

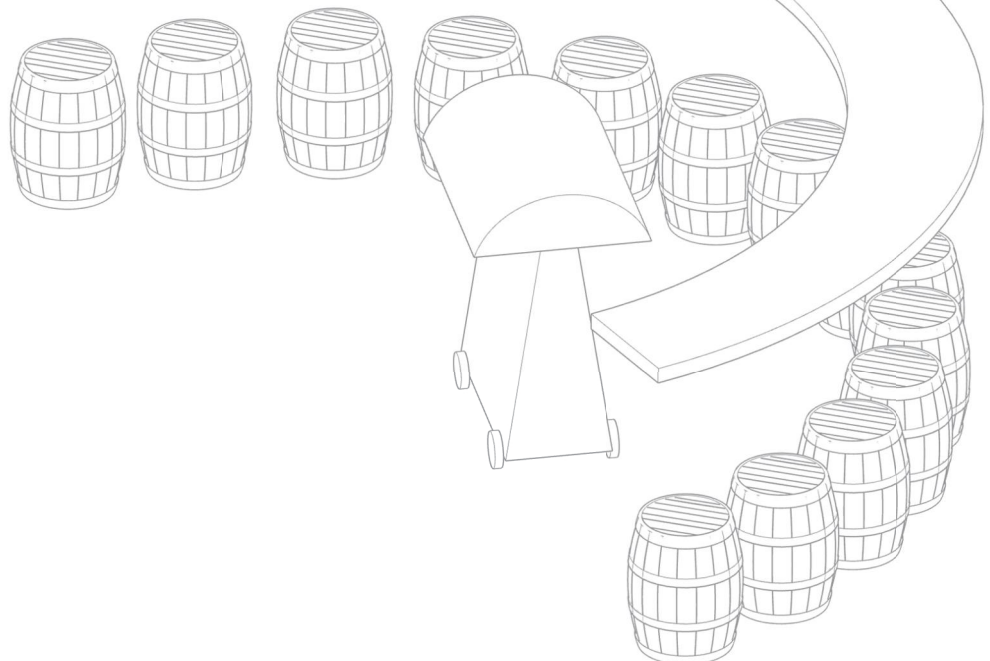
CREATIVE COMMUNITY MARKET EDITION
STREET DESIGN CHALLENGE



Street Design Challenge About
Creative Community Market Edition in

QUERÉTARO

Circulation



LOCATION ANALYSIS



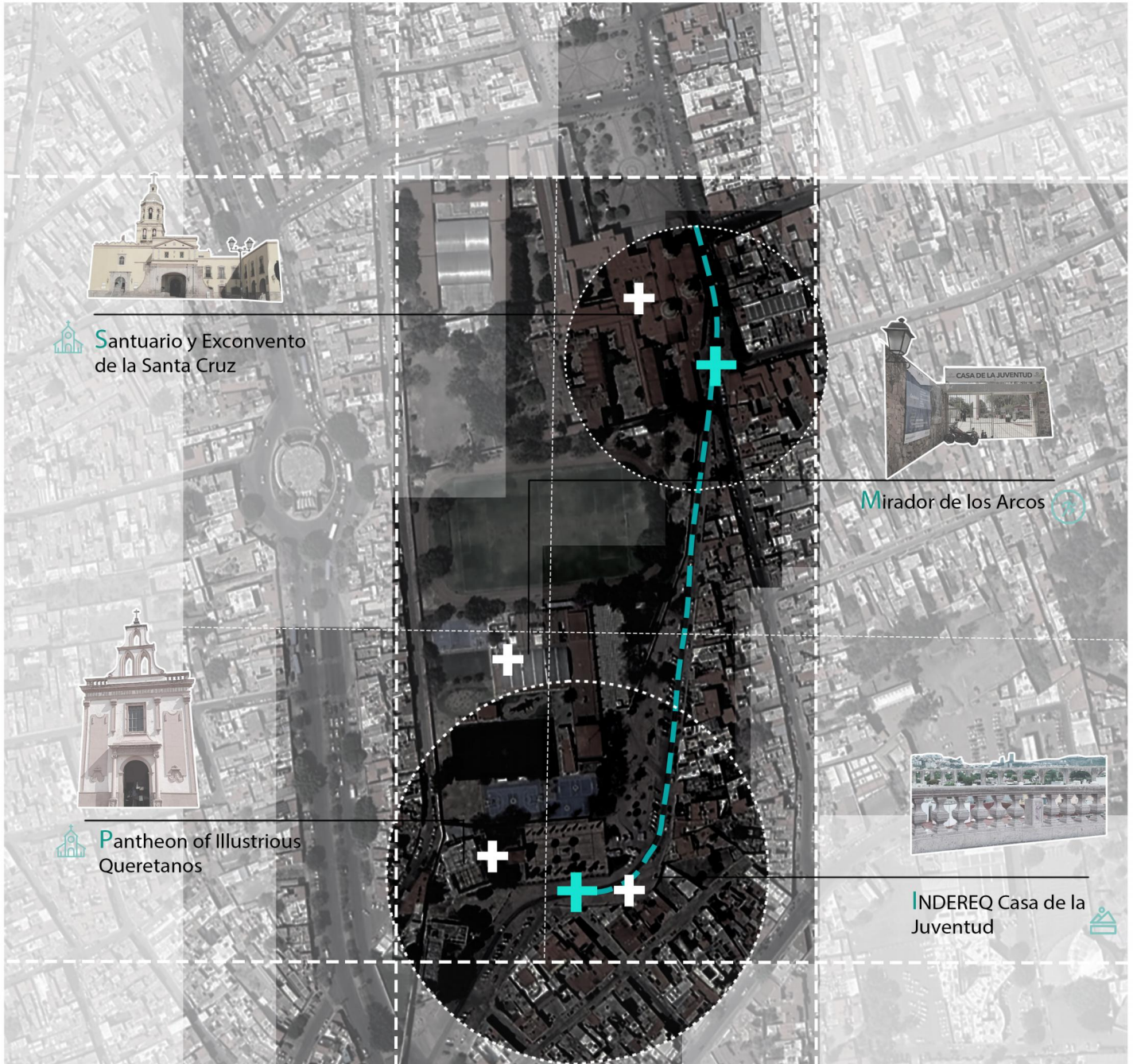
NORTH AMERICA



