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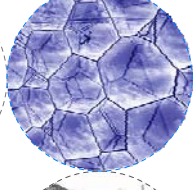
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But above all ...

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estrategias urbanas

Eje Z division

MISSION:

integration

de grupos sociales desfavorecidos

saving

energy and cost

sustainability

ecological and social



estrategias urbanas is an architectural and urban-planning company which has been born with the spirit to change the PUBLIC URBAN SPACE, innovating the configuration of the city, optimizing its elements and taking utmost advantage of its resources .

We are immersed in the spate of present-day City Marketing development movements, deploying active policies destined TO IDENTIFY and DEFINE the needs of the society, so as to give response to the model of the city desired by its inhabitants.

“Selling the city” is not our sole goal, but it is also being involved in the creation of its IMAGE, implementing already-existing communication, advertising and promotion tools in the public space, which contribute VALUES to such an IMAGE.

estrategias urbanas is under the leadership of a BA in Business Administration and Management -with experience in project organization in and out of Spain- as well as two Architects, who are in charge of developing the theoretical and technical aspects of the seminal idea.

The way of materializing our idea, is based upon the implementation of several strategies, the first one of them is **Eje Z**.



what is exactly our offer?

As we approach the city from the standpoint of urban-planning concepts, we may see that its own growth and evolution are the origin of manifold, so-called, **black spots** in the URBAN SCENE, a degraded landscape in our streets: deteriorated **façades**, abandoned buildings and plots, dejected commercial properties and offices, etc.

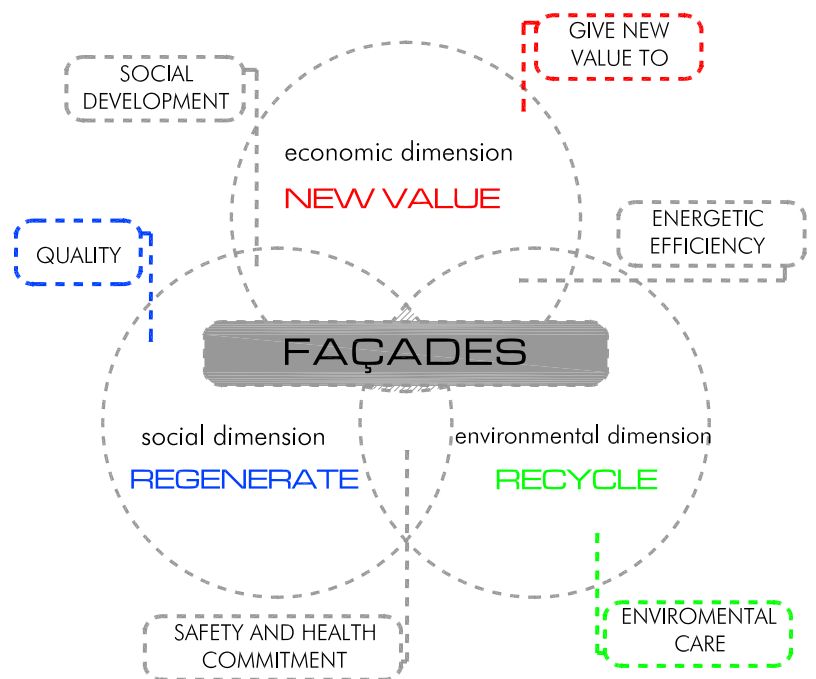
Ejé Z endeavours to :

GIVE NEW VALUE TO those existing **façades**, making them ready to be used a second, a third time

REGENERATE the city, starting with the treatment of degraded **façades** and ill-used spaces

And **RECYCLE**, moving urban compositions to either outside or inside city spots, following sustainability and energy-optimizing parameters

The **façade vertical plane**, Z height coordinate, will imply an alternative to -mostly- obsolete spaces in the urban scene. Such plane is envisioned as being a support as strong and productive as it is the *horizontal plane* on the GROUND.



Our ideas take shape through the usage of prefabricated modules made from construction and decoration materials, constituting the PANELS that will be attached to **façades**.

Eje Z panels respond to three main assemblages, liable to be mutually combined according to the desired, envisaged project.

TECHNOLOGICAL

It is the expression of scientific and technological advancements, as applied to urban life. The basis panel is constituted by luminous modules where LEDs are inserted. USES:

- 1.They intensify and reinforce the lighting of deteriorated areas.
2. They provide a substitute for festive and advertising lighting.

CULTURAL

They represent the artistic side of the city. They are multifunctional systems and will be shaped by the activity they are aimed at. USES:

- 1.Exhibitions in cities with no specific allocation for those.
- 2.Event advertising and alternative advertising purposes.
- 3.Any kind of information

ECOLOGICAL

Vegetation system made up of industrialized and pre-grown modules, for the creation of efficient gardens. Gardens improve environmental impact, also increasing relative humidity, especially in dry and hot seasons. USES:

- 1.Ornamental
- 2.Improvement of the environmental impact of buildings
- 3.Relative humidity increase and improvement of environmental temperature
- 4.Creation of natural pollution-filtering devices

Any of the assemblages provides solutions responding to access requirements (Braille panels for the blind, sonorous panels, etc)



estrategias urbanas suggests to draw up an OPEN and EXTENSIBLE CATALOGUE of fast and inexpensive solutions, involving an assessment of the state of abandonment of such façades and enabling their camouflage through temporary usages, acting as relatively short life-cycle urban scenographies, subject to demand.

