



Malasaña

Perceptions & Realities

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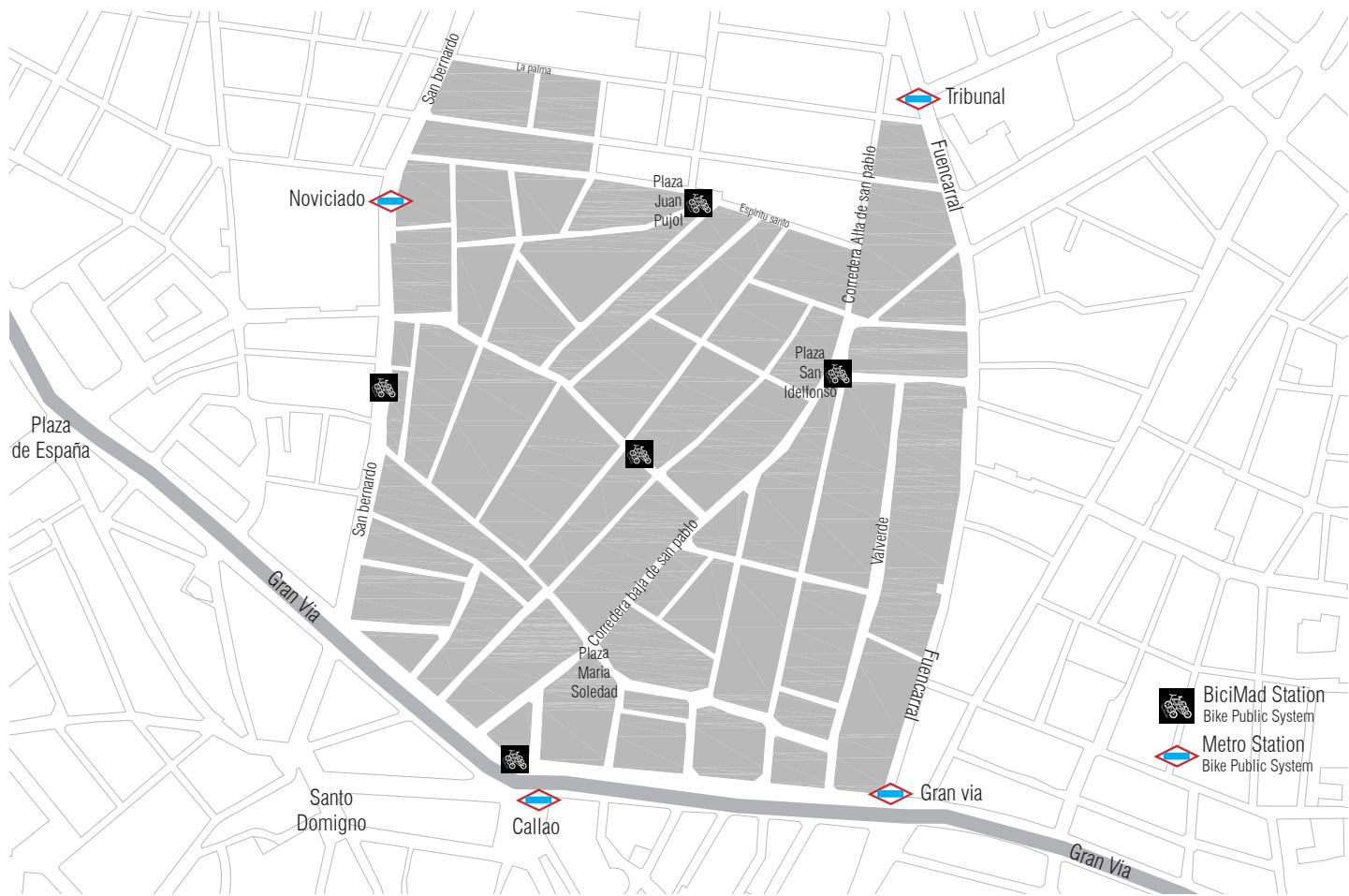


Location in Madrid



Study area

Contextualization



Location Distric Center | Neigborhood Universidad

Size 13.785 Inhabitants *2011

Description Malasaña historic center of Madrid, as well as one of the most touristic place has undergone many change throughout its history. The opening of the Plaza Dos de Mayo and the expansion of its streets made us discover its great architectural heritage. Malasaña is also known for its 70's and 80's counterculture youth movement known as the "Movida Madrileña", which was the starting point of several changes in the spanish society. The neighborhood and its community is well know for the moral, aesthetic and cultural arose within the emerging democracy after a hard and long dictatorship. It gave birth to change and let space for imagination and new forms of artistic expression.

Currently Malasaña neighborhood remains a benchmark for youth. Indeed we iscovered many artistic locals, second hand and vintage shops, independent entrepreneurs, original business selling unimaginable objects, as well as very nice coffes and bars. In other worlds Malasaña, like a spanish Soho is becoming an alternative and hipster neighborhood.

Purpose of the Memory

By Analyzing and Understanding the cultural, historical, and sociological aspects of the neighborhood, our goal was to detect the main problems and social conflicts in order to make proposals and implementations to improve the public space as well as the way of life of the inhabitants and users in this special area of Madrid. We found relevant to add, in addition to our quantitative and qualitative analysis, a third part of research concerning the actual programmes and politics in Madrid and moreover the ones affecting Malasana. Our main concept during this project was to implement solutions and to make proposals according to the main problems of the population, its history and conflicts without at any time imposing our personal vision. According to the socio economic context, we wanted to stay realistic and not implement costful solutions. The enhancement of the space has been thought through the concepts of living and commuting without wasting space and destroying places. The goal was to fit our reflexion into the ground and the community.

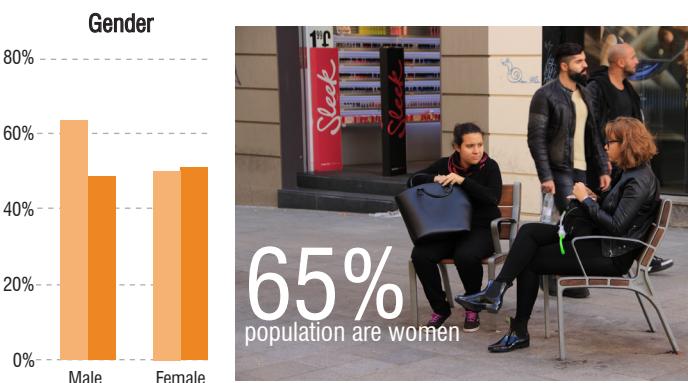
Methodology used

Our results and analyses are based on five different supports : Surveys, interviews, Observations, quantitative analysis and research. In order to provide data visualization we mapped our area. For the first part relating to a global summary of our analyse, we separated Malasana in three areas according to the similitude discovered.

