

Urban Fusion of Calle de la Palma

Atakan - Samuel

Process Inspiration

It was the first week when all foreign students arrived in Madrid, where our group -made out of exchange students- visited for the first time an area surrounding the station tribunal.

This place would find its way back to us while looking into “Learning from Las Vegas” during a lecture in the Interactive and Digital Tools class.

The variance of the signs, the flashy lights and colors as well as other elements like the visible wires beneath the balconies of Tribunal, came to our minds when Robert Venturi talked in his book about the commercial architecture of the Las Vegas Strip.



Process

Selecting the Site

But let's start from the beginning.

After reading our brief we decided to choose a site known to many, which can be visited at every hour of the day.

But before choosing a site, we started with brainstorming about the places we knew in Madrid. And that's where our limitation arose. That being our limited knowledge of Madrid, since it's our first time in this city. We wrote down every place we knew and thought about what elements/layers are present at our known sites. But after taking a look at one of Roberts books, we fastly came to an agreement.

And that being that Calle de la Palma would be inspected for this project



It runs from Fuencarral Street to Amaniel Street and has retained the name "de la Palma" since the 17th century . ¹ In 1645 the convent of Maravillas would have requested that an alley that only served as a garbage dump be closed, a street located in front of Santa Lucía Street, of which it was part, and which was first called "Cruz Nueva" and later of the "King's Cross". ¹ By 1889, records of private constructions dating back to 1655 were preserved.

Process

Data Collection & Mapping

With the basic idea of defining three layers that could also be defined somewhere in the Las Vegas Strip, we went to Calle de la Palma and started to look around for similar characteristics. Instantly two layers could be determined. The first being signs of buildings which embodies Robert Venturis definition of a “decorated shed”.



And the second layer being wires which in the book symbolizes honesty and transparency since it's common to conceal wires in idealized modern architecture.



The third layer wasn't as easy to find since we were still keen on finding a feature which could also be found in the Las Vegas Strip. So we went from looking at doors and grafitis, to looking at tubes, lastly ending with the decision that it won't be anything related to the Las Vegas Strip. We ended up choosing Plants and Trees as our third layer.



Process

Data Collection & Mapping

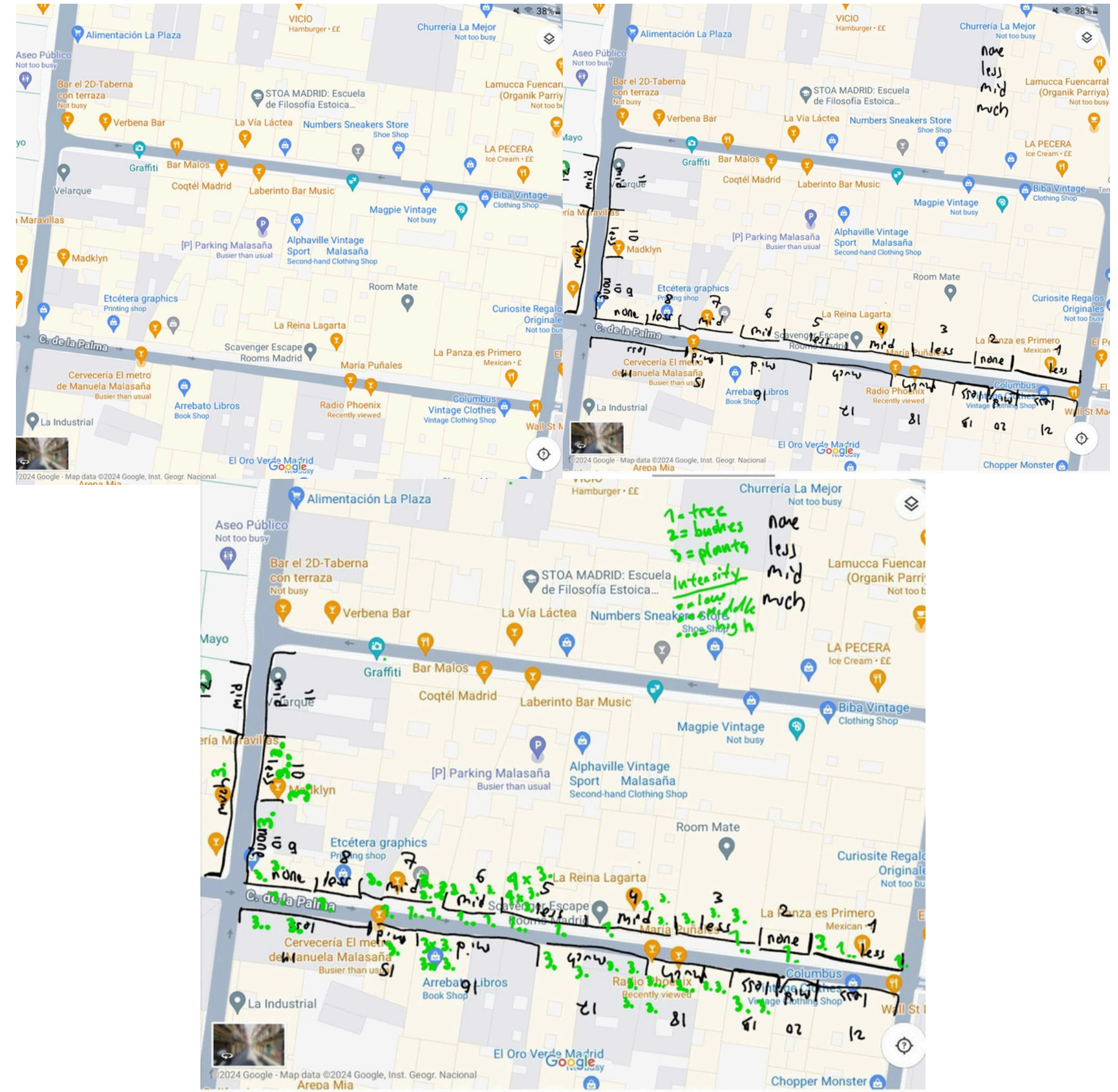
So within the span of one week we went several times to Calle de La Palma and started taking pictures of the three layers.

