

Antes de **comenzar**





Los **PORTAFOLIOS** deben
COMUNICAR

1. Niveles de destreza
- 2. Proceso creativo**
3. Enfoques e **intereses** del diseñador



Los **PORTAFOLIOS** deben de tener
un **CONCEPTO**



Los **PORTAFOLIOS** deben de saber
¿A QUIÉN? van dirigidos

¿Por donde **COMENZAMOS?**



1

Portada + CV + Índice + **Proyectos** +
Contraportada = 

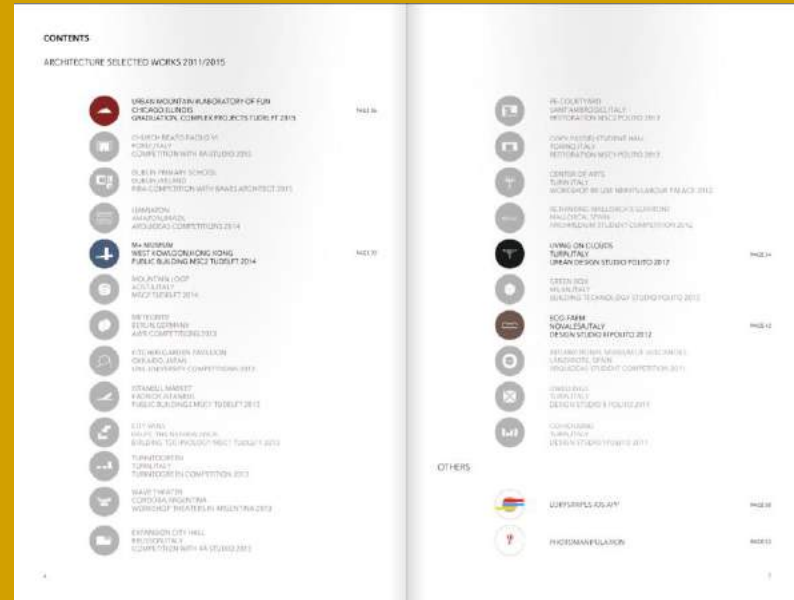
Igual que en el mundo real, es agradable **introducirse** uno mismo. Al igual que decir **gracias**.



(Portada)



(CV)



(Índice)



URBAN MOUNTAIN
#LABORATORY OF FUN

Typology: Laboratory of fun
Location: Chicago, Illinois
Size: 70,000 m²
Graduation TUDelt: Complex Projects 2015

Urban Mountain is a new typology which aims to answer to one of the basic need for people: the need to have fun. Dealing with Chicago and its iconic the Urban Mountain creates a new iconic building. It wants to be different and at the same time compare with the existing symbols of the city. The future of Chicago, both as flat land and highrise built city, finds an unprecedented situation within this building.

Constant Neuenhays with his 'New Babylon' 1959-74 created the habitat for the homo ludens, who need more leisure in looking for an architecture in which he can answer its creativity and art. Carlo Prati designed the 'Fun Palace' in 1964 as a social structure machine. Following the vision of Umberto Eco's 'Openwork' and 'Architecture as a game', Prati created some of the most innovative and creative proposals for the use of free time in postwar England. The homo ludens was not basically defined by two motives: homo labor' or 'homo ludens'. The homo ludens like maker or reworker the worker has been for long time the target of architecture and technology. We always needed the most efficient and innovative places or tools for working in such a way that the worker could be efficient and be the perfect actor in the money based system. On the other hand due to different uses and contexts it has always been difficult to answer with architecture to the needs of the homo ludens, to creating spaces where people can create their reality and play. Through an analysis of modern society and the context of Chicago this building aims to create a place where people can please their need to have fun.

