

FORMULA_X



ECOSISTEMA URBANO

*Looking through
ecosistema urbano eyes*



DAZ

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Eine Initiative des Bundes Deutscher Architekten BDA

DAZ

FORMULA_X SERIES AT THE DAZ

FORMULA_X stands for the unknown and the still to be discovered, as well as the individual approach, or formula, for arriving at a design solution: With three successive, individual exhibitions the DAZ will function over five months as a laboratory for new ideas. The series is dedicated to the up-and-coming generation of talented national and international architects. The focus of each office's presentation will be on their individual design methodology and design processes. Not only in exhibition form, but in a public lecture and an interview/portrait online-publication. The goal of FORMULA_X, is to demonstrate the qualities in differing architectural positions, as well as to spotlight the active role of the architect in determining national and international building culture, by giving insight into the facets of their sustainable ideas. From micro-architectures to urban planning, from new answers for conventional building tasks to futuristic concepts. The series offers a forum for informal exchange and presents contributions that will influence the future debate on building culture.

Theme for 2010/11: VISION

To envision scenarios and solutions for a better future and to realize these in their built form is a constant theme in the field of architecture. Most often, specific parameters define the architectural problematic and, at the same time, become the basis of developing possible solutions. It is within these parameters that new ideas and concepts are tested. In speculating at possible solutions, every architect has their own methodology – their own architectural position.

How will these parameters be in the future and where will our priorities lie in a world that is changing so quickly and so

completely? We have a new challenge in finding the correct response to climatic and demographic change, and the current global economic condition brings us many more questions still. It is at this moment more than ever that architects, designers, artists, engineers and researchers are asked for new ideas and methods. Are the design methodologies that have proven themselves in the past, still relevant for the problems of today and of the future? Will we need to develop fundamentally new, integrative methodologies in order to realize a sustainable architecture and urban planning? How does one succeed, despite the demands of the commercial market, to

form and preserve in maintaining a consistent architectural position while translating the idea and vision for a sustainable environment into the built form? In the context of these new challenges, the DAZ aims not only to present visionary architectural positions with FORMULA_X, but to discuss these issues as well. The upcoming lecture series "Visions and Visionaries", will present protagonists from various disciplines, whose ideas and visions offer inspiration for a sustainable architecture and city planning.

FORMULA_X SERIES 2010/11

PLASMA STUDIO

Nodal Landscapes

01.10.2010 - 14.11.2010

ECOSISTEMA URBANO

eu.Network - Building Relations

18.11.2010 - 16.01.2011

AFF ARCHITEKTEN

21.01.2011 - 06.03.2011

FORMULA_X: VISION

Lectures and Discussion with all three Architects of the first FORMULA_X Series
18.02.2011



FORMULA_X is the new, extended form of the previous GLASHAUS-Series:
GH_02 bogevischs buero (2007); GH_06 Franken
Architekten: Brand X (2008); GH_10 SMAQ: Environments
(2009); GH_01 TEC ARCHITECTURE (2007). (left to right)

ECOSISTEMA URBANO

The interdisciplinary office from Madrid is an international consultant on sustainable urban development for cities and regions. Public space is thereby a central issue: *ecosistema urbano* catalyses urban processes that help citizens to change their own environment through proactive interventions. The work of *ecosistema urbano* defines new boundaries of the profession of architecture and urban planning: They are moderators, develop strategies, systems and social media interfaces for a spurring on urbanity. With their own social network, blog and web-TV, *ecosistema urbano* offers various platforms to bring people together and to share knowledge about sustainable urban development and ideas for the city. Designing processes and situations where the relations between people can be optimized is *ecosistema urbano*'s key to a successful project. Their exhibition at the DAZ will visualize, through a classical 3D optical system, the process and strategies for a selection of recent works.

Ecosistema urbano was founded by Belinda Tato Serrano und Jose Luis Vallejo Mateo in



Urban Voids: Map of ecological corridors and temporary structures

Madrid in 1999. They both studied at the *Bartlett School of Architecture* and graduated in architecture with distinction at the *Escuela Técnica Superior de Arquitectura de Madrid*. Since 2006 the architect Michael Moradiellos del Molino, who studied at the

Institut Supérieur d'Architecture Victor Horta in Brussels and the *Escuela Técnica Superior de Arquitectura de Madrid*, is a partner of *ecosistema urbano*. Since 2007 the fourth partner, Domenico Di Siena, completes the team. He studied architecture at the *Ecole*