Both of us also had a tablet, on which we had a map of our street. We first started with drawing a division of each apartment and assigning them a number. After that we looked at the wires and decided to group them in density classes (ranging from none to high). Lastly we added all the greens (Trees, plants & bushes).

On the top left is the initial map.

On the top right is the map after adding the first layer.

On the bottom we can see the map after adding all the layers.

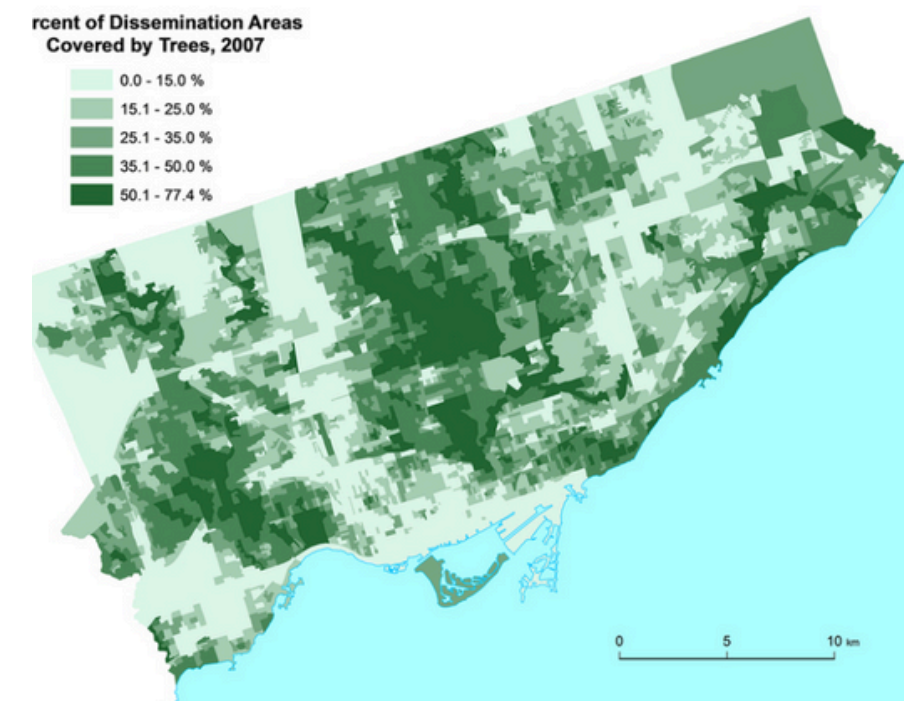
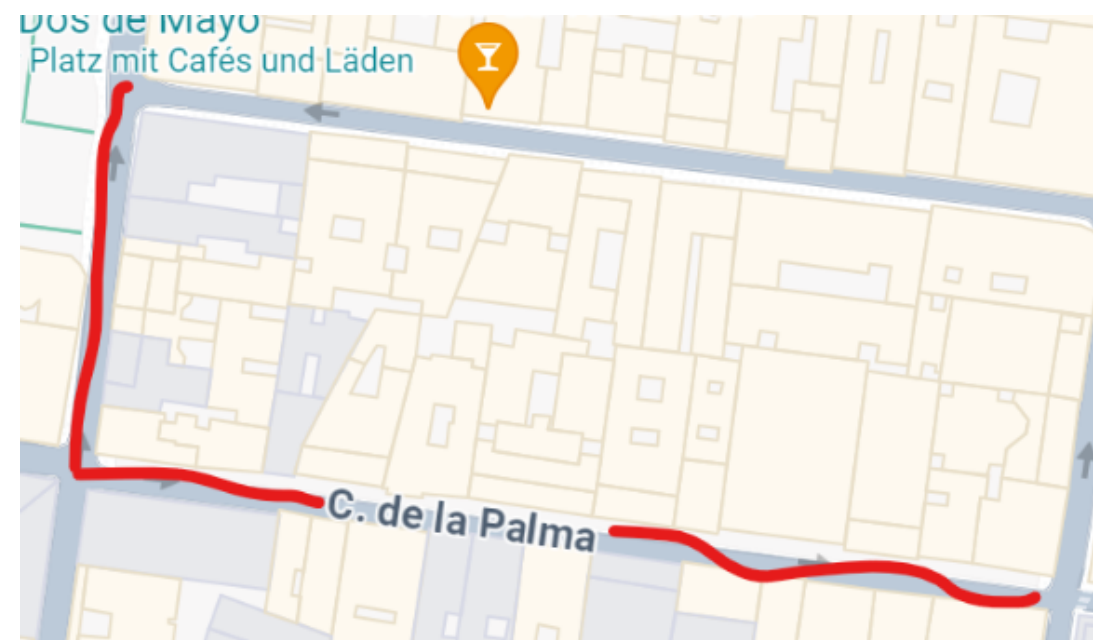