The analysis of the area has been made through the observation street by street of Malasana, this at different times of the weekdays and weekends during three weeks .Despite the record of many details, not all of them have been used. After the identification of the social strata, behaviors, business and activities, street trades, building conditions, and climate street, we started to make surveys and interviews . Our questions and discussions were conducted with open questions previously oriented by our quantitative results. We had to make choices since we wanted to identify and target specific needs and to treat them in a coherent way. Because we found difficult to evaluate the condition of housing without having easy access to the inside of the buildings and according to our results and analyses we decided to focus our work on public spaces. For this we analysed the actual public spaces provide within our area. We propose improvements of the streets as well as the implementation of new functions for abandoned and non used site.

Concerning the interviews we tried to get an holistic sample in term of age, activities, residency and further characteristics of the population. Indeed interviews were conducted with people who have been living and working in the neighborhood for more than 40 years, but also with international students, retired, workers, tourists...Our surveys and observations have been a great source of data collection. We also discussed with associations, social centers, and public actors since they are part of the community of Malasana and know it very well.

Malasaña in data, experiences and answers



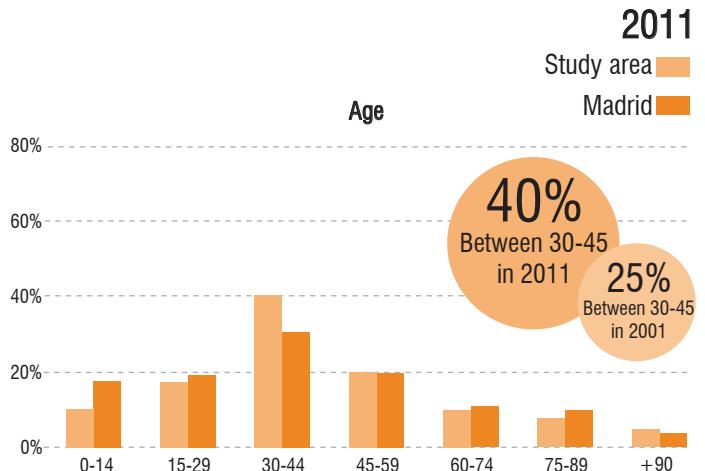
Among the surveyed population and results of visits to the area according with his 24/7 activity, we can see the average range between groups of people 25 years to 45 years, the change observed between 2001 and 2011 over 10 years increases considerably in this age range in the industry, also decreases the population of people over 60s and people over 15 years is also significantly lower compared with Madrid area.



This analysis was focused on finding people as respondents from different age and gender, in different streets in the area and different activities by them as a result of this detailed tour through the main streets of Malasaña this mythical "Village" encloses tradition and essence of what was once the city of Madrid, our respondents and interviewees, we present the following statistics showing data, experiences and observations reality study area.

Population size

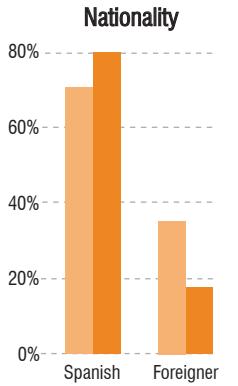
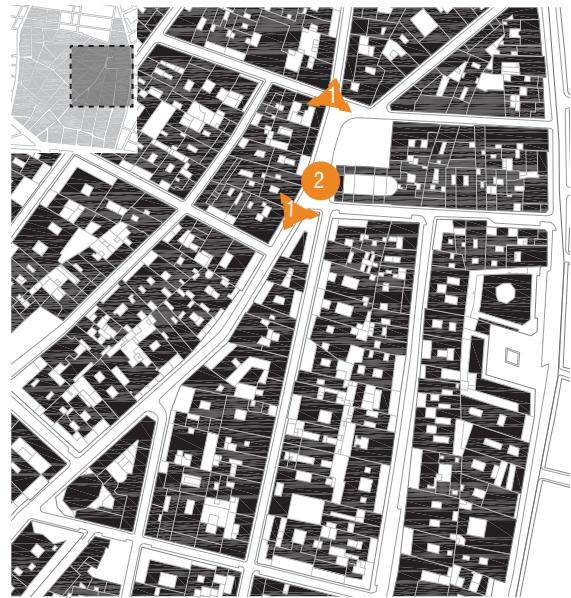
Analyzing malasaña through its population demographics such as gender and age are critical to understand in part the activity and condition of the study area observation and comparison with Madrid area, due to the characteristic of center that this area represents the city, its population includes significant difference in age and peak taking people between 30 and 45 years, according to the vocation of this industry is the average age that performs activities that are performed there.



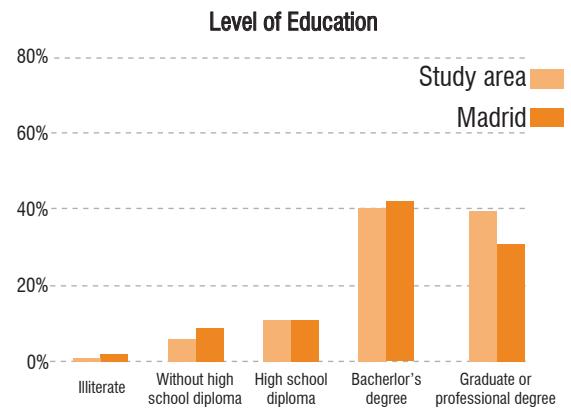
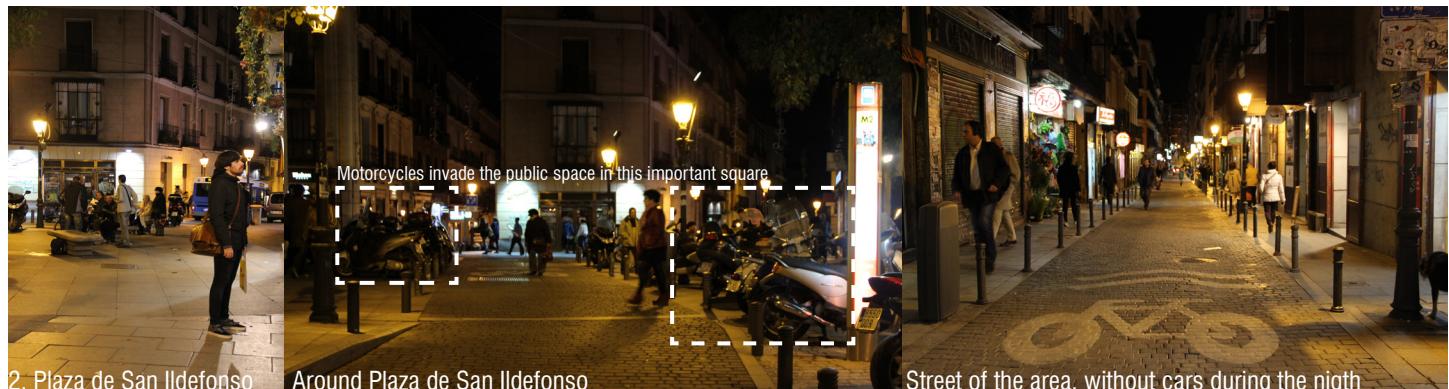
Respondents represent this population of young single people or childless couples who are engaged in alternative activities that characterize this area unlike other areas of Madrid, the non-exclusive residential use as downtown reflected as Age and gender were inclined to promptly activities and population change as a result of gentrification occurred in recent years.

