

Synergo

TEAM MEMBERS:



Blanca Comín



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INTRODUCTION:

The theme of the workshop is: "Social city". How to rethink 'city elements' such as public furniture, bus stops, waste containers, etc. as drivers for Social Cohesion? In Barcelona the workshop focuses on street furniture (i.e. cafe terraces) on La Rambla. Students start with mapping the Rambla setting and building a 3D model of it. This Model is the focal point all along the workshop. The challenge is to include Rambla elements in the Main Scenario for the Cafe Terrace design. Based on a main scenario, students start translating it into material design concepts and a plan for implantation at the Rambla. The end result is a C.I.P.S., a Community Integrated Product System.

The final results of the workshop are a brief report of the designer process (logical framework) as well as 3D Solid Work drawings representing the concept of the C.I.P.S. The Community Integrated Cafe Terrace System. The workshop will conclude with live PPT presentations in front of an expert jury. The best team wins the "Wise Owl" award. Students work in teams of 3.

MOTIVATION & EXPECTATIONS:

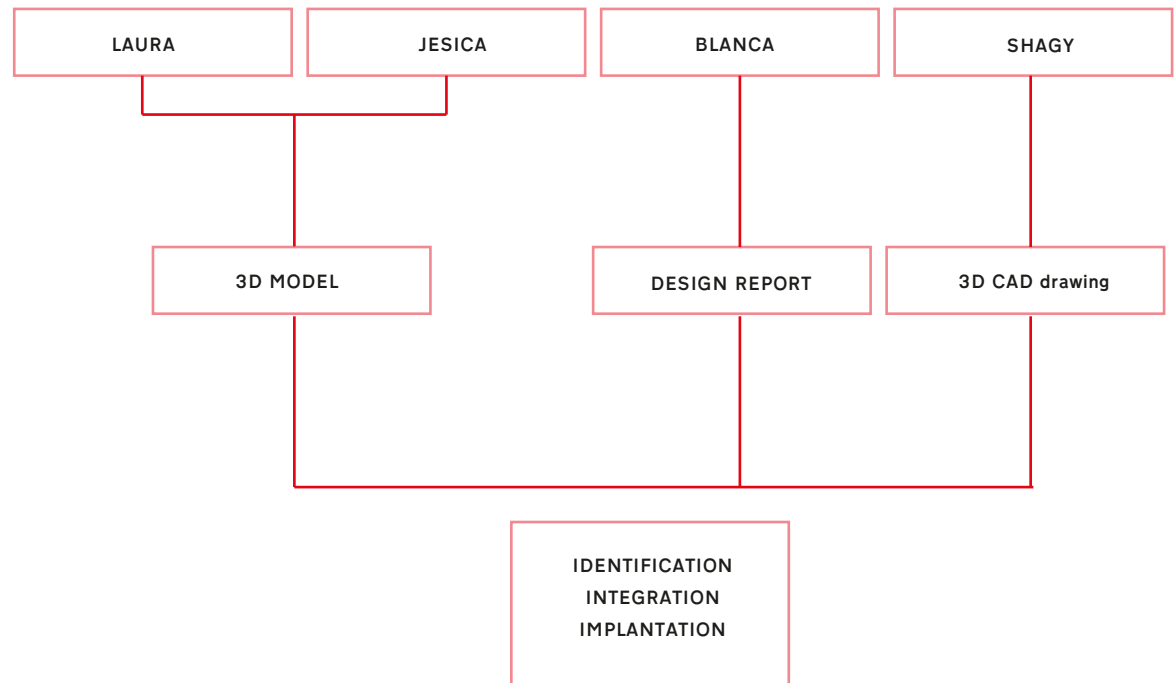
SYNERGO is a design studio that elaborate different projects related with social life. This new project will be developed during Christmas period.

Christmas means happyness, working in groups and LIGHT...

STUDIO LOGO:



GROUP DYNAMICS & org.



SUBTITLE I:

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FOTO

SYNERGO 2012:

At the bottom of "La Rambla" we find a large space without use. That area has become specially into a transit zone. As it has a large surface our mission is to take advantage of this area of the "La Rambla".



DESIGN MISSION:

It can become a funny and useful social space.

