

EL RUEDO



ARC 2013Y Integrated Urbanism Studio
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EL RUEDO



Social Housing built between 1986-1989.

Designed by **Francisco Javier Sáenz de Oíza**.

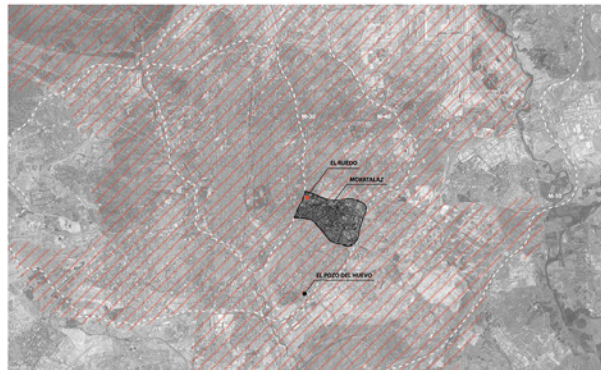
Floor Area: **45 000 m²**.

Houses **1500** people.

346 apartments of two, three and four bedrooms.

Relocation of the **El Pozo del Huevo** informal settlement.

IVIMA The Madrid Housing Institute.



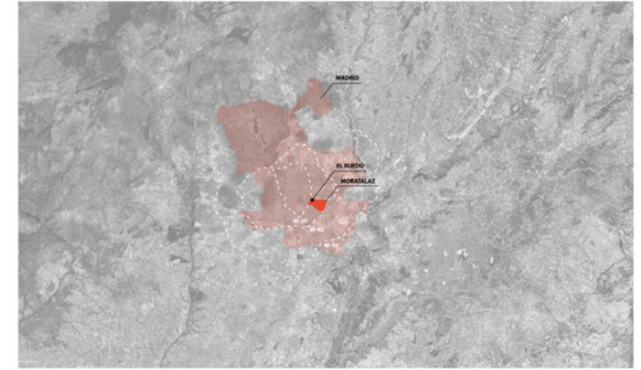
Built in Moratalaz, **Madrid**, Spain.

Population of Moratalaz: 104,923.

In front of the **M-30** Highway.

Built between 1986-1989.

El Pozo del Huevo is located **5km** away from El Ruedo

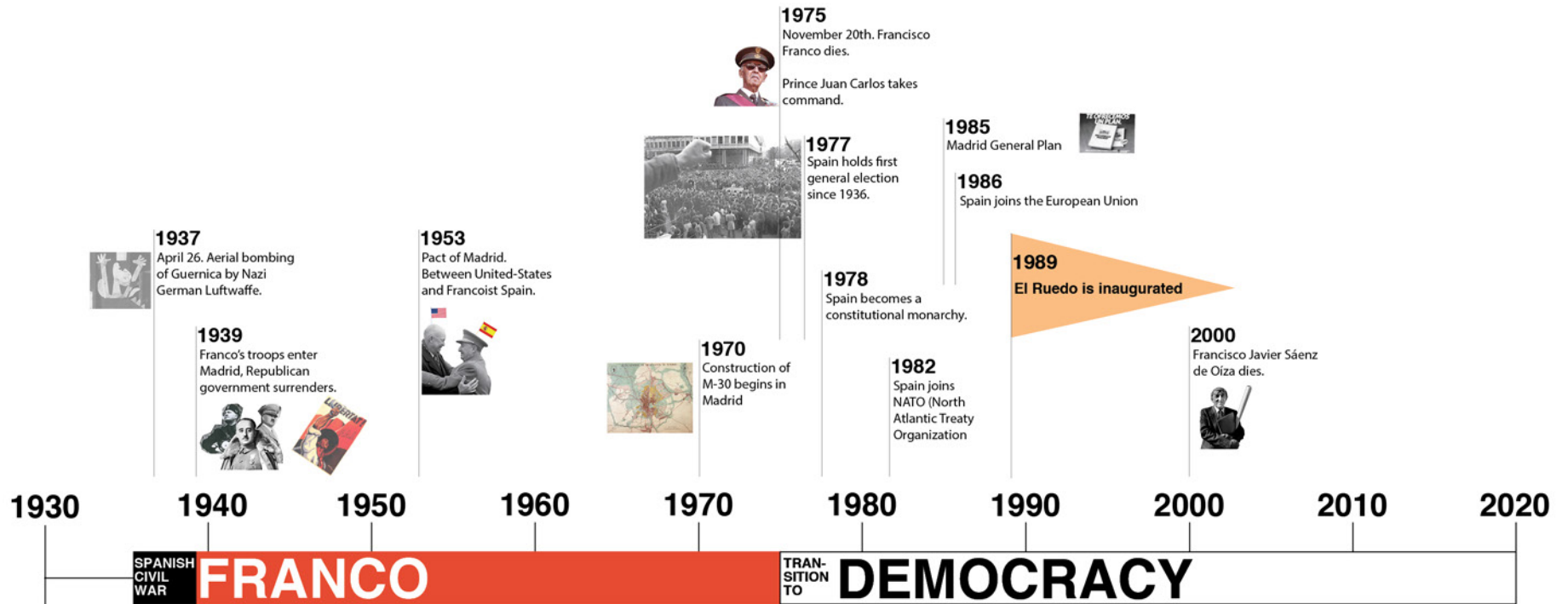


Population of Madrid: **6.6 Million**



The El Ruedo housing project was built in response to a century of unrest, dictatorship and the displacement of people. Towards the end of the 20th century, a comprehensive housing plan for Madrid was long overdue, and while many celebrated the rapid pace that the country advanced post-Franco, it is worth considering the impact of such drastic urban policies and planning on those who were most vulnerable. El Ruedo and the surrounding urban context was planned and implemented in the span of a few years, a stark contrast to the evolution of the rest of the city that had happened over many centuries. The project followed in the footsteps of many twentieth-century social housing projects and lacked a nuanced response to the specific population it housed. That said, today, residents of El Ruedo form a strong community and are active agents in redefining the housing project to suit their specific needs.

SOCIO-POLITICAL CONTEXT



Germany invades Poland Start of WWII
1939

End of WWII
1945

US Housing Act of 1949
1949

Start of the Cold War
1947

Regent Park social housing built in Toronto
1948

Pruitt-Igoe social housing built in St. Louis Missouri
1955



Pruitt-Igoe demolition begins
1972

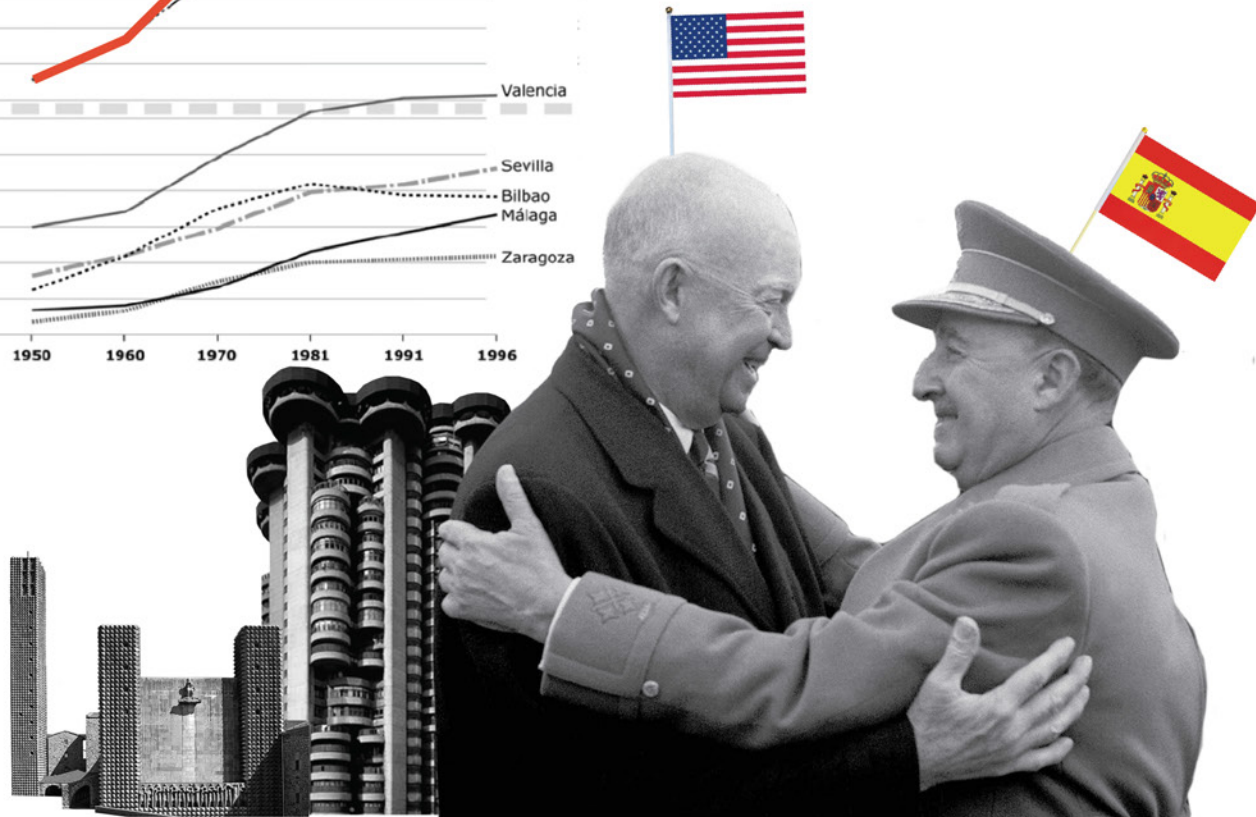
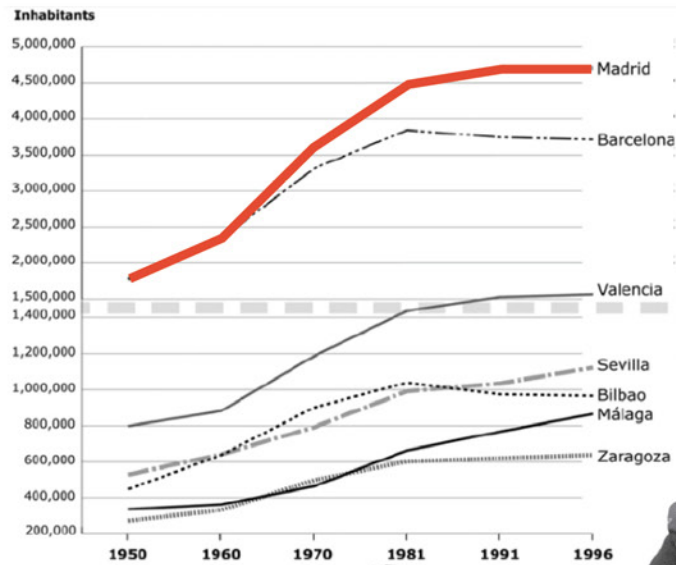