In this streets we observe the next kind of population, residents and non residents, between tourists, students, deliveries and workers, walking or smoking outside, people walk but without stopping, streets with a lot movement of activities, according with the numbers, Malasaña have 35% of foreign residents population is a high percentage compare with the foreign population in Madrid area, but we found a high level of tourist according to the characteristics of the study area, this one of the most touristic places in the city, the Spanish population is around 70% predominating, and with no significant difference from the rest of the city.

Part of these foreign population are homeless a recent problem in the neighborhood, according with the surveys, this problem increases affecting the development of the daily area activities, these streets with lack of space to stop and just be corridors in the area, and the invasion of homeless reflecting lack of public space in the neighborhood where they can be performed decommodified activities.



One of the most characteristic places in the area (Plaza de San Ildefonso) where the population have a big market of activities: Formal, bars and restaurants (during the afternoon a lot of young people / students are studying inside these places cafes), this area represent according with the number an area with high educational level 40% of the population between bachelors degree or graduate or professional degree, the boboification (process) of this part of Malasaña that is to say students are the mark of a gentrification in process, these square is also notable in large quantities homeless in public spaces, benches are used by them and by people of low income, (asking for money, talking or smoking), affecting the comfort of pedestrians in the area.





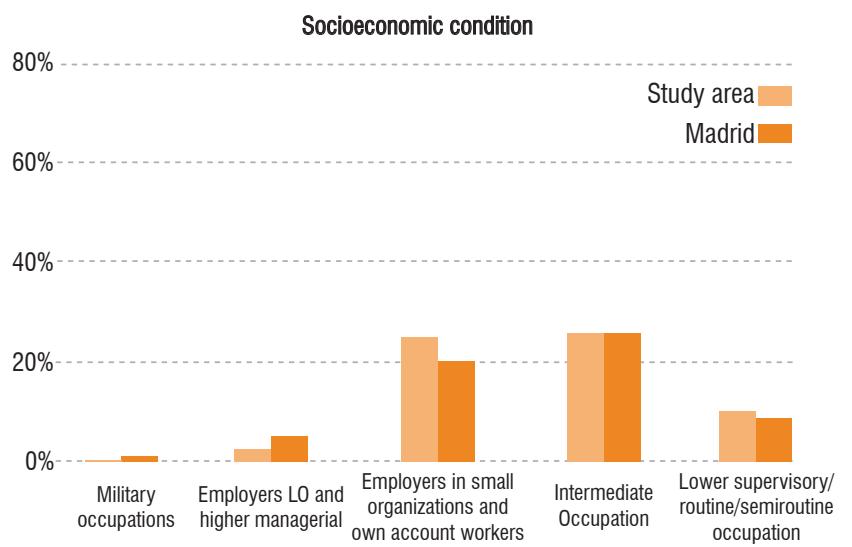
This area is very interesting because there we found one of the main interest of the study area, Cruz Roja Española, they propose: in addition to extra scholar courses for children, (At 6pm many children are getting inside) immigrants can learn Spanish for free, the old generation can learn how to use a smart phones and new technologies, they act like a social center but also a place of meeting and connection between every nationalities and social classes, space for public activities, we interviewed employees of this center, daily walking and living Malasaña, they agree that the traditional character of the area is maintained and the change that has been occurring over the years is a positive change that has forgotten residents but finding a form of integration between the new stores and way of life, the new activity and its inhabitants have a significant development Malasaña.

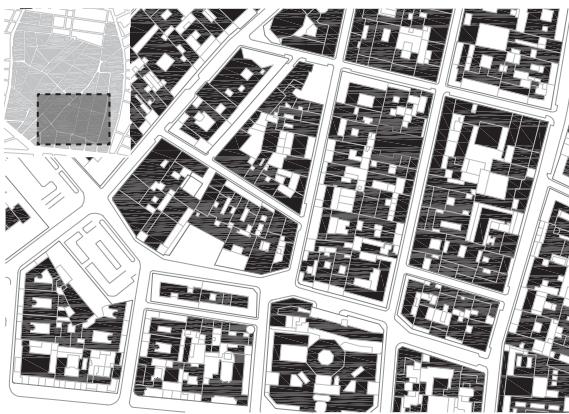
In this area also we observe mixed between traditional, informal and formal activities : little supermarkets “alimentaciones”, vintage bars, from noviciado to the center of Malasaña more its seems popular and the activities are more and more traditional hair dressers, vintage shops, sex shops, locutorios, the extern perimeter of our area seems to be richer than the internal parts like if the gentrification process eat the neighborhood in a concentric model from the external part and progressively inside.



The population of Malasaña is between Employers in small organizations, own account workers and Intermediate Occupations, this according to Census data from 2011, a large percentage of respondents are working in the area or have jobs outside Malasaña intermediate but reside in the neighborhood, other people are older retirees, students, artists, all this diverse group of activities as a result of "La movida" movement within the industry shift.

According to our respondents changing sector activities attracts more and more students and workers in various trades, occupations decline of traditional population, retirees group corresponds to the oldest inhabitants of the neighborhood.





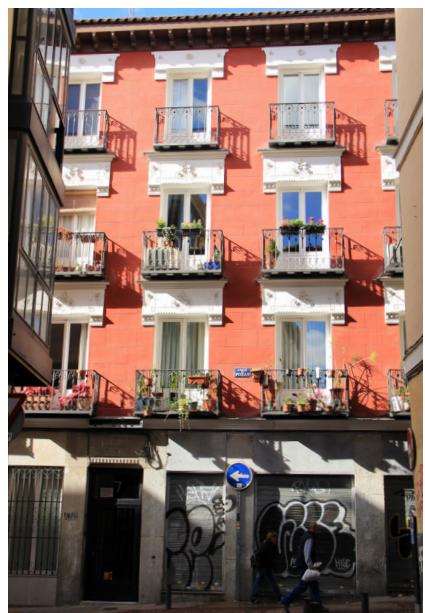
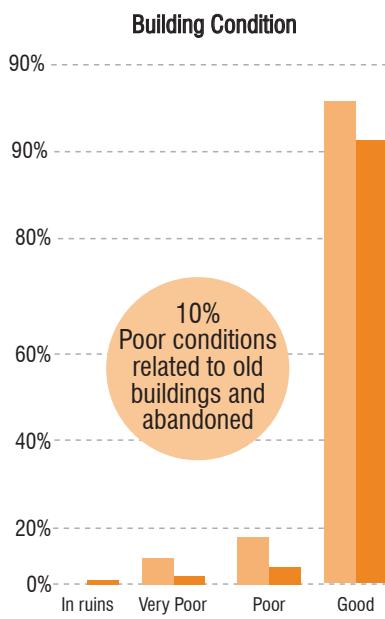
In this area we see a mix of casual and informal trade (sex shops, hostals, most prostitutes in the place), no students, no tourists, only marginal people, police is always around and is high the number of cameras at the area.



