

# SONORA

## WAGON REFURBISHING

project type: Academic partnership with various NGO organizations

end date: jun 2023

duration: 3 months

teammates: FADU's architecture and urbanism team

whereabouts: Hurlingham, Buenos Aires; developed during an international exchange at UBA

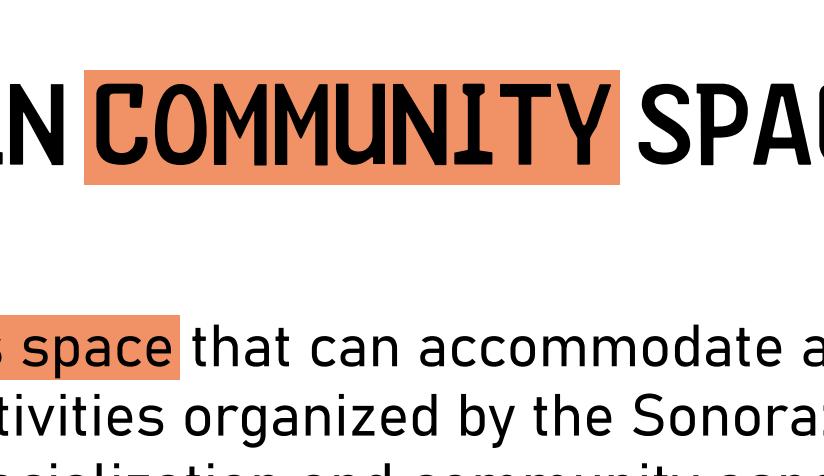
Non-profit associations collaborated with students in the design and creation of a multifunctional space for underrepresented communities.

The reconditioned wagon, a symbol of rebirth in a marginalized neighborhood, offers a communal space that is equally suitable for children eager to play, for teens to stay off the streets and for the elderly to share their stories: here the recording headquarters of "Radio Sonora" produce socially committed media.



**THE PROJECT IS A  
NON-PROFIT COLLAB  
BETWEEN THREE  
DIFFERENT ENTITIES  
WORKING TOWARDS A  
COMMON GOAL:**

Sonora Social NGO **promotes culture and equity** in underdeveloped parts of the urban agglomeration, using visual and radio languages as a mediating tool.



The SiuS uni course gathers students from **different disciplines**, making them apply the skills learned during studies on a real case, with concrete limitations.



The **state-owned rail company** provided a disused wagon, the land ownership for placing it and volunteered the manpower and all materials for the refurbishment.



