



SENADOR ALENCAR GUIMARÃES S

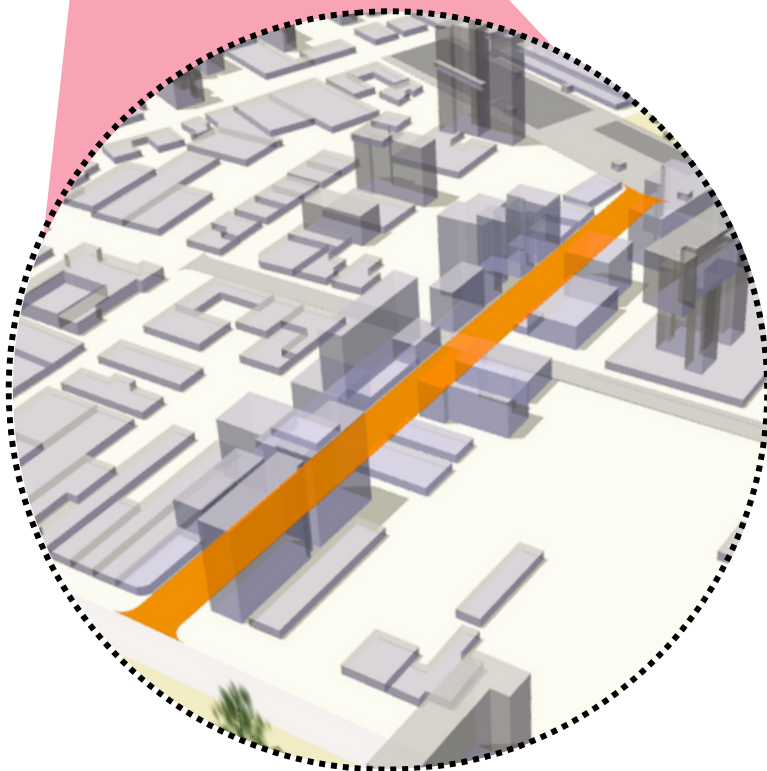
