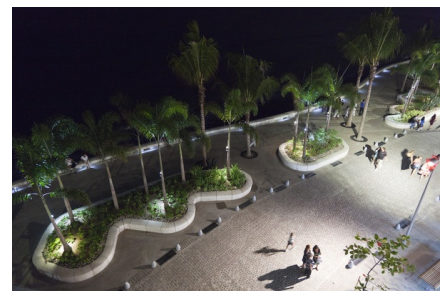
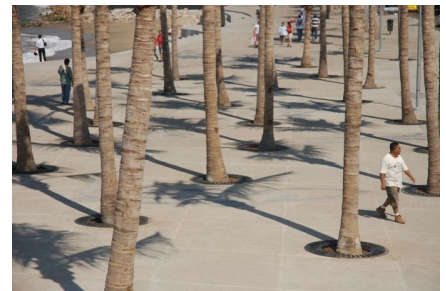
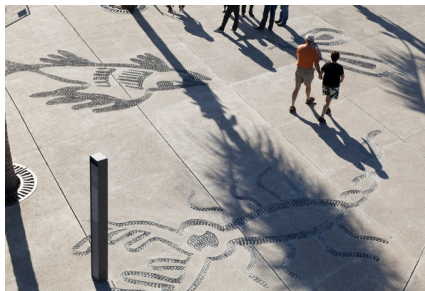
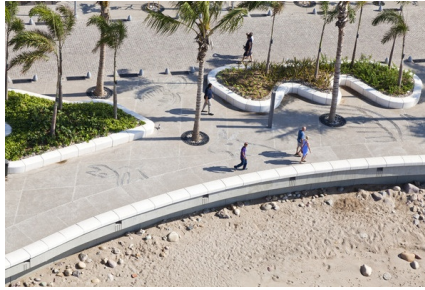


# MALECÓN, PUERTO VALLARTA

2011-2011, Puerto Vallarta, Mexico



Malecón serves a long term strategic plan to enhance the local identity of Puerto Vallarta and to promote its position in today's tourism industry. The kilometer long waterfront encourages tourists and villagers to mingle, thus reinforcing the social heart of the old village. To achieve this, West 8 proposed a series of recommendations to the mayor in collaboration with Estudio 3.14 and Trama Arquitectos which were realised in a record period of just eight months.

To be able to create a contemporary public space waterfront in the Malecón, pedestrians and their comfort were prioritized. A total of three-hundred Foxtail Palms were introduced and planted in a marine shaped inspired planter to generate shade. Additionally, a romantic atmosphere was created

through the "The Moonlight effect" and it became a place where locals and tourists can mingle under the local vegetation with a view on the ocean, both day and night. This lighting strategy also avoids the disturbance of the local ecosystem; intensive lightning no longer disorients the sea turtles hatching on the beach.

Still, it has kept its local character by embracing the traditional river stone paving technique with a design inspired by the local Huichol culture. This design is referred to as the "Mosaico Vallarta". It was inspired by a masterpiece commissioned to the prominent Huichol artist, Fidenzio Benitez in which the artist narrates the Origin of Vallarta; a place where Motherland and Ocean meets.

By claiming identity and tradition of today in the heart of Puerto Vallarta, the Malecón waterfront exemplifies a role model in the Mexican Region.

#### client

Municipality of Puerto Vallarta

#### partners

Trama Arquitectos, Estudio 3.14

#### awards

Silver Award for Best Urban Design Project in the Mexican Republic, 2012

#### team

Adriaan Geuze, Freek Boerwinkel, Maria Castrillo, Fernando Diez, Juan Figueroa Calero, Tanyi Huang, Enrique Ibáñez González, Joost Koningen, Xiaoxuan Lu, Perry Maas, Daniel Vasini