### FOCUS AREA FOR RADIO SONORA

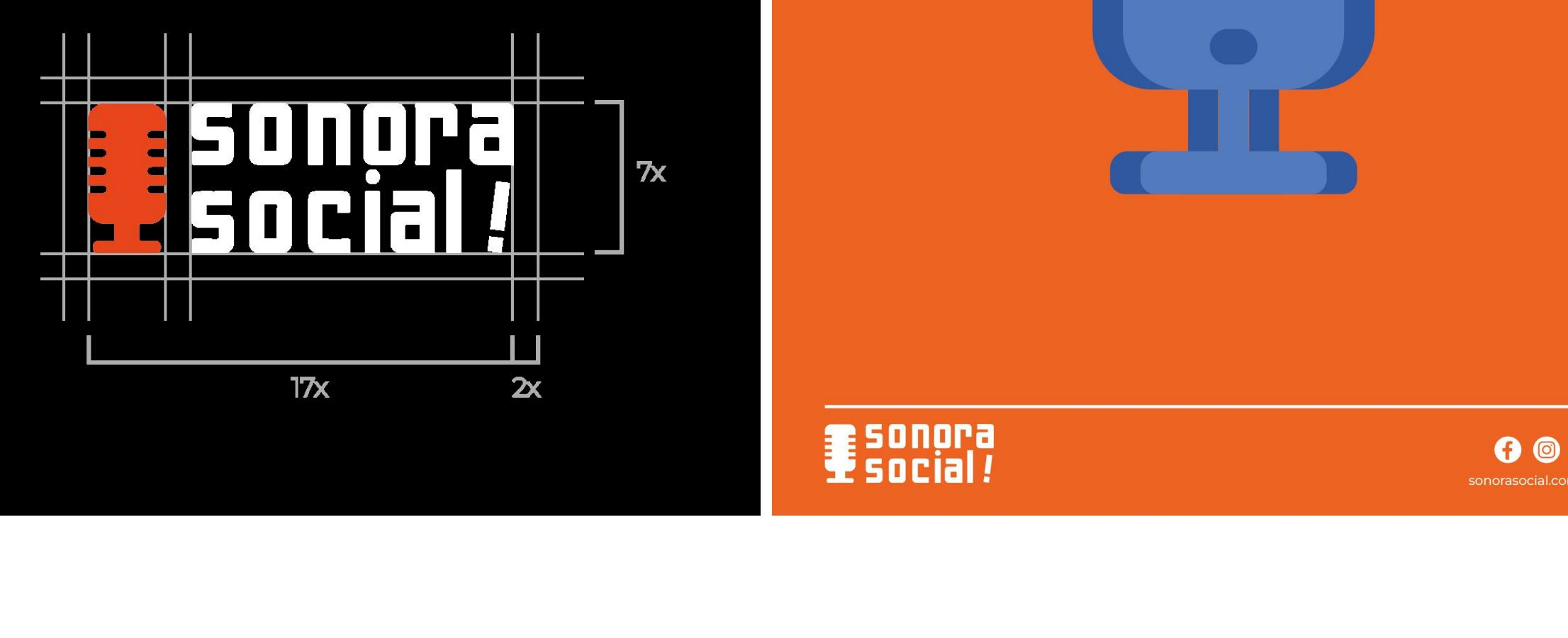
### MAIN COMMUNITY SPACE

The central area is conceived as a **continuous space** that can accommodate all of the many different cultural and educational activities organized by the Sonora: the open space promotes socialization and community aspects.



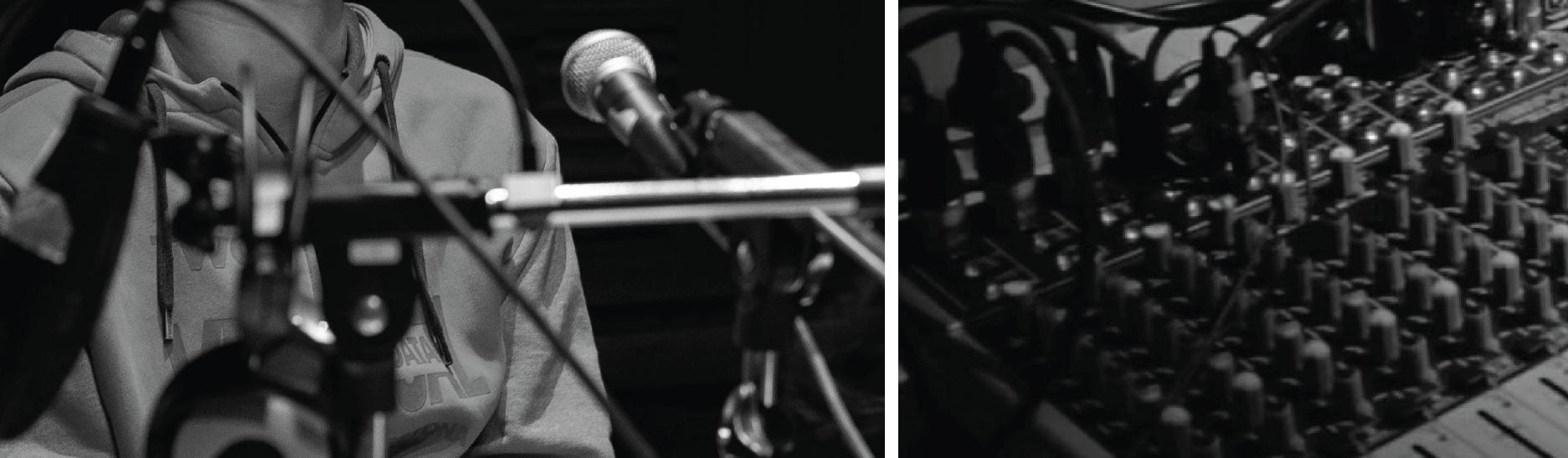
### FOCUS CABIN FOR RADIO SONORA

Radio broadcasting and podcasts are the heart of the association's activity: the space is designed to **encourage dialogue between equals**, through direct participations of the local population **awareness is raised on sensitive issues**. The table allows an **unfiltered conversation** where nobody shall be isolated.