Process

Gathering Information & Insights

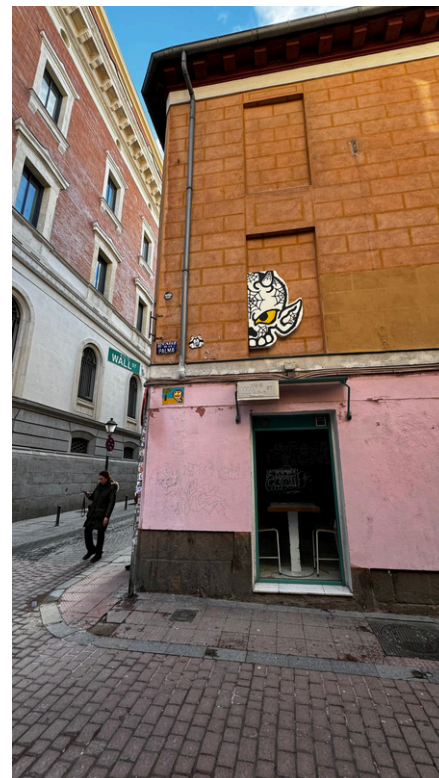
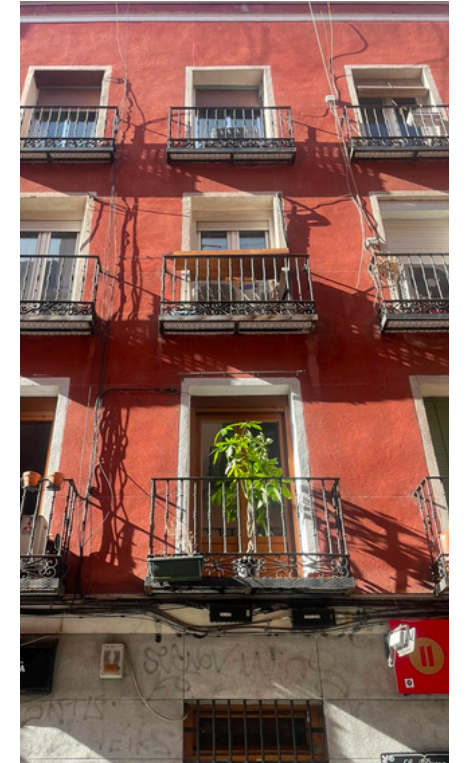
After deciding on a site, our first mission was to visit the site in order to gather information, visuals and to find some valuable insights about our site.

