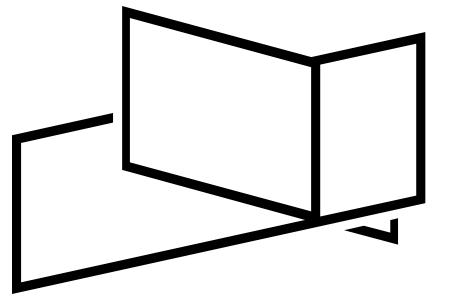


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RIGHTOFWAY





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RIGHTOFWAY

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001

OUR FOCUS

1

1

RIGHTOFWAY is a creative project that highlights **street redesigns** that go beyond function — projects that elevate public space, foster urban livability, and enhance community life.



It focuses on how design decisions, both big and small, impact the human experience in cities.

Cl. de Ayala & C. de Claudio Coello, Madrid, Spain

[001]

001

OUR FOCUS

02

OUR VISION

Urban design is everywhere, yet **almost invisible in media**. RIGHTOFWAY skees to change that.

We highlight the ideas, challenges, and creativity behind each street redesign project – directly through the **designers who shape them**.

14th Street NW, Washington, DC



Our goal is to **elevate urban design** into the same cultural space as architecture and interior design, making it both accessible and aspirational.

OUR VISION

AUDIENCE

003

3

Design professionals

The general public

Urban designers, planners, landscape architects, and architects who wish to share their work, gain exposure, and learn from peers.

People who appreciate good design and want to better understand how cities evolve.

Rosemary Ave, West Palm Beach, FL

003

AUDIENCE

003

OUR APPROACH

004

4

RIGHTOFWAY highlights a street redesign project with **cinematic clarity**, one episode at a time.

Each episode dives into one street redesign project through three key design lenses:

- changes in geometry
- surface materials
- furniture, street objects, and vegetation.

004

004

Avenida 9 de Julio, Buenos Aires, Argentina

004



The project is highlighted through **immersive visuals** and the **designer's narrative in voice-over**.

OUR APPROACH

WORKFLOW

005

5

The RIGHTOFWAY team meets virtually with the designer to prepare an interview-style **video script**.

Recordings happen at the project location or designer's studio. There is no need to travel. It takes just a few hours.

005

WORKFLOW



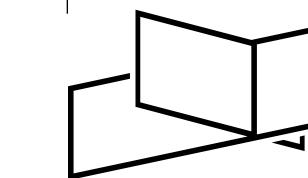
RIGHTOFWAY edits and publishes the video. The designer is encouraged to share it with his or her network.