Building and Housing conditions

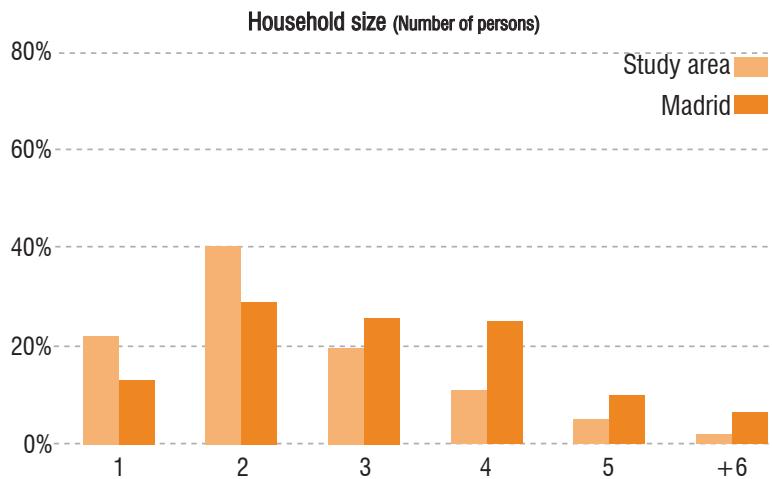
The streets, the buildings and inside of them into the intern part of study area have less good conditions than the extern perimeter, which is composed by commercial and famous brands and not really traditionnal activities. In some streets and squares lot of drawings on the walls : graffities and a lot of colors between the different buildings,

Before Plaza de San Ildefonso shops are new : fast foods, buildings freshly renovated with insertion of shops on the first plan, other levels are residential ones, in this area we detected a problem related with waste management, many Individual bins instead of collective and recycling ones, our interviewers are according with this problem, represent a hug pollution problem in the area.

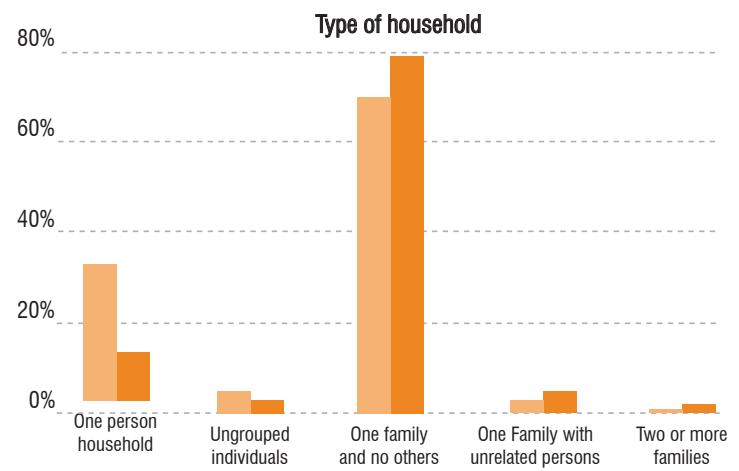




Inside of the buildings in general the conditions are very good, in some of them the stairs are very new, freshly painted and well maintained, with a lift, others with laundry line in the inner courtyards (popular forms of living), according with the numbers conditions of buildings and dwellings is good because this change and transition in the sector, due to the age of it some buildings are too old and have undergone renovations to meet the needs of the type of current residents, who are mostly households with no more than 2 people, childless couples, small families single core.



Respect to housing and building condition most of our respondents have agreed that overall conditions are good, some respondents even gave his opinion compared to housing conditions with the rest of Madrid, as they have a significant change, only refer to may be a bit old but still function to literally. Respondents generally share an apartment with one or at most two people, for convenience and comfort prefer to do it this way.



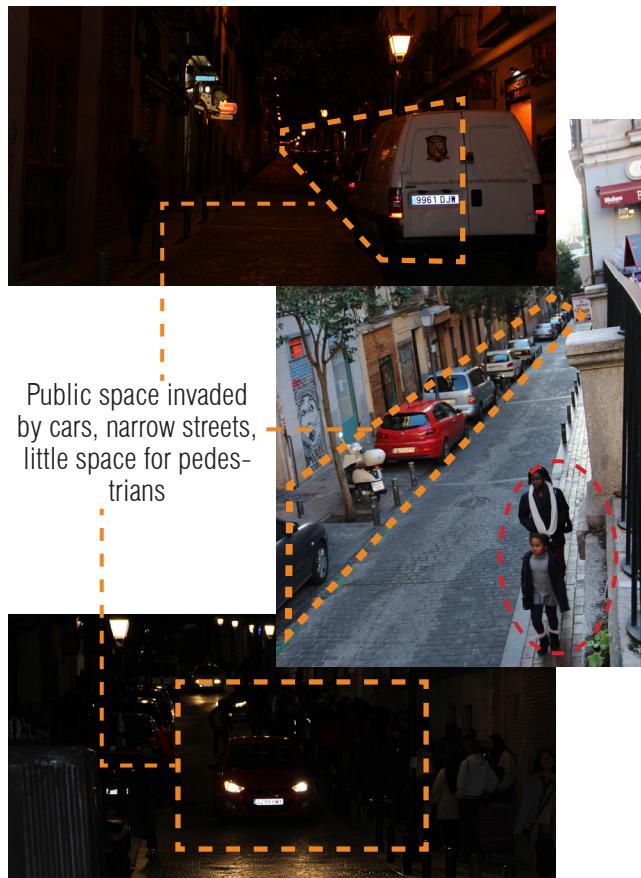
Between Madrid and Malasaña area we observed an increase in one-person households or couples because the vocation of the neighborhood and the progressive change of population and activities that have occurred in recent years.

