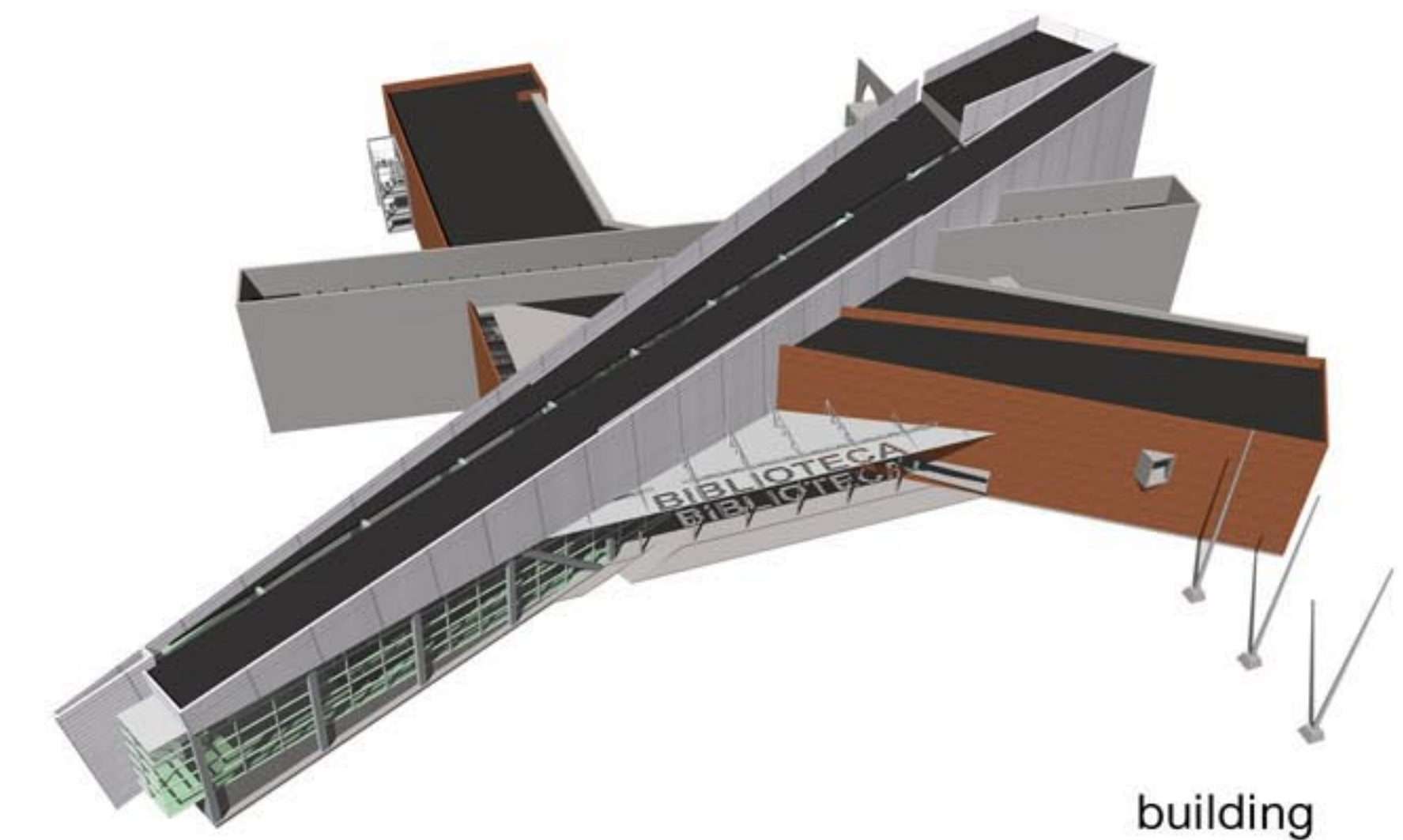
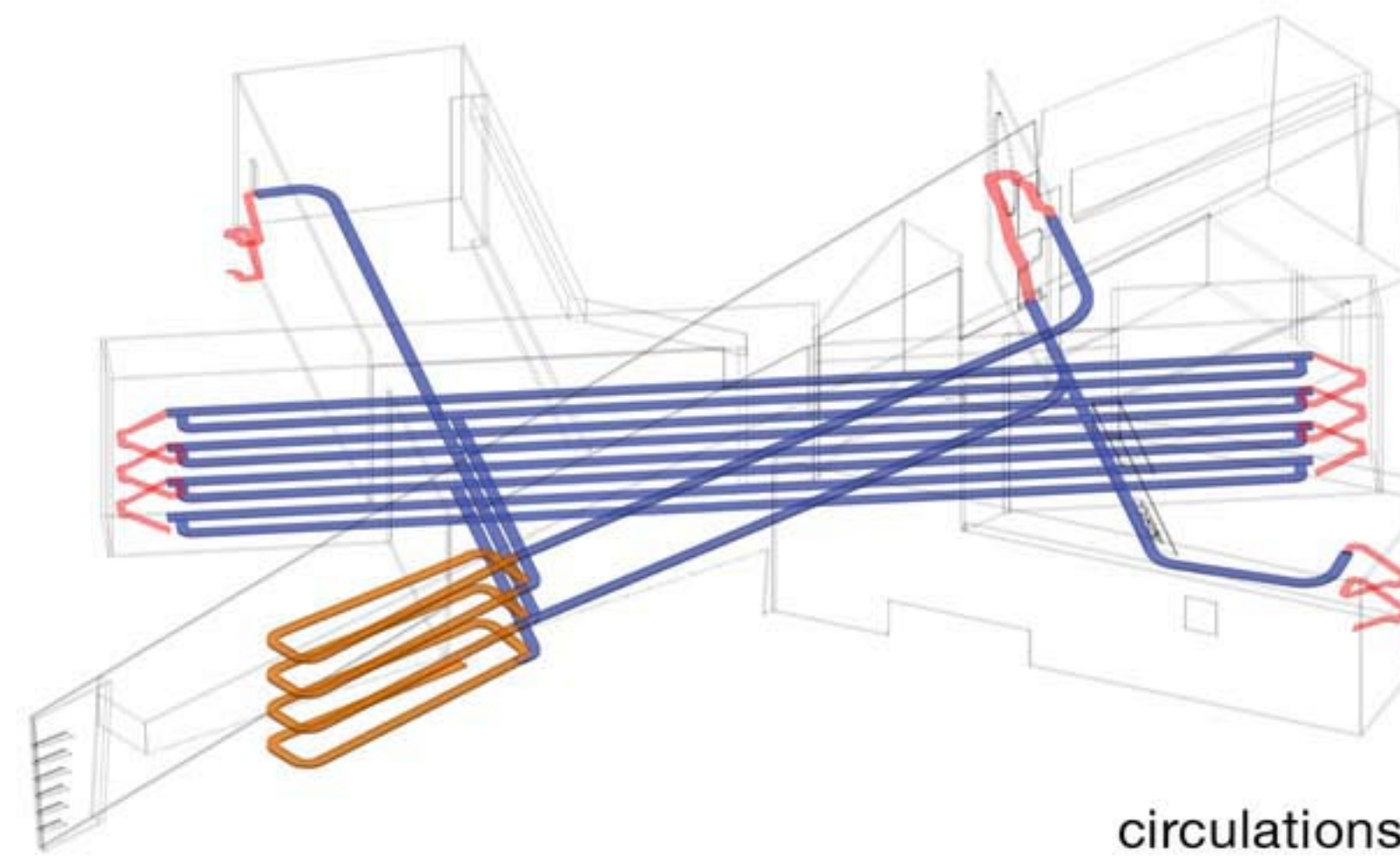
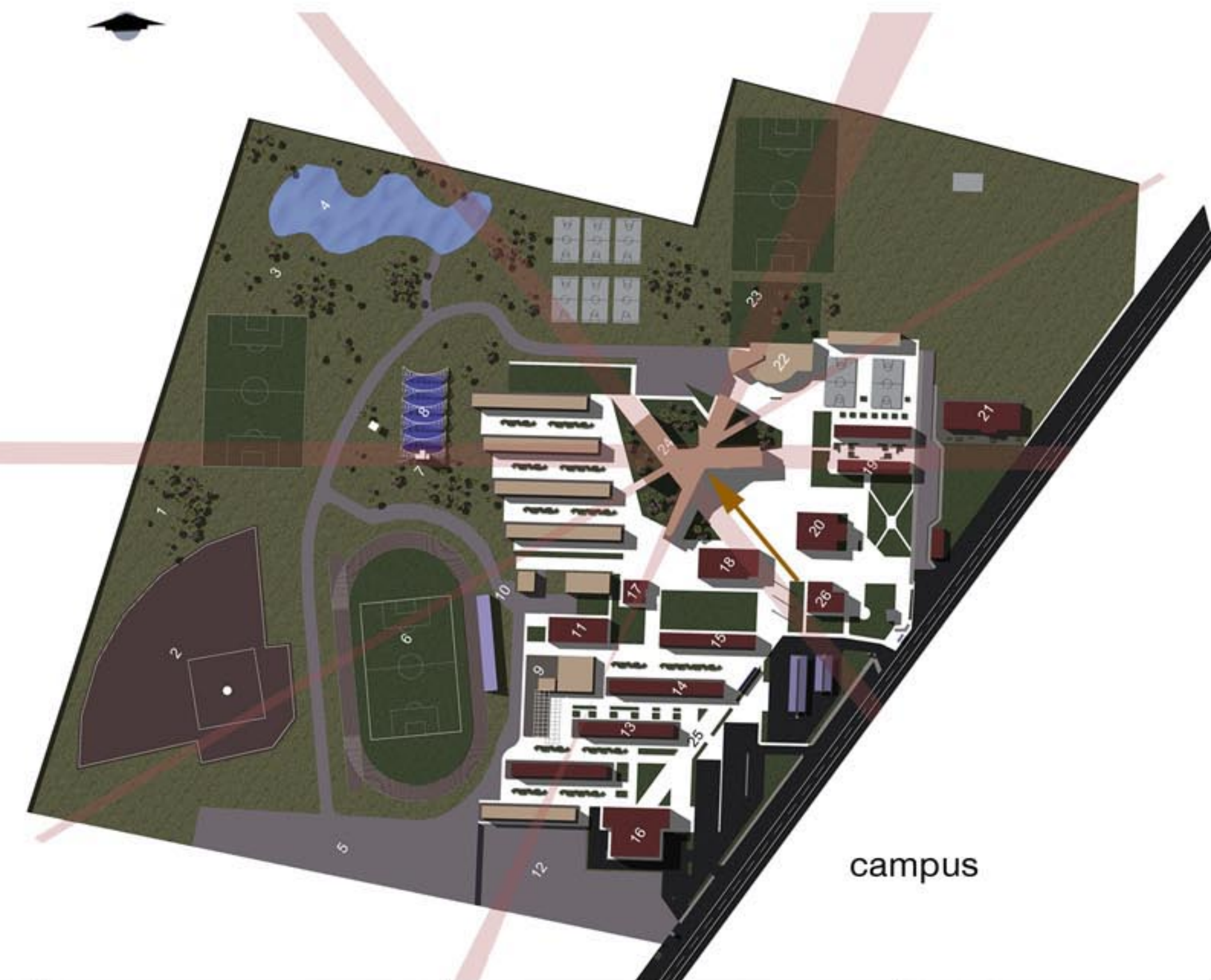