005

005

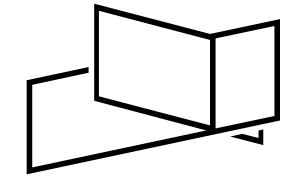


VALUE FOR DESIGNERS



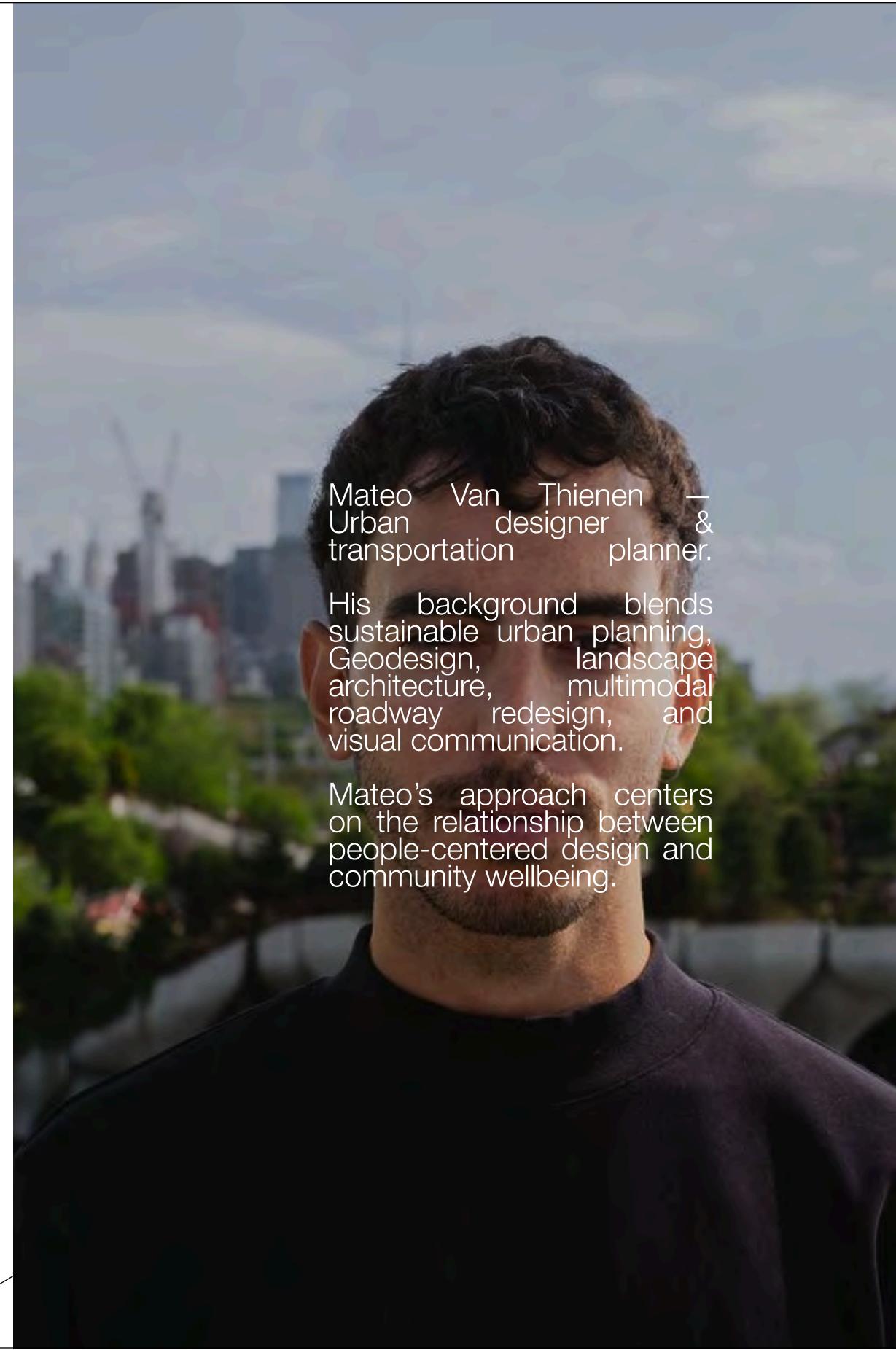
Public **exposure** to a global audience through high-quality, professionally produced content. It's an opportunity to showcase your work, your design process, and your firm in a cinematic, shareable format.

