

iF product design award 2010

12. Public Design / Interior Design

Midrash
Religious and cultural center

Manufacturer

Isay Weinfeld
Sao Paulo, Brazil
<http://www.isayweinfeld.com>



Design

Isay Weinfeld
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The Midrash was designed to house a study center devoted to the debate, discussion and teaching of various themes around Jewish traditions as in literature, arts, history, etc in the search for meaning, connections and references in life. Besides a synagogue, an auditorium and classrooms, facilities include a store, a bar, restrooms, offices and a terrace on the rooftop. On the façade, a fiberglass mesh made up of Hebrew letters in different layers, sizes and tones of white overlaps the brickwork, extending from the 1st floor to the top and to the limit of the neighboring lots. Letters form the word "Midrash", which means "to draw sense".