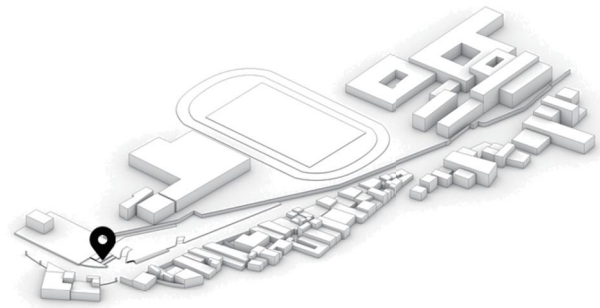
MEXICO



QUERETARO

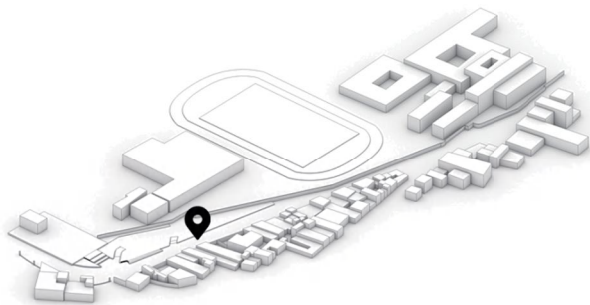


CONCEPT AND ISSUES



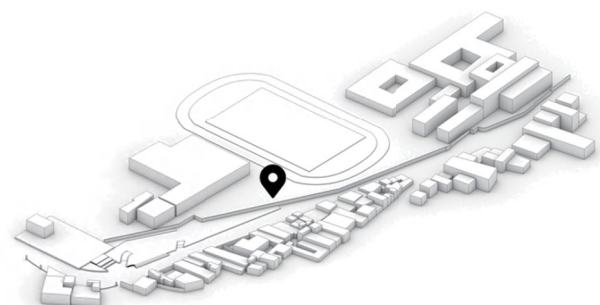
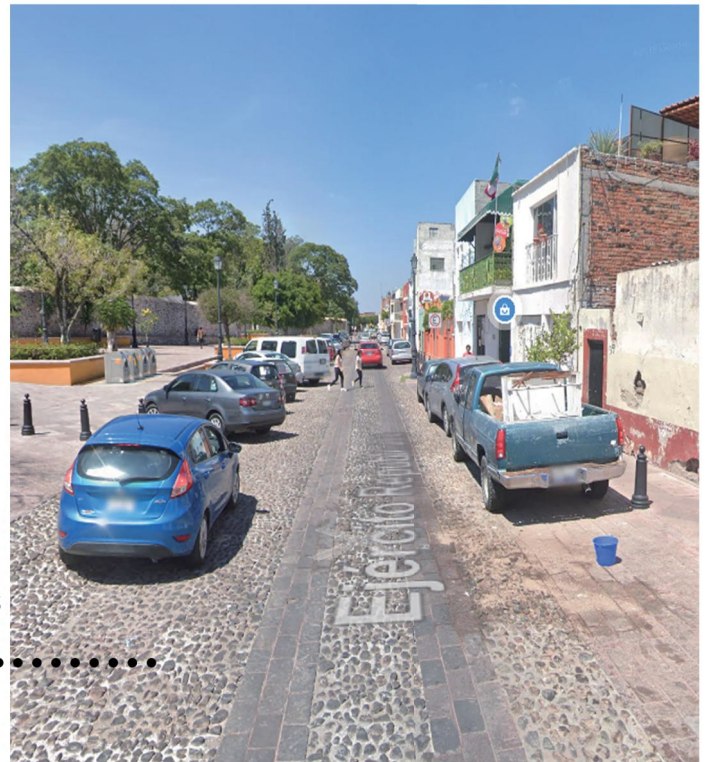
Crowded and chaotic, the market trading environment is unfriendly.