CONCEPT



THE PLOT SURROUNDED BY AN HOUSERS BUT ENVIRONMENT

POSSIBLE HEIGHT, CONSIDERING SURROUNDINGS AND SUN ORIENTATION

THE ROOF IS BENDING, BECOMING IN THIS WAY PART OF THE PROGRAM AND GIVING BACK TO THE CITY A GREEN PUBLIC SPACE

THE BUILDING IS CUT BY THE ELEVATED METRO LINE AND THE STREET. THE FLOOR IS BENDING AND THE LIFTING AREAS ARE ADDED TO ENHANCE THE CENTRAL PART OF THE BUILDING.

THE URBAN MOUNTAIN AN UNEXPECTED SITUATION FOR THE PLAT ENVIRONMENT AND THE HOUSERS IN A DENSE CITY OF CHICAGO



(Descripción de proyecto)

(Imágenes del proyecto)

(Contraportada)

2

Tenés que incluir: **Nombre, email y número de teléfono.** 

El ser **accesible y fácil de contactar**, expande las posibilidades de ser buscado nuevamente.

3

Escogé con mucho cuidado el formato

Tamaño carta funciona siempre, pero a veces, se puede destacar con formatos en forma de cuadrado, verticales, etc.

02

Collaborations in Rafael Moneo's studio



-Navarra University Museum (Spain)

-Housing and shopping center in Udine (Italy)

-Cultural Center in Tudela (Spain)

Competitions:

-Train station in Santiago de Compostela (Spain)

-Helsinki Central Library (Finland)

-Neubau Kunsthalle in Mannheim (Germany)

-Real Madrid soccer stadium (Spain)



URBAN MOUNTAIN #LABORATORY OF FUN

Typology: Laboratory of fun
Location: Chicago, Illinois
Size: 70.000 m²
Graduation TUDelft Complex Projects 2015

Urban Mountain is a new typology which aims to answer to one of the basic need for people: the need to have fun. Dealing with Chicago and its icons the Urban Mountain creates a new iconic building. It wants to be different and at the same time compete with the existing symbols of the city. The nature of Chicago, both as flat land and highrise built city, finds an unexpected situation within this building.

Constant Nieuwenhuis with his 'New Babylon' 1959-74 created the habitat for the homo ludens, who, freed from labor, is looking for an architecture in which he can express its creativity and art. Cedric Price designed the 'Fun Palace' in 1964 as a social interactive machine. Following the vision of Littlewood for a dynamic and interactive theater, Price created one of the most innovative and creative proposals for the use of free time in postwar England. As homo sapiens we are basically defined by two natures: homo faber + homo ludens. The homo faber (the maker or nowadays the worker) has been for long time, the target of architecture and technology. We always created the most efficient and innovative places or tools for working in such a way that the worker could be effective and be the perfect actor in the money based system. On the other hand due to different sites and politics it has always been difficult to answer with architecture to the needs of the homo ludens, so creating spaces where people can express their creativity and play. Through an analysis of today's society and the context of Chicago this building aims to create a place where people can please their need to have fun.

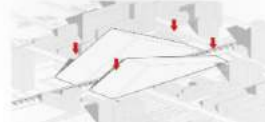
CONCEPT



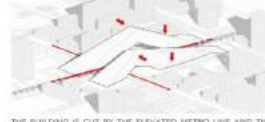
THE PLOT SURROUNDED BY AN HIGHRISE BUILT ENVIRONMENT



POSSIBLE HEIGHT CONSIDERING SURROUNDINGS AND SUN EXPOSITION



THE ROOF IS SLOPING BECOMING IN THE WAY PART OF THE PROGRAM AND GIVING BACK TO THE CITY A GREEN PUBLIC SPACE



THE BUILDING IS CUT BY THE ELEVATED METRO LINE AND THE STREET. THE PEAK, THE BULK AND TWO LATERAL WINGS ARE ADDED TO ENHANCE THE CENTRAL PART OF THE BUILDING