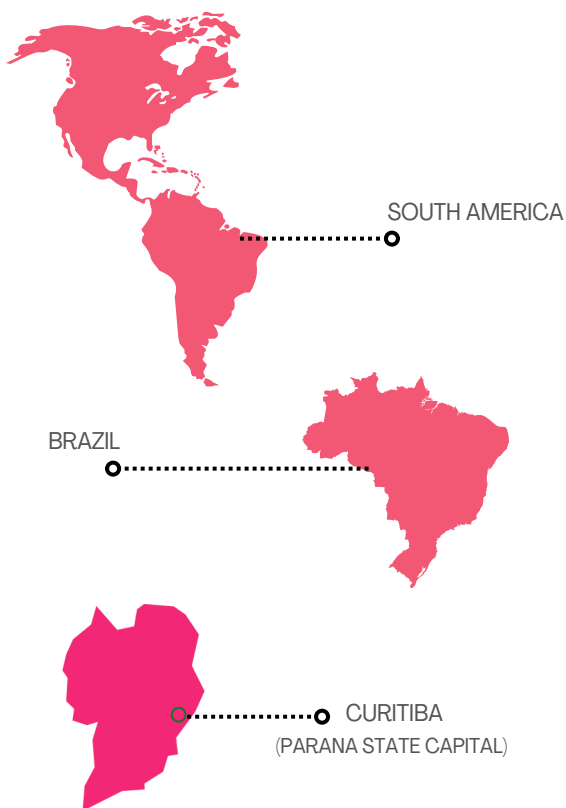
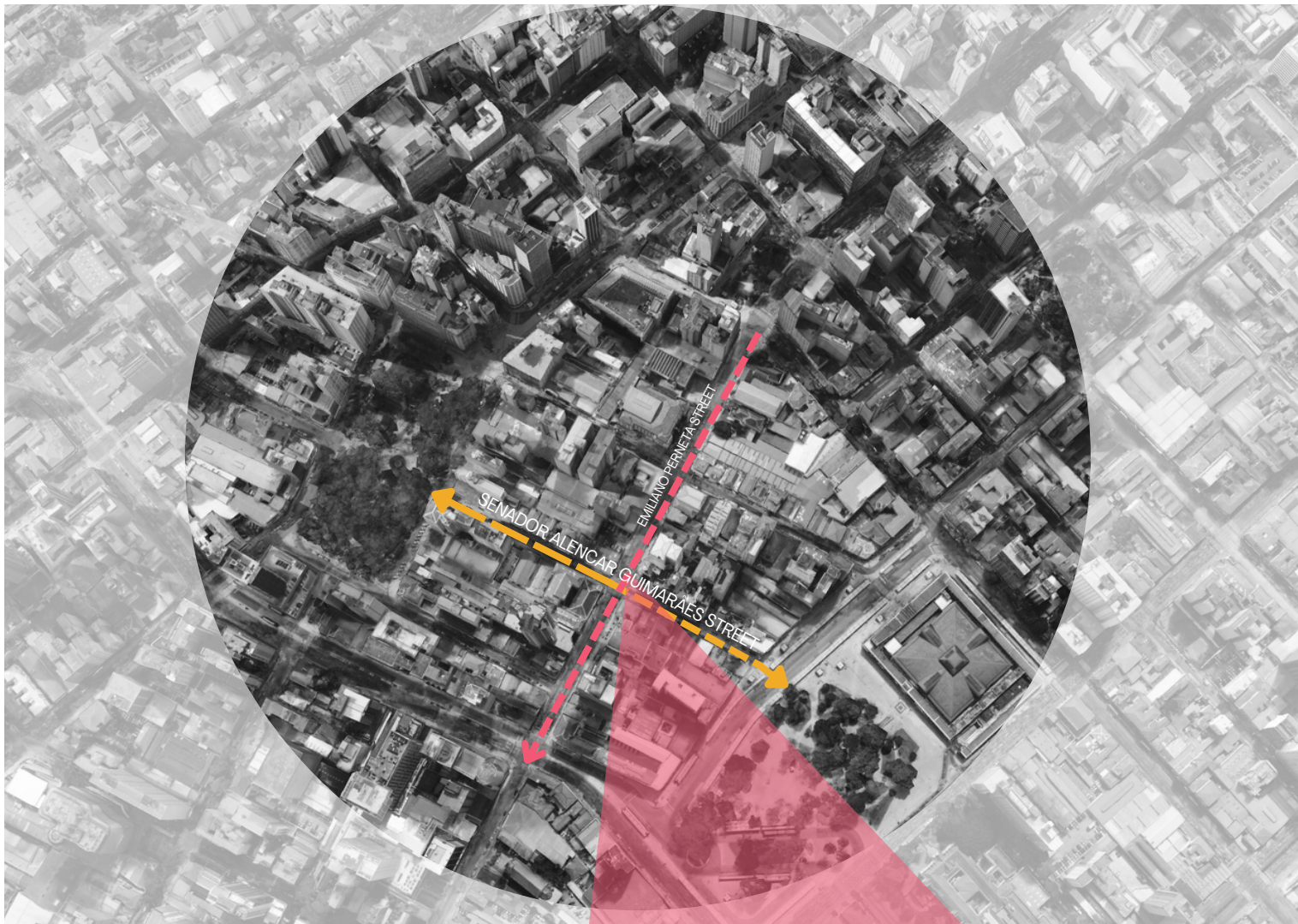
TREET
STREET DESIGN

