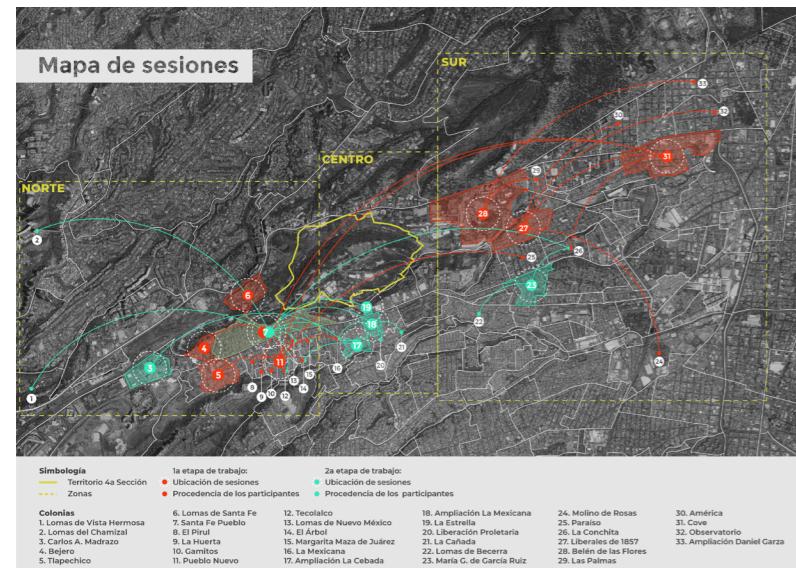


## Category:

## Social Affairs

### Project:

### Social Integration for public space. Fostering participation through Information Design



The children's workshops were more like an open talk where they told us about the green areas they frequent the most and how near it was from their homes, then we asked them to draw the park of their dreams, that helped us to identify some common areas from the adult and youth consult.

We built a database with the information collected from the survey and the handmade visualization (sticker board) and decided to analyze the information with two criterias: first by features or preferences or priorities according to gender and participant age: children, youngster, women or male adult, seniors; the second was a spatial criteria since we map the neighbor of origin of the participants involved in the survey and workshops and we divided three areas: north, center and south (See Fig. 1).

The gender and age profile allowed us to build "Ideal Park's" models for each group, where we visualized the most valued features of the park for each group: we could identify the ideal park for senior citizens, women or children. This finding was key to developing an illustration or thematic maps of the "Ideal 4th section of Chapultepec's Park" which merged all the characteristics that participants valued in a common place (See Fig. 2).

On the other hand, the analysis helped us to translate the proposal for the urban planners team



**Pic. 1: Neighbors participating in the handmade visualization of the map.**

by identifying the key spatial amenities and services, as well as type of activities that could be segmented by the use of space within the three main sections: the north could take a more cultural direction, the center about sports and recreations and the south moved towards learning and community activities.

We also worked on an executive summary version of our research that involved more traditional graphics (pie and bar charts, tables and maps and matrix) which were used in the Master Plan Document and the presentations to government officials.

#### What was the effect?

A total of 500 adults and 80 children from selected neighborhoods participated in the study which gave the architects and urban planners significant arguments to incorporate people's ideas into their concept.

In general, architects and planners are sometimes doubtful of participatory approaches but after the experience they told us that they were very happy with the result of having an interdisciplinary partner to help them understand communities nearby.

Another positive effect was the thematic map which was part of the presentations to show the social participation process, when the government officials saw it, they asked it to be part of the communication materials of the project.

While data collection was a big challenge, we acquired a very rich qualitative perspective that was incorporated within the architect and landscape concept of 4th section of Chapultepec Park.

We could conclude that there is great advantage to use information visualization for the planning and development of simple materials to

facilitate people engagement in collaborative activities. It is very rewarding to work in social projects that you could easily see the people's voice reflected in the result. And it is also good to notice that people participate if they see how the project directly affects them.

Finally we have been encourage to explore the possibility to replicate this collaborative process in other government projects in Mexico City, we believe we have just found a way to approach social participation for the near future of the city.

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