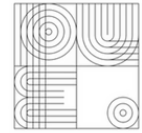




PROJECT PREMISE



Puebla
Ciudad de Diseño

Welcome to the **Calle Latidos de las Artes** project, an innovative urban space in Puebla that unites culture, social innovation, and community. Designed as a cultural and social hub, the project aims to transform Calle 4 Sur into a safe, inclusive, and sustainable location, promoting social interaction and the enhancement of the local economy. With elements that reflect Puebla's rich cultural heritage - **heart, drum, and volcano** - this space will offer diverse activities, such as thematic fairs and outdoor performances, enriching the experience for residents and visitors alike. The proposal includes the installation of scenic lighting, vibrant parklets, and safe recreational areas, ensuring accessibility and comfort for everyone.

Calle Latidos de las Artes is not just a street; it is a creative market and meeting point that pulses with the life of Puebla, connecting people to their city and culture.

This is our gift for the future of the city.



LOCATION

School Administration Office Central BUAP

Casa de la Palma, Edificio de la Palma - BUAP, 4 South Street 303, Historic Center of Puebla, 72000 Heroica Puebla de Zaragoza, Puebla, Mexico.



OXXO Carolino

4 South Street 217, Historic Center of Puebla, 72000 Heroica Puebla de Zaragoza, Puebla, Mexico.



La Casa del Mendrugo

4 South Street 304, Center, 72000 Heroica Puebla de Zaragoza, Puebla, Mexico.

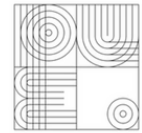
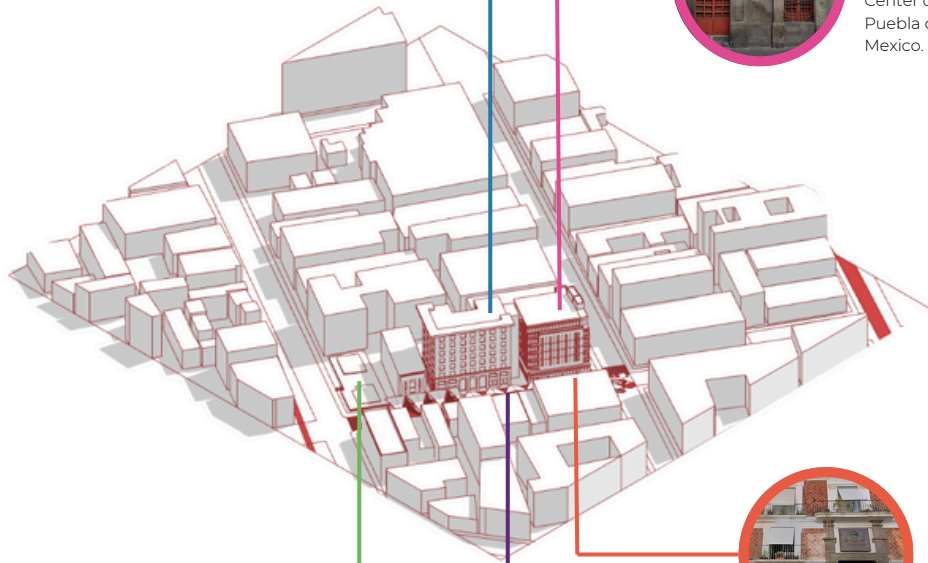


San Juanito Cocina de Antojo

4 South Street 308, Center, 72000 Heroica Puebla de Zaragoza, Puebla, Mexico.

Jardín del Arte

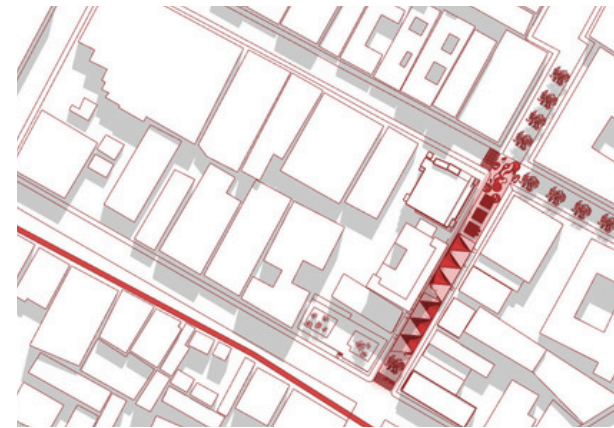
5 East Avenue 214, Historic Center of Puebla, 72000 Heroica Puebla de Zaragoza, Puebla, Mexico.