WHO WE ARE



007

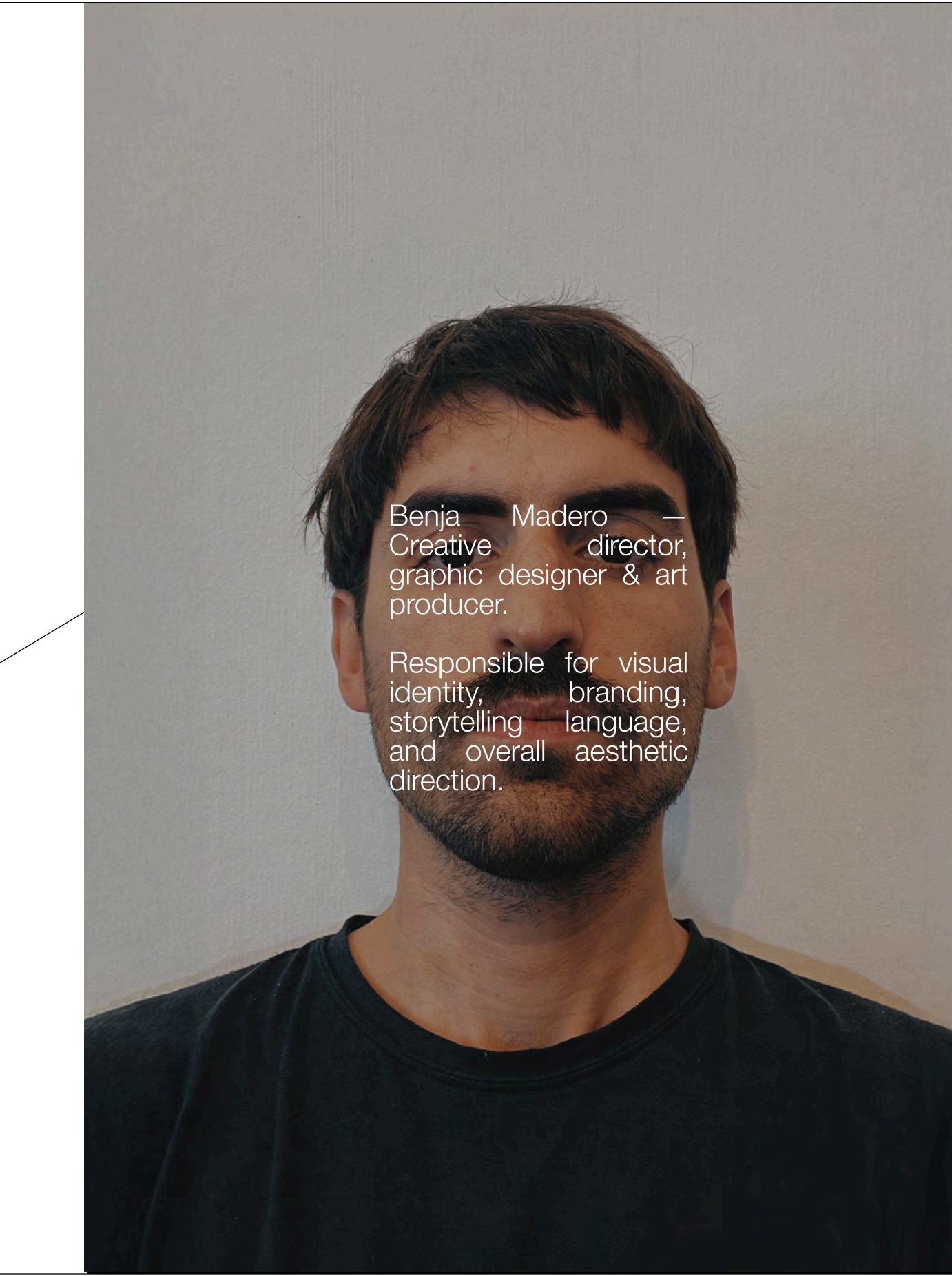
7



Mateo Van Thienen —
Urban designer &
transportation planner.

His background blends
sustainable urban planning,
Geodesign, landscape
architecture, multimodal
roadway redesign, and
visual communication.

Mateo's approach centers
on the relationship between
people-centered design and
community wellbeing.

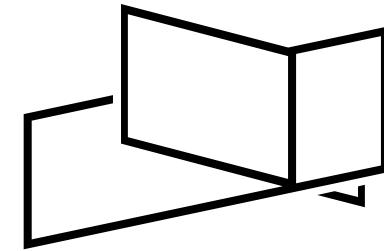


Benja Madero —
Creative director,
graphic designer & art
producer.

Responsible for visual
identity, branding,
storytelling language,
and overall aesthetic
direction.

007

007



We would love to tell the story behind your project.

If this resonates with you, we're excited to collaborate and bring your work to a wider audience.

RIGHTOFWAY