

Ensamblar *Plug City*

por T. Sebastian Grøgard

Proyecto de fin de carrera (ARCH 5030) Profesor Carlos Betancourt

En décadas recientes se ha vuelto popular el que algunos gobiernos sueñen con implementar sus visiones de la ciudad y con recrear el éxito de Bilbao, España, catalizado por el Museo Guggenheim y también conocido como el “efecto Bilbao”. La arquitectura, el tejido urbano, la cultura y la historia, entre muchos otros, se transforman en “marcas” en un intento por conseguir el mismo éxito, seductor tanto para el ojo como para el bolsillo. Este marketing de la ciudad se propone reducir un contexto complejo a una serie de burbujas, zonas o puntos simplificados que contribuyen a fragmentar aún más el tejido urbano. En muchos casos, la ciudad impone un orden que solo existe en la mente del diseñador. Esto podría llevar a lo que Manuel Castells identificó como el “efecto túnel”, una serie de espacios excluidos de la visión urbana. Además, Richard Florida, conocido sociólogo y experto en ciudades que pretenden entrar en la competencia extrema de la economía del conocimiento, afirma que, en la actualidad, el factor clave gira en torno a la capacidad de los lugares para atraer talento y desatarlo en un amplio sector de la población.

Una ciudad energizada es un lugar en

el que quieren estar todas las personas creativas, emprendedoras y vanguardistas, independientemente de su clase, condición social o estilo de vida. Y las personas con tanta energía creativa no quieren estar escondidas en un lugar seguro. *Quieren que ocurran accidentes*. El plan maestro de *Plugcity*¹ (*Loopcity*²) se considera una guía conceptual que, mediante un sistema de escenarios temáticos, integra fragmentos en un todo continuo. La idea principal del plan maestro es ver el contexto como una secuencia de eventos actuales y propuestos que se clasifican en cinco escenarios: comprar, vivir, ciencia y experiencia, espacio público/verde y espacio espiritual. Inspirado en los mapas de los trenes subterráneos, el diagrama permite analizar el contexto en términos de la relación entre sus funciones. El plan propone inyecciones programáticas y arquitectónicas en puntos intermodales para enfatizar la diversidad y multiplicidad dentro del contexto. El proyecto arquitectónico de *Plugcity* ofrece la oportunidad de poner a prueba este sistema en su aspecto más dinámico. El laboratorio arquitectónico está impulsado por el deseo de unir y alcanzar las partes de un contexto fragmentado, de generar diversidad y

Diagrama estratégico a escala urbana
Strategic diagram at urban scale

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Diagramas de interconectividad programática
Programmatic interconnectivity diagrams

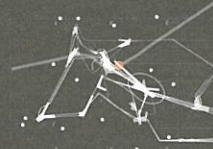
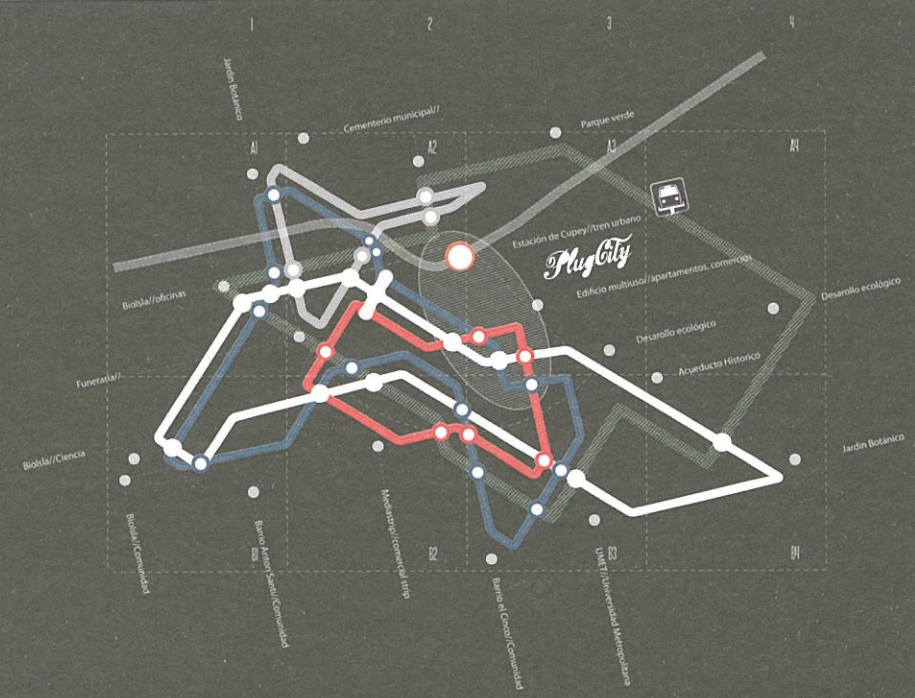


ASSEMBLING *PlugCity* LOOPS

SISTEMA DE RELACIONES TEMÁTICAS
Campos temáticos/sistema de loops

- LEYENDA**
- campo naturaleza/salud
 - campo espiritual/cultural
 - campo explorativo/creativo
 - campo de habitat/living
 - campo de consumo/shopping
 - eventos existentes/proyectos
 - plugs/conexiones
 - estación de tren urbano
 - zona de laboratorio del sistema
 - puntos inter-nodales/espacios programáticos

- LEYENDA**
- estación de tren urbano
 - puntos inter-nodales/espacios programáticos
 - eventos existentes/proyectos
 - plugs/conexiones
 - intensidades/por grosor
 - zonas de intensidad
 - circulaciones
 - puntos inter-nodales
 - zona de Capstone



