



SHAPING ECONOMIC SUCCESS

AND A NEW URBAN VISION

THROUGH INNOVATIVE ARCHITECTURE

Luis Vidal

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CITIES

4C

COMPETE **C**OHABIT **C**OOPERATE **C**ONNECT



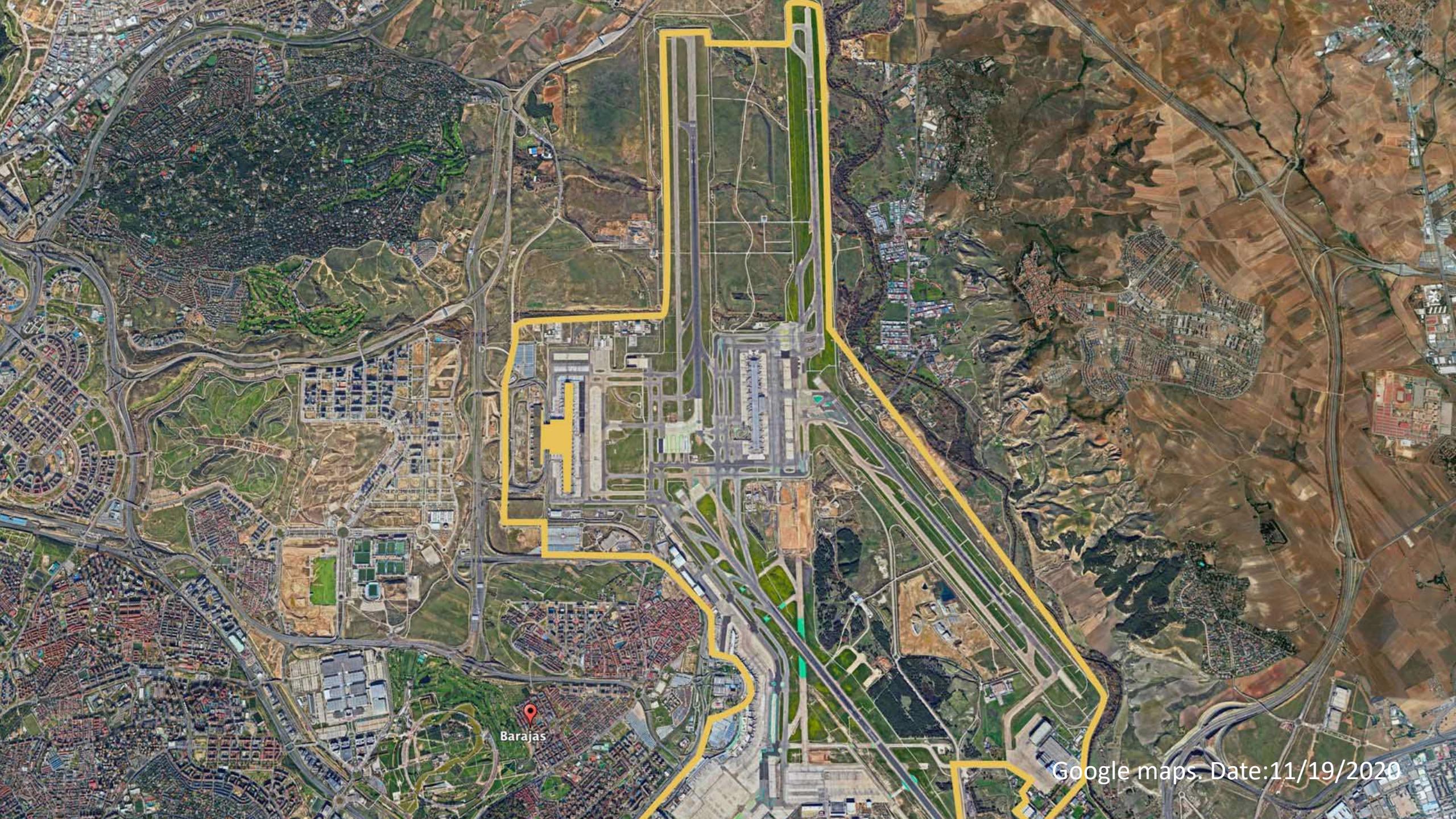




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Google maps. Date:11/19/2020



BARAJAS IS SPAIN'S MAIN GATEWAY

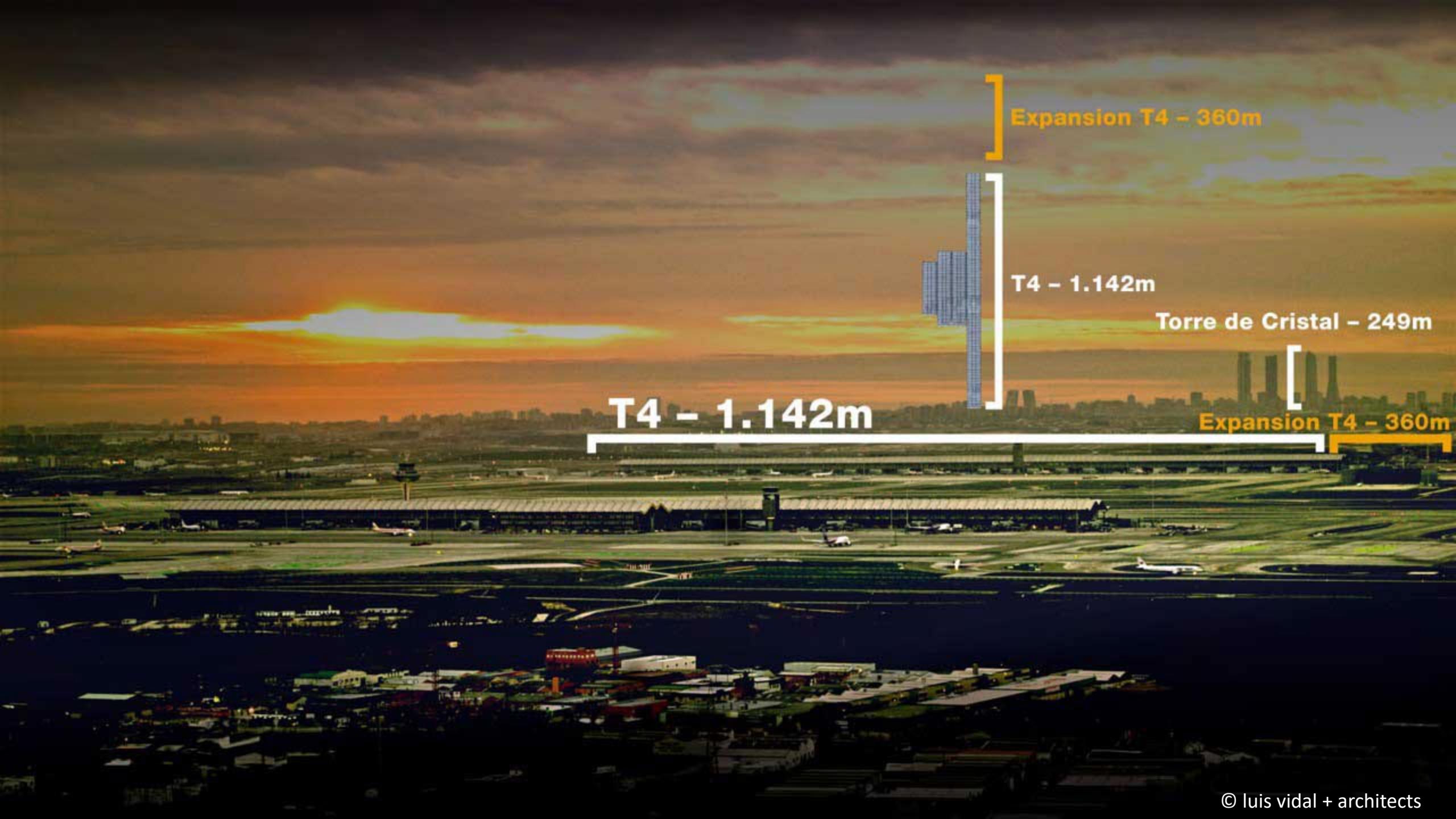
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T4 - 1.142m