.....



Blaring car horns, mixed traffic of pedestrians and vehicles

.....



Lack of formal public spaces to accommodate basic urban activities

.....

Source:google map

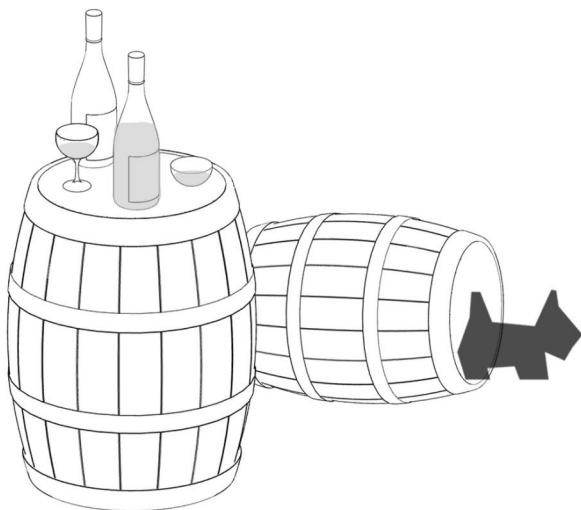
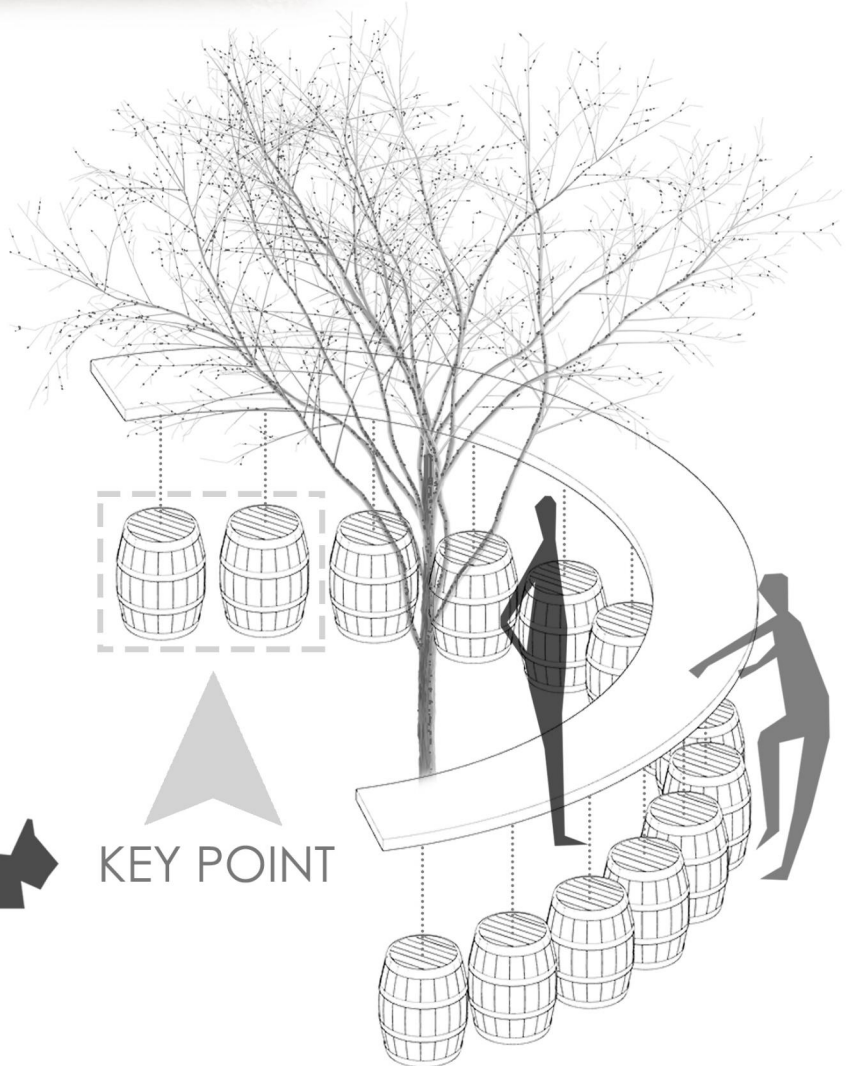
GENERAL CONCEPT IDEA



