



QUERÉTARO

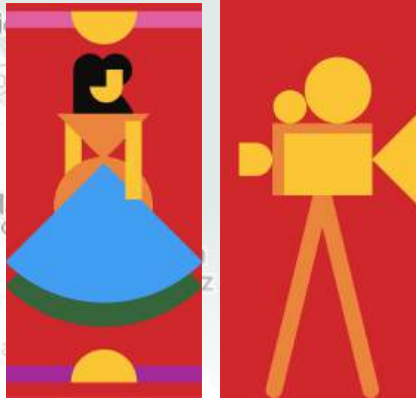
ECHOES of the PAST
COLORS of TOMORROW

SITE ANALYSIS



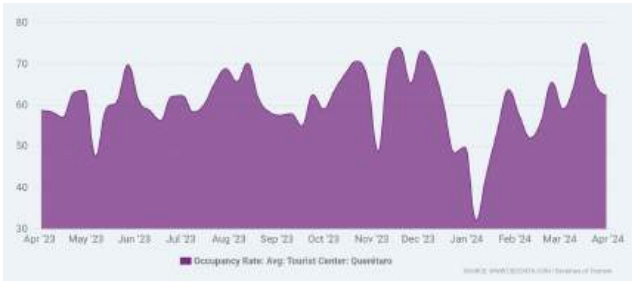
Querétaro is a historic city in central Mexico, known for its colonial architecture and role in Mexico's independence. A UNESCO World Heritage site, it blends rich cultural heritage with modern industry, particularly in aerospace and automotive sectors. With rapid growth, it combines tradition and innovation, offering a vibrant cultural scene and strong economy.

Ejército Republicano Street in Querétaro is a narrow, bustling street in the historic city center, characterized by its distinct colonial architecture, cobblestone paving, and a mix of commercial and residential buildings. It serves as a key connector to nearby cultural and historical landmarks, offering a vibrant atmosphere with local shops and cafes.



Near Ejército Republicano Street in Querétaro, you'll find several notable **landmarks**, including Santuario y Exconvento de la Santa Cruz, Pantheon of Illustrious Queretanos, Plaza de Armas, El Muro del Cañonazo, Mirador de los Arcos, and INDEREQ Casa de la Juventud.



