

The Cultural Center in San Juan Del Río, Querétaro: Strengthening and Recovering Identity

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ABSTRACT

The design and construction of a cultural center focused on promoting an ecological culture aimed at the population of San Juan del Río, Querétaro whose conditions are difficult due to social disintegration caused mainly by low security and cultural interest in the population is proposed. The main objective is the recovery of the identity of the inhabitants, as well as creating an environmental and sustainable awareness of the region since the lack of awareness and environmental information is reflected in the ecological reserve spaces that the region has where you can observe great deterioration; as well as illegal activities on the part of young people and adults, giving a wrong example to generational young people, in addition to the fact that the lack of social awareness has been an important factor for the current situation of global warming since this world problem is eradicated by changing from culture at the social core. It is important to know who we are and to be able to have a starting point for the equality of our diversity in order to be able to live together without division by origin, skin tone, socioeconomic status, etc. One of the great problems of violence that exists today has been caused precisely by a lack of identity, given that young people between the ages of 11 and 20 cannot find the basic values and principles that govern any society anywhere, for which is necessary to find a symbiosis between the different artistic expressions in which youth can be interested.

Keywords: Identity, Culture, Youth, Ecological

INTRODUCTION

This project develops the proposal of urban-architectural intervention to mitigate cultural loss in the municipality of San Juan del Río, Querétaro; Therefore, the design and construction of a cultural center is proposed, focused on promoting an ecological culture aimed at the local population whose conditions are difficult due to social disintegration caused mainly by low security and cultural interest in the population. Adhering to the guidelines and standards established in the Construction Regulations of Mexico City and the rules of the municipality, this proposal consists of the construction and design of 2 elliptical bodies with 3 levels of construction,

in a property of irregular shape and substantially flat topography, whose dimensions are 15388 m².

Considering the magnitude of the project, the property is located in a transition zone whose main characteristic is its proximity to the historic center and the main residential area of the town according to the geotechnical zoning of Mexico. The main objective is the recovery of the identity of the inhabitants of San Juan del Río, Querétaro, as well as to create an environmental and sustainable awareness of the region; since the lack of environmental awareness and information is reflected in the ecological reserve spaces that the area has, where a great deterioration can be observed; as well as illicit activities by youth and adults, setting the wrong example to the younger generation. In addition, that the lack of social awareness has been an important factor for the current situation of global warming since this world problem is eradicated by changing from the culture in the social bosom.

GENERAL OBJECTIVE

Promote the Mexican and regional culture of the municipality of San Juan del Río for the recovery of identity, through the design and construction of a cultural architectural urban space aimed at the population where interest, love and respect for their roots are awakened; having a significant learning of his country and the world around him allowing him to explore feeling, participating and knowing his environment, making this space a point of reference within the locality, placing it in a neutral point for the greatest recruitment of population having appropriate spaces that guarantee a better society.

PARTICULAR OBJECTIVES

- A. Promote a space with the necessary conditions for a healthy social coexistence, where the development of each person is achieved and complemented.
- B. Create an adequate environment for the integrity of people, for which a sustainable and intelligent model that contributes to a dignified lifestyle for the inhabitants is sought.
- C. Design a cultural and artistic center that encourages the practice of the different arts that are promoted.
- D. Awaken and renew the interest of Queretaro society by providing a space conducive to learning and development. Objectives
 - To study the national and regional culture of the municipality of San Juan del Río, identifying the most outstanding symbolic factors within the region.
 - Analyze the behavior of young people from 10 to 20 years old in the absence of cultural interest.
 - Look for projects of the same nature within the municipality and analyze their weaknesses and how they could be improved for the population.
 - Confirm the advantages of building this type of project both culturally and economically.Problem statement The town of San Juan del Río, Querétaro; Today it faces a number of challenges that contribute to the growth of the country, where its urban population has grown considerably in the last 30 years. The

population that currently inhabits this locality does not have the equipment or the cultural diffusion necessary for the population to develop a deep-rooted sense of belonging to the physical space they occupy for the development of their activities despite the problems represented by the growth of the region. Cultural conservation and promotion is important for the conservation and improvement of the psychosocial balance, so, if this problem is not solved, criminal groups will continue to increase and migration from this region will increase, making San Juan del Río an unattractive place to live, as well as for investors.

HYPOTHESIS

The architectural intervention in the municipality of San Juan del Río, Querétaro is proposed in order to provide the population with a cultural center which will be aimed at promoting different types of artistic and recreational activities mainly for young people between 11 to 20 years old who with the passage of time have lost the identity of their city and state they inhabit. This project aims to recover the sense of identity of the population, as well as the improvement of the town by making a safe and attractive place, creating a point of reference within the village for users, innovating with low-cost self-sustaining technologies that contribute to the improvement of the environment and its standard of living.

