




- March 1963 -
Praca 29 de Marco

Curitiba

Street design challenge 2024

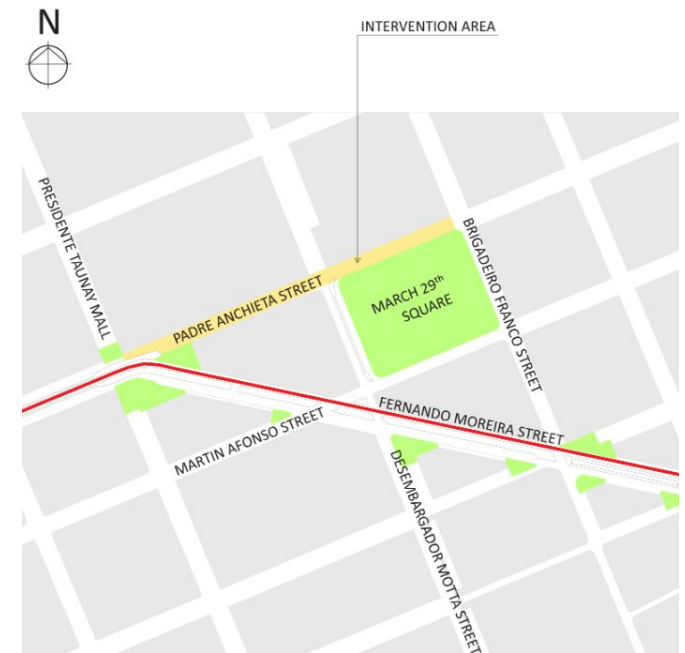
MARCH 29 SQUARE in Curitiba, Brazil



This public open-air market happens once a week, on Sundays, and is located at Padre Anchieta Street, between Presidente Taunay Mall and Brigadeiro Franco Street, over an extension of 320 meters.

The open-air market touches the senses by the observation and the smell of fruits and vegetables, and also is a real place for leisure and socialization.

Current Status



Currently the people in the market blend together and sometimes might be a mess. It is a challenge to have a more integration of the open-air market with March 29th Square.

Meaning of Public Market in 21th Century

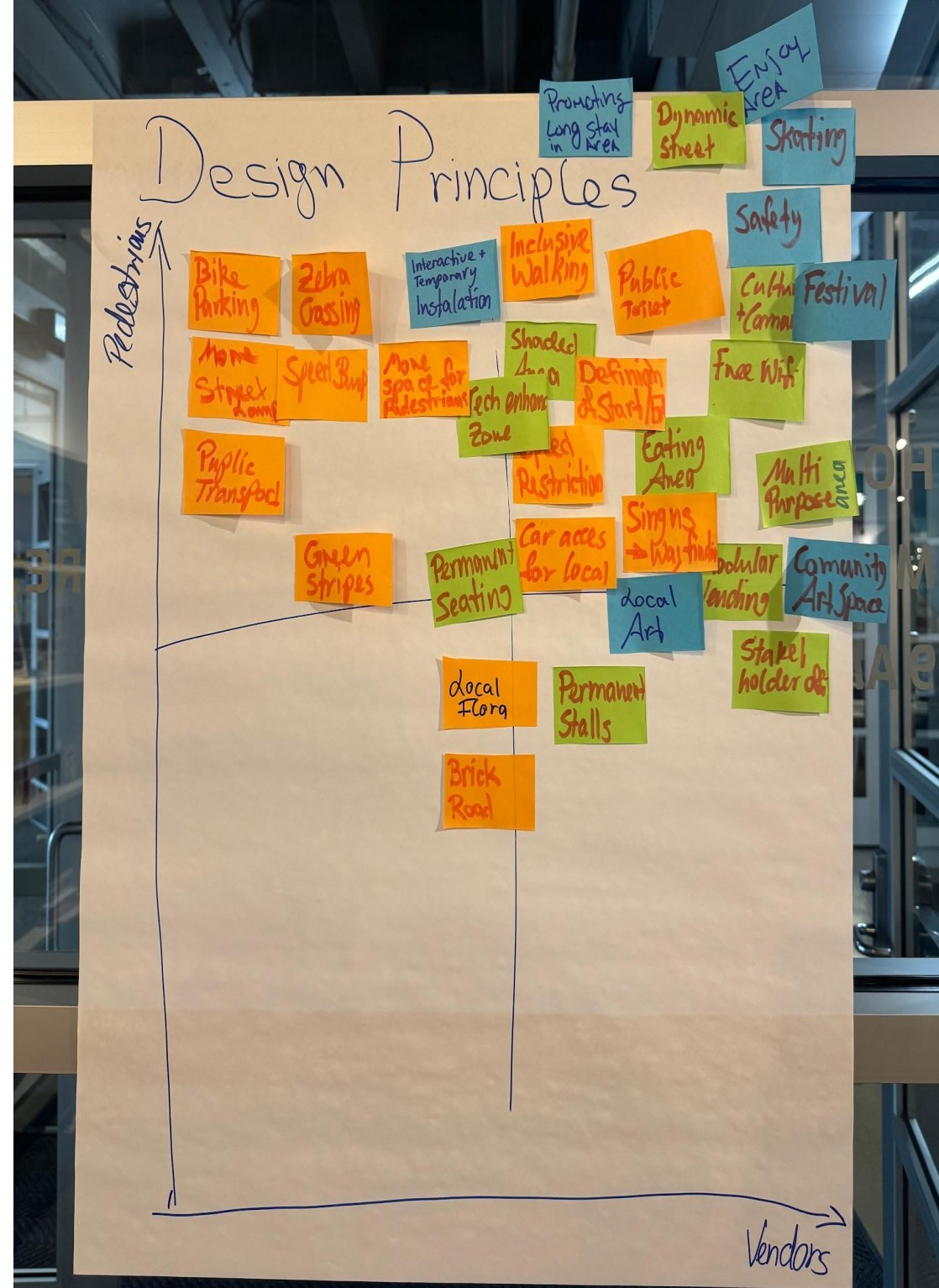
We believe that a public marketplace in the 21st century must be both innovative and entertaining—creating spaces that excite, inspire, and engage the community. This marketplace will not only serve as a hub for commerce but also as a symbol of Curitiba's values, blending environmental consciousness, artistic expression, and a shared sense of a diverse cultural heritage.

