

The Quebrada de Humahuaca

The Quebrada de Humahuaca was declared a World Heritage Site by UNESCO in 2003, in recognition of its ancestral cultural wealth and its imposing landscapes of stone and ochre tones. This territory has been inhabited and traversed for centuries, forming part of the Qhapac Nan road network, the Andean road system that connected the Inca Empire. The project is located in the town of Tilcara, a key point within the Quebrada, which not only belongs to this heritage site but also forms part of the Inca Trail, reinforcing its historical and cultural significance. Over the centuries, Andean communities have measured time, mapped the world, and woven the geography of their culture with threads of stone. This project seeks to engage with this ancestral memory and reinforce its value for future generations.

Community Involvement

The indigenous communities have a strong presence in the area, making it essential to develop a multidisciplinary project that integrates and respects their forms of organization and knowledge. Community participation is a complex process that requires time and the involvement of various stakeholders to build trust and enhance the positive impact of the project. Given the context of the competition and the available time, the decision was made to conduct an initial approach with community leaders, local sociologists, and biologists. These interviews provided a general overview of the problems and opportunities of the territory, laying the foundations for the development of the Visitor Center.

Analysis of the Existing Context

Based on the analysis of the territory and local needs, it was concluded that Tilcara does not require a single large-scale building as this would be invasive to the landscape and would not effectively meet the community's needs. For this reason, an urban plan is proposed based on smaller-scale interventions that can be implemented progressively and encourage community participation in their development and management. In this way, the project is not conceived as an isolated interpretation center but as a cultural route that integrates with the town, expanding access to information and enjoyment of the local heritage. This approach transforms Tilcara into a cultural and tourist circuit, strengthening its identity and local economy without altering its essence.

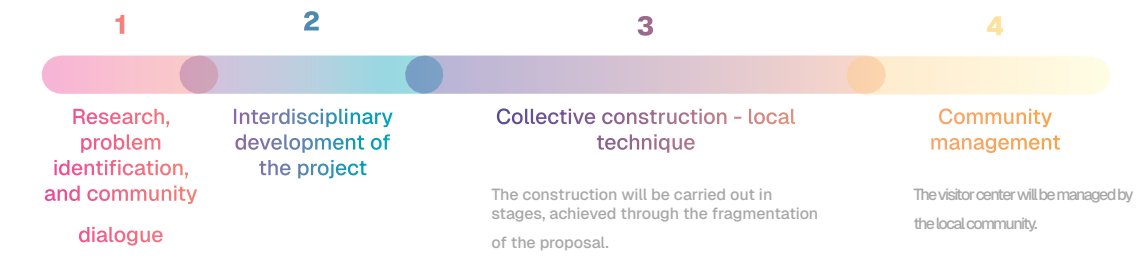
Urban Acupuncture

The urban plan starts with a careful reading of the existing context and the identification of the territory's needs. The proposed interventions interact with pre-existing elements of great value, creating new opportunities for use both for the community and visitors. The Visitor Center consists of four urban fragments:

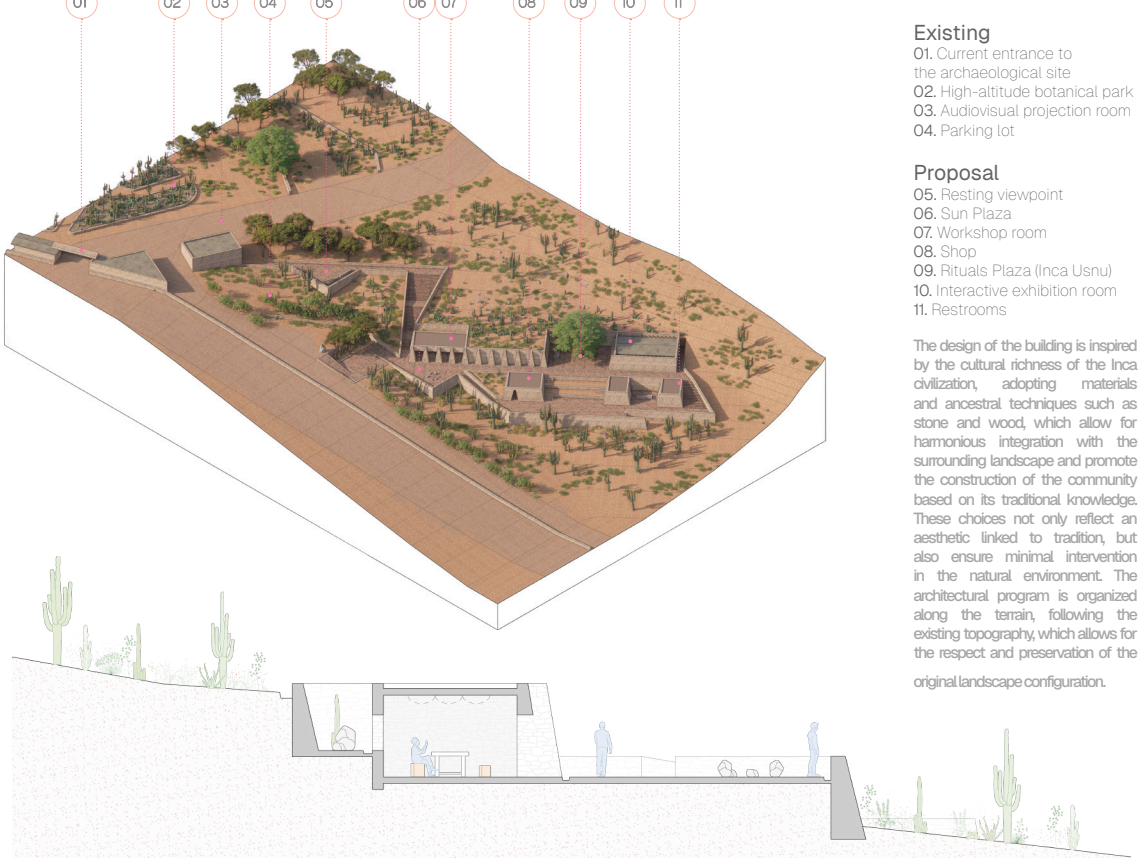
- 1. Visitor Information Office**
The journey begins at the existing Visitor Information Office, which serves as the entrance to the town and the first contact for visitors with the city.
- 2. Renovation of Market Stalls in the Main Square**
The market is a key activity in the local economy and culture. The proposal is to renovate the old canvas stalls with a modular system built using traditional materials, improving both the working conditions for vendors and the experience for visitors.
- 3. Intervention at the Pucará de Tilcara Archaeological Site**
An intervention is proposed near the entrance of the main archaeological site in the region, complementing the existing program with new spaces. The design of a stone building, using traditional Incan construction techniques, will reinforce the relationship between architecture and historical memory.
- 4. Rural Pavilion**
The final intervention consists of a pavilion dedicated to rural tourism, providing infrastructure for local producers and allowing visitors to connect with the region's traditional crops.

