

## **Análise dos Perímetros das Áreas para Intervenções Urbanas.**

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This work studies the question of defining the perimeters of urban interventions as a key point for the preparation of strategic plans, urban design, as well as the viability of intervention. The development of the study is supported in the comparative analysis of the perimeters of five interventions: Olympic Village (Barcelona), Potsdamer Platz (Berlin), Euralille (Lille), Rive Gauche (Paris) and Puerto Madero (Buenos Aires). From this analysis we conclude the work with the evaluation of the perimeters of the case of Urban Operations and the “Nova Luz” project in Sao Paulo. The proposed methodology is to first investigate the perimeters while definitions from various sources: dimensional, geographic, political, economic, functional, morphological (structural) and cultural. Second, evaluate interventions considering the scales and the perimeters of the plan and design, and especially the relations between the scales about design. That is, the resonances of evaluating local interventions in the metropolitan scale, the structures of adherence urban design in metropolitan structure.

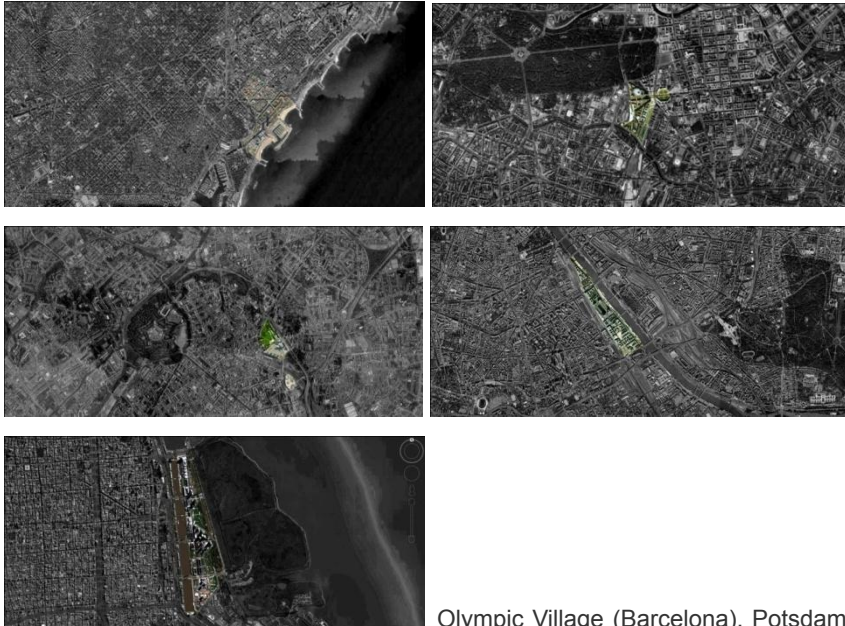
The selection of five interventions for the completion of this study was determined by two fundamental conditions: First, the emblematic problems in the new stands on urbanism by the end of the 20<sup>th</sup> century, regarding the position of the critics against functionalism, as well as the appeal of a new strategic and cultural dimension for the material changes in the city. Second, they are distinguished by situations already consolidated, projects executed definitely, and environments in full fruition.

The first of these conditions comprises the registry of renovations above debris and remains from the industrial modernity – Vila Olímpica, Rive Gauche, and Puerto Madero, which were settled above old industrial territories and were idle at the time of the projects; Euralille from the perspective of the big challenges in connectivity, and Potsdamerplatz for the rehabilitation of the old Downtown Berlin, which was broken by the greatest symbol of the modern ideologies: the wall.

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The fact that those interventions are already concluded and undergoing active urban activity allows us to understand the morphologic, functional, and road structures of the referred cities. Also, because we are dealing with classic cases, that is, objects of several analysis and critics, at this time we can dispense with the political or conceptual analysis to focus on the structural questions of each project. This is the main goal of our study: to research the definition of the perimeters for the projects, as a result of the analysis of the urban conditions and the economical feasibility for the interventions, which leads us to its understanding in the urban and metropolitan structures.

Thereby we also consider the large projects included in this study, the geo-urban location. In each and every case presented, there are strict geographical relations between the areas intervened and the metropolitan Centers.



Olympic Village (Barcelona), Potsdamer Platz (Berlin), Euraille (Lille), Rive Gauche (Paris) and Puerto Madero (Buenos Aires).

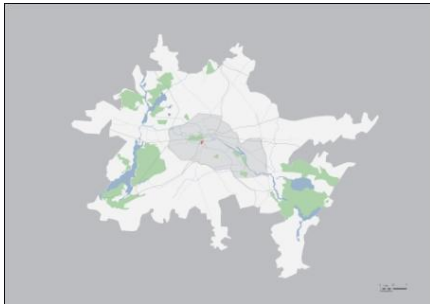
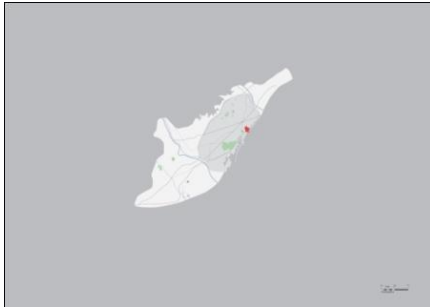
## 2. Analysis and method

The analysis hereby proposed are not conclusive by any chance, they are a work in progress. Above all, what we present at this time is a methodological contribution to enable the analytical conditions; in other words, the graphic platforms.