Accesibility and Public Space | Identification of the main problems

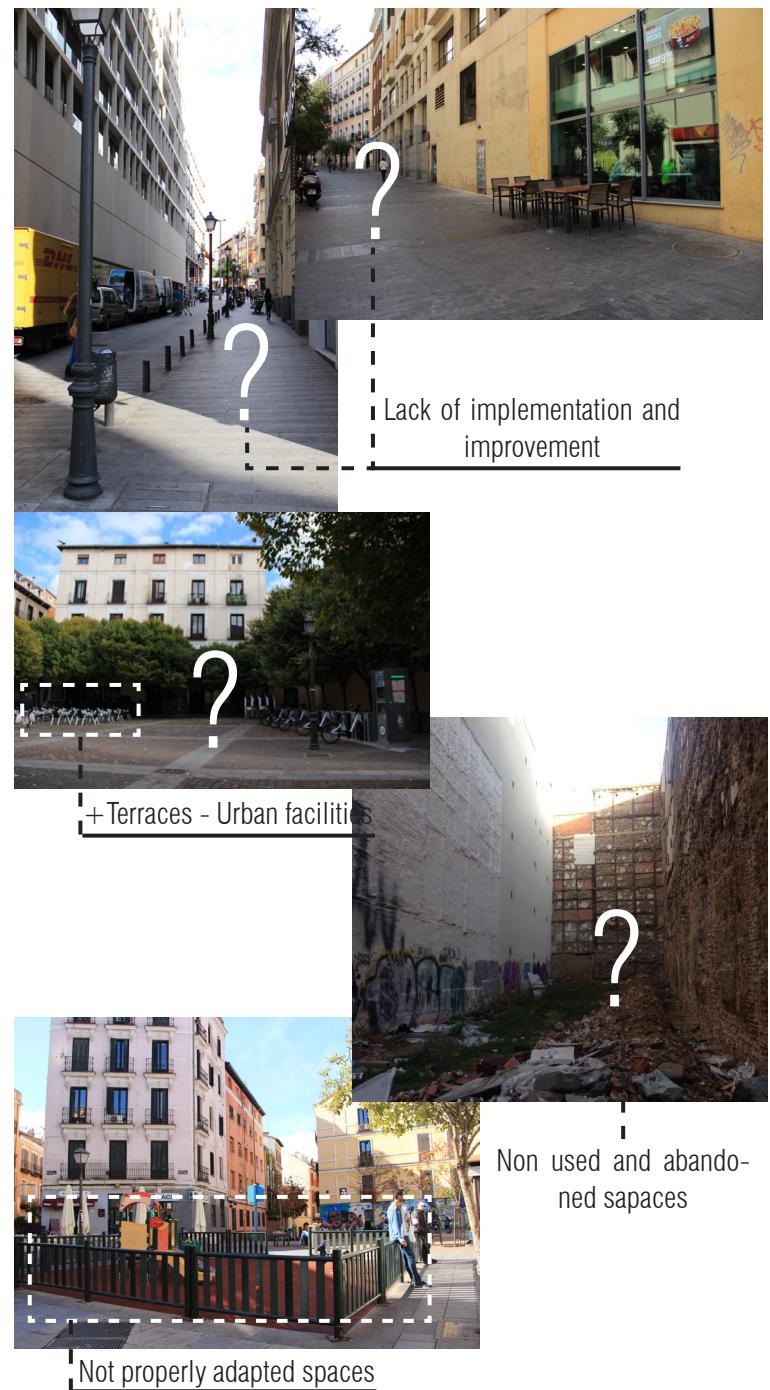
All interviewees agree on one problematic, the lack of space public green areas, areas of public activities free in the area, many places where they could be deployed these areas are invaded by the terraces of the restaurants that are in this area generating space invasion and conditioning these activities, residents and visitors seek areas where they can perform such activities without any cost and are appropriate for the same spaces.

Informal activities in some streets during the night and particularly during the weekend, people selling beers in the street, people using the streets as a direct public space without facilities, sit direct on the ground, a lot of scooters and motorbikes are parked on the sidewalk hindering the movement of pedestrians in the area.

Narrow streets, excess vehicles during peak hours, are some factors that can impair quality of life environment and thus the quality of the environment, our interviewees and respondents generally perceive pollution due to excessive traffic load, thereby generating a excess noise in addition to the nightlife of the area, as we have described our interviewees, causing weekends high noise levels are achieved affecting the tranquility of the neighborhood.



The neighborhood has a number of public spaces that are not used properly due to lack of implementation and improvement are not focused on the inhabitants of the area, activities that could be made there are not require sufficient that respondents and observation results these spaces are not properly adapted.



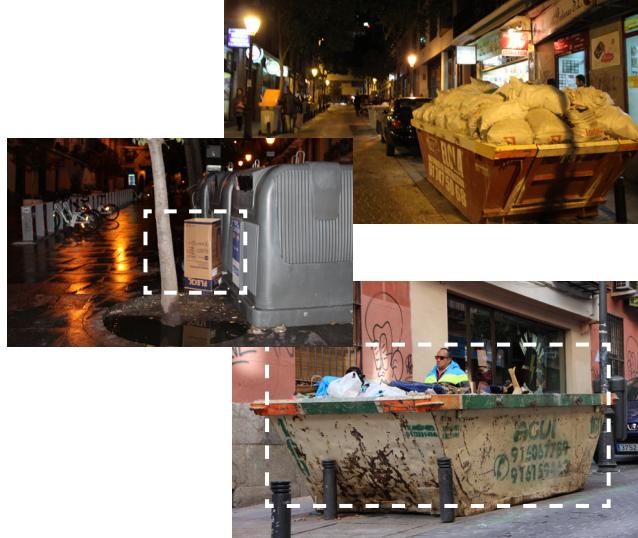
During the night the neighborhood is crowded by people walking and sitting, much more scooters and motorbikes park everywhere, needs for parking spot as results to the demand of parking (small capacity and large costs), for these areas the circulation is not very fluid, most of the streets had one sense of circulation.



Lack of implementation and improvement
Cars - Motorbikes - Scooters -
pedestrians



We observed a lack of collective recycling infrastructures for a good management, as well as the surveys show that many of our interviewers denounce problems of dirtiness in the public space of our area on each squares, and in a few streets, the rest individual and mobile bins without sorting.



The bicycles public system is not very used during the weekdays and the spots are full only during the weekends and by night mainly by people coming from outside our area to enjoy the nightlife of Malasana. The inhabitants don't use this system so much because it is not convenient. Malasana is not flat, and does not provide safe bike, making the use of the public bicycles inconvenient for them. To the question would you like to bike in Malasana one of the recurrent answer was "yes if I can park my bicycle".

According to our respondents, bicycles are gaining prominence in the people in the neighborhood because of its ease of connectors can be used in the narrow streets, while the use of the car is losing popularity because of the high rates available on parking areas and existing and future car restrictions.



Good Bicycle Public System



No bike lane but with facilities in the roads.



Lack of parking for own bicycles



Malasaña, Madrid, Capitalist and Politics

Programmed gentrification versus Resistance

The need for economic development and especially the real estate boom in recent years leaded politics to revitalize inner cities. As gentrification process have been identified in many cities around the world, with the end of the post-fordism and the new world economy, the activities based on services are now back in city centers. It gave to the population new reasons to live in city center as well as to politicians new opportunities to create competitive cities.