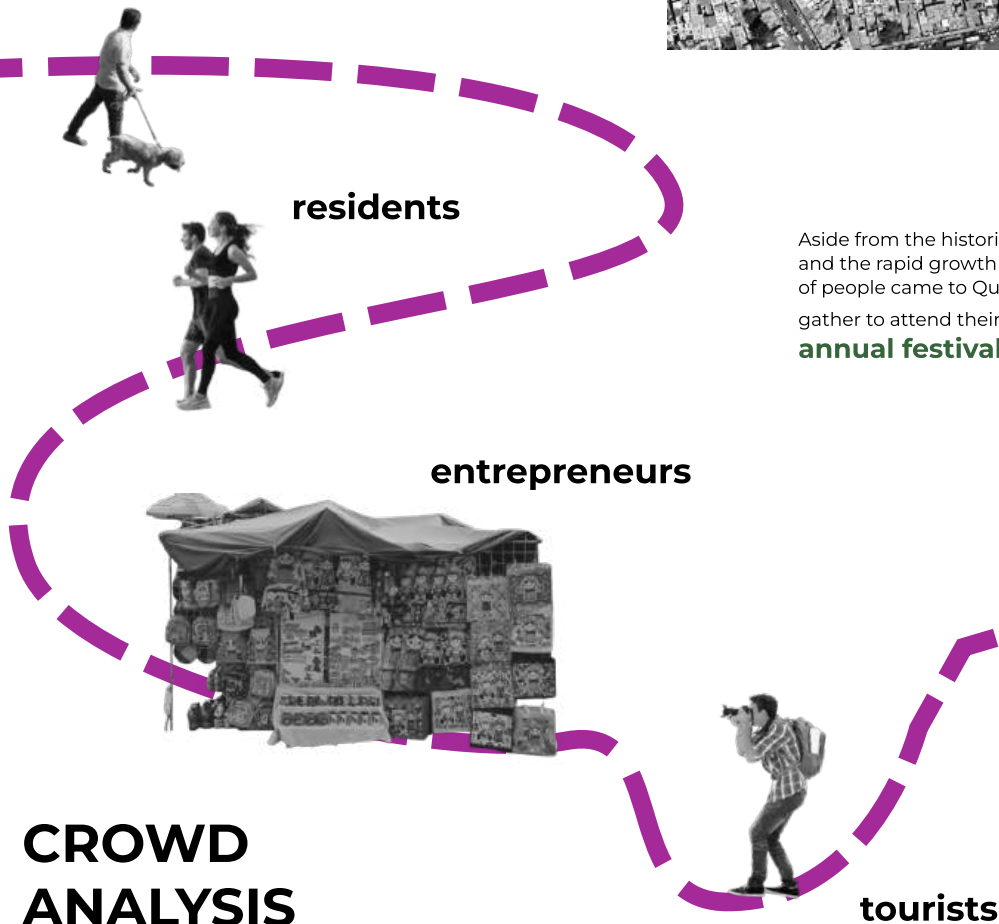


Visitor data chart for **April 2023 - April 2024** showing a drastic increase in tourism with the highest number reaching **75 thousand tourists**.



The street is connecting two major historical landmark, **Santuario y Exconvento de la Santa Cruz** and **Pantheon of Illustrious** with a viewpoint to Los Acros across the way. Each of the landmark also has its own **street market** nearby to be visited.

Our vision is to make this street more **exciting and interesting to explore** so that the visitors from the either side can reach the other landmark and the street market seamlessly while also enjoying the street.

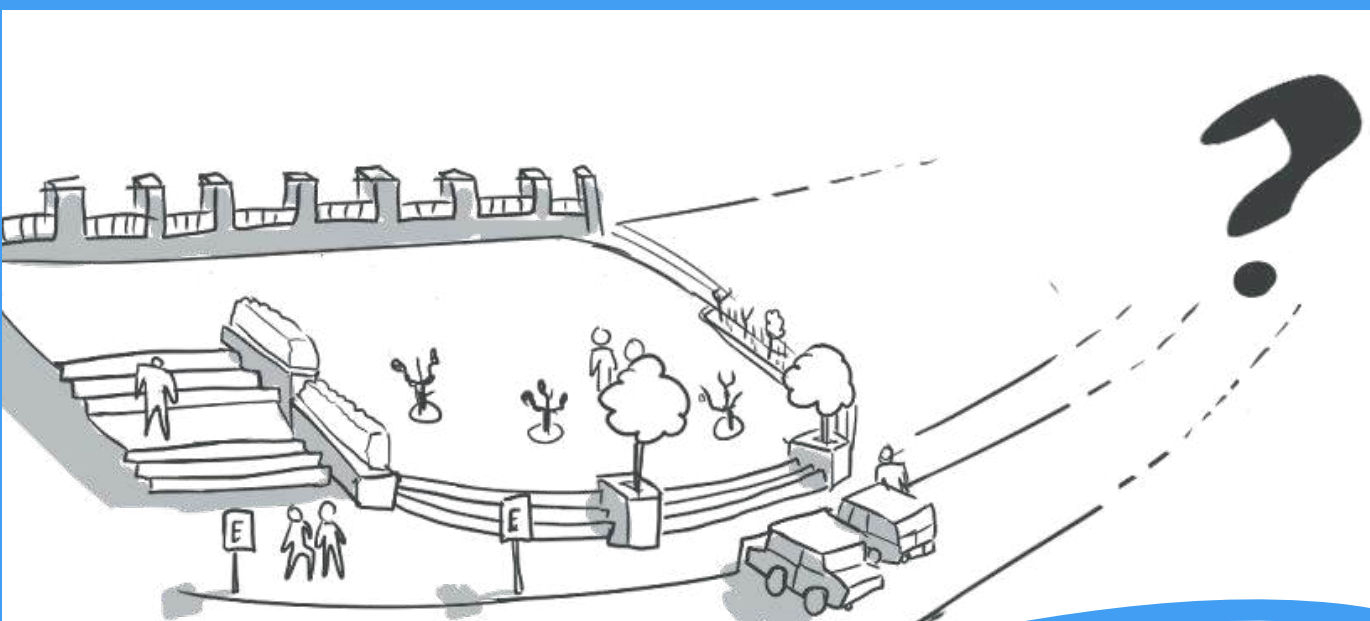
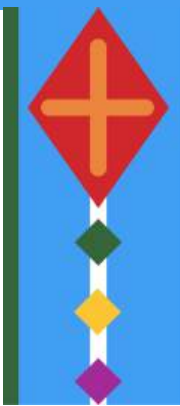


Aside from the historical landmarks and the rapid growth of the city, a lot of people came to Querétaro and gather to attend their **many annual festivals**.



