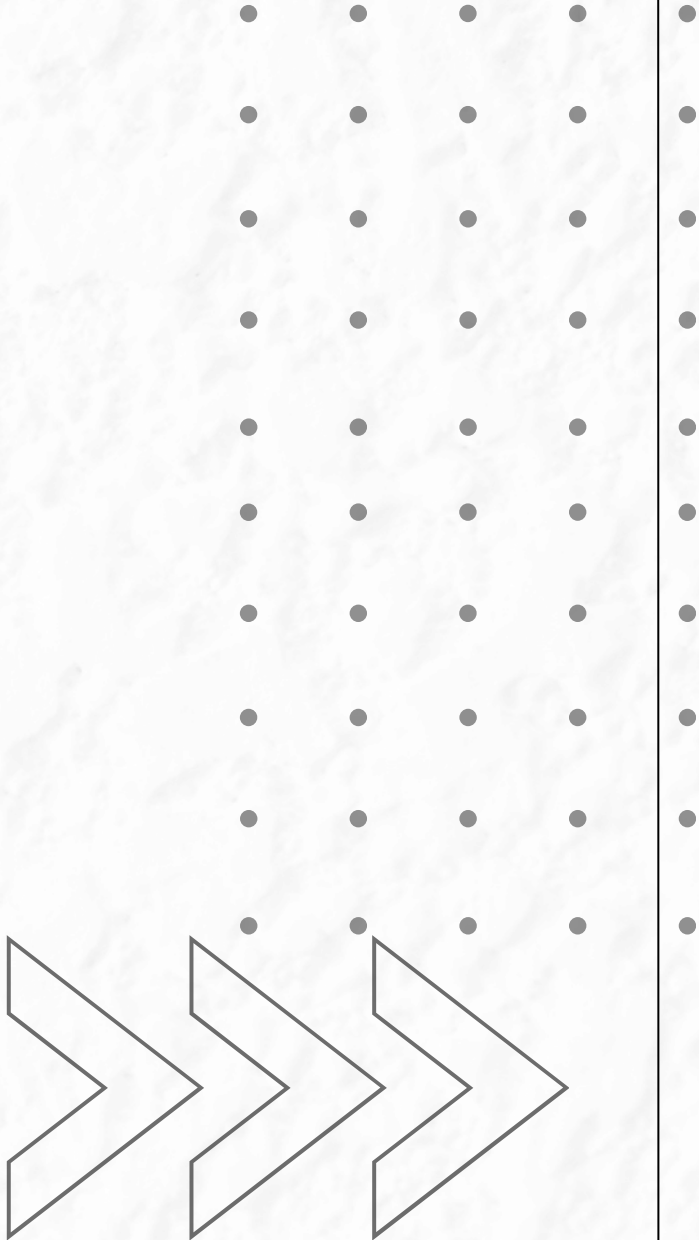
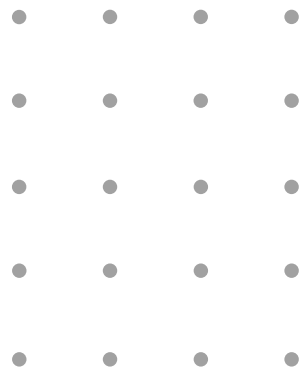
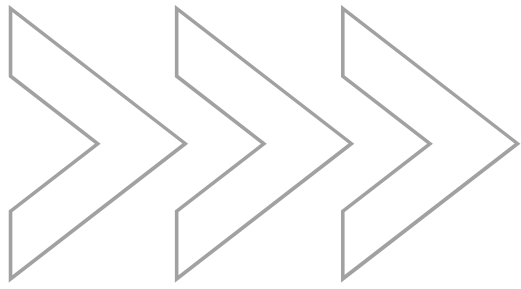


PORTFOLIO

ARCHITECTURE

By. Paula Holtz
2021 - 2025



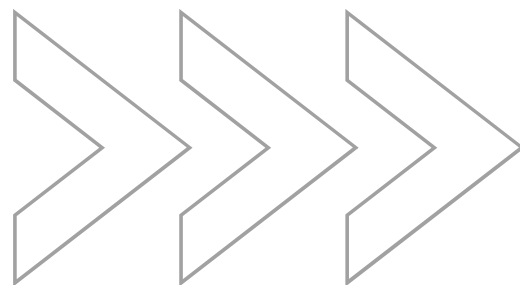


ABOUT ME

I am an architect with a passion for transforming spaces into environments that foster well-being and healing. I specialize in Healthcare Architecture and Neuroarchitecture, designing spaces that not only meet functional needs but also positively influence users' behavior and emotions.

