

 **PROJECT**
 **PROPOSAL**

STREET 20
DESIGN 24
CHALLENGE

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CITY

PUEBLA DE ZARAGOZA

Founded in 1531, in the central zone of Mexico, nevertheless the territory of Puebla has been witnessing the passage of inhabitants since 32,000 years ago, being home of several Mesoamerican cultures such as Otomis, Totonacas, Mixteca and Nahua among others, to later be part of the viceroyalty of the new Spain for 300 years, being one of the most important cities for the Spanish empire.

The 'heroic city of Puebla de Zaragoza' is known for its great architectural heritage, its elaborate gastronomy, its historical importance. A city with so much historical character can face challenges to adapt to the modernity of society.



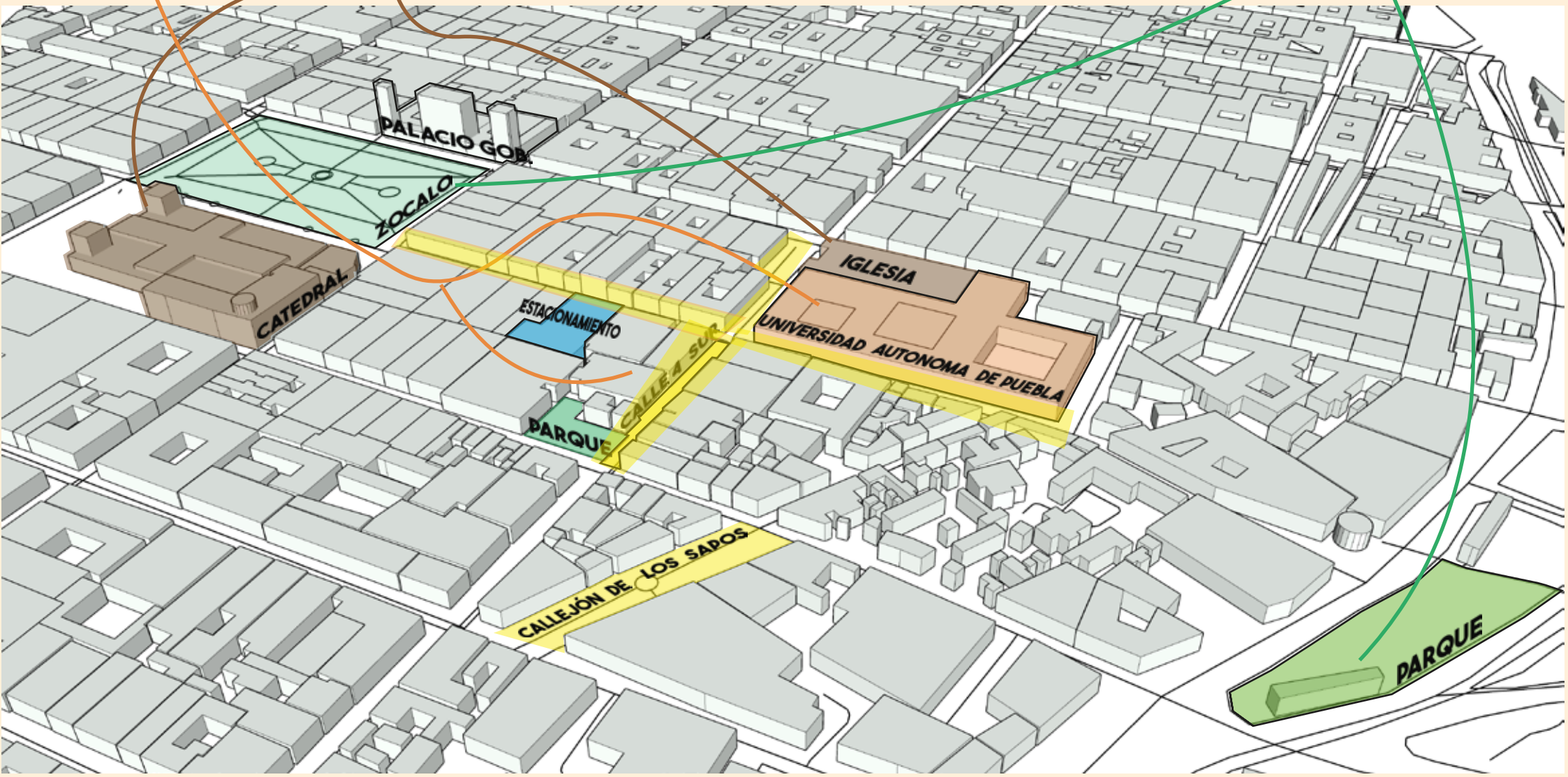
RELIGION

COMERCE

EDUCATION

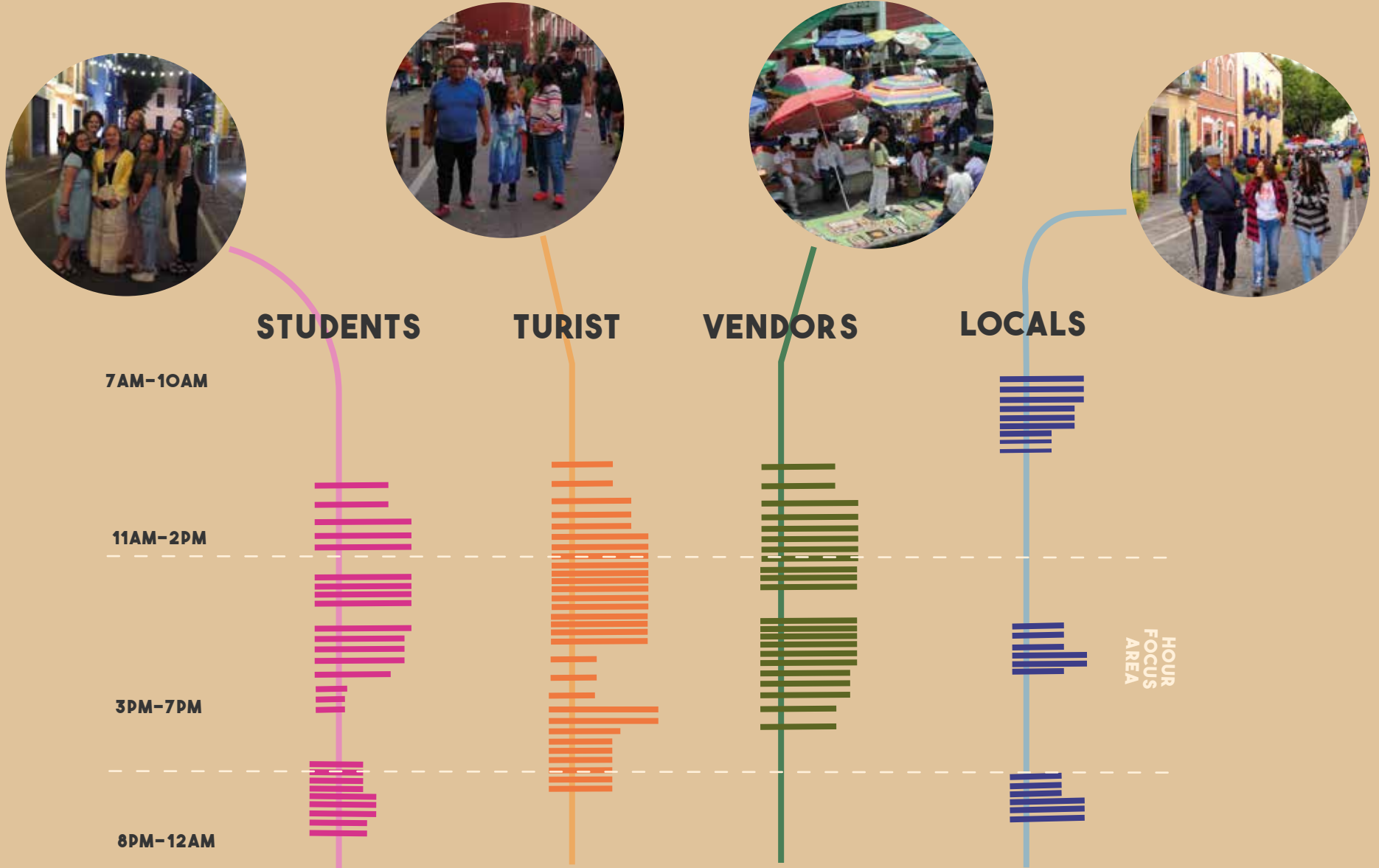
COMUNITY

Thanks to our analysis and supported by interviews with local people we were able to identify some landmarks within the area where our intervention site is located.