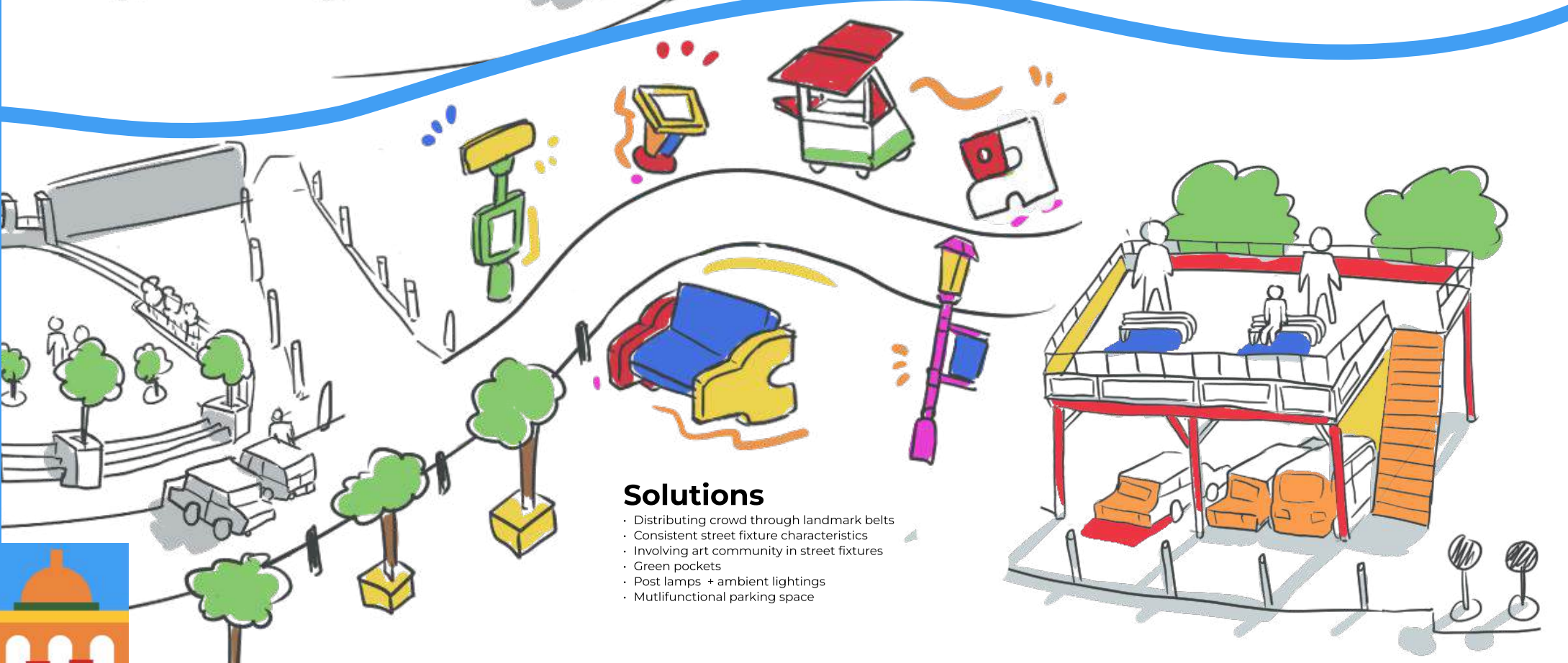
CROWD ANALYSIS





Site Issues

- Inactive historical street
- Lack of continuity
- Unfacilitated art community
- Lack of green space
- Insufficient lighting
- Lacking parking space



Solutions

- Distributing crowd through landmark belts
- Consistent street fixture characteristics
- Involving art community in street fixtures
- Green pockets
- Post lamps + ambient lightings
- Multifunctional parking space



VISUAL IDENTITY

QUERETARO

ECHOES of the PAST
COLORS of TOMORROW

The tagline reflects the perfect balance of tradition and innovation, embodying Querétaro's rich history and its bright, evolving future.



