

National Railways Workshops Exhibit Design

PROJECT TEAM: Cesar Vergara, Chief Designer, N de M (1988-1990)
N de M Engineering and Workshops (San Luis Postosi, Mexico)
Patricia Albores, Architect

CLIENT: National Railways of Mexico (N de M)
State of San Luis Postosi, Mexico

COMPLETION DATE: 1989

The National Railways of Mexico (N de M) initiated privatization during the late 1980's, encouraging as an initial step the manufacture of locomotive replacement parts for use domestically and export in North America. Many of the parts were of an extreme size and required a special manufacture with approved certifications. N de M asked CESAR VERGARA to generate ideas for an exhibit of the parts. It soon became apparent that to generate interest in the exhibit, actual parts would need to be displayed, along with pertinent information.

CESAR VERGARA and his team immersed themselves in the process of understanding the nature, size and inventory of the parts that N de M found to be good candidates for manufacture, primarily in the state of San Luis Potosí. The exhibit entailed the design of the exhibit hall, furnishings and identity of the exhibit, as well as parts composed of many different materials and sizes.

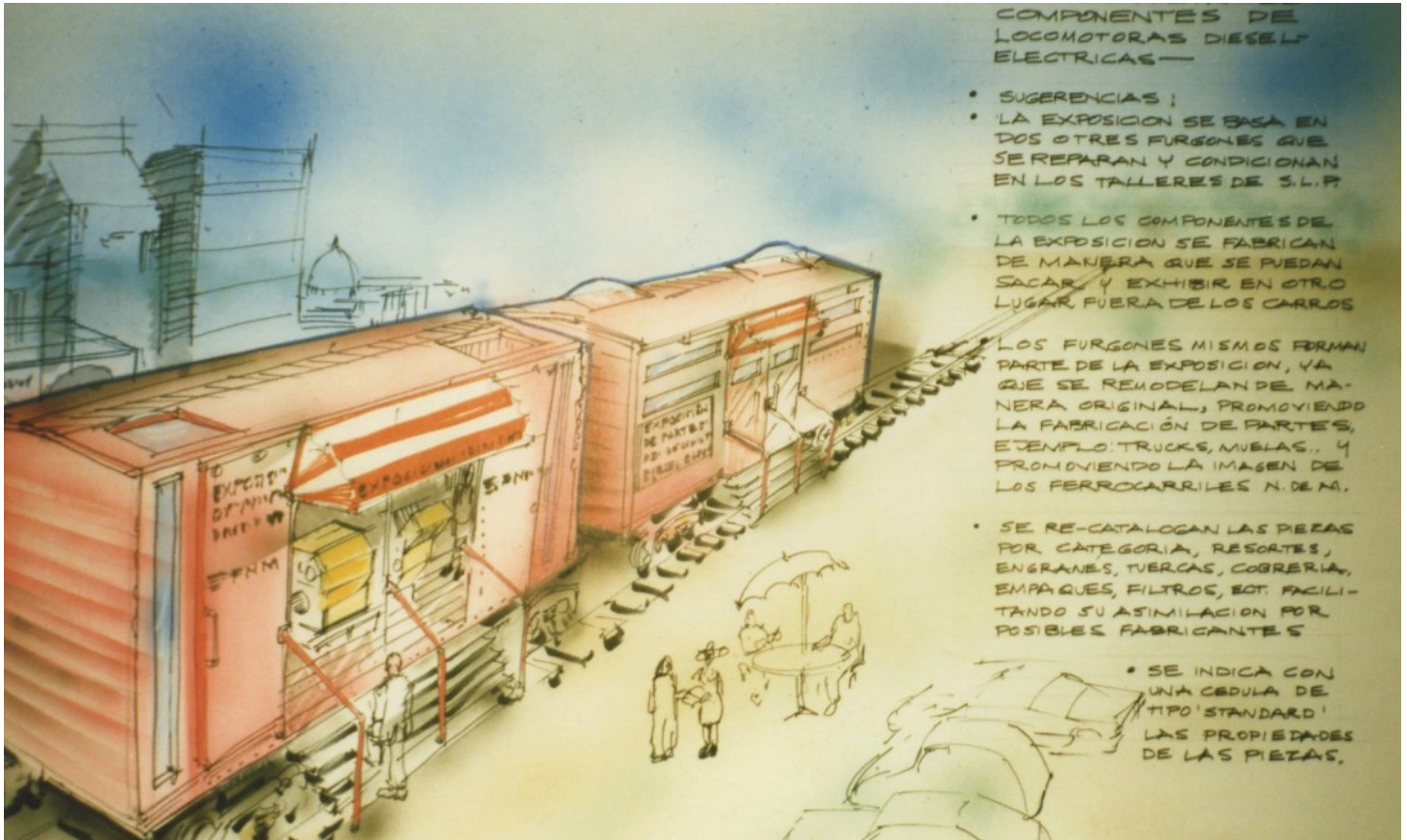
A drab warehouse space from the 1940's was transformed into a bright and airy space for the exhibit hall, by:

