



Cidade Matarazzo, São Paulo, Brazil

Historic Property Transformed into Cultural Hub, Luxury Hotel, and Sustainable Green Space with Rain Bird Irrigation

Cidade Matarazzo is an ambitious real estate development project in the heart of São Paulo. It aims to preserve and revitalize historic architecture, foster cultural enrichment and provide luxury hospitality... all while incorporating sustainable design principles.

THE CHALLENGE

The project has diverse landscaping, including “living walls,” green rooftops, a unique indoor rainforest, and a tower with wide terraces of dense vegetation. Sustainability and flexibility are top priorities. The system must be responsive—capable of providing flexible irrigation for each type of plant despite varying amounts of sun, shade, and wind—without impacting the architecture.



XFS Subsurface Dripline
with Copper Shield™ Technology

THE SOLUTION:

Rain Bird will provide an all-in-one, easy-to-manage irrigation solution for precision watering of the site’s various environments, indoors and out. The new system will offer superior performance without impacting any of the property’s structures, such as the six-star Rosewood Hotel. Highly efficient components and flow monitoring will work in tandem to maximize sustainability.

Core Products Used:

- [XFS Subsurface Dripline with Copper Shield™ Technology](#)
- [Root Watering System](#)
- [Control Zone Kit](#)
- [ESP-LXD Series 2-Wire Decoder Controllers](#)
- [R-VAN Rotary Nozzles](#)
- [HE-VAN High Efficiency Variable Arc Nozzles](#)
- [IQ™ Central Control](#)
- [FS Series Flow Sensors](#)
- [1800® Series Sprays](#)

KEY OBJECTIVES

- ✓ **Conserve water**
- ✓ **Preserve historic architecture**
- ✓ **Enable easy remote management**
- ✓ **Irrigate varied environments**



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APPROACH:

Install an All-in-One Solution

A combination of Rain Bird® **R-VAN Rotary Nozzles** and **XFS Subsurface Dripline with Copper Shield™ Technology** will be key to accommodating the wide range of green areas, soil types, light levels, and weather conditions. **Rain Bird Root Watering Systems** will deliver the precise amount of water directly to tree roots, even on the 15th floor of the tower. A responsive **ESP-LXD Series 2-Wire Decoder Controller** plus **IQ™ Central Control** will allow for easy remote management of all zones, as well as flexibility for seasonal shifts in conditions. Comprehensive **Control Zone Kits** will provide everything needed for on/off control, filtration, and pressure regulation in a single package.

Preserve Architecture

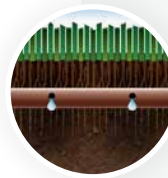
Protecting the historic hospital turned Rosewood Hotel will be vital to this project. **XFS Subsurface Dripline** eliminates the potential for damaging overspray and **FS Series Flow Sensors** will detect and report any leaks, protecting the hotel while saving water.

“ There were great challenges to combine technical expertise, innovation, and social contribution to preserve this precious architecture and make a connection with modern day.

PAULA AOKI
PROJECT DIRECTOR

Conserve Water

Because Cidade Matarazzo will serve as an example of sustainability for all of Brazil, the irrigation system will require careful planning and efficient components to make the most of every drop of water.



XFS Subsurface Dripline will support this vision by reaching **90% water efficiency**, potentially **reducing water consumption by up to 70%**.



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RESULTS:

A Bright, Green Future

Developers of Cidade Matarazzo look forward to a greener future while preserving the past. Their vision of an indoor rainforest in the heart of Brazil's largest city has been realized—with minimal water and without impacting the historic architecture. **Rain Bird's IQ™ Central Control system has not only made water conservation possible, but it has made water conservation easy.** Maintenance crews can remotely manage the system from anywhere at any time. The project is so successful that Phase II is already underway.

“ The owner requested a rainforest on downtown Paulista Avenue... this challenged us to meet many different watering demands within extremely complex spaces. Only a good Central Control with flow sensing could achieve that. Subsurface drip is another important product used in hard-to-access areas that are difficult to maintain. Rain Bird's product line provided solutions for all of our unique needs and the client is very happy.

DANNY BRAZ
REGATEC

“ Cidade Matarazzo is a dream come true not only for the project's creators but for the city as a whole, and it's an example for Brazil.

BENEDITO ABBUD
LANDSCAPE ARCHITECT

