



WEAVING POSITIVE COMMUNITIES

1450 words

CONTEXT

Currently, in Ecuador, there is limited support and investment for the development of art and culture, and at the same time, there are no places that meet the unique needs for people that have a holistic view of the world and that are more sensible with it.

SOLUTION

"La Tejedora Distrito Creativo" wants to solve this problem. It is the first Creative District in Ecuador, located in Cumbayá, 30 minutes away from Quito. Its a fusion of an alternative shopping center with offices and small artisan factories. It is built in the remaining warehouses of two old weaving and textile factories that went out of business as a result of the dollarization in our country.

During 2014, this artistic hub began to be an environmental and socially conscious place, also pet friendly, offering different workspaces for arts and contemporary lifestyle.

"La Tejedora Distrito Creativo" has a variety of businesses ranging from local entrepreneurs that promote fair trade, healthy living with appropriate food and different sports activities.

You can find lots of plants, art, design and murals.

Nowadays more and more people are becoming more conscious of taking care of the environment, responsible consumption, eating healthy organic food and doing activities to improve their health.

As time passes by, we believe the market will shift from buying things to living experiences.



OUR STORY

TEXTILE FACTORIES BEFORE YEAR 2000



19 years ago before the dollarization that happened in Ecuador in the year 2000, Hilanderías Cumbayá S.A. and Latesa S.A. (La Tejedora) were two textile factories.

WAREHOUSES UNTIL 2014



From 2000 to 2011, the textile businesses were transformed into warehouses and other mundane businesses. The buildings where the textile machines weaved fabrics, became warehouses for companies that paid a very low rent per meter square.

After three years, in 2014, Tomas Ochoa, a renowned Ecuadorian artist, with Daniel and Carolina, gave us the idea to build an "Arts District".



THE PROJECT "LA TEJEDORA DISTRITO CREATIVO" STARTED IN THE MIDDLE OF 2014

We listened to them, and in the middle of 2014, 4.5 years ago, both companies started to cooperate on that idea, and began to transform the old warehouses into beautiful spaces to conform an Art Distric.

Since then, with limited resources, in the middle of an Ecuadorian economical crisis, while paying debt, we where able to transform the boring warehouse business that had 27 customers between the two ex-factories, into a place that will have more than 70 businesses by the end of this year.



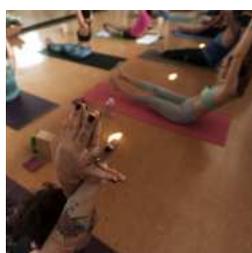
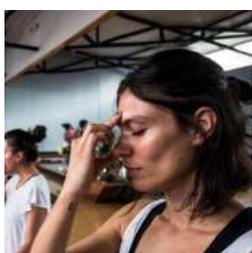
THE MARKET DOESN'T PROMOTE CONSCIOUS CONSUMPTION

A lot of companies in the marketplace, bombard people to consume more and more material things; because of this, there is too much unconscious consumption that leads to the destruction of the environment and human health. Also, there are no commercial centers that in one place have a rich variety of different workshops, promote conscious consumption, and at the same time develop people's creativity and promote health.

In La Tejedora Distrito Creativo we want to be part of the solution for this by promoting conscious consumption and inspiring people to consume experiences, that either are in the art category, or in the health category.

IN THE EXPERIENCES CATEGORY, IN ART & HEALTH, WE HAVE THE FOLLOWING ACTIVITIES:

- Creative Writing.
- Jewelry & looms.
- Fashion design.
- Music & singing.
- Painting classes & art gallery.
- Acting classes.
- Oral speaking classes.
- Fencing classes.
- Chocolate classes.
- Healthy vegetarian classes.
- Bodybuilding gym.
- Crossfit training.
- Pole dancing & functional training
- Climbing wall.
- Yoga pilates & meditation.
- Dance studio.
- Bicycle fixing and bicycle shop



CORPORATIONS ARE MORE POWERFUL THAN COUNTRIES

Another problem the world has, is that corporations are becoming even more powerful than countries. According to some estimations, the world's richest 1%, own 45% of the world's wealth. A lot of this corporations don't promote healthy eating, fair trade(so wealth can be distributed), and conscious responsible consumption.