T4 - 1.142m

Torre de Cristal - 249m



T4 - 1.142m

T4 - 1.142m

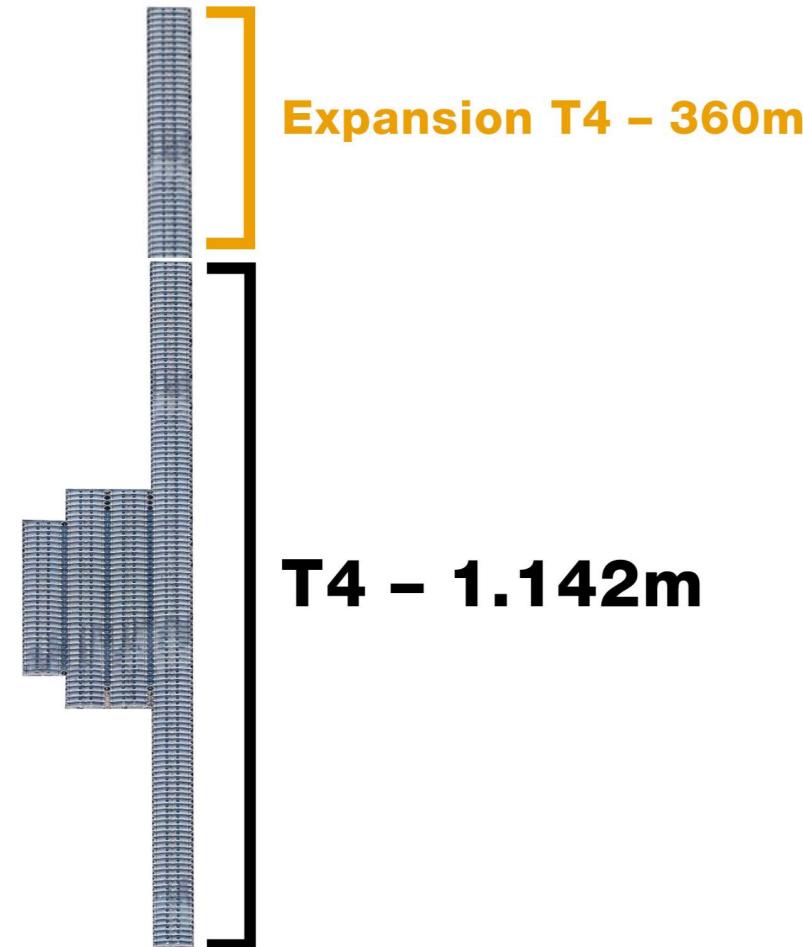
Torre de Cristal - 249m

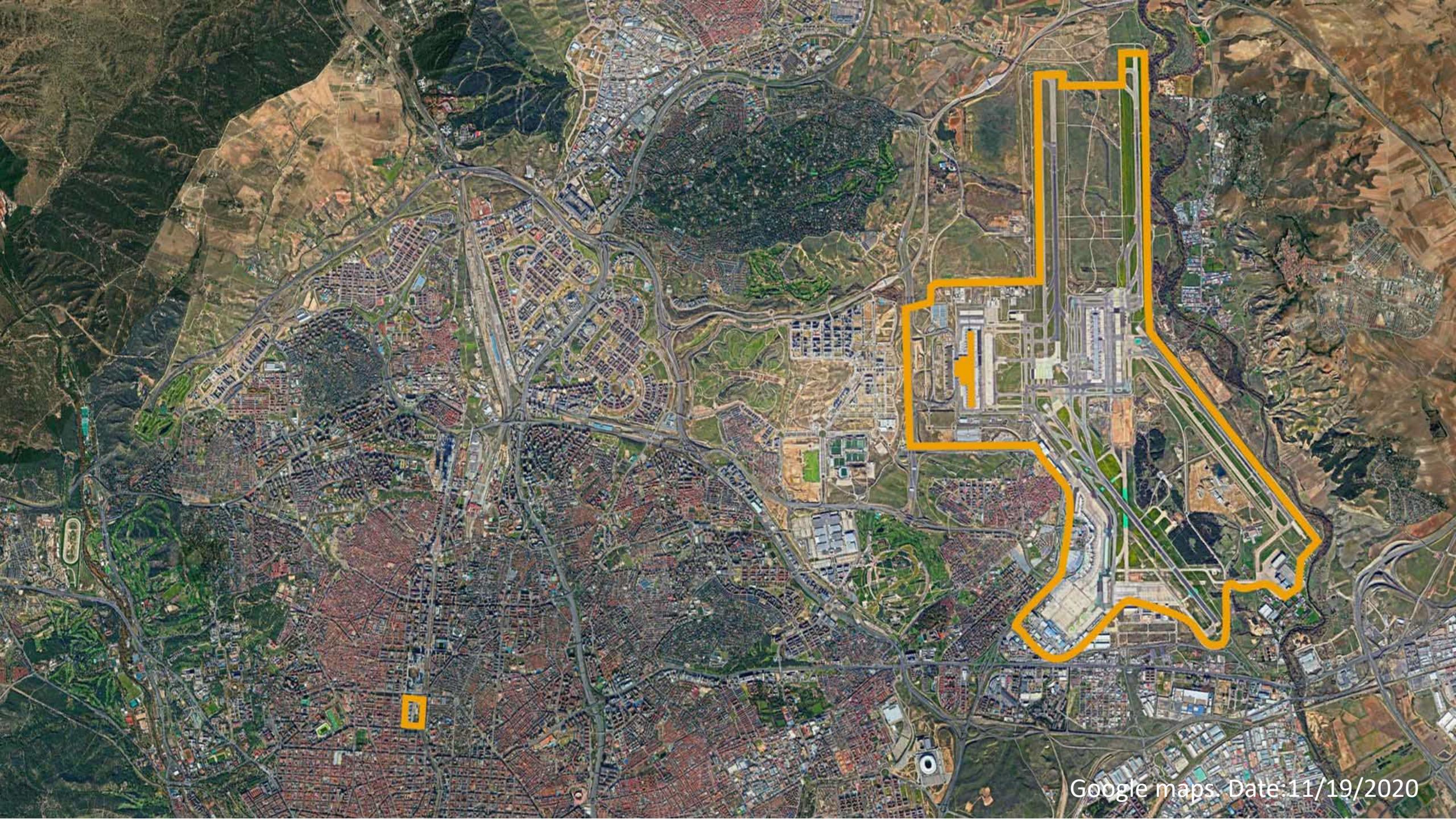
Expansion T4 - 360m

Torre de Cristal = 249m



Burj Khalifa = 828 m





Google maps. Date:11/19/2020



Castellana 77 - Location

Google maps. Date: 11/19/2020



Castellana 77 - Location

Google maps. Date: 11/19/2020



THE BUILDING WAS LACKING

IDENTITY



SCALE



TECHNOLOGY



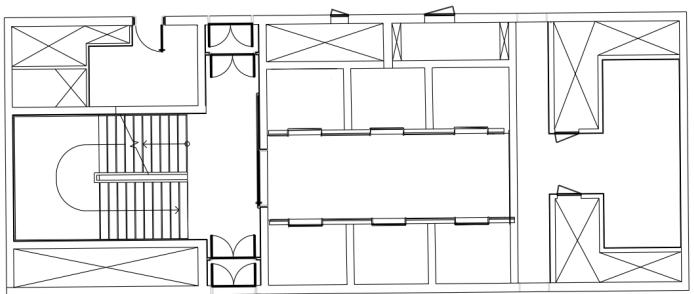