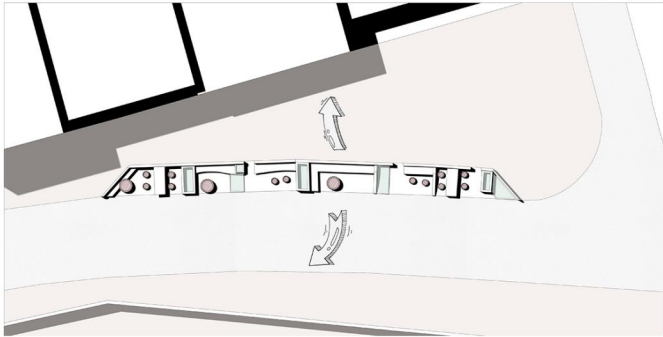
Wine is a characteristic industry of Queretaro. The climate, land quality, grape growers' enthusiasm, and tourist landscape of the region create an unforgettable perfect equation, which ensures that wine is not overlooked in Mexican cuisine.



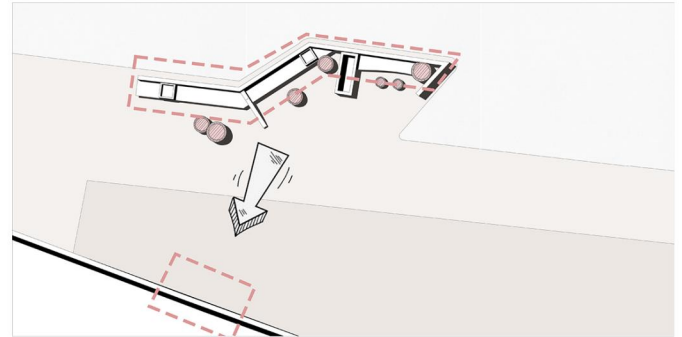
Based on research on the Queretaro wine industry and reflections on sustainable thinking, we have designed a WINE BARREL themed design with the concept of sustainable construction and waste utilization.



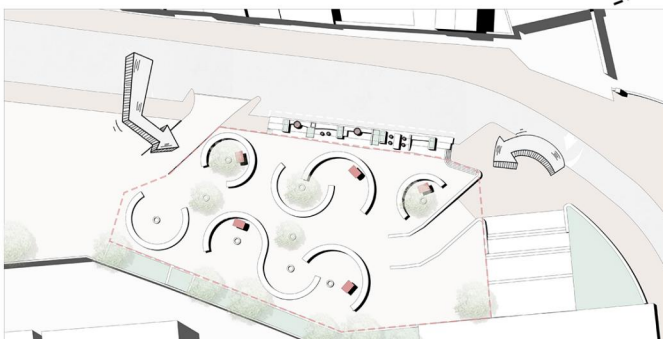
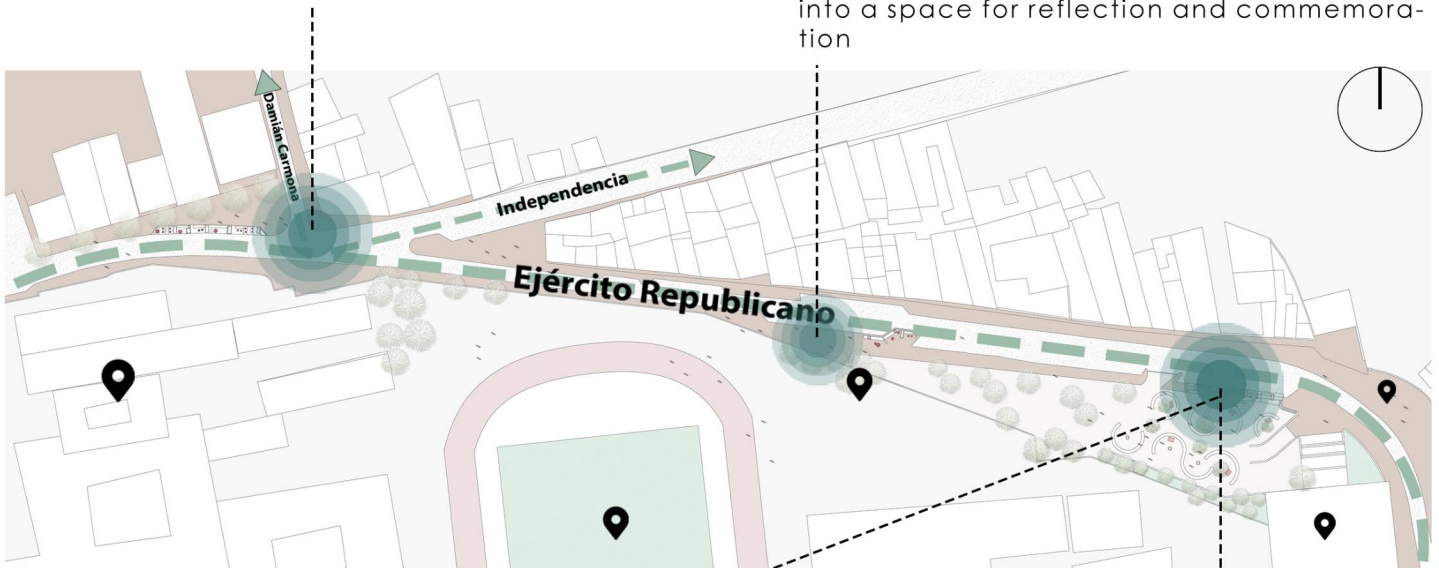
MASTER PLAN AND ANALYSIS



