

CURITIBATH 29



A História se Repete

A vibrant space that celebrates the rich history of Curitiba, connecting the past with the present.



Curitiba, Brazil

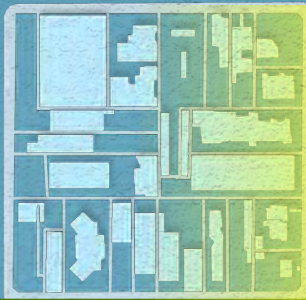
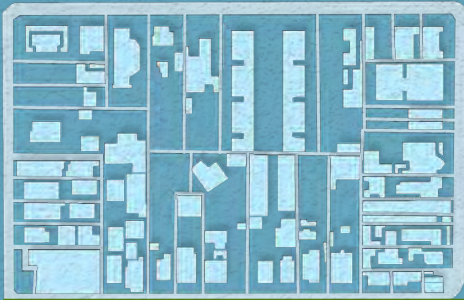


Curitiba is the **capital and the largest city** in the state of Paraná. This city is the **key of economic** and **has around 1.8 million residents.**



The city name has indigenous origin that came from the Guarani, **Kurytyba**, which means

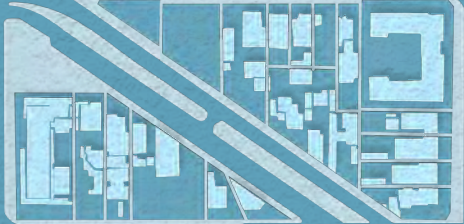
"a large number of pine trees".



PADRE ANCHIETA STREET

This street reflects the evolution of Curitiba from a small colonial settlement to a vibrant modern city. With its **location near the 29th March Monument**, this street has potential as a cultural hub that develops a unique identity, promotes sustainability, and encourages artistic expression.

PADRE ANCHIETA STREET PUBLIC MARKET



What's going on around the site?



This area includes residential neighborhoods, health facilities, and public amenities.



This street borders the historic March 29 Plaza, a key landmark tied to Curitiba's independence.

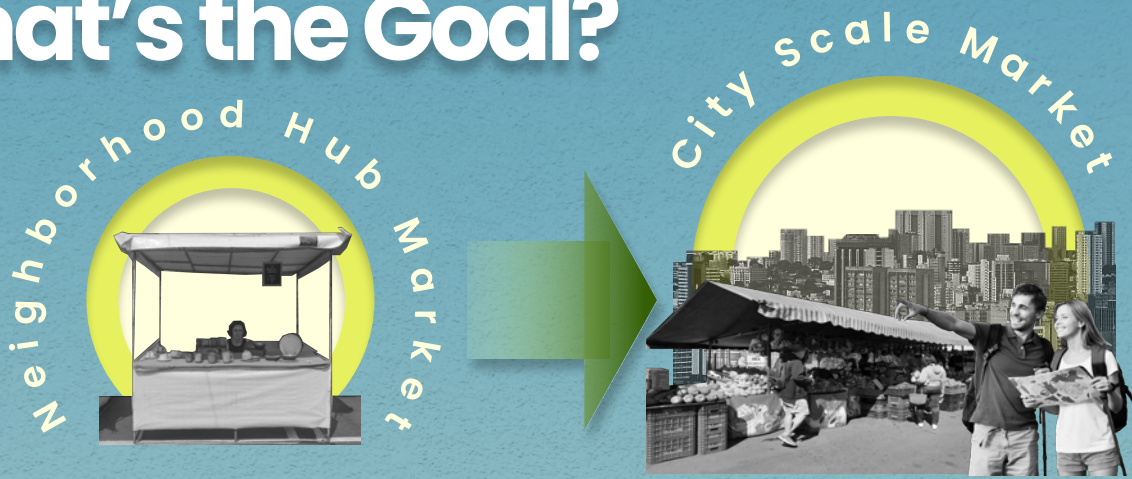


Public markets run on Wednesday, Friday, and Sunday, offering produce, local food, and crafts.



The street is closed to vehicles during market days but is open to traffic on regular days.

What's the Goal?



Elevate the market's cultural significance and attract a wider audience, transforming it from a neighborhood hub to a city-scale destination.

How's the approach?



How can we implement these ideas?

Historical Storytelling Thematic Zones

Divided the street into 3 main parts. Each part represents a phase of each relief section that shown in the 29th March Monument. Providing a great opportunity to **preserve historical knowledge** for future generations, along with its unique attractions.