End of the Cold War and the demolition of the Berlin wall
1991



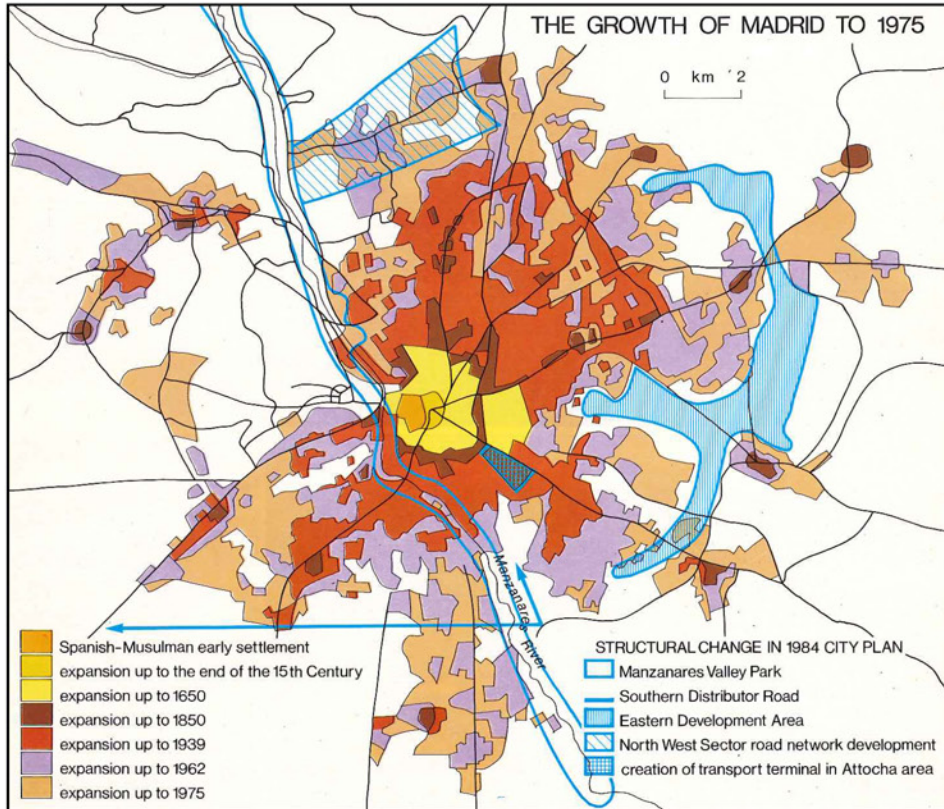
ERA OF GROWTH

1950 -
1970



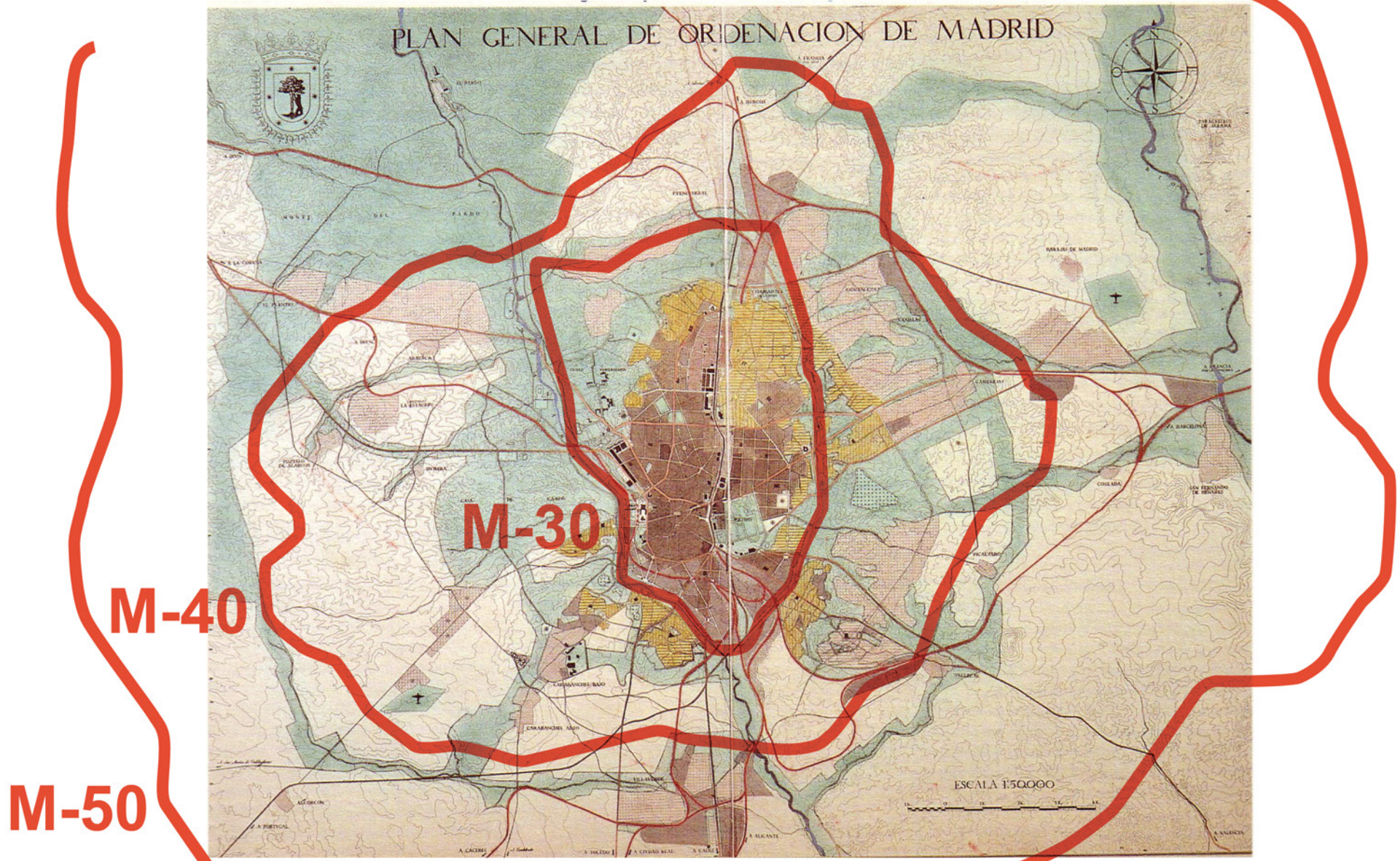
After years of isolation, Spain signs the Pact of Madrid and begins to participate in the greater global economy. Spain opens up to trade and the tourism industry booms. Over the course of two decades, the population of Madrid doubled to 3 million.

GROWTH AND CHABOLAS



With Madrid's rapid growth came an influx of chabolas or informal settlements at the periphery of the city such as Pozo del Huevo.

CONSTRUCTION OF RING ROADS



The ring road system in Madrid was a response to population growth and increasing vehicle numbers. The origin the roadways can be traced to two urban plans: Plan Zuazo-Jansen from 1929 and Plan Bigador of 1941.

DANCE ON THE BANKS OF THE M-30



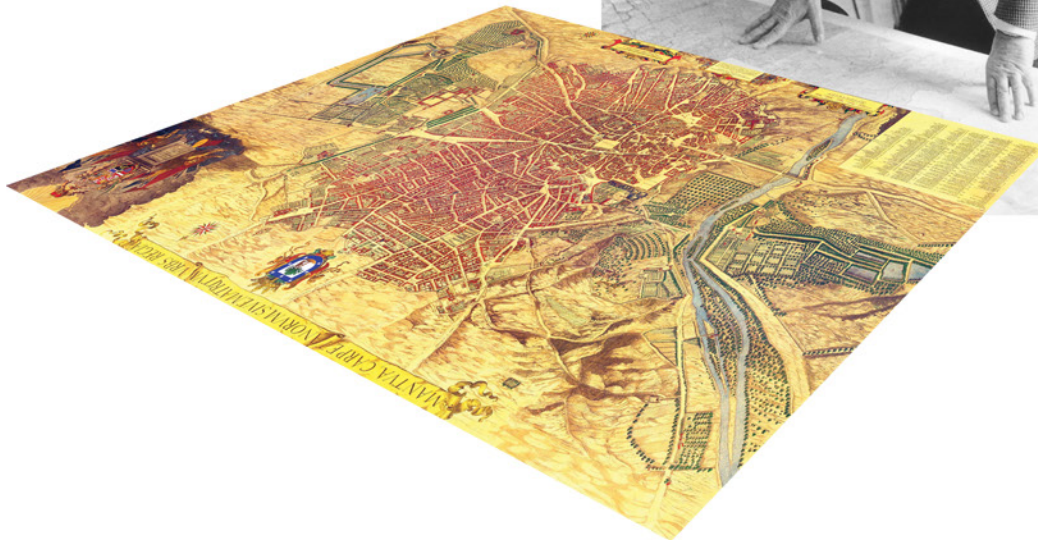
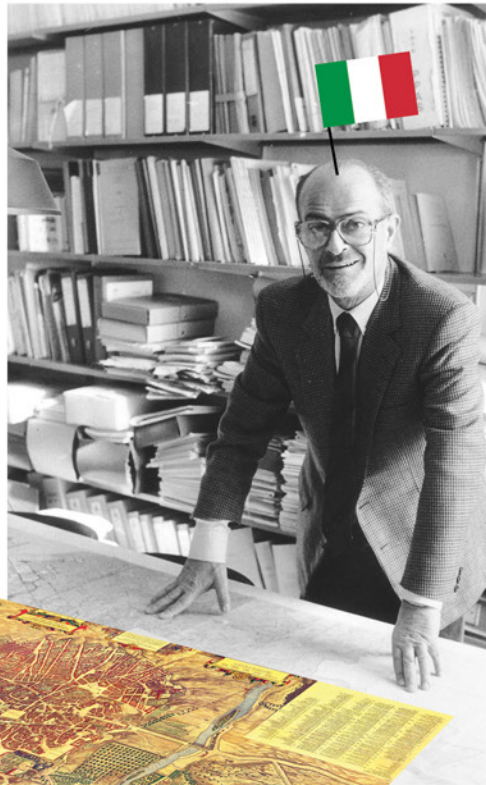
Dance on the Banks of the Manzanares, Francisco Goya, 1777