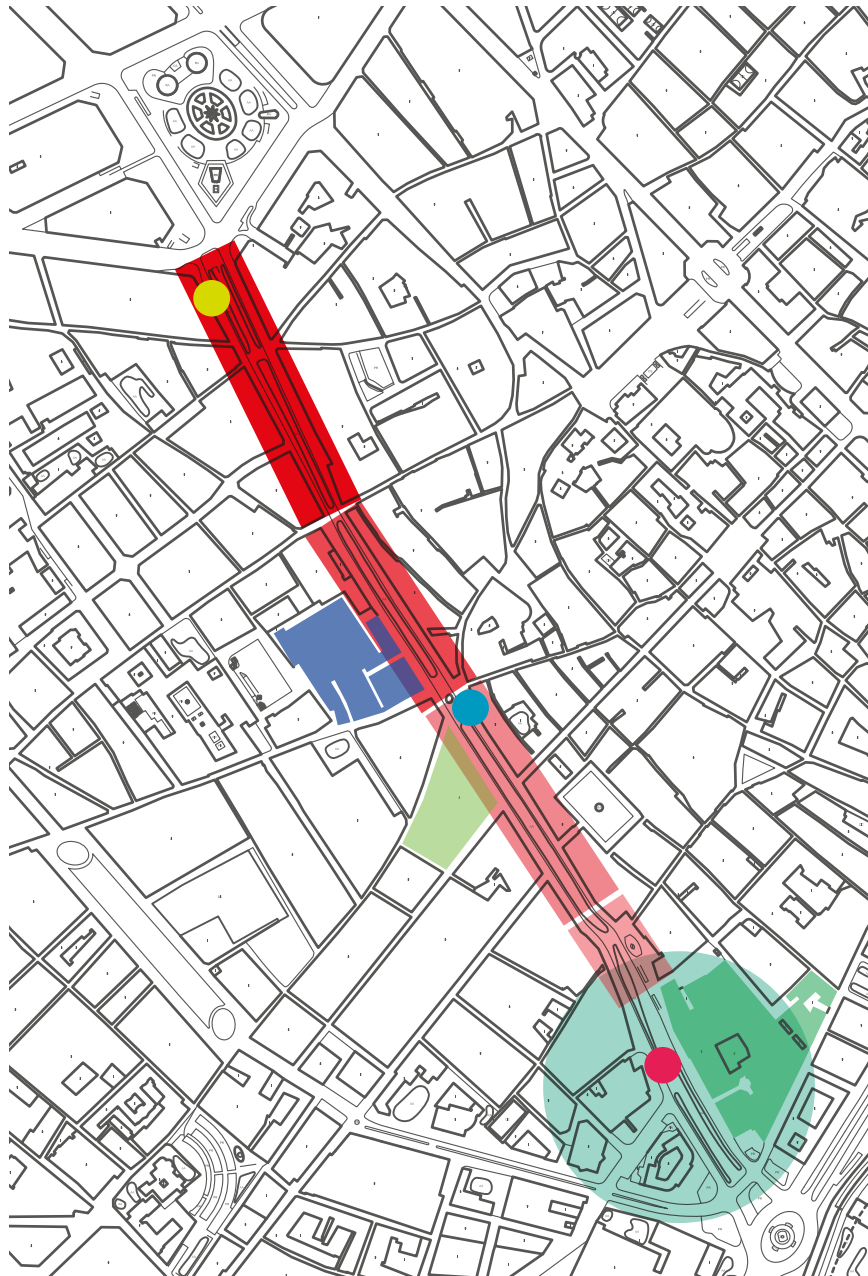
In other side this activity will help the people to take relates between them. With the multiculturalism of "La Rambla" we will obtain an exchange of cultures and languages very satisfactory for these times of year.

The aim is generate energy to iluminate the street. How can we generate light?

Pedaling.