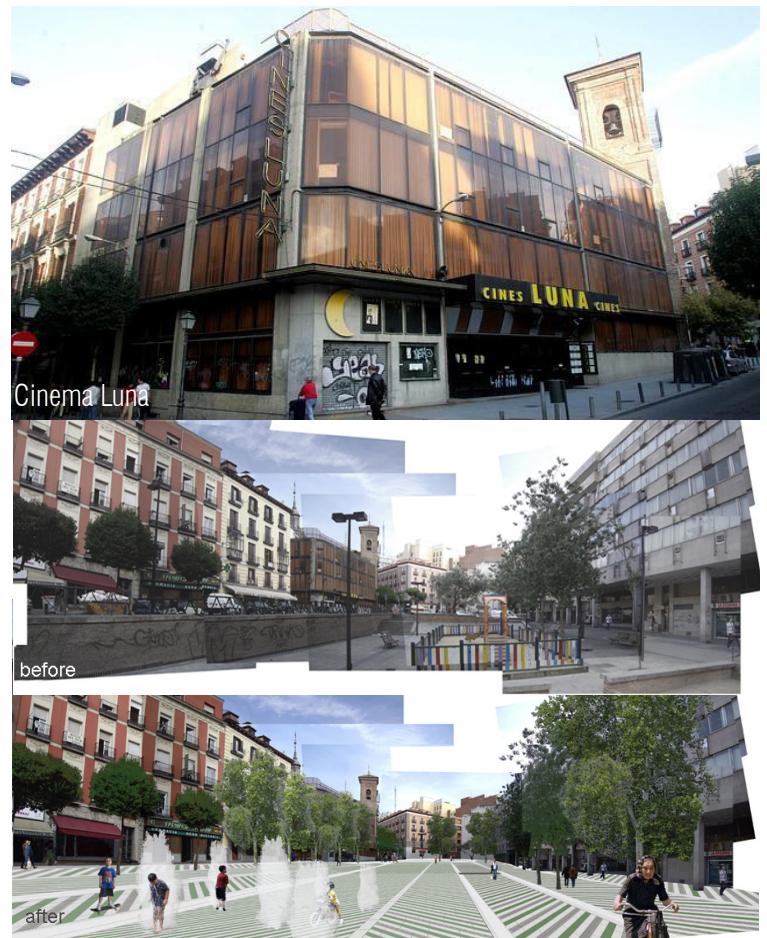
Despite the survival of a few traditional activities in the center of Malasaña, the process of gentrification has started since a few years. As seen in the previous part, we observed different areas and level of gentrification within our neighborhood. Our quantitative analysis show a general diminution of immigrants and an increase of qualification (level of education) within our population between 2001 and 2011. The population is changing, as well as the activities and the physical coating of the streets and building.

The process in Malasaña seems concentric and eating the neighborhood progressively from the external part near the main axes : gran via, fuencarral and San Bernardo to the inner Malasaña.. Moreover the main axes and squares inside our areas known as Calle de la pez and the Plaza San Idelfonso are strategic points to invest for gentrifiers according to the hipsterisation and "boboification" of the neighborhood. There is a huge difference of atmosphere between the surrounding space of calle Desengano and calle Ballesta in comparison to calle Fuencarral which are in the same neighborhood but at different steps of the process.



Almacenes la Voz / Calle fuencarral esquina 1981

Traditional activities in popular inner-cities progressively disappear with new rehabilitation programs. In Malasana, following the rehabilitation of the Plaza Soleda Torres Acosta in 2006, the cinema de Luna has been replaced recently by a three level sport center. This kind of program aiming at increasing the quality of the public space gave the opportunity to multinational and housing companies to make new investments. Here it is only an example of how new private commercial and cultural activities are generated a new "lifestyle" and leading to social differentiation. Indeed people who can not afford to pay a monthly pass are exempted of sport facilities. On the other hand the increase of the house market relativeto the enhancement of the buildings and public spaces make the poorest enable to pay their rent. It is how an other kind of population come back to former popular and poor centers. It is how free housing opportunities are attracting many students Plaza Soleda Torres.



Rehabilitation of the Plaza Soleda Torres Acosta 2006

The gentrification in Malasaña has been officially programmed with the cities and company within the name of Triball (see map below). Inside the Triball area, cameras are standing everywhere and the huge rehabilitation program seems to lead to a future sanitized city center. The prostitutes are still working but who knows

how long. Indeed, facing the loss of identity and creative effervescence, as well as the loss of population within our barrio, associations such as Todo las praxis and Somos Malasana started to fight against the politics and gentrifiers. The resistance took a building Calle de la pez which is open at 7pm everyday. This urban initiative open the way for discussions and collaborative projects within the mixed community. This concept of gentrification lead us to our choice in term of re-invention of non used places because we believe that the city in general has to be built, used and enjoyed by its people and non against them.



Triball area

Malasana, accessibility and the new Restrictive scheme

We found interesting to speak about this new policy since it will affect our Area. Anna Bolleta, mayor of Madrid announced the possible extension of the restrictive measures to the city's hip neighborhood of Malasaña and Chueca in may 2015. Implemented first in Cortes in 2004 then extent to Embajadores neighborhood, now the restrictions and cameras are extended to Palacio and Sol. According to the politics, the capacity and efficiency of the public transportation system of Madrid does not justify cars to enter the central residential areas. The goal is to reduce congestion, noise and air pollution as well as to increase security, tourism and the life quality of the inhabitants of the center of Madrid.

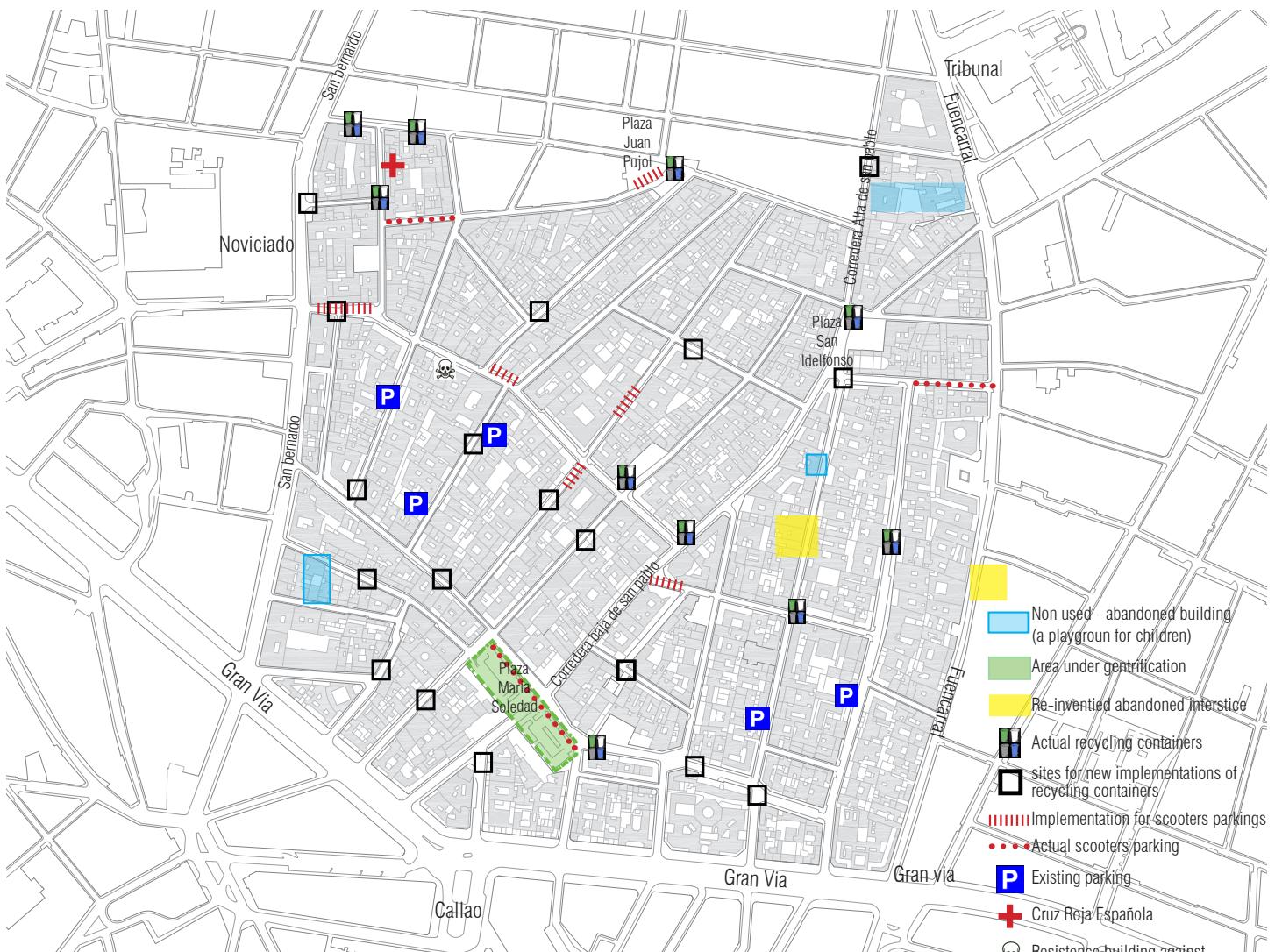
The central streets will remain open to cars, as well as the ring of arterial avenues that enclose it. The principle is quite simple cameras will check license plates at the entrance of the zone and any people entering the scheme without parking their cars within one of the 13 parking lots will be pleased with a fine of 90 euros. Only the residents will be able to come and go as they please.