INTERNATIONAL CHALLENGE 2023

CURITIBA - PARANÁ - BRAZIL

SITE ANALYSIS

THE STREET TO BE INTERVENED IS A TWO-BLOCK STREET, WITH A TOTAL OF 270 M LONG AND 13M WIDE, WITH MIXED-USE BULDINGS AND PEDESTRIAN WALKWAY.



SENADOR ALENCAR GUIMARAES, CURITIBA, PARANÁ, BRAZIL LOCATION

SITE ANALYSIS

PROBLEMATICS

PROBLEMATIC NODES



TRAFFIC CONGESTION AND INTENSE FLOW OF PEDESTRIANS

VISUAL POLLUTION



LACK OF LANDSCAPE DESIGN AND LOW PEDESTRIAN PRIORITY

NEGLECTED SURROUNDINGS



GARBAGE ACCUMULATION AND OUTDATED URBAN FURNITURE AND LIGHTING

SITE ANALYSIS

OPORTUNITES



OPEN SHARED SPACES TO PROMOTE ACTIVITIES SUCH AS SOCIAL GATHERINGS AND PUBLIC CULTURAL EVENTS



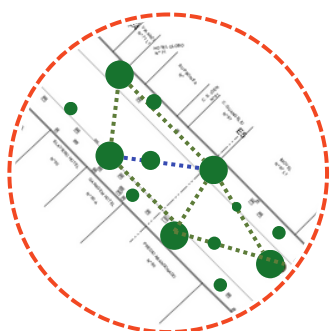
STRONG CITIZEN CULTURE TO RECYCLE AS MUCH TRASH AS POSSIBLE AND USE PUBLIC TRANSPORTATION