KEYWORD

"Traditional" refers to the **cultural and customary aspects** passed down from generation to generation. This includes ceremonies, traditional clothing, music, and dances that hold historical value.

"Festive" conveys a sense of **joy, celebration, and excitement**, which is an integral part of any festival. The word emphasizes the positive and lively atmosphere usually experienced during a festival.

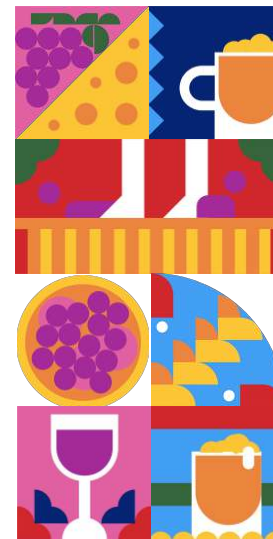
CULTURE AND CUSTOMS



SPORT



HARVEST AND DRINKS



MODERN ART

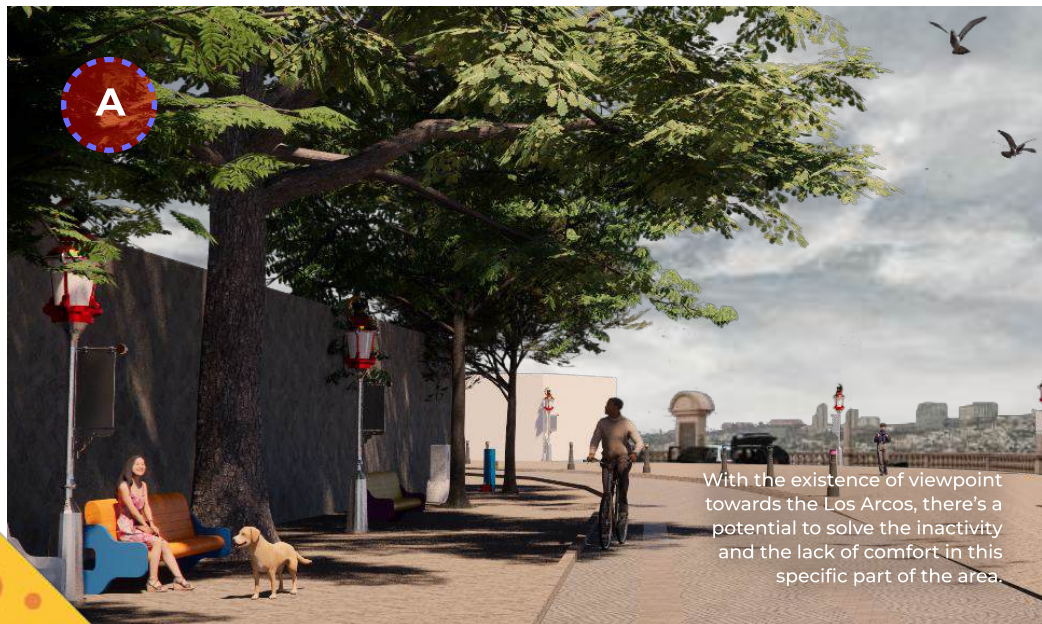
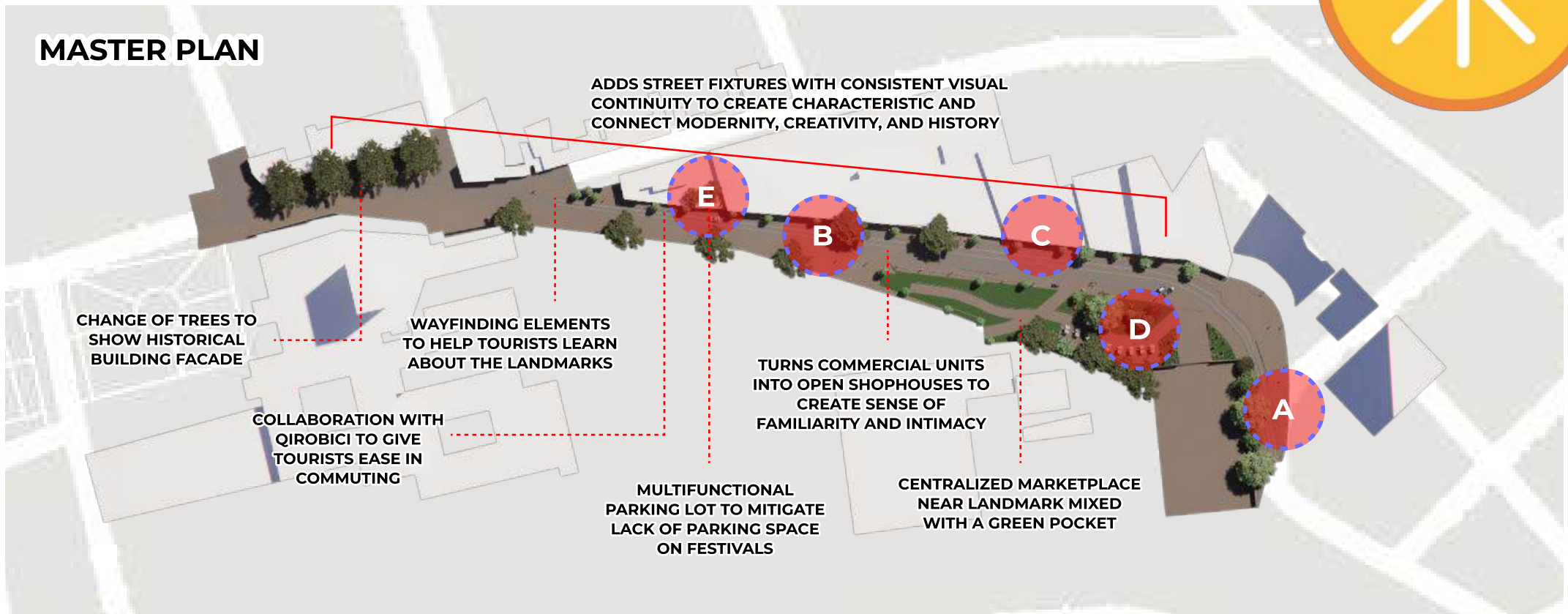