VALUE



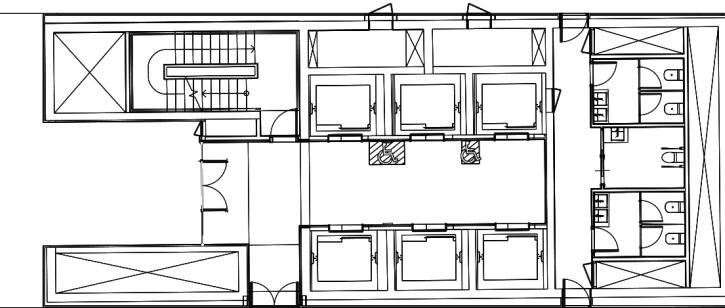
 Castellana 77-Before



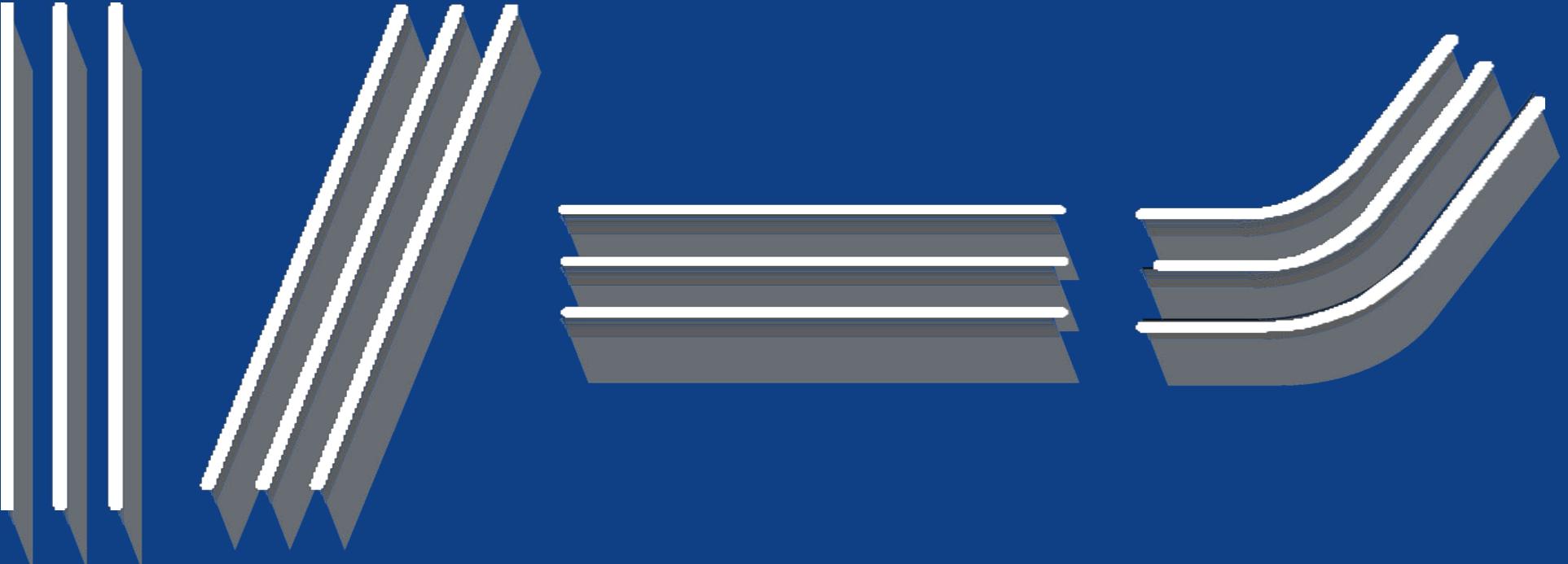
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Previous stage



Our proposal



Shading value:

Projected shade area/
Sun protection area

VERTICAL

4

OBLIQUE

8

HORIZONTAL

16

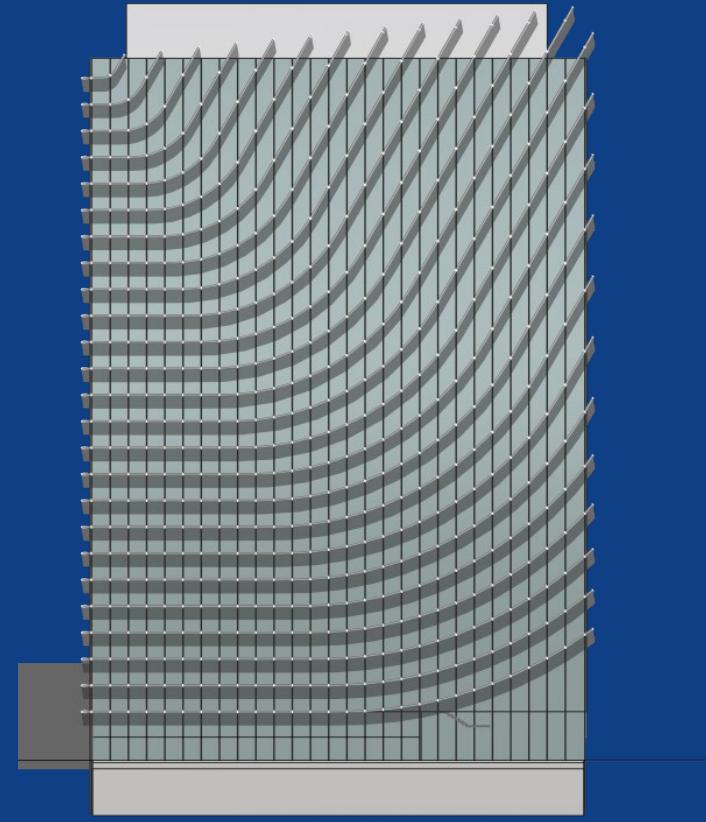
TRANSITION

11

SUN EXPOSURE EAST FAÇADE_SUMMER

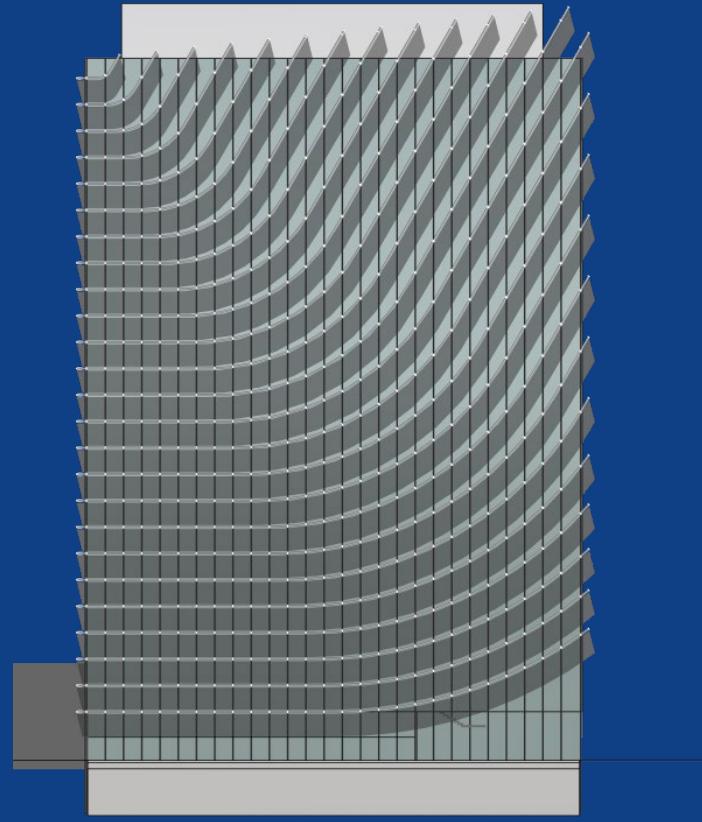
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11:00 h