Urban Voids: strategy for Philadelphia

d'Architecture de La Villette de Paris, the *Escuela Técnica Superior de Arquitectura de Madrid* and the *Facultad de Arquitectura „L. Quaroni” de Roma*. Besides teaching at the *Escuela Técnica Superior de Arquitectura de Madrid* all of the four

partners are frequently invited professors at Spanish and international universities. *Ecosistema urbano*'s work is divided into the departments of Consulting, Project, Action and Media that are each directed by one partner. These fields relate to the disciplines

Urban Voids

*Strategy to revitalize vacant lots
Philadelphia, USA, 2006*

*Finalist in the competition: Urban Voids:
Grounds for Change*

Ecosistema urbano developed a set of possible interventions, aiming to revitalize vacant lots in Philadelphia. Their key idea is to improve the connection of the areas with a great number of vacant lots to the city center. A network of ecological corridors would provide this connection and hence make it more attractive to walk or bike instead of taking the car. With the inclusion of green areas and streams into the corridors, they also add to the overall quality of city life. Temporary building can be used to further enhance the attraction of certain spots along the corridors to get the resident's attention. As soon as a place has recovered, the building will be dismantled and erected somewhere else. The participatory nature of the project aims at encouraging residents to actively take part in the shaping of their public space.

that the office combines in its projects. Creativity and urbanity are the overarching elements that connect all four departments.

INTERVIEW

Belinda Tato Serrano, Jose Luis Vallejo Mateo, Michael Moradiellos del Molino and Domenico Di Siena, the four partners of ecosistema urbano have been interviewed by Kristien Ring, curator of the FORMULA_X exhibition series on young architects.

Your work is often not a classical commissioned project, at least in the beginning. Do you define yourselves as architects?

We understand architecture as having a very strong social objective. We consider ourselves architects in a broader way (augmented architects) establishing links with sociology, engineering and urbanism. We are working with the concept of URBAN SOCIAL DESIGN, for which we understand the design of environments, spaces and dynamics in order to improve social relationships, generating the conditions for interaction and self-organization between people and their environment.

In contrast with more conventional architecture practices, we sometimes create our own work. That means we cannot just wait

for things to happen, we provoke them to happen. We try to look around at society and find new opportunities, needs, problems and ideas able to fit potential clients. This means we are always on the alert for new opportunities.

We also develop different kind of services and products, not all of them related to the fact of building; public space, research, digital media, communication tools and so on.



La noches de los niños: Toy exchange at Matadero Madrid

The social media play a large role in your work; communication (Blog/TV/Network), the activation of public space, citizen participation / user activation. This is an aspect that goes beyond traditional architecture. How exactly to you come to utilize the media in your work? Is there a pattern to this: do you generate projects with the use of media, or do you integrate media into your projects?

We think the way to work on ecology is by improving education and knowledge. Our blog is an open platform for the interchange of knowledge and experiences from professionals with different backgrounds from all over the world. Everyone learns from each other, anyone can contribute with his / her own experience. We believe sharing is sustainable and our blog contributes in that sense.

At present ecosistema urbano's different platforms get a total amount of 40.000 hits per month enabling us to have unexpected connections with people and networks from anywhere in the world. These tools have become essential in our office and they expand our possibilities internationally. Media is present in our projects since it is very present in our everyday life and the way we communicate. Its incorporation happens naturally, we understand technology as a tool to enhance and improve interaction and communication between people.

Media at our office goes beyond communication; it is a platform where new projects



La noche de los niños

Events providing a platform to exchange toys and establish social interaction between children and adults
Madrid, Spain, 2010

The project „La noche de los niños” wants to establish a series of events in public space, focused on children, with the motive of encouraging children to think about how they would like their city to be. A first event took place at the Matadero Madrid, center of contemporary art, where children could meet and exchange their toys. By setting up the website www.lanochedelosninos.org ecosistema urbano make it possible to keep exchanging toys, but they also provide a platform for parents and children to network, post their experiences or learn about the story of their new or former toy.



.portfolio
.blog
.tv
.network

Ecosistema urbano: Homepage menu

can emerge, and where networking is possible. We are developing a new open source strategy in our office, which means we are able to share our projects with anyone who wants to improve, modify or transform them. This interchanging and alive process enriches our own vision and experience.

How do you start to work on the design of a project? How do you search for possible solutions?

