

PORTADUPLA

SENADOR ALENCAR GUIMARÃES STREET



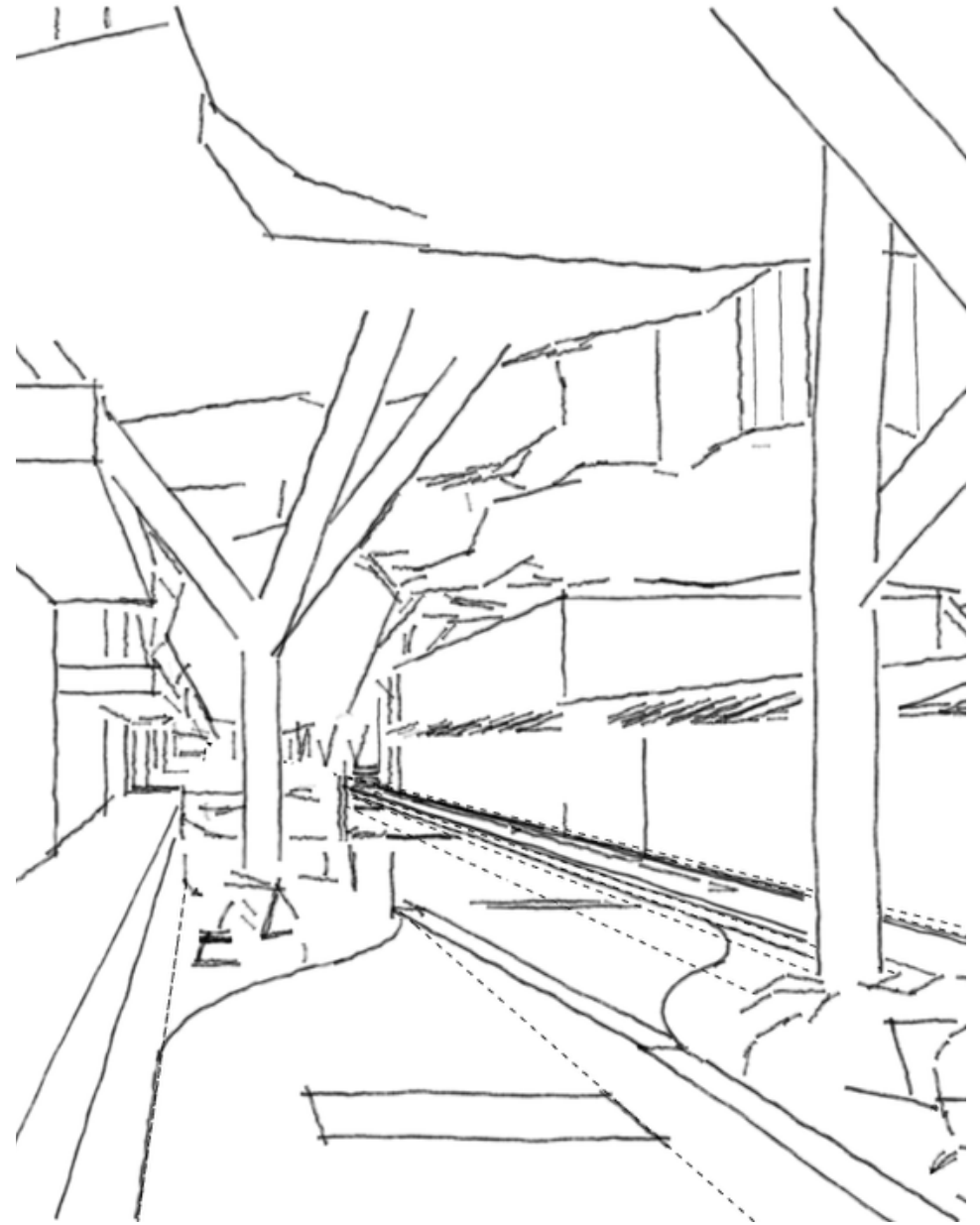
THE PROJECT

The project seeks to intervene and rejuvenate the Senador Alencar street, a street located in the cultural center of the city of Curitiba, one of the cleanest cities on America, and winner of multiple urban planning awards.

Alencar street, is full of potential, however the spaces and distribution look underwhelming in comparison to the street design of it's surrounding context, getting to attract a smaller flux of people, tourists and customers to the walkway.

We took the time to analyze the zone, realizing there were two huge green areas, separated by the street we're going to intervene, so we came to a concept, what if the street worked like an extension to connect these two green areas?