PROBABLE ESCENA DE DESARROLLO

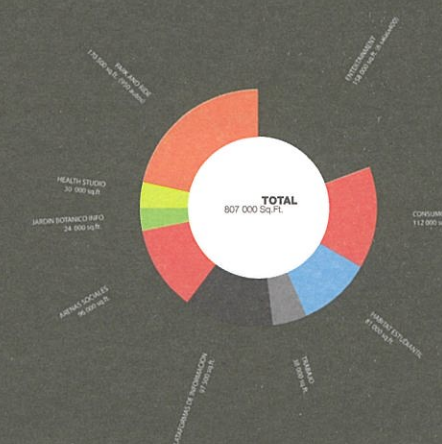
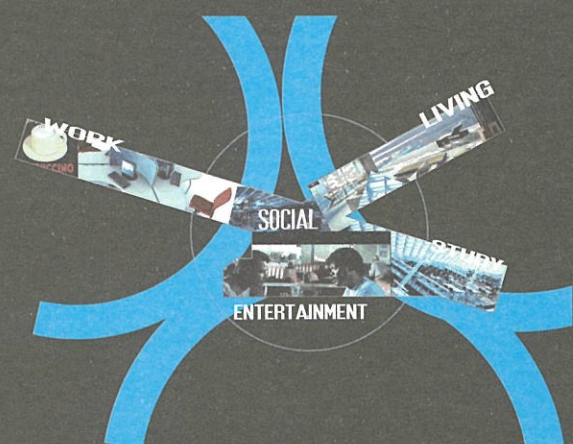
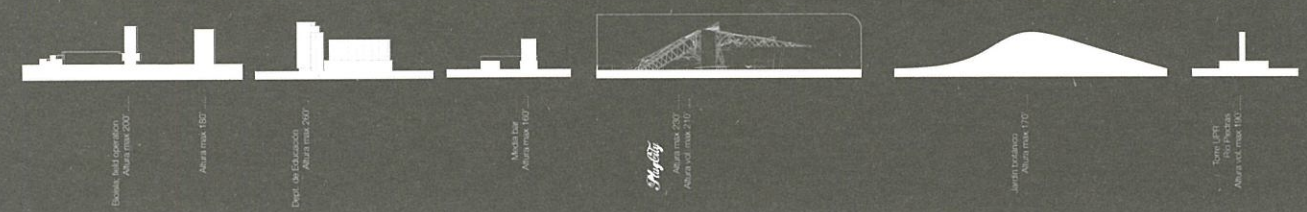


DIAGRAM // RELACION ESCALA DE *PlugCity* & CONTEXTO



Assembling Plug City

In recent decades it has become popular for some governments to dream of implementing their visions for the city and recreate the success of Bilbao, Spain, catalyzed by the Guggenheim Museum; also known as the Bilbao effect. Architecture, urban texture, culture and history, among many others, are reduced to “brands” in an attempt to achieve the same success; seductive to the eye and the pocket. This marketing of the city intends to reduce a complex context into a series of simplified bubbles, zones, or punctualities that contribute to the further fragmentation of the urban texture. In many cases, the city is imposed an order that only exists in the mind of the designer. This may lead to what Miguel Caselles pin-pointed as the tunnel effect; a bypass of areas that are not included in the urban vision. Furthermore, Richard Florida, a renowned sociologist and expert on cities that intend to enter the stark competition of the knowledge economy, states that; the key factor today revolves around the ability of places to attract talent and unleash it in a broad cross-section of the population.

An energized city is a place where creative, entrepreneurial, and forward thinking people from every walk of life, every class, and every lifestyle want to be. And people with abundant creative energy don't want to be safely tucked away somewhere. *They want accidents to happen.*

The master plan of *Plugcity (Loopcity)* is considered a conceptual guideline that through a system of themed *scapes*, integrates fragmented parts into a continuous whole. The central idea of the master plan was to view the context as a sequence of current and proposed events that are categorized in five *-scapes*; shopping, living, science and experience, public/green space and spiritual space. Inspired by subway mapping, the diagram gives the opportunity to analyze the context by its functional relations. The plan proposes programmatic and architectural injections on intermodal points, as to emphasize diversity and multiplicity within the context. The architectural project of *Plugcity* presents the opportunity to test this system at its most dynamic point. The architectural laboratory is driven by the desire to connect and reach towards parts in a fragmented context, to provoke diversity and to view the potentials it has to offer as to promote a presence on a local and global scale. As a laboratory for a larger system, it (*Loopcity*) tests out an architecture that breaks diagonally and populates the axes with programs corresponding to the users: the guidelines of *Loopcity* and contextual themes that can be integrated into the project.

Within the proposed knowledge corridor for San Juan, Puerto Rico, and alongside the new urban train is Cupey. Currently, the context is predominantly defined by an intrusive vehicular system, poor walking conditions, the Oso Blanco

prison, UMET University and lower income communities. Hidden behind a natural border lies the Botanical Garden of San Juan. The area is also where Puerto Rico's mayor investments within science and education are positioned to occur. What defines these is that they all act independently from one another and thereby deny any possible continuity. The new master plan of Cupey further develops the area as a sequence of fragments, and the master plan of the Botanical Garden (Field Operations) does not recognize Cupey and further, proposes an entry on the opposite side which is less accessible for both the pedestrians and the users of the Urban Train. *Plugcity* is positioned in the middle of these fragments; it promotes a civic place where a diverse range of users can coexist independently of the vehicular space. Furthermore, it extracts immediate contextual themes and promotes a symbol and gateway to the Cupey area in addition to a new entrance to the Botanical Garden. As an object in the landscape it provokes the idea of multiple axes, as well as the presence of the unfamiliar. *Plugcity* is where accidents happen; it's the context where all immediate parts are encountered in one civic space.

Notas

1. Ciudad para enchufar
2. Ciudad continua