2012  2012

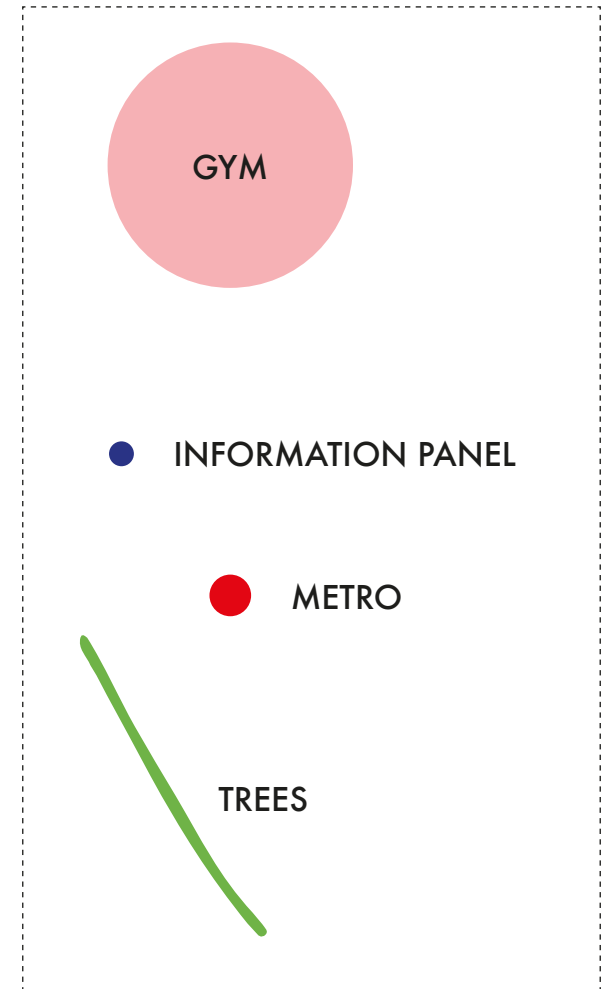
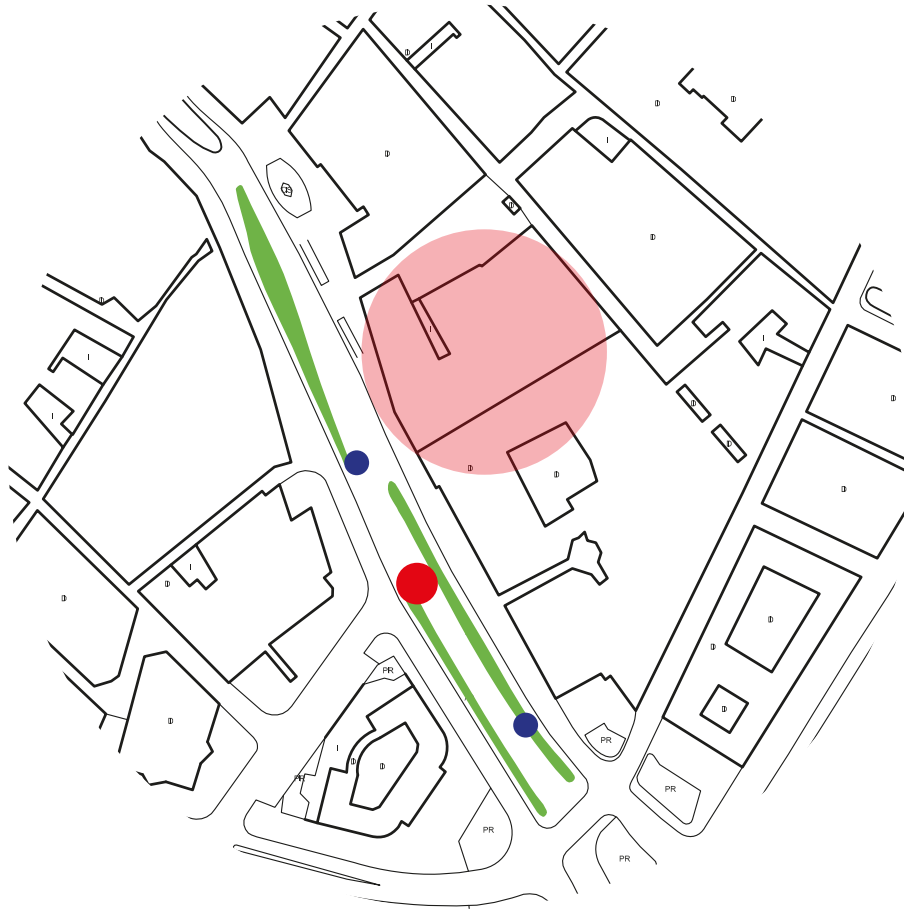
SELECTING SETTING:



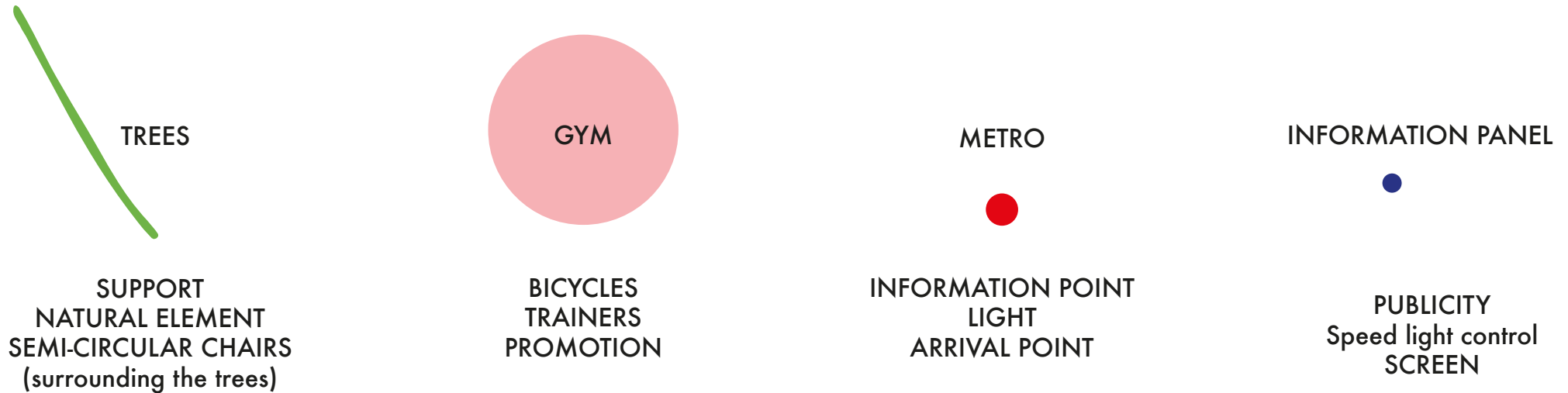
- KIOSK 's area
- FLOWERSHOP 's area
- SOUVENIR 's area
- PAINTOR 's area
- NON-USED area

- "Font de Canaletas"
- Liceo station
- Drassanes station
- Liceo
- Gym
- Boquería Market

SELECTING SETTING:



SUBSCENARIOS:



We use trees as a support for the illumination design. In Ramblas we have natural trees that give us a natural feeling (We want to integrate this feeling with technology to relax users). At the beginning of the Ramblas there are some chairs but at the end of it we have a very big space that it's not used.

If we put some chairs at the final area of the Rambla we will distribute people equally.

We have a very big Gym just in front of Elisava. We will use the Gym's bicycles to do the activity in order to promote it.

The Gym's trainers will share publicity and encourage people to do the activity.

Metro is very used in Barcelona. Liceo and Drassanes station are located near the activity area so we will promote the activity on the subway metro.

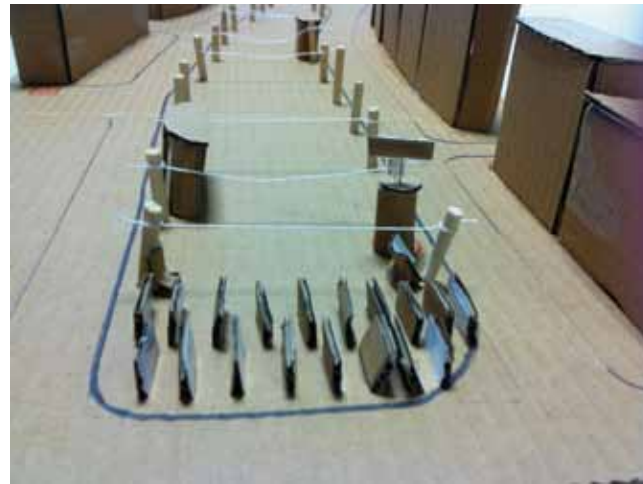
That stations are important for tourist so we will incorporate more light sealings obtaining a blanked shape.

Information point is use it as a support of a big screen where the people could see how much light distance are generating. On the other hand in this panel we can add publicity and inform everything related with our activity.