The main objective in the approach of this project is to generate a context of belonging and identity, which reflects the culture of the city, as well as raising awareness among the population of social inclusion in a space that is accessible to everyone. In this public space, nature is integrated as a functional and aesthetic element that generates sensitive perceptions through colors, smells, textures, mitigates heat islands with the projection of shadows, thermal insulation, formation of microclimates, oxygenation and air purification.



CITY OF CURITIBA

Founded on: March 29th, 1693
South Brazil.

Curitiba, Capital of Paraná originally a mining city underwent an extensive rejuvenation program, focusing on urban planning, recycling, zoning regulation and complex transportation systems. Which have led the city to receive the first LEED certification, and to be considered the city with best life quality on South America.



DEMOGRAPHY

Curitiba showed significant demographic growth at the end of the last century due to the flow of people from around Brazil, as a result of the city's approach to complex urban planning, creating natural spaces and adding verticality to the landscape. In the last decades the southern region of Curitiba has been the one presenting the most growth in neighborhoods as Tatuquara, Campo de Santana and Ganchinho, In Contrast to the center, which after years of population exodus, has begun to regrow once again.

The growth of more than a million inhabitants, has however come with difficulties of the city, as the number of people grows, the demand for the services that build the spine of Curitiba has caused the quality of said to lower.

ECONOMY

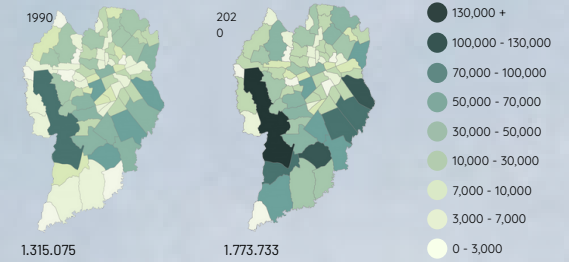
This city stands out for its great importance as a government center, the city is also an important economic center in the state of Paraná, with a highly developed commercial, service and financial sector. Curitiba is home to a variety of companies in these sectors, contributing to the region's economic growth.

It has a robust economy and is an important industrial center in the southern region of the country. As you mentioned, one of the key factors for its strong economy is the presence of numerous factories, especially in the Cidade Industrial (CID) neighborhood, which is home to a large number of companies from various sectors, including the manufacturing industry. These factories have contributed significantly to the economy of the city and the state of Paraná as a whole.

In addition, the metropolitan region of Curitiba, known as Greater Curitiba, is home to major automotive industries and is a production hub for several companies in the automotive sector. This has further boosted the local economy and created jobs in the region.

CITIZEN CULTURE

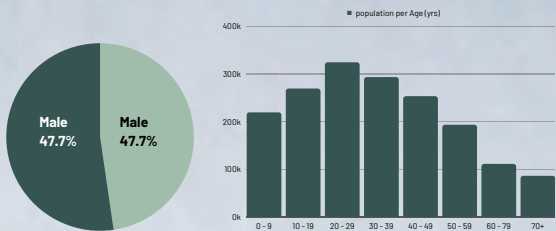
Curitiba's government seeks to create a sustainable mindset within the population, making them feel identified and proud with the city and their surroundings, inviting them to participate on ecological activities such as recycling and to take care of the green spaces.



Curitiba, a city in southern Brazil, has undergone a remarkable transformation. This metamorphosis includes the creation of the world's first pedestrian island, a revolutionary public transportation system, innovative measures to address poverty, investments in education and culture, and a strong focus on environmental sustainability. These changes have transformed Curitiba from being a rural town into becoming a success story in the developing world.

POPULATION

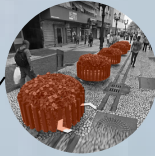
Curitiba's growing population is mostly composed by Young adults, averaging between ages 18 and 40, mostly from the growing middle class.



URBAN CONTEXT

CONTEXT CHALLENGES

Unlike neighboring streets Senator Alencar's potential proves to be wasted



Planters, Which consume space and reduce circulation without adding much to the urban planning



No urban furniture for bicycles even though Curitiba's prouds itself for its alternate transportation methods and cyclist population.



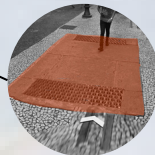
The street doesn't provide for easy access for suppliers to the businesses



Lack of effective waste disposal causes trash accumulation on the streets and overflows present trash bins



no space for rest or consumptions of food, mis-used spaces get overtaken by vendors.



Inefficient drainage systems, that pose mobility challenges for disabled individuals

ACCESSABILITY

seeking to ensure the inclusion of people with disabilities, the overall design. You must follow accessibility guidelines.