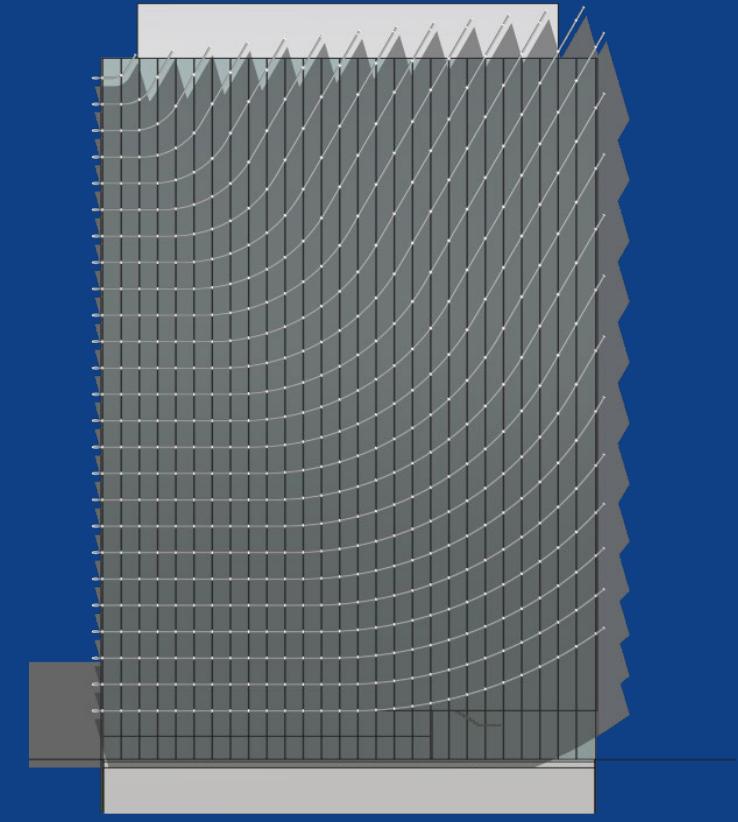
58%

12:00 h



82%

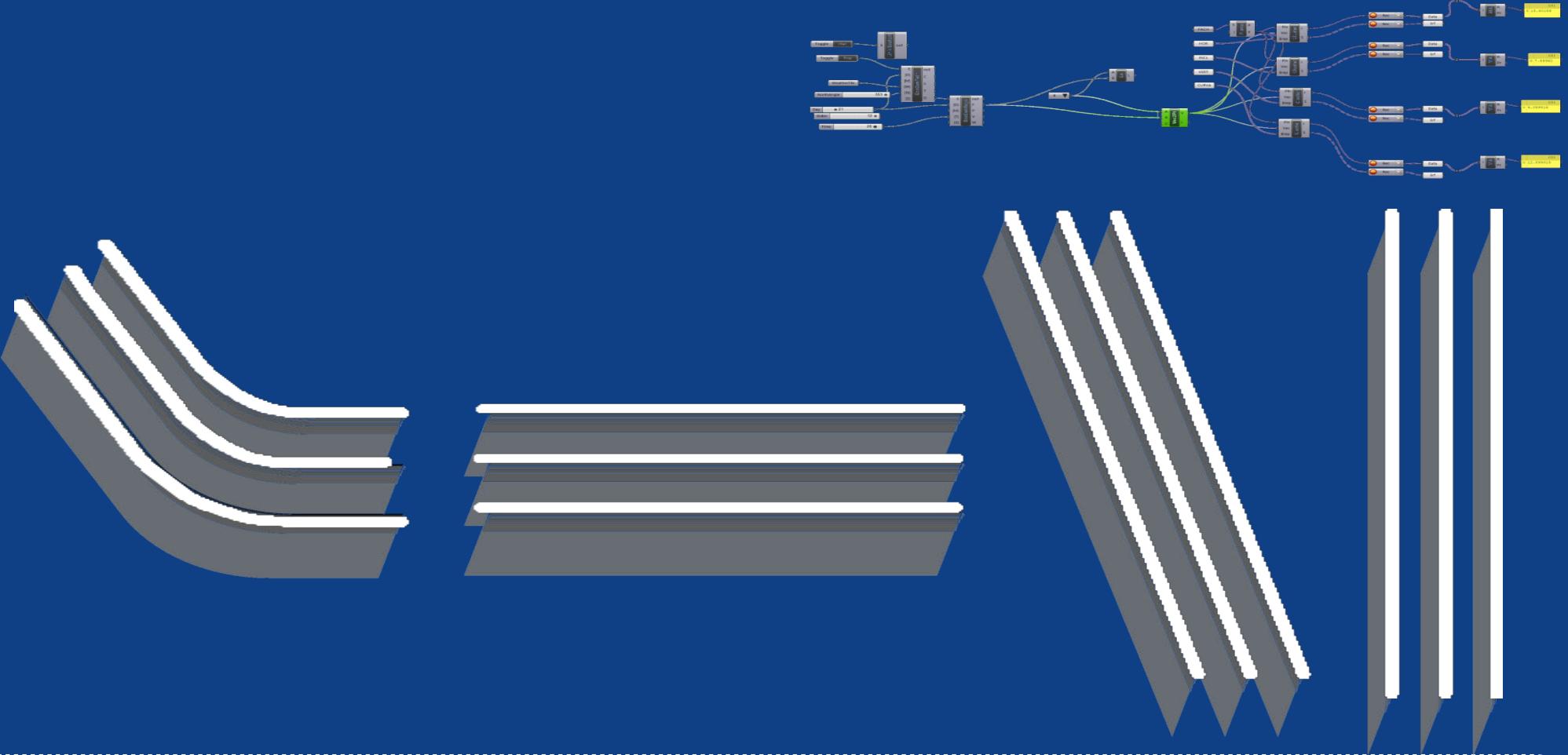
13:00 h



98%

SUN EXPOSURE EAST FAÇADE_SUMMER

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Shading value:
Projected shade area/
Sun protection area