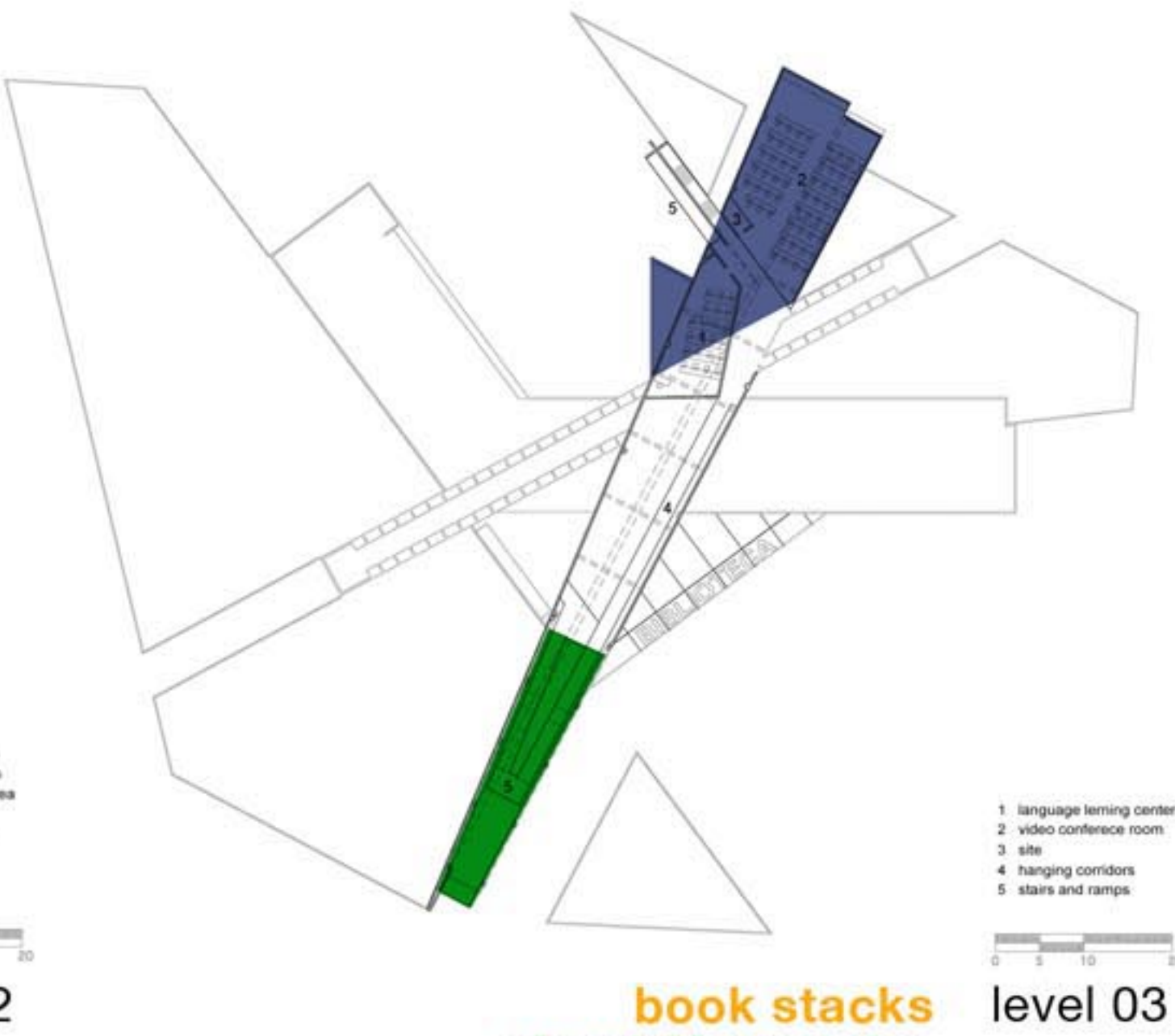
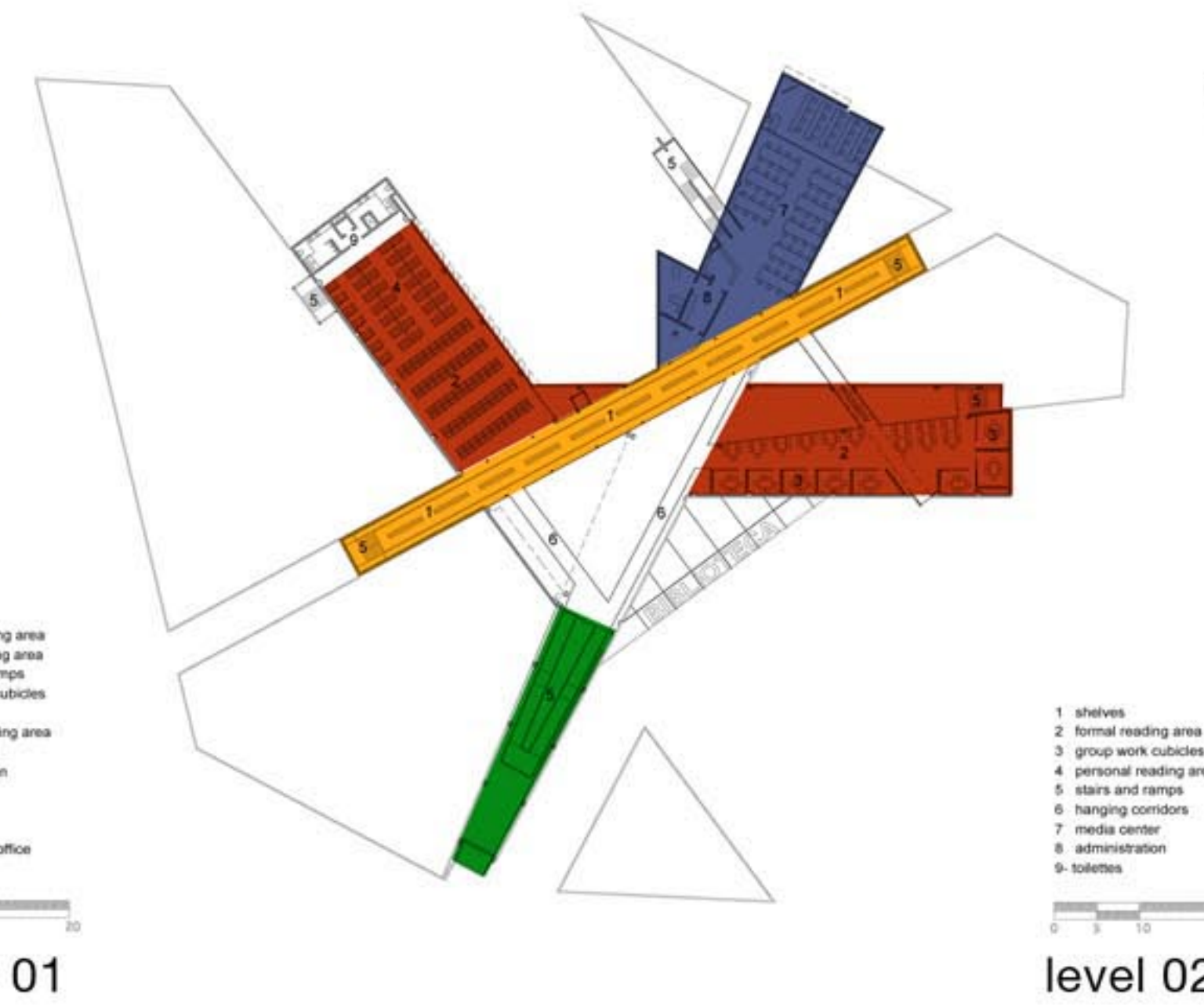
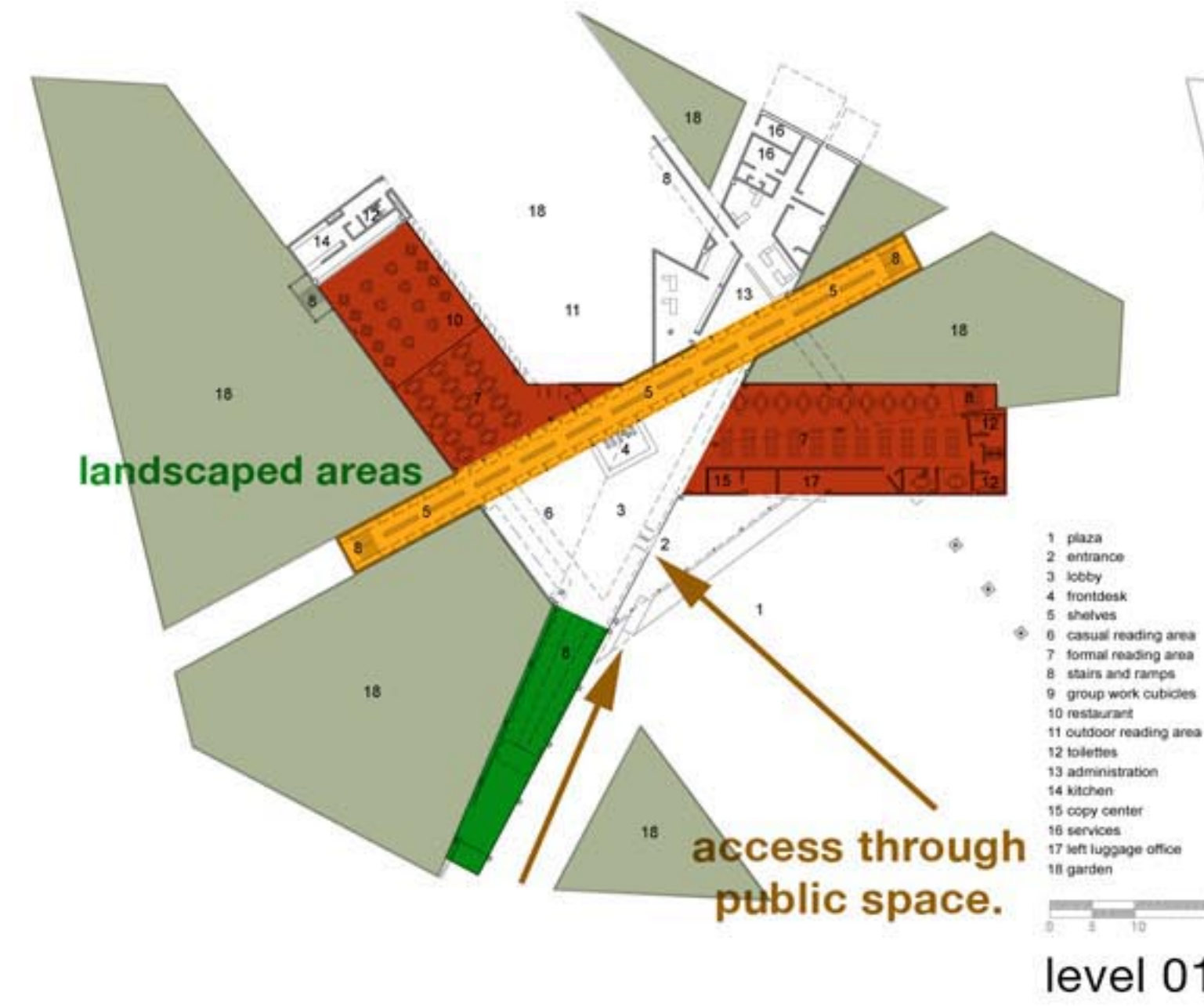


