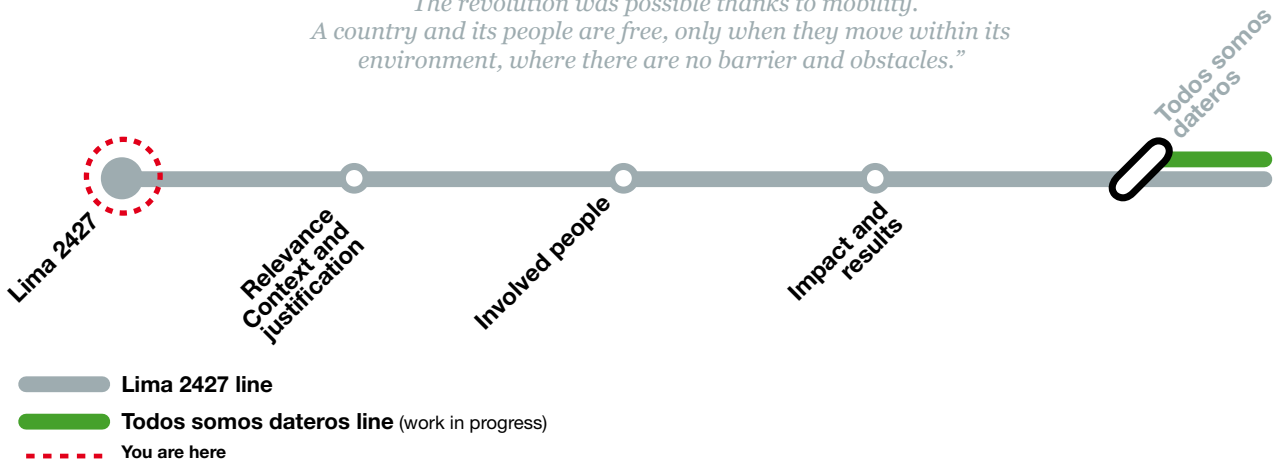




an imaginative launch campaign for the urban train of Lima (Peru)

*"The revolution was possible thanks to mobility.
A country and its people are free, only when they move within its
environment, where there are no barrier and obstacles."*



Lima 2427

The works for the urban train of Lima (Peru) began in the middle '80's and were never completed due to the economic crisis and the incompetence of some governors. Its unfinished infrastructure remains in the city as a symbol to the unfulfilled promises. These big cement structures have become part of the chaotic landscape of the city.



Lima 2427 aims to bring past promises into the present by means of an imaginative launch campaign for the metro of Lima in the year 2427. According to an analysis of the distance of the rails already in function versus the time taken to make them (kilometers of rails per year), 2427 is the year in which the train will be finished.

The strategy

Lima 2427 is a project where design is used to create a futuristic / speculative scenario. The visual identity of the train was created in order to legitimize this context, from the logo to the Guide / map



Objectives

Lima 2427 aimed to bring the forgotten urban train of Lima to the present, so people could remember its story (memory). Also, Lima 2427 built a more positive future scenario of the public transportation in Lima (dream).

This project addresses the urge for an articulated and integral solution to public transportation and mobility in Lima. Transportation is a platform for democracy and equity for citizens.

Finally, this project aimed to make people know about the integral plan of the urban train in Lima, which is completely unknown by people.

Events and activities

Lima 2427 was launched in two platforms: URBAN SPACE and INTERNET/SOCIAL NETWORKS

[URBAN SPACE]

Mapping the future stations

Lima 2427 was launched with the urban intervention *Mapping the future stations*. This intervention took place 5th september 2009.