Car restriction 2014 / Ayuntamiento de Madrid

As a result of our analyze more traffic will be reversed on Malasaña main streets and more people will be looking for parking spot within our barrio to avoid the restricted area. The fact is the three parking identified within our areas have very small capacity and it is already very difficult for Malasaña's resident to find parking spot in the street. Moreover in 2015, Malasaña will probably be integrated to the restricted area meaning that the need for parking inside our area will increase. It is also why we focused our second implementation on public spaces and the re-striping of parking lots. We think that with this new policy has to be follow by the promotion of alternative modes. With the extension of the restricted area the walking distance will increase within the city center. It would be very judicious to create more parking lots, as well as bike lanes to increase the low level of cycling provide by the city of Madrid. The potential is huge Madrid and Malasaña provide potential site for the implementation of bike lanes with large sidewalks and avenues. Moreover during our interviews, it appeared clear that the main reason people don't use public or private bicycles is relative to the non convenience of infrastructures providing safe and easy trips for bike users.

Restructuring Public Spaces



Map of proposal

Because we could not focused on all the problems observed in our area, we have chosen to focus our work on public spaces with four specific implementations.

On the one hands our first ideas are relative to the utilization and re-invention of public spaces which have to be used by all and be accessible for all. This point stress the call for a collaborative and participative governance limited the negatives effects of the gentrification process. For this we propose the creation of an espacio de estudio and the call for solidary urban initiatives around non used places. On the other hand we looked for solutions to gain space and make possible new utilization of the streets and public monuments by the residents and visitors. Moreover we will propose simple solutions concerning the problem relative to dirtiness and waste management.

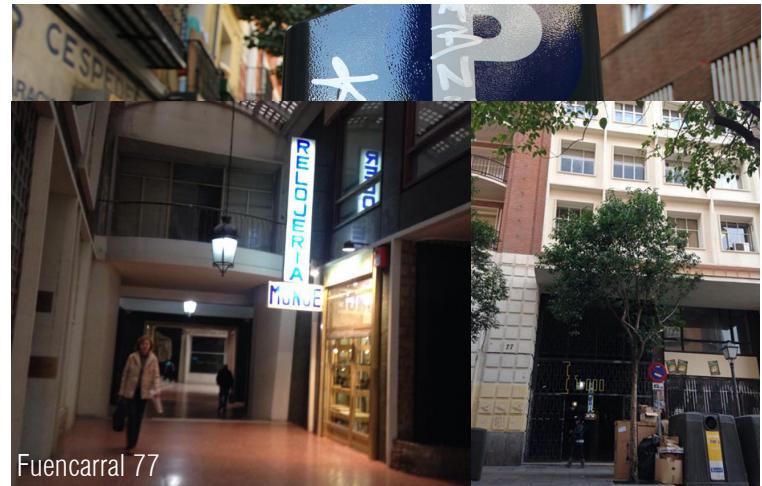
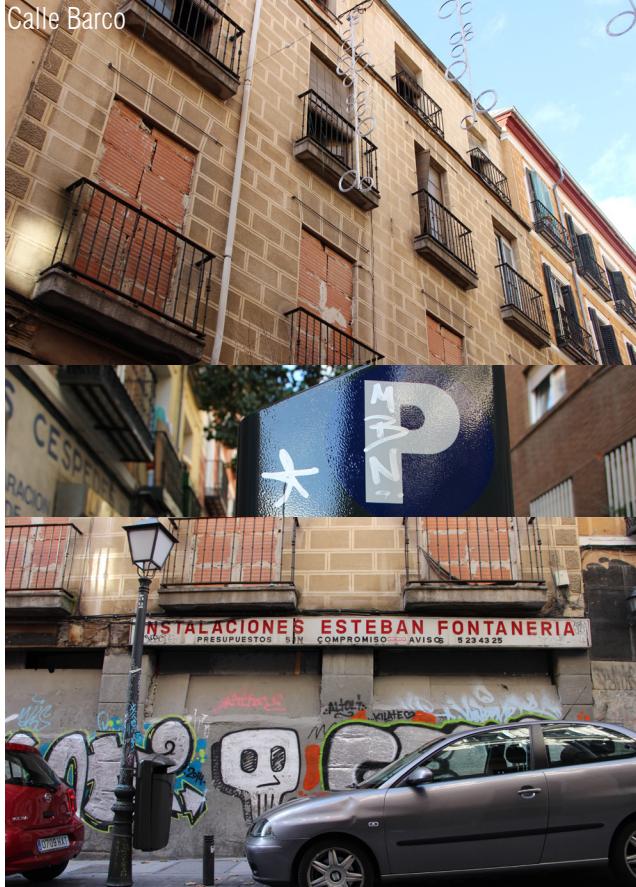
Parking spots restriping

According to the increasing demand of parking spots for car and scooter users in Malasana and around our area, we propose the implementation of different kinds of measures.

The identification of empty and old buildings in strategic sites gave us the idea to transform them in vertical public parkings for cars. Making spaces for cars, as well as making them disappear from the streets, appear as a necessity since the policies attempt to reduce their utilization. Moreover our area is well deserved by the very efficient public transport system of Madrid and thus from any point within maximum 5 minutes. According to the number of available and abandoned buildings we found, there is a possibility to create places for cars without loosing spaces for other purposes. (Parking on the sidewalk or in special spot lanes have to disappear.) On the one hand the parking spots can be integrated within the building

area in a vertical way to let spaces for the future implementation of spacious and green lanes for walking and biking. A vertical parking is much more profitable in term of cost than an underground one. On the other hand they could be used by people wishing to enter the New Residential Priority Area from Gran Via and even become P+R (park and Ride facilities) providing bicycle facilities (see photo). Here it is about linking the new policies and trends to the available space on the ground in order to increase the quality of the public space. This could improve the quality of trip users, multiply the functions of the streets, as well as decrease the noise and air pollution.

