

## 1. Background and contact information about your business, organization, or company

### Background

**EZEQUIELFARCA**<sup>®</sup> specializes in providing integrated design and interior architecture services, enabling customers to discover and fully enjoy their lifestyle potential.

Founded over 20 years ago by Creative Director/CEO, Ezequiel Farca, the firm has grown its design studio into a 30-person team of seasoned professionals, and has added a full-service corporate office, manufacturing facility and a retail showroom in the heart of Mexico City's Polanco district. The company's different business units enable fully integrated services from conception to production, delivery and installation.

The firm employs designers with expertise in architecture, industrial design, engineering, ergonomics, and production, often collaborating with other architects and developers from the conception of architectural spaces and surroundings to their final realization. Ezequiel Farca's enterprise was selected in 2007 as an Endeavor Entrepreneur company – a designation for the fastest-growing, most innovative companies that show promise to become worldwide leaders in their respective industries.

The **EZEQUIELFARCA**<sup>®</sup> method is based on a profound understanding of personal needs and behaviors, and is distinguished for its adaptability to each customer's requirements, tastes and lifestyle. Projects are professionally carried out with an unwavering dedication to customer service.

The firm has been responsible for designing and developing the interior architecture and common areas for some of Mexico's most important architectural projects, such as the Habita Hotel by Enrique Norton's Ten Arquitectos and Reforma 222 by architect Teodoro González de León, both in Mexico City; Ventanas al Paraíso, in Los Cabos; and the Veneros development by ICON group, in Puerto Vallarta, among others.

**EZEQUIELFARCA**<sup>®</sup>'s many accolades and design awards include the Quorum Prize for the best designer in Mexico, the Good Design Award from the Chicago Athenaeum, the Best of Year Product Design award from Interior Design Magazine, and the International Design Award in 2008. Ezequiel Farca was nominated Best Designer of the Year by Ambiente magazine, has won Architectural Record's Design Icons Award, and has been featured in architecture & design magazines throughout the world.

In 2007 RM, along with Arquine, jointly published the book EzequielFarca. Distributed by R.A.M. publications in the United States and Canada, and by Actar D in the European Union, the book is available in the best architecture, design and art bookstores in the world, among them, the Museum of Modern Art (MOMA) bookstore in New York, USA.

Contact Information:

**Valeria Tamayo**

[valeria@ezequiefarca.com](mailto:valeria@ezequiefarca.com)

(5255) 5292 5115

**Prolongación Paseo de la Reforma #115 int 603, Col. Paseo de Las Lomas cp01330**

**México D.F.**

## 2. Detailed explanation of the entry

Over the last 20 years, Santa Fe has become one of Mexico City's most important business districts, dotted with modern high rises, shops, and the largest shopping mall in Mexico. The district also includes a residential area and college sector, the diversity of which gives the region the potential for dynamic social interaction.

At the center of the city, Ezequiel Farca's design team saw an opportunity to foster such social interaction in a neglected park. Central to the comings and goings of businesspeople, blue collar workers, and a variety of service industries, the park held potential as both a formal and casual gathering place, and as a place where individuals could connect and reconnect with their community according to their own schedules.

The design team conceived of CommuniTree, an iconic yet pragmatic structure that functions as a community bulletin board. The CommuniTree holds postings of Items for sale, items for free, jobs offered, events and other announcements for community members or passersby to search or casually peruse while taking a lunch break.

Helping community members to recycle their own goods and services, the Tree itself is created from recycled urban waste – twisted steel and wood from damaged park benches; metal scraps from a construction yard – reclaimed and converted into the sinew that binds a community together. The upper portion of the sculpture allows leaves and plants to grow in and through its branches, making a direct connection with the natural beauty of the park. Materials and construction are inexpensive and durable, and use of the CommuniTree is simple enough for a child to understand.

The result is a central, recognizable icon for the park, a gathering place, and a place of connection with the community and the outdoors.

### **3. How the entry is manufactured and delivered to its consumers**

Communitree is manufactured by stainless steel tubes which are put together to form the main structure. Subsequently the structure is covered by reused wood pieces (this can come from offices, residential or old urban furniture). Communitree can be built in the place in which it is going to coexist with the society.

### **4. How the entry and its function/use maintains excellence in eco-sustainability in an environmentally friendly and responsible manner.**

It is made of reused and recycled materials, and the function of the object is to help a community to create through sharing and communicate, this is what makes communitree a sustainable concept.