We are very much concerned with finding opportunities to improve public space in any project. We are also always trying to explore, searching for innovative solutions. At the same time, understanding that innovation is not just inventing, but is also using in a different way; existing technologies, elements and processes. We work with

the concept of Low+Tech. We use off-the-shelf products and technologies to guarantee its efficiency and cost. The innovation is related to the way we use them and the many new possibilities and combinations we explore for new contexts.

How do you test your ideas in the process of designing?

Every new project inherits something from the previous one. We also follow up projects beyond the opening day, to look at them from a critical point of view that goes further than our own perspective. We collaborate with sociologists, engineers and industrial designers. Their input brings a quality control from a different perspective into the project, improving the results. We also like testing ideas in the city by



Air Tree, Shanghai

fast actions or events in public space. It is possible to implement low cost / low tech solutions, getting an immediate feedback. Every time we are invited to conduct a workshop, something gets implemented. These are faster processes than usual architecture projects, but the experience you get



What if...? Cities: Copenhagen

from them is just as valuable.

How do you work together? Do you always agree or come to a consensus? And how does this affect your work?

Networking is based on the continuous interchange of information, regardless the particular project in which you are involved at the moment. This permanent data flow enables everyone to better know each other; their philosophy, their working methods, improving the mutual confidence and the capacity for cooperation.

We really believe in “team working”. Ecosistema urbano is a very horizontal platform regarding decision making processes. The best ideas are the final ones, no matters who is proposing them. Usually the best idea emerges from the results of collective sessions in which everyone has to participate. A very intense brainstorming is usually the start-up and then one or two people are assigned to be the responsible for each project. Although you are not directly in-



What if...? Cities: Homepage

What if...? Cities

Online campaign about city visions, accompanied by actions at various places
Among others: Louisiana Museum of Modern Art, Copenhagen, since 2009

“What if...? Cities” collects visionary ideas about how to improve cities. Everyone is invited to take part and contribute to the collection by posting his or her idea online with the only premise being; not to use more than 160 characters. Ecosistema urbano presented all the entries that they have received so far as part of an installation in Copenhagen from June to October 2009. At the same time, the Copenhagen Climate Conference took place. The museum, using the actual exhibition, held workshops where students from local schools could build models of their ideal city. After the exhibition at Louisiana, the “What if...? Cities” was developed as a web tool to empower public participation. At the moment it is active in Cáceres, Alicante, Tel Aviv, Ferrara, etc.

volved in a project you are aware of what is going on and take part in some sessions. We try to take advantage of the creativity of every single one of us. There is always some tension linked to the fact that we cannot spend an endless amount of time on every single decision. We are always trying to reach this balance between time+energy vs. efficiency+resources.

Some of you teach at the University. How does this affect your work?

At the moment we are teaching in our own city (Madrid School of Architecture) as well as abroad (Harvard-GSD). This allows us to be part of two spheres with different approaches and references. Teaching is like being in a lab where there are many experiments going on and you always have to be aware and able to have an optimistic and relational approach to every single point of view. Students are very enthusiastic and have lots of energy. They are willing to explore and discover new things and teaching them is really stimulating because we also enjoy exploring and discovering. We

understand our role in teaching as empowering student's initiatives and experiments.

Your projects explore ways to initiate urbanity, to bring life to the public spaces and to form an ecological solution to the architectural brief: how would you define "innovation" or "research" in your work? What do you find is the most important aspect of a project?

Innovation is related to the way the own



Parkeing: Public park

Parkeing

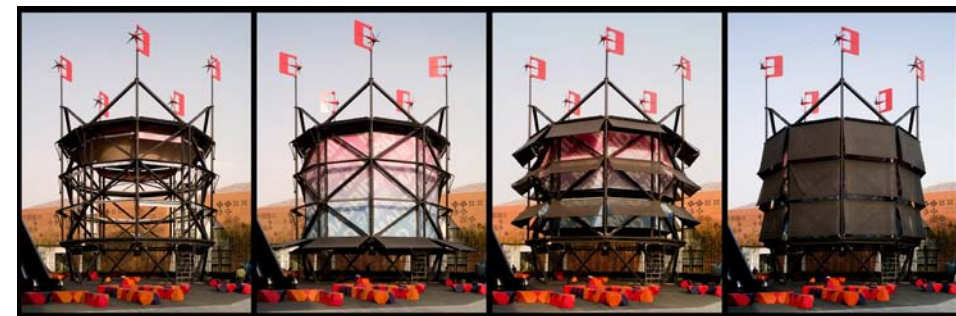
Workshop in public space together with a group of students
Alcalà de Henares, Madrid, Spain, 2004

During a 5-Day workshop ecosistema urbano, together with a group of architecture students, built a public park amidst a car parking area. They transformed a small part of this vacant and dusty lot by planting trees and shrubs (some of them into old lorry tyres), spreading recycled asphalt, painting surfaces and setting up benches. Finally, they handed over the park to the local residents to take care of or probably to once again let it become parking spaces.

working process is conceived. You cannot be really innovative if you do not even question your own creation methodology. We like to experiment in that way and try different tools...although sometimes success is not reached. The method is more risky, but if you succeed, you have created a new path.