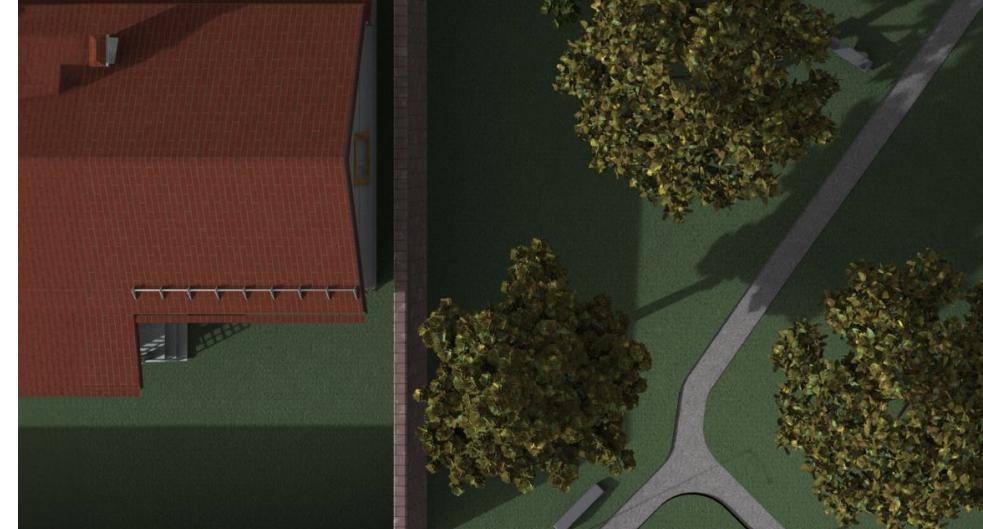
### STOREROOMS AND SERVICES

A small kitchen and two bathrooms have also been added: the aim was to design an attainable space for real life use, complete in every possible detail. **Custom interiors** are one of the means of **pursuing an identity campaign**.

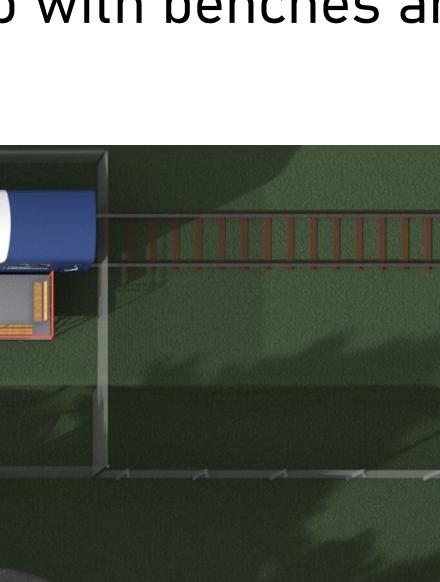


### COMMUNICATING THE UPDATE

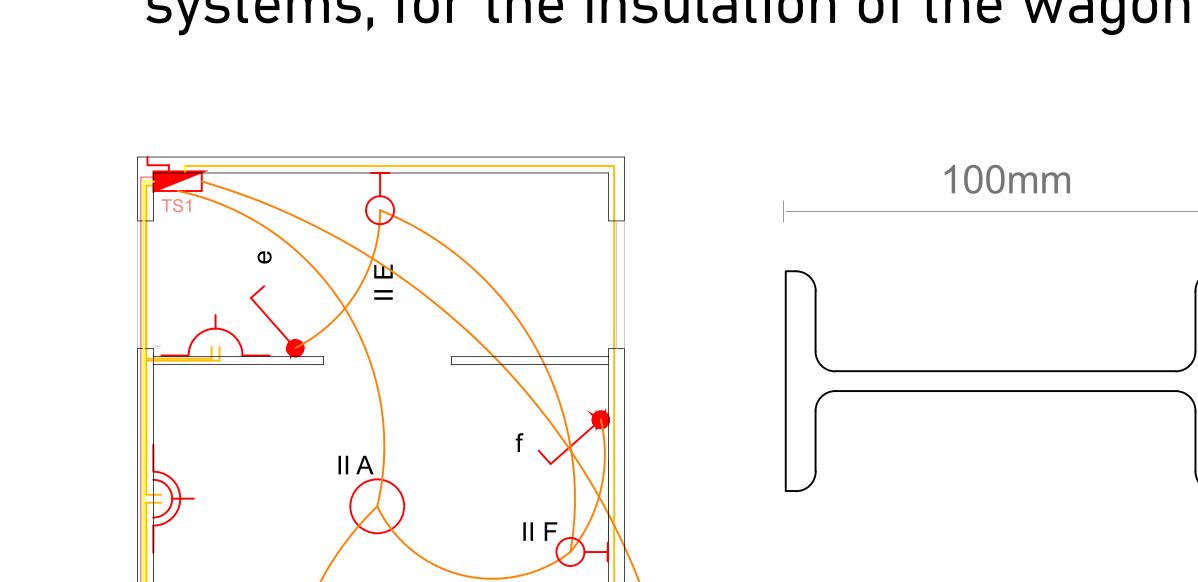
The graphic design team also focused on the **communicative aspects**, developing a new logo, ads and posters to better represent the refurbished identity of the NGO.