Opportunity Statements

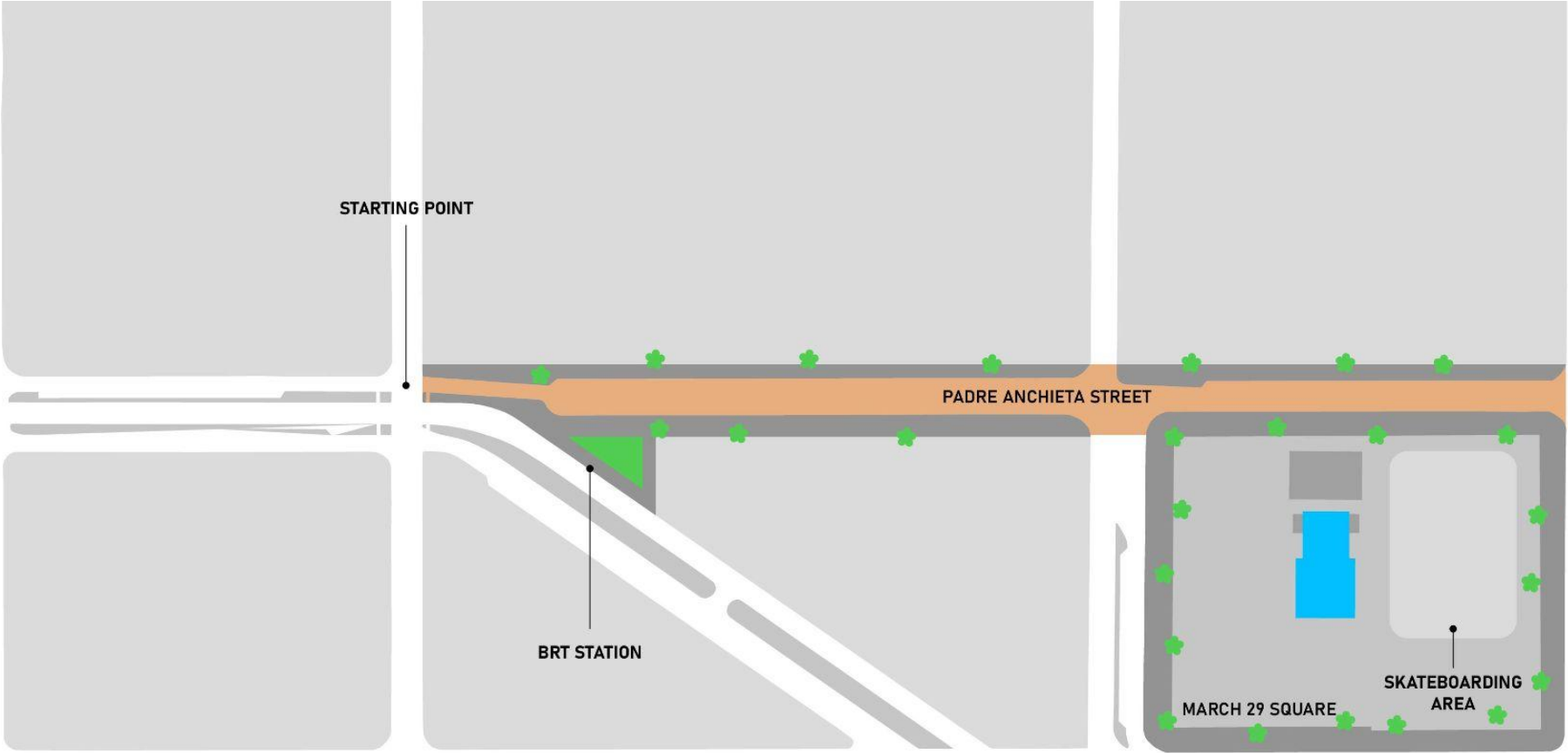
When going to the market, I want a more comfortable and aesthetic environment so I can enjoy more time in the market.


Design Principles

- Promoting long stay in the area
- Inclusive Walking
- Multi Purpose
- Cultural and Community



Urban Design



-  BRICK ROAD
(Car-free During Market)
-  CONCRETE PEDESTRIAN AREA
(with Multi Functional Stand)

FERNANDO MOREIRA STREET

Concepts

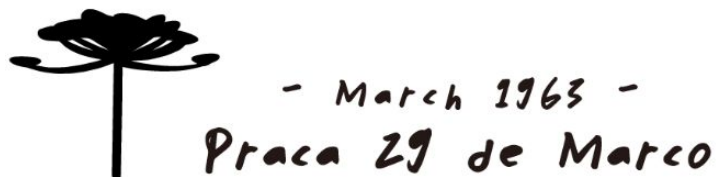
- Inclusive Area for Market Walking.
- Multi functional stands for vendors and personal working.
- Enhance skateboarding area in the square.



Communication Design



LOGO



Directions



banheiro



biciçleta



mercado



escritorio



ponto de onibus



mercado



Conclusion



**Refine the surrounding infrastructure.
Create a visitor/ vendor friendly
environment.**

**Enhance the visual identity of the area,
strengthen the culture connection
between local society and visitors.**