We are now exploring innovation in our production through concepts such as networking, creative commons and open source. We are researching how these concepts affect our work, incorporating new values beyond the established parameters. We are also trying to innovate by using new tools and materials in our practice, which are more related to other disciplines/contexts, for instance communication tools for citizen participation.

Throughout your projects, from small to large scale, you achieve as much as you can whilst using as few resources as possible. Your work is consist in attitude and intention (and intensity), which sets you apart. What do you feel makes a project succesful? – What makes it the "right" solution?



Air Tree Shanghai: possible scenarios

Air Tree Shanghai

EXPO 2010 Shanghai, China, 2010

Public space and open air pavilion representing the city of Madrid

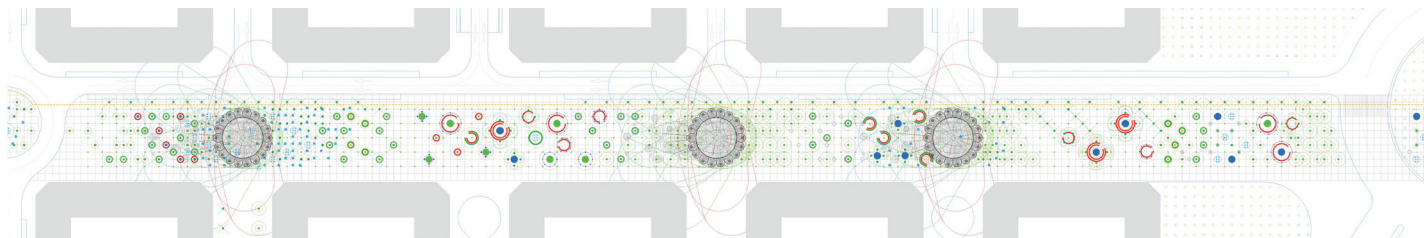
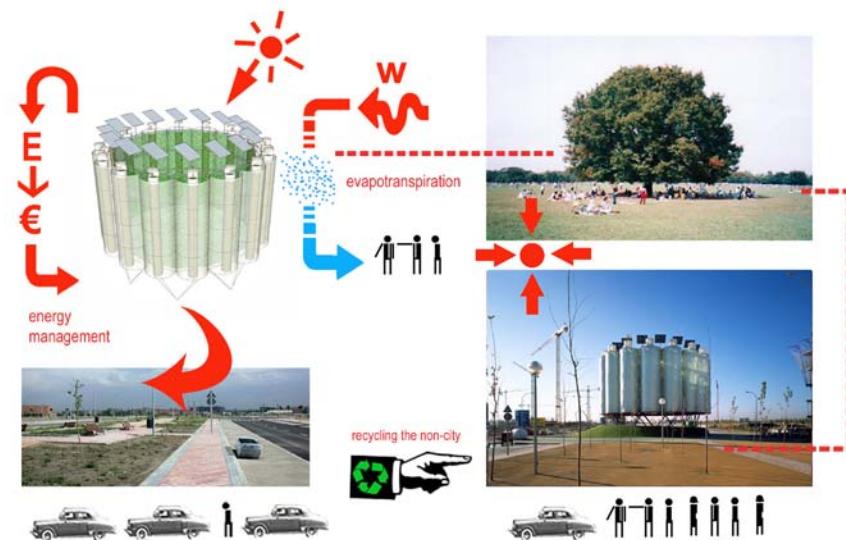
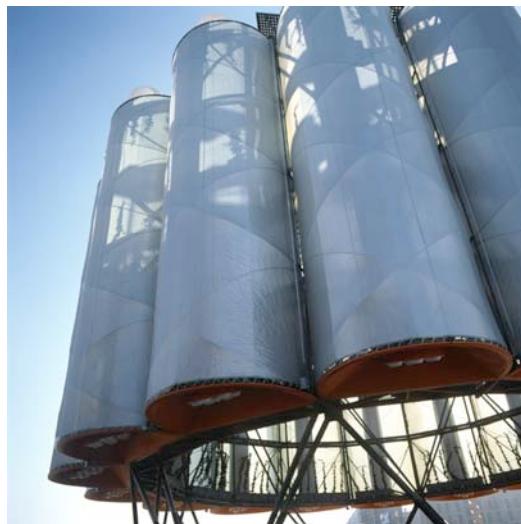
Setting up an Air Tree in Shanghai, Madrid clearly showcases its idea of how to deal with public spaces. The energetically self-sufficient Air Tree transforms the entrance area of the Madrid's pavilion into such a public space. It provides options to relax or stage events and above all it is a virtual connection between the cities of Shanghai and Madrid.