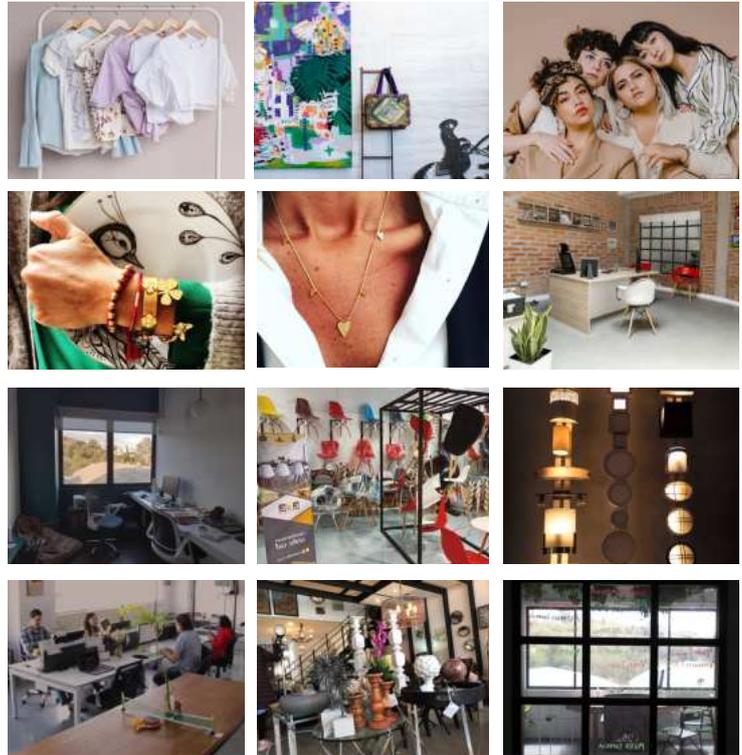
To solve this problem, we believe that high quality products at a competitive price should be produced locally by small entrepreneurs. Fair trade and conscious local consumption of this products should be promoted so this way wealth can be better distributed. In La Tejedora Distrito Creativo, we have the following mini-factories: cold press juice, Greek yogurt, artisan chocolate, Brazilian sweets, Argentinean cookies, artisan limoncello, women high fashion clothing and artesian beer. To us, an smart economic system is build under local production.



There is a global trend in the world where more and more people are having social and environmental consciousness; and we want to support business that align with this values. Humans have a strong need to connect, develop their creativity and feeling that they are contributing to save the planet; at La Tejedora Distrito Creativo we want to be the place that satisfy this needs.

WE HAVE THE FOLLOWING BUSINESSES RELATED WITH ART, CREATIVITY & DESIGN

- One Pop Up Store with 50 different Ecuadorian fashion brands.
- One women designer clothing store.
- One fashion photographic studio.
- Two artisan jewelry studios.
- Two interior design shops.
- Two interior design architects studios.
- Three architects studios.
- One designer chairs shop.
- Two designer lamp shops.
- One domotic design shop.
- One designer handles shop.
- One publicity and Marketing agency.
- One digital marketing agency.
- Two branding studios.
- One filmmaker studio.



WE HAVE THE FOLLOWING BUSINESSES RELATED GASTRONOMY & ENTERTAINMENT

- One Vegetarian restaurant.
- One Gourmet food restaurant.
- One Wine bar.
- One ramen Japanese soups.
- One hamburgers food truck.
- One cafeteria & bar restaurant.
- One crepes & sandwiches restaurant.
- One ice cream shop.
- Two artisan bread shops.



WE HAVE TWO RECYCLING CENTERS WHERE WE GATHER GLASS, TETRA PACK, PAPER, BATTERIES, METAL, PLASTIC AND ELECTRONIC WASTE



Most of our renters also have this 5 recycling containers inside their working spaces.

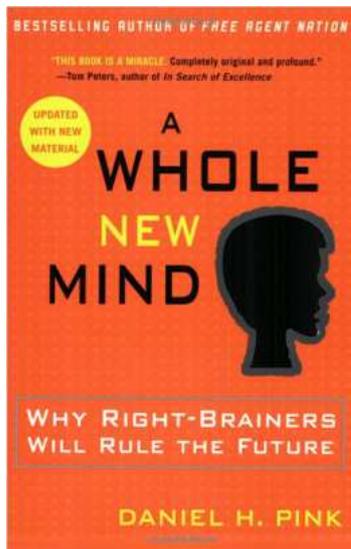
Every month, the recollection of the recycling center, contributes to finance a foundation that helps kids with limited resources. With some of our renters, we also donate money to them.