Large sections of the M-30 were constructed along the Manzanares river. Like many other cities, Madrid's car centric infrastructure planning demonstrates a neglect of environmental systems.

TRANSITION TO REGIONAL GOVERNANCE

With the arrival of democracy, land planning and management responsibilities were transferred to regional governments. In 1979 the Councilor for Urban Planning Eduardo Mangada hired Giuseppe Campos Venuti and Bernardo Secchi, to produce the **1985 General Plan for Madrid** also known as the Mangada Plan.

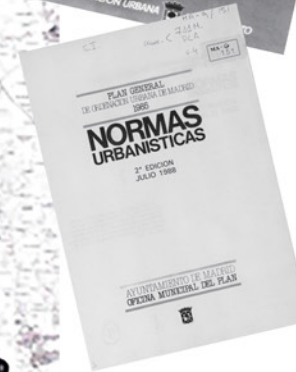
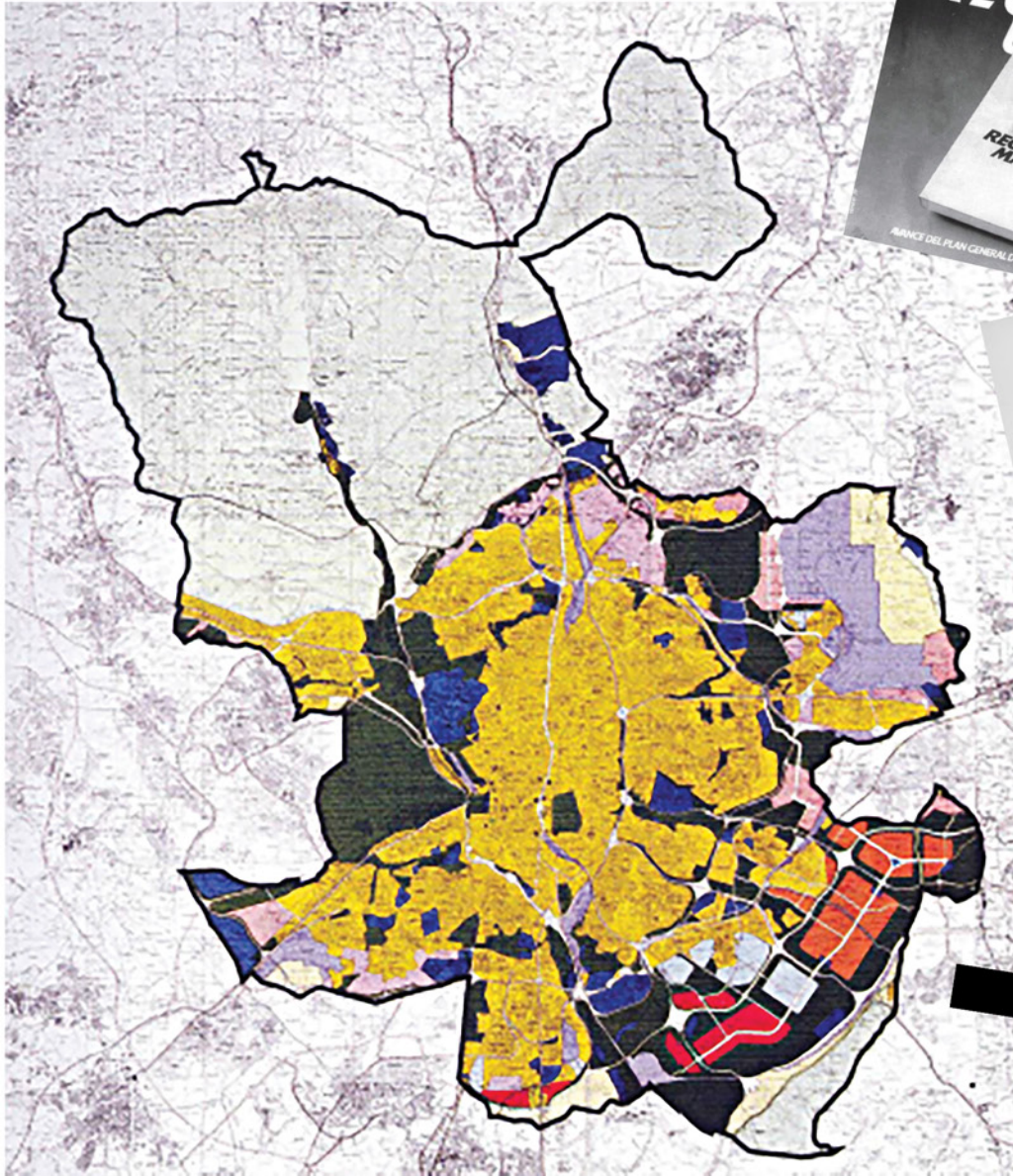
Giuseppe Campos Venuti



Bernardo Secchi



1985 - GENERAL PLAN OF MADRID

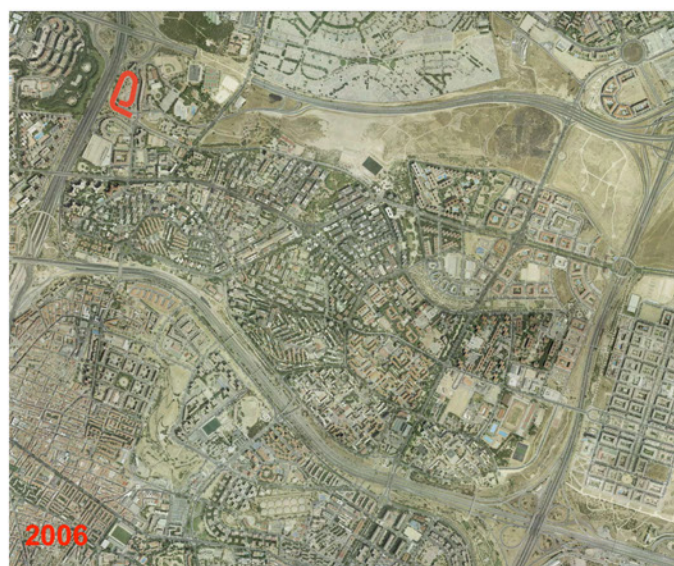
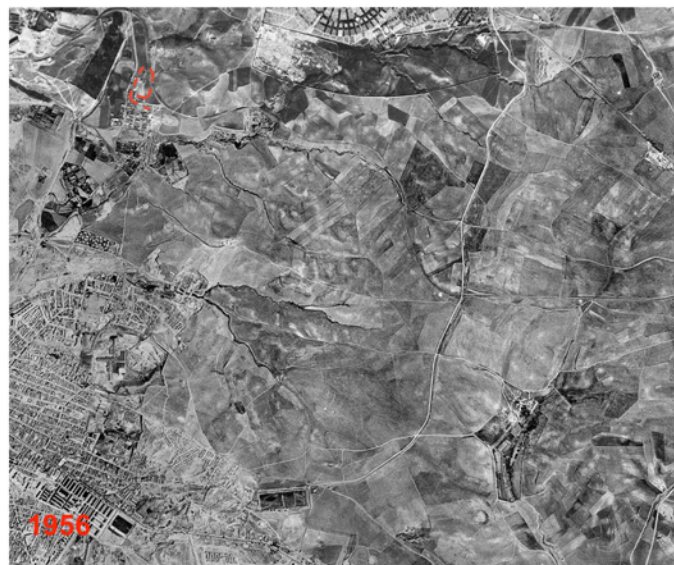


The goal of the General Plan was to reverse the restrained urban growth that inhibited Madrid's built infrastructure during the Franco dictatorship. The radical new forum opened the floodgates of development with aspirational goals.

RAPID DEVELOPMENT NOW.