- Communicating a Strong Festival Identity
- Attracting Tourists and Participants
- Versatile for Various Festivals
- Preserving Cultural Tradition
- Appealing to the Youth

COLOR PALLETTE



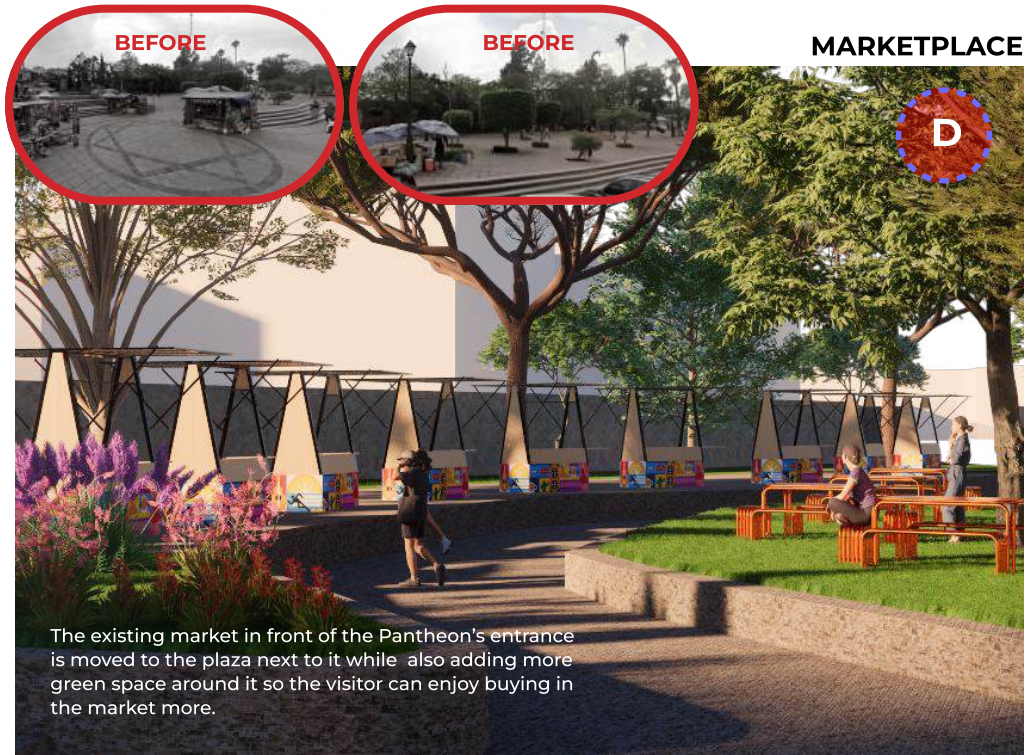
MASTER PLAN





C

The problem of different building facade style is responded by adding some street furniture with the same pattern of color and shape to connect each building along the street.