Distribution of the Lima 2427 guide / map to both pedestrians and drives

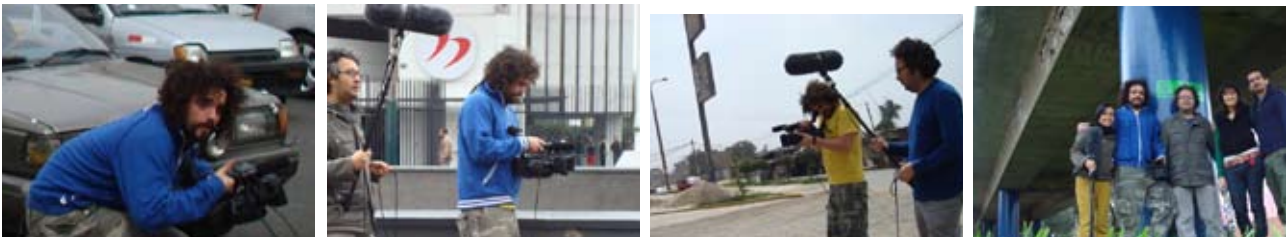


Posters on the urban space



Shooting for the documentary Elefante rojo (red elephant)

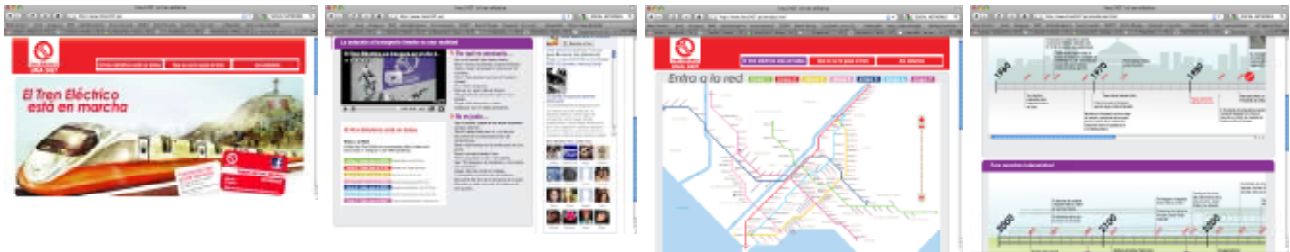
Elefante rojo is a documentary about the urban train produce by Emergencia audiovisual (www.emergenciaaudiovisual.org/). This documentary won the peruvian award CONACINE for films and documentaries.



[INTERNET / SOCIAL NETWORKS]

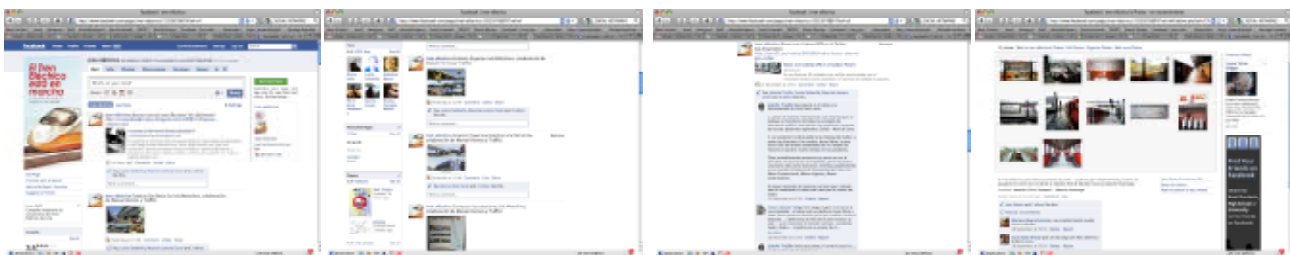
Web 2427

The web was release in order to provided more detailed information about the project. People were able to download all the graphic material: poster, maps and the Lima 2427 guide. Also, the website was updated with up-dated information about the project and about the current situation of the urban train.



