URBAN AGE SOUTH AMERICA CONFERENCE
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Professor, Universidad Católica and Executive Director, Elemental, Santiago de Chile

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DO TANK
For-Profit Company with social interest
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SHORTCUT TO EQUALITY
improve quality of life
without waiting
for income redistribution
ATALHO PARA A EQÜIDADE
Melhora qualidade de vida
sem ter que esperar para a
redistribuição do ingresso

POWERFUL VEHICLE TO
CREATE WEALTH
VEÍCULO PODEROSO DE
CRIAÇÃO DE RIQUEZA

INFRASTRUCTURE
PUBLIC SPACE
SERVICES
HOUSING
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POWERFUL VEHICLE TO CREATE WEALTH
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City

INFRASTRUCTURE

PUBLIC SPACE

SERVICES

HOUSING
Instead of a small house, 1/2 OF A GOOD HOUSE
Em vez de uma casa pequena, 1/2 DE UMA CASA BOA

Housing

HOUSES ≠ CARS / Investment not social expense
Casas ≠ Carros / Investimento não Gasto Social
Housing

Scarce resources
Recursos escassos

Instead of a small house, **1/2 OF A GOOD HOUSE**

Key question: which half do we do?

The one that a family will never achieve on its own

Em vez de uma casa pequena, **1/2 DE UMA CASA BOA**

Pregunta Chave: quale metade fazemos?

Aquela que uma família nunca faria por conta própria

1. Location
2. Urban Layout
3. Position of unit in lot
4. Structure for final size
5. Middle income DNA

**HOUSES ≠ CARS**

Increase value over time = Investment not social expense

Same 5 design parameters

From here on: Hernando de Soto’s *The mystery of capital*

**CASAS ≠ CARROS**

Ganho de valor com tempo = Investimento nao Gasto social

De aqui em frente: Hernado de Soto *O mistério do Capital*
FRAMEWORK: Housing Policy

US$ 1 billion budget x year
property oriented
subsidy to the demand
US$ 7,500 (to pay site, infrastructure and architecture)

<table>
<thead>
<tr>
<th>Income x family (US$ x year)</th>
<th>US $ 5000</th>
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</thead>
<tbody>
<tr>
<td>Until 2001</td>
<td></td>
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<tr>
<td>Gov Subsidy + Family Savings</td>
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<tr>
<td>+ PRIVATE BANK LOAN</td>
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<tr>
<td>U$3.700</td>
<td>US$300</td>
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<tr>
<td>US$7.000</td>
<td></td>
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</tbody>
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| From 2001 - 2006             |           |
| Gov Subsidy + Family Savings |           |
| + SELF CONSTRUCTION          |           |
| U$7.200                      | US$300    |
| No Debt                      |           |

The Rules
100 families \times 30 \text{ m}^2 \times \text{US$7,500} = 0.5 \text{ ha}
CONSOLIDATE instead of Displacing

BAD living conditions, Crime and Drug Dealing
GOOD networks jobs, education, health facilities, transportation.

The Problem?
COST OF THE SITE
3 times more than what social housing can normally afford.
Inefficient use of land
Market looks for costs close to 0, far away, segregated
= Value of units close to 0.

Isolated type unable to guarantee harmonic growth; units are “swallowed” by selfconstruction
= value of unit goes down

If we use
1 house = 1 family = 1 lot...

We fit just 32 units
If we use
Lot width = House width = Room width...
We fit 60 families.

NarRow House type, 3m wide
Blind rooms / walkthrough rooms
= OVERCROWDING
If we build in height...

We fit all the 100 families

But...
Hunger Strike
Block expansions

100 units
Conclusion?
We have a problem
So, instead of $7.500 \times 100$
we went for $750.000 / 100$

But we knew, buildings block expansions…
True except in the ground and last floor;
So, build a $750.000$ building with just the ground and last floor.
casa de altos, segundo y tercer piso -
(ampliada)
700 inhab / há
So, this *First-and-Last-floor-Building*, had a 6x6 meters House in a 9x9 meter Lot in the 1st. floor.
So this is what we gave in the stage Zero

1. Dry automatic unarticulated Boxes and Forms to counterbalance selfconstruction
2. Alternate voids avoid overdose of uncertain
3. Loos/Tzara windows to achieve scale
4. Square lot inefficient but flexible to rotate
And this is how we expect it to be occupied, arriving up to 72 m² in the final stage, both the House and the Apartment.
Meanwhile, families began to be prepared for the new life they were about to begin. They had to begin to think about the new houses, so they were asked to draw and write about…
The Houses

Juana Zeballos 59 years

PAA Lagos 37 years

Sergio Avendaño 59 years
The Facades
Expected expansion

The Growth
The Courtyards
Welcome to the Quinta
This is what you normally get while building for $7,500, 45 minutes away from the city, in a stigmatized periphery
For the same money we did this, in the same place where they have lived for the last 30 years, paying 3 times more than what social housing has ever paid for the land.
First 50% = US$ 7,500

Second 50% = US$ 1,000

US$ 7,500 + US$ 750 = US$ 20,000
High Density
450 inhab/ha to 900 inhab/ha

without overcrowding

with possibility of expansion
From 36 m² to 80 m²
LO ESPEJO 900 inhab/há
LO ESPEJO 900 inhab/há
Lo Espejo 900 inhab/há
VALPARAISO 700 inhab / há
Cost of this unit = $10,000 in May
Value of this unit = $15,000 in November according to private Bank
Antofagasta
MONTERREY, MX  600 inhab / hectare
$$X = \frac{1,000,000 \text{ people City} \times \text{ Week}}{U$10,000 \times \text{ Family} \times \text{ 20 Years}} = \text{Scale + Speed}$$
Duplex built in Milano Triennale 08 in 24 hours
Historical criticism to prefabrication:
System efficiency = repetition = incapacity to meet diversity (family structure, taste, identity etc)
When not enough money = prefab 1/2 House = be monotonous without bad conscience
Not only great for costs and speed, but only way to frame random selfconstruction
From deterioration to customization
Online Catalogue

25

typologies