05.1.1 Built Pedagogy

Because its centralized location and its preminent programme the **Library and Media Center** at Ocotlan's Universidad de Guadalajara was designed to become an icon in the campus. It connects to the campus through a large public space, the wing that houses the circulation ramps is opened to the public space in order to make visible the circulation to the exterior space and to bring into the building the open space of the exterior.

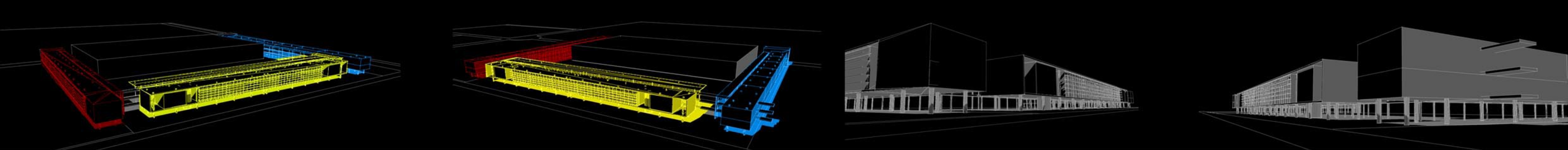
The general layout of the building takes advantage of the orientation of the site. The geometric disposition of the programmatic elements creates landscaped exteriors around the building which operates as buffers in order to make more quiet and protected reading areas.

This is an architecture of contrasts, an iconic building that separates itself from the rest and at the same time a building conceptualized as a continuation of the linear schemes of the other buildings, a piece of architecture that brings together the whole campus by means of its geometry.



