

# PARQUE TOREO



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## DESCRIPTION

There is a clear trend in leading cities worldwide towards urban transformation that is above all the result of social and demographic evolution, reconciling densities and land uses to trigger development.

“Parque Toreo” was designed as a mixed-use complex and as a prime example of this phenomenon of urbanization. The site is located in Naucalpan, State of Mexico, the most developed suburban area with significant commerce to the north of Mexico City. It measures 46,793.57 sqm and includes access to main roads such as: Periférico Norte, Río San Joaquín Avenue and Parque de Chapultepec Avenue.

From the start, the master plan was conceived as “a great park,” an urban space that comprehensively unites different uses. This project contains a shopping mall, a hotel and three corporate buildings, covering a total of 440,580 sqm of built area.

The shopping mall successfully concluded in October 2014. Meanwhile the second stage began operation in mid 2016.

**“We believe that Parque Toreo, as a focal point of reorganization, it will trigger the recovery of the Toreo-Naucalpan corridor and of the Toreo-Reforma zone.”**

*Javier Sordo Madaleno Bringas*

In the shopping mall the user is at the center circulating among fountains, trees and open spaces, with the aim of enjoying a public space and providing a site for social encounter and interaction for the zone and the city as a whole.

The rich vegetation with big trees over the shopping mall generates a balanced atmosphere with the retail spaces.

**“The heart of the project is a park of approximately 6,000 sqm that provides a real sense of peace and connection with the green areas in this zone which is so arid because of the junction between Periférico and Río San Joaquín.”**

*Javier Sordo Madaleno Bringas*

The shopping mall occupies the first four floors, with stores, cinemas and restaurants that fill these semi-enclosed spaces with life and cover approximately 91,500 sqm. The construction of an anchor store is soon to be finalized adding 25,000 sqm to the commercial area.

The “B” and “C” office towers hold an approximate built area of 60,000 sqm. The executive hotel includes 220 rooms covering an area of 15,000 sqm over 15 floors with the “A” office tower with a total area of 60,000 sqm are currently under construction.

**“The roof is one of the most interesting we have created – as well as its vast size the design allows light and rainfall into different areas of the complex.”**

*Javier Sordo Madaleno Bringas*

The project includes six floors of underground parking to meet the parking needs. The “transfer” area located between the floors occupied by the shopping mall and the ground floor of the offices serves as a distributor and filter for the good operation of the different uses. This area houses a business club with attractive spaces that generate new experiences such as exhibitions, cultural events, training halls, an auditorium, etc.

# TEAM CREDITS

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## Architectural Project

Sordo Madaleno Arquitectos

### President:

Javier Sordo Madaleno Bringas

### Architecture Leader:

Javier Sordo Madaleno de Haro

### Project Leader:

Jorge Isaías

## Client

Grupo Danhos

## Program

Mixed-Use

## Construction Area

440,580 sqm

## Terrain Area

46,793.57 sqm

## Design Date

2010

## Status

Built

## Location

Naucalpan, Estado de México

## Architectural Team

### Project Manager:

José Luis Santillán

### Design Team:

Abraham Tejeda, Javier Montalvo, Jesús Montaña  
 Marco Antonio Manriquez, Santiago Noriega, Daniel  
 Hernández Isaías, Armando Canales, Oscar Milla

### Engineering Coordination:

Marcos Hernández, Juan Carlos Díaz, Héctor Ruiz

### Construction and Structure Coordination:

Armando Zárraga

### Media & Marketing:

Rosalba Rojas, Daniela Cruz,  
 Jimena Orvañanos

## Graphic Design

### Graphic Identity:

Paralelo 19

### Signaling/wayfinding:

Recisa

## Structural Engineering

Grupo RIOBOO Jorod

## Electrical Engineering

Etra

## Air Conditioning Engineering

IACSA

## Systems & Special Engineering

Innovative Design

## Hydrosanitary Engineering

Garza Maldonado

## Lighting Consultant

Luz y Forma

## Landscape Consultant

Paisaje + Flores

## Construction

Grupo Danhos

## Photography

Rafael Gamo

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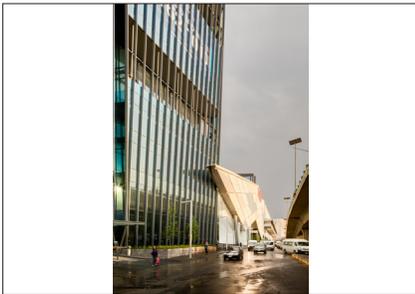


