Cultural festivals are the most dynamic and interesting phenomena in the current cultural and art scene. Reasons in the increase in its importance are based on supply and demand factors, as well as the use of culture in different local and regional development strategies for urban regeneration. Cultural festivals are urban space reclaimers as an ludic space: spaces for creative interpretation of urban life.

In this context, the project find a chance for art students to be part of Mérida Fest, which is a festival that emphasizes the ancient culture of Mérida, México. The project named ART UNIVERSITY PAVILION, creates a space for art production showcased by university students for university students, fitted to present artistic expressions like paintings, sculptures, light shows, videos, sounds and performances, set up yearly in different festival locations.

The idea of the project is based on the nature of street play in the creation of ludic space, because it has the power to strengthen the public space as a micro universe where everything is possible. No matter the nature of the play, the generated space characterized for its nature and clarity that limits it, and spontaneity and versatility that it is formed, and the ease in the obtained space.
The spatial and formal expression of the project arised from the next intentions that were inspired by the generative idea. The first one is the centripetal attraction, the space configuration is result of the attraction that generates the action focus; the second is a permeable membrane, just like the street play have no limits, but people arrangement creates a light membrane that cover the space; and finally, setting virtual limits, where the light as virtual configurer of space, set up the difference between inside and outside of the project.

The naturalness and simplicity expression acquired by the ART UNIVERSITY PAVILION creates a meeting and recreation space that emphasize ties between art and design students, creating a group able to make interesting proposals for art scene in the city.

A. Medina, Art University Pavilion, 2014
Digital image; 90 cm x 60 cm