

INTRODUCTION

As an architectural studio we sustain a VISION of PLACE. For us Placemaking is a powerful approach to spatial production that enhances quality of life and inter-connects people. Placemaking is not a design product but a designing process.

TRANSFORMING SPACE INTO PLACE involves taking risks.

This presentation will have the structure of a manifesto that shows our process of transforming spaces into places in our different projects.

MANIFESTO

1. Seek content in context.

Before setting out to design, thoroughly research the specific potential, resources, community assets and essential needs of a site. Hire locally, source regionally; work with the community not just for it. Engaging people, not as consumers of space but as placemakers, restores citizens to cities.

2. Change barriers into boundaries.

A boundary is a permeable membrane that generates parity between private and public space, encourages social interaction and exchange. People will feel safer and more at home in places of open communication than in spaces of garrisoned fears. Work with people to help them voice their hopes, needs and aspirations to overcome barriers.

3. Shift perception.

Draw on the assets and skills of a community and combine them with professional expertise to attain innovative results. Public space interventions, designed to involve users in creative ways that free space from preconceptions, uncover resources and fuel common purpose into disarticulated groups. Be unafraid to implement ephemeral to permanent strategies to pilot solutions.

4. Approach the landscape as the program.

Derelict, underused or disused urban space, when approached as topography, reveals its natural potential. Unclaimed urban spaces can become **ECOTONES**: places of resilience, inclusive and rich in function diversity. Recycling and re-signifying extant infrastructure transforms an urban scar or hostile border of the landscape into an attractive horizon.

5. Re-signify materials.

Textures and atmospheres are essential in creating a sense of place. Readings of vernacular or industrial materials which become sensitive to notions of habitability through patterns, rhythms, colors, surfaces and shapes, are an invitation not only to look closer but to come closer together. Make the most out of each material. Imprint new meaning to “brick-and-mortar” by adding texture to life.

6. Work with temporality.

Spatial design that considers urban and social mobility, recycles and resignifies buildings according to user routines, and thinks of programs flexible enough to harbor different segments of the population throughout the day, enabling people to dwell in a resilient present.

7. Hold beauty as a basic right.

Beautiful design is an investment in dignity. Regardless of budgetary constraints, beauty is affordable by a virtuous use of resources

Elegant solutions are intrinsic to the program.

Buildings are infrastructure for new ecologies.

Approach every space with the same respect you have for sacred places.

Aesthetic decisions can become infrastructure that changes people's lives.