

AFTER





Illuminated by **hope**: Ruta N Innovation center

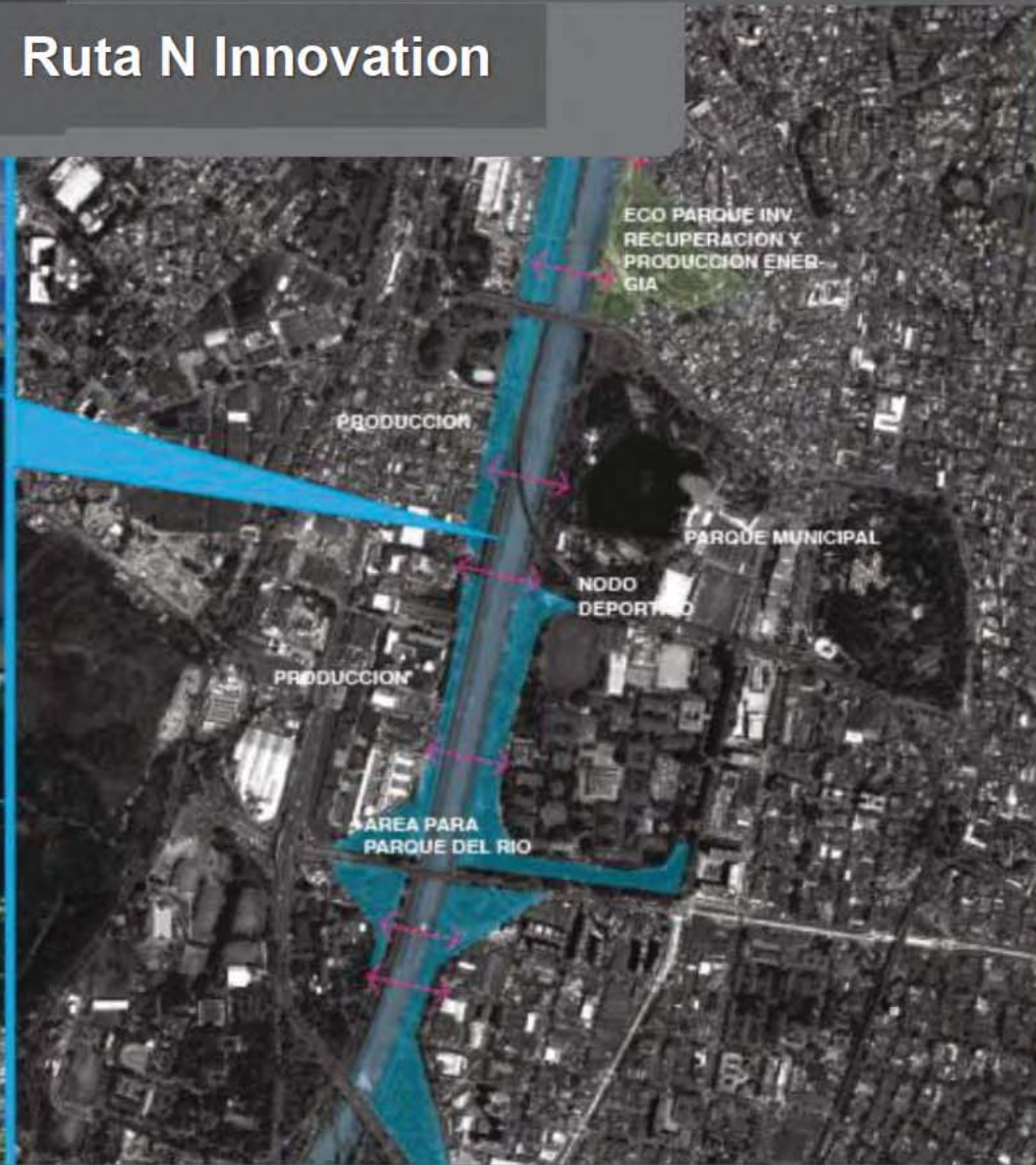
Ruta N es el primer centro de innovación de y negocios del país

Ruta N potencia nuevos negocios basados en el conocimiento con participación internacional, entre ellas las de Hewlett Packard (HP), que llega a Medellín para instalar su centro Global de Servicios allí.