Puebla
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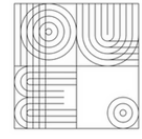


Top View
without scale



Isometric
without scale

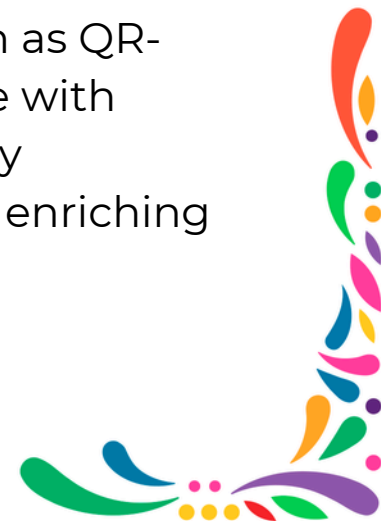




BRAND CONCEPT

The brand concept for **Calle Latidos de las Artes** embodies the vibrant essence of Puebla, merging culture, creativity, and community. The name itself reflects the city's heartbeat—**symbolized by the heart, drum, and volcano**—representing the rhythm of life that infuses this urban space. With a palette of vibrant colors and dynamic shapes, the branding is designed to capture attention and foster a sense of belonging. It aims to fund the street's maintenance through products that showcase local artistry and heritage.

This brand emphasizes inclusivity and sustainability, aligning with our commitment to creating a safe environment for all. By transforming Calle 4 Sur into a pedestrian-focused area, we invite social interaction and exploration, allowing residents and visitors to engage with the rich cultural tapestry of Puebla. Our interactive elements, such as QR-coded tiles and scenic lighting, will enhance the experience, connecting people with local history and art. Ultimately, Calle Latidos de las Artes is envisioned as a lively marketplace and community hub, celebrating the creative spirit of Puebla and enriching the lives of all who gather here.



Light Post

Art is present everywhere, including the painted support post of the tent, ensuring complete integration with the environment. This creative approach transforms structural elements into artistic expressions, enriching the aesthetics of the space. By incorporating art in an innovative way, architecture becomes more vibrant and inspiring, promoting a unique visual experience that connects with the surroundings.



Trash Can

This recyclable trash can is more than just a disposal container; it is a work of art that integrates into the environment. Decorated with vibrant colors and creative designs, the can not only fulfills its function effectively but also enriches the surrounding space. With artistic elements that reflect the importance of recycling, it becomes an invitation to environmental awareness. By transforming a utilitarian item into a visually appealing piece, the trash can encourages people to dispose of their waste properly, promoting a more sustainable and artistic lifestyle.



Modern "Talavera"

This tribute to Puebla's "Talavera" tiles celebrates the fusion of the old and the new. With their vibrant colors and intricate designs, the tiles adorn the space, while QR codes provide historical information about the art and the city. This digital interaction connects past generations to the present, promoting a deeper appreciation of the local cultural heritage.



Kid's Play Area

Considering the joy of children and the peace of mind for parents, we created the kids' area near the restaurant tables. In this vibrant and colorful environment, children can enjoy recreational activities and explore a world of play, while parents savor a good meal and a relaxing conversation. This integration provides a pleasant experience for the whole family, allowing for moments of fun and relaxation.

