

**The Rescue of the Intangible Cultural
Heritage of the Marketplaces in Bogotá:**

*The Marketplace of Usaquén as a reactivator of
a cultural practice and as an urban detonator.*

Camilo Fuentes Tapias

**THE RESCUE OF THE INTANGIBLE CULTURAL HERITAGE OF THE
MARKETPLACES IN BOGOTÁ:
The Marketplace of Usaquén as a Reactivator of a Cultural Practice and as an
Urban Detonator**



CAMILO FUENTES TAPIAS

**Thesis presented to apply for the master's degree in
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**Director
PAOLO MELLANO**

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I want to dedicate this work to my family that has always supported me and believed in my abilities as an architect, to my friends for their constant support and collaboration in this period of work, and to all the others who were present in my years as a student.

Mainly I want to dedicate this thesis to Alvaro Tapias, for being one of my main examples of life and for the confidence and faith that he had in me as a future architect.

Thank you

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Photo: *Monica Torregrosa Galo*

ABSTRACT

The marketplaces are unique and necessary spaces in our cities. They are the public facilities in charge of supplying the cities with food and products that are produced internally, and which are cultivated by the peasants who live there. Many economies in some countries directly depend on a large part of their agricultural production. Either for export but also for the distribution and sale to all its inhabitants. The production and type of food found in a country marks an identity in it, since these are derive the local gastronomy of a country and the conservation of its local production. To publicize and acquire these foods in urban areas of a country, the main intermediaries are the marketplaces. That is why they are so important in cities. The impact they generate in urban life is part of the dynamics of daily functioning in cities, as one of the main communication facilities between rural areas and urban areas of a country. In the city of Bogotá, Colombia, there are 64 marketplaces, where only 19 of these are public and maintained and managed by a state entity. Nowadays there is a problem in Bogotá with marketplaces. In a few years there may be the possibility that these spaces

are extinguished due to the decrease of the frequency by their inhabitants, and the competition imposed by the large supermarket chains. Apart of these two phenomena just mentioned, the problems are attached to various historical events, conceptions, and social and cultural changes that the city and its inhabitants have had since its beginnings. The practice of going to the marketplaces was declared by the Colombian state in the cities as an intangible cultural heritage activity. The extinction of these spaces would endanger the disappearance of a part of the cultural identity of Colombians. Apart from being the few spaces in the city where there is an interaction of all social classes, it is also the carrier of the local food of the country and therefore carries part of the gastronomic heritage, and of it depends the basic family basket of the citizens. This directly links the existing economy between the countryside and the city, clearly affecting peasants in rural areas, and low-income inhabitants in cities. Seeing this problem, my intention with this thesis is to reach a solution through an architectural proposal that aims to recover the intangible cultural heritage of the marketplaces. With a urban-architectural design of a new conception of a marketplace located in a neighborhood at the north of Bogotá called Usaquén, the objective is to create an urban detonator that transforms the dynamics of this sector changing the mentality of its citizens about the conception they have about marketplaces; generate social sustainability in terms of the fight against social segregation

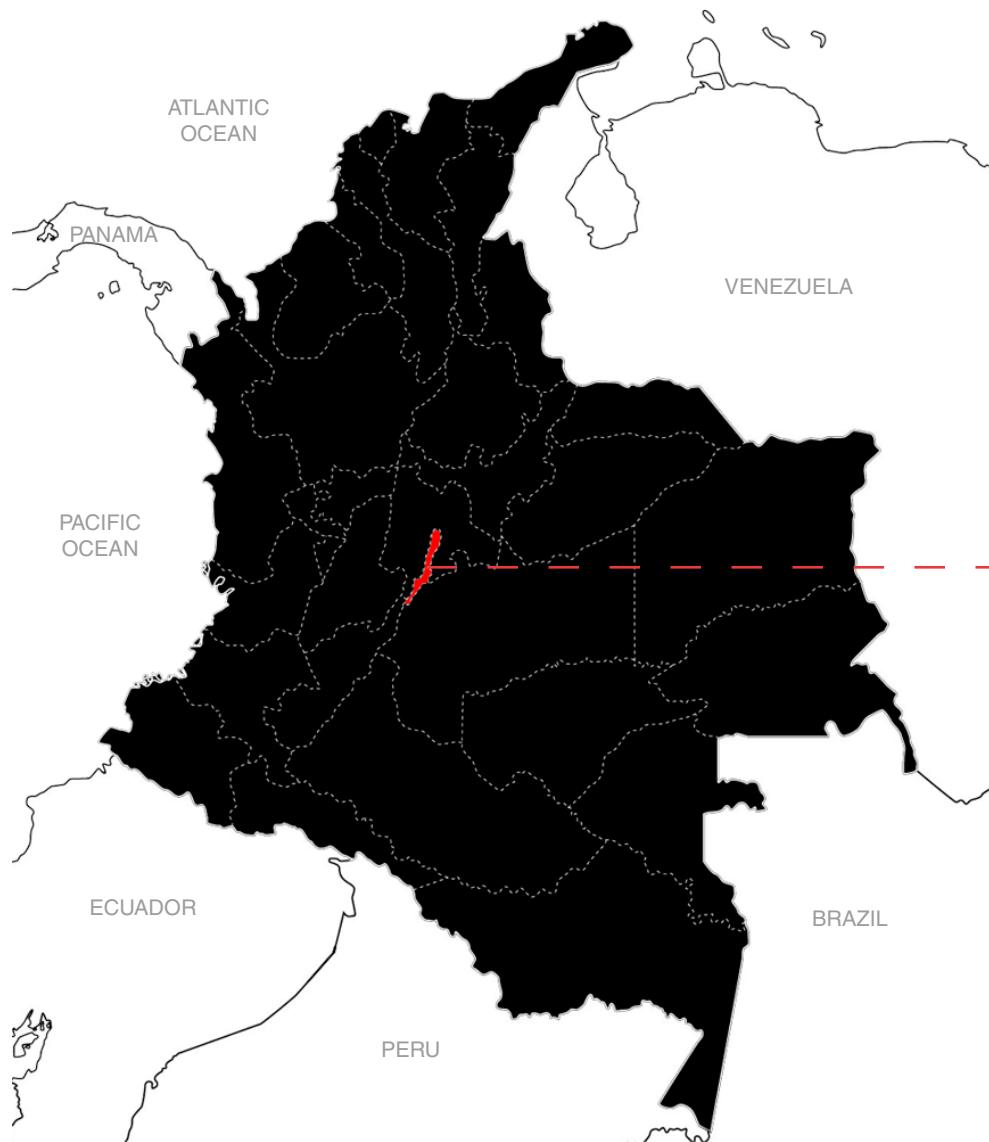
that the city suffers today; generate economic sustainability by competing directly with the large supermarket chains directly supporting the peasant's economy; and finally creating an architectural sustainability in terms of the design of the building with the approach of rainwater harvesting, energy savings with the use of solar panels and the treatment of waste to serve as arable organic matter.



Photo: Monica Torregrosa Galo

COL - BOG CONTEXT

COLOMBIA



1,141,748 km²



49,164,856 hab.



8.8 %



\$306,439 billion



Spanish



54,871 species



BOGOTÁ



1,775 km²



307.36 km²



8,080,734 hab.



2,640 m a. s. l.



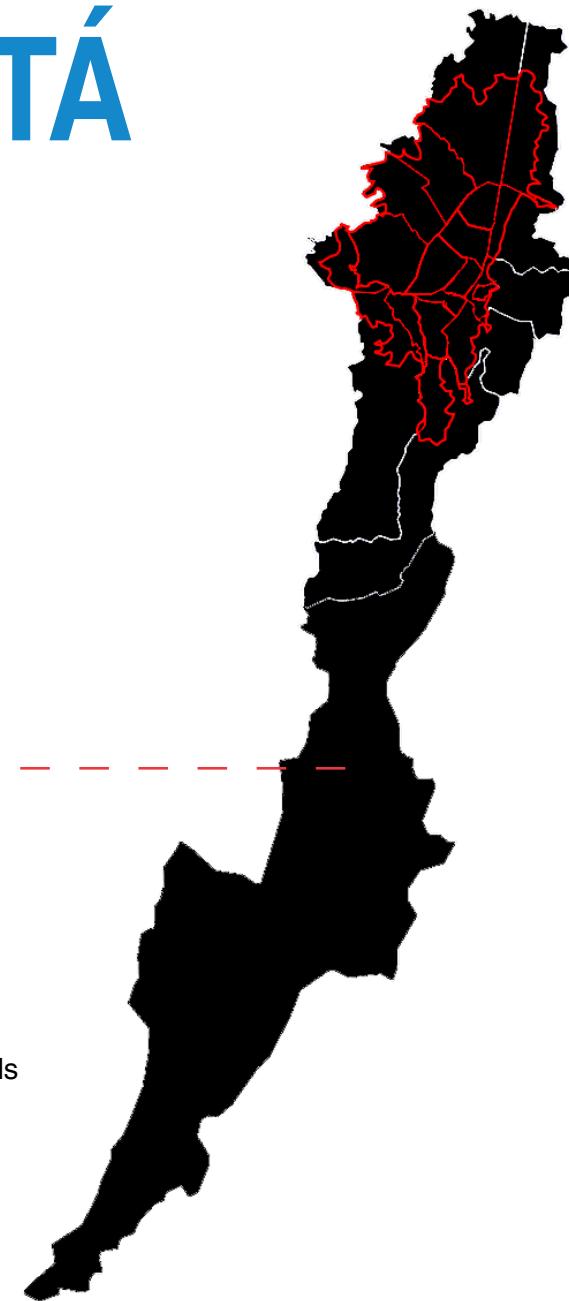
20 districts



1,922 neighborhoods



14°



Bogotá is the capital of Colombia and of the department of Cundinamarca. Is the political, economic, administrative, industrial, artistic, cultural, sports and tourist epicenter of the country.

It is located in the natural region known as the Sabana of Bogotá, which is part of the Cundiboyacense high plateau, a formation located in the Eastern Andes Mountains.

It is the main market of Colombia and the first destination of foreign direct investment that reaches Colombia. Is the sixth city by size of GDP in Latin America and also the largest business platform in Colombia where most of the high-impact enterprises occur.



CAJICÁ

CHÍA

COTA

HILLS OF
SUBA

BOGOTÁ RIVER

FUNZA

MOSQUERA

SIMÓN BOLIVAR
Metropolitan Park

International Airport
EL DORADO

Main Food
Market Supplier
CORABASTOS

MONSERRATE'S
CHURCH

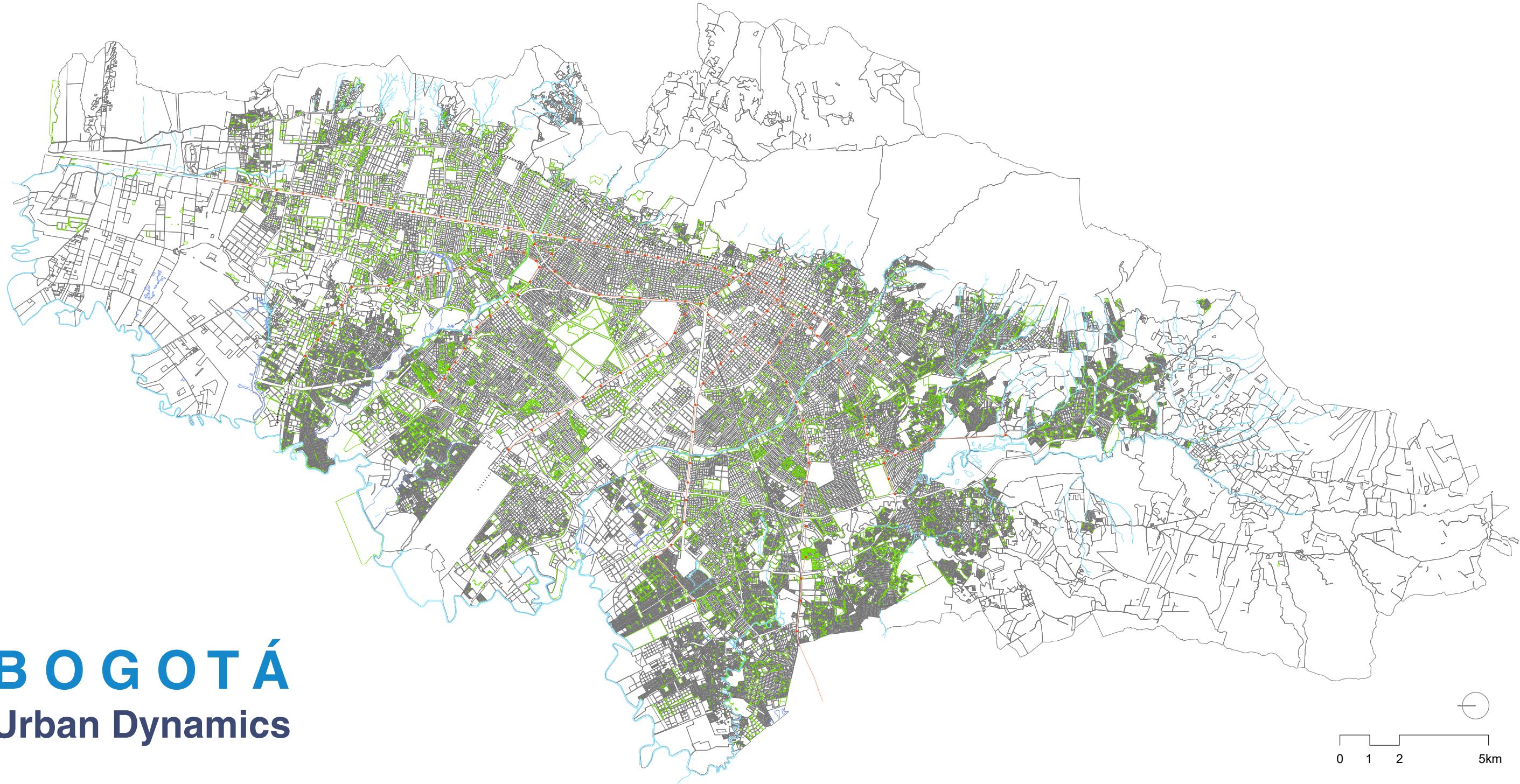
Historical Center
LA CANDELARIA

THE ANDES
Eastern Mountains

CHIPAQUE

SOACHA



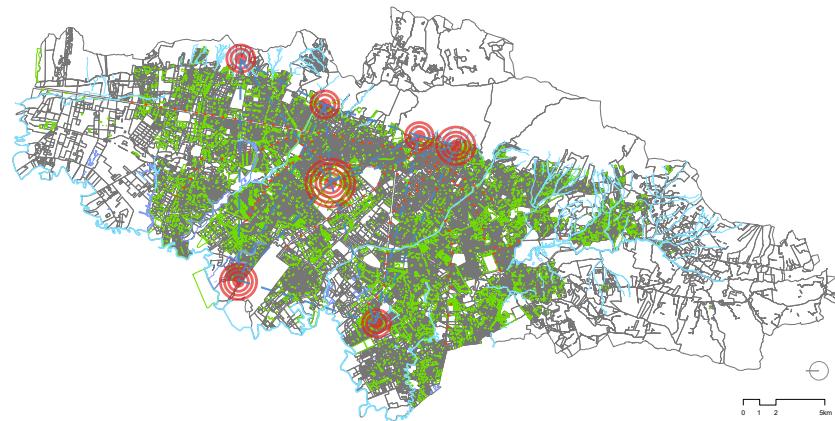


BOGOTÁ

Urban Dynamics

POLICENTRISM

Historically Bogotá began as a monocentric city, where the historical center functioned as the only center of the city. From the beginning of the 20th century, the city began to have a linear growth towards the northern and western part of the city in a rampant, disorganized and unplanned way due to several external factors such as violence, the connection with the surrounding municipalities, the transfer of new uses to the periphery of the city, etc. Due to this spontaneous growth, new centers appeared in the city to the point that the city ceased to be understood as a monocentric city and became a polycentric city. These new centers didn't had any previous planning, which allowed the agglomeration of activities without any regulation or consideration regarding the urban context, causing great problems and urban impacts that nowadays the city suffers such as vehicular congestion, degradation of sectors, etc. (Beuf, 2016)



Polycentric Nodes



International Financial Center



Historical Center La Candelaria



International Airport El Dorado

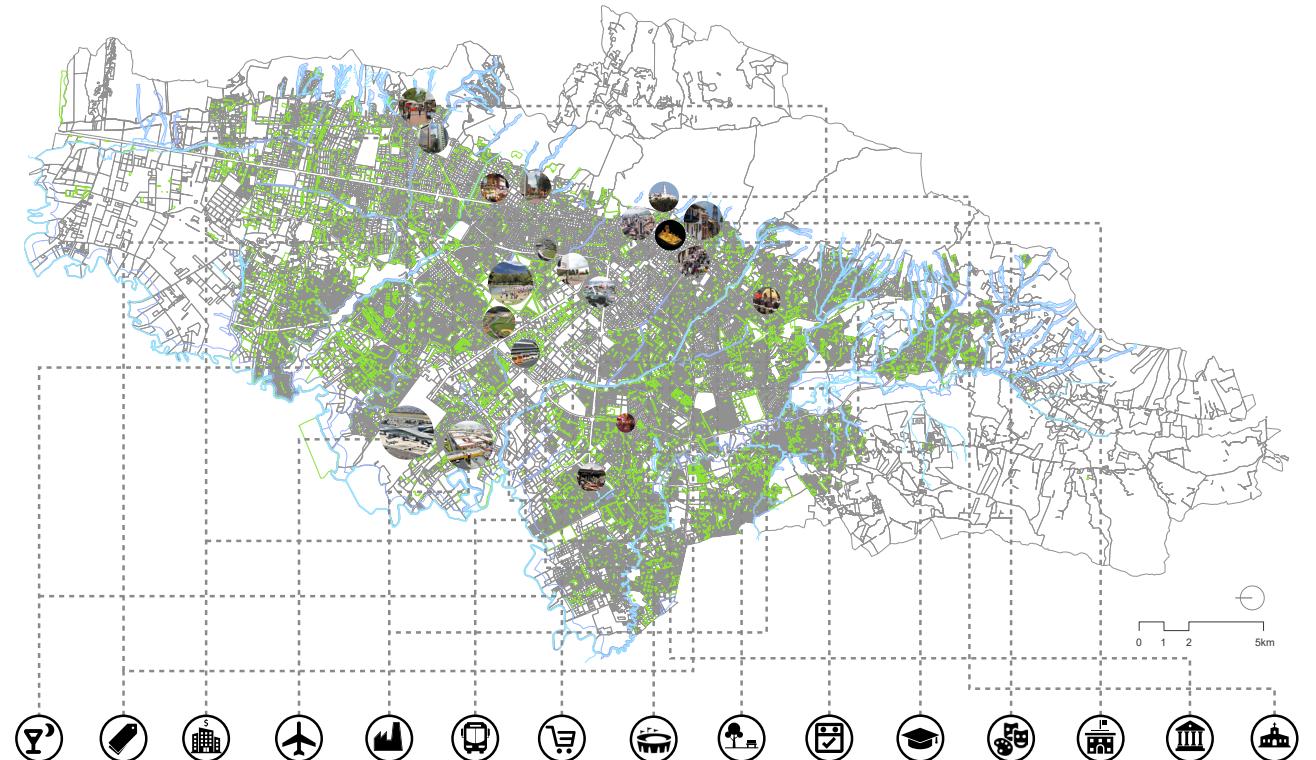


Usaquéen

USES AND DYNAMICS

The polycentrism of the city of Bogotá, has generated new uses and new urban dynamics that have emerged spontaneously without having a prior planning of them. On the other hand, having first understood the city as monocentric, the variety of services that existed remained in the historical center of the city and its surroundings. Bogotá was fragmented as a city where recreational, cultural, sports, educational, financial and leisure uses were segmented in different points of the city

and not that each center had its series of complementary uses. In other words, they function as clusters that cover a large number of spaces or buildings with one specific use located in only specific points of the city and not sparsely balanced throughout it. This gave rise to urban problems of accessibility to these centers because of its congestion, and the constant mobilization between them to acquire the basic services that the city should provide to its inhabitants. (Beuf, 2016)

