

CONCEPT

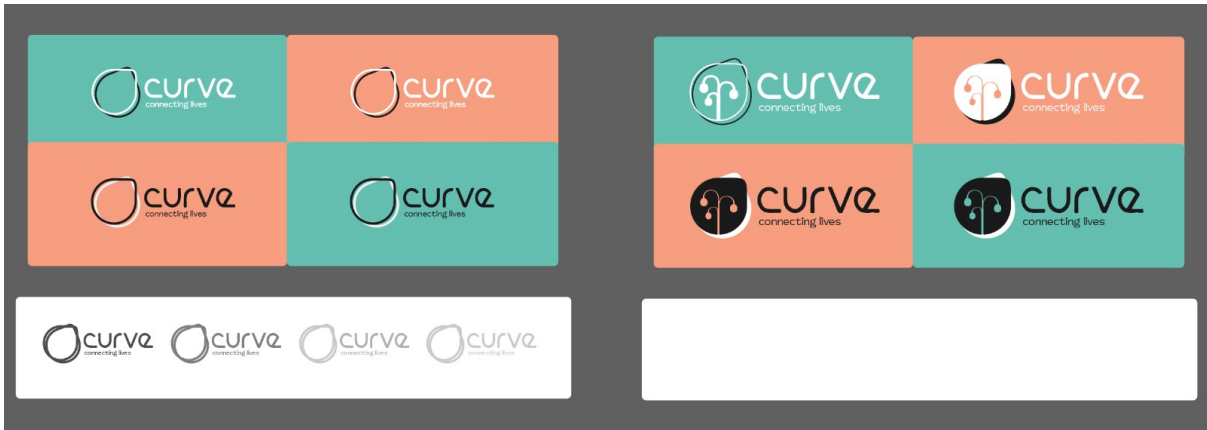
The concept behind the project is the idea of bringing the relation between human and nature and relation between people, into redesigning all of the products that englobe the street as the benches, the bus stop, the bike rack (almost non-existent). Thinking about increasing the number of plants and natural elements is also a way of solving the urgency of the heat island problem. All of the products will have user centered design that also can improve the interaction between people, the concept of our project is “connection between lives” not only human-nature but also human-human, this interaction we think that is a way of calling people and get them interested in walking in that segment of the street.

The proposal for the Jean-Talon Street in Montreal was thought of in some pillars: interactivity, comfort (ergonomic, visual, thermal), nature and climate adaptability and accessibility. The project's conceptual key-word is “connecting”. We thought that in a street that inspires coexistence we should live different experiences and interact with that urban space in our daily lives. It means that this space should create connections between people, promote encounters and be at the same time, a place of refuge, of well-being. Therefore, nature's presence, through plants, is essential. In addition to a color palette that reminds the freshness of the green and with earth-like shades that brings comfort.

