

# BEING BEIZAMA

BEIZAMA IS A COMMON AND SPECIAL PLACE AT THE SAME TIME. LIKE MANY OTHERS IT'S A HAMLET THAT IS IN **NEED OF CARE AND REVITALISATION**. STILL, IT'S A PLACE THAT IS STRONGLY CHARACTERISED BY ITS OWN TERRITORY: ITS PEOPLE, ITS PLACES, ITS CUSTOMS. WITH THIS ASSIGNMENT **WE PROPOSE A STRATEGY** THAT AIMS AT LEVERAGING THE GREAT POTENTIAL OF BEIZAMA'S TERRITORY **TO CREATE NEW SYNERGIES** BETWEEN PEOPLE AND NATURE. AT THE SAME TIME WE PROPOSE THIS STRATEGY AS **A REPLACABLE MODEL**, WITH THE AMBITION TO SUPPORT OTHER HAMLETS IN THE BASQUE COUNTRY TO TAP INTO THEIR TRUE POTENTIAL. THE STRATEGY COMBINES **RESEARCH WITH PEOPLE AND ON TERRITORY** TO INFORM NOT ONLY THE ARCHITECTURE BUT THE DESIGN OF SERVICES THAT **FACILITATE PLACEMAKING AND INTEGRATION ON THE TERRITORY**. SOME OF THE STEPS OF THE STRATEGY HAVE ALREADY BEEN TACKLED BY THE PRESENTING TEAM. WE AIM AT SHARING THE RESULTS OF THE STRATEGY SO FAR.



## PLACEMAKING

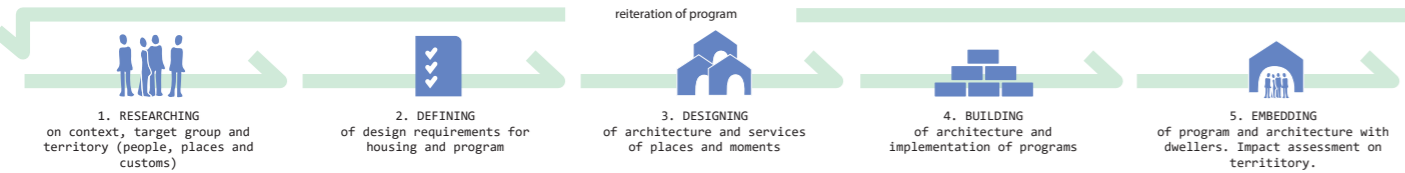
By facilitating placemaking we facilitate that personal process of **identity rediscovery and redefinition** that all those who settle in a new place face.



## INTEGRATION

By enabling integration on the territory we create **keys of access** to the territory, meaning the ensemble of its people, places and customs.

## FIVE STEPS APPROACH



STRATEGY+OBJECTIVES

RESEARCH

## TERRITORIAL ANALYSIS

### BEIZAMA AUZOA



Auzoa could compare to a city in terms of the distances that separate its neighbourhoods, with the advantages of living at pace and in close contact with nature. Beizama can be a starting point to strengthen the relationship with the neighbourhoods and the nearby towns of Aspetiua and Tolosa, by implementing programmes & services that serve as a catalyst for exchanges and collaborations.

## TARGET GROUP ANALYSIS

We conducted some interviews with people in and out of Beizama, Basque and international to understand needs and motivations. While looking forward to deepen the research, we have defined 4 persons, qualitative typologies of potential users for this development. We based these typologies on three key aspects: place of origin, composition and job requirement.

**ORIGIN**

- Local youngs looking to stay in the territory
- Non-local youngs looking to move to the territory

