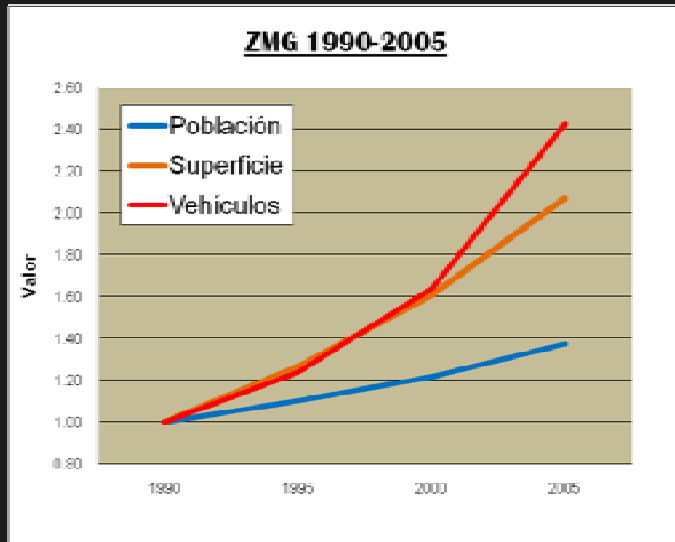


Towards the X Conference:  
*Building **Carfree** Cities For the People,  
By the People*  
Guadalajara, 2011