TRANSITION
11

HORIZONTAL
11

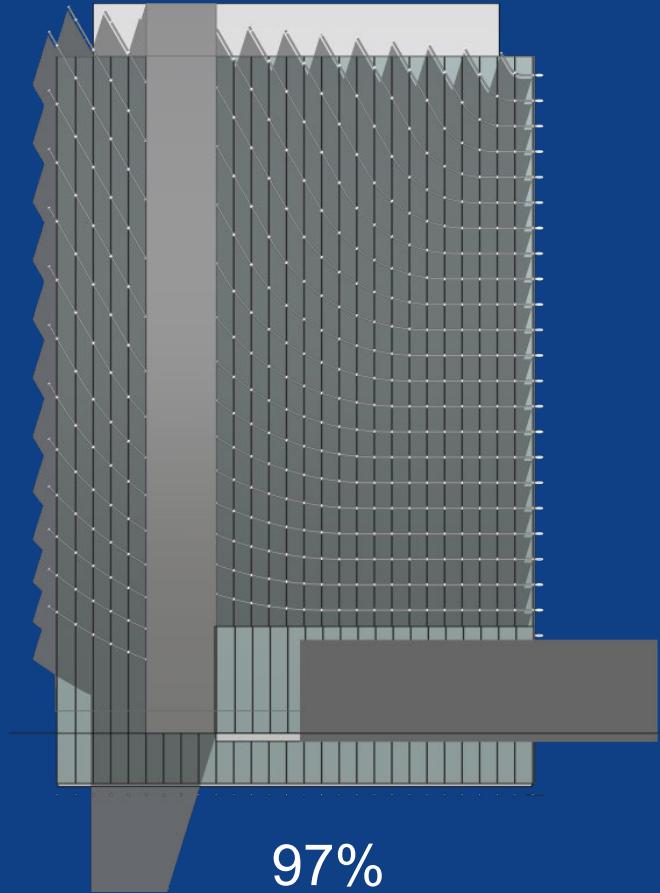
OBIQUE
7

VERTICAL
3

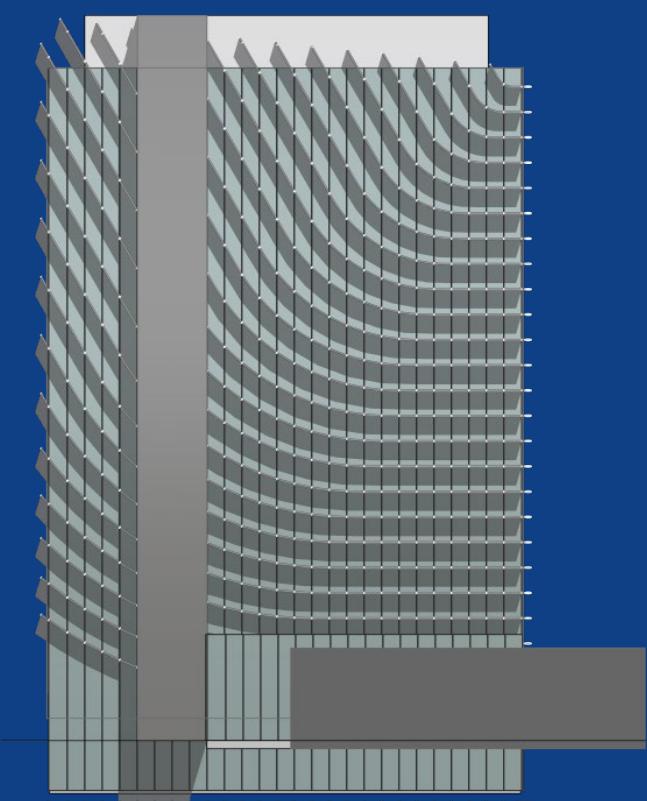
SUN EXPOSURE WEST FAÇADE_SUMMER

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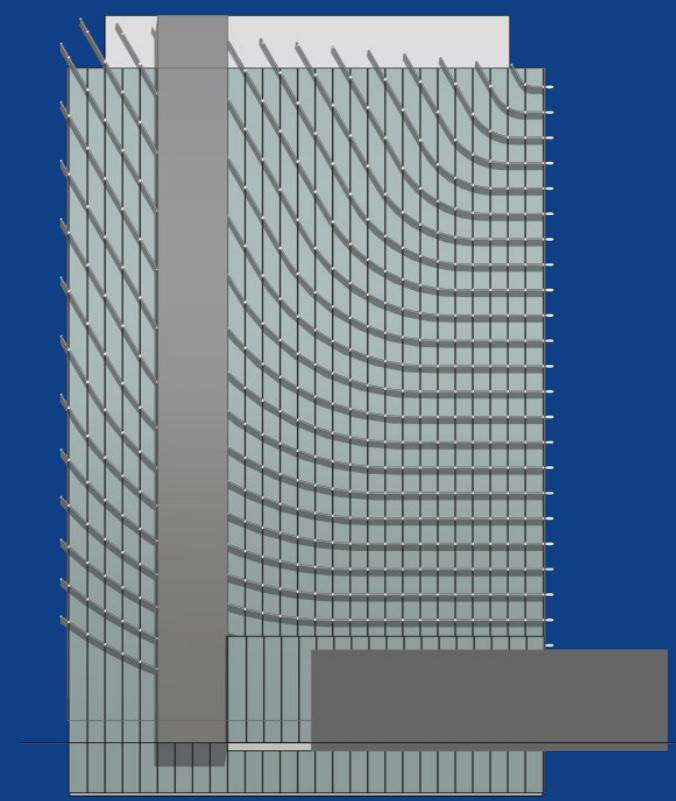
16:00 h



17:00 h

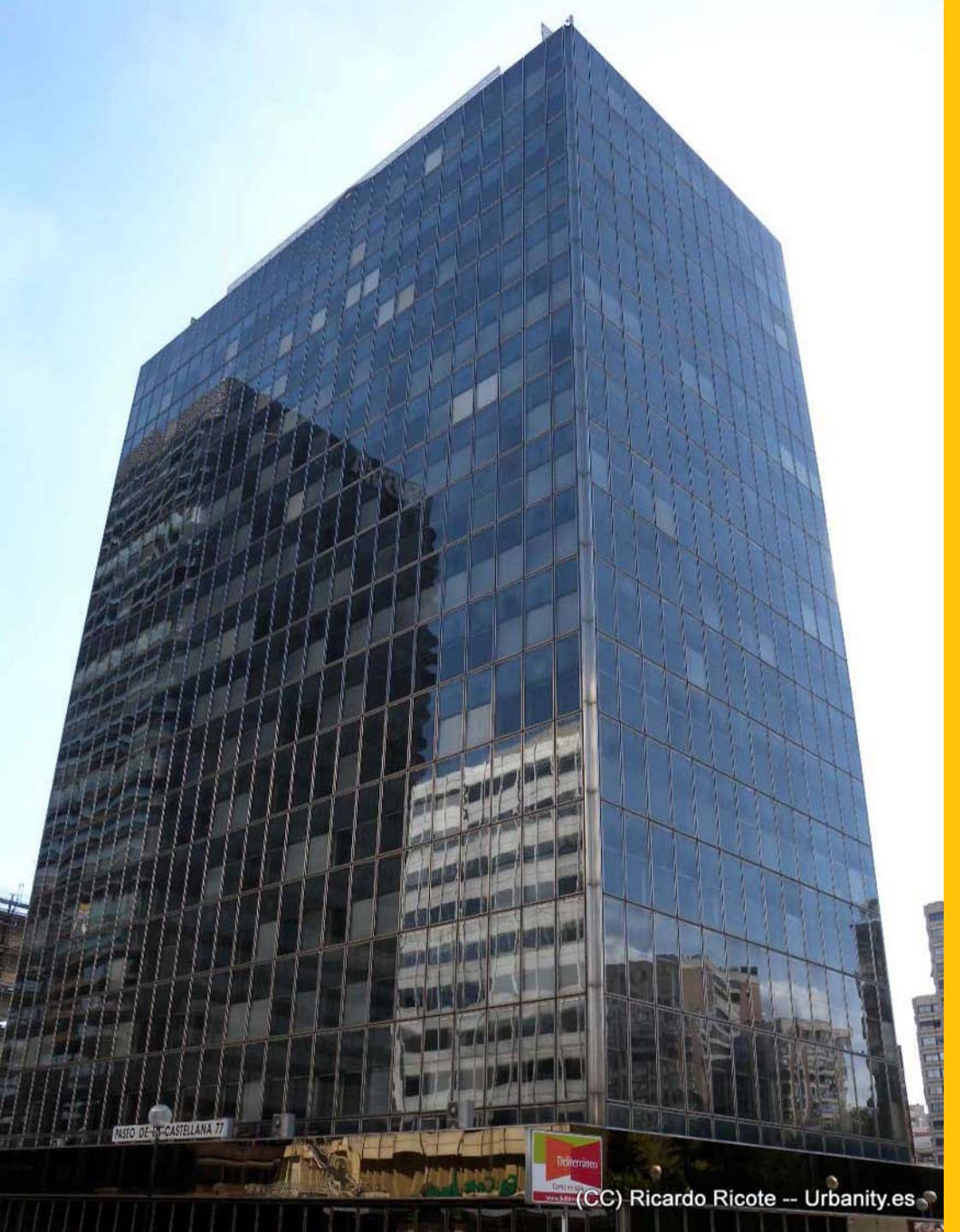


18:00 h



SUN EXPOSURE WEST FAÇADE_SUMMER

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Castellana 77 - after and before

PASO DE LA CASTELLANA 77



(CC) Ricardo Ricote -- Urbanity.es

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Castellana 77 - After



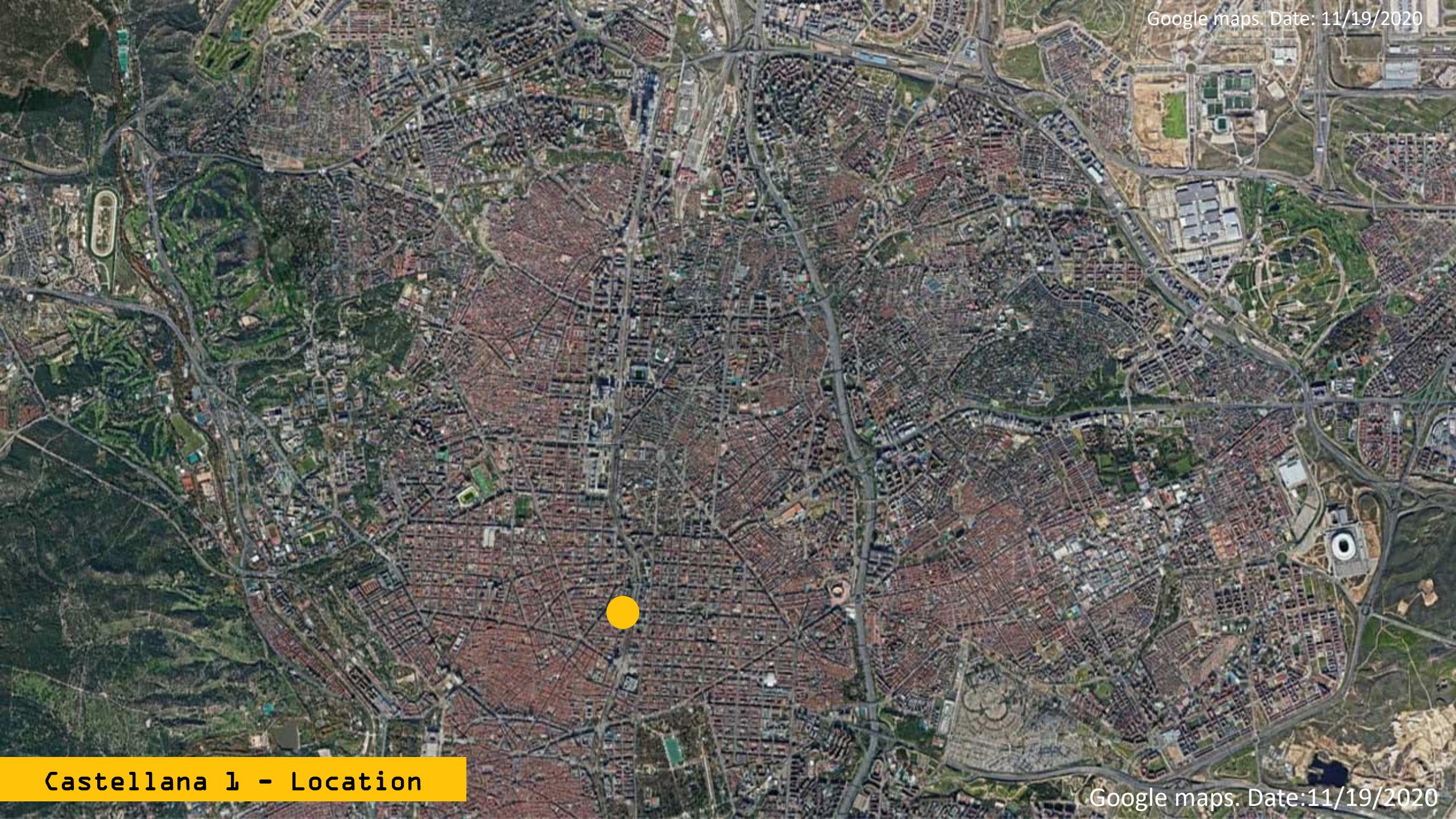
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Castellana 77 - After