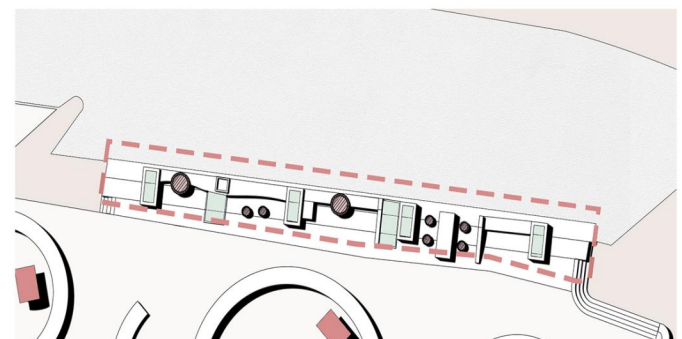
- At the intersection with Damián Carmona 23, we provide a place for visitors to rest, cool off, and recharge. Here, you can also purchase food at the market and nearby shops. The significance of setting up PARKLETS lies in this dual purpose



- El Muro Del cañonazo is one of the most iconic parts of this country's history and deserves to be remembered by the world. To preserve this history, we decided to install PARKLETS next to it, providing a resting area for pedestrians and guiding them to learn about this historical segment, transforming it into a space for reflection and commemoration