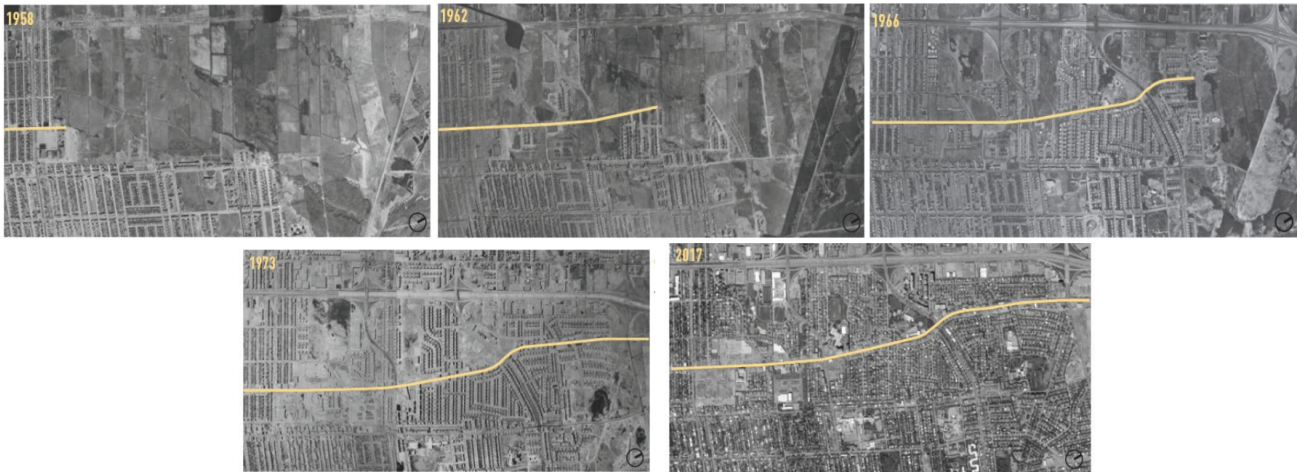


The wellness created by the colors and organic shapes contrast but complement the space, setting the sensation of reunion with the community and nature stimulating people to live in the same place, In a collaborative way. As a refuge, “the relief of those who get in the shadows on a sunny day” a place to feel safe and to belong to, to take care of. A healthy place for all of the community.

Considering the fact that the Jean-Talon Est population is majority composed of immigrants, even being called Via Italia, we will bring some of the culture through a local artist and visual identity based on their lamps. Also keeping the flow of pedestrians, and allowing people to rest and appreciate the environment consequently increasing the local commerce.



Jean-Talon Est is a street that's been improving and increasing in size since 1958, with that in mind we created a unique but simple way of designing the environment, the project can be applied, not in the only specified part, but in the future street if necessary, without interfering in the main flow of the people and cars.



The evolution of Jean-Talon East street in Saint-Léonard borough

(Montreal - Street Design Challenge 2023 presentation)

For all the basic requests we listed:

-interactivity: with spaces with graffiti and mural painting from a local artist, shared benches and efficient urban visual information that attend the appointed concepts



<https://www.facebook.com/photo/?fbid=720823106746680&set=pb.100064569918561.-2207520000> - Rue Jean-Talon Est Facebook)

-Comfort: shadowed spaces which promotes natural air humidity, good ambient lighting reflecting happiness and safety. Besides the visual ergonomics implemented in all equipment and urban furniture.

-Nature: with diversity of plants adaptable for the climate changes and all equipment made from natural sustainable materials and recyclable materials.

- Adaptability: with urban furniture that endures weathering conditions, easy maintenance, and economically viable. Not forgetting the measures and limits that are part of the space. In this perspective accessibility is fundamental, promoting insertion of more people and easy locomotion and circulation (universal design).

Technical questions will also be perceived, as, minimum standard measures, in the street, sidewalk, heights of the plants, urban furniture and equipment. Materials that will be used in the equipment and furniture: (plastic wood, fibers, concrete) promoting reuse of existing spaces and the utilization of more sustainable materials.

URBAN DESIGN

The elements of the project are designed to keep the flow of the pedestrian, having a small length allowing people to rest anytime without interfering with the walkability. Giving space for those with special needs, and making it easy for them to socialize on those semicircle shaped seats. Encouraging the use of sidewalks will also increase the local

socialization, creating a deeper connection and more opportunities aside from community events.



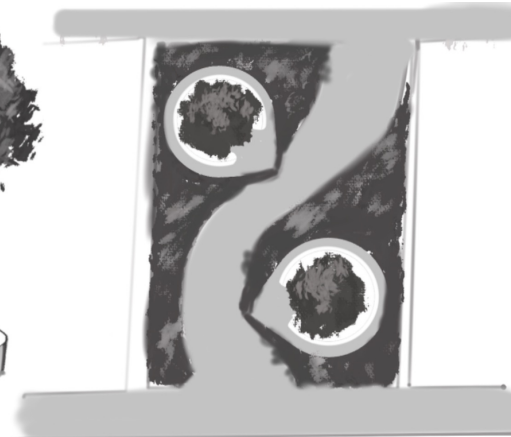
Aside from the benches on the sidewalk, we redesigned the alley on one of the most busy parts of the street. To reduce the traffic caused by cars, we will make an attractive and cozy place, with benches and tables united with art and nature to relax with your friends and family.

The material used will be made from reforested wood commonly used in Canada, capable of resisting the high heat in summers and cold winters without getting rot. And it will be made to have easy maintenance when necessary.

Considering the crime and security, we will make the street more vivid and illuminated, implementing the light pole within the natural environment.



CURVQ



Our goal is not only to reduce the heat island along the street, we could paint the floor and terrace white and that would already help a lot, but we want to make it a beautiful and livable place, where people can feel “at home”. We will connect different lives and make them embrace and show their culture to society, creating a lively place.

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