SPACES WITH A LOSS OF LOCAL IDENTITY DUE TO A VISUAL OVERSATURATION RESULTING IN POLLUTION

SITE ANALYSIS

DESIGN PROPOSALS



CONNECTED GREEN SPACES TO UNIFY THE TWO PARKS ON BOTH ENDS OF THE STREET



IMPROVE THE OVERALL LOOK OF THE STREETS BY DESIGNING PAVEMENTS AND ADDING VIBRANT COLORS THAT APPEAL TO THE PUBLIC



USE OF INTERACTIVE STREET FURNITURE TO PROMOTES SOCIAL INTERACTION AND CULTURAL SENSIVITY

EXISTING SOCIAL ACTIVITIES/PLACES ANALYSIS

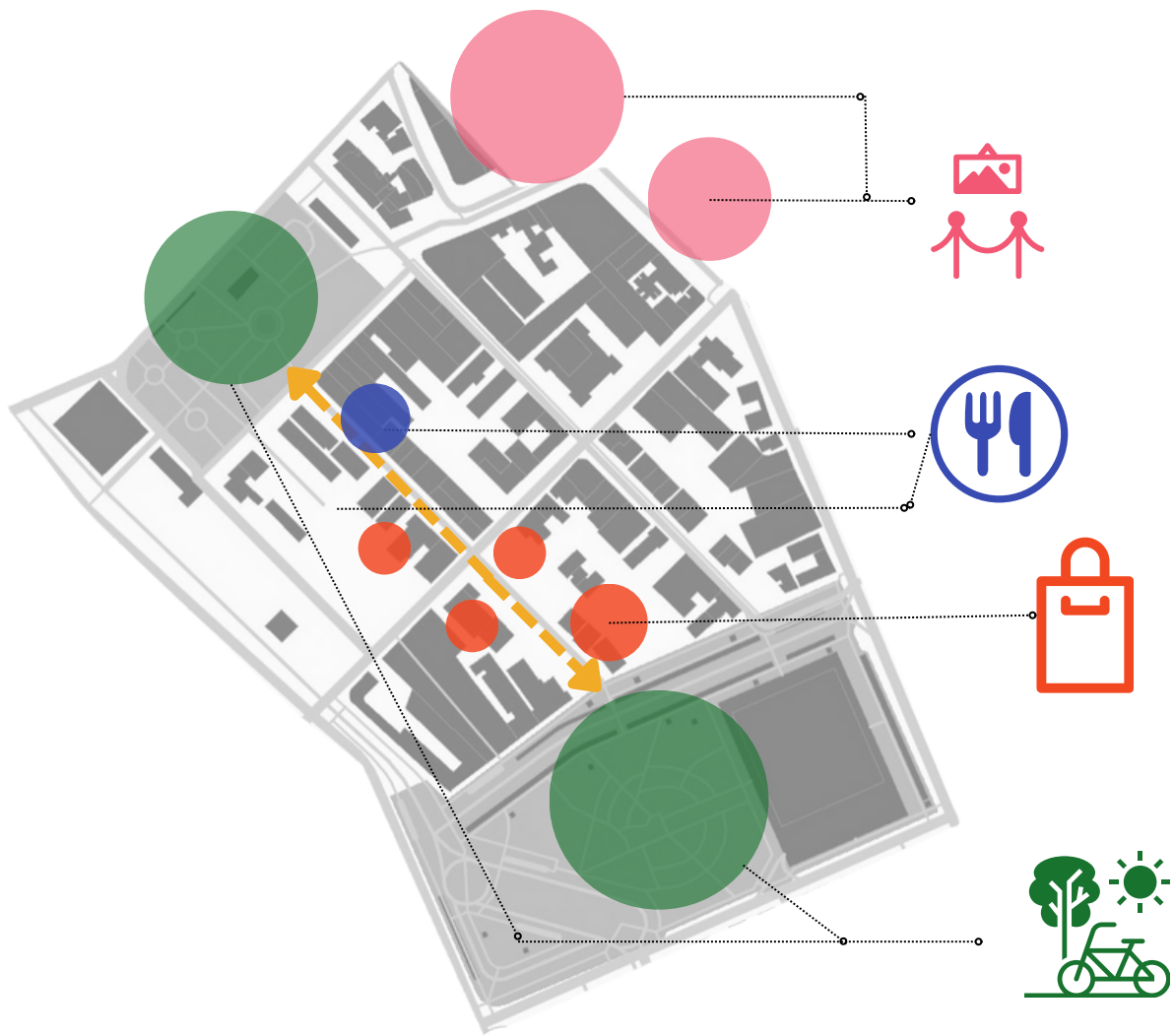
LANDMARKS THAT INCREASE THE MOBILITY FLOW WITHIN THE ANALYZED AREA

ART
GALLERIES

LEISURE
PARKS
MALL
SPORT FACILITIES

FOOD
RESTAURANTS
PUBS

RETAIL
WAREHOUSE
CONVENIENCE STORES
FASHION STORES
MEDICAL STORES



ACTIVITIES THAT CAN BE INTEGRATED BY MODIFYING THE STREET

ART & CULTURE

CREATION OF SPACES FOR THE EXHIBITION OF ART AND CULTURE THROUGH THE IMPLEMENTATION OF MOBILE PANELS THAT ALLOW THE PROJECTION OF LOCAL ARTISTS

