**Packing Greenvic**

This project involved the construction of an organic fruit Packing.

Organic as in reference to the construction of an image that should be associated to clean, pesticide-free crops.

Pre-industrial constructions were built using non-serialed materials, in other words, they were built using craftwork processes. This lead to irregular forms from the genesis of ideas to the final built product; forms with variation.

Nowadays, the mayority of constructions are built starting from elements which are industrially produced. These elements give order and lead to structural languages which end up standarized and repetitive. This translates into buildings with given importance to technologies that made them possible: the repetitive perfection of associated measures that build an image related to machine made, synthetic constructions.

We have looked for a form with variation, but not excluding the necessary serialed production of building elements, an associative series of random elements based on a limited amount of prefabricated modules, in a way this would not make the construction slower or more expensive.

We tried at all times to build up an arythmic, serialed facade playing with its own expressive and constructive possibilities. Coverings, lattices and openings were built based on aesthetic and mechanical properties of the building’s materials; all this at the lowest cost.

logo

Av.Los Conquistadores 1700, Of 302

Providencia, Santiago

CHILE

(56-2)3713010

**www.martinhurtado.com**