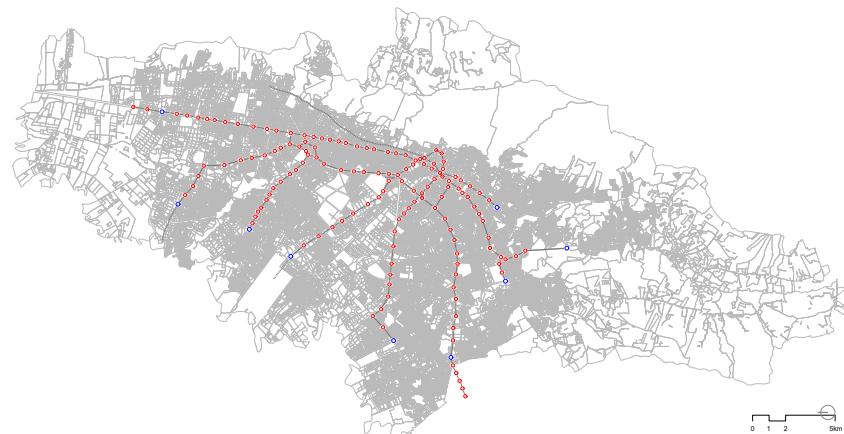


STREETS / TRANSPORT / TRAFFIC

Bogotá has a massive transport system of articulated buses (Transmilenio) that circulate through a network of exclusive lanes that connect a large part of the city. This system is connected to the integrated transport system (SITP), which are complementary public buses that feed the rest of the city. Due to poor administration of the transportation system and its malfunctioning, poor infrastructure in terms of the quantity and quality of streets and the high use of private vehicles, mobility is one of the main problems in Bogotá. (Jolonch Palau, 2013)



Main Streets



Transmilenio's Map

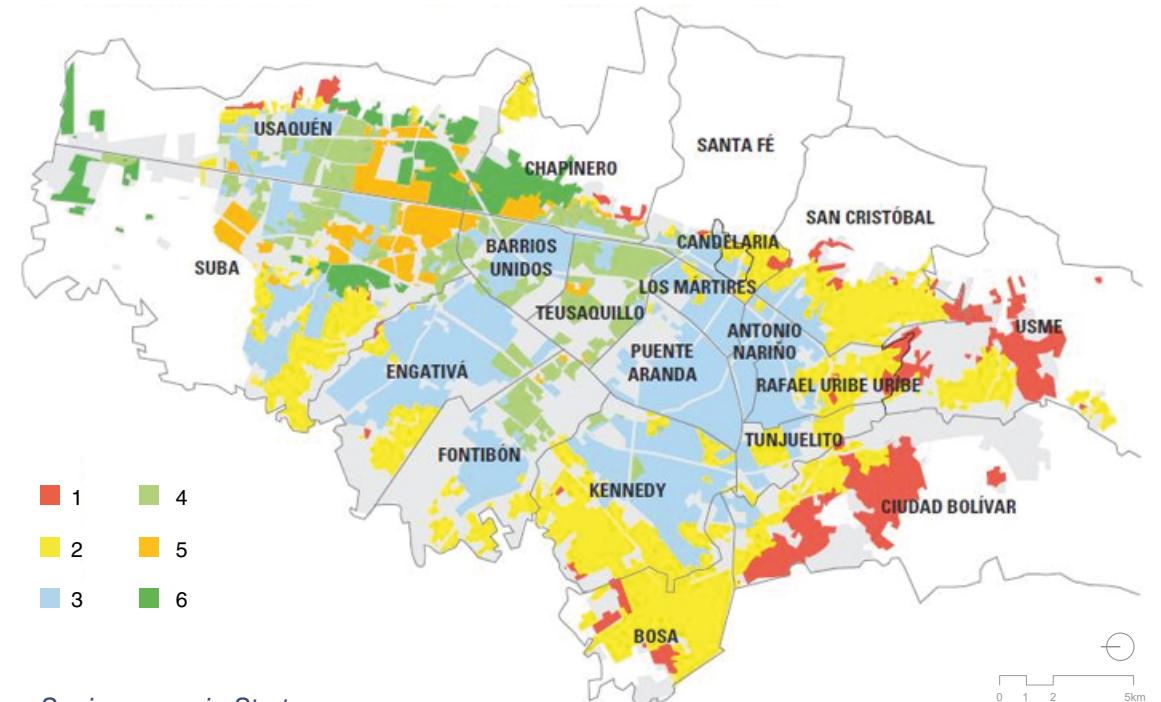


Source: (Sánchez, 2017)

STRATIFICATION AND SEGREGATION

Bogotá is organized by a socioeconomic stratification system. Basically it works in that the real estate are charged differentially (by strata) to receive residential public services allowing the allocation of subsidies and the collection of contributions. In this way, those who have more economic capacity pay more for public services and contribute so that the lower strata can pay their fees. For socioeconomic stratification, income per person is not taken into account, but residential properties are stratified, not households, classifying them from 1 to 6, with 1 being the lowest and 6 being the

highest (Wikipedia, 2017). This classification has influenced people to associate the strata with behaviors, attitudes and even particular values. It is an official nomenclature to show social difference, that fosters greater socio-spatial segregation in Bogotá, making it increasingly difficult for different social classes to be in the same space and to divide them in a drastic organizational manner in the city, concentrating to the north part of the city the upper middle classes and in the south part the lower classes. (Wallace, 2014)

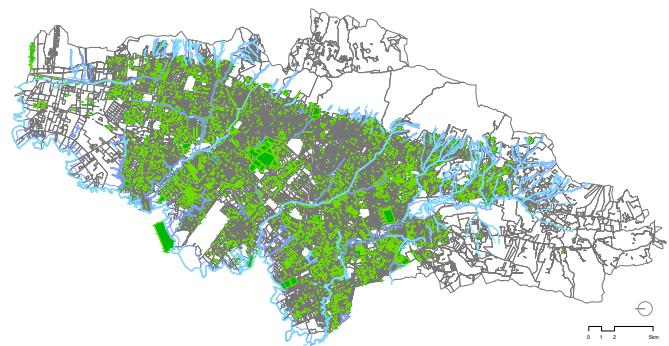


Socioeconomic Strata

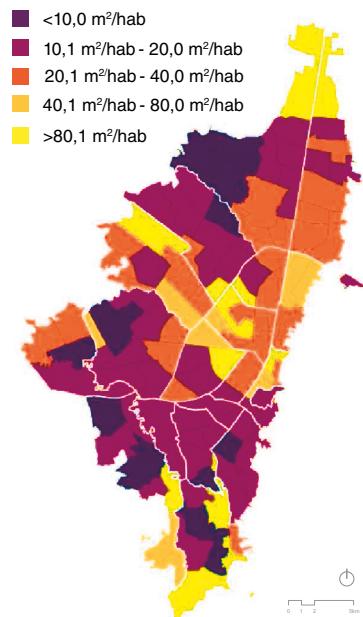
Source: León, J. (2011, June 28). La carrera en Bogotá es por seducir al estrato tres. Retrieved from La Silla Vacía

PARKS AND PUBLIC SPACE

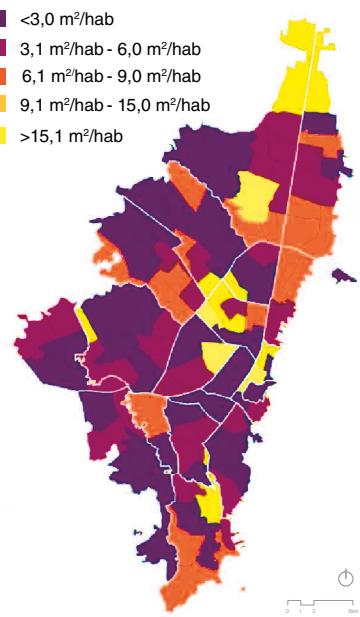
As shown in the plans and graphs below, it can be shown that Bogotá has a deficit of public space and green areas per capita. Bogota reaches only the 26% of the minimum index per capita, which is 15m2, according to its population. There is a shortage and maldistribution of these spaces in the vast majority of areas of the city, evidencing a problematic in the entire city. (Observatorio Ambiental de Bogotá, 2015)



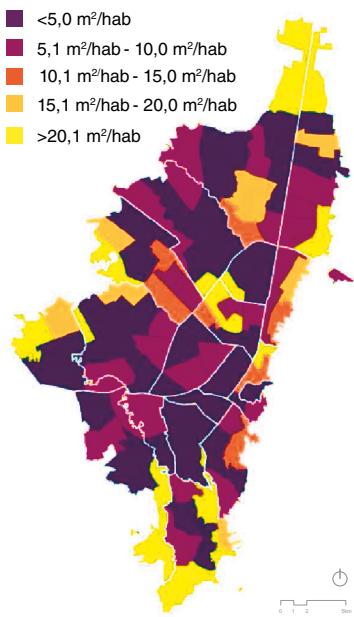
16,90% Total Public Space p.p. **3,93%** Effective Public Space p.p. **6,30%** Green Public Space p.p.



Total Public Space p.p.



Effective Public Space p.p.

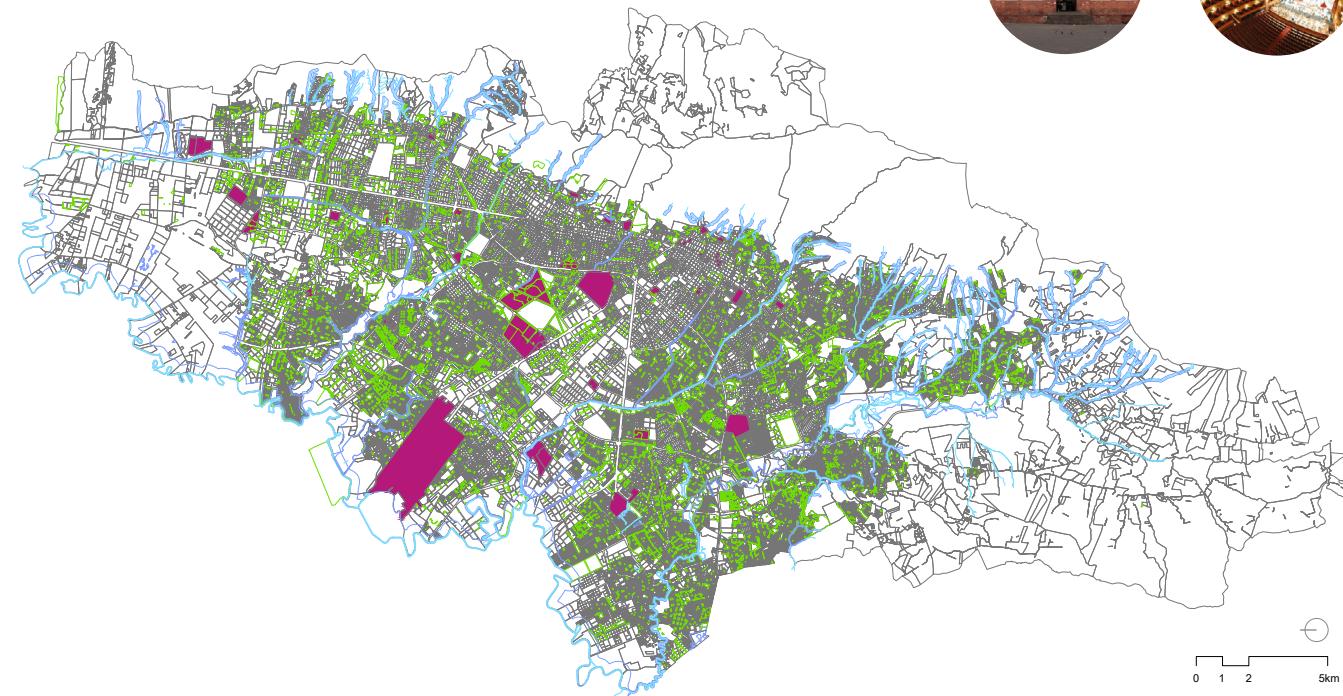
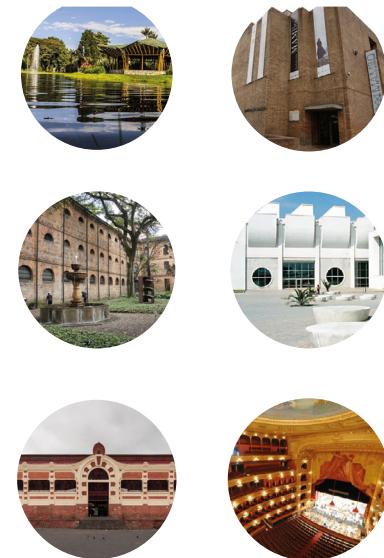


Green Public Space p.p.

Source: Secretaría Distrital de Planeación (2011) 21 Monografías de las Localidades Retrieved from Alcaldía Mayor de Bogotá

PUBLIC URBAN FACILITIES

The urban facilities are spaces that provide essential services to citizens and contribute to the construction and strengthening of collective life. There are educational, cultural, health, social welfare, sports and recreational, religious, and urban services equipments. There is total of 2.35 equipments per 1000 inhabitants, a smaller figure than the minimum index established. There is a lack of equipments in Bogotá and a poor distribution of them, because they are concentrated in specific points of the city and not distributed in a uniform manner. The supply centers are the equipments with the lowest coverage in the city with 0.2% according to the population. (Franco Calderón & Zabala Corredor, 2012)



0 1 2 5km

BOGOTÁ

DIAGNOSIS

The different components analyzed about the city of Bogotá can give us an approach or quick look at how the city is constituted, how it works, and what its urban dynamics are. On one hand, you can see the potential of the city in terms of the ecological structure that surrounds it, as are the eastern mountains (The Andes) and their water bodies. On the other hand, to be a city that economically speaking is the most important of the country and that besides it covers a great cultural diversity where many actions and dynamics are given daily, makes it have the character of a metropolitan city with the capabilities to be a competitive city in front of the other metropolises.

Unfortunately, the amount of problems that the city has at this time due to the bad planning it has had historically speaking, the bad administration especially in the last decades, the lack of control that has had in terms of its spontaneous and uncontrolled growth, and as in the environmental, social, urban mobility, cultural, etc. ambit, they suffer from an endless of problems that are not being adequately solved or that are simply not being addressed. Analyzing the different problems that the city has leads to think about new implementations

that favor all areas so that the city begins to progress and can offer quality of life to its citizens, since Bogotá is one of the cities with the worst quality of life in Latin America (Redacción Bogotá, 2017).

One of the main problems that Bogota suffers is social inequality and how this is reflected in the behavior of its citizens, generating problems of security, segregation and economic inequality. Analyzing and treating the problematic of the food supply equipments of the city, a solution would be proposed that would favor to eliminate part of that social inequality, since the marketplaces are of the few public spaces that the city offers where there is a compulsory interaction between the different social classes (Baquero, 2011). In addition to presenting a solution to this specific social area, covering this problem also seeks to find a solution for the cultural and economic area of the city. The revitalization of these centers is of great importance for the proper functioning of the city and issues such as the cultural heritage and the direct economy with the rural areas of the country, are directly connected with the problem of the food supply centers or as they would be called colloquially, the marketplaces.

“Making architecture in Latin America today is a political act, besides being aesthetic and cultural”
Rogelio Salmons



THE MARKETPLACES IN BOGOTÁ

What is a Marketplace?

1. Public site destined permanently, or on designated days, to sell, buy or exchange goods or services that are made freely by economic agents without intervention of the public power. These set of commercial operations affect a certain sector of goods, and have a group of consumers with the capacity to buy these goods and services. (R.A.E., 2015).

2. They are local scale equipments articulated to the “nutriredes¹” where special activities are carried out in direct sale of products and offer of complementary services. (Town Hall of Bogotá, 2006).

3. Social environment where relations of exchange happen in a way that there is a constant interaction between buyers and sellers, in which there are operations associated with the movement of goods and the relationship of increase or decrease of prices and values. (Castiblanco Roldán, 2011).



¹ It is the constitution of urban integration management networks. Its function is to organize the operation of supplying the urban territories and to integrate the processing, food handling, commercial management of all the economic agents and the dynamization of the local economic circuits. (Town Hall of Bogotá, 2006).

The marketplaces in Colombia either in the city or in a small town, are of great importance because they create an urban dynamic in which all citizens are participants. In general, the markets are enclosed spaces covered by a shed¹, in order to leave the largest free space for the circulation and placement of the stalls. The great majority of marketplaces in Bogotá have this spatial constitution and in the collective imaginary of its citizens this spatial conception is defined in that way.