GATHERING PLACES

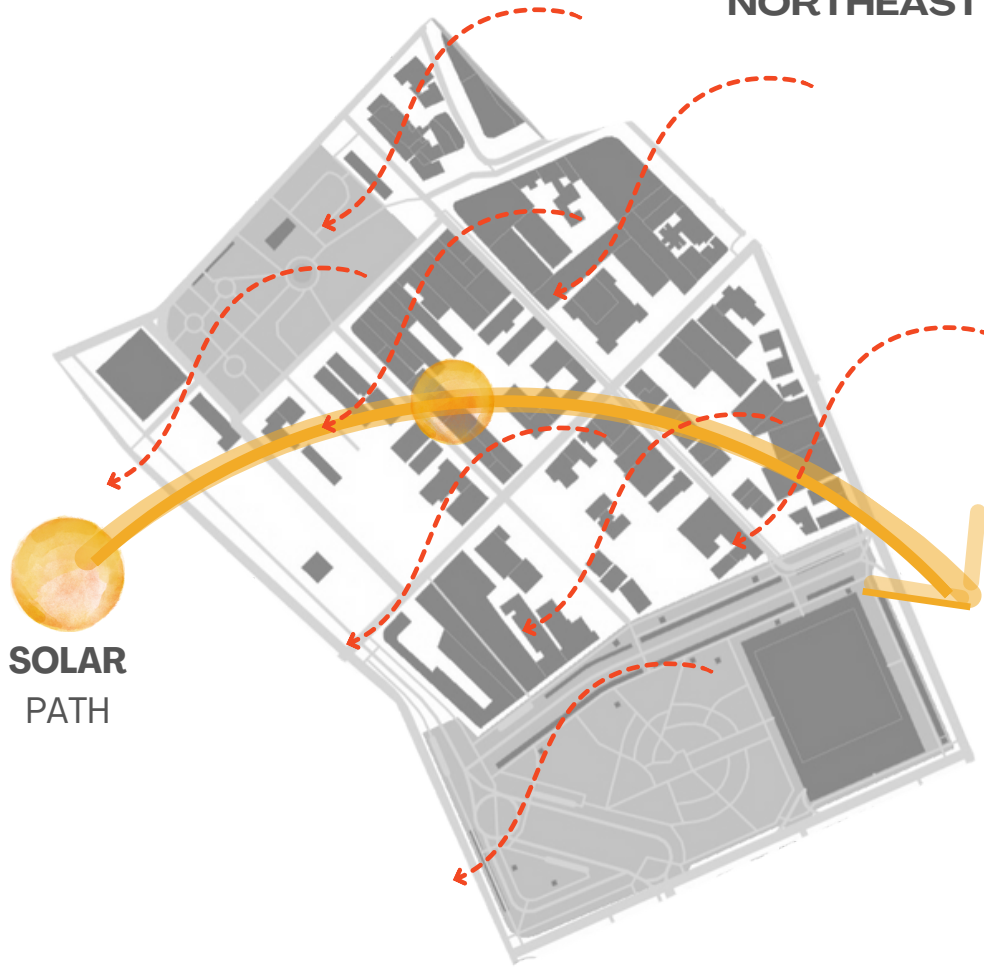
CREATION OF GATHERING SPACES FOR SOCIAL INTERACTION

FREE MOVILITY

INCLUSIVE TRANSIT SPACES FOR EVERYONE, INCLUDING PEDESTRIANS, CYCLISTS AND EVEN LOCAL VEHICLES

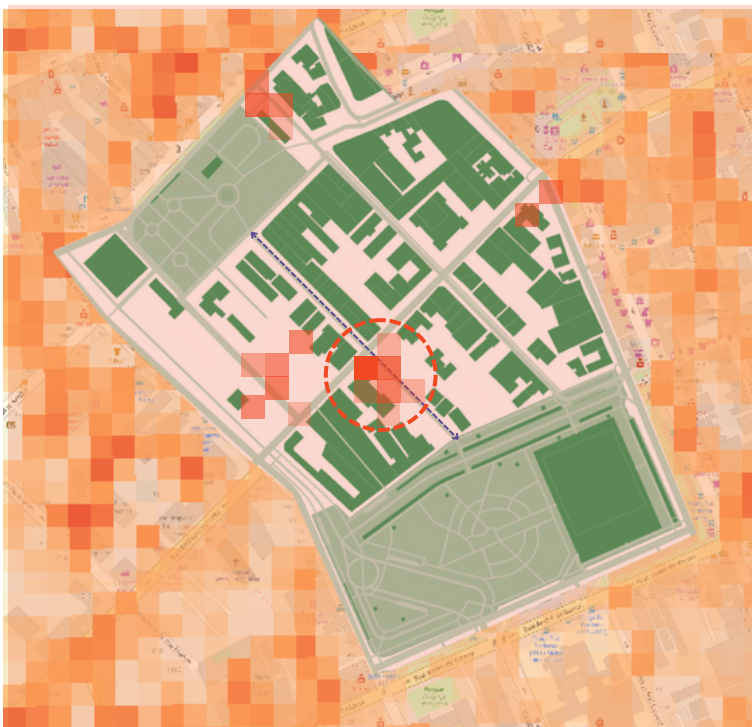


STEERING WINDS
NORTHEAST TO SOUTH-
WEST



SOLAR
PATH

URBAN HEAT
ISLAND



POINT WHERE THE GREATEST AMOUNT OF HEAT IS CONCENTRATED IN SUMMER ●

INTERSECTION WITH MAJOR PAVEMENT CROSSINGS ●

WHITE PAINT GENERATES A GREATER SOLAR REFLEXION ●

AREA WITH VERY TALL BUILDINGS AND MATERIALS SUCH AS ASPHALT, GLASS AND CONCRETE THAT INFLUENCE THE SOLAR INCIDENCE ●

CONCEPTUALIZATION

THE PROJECT IS BASED ON TWO MAIN STRATEGIES TO SOLVE THE MAIN PROBLEM OF THE SITE



THERE IS AN ISSUE IN THE AREA, WHERE YOU CAN SEE A CONTRAST BETWEEN BOTH ENDS OF THE STREET, OBSERVING HOW OSORIO SQUARE IS COMPLETELY GREEN AND TREE-LINED, AND AT THE OTHER END RUI BARBOSA SQUARE NOT SO MUCH, IN ADDITION, THE TRANSITION OF THESE LARGE SQUARES WE FIND SENATOR ALENCAR GUIMARES STREET, WHERE THE VEGETATION IS PRACTICALLY NON-EXISTENT.

TRANSITORY ECOSYSTEM

THIS IS WHERE THE CONCEPT OF A **TRANSITORY ECOSYSTEM** IS PROPOSED, ACHIEVING AN EVENTUAL TRANSITION BETWEEN THESE TWO POINTS WITH LANDSCAPE INTERVENTIONS, ADDING BOTH IDENTITY AND DYNAMISM TO THE AREA