sordomadaleno



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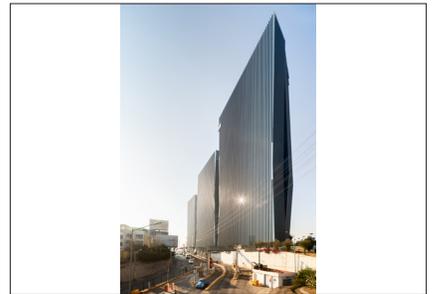
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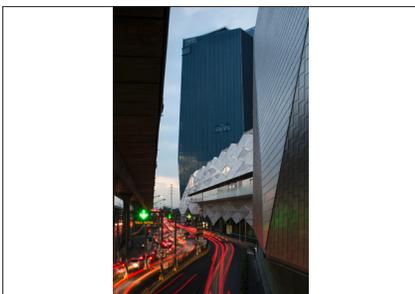
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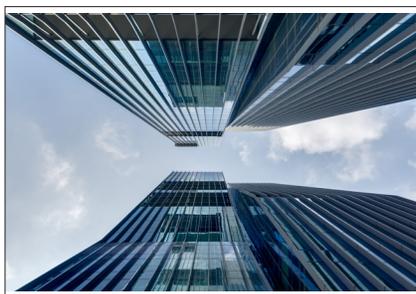
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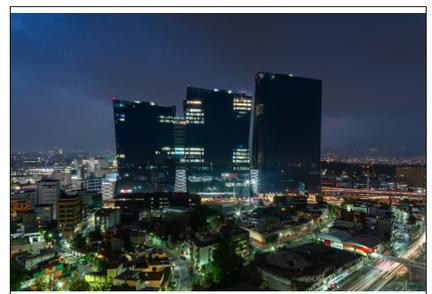
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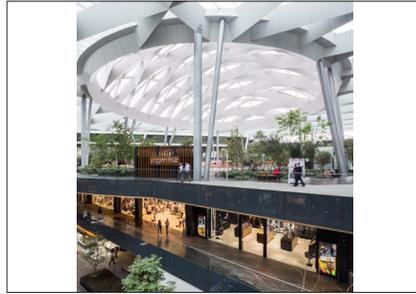
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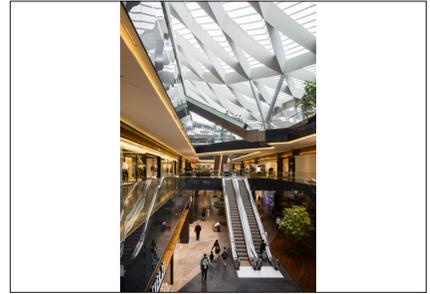
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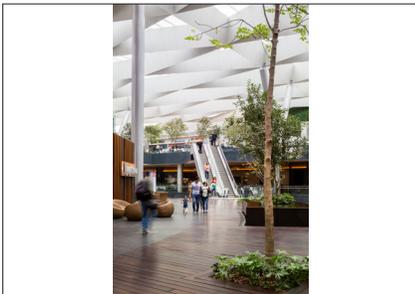
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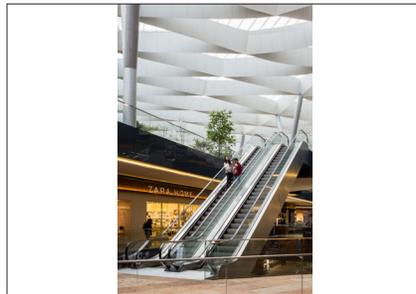
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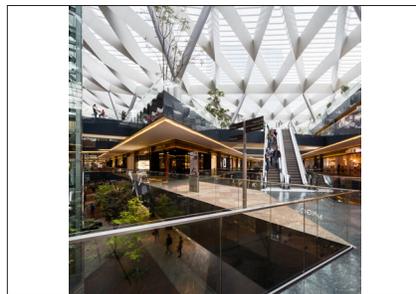
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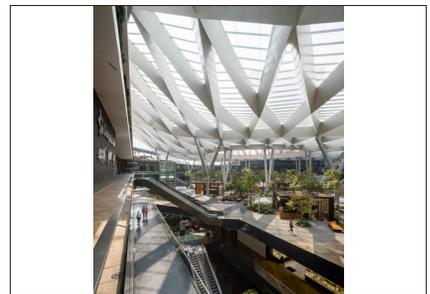