General Plan of 1985 - Zoning

GROWTH OF MORATALAZ



URBAN FABRIC

OLD

EL RUEDO

NEW



URBAN FABRIC



EL RUEDO



CENTRO
HISTORIC DISTRICT - FILLED BLOCKS

URBAN FABRIC



SALAMANCA
COURTYARD BLOCKS

EL RUEDO



URBAN FABRIC



PUENTE DE VALLECAS
SMALL GRANULAR BLOCKS

EL RUEDO

URBAN FABRIC

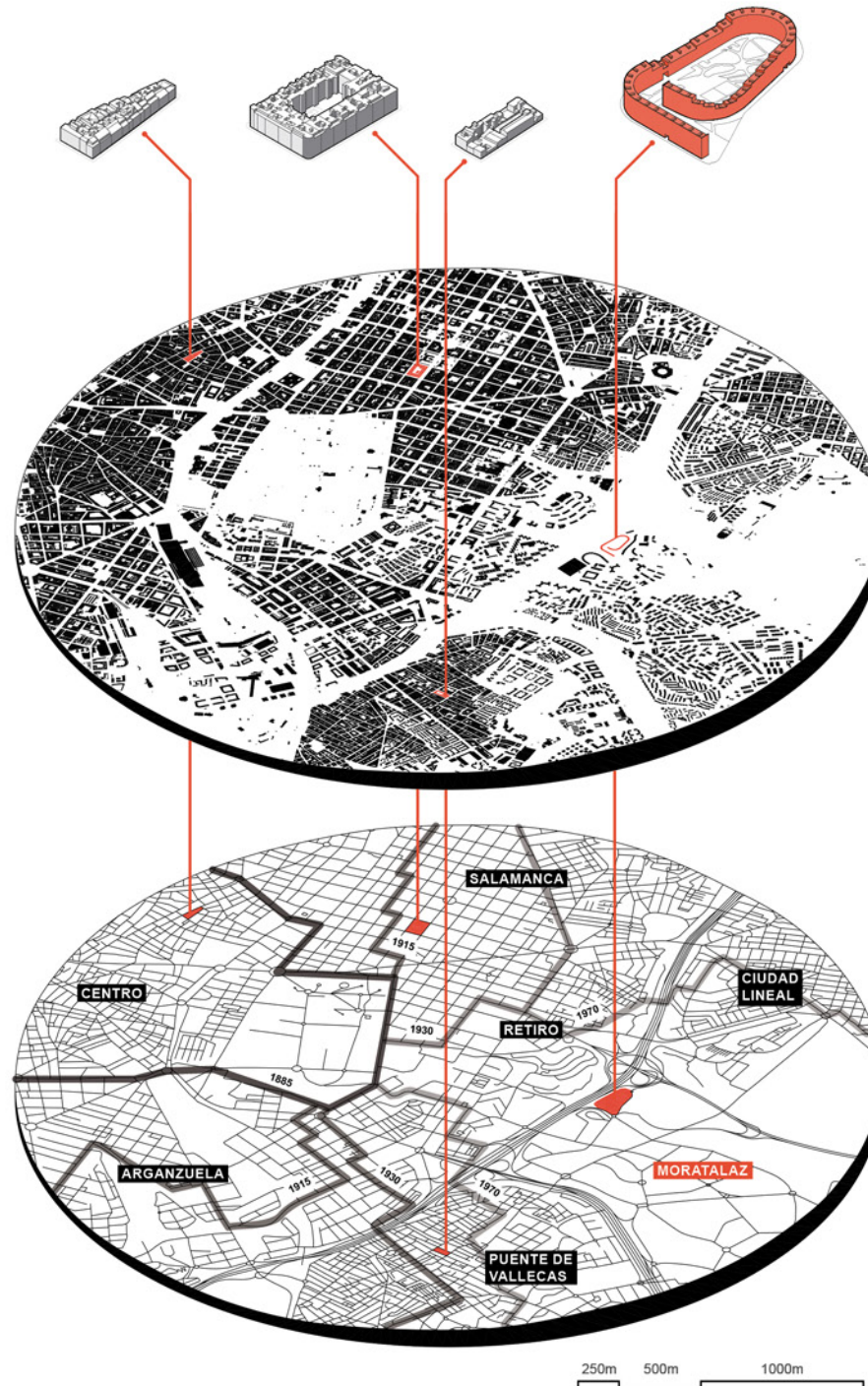


EL RUEDO

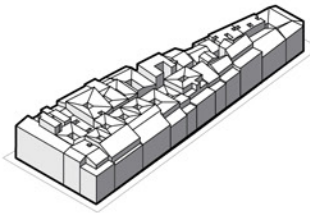


MORATALAZ
LARGE SPARSE BLOCKS

URBAN FABRIC

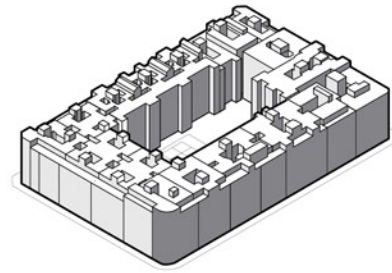


BLOCK COMPARISON



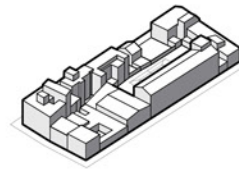
CENTRO
HISTORIC CITY BLOCK

AREA - 5,500m²
FAR - 4.0



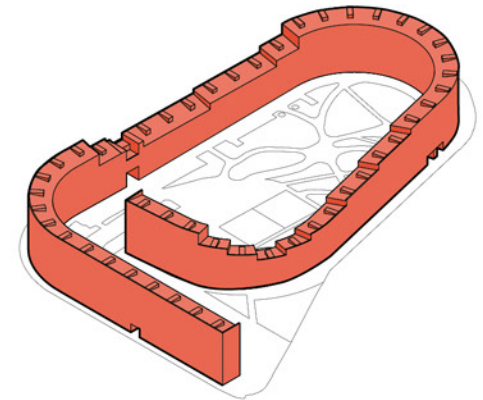
SALAMANCA
EARLY 20TH CENTURY

AREA - 14,200m²
FAR - 5.9



PUENTE DE VALLECAS
MID 20TH CENTURY

