

# URBAN AGE CITY TRANSFORMATIONS CONFERENCE

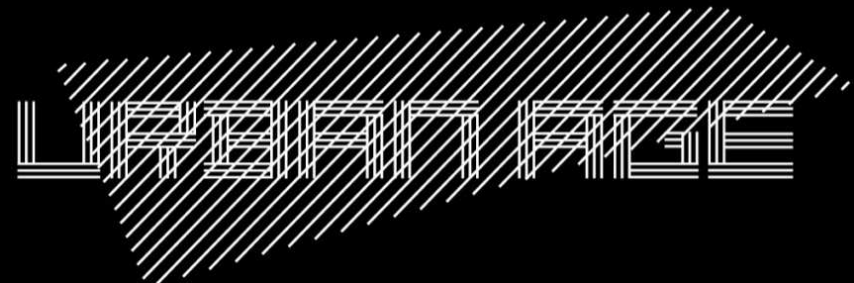
October 2013

**Ruy Rezende**

Ruy Rezende Arquitetura

*Designing Parque Madureira*

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# CITY TRANSFORMATIONS

PARQUE MADUREIRA • RJ

Architecture, Urbanism and Landscape design by **rra** ■



# CITY TRANSFORMATIONS

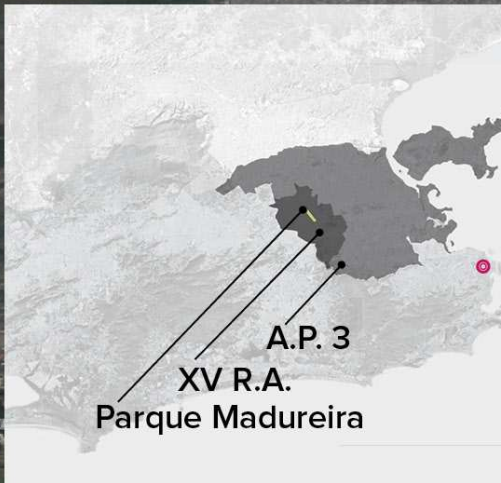
PARQUE MADUREIRA • RJ

Architecture, Urbanism and Landscape design by **rra** 

An aerial photograph of a densely populated urban area, likely in Rio de Janeiro, Brazil. The image shows a vast expanse of buildings and infrastructure. A prominent feature is a long, narrow strip of land highlighted in a bright green color, running vertically through the center of the city. This strip is flanked by a river or canal on one side and a road or railway on the other. The surrounding urban landscape is a complex grid of buildings and streets, with some green spaces and hills visible in the background. A dark, semi-transparent rectangular box is overlaid on the right side of the image, containing text in yellow and white. A black pointer extends from the bottom of this box towards the green highlighted strip.

**PARQUE MADUREIRA • RJ**

*#AN URBAN OASIS*



A.P. 3  
XV R.A.  
Parque Madureira

### DENSITY

RIO DE JANEIRO

**51 people/ha**

A.P.3

**117 people/ha**

XV R.A.

**123 people/ha**

### POPULATION

RIO DE JANEIRO

**6.3 MM people**

A.P.3

**2.4 MM people**

XV R.A.

**372.555 people**

XV R.A.