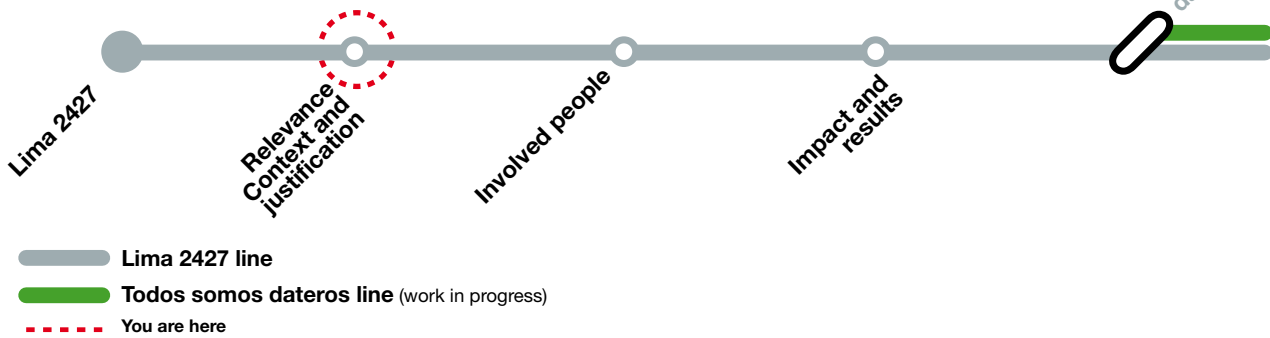
Lima 2427 on facebook

Facebook worked as a platform to dialog, people were able to react on the project and also on other people's comments. It also worked as a platform to information about the current situation of the urban train in Lima as well as in other parts of the world. Finally, facts related to public transportation were and still are being posted.



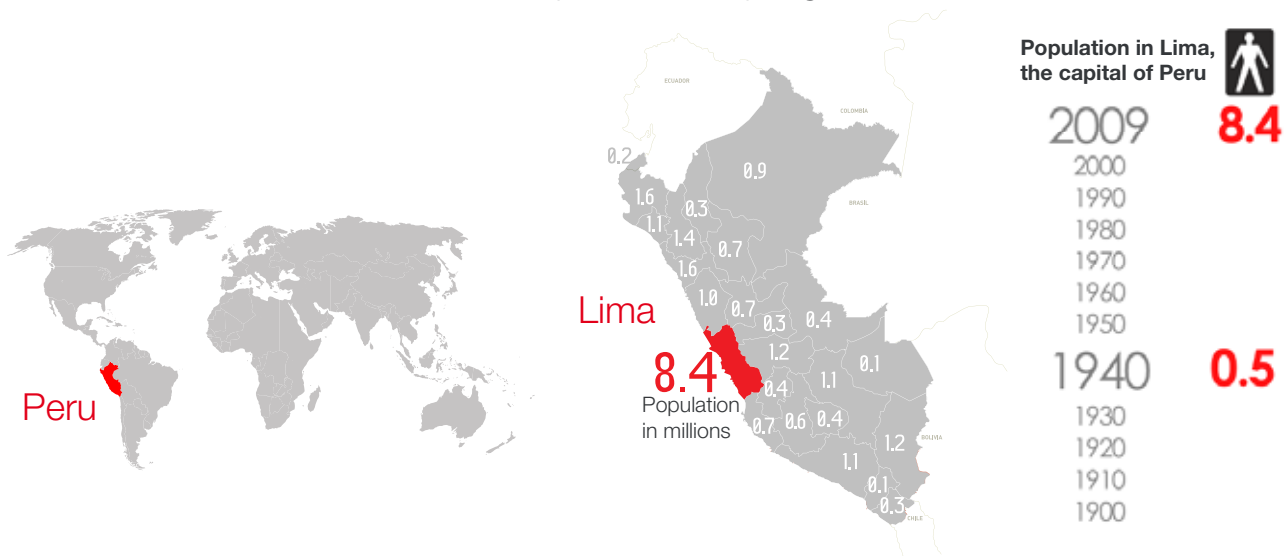
Also, an application was launched so people could take a ride virtually.





Relevance of the project

Transportation in Lima is a very complex issue, it's a topic where many other problems converge, such as the lack of long term policies and planification, unplanned grown as a consequence of the centralism in the capital and a very fragmented and inarticulate government.