The management of resources is crucial. Sustainability is all about that. We always try to push things beyond, being really persistent when we believe in something. You have to be very hard working, optimistic and full of energy. We do not believe in universal principles, we believe more in small temporary truths that push us to move. Think big, start small, act now. We understand success as being able to

connect and communicate with the society out there, getting far away from the endogamic architects' world.

What do you feel was your most important project until now? Why? What did you learn from it?

The EcoBoulevard of Vallecas has been the most successful up to today. The project



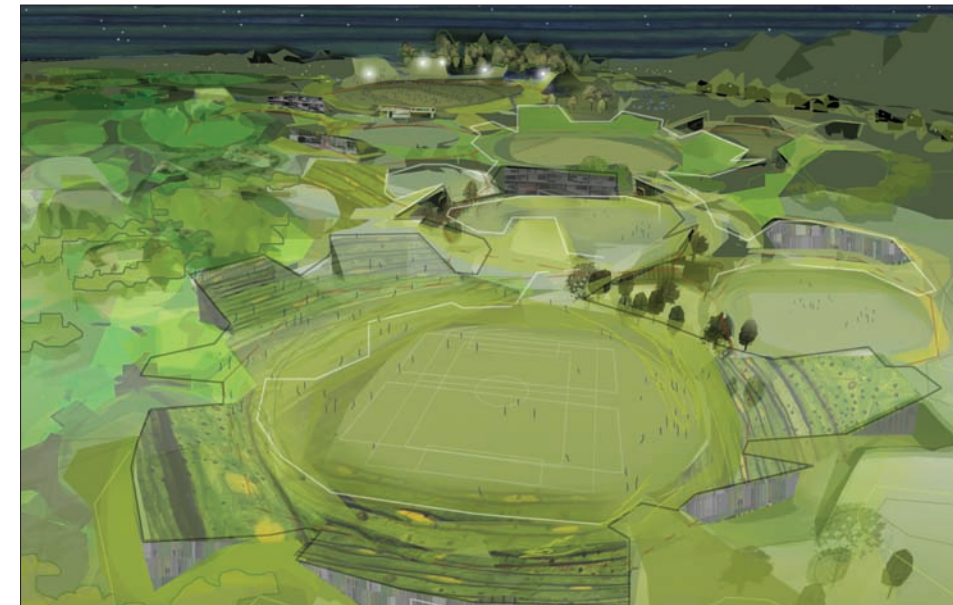
EcoBoulevard: Principles and site plan

aims to improve the public space of a new neighbourhood in Madrid, creating a climatic comfort achieved by simple physical principles and also to become a social catalyst. It was a statement against poor quality urban planning. It is interesting since it proves it is possible to improve and transform the existing conditions through a acupuncture and taking a different approach.

The Plaza Ecopolis has just been finished and it proves sustainability does not mean extra cost. Within a very tight budget we have created not only the kindergarten but also the public space in front of it which incorporates a natural purification system of the waste waters of the building. We find necessary to make such processes visible.

What kinds of problems, architecturally speaking, do you find that you solve the best? What project, if you could choose anything, would you like to work on?

We develop projects to the very end; that means sometimes we have to face chal-



Softly: landscape design

Softly
Strategy for a temporary urban use of a former landfill
Maribor, Slovenia, 2008
1st prize of european 8 and Holcim Awards Silver 2008 Europe

The area of a former landfill is currently in the phase of ecological re-naturalisation and rehabilitation. Ecosistema urbano's proposal to temporarily establish a topography provides options to still make use of the area during this long lasting period of recovery. The dominant features of this new landscape are large round hollows, differing in diameter, that provide settings for a variety of uses such as events, recreation or dwelling. Due to an energy-efficient design as well as the use of solar technologies, houses built here only have minimal energy consumption.

