



CANVAS  
DISTRICT

# Team1



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Systems Design: Alexandrina Mateeva / Xuan Lan

Visual Design: Federica Donzelli

Brand Development: Pierre Antoine Berthy / Francois Devambez

**To design a route that embraces  
and explores the act of **weaving**.**

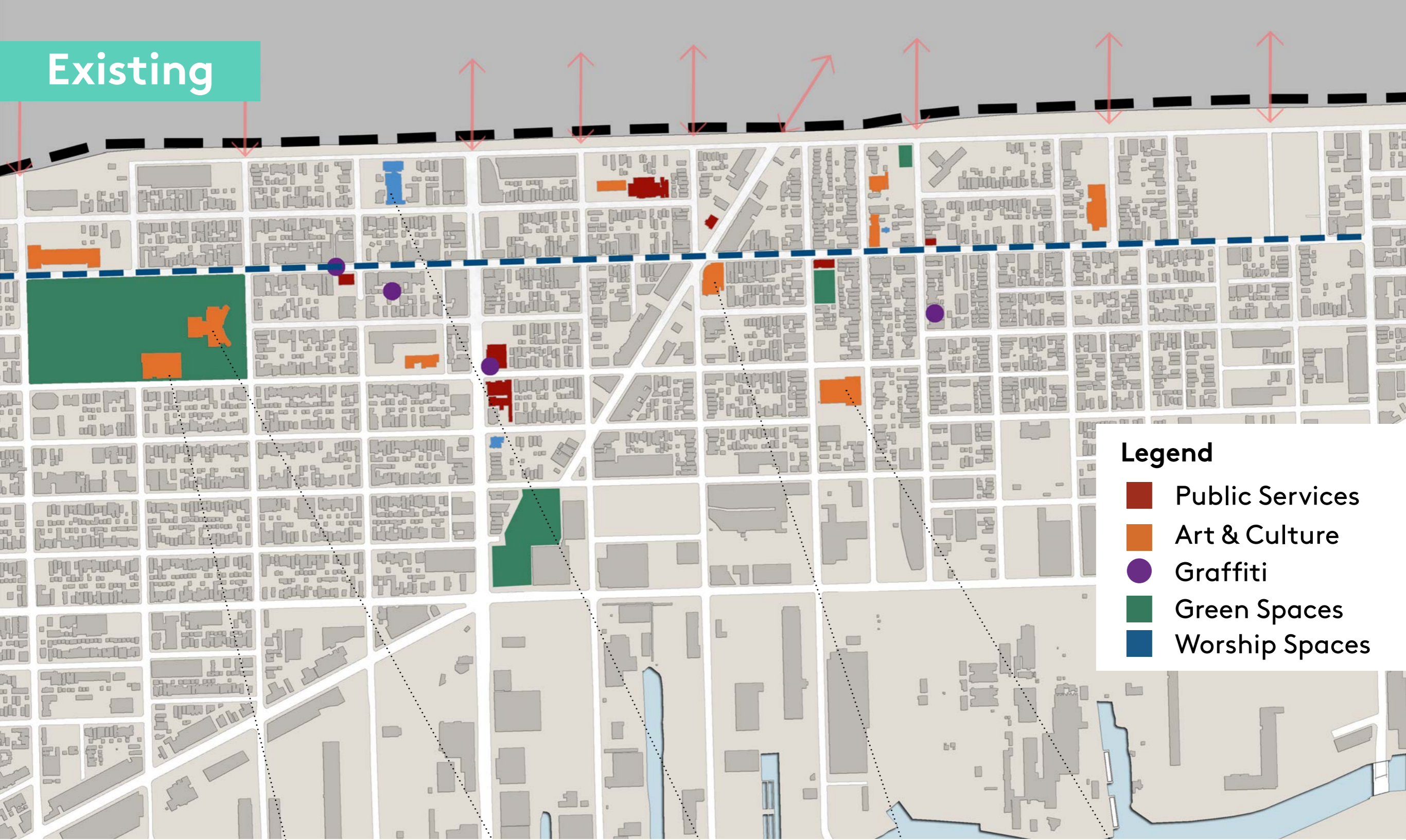






- 1. Visual Identity & Wayfindings**
- 2. Neglected Spaces into Cultural Spaces**
- 3. Green Corridor & Stormwater Management**