- Replacing all windows, which remained after the exhibit for the benefit of the warehouse
- Repairing and painting all walls in a neutral color that would make the exhibit boards stand out
- Designing and constructing illuminated exhibit boards capable of supporting up to 250 pounds of weight suspended in the front.
- Designing of benches and furnishings to support the information systems used to view and print information on each part
- Designing all promotional literature, banners and posters

All furnishings were built by the San Luis Potosí carpentry and metal shops; whenever possible, recovered materials such as truck rail springs were used as the support for benches and tables creating a very contemporary and relevant appearance. As a result of the exhibit, many parts were commissioned by N de M for manufacture.







COMPONENTES DE LOCOMOTORAS DIESEL ELECTRICAS

- SUGERENCIAS ;
- LA EXPOSICION SE BASA EN DOS OTROS FURGONES QUE SE REPARAN Y CONDICIONAN EN LOS TALLERES DE S.L.P

- TODOS LOS COMPONENTES DE LA EXPOSICION SE FABRICAN DE MANERA QUE SE PUEDAN SACAR Y EXHIBIR EN OTRO LUGAR FUERA DE LOS CARROS

LOS FURGONES MISMOS FORMAN PARTE DE LA EXPOSICION, YA QUE SE REMODELAN DE MANERA ORIGINAL, PROMOVIENDO LA FABRICACION DE PARTES, EJEMPLO: TRUCKS, MUELAS.. Y PROMOVIENDO LA IMAGEN DE LOS FERROCARRILES N. DE M.

- SE RE-CATALOGAN LAS PIEZAS POR CATEGORIA, RESORTES, ENGRANES, TIERRAS, COBRERIA, EMPAQUES, FILTROS, ETC. FACILITANDO SU ASIMILACION POR POSIBLES FABRICANTES

- SE INDICA CON UNA CEDULA DE TIPO 'STANDARD' LAS PROPIEDADES DE LAS PIEZAS.

- FACIL TRANSPORTE
- CEDULAS CON ESPECIFICACIONES PARA INDUSTRIALES/FABRICANTES
- POSIBLE: MONITOR VIDEO CON PRESENTACION ESPECIFICA: FACILIDADES FINANCIERAS, PIEZAS, CUANTAS ALA VOZ ETC.
- EN CASOS DONDE SE PRESENTE EN VIA SE PRESENTAN TAMBIEN TODAS LAS COSAS 'AFUERA' DE LOS CARROS Y LOCOMOTORAS: CRUZE DE VIAS CUARDADO CON EL TRAJ, DURMIENTES ETC.