Eje Z may also serve as a provisional alternative against the total reconstruction and restoration of **façades**, which would mean a considerable reduction in terms of cost and time involved.

The relevance of **Eje Z** system springs from the possibility of quick and easy relocation and change of setting. In order to draft a hypothetical budget, our calculation will be based upon the basic dimensions corresponding to the most common structures, as the use panels of 60 cm side length.

The materials proposed for the projects are as follows:

METAL - PLASTIC - COMPACT - LAMINATES - GARDENS - CANVAS - VINYL



IF THE FAÇADE IS RESTORED...
IF THE BUILD IS CONSTRUCTED...

1. REMAIN

the scenography may remain for a long time, neutralizing the façade as a degraded area and giving new value to the surroundings



2. REMOVE

the materials are removed without disturbing the environment and they can be re-used in future compositions



3. RECYCLING

panels can be re-moved and moved to another black spot or degraded area of the city

Our action on the **façade** vertical plane includes the three basic elements upon which the image of the city is built:

THE PERCEIVED IMAGE. Improvement of the vision perceived by both the inside and outside target audience.

THE INTENTIONAL IMAGE. Projected and applied all over the city, regardless the building fabric.

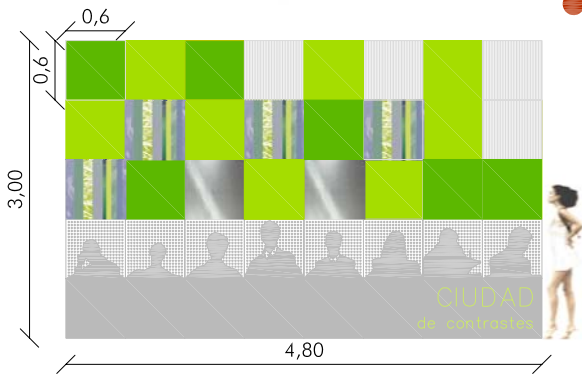
THE FUNCTIONAL IMAGE. Through the accomplishment of numerous performances carried out on **façades**.

SHORT-TERM OBJECTIVES

- A. Improvement of the city image and increase of social visibility.
- B. Recovery and regeneration of urban spaces and deteriorated areas..
- C. Use of **façades** in order to fulfil accessibility requirements.
- D. Reassessment of architectural elements and dejected areas.
- E. Achievement of a powerful advertising and tourist-oriented image of the city.
- F. Promotion of the citizens' identification with the city and its image.
- G. Emblematic buildings contributing to the positive perception of the city.

*In case of proceedings inside historical areas, **EjEZ** could be an alternative to the rehabilitation process in traditional facades, with a lower cost and more contemporary results. This could be the solution to homeowners and city councils.



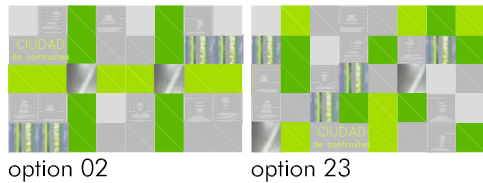








For the redaction of the generic rates, we use the most commons structurals dimensions. We are working on a 4,80mx3,00m reticle in order to obtain 40 panels that will serve us for the design of the scenographies.

This will allow the easy adaptation of the pieces from the original place to their new destination, enabling the reconstruction of the same design in any other spot, for any other purpose and dimensions.

For every place and occupation, it would be proposed a specific design that gather the spirit, tradition and aesthetics of the city which it is represented. So the four budgets offered here are aproximated and they are made of suppositions that combine different materials.

*The four budgets given in this document are rough estimates and based on a theoretical design. They could be modified according to the material used. Expenses of Licenses, professional fees, visas or leases of heavy machinery, calculation is excluded from this budget. This rate is only available in the spanish market.



-  colored metal panels creating human figures
-  highlight metallic glass panels
-  colored metal panels
-  high pressure printed laminated sheet
- ^{*LEDS}  cel-lular polycarbonate panels
thanks to the transparency it is possible to add lights
- ^{*LEDS}  stainless steel perforated sheet panels
thanks to the transparency it is possible to add lights

INDICATIVE BUDGET FOR THIS PROPOSAL 5.200/5.500 €

SOME OTHERS DESIGNS:

METAL+COMPACT

- Aluminium highlight gloss perforated sheet panels
- High pressure printed sheet composited panels

4.500/5.000 €

SHEET+METAL+POLYCARBONATE

- Perforated sheet panels with rounded holes
- Aluminium highlight gloss o colored.
- Cel-lular polycarbonate panels