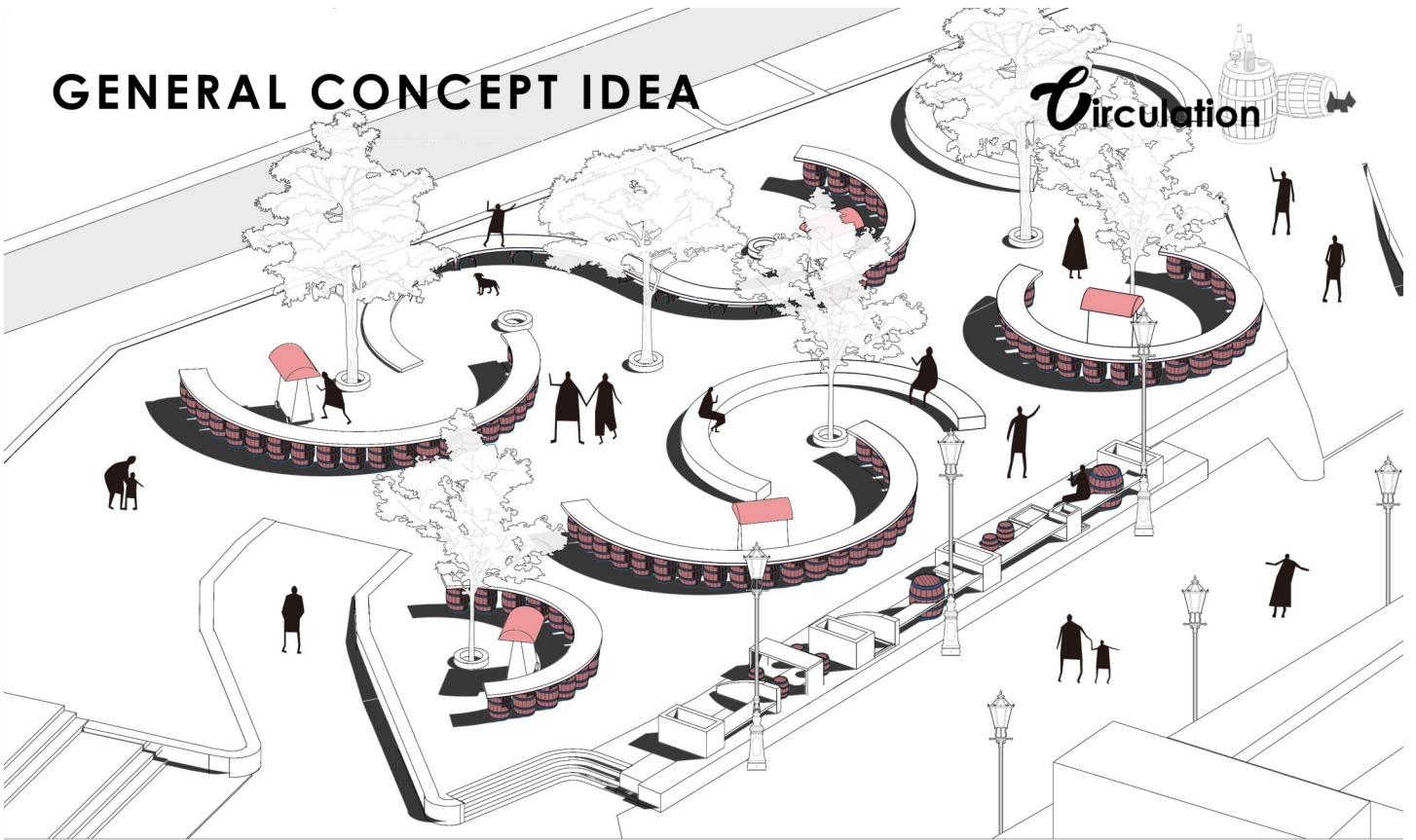


- We created a comfortable market for vendors in the vacant lot at the street corner, integrating it with the PARKLETS. This fixed yet informal and flexible market space increases interaction with visitors, creates more business opportunities, and enhances the quality of urban space at potential times and locations

