

Tentative thesis: "The avocado fever in the south of Spain. Is it still fashionable?"

Identify the Issue: As in Málaga, many other productive regions and communities are vanishing due to lack of cooperation between the quaternary economic sectors as well as an evident misunderstanding of the mutual dependency between them and their ecosystems.

In recent years, demand for avocado has increased ferociously in both national and international markets. Many farmers are opting to switch from traditional crops to avocado due to its profitability and apparently unbeatable competition in the global market. ¹

A non-comprehensive framework of the complex reality has been addressed in Málaga, leading to a progressive loss of identity, biodiversity and social equality.

Research Question: How to address Architecture design in "neo-rural" territories as a form of political activism through the development of intersectoral agricultural productive communities **

Methodology & Background: Given the nature of this research, a continuous transdisciplinary dialog will take place throughout the entire process. To this end, discussion sessions will be held, including personalities from agricultural sector, economics, and sociology, as well as political and citizen representatives who will shape the direction of the research.

Involving local community voices is essential to understand their interests, needs, aspirations and cultural values. In order to co-create designs and strategies that highlight their identity and enhance the social network. To ensure a wider understanding, data will be collected on the regional reality and its transnational² implications.

Interviews, surveys, and population analysis will also explore the emerging links between the rural and the urban ³. These intersections will point out the emergence of a "new rurality" ⁴ in the south of Spain.

Furthermore, the increase in non-agricultural practices and pluriactivity ⁵ in rural areas will be examined to understand the significance of the loss of rural activities due to the phenomenon of "deagrarianisation" and its impact on the regional identity. ⁶

Next, ecological cultivation solutions and its psychometric and geological conditions, as well as, water demand, tools, waste generation, and productive construction typologies, will be addressed.

Subsequently, active and passive design strategies will be analysed to achieve human comfort temperature according to Givonni's Diagram. Bearing this analysis in mind, popular architecture and its synergies with subtropical climate typologies will be examined.

Once having gathered the previous, it will be analysed, seeking correlations and harmonization for the coexistence through design.

Considering the current urban planning regulations, there is a high probability that the proposed design and strategies will be unfeasible to implement, as they might be

incompatible with certain regulations (e.g., "no induction of new settlements," "buildings authorized by compatibility of uses or public interest" , and "building conditions").

Potential Outcomes: These research strives to achieve a balance between economic-self-sufficiency and ecology through intercalar design proposals.

The design will draw from the aesthetic, operational, and material conditions resulting from a fair integration of nature and human activity, considering their respective limitations, interests, needs, qualities, and cycles. By adopting an ecosystemic approach, diverse and alternative aesthetic proposals will emerge beyond the conventional ones.

It is also expected to identify synergies between contemporary and traditional ways of living. Defining a contemporary reality that moves away from the urban-rural dichotomy, giving rise to "neo-rural productive communities"

Impact: The conclusions and strategies derived from this research will raise awareness of the necessity and importance of a comprehensive, ecosystemic, transdisciplinary, and collaborative approach to design. Which will not only serve as a political activism strategy but also inform practical design decisions from their fundamental conception to their materialization.

The study will contribute to a deeper understanding of the socio-economic-cultural reality of the Málaga ⁷ region and initiate discourse on the neo-rural territorial model. It will also advocate for the revision of existing urban planning regulations.

And last but not least, the research aims to encourage entrepreneurship through community engagement.

¹ Calatrava, J. y otros 1987. *The relationship between product price and cost of the spanish avocados as a parameter to forecast future supplies. South African Avocado Growers' Association Yearbook. 10:85-88. Proceedings of the First World Avocado Congress.*

² Akram-Lodhi, A. H. y C. Kay: "Neoliberal Globalization, the Traits of Rural Accumulation and Rural Politics: The Agrarian Question in the Twenty-first Century", en A. H. Akram-Lodhi y C. Kay (editores): *Peasants and Globalization: Political Economy, Rural Transformation and the Agrarian Question*, pp. 314-338. Londres: Routledge, 2009a.

³ Tacoli, C.: "The Links between Urban and Rural Development". *Environment Urban Linkages*. Londres: Earthscan, 2006 and *Urbanization*, 15 (3): 3-12, 2003; y C. Tacoli (editor): *The Earthscan Reader in Rural*

⁴ Kay, C.: "Reflections on Latin American Rural Studies in the Neoliberal Globalization Period: A New Rurality?". *Development and Change*, 39 (6): 915-943, 2008.

⁵ Grammont, H. C. de y L. Martínez: *La pluriactividad en el campo latinoamericano*. Quito: FLACSO, 2009.

⁶ Bryceson, D.: "Peasant Theories and Smallholder Policies: Past and Present", en D. Bryceson, C. Kay y J. Mooij (editores): *Disappearing Peasantries? Rural Labour in Africa, Asia and Latin America*. Londres: Practical Action Publishing, 2000, pp. 1-36. (Graziano Da Silva 1999, 2002; Murmis y Feldman, 2005; Schneider, 2009).

⁷ de Málaga, *II Plan Estratégico*. "17Málaga innovadora."

****Far from the idea of Architecture as a discipline where design is only approached from an aesthetic, technical and economic condition. In addition to evidently mentioned, I'm interest in the transcalar condition of the discipline where foundations questions must be expanded according to the diverse present tensions in which reality is merged. It is my believe that only by a serious and transdisciplinary analysis of those tangled interaction of interest, actors, limitations and notions, will we hopefully lead into ecosystemic design strategies and solutions.**

Why fashionable? MEDIA ANALYSIS (IG, Models, stereotypes,...) : Deborah Berke Partners y dbox .