We took photographs on the site, wrote down notes, inspected how we will choose the boundaries and thought about what resources we can use for our project.



Process

Gathering Information & Insights



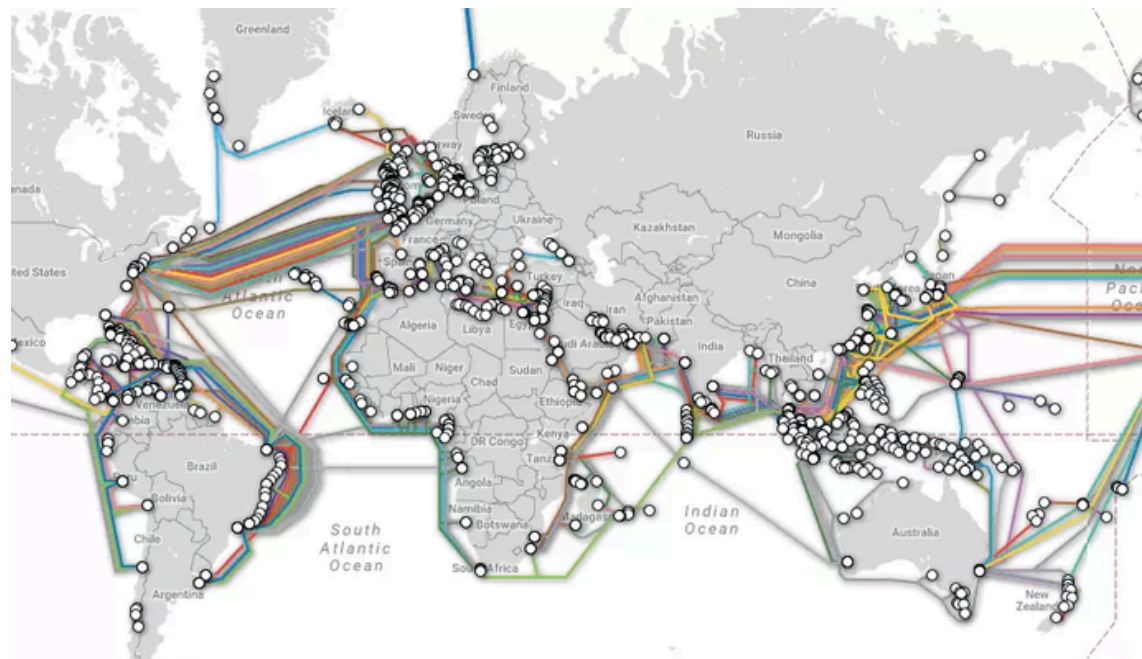
Process

Gathering Information & Insights

A step we did prior to selecting our final layers was to look at existing mappings of other streets.

The way we displayed our first layer (Cables) has some influence from this map. We used the lines as a way of demonstrating the flow of the cables throughout the street.

In both our and this map it show the connectivity between each endpoint.



The influence of the visualization for our second layer (Greens) was a mixture of the previous map (lines) and the map displayed on the bottom (dots). The lines are supposed to envision the invisible but omnipresent connection from plant to plant and tree to tree. The dots are coded to the type & density of the green.



For the last layer (Signs) we were quite set on the idea of using the sign of the corresponding building as a way to display the whole apartment. This approach came to our minds when looking at the map at the bottom, where every state has a sign assigned to it.



Process

Mapping in Detail

1. Cables on the buildings (Manually Collected Visual Data)

Cables on the buildings were the first element that took our attention. It was strange for both of us to see the electrical, internet and all types of cables hanging from the buildings and cluttered up on them with no infrastructure.

So we decided to choose cables as a layer and took notes about each building and gave them a number between 0-3, 0 meaning no cables at all and 3 meaning aesthetically unpleasing and most cluttered.



Process

Mapping in Detail

2. Signs on the buildings (Manually Collected Visual Data)

The second thing we noticed that there were a lot of signs on the buildings which were colorful, different and unique. So we decided to document them with photos for each sign on the buildings.

After we gathered photographs for all of the signs on the street, we decided to check them one by one and choose a single sign to represent a building and we tried to choose the most visually appealing and intriguing signs.



Process

Mapping in Detail

3. Green Areas - Trees, bushes & flowers on the buildings and street (Manually Collected Visual Data)

The third element that we wanted to focus on was the green areas, trees, bushes and plants on the site because there was a lot of plants and flowers on the balconies of the buildings and also there was a considerable amount of newly planted trees on the street.

