

SURELLA SEGU

Personal Profile

I am a Harvard GSD Loeb Fellow and former Monterrey's Chief Heat Officer for the Arsh-Rockefeller Foundation Resilience Center. I am an Architect, Urban Designer and Urban Planning expert with a long trajectory working with issues of urban wellbeing and social housing in government, private industry and academic contexts. I am interested in urban regeneration practices and interdisciplinary approaches to develop comprehensive and sustainable solutions to housing deficits in countries facing urban expansion, the transformation of cities into more adaptive and regenerative ones and the creation of participatory strategies at a neighborhood level focusing on collective space. As a leader in my field, my previous experience includes being the first Chief Heat Officer in Mexico, a critical position to develop and implement policies and solutions to keep Mexican safe in the face of increasingly extreme heat weather, the setting up and directing a national Urban Development Department in Mexico, founding a successful architectural firm, and lecturing at several national and international universities. My initiatives have been implemented in all 32 Mexican states, impacting the lives of over 450,000 dwellers.

National System of Art Creators

2020 - current

Currently a member of the National System of Art Creators with 'The opportunity of the intermediate', a research project on the social and collective potential of the space between the facade of the house and the public space in formal and informal housing settlements with a gender perspective.

Strategic Advisor for the Minister of the Agrarian, Territorial And Urban Ministry (SEDATU)

2019 - current

Strategic position that allows the participation in national programs and strategies like the National Territorial Strategy, the National Housing Program, the National Land Program, among others.

EL CIELO | *Architecture, Urban Design and Planning Firm*

2016 - current

Co-Founder & Co-Director

VSM House, private residential project, Mexico City, 2023 - current

San Pacho coffee & food, regenerative tourism strategy and project,
San Pancho, Nayarit, 2023 - current

The Opportunity of Scarcity, Arch and Reve Centre d'Architecture in
Bordaux, France, 2022

Tierra | Selva | Mar, 150 private residential development, a hotel and amenities
at a jungle site, Tulum, Mexico, 2021-2022

Jury and tutor for the PECDA 2021 fellowship, Veracruz, Mexico, 2021

The Opportunity of Scarcity, Chicago Architecture Biennial, Chicago, USA, 2021

Study of Public Life in Public Space in the First, Second and Third Section of Bosque de Chapultepec, Bosque De Chapultepec, Mexico City, 2021

Thematic-Ethnobotanical Garden and Environmental Cultural Center, Bosque De Chapultepec,
Competition, Mexico City, 2020

Member of the National Housing Council, Mexico City, 2019

Suhi-O Restaurant, Competition, Obregon, Mexico, 2019

Jury member for LIGA competition: Máquinas Imaginantes, Mexico City, 2019

Loeb Fellowship selection committee member, Cambridge, USA, 2019

Jury for the PECDA 2018 fellowship, Querétaro, Mexico, 2019
Housing Urbanism, Seoul Biennale of Urbanism and architecture SBAU 2019,
 South Korea, 2019
Community Park, National Urban Rehabilitation Program, SEDATU-UNAM,
 Piedras Negras, Mexico, 2019
Sports Park, National Urban Rehabilitation Program, SEDATU-UNAM,
 Piedras Negras, Mexico, 2019
The Landmark Design Competition, Dubai, United Arab Emirates, 2019
Big Ideas for Small Lots, Competition, New York, USA, 2019
African School Project, Competition, Malawi, 2019
Rupee's Pharmacy, programming and zoning, Santa Fe, USA, 2019
House for Post Earