DASHCITY

APPLIED RESEARCH / NOV 2026

TERRITORIAL INTELLIGENCE LABORATORY

Living in Brazil. From floor plan to neighborhood.

What research reveals about Russian residents' housing preferences and how to apply it on the Brazilian coast.

EXPANDED EDITION / RETROFIT AND LIVING WITH ART

Architecture, interiors and neighborhood life, applied to Jurerê and Canajurê in Florianópolis.

Twelve built projects and a study of renovated houses and apartments with Brazilian art and an agreed move-in date.

Intelligence that helps life thrive.

DASHCITY.COM.BR

CONCEPT IMAGE FOR THIS STUDY · AI

Where to start

In a finished home in the north of the island, a family can picture coming back from the beach, spending an afternoon at work and finding a place for a work of art brought from home.

THE FIRST HOME TO TEST

Two separate bedrooms, a kitchen with a sliding partition, a shaded balcony with a table for four, and a place to store and dry beach gear.

Design priorities	Position windows and shading to suit the site. Settle acoustics, ventilation, extraction and drying space before specifying finishes.
Resident choices	Offer two interior schemes and show the price of each option. The balcony must serve daily routines, and the kitchen should close off during cooking.
Value of the location	Show the routes from the building entrance to services, transport and the sea. On a viewing, buyers should be able to try the journeys they would make every week.

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The figures on the following pages identify who answered each survey. Sketches and housing prototypes are DASHCiTY's design interpretations.

What we know from Brazil

Resident accounts, school records and a real estate agency's experience point to questions worth exploring with families in Brazil.

FLORIANÓPOLIS / A RESIDENT'S EXPERIENCE

A family from St. Petersburg rents a two-bedroom apartment on the island with access to a pool and gym. One family member said safety influenced their move and that living three minutes from the ocean makes everyday life easier.

Refs. [S2]

FLORIANÓPOLIS / LOCAL EVIDENCE

Cechinel, Lenzi and Assis identified 170 school enrollments of Russian nationals in basic education in the state capital between 2014 and 2023. Schools in Ingleses, Centro, Rio Tavares, Jurerê and Campeche appear in the study.

A student can appear in more than one year. School locations tell us where families spend time. Home addresses and purchase volumes require other sources.

Refs. [S1]

RIO DE JANEIRO / HIGH-END MARKET

WhereInRio told CNN that Russian clients were interested in contemporary properties and well-equipped buildings. Its portfolio included waterfront addresses and clients who rented before buying.

Refs. [S3]

HOW FAR THE EVIDENCE GOES

Surveys in Russia help identify what to offer. Whether these features appeal in Brazil and what premium buyers might pay depend on local tests and actual purchasing decisions.

The home as a whole

Three design choices shape life over time. How much daylight enters, how much noise reaches the bedrooms and how the floor plan accommodates activities taking place at the same time.

CIAN / WHAT PEOPLE VALUE IN LAYOUT AND INTERIORS



Selected responses to one question answered by 1,199 people across different regions of Russia. Each bar uses a scale from 0% to 100%.

Refs. [S4]

ROCKWOOL / WHAT MATTERED IN CHOOSING A NEW HOME

39%
mentioned the developer's reputation

38%
mentioned size and layout

38%
mentioned sound insulation

An insulation manufacturer surveyed 2,827 economically active adults in Russia in October 2025. In the same survey, 51% cited location and transport.

Refs. [S11]

Present a furnished floor plan and a specification of what is included, then visit the bedroom at a busy time. An acoustic assessment requires dedicated technical measurements.

Who will live here, and for how long?

The intended use changes the reaction to the same plan. These housing types are hypotheses for Brazil and must fit each buyer's budget and daily life.

Family relocating

Two bedrooms with doors and space to study. For a larger family, compare three bedrooms or a house with a yard.

Ask the family to trace the school run and point out where backpacks, a stroller and drying clothes would go.

Couple or remote worker

One bedroom and a flexible room with a door. In a compact home, keep a passage clear while the desk is in use.

Make a video call on site and check internet service for the specific unit.

Second home

A furnished apartment, house or penthouse with a usable terrace. Allow for luggage and personal storage.

Show who can access the property during an absence and what needs maintenance on the coast.

Buy to rent

An easy-to-refit layout, an owner's cupboard and an equipment inventory. Check which rental arrangements the building permits.

Show operating costs and how finishes and furniture can be replaced. List what is included.

> **HOUSE OR APARTMENT?**
>
> In NAFI's national survey, 44% named buying a house outside the city as a preferred option. In Florianópolis one family reported renting an apartment near the beach. Ask whether they want a yard and independence or shared services and maintenance.
>
> Refs. [S7] [S2]

Entrance, cupboards and storage

On entering, residents need a place to sit, take off their shoes and put down things from outside. The same sequence works on returning from the beach.



VISUAL STUDY / ENTRANCE AND LAUNDRY · AI

Entrance hall

The HSE University guide describes removing shoes when visiting Russian homes. Offer a sturdy bench, a place for bags and a ventilated shoe cupboard. The hall can also hold a stroller.

Cupboards and linen storage

In Cian's survey, 37% highlighted planned storage. Mark places for luggage, linen and coats on the plan. Keep clean, dry linen apart from wet items and everyday things within reach.

Beach storage

In the building, provide somewhere for surfboards, bicycles and beach chairs. In the unit, add a washable recess for sandals and a short route to the drying area.

Refs. [S6] [S4] [A1]

> ■ DURING THE VIEWING
>
> Walk in carrying a bag. Try the bench, shoe cupboard and door swing.

Living room, dining and kitchen

Start with the dining table and those who use it. A family may want to see whoever is cooking, yet sometimes want to contain smells or noise.



VISUAL STUDY / SLIDING PARTITION AND DINING TABLE · AI

Living room

In NAFI/Urban's survey of people aged 14 to 24, 82% included a living room in their ideal home. For the pilot, design for conversation and reading, keeping the route to the balcony clear.

Dining room

In the same survey of aspirations, 52% wanted a dining room. A table can go in an open-plan space. Show whether four chairs can be pulled out without blocking the way and whether there is light for dinner after dark.

Kitchen

In Cian's survey, 49% chose a modern kitchen. Among current or prospective Moscow renters aged 25 to 40, 47% preferred a separate kitchen and 31% an open one. Test a sliding partition, extractor and preparation counter.

Refs. [S8] [S4] [S5] [A4]

> **DURING THE VIEWING**
>
> Open the refrigerator and drawers with the partition closed. Then open the partition and sit at the table. Both configurations must allow cooking and serving without hitting the chairs.

Bedrooms and workspace

A second bedroom can serve a child, a guest or someone working from home. Each use calls for its own balance of light, furniture and privacy.



VISUAL STUDY / FLEXIBLE BEDROOM · AI

■ YOUNG PEOPLE’S IDEAL HOME

87% included a bedroom, 57% wanted a separate children’s room and 44% wanted a study. NAFI/Urban surveyed 600 people aged 14 to 24 in Russia about the home they hoped to have.

Refs. [S8]

Main bedroom	Provide effective blackout, a separate reading light and room for wardrobe doors. Simulate winter sun and summer shading. A visit near lifts, the street or leisure areas helps reveal noise levels.
Child’s room	Test the bed, desk and toys with the door and window in use. Prioritize daylight without glare on the desk. Two children may need separate study corners.
Study	In a survey of over 1,700 remote or hybrid workers, 27% worked in the bedroom and 14% in a study. Offer an enclosed space with outlets, internet access and a suitable background for calls.

Refs. [S9] [T1] [A2] [A3]

■ DURING THE VIEWING

Close the door, make a call and check the passage behind the chair.

Bathroom and laundry

Bathing and drying laundry bring habits learned in a different climate into contact with the realities of a coastal home.

71%

preferred a bathtub in the Moscow rental sample

32%

of respondents with a balcony used it to dry clothes

These were separate surveys of different groups. The first concerned current and prospective renters aged 25 to 40. The second describes everyday behavior in Russia. They suggest two different tests.

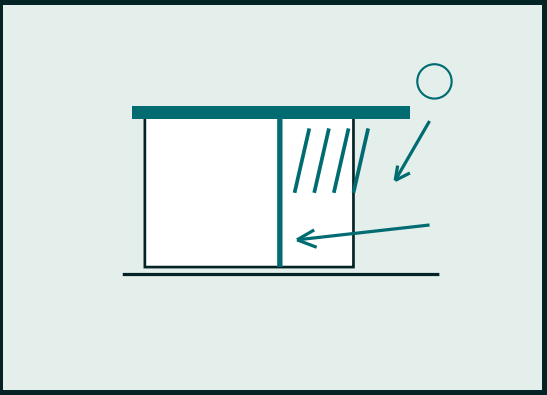
Refs. [S5] [S10]

Bathroom and en suite	Design a comfortable shower, ventilation, towel storage and recesses within reach. Where feasible and space allows, price a bathtub as an option. Show how the water is heated and what upkeep involves.
Laundry	Reserve a ventilated drying space for towels and bed linen, with room for a basket and the open washing machine door. If a dryer is planned, identify installation requirements, cost and access for servicing.
Guest toilet	Guests may appreciate a bathroom near the living room. In a compact home, weigh that convenience against the space it would take from the laundry or second bedroom.

> DURING THE VIEWING
>
> Bring one bath towel and two beach towels. Show where they dry on a rainy day while the balcony remains available for lunch.

The balcony as an everyday room

In a Rambler&Co and SberUslugi survey in Russia, 66% wanted a place to relax on their ideal balcony. On the coast, start by shading the table.



FLORIANÓPOLIS

LabEEE/UFSC describes hot, humid summers and cold fronts. Depending on orientation, the design should encourage ventilation in warm weather and admit sunlight in the cooler months.

Refs. [S10] [T1] [A5] [A7]

In hot weather	Size external shading and roof overhangs for the actual sun angles. Preserve ventilation where openings allow it. Check shade at the table and glare in the living room.
In cooler weather	In Florianópolis, the north side receives winter sun. Show where it reaches in July, accounting for neighboring buildings. Check weather seals, heating and cooling room by room.
When the home is empty	Specify hardware and finishes suited to salt air. Show how to clean the sliding track and how a caretaker enters to air the home while its occupants are away.

FOR A PROPERTY IN ANOTHER CITY

Consult the municipality’s bioclimatic strategies. A shaded balcony may be central on a hot coast. In an apartment on a busy avenue, the bedroom’s performance with windows closed can decide the viewing. Assess the facade at the actual address.

Refs. [T2]

Two styles for the same floor plan

Minimalism led Cian’s style question at 17%. High-tech received 13%, and loft and Provençal 12% each. The spread supports testing more than one design.



TWO CONCEPT INTERIORS FOR THE SAME LIVING ROOM · AI

Contemporary Brazilian

Freijó wood, a sand-colored base, olive green and studio ceramics. Flat cabinet doors, matte stone, washable fabric and warm lighting over the table.

Light classical

Medium to dark wood, ivory and blue-green. An opaline glass lamp and understated moldings give the living room character.

Refs. [S4]

TELLING THE ISLAND’S STORY

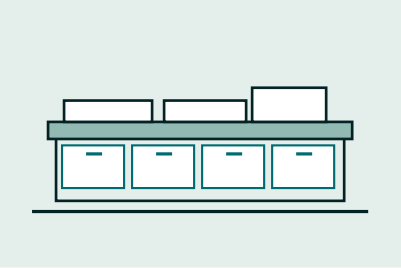
Commission bobbin lace from a local craftswoman, frame it, and label it with her name and community in Portuguese and Russian. Both schemes also leave room for art the family brings.

Refs. [T3] [A3]

A home that grows with children

Two Moscow families made storage and children's space part of the architecture. Look at the everyday problem each design solves.

A1 / 2015



Seating with storage

57 Drawers

Alexey Rozenberg · Moscow, Russia

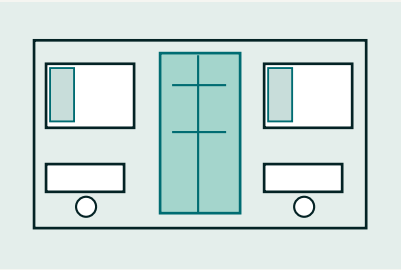
In a 175 m² apartment for a family with two children, the architect fitted 57 drawers beneath raised platforms. The reading and living areas also gained storage space.

Project and photos ↗

APPLICATION ON THE COAST

Use the same dual function for an entry bench and beneath seating. Keep the floor level where strollers and luggage move. Store things close to where they are used.

A2 / 2015



Sleep, study and play

Bagritsky

Ruetemple · Moscow, Russia

In an 80 m² apartment, a 16 m² children's room fits two sleeping and study places around a play structure. Movable modules let the family rearrange the living room.

Project and photos ↗

APPLICATION ON THE COAST

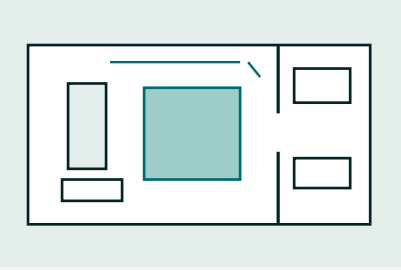
Give each child their own lighting and work surface. In the show home, present one living-room layout for conversation and another for play or a film.

Original analytical sketches, not to scale. The links open project documentation and photographs. The coastal applications are design interpretations by DASHCiTY.

Kitchens and family life

Two apartments show different ways to balance preparing meals, having a conversation and finding quiet time to concentrate.

A3 / 2025



Togetherness and privacy

V8 Apartment

DA bureau · St. Petersburg, Russia

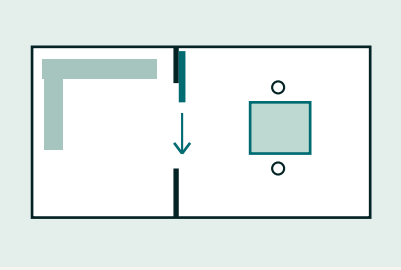
A couple with three children wanted their family piano in a 150 m² apartment. A wooden core houses a closet, guest toilet and part of the kitchen. Bedrooms occupy the more private zone.

Project and photos ↗

APPLICATION ON THE COAST

Ask which object the family will bring to Brazil. Size a place for it in the living room and give the second bedroom a door so it can be used for study or work.

A4 / 2018



A kitchen with two settings

BON Apartment

David Ito Arquitetura · São Paulo, Brazil

In this 80 m² Pinheiros home, sliding panels disappear into the walls or close off the kitchen. The couple kept the balcony at its original size and gained an adjustable terrace table.

Project and photos ↗

APPLICATION ON THE COAST

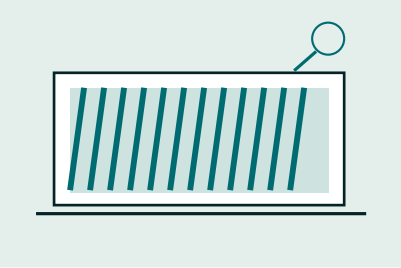
Test the partition while using the refrigerator, cabinets and chairs. Reserve outdoor dining space and specify which fittings come installed.

Original analytical sketches, not to scale. The links open project documentation and photographs. The coastal applications are design interpretations by DASHCiTY.

Where home meets the street

In Florianópolis and São Paulo, the treatment of the site boundary shapes bedroom views, available shade and the experience of arriving home.

A5 / 2014



Sunlight, views and privacy

Jurerê Internacional House

Pimont Arquitetura · Florianópolis, Brazil

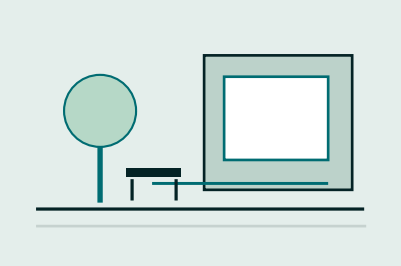
North-facing bedrooms have sun screens to regulate light and views from the street. The layout encourages cross-ventilation and provides a shaded outdoor area.

Project and photos ↗

APPLICATION ON THE COAST

Before choosing glazing, model sunlight on the facade and decide where the family needs privacy. In sales materials, show when the outdoor table is in the shade.

A6 / 2011



Transition from building to street

Rua Simpatia Building

GRUPOSP · São Paulo, Brazil

Two blocks stand around the entrance court. By setting the boundary fence back, the building gives the street a small square, a bench and a tree.

Project and photos ↗

APPLICATION ON THE COAST

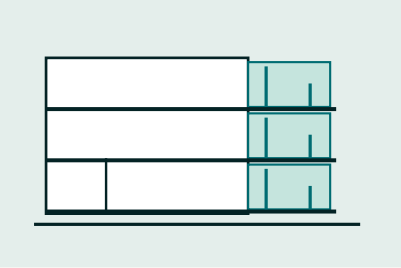
Combine access control with a welcoming entrance. A shaded bench is a place to wait for transport or rest while walking with a child.

Original analytical sketches, not to scale. The links open project documentation and photographs. The coastal applications are design interpretations by DASHCiTY.

Living spaces between inside and out

In Bordeaux, apartment extensions support private activities. In Singapore, the terrace creates opportunities for neighbors to meet.

A7 / 2017



Depth for outdoor living

Grand Parc Bordeaux

Lacaton & Vassal, Frédéric Druot and Christophe Hutin · Bordeaux, France

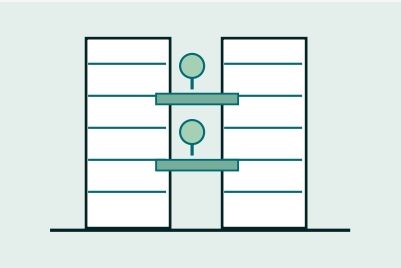
The transformation of 530 homes added winter gardens and balconies, connected to the interiors by large sliding doors. The new space supports different activities throughout the day.

Project and photos ↗

APPLICATION ON THE COAST

For a Brazilian retrofit, first assess shade, airflow, structure and facade. The transferable idea is a usable strip of living space between indoors and out.

A8 / 2015



Gardens on everyday routes

SkyVille @ Dawson

WOHA · Singapore

Groups of 80 homes share an airy terrace and garden. Communal spaces are spread across several levels, and a rooftop park includes a walking route.

Project and photos ↗

APPLICATION ON THE COAST

On a smaller scale, place shaded rest stops along routes residents already use. Observing how people use them tells you more than counting amenities.

Original analytical sketches, not to scale. The links open project documentation and photographs. The coastal applications are design interpretations by DASHCiTY.

What is worth sharing?

The courtyard, entrance desk and route to the lift influence a decision as much as leisure facilities. Each area's usefulness can be demonstrated.



VISUAL STUDY / ARRIVAL AT THE BUILDING · AI

■ A COURTYARD FOR EVERYDAY USE

KORTROS surveyed 1,500 people in Russia. If there were quiet areas, seats for relaxing and sheltered spots, 42% said they would spend more time in the courtyard. Another 52% said they might.

Refs. [S12]

Arrival	Provide rain cover, a place to wait and a continuous route from street to entrance and lift. Demonstrate how guests, deliveries, bicycles and strollers enter.
Leisure and quiet	Separate the play courtyard from the most exposed bedrooms and provide shaded seating for adults watching children. Visit while it is in use to understand the impact on the neighboring block.
Pool, gym and practical amenities	A tenant in Florianópolis mentioned the pool and gym. Test likely use and costs for each profile. A foot rinse, bicycle stand and beach-gear storage may address more frequent needs.

Refs. [S2] [S11] [A6] [A8]

■ A TEST AT THE VIEWING

Follow the route from pavement to apartment door with a bicycle or stroller. Note steps, heavy doors, exposed areas and waiting points.

What the neighborhood offers

In NAFI's national survey of 1,600 adults in April 2025, local infrastructure and mobility ranked among the leading factors in choosing a new home.

51%
local amenities such as schools, shops and parks

50%
location and access to transport

37%
the district of the city where the home is located

Refs. [S7] [S7b]

FROM DATA TO VIEWING

Convenience	Year-round residents and remote workers may need schools, pharmacies, groceries and health care in every season. Check opening days and hours, and the walk to the entrance.
Mobility and access	Test the route on foot, with a stroller and by public transport. Observe pavement continuity, crossings, slope, lighting and the return journey in rain or darkness.
Nature and leisure	Among respondents aged 14 to 24, 73% wanted a park or green space near home. On the coast, walk to the beach and try another outdoor destination for days without a swim.
Safety and social ties	Record lighting, foot traffic and crossings. Ask where the visitor feels safe and whether they know any neighbors. Assess perceptions separately from official indicators.

Refs. [S8] [S2]

These percentages describe respondents in Russia. In Brazil, the importance of each destination depends on who lives there, works, cares for children or comes on holiday.

Jurerê and Canajurê in practice

A neighborhood assessment starts at the property entrance. Until a specific unit is chosen, the destinations below guide fieldwork. Measure distance and time on the visit.

JURERÊ / SHOPS, HEALTH CARE AND TRANSPORT

Jurerê OPEN	Use Avenida dos Búzios, 1800, as a verifiable destination for shopping and socializing. Walk to the entrance a resident would use and note shade, crossings and winter services.
Health care and buses	CNES lists the Jurerê Health Center at Rua Jurerê Tradicional, 242. Consórcio Fênix bus 272 serves Jurerê. Check the service needed, stop, direction and return schedule.

Refs. [T6] [T7] [T8]

CANAJURÊ / ACCESS TO THE SHORE AND LOCAL TRAVEL

From the property, use GeoPortal and the city's Acesso à Orla plan to find the public route serving that address. Walk both ways. Record steps, gradients, clear width, pavement gaps and where a stroller needs assistance.

Also compare weekday trips to a grocery store, school or health center. Note whether a car is needed and what changes on a summer weekend. Record the date, time, transport mode and a photo of the observed point.

Refs. [T4] [T5]

FIELD RECORD FOR EACH ADDRESS

Start and destination	Entrance → facility or public access point
Conditions	Date, time, mode, weather and season
Record	Outbound/return times, barriers and a workable alternative

From design to handover

Separate permanent investment from features residents can personalize. Discuss the price and upkeep of each choice before reservation.

In the design	Consider siting, shade, window frames, weather sealing and acoustic comfort. Reserve space for the laundry, panels and storage, and enough room at the table. Some decisions depend on the structure and facade.
In a finished home	Bench and ventilated shoe cabinet, hooks, curtains, reading lights, washable furniture and a desk. Reversible changes let the team test interest with less initial investment.
As options	A bathtub where feasible, extra cabinetry, a furniture package or terrace equipment. Present the quoted extra cost, lead time and effect on usable floor area.
In sales materials	A dimensioned furnished plan, solar orientation, included items and options, costs in Brazilian reais and an after-sales contact. Where relevant, state the rules for the intended type of letting.

BILINGUAL LISTING EXAMPLE

Две отдельные спальни, гостиная и крытая терраса. Кухню можно отделить раздвижной перегородкой.

Two separate bedrooms, a living room and a covered terrace. A sliding partition can close off the kitchen.

Listing bedrooms, living room and bathrooms separately avoids ambiguity between markets. The Russian description must match the specific unit offered.

Refs. [T10]

How to tell whether buyers see value

Interview 12 to 15 Russians living in Brazil or looking for a home there. Record intended use, family composition and budget range.

Listen before showing	Ask about the last trip back from the beach, where they dry clothes when it rains and which route they would take several times a week. Ask for an actual experience.
Compare the same plan	Alternate the order of the two interior schemes. Keep size, position, view, building and price the same. Record the choice and the reason.
Ask for a priced choice	Show actual quotes for the partition, bathtub or furniture. Within a fixed budget, ask what they would keep, replace or remove.
Visit the address	Walk the route the person chooses. Ask for an essential feature, a barrier and something that would make them choose a different unit.
Follow the decision	Compare stated choices with quote requests, options ordered and offers made, by buyer profile. Record any reason given for withdrawing.

WHEN TO REPEAT A FEATURE

Keep a feature in the design if it solves a task raised in more than one interview, fits the property technically and still interests people once priced. Record differences between permanent and second-home buyers.

A qualitative round guides the pilot. Estimating a price premium requires comparing offers or sales of equivalent properties while controlling for views, size and location.

A home ready to settle into

A family arrives on the island with a moving date, luggage and objects that have crossed an ocean. What could feel like their own from the very first night?



CONCEPT IMAGE OF A RENOVATED COASTAL APARTMENT · AI

THE PROPOSAL FOR JURERÊ AND CANAJURÊ

Offer a renovated, furnished house or apartment with good light, space for the family and a verifiable move-in date. Residents can choose some of the artwork and bring pieces of their own.

Buyers with a fixed moving date may value immediate keys. Second-home owners may also want to know who looks after the property while they are away. Someone who wants to direct their own renovations may prefer to buy the unit as it stands.

The Brazilian sources reviewed do not compare Russian purchases of new developments, resale homes and renovated units with art. The following pages explain the basis for a pilot and how to assess the local response.

The advantage of viewing today

ORO asked people who had already bought on the resale market why they chose it. The survey covered Moscow and the surrounding region in March 2025.

REASONS GIVEN BY RESALE BUYERS



Selected responses to the same question. People could give several reasons. Bars run from 0 to 100%.

Refs. [R1]

WHAT TO DEMONSTRATE IN FLORIANÓPOLIS

Move-in date	Give a realistic date for key handover and occupation. Offer a viewing with the home's systems working, including for people joining by video.
Checking the property	Open the windows, turn on the shower and reading light, and visit at a busy time. Buyers can see the actual view, hear the noise and learn the route from the entrance.
Budget	Show the total cost to move into a home with equivalent finishes and furnishings. A lower price also influenced many buyers in the sample.

Of the international purchases by Russians tracked by Tranio, resale properties accounted for 11.1% in 2025 and 19% in 2024. The data cover several destinations and property conditions. A completed new home may also be sold on the primary market.

Refs. [R8]

What builds trust in a renovation?

An older home may offer quiet, high ceilings and light. A viewing must also address what lies behind the walls and the condition of the building itself.

What attracts buyers

60% mentioned thick walls and sound insulation. High ceilings appealed to 40%, and large windows to 31%.

What puts buyers off

62% pointed to worn-out services. A missing or poorly functioning lift deterred 44%.

Avito's online survey reached 10,000 people in Russia in February 2026. Check perceived acoustic comfort in the particular pilot property.

Refs. [R3]

FINDINGS FROM TWO STUDIES OF HISTORIC BUILDINGS

In Moscow, 86% of residents surveyed in renovated cultural-heritage buildings were satisfied with the outcome. These were the views of people who experienced the work in their building.

In St. Petersburg, about a third of the prospective buyers surveyed by Etalon Group said they would accept paying 5% to 10% more for a historic unit if it had features such as modern services and a lift. This developer survey measured stated intentions.

Refs. [R4] [R5]

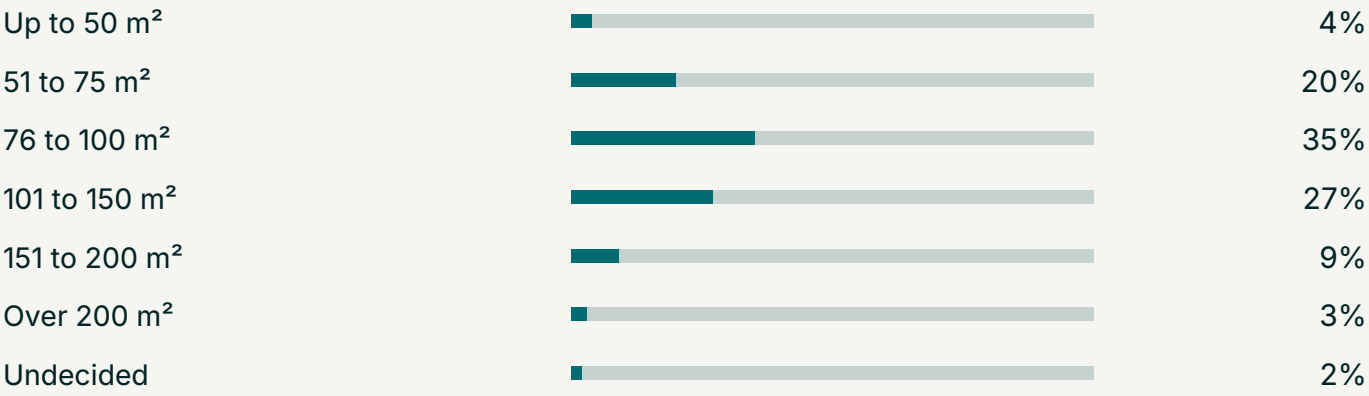
IMPLICATIONS FOR PRICING IN BRAZIL

To estimate a premium in Jurerê, use comparable local deals and actual offers. When showcasing an older building, explain what has been restored and which systems remain the condominium's maintenance responsibility.

How much space matters?

In May 2026 VTsIOM asked 1,600 adults in Russia about their ideal home. The most frequent answer was 76 to 100 m². A further 27% chose 101 to 150 m².

DESIRED TOTAL AREA / ALL RESPONDENTS



Refs. [R2]

Asked about housing type, 64% pictured a detached house and 34% an apartment. The areas above combine both groups and describe aspirations. Total area in the survey and private floor area advertised in Brazil may be measured differently.

TWO FLOOR PLANS TO TEST ON THE ISLAND

85–100 m² apartment

Proposed private floor area. Two bedrooms with doors, a dining room for guests and a balcony. Test privacy on a call and show where clothes dry when it rains.

110–150 m² house

Proposed built area. Two or three bedrooms to suit the family, a flexible room, a table for six and a shaded yard. Show how to maintain the garden and what happens when the house is empty.

With the budget in view, ask the family to choose between a third bedroom, a larger living room or an address closer to school. The choice reveals why they want more space.

Art that welcomes people home

VTsIOM asked people what they already have at home and why they buy art. Their answers help distinguish what to offer from what to leave for the family to choose.

53%

of 1,600 respondents display paintings, reproductions or posters at home

56%

of those who had bought art cited creating a cozy home as a reason

Among purchasers, 27% also mentioned remembering people or moments. The questions were asked of different groups and allowed multiple answers.

Refs. [R6] [R7]

THE HOME IN EVERYDAY LIFE

Arriving	Restore a feature with a history, such as parquet or a wooden door. A console table holds keys and mail, with room for the first photograph the family brings.
Spending time together	Hang a local artist’s print at seated eye level. Add a lamp for an open book and São José pottery for the table. Identify the maker, origin and care instructions in Portuguese and Russian.
Choosing	Offer the furnished home at a clear price. Present two or three available works separately with the artist’s name and an individual price. Keep a wall and shelves for the resident’s own collection.

Refs. [A9] [A10] [T11] [T3]

THE QUESTION TO ASK AT A VIEWING

Which object would you insist on bringing? The answer might make room for a piano, an armchair or the children’s drawings.

From a collector’s home to a whole building

Two home renovations show how to preserve memories. Two buildings illustrate what changes when the project extends to the whole structure.

A9 / SÃO PAULO · ESTUDIO FM + ROSENBAUM

Louveira Apartment

Across 150 m², white tiles and a wooden lattice screen recall the owner’s childhood. Ask buyers which material makes a room feel familiar.

Project and photographs ↗

A10 / SÃO PAULO · MNBR ARQUITETOS

1950s house in Pinheiros

The 350 m² renovation brought together pieces from friends, artworks and travel mementos. In the pilot, set aside walls for a collection that can grow with the family.

Project and photographs ↗

A11 / SÃO PAULO · METRO ARQUITETOS

Renata Building

Converting offices into housing restored the facade. Setting the window frames back created balconies and access to the perforated cobogó screens. A facade decision changed everyday use inside the apartments.

Project and photographs ↗

A12 / CENTRAL FLORIANÓPOLIS

Rua Trajano building

A former university building reopened with 46 units of 30 to 80 m² for short and long stays. It is a local example of reuse, with its own product and audience.