I also have deep expertise in Lighting, using light as a tool to create atmospheres that shape perception, mood, and productivity—both in healthcare settings and in other types of buildings.

I believe architecture has the power to heal, and my work is dedicated to creating projects that unite functionality, aesthetics, and science to build more human, healthy spaces.

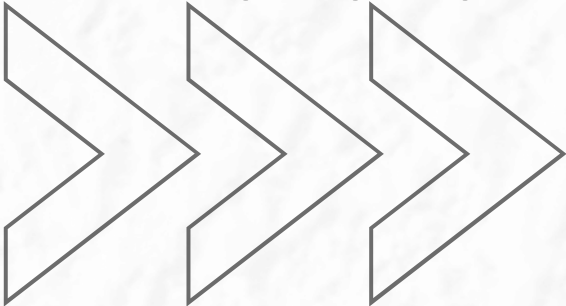


SUMMARY:

HOSPITAL-DIA OFTALMOLÓGICO	05
Creative Project 07/2025	
CLÍNICA DUO ESSENCE	08
Creative Project 07/2025	
OMNicontrol	13
Creative Project 02/2025	
CLINCARDIO	16
Creative Project 09/2025	
PARQUE DE ITAPAGIPE	20
Graduation Project 2022.2 a 2023.1	
ILLUSTRATIONS	28
2021.2	

HOSPITAL DIA

2025



HOSPITAL-DIA

Creative project for an Ophthalmology Day Hospital

Location: Vitória da Conquista, BA

Project in partnership with MB Arquitetos

ABOUT:

This Day Hospital for Ophthalmology was designed to create an excellent healthcare environment serving both private health plans and the public system, combining efficiency, comfort, and technology. The layout streamlines the movement of patients and staff to ensure fast, high-quality care.

The design applies principles of neuroarchitecture, using colors, textures, and strategic lighting to reduce anxiety and stress. Waiting areas were shaped into welcoming spaces with abundant natural light and views of indoor gardens, bringing a sense of calm.

Spread across three floors, the hospital was carefully planned to optimize circulation. The ground floor concentrates reception, consultations, and tests for easy access and quick service. The second floor houses the surgical center and inpatient area. The top floor contains administration and an auditorium, dedicated to operational support and ongoing education.



FACHADA



ENTRADA

HOSPITAL-DIA



CAFETERIA



RECEPTION 01



RECEPTION 02



WAITING AREA

HOSPITAL-DIA



MEDICAL OFFICE



BRUSHING AREA (SURGICAL CENTER)



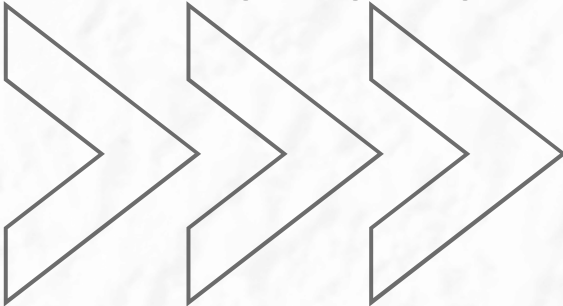
OPEN AREA



CIRCULATION

DUO ESSENCE

2025



DUO ESSENCE

Creative project for a specialty clinic

Location: Vitória da Conquista – BA

Project in partnership with MB Arquitetos

SOBRE:

The Duo Essence project was conceived to create a welcoming, premium feel that blends the charm of clay tones with minimalist design. Natural textures and soft lighting shape a calm, refined space with a balanced look.

Beyond looks, the choice of materials guides the experience: clay finishes, wood, and smooth surfaces bring comfort and warmth. Gentle lighting in the reception, hallways, and treatment rooms supports a relaxed flow and makes each area feel inviting.

The layout was planned to be simple and intuitive. Clear paths, well-defined waiting and care areas, and practical storage support daily routines and ensure efficiency. Together, these choices create a calm, elegant environment that reflects the clinic's identity and welcomes everyone with genuine warmth.



ENTRANCE

DUO ESSENCE



WAITING AREA



TOILET



WAITING AREA

DUO ESSENCE



PSYCHIATRIC OFFICE



PSYCHIATRIC OFFICE

OMNICONTROL

2025



OMNICONTROL

Corporate Creative Project

Location: Luís Eduardo Magalhães, BA

Project in partnership with MB Architects

About:

The interior design project for Omnicontrol, a company specializing in the production of irrigation control panels, set out to reflect the brand's values and identity through a functional and welcoming design.

The color palette was carefully chosen to evoke nature, with shades of green and blue that complement the company's visual identity and create a calm atmosphere.