During the 80s due to migrations, public transportation collapsed. In fact two thirds of the city of Lima emerged as a result of migrations. In the 90s. the *Combi* (small bus) emerged as a solution to transport, it was fast and it was cheap. Although informal at the beginning, *Combis* became the most popular choice. The solution came from the people not from the government.



What is really interesting about transportation in Lima is the fact that this topic deals a lot with survival. Many economical activities surround the informal / formal transportation. People coming from the country side manage to found work opportunities in the *Combi* system

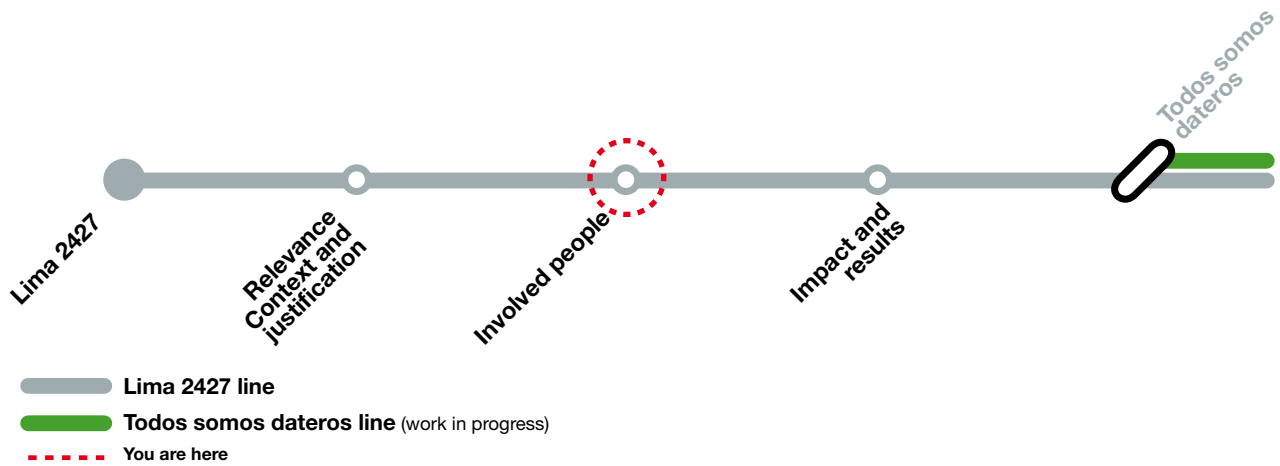


As previously mentioned, after the unplanned growth of Lima, the government was scarcely involved in the development of an integral and articulated public transportation plan.

In regard to the urban train, this public infrastructure started in 1986, due to economic and political reasons it was never finished. The urban train in Lima is the strongest symbol to the unfulfilled promises. The urban train story allowed to address the problems of public transportation in a provocative campaign together with many layers of meaning and interpretation.



In the last months the revival of this abandoned public urban train has been announced. The works will start 1st January 2010. It is important to mention that elections are coming, 2010 and 2011 are municipality and presidential elections respectively. Nevertheless, the integral plan is not mentioned at all, only the second part of the first line has been announced as the actual urban train.



Involved organizations / people

Sandberg Institute (post graduate programme of the Gerrit Rietveld Academy)

Lima 2427 was conceived as part of my research project. I had the opportunity to develop the project in collaboration with teachers who are leading figures in the field of design. Thus, the working process was realized in a context of interaction and feedback with other guest teachers.