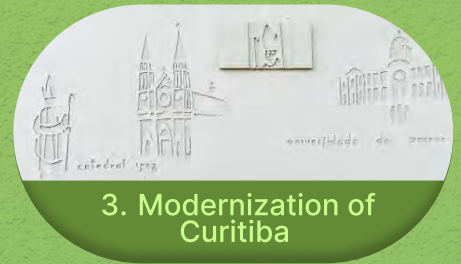
29th March Monument Relief by Poty Lazzarotto



1. Precolonialization & Colonialization era



2. Agriculture Economy & Urbanization growth



3. Modernization of Curitiba



Viagem
Voyage

Agricultura
Agriculture

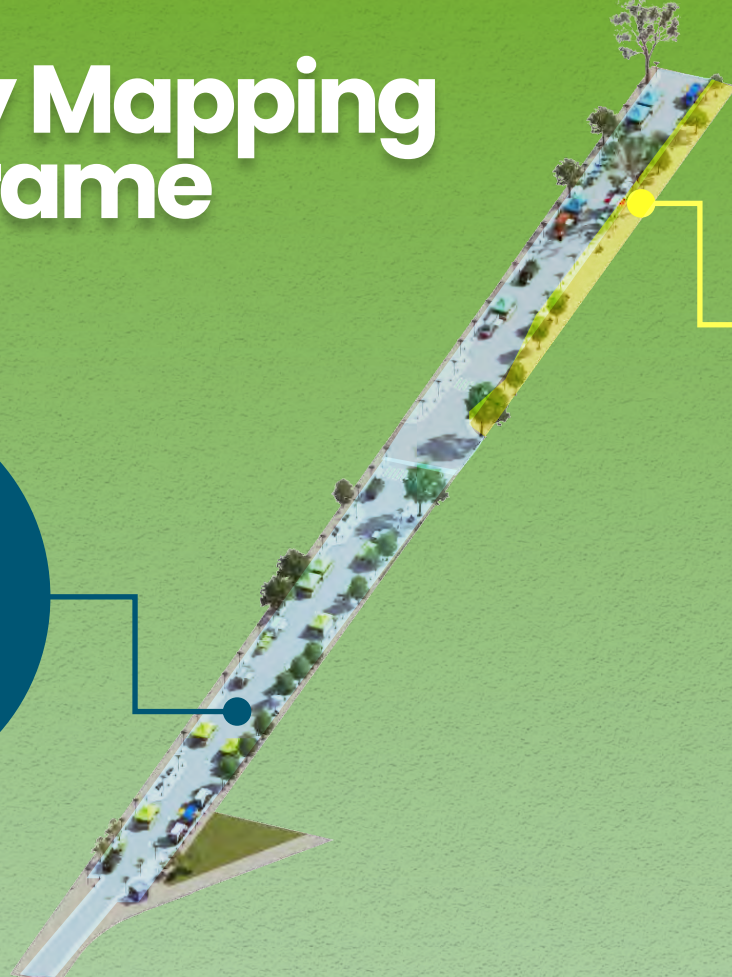
Modernização
Modernization

Showcases the coming together of diverse cultures and backgrounds, uniting to create a brighter future for all.

Showcases the vibrant urbanization and development driven by diverse cultures collaborating to enhance their shared community.

Illustrates the journey of modernization that shaped Curitiba into a dynamic city, reflecting the collective efforts of its diverse communities.

Activity Mapping & Programme



Public Market

Connectivity to the monument

Friday 5PM - 9PM



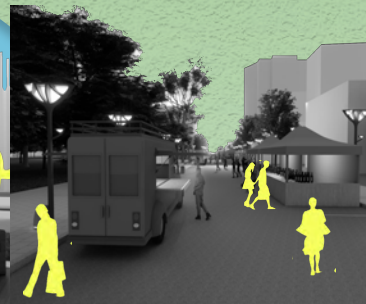
People visit Friday markets after work or school to unwind, eat, socialize, and enjoy entertainment.



The vendors vary, focusing on street food for the evening culinary scene.



In the evening, there is a busking performance that engages the local community.



After sunset, a lightscape enhances the beauty of the market.

Sunday 7AM - 12.30PM



At Sunday markets, people shop for fresh produce, enjoy local food, browse crafts, and socialize.



The vendors are diverse, mainly offering fresh food and local art crafts.



On Sundays, those active near the monument can be target visitors for the public market.



Street furniture supports visitors exercising in the morning and commuting by bike.

Community Engagement & Involvement



Vendor Mapping

To boost vendors' economic income and recognition of all types of goods, we are conducting mapping focused on high-traffic zones to encourage visitors to explore the entire market.



Street Performance

To enhance entertainment, a spot for street performers has been created. This program fosters community collaboration and involvement. However, since this is a residential area, performances are limited to specific hours.

Architectural & Spatial Branding

On this street, we've added new features that brings Curitiba's history back to life whilst also helps locals and visitors to navigate at the market with ease.