Project and photographs ↗

The four projects illustrate solutions built in Brazil. Each design and floor area responds to its original brief.

What “100% renovated” covers

Families must be able to check what comes with the keys. A single sheet should describe the scope and move-in date, with supporting documents available to review.

Inside the unit	List what was replaced, restored and retained. Attach an updated plan, work photos, dates, responsible professionals and applicable warranties. Show the electrical and plumbing systems and any signs of damp.
For an apartment	Identify the boundary between private and shared systems. Give available information on risers, lifts, facade, water ingress, approved works and any special assessments.
For a house	Include the condition of the roof, waterproofing, site drainage and window and door frames. Explain the upkeep of the garden, access and open areas during a prolonged absence.
Furniture and art	Inventory the included items, optional pieces and their makers. State what is already present and what will arrive later. Give each package a total price in Brazilian reais.
First night	Demonstrate hot water, air conditioning, lighting, locks and appliances. Give the move-in date, any services buyers must activate and an after-sales contact.

Refs. [T12] [R3]

> **DESCRIBING THE WORK ACCURATELY**
>
> If only the apartment was renovated, describe it as a fully renovated apartment and disclose the condition of shared areas. Use “rehabilitated building” when documented work covers the whole building.

A pilot with a real price and date

Choose an actual house or apartment in Jurerê or Canajurê. Families must be able to visit, compare and make an offer on the specific property shown.

THREE OPTIONS FOR THE SAME HOUSING NEED

Off-plan purchase	State expected completion, payment schedule, what is delivered and the extra time required for finishing and furnishing.
Resale to renovate	Show the current condition, a work estimate and time until move-in. Identify who would coordinate contractors and choices.
Renovated and ready	Show the finished unit, the price of the furnished base package and a move-in date that can be confirmed. Offer art curation as a separately priced option in the same home.

WHAT DOES IT COST TO REACH MOVE-IN DAY?

For each option, add missing items, renovation work and any temporary housing needed before move-in to the price. Record common charges, payment schedules and what is already included. Compare similar size, views, building condition and location.

HOW TO TEST

In 12 to 15 conversations with Russian buyers or residents, record intended use, budget and timing. Alternate the order of the options. Ask participants to choose, then say what they would remove to stay within budget. Track second viewings, written offers and uptake of the art option.

INTERPRETING THE RESPONSE

If inquiries and offers focus on the furnished, ready-to-move home, keep that offer. If buyers also include individually priced works, expand the selection. Use comparable local sales to estimate any premium.

Sources for housing design decisions

Each entry opens its source. Age groups, geography and question type determine how each figure can be used.

S1 Cechinel, Lenzi and Assis · ENANPEGE
Florianópolis, 2025. Exploratory study using migration and school records and digital ethnography. School data cover 2014 to 2023.

S2 Gazeta.Ru · interview with a Russian resident
Florianópolis, Nov. 2025. A tenant from St. Petersburg on her home, building amenities and access to the sea.

S3 CNN Brasil · interview with WhereInRio
Rio de Janeiro, July 2023. One real estate agency's experience in the high-end market.

S4 Cian · tables published by ASNinfo
Russia, Dec. 2025–Jan. 2026. The interior-feature question had 1,199 responses and the style question 1,226. The questions had different respondent bases.

S5 DOM.RF · survey reported by RBC
Moscow, Q1 2024. Current and prospective renters aged 25 to 40, selected by household income. The article does not give the sample size.

S6 HSE University · International Office
Guide to everyday life in Nizhny Novgorod. Cultural reference on home visits, shoes and hospitality.

S7 NAFI · criteria for choosing a new home
Russia, Apr. 2025, 1,600 adults. Infrastructure, transport, neighborhood and preferred housing type. Methodology in republication S7b.

S7B NAFI / Seldon · methodology
Republished 22 May 2025. Sample based on Rosstat statistics by sex, age, education and settlement type.

S8 NAFI and Urban · young people's ideal home
Russia, July 2023. Of 600 respondents aged 14 to 24, half were 14 to 18. Measures expectations about a future home.

S9 Rabota.ru and SberUslugi · working at home
Russia, Jan. 2024. Over 3,500 adults overall and more than 1,700 in the question about where they work remotely or on a hybrid schedule.

S10 Rambler&Co and SberUslugi · how balconies are used
Russia, Oct. 2023. Survey reported by Dom Mail. Distinguishes current use among people with a balcony from wishes for an ideal balcony. Sample size not reported.

S11 ROCKWOOL Russia · criteria for new homes
Russia, Oct. 2025. An insulation manufacturer surveyed 2,827 economically active adults about their stated preferences.

S12 KORTROS · residential courtyards
Russia, Nov. 2026, 1,500 respondents. A developer's survey on use of and willingness to spend time in shared leisure areas.

Research on renovation and living

These studies measure past behavior, perceptions or aspirations. Each link opens a table, report or article for checking the scope of the evidence.

R1 ORO · Realty Monitor, Moscow and region

March 2025, spring report, p. 16. Reasons given by people who had purchased on the resale market. The table does not state the subgroup size.

R2 VTsIOM · the ideal home in Russia

Online survey of 1,600 adults, 9–11 May 2026. The table covers the desired total area, combining people who prefer houses and those who prefer apartments.