www.sandberg.nl

Emergencia Audiovisual

audiovisual collective

www.emergenciaaudiovisual.org

Jose Aburto

Creative director

www.entalpia.pe

Daniela Carvalho

graphic design and illustrator

www.156centimetros.com

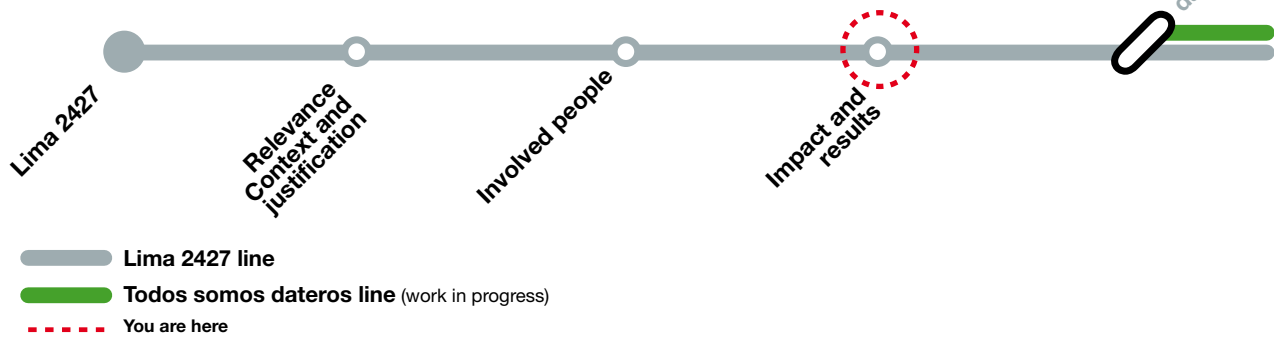
Jose Alfredo Tregear

Creative writer

Luis Soldevilla

visual artis, filmmaker

www.luchosoldevilla.com



Impact and results

Lima 2427 in broadcast channels



Prensa Libre

Lima 2427 in the news



La República, national newspaper



El Comercio, national newspaper



El Comercio, national newspaper



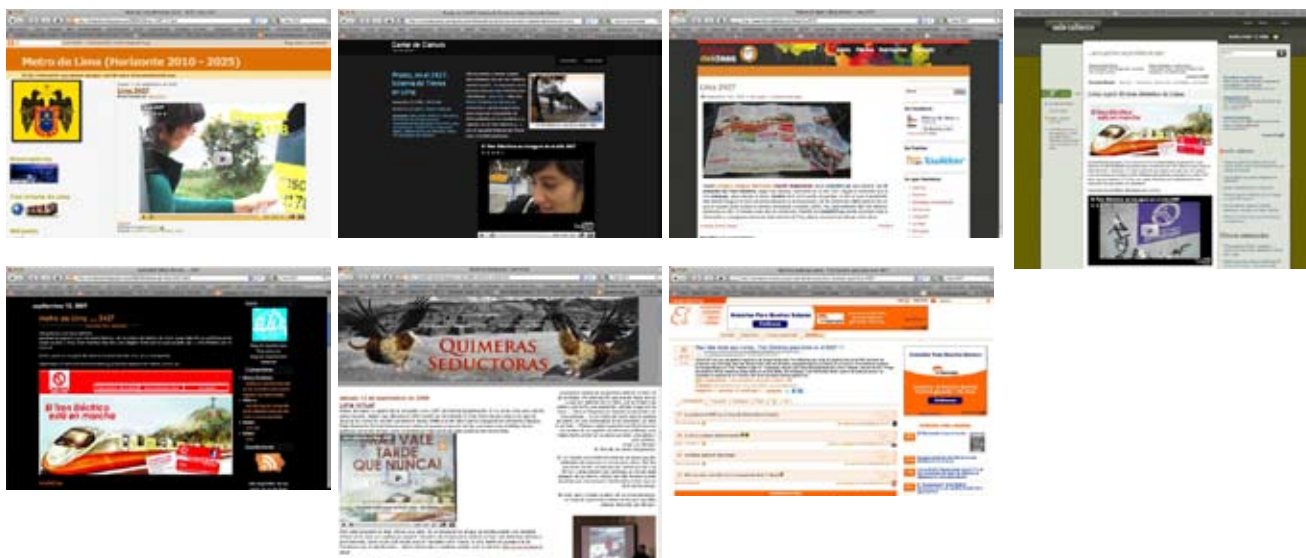
Peru21, national newspaper



Etiqueta negra, national magazine

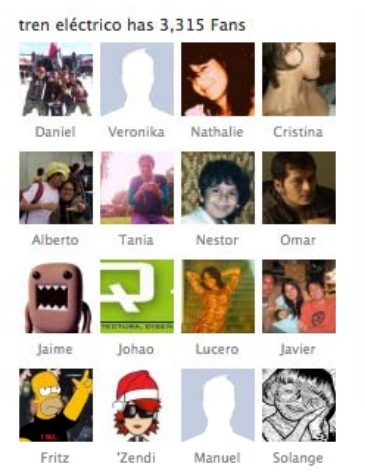
Puntoedu, university magazine

Lima 2427 in internet



Lima 2427 in Facebook

3,315 fans (and keeps growing)



Lima 2427 in events

Lima

Create the future workshop