Dimensions for wheelchair circulation are considered, and a single level throughout the entire intervention. This includes urban equipment such as tables, tactile pod-guided mats will also be designed implemented along the corridor, generating clear paths for the visually impaired

TARGET USERS

Contemplating a young demographic of both male and female we can identify three different target audiences.

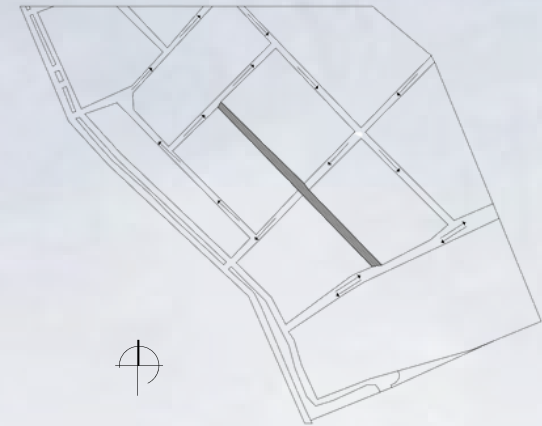
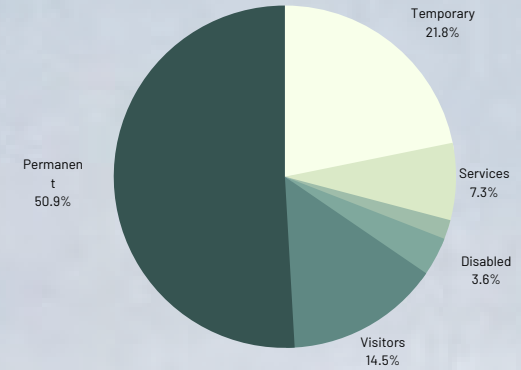
TRADERS: People, aged between 20 and 60, and who own businesses in the area, characterized by a medium socioeconomic level, will maintain a constant interaction with the transformation of this street as its main workforce

TOURISTS: tourist profile, so their stay is ephemeral, characterized by a medium to high socioeconomic level, as this street is in a tourist area, and we generate an intervention that will be striking, we will have a large presence of these.

RESIDENTS: Population of the city who routinely circulate through the street, having as an objective to generate a sense of identity between them and the intervention.

VEHICLE CIRCULATION

Even though the city of Curitiba tries to minimize the amount of streets with vehicle circulation, Senator Alencar counts with residential and commercial spaces that need vehicle access, so the intervention must find the way to integrate vehicle flow in a safe manner that also allows for pedestrian circulation.



SENADOR ALENCAR GUIMARÃA

SURROUNDING CONTEXT

Senator Alencar Guimarães is located within the central area of the Curitiba city, the original place from where the city grew. Nowadays the area shows an increase in residences for students and young families due to the increasing number of Universities and concentration of commerce and services which provide most of the jobs in the metropolitan area.

The zone has also become culturally rich, due to the presence of art galleries and historical places.

The zone counts with multiple transport stations and cycle tracks that decrease the usage of cars.