campus

construction process

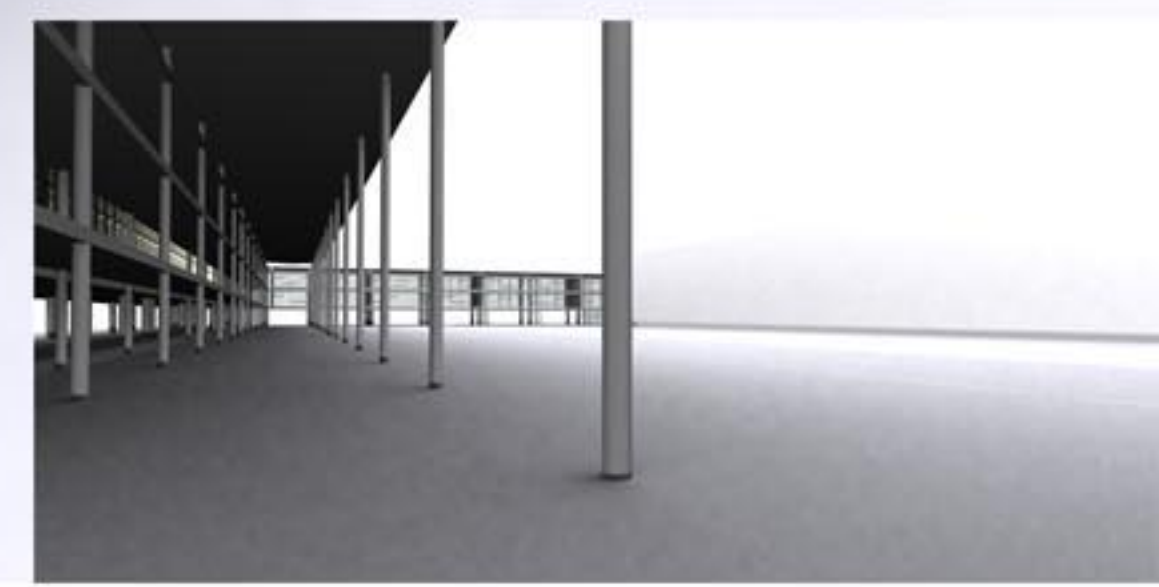
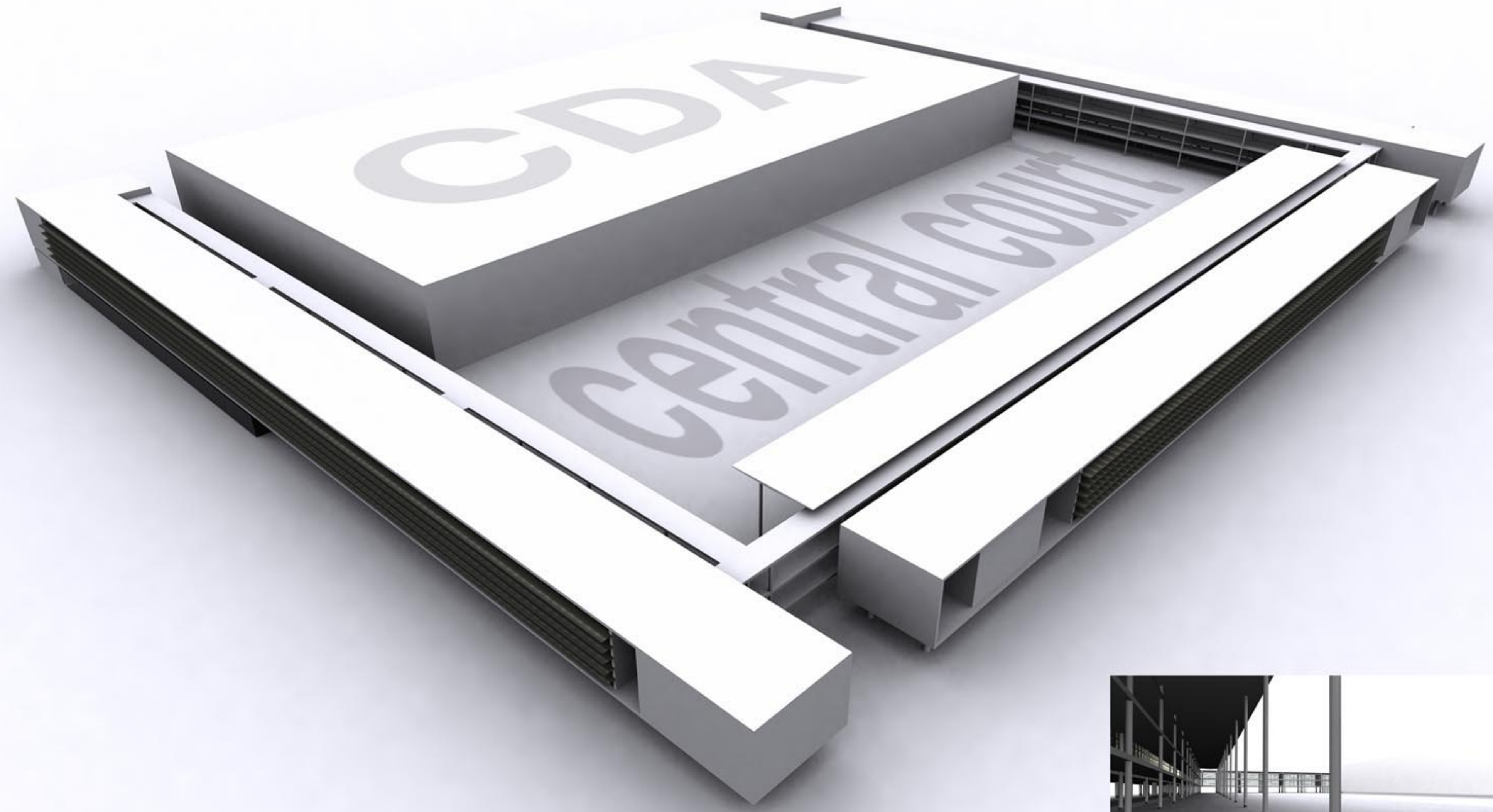
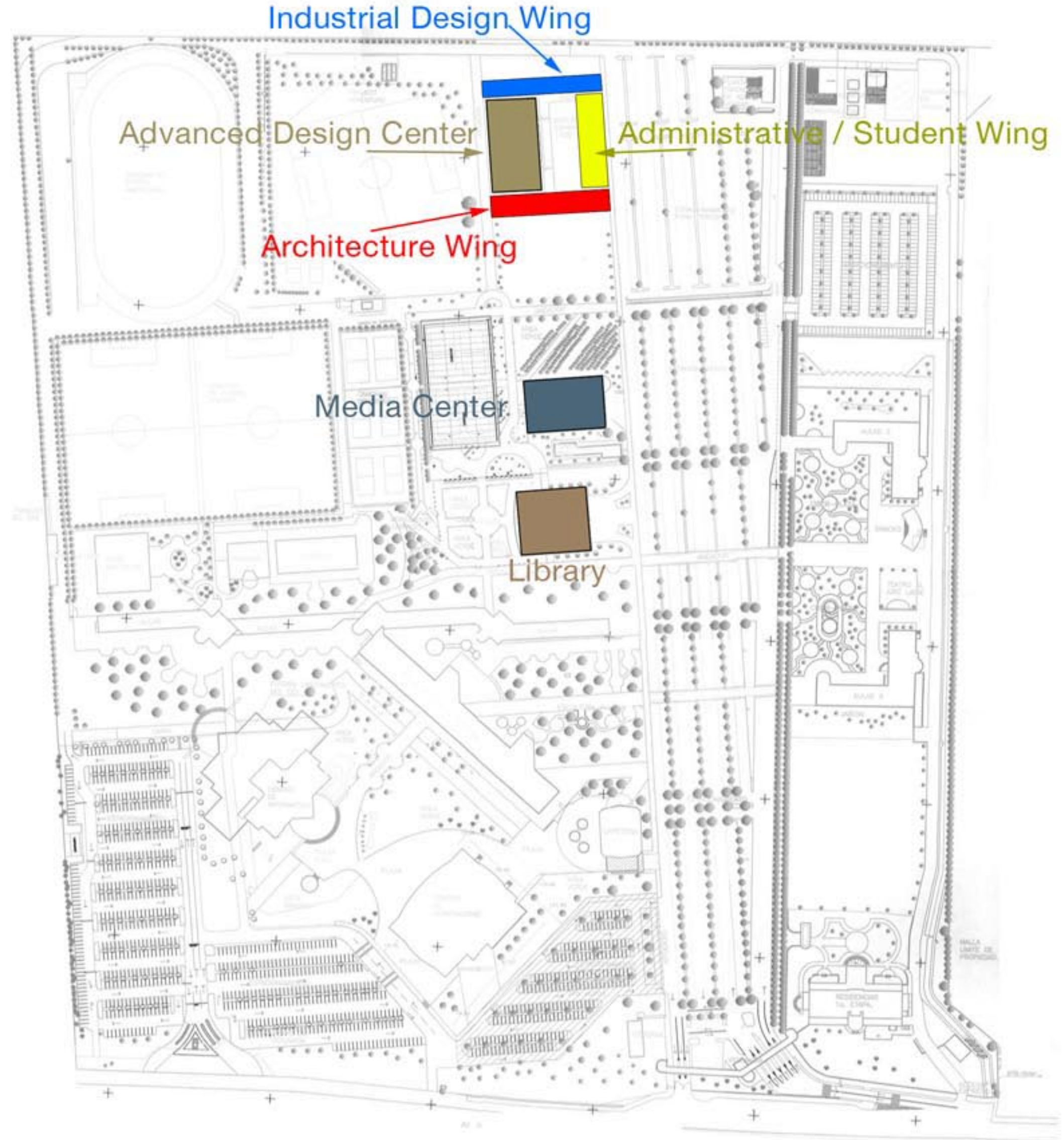


This project takes into account the existing CDA building to produce a central court, a public space that articulates the four buildings (CDA, Industrial Design, Architecture and Administrative - Student block) with themselves and with the campus. The buildings are proposed as elevated blocks, leaving the public level completely transparent and creating a liminal space that prepares the user to the grand open space of the central court.