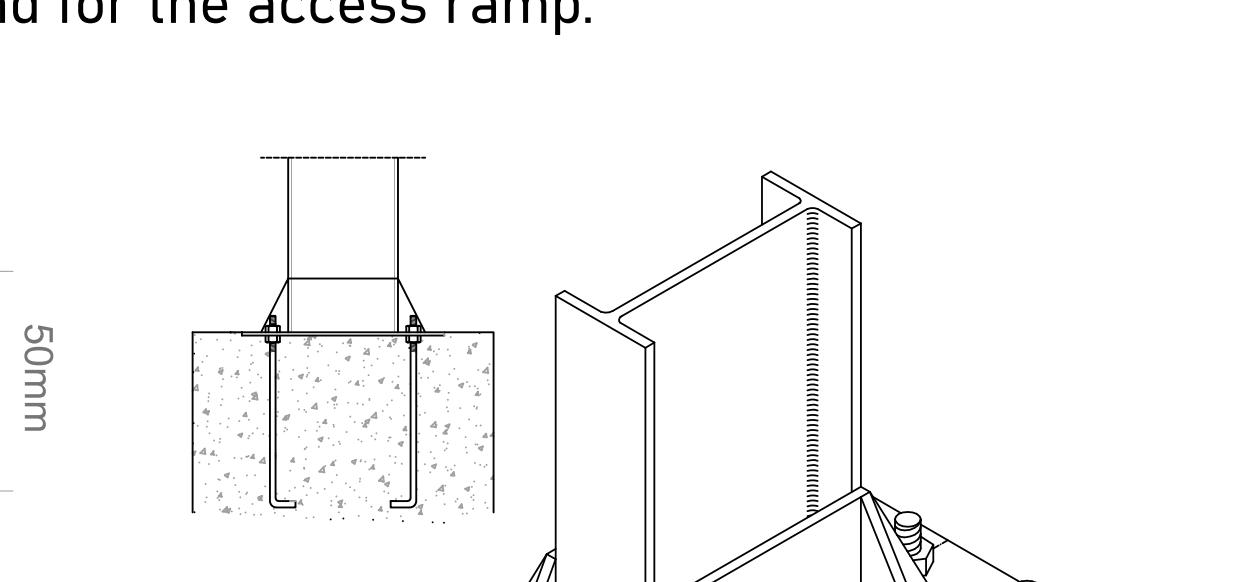
**Ser comunidad** en una sociedad dividida.



**Ser voz** de los que no tienen.

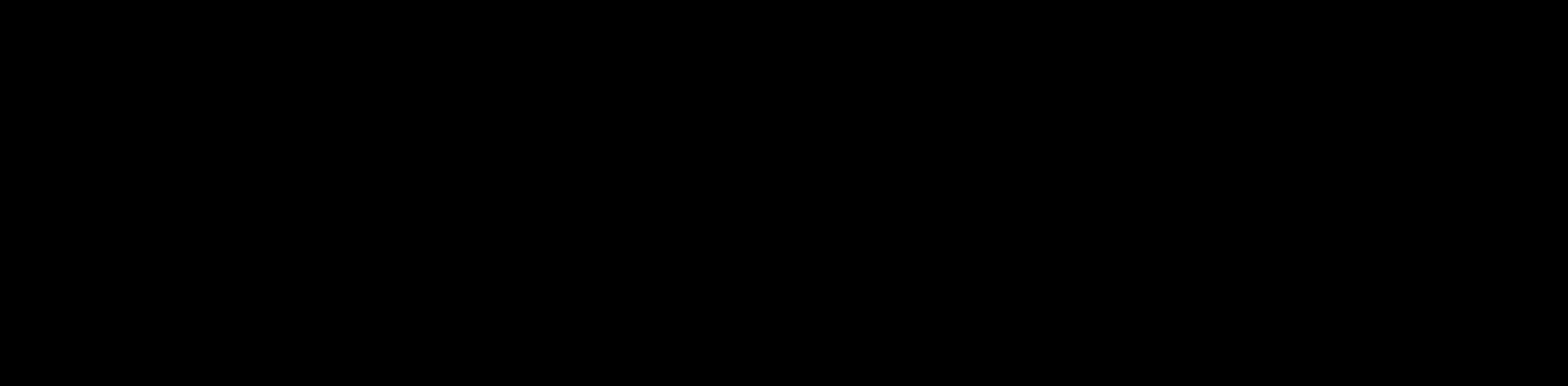


**Ser herramienta** para un futuro mejor.



### A WORK IN PROGRESS...

The wagon will occupy a space nearby the Hurlingham station, **some 22 km deep into the suburbs**. The project also consisted in designing the connections to the pedestrian paths, an access ramp and an outdoor patio with benches and racks.



### ...COMPLETE IN EVERY DETAIL

Since the work was needed by the ONG to proceed, **detailed technical tables and charts** had to be drawn for all of the furniture, for the hydraulic and electrical systems, for the insulation of the wagon and for the access ramp.