Existing



**Legend**

- Public Services
- Art & Culture
- Graffiti
- Green Spaces
- Worship Spaces



# **Visual Identity & Wayfindings**





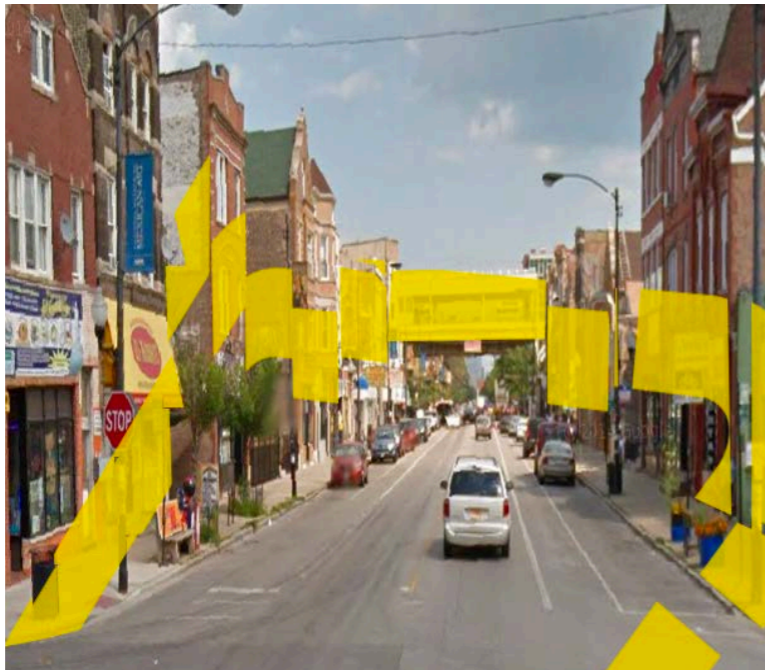
# Strategy1



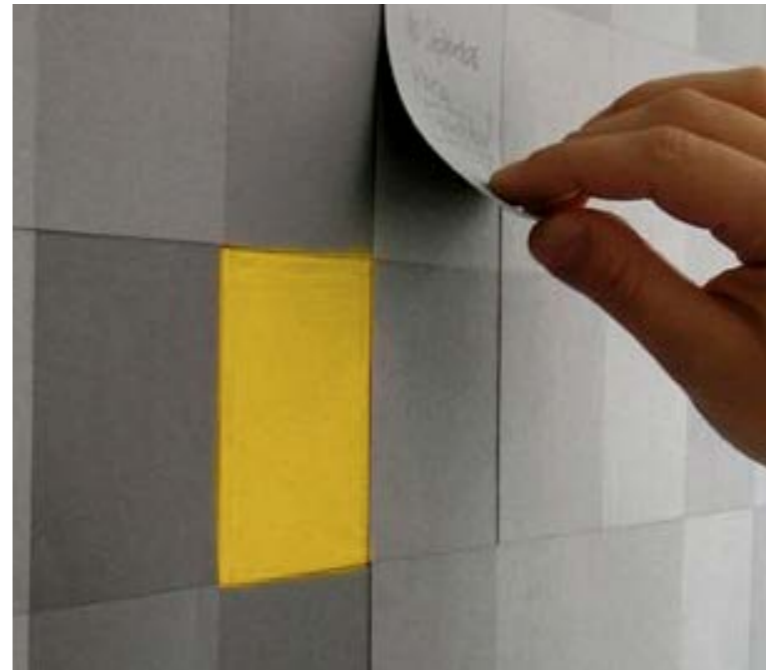
**Ground Painting**



**Projection**



**Anamorphosis**



**Timecapsule Panel**



HERE