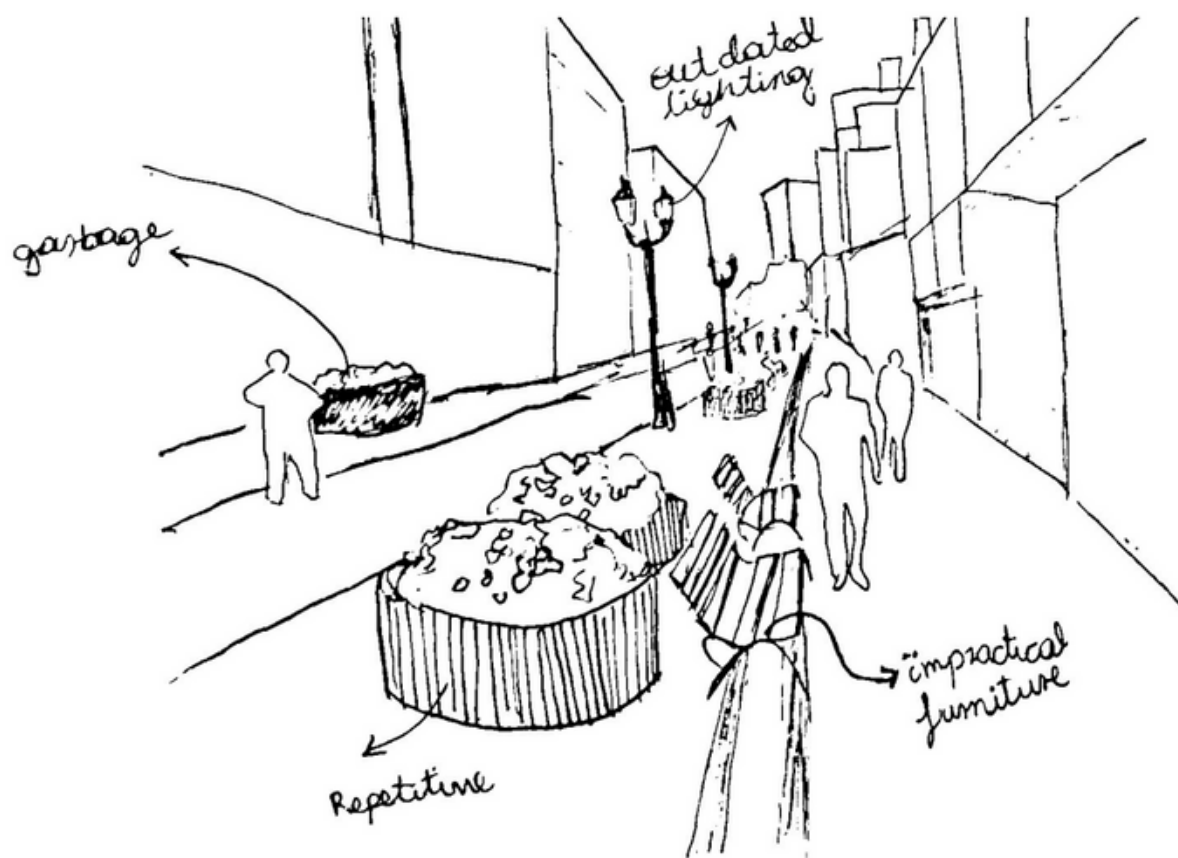
AQUI VA RENDIR DEL PROYECTO

ANOTHER IDENTIFIED PROBLEM IN THE STREET IS THAT IT IS A SPACE WITH NO- IDENTITY, COLORLESS AND TITH MONOTONOUS PATHS, AND WITHOUT ANYTHING THAT REPRESENTS THE CULTURAL SIDE OF THE CITY, IN ADDITION VISUALLY REFLECTS INSECURITY.