One of the project's key concepts was the "boxed painting" technique. This creative solution used paint to visually divide different areas, clearly distinguishing spaces while also reducing construction costs.

For the pantry divider, ribbed glass was chosen to add a touch of elegance and modernity. Beyond its look, this material provides the privacy needed for meals and breaks without blocking natural light. The result is an office that balances corporate identity with smart, low-cost solutions.



ENTRADA



ESCRITÓRIO

OMNICONTROL



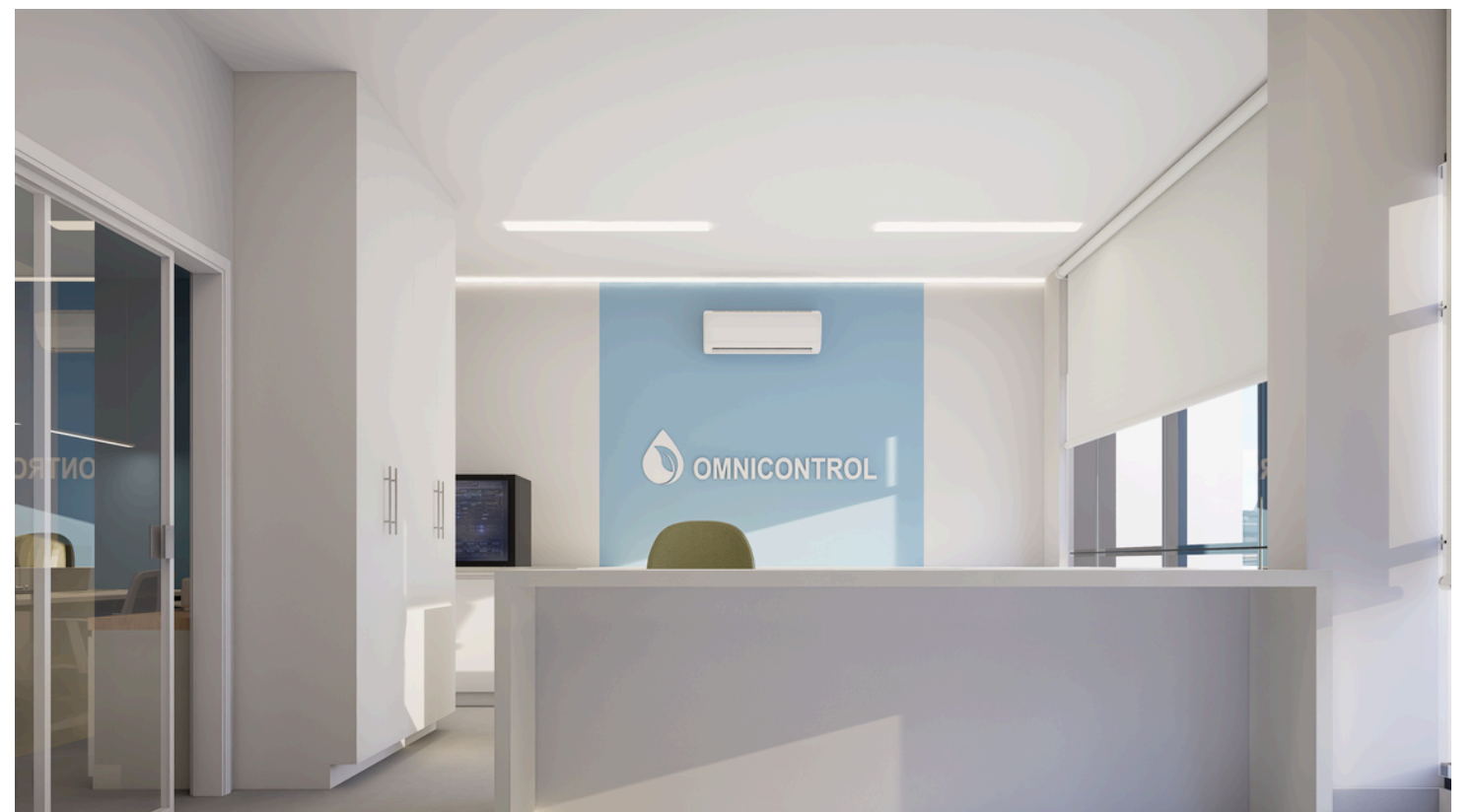
OFFICE



CONFERENCE ROOM



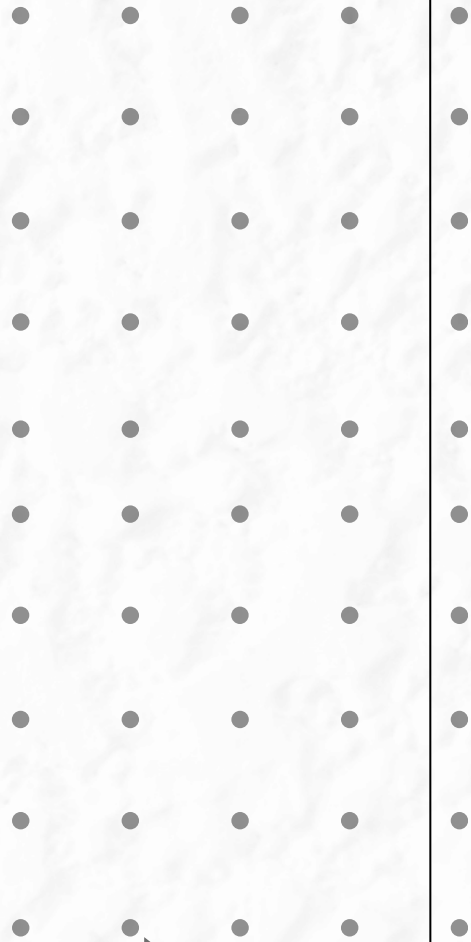
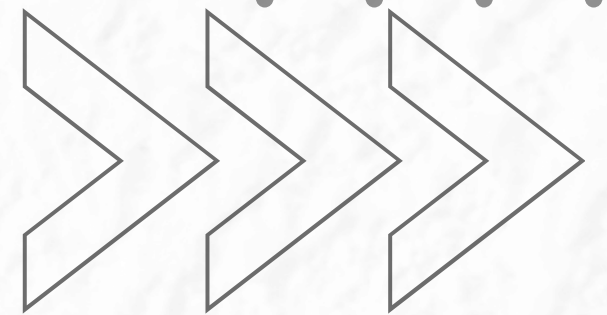
PANTRY



LAB

CLINCARDIO

2025



CLINCARDIO

Creative Project for a Cardiology Clinic
Location: Vitória da Conquista, BA, Brazil
Project in collaboration with MB Arquitetos

About:

This interior design project for a cardiology clinic was developed with the purpose of creating an environment that offers tranquility and comfort to patients, helping to mitigate the anxiety often associated with healthcare settings. The architecture was conceived as an agent of well-being, prioritizing the human experience.

The color palette, inspired by nature, features shades of green and beige harmonized with wood to create a calm and welcoming atmosphere. This chromatic choice, combined with ambient music, aims to reduce stress and promote a sense of serenity.

The furniture design was developed with inclusivity in mind, featuring wide, armless chairs in the waiting areas to ensure comfort and accessibility for overweight or obese patients.

The finishing materials reinforce the project's identity:

- Guatemala Green Marble adds a touch of sophistication and a connection to nature.
- The colors Grande Metrópole (by Coral) and Branco Gatinho (by Coral) create a neutral and light background that highlights color accents and lighting.

The result is a space that raises the standard of healthcare architecture, demonstrating that functionality can coexist with aesthetics and patient-centered care in every detail.