In Bogotá, the marketplaces have been developed based on the planning of the city's supply, which has contributed to the social, economic interaction, and growth of commercial activity. The configuration of the marketplaces in Bogotá from the colony to the present has maintained a strong influence on urban dynamics, emphasized in the development of commercial cores around the marketplace that has influenced the development of centralities over time. (Baquero, 2011)

The strong influence of the activity of the markets on the dynamics of its environment could be oriented and taken in advantage for the improvement of the urban sectors, that from their influence on the spatial transformation and the increase of the commercial activity, it can be potentialized to regenerate the urban areas so that they can be consolidated as a zonal centrality. (Baquero, 2011)

¹ A large roofed structure, with one or more open sides, used for storage, repairing mechanics, shelter animals, etc. (Collins English Dictionary, n.d.).



LOCAL FOOD AND GASTRONOMY

Colombia is a privileged country because of its geographical position. Because of this, it has the advantage that a lot of fruits, vegetables, plants, etc; can grow because it has all the possible climates. This makes a rich country in diversification of food and let us to know about the existence of them. This food is transported directly to the marketplaces of each region and is commercialized



internally. This diversity is the reason why we have a wide gastronomy that has also been influenced by other gastronomy's of the world. Each region has their own typical food and dishes. The only way to preserve these recipes and food is by maintaining the marketplaces because are the only spaces that show and sell all this diversity.

HISTORY OF THE MARKETPLACES IN BOGOTÁ

Colonial era where the first shops and exchanges of goods and services in the city originated
1700-1800

Construction of the first covered marketplaces: Plaza de la Concepción, Las Cruces and Central
1864-1928

Creation of the District Public Services Company (EDIS), responsible for managing the marketplaces, garbage collection, and cleaning of the city
1958-1960

Creation of the Bogota Supply Corporation (Corabastos). It was located in the west of the city to reactivate the growth process of the city on that period. It is a mixed economy company, where 52% belongs to the private sector
1970-1972

The Institute for the Social Economy (IPES) took charge of the marketplaces in terms of its administration and management. However, its deterioration predominate
2006



1538

Foundation of the city of Bogota by Gonzalo Jiménez de Quesada



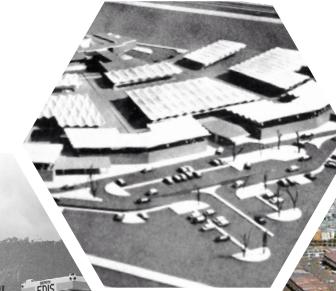
1800-1861

The first open market took place weekly in the Plaza Mayor, now Plaza de Bolívar, the Main Square of Bogota



1930-1950

Movement of the marketplaces to the peripheries of the city due to the expansion of the city. Pedestrian open markets appeared, where daily social encounters were given



1962-1967

Creation of the Plaza de Paloquemao, designed by the architects Dicken Castro and Jacques Mosseri. It was intended to be the Main Food Market Supplier of the city, but only 40% of the project was built, being replaced later by Corabastos



1993

Completion of EDIS due to the unplanned and uncontrolled growth of the city. This generated a decline in the marketplaces due to administrative oversight and a new more attractive supply model: shopping malls, and chain supermarkets.



THE MARKETPLACES PROBLEMATIC

As explained above, the marketplaces are vital spaces for the city since they are the public equipments where commercial practices of exchange of goods and services are carried out, creating a constant encounter and interaction between all the social classes of the city. Over the years these spaces have been declining due to administrative oversight and the generation of a new supply model more attractive to the population where the confluence of services, accessibility in mass transportation and the novelty of the new commercial nodes have attracted the new population, displacing the concept of the marketplace from a place for social encounter and with historical value to a space where spatial deterioration predominates and of exclusive use for people with low economic resources. (Baquero, 2011)

The marketplaces have historically been part of the planning of Bogotá, from its beginnings as a weekly open market in the main square of the city (Plaza de Bolívar), to nowadays that contains 64 marketplaces of which 45 have community administrations, and 19 are public and are managed by the IPES (Gómez Moreno, 2017). With the unplanned growth

of the city, these centers began to have less importance and cultural value for citizens. Due to this, many markets remained concentrated in the center and west of the city; and as the city grew, they stopped being present in many areas of the city, especially the northern area of Bogotá where most of the high social classes are located. (Beuf, 2016)

As mentioned earlier, these spaces have begun to be classified by the collective imaginary as spaces that only the lower social classes frequent. This is one of the most important factors to analyze, since this thought contributes to the social segregation of the city, the division of social classes, and the cease of the existence of spaces where social encounters happen, that as a matter of fact, are being replaced by other types of spaces that have a different character from the marketplaces. (Castiblanco Roldán, 2011)

This problem is more complex than simply thinking that it is only a problem of administrative, legal, and communicative organization as the Decree 315 of 2006¹ says. In addition to this,

¹ *Master Plan for Food Supply and Food Security for Bogota Capital District. (Secretaria Jurídica Distrital de Bogotá, 2006).*

there are several factors to be analyzed that explain why the marketplaces are suffering from a series of problems at this time. Boarding and understanding the concepts of hygiene and public health in the markets, their cultural heritage, the epistemology around them, and the arrival of new shopping centers and chain supermarkets to the city; helps us to understand the totality of the problematic.

“The marketplaces are part of the gastronomical heritage of Bogotá, and are also essential to the food security² of the city” (Redacción Bogotá, 2016). The popular economy is directly connected to the marketplaces, since the peasants are in charge of handling and transporting food to the markets. When there is a deficit of frequency in the markets, there is a risk of losing the gastronomic heritage, a crisis of the popular economy, directly affecting the peasant in terms of income and employment, and affecting the basic family basket³ of the popular sector of which its real estate acquisition economy depends of.

It is shown that the problem of marketplaces in the city of Bogotá is a delicate issue that must be analyzed and addressed since it can have

² *Food security occurs when all people have permanent physical, social and economic access to safe, nutritious and sufficient food to meet their nutritional requirements and food preferences, and thus lead an active and healthy life. (FAO, 2017).*

³ *Set of commonly purchased and consumed foods, expressed in sufficient quantities and adequate to cover the energy and protein needs of an average household in a given population, at the lowest price. (Secretaria Jurídica Distrital de Bogotá, 2006).*

negative consequences affecting low-income people and benefiting the private sectors that are competing with these centers. However, it affects not only low-income people, but also all citizens from an economical, social and cultural point of view.

EPISTEMOLOGIES, CULTURAL HERITAGE, AND HYGIENE

CULTURAL HERITAGE

“The cultural heritage expresses the solidarity that unites those who share a set of goods and practices that identifies them, but it is also often a place of social complicity. The activities aimed at defining, preserving, and disseminating it, protected by the historical and symbolic prestige of heritage assets, almost always involve a certain simulation in pretending that society is not divided into classes, ethnic groups, and groups, or at least that grandiosity and the accumulated respect for these goods transcends these social fractures” (García Canclini, 1999).

In Colombia there is a Cultural Heritage Law that is responsible for the conceptualization, management, sustainability, protection, and safeguarding of what is considered the Cultural Heritage of the Nation. The cultural heritage is divided in two types. There is the material cultural heritage that refers to movable and immovable property considered heritage because of its historical value and importance for society; and it is the intangible or invisible cultural heritage that refers to practices or manifestations that have a high level of

cultural importance such as parties, traditions, carnivals, symbols, etc.

The tradition or practice of going to the marketplaces in some countries is considered as intangible cultural heritage. This practice is for some nations a practice that reflects a cultural tradition of great importance to society due to what historically has meant to them. In Bogota there are 19 district marketplaces considered intangible cultural heritage of the city, and three of them are considered material cultural heritage in Bogotá: La Perseverancia, Las Cruces, and La Concordia.

These markets contain the gastronomical cultural heritage of the people of Bogotá because of the great variety of foods and products they offer, and also our food security depends on them. This practice in some way marks our identity, in relation to our roots (afro, spanish, indigenous, and arabic) from the gastronomic point of view, and with our daily customs as citizens. The IPES and other entities have started to do some projects to promote the intangible cultural heritage and the revaluation of these spaces, but nevertheless it has not had a greater reception, prevailing

the disinterest towards these spaces. The importance of intangible cultural heritage does not lie in the cultural manifestation itself, but in the wealth of knowledge and techniques that are transmitted from generation to generation. It is an important factor in the maintenance of cultural diversity in the face of growing globalization. Losing this tradition would take away a piece of the cultural identity of the Colombians, since not only a tradition would be lost but also the gastronomical cultural heritage of the people will be at risk.

EPISTEMOLOGIES

“Epistemology is the philosophy about the study of how we know things” (Cambridge Advanced Learner’s Dictionary & Thesaurus, 2017). Within the framework of the conception of the marketplaces in Bogotá, the epistemology that generally exists about the marketplaces leads to the answer of why there is this “detachment” towards these spaces by the population, especially the elites. Historically, the act of trading or exchanging goods has always been present since before colonialism. But with colonialism, the way of conceiving and understanding this act was totally changed by the imposition of this by the Spaniards in the Colombian territory. In the case of Bogotá, this commercial dynamic was one of the most important activities in the city. (Castiblanco Roldán, 2011)

...the market day in Santafé, the first act was the mass and then the vertigo of

transactions, buying and selling, and business of all kinds began. Logically, the market day was the splendid day of the chicherías¹, whose sales multiplied up to the unthinkable with all its fatal sequence of fights between people and attacks against the safety and sanitation of the city. (Castiblanco Roldán, 2011, pg. 129)

“Discourses such as those cited contributed to stigmatize and determine the importance of constituting forms of separation of groups and maintaining order. With the growth of the city and the new neighborhoods, the peasant market moves and transforms its periodicity. From the original concept of a weekly market day, the daily rhythm was passed, weakening the circulation of the peasants according to distances and means, since it was easier to go down to the village once a week than to stay there all the days. It is possible that the pressure of the precautionary measures of the State and the influence of the elites that have their bets on railroad machinery² and the design of imposing warehouses, will transform the human geography of the marketplaces”

1 *The chicherías are popular bars that existed from the colonial era until the beginning of the 20th century, where the chicha* was sold and consumed. In these spaces the ties of friendship and kinship of the most important urban groups, indigenous and mestizo, were reaffirmed. The chicherías became a privileged space of social and cultural identity. (Ledetemu, 2006)*

**The chicha is a fermented corn alcoholic beverage, which the Muisca (ancient indigenous culture that inhabited the territory) drank in their feasts and religious rituals.*

2 *Railroads of the Savannah of Bogotá. (Wikipedia, 2017)*

(Castiblanco Roldán, 2011, pg. 129).

The marketplaces aside from this, have always had a vision of being unsafe and unhygienic spaces. With what was previously described and this other characteristic, the epistemology of the marketplaces has changed in the new generations of Bogotá. That is to say, the conception that was had at the beginning of the XX century of these spaces is not the same conception that we have of the marketplaces today. Thanks to these urban and social changes, today most people of the high and middle classes have a negative conception of these spaces, as unhygienic and disordered spaces where only low class people frequent.

The problem with this conception is that these new generations grow with an understanding inculcated from their birth towards the markets, or even worse is that they are not even introduced as existing spaces in the city. In other words, this generations by having a vague idea of what really mean this spaces for the city, not having visited these spaces ever or maybe just once; they will never develop a new concept or image towards the marketplaces and the problem will persist. Unless a new tendency of frequency to these spaces and a new image of them is created and presented to the population so that its concept changes again to a positive one. Transforming its epistemology for the new generations and the actual ones.

HYGIENE

“The discourse of hygiene can well be interpreted as an instituting discourse of actions and therefore can act as a carrier of truth to have control of the social body inside this topic” (Castiblanco Roldán, 2011, pg. 127). The markets has been classified since the 18th century as one of the most stinking and unhealthy spaces in the European cities. It is from this series of reactions to the phenomena of the market in the streets that it recalls the adaptation of spaces specialized for its function. This series of structural changes was accompanied by slogans and speeches that determined the order of practices, such as having specialized commissions that were in charge of regulating and legislating on unhealthy practices and places. From there, the decision was made that it was necessary to create walls for the market to isolate, organize and normalize it. They become a series of buildings designed and equipped with the purpose of containing this focus of infections and human agglomerations through gallery architectures and factory constructions generally. (Castiblanco Roldán, 2011)

In the case of Bogotá, it arrived a point that having this type of problems in the main square of Bogotá where the weekly market was given, became a problem. So, it was decided to create enclosed spaces in the periphery of the city to be able to have these unhealthy spaces outside and not inside the city; unlike European

cities that kept them inside the city. In addition, the movement of “social cleansing” of the poor, homeless, and unhealthy was connected with this phenomenon of hygiene and sanitation, as it was also a way to remove off these groups.

Therefore, that these spaces are nowadays conceived as unhygienic spaces. Although there has been the EDIS and today the IPES as commissioned entities in maintaining their cleanliness and care, due to the internal dynamics these spaces have and the large amount of daily organic waste they generate, it is in a natural sense that these spaces show an aspect of that kind generally. In addition, the low maintenance that there is of the buildings corroborated to have a thought like this. However, it doesn't mean that these spaces are unhygienic. Fulfilling the cleaning control codes of hygiene determined by the State, is the only way these spaces can function legally speaking in order to guarantee the standards of public health. But nevertheless, the collective thought that most people have towards them is that they are dirty places, disordered and even sometimes insecure.



CIRQUEY ABELARDO
COMERCIANTE MAJORISTA
EN VERDIFRUTAS

CHAIN SUPERMARKETS

“The supermarkets in Bogotá are considered commercial establishments that sell goods in a self-service system, where you can find toiletries, food, clothing, perfumery, etc. In general, these supermarkets are part of franchises that have several locations in different cities and have an area between 400 and 2500 m²” (Ágreda & Romero, 2013, pg. 17). In the beginning, the supermarkets were designed for the ladies of the middle and upper classes for shopping. Nowadays, supermarkets have also become service centers for families of all kind of classes, where they can find all kinds of products, as well as banks, opticians, entertainment for children, food service, telephone service, etc. They also offer various payment services such as cash, debit and credit cards, and checks.

The first format of the supermarket was born at the beginning of the 20th century in Bogotá to the point that there are currently several companies, among them: Éxito, Jumbo, La 14, Super Inter, Carulla, and Olímpica, as the most powerful and representative of the country. Besides, there are hypermarkets that are part of the areas that contribute the most in commerce and the economy of the country. These surfaces are governed by the principles of supermarkets and winery stores, their sales are mainly made to the final consumer and

they operate under the scheme of department stores with a size exceeding 2,500 m². On the other hand, there are establishments known as mini markets. These surfaces are defined as retail businesses with areas of 100 m², with advantages such as high turnover, proximity, and personalized customer service. More than 50% of the families purchase products among mini markets and supermarkets, where mini markets are the establishments where the majority of the population with low economic income purchase their products. (Ágreda & Romero, 2013)

The fact that more than half of the population purchase the products in the supermarket, puts the marketplaces at a disadvantage because it competes directly with them. This disfavors the direct rural economy connected to the city and putting the family basket at risk. Because of this phenomena the population that will be most affected are the lower classes, because they are the main users of the marketplaces. In addition that the supermarkets sell other types of products and have other types of services that offer, puts at risk the spaces designed for social encounter as it is the marketplace. In other words, these spaces are directly affected from an economic and social point of view by the arrival of the chain supermarkets and all the background they carry behind.

SHOPPING MALLS

The shopping malls in Bogotá have had a series of mutations that have managed to influence the change in the social dynamics of contemporary society. The appearance of the shopping mall as a closed enclosure dates back to the second century with the Market of Trajan located in the city of Rome. The concept of shopping mall has been changing with the passage of time and in different ways depending on the country where it is located. In the United States for example, the mall has the connotation of being a large surface covered with a variety of shops and restaurants, located in the suburbs of the city. On the contrary, in Colombia they are inside the cities and they not only fulfill the service of selling clothing, accessories, and food, but they offer a great amount of services apart from this one.

The first commercial center in Colombia was born in the city of Bogotá in 1976, called Unicentro. Although it had problems in taking off, his arrival divided in two the history of the commerce in the city. In the 80's and 90's there were more shopping malls constructed, most of them located in the northern area of Bogotá. Today the city has more than 70 shopping centers located throughout the city of which 32 are large surface shopping malls. These shopping malls offer services of clothing and accessories stores, cinemas, restaurants,

supermarkets, games, banks, hairdressers and an infinite number of services all gathered in one place.

By the same fact that they provide a variety of services, shopping malls have become the new public spaces of the city. The social interactions that occur in places such as city squares, parks, and marketplaces are being replaced by shopping malls. “The lack of appropriation of spaces by postmodernity people, impulse the lack of history in these “new places”, making them the responsible for satisfying the demand and a support for identity. If we accept that the traditional public space no longer has a daily social function, then the construction of the identity has been absorbed by the private space, as a place that emulsifies, mixes and superimposes two variables in which the human being reaffirmed himself as a member of the community, these are: the public space as a political fact and the public space as a place of commerce. It is then when we understand the Mall as a generator of new identities in the city and defining a new public space where the desire for consumption of post-modern society and the necessary human social interaction is satisfied. All inside a single physical-spatial unit” (Rossi González, 2015).

The shopping malls changed the consumption habits of the city and the way of conceiving the public space by the colombian society. In the case of the marketplaces, not only the chain supermarkets located inside the shopping malls affects them, but they are also affected by the replacement of the social interactions that take place within it. The way of inhabiting the public space of a marketplace is in some way unique due to the social dynamics that it generates, since there are constant interactions between individuals of all social classes in search of the same objective, exchange of goods and services. On the contrary, shopping malls have the capacity to offer more services apart from the sale of goods, making their dynamics different and not forcing the user to interact with other pedestrians that wander through the shopping mall spaces unless they wish to consume something. It becomes a space for consumption, leisure, recreation and permanence.

This phenomenon removes many public functions that the city contains. The response of the mutation of these shopping malls as a result of the non-appropriation or identification of the citizens with the public space, causes that it takes away weight and importance to several uses of the city that are defined to satisfy these needs. Among the affected uses the marketplaces are one of them, and the strengthening of this phenomenon increase their decadence. But we must also think that if the mutation of these shopping malls occurred,

it was because the same city was not offering quality in public space and spaces for social interaction, and the response of the users was to have a sense of appropriation of these new spaces and think of them as the ideal of what public space is and how it must be lived. The problem of the marketplaces in Bogotá clearly reflects how this is one of the many problems within the scope of public equipments and public space that has been overlooked, contributing to the future problematics that we are living in the moment like this one: seeing the shopping malls as the ideal and only place for the consumption of goods and services, leisure, recreation and way of living the public space.



