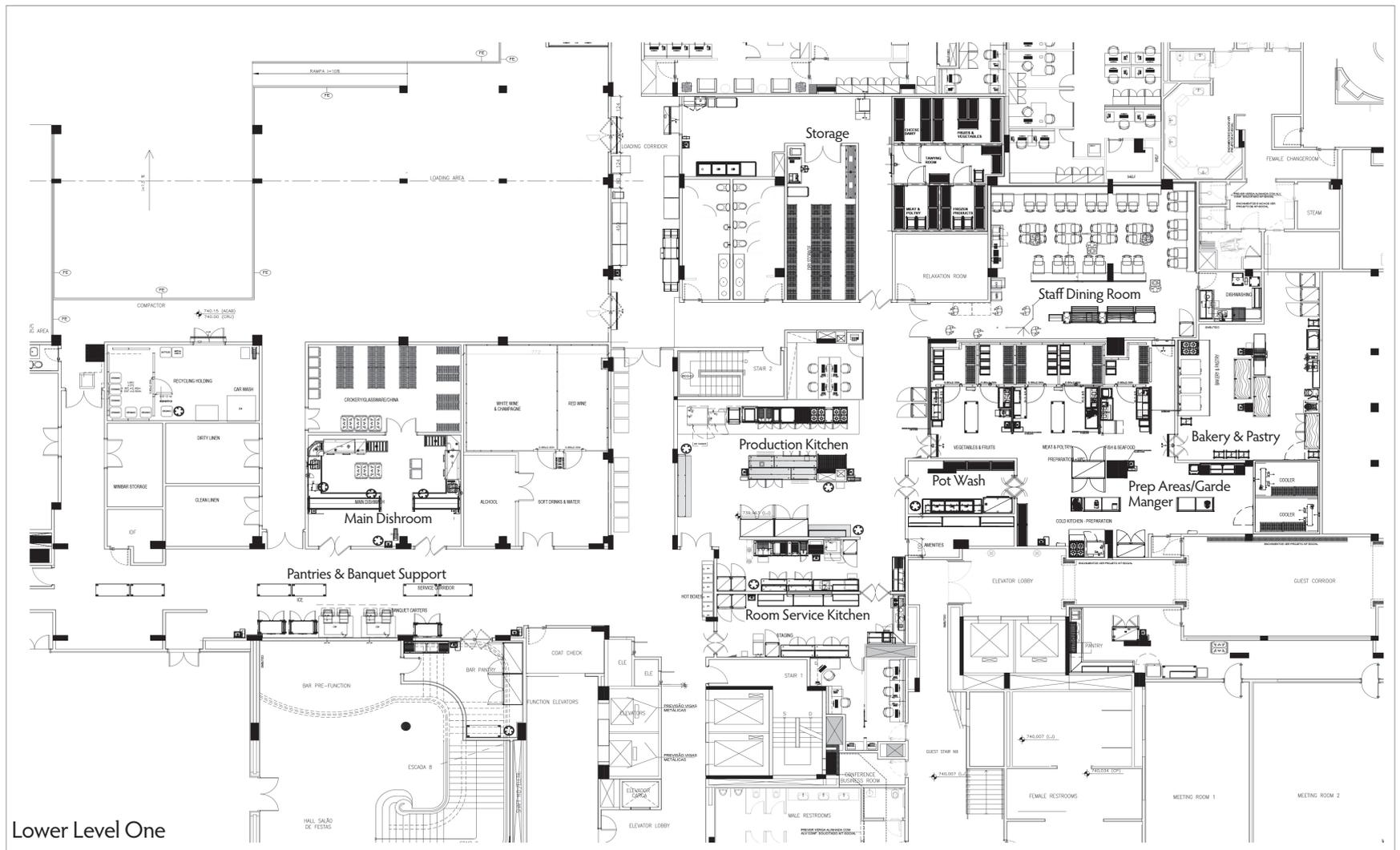
In the same vein, Pucci incorporated other high-efficiency equipment into the design as a result of constraints on energy demand and the effort to be environmentally responsible. To help meet the constraints, Pucci specified energy-saving



Electrolux warewashing and laundry equipment, and Rational multi-purpose combi ovens among other smart choices. Blast chillers, for example, are used both in the bakery and production areas of the kitchen to bring food temps down quickly. Not only do they enhance food safety via proper cooling, but the quick chill ensures foods entering cold storage are cold, not warm. Warm foods can make cold-storage compressors work harder to maintain temps.

Pucci's only regret was that he wasn't able to specify the state-of-the-art, heavy-duty cooking suite Vongerichten wanted for the display kitchen in Tangará Jean-Georges as a result of cost. "We ended up purchasing commercial equipment available at the time from a local supplier," he says, "and gave to him all the functions he wanted in a cooking suite at a much more reasonable price."

His favorite aspect of the project still is the magic created working with what he calls a dream team of colleagues and collaborators.