This project pretends to be a quiet, discrete container of the creative processes inside, a silent piece of architecture that would contribute to the experimental research of students and staff by means of its neutrality.



Advanced Design Center



05.1.2 The Academic Environment

The proposal for a new building for the *School of Architecture and Industrial Design at ITESM Campus Guadalajara* evolves from the main idea of the central court as a core. We believe that a central scheme for this specific project was the best approach since the central space will be treated as a public square, where social interactions take place. This centralised space has the potential to become a place of reunion, a place to exhibit, to transit, to see and to be seen. We take advantage of the existing CDA Building (Advanced Design Center) to close the court, and we propose a high pergola to protect the east wing from the evening sun and to create a transitional space at square level where end of year exhibition could take place, among others.





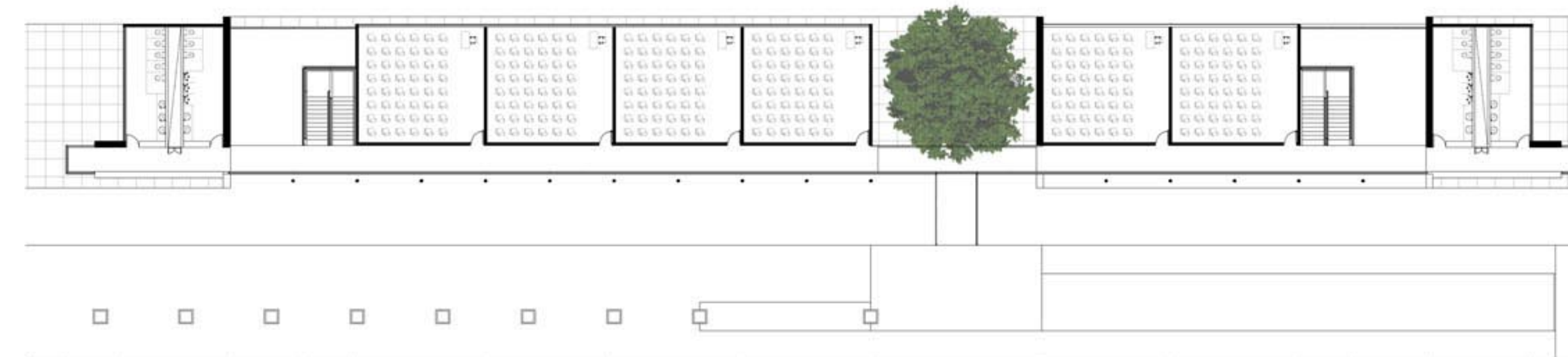
05.1.3 The Design Studio

The master plan for the **CES_01_05 University** in Zamora posed the challenge to design a public access school at the top of a hill, and make it 100% accesible. We took the advantage of the site, a pristine natural hill just outside the city, to propose a new kind of university, a place where the natural characteristics of the site shaped the open spaces, where the orientation of the site guided the placement of the circulations and gave way to open windows with spectacular views to the city centre, where the topography was used to create buildings that appeared to emerge from the earth itself and where the complete campus is accesible according to the People with Disabilities Act. We also wanted a new design of the classrooms and its general layout. Open spaces interrupts the repetition of cassrooms, and these open spaces are proposed as alternative classrooms, where some classes could be taken in direct connection with nature, facilitating new interactions and creating the environment where learning has a preminent role above teaching. These sort of spaces are dispersed all over the campus, places where the learning experience can be taken into a more significant level.