Plaza Ecopolis

*Design of public space with a childcare facility
Rivas-Vaciamadrid, Spain, 2010*

The Plaza Ecopolis is a place for social interaction that also integrates topics of ecology. Not only does the design of the childcare facility follow the rules of sustainability but the project also incorporates OPEN SPACE, a learning program about matters of ecology. The Plaza Ecopolis belongs to a strategy plan for the sustainable development of Riva-Vaciamadrid, a city near Madrid.



Plaza Ecopolis: public spaces

allenges and push the resources, time and knowledge forward to make it possible. We are really persevering, and we never accept that it is impossible.

We find very appealing, the waste-to-resource kind of projects. That is a contemporary challenge in which architects have a lot to say. For instance we designed a project for the city of Maribor in Slovenia that was about the transformation of a

former landfill into an urban development. We would like to research new solutions for the degraded Mediterranean coast in order to find new possibilities for a different urbanity linked to tourism.

Do you have Heros? Architecturally, do you find anyone's work inspiring at the moment?

We find really inspiring the developers of Creative Commons' Concept, Linux, Wikipe-



dia, Free Software, Open Source, etc. These kind of initiatives are transforming the world in all senses and we are exploring how to incorporate those concepts in our discipline and the work we produce.

Architects envision solutions that, at best, change the environment for the better. Vision is therefore one of the most important and intrinsical aspects of working as an architect. How do you understand the role of

vision as a sense in architecture and design? Is it more the small scale vision within the boundaries of a project, or the big utopian-like vision that you find important and applicable in your work?

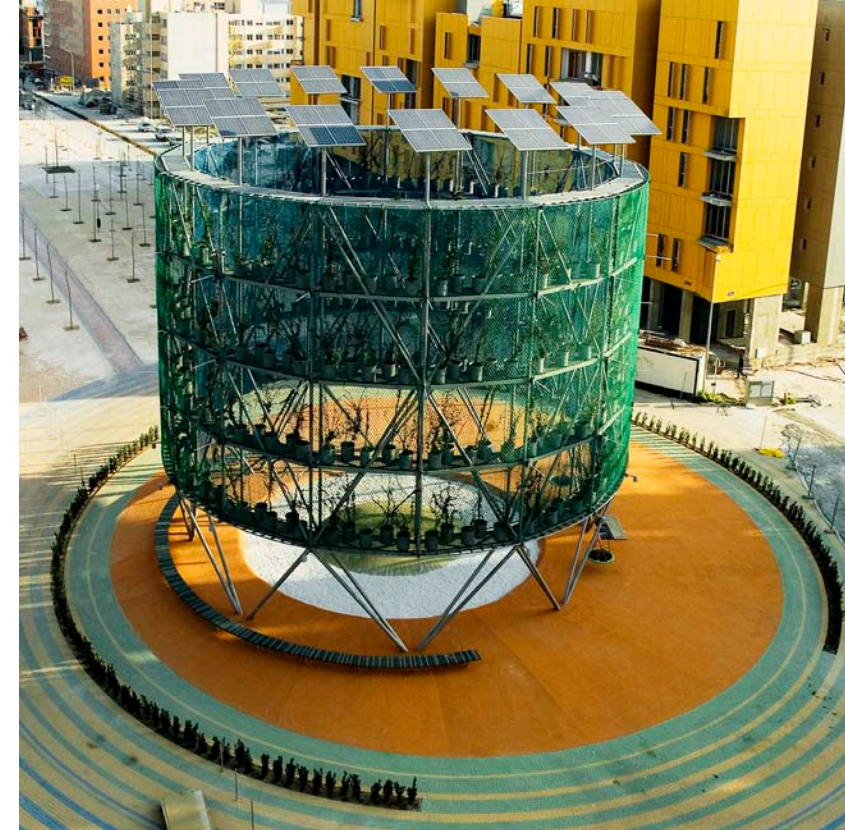
We are most concerned about the conceptual and larger scale: the kind of problems cities have, the new management models, the innovative tools to improve efficiency and communication, the possibilities of technology to enhance public interaction, and so on.

EcoBoulevard

*Strategy for a sustainable design of public space
Madrid, Spain, 2007*

1st prize in a competition initiated by the "Empresa Municipal de la Vivienda y Suelo de Madrid" for the design of a development area

The EcoBoulevard together with the "Air Trees" create a sustainable and social public space in Madra's periphery. The Air Trees are barrel-shaped structures, temporarily set on the Boulevard. These structures define places where social interaction and events can take place, but they also play an ecological role. The Air Trees are planted with greenery that improves the local climate conditions until the only recently planted trees in the plaza are big enough to take over.



