The project’s innovation strategy is based on three main aspects: innovative protocols of design, performance of the public space and the project’s replicability.

The target issues are addressed in four main categories: security, land use and density, accessibility and public realm. The main intention is to improve the social and physical conditions of a city neighborhood through small-scale interventions that can lead to a decrease in crime rate, but most important to an improvement in the quality of life.

The protocols of design deployed, seek to understand the multiple stakeholders involved in the project while recognizing the neighborhood’s community as the main actor. The community workshops, surveys and walkabouts were the key factors in understanding the collective needs and aspirations, while our role focused on making their potentialities, integrating and communicating them.

The performance of the public space is the result of a combination of activities that respond to the current economic, social and environmental demands of the neighborhood. The existing water retention basin is reinforced as an infrastructure that provides safety, while allowing for temporal uses and occupation. These activities are not only recreational but they also involve local modes of production and the creation of social housing units.

The strategy’s strength relies in its replicability. The identification of similar conditions and situations in Juarez leads not only to a specific design but also to a broader array of protocols that can trigger new interventions. The success of a safe public space and a better quality of life relies in the combination of these elements and the engagement of their community.