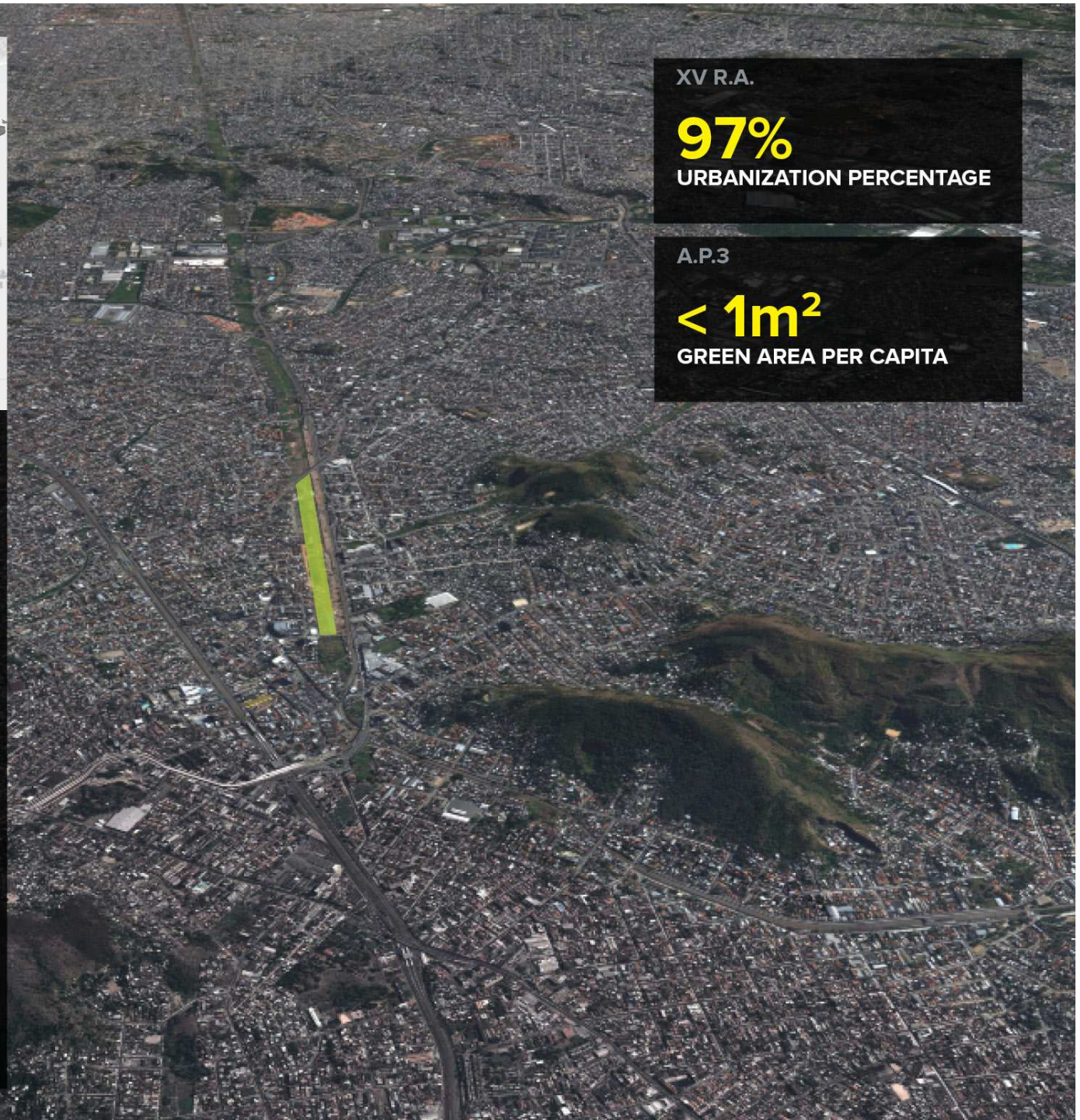
**97%**

URBANIZATION PERCENTAGE

A.P.3

**< 1m<sup>2</sup>**

GREEN AREA PER CAPITA





**1.350m**

**THE BIGGEST LEISURE  
COMPLEX IN RIO DE JANEIRO  
SUBURB**

**14**  
MARACANÁ STADIUMS

**200.000**  
AVERAGE OF VISITORS  
PER MONTH

**20-25.000**  
AVERAGE OF VISITORS  
PER DAY DURING WEEKEND

**109.000m<sup>2</sup>**

**3<sup>RD</sup> LARGEST GREEN AREA IN TOWN**



**LAND**

**2010**

**R\$100MM**  
GOVERNMENT INVESTMENT

INCLUDING THE  
COMPRESSION OF HIGH  
VOLTAGE TOWERS OF  
*LIGHT.*





**2010**

**HIGH VOLTAGE  
TOWERS**

**IRREGULAR  
OCCUPATION**

**100m**



# 2012

NEW AREA FOR  
THE PARK

COMPRESSION  
OF HIGH VOLTAGE  
TOWERS

RELOCATION  
OF IRREGULAR  
OCCUPATIONS

50-100m

50m



# NOW

SPORTS PARK

SKATE PARK

MADUREIRA BEACH

LAKES

KNOWLEDGE SPACESHIP

SAMBA SQUARE





# + CULTURAL FACILITIES



**SAMBA SQUARE**  
ONE OF THE LARGEST RJ'S OPEN AIR STAGES





**360**

PEOPLE SITTING

**3.000**

PEOPLE STANDING

**40.000**

PEOPLE ON NEW YEAR'S EVE 2013



# **ENVIRONMENTAL**

**EDUCATION CENTER**

**GOVERNMENT PROGRAM  
TO DISSEMINATE EDUCATIONAL  
CONCEPTS OF SUSTAINABILITY**





**1<sup>st</sup> AQUA**  
CERTIFICATION OF A  
BRAZILIAN PUBLIC SPACE



A photograph of a park with palm trees and a paved walkway. The text '+ NATURAL ASSETS' is overlaid in the center. The scene shows a paved path leading through a landscaped area with palm trees, greenery, and a playground in the background. A couple is walking on the path, and a trash bin is visible on the right. The sky is clear and blue.