Felipe Reyes, Jesús Soto, Étienne von Bertrab

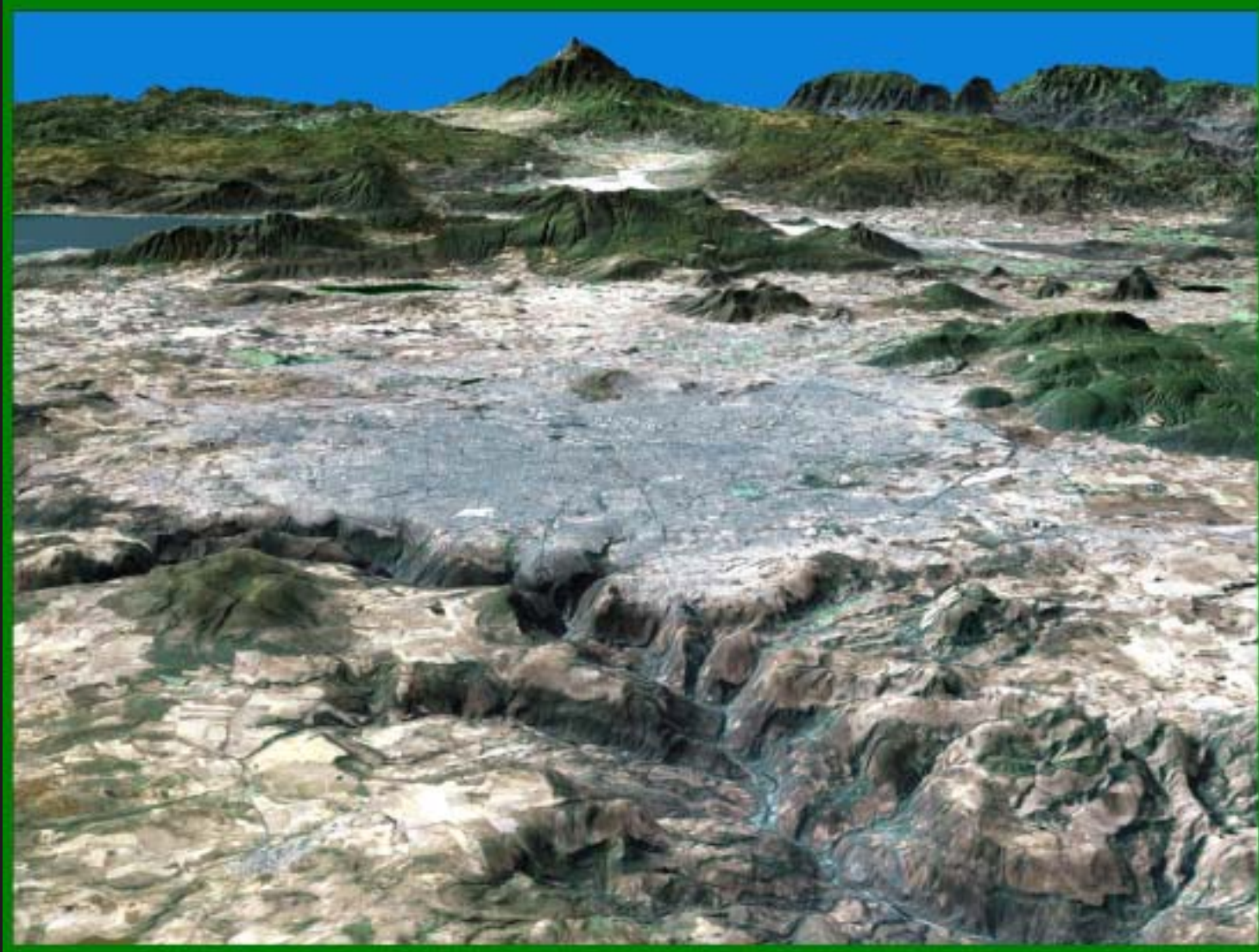


# Where we are today



- Unsustainable growth in car ownership/usage (1.5 million, around 380 new per day).
- Poorly regulated, inefficient and expensive privatised transport system.
- Increasing hostility towards pedestrians and cyclists.
- Poor understanding of the role of public policies.
- Huge gap between decision makers and citizens and their problems.
- A very distracted and unchallenging society... although changing!

# Unchecked sprawl and unchallenged urban development model





# 1/5 of WHO's recommended green spaces (and disappearing)









26 7:16PM



# Engrained 'pedestrian safety' discourse



# Car consumption (and car vomiting)





# Increasingly active individuals and collectives



**Masa Crítica GDL.**  
**Por el derecho a las calles**  
 Celebremos un medio de transporte alternativo y más amable para la ciudad  
 No hagamos tráfico, somos tráfico  
 Viernes 28 de agosto  
 Quiétera de los caballos (Niños Niños y López Mateos)  
 10:00 Horas  
 Último Viernes de cada mes

En el marco de las actividades previas al Foro Internacional de Arquitectura COM:PLOT Ciudad [es] sistema  
 CITA invita a la:

## JORNADA DEL ESPACIO PÚBLICO

**5:00 pm** Panel de Análisis  
**Rosana Reguillo**  
 Doctora en Ciencias Sociales e investigadora  
**Felipe Leal**  
 Autoridad del Espacio Público del gobierno de Ciudad de México.  
**Miquel Adrià**  
 Crítico de arquitectura y director de la revista Arquine

**8:00 pm** Exposición de los proyectos de intervenciones en el espacio público realizados bajo la convocatoria de Camina por Guadalajara II Brindis.

**Jueves 11 de Junio**  
 Museo Raúl Anguiano  
 Av. Mariano Otero #375 Col. Moderna  
 Informes: 3121-8337 info@infotectura.org

CONVOCA:  

 con el apoyo de Fotografía Navarra

# A growing and diverse bicycle movement







# Tough cultural resistance

- 'Progress' discourse.
- Love affair with cars (the 'only way').
- Streets are for motor vehicles (so get out of the way!).
- Although politicians are quickly losing legitimacy, still few challenge decision-making processes.





# We do have some other problems...



# Our thoughts for the X Conference

- Guadajara is quite representative of the conditions prevailing in most cities in the **South**.
- There is a growing movement and the issues are finally in the **public realm** (need to translate **discourse into action**).
- Perfect timing: **Panamerican Games** in 2011.
- Growing network of allies (individuals, organisations, institutions).
- The event should be relevant to all but mostly for Latin America and the Americas (alliances).



We need you all, and you are all  
more than welcome!