Right Front Elevation
without scale



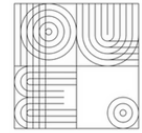
Puebla
Ciudad de Diseño



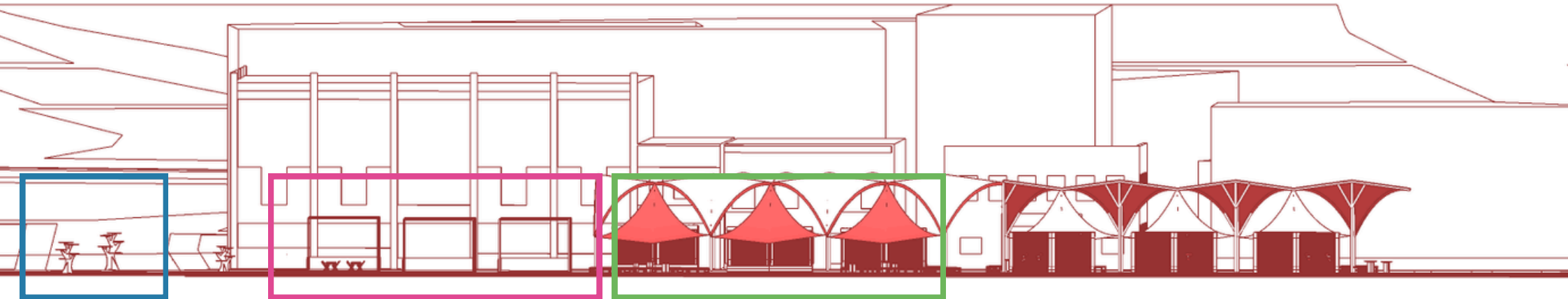
Left Front Elevation
without scale



Right Front Elevation *without scale*



Puebla
Ciudad de Diseño



Kid's Play Area

The kids' area was designed with the joy and safety of children in mind, offering a dynamic and welcoming space that integrates perfectly with the restaurant environment. With vibrant colors and a playful design, the space is a true invitation to fun. Children can explore a variety of recreational activities, such as interactive games, educational toys, and drawing areas, stimulating creativity and socialization. A safe and supervised environment allows parents to relax while enjoying their meals and conversations. Additionally, the area features comfortable seating for little ones, tables suited to their height, and decorative elements that reflect fun and inspiring themes. Panels with allegorical illustrations and animated characters create a magical and adventurous atmosphere, making each visit a new experience. With this dedicated area, we aim to ensure that both children and parents enjoy pleasant moments where fun and tranquility coexist harmoniously, transforming the restaurant into a welcoming space for the whole family.

Food Area

The dining area is an invitation to a true gastronomic experience, highlighting the delicious typical foods of the city of Puebla. Located in one of the region's historic and renowned restaurants, this space combines history and tradition with a warm and vibrant atmosphere. Visitors can enjoy authentic dishes such as mole poblano, chiles en nogada, and tlayudas, all prepared with fresh ingredients and recipes passed down through generations. The environment is enhanced by a wooden parklet, creating a pleasant and comfortable atmosphere. The carefully selected vegetation and vibrant colors bring life to the space, providing a touch of nature that enriches the dining experience. The tables and chairs are arranged to encourage social interaction, allowing customers to relax and enjoy good conversations while savoring local delicacies. This combination of typical food, a welcoming atmosphere, and natural elements transforms each meal into a special moment, where the culture and cuisine of Puebla come together to provide a memorable experience.

Market Area

The fair space was created to boost the local economy, encourage culture, and honor the artists of the region. With a welcoming layout, visitors can explore booths offering handmade products, artworks, and gastronomic delights, celebrating local creativity. In addition to the booths, the space also promotes cultural events, such as musical performances and workshops, strengthening community ties and providing a platform for emerging talents. Thus, the fair space becomes an essential destination for supporting the local economy and experiencing the cultural richness of the region.