Alcaldía de Medellín

Illuminated by hope: Ruta N Innovation center



iMde
distrito **innovación** Medellín

PARQUE LINEAL DEL RIO
urban opportunities

AREAS POTENCIALES RECUPERADAS
recovered potential areas

CONEXIONES TRANSVERSALES
Transversal connections

A HOME FOR LIFE 2012 - 2015

Going from pain and fear to hope,
and now from **hope** to be a place **filled with life**.



**THE CIVIC and
PEDAGOGIC URBANISM**

Ciudad para la vida. Plan de Desarrollo

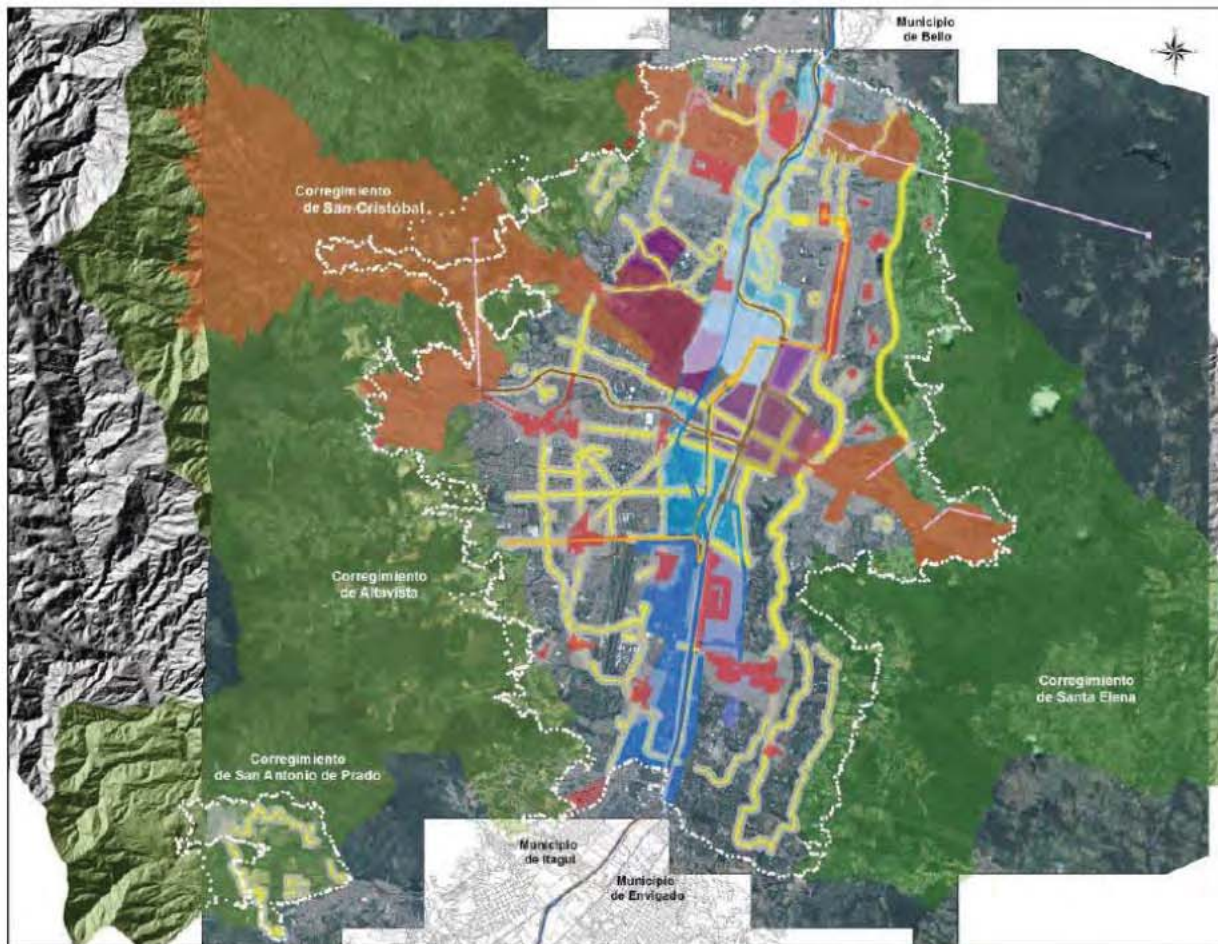
Líneas Estratégicas

- | | |
|---------|---|
| Línea 1 | Ciudad que respeta, valora y protege la vida. |
| Línea 2 | Equidad, prioridad de la sociedad y el gobierno. |
| Línea 3 | Competitividad para el desarrollo económico con equidad. |
| Línea 4 | Territorio sostenible: Ordenado, equitativo e incluyente. |
| Línea 5 | Legalidad, legitimidad e institucionalidad para la vida y la equidad. |