EcoBoulevard: one of the three Air Trees

We aim to design from these principles in working with the public space, exploring the basic concepts that characterize it and the new tools that activate it: design, participation, regeneration and communication.

Do you have a vision that goes beyond your projects? (What would you do/change if you could?)

We work to **improve our environment and cities** from our practice everyday. We believe the **architect's work in the city is a statement** and from that point of view our work should be didactic promoting a more respectful attitude towards urban environment. We are interested in urban contexts, where **small proposals are able to generate big transformations** and improve the urban complexity. We aim for a **city as a playground**: an enjoyable experience for children and adults, a surprising catalyst able to generate new responses from users and able to stimulate creativity.

Please describe the concept of your exhibition. How does the exhibition correlate to your way of working? What is particularly important for you to show and describe in the exhibition? What are you curious about finding out by doing the exhibition in terms of response?

We see the global crisis context as an opportunity to redefine the profession and therefore our own practice. The idea of our display is to share our experience, our working methods for anyone to comment, criticize, and bring in new ideas or suggestions. Our company shares its insights as an open source company, expecting contributions from the visitors. All comments will be collected and posted in our blog.

At the DAZ ecosistema urbano will visualize, through a classical 3D optical system, the process and strategies for a selection of recent works. We will also display QR-codes to link the physical expo with more information in our web.

The expo combines different techniques and technologies: hand made drawings made on site, 3D-effect pictures of our projects and the digital part available on internet for further information on our work, comments and so on.



Air Tree, Shanghai



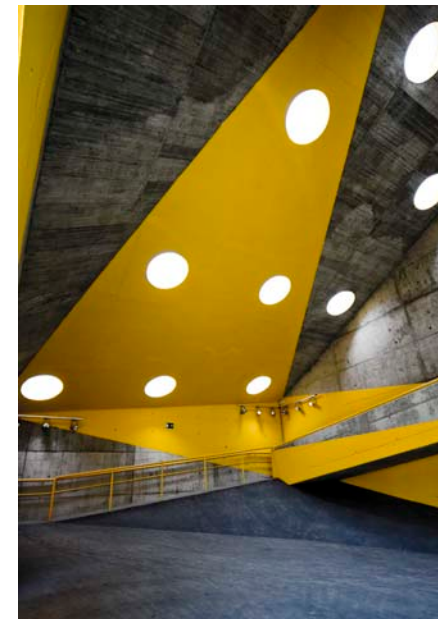
SELECTED RECENT PROJECTS

Plaza Ecolópolis
Rivas-Vaciamadrid, Spain
Completion: 2010
Client: City of Rivas-Vaciamadrid

Transformation of a former industrial site into a public space providing a building for childcare.

The project “Plaza Ecolópolis” deals with the transformation of a faceless space in Madrid’s urban sprawl, located amidst industry and heavy traffic, into a place where social interaction can take place. It also aims to incorporate the idea of sustainability into daily life. The main focus is therefore to create a vision of urban sustainability that facilitates the reduction of energy consumption by matters of design but that also aims at raising people’s awareness of their own consumption behaviour. “Plaza Ecolópolis” is part of a municipal strategic

plan for the sustainable development for the City of Rivas-Vaciamadrid in the South-East of Madrid. The hybrid character of the building provides ideal conditions for a day care facility for children of different ages. The layout of the building generates a public space that can be used by the area’s residents. An urban park becomes the interconnection between the different facilities of the square. Another remarkable feature of the project is OPEN SPACE, an integrated educational program for children with the goal to improve the urban environment,



which among others accommodates a water purification system based on natural processes. It is ecosistema urbano’s belief that projects as “Plaza Ecolópolis” are a way to impart awareness for sustainability to children who in consequence will become responsible adults.