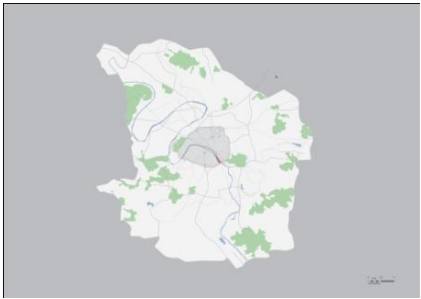
This methodological contribution comprises the production of thematic maps showing the relations between the areas of intervention and the urban structure, starting from the demarcation of the project perimeters. At first, the relations are researched in three different scales: 1. Metropolitan; 2. Intra-urban; 3. Project (location)

In the scale of the metropolis we observe that the perimeter of the intervention is connected to the adjoining infra-structure, to the metropolitan territory, and to the world (airports, harbors). The intra-urban comprises the registry of the connectivity with the adjacent neighborhoods, and with the urban Center. The scale of the project (or *locus*) allows us to observe the way the project establishes connections inside the perimeter of the intervention, besides exposing the internal connectivity to the urban project – playgrounds, free areas, accessibility. In this scale we work with maps of picture and background of the environment projected for the new urban life.

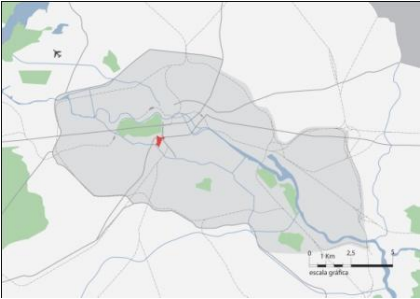
Considering that the study proposes the creation of morphological platforms of the interventions, dimensional comparisons can be drawn between all the maps; therefore all of them are presented in the same graphic scales inside each analytical, metropolitan, intra-urban or *locus* scale.



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Metropolitan scale



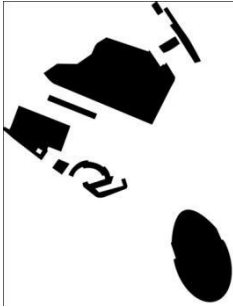


### 3. Connectivity/entropy

Since the proposal is to create a graphic platform to prompt different analysis, we target here the analysis of the connections between the large urban projects and the rest of the world. This is our focus in this moment.

We intend to evaluate the conditions of the connectivity, and the penetration of the new environments in the city, not only to analyze the entropic behavior of the interventions in terms of morphology and functionality, but also the permeability of these new areas to the different kinds of public in the city. This implies the estimate of how many overvalued areas are being created in different urban contexts, and which are the ways to democratize the urban space characterized by large urban projects.

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Vila Olímpica

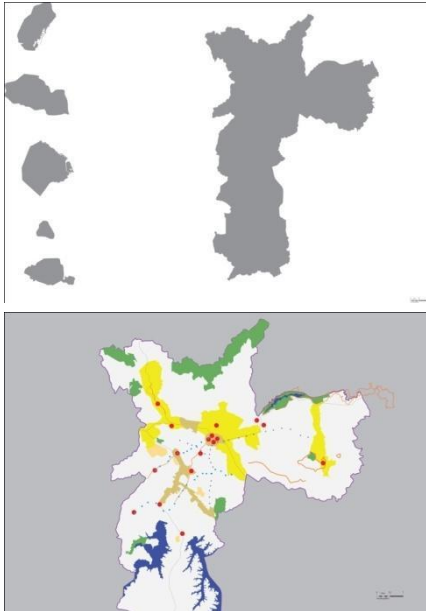
Potsdamerplatz

Puerto Madero

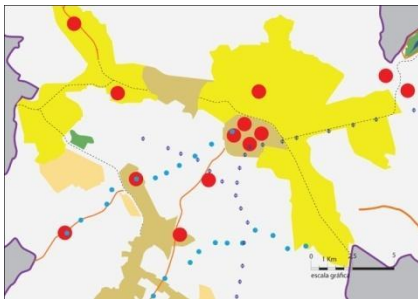
Euralille

### 4. Urban strategies

The graphic platforms presented for the analysis of large and emblematic recent urban projects must provide data for a review of the processes conducted in Latin America, especially in Sao Paulo. Thus we present, initially as a drawing, a comparative picture of the five cities that were the base of the interventions studied. Following the same comparative methodology, we do it in the same graphic scales.



São Paulo: compared to five other cities – Map of Urban Operations



Map of Urban Operations in the same scale of “intra-urban” – Nova Luz perimeter

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\* GoogleEarth