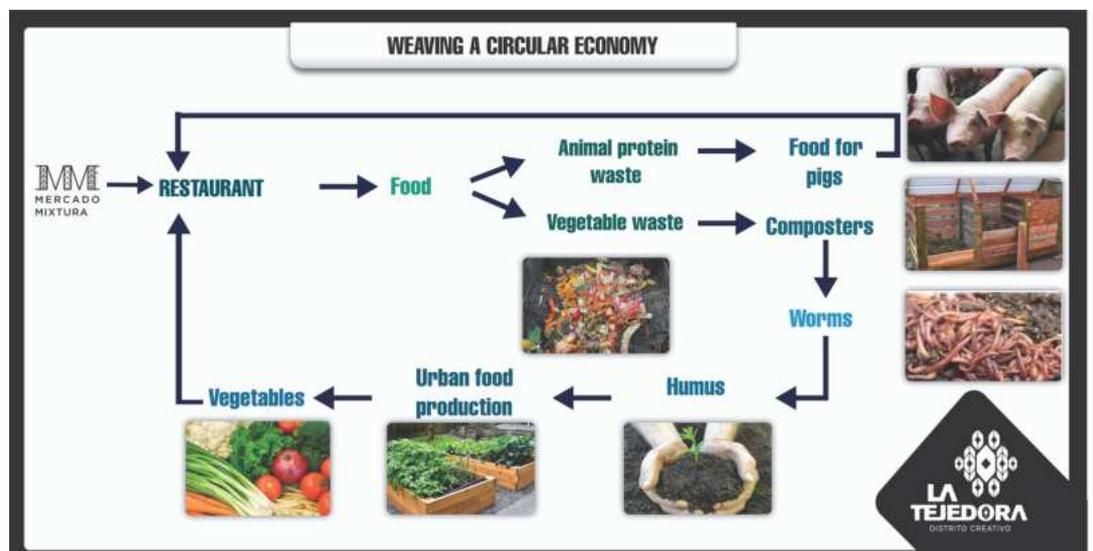
THE FUTURE



The history of humanity is the history of evolution. According to Daniel H. Pink, who wrote the book, a "Hole New Mind"; we are moving into the conceptual age where creators, disruptors and inventors are going to be the protagonists of the future. According to Daniel, "The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers-creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't." We believe the concept of La Tejedora Distrito Creativo, is aligned with Daniel's vision of the future.



In the present, 55% of the world population live in cities. Occupying only 2% of the total land, cities generate 70% of carbon emissions, they consume 80% of the energy, and they are not auto-sustainable. After seeing this numbers, it is clear that cities don't have a smart design. So, if we want to save the world, we need to solve all of this problems.



THE FUTURE

Our future vision its to build a holistic model with everything needed to be more auto-sustainable. For this, we would like to invest in photovoltaic solar panels to generate energy. Do rooftop farming to produce food, use the vegetable wastes from our restaurants to do composting to generate a circular economy. We are working in planting more than 2000 different varieties of flowers and plants, to design a wonderful landscape.



THE FUTURE

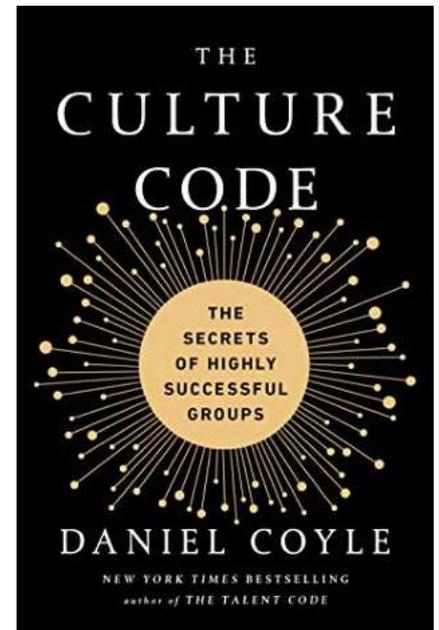
In the near future, we want to work with our renters to help them create communities. For this we want to give Improv Comedy workshops as well as workshops to apply the ideas found in the book written by Daniel Coyle: "The Culture Code: The Secrets of Highly Successful Groups", to make reality the vision of "weaving positive communities", since scientists have found that what matters most in life is to be loved by an strong community.



Improv comedy will change the world | Jennifer Hunter | TEDxLSSU

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We believe the world would be a better place if every town and city would have at least one creative district, so more and more people can experience exciting places to live, work, and visit, where innovation, creativity, art and a better culture can thrive for de colective good.



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