THE URBAN MOUNTAIN AN UNEXPECTED SITUATION FOR THE FLAT ENVIRONMENT AND THE HIGHRISE BUILDINGS OF CHICAGO



La gente lee una
página **desde la**
esquina
superior
izquierda

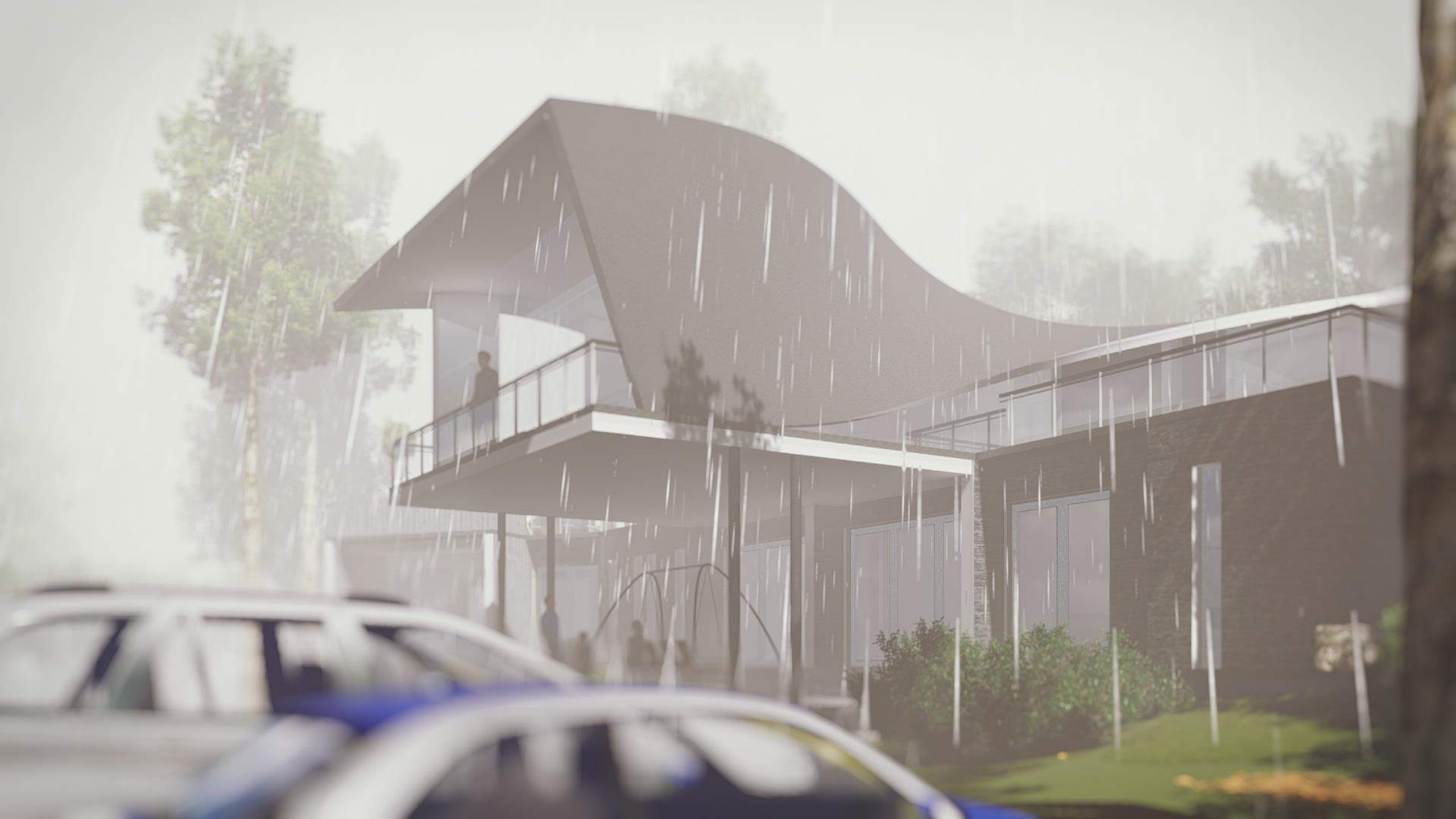
4

A la esquina
inferior derecha

5

Con respecto a las letras: **Escogé dos tipos máximo.**

Más de dos, distraen y se pueden ver muy mal. Tene cuidado que no tienen que ser gigantes.