USERS

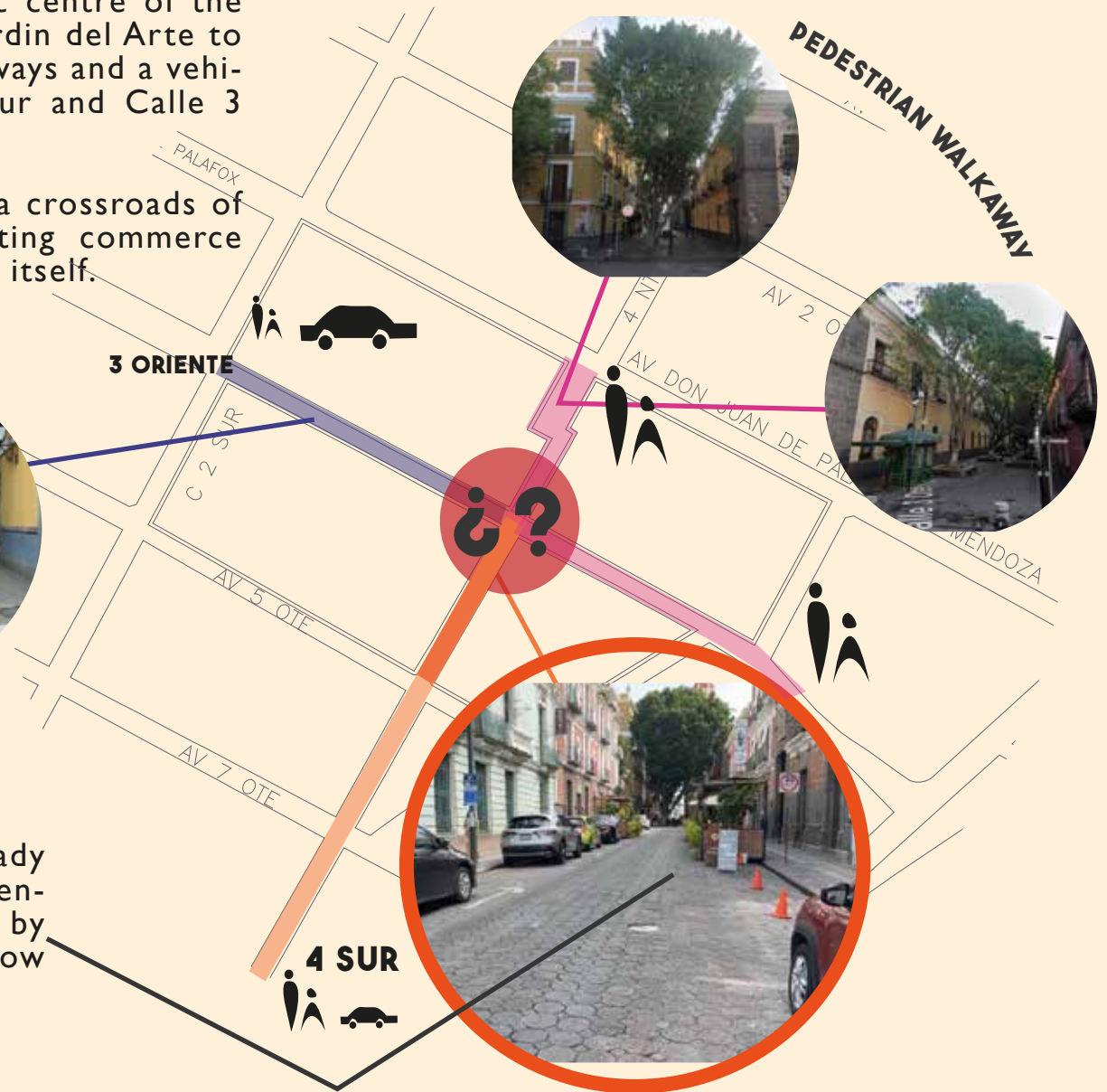
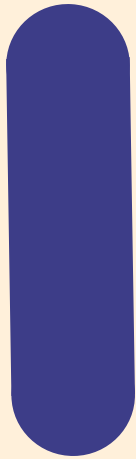
When interpreting the busiest times of the day, we noticed that tourists occupy most of the daytime hours. however, the residents take control in the mornings and evenings. the timetable of the vendors is more governed by the hours of sunshine, but the group of students tend to be in the place but in blocks of time (dictated by their class schedule).



CALLE 4 SUR

Our site is located in the historic centre of the city. It runs one block from the Jardin del Arte to connect with two pedestrian walkways and a vehicular street (corner of Calle 4 Sur and Calle 3 Oriente).

The intersection would complete a crossroads of pedestrian streets, boosting existing commerce both in buildings and on the street itself.



We identified that the city is already trying to implement strategies to enhance the potential of this area by installing small parklets that allow various activities to take place.