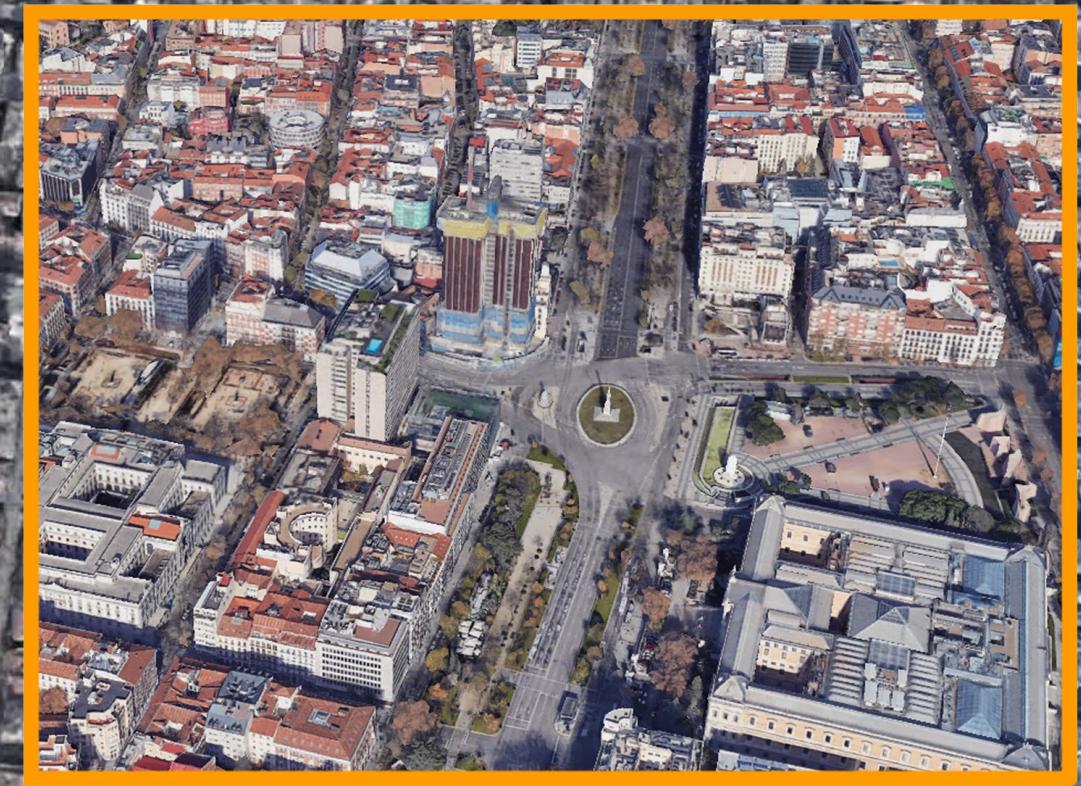
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Castellana 1 - Location



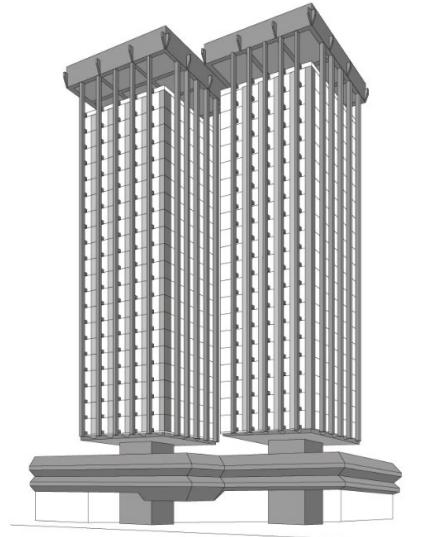
Castellana 1 - Location





Torres Colón in the 70's

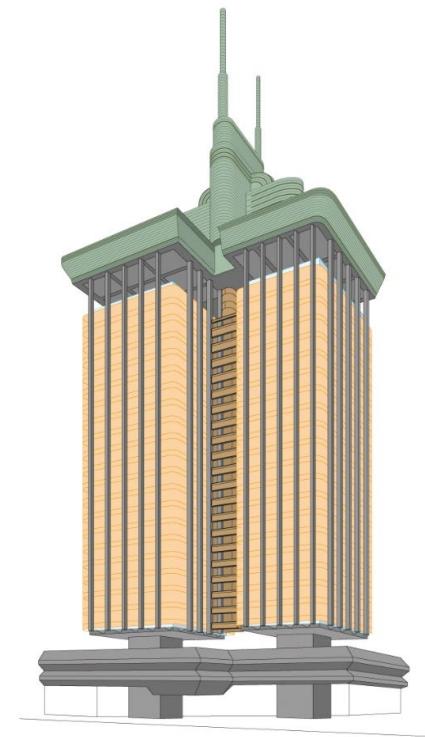
Original design in the 70's



1967 - 1976

It was renovated in the 90's.
When **Mutua Madrileña** buys
the building, its value is