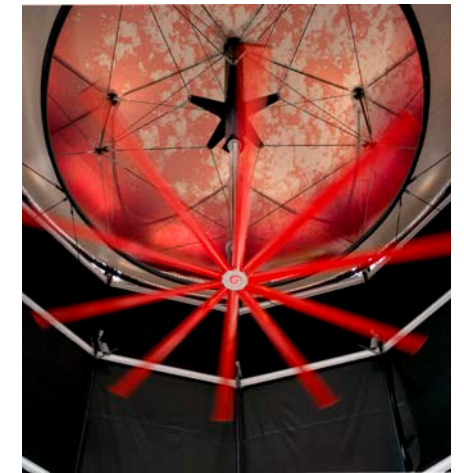


Air Tree
EXPO 2010 Shanghai, China
Completion: 2010
Client: Fundación Madrid Global

Public space and open air pavilion representing the City of Madrid at the EXPO Shanghai 2010

With the Air Tree Shanghai the City of Madrid communicates its opinion about how to deal with public spaces: The Air Tree does not only generate the kaleidoscopic image of a living city but with its design as energetically self sufficient structure it also provides options for handson action and wants to make people think. Various technical layers on the façade make it possible to change the Air Tree's appearance from opaque to translucent or even to transparent. Different textile screens serve as projection surfaces and

thus provide countless combinations of visual scenarios. The Air Tree is equipped with sensors that, at all times, implying the climatic conditions of the City of Shanghai, control the thermal comfort inside the building by modifying the building's physical features as well as making the optimal use of the supplied energy. The public space around the building does not only function as an entrance area to the pavilion of Madrid but also encourages people to simply enjoy themselves here and relax. Furthermore, the Air Tree represents a



virtual link between Madrid and Shanghai where people can get real-time information or become a spectator of events that take place in one or the other cities. The Air Tree in Shanghai aims at the exchange between both cultures and at raising interest in getting to know more about each other. It can be considered as window into both cities that provides a glimpse of what both of them have to offer.



EcoBoulevard Vallecas / Air Tree

Madrid, Spain

Completion: 2007

Client: City of Madrid

1st prize in a competition initiated by the “Empresa Municipal de la Vivienda y Suelo de Madrid” for the design of a development area

An area of 550 x 50 m set in the outskirts of the city got modified with the installation of three so-called Air Trees. The intention of the project is to create an ecological boulevard that also provides space for social interaction.



The whole concept of the EcoBoulevard in Vallecas can be understood as a matter of urban recycling with the following actions: Installation of Air Trees as promoters of social interaction in an urban space, densification of the already existing row of trees and

finally the reduction and reorganization of the surrounding traffic. The barrel-shaped structures of the Air Trees are equipped with plants and define public spaces where locals can meet and interact with each other. The Air Trees can be thought of as temporary

prosthesis. Their role is to contribute to a better climate until trees in the area have grown. Once the climatic conditions have improved, the Air Tree can be removed and placed in another public space with the same need for reactivation

SELECTED AWARDS

2010

Nominated for the European Union Prize for Contemporary Architecture //
with their project Plaza Ecopolis

2009

Holcim Awards Silver 2008 - Europe //
Selected from more than 500 participants
Holcim Foundation for Sustainable Construction

2008

1st prize NEXT GENERATION AWARD //
Arquia Próxima Foundation

2007

Finalist for the European Union Prize for Contemporary Architecture //
Mies van der Rohe Award „Emerging European Architect”

1st prize AR Emerging Architecture Award
// Selected from more than 400 teams all over the world.
The Architectural Review, London

2006

Architectural Association and the Environments, Ecology and Sustainability Research Cluster Award

2005

Holcim Awards 2005 - Europe - Acknowledgement //
Holcim Foundation for Sustainable Construction

Selected as one of the “Top ten young spanish architects” //
Antonio Camuñas Foundation



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FORMEL_X: ECOSISTEMA URBANO *Looking through ecosistema urbano eyes*

EXHIBITION | 19.11.2010 – 16.01.2011

CONCEPT + DESIGN | ecosistema urbano

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Jaime Eizaguirre, Luisa Zancada, Francesco Cingolani, Pau Munar, Julia Casado,
Johannes Kettler

IMPRINT

EDITOR | Kristien Ring, DAZ

TEXTS | ecosistema urbano in interview with Kristien Ring

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LAYOUT | Sarah Borree, Cornelia Schwarte, DAZ

IMAGES | Isidro Iglesias: Plaza Ecopolis (title left)
Emilio P. Doiztua: La noche de los niños (p.8); Plaza Ecopolis (p. 16, 20, 21);
EcoBoulevard (p.14 left top, 17, 24, 25); Air Tree Shanghai (title right, p.10, 13, 19, 22, 23)
Till Budde: GH_02, GH_06, GH_01 (p.4,5)
Stefan Lucks: GH_10 (p.5)
ecosistema urbano: all other projects

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