AREA - 4,600m²
FAR - 1.6



EL RUEDO, MORATALAZ
LATE 20TH CENTURY

AREA - 35,000m²
FAR - 1.3

RUEDO - ARENA



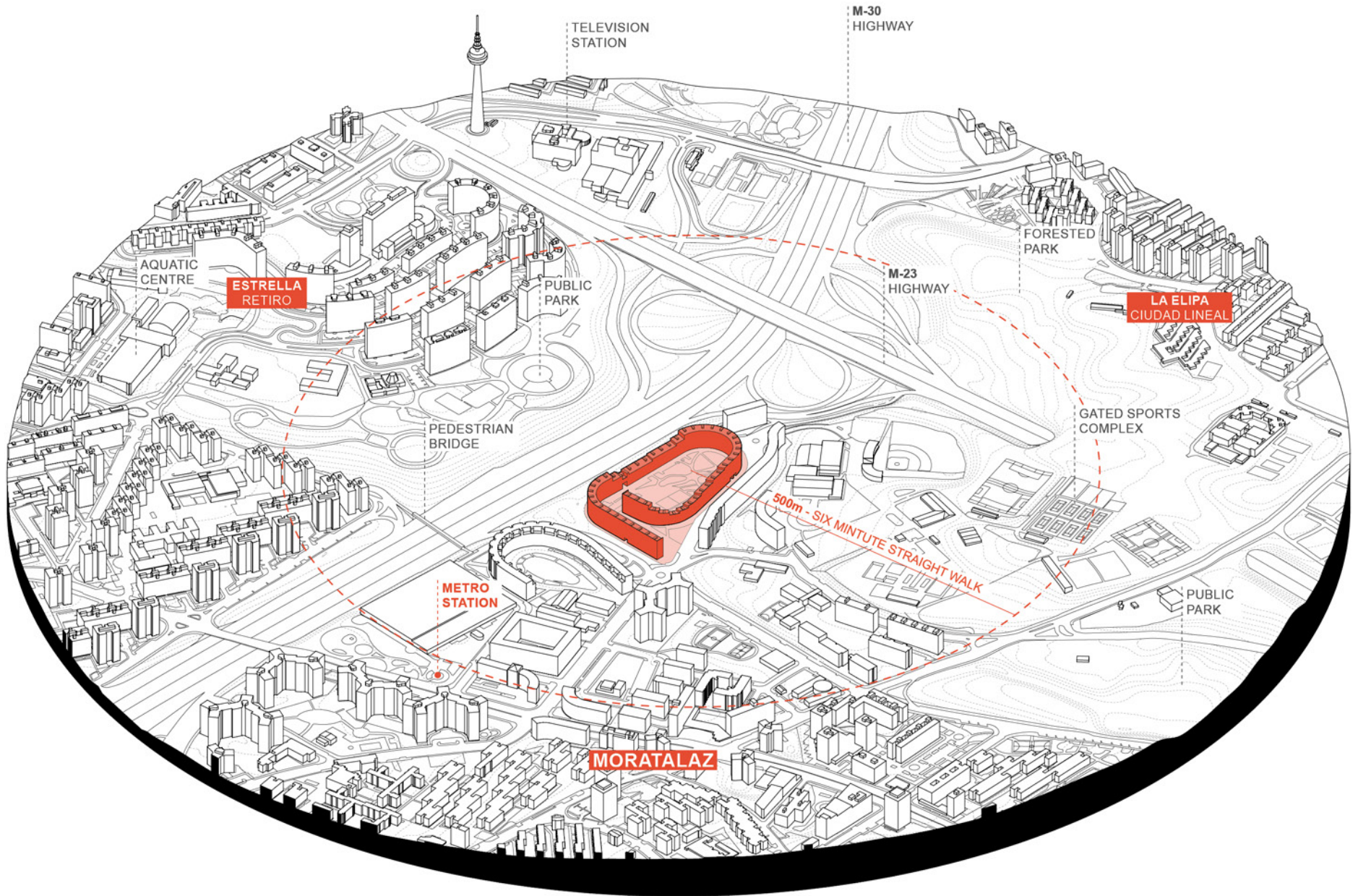
SCALE COMPARISON TO COLOSSEUM

RELATIVE SCALE



Unrolled El Ruedo stands rough 650m tall - 100m taller than the CN Tower

CONTEXT

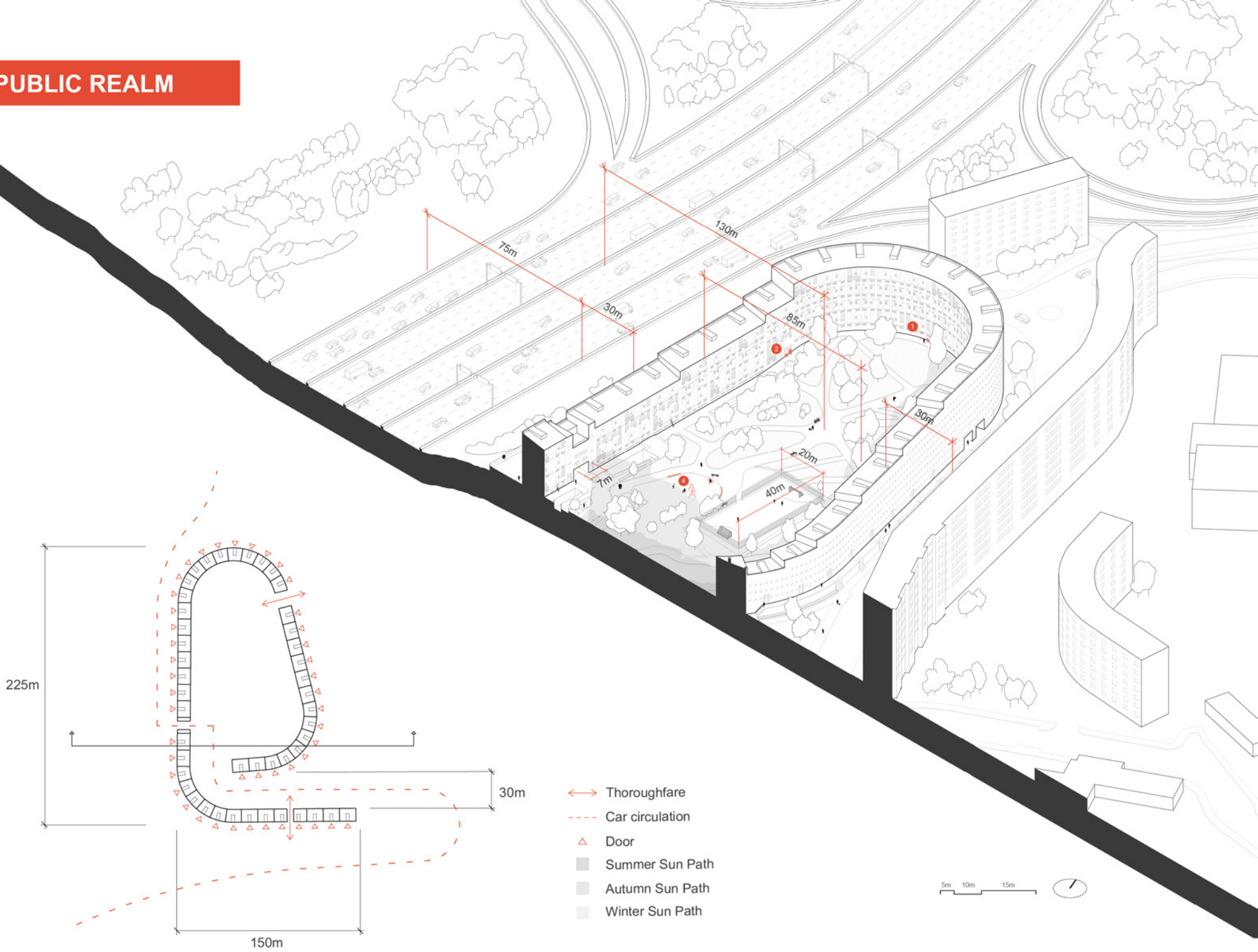


100m

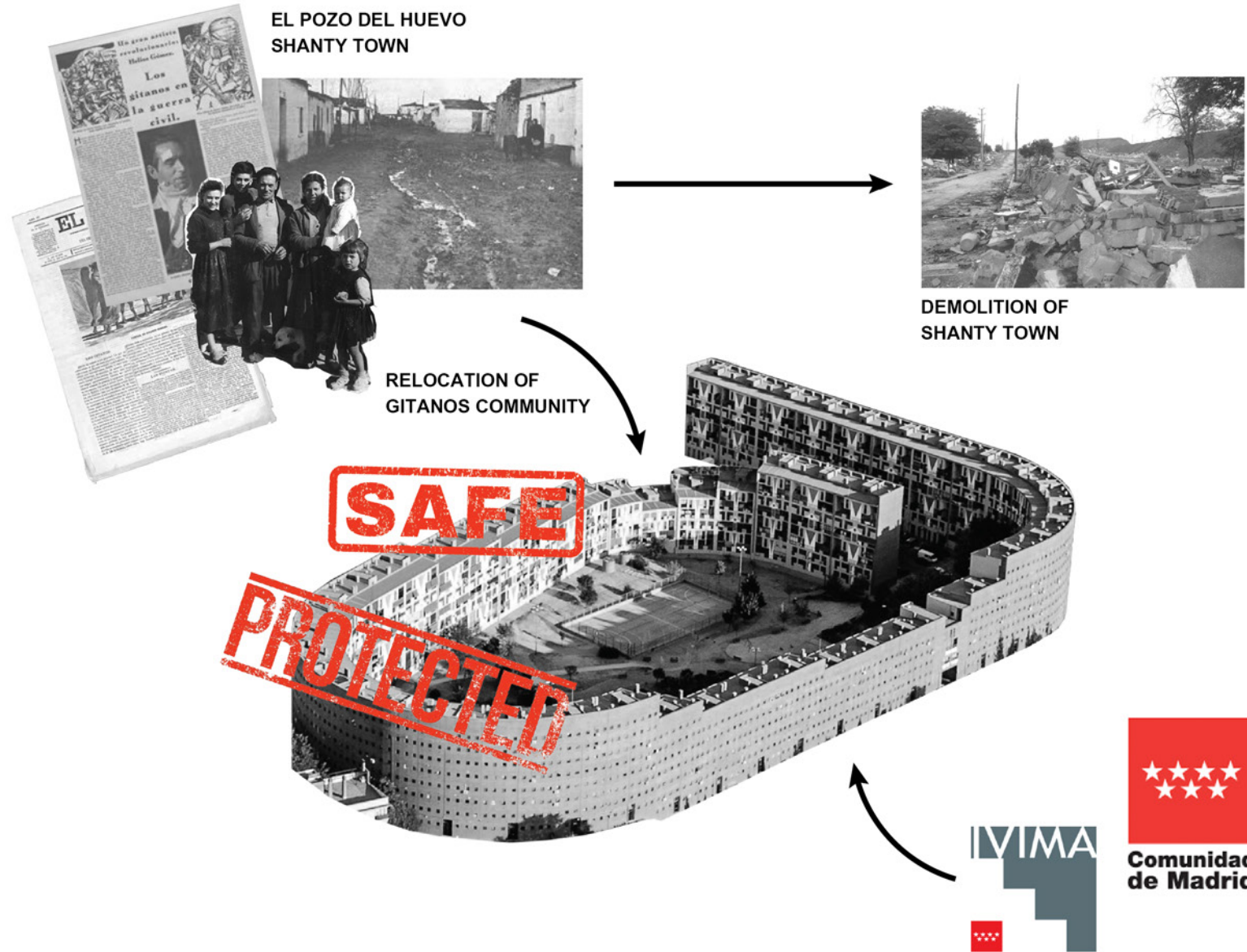
200m

400m

PUBLIC REALM

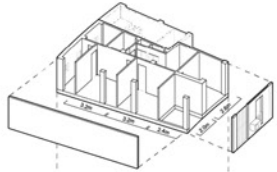


OCCUPATION



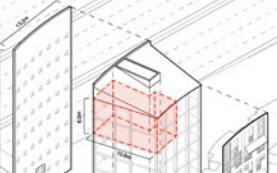
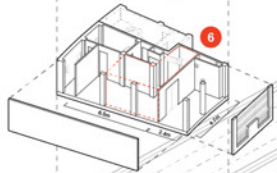
3 BEDROOM UNIT

AREA: 100 sqm
NUMBER OF FLOORS: 2



4 BEDROOM UNIT

AREA: 123 sqm
NUMBER OF FLOORS: 2

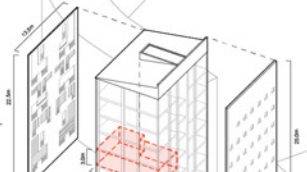
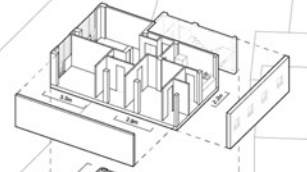