CONSULTÓRIO 01



ESPERA

OMNICONTROL



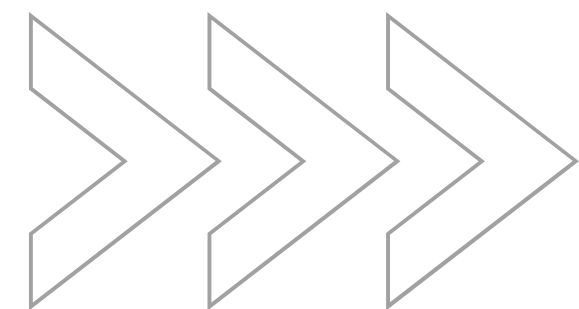
CONSULTÓRIO 01



CONSULTÓRIO 01



FACHADA



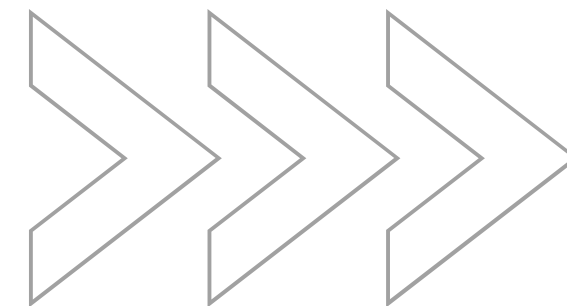
OMNICONTROL



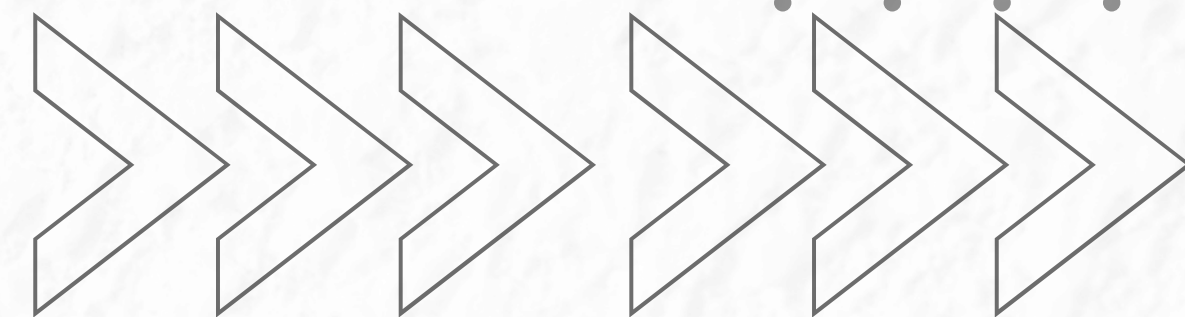
CONSULTÓRIO 02



DIAGRAMA ISOMÉTRICO



PARQUE DE ITAPAGIPE



2023



PARQUE DE ITAPAGIPE

Academic Project of an Urban Park

Location: Mangueira, Salvador, BA, Brazil

Undergraduate Thesis Project

About:

The Itapagipe Park emerges as an innovative response to the scarcity of green spaces in the Itapagipe Peninsula, in Salvador, Bahia. More than a landscaping project, it is a social and environmental intervention designed to address the lack of public spaces and combat food insecurity.

The park's concept is grounded in principles of sustainability and inclusion:

Wholeness: The project is unified by a single roof structure over the main building, visually integrating its different functions and creating a sense of cohesion and warmth.

Connection with Nature: The design encourages respectful human interaction with nature. The park features meliponaries (stingless beehives), which not only support pollination but also serve as a source of honey production and local trade.

Social Inclusion: The space was designed for all generations, with dedicated areas for children and the elderly, promoting intergenerational coexistence and the well-being of age groups often marginalized in urban planning.

Sustainability: The use of low-impact materials such as wood and ecological bricks reinforces the project's environmental commitment. In addition, the landscaping incorporates native plant species, which foster local biodiversity and require minimal maintenance.

The project also includes a community garden, encouraging local food production and offering a practical tool in the fight against hunger in the region.

Itapagipe Park thus stands as an example of how architecture and urban design can create spaces that are environmentally conscious, socially engaging, and economically sustainable.

PARQUE DE ITAPAGIPE

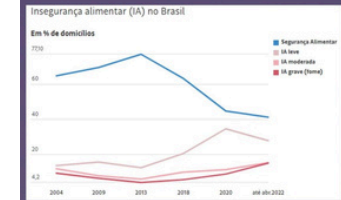
SALVADOR, BAHIA



TEMA E JUSTIFICATIVA

O tema do presente trabalho foi escolhido para mitigar os efeitos do aumento da insegurança alimentar grave e a carência de áreas verdes úteis em áreas periféricas na capital baiana através de Parque Urbano, Meliponicultura e Horta Comunitária.

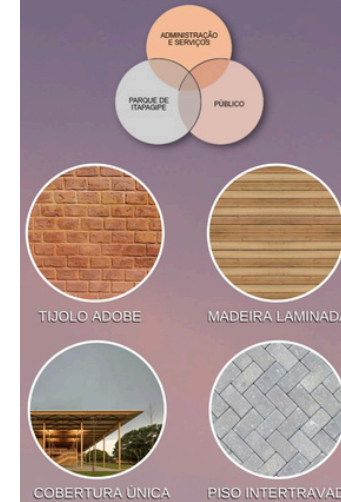
Pode-se perceber pelos seguintes dados que entre o período de 2013 a 2022, a segurança alimentar caiu drasticamente e a insegurança alimentar teve aumento. É notório que entre os anos de 2020 e 2022, durante a pandemia da Covid-19, a insegurança alimentar grave, ou seja, a fome, aumentou de 4,2% para quase 20%.



CONCEITO E PARTIDO

A sociedade das abelhas é dividida em três castas: operárias, zangões e a rainha. Cada casta exerce a sua função em prol da colmeia. Fazendo uma comparação com a sociedade humana e com o funcionamento dos equipamentos urbanos propostos pelo presente trabalho, é possível classificar as funções exercidas nele da seguinte maneira: Administração, serviços e público.

