Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences
**Graduation Plan: All tracks**
The graduation plan consists of at least the following data/segments:

### Personal information

<table>
<thead>
<tr>
<th>Name</th>
<th>Marte de Wild</th>
</tr>
</thead>
<tbody>
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</tr>
</tbody>
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### Studio

<table>
<thead>
<tr>
<th>Name / Theme</th>
<th>Complex Projects – the architecture of violence</th>
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<tbody>
<tr>
<td>Teachers / tutors</td>
<td>Hrvoje Smidijen</td>
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**Argumentation of choice of the studio**
The studio deals with a unique location, which gives more aspects to take into account in the design. The location and problems that come with it are really present and gives the project more significance.

### Graduation project

**Title of the graduation project**
City Branding; creating a better image for the city.

**Goal**

<table>
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<tr>
<th>Location:</th>
<th>Ciudad Juárez, Mexico</th>
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<tbody>
<tr>
<td>The posed problem,</td>
<td>Ciudad Juárez, once called the Murder Capital of the world, still has got a negative image.</td>
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<tr>
<td>research questions and</td>
<td>What needs to be done to re-establish Juárez's true spirit? To reintroduce high ambitions, and to reach the level of prosperity it once had, and beyond.</td>
</tr>
<tr>
<td>design assignment in which these result.</td>
<td>Park and Market Hall</td>
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Juárez, Mexico, a border city that flourished in the 1960’s. Then, people from El Paso crossed the border often to visit the city, for fine restaurants to illicit entertainment. During the late 1980s and 1990s, Mexican cartels emerged and took over the city. The location of Juárez created a good smuggling route for transporting drugs to the United Stated. The two major cartels operating in the region got into a battle over the market and smuggling route. From 2007 until 2010 the city broke homicide records and resulted in being the murder capital of the world. A lot of people moved out of the city to escape the violence and tourists are still afraid to visit. Now the war is over, the city wants to get the tourists back and wants the inhabitants to feel safe again.

The main problem right now is the bad publicity by the media, even now the violence is out of the city, media is still referring to the murder capital when writing about Juárez. So the negative branding needs to be turned into positive branding to improve the image of the city.

To understand the effect of branding, different case studies have been examined. Also the actions and measures the city is using now are being identified to find possible solutions to help the city. To find out how to create a better image of the city, case studies will be examined so recommendations can be drawn.
As it turns out, finding the identity of the city is key to branding. Branding cannot be done with something that is not there, so a research finding the strengths of the city needs to be done to identify the character. The unique location of the Chamizal is a very important and underestimated strength of the city. It is very well used by the inhabitants and by the people living in El Paso. Another strength is the market place in downtown Juárez. Markets are not common in the United States so can be an extra selling point to attract people from across the border.

Combining these strengths can create a unique situation and experience to attract people and give the inhabitants a safe place and maybe even some hope for the future.

**Process**

**Method description**

The method used in this graduation studio can be divided into different parts.
- The first part meant understanding the area; the border was examined and analyzed in a kick-off book. The analysis is divided into four scales, XL: the border region, L: the Chihuahuan desert, M: twin-city El Paso and Juárez, S: site- Chamizal Zone.
- After being introduced to the border region and twin city, we went on a trip to get familiar with it. We analyzed the condition of the border and the relation between the two sides, both American and Mexican.
- After the trip we stated our research topic, which related to the fascinations and interests gathered during the trip. Finding the research topic was the beginning of thorough research related to the research question. The research is collected in the research book.
- Related to the research, an intervention can be introduced to give answers to the problem statement.

**Literature and general practical preference**

*City Branding: Image Building & Building Images*, Florian Berci, Hans Mommaas, Koen van Synchel
*Tourism and Regional Development: New Pathways*, Maria Gianoutzi, Peter Nijkamp
*City Branding: Theory and Cases*, Kieth Dinnie
*Branding New York: How a City in Crisis was Sold to the World*, Miriam Greenberg
*Enhancing the City; New Perspectives for Tourism and Leisure*, G. Maciocco, S. Serreli

**Reflection**

**Relevance**

The image of the city influences a lot of factors. A good image mostly means good economy of the city, but also a pleasant place to live, work or visit. A negative image on the other hand does influence the downfall of the city and it gets harder and harder to revitalize. The relevance for a city to find their true identity is a paramount to success.

**Time planning**

P1: Analysis of the region and understanding the situation. Introducing the research topic to find a way to solve the proposed problem.

P2: Thorough research, which leads to a proposed building site and program. And a strategy how to answer the problem statement and research question.

P3: Develop the plan and strategy, at the same time developing the design on all scales.

P4: Developing the design into a clear and understanding project.