6

Usa imágenes **que impacten.**

Los amigos no dejan a otros amigos usar imágenes de Google

7

Está bien tener **solo un pensamiento**
en una página.

A veces menos es más.

Pablo Picasso

**I am always
doing that
which I can
not do, in
order that
I may learn
how to do it.**



¿Qué buscamos en las categorías de **ND 2016?**





Valenzuela + Zamora

ARQUITECTURA

CONTENIDO REQUERIDO

- Portada
- CV (1 página)
- Información de contacto
- **Enfoque de la Empresa**
- **3 proyectos** a presentar
 - Descripción
 - Diagramas
 - Sketches
 - Fotografías
 - Renders
 - Fotomontajes
- Maqueta física

FORMATO

- Carta o menor
- Full color impreso
- CD



URBAN MOUNTAIN #LABORATORY OF FUN

Typology: Laboratory of fun
Location: Chicago, Illinois
Size: 70.000 m²
Graduation TUDelft Complex Projects 2015

Urban Mountain is a new typology which aims to answer to one of the basic need for people: the need to have fun. Dealing with Chicago and its icons the Urban Mountain creates a new iconic building. It wants to be different and at the same time compete with the existing symbols of the city. The nature of Chicago, both as flat land and highrise built city, finds an unexpected situation within this building.

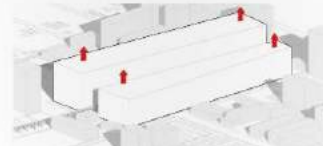
Constant Nieuwenhuys with his 'New Babylon' 1959-74 created the habitat for the homo ludens, who, freed from labor, is looking for an architecture in which he can express its creativity and art. Cedric Price designed the 'Fun Palace' in 1964 as a social interactive machine. Following the vision of Littlewood for a dynamic and interactive theater, Price created one of the most innovative and creative proposals for the use of free time in postwar England. As homo sapiens we are basically defined by two natures: homo faber + homo ludens. The homo faber (the maker or nowadays the worker) has been for long time the target of architecture and technology. We always created the most efficient and innovative places or tools for working in such a way that the worker could be effective and be the perfect actor in the money based system. On the other hand due to different eras and politics it has always been difficult to answer with architecture to the needs of the homo ludens, so creating spaces where people can express their creativity and play. Through an analysis of today's society and the context of Chicago this building aims to create a place where people can please their need to have fun.



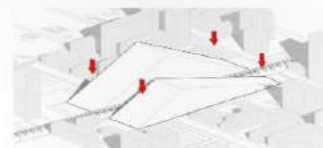
CONCEPT



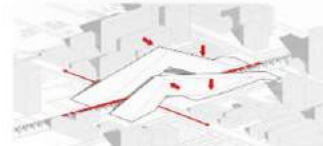
THE PLOT SURROUNDED BY AN HIGHRISE BUILT ENVIRONMENT



POSSIBLE HEIGHT CONSIDERING SURROUNDINGS AND SUN EXPOSITION



THE ROOF IS SLOPING BECOMING IN THIS WAY PART OF THE PROGRAM AND GIVING BACK TO THE CITY A GREEN PUBLIC SPACE



THE BUILDING IS CUT BY THE ELEVATED METRO LINE AND THE STREET. THE PEAK IS SHRUNK AND TWO LATERAL WINGS ARE ADDED TO ENHANCE THE CENTRAL PART OF THE BUILDING



THE URBAN MOUNTAIN AN UNEXPECTED SITUATION FOR THE FLAT ENVIRONMENT AND THE HIGHRISE BUILDINGS OF CHICAGO



#NEWBORN GREEN MOUNTAIN



#NEWBORN GREEN MOUNTAIN

INDUMENTARIA DE MODA

CONTENIDO REQUERIDO

- Portada
- CV (1 página)
- Información de contacto
- **Enfoque de Empresa**
- **8 piezas a presentar**
 - Tableros de inspiración.
 - **Descripción de colección.**
 - Descripción de piezas.
 - Fotografías.
- 3 piezas **físicas**, integradas dentro del portafolio.