WHY IT IS NECESSARY TO THE MARKETPLACES IN

Having already seen and analyzed all the information presented above that explains in detail the reason of this problem, we can go into the matter to say why it is necessary to solve this problem for the city of Bogotá. As we saw, Bogotá suffers from a series of urban problems and without mentioning the economic and social problems it also has. Being a metropolis that is growing uncontrollably that has a lack of administration and management by the state, clarifies that the ideal quality of life for the citizens who inhabit it is not the appropriate. Therefore if we put in a wide range of problems, probably this marketplaces will not be the main problem right now in the city to solve. It probably has a secondary priority. However, as the research framework shows, for the moment it seems like an invisible problem or one that is not so present in the daily life of citizens and also for the state. But while the problem is increasing the decline of these spaces are worst to a point that in a few years these space will tend to disappear or to be replaced. In the hypothetical moment that that happens, it is the point where it becomes an urban and even national problem if this phenomenon begins to replicate in the other cities and towns of Colombia. Not only the issue of the loss of

cultural identity or intangible heritage would be affected, but it would reach a much greater problem that would affect the economic and social spheres of the Colombian population. As for example the economy of the countryside. The peasants apart from living in a situation that is decadent from the economic point of view, one of their main sources of income like the marketplaces; if they ceased to exist would put at risk the rural economy of the country, since Colombia's economy depends very much of its agriculture and livestock. On the other hand, the social factor would also be affected. Not only the social segregation in Bogotá will still predominate, but also the citizens, restaurants, and marketers of products and food would be affected because the only intermediaries to get the goods and services would be the supermarkets chain and neighborhood stores, or have a direct personal rural intermediary. This puts in danger and in difficulty the ease of getting food in the city. Well, the population dependent on the marketplaces, which is a high percentage of the city, supermarkets would not be economically available to them and therefore the neighborhood stores that work as direct intermediaries with specific people in the countryside, would not supply

SOLVE THE PROBLEM OF BOGOTÁ?

for that amount of demand. Affecting also the marketers or restaurants that buy wholesale products and not in retail stores. Finally and more important, according to the emphasis of this research, the loss of our identity and the intangible cultural heritage of the practice of frequenting the marketplaces, would be totally lost. A loss of cultural identity in a population harms us in knowing things that are indigenous and unique in our country. These customs, foods, and traditions are sources that preserve our essence and serve as elements to enhance economic, social, cultural, and even tourist areas in a city. That is why it is important to preserve the marketplaces in the city. And the fact that it is a meeting place between social classes makes this public facility one of the few spaces where this type of meetings take place. It is very important to empower them because, as mentioned above, Bogotá is really a fragmented city between social classes and very segregated. The fact that a public building can combat this problem, contributes so this can stop happening, this polarization between the south and north of the city or as one would say colloquially, between rich and poor people.



Photo: Monica Torregrosa Galo

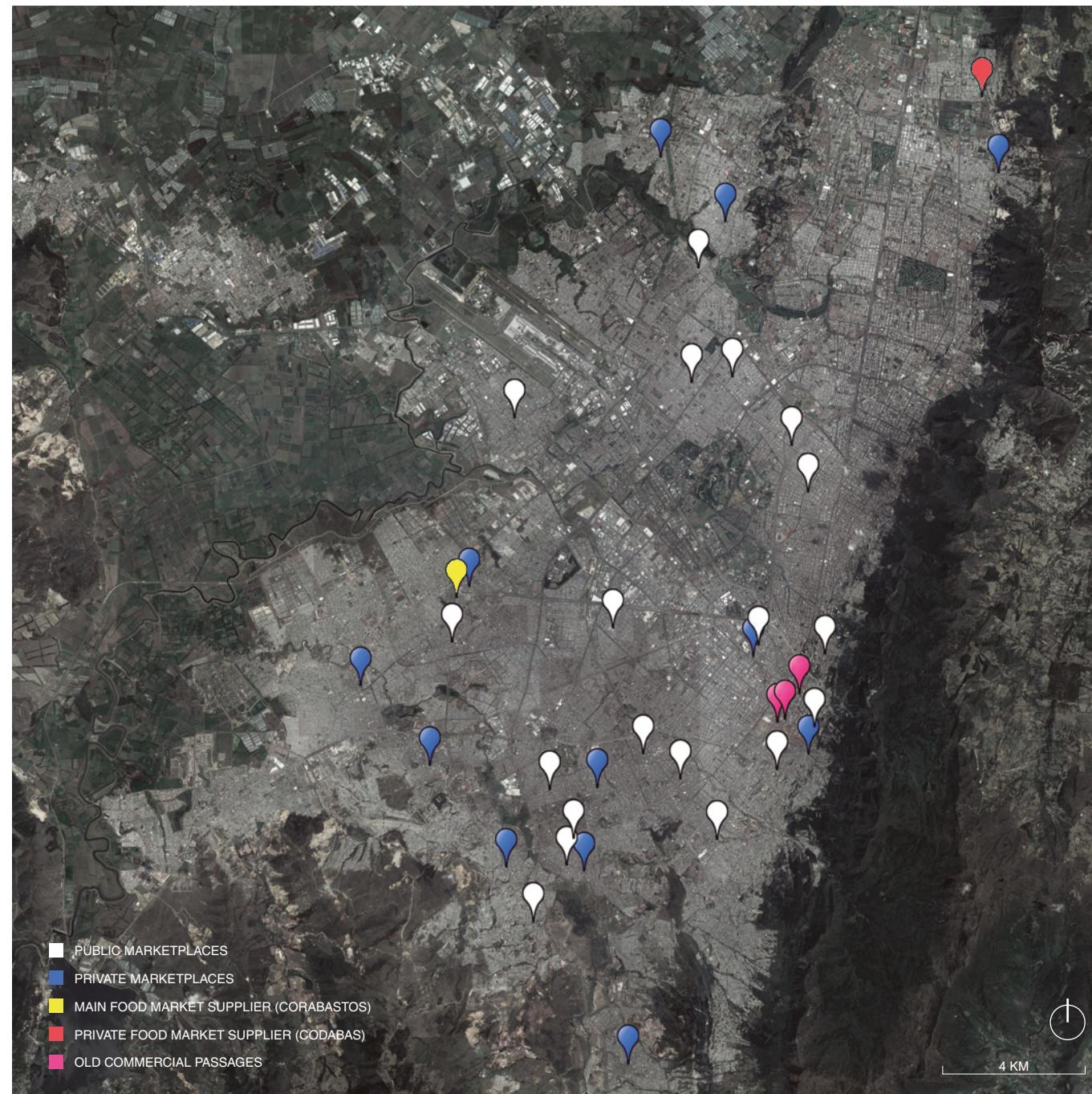
**WHY
USAQUÉN?**

LOCATION OF THE MARKETS CHOOSING THE PLACE OF INTERVENTION

The marketplaces in Bogota historically began locating in the center of the city and then they were expanding to their surroundings due to the growth of the city. The expansion occurred towards the western sectors and some areas of the south of the city. As explained previously, due to the social division that took place in the city, that is to say, that the greater population of upper middle classes moved to the north of the city and the lower classes to the south. Due to this and in parallel with the arrival of private supermarket chains, in the north of Bogota there was a shortage of marketplaces. In other words, the practice of buying goods and services changed in the northern part of the city due to the replacement of the supermarkets by the marketplaces. In addition, as explained earlier, the collective imaginary that has begun to be created about the markets has helped to prevent the construction of public marketplaces in the north of the city. Having in mind this phenomenon, due to the intention of this investigation to see as a target the high and middle classes in the change of

their mentality about the marketplaces, let us think see that the localities of the north are the ideal locations to achieve my objective and locate my architectural and urban proposal. The localities that lack of marketplaces are the localities of Chapinero, Suba, and Usaquén. Looking in detail that Chapinero has the center of the city next to it and that it manages in a big part the high class population, it permits me to take the decision to discard it as a possible location of the marketplace because of the target. Therefore the localities of Suba and Usaquén are the only ones in the city that meet these characteristics and apart because they are the only ones that concentrate in their majority the medium high classes population, but also they contain all social classes due to the phenomenon of invasion, clandestine, or informal neighborhoods¹.

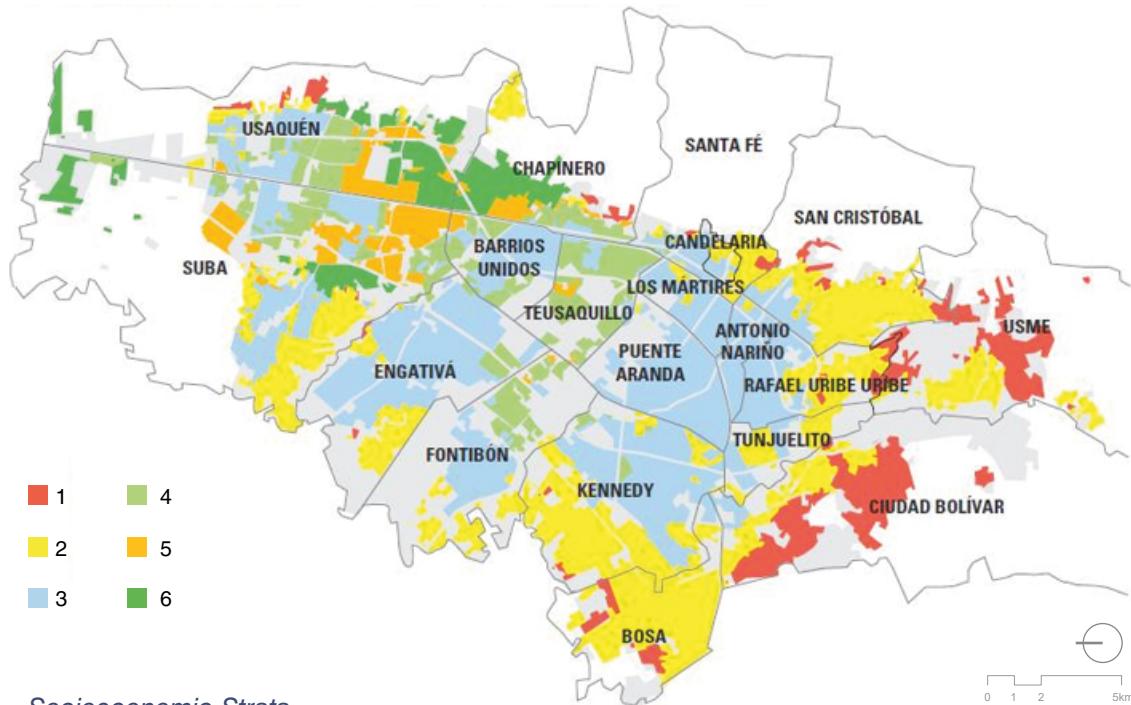
¹ *Neighborhoods that house residents whose income would not allow them to access a formal home, therefore they accentuated in illegal parceling, where the sale of the lots is done mainly in peripheral areas of the cities (Puentes Burgos, 2003).*



ECONOMICAL & SOCIAL INFORMATION

In the plans below we can see the socioeconomic strata of the city and also the levels of income per person and the amount of poverty by localities. In this framework of ideas we can see the great fracture of social classes that exists in the city and how inequality predominates in it. Going into detail to the localities of emphasis, Usaquén is the location that best suits the objectives I want to fulfill. Although it has a high concentration of upper classes and on average per capita

income is among the largest in the city, it is at a midpoint of poverty with respect to Chapinero and Suba. However, it has a greater balance in terms of the diversity of social classes, where the middle class predominates and in some points it concentrates all social classes. Also the direct connection with the financial and historical center, and having one of the exits of Bogota, puts it in advantage to Suba that has natural barriers like the Hills of Suba, the wetlands, and the Bogotá River.



Socioeconomic Strata

Source: León, J. (2011, June 28). La carrera en Bogotá es por seducir al estrato tres. Retrieved from La Silla Vacía

48.423
10.3%

Poor People by MPI in Usaquén (2011)

0.542

Gini Coefficient Bogota (2011)

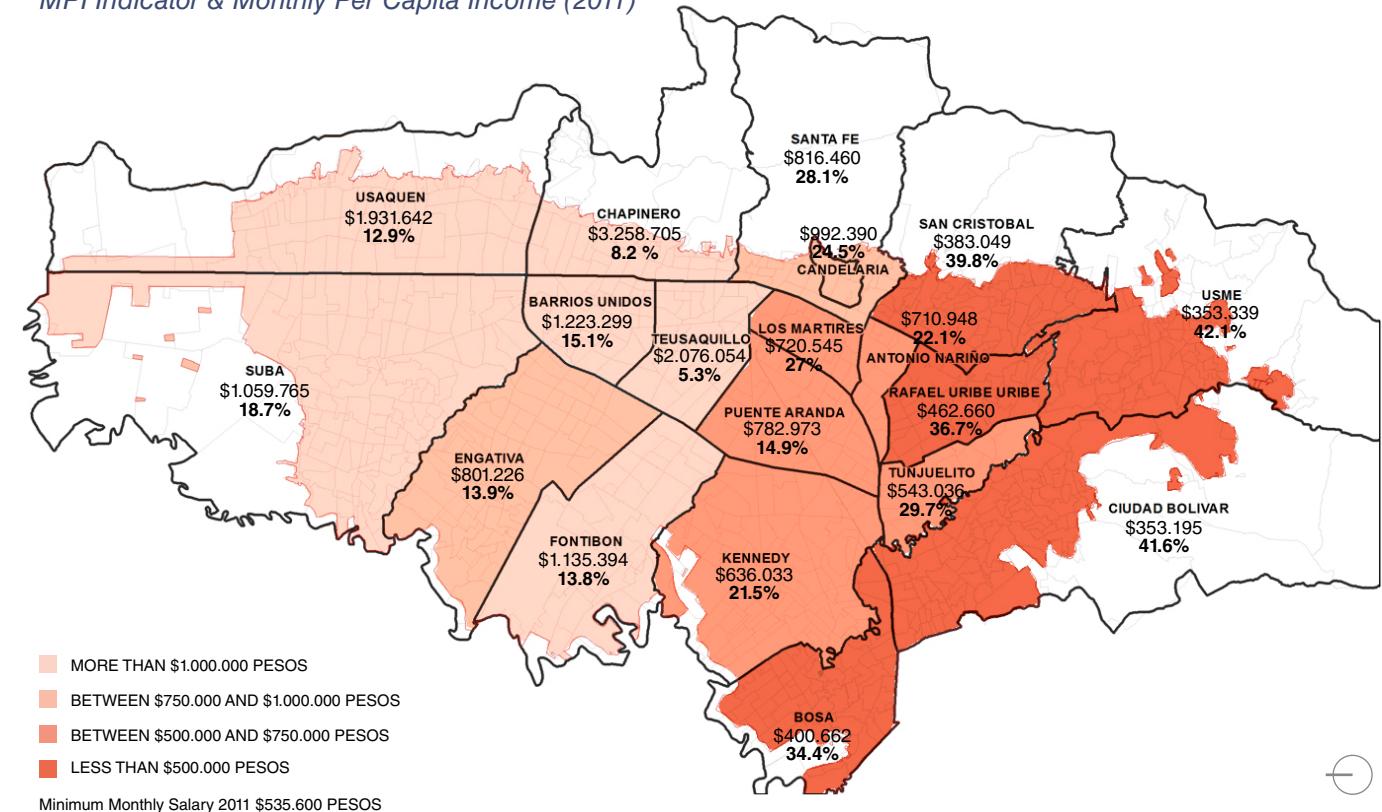
9.206
6.9%

Poor People by MPI in Chapinero (2011)

139.193
13.0%

Poor People by MPI in Suba (2011)

MPI Indicator & Monthly Per Capita Income (2011)

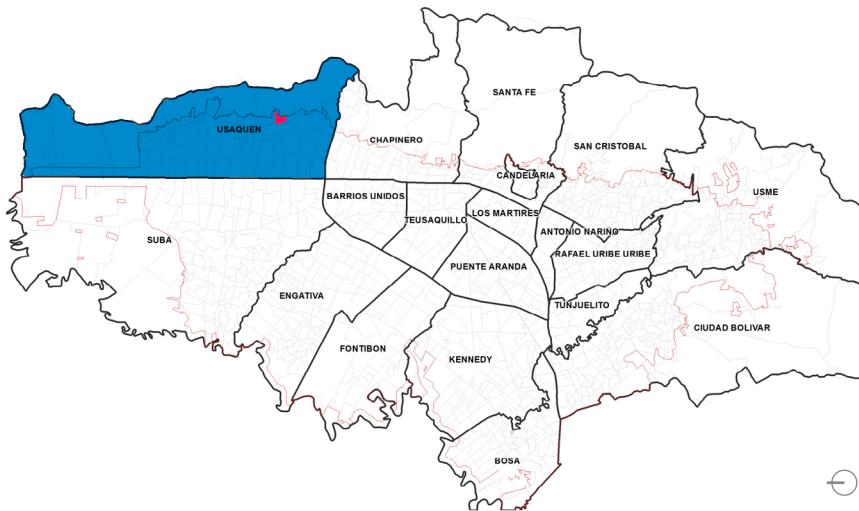


Minimum Monthly Salary 2011 \$535,600 PESOS

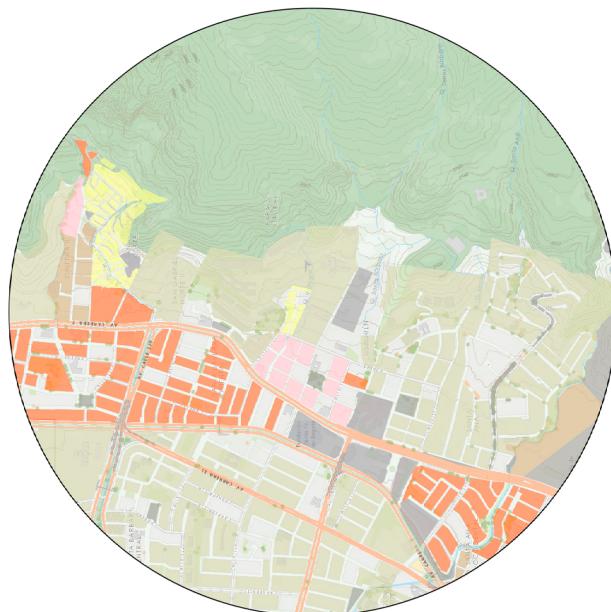
Source: Secretaría Distrital de Planeación (2013, November). Boletín 56 Retrieved from: Alcaldía Mayor de Bogotá

THE OLD TOWN OF USAQUÉN

The locality of Usaquén is made up of 9 UPZ (Unit of Zonal Planning) which are composed by diverse neighborhoods. In the UPZ of Usaquén, is located the old town of Usaquén today annexed to the city. Usaquén was a town that was annexed to the city in the 20th century by the growth of the city, and today is a cultural, commercial, gastronomic, and residential point of the city. I want to concentrate in this area because of the road network that connects it, of its cultural essence, history, and most of all because of the social diversity it has. It can be seen in the map that the neighborhoods surrounding it are in their great majority high and medium strata, but they also have close and internal low strata. It is one of the few areas of the city where this happens and also its character is unique in the city that is even considered a tourist attractor. Its mixture of uses and social diversity make it a place in the city where the meeting of social classes is constant.