We choose three buildings identified as strategic points to make fast connection to the main crowded avenues around our area to not disturb the traffic inside and around Malasana. Fuencarral 77, also called the Passage is a very spacious empty building standing in front of the metro station tribunal. At this point the street is not pedestrian anymore. The space available is fantastic and the public owner (Seguridad Social de Madrid) did not find investors for the last few years. It would be interesting to transform it according to get the street rid of cars parked on the sidewalk. The free space could be used to implement a bicycle lane. The two other sites take place in street de Barco and Calle Estrella.



Fuencarral 77

During the night the neighborhood is crowded by people walking and sitting, much more scooters and motorbikes park everywhere, needs for parking spot as results to the demand of parking (small capacity and large costs), for these areas the circulation is not very fluid, most of the streets had one sense of circulation.

Vertical parkings can be paying for non residents and free for residents. Since residents would be the main users, the regulation can be made through tags implemented on their cars. The implementation of new technologies would aim at increasing the efficiency of the new policies, as well as the accessibility. Taxation and pricing policies should be avoided to not create segregated places by providing sufficient alternative and mixed transport modes. Our goal is only to find solution to gain space in order to facilitate further implementations in the streets and diversify their utilization.



According to the numbers of scooters parked in an anarchic way and the non existence of any regulation on them in Madrid, there is a huge necessity to Implement lines of parking spots for scooters within each squares within our areas. A few of them exist already (calle de Teroso, calle de la luna, Calle Colon) but their numbers and capacity are too small according to the number of motorcyclist within the area. We identified some possible further implementations throughout simple structures made with plots easily settable in the streets. The identification of the sites has been strategic and

relative to different periods within the week including peak hours, nightlife arrivals, and according to the crowded areas and activities which need the users to stop and park their vehicle. The idea is to implement spots lines and a new regulation relative to scooter users in order to facilitate the passage on the sidewalks. The virtues are here to gain spaces as well as to increase the level of safety in the streets for walkers and bikers. We thought this measure would be useful for both the residents during the weekdays and the visitors during the weekends.



Re-Invention of abandoned places

"Sin los relatos los nuevos barrios quedan desiertos. Por las historias los nuevos lugares se tornan habitables. Habitar es narrativizar. Fomentar o restaurar esa narratividad es, por tanto, una forma de rehabilitación. Hay que despertar a las historias que duermen en las calles y que yacen a veces en un simple nombre. (...) Son las llaves de la ciudad." Michel de Certeau"

These 2 interstices, whether their owners are public or private, will stay empty during years until their new urban use. One of the characteristic of public spaces is that they are not commit to stay but to evolve according to the need of the population. Our proposal is here to make collaborate and participate the population with local actors in the re-invention and utilization of

abandoned places through cultural and social activities. The proposal has to be discussed with the city hall of Madrid which already said yes for a similar successful project in la Latina. Indeed el Campo de Cebada, since 2010 still gather the neighbors and residents of the central district of Madrid to encourage the temporary use of the demolished site of America's sports center. Moreover this kind of experiment has been a success oversea with the example of the waterfront Boston project in 2014.

**EL VERANO SE VA
EL CAMPO DE CEBADA
CONTINÚA...
Y QUIERE
CONTINUAR
CONTIGO**

HAY UNA
NUEVA
ASOCIACIÓN
DE GESTIÓN



**DOMINGO 12 OCT. 1230H
GRAN REUNIÓN DE VECINOS Y VECINAS:
¿CÓMO SEGUIMOS?**

Example: Campo de Cebada | La Latina

The functions of the two interstices could regularly change functionally and physically with regular calls for new proposals, activities, cultural, social, artistic, sports projects. The virtues of this kind of unplanned and temporary architecture include both the increase of solidarity and discussion within the community and the enjoyment of the people in their environment. Here the goal is to preserve Malasana as a Neighborhood based community instead of a gentrified and sanitized area.

Calle del Barco is mainly used by residents in the middle of a gentrification process. New inter-generational activities can be developed by integrating simple infrastructures made with recycled materials. For instance with a playground for children (the place is facing a school) as well as ping pong tables for teenagers and adults and simple low impact and comfortable elements for older people. The goal is to make participate all the generations.

Concerning calle Fuencarral, the pedestrian and commercial street is now full of new shops : Adidas, Starbucks, Zara came to close the traditional former activities. This interstice can be used as a test for developing a creative space. An art exhibition to promote artists of Malasana, as well as a space for events such as concerts where local groups could play during the weekends. Street artists and painters could be gather to refresh the sad walls. In this gentrified street it will allow a re-connection of the street with the community and its identity.



Re-creation of spaces Fuencarral | Before



Re-creation of spaces Fuencarral | Before



Re-creation of spaces Fuencarral | Before

Creation of an intergenerational “espacio de estudios” with free access

As students are using the cafes in mass during the weekdays and weekends around plaza de San Ildefonso and since we have been said it is forbidden to stay studying during the rush hours on Saturday, we realized that students do not have many opportunities to study in public places.

Here came the idea of an inter-generational and free access studying place which could be open 7 days a week for the residents and non residents of Malasana, whatever their age. If implemented on one level of a public building there is no need to regulate the access since it can fit to the one of the building. Targeting students is not the goal. Old people can sit for a while and read their newspaper on comfortable sofas, informal teachers can give lessons of Spanish to international people living within the area. This kind of public space would be very appreciated and useful to the community.

Moreover we wanted to add to this espacio de estudio a function of sustainable enhancement center within Malasana. This kind of center could have been very useful since the design and functions of public space has to be linked to the participation of the residents and the increase of awarness within the all community. The fact is the associations and social centers are already very active within the area, wether the Red cross or the associations Somos Malsana and Todos Ias Praxis, we thought that this approach would not have been pertinent in an area where actors are already very active. However here agin the implementation of our measures are correlated to these actors and won't exist without their collaborations. Help them to provide positive change in the space utilisation and to guaranty the maintenance of the identity of the area without destroying places was here our main concept .

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Model : Espacio de estudio - Palacio Cibeles - Madrid 19/11/14

Waste management and bins improvement

Our last point focused on the evaluation of the efficiency of the waste management services in Malasana. The inhabitants interviewed denounced a lack of recycling containers in the streets, this was confirm during our multiples observations. We decided to propose new sites of implementation in identifying potential needs street by street. This resulted in the mapping of the actual containers and the streets with only door to door bins. Our point is that Malasana is not flat and the actual containers in term of access are situated on the top of the streets. Moreover according to the residents street cleaning services have to be intensified.