**COMPOSITION**

- Single
- Family
- Group

**JOB**

- Working from home
- Commuting
- Local Activity

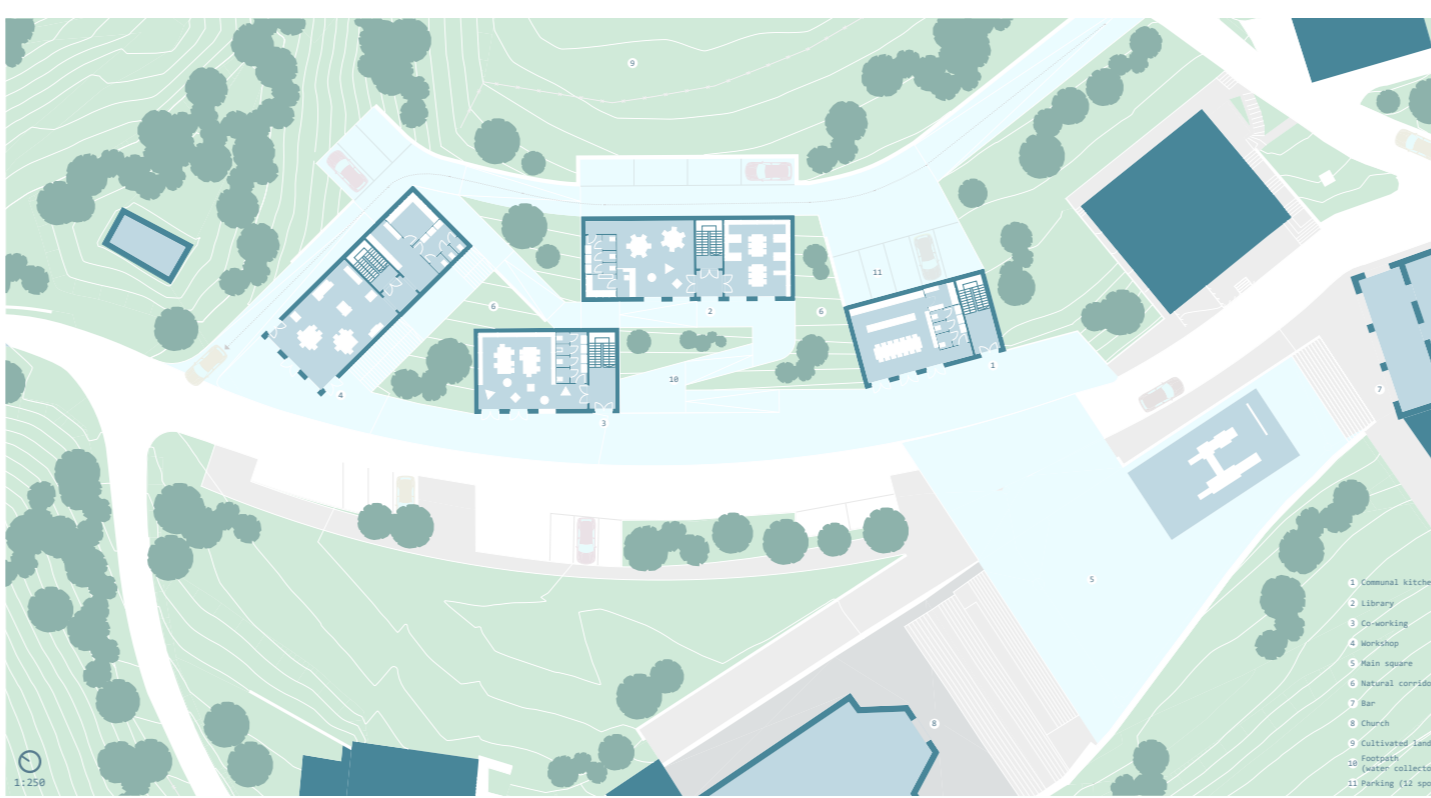
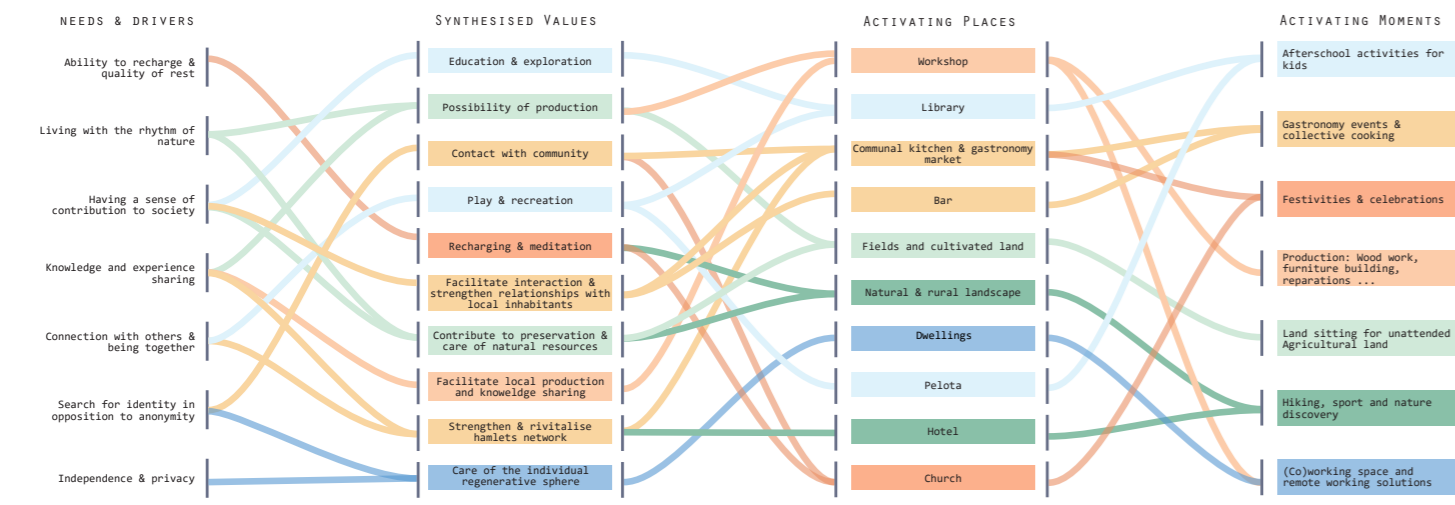
I have long dreamt of moving out of the city, there I feel very detached from life and I miss living in rhythm with nature. I love taking care of plants, and I love the idea of growing my own vegetables: some might say I have a green thumb. Now that I can work remotely due to Covid, I want to move to Beizama to realise my dream to live immersed in nature.