Socioeconomic Strata



Source: MapasBogota

HISTORY

The history of the town of Usaquén has its origin in an indigenous tribe called Usagues that settled down in that territory. Later in the colonial era by the year of 1539 the Spaniards, began the foundation of the population of Usaquén, calling it Santa Bárbara de Usaquén, where people passed obligatory to go to other towns like Tunja. Towards 1777, Usaquén was evicted and its inhabitants moved to Soacha, a town located to the south-west, because the Spanish authorities declared the area extinct, being populated again with the passing of time. The process of settlement was characterized by the construction of large estates, such as Santa Ana and Santa Bárbara, especially of foreign inhabitants. During the republic, the large estates of Santa Bárbara and Santa Ana accommodated new houses owned by classy people, who had the ability to pay for these lands. It became the place of recreation and walk of the Bogota citizens of the late 19th and early 20th centuries. It was established a neighborhood of Bogotá in 1954 with the construction of the train station of Usaquén. Later in 1987 was declared a national monument. It has been presenting a remarkable demographic growth, where two phenomena are evident: the settlement of an important population strip in non-legalized housing, corresponding to the low socioeconomic strata, located especially in the area of the hills; and the increase in apartment-



Source: (El Espectador, 2016)



Source: Cuentero de Bogota

type dwellings, which have been built in previously unoccupied lots or that have replaced the old houses. It has also been presenting a change in its uses. Because of the architectural value of its old houses and mansions, today in their majority are restaurants, bars, or elegant shops giving it a bohemian air. It has become a commercial point of the city as a gastronomical point, leisure, and cultural activities such as storytellers, music in the square, and the flea market the Sundays. (Secretaría General de Bogotá, 2012).

WHY IS IT A GOOD IDEA TO

The marketplace is meant to be located in this sectors because of some reasons. Usaquén has a unique essence in the city. Apart from being a tourist point of the city for its history and architectural conservation, it has been presenting a cultural and gastronomic boom in the city. Apart from concentrating all the social classes of the city as already mentioned above, the commercial activity that it contains and the floating population traffic is very high. One of the financial centers of the city is located in this sector, a big hospital and clusters of medical centers, educational buildings, among others. It's also crossed by a street artery of the city that crosses it from north south, which is the Carrera 7. All these factors make it a strategic point to implement this facility because of its essence and uses, and characteristic of convergence of social strata. Having these commercial uses, in their great majority restaurants, it marks a clear identification of how is transforming this area of the city. However, we must take into account that most restaurants located in this place are only targeted to a specific sector of the population, the upper and middle classes, the largest number of people living in the area; and also the majority are international cuisines and a few national cuisines. Nevertheless, the floating population of lower classes that

frequents the area and the low percentage that inhabit it, are in disadvantage to enjoy this type of restaurants and commerce due to their low purchasing power. For that reason to propose a marketplace in this specific area would help all the individuals that frequent the area, from low to upper classes. First, it would collaborate directly with the restaurants in the area that buy wholesale in the marketplaces or supply centers in the south or west of the city, as the main direct suppliers. Second, marketplaces are characterized by handling similar prices and even the vast majority of times less than those of supermarkets or neighborhood stores. The advantage they have over the others is that they sell fresh food with better quality because they don't have so many chemical treatments for their durability, and lastly that they directly help the peasant's economy and do not enrich only an intermediary who has the monopoly of this business as are the supermarket chains. Third, people of lower classes who live or frequent the area may have a nearby supply center for the purchase of their goods and services. Because of living in the north part of the city where the upper classes live, the price variability that exists between the different products is much higher than the prices that are handled in the south part of the city. And

INTERVENE IN USAQUÉN?

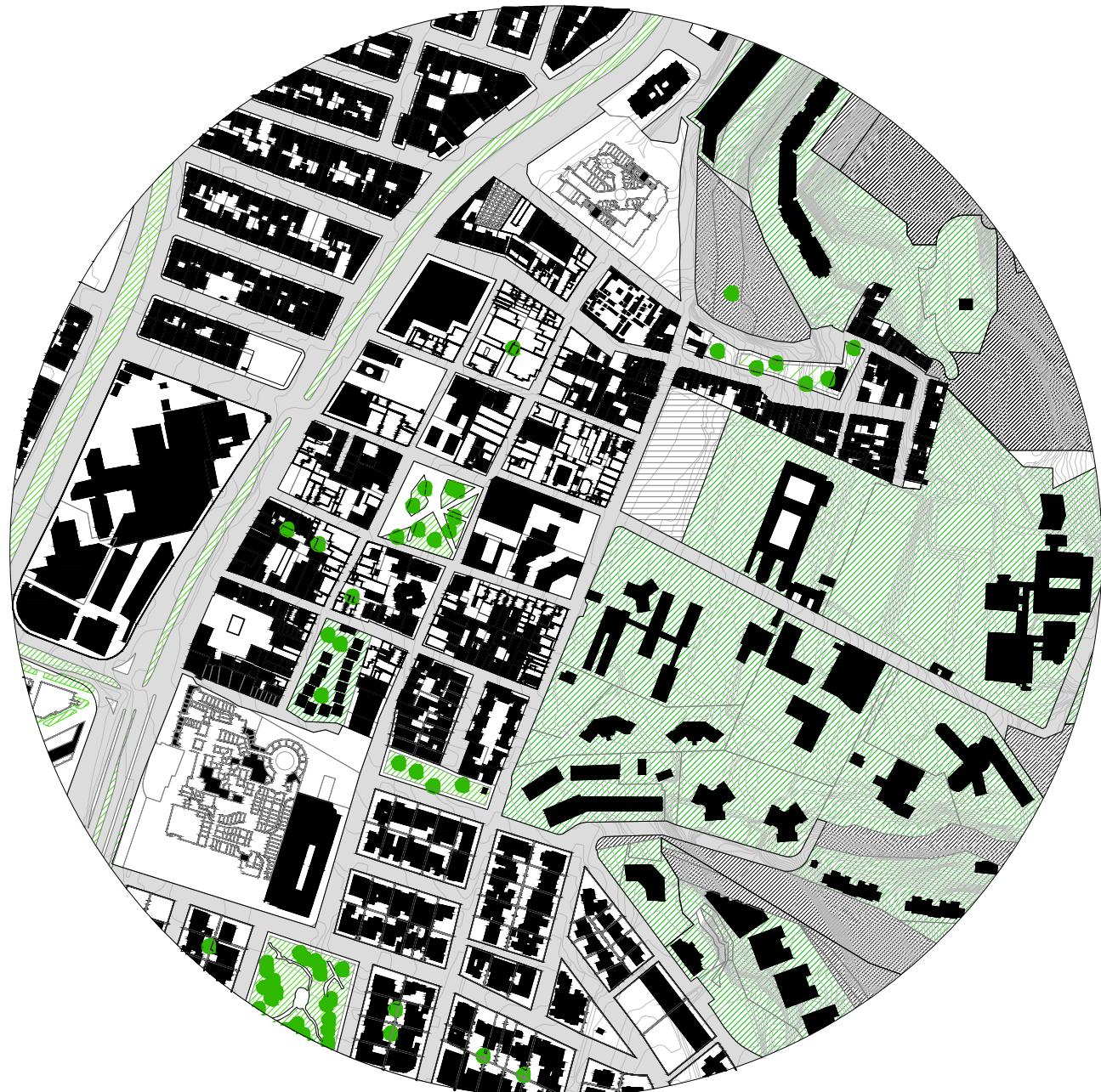
finally fourth, generate a change of mentality in the upper and middle class people their conception of the marketplaces is one of the main objectives of this project. The fact that an architectural project can generate a change in them is a unique opportunity they have to be able to reason and realize the great benefits of going to marketplaces instead of supermarkets. In addition, the marketplaces contain restaurants that sell "ejecutivos or corrientazos¹" lunches, so-called colloquially, to prices that are very accessible to the entire population and that focus only on preparations and recipes of typical and native dishes of the country with local foods. This would contribute to that gastronomic boom in the area by providing them with a specialized center in preserving and promoting Colombian gastronomy accessible for everyone. That's why the marketplace is located in this specific point of the city as is the Old Town of Usaquén.

¹ *Originally known as a regular lunch, this kind of food is made up of low-cost ingredients, so that the restaurants that offer it can sell it at reasonable prices. It is also called "ejecutivo" lunch, because it is usually the employees of the offices who come in their search. They are usually made up of soup, some kind of meat, rice or potato, salad, and fruit juice. (Vargas Aguiar, 2015).*



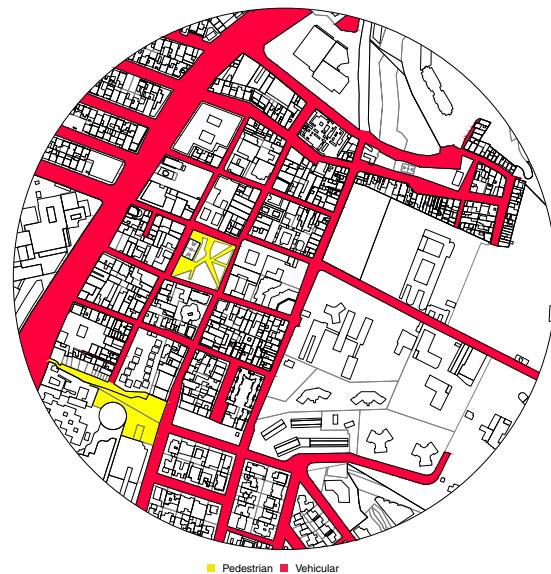
Photo: Monica Torregrosa Galo

URBAN ANALYSIS



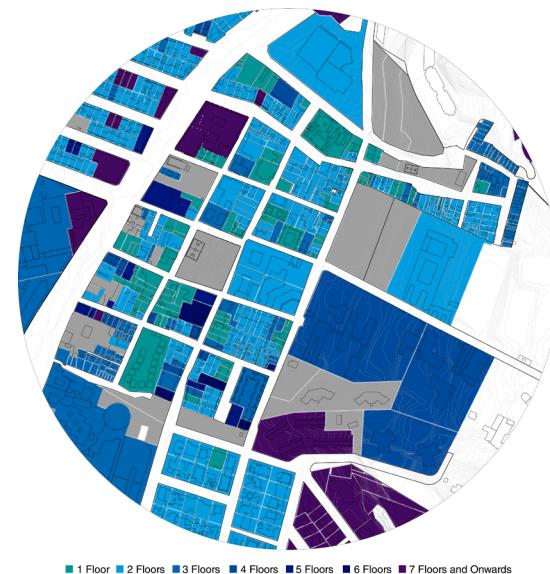
NOLLI PLAN

STREETS



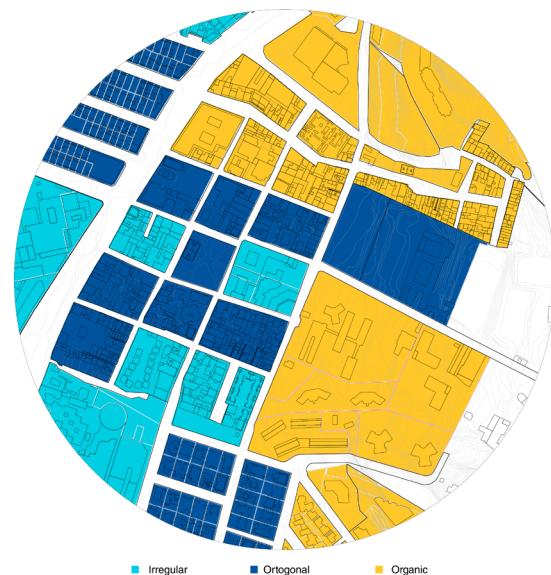
■ Pedestrian ■ Vehicular

HEIGHTS



■ 1 Floor ■ 2 Floors ■ 3 Floors ■ 4 Floors ■ 5 Floors ■ 6 Floors ■ 7 Floors and Onwards

MORPHOLOGY



■ Irregular ■ Orthogonal ■ Organic

PUBLIC SPACE



■ Network of parks and public space

BUILT AND NOT BUILT



USES



■ Retail ■ Hotel & Tourism ■ Commerce ■ Religious ■ Restaurant ■ Offices ■ Parking Lot
■ Health ■ Public Space and Public Buildings ■ Residence ■ Mix Use (Retail-Residence) ■ Vacant Plot

UPZ DATA AND STATISTICS

492.7 ha
12.9%

Area and % of the Total Area of the Locality (2011)

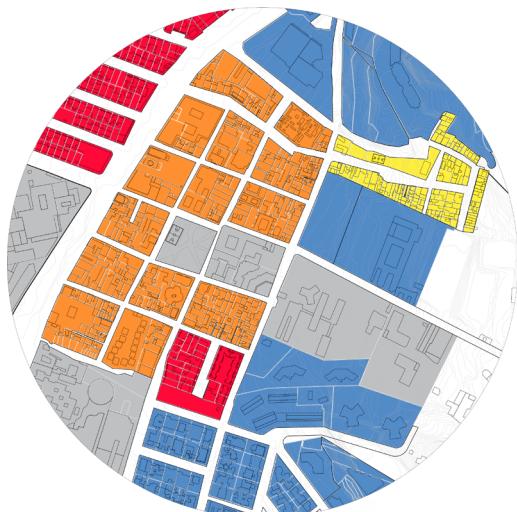
49

Assets of Cultural Interest (2011)

Without Strata: 1.437
Low-Low: 0
Low: 2.817
Medium-Low: 2.013
Medium: 4.451
Medium-High: 17.118
High: 14.619

Population by Socioeconomic Strata (2011)

SOCIOECONOMIC STRATA



■ 2 ■ 3 ■ 5 ■ 6 ■ Other

PUBLIC FACILITIES



■ Institutional ■ Cult ■ Commercial ■ Health ■ Educational

75
18

Public Facilities & Public Facilities per 1000 Inhabitants (2011)

42.519

Urban Population (2011)

Without Strata: 133
Low-Low: 0
Low: 948
Medium-Low: 622
Medium: 1.456
Medium-High: 5.582
High: 4.770

Number of Homes by Socioeconomic Strata (2011)

PLOT OF INTERVENTION

The plot of intervention was chosen for two principal reasons. First was because it is the only plot left Usaquén that is empty and has no constructions. Today it functions a public garage for cars, and it's the busiest parking lot of the zone. Given this, changing or moving the use of it's place can cause some urban problems in the dynamics of it, that's why I will preserve the parking lot, preserving the same number of parking lots and even increasing

them because is going to be underground project. The second reason of why I choose this plot, was because of the pedestrian flow that occurs in this point due to the parking lot and because of the commerce that follows all the street and its intersection streets. The project and the intervention of the pedestrian road will attract the people to go to marketplace and also because of the nearness of the residential uses that are established in Usaquén.



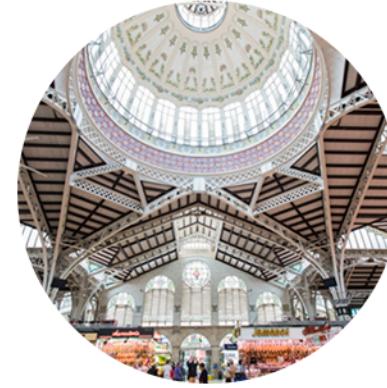


ARCHITECTURAL INTERVENTION

PRODUCTS SOLD IN THE MARKETPLACE

GROUP	PRODUCT
Agricultural	Plants, flowers, fruits and herbs allowed, vegetables, and tubers
Pecunaries or Meat	Meat products and their derivatives, fish and its derivatives, chicken, eggs, milk and its derivatives, sausages and canned food
Groceries	Grains in general, panela, and basic consumer products
Bakery	All bakery classification and preparations

