A-Design Award and Competition

**MAPP - MARINAS of PUNTA PIEDRA**

Marinas of Punta Piedra is a new waterfront development in the city of Carmelo, Uruguay. This will be the “ideal” human scale micro-city, 100% ecologically oriented. Its oval shape has been conceived as an elliptical boulevard called the "Gran Via", which runs through the entire enterprise from the inland into the water. Along it we have structured a vision process with great destinations along the entire waterfront like the yacht club, residences, offices, commercial, towers, promenade, parks and beaches to give it functionality and public-spirited presence 24/7.

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| RELEVANCY: This design was made for a client of ours.  NAME: RODRIGUEZ PONS Architects  PROFILE: RODRIGUEZ PONS Architects is an architectural and urban planning company, with the experience and multi-discipliary expertise that is required to go that one step further in each project they are involved with, providing a global approach to manage the physical, financial, environmental and social aspects that permits the development of feasible objectives. They have got a track record with projects in more than 20 countries – some designed, others under construction and many completed works. Part of their professional work during the first years was of a conceptual nature, and gradually, as the years passed, their ideas materialized into concrete projects. They imagine and design nearly "everything", from everyday products such as chairs, tables, books and wine labels to vibrant hotels and even the masterplan of a new city. RODRIGUEZ PONS Architects believe that when they are making a new project, they are imagining, solving and building a fragment of the future. So whenever the designers are doing that, they have the possibility to push a little part of society, a little part of the city one step closer towards the kind of city they would want to live in. See more details in their book called “Master Plan – Designs of a new way of living”.  DESIGN NAME: Marinas Punta Piedra  PRIMARY FUNCTION: Waterfront microcity  INSPIRATION: The initial idea was to create vibrant public spaces, and, by extension, an animated marina micro-city. To do so, the waterfront was designed with continuous public access points. Water access for the public has been achieved in many ways – from swimming or fishing, dining or picnicking dockside, boarding boats or feeding the ducks. Creating these connection points also means enticing local people to the waterfront on foot or bike and with that a real community living place.  UNIQUE PROPERTIES / PROJECT DESCRIPTION: Marinas of Punta Piedra is a new waterfront masterplan development in the city of Carmelo, Uruguay. Its oval shape has been conceived as an elliptical boulevard called the "Gran Via", which runs through the entire enterprise from the high inland into the water. Located all along it you can find the yacht club, residences, offices, commercial, towers, promenade, parks and beaches to give it functionality and public-spirited presence 24/7. Two high-rise towers overlook the waters and will be the new city icons.  OPERATION / FLOW / INTERACTION: This will be the ideal human scale waterfront microcity, 100% ecologically oriented with plug-in services transport for electrical vehicles (EV city)  PROJECT DURATION AND LOCATION: The project started in june 2019 in Cordoba (Argentina) and finished in march 2020 in Carmelo (Uruguay), and was exhibited at the World Architecture Community (New York, USA)  FITS BEST INTO CATEGORY: Architecture, Building and Structure Design | PRODUCTION / REALIZATION TECHNOLOGY: Construction and demolition waste (CDW) from the city of Montevideo, the country capital, will be used to produce new concrete and other materials. The development aims to use 50% of recycled materials for all its new constructions.  SPECIFICATIONS / DIMENSION / PACKAGE / TECHNICAL PROPERTIES: Location: Colonia, Uruguay Total land area: 910,000 m2 (91 hectares) Built Up Area: 450,000 m2 Land occupation: 78.000 m2 (only 8 percent) Uses: marina, residential, offices, hotels, commercial, restaurants, church, cultural center, hospital and sports center Housing units: 3,500 Expected population: 15,000 to 20,000 inhabitants (residents + visitors) 400 boats in the marina and 1200 boats in dry docks  TAGS: master plan, masterplanning, architecture, engineering, design, innovation, marina, water, best, new  RESEARCH ABSTRACT: The master plan is very respectful of the local topography, water influences (rains and tides) and plants (eucalyptus forest at the east & the west mangroves by the river) and has adapted itself to preserve and enhance them, thus providing the maximum functionality / flexibility for the XXI century living requirements; all of it designed with rigorous rationality and adjusted to a viable budget and execution.  CHALLENGE: Great waterfronts are not dominated by residential development. Why? Because these are places that are full of people, day and night. They are the sites of festivals, markets, fireworks displays, concerts and other high energy gatherings. A high concentration of residential development limits the diversity of waterfront use and an ideal 24 hour activity from flourishing. This mixed use development was achieved with project explanation to privates and authorities vs their economic interests.  ADDED DATE: 2020-04-23 13:38:27  TEAM MEMBERS (4) : Master Plan: RODRIGUEZ PONS Architects, Architecture: RODRIGUEZ PONS Architects, Infrastructure: Gallo Pinedo and Project Coordinator: Aldo Arteaga  IMAGE CREDITS: All images copyright: RODRIGUEZ PONS Architects, 2020 |
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