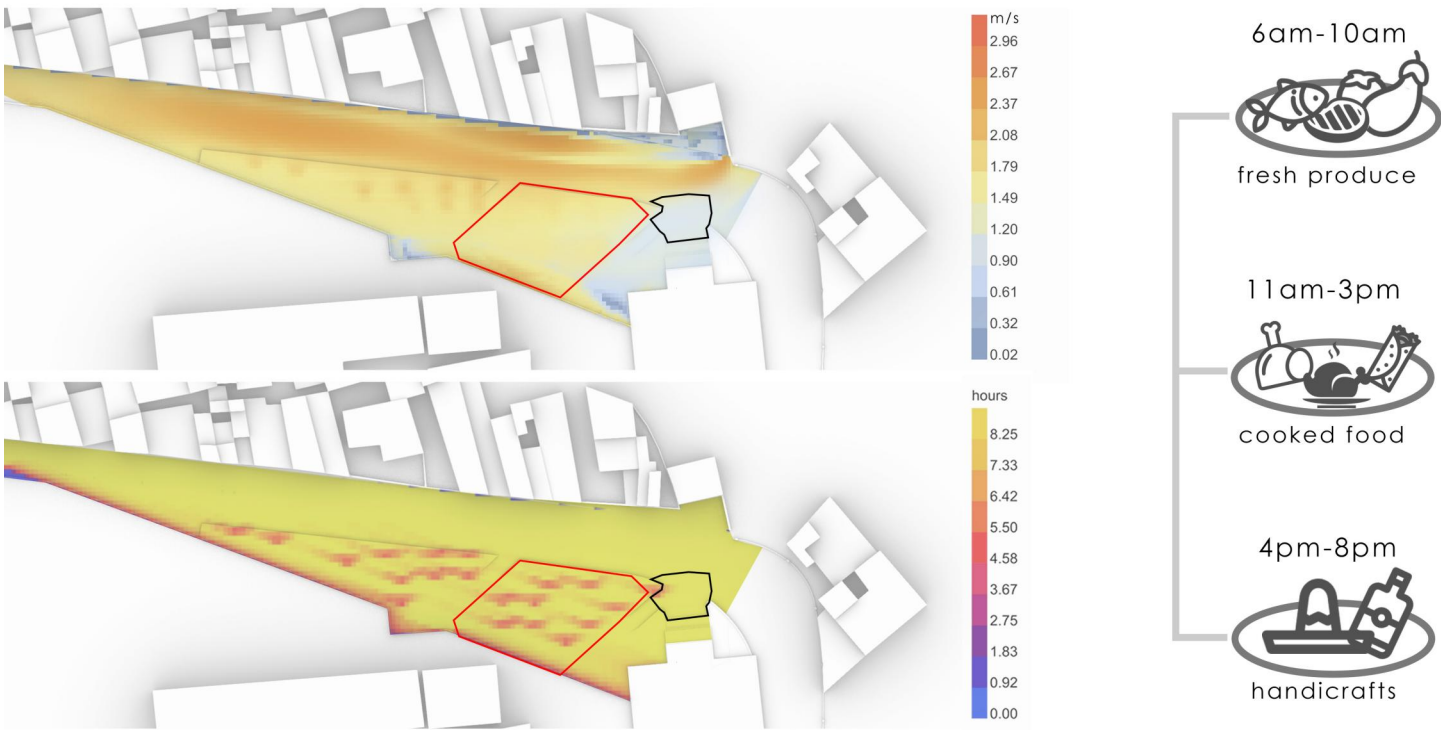


- We transformed the parking space at the main urban node near the Pantheon into PARKLETS, bringing more urban life to the streets of this local gathering spot. These PARKLETS provide a space for visitors to stop and rest, while also regulating vehicle traffic, returning the majority of the active space to the people

GENERAL CONCEPT IDEA



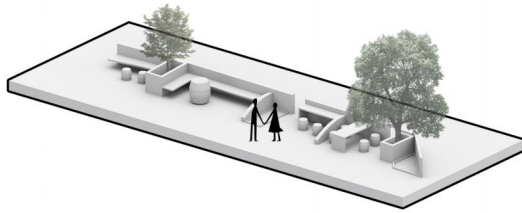
CONCEPT:



□ original vendor tents □ renovated vendor tents

We digitally simulated the local wind and thermal environments and relocated the original vendor tents to more pleasant areas, as shown in the image, moving from the black frame to the red frame.

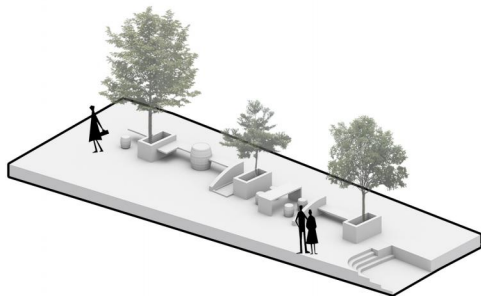
PARKLETS DESIGN



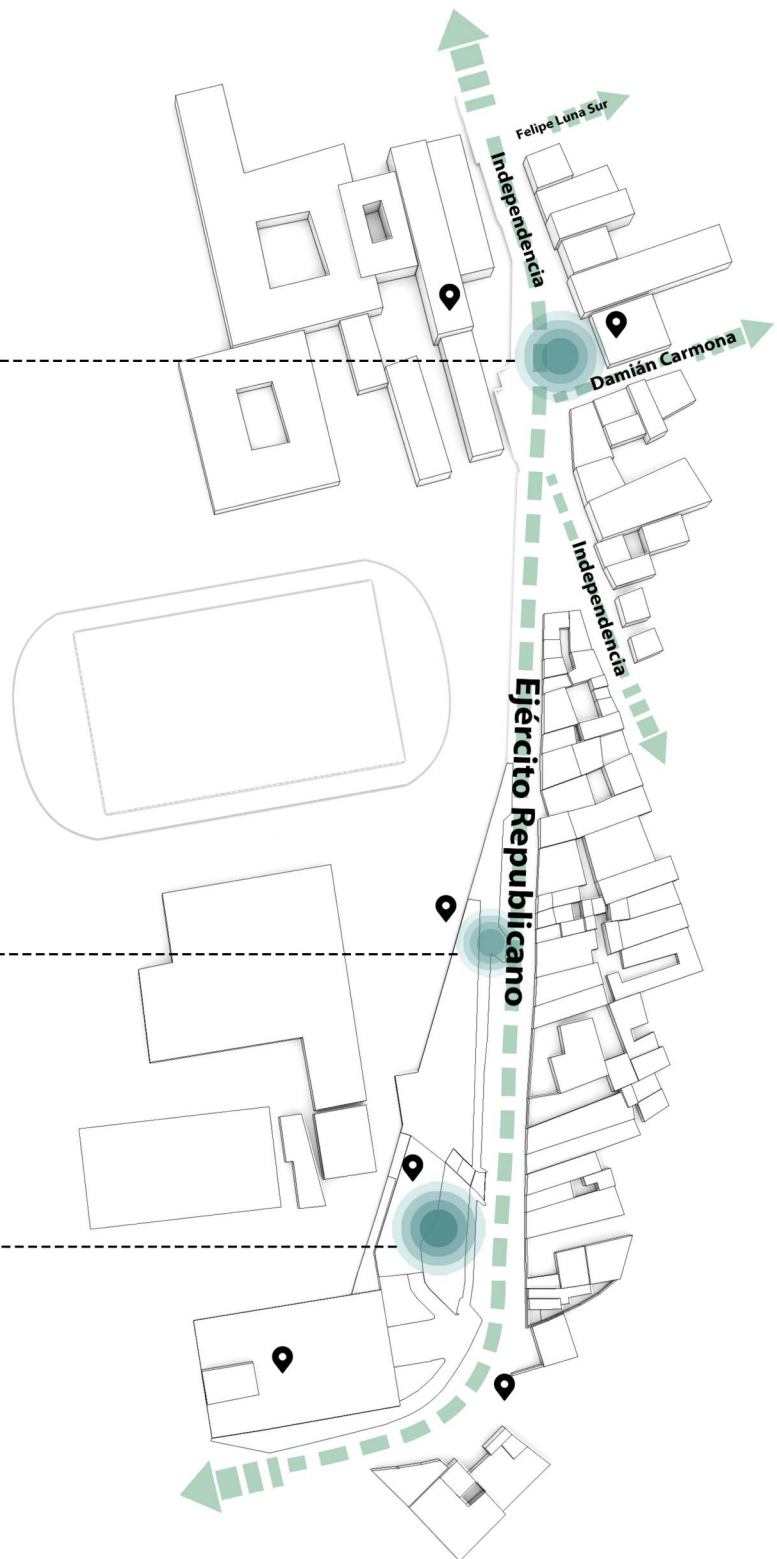
- Provide resting places for tourists to visit tourist attractions
- Provide outdoor space for consumers so that they can dine outdoors