Bollard

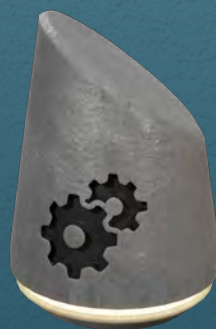
Each Bollard's design depicts the three phase in Curitiba's history.



#1
Agricultura



#2
Viagem



#3
Modernização



Architectural & Spatial Branding

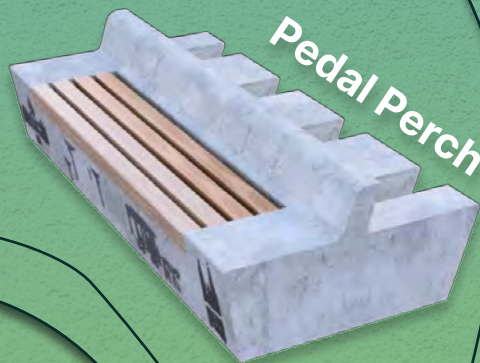
Design Elements Inspired by the Stories of the Reliefs

Market Stall

These market stalls represent the three phases of Curitiba's history, seamlessly blending functionality with history. Each stall features reliefs that highlight significant cultural and historical moments.

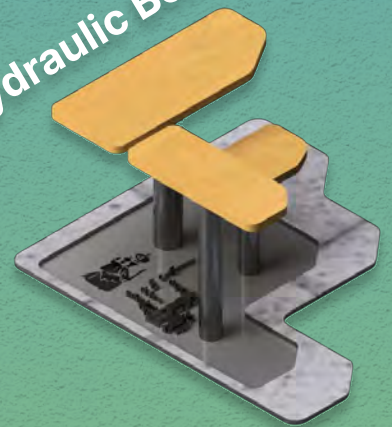


This integrated bench is designed to facilitate the cycling lifestyle of the Curitiba citizen. This concept carries the theme of space utilization and historical with relief accents on the frontside of the bench.



Pedal Perch

Hydraulic Bench



This hydraulic bench is designed with a lifting mechanism, allowing it to be raised and lowered to ground level. Additionally, the bench incorporates a concealed relief feature that becomes visible only when the bench is raised.



Araucaria Streetlight



Araucaria streetlights are inspired by the iconic relief of the pine tree typical of Curitiba, Brazil. Taking its general shape and contour from the branches of the araucaria tree

Meet The Mascot!

Curitiba is home to a thriving capybara population.



Capybara's are easily recognizable

Capybaras are social animals, which symbolizes community and harmony

Tourism appeal serve as a focal point

To embrace the open-air public market activities in Padre Anchieta, the capybara, an endemic animal, was chosen as the market's mascot.

**Olá meu nome é
Bara!**

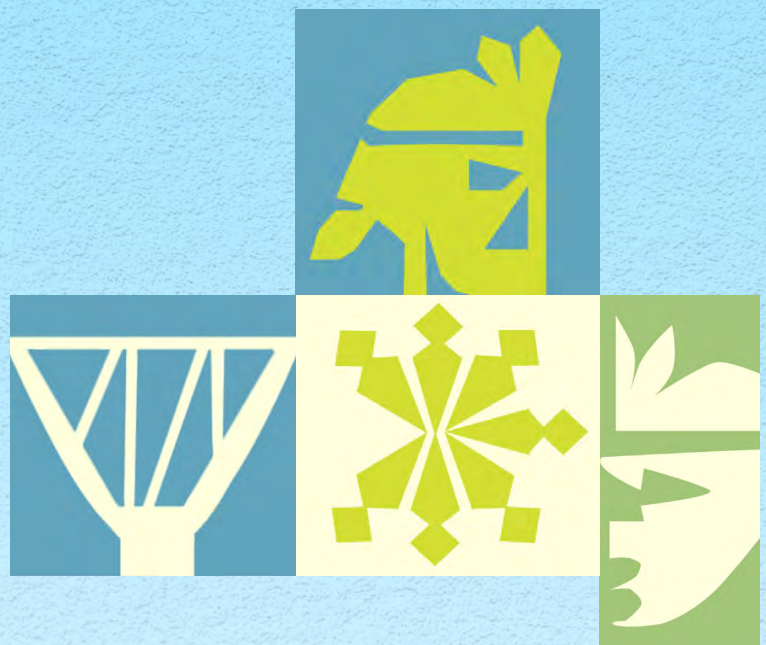


Street Branding



The Praça 29 de Março Public Market features a Araucaria tree trunk as a characteristic relief, with the number 29 symbolizing the anniversary date of the city of Curitiba.

The pictograms used consist of 4 simplified symbols from reliefs that represent the civilization of Curitiba people



The packaging used by each trader must use a packaging design inspired by reliefs to increase the engagement of this public market while introducing Curitiba culture to visitors.