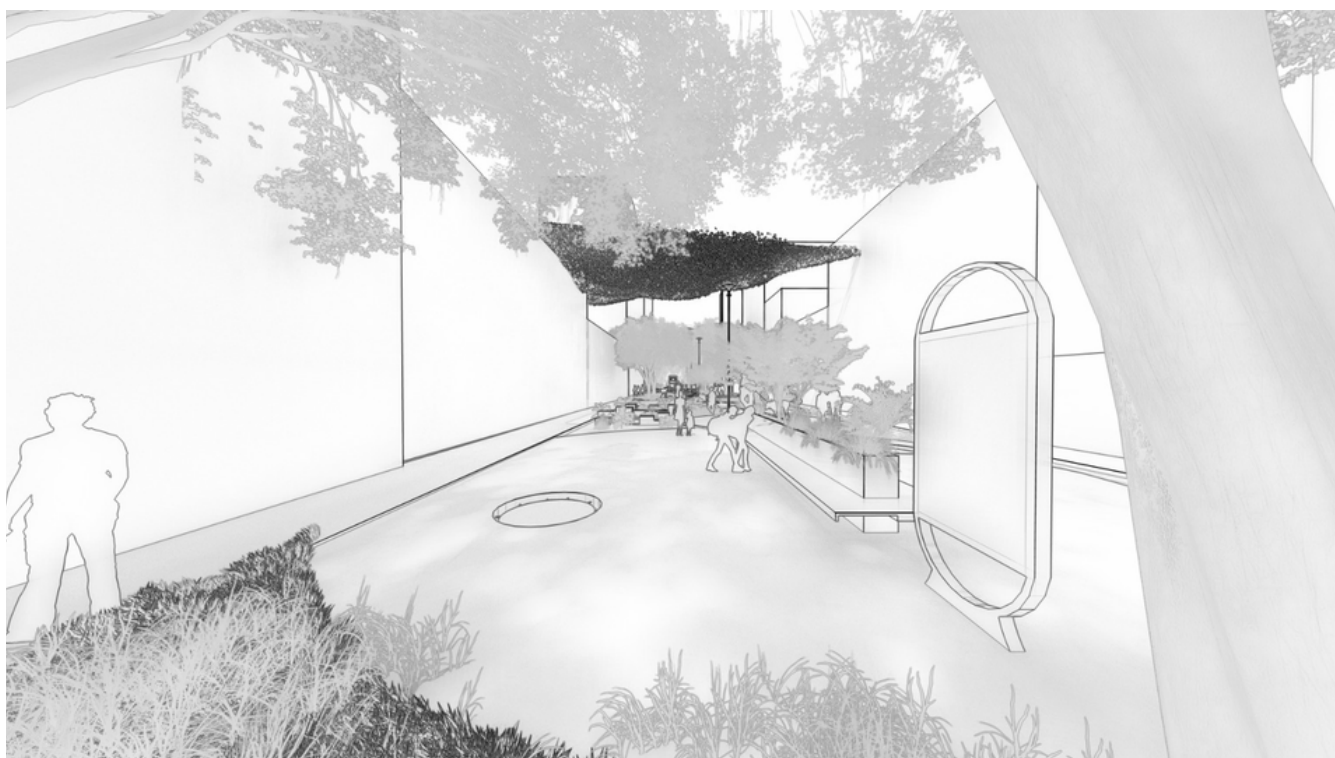
THEREFORE, THE AIM IS TO ADDRESS THIS PROBLEM BY INCORPORATING COLORS INTO THE STREETS, INTERVENING IN THE PAVEMENTS, INCLUDING EXHIBITION SPACES, BRINGING LIFE TO THE STREET. IN ADDITION, IT IS A **MULTICULTURALLY RICH CITY**, A PART THAT IS IMPORTANT TO REFLECT IN THE STREET