MATRIX TOOL:

●	●	●	●	●	●	●	●	●	●	●	SUPPORT
●	●	●	●	●	●	●	●	●	●	●	N. ELEM.
●	●	●	●	●	●	●	●	●	●	●	CHAIRS
●	●	●	●	●	●	●	●	●	●	●	BICYCLES
●	●	●	●	●	●	●	●	●	●	●	TRAINERS
●	●	●	●	●	●	●	●	●	●	●	PROMO.
●	●	●	●	●	●	●	●	●	●	●	INF. PT.
●	●	●	●	●	●	●	●	●	●	●	LIGHT
●	●	●	●	●	●	●	●	●	●	●	ARRIVAL PT.
●	●	●	●	●	●	●	●	●	●	●	PUBLICITY
●	●	●	●	●	●	●	●	●	●	●	LGT. CONT.
●	●	●	●	●	●	●	●	●	●	●	SCREEN
SUPPORT	N. ELEM.	CHAIRS	BICYCLES	TRAINERS	PROMO.	INF. PT	LIGHT	ARRIVAL PT.	PUBLICITY	LGT. CONT.	SCREEN

3D SCENARIO BOARD:



CONSTRUCTING MAIN SCENARIOS:

PURPOSE I:

15 BICYCLES

Different line lights.

In the important areas we create a blanket of light.

White lights.

Semi-circular bench surrounding trees.



PURPOSE II:

15 BICYCLES

Different line lights.

In the important areas we create a blanket of light.

Different color lights.



PURPOSE II:

15 BICYCLES

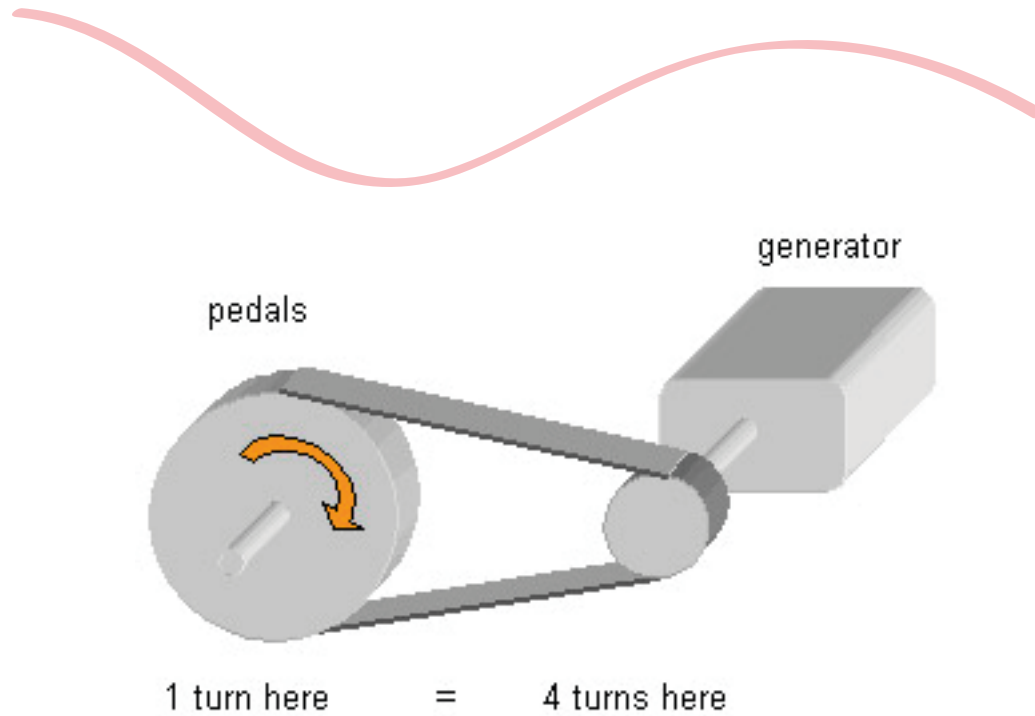
Different line lights.

Differentiate 4 areas of Las Ramblas, each area will have a different color.