- BON° DE PISO PER CARGO
- FOTOS

• HACER TODO EN PIGGY BACK Y A SE TRANSPORTAR A LUGARES FUERA DE VIA

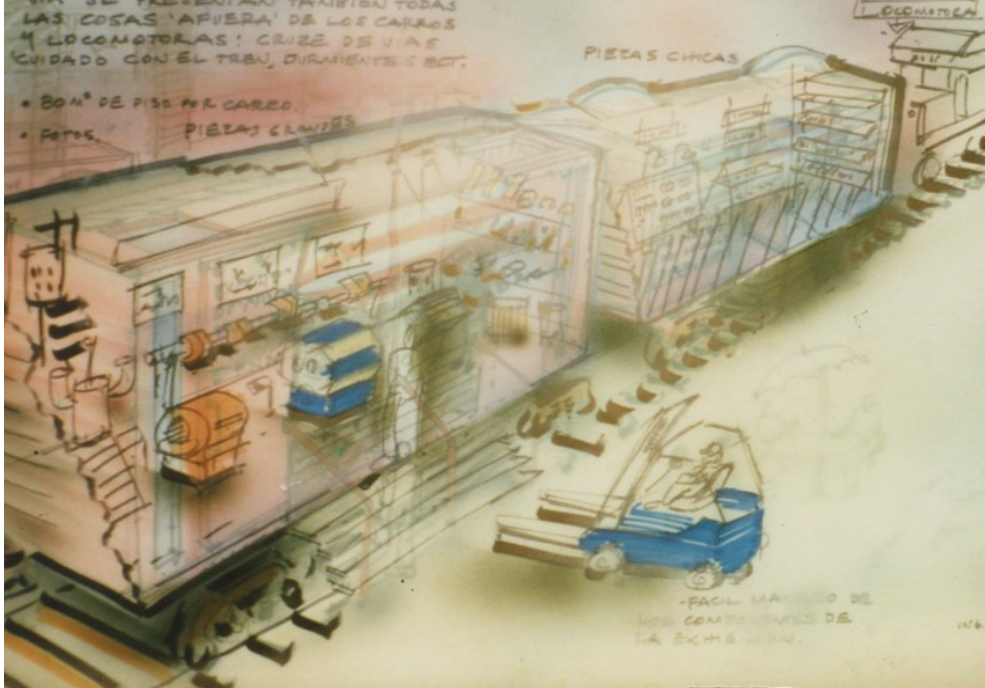
EXPOSICION DE PARTES DE LOCOMOTORAS

- ELECTRO MOTIVE DIVISION
- GENERA - ELECTRIC
- SUGERENCIAS :
- ALCO
- LA EXPOSICION SE BASA EN DOS OTROS FURGONES QUE
- APROXIMADO LOCOMOTORAS HAN EN LA EMPRESAS DE S.L.P

- 1100 FUNCIONAN COMO ES DEL MINIMO CONSUMO FABRICAN DE MANERA QUE SE PUEDAN
- PRECIO E EMPLEO DE UN CARRO 25000 DLS POR PIEZAS CARRO 17000 DLS RECONSTRUIDO CUANTO COSTARIA FABRICAR EN MEXICO? O HACER BUENOS, 15000 DLS QUE SE REMODELAN DE MA...
- NECESARIO TENER CUANDO: PARTES, EN CASO DE REPUBLICA SE PUEDE HACER EN BUENOS LICENCIAM... Y AISTENCIA TECNICA? A QUE NOMBRE VENDER PARTES FUERA DE MEXICO?

- LOS CARROS MIEMBROS PUEDEN INTERESAR EN EMPRESAS PARTES, EXHIBIR SUS PRODUCTOS DE CALIDAD O PARA RE-EMPAQUE, TAMBIEN PODRIA EXISTIR INTERES EN FABRICAR O RECONSTRUIR CARROS

- LA EXHIBICION PUEDE SER ABERTA Y ACOPLARSE A QUEJAS LA VIDA A VER... EJEMPLO: VENDIENDO NUEVOS FOTOTOS... LAS PROPIEDADES DE LAS PIEZAS.



• FACIL MANEJO DE LOS COMPONENTES DE LA EXHIBICION

ING. CESAR ALBERTO VERGARA - BUENO 1989