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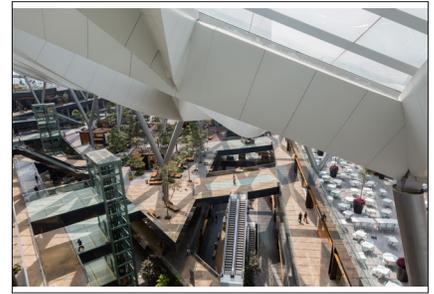
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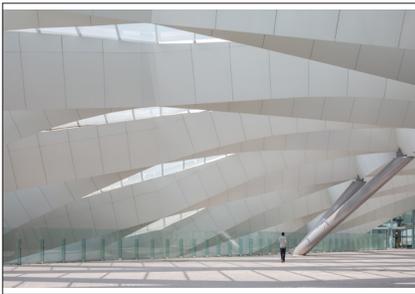
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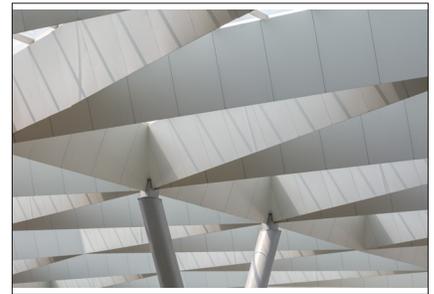
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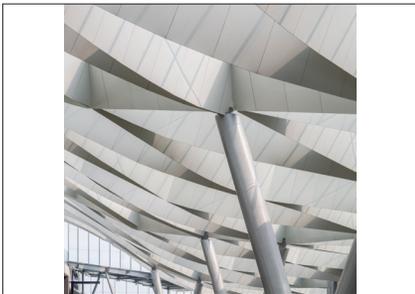
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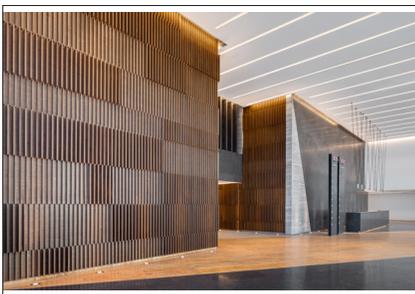
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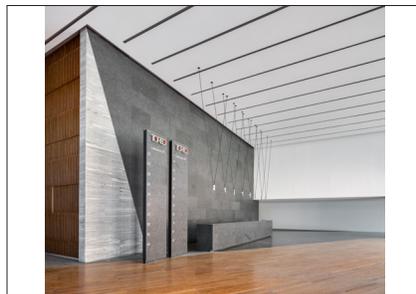
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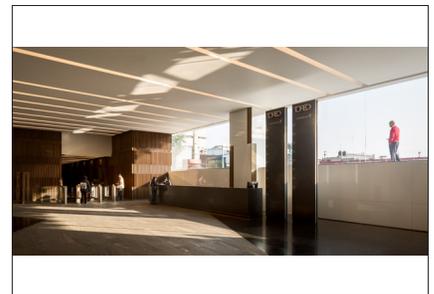
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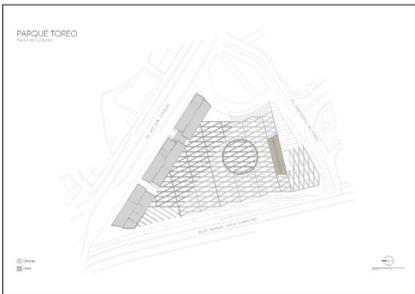
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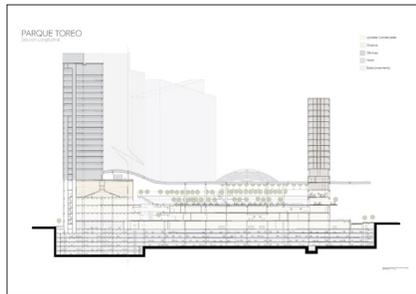
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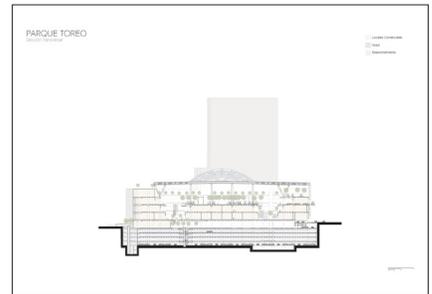
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