3.300/3.700 €

CANVAS+FRAMEWORK

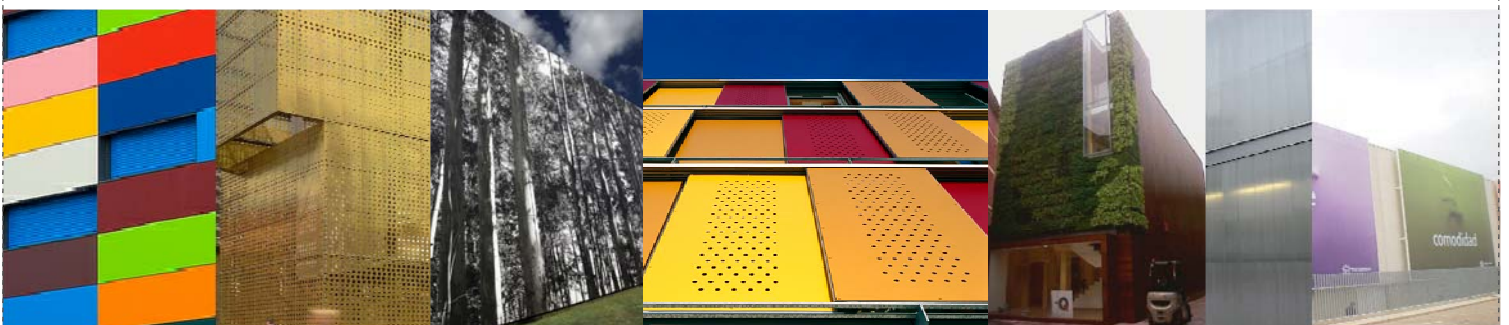
- Microperforated canvas
- Hide structural framework

1.500/1.800 €

METAL+GREEN PANEL

- Deploye sheet metal, height defined by project
- Modular system comprising 60x60cm vertical green panels. It includes an automatic watering system

6.500/7.000 €



Together with the above-mentioned actions, *estrategias urbanas* offers a Specialised Crash-course aimed at attaining two main goals:

- The identification of the SPECIFICATIONS and REQUIREMENTS of *public spaces* in the municipality.
- The qualification to satisfactorily meet such REQUIREMENTS, plus more extensive training in terms of the *Architecture of the Urban Landscape*.

Such Course consists on two complementary Modules focusing, on the one side, on research, previous analysis and planning and, on the other side, on design and technical performance on *façades* in order to integrate them into the dynamic life of the urban scene.

This courses are aimed at improving skills and training of political and technical staff, in the areas of:

- Tourism development and cultural promotion
- City-Image
- Urban open-spaces
- Planning and urban development
- Environment and Sustainability
- Construction and cleaning

The Introductory Course duration takes either two days in morning and afternoon shifts, or four afternoons.

The Modules can also be held separately.

More information at our web site:

www.estrategiasurbanas.com

MODULE a	Introduction to City Marketing	
	-PROMOCION AND ADVERTISING -MARKETING OF VALUES -EXAMPLES	2 h
	Best practices -REGULATIONS, ORDINANCES -SUSTAINABILITY AND RECYCLING	2 h
MODULE b	Public urban spaces	
	-ANALYSIS AND DIAGNOSIS -PLANIFICACION AND TRANSFORMATION -MANAGEMENT TROUGH SOCIAL NETWORKS	2 h

APPENDIX A

Implementation times and participatory processes with citizens, associations and groups.

MODULE b	Technical aspects. State of <i>façades</i> .	1 h
	Constructive solutions. Auxiliary structures.	2 h
	Materials and surface finish. -METALS -PLASTICS -COMPOSITES -CANVAS AND VINYLs	2 h
	Projects	1 h

APPENDIX B

Practical work in the Town.

MODULE c	Green constructions: GARDENED FAÇADES AND ROOFS	2 h
	Energetic saving strategies and sustainable criteria in the creation and care of landscapes.	2 h

APPENDIX C

Expanding on green buildings and guidelines on the use of landscape.

but above all...

why urban strategies?

Because the way in which we work impinges on all the agents involved in the life of the city, not just City Councils and Public Bodies but also private companies, encouraging them to use their **façades** as a means of taking a stance on different issues, such as Ecology, Technology and Culture, expanding its promotional effects over deteriorated areas.

Moreover, the development of the company includes the launch of a series of strategies in coordination with a primary one, as well as projecting an action on the whole urban scene. Such as:



(recycling light-emitting elements in the cities for promotional purposes)



Because **estrategias urbanas** won the 1st edition of the Contest for Entrepreneurial Projects DESAFÍO 22 with this project, a contest promoted by the FUNDACIÓN HORIZONTE XXII, as issued by the Spanish Savings Bank Caja Rural de Ciudad Real, and it was also given a award in the IDEA 2010 contest, as promoted by the Junta de Comunidades de Castilla la Mancha.

And...

Because we are able to satisfy -in an innovative and unconventional manner- the needs our landscapes are so much in need of, efficiently transforming FAÇADES, enabling them for new uses in order to **INTREGRATE** integrate the disadvantaged groups in the active life of the city, stimulating **SAVINGS** building upon our best to optimize places, materials and space, developing a more **SUSTAINABLE** future by recycling black spots and the materials used.

