• Paper / Proposal Title:
Regeneration of the Urban through the Social Fabric: Analysis of a Mexican downtown neighborhood.

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• Abstract (300 words):
The social life of cities and its consolidated neighborhoods’ is endless, the mixed land use, the centrality and connectivity are their main attributes. However, for a Mexican family, living in a downtown neighborhood of the consolidated city seems to be an issue of increasingly complexity.

During the sixties and seventies, with the movements that question functionalist urbanism and conventional planning based on the Athens Charter (Le Corbusier, 1989), which presents special consideration to Europe and America. There, the significance of the traditional historical city and its urban fabric composed of its streets, squares, blocks and the significant physical elements of the urban scene. In the case of the city of
Hermosillo, northwestern Mexico, a city highly influenced by the American lifestyle, the policies of the significance of the historic downtown have omitted the integration of the social context.

This article examines the feasibility of the inclusion of the family or social capital segments in the processes of urban regeneration and densification of the historic downtown, where we find tangible values such as the architectures of past eras and the urban spaces that defined the actual city. We consider not only the architectural evolution of housing for arid regions, but also the social environment through the analysis of activities that attract or expel residents from the downtown, and its transformation under the South Western American urban influence. Furthermore, we identify which are the elements that would make this urban sector attractive, in order to social segments become interested in returning to the historic downtown.

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PhD studies (partial) at the Department of Urban Planning and Ordination of Territory, of Universidad Politécnica De Madrid, España 2008; Advanced Studies Diploma at the Department of Urban Planning and Ordination of Territory, of Universidad Politécnica De Madrid, España 2006. Master Degree in Architecture: Restoration of Monuments, by the Escuela Nacional de Conservación, Restauración y Museografía, Mexico. Architect by the Universidad Autónoma de Sinaloa, Mexico.

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Programming Architect Position at the Instituto Nacional de Antropología e Historia (Inah), since 1990. Coordinated and participated in various restoration projects related to the conservation of architectural and urban heritage in the State of Sonora. Performed the cataloging of Historical Monuments, design of projects and supervision of work.
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Doctor in Geography and Urbanism by the University de Paris III, France 2014; Master Degree in Geography and Urbanism by the University de Paris III; Architecte by Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), Mexico. Studies in urban planning and environmental law and real state. Earned the scholarship to participate in “Campus Européens du Patrimoine” in Greece, sponsored by European Community (1992).

Master and Doctorate Program’s Lecturer at Architecture Department of Universidad de Sonora, Mexico, since 2012. Professor of Urban and Environmental Studies in Architecture degree since 2001. Member of Laboratorio Nacional de Vivienda y Comunidades Sustentables sponsored by Consejo Nacional de Ciencia y Tecnología (CONACYT) since 2015. Published papers at national and international level. Organization of academic diffusion events. Assessor of social service projects. Management and advising of academic work to obtain bachelor's degree.

Collaborator with architectural firms and urban planners. Experience in urban and environmental issues in municipal and state government.

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PhD studies (partial) at The University of Edinburgh, UK. Master of Science on Design and Digital Media with honours by The University of Edinburgh, UK, 2004. Earned the John Lansdown Project Prize 2004 at the same university. Architect with honors by the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Mexico, 1992.

Lecturer of Design and Digital Media at the Universidad de Sonora, México since 1996. Tutor to Master student at The University of Edinburgh 2004, 2005. Division of Humanities and Fine Arts Division Academic Secretary from 2002-3. Published papers at national and international level. Organization of academic diffusion events. Assessor of social service projects. Management and advising of academic work to obtain bachelor's degree.