Theoretical framework Mexico is the 2nd country in the world in biodiversity, one of the top ten in cultural density and until ten years ago it was also one of the top ten in production of crafts and museological and cultural innovations. The Mexican is characterized by the magnitude of its culture. But that same culture makes the Mexican feel in constant conflict, since he is immersed in a society where there are prejudices, discriminations, and even within the consequences of the liberal movements that have marked his history, reflected in the personality that has formed parents, since they act as immediate contact between the individual and society. The main point is the recognition of differences, since Mexico is distinguished by the cultural diversity of its peoples: languages, traditions, clothing, religions. As we know, we have had European influences since the Conquest, it can be said that the Mexicans were not satisfied with the place where they had been born 36 and, although by forced conditions they had to be in their country, their mind and soul were in Europe. With the passage of time, the attitude of the Mexican towards his homeland has changed thanks to the recognition of his values, and the concern he has for him and for the environment in which he operates. (1) Mexican identity is a reality that is made up of the small ordinary acts that a person develops throughout his life. In this way, Mexicans are unified in the social fabric from the multiple interrelationships of the various human groups. strategies. For this, it relies on the richness of heritage, craftsmanship, imagination and the characteristic personality of Mexicans. Today, Mexican works mark the cultural paths of the entire world, as they did throughout the twentieth century. The biggest challenge it faces today is to defend these talents and demands that freedom of thought and creation that is their main cultural heritage.

Currently the construction of the Mexican national identity has reached a great importance in the process of social organization, the creation of a unique identity leaves aside the characteristics of the particular identity established by each nation. National identity derives however from the affinity between an individual and a collective identity that is constructed in a historical-political conjuncture. It is the inclusion of the individual in society towards which a feeling of national belonging is experienced. The recognition of the commons assumes that there is at the same time an “otherness”, since an identity cannot be affirmed if the other is not recognized as “identical” or “different”. Therefore, it can be said then that national identity is a process of social construction where the Recognition of the subject is achieved with the acceptance of a group with which links are shared, recognizing in parallel the “other” that also defines us. Consequently, all identity requires the approval given by intersubjective processes, this allows it to exist socially.

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RESULTS

A model was made with the organic solar cell, which is made with totally degradable materials and its manufacturing process does not pollute, once the useful life of these cells is over, the waste generated does not pollute or put health at risk. and integrity of people, within this model the design was innovated, making the base take the shape of a tree trunk to make the use of technology more aesthetic.

Organic solar panels are photovoltaic systems that use cells built with special materials such as PCBM and P3HT, as opposed to normal ones that are made of silicon. Recent studies have managed to design special cells capable of increasing the efficiency of this even cleaner alternative, so it has finally become a competitive option in the market. Organic solar panels have already existed for some years and, with their structure based on PCBM and P3HT, are a cheaper and greener alternative to traditional photovoltaics. However, thanks to an innovative cell recently developed in the laboratories of the University of Michigan, its efficiency has gone from 10-12% to 15%, matching that of silicon. This new organic cell is able to produce electricity using not only the visible part of the light, as has been done so far, but also the infrared part. For the development of the 1.70 × 1.00 m prototype.

METHODOLOGY

Solar cells continue to be developed from the same class of semiconductor materials that are applied in the microelectronics industry. In the case of solar

cells, a thin grid of semiconductors receives a special treatment to form an electric field, positive on one side and negative on the other. Once the light energy reaches the solar cell, electrons are removed from the atoms of the semiconductor material. If we put electrical conductors on both the positive and negative sides of the grid, an electrical circuit is formed and the electrons have the possibility of being captured as electric current, that is, transformed into electricity. Electricity can then be used to provide power to a load; In this situation, it would be applied to turn on outdoor lighting fixtures and power electrical equipment. Several modules have the possibility of connecting to each other to form an array, generally the larger the sector of the module the greater electricity is created and with this direct current is generated, this circuit can be connected in series or in parallel to generate the proportion of voltage or current that is needed.

CONCLUSION

This work was carried out in accordance with the National Urban Development Plan and taking the concept of culture as a complement to basic education and the basis of quality of life. As an architecture student, researching the national and regional culture of the municipality of San Juan del Río has allowed me to identify the most outstanding symbolic factors within the region, as well as analyze the behavior of young people between 10 and 20 years old in the absence of cultural interest that predominates in this place facilitating the search for projects of the same nature within the municipality, as well as analyze their weaknesses to improve the population. The projection for the construction of this cultural center is to create an ecological awareness and respect for our natural environment, as well as corroborate the advantages both in the cultural and economic aspect, in addition to promoting in young people the necessary conditions that allow them to problematize, discover, understand, motivate and assimilate situations of daily life from their own perspectives; Provide essential elements that promote learning that stimulates the development of valuable life skills and competencies.

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