DESIGNING MAIN SCENARIO:

15 USERS CREATE : "x" ENERGY



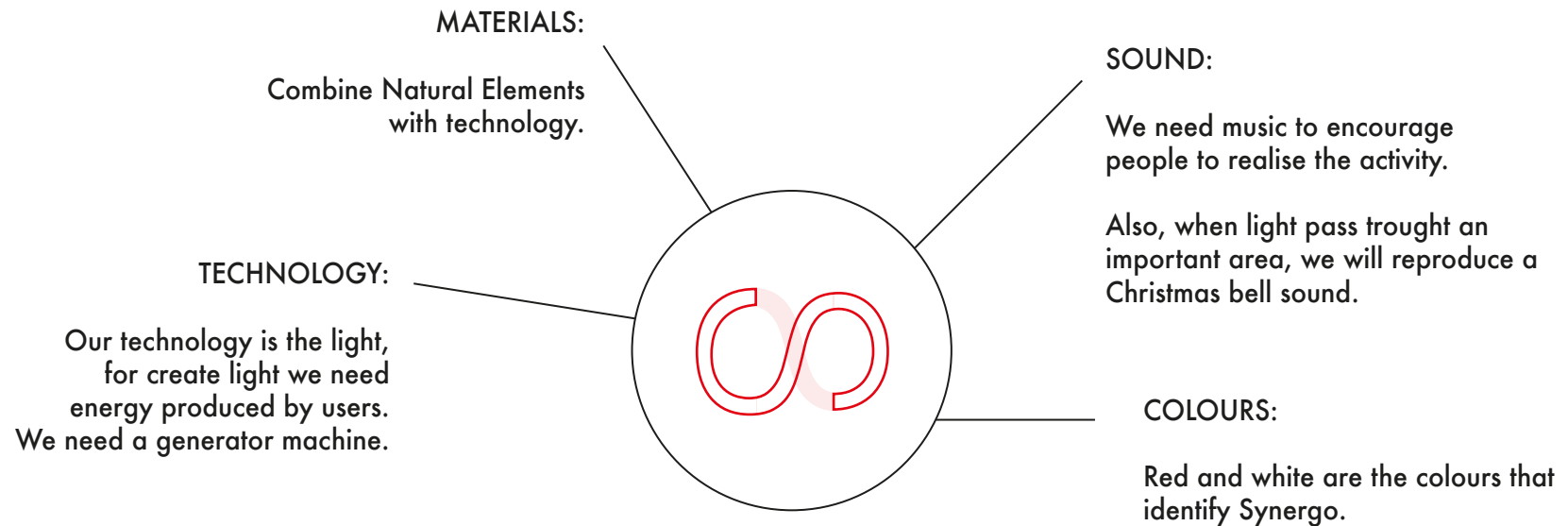
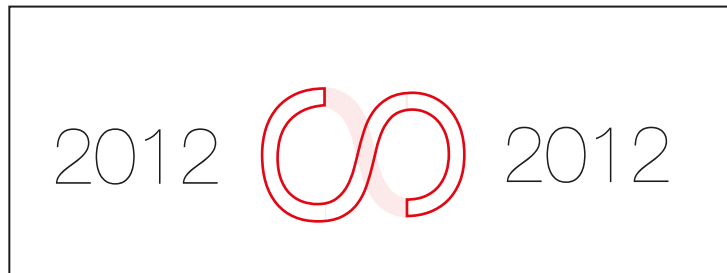
↖ LIGHT DISTANCE

↖ ENERGY

↖ USERS



LOOK & FEEL:



3D CAD drawing:



PLAN FOR TEST-PILOT

Cant.	Product	Price
40	bicycles (paid by sponsor: Colon gym)	0 € (2000 €)
1000 m	light (paid by sponsor: Iguzzini)	0 € (50000 €)
4	screen (paid by sponsor: Philips)	0 € (400 €)
10	instalations workers	1680 €
5	staff / trainers	3000 €
500	flyers	
100	t-shirt	100 €
4	information panel	230 €
2	semicircular bench	200 €
40	speed light control machine	1600 €
TOTAL		6810 €

CONCLUSION:

Our slogan is "Entre todos... luz" and reflect the meaning of our project: working in groups, collaborate with others and meet people of different cultures.

The aim is decorate Las Ramblas with Christmas light.

We need help from people to create the energy. More people cycling, more energy we obtain and more distance of light we achieve.