**+ NATURAL ASSETS**



# ACTIVITIES

FOR ALL TASTES AND AGES

MULTIPURPOSE COURTS BYCICLE PATH SENIOR FITNESS GYM  
PING PONG BEACH VOLLEYBALL BOCCE COURT FOOTBALL  
FIELD OPEN AIR GYM LAKES CONTEMPLATION SPACE



**ENVIRONMENTAL**

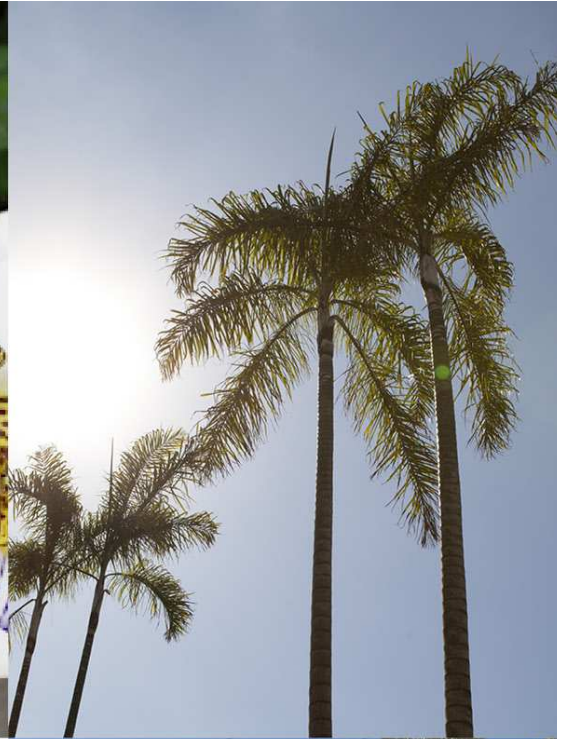
REHABILITATION

**800**

TREES

**400**

PALMTREES



**72.607**  
SEEDLINGS PLANTED

**100%**  
TREE SPECIES ARE NATIVE  
FROM THE ATLANTIC FOREST

**50%**  
ARE INDICATED FOR RECOVERY  
OF DEGRADED AREAS



# + SOCIAL NETWORKS



# MADUREIRA BEACH

28KM AWAY FROM THE OCEAN











# SKATE PARK

ONE OF THE MOST COMPLETE IN LATIN AMERICA



**3.850m<sup>2</sup>**

**STREET, LONG AND VERTICAL**



**OPENED IN JUNE 2012**

**PARK MADUREIRA IS ALREADY PART OF THE CARIOCA'S LIFE**

A photograph of four children playing in a public shower. The scene is captured in a dark, moody setting with water spraying from multiple showerheads. The children are in various poses: one on the left stands with a somber expression, one in the center runs joyfully with a wide smile, one in the background is seen from behind, and one on the right stands looking down at something in his hands. The overall atmosphere is one of simple, shared joy and community.

# PEOPLE'S LIVES TRANSFORMATIONS

PARQUE MADUREIRA • RJ