We have been together for a long time. We're both deeply rooted in the community, here people count on us and we don't want to leave, not for many years we had to postpone moving in together because of the lack of available housing.

We were born and raised in Auzoa. Even though we both commute to work everyday we love spending time in Beizama, it's our home. Until not so long ago we lived with Maria's mom and helped on a lot with Paco, but now he's growing by the day and we'd like to move to a more spacious home, yet stay nearby.

Years ago I moved to San Sebastian to study and I lived there for a while, with time I realised that to the anonymity of the city I prefer that feeling of contribution to the community that I experienced growing up in the countryside. That's why I would like to move back.

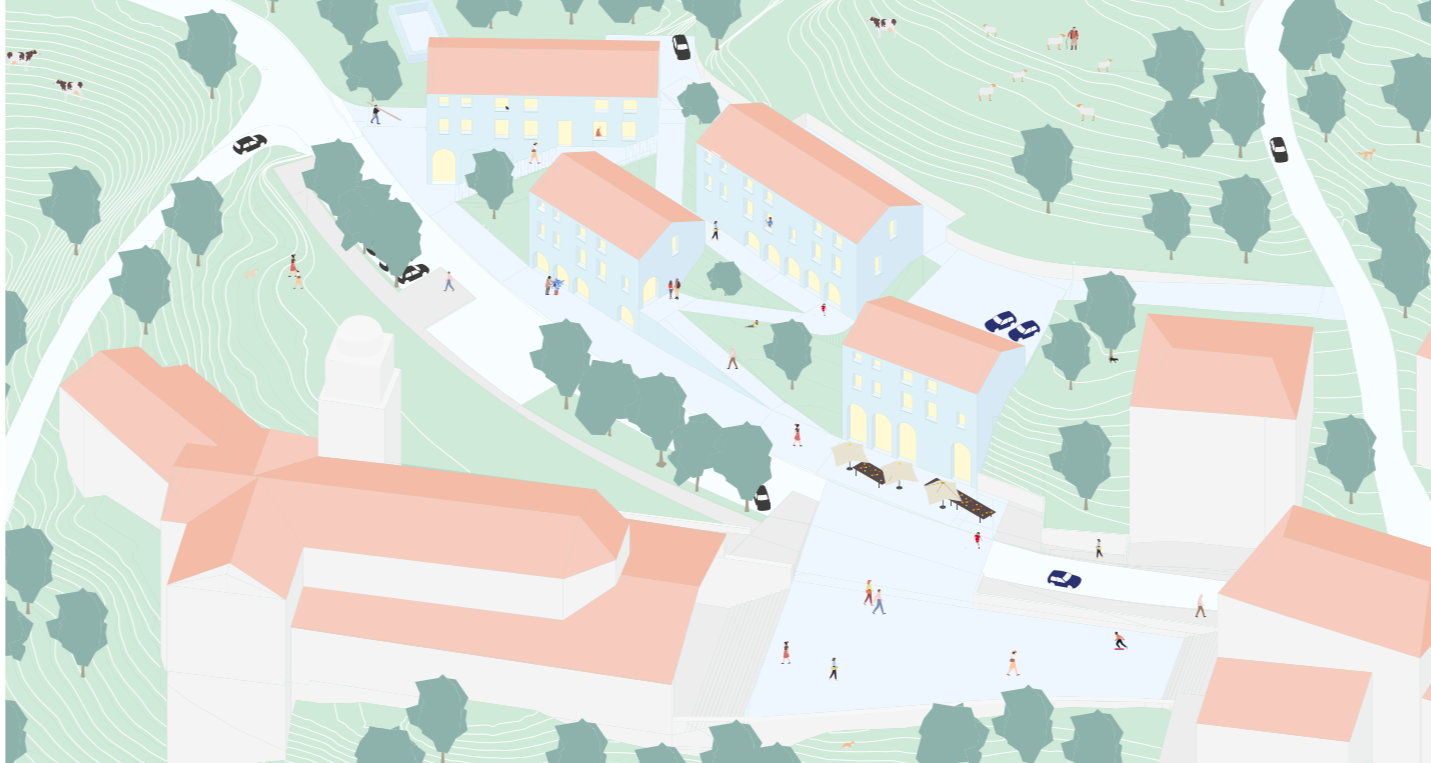
INTERVIEW OUTCOMES



PLANS



ELEVATION



AXONOMETRIC VIEW

# BEING BEIZAMA



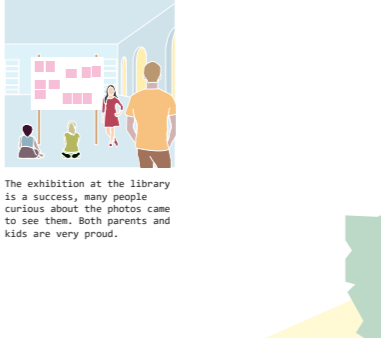
## COMMUNITY AND NETWORKS

## TERRITORY AND CENTRALITY



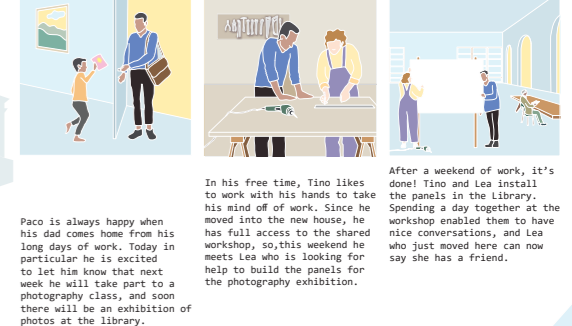
The activation of the town and the redevelopment happens at its natural meeting place: the square. Offering a highly community-oriented program such as the communal kitchen & gastronomy market, the ground floor is activated to embrace the existing square and create a meaningful and participated dialogue.

## EDUCATION AND EXPLORATION



The human-scale intervention creates places that cater to the sense of belonging through proximity and accessibility. The levels of each building and floor are designed to enable optimal distribution and maximum access to the apartments and the driveway and parking behind. The addition of a polyfunctional library space adds a centrality to the plot enabling cultural activities. The arched entrances borrow a familiar architectural language from the baserri to welcome tradition within the new environment.

## CREATIVITY AND PRODUCTION



With the redesign of portions of the main road according to traffic calming strategies and shared street design the traffic is made to slow down and to enable liveliness. Having eyes on the street, the productive progress such as the workshop are set at the town limits, providing a better location for goods and waste exchanges and noise mitigation.