



2019 FALL STUDY TOUR
DAY 2 | Friday, October 25

Housing Panel – Life at the Border

As borders harden between nations with economic, social and ideological imbalances, Tijuana uncovers a city in constant reinvention. Away from a centralized nation and deeply influenced by its neighbor, California, the 5th largest economy of the world, Tijuana settles at this imbalance opportunistically and manages to build a future, with an air of optimism, forms to coexist and reinvent life at the border.

Despite the infrastructural and environmental challenges, from transportation, river canalization, water, sewage and waste, the city of Tijuana continues to be in an accelerated mode of growth and densification, particularly in the housing sector, an inevitable effect to the pressures of California's housing crisis. From residential towers, neighborhood blocks, appropriation of abandoned low income homes, to informal settlement interventions, this panel will discuss transversally various current approaches of city making, addressing how projects speak about life at the border, the city's myriad contrasting realities, questioning the role of housing as an opportunity to rethink forms of living, and how border conditions reshape societies to coexist.

Adriana Cuéllar – moderator

Adriana Cuellar is co-founder of CRO studio, a collaborative design practice established at the border region of Tijuana / San Diego that focuses on urban renewal through architecture and research, seeking to orchestrate material aesthetics, civic engagements, environmental sustainability, programmatic inventions and spatial appropriations that can re-imagine the everyday challenges of urban living.

Adriana is Adjunct Assistant Professor at the University of San Diego. She received her Bachelor of Architecture from Cal Poly San Luis Obispo and holds a Masters in Design Studies from Harvard University Graduate School of Design where she won the Annual Award for Excellence in Housing Design. She is a recipient of the Rome Prize Fellowship in Design by the American Academy in Rome in 2007-2006. For several years Adriana was project architect at Estudio Teddy Cruz for the design of housing and community projects that responded to the spatial-cultural dynamics of the border of Tijuana-San Diego. She has also worked for Rafael Viñoly Architects in New York on large-scale cultural and residential projects. She has been critic, invited lecturer and has taught at Woodbury University and The New School of Architecture and Design, where she co-directed the Rome study abroad program.

www.crostudio.net

https://www.architectmagazine.com/project-gallery/house-30-apan-housing-laboratory_o

<https://www.archdaily.com/571046/casa-de-las-ideas-library-crostudio>

<https://www.wallpaper.com/architecture/the-changing-face-of-tijuanas-art-and-architecture-landscape>



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Housing - Life at the Border Panelists

José Antonio Díaz

Jose Antonio is Founder and CEO of Provive: Comunidades que Renacen, a Tijuana based social impact enterprise operating since 2010. Provive regenerates communities in Mexico in collaboration with its Tu Mas Yo Foundation. He graduated as B.S. in Actuarial Sciences from Anahuac University, México in 1981 and as an MBA from The Wharton School, University of Pennsylvania in 1986. Jose Antonio has lived in Mexico, Philadelphia, London, Madrid, Buenos Aires, Hong Kong, New York, San Diego and Tijuana, where he lives since 2002. Has over 30 years of experience in investment banking and business development and now is specialized in social and urban regeneration.

After a successful career at Bancomext, Banco Santander and Wall Street, in 2006, he founded his own company, First Baja: Business Impulse, through which Provive started operating and became partners with Ignia Fund in 2011. Ignia is the first social impact venture capital fund in Latin America that invests in high growth businesses at the base of the pyramid. In 2016, the Fund Adobe Capital of New Ventures invested in Provive complementing the company's working capital base. Provive and his Tu más Yo Foundation have become the life project of Díaz, who is now also a Founding member and the President of the Alliance for Urban Regeneration.

<https://www.entrepreneur.com/article/314434>

Nora Marquez

Nora Marquez is an architect with a Masters on Strategic City Planning. She currently teaches at the Escuela Libre de Arquitectura. She is an urban consultant with 24 years of experience in Urban Planning (fifteen years in the public sector and nine years in the private). She has served as Executive General Director of the Metropolitan Institute of Planning of the city of Tijuana; she has been dedicated in promoting strategic urban projects, public policy initiatives, developing incentive tools to make areas attractive for real estate development and new investors, and laying out the groundwork for the transformation of the city that is required to make their investments attractive through land-use mobility strategies.

Nora is also committed to the urban development of the city, as well as its sustainable urban mobility. She is currently an active member and initiator of "Movilidad para Todos" (Mobility for All), with the aim to facilitate intercommunication between states, municipalities and civic society, and promote organizational mechanisms and collaboration spaces aimed for sustainable mobility and urban development. In addition from holding the position as Director at the "Consejo Urbano de Tijuana" (Tijuana Urban Council), the CUTJ aims to bring together the city's leading real estate developers to improve the image of the real estate industry and present a common front to society and government representatives, as well as establish communication links partners. By focusing on promoting the image of the local real estate industry and maintaining a link between various actors in the public,



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private and social sectors, this agency produces legislation and public policies conducive to real estate development for the benefit of the city; above all, for the improvement of the future of our city.

<https://www.youtube.com/watch?v=w5NgHIGMxIM>

Oscar Romo

Oscar Romo is a former UN diplomat, a professor at the University of California, San Diego in Urban Studies and Planning Program, and the director of the non-profit Alter Terra. He is well known for his wetlands conservation work and for his natural systems designs, particularly in Los Laureles Canyon, Tijuana, where he addresses the environmental challenges in a canyon that is home to 65,000 people and spills into the sensitive wetlands of the Tijuana Estuary in California. Romo has received numerous international awards for efforts made at training disadvantaged communities in the use of discarded materials to build functional and robust environmental and climate adaptation infrastructure and for his activism on natural resources conservation and environmental justice. During his youth, Romo worked for architects, designers and scientists illustrating catalogs, manuals and scientific reports.

<https://borderartists.com/2017/02/10/oscar-romo/>

http://alterterra.org/?page_id=48