FORMATO

- Carta o menor
- Full color impreso
- CD



Chureca Chic



LSD - Lysergic Acid Diethylamide
Acid is a psychedelic drug (commonly dispersed on small paper squares) known for its psychological effects.
I made this for a jewelry series called Vices.
Powder Coated Cast Bronze, Sterling Silver

Far out

A System for Harm Reduction - Independent Proposal
If abstinence education has taught us anything, it is that abstinence education does not work. After adopting *Safer Sex Education*, pregnancy rates dropped dramatically.

Illicit drugs are part of our culture despite *just saying no*. Understanding their vilification, providing education and a means to it can be the difference between getting high or getting dead.



DISEÑO DE PRODUCTOS

CONTENIDO REQUERIDO

- Portada
- CV (1 página)
- Información de contacto
- Enfoque de Empresa
- **6 productos** a presentar
 - Descripción de colección.
 - Descripción de productos.
 - Fotografías
- **1 pieza física**, (Gran escala) ó **2 piezas físicas** (pequeña escala).

FORMATO

- Carta o menor
- Full color impreso
- CD



Wedge Chair

DIMENSION
25.3 x 23.8 x 30.2 inch



Break Down And Re-assemble

When the moving time comes, Wedge Chair is available to be collapsed flatly and re-assembled with quick and ease.

Material

3/4" Maple plywood
Maple veneer
Mineral oil finishing
5mm Industrial felt
Threaded insert and screw
3D printed elastic plastic

DISEÑO Y COMUNICACIÓN

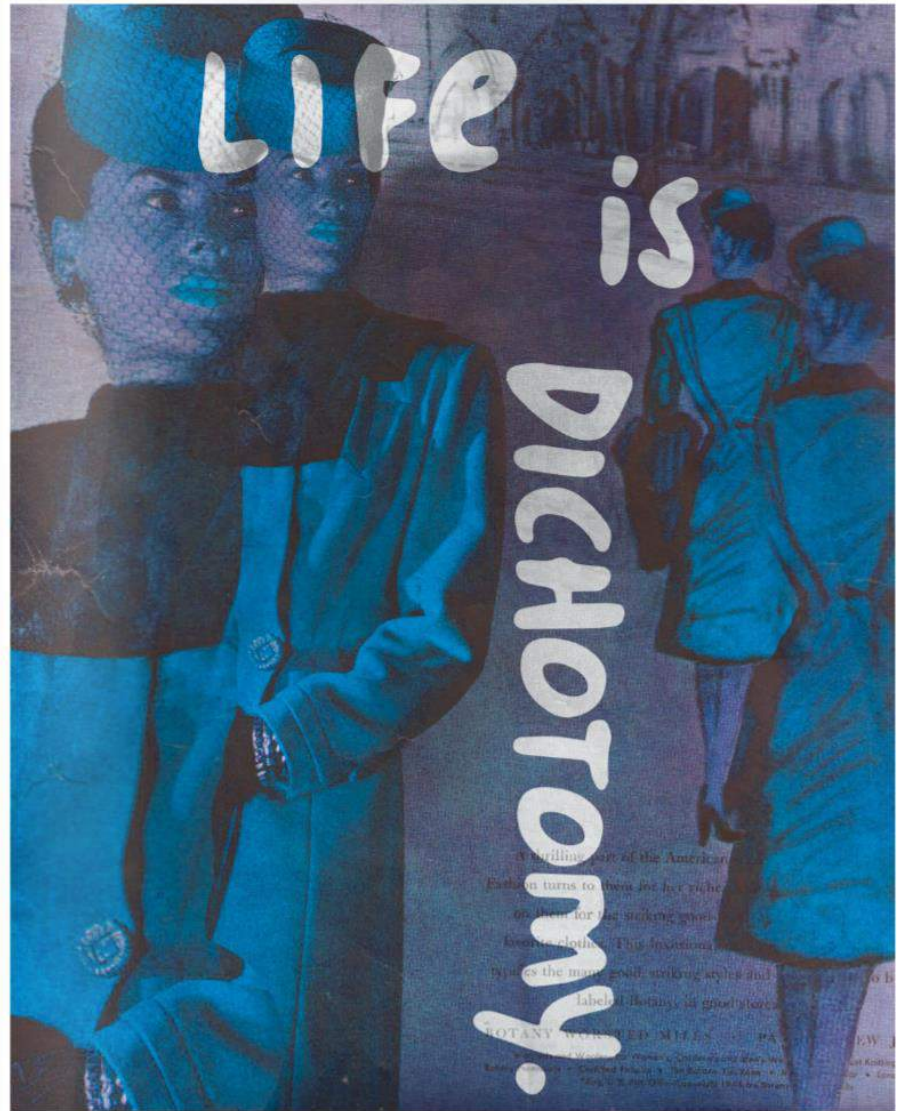
CONTENIDO REQUERIDO

- Portada
- CV (1 página)
- Información de contacto
- **Enfoque de Empresa**
- **6 piezas a presentar**
 - Tableros de inspiración.
 - Descripción de productos.
 - Fotografías
 - Sketches
- **2 piezas físicas**

FORMATO

- Carta o menor
- Full color impreso
- CD





MODA

CONTENIDO REQUERIDO

- Portada
- CV (1 página)
- Información de contacto
- **Enfoque de Empresa**
- **8 piezas** a presentar
 - Tableros de inspiración.
 - **Descripción de colección.**
 - Descripción de piezas.
 - Paleta de **materiales.**
 - Paleta de **colores**
 - Fotografías de colecciones actuales.
 - 5 fotografías de colecciones anteriores.
 - Sketches.
- **2 piezas físicas**, integradas dentro del portafolio.



WOMENSWEAR
AW / 2015-16

PAPER GHOSTS

This project was inspired by hollistic, spiritual rituals and religious outfits.

The collection embodies freshness and purity. The colours are refering to this characteristic. White is the main colour which accompanies us trough the whole collection. Textured golden fabric was applied as detail. The shape of the garments are roundish with soft edges. Pleats were adapted to create an interesting and misterious detail on them.

The aim of this collection was to implement innocence to modern cruel world. The clean fashion items are shining trough the plastic, deformed world as Torch of HOPE. A soft 'white-handed' touch arousing the impression of supernatural forces.





DISEÑO DE EVENTOS

CONTENIDO REQUERIDO

- Portada
- CV (1 página)
- Información de contacto
- **Enfoque de la Empresa**
- **5 proyectos** a presentar
 - Descripción del evento
 - Fotografías

FORMATO

- Carta o menor
- Full color impreso
- CD



GASTRONOMÍA CREATIVA

CONTENIDO REQUERIDO

- Portada
- CV (1 página)
- Información de contacto
- **Enfoque de Empresa**
- **8 platos** a presentar
 - Descripción de platos
 - Fotografías.
- **2 piezas físicas**, (Si no requieren refrigeración o emiten demasiado olor)

FORMATO

- Carta o menor
- Full color impreso
- CD



Fuentes de **inspiración** recomendadas



www.issuu.com
www.behance.net



8

Destilá tus proyectos hasta seleccionar el mejor contenido

Escoge un proyecto, explicá su proceso

9

Buscá la mayor cantidad de
opiniones posibles

Siempre y cuando provengan de fuentes confiables.

10

Comienza fuerte,

terminá fuerte

Hacer que la gente retenga la atención, es lo más importante.