€ 50 million



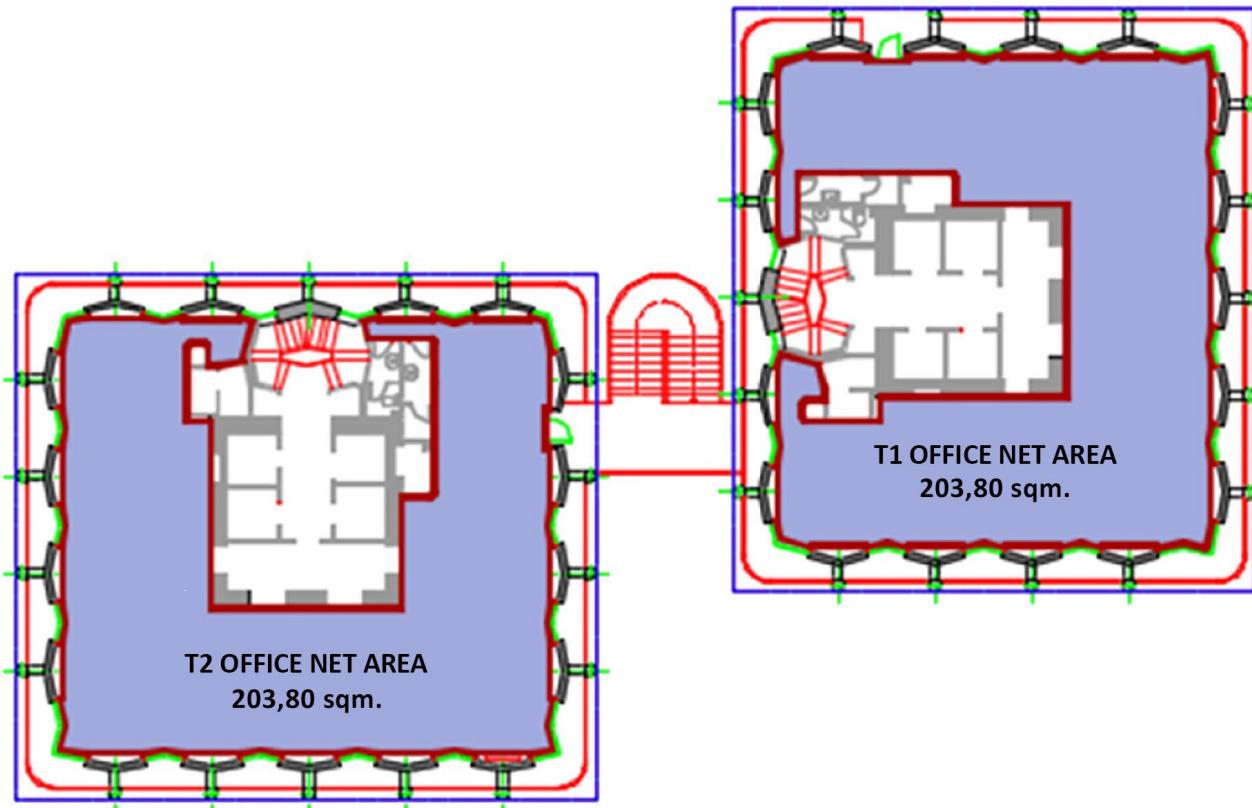
1990's

Its value in 2017 reaches

€160 million



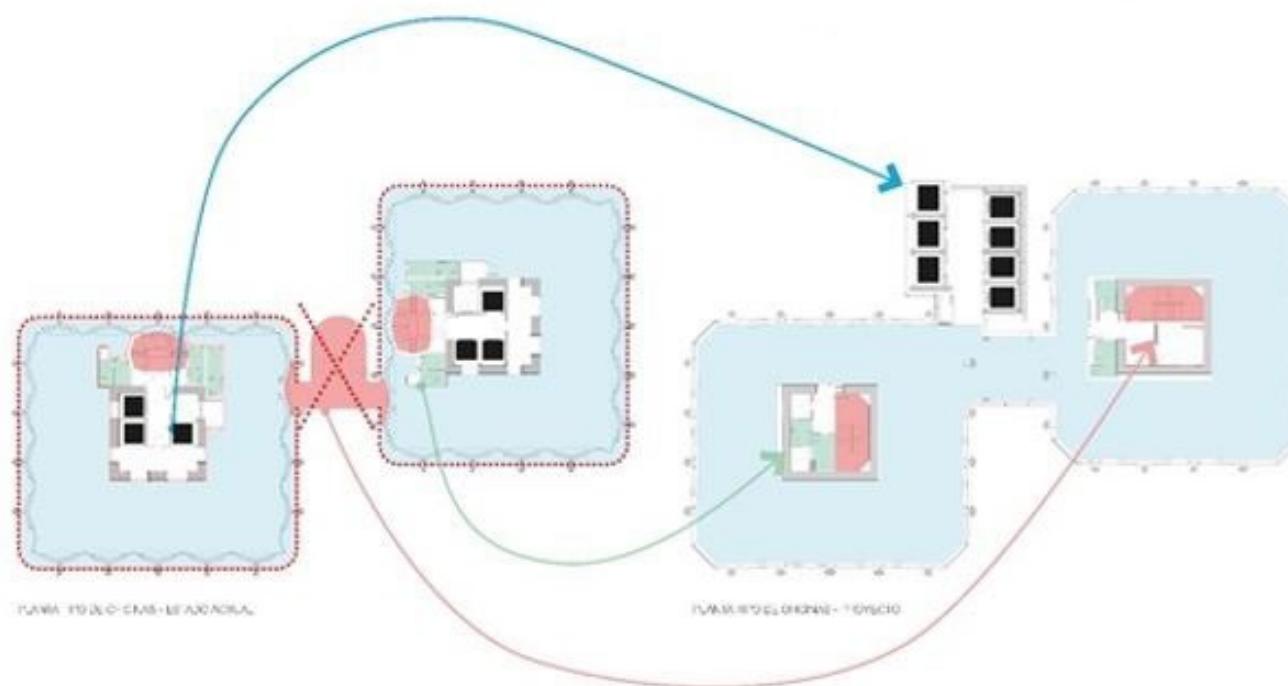
2017



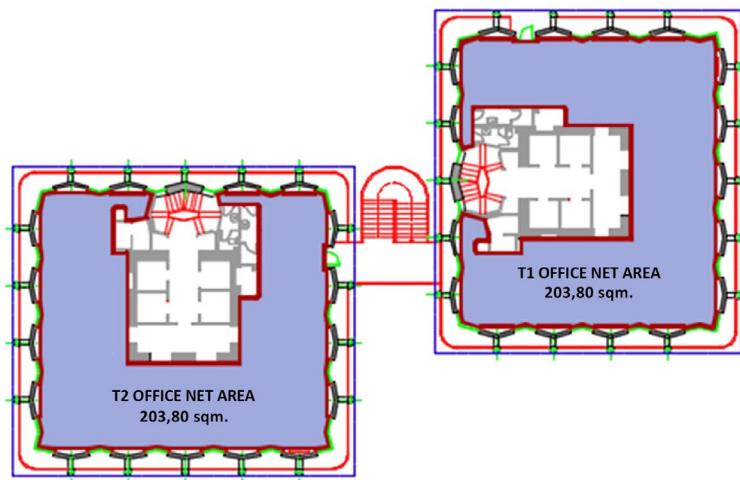
Gross / net = 50%

Previous stage

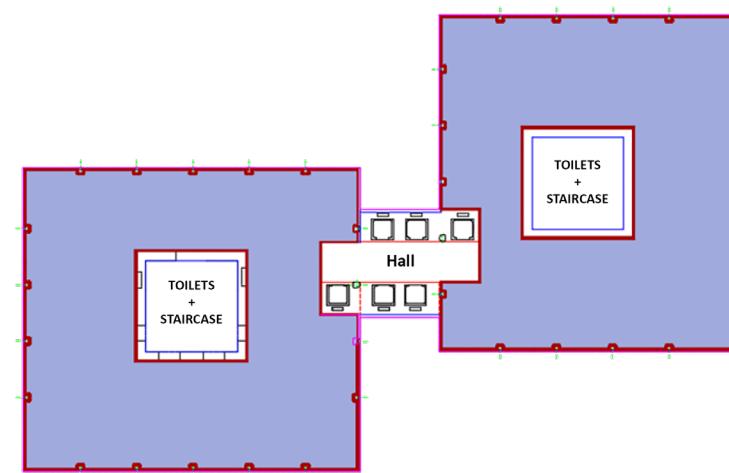
Total area remains 20.298,30 sqm



Gross / net = 50%

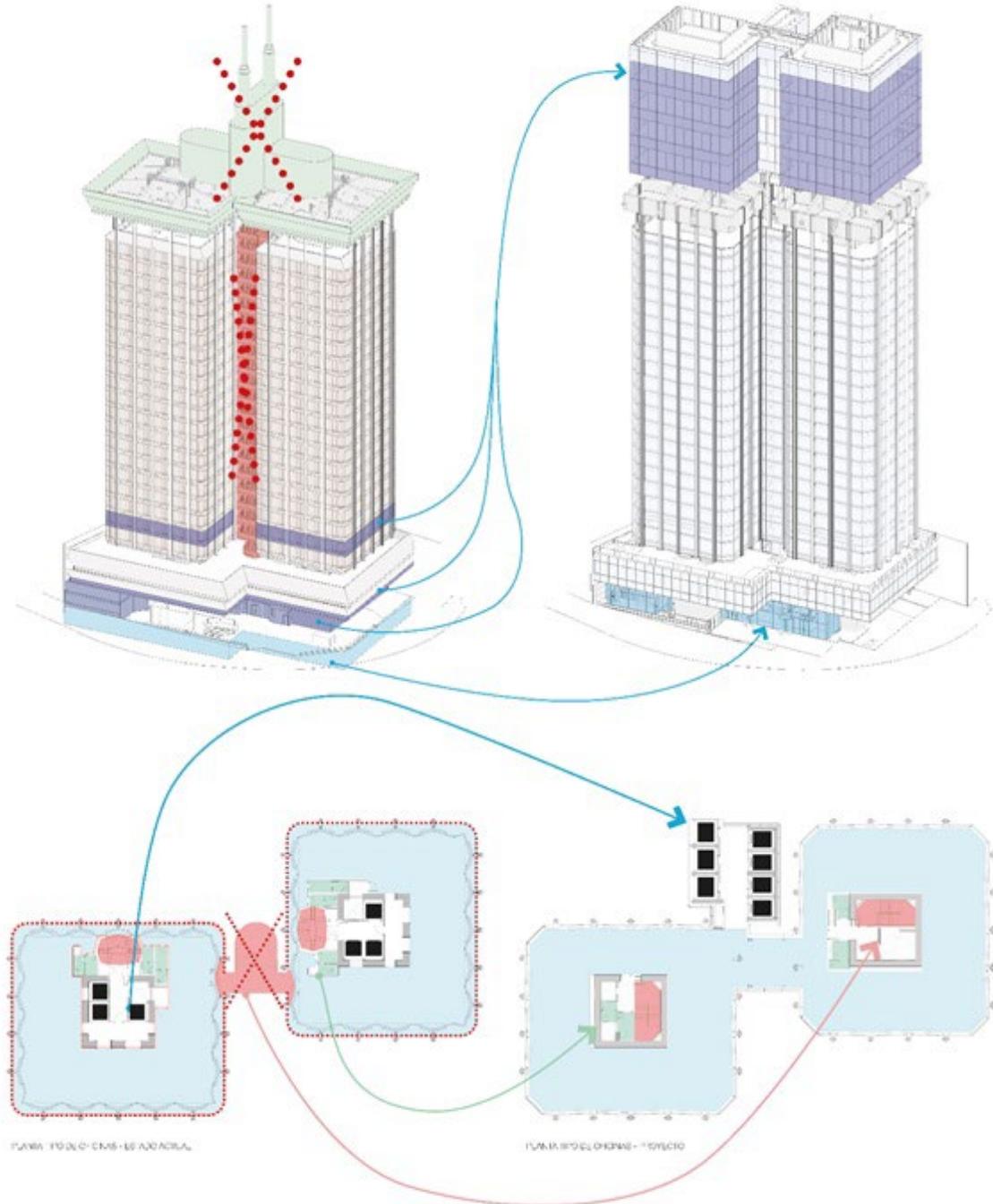


Gross / net = 81 %



Previous stage

Our proposal



**Total area remains
20.298,30 sqm**



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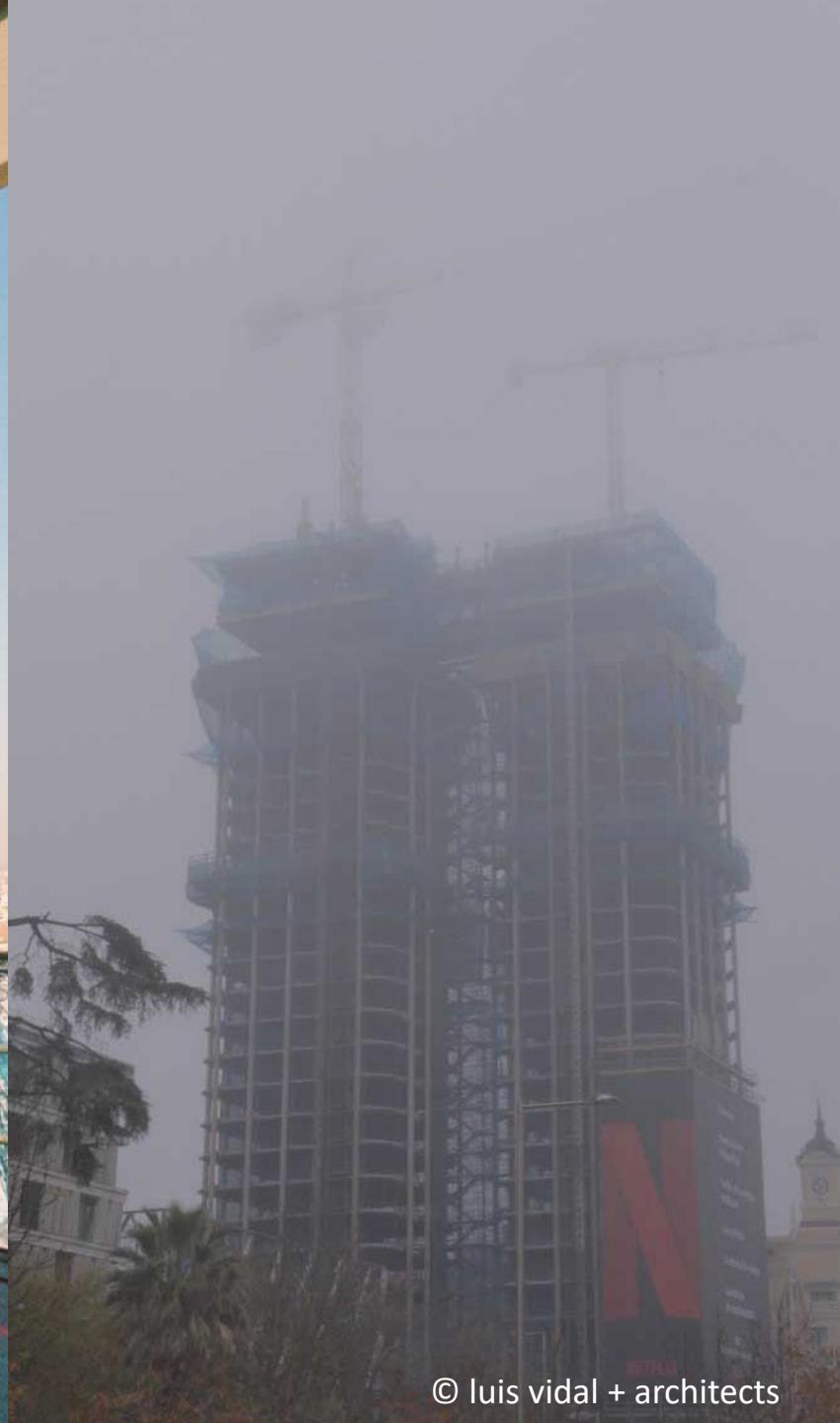