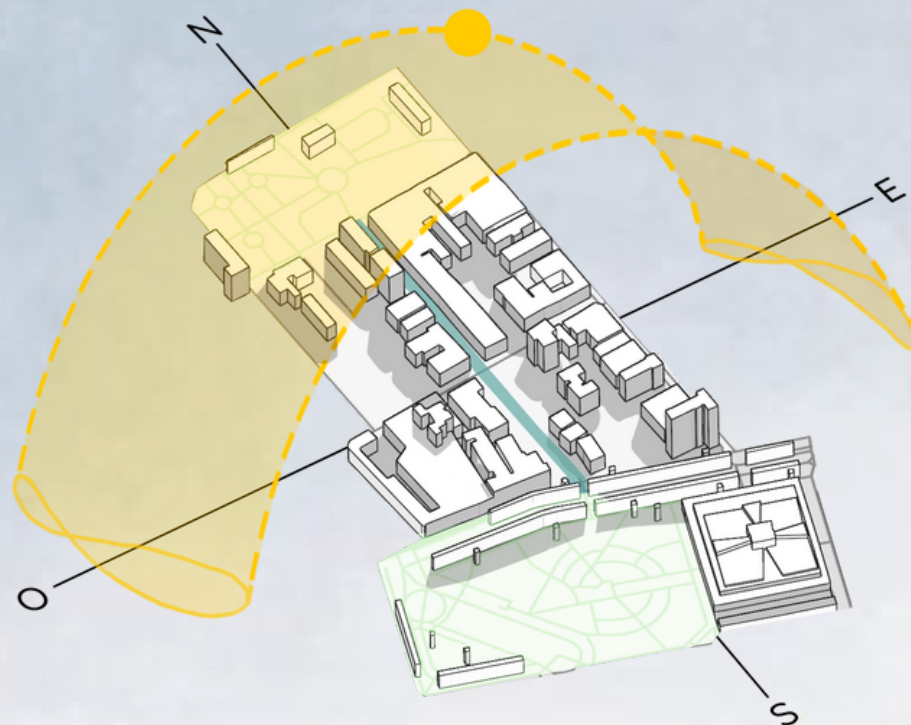
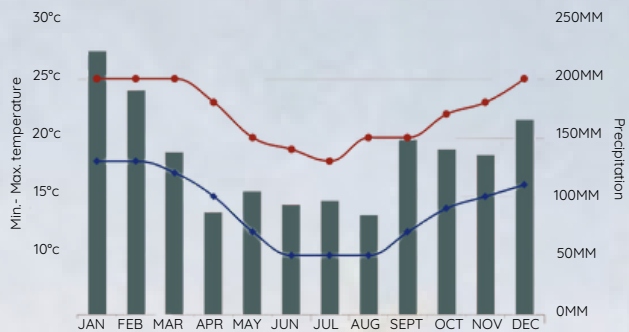
Senator Alencar street is mainly constituted by shops, restaurants cafés, Hotels and Residencial buildings



CLIMATE

Climate in the area tends to be mostly temperate with a high index of humidity due to usual constant precipitations.

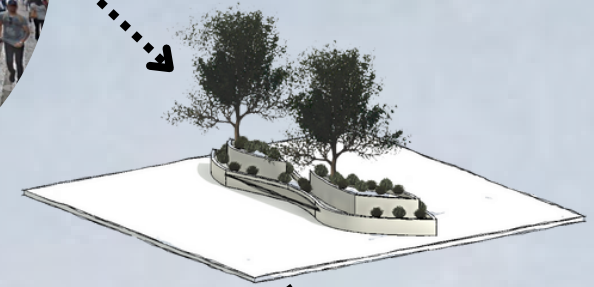
Average Temperature:



DESIGN CONCEPT



BEFORE



AFTER

The purposal of sustainability in this project stands as the main pillar guiding each of our steps. This rigorous approach grants us the ability to thoroughly explore the intrinsic identity of this place. Sustainability, furthermore, acts as a catalyst for ongoing prosperity and evolutionary development, enabling a constant and deep connection with the surrounding community.

The enduring harmony in this space becomes an essential commitment, ensuring that all who visit it can experience and comprehend the essence of the place on both, cognitive and spiritual level. This enduring legacy is rooted in the preservation of cultural identity and the environment as we forge ahead with determination on the path of sustainability. We fully acknowledge the challenges that the construction and execution of this journey have posed to this community, but we maintain our steadfast commitment to move forward in this significant city.

It should be noted that as a result of these design decisions, we will achieve a level of security that, like all the aforementioned aspects, will be clearly perceptible through the simple experience of being present in this space.

VEGETATION PALETTE

Implementing vegetation in Brazil serves two main purposes:

functionality and aesthetics.

Functionally: vegetation helps decrease heat islands areas and improves energy efficiency.

Aesthetically: it seeks to connect with local culture and create a visually appealing environment.

The importance of the election of the foliage we're using in this project it's key to achieve our main objective, the sensation of returning nature what once belonged to nature.

SPRING



SUMMER



NAME: TABABUIA SPECIOSA

SOLAR EXPOSURE :
DIRECT IRRIGATION:
WEEKLY FLOWERING:
SPRING LONGEVITY:
MORE THAN 20
YEARS CUP: 3-4M
HEIGHT:6 - 10 M

NAME: COJOBIA ARBOREA

SOLAR EXPOSURE :
DIRECT IRRIGATION:
WEEKLY LONGEVITY: MORE
THAN 30 YEARS
CUP: 3-4M A:8 - 10
M

NAME: SALVIA ROSMARINUS

SOLAR EXPOSURE :
DIRECT IRRIGATION:
REGULAR LOW FLOWERING:
AUTUMN & SPRING
LONGEVITY: MORE
THAN 20 YEARS
HEIGHT: 0.5 A 2M