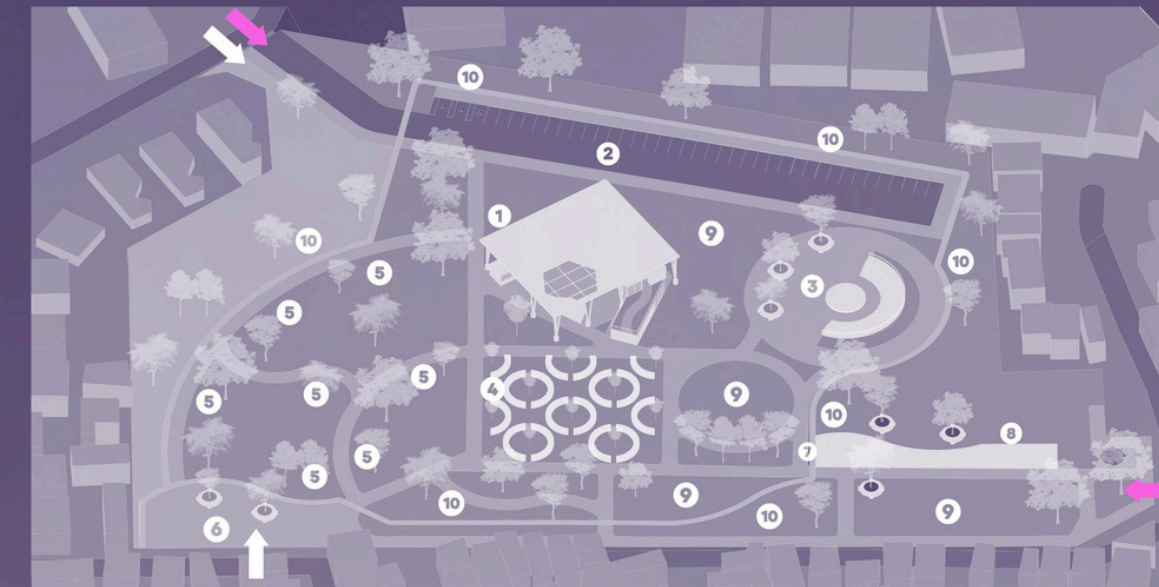
As três funções apresentadas têm a sua importância para formar a totalidade que conhecemos como Parque Urbano, apesar de divididas e cumprir papéis diferentes para o funcionamento do equipamento.



O PARQUE DE ITAPAGIPE

Para o parque, tendo em vista a influência das estações climáticas com um inverno muito chuvoso e um verão muito quente, é visto a importância de propor atividades que respeitem as épocas do ano. Além disso, é necessário a criação de mobiliários urbanos para todas as faixas etárias.

O PROJETO



- LEGENDA:
- 1 EDIFICAÇÃO PRINCIPAL
 - 2 ESTACIONAMENTO
 - 3 ANFITEATRO
 - 4 HORTA
 - 5 POMARES E MELIPONÁRIOS
 - 6 ÁREA DE CONVIVÊNCIA
 - 7 FONTE DE ÁGUA DE CHÃO
 - 8 ÁREA FAMILIAR
 - 9 ESPAÇO PARA FUTUROS EQUIPAMENTOS
 - 10 CICLOFAIXA
- MOBILIÁRIO URBANO 01 - CANTEIRO
- MOBILIÁRIO URBANO 02 - MELIPONÁRIO
- MOBILIÁRIO URBANO 03 - HORTA COMUNITÁRIA