INTERNATIONAL



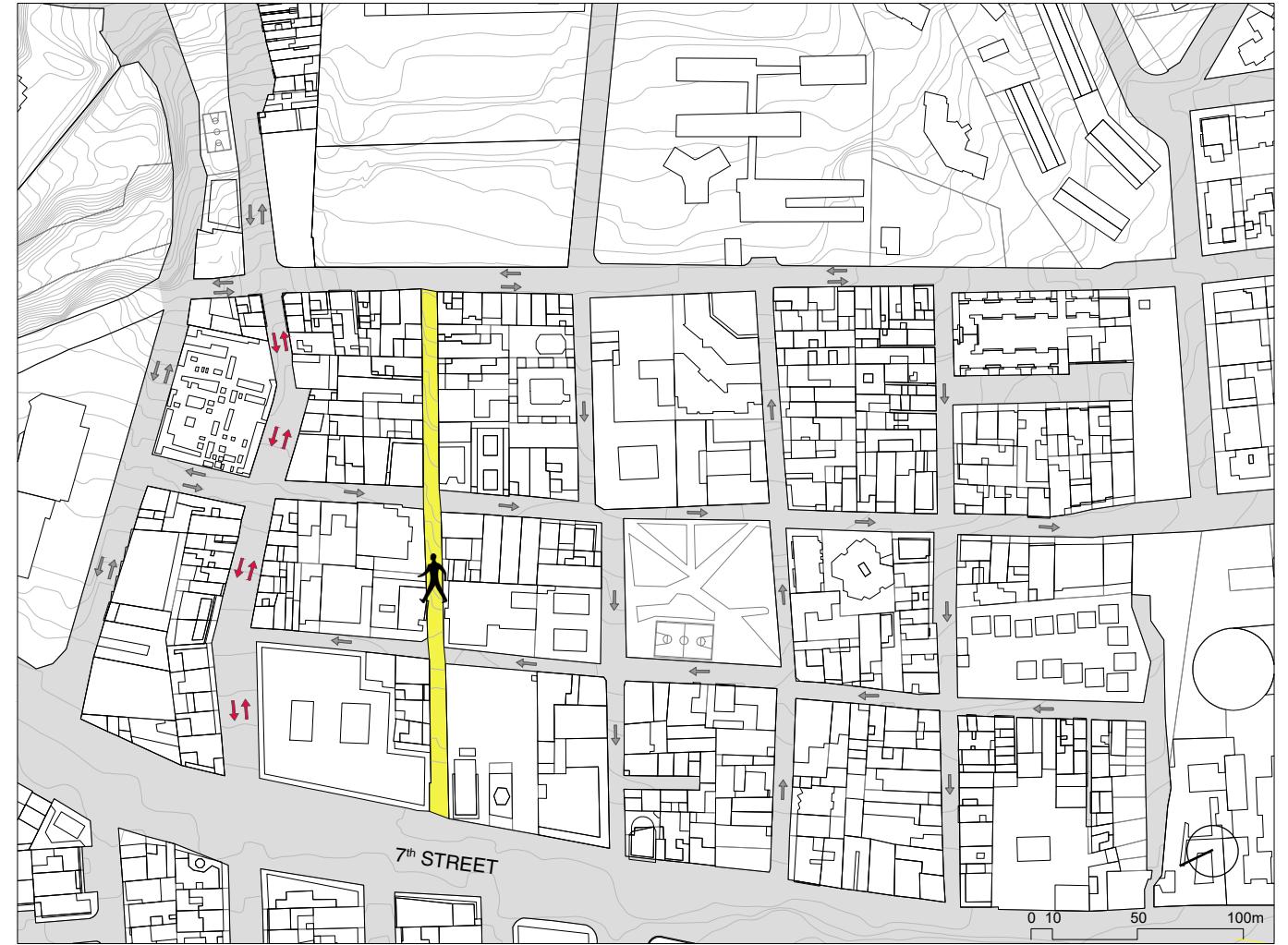
NATIONAL



STREETS DIRECTION



PEDESTRIAN STREET INTERVENTION



PLOTS TO DEMOLISH



AREA OF INTERVENTION & TRANSFER OF USES

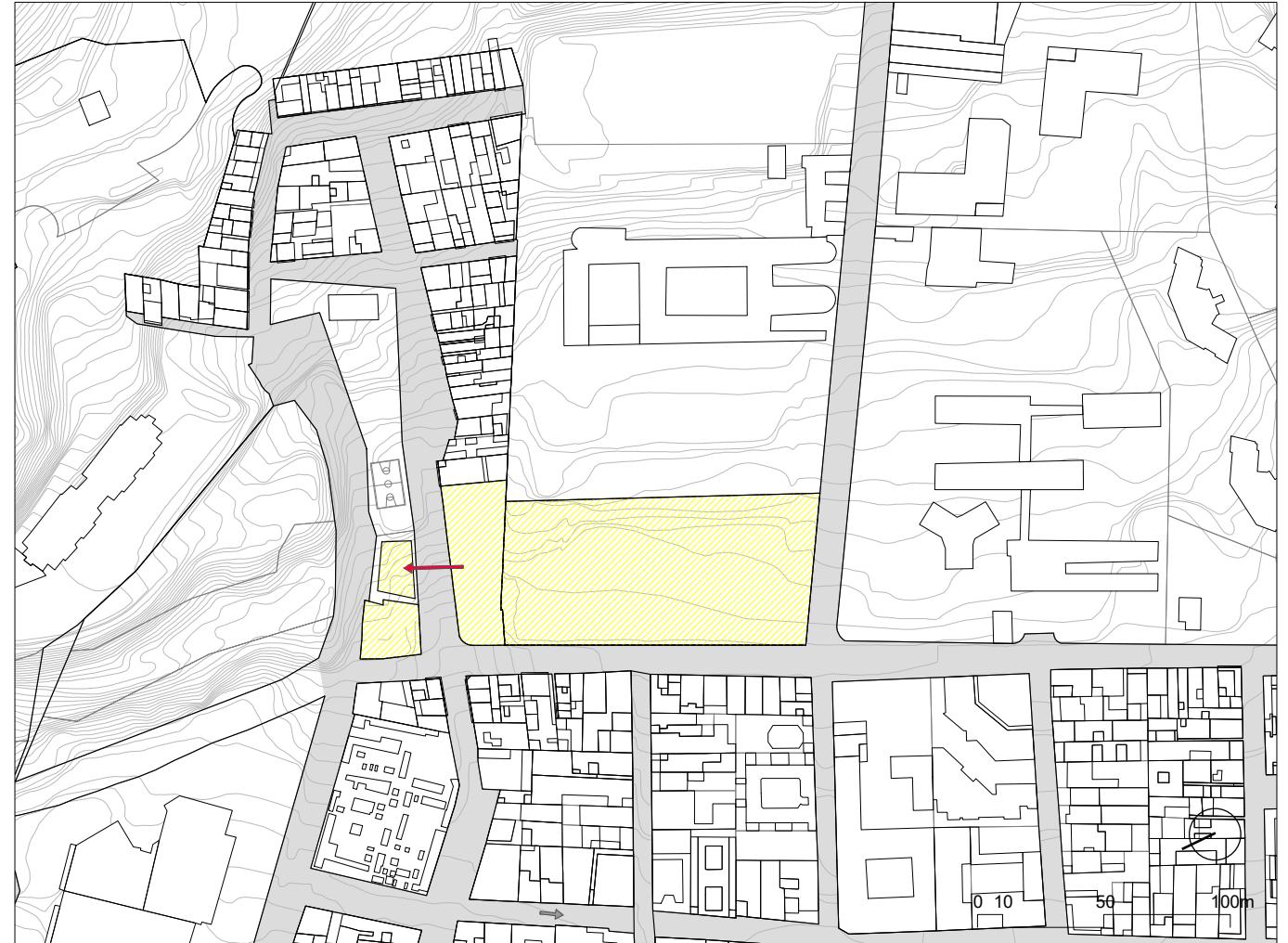
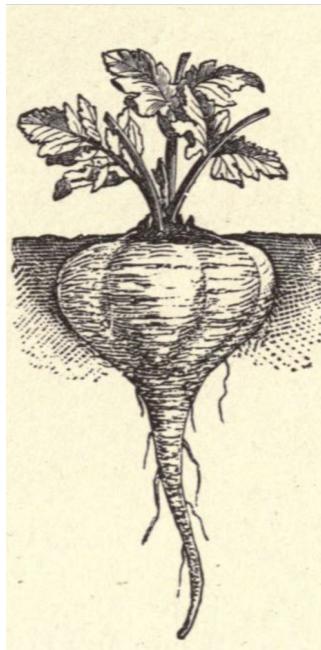




Photo: Monica Torregrosa Galo

CONCEPT

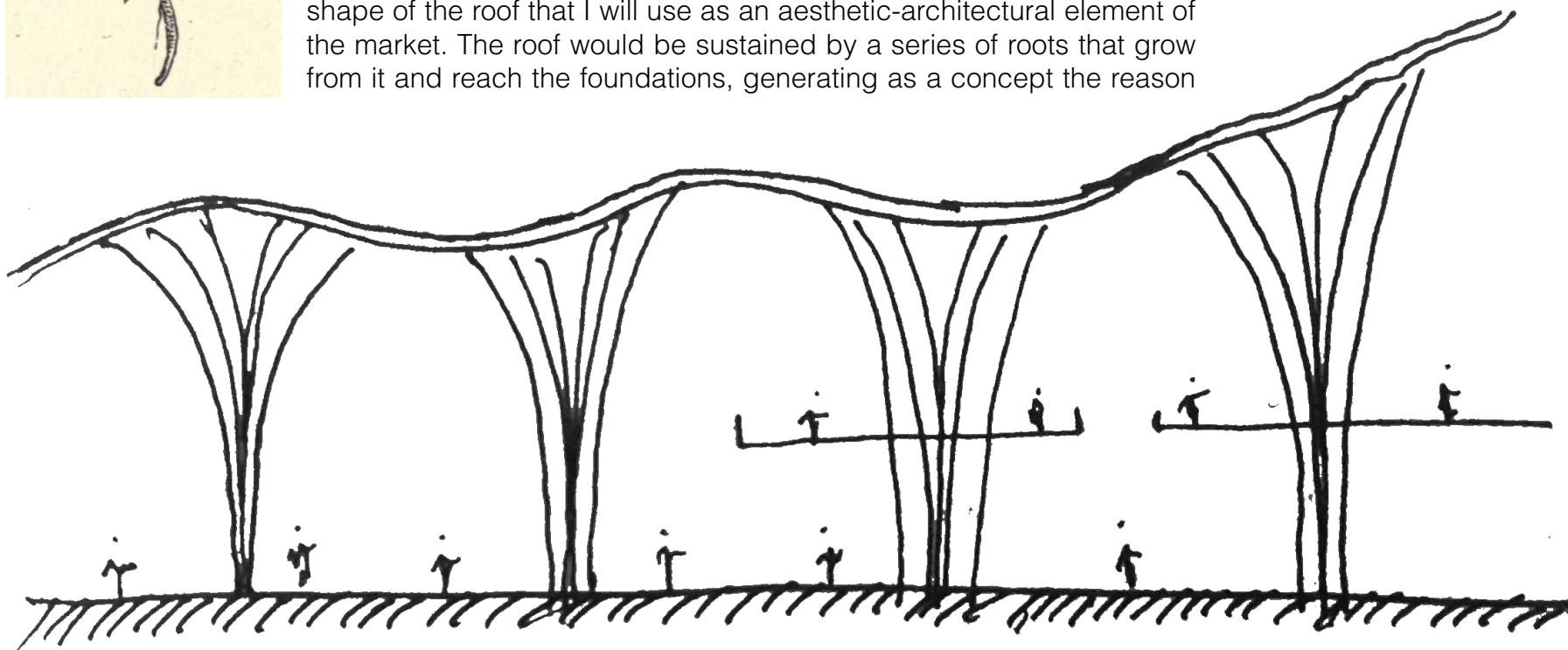


Usaquén is crossed by the Cerros Orientales, which cross the entire city in the eastern part. The impressiveness they have over the city makes them mark an identity of Bogotá. In this specific area, the streets with west-east direction show pieces of their silhouette and mark the view of the pedestrians that go up the streets of Usaquén.

On the other hand, being the use of my building a marketplace, I focus on the main use of the market that is the sale of goods and services. In general, in the marketplaces, the sale of fruits and vegetables prevails. I wanted to emphasize on physically understanding vegetables and I came to the conclusion that they are foods that need their roots is the essence of their living.

Putting together these two phenomena that occur one in the use of my building and the other in the place where I am located, I thought to mark with greater clarity that silhouette of the hills, transferring it to the shape of the roof that I will use as an aesthetic-architectural element of the market. The roof would be sustained by a series of roots that grow from it and reach the foundations, generating as a concept the reason

for the total form of my shed. And as it has been seen in the examples of previous marketplaces, they are mainly big sheds that are characterized as the main element of a market in general, and that leave a large free surface to be able to put the stalls.