CULTURE AND VISUAL IDENTITY

CONCEPTUALIZATION | SKETCHES



PROBLEMS IDENTIFIED ON THE SITE

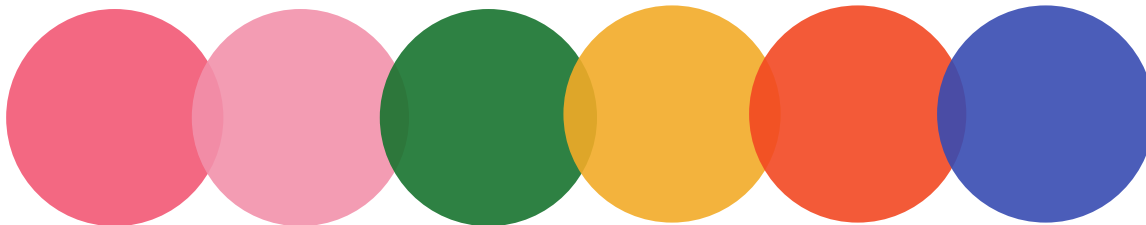


INTERVENTION PROPOSAL

MASTER PLAN

LANDSCAPE DESIGN PROPOSAL

SUGGESTED COLOR PALETTE



VIBRANT COLOR SELECTION TO BREAK THE MONOTONY OF THE SITE AND THAT ALSO HAVE A HEAT ABSORPTION PERCENTAGE TO MAINTAIN THE TEMPERATURE.

VEGETATION PROJECT PROPOSAL



NATIVE PLANTS THAT HELP ABSORB HUMIDITY FROM THE ENVIRONMENT

MATERIALS PROJECT PROPOSAL



SYNTHETIC RUBBER IS USED IN THE FLOORS TO MAKE THEM EYE-CATCHING AND TO PROVIDE TEXTURES THAT CAN INTERACT WITH USERS

URBAN FURNITURE PROPOSAL



DYNAMIC BENCHES



MUPI

MASTER
PLAN

RENDERS