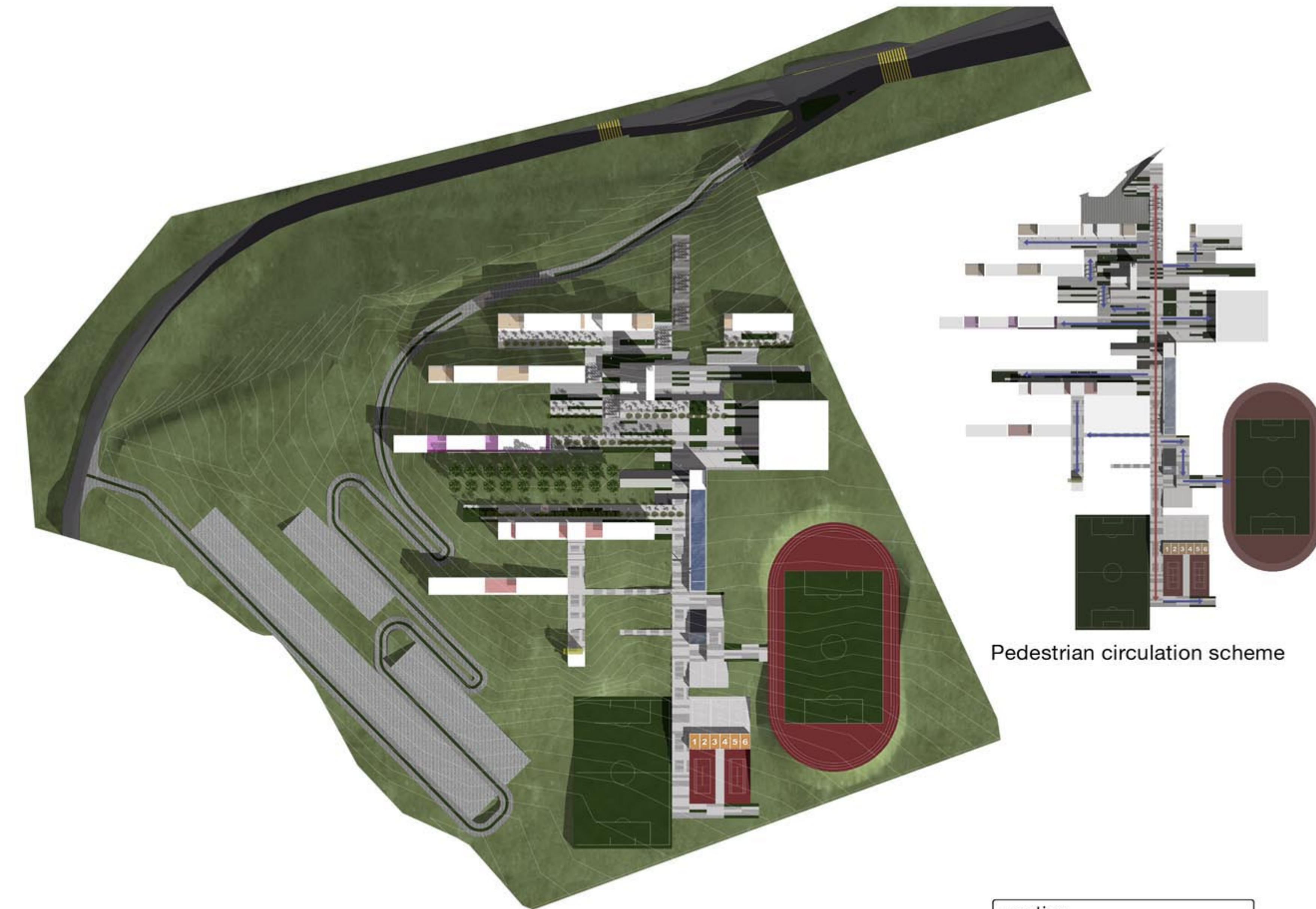
buildings criteria



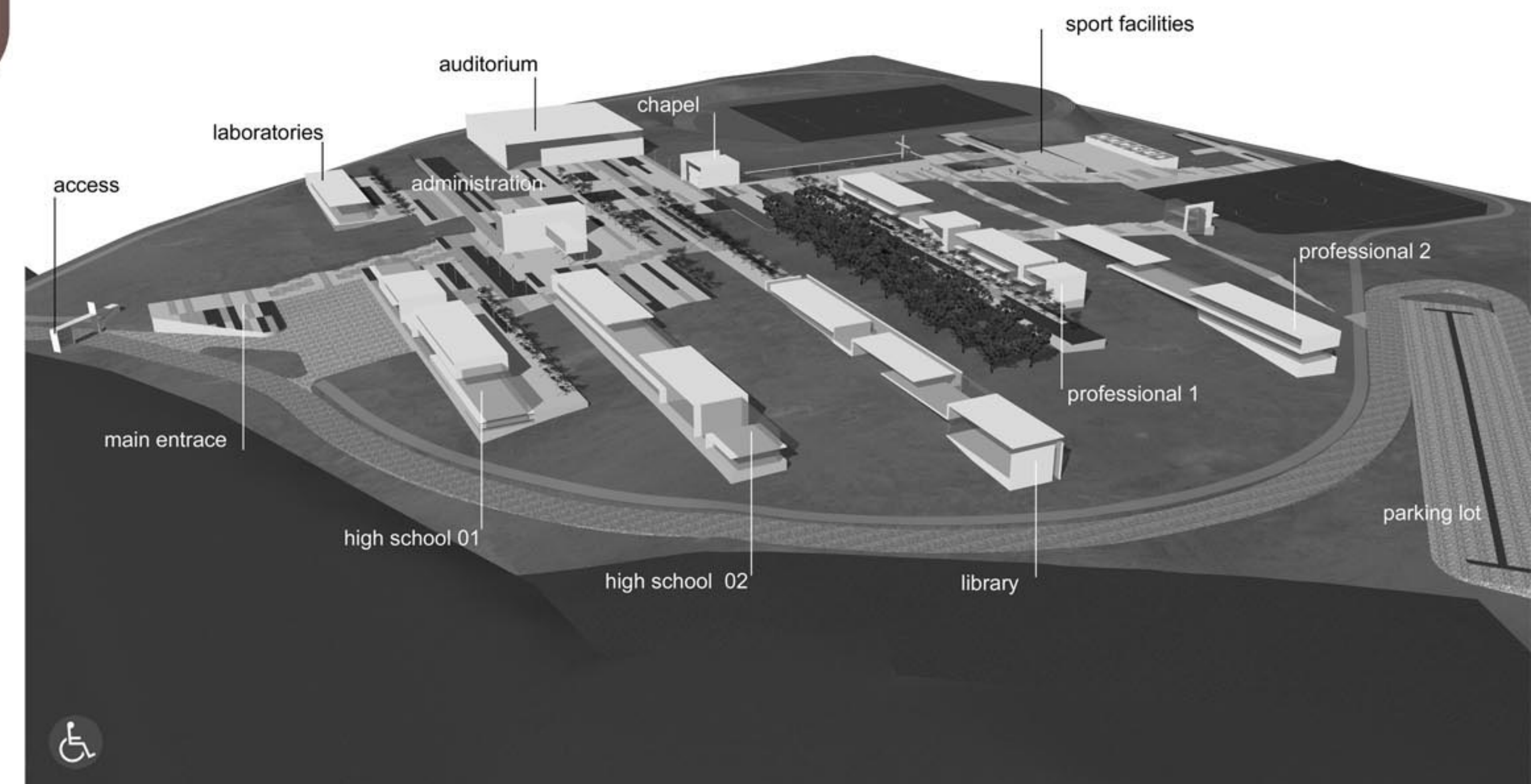
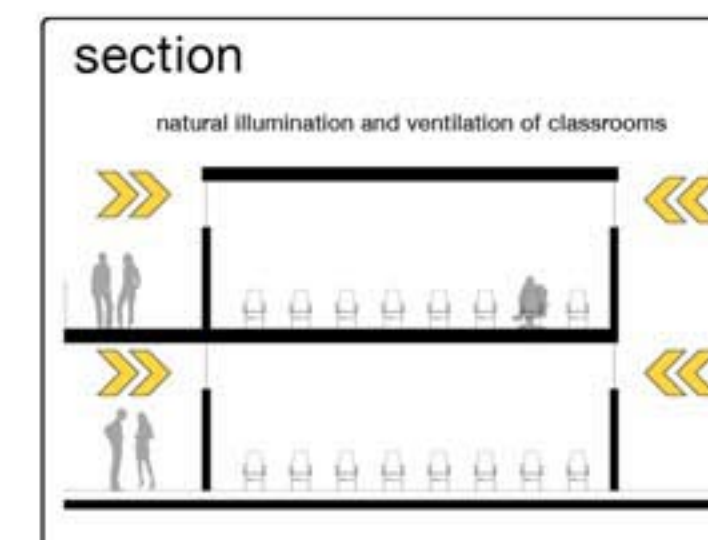
façade



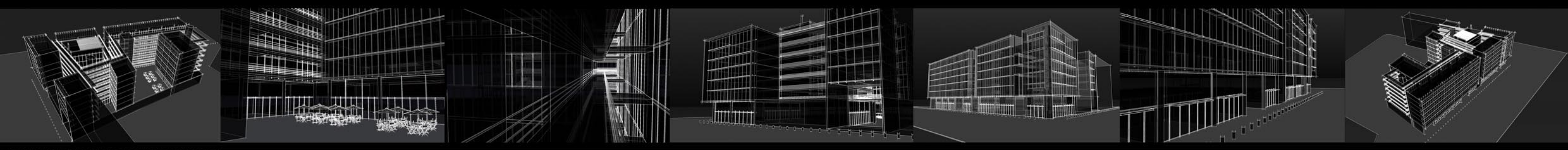
plan



Pedestrian circulation scheme



The campus is organized along a main north-south axis that invites the users to go up to the top, where the administrative building and the chapel is located. From the top the users discover the “back” of the campus, the areas reserved to the sport facilities and to the parking lot. The connecting elements between the different buildings are a series of parallel corridors that always connect to the central axis, these corridors are wide enough and are landscaped in such a way that could be used not only as circulation space but as gathering spaces, places where people can interact or just stay.