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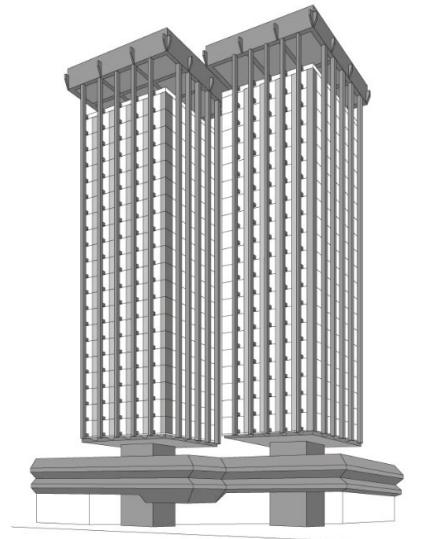


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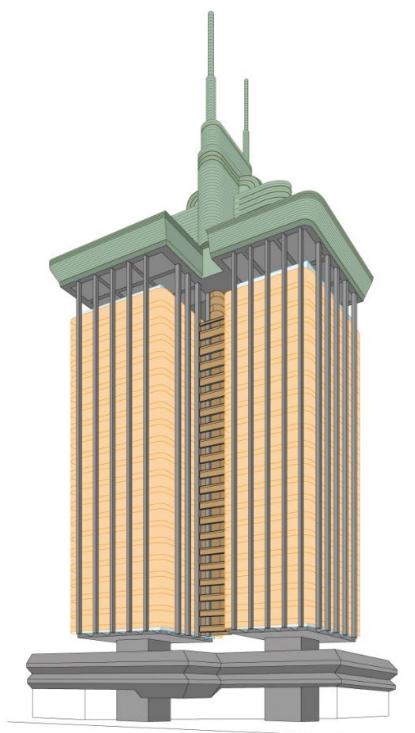
**What will be the
economic value of
Torres Colón after our
intervention?**

Original design in the 70's



It was renovated in the 90's.
When **Mutua Madrileña** buys
the building, its value is

€ 50 million



Its value in 2017 reaches

€160 million



After our intervention, its
value is estimated to
reach

€400 million



1967 - 1976

1990's

2017

2023



THANK YOU

Luis Vidal

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