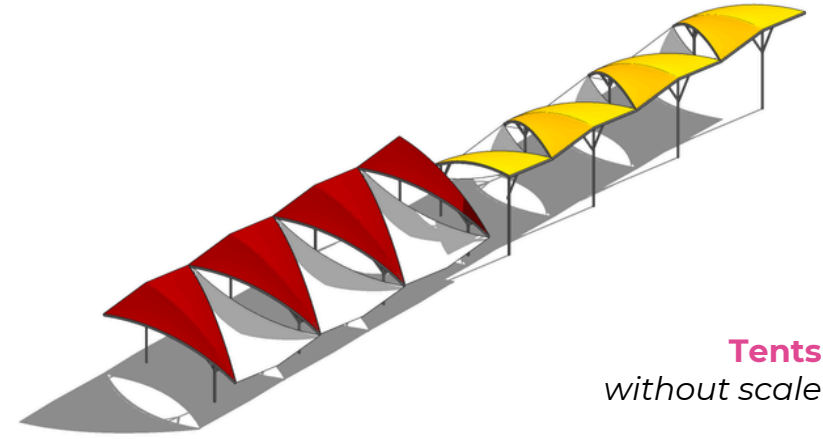
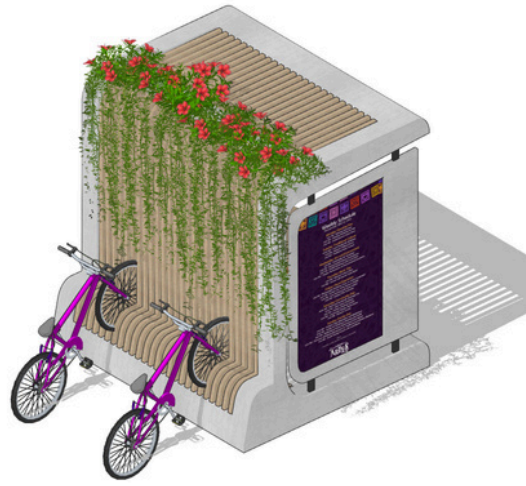
Front Elevation Detail *without scale*





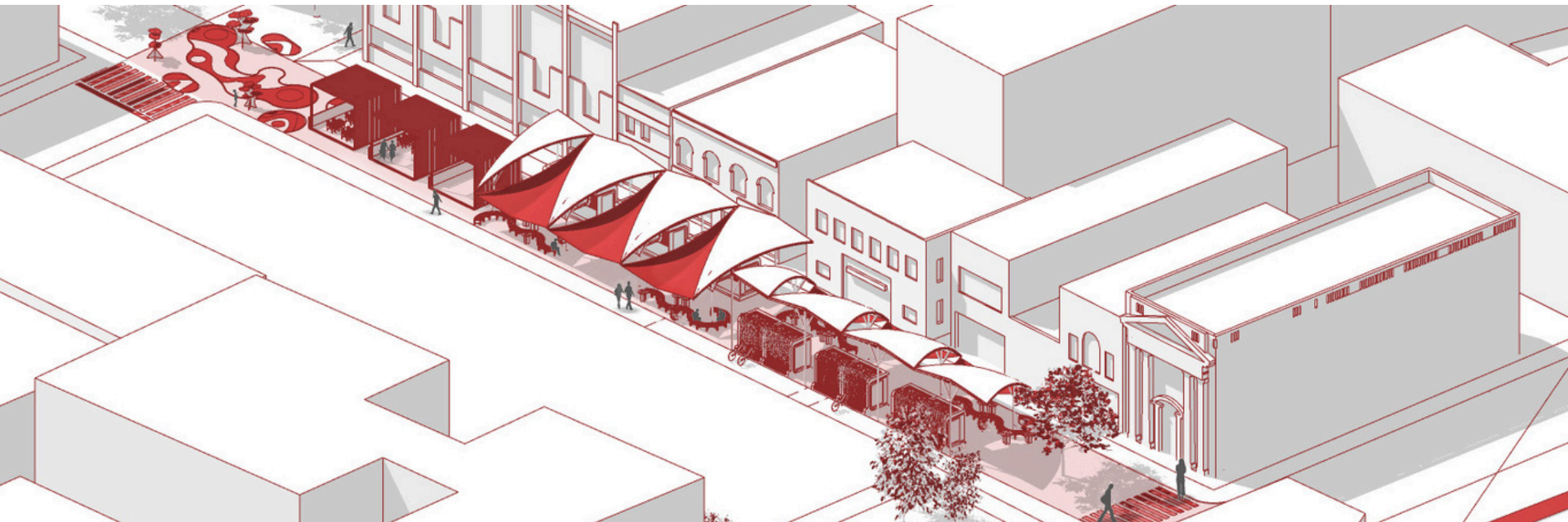


Bike Rack
without scale

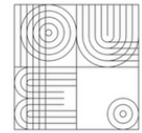


Tents
without scale

Isometric
without scale



URBAN FURNITURE



Puebla
Ciudad de Diseño



Tent

The tent will feature a sturdy metal frame and a waterproof canopy, similar to that of a large umbrella, designed to protect the space from rain. With appropriate dimensions, it will be ideal for event areas, fairs, and markets, allowing activities to continue even on rainy days. The installation will be safe and stable, with anchors to withstand winds and adverse weather conditions.



