



C. R. E .A. T .E

Cultural Recreative Expanse of Arts, Techniques and Education

Trigger by Culture

The intention of the Cultural Polo is to create, harbor and protect CULTURE and in the same purposeful plane, bring it to SOCIETY, make a presentation of it and spread it, giving to the space, the necessary conditions so the society as a set can live it and consume it, verifying the Polo's reciprocal character.

From the first projectual approaches, the Culture is understood as a dynamic, fluid and complex concept but with a solid and structural program that makes the center work in an efficient way. With this in mind, the proposal intends to intensify the idea of culture as a **"continuous change"** the same way San Justo is making his own changes.

How we bring culture to the city?

San Justo, a big location, is placed in La Matanza city that is one of the most important places in Buenos Aires province. Getting into it, you can find that it behaves as an independent political-economical cell. Depending from first analysis we can find public space deficit, a closed urban plot intensified by big extensive walls that divide residential and public buildings from streets. In contrast one of the biggest public universities is getting to change and grow in this area: La Matanza University. There is no place to spend free time, to chill under a tree, or to take a little sun bath.

With this in mind, the Cultural Polo is obliged to answer with EXPANSION and opening to this close plot, as a unique and great meeting point and green place so as to be recognize as an urban landmark. In this sense, the morphology of the architectural creation exalts the meaning of what the place is looking for.

Architecture is Culture

C.R.E.A.T.E rises as an architectural piece that respects and maintains the elevation scale of its environment. But you can find it from its shape, it becomes San Justo's protagonist. The plasticity of the curve breaks the orthogonal and rigid urban plot. In this way, the building expands in all senses, it reaches sidewalks and streets and starts a dialogue with the citizen. It brings gaps in to the building, green shiny places **with no edges** just nice and continuous, waiting for the user to appropriate the place. This is part of making culture itself.

Public space is the first way to order society's will for recreation, we create it through green open squares that have different size, but that are restraint by the building itself. It's a complexity that architecture tries to affront, in the end, we intend to create a big square full of program, segmented and livable, with different places that make the polo a rich expanse: great outdoor

spaces, partially covered intimate areas and closed working spaces such as theatre, offices, etc. So you are in continuous learning of the arts and techniques of the culture itself.

The Curve

Curve is the way we create, not only from the outside but also from the inside, curves connect programs and creates connection between places. The difference between a straight line and a curve is that in this last one, you have millions of way of reaching from one point to the other. The building can be walked in millions of ways, it has no directions and erases limits. From the materiality it is sometimes transparent, sometimes it opens, sometimes dark and sometimes it closes. It's porous, the green places oxygenates, illuminates and invite you to stay.

Toyo Ito says "architecture that transforms program into space giving a floating character that can allow temporal changes and therefore change its initial program"

In this way, we build pieces of architecture that interact with each other creating new pieces but that they can be disassemble and assemble in a different way. The curve propose a new experience, where you can live through the shape, you can live it, change it, circulate it.