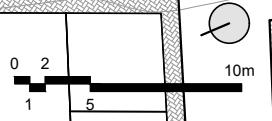


PLAN FIRST FLOOR
ESC: 1/500

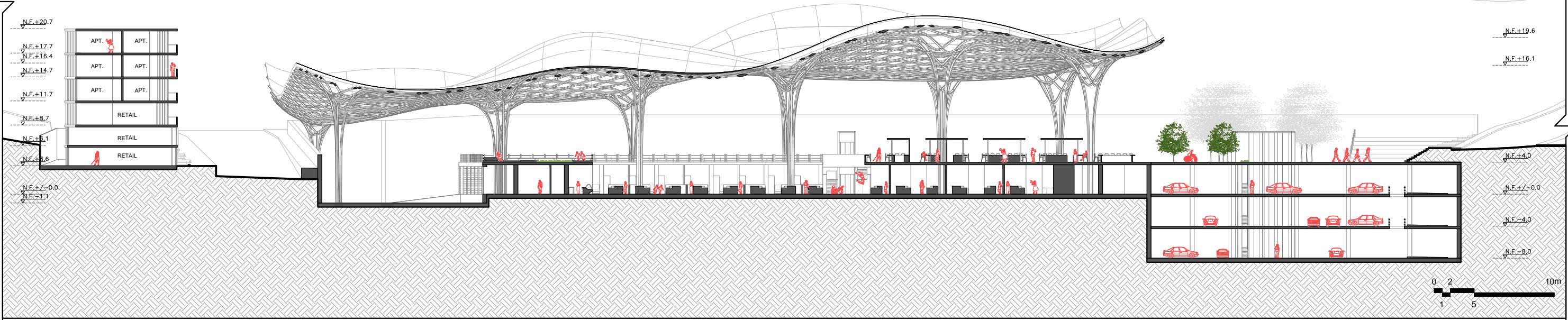




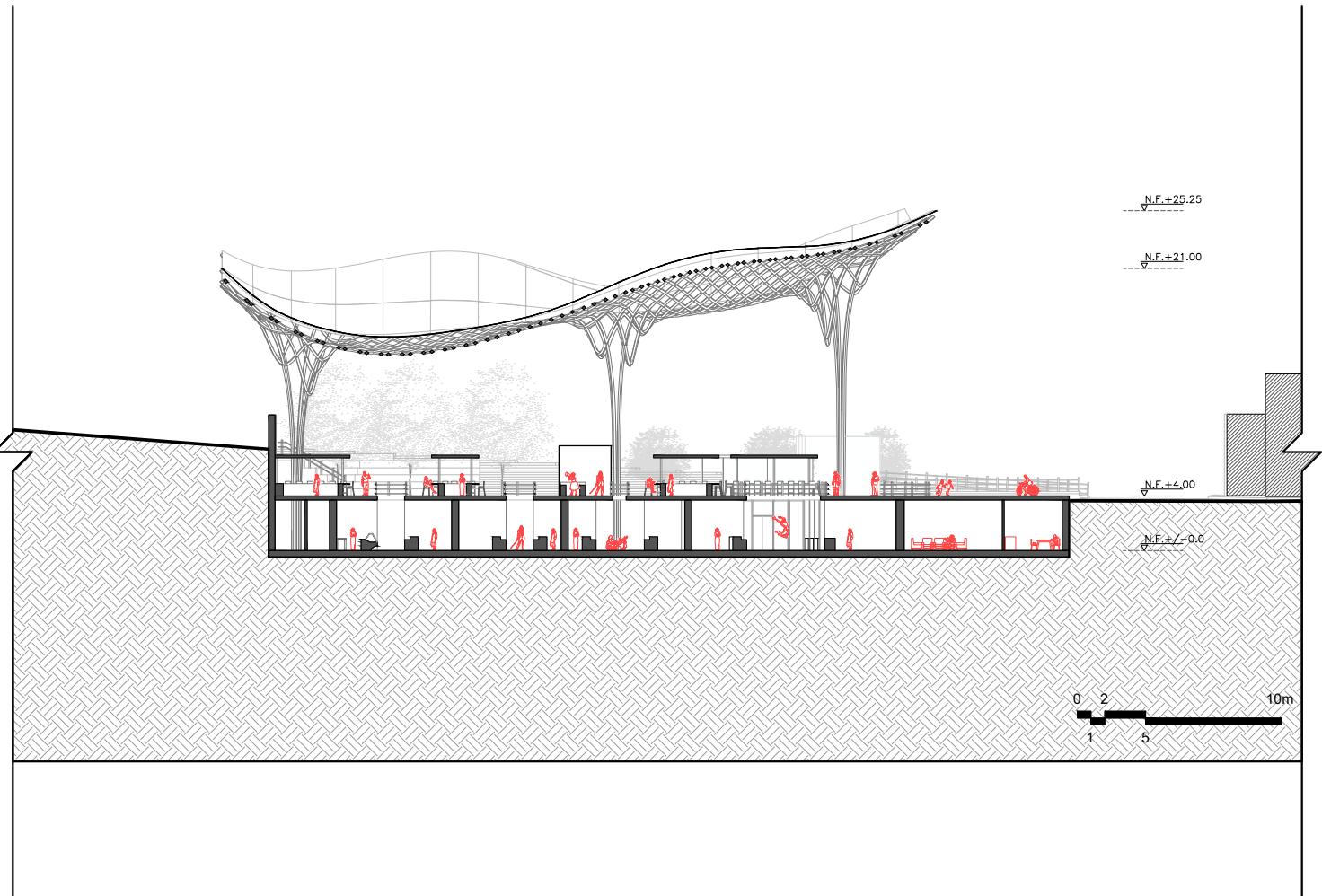
PLAN SECOND FLOOR
ESC: 1/500



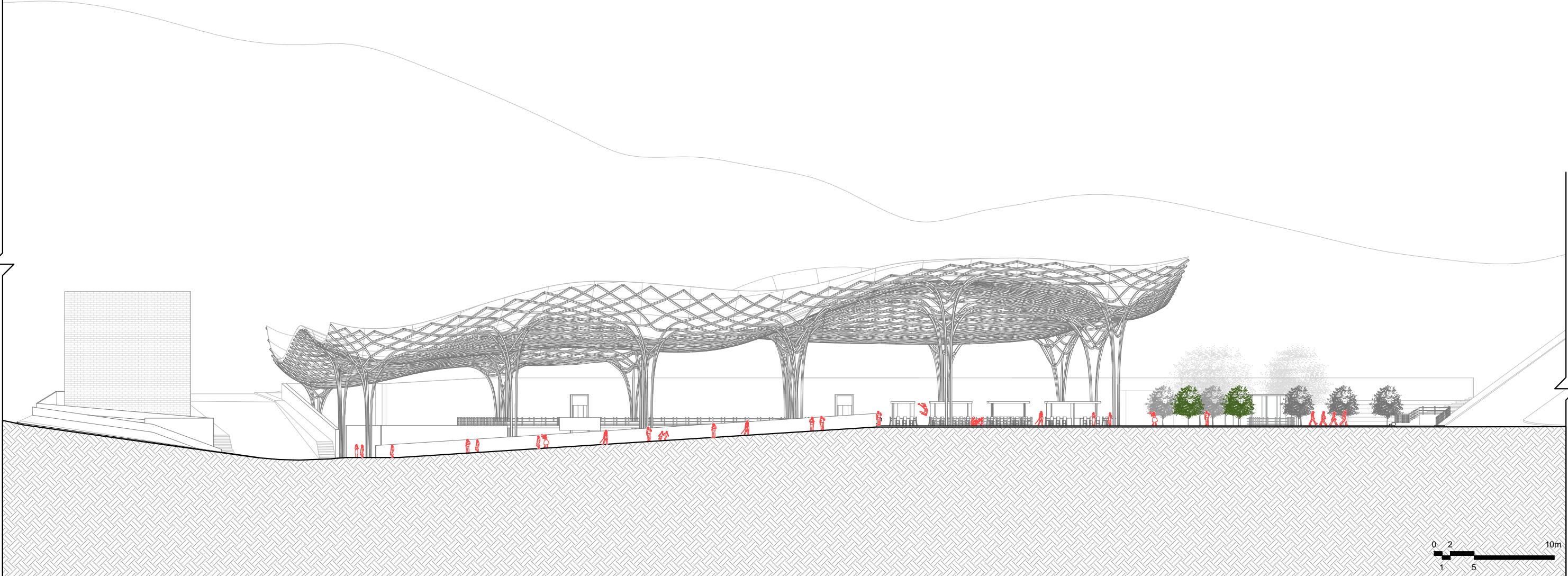
SECTION A-A'
ESC: 1/500

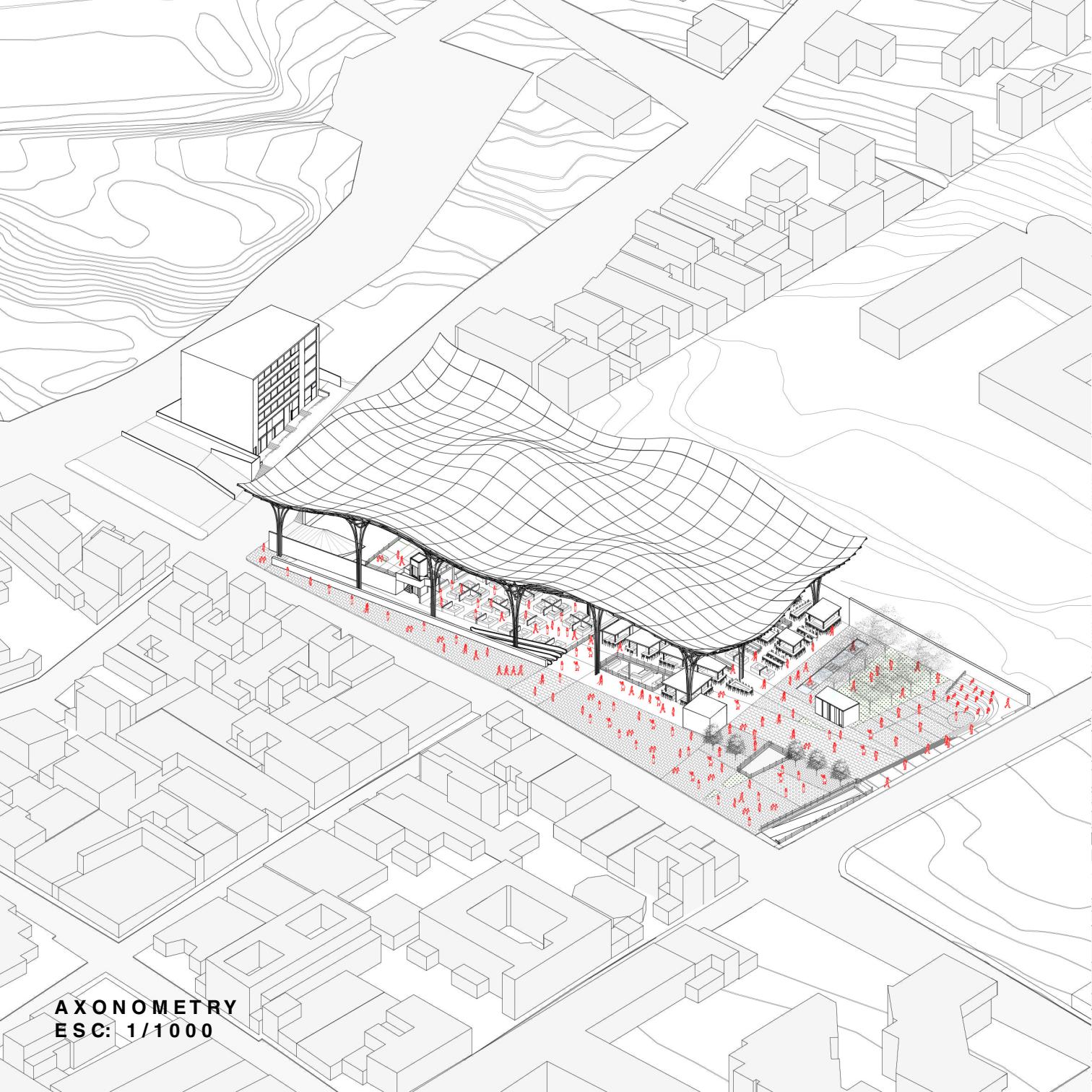


SECTION B-B'
ESC: 1/500

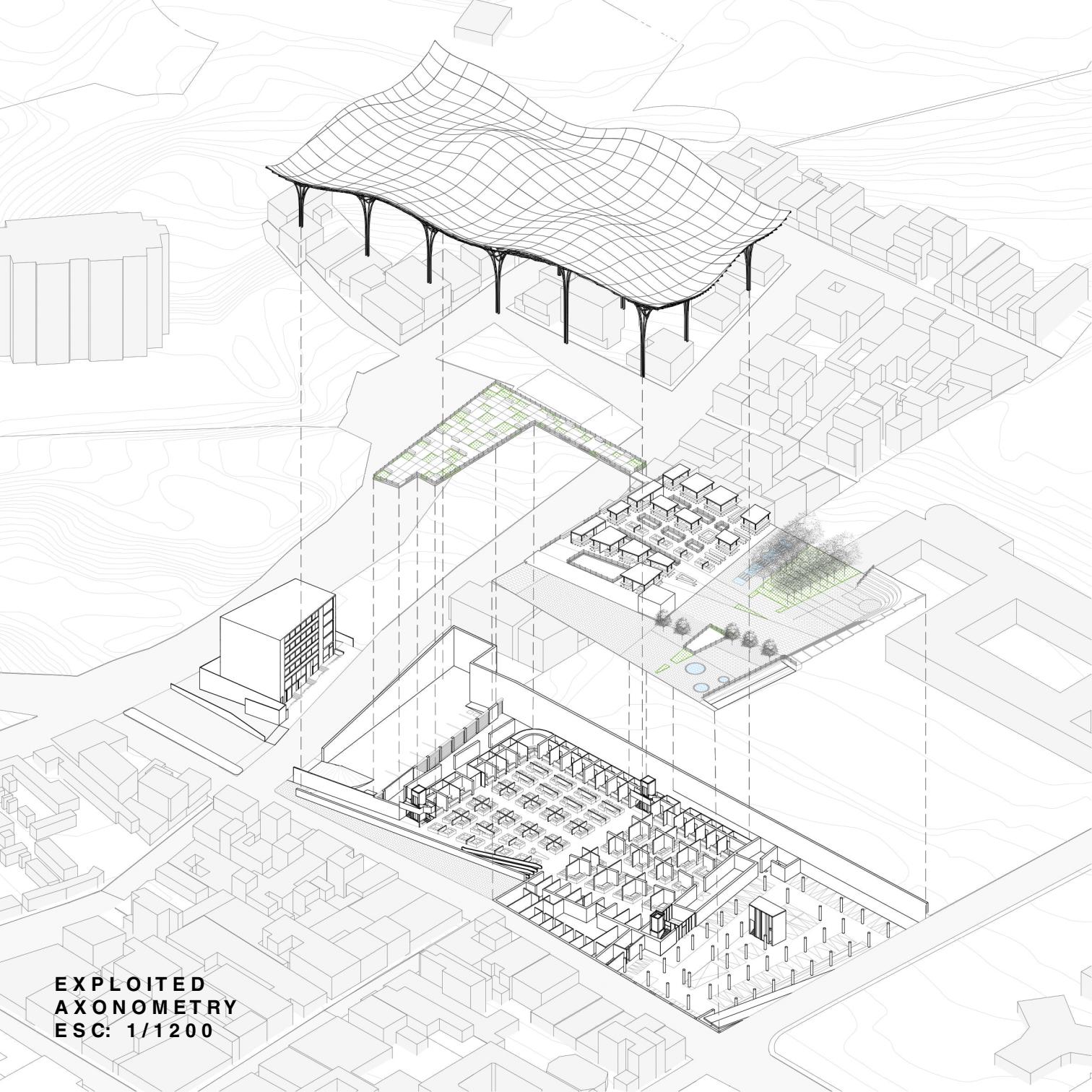


WEST FACADE
ESC: 1/500





AXONOMETRY
ESC: 1/1000



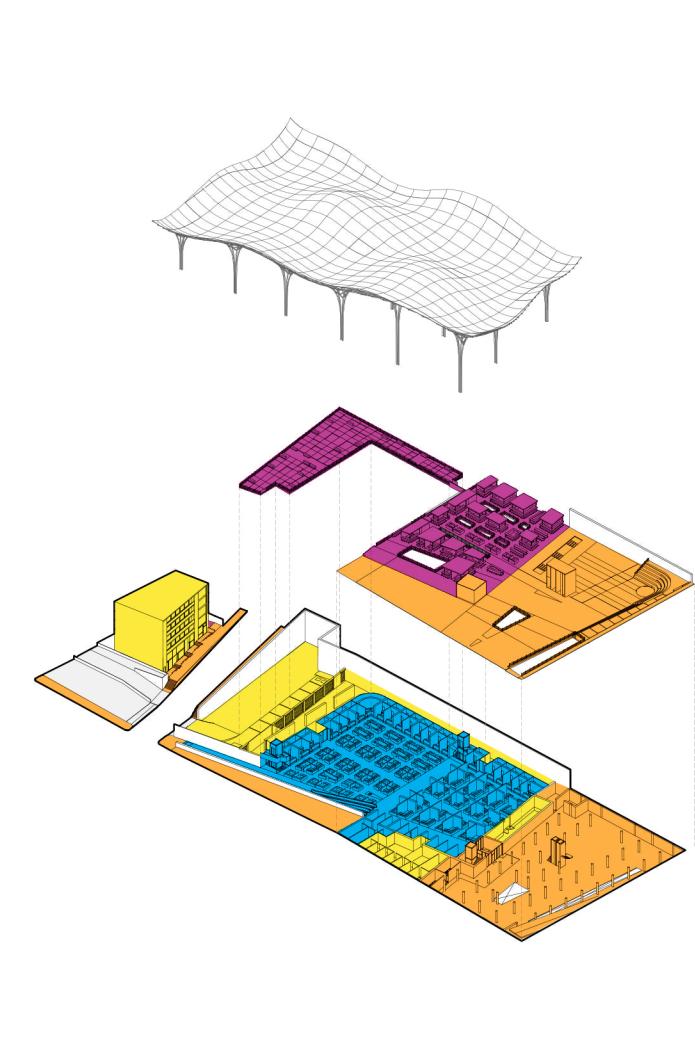
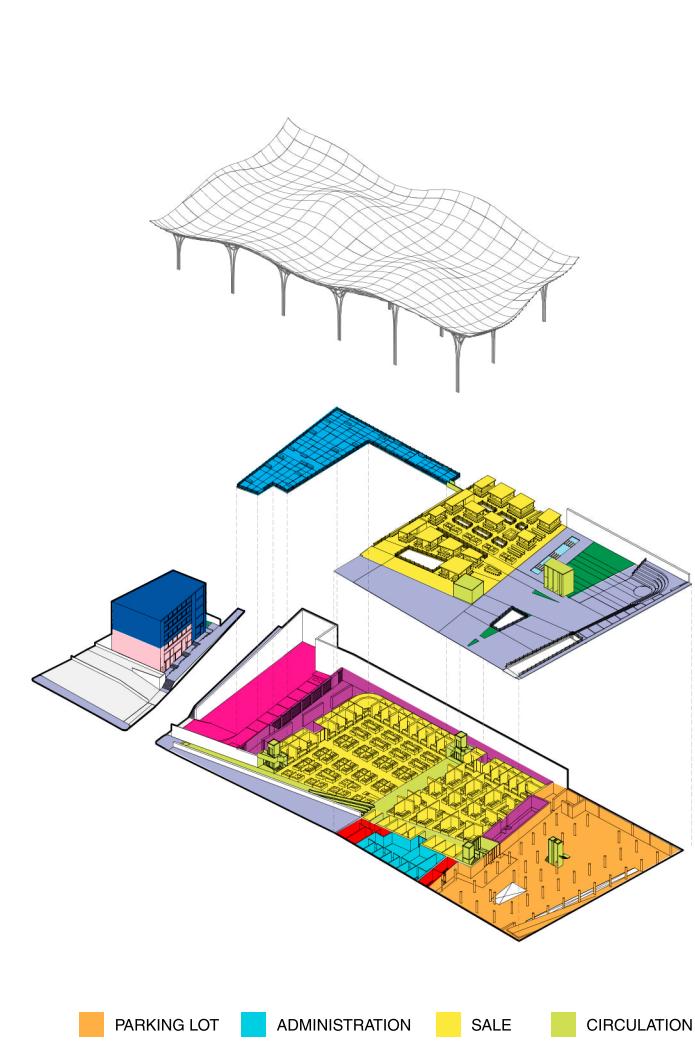
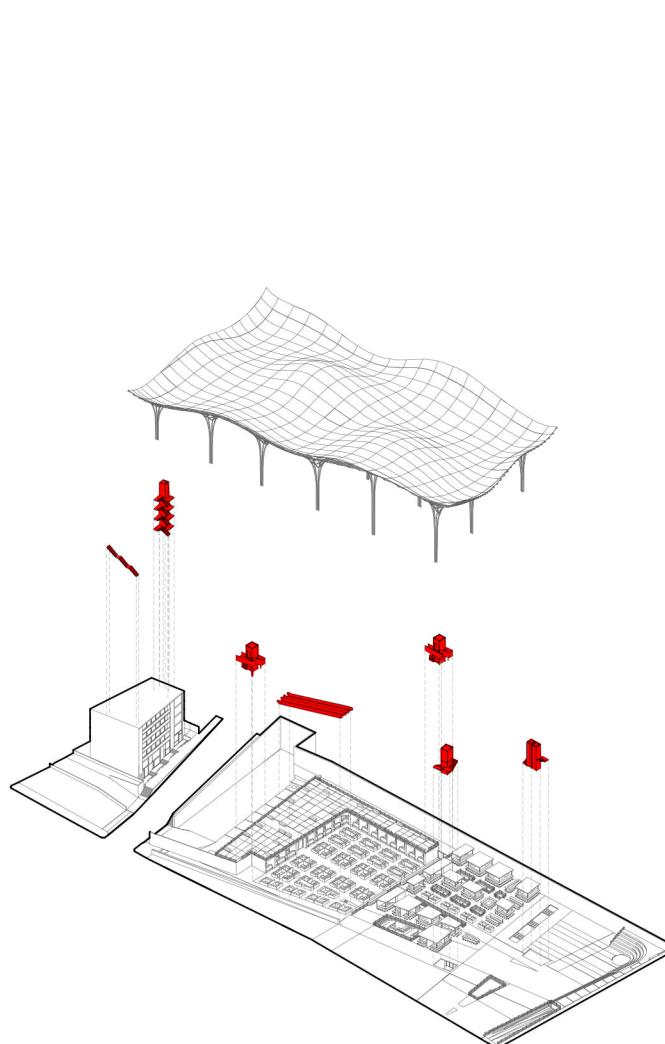
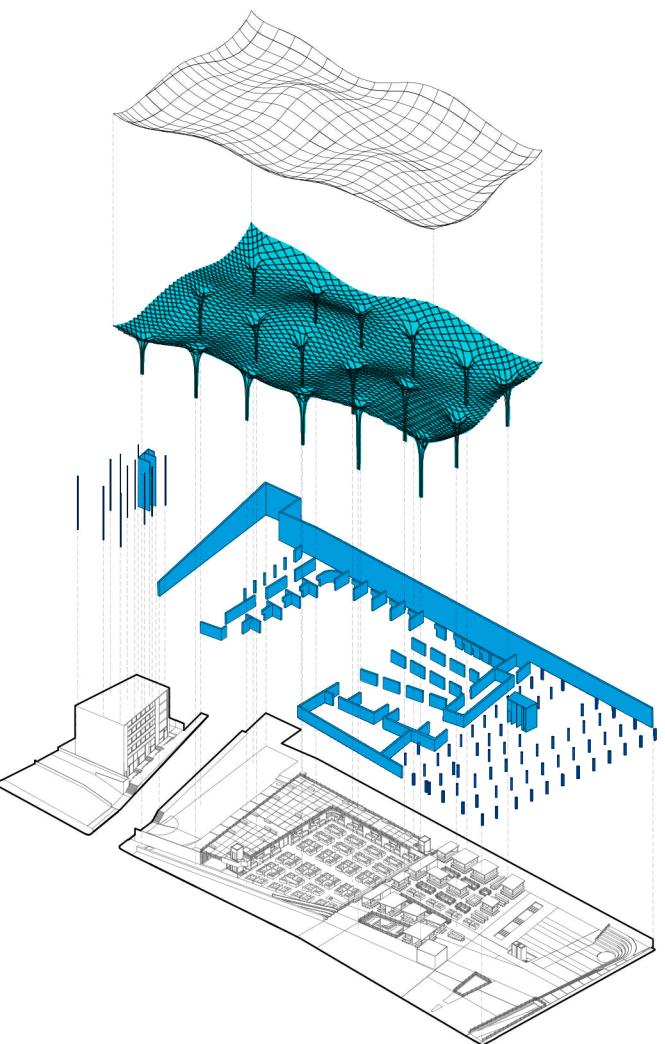
EXPLOITED
AXONOMETRY
ESC: 1/1200

STRUCTURE DIAGRAM

CIRCULATION DIAGRAM

PROGRAM DIAGRAM

SPACE DIVISION DIAGRAM



- CONCRETE COLUMNS
- CONCRETE WALLS
- WOOD STRUCTURE

- STAIRS, ELEVATORS, ELECTRIC RAMP

- PARKING LOT
- ADMINISTRATION
- SALE
- CIRCULATION
- TOILETS
- DISCHARGE AREA
- RETAIL
- PRIVATE WORK ZONE
- RESIDENTIAL
- PARK
- LUDIC
- EXTERIOR CIRCULATION
- WATER