FLOOR AREA - 45,300m²
TOTAL UNITS - 346
2 BD - 46
3 BD - 176
4 BD - 124

COMMUNITY SPACE:
ASOCIACION CAMINAR

2 BEDROOM UNIT

AREA: 63 sqm
NUMBER OF FLOORS: 1

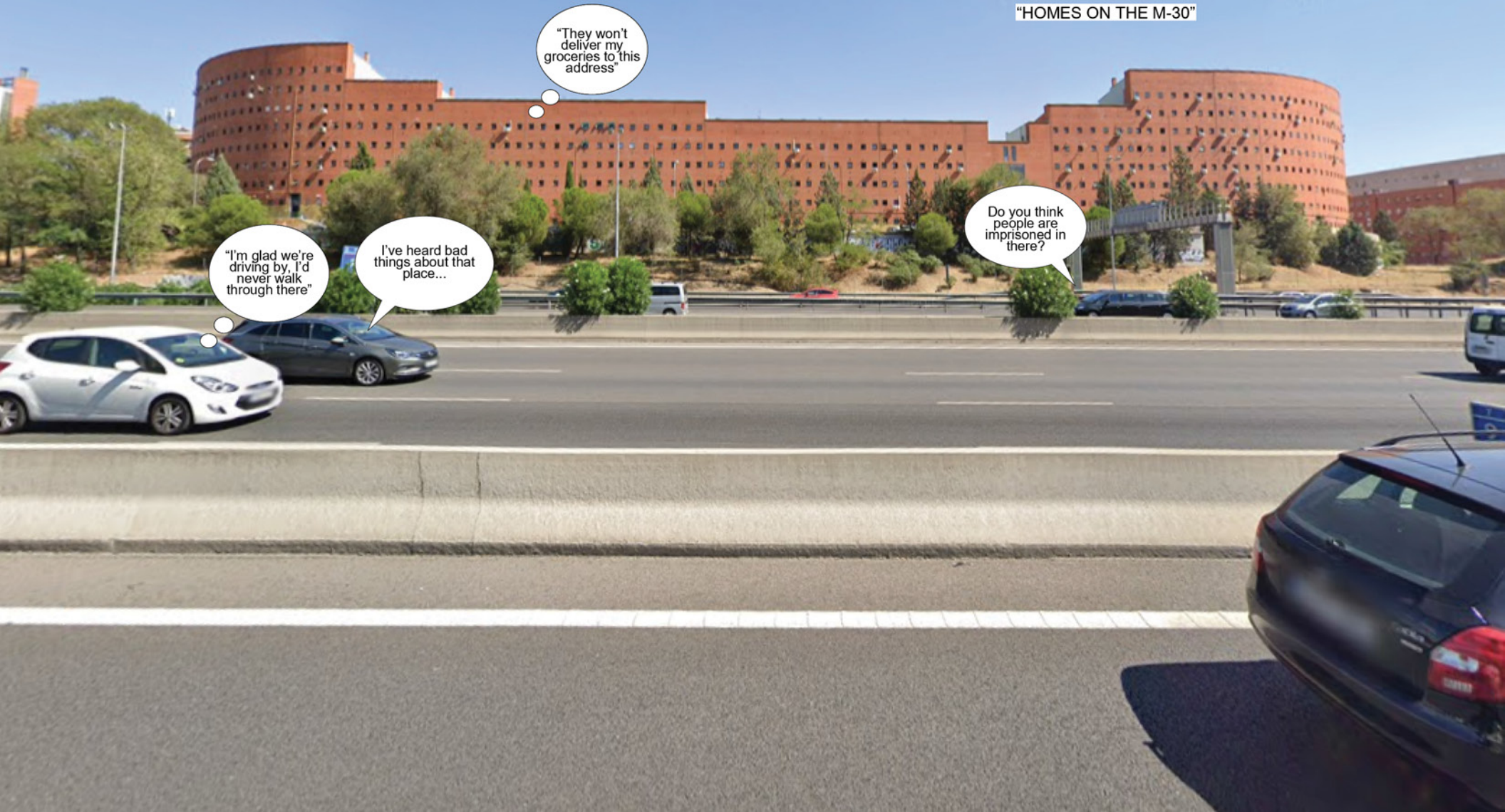


COMMERCIAL SPACES

PUBLIC PERCEPTION



"HOMES ON THE M-30"



"I'm glad we're driving by, I'd never walk through there"

I've heard bad things about that place...

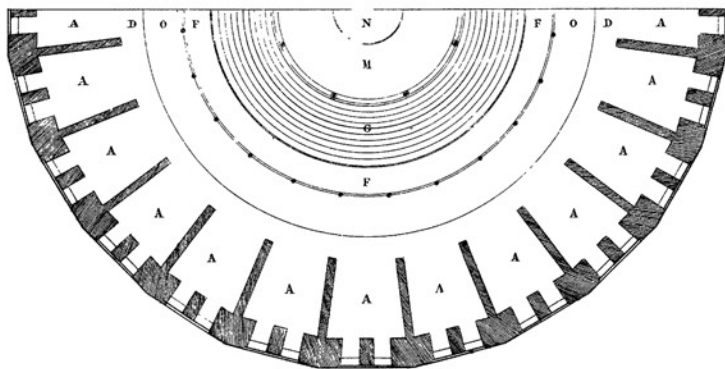
"They won't deliver my groceries to this address"

Do you think people are imprisoned in there?

PUBLIC PERCEPTION



"THE PRISON OF THE M-30"



JEREMY BENTHAM'S PANOPTICON + EL RUEDO LIVING CONDITIONS



DISSATISFIED RESIDENTS

SHIFTING PERCEPTION



Residents that are involved in community oriented activities share their experience of living in El Ruedo. The perspectives contrast the media's representation of the community housing. Residents are proud to love there and are active participants in improving the conditions of shared spaces to better suit their needs.

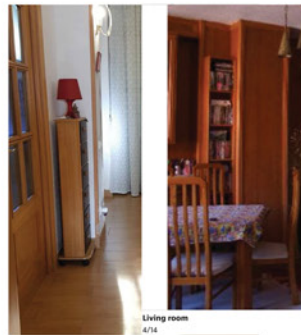


ACTS OF AGENCY

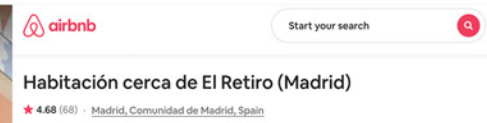
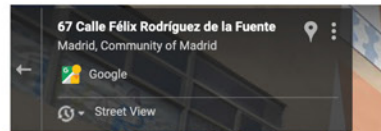
...AND WHERE WE FOUND THEM



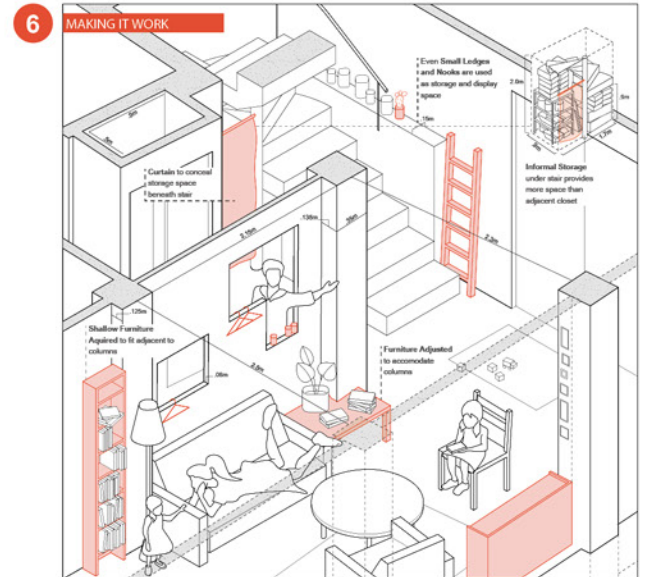
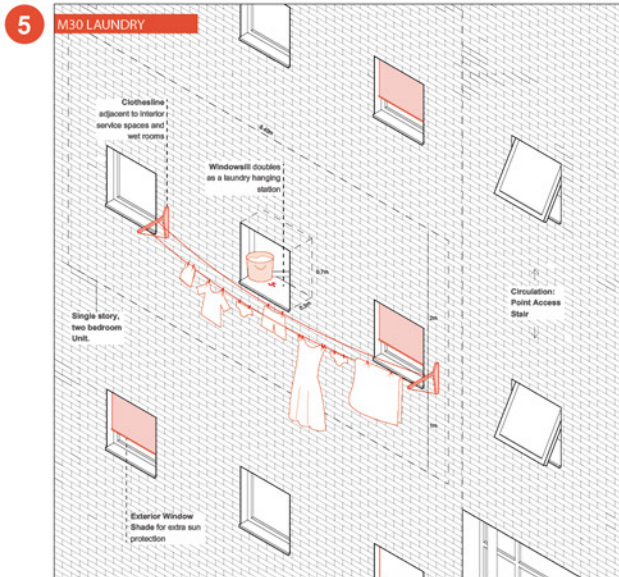
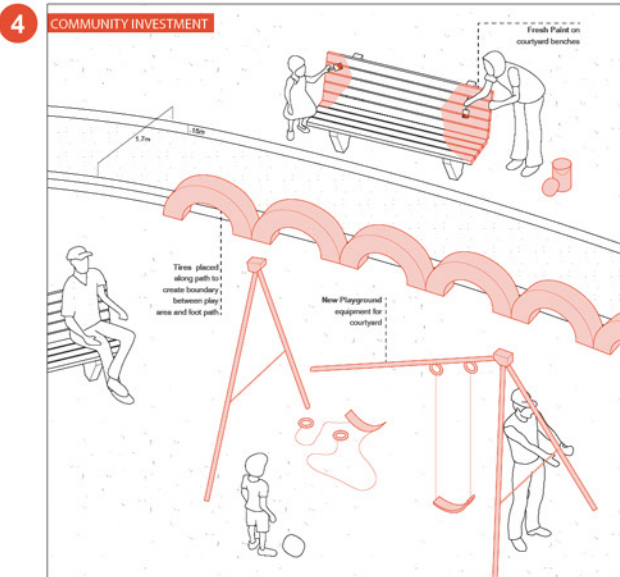
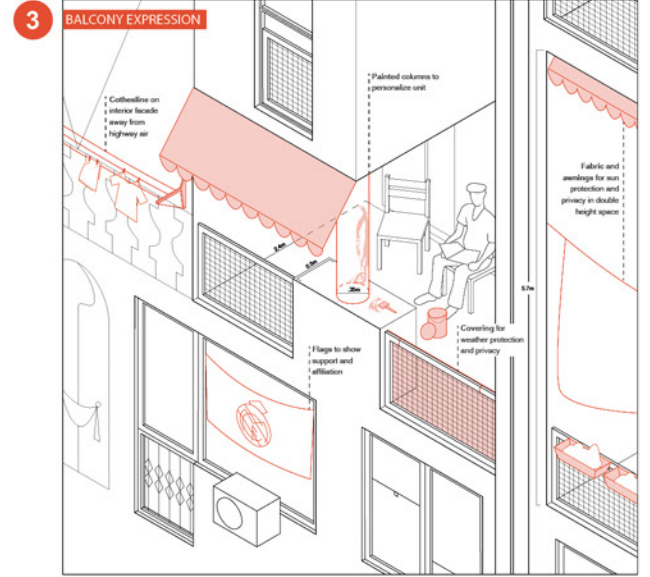
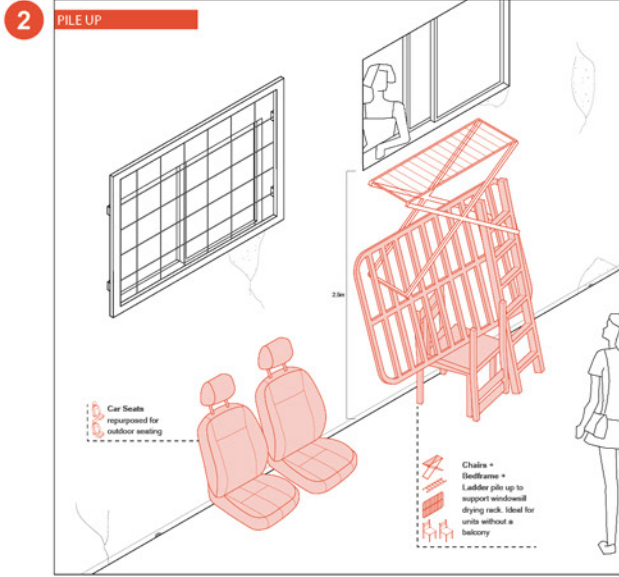
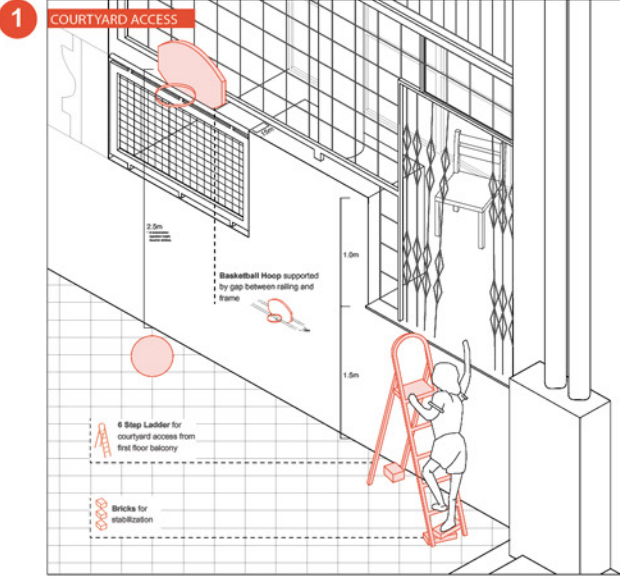
14 photos