R3 Avito Real Estate · appeal and drawbacks of older homes

Russia, Feb. 2026. An online survey of 10,000 people on buildings from different periods. Results published by Mail.

R4 VTsIOM · assessment of rehabilitated Moscow buildings

April and May 2026. The group living in recently renovated buildings had 3,202 participants. The 86% satisfaction rate applies only to the cultural-heritage building subgroup.

R5 Etalon Group · intent to buy in historic buildings

St. Petersburg, results published Sept. 2026. A developer's survey of 1,000 people, reported by Fontanka. The price premium is stated willingness to pay.

R6 VTsIOM · the home as an expression of its residents

Published March 2026. Survey of 1,600 adults in Russia. Everyone was asked which pieces were at home. The question about motivation covered only those who had bought art.

R7 RBC · coverage of the art and decoration survey

Reports the percentages for paintings, reproductions, posters and reasons for buying. Complements VTsIOM's tables.

R8 Tranio / Kommersant · Russian buyers' deals abroad

Company data published Feb. 2026. Share of resale property in international transactions observed in 2024 and 2025. The article gives no breakdown for Brazil or the condition of renovation.

Percentages from different studies were not added together or converted into a forecast of purchases in Brazil.

Galleries for the eight case studies

The profiles on pages 12 to 15 describe each built feature and its proposed adaptation. The links below open the photographs and original documentation for each case.

A1 57 Drawers · Moscow, Russia ↗
Alexey Rozenberg / 2015. Seating with storage.

A2 Bagritsky · Moscow, Russia ↗
Ruetemple / 2015. Sleep, study and play.

A3 V8 Apartment · St. Petersburg, Russia ↗
DA bureau / 2025. Togetherness and privacy.

A4 BON Apartment · São Paulo, Brazil ↗
David Ito Arquitetura / 2018. A kitchen with two settings.

A5 Jurerê Internacional House · Florianópolis, Brazil ↗
Pimont Arquitetura / 2014. Sunlight, views and privacy.

A6 Rua Simpatia Building · São Paulo, Brazil ↗
GRUPOSP / 2011. Transition from building to street.

A7 Grand Parc Bordeaux · Bordeaux, France ↗
Lacaton & Vassal, Frédéric Druot and Christophe Hutin / 2017. Depth for outdoor living.

A8 SkyVille @ Dawson · Singapore ↗
WOHA / 2015. Gardens on everyday routes.

Photorealistic views on pages 1, 6, 7, 8, 11 and 16 are AI-generated concept studies. The case-study sketches summarize spatial principles. See each architect's gallery for photographs of the built work.

Projects and sources for the new chapter

The four projects have photographs of the built work. Sources from Santa Catarina document a local craft and offer technical guidance for interpreting renovation work.

A9 **Louveira Apartment · São Paulo**

Estudio FM + Rosenbaum. The design team's account and images of work on the 150 m² apartment, reconnecting it with the resident's childhood memories.

A10 **1950s house in Pinheiros · São Paulo**

MNBR Arquitetos. Report with photographs, project area and the architect's account of adapting the house to the resident's personal collection.

A11 **Renata Building · São Paulo**

METRO Arquitetos. Description of the conversion from offices to homes, including plans, photographs and the balconies behind the existing cobogó screens.

A12 **Rua Trajano building · Florianópolis**

SCC10, July 2025. Report on the reopening and occupation of the building with 46 units of 30 to 80 m² for short and long stays.

T11 **Cotidiano UFSC · the potters of São José**

Greater Florianópolis pottery traditions and the work of the Joaquim Antônio de Medeiros School of Potters in Ponta de Baixo. An example of the connection between a place and an everyday object.

T12 **CREA-SC · condominium manager's handbook**

Santa Catarina reference on condominium maintenance and renovation, including the allocation of engineering responsibilities.

CONCEPT IMAGE

The living room on page 21 was AI-generated to illustrate the pilot proposal.

Sources on the area

Public maps and registers guide the visit. Opening hours, pedestrian access and services must be checked on the day of the trip.

T1 LabEEE / UFSC · Florianópolis climate study

Measurements in three buildings over nine months. Strategies for hot, humid summers and cold spells. Climate baseline, to be checked for each facade.

T2 Ministry of Mines and Energy · ProjetEEE

Bioclimatic data and strategies for comparing Brazilian cities and guiding local design.

T3 Alencar, Lopes and Rosa · bobbin lace

16th Colóquio de Moda, 2021. Bobbin lace as part of the cultural heritage of Florianópolis.

T4 Florianópolis City Hall · GeoPortal

Municipal base maps. Use actual addresses and routes on the property viewing sheet.

T5 Florianópolis City Hall · Acesso à Orla

City plan and sector maps for checking the status of public access points to the beach.

T6 Jurerê OPEN · development guide

Address and schedule for the open-air shopping area on Avenida dos Búzios. Check opening times for the date of the visit.

T7 Consórcio Fênix · route 272, Jurerê

Route and timetable published by the operator. Traffic affects actual travel times.

T8 Ministry of Health · CNES

Registry entry for the Jurerê health center at Rua Jurerê Tradicional, 242. Confirm services and hours separately.

T9 DASHCiTY · Territorial Intelligence Laboratory

Institutional website and visual reference for this edition. Logos, typefaces and colors follow the institutional design system.

T10 RBC Real Estate · apartment types

Russian terminology for apartments with combined kitchens and living rooms. Informs the bilingual description of rooms.

Edition of 27 November 2026. DASHCiTY — Territorial Intelligence Laboratory.