- PUBLIC
- PRIVATE
- ANALOG
- HYBRID

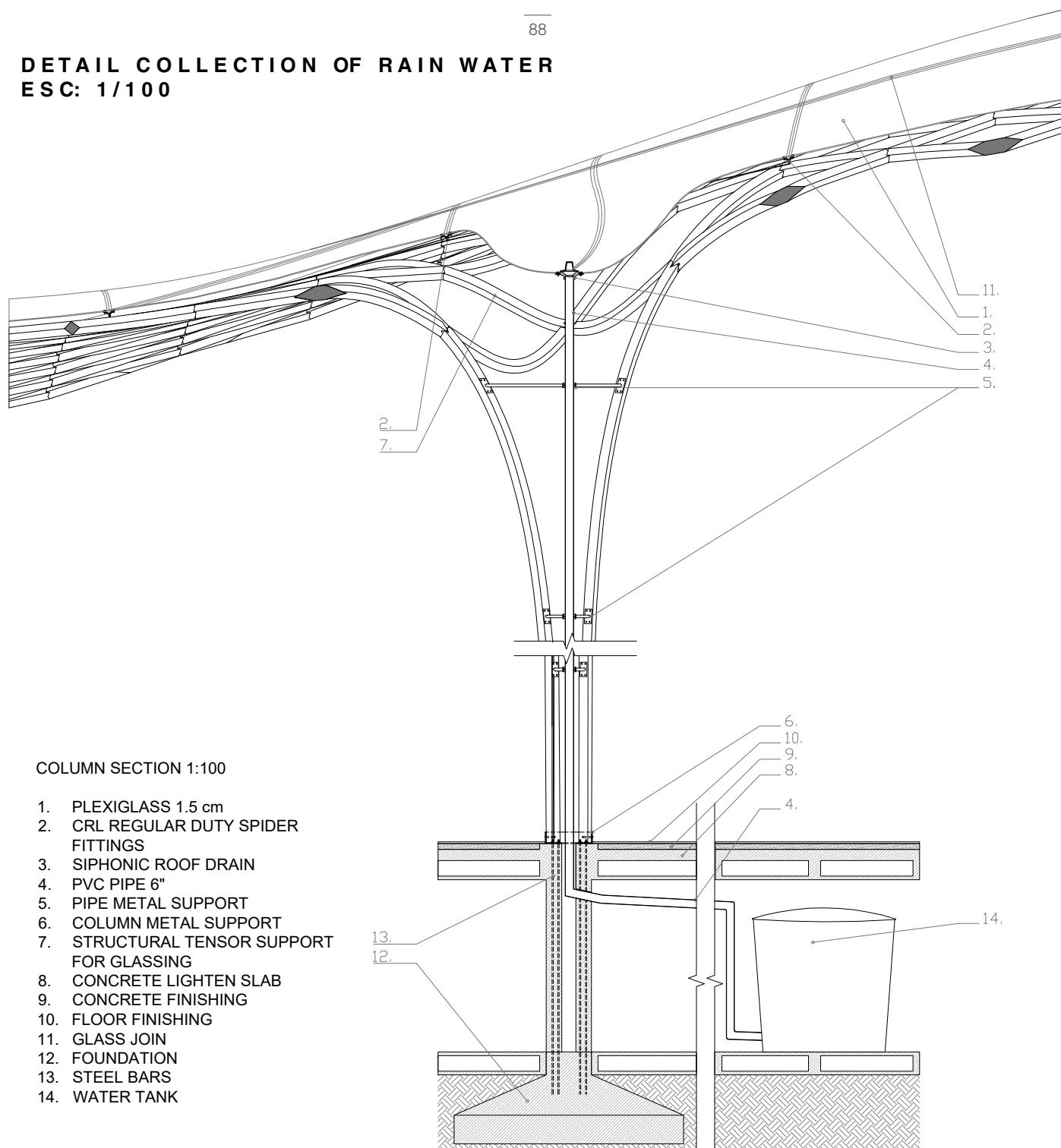






DETAIL COLLECTION OF RAIN WATER

ESC: 1/100

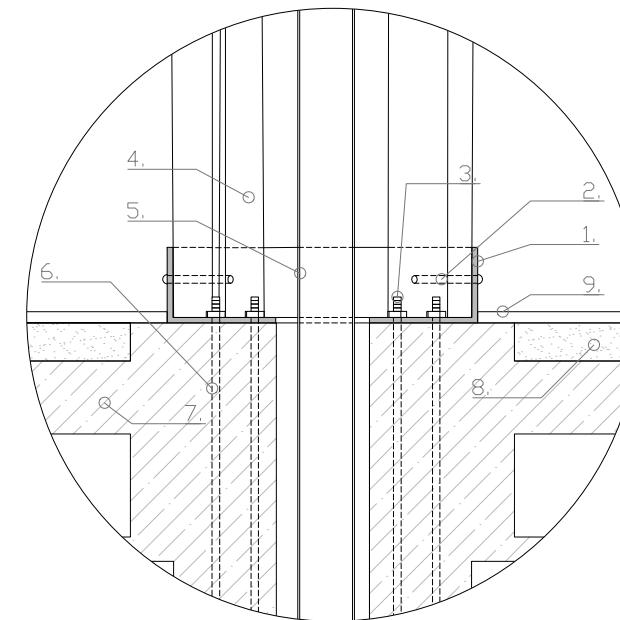


COLUMN SECTION 1:100

1. PLEXIGLASS 1.5 cm
2. CRL REGULAR DUTY SPIDER FITTINGS
3. SIPHONIC ROOF DRAIN
4. PVC PIPE 6"
5. PIPE METAL SUPPORT
6. COLUMN METAL SUPPORT
7. STRUCTURAL TENSOR SUPPORT FOR GLASSING
8. CONCRETE LIGHTEN SLAB
9. CONCRETE FINISHING
10. FLOOR FINISHING
11. GLASS JOIN
12. FOUNDATION
13. STEEL BARS
14. WATER TANK

DETAIL COLLECTION OF RAIN WATER

ESC: 1/20

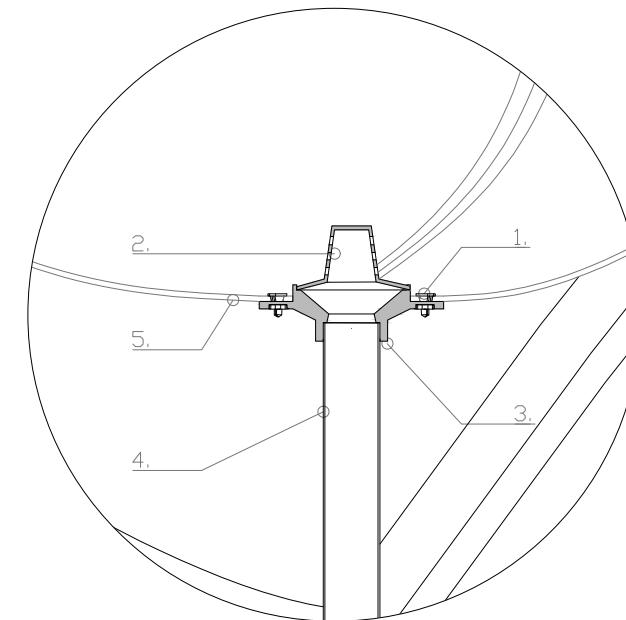


COLUMN BASE 1:20

1. COLUMN METAL SUPPORT
2. BOLT WOOD/METAL BASE
3. BOLT METAL BASE/ CONCRETE
4. ROOF WOOD STRUCTURE
5. PIPE METAL SUPPORT
6. STEEL BARS
7. CONCRETE LIGHTEN SLAB
8. CONCRETE FINISHING
9. FLOOR FINISHING

AREA OF THE CEILING SURFACE: 5,976.124 m²
 ANNUAL PRECIPITATION BOGOTÁ: 886 L/m²

WATER COLLECTION PER YEAR: 5,294,854.72 L/m²
WATER COLLECTION PER MONTH: 441,237.89 L/m²
WATER COLLECTION PER DAY: 14,707.93 L/m²

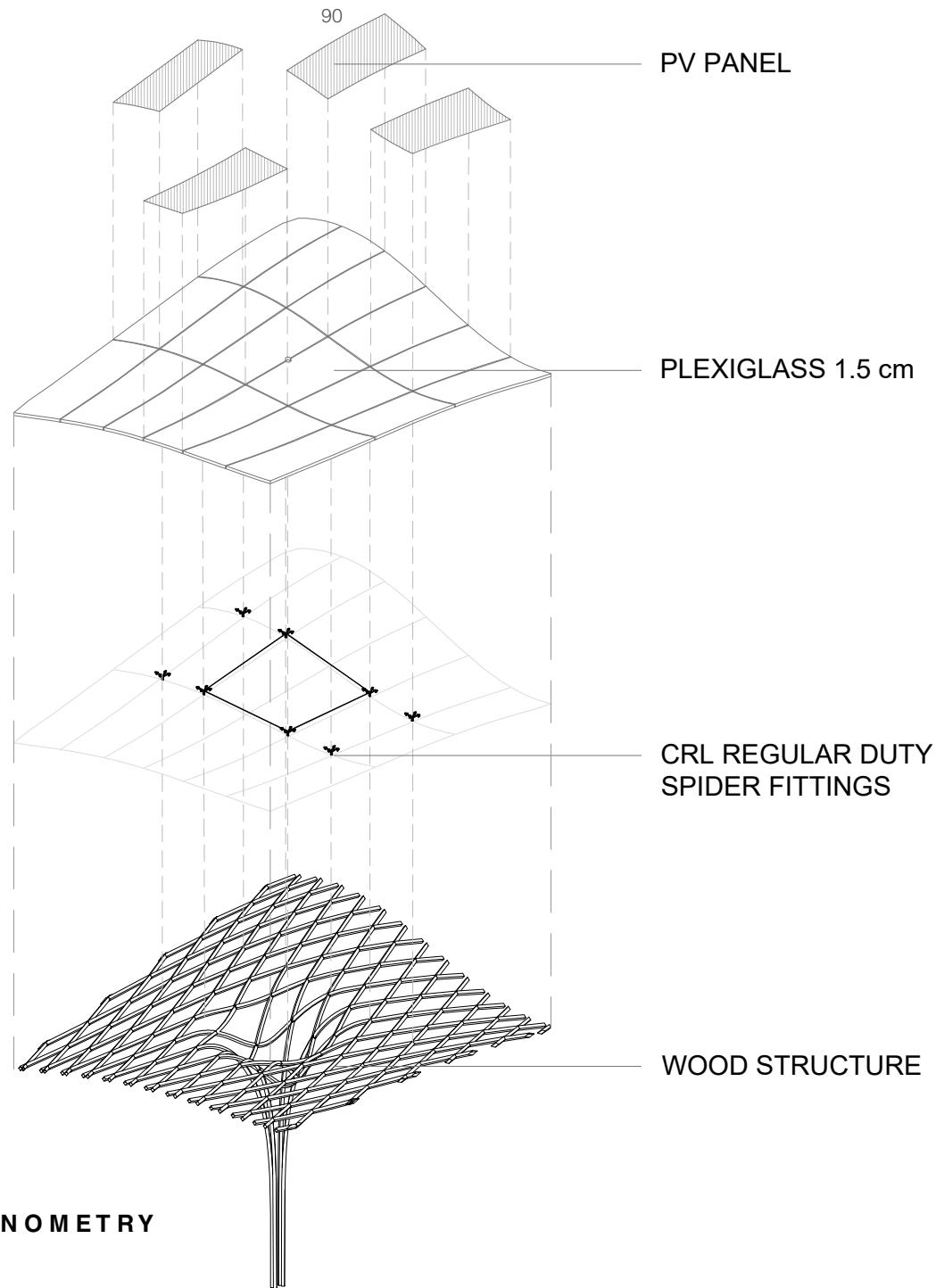


SIPHONIC ROOF DRAIN 1:20

1. SIPHONIC SUPPORT SREW
2. POLYETHYLENE DOME
3. SIPHONIC ROOF DRAIN
4. PVC PIPE
5. PLEXIGLASS

TANK WATER COLLECTOR FOR TOILETS

TANK WATER COLLECTOR FOR CLEANNING THE BUILDING AND FOR IRRIGATION OF PLANTS

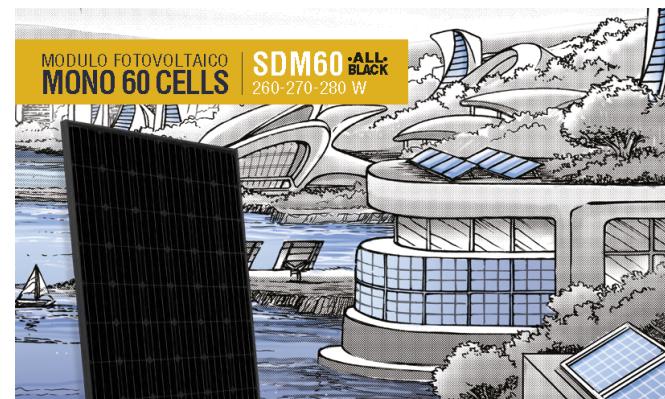


EXPLOITED AXONOMETRY
MARKETS ROOF
ESC: 1/350

PV PANEL ENERGY PRODUCTION

AREA OF THE PANELS PLACES IN THE
CEILING SURFACE: 131.84 m²

PV PANEL AREA: 1.62 m²
ONE PV PANEL ENERGY
PRODUCTION: 415 kWh/year
**PV PANEL ENERGY
PRODUCTION PROPOSED: 33,615 kWh/year**



MADE IN ITALY

Backsheet ■ NERO

Cornice ■ NERA

Celle Tipo: **MONO**
Celle: **60 pz (6x10)**
Dimensioni: **156x156 mm - 6x6"**

- ALTA RESA CON TOLLERANZA SULLA POTENZA IN USCITA DI 0/+5 Wp**
- PRESTAZIONI ECCELLENTI ANCHE IN CONDIZIONI DI SCARSA ILLUMINAZIONE**
- GARANZIA LINEARE 30 ANNI SULLA PRODUZIONE GARANZIA 20 ANNI SUL PRODOTTO**
- IP65** SCATOLA DI GIUNZIONE IP65
- CORNICE IN ALLUMINIO ULTRA LEGGERO** COMPATTA E RESISTENTE, SPESORE 40mm
- 5400Pa CARICO DI NEVE** 2400Pa PRESSIONE DEL VENTO



CARATTERISTICHE FISICHE

Lunghezza:	1640 mm
Larghezza:	992 mm
Spessore:	40 mm
Peso:	18 Kg
Materiale Cella:	Silicio monocristallino
Dimensioni Cella:	156x156 mm
Quantità Cella:	60 (6x10)
Vetro Frontale:	Vetro a basso contenuto di ferro, Spessore 3.2 mm
Inglubante:	EVA (Etilen Vinyl Acetato)
Protezione Posteriore:	Multistrato Tedlar/Poliesteri/Tedlar Estruso
Cornice:	Alluminio anodizzato a doppia parete
Junzione Box:	N° 1 scatola IP65 con 3 diodi di by-pass
Connettori:	MC4 o compatibile
Cavi:	Tipo unipolare, lung 900 mm - Sez. 4,0 mm ²

PACKAGING

Dimensioni Pallet:	1700x1100x1200 (sovrapposibili in coppia)
Pezzi per Pallet:	27 pz
Peso:	516 Kg

CARATTERISTICHE ELETTRICHE

	260W	270W	280W
Potenza del Modulo (P _{max}):	260	270	280
Tensione Massima (V _{mpp}):	29.98	39.90	31.20
Corrente Massima (I _{mpp}):	8.73	8.81	9.07
Tensione a Circuito Aperto (V _{oc}):	38.95	39.2	39.50
Corrente di Corto Circuito (I _{sc}):	9.18	9.44	9.71
Tensione Massima di Sistema (V):	1000	1000	1000
Efficienza Modulo (%):	18.00	16.50	17.11

CARATTERISTICHE TEMPERATURA

Coef. Temperatura V _{oc} :	-0,31 % / °C
Coef. Temperatura I _{sc} :	+0,04 % / °C
Coef. Temperatura P _{max} :	-0,41 % / °C
NOCT:	43 ± 2 °C

CARATTERISTICHE OPERATIVE

Intervallo di temperatura:	da -40°C a +65°C
Carico Massimo Superficiale:	Oltre 540 Kg/m ²
Resistenza alla Grandine:	Ø 28 mm, 86 Km/h
Classe di Resistenza al Fuoco:	1

CARATTERISTICHE CORRENTE/TENSIONE

CERTIFICAZIONI

LLC
ISO 9001:2008
ISO 14001:2004
BS OHSAS 18001:2007

CE
ECONOM
The Green Building

Source: Solarday, Photovoltaic Module Manufacturer



Photo: Monica Torregrosa Galo

CONCLUSION

With this architectural solution for Usaquén it's easy to notice the change in dynamics generated by this design and the attractiveness of its spatiality, materiality and connection between the public space and the private space that people can live and perceive. However, to think that this emphasis of solution to the problem to rescue the intangible cultural heritage of the marketplaces in Bogota, is a case among several that is viable and feasible to be able to cover it and give an immediate solution with an architectural project. In the hypothetical case that this marketplace is built, and that it will generate a boom in the change of urban dynamics of this sector in a positive way, at the same time it can generate some controversy. For example, the most notorious question would be: Why designing and constructing a building of this quality for privileged people and not for the neediest? The answer to this controversy determines that the general objective was to study the upper classes and not the lower classes. Because the upper classes are mostly those that hierarchize

the generation of this problem. Once this project achieves its objective of changing the mentality of the people, not only would change this type of people, but also to the people who used to frequent the marketplaces. Making them see that the spatial conditions in which they have become accustomed of the marketplaces have become a common thing that they not even lend much significance. However, this project awakens in them a new experience and way of living the marketplace. That is why it is normal that the protests happen, claiming against the state for having made a marketplace in this sector and not in a popular one. It is necessary that this controversy arise to take this project as a reference and spread it through Bogotá, whether it is building new marketplaces in an equitable manner in the city, or restoring the old markets in a considerable way. With this new mentality imposed to people, would change radically in front of the marketplaces and for them they would no longer see this space as a place that is not pleasant to go, but quite the opposite. Retake a forgotten practice to create social awareness of why there are uses of buildings that should not be neglected and that could have a very great potential for people, is a duty of the architects, instead of satisfying the needs of some few.



Photo: Monica Torregrana Galo

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