Key Equipment

Lower Level One

Production Kitchen

- Rational combi ovens, racks, trollies
- Electrolux braising pans, fryers, chip scuttle, ovens, fry top, sink unit, chargrill, open base, gas top
- Halton KDS hoods
- Ansul fire suppression system
- Tramontina hand sink, refrigs., worktables, cupboards, roll-in refrigs., shelves
- Tuboar shelves, worktop
- Irinox blast chiller/shock freezer
- Monolith hose reel w/gun
- Rubbermaid trash cans
- Berner air curtain

Room Service Kitchen

- Electrolux bain marie, French top w/oven, salamander, fry top, worktop, chip scuttle, fryer
- Halton hoods
- Ansul fire suppression system
- Tramontina hand sinks, refrigs., cupboards, refrig. counters, worktop refrigs., freezers
- Monolith hose reel w/gun, faucet
- Rational combi ovens
- Rubbermaid trash cans
- BUNN coffee maker, iced tea brewer
- Qualicorte juicer, mixer/blender
- Hoshizaki ice maker, ice bin
- EuroCave wine cellar
- Hatco conveyor toasters, heat lamps
- Rocam hot boxes, wire shelving
- ACP/Alí Group microwave oven

Prep Areas/Garde Manger

- Berner air curtains
- Tramontina trollies, overselves, worktables, hand sinks, knife sanitizers, refrigs., sinks, cupboards, range

- Electrolux vegetable, meat and fish processing tables
- Qualicorte cutters/mixers, juicer
- Mettler Toledo portion scale
- Rubbermaid trash cans
- Hobart/ITW FEG slicers, meat saw, mixers
- Adande refrig. drawers
- Multivac vacuum packaging machine
- Pentair Everpure filter system
- Hoshizaki ice bin, ice maker
- Tuboar shelves
- Rational combi
- Halton hood
- Ansul fire suppression system
- Monolith hose reel w/gun
- Cambro shelving

Bakery & Pastry

- Tramontina blast chiller/freezer, proofer/retarder, stove, pan racks, marble worktop refrig., marble worktops, worktables, cupboard, sink
- Wiesheu deck oven, convection oven
- Pratica mixer, mixer base, kneader, sheeter
- Halton hood
- Ansul fire suppression system
- Bravo ice cream machine
- KitchenAid mixers
- Fisher kettle & pot filler
- Mettler Toledo portion scale
- São Rafael bakery prep room, walk-in cooler
- Cambro mobile ingredient bins
- Qualicorte handheld mixers

Dishrooms & Pot Wash

- InSinkErator/Emerson disposers, pulpers
- Monolith pre-rinse sprayers, hose reel w/gun
- Electrolux pot & pan warewasher, rack-type dishmachines, blower dryer, conveyors
- Halton hoods
- Cambro dollies, carts, shelving

- Tramontina hand sinks, pot rack/shelving
- Rubbermaid trash cans

Storage

- Cambro high-density shelving
- Mettler Toledo receiving scale
- Tramontina trolley

Staff Dining Room

- Tramontina tray cutlery & bread dispenser, refrig. tank units, bain marie, rack tray
- Electrolux plate lowerators
- Cornelius beverage dispenser
- BUNN beverage dispensers, coffee makers
- Hatco decorative lamps
- ACP/Alí Group microwave oven

Pantries & Banquet Support

- Hoshizaki ice makers
- Pentair Everpure filter
- Follett/Middleby ice bin dispenser
- BGL Rieber banquet trollies
- Tramontina cupboards, worktop, refrig., worktables, hand sink
- BUNN coffee makers
- Egro/Alí Group espresso machines
- Cambro dolly, cart
- InSinkErator/Emerson disposer
- Electrolux u/c glasswasher
- Monolith hose reel
- Rubbermaid trash cans

Restaurant Kitchen

- Tramontina refrig. counters, hand sink, fryers, spread cabinets, French tops w/ovens, u/c freezer, cupboards, pasta cookers, range, griddle, charbroilers, roll-in refrig, storage cabinets, worktables
- Tuboar shelving, pot rails
- Electrolux salamanders
- Pacojet appliance

- KitchenAid mixer
- ACP/Alí Group microwave ovens
- Blodgett/Middleby convection oven
- Hatco overhead warmers
- Beech Ovens/Middleby stone hearth wood/gas-fired oven, chargrill
- Halton hoods
- Ansul fire suppression systems
- Egro/Alí Group coffee machine
- BUNN coffee maker, coffee grinder
- Hobart/ITW FEG pot & pan warewasher
- Monolith pre-rinse faucets

Dishroom

- Tramontina hand sink, glass storage cabinet
 - Electrolux u/c glasswasher, hose spray unit, rack-conveyor warewasher, conveyor, shelving
 - InSinkErator/Emerson disposer
 - Monolith hose reel
 - Cambro rack dolly
- Not shown: Ground Level Lobby Bar & Pantries, Lower Level Two Valet Laundry Facility.

At A Glance

- **Facility:** Hotel Palácio Tangará, São Paulo, Brazil
- **Project Type:** Hotel, Spa and Restaurant
- **Design Consultant:** Armando Ricardo Pucci, FCSI, CFSP, Principal, Fast Food Consultoria e Projetos, Ltda., São Paulo
- **Total Budget:** N/A
- **Foodservice Equipment Budget:** \$2.5+ million
- **Scope of Work:** Space Allocation, Preliminary Design, Detailed Design, Specification Writing, FFE & OSI Procurement, Site Inspections, Construction Management, Pre-opening Inspections, Commissioning, Operational Training
- **Architectural Firm:** B+H Architects, Toronto
- **Project Management:** PAR Arquitetura, São Paulo
- **Construction Mgt./Eng.:** Hochtief do Brasil, São Paulo
- **MEP Utilities Design:** SKK Engenharia, São Paulo
- **HVAC Engineering:** Teknika Consultoria e Projetos Ltda., São Paulo; Mark Stech-Novak, Principal, Restaurant Consultation & Design, Oakland, Calif.
- **Interior Design Firms:** Patricia Anastasiadis, Architect (public areas), Anastasiadis Arquitetos, São Paulo; Luiz Ricardo Bick and William Simonato, Architects (guest rooms), Bick Simonato Arquitetura e Interiores, São Paulo
- **Fabrication Firms:** Aços Macom Ind. e Com., Ltda., São Paulo; Tramontina, Farroupilha, Rio Grande do Sul, Brazil

► While the Tangará Jean-Georges restaurant bears his name, Vongerichten consulted on the menus for all the foodservice operations in the hotel.

