Projeto RUAVIVAR
O papel do Design na revitalização dos centros urbanos comerciais.
The role of design in the commercial revitalization of urban centers – “Rua Direita” street in Aveiro, as a case study

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Aknowledgements.
Teresa Franqueira, Gonçalo Gomes, José Carlos Mota and all “Rua Direita” traders.
"Rua Direita" street is located in the downtown of Aveiro, once recognized as one of the major commerce points in the city, now it shares not only its name along with another streets in the country, but also a current state of decline like many other commercial urban areas.
The project.
A cultural service, which is based on an alternative renting system, oriented for the installation of new occupations that somehow intend to establish long-term regeneration of this commercial area. The connection between the various local cultural resources, institutions and associations, intend to raise a collaborative network which aims to involve the traditional stores in the dissemination of new commercial types, renewing it.
The design process.

In addition to the historical research, it was also held up a survey of data related to the statistical information of local commerce. Followed by the photographic record and ethnographic research, given by some traders interview and by associations concerned about the area. In cases of counterrtrend, some ethnographic research was also applied, in attempt to trying to know how these initiatives regulate urban regeneration strategies, getting direct contact with some national projects. Some scenarios were built to allow a balanced relationship between all the intervenients.
This project came up as a proposal by the **Aveiro’s Commercial Association**, although it didn't fulfilled any role as project supervisor, so the results were not discussed or developed in partnership. The aim of the project was to give **the tools** for this institution or to other associations (as well as **municipalities and governments**), to develop the linking of **different cultural and institutional facilitators** in the territory, as well as with the local community.
Activism and Civic Participation

Aveiro, as a polarizing city of technological and cultural dynamics, could prove to be the answer of a new service plan where institutional resources, associations, cultural or educational level, are enhanced according to a collaborative and in support of local commerce logic. In addition to local businesses, institutions may also benefit from this lease model through the dissemination of its work, through exhibitions, debates, workshops, meetings, etc. These activities should be proposed and done by, for and with the local community.

They promote the empty spaces and dynamize it with new occupations and events.

They also promote the properties once degraded and devalued, foster them to future buyers.
Entities such as the museum, theater, secondary and vocational schools, associations and collectives related to music, crafts, dance, and even the university itself, could be consolidated in such a way that they acting as revitalization agents. These entities will be responsible for local trade promotion through events / activities developed in partnership, giving it new approaches to the detriment of this most cultural perspective.
The service allows that individuals, groups and local traders can come to occupy a space with reduced costs, stipulated according to the degree of property degradation to be renting, so it's a incentive to the historic buildings valorization. The recovery expenses are divided between the owner, the renter and the service itself. It brings a larger impact to the cities in terms of identity, place, image, and finally, the quality of life and community well-being. It also reveals a rethinking of city pedestrian footpaths, as well as a reduction of transports and shopping centers.
Local businesses will benefit as incentives foster this relationship through the use of local cultural resources. At the same time also there will be a more democratic access to artistic activities based on alternative operating models that are proposed and open to the entire community.
This is for creative, "workers of the creative industry in science, engineering, architecture, design, education, arts, music and entertainment" which in turn, are included in different sectors, including individuals, local businesses and institutions / associations, and turn potential members responsible for the occupation of these places. Particular agents will be in this case, individual persons, holders of any type of new ideas that can be turned into business himself.
The construction of **scenarios**, focused at the service operation and in the relationship created between the facilitators as well as the synergies that could be triggered between the various actors of the system. The creation of **personas**, based on the characterization of the actors that could turn out to be potential users of the service. The **storyboard** try to combine the various stages of the service, assuming the compilation of a sequential narrative, which starts with the identification of the problem / need, unfolding in the course of user actions to reach the service final goal.

"We have a virtual space on the sale of urban handicraft items. However, we would like to have a physical space where we could enjoy the holiday (Christmas) season to sell some articles, testing the acceptability to the public."

"We would like the space also could meet the valences of a workshop, where we could work simultaneously."

The MINIMUM level of rehabilitation is charge by the renter:

"We will do some repairs in the lighting system and will also paint some walls."
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