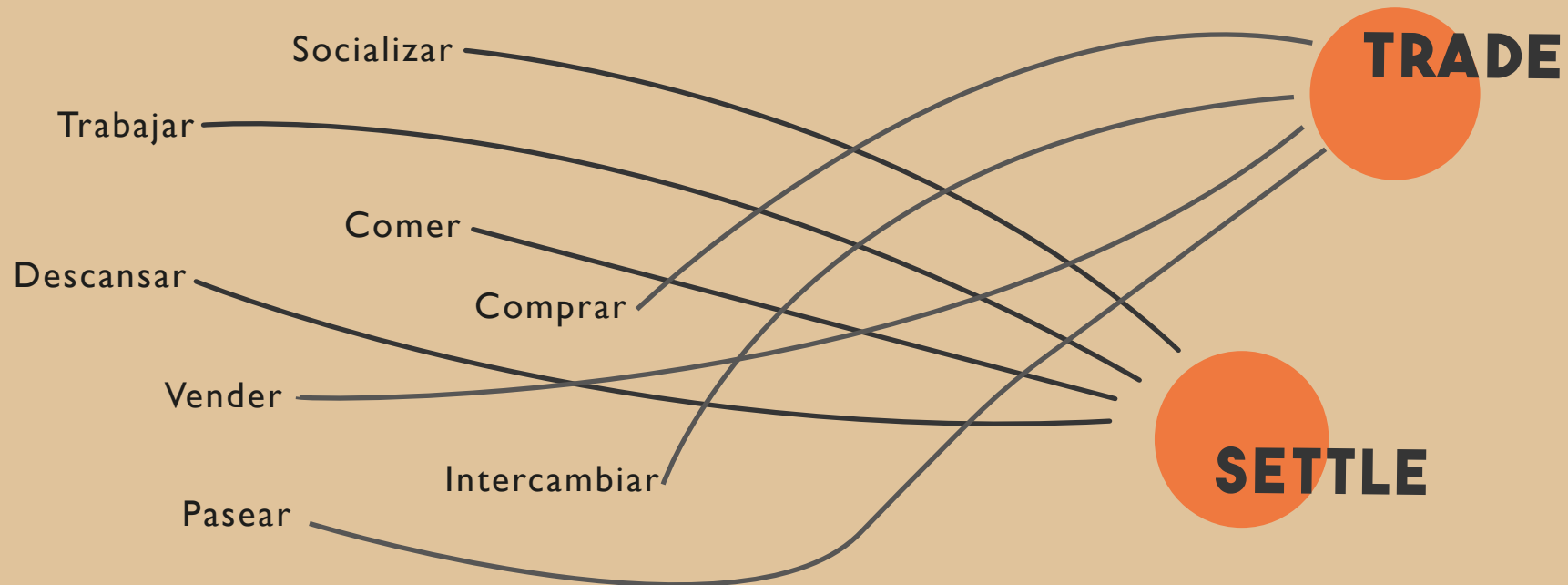
*The urban planning of the city was instituted for its growth since the viceregal era, this organisation detonated a separation by social classes among the people who lived outside the historic centre, a bias that to this day determines both the typologies and the price of properties.

We defined the different activities we want to generate in the space in order to design a better strategy that can be adapted not only to 4th Street South but also to other streets.

By defining two categories of space (Settle and Trade), we were able to classify the activities that could happen at the same time in each category of space.

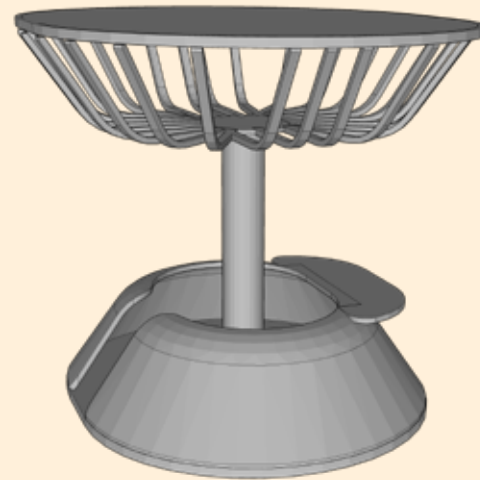
ACTIVITIES

CLASIFICACION





TRADE



The circular shaped commercial module in dark colours, honouring an analogy of the volcanoes that surround the city, the circular shape allows for ample and adaptable space for different types of stalls, whether selling handicrafts, sacred art, food or tours of the city.

We designed two types of modules according to the two categories of activities, in order to attract both vendors from neighbouring streets as well as tourists and locals to our street. These semi-stationary modules allow for changing configurations, thus promoting a replicable strategy.

Designed to provide spaces that allow people to settle for a while in the street, turning 'the street' into a place not only to pass through, but also a place of meeting and coexistence for local people, students, tourists and shopkeepers.



SETTLE