So we started documenting every plant, flower, bush and tree on our site. We took our notes on our map while taking photographs and observing the street for finding every green element.



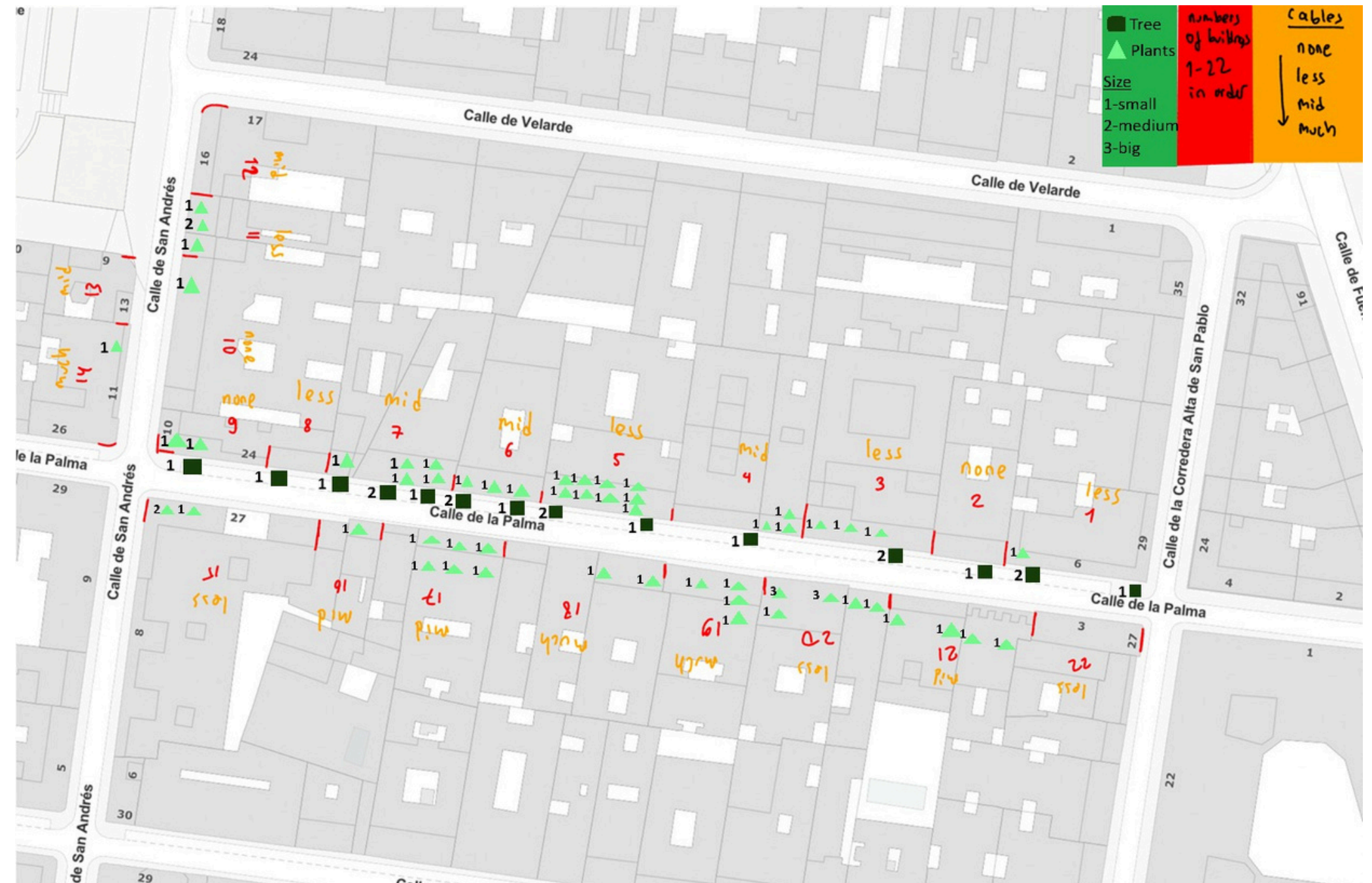
Process

Mapping Visualization

Then we continued with different ideas and ways to display the data we have visually.