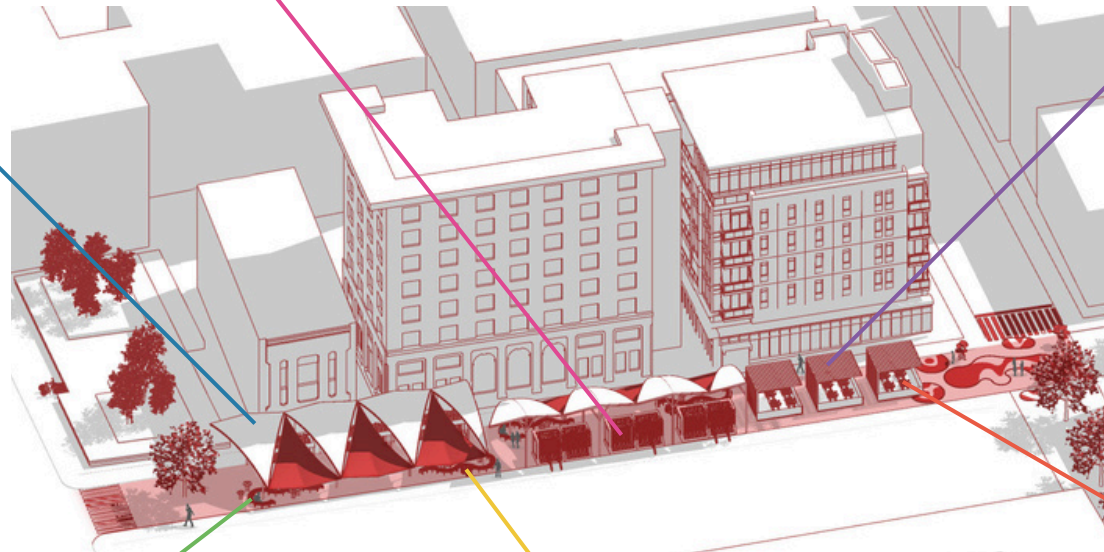
Eco-Friendly Stand

The eco-friendly stand, constructed from wood, features an exhibition of art and sustainable products at the front, creating a vibrant space for visitors. At the back, an integrated bike rack makes use of the space and encourages bicycle use, promoting eco-friendly practices. With a functional design, the stand invites interaction and appreciation of art while reinforcing an active and sustainable lifestyle.



Parklet

This covered parklet, built of wood, is a cozy and green space designed for dining. With a calm and pleasant atmosphere, the parklet offers a relaxing break amidst the urban hustle. The roof provides protection from the elements, allowing people to enjoy their meals outdoors, surrounded by plants and natural elements. Ideal for fostering moments of togetherness and relaxation, the parklet invites everyone to enjoy nature and food in a harmonious and revitalizing space.



Organic Bench

The bench features an organic design inspired by fluid and artistic identity. Made from high-quality wood, it has a curvilinear shape that offers comfort and coziness. It is a versatile piece, perfect for outdoor settings, seamlessly integrating into artistic and communal spaces.



Table

The round table perfectly complements the bench with its organic and harmonious design. Made from high-quality wood, it features a smooth finish that enhances the natural textures. Its circular shape fosters a warm and inviting atmosphere, ideal for conversations and interactions. The table is versatile, creating a pleasant gathering space.



Table and Chair Set

This vibrant set consists of a table and colorful chairs made of painted wood, bringing life and joy to the environment. The table, with its modern and clean design, provides an ideal space for meals and socializing. The chairs, available in a variety of colors, not only offer comfort but also add a playful and relaxed touch to the space.



