

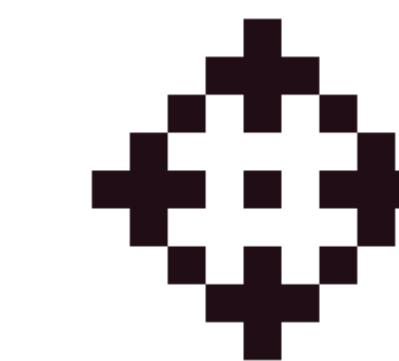
URBAN DESIGN USING 3D MODELLING





PROJECT OBJECTIVE

Allow children to contribute to the urban planning of parks in Mérida city.



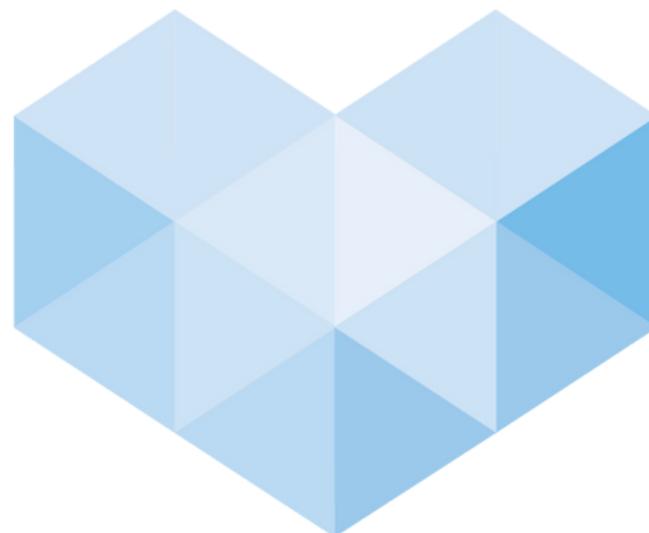


INNOVATION

The “Block by Block” methodology has never been used in Mérida.

JUSTIFICATION

The “Block by Block” methodology allows children to contribute to urban planning, as in Tirol (the most recent use of this methodology).



BLOCK BY BLOCK™

REQUIREMENTS

- Accessible and Intuitive
- Commitment
- Fun and Motivating
- Immersive and Engaging