URBAN STRATEGIES

City for Life

Ciudad para la vida. Grandes intervenciones urbanas



- 1 Ladera – Borde urbano rural (Jardín Circunvalar de Medellín y Cinturón Verde Metropolitano)
- 2 Río - Corredor Metropolitano de Servicios (Parque del Río)
- 3 Actuaciones Urbanas Integrales (Proyectos de Renovación Urbana + Proyectos Urbanos Integrales)
- 4 Centralidades
- 5 Proyecto Estratégico del Centro
- 6 Distritos (Distrito de Innovación – Campus Tecnológico Pedro Nel Gomez)
- 7 Corredores de Transporte Público Masivo Limpio (Metro, Metrocable, Tranvía, Metroplús, Monorriel, TPM)



Alcaldía de Medellín

PEDAGOGIC URBANISM

City for Life

Ciudad para la vida
Cultura Metro ejemplo de Urbanismo Cívico Pedagógico



Nuestra gente rayaba los buses y lugares públicos pero **nuestro Metro después de 15 años** permanece como nuevo.



Ciudad para la vida. Urbanismo Cívico Pedagógico



El estadio era un campo de batalla y **al quitarle las rejas lo convertimos en un campo de vida.**



LANDSCAPE APPROACH

City for Life



Unidad Deportiva Castilla



Parque Lineal La Presidenta



Parque Arví - Cable

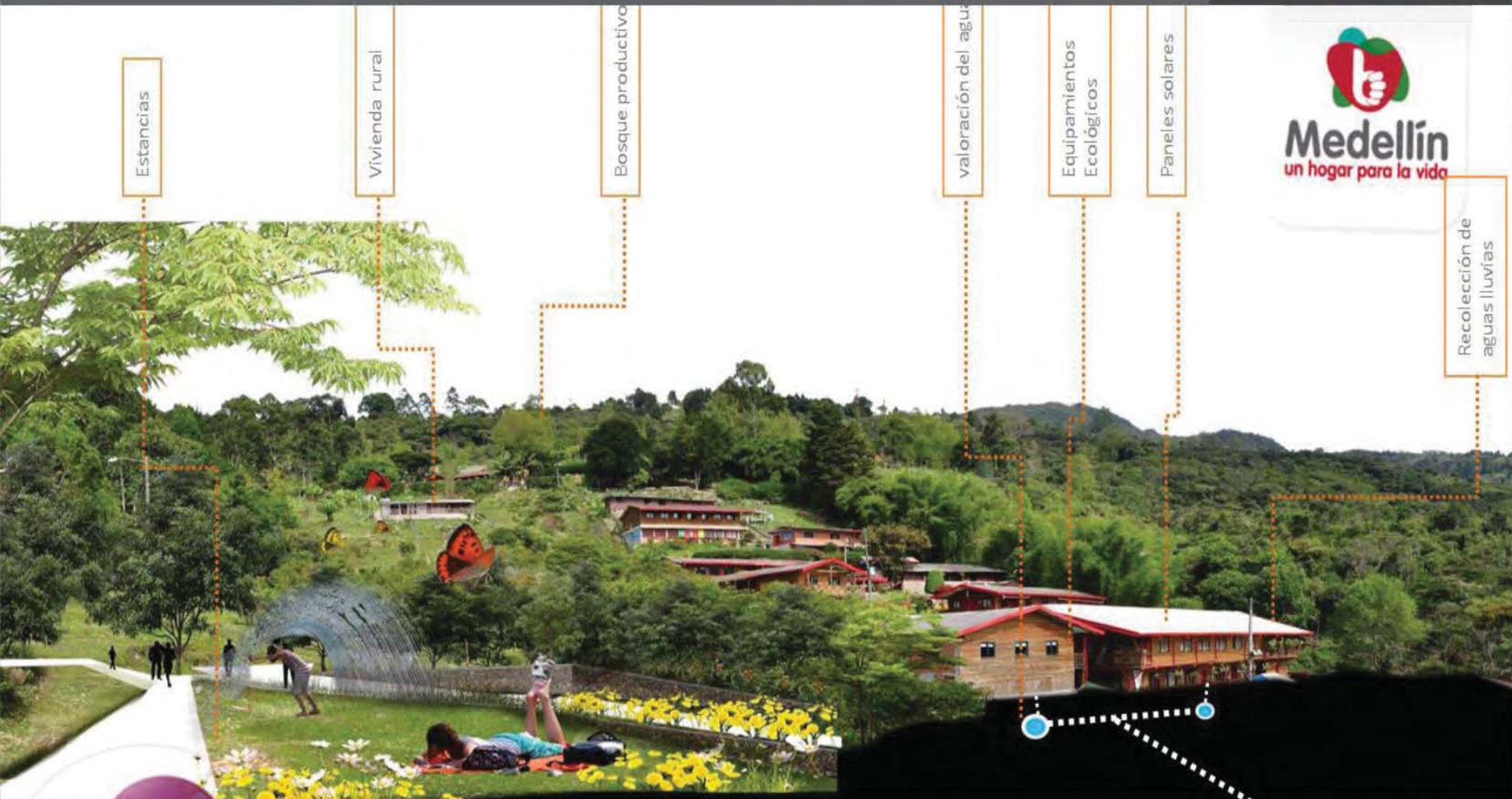


Parque Lineal La Presidenta

Alcaldía de Medellín

NEIGHBORHOOS PARKS

City for Life



GREEN BELT

City for Life

Jardín Circunvalar de Medellín y Cinturón Verde Metropolitano

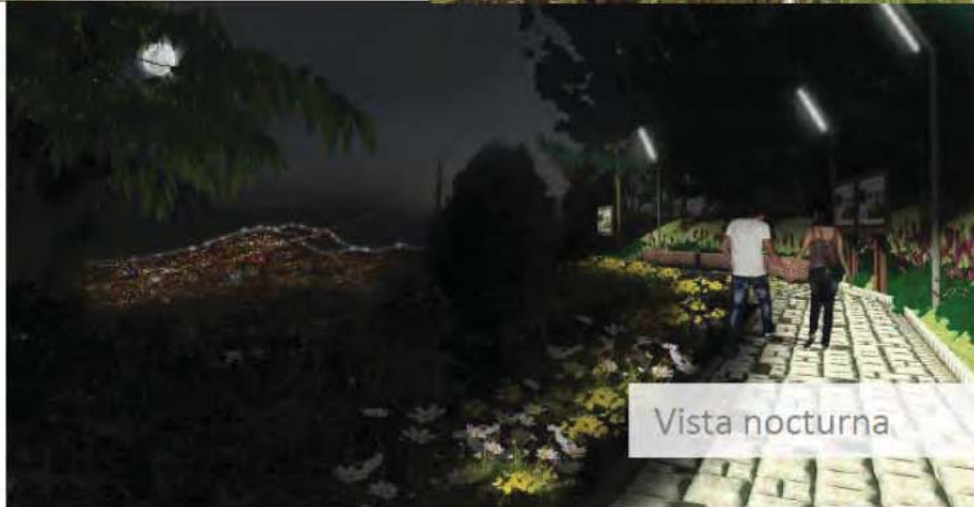