MASTERPLAN

ÁREA CONSTRUÍDA: 1.547,19m²

ÁREA OCUPADA: 1890,85m²

ÁREA PERMEÁVEL: 11.988,82m²

ESTACIONAMENTO, CARGA/DESCARGA

JARDIM DE CHUVA COM CAPTAÇÃO DE
ÁGUA PLUVIAL

EDIFICAÇÃO PRINCIPAL

RESERVATÓRIOS

CASA DE LIXO

ENTRADA VEÍCULOS RUA
JARDIM ALVALICE

ÁREA PARA CONSTRUÇÕES
EFÊMERAS

CAMINHO COBERTO

MELIPONÁRIO 01

BARREIRA VEGETAL

ÁREA PARA CONSTRUÇÕES
EFÊMERAS

ENTRADA PRINCIPAL DE PEDESTRES RUA
CAP. VICÊNCIO CONSTANTINO
FIGUEREDO

BARREIRA VEGETAL

ENTRADA DE PEDESTRES
RUA CURIMATÁ

ANFITEATRO

MELIPONÁRIO 02

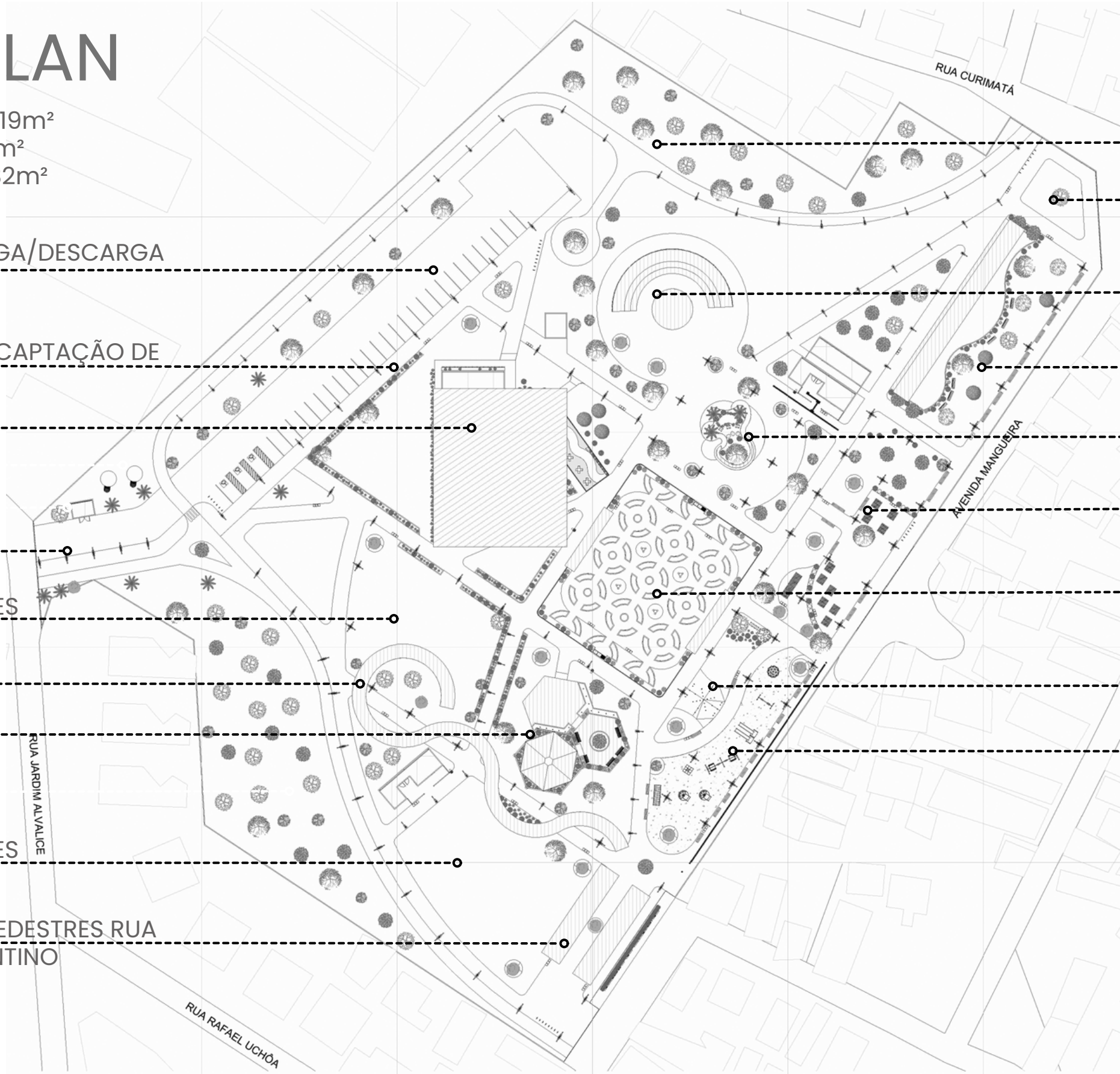
ÁREA DE EVENTOS

ENTRADA DE PEDESTRES
AVENIDA MANGUEIRA

HORTA COMUNITÁRIA

FONTE DE ÁGUA DE CHÃO

PARQUE FAMILIAR



PARQUE DE ITAPAGIPE



EDIFICAÇÃO PRINCIPAL

PARQUE DE ITAPAGIPE



MELIPONÁRIO 01

PARQUE DE ITAPAGIPE



MELIPONÁRIO 02