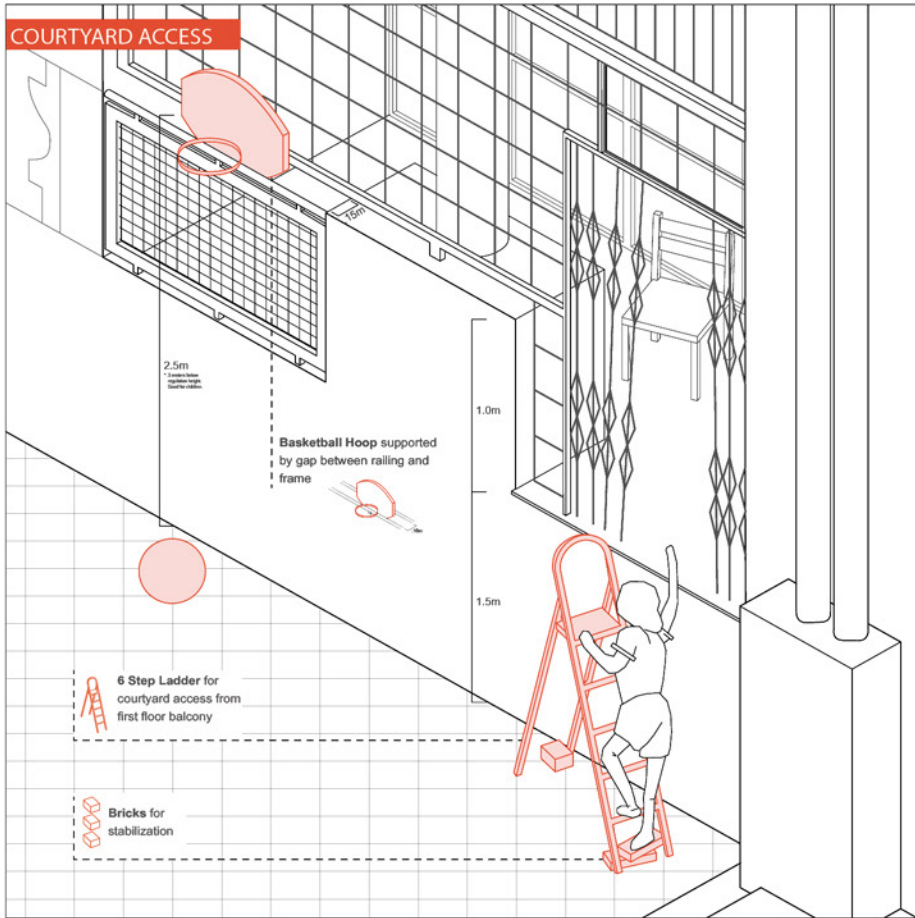
Living room
4/14



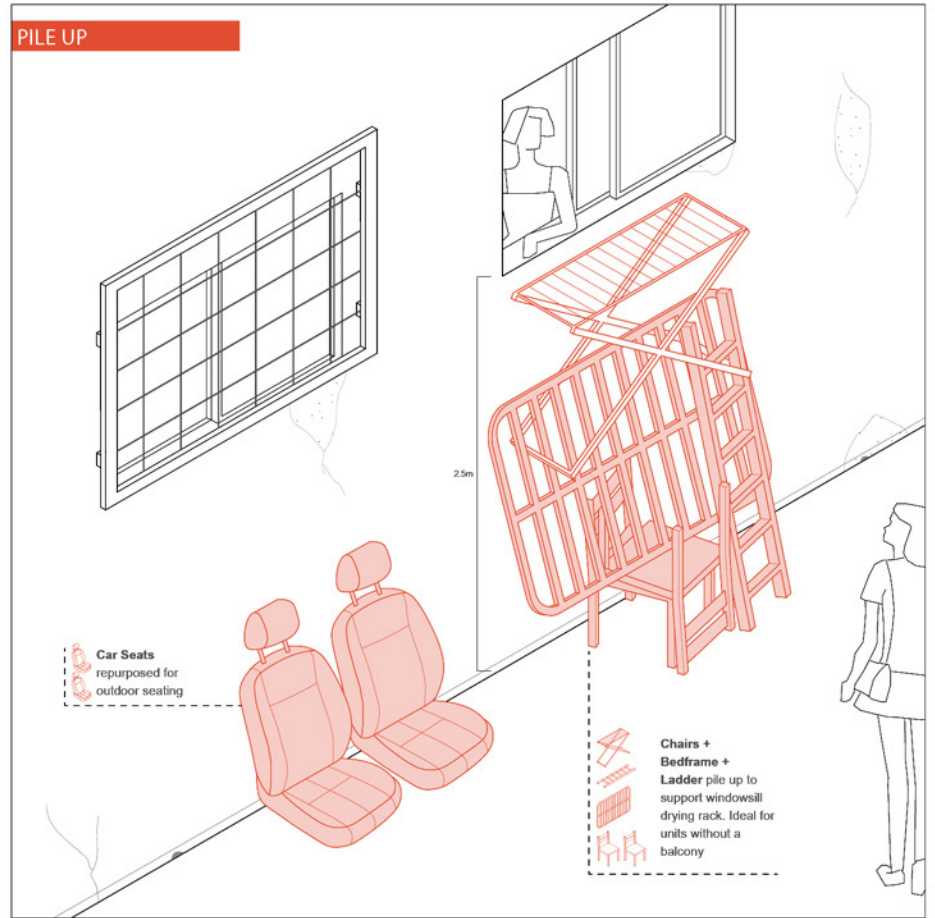
ACTS OF AGENCY



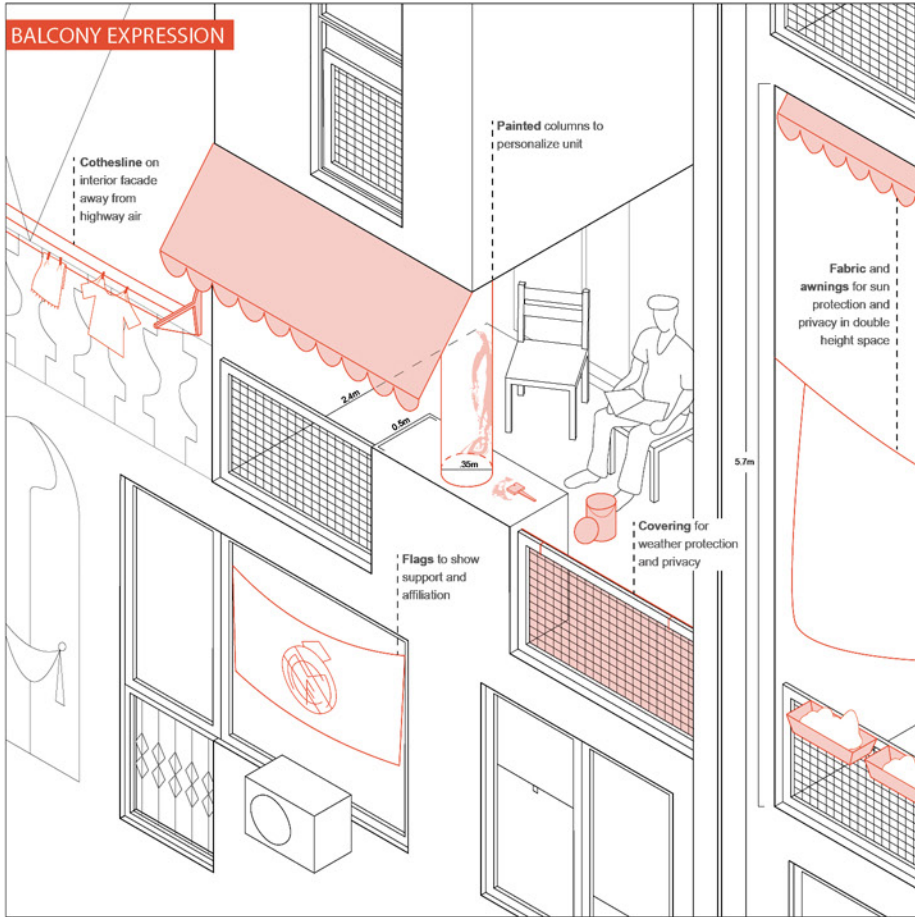
COURTYARD ACCESS



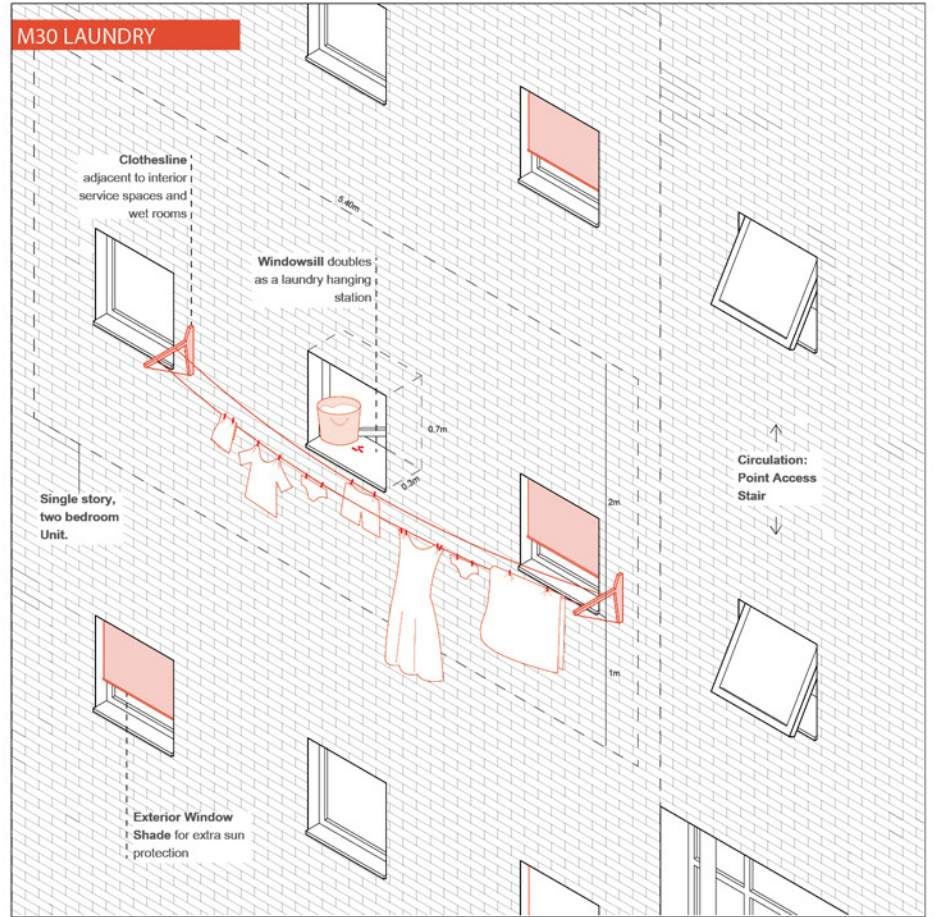