BEFORE

BEFORE

MARKETPLACE

D

The existing market in front of the Pantheon's entrance is moved to the plaza next to it while also adding more green space around it so the visitor can enjoy buying in the market more.

CAR PORT + VIEWING DECK



BEFORE

E

An unused space in between buildings is changed into a car port with viewing deck on top of it. With murals decorating its railing, this new space attract people to interact and be able to see events from upper view.



THE VISUAL CONTINUITY DICTIONARY

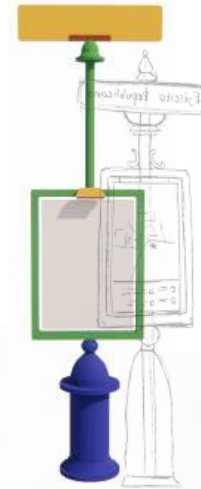
Bike Plate:

Collaborating with Qrobici, we aim to promote the beauty and characteristics Querétaro throughout the city.



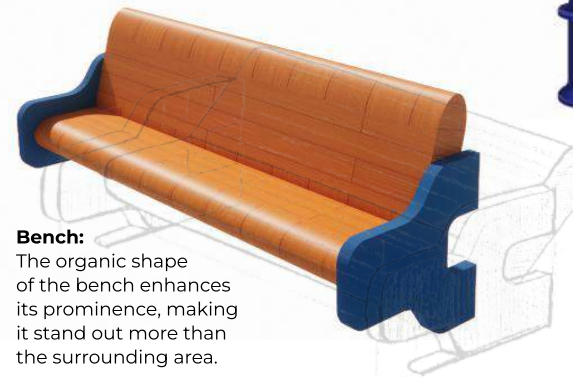
Car port + viewing deck:
Unused space turned into a car port with a viewing deck on top of it that can be used by people to see a festival or a parade from the upper view.

Wall Infographic:
As a supporting device providing information about the landmarks.



Maps:
Placed at the beginning of the road to inform visitors about what they will encounter.

Drinking Fountain:
Suitable to be used by adults, children, and pets.



Bench:
The organic shape of the bench enhances its prominence, making it stand out more than the surrounding area.

Outdoor Table:

Colored in orange, it symbolizes the vibrant Mexican culture and complements the grass.

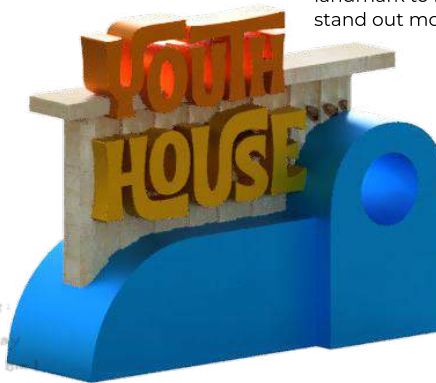


Lamp:
This lamp is equipped with banner clips and features focused lighting beneath the banner, specifically designed for festival use.



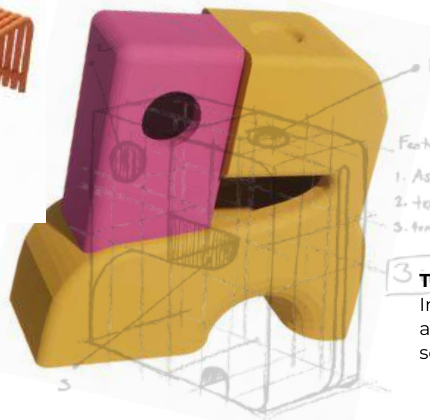
Signage:

Reinforcing the visibility of the existing landmark to make it stand out more.



Trash Bin:

In addition to being a waste bin, it also serves as an ashtray.



Carrito:

A practical container for traders to sell their wares that is easy to move, decorated with murals.



Bollard:

Maintaining the existing bollard but adding ornaments to match the new visual identity of the street.