NAME: IRIDOID DIETS

SOLAR EXPOSURE :
DIRECT IRRIGATION:
MODERATE FLOWERING: ALL
YEAR LONGEVITY: MORE
THAN 20 YEARS
HEIGHT: .45 A 1M

NAME: IMPATIENS SULTANII

SOLAR EXPOSURE :
DIRECT IRRIGATION:
WEEKLY FLOWERING:
PARTIALLY ALL YEAR
LONGEVITY: MORE
THAN 30 YEARS CUP:
1 M HEIGHT: .50 A 1 M

URBAN PLANING

Vehicular accessibility - temporal parking spaces for business suppliers that ease work for local business and dimension appropriate for acmes of emergency services.,

Limitation of vehicular access - Alencar street vehicular access would be limited exclusively to residents and suppliers during specific hours of the day.

Wheel-chair circulation consideration - Accessibility measurements for wheelchairs are considered in both pathways and urban furniture.

Delimitation of circulation by Gardens - Planters implemented around the intervention aim to delimit walking spaces and reduce vehicle circulation speed.



Podotactile pathways - Clear podotactile pathways are implemented to include and facilitate safe circulation for pedestrians with eyesight disabilities.



Cycling track priorities - Space for cycle tracks is contemplated in order to motivate population to use clean transportation.



Promotion of leisure activities, and pedestrian retention - Spaces where the passing pedestrian can rest and gather aim to generate interest on the street and bring more customers to the business.

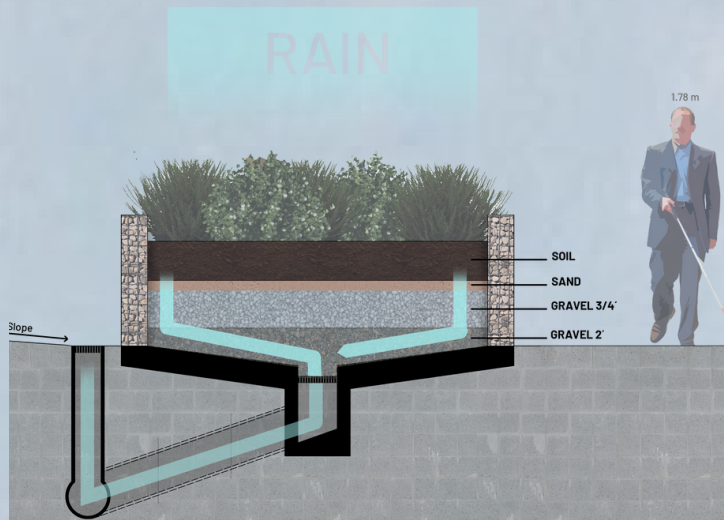


CRITERIA FOR SUSTAINABILITY

Rainwater reuse - Public restrooms - Water collection systems from Planters and flooring repurpose water to bathrooms implementing on the nearby park, taking advantage of natural terrain slope.

Water filtration system - Design of planters seek to generate water filtration to water pipes beneath the intervention, to be repurposed.

Biodiversity islands - Planters are filled with endemic foliage that seek to attract key fauna such as bees and birds.



Sustainable Materials - Furniture is made of treated recycled wood, Gabion planters from locally sourced stone.



Vegetation - presence of abundant foliage is integrated into the the context as both aesthetic and functional, through color palette, shade projection, thermal isolation, formation of microclimates oxygenation, and air purifications, all that helps to reduce the heat print, as well as generating sensorial stimulation through sight and smell.



DESIGN AND EQUIPMENT

OSORIO PARK

Creating palpable connection between parks: Generate a sense of connection between Osorio and Rui Barbosa parks, generating a natural corridor.

Color palette alludes to Brazilian flag and rainforest composition - Color palette in both gardening proposals and urban furniture aim to generated a sense of identity and homage the country.

Generation of appealing places to revive business - Spaces like eating tables and benches aim to retain the customer and make shopping and staying on the street more appealing.



Visible design for disabled seeks to generate conscience



Generating identity amongst citizens - Aim to create a sense of identity amongst the citizen that motivate them to clean the spaces clean and in fair condition.

RUI BARBOSSA PARK

- Water canalization
- Water canalization Tank
- Cycle Track on intervention
- Cycle Track Network proposal.
- Bus stop proposal.
- Heat reduction zones (vegetation)
- Public WC proposals



CONSULTATIONS

Figura 4 Índice de crecimiento de la población según los distritos de... (s.f.). ResearchGate. https://www.researchgate.net/figure/Figure-4-Índice-de-crecimiento-de-la-poblacion-segun-los-distritos-de-Curitiba_fig4_262204806

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