PILE UP



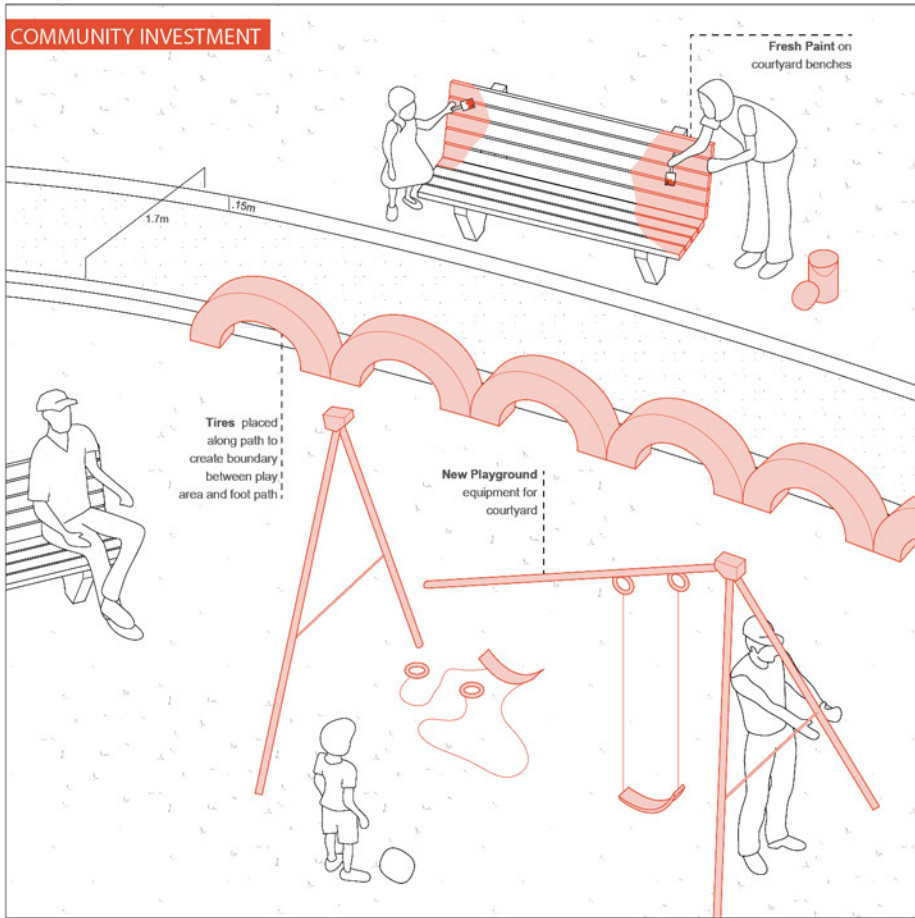
BALCONY EXPRESSION



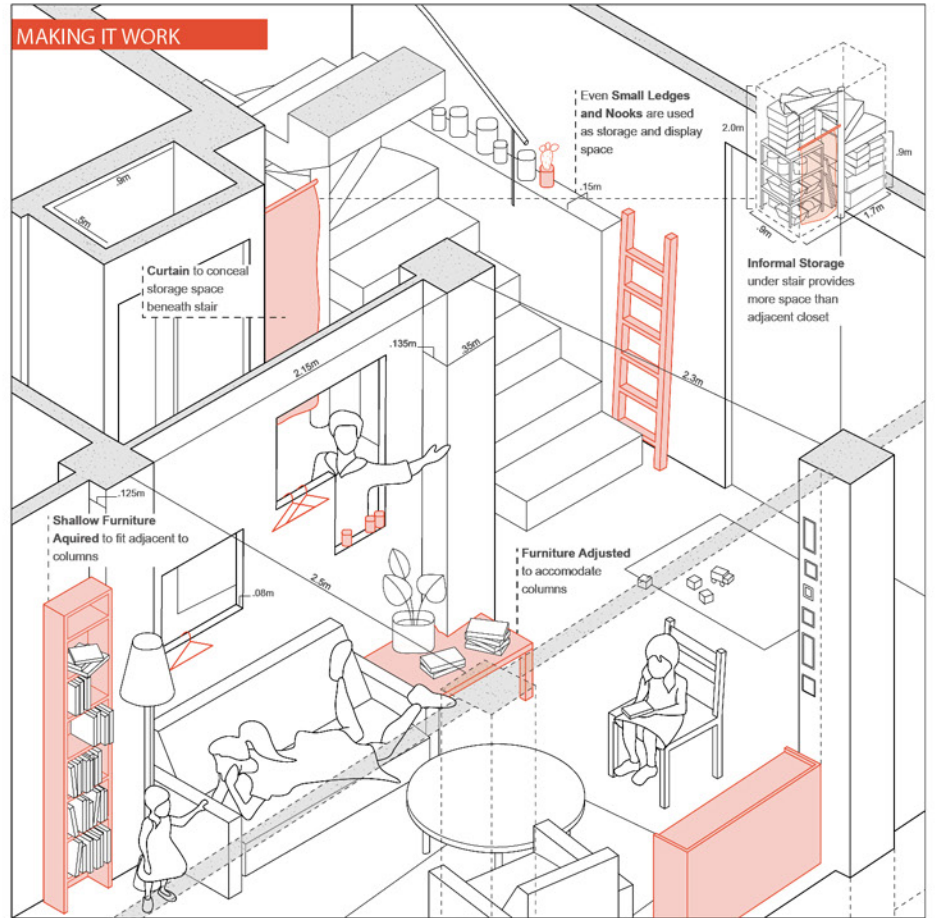
M30 LAUNDRY



COMMUNITY INVESTMENT



MAKING IT WORK





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