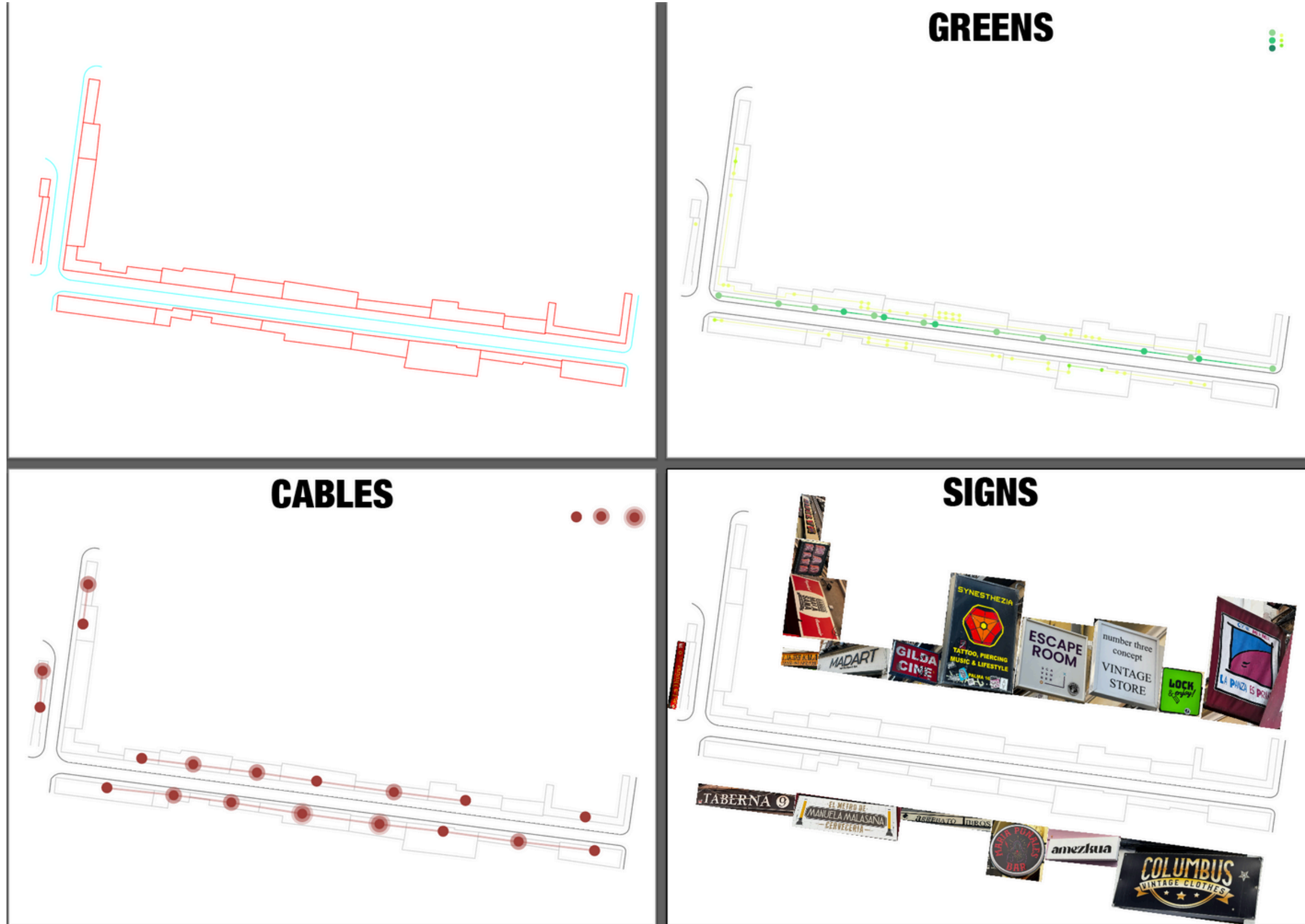
This was our initial draft before the final version and we thought the best to visually display the data is to use the 2D “bird's eye view” of the map in order to show our visual data together.

We gathered information about the cables and arranged them according to their amount. Took photos of the signs for each building and noted down the trees, bushes and plants on the street and on the balconies.



Process

Mapping Visualization



References

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image 2. (n.d.). <https://i.pinimg.com/originals/b2/e2/cc/b2e2cc22439b2d0aff150d14202562dd.jpg>

image 3. (n.d.). <https://www.itgsnews.com/wp-content/uploads/2012/09/internet-backbone-map.png>

image 4. (n.d.). <https://media.villagepreservation.org/wp-content/uploads/2018/10/15085306/Capture-10.jpg>

image 5. (n.d.). <https://99percentinvisible.org/app/uploads/2018/04/state-highway-markers.jpg>

image. (n.d.). <https://i.pinimg.com/originals/b2/e2/cc/b2e2cc22439b2d0aff150d14202562dd.jpg>

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