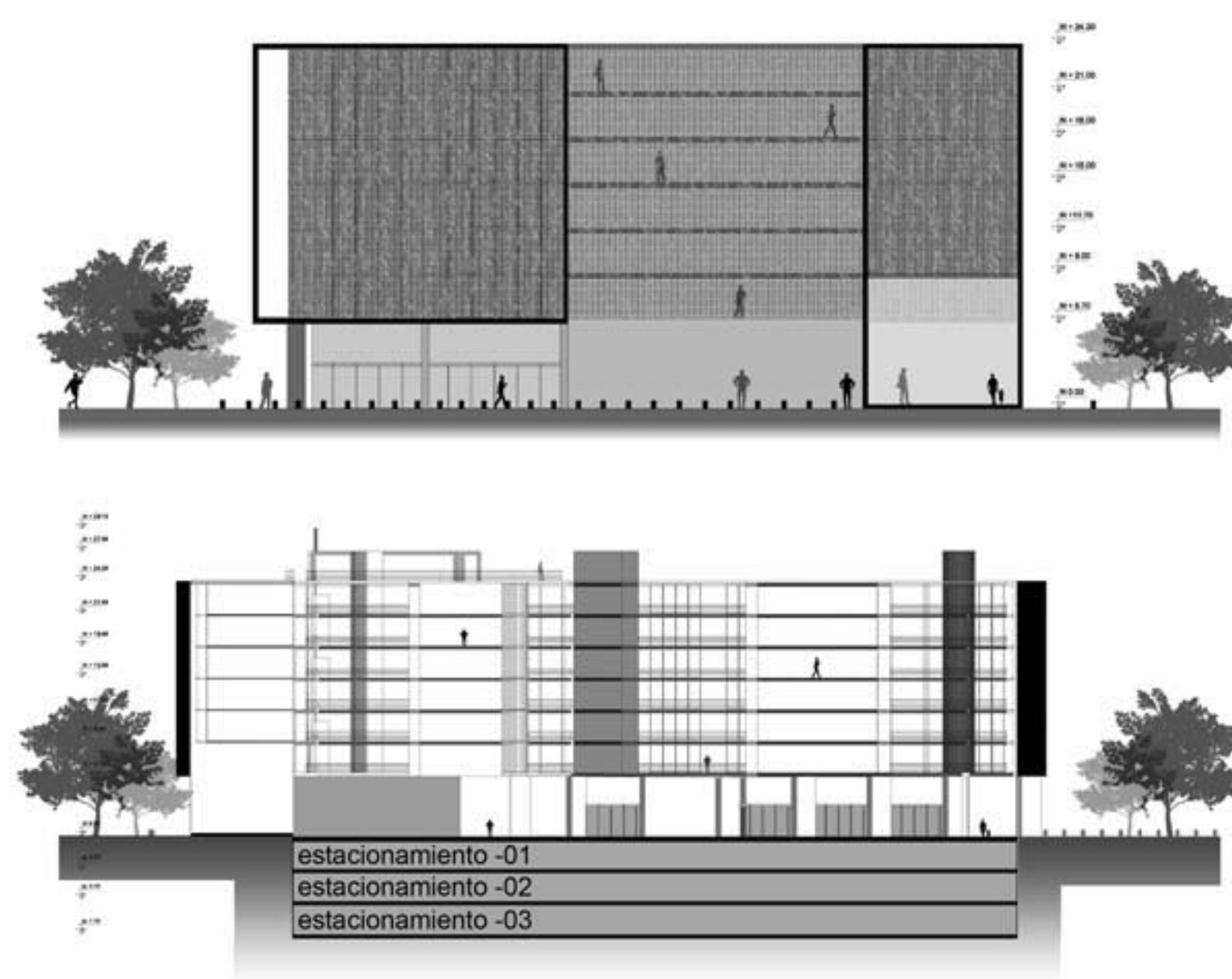


05.1.4 The Living Building

Villa Panamericana Project. This competition asked for buildings that could accommodate a certain number of athletes during the Panamerican Games in 2011 and that after the sport event could be re-arranged into 2 or 3 bedroom apartments for sale. The local government required that every building used the rooftops as gardens, that no air conditioning were used and that the construction system and general layout produced an energy efficient apartment building. This project is LeAP's proposal for one of these buildings.



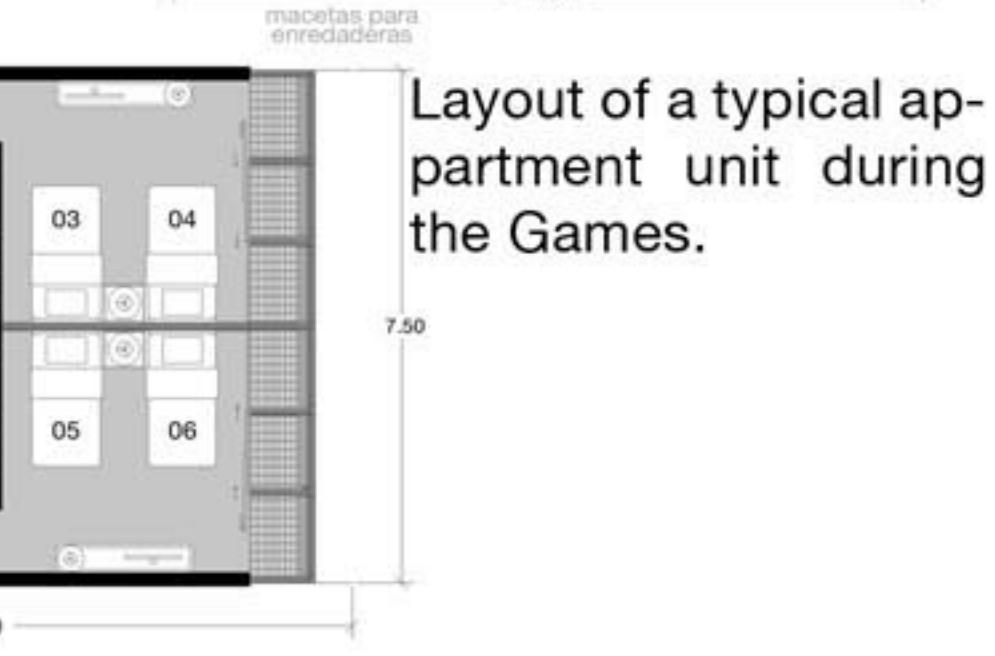
The central court is an extension of the city, with retail spaces and urban fixtures. The metal screens used outside as solar control are used in the inner facades to give privacy to the aisles of the apartment units. The general idea is to have as much green areas as possible, the rooftops, the central courts and the facades are a mean to accomplish this.



Layout of a typical apartment unit after the sport event.



Layout of a typical apartment unit during the Games.



The units are capable of accommodating the 6 athletes required by the ODEPA during the Games and can easily become 2 bedroom units after the Games. The services are concentrated in a nucleus to facilitate the construction process making the units flexible enough as required by programme.

This is a building with generous windows openings to the north, where the views of the park are. The east facade is protected from the early sun with a metal screen that will eventually function as guides for the ivy plants that will be planted in each level. This green screen will create a buffer space that would facilitate the ventilation and will keep the caloric energy outside the apartment units. The rooftops are public spaces where the inhabitants of the complex will encounter gathering spaces with views to the park and to the city centre. This rooftops will capture rain water that will go to a recycling system inside the building, the recycled water will be used to cover part of the needs of the building. The retail space of the exterior, at street level, is brought into central courts making them part of the city live, these public spaces will give air to the apartment above, the circulation aisles are looking to the public space in order to give more privacy to the apartment units and to protect them from the evening sun.

05.1.5 Capability and Process

Since its beginning LeAP has been involved in large projects delivering on-time and accurate construction documents. The design process is done and supervised in-house, from conceptual design to CD's and achitectural supervision on site. LeAP has strategic alliances with top professionals and consultants for structural design, illumination, acoustics, mechanical and electrical engineering, this consultants always work under LeAP's coordination to ensure the quality and integrity of the architectural solution.

For a complete portfolio of projects please visit: www.leap.com.mx

Team representative in Melbourne: RODRIGO OCHOA JURADO

EDUCATION: 2007 MASTER DEGREE OF URBAN DESING AND DEVELOPMENT

University of New South Wales. Sydney, Australia.

2002 POST GRADUATE DIPLOMA IN URBAN DEVELOPMENT.

ITESO University, Guadalajara. México.

MAJOR PROJECT: New Urban Plan for 'Tlajomulco' with community consultation, (a suburban city of Guadalajara). Achievement: Project selected to expose at the American International Congress, Santiago de Chile (2002).



Project: Library & Media Center Fernando del Paso
Client: University of Guadalajara (Public University)
Size: 5,546 Sqm.
Budget: 9 US Million Dollars
Status: Finished in 2007

PROFESSIONAL EXPERIENCE OF Mr. RODRIGO OCHOA:

LEAP. Urban Design Consultant. 2008 Consultant in different projects such as; "Zapotlan City" urban renewal, Jalisco, Mexico. "Diagonal St." Panamerican Games 2011 urban renewal, Guadalajara Mexico. Ruba Developer, new urban development in Tesistan, Jalisco, Mexico among others. 2007 Gehl Architects. Urban Quality Consultants.

City of Sydney's Consultant. The work committed is an overview of the development in the use and planning of public spaces, and offers a detailed description for Sydney CBD public space.

UNSW: The Master in Urban Development and design give me the opportunity to develop my career in an international perspective. Some of the projects include:

Master Plan for Randwick. NSW, Australia

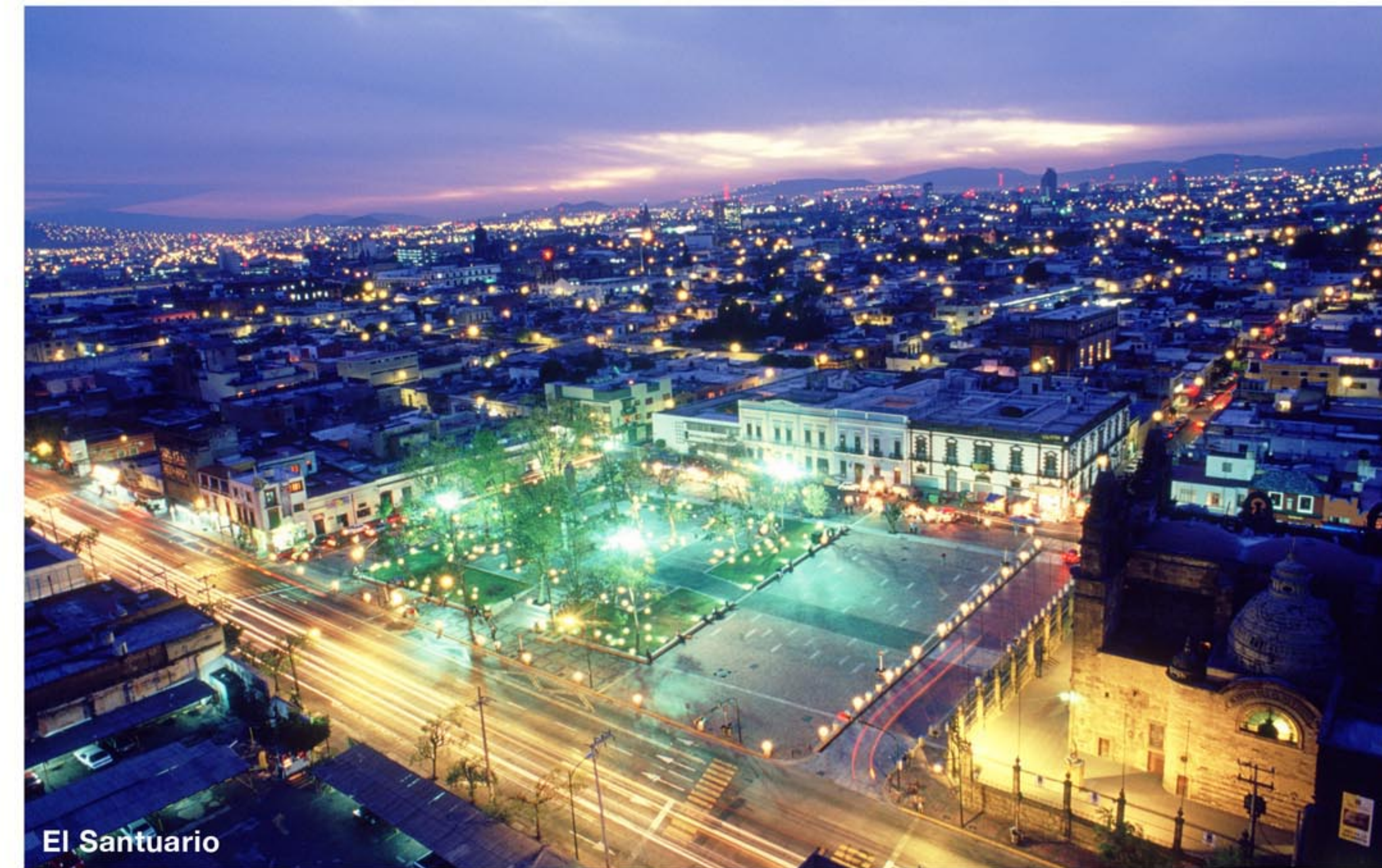
Development proposal for Lindfield. NSW, Australia

Transport Oriented Node for Greater Springfield, Queensland, Australia

Al Maktum Hospital Neighborhood renovation, Dubai, EUA

"Al Rashid" Medical Centre and mix- use precinct, Master Plan, Dubai, UAE.

Master Plan for a Generic City in Mediterranean Climate



For further information about urban design projects go to www.leap.com.mx



Project: El Santuario Public Plaza (Historic Downtown)
Client: Local Government or Guadalajara City
Size: 18,000 Sqm.
Budget: 3 US Million Dollars
Status: Finished in 2004

Client contact: Jalisco State Urban Development Secretary, **Mr. Manuel Becerra Arthur.** Phone: 52 (33) 3819 2300 Cel Phone: 52(33) 3170 1928

kortárs mexikói építészek

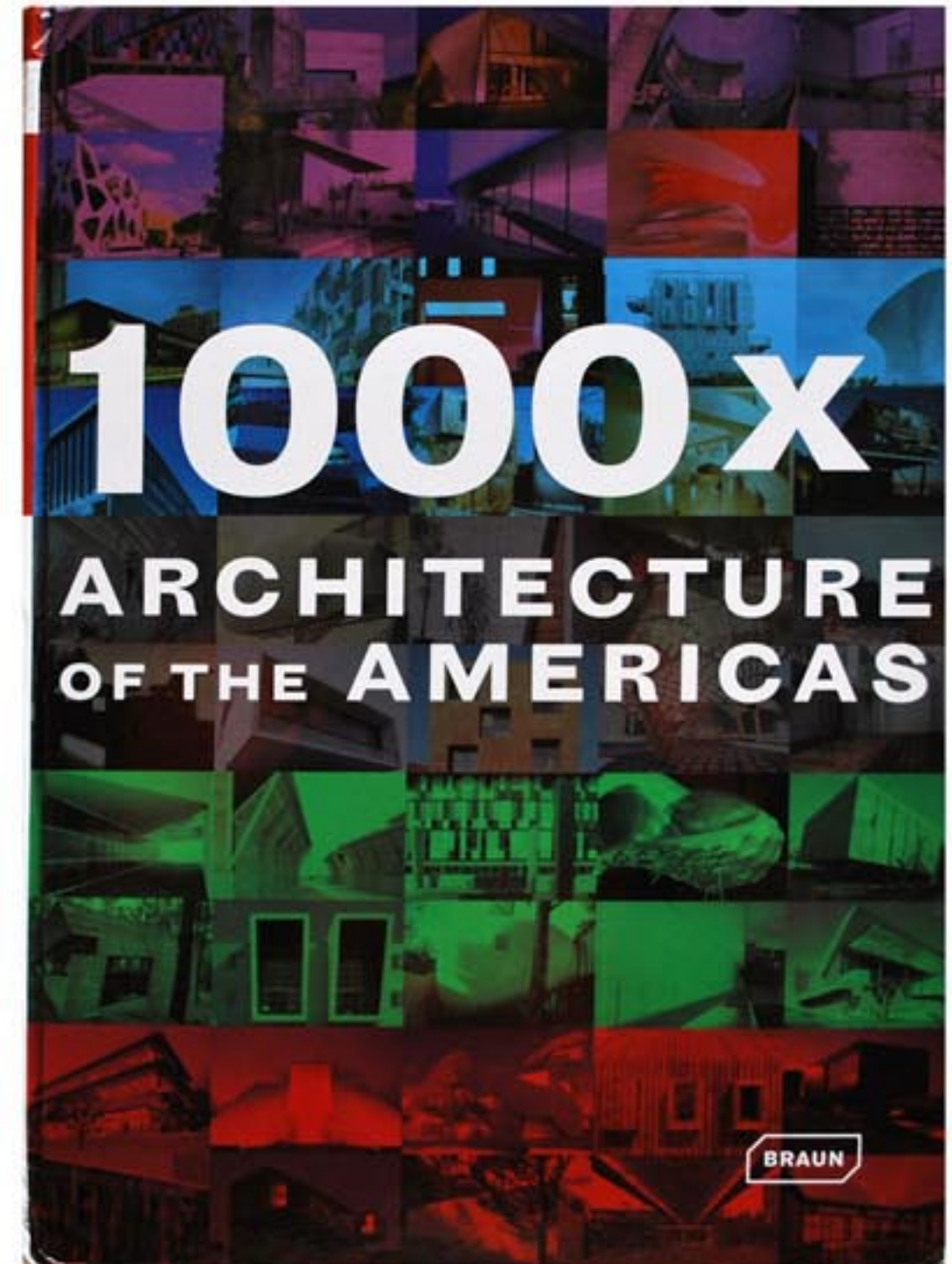
építészet és műemlékvédelem Guadalajarában



05.1.6 Merit

LeAP is a young architecture firm, established in 2001. The studio is led by **Heriberto Hernandez, Raul Juarez and David Bercovici**. Mr. Hernandez studied part of his B. Arch. at Grenoble University in France, Mr. Juarez received a Master of Science degree in Advanced Architectural Design from Columbia University in New York and is the youngest member of the Mexican Academy of Architecture. Both Mr. Hernandez and Mr. Juarez had been involved in teaching design studios for more than 10 years in the most prestigious universities in Mexico (ITESM and UVM).

LeAP's most representative projects have been assigned in open competitions. In 2000 the state University called for a portfolio competition and Mr. Hernandez and Mr. Juarez was chosen to design the Library and Media Center at Ocotlan, in 2001 the local government had an open competition where LeAP was first place and was commissioned to design the public square of El Santuario at the historic centre of Guadalajara, in 2004 LeAP won an invited competition for the interior design of a luxury apartment.



Despite LeAP's short life, it has been recognised as one of the most promising design studios in Guadalajara, we have been published in local newspapers, in specialized magazines both nationally and internationally. LeAP has been invited to lecture at Instituto Tecnológico of Ciudad Guzman, Nuevo Laredo, at ITESM Guadalajara and at ITESO also in Guadalajara.



Web publications:

- <http://arkineta.com/Breves/art465.aspx>
- <http://newarchitects.blogspot.com/2009/01/leap.html>
- <http://www.dezona.com/newsdetails.php?newsid=6520>
- <http://www.arch.columbia.edu/index.php?pageData=66715>
- http://www.adenlinea.com.mx/redisenio/proyectos.php?id_articulo=1151
- <http://arquitectura-h.com.ar/articulos/leap-laboratorio-en-arquitectura-progresiva/art302.aspx>
- http://www.world-architects.com/index.php?seite=mx_profile_architekten_detail_en&system_id=153486&filter_abc=L