Ahora



Así se vera



Vista nocturna



Alcaldía de Medellín

AN URBAN LANDSCAPE FRINGE

City for Life



Alcaldía de Medellín

RIVER PARK

City for Life



Ahora



Así se vera



Alcaldía de Medellín

Medellin it is! City host of the 7th UN HABITAT World Urban Forum 2014



Renovación, movilidad, espacio público, recuperación ambiental



Alcaldía de Medellín

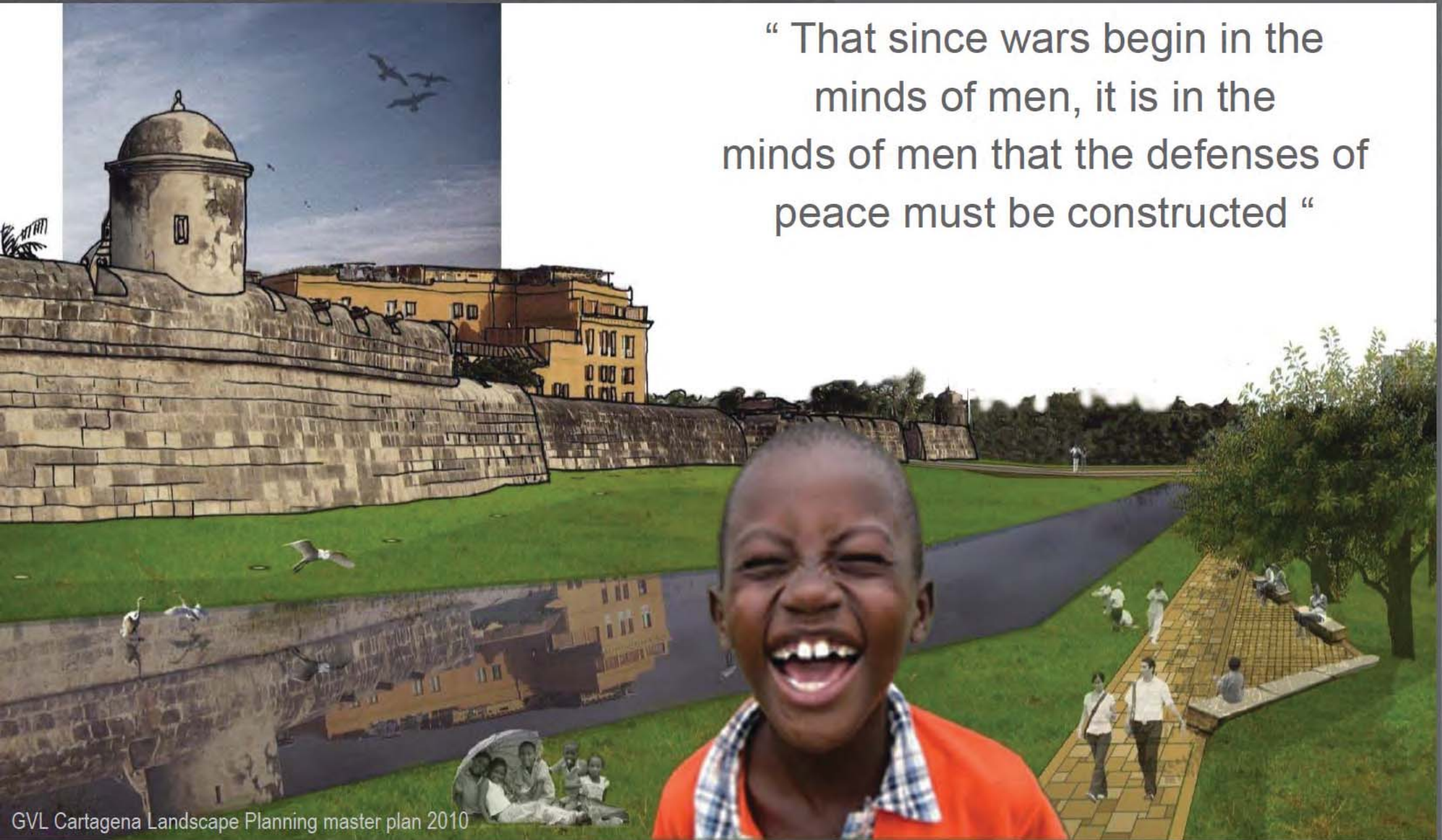
Medellin it is!

City host of the 7th UN HABITAT World Urban Forum 2014

Social urbanism as a strategy has been designed as a comprehensive strategy that seeks solutions to mobility, governance and education together with the recovery of public space and green areas.

In the words of Fajardo, the idea was “the most beautiful things for the most humble people, so that the pride felt in that which is public illuminates us all. The beauty of the architecture is essential. Where before there was death, fear and dislocation, today there are the most impressive buildings, all of the highest quality - **cultural and educational focal points around which we can all come together in peaceful coexistence.** In this way we are sending out a political message about the dignity of the space which is open, without exception, to all citizens, which means recognizing the value of everyone, reaffirming our self-esteem and creating a feeling of belonging. Our buildings, parks and pedestrian precincts are beautiful and modern. Just as they are in any other city in the world”.

“ That since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed “



GVL Cartagena Landscape Planning master plan 2010

Landscape as the territorial dimension of culture provided a sense of belonging, of being part of a community, close links to one's root and land = identity



We fully support the **UNESCO** consideration, as they come together on the relationship between people and their **landscape**

- Culture is transversal and cross-cutting concern and, as such, affects all the dimensions of development.
- Culture is about creativity, heritage, and sense of belonging, knowledge and diversity, but also happiness.
- These values are intrinsically connected to human development and peace.
- These values are being recognized as the cultural dimension (the fourth pillar) of sustainable development at local, national and international level.



We ask the audience to formally support the idea of an **International Landscape Initiatives such as LALI** that, by focusing on the relationship between people and their landscape, brings together art and science, nature and culture, heritage and development in order to protect and improve the sustainability and value of the everyday landscape across the world