MARKET

MUSEUM

PARK

MARKET

SCHOOL

STATION



NATIONAL MUSEUM OF  
MEXICAN ART

MUSEUM

NO PARKING  
EXCEPT FOR  
EMERGENCY  
VEHICLES

NO PARKING  
EXCEPT FOR  
EMERGENCY  
VEHICLES

JOY

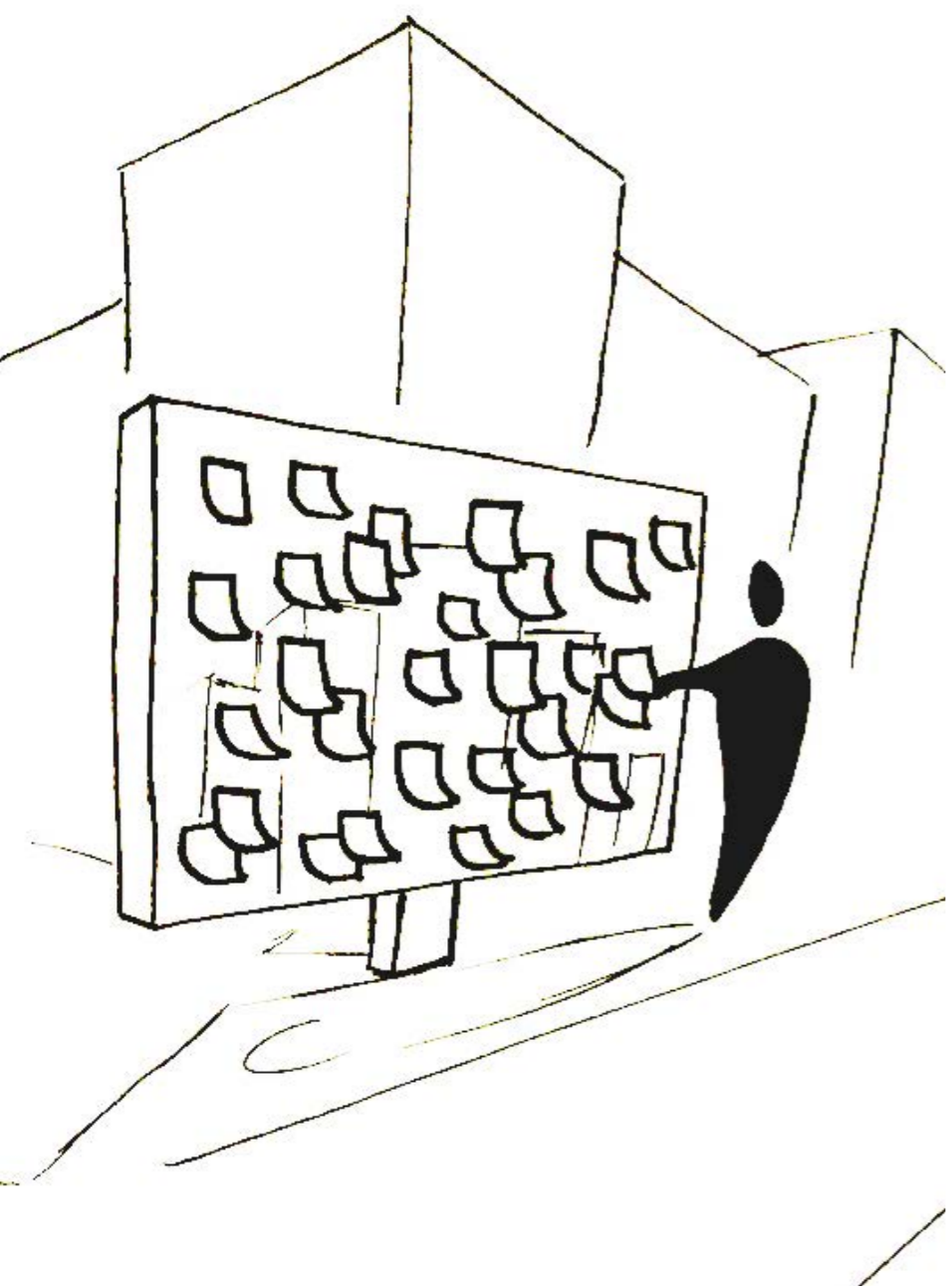
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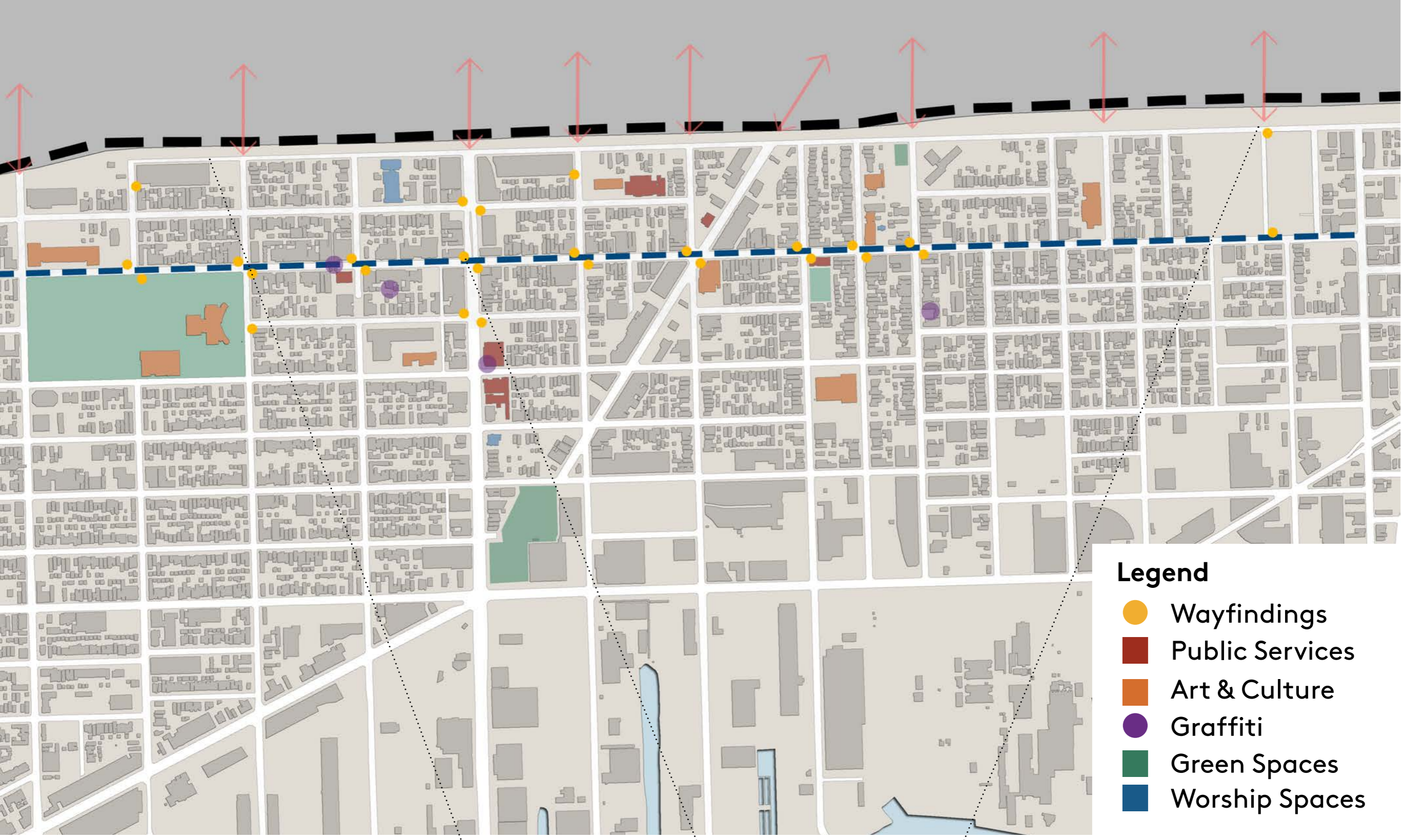