This network of interventions forms a tourist plan based on three axes: educational-ancestral, artisanal-commercial, and rural-gastronomic. These axes link the new proposals with the existing ones, guiding visitors through an authentic experience while also serving as infrastructure for the local community.

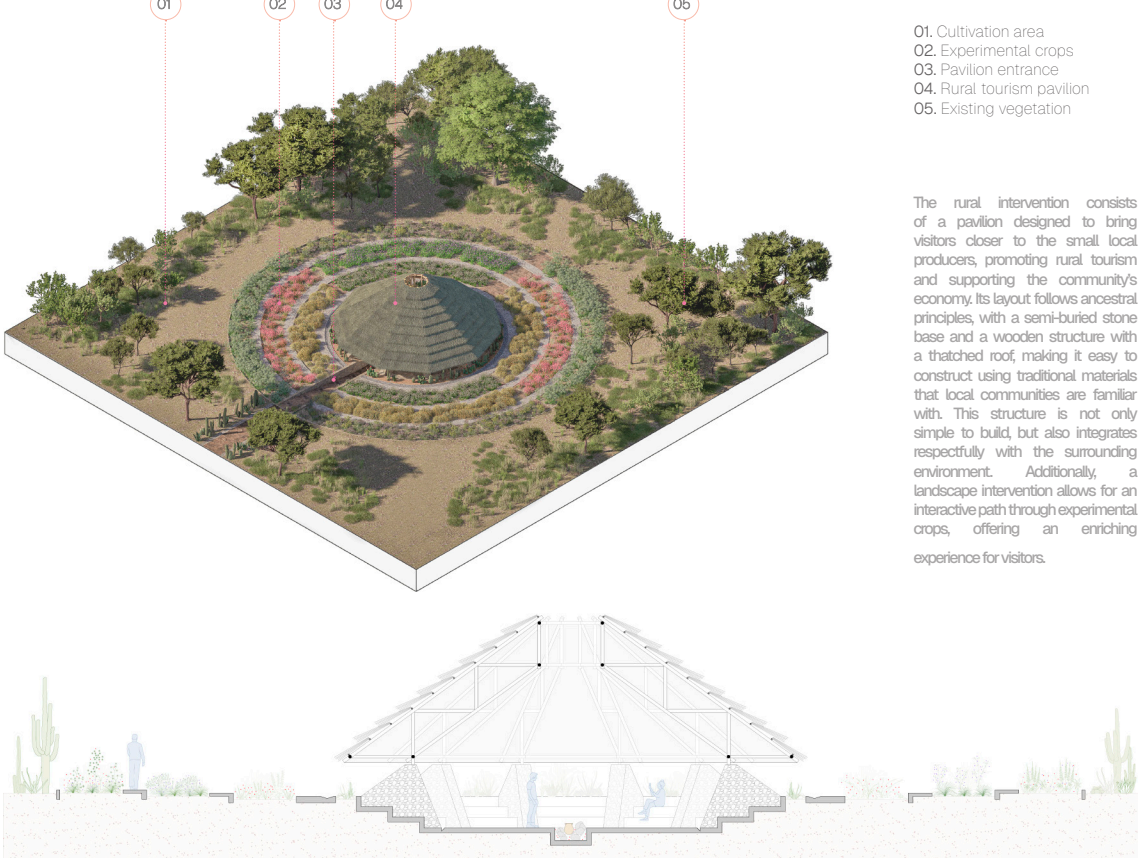
Community participation



3. Intervention at the Pucará de Tilcara Archaeological



4. Rural Pavilion



2. Renovation of Market Stalls in the Main Square