- Provide resting space for tourists and local residents
- Provide an opportunity for tourists to think about the local history while facing historical relics



- Provide a resting space for tourists
- Provide a dining place for tourists and residents who come to participate in the market



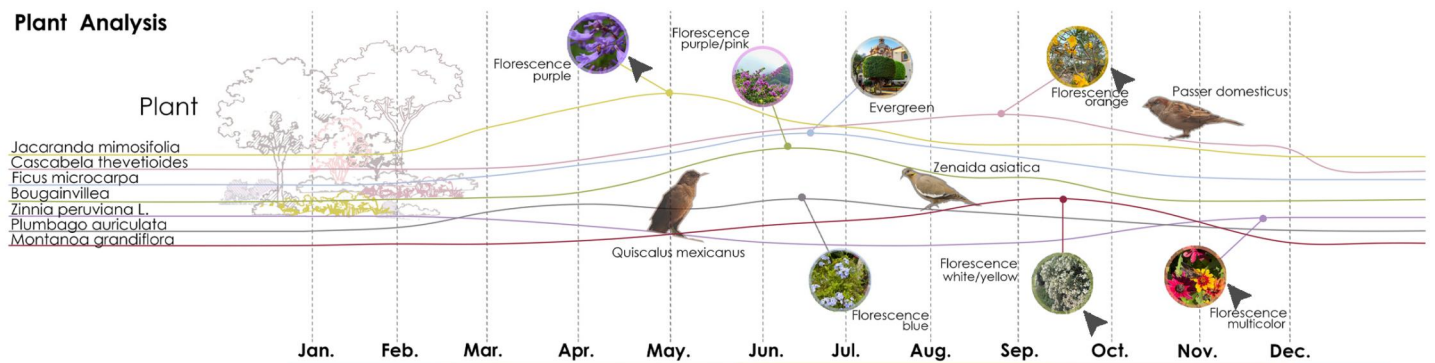
Parklets are a design concept for urban public spaces. Usually, street parking spaces originally for cars are transformed into small public leisure areas. These spaces are often equipped with seats, tables, green plants, and even art installations, aiming to provide a relaxing and social environment for residents and tourists.

- Increase public space
- Promote social interaction
- Improve the urban environment
- Support local businesses
- Enhance the pedestrian experience
- For temporary or long-term use

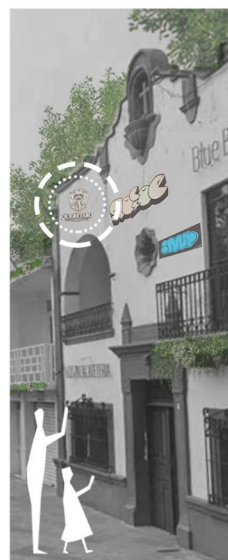
STREET FACADE DESIGN



Plant Analysis



After analyzing the plants and animals in Queretaro, we took biodiversity as a starting point and added green climbing plants, some flower boxes, and some flowering trees to the existing street facades.



Wall paintings have both ideological and decorative functions in architecture, and are an important aspect of environmental art. We have added graffiti on the existing walls to beautify the building facade and enhance street vitality. At the same time, attract customers to the merchants inside the building.