October, 2009. Organized by Realidad Visual and Crea Futuros - www.criefuturos.com.br



Plasma 2, peruvian festival of art and new media

RE-HACER LA CIUDAD (Re-make the city)

November, 2009. Organized by Realidad Visual and Escuelab



Pecha Kucha

December, 2009



Lima 2427 in events

Amsterdam

Utopian grids, exhibition by the Design Department of the Sandberg Institute Amsterdam.
September, 2009. Trouw Amsterdam

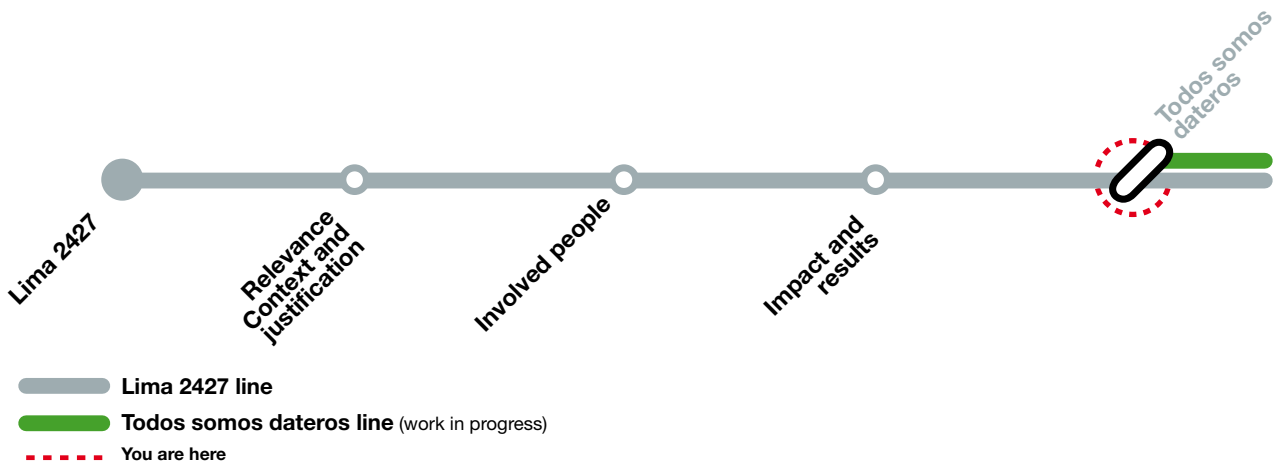


Re-imagining the city Forum. 5th International Amsterdam Film Festival
Supported by Fonds BKVB in collaboration with Genuine Fake
October, 2009



Lima Pavilion. Mediamatic Travel
Amsterdam Biennale 2009
November, 2009





**TODOS SOMOS
★ DATEROS ★**

(WE ARE ALL DATA-GIVERS)

a participatory mapping

*“We cannot afford to wait for the restoration of Big
Government. Now is the time to build site-specific coalitions”*

Open City: Designing Coexistence
4th International Architecture Biennale Rotterdam