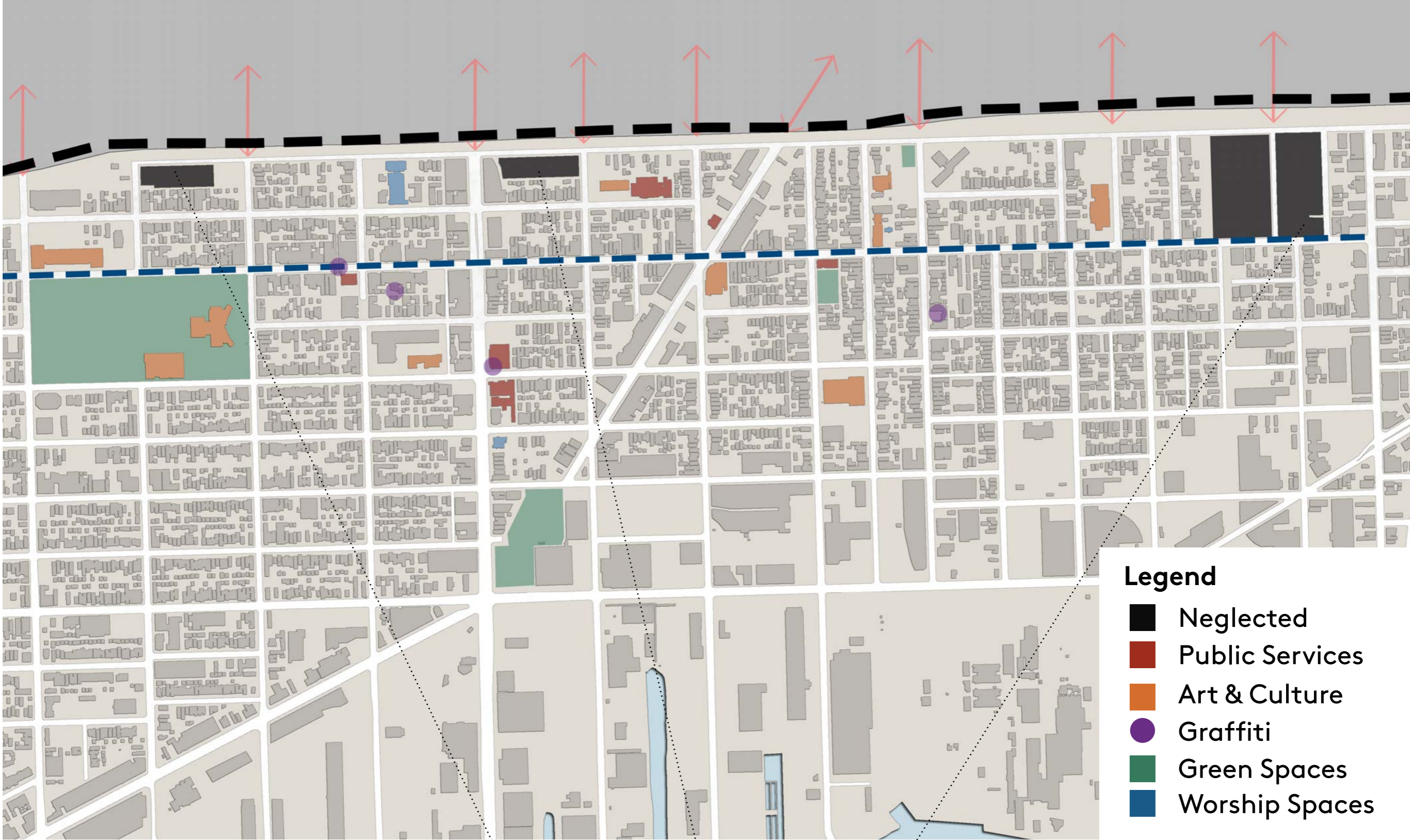








# **Neglected Spaces into Cultural Facilities**







Public Art/Exhibition  
/Atelier Space

Market/Playground  
Open Rest Space





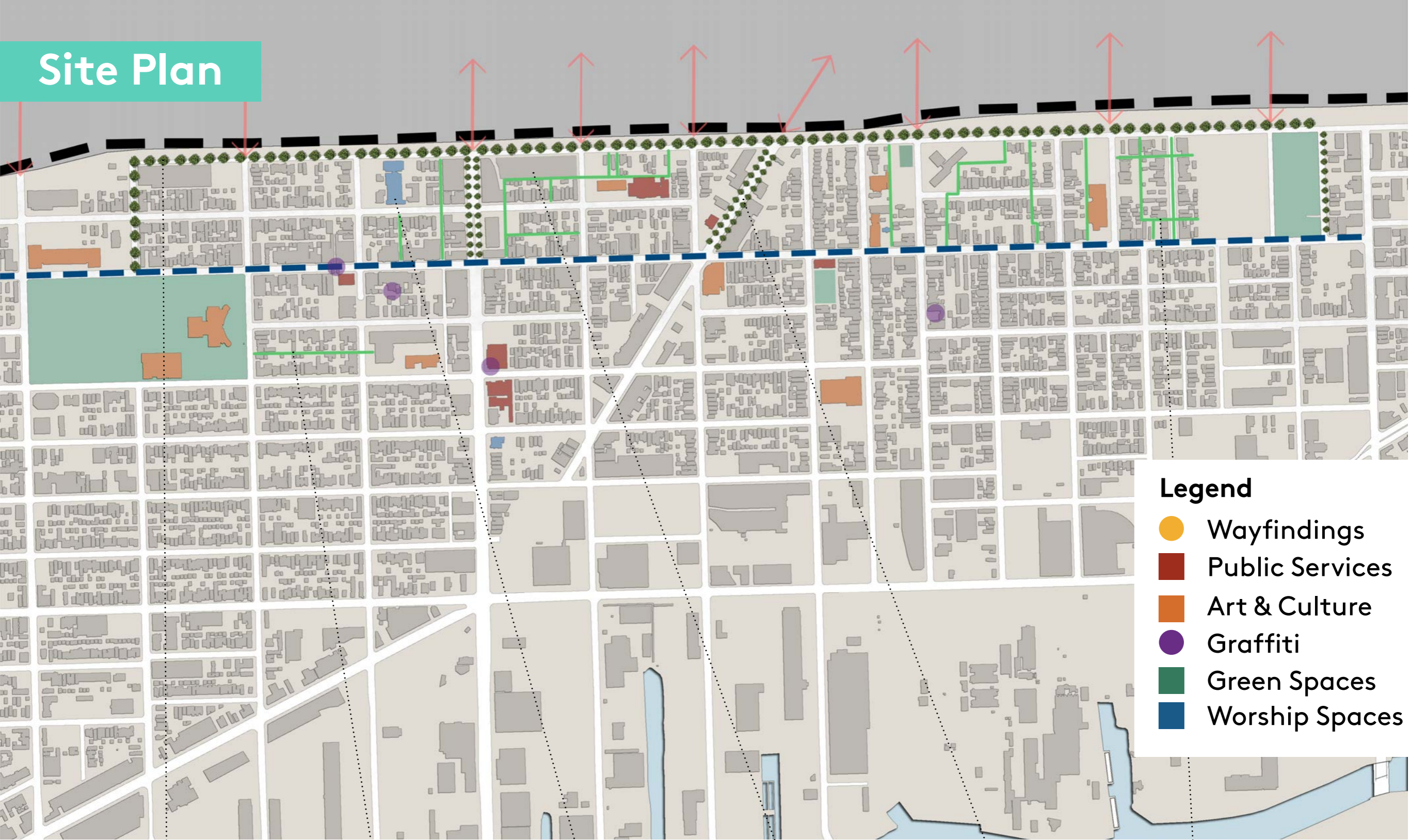




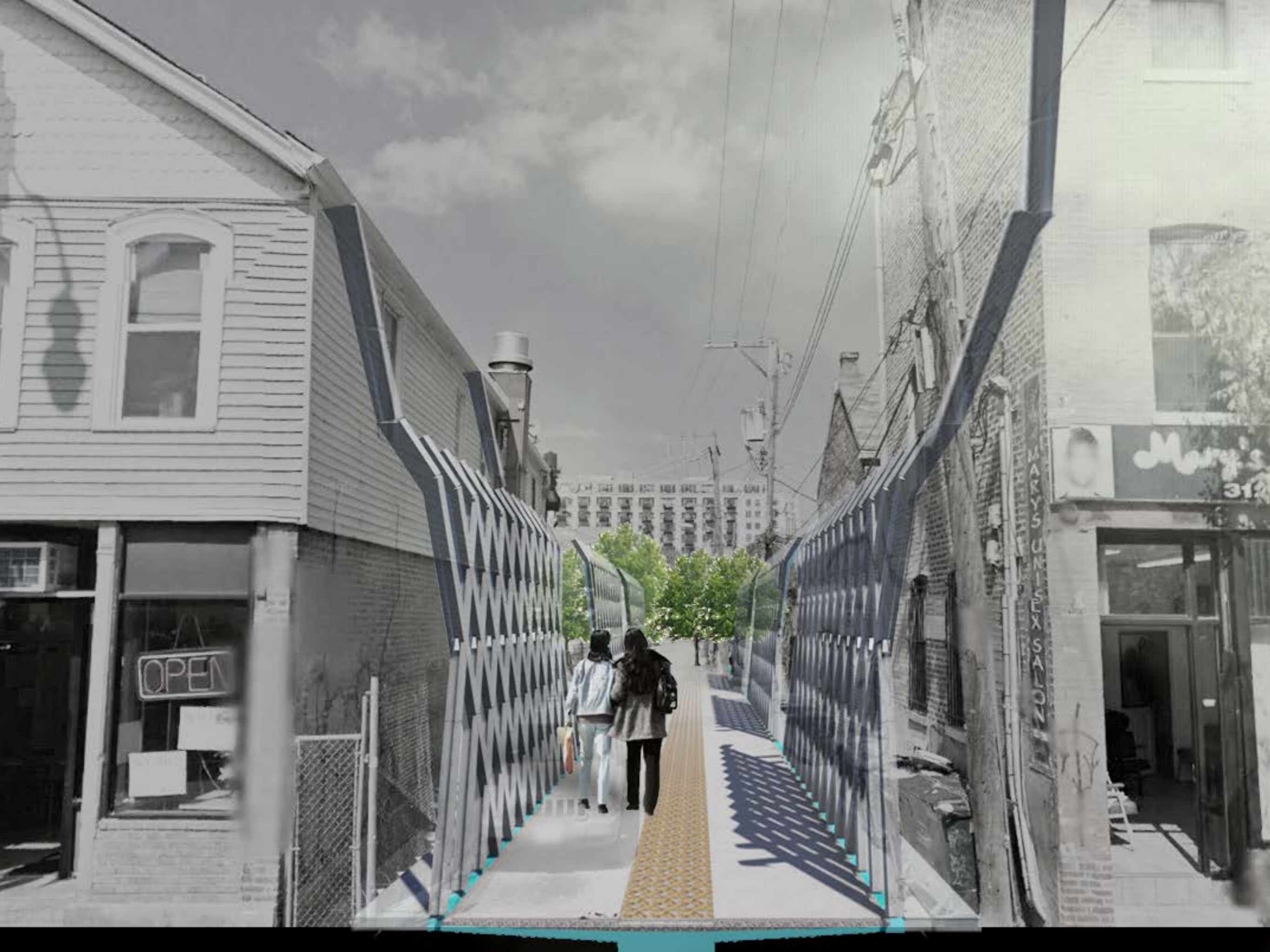


# **Green Corridor & Stormwater Management**

# Site Plan





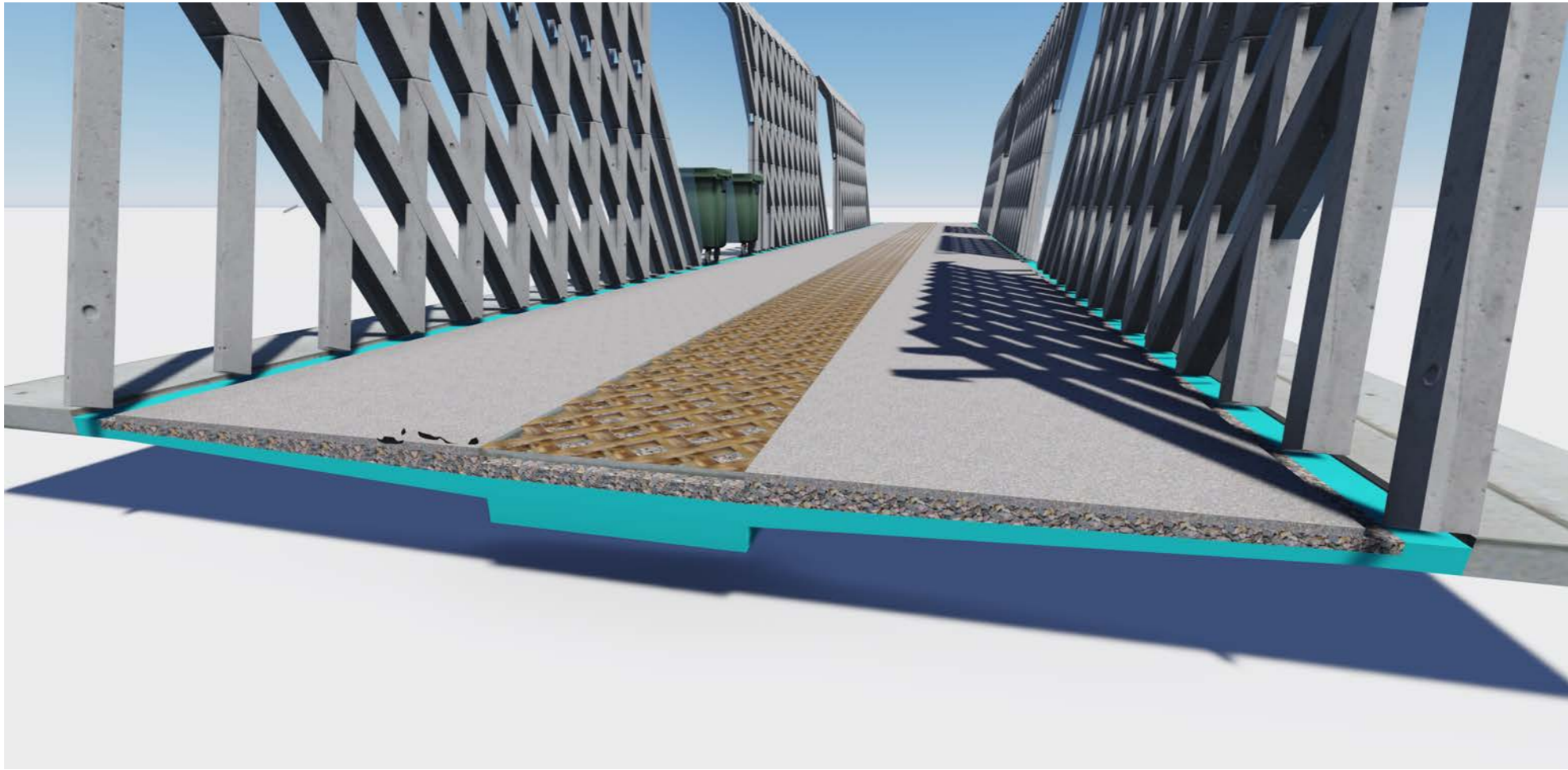


OPEN

Mary's  
312

UNISEX SALON



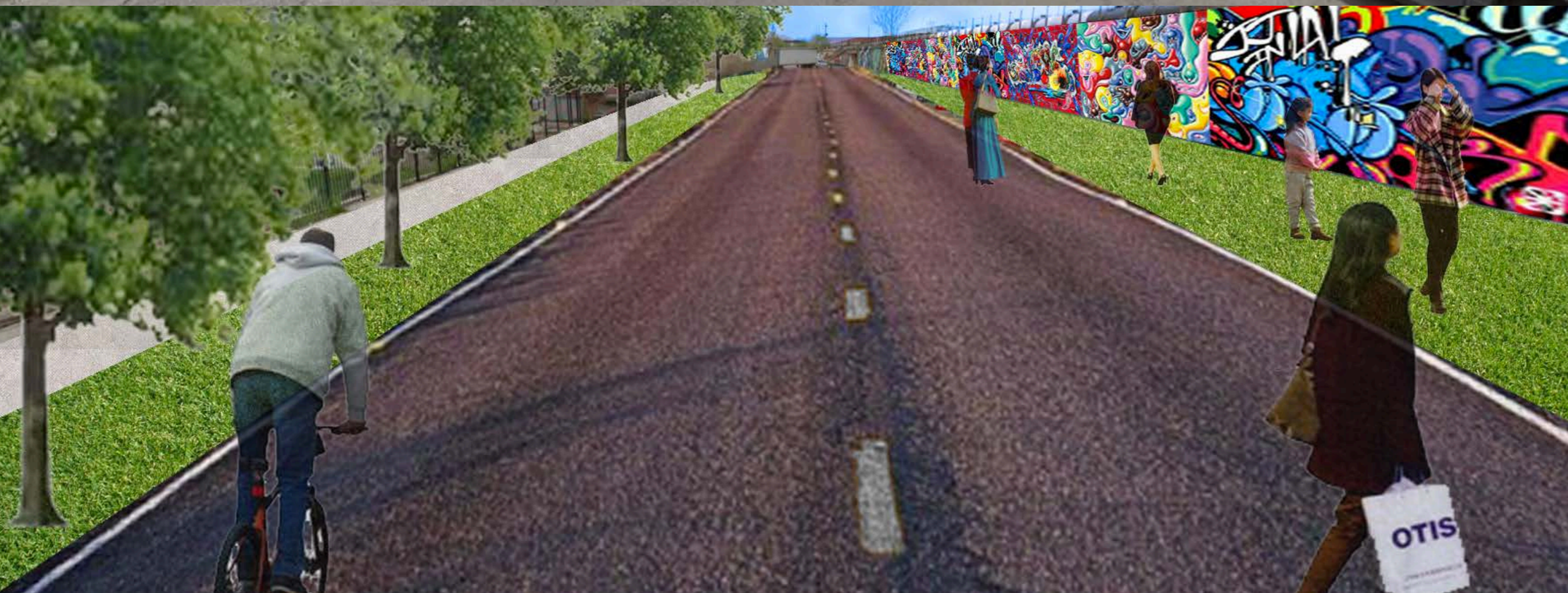






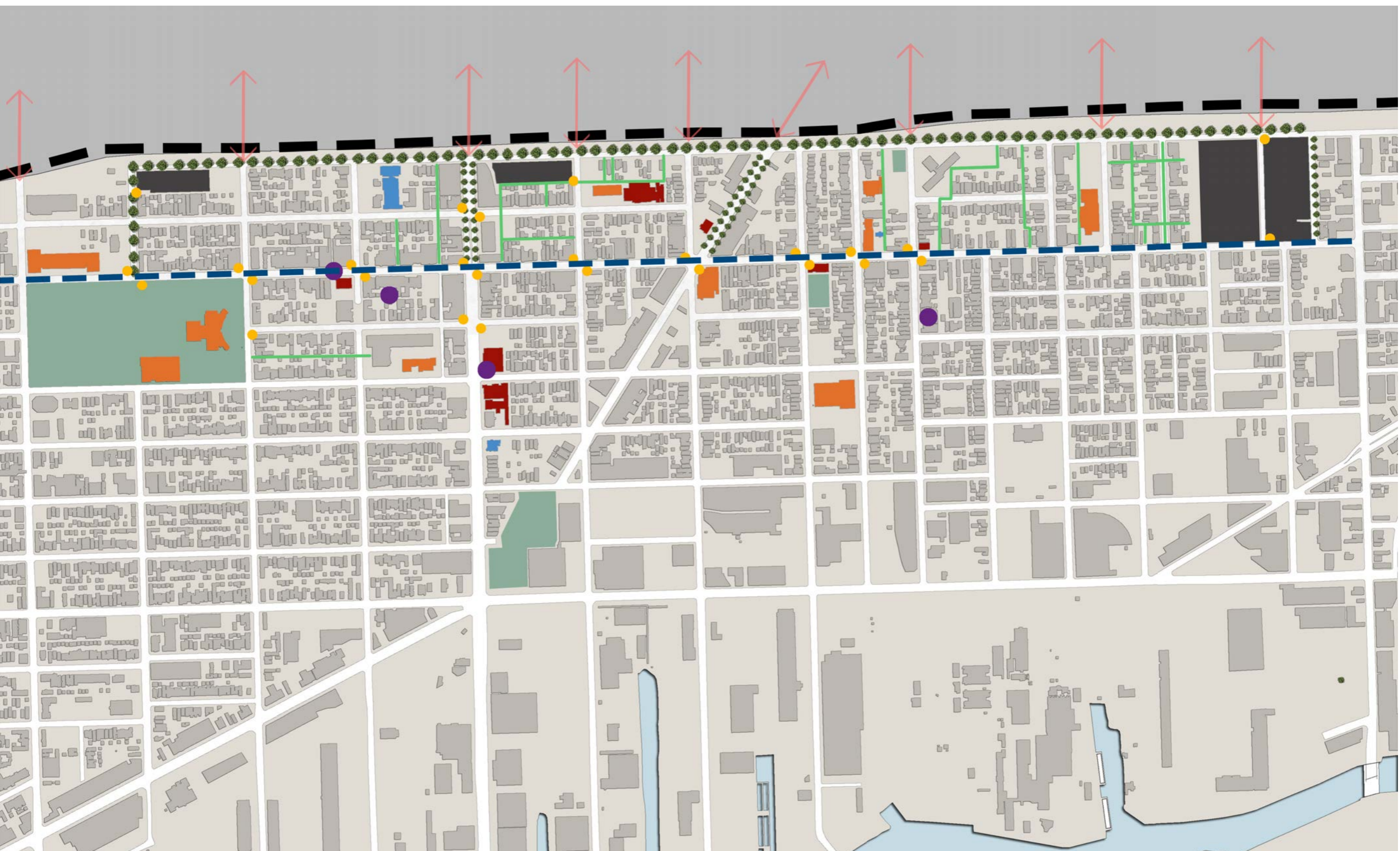








# Master Plan





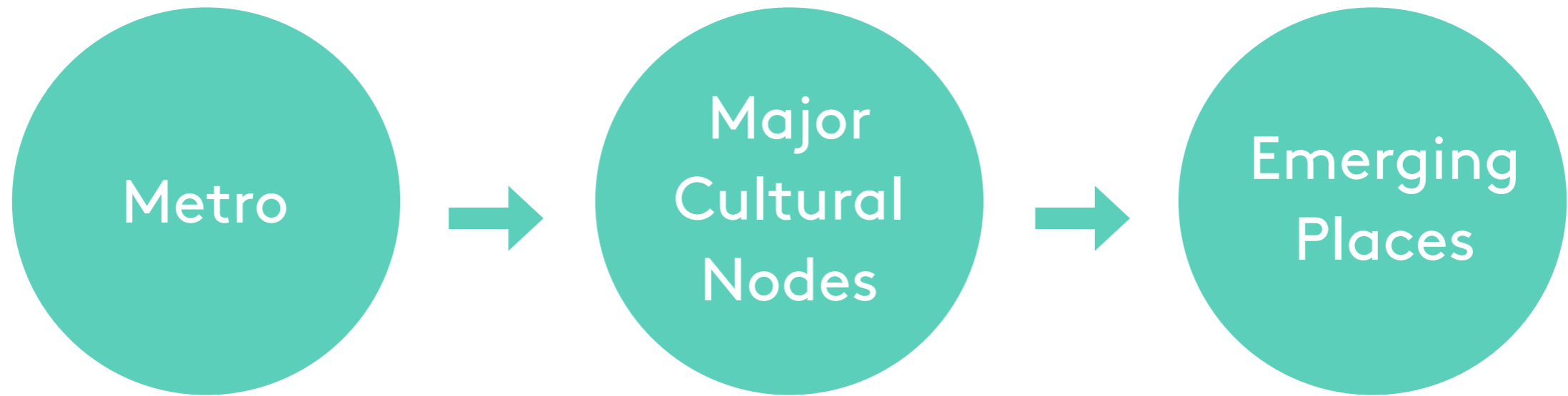
(3)

User journey video  
(Pierre & Francois)



# Timeline

## 1. Wayfindings



## 2. Cultural Spaces



## 3. Stormwater Management



Along  
the  
railway



Alleyways

- Narrow the road
- Replace the concret
- Collect rainwater

- Excavate and implement the drainage system
- Explore more artistic way





Stormwater Channels & Bioswale



Green Corridors

# Environmental Stormwater Management



Neglected Space Intervention



Pilsen Loop

## Economic Brand Identity

## Social Making Connections Promoting Culture



Wayfinding