PARQUE DE ITAPAGIPE



DIAGRAMA HORTA
COMUNITÁRIA



DIAGRAMA MELIPONÁRIO 01

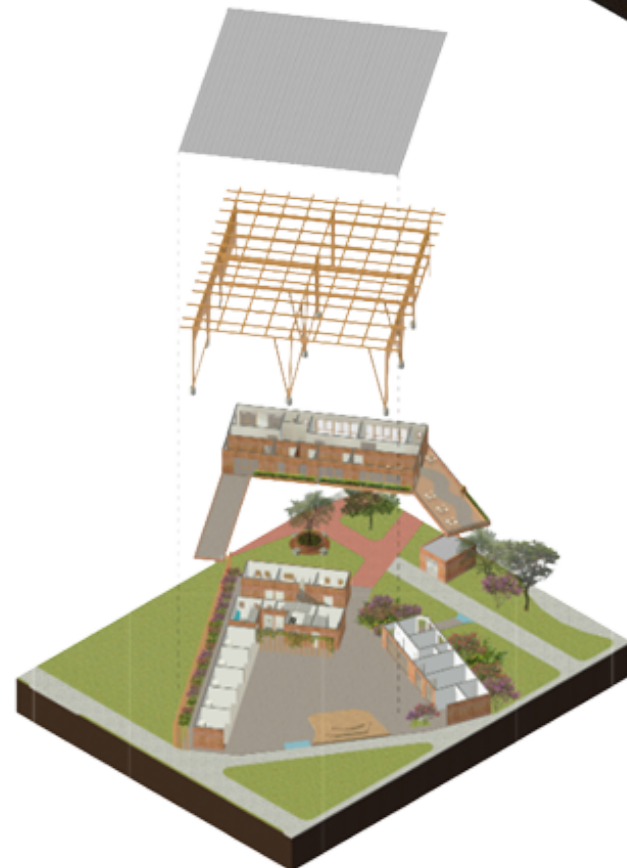
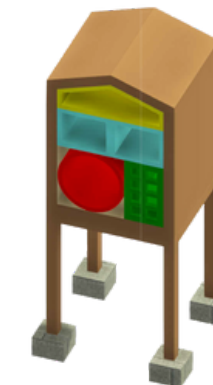


DIAGRAMA EXPLODIDO DA
EDIFICAÇÃO PRINCIPAL



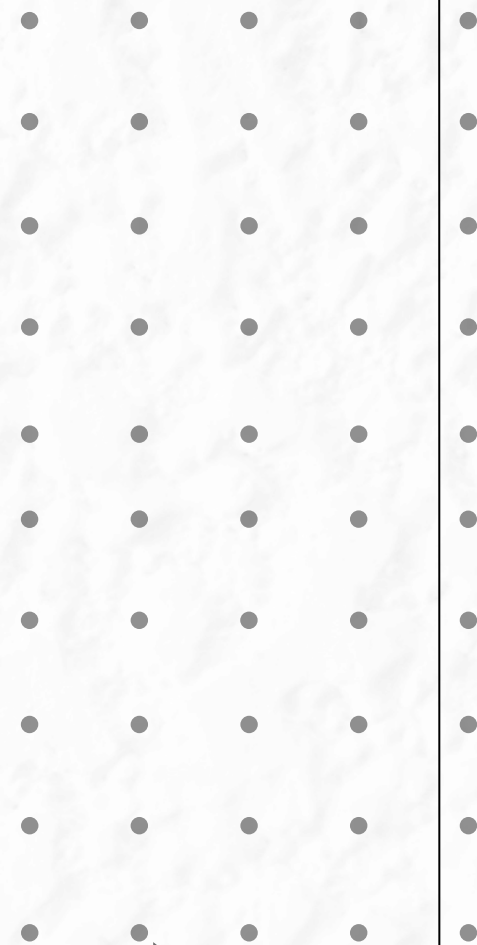
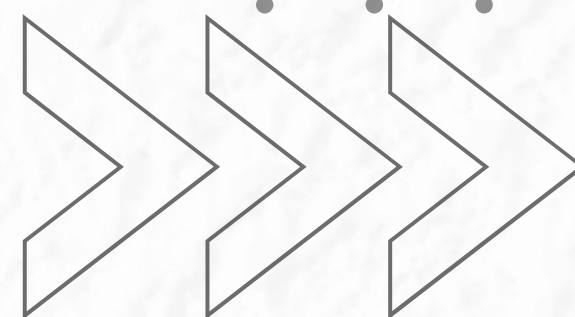
MODELO BANCO COM JARDINEIRA



MODELO DE MELIPONÁRIO (SOLITÁRIO)

ILUSTRAÇÕES

2021



ILLUSTRATIONS

Illustrations for SKBO Studio's Website

Location: Salvador, BA, Brazil

About:

Illustrations created for SKBO Studio, produced using Procreate and Photoshop.

These visual representations were designed to capture the essence and vision of two highly significant and impactful projects within the firm's portfolio: the Centro Colabore and the Jardim Botânico de Salvador.



CONTACT

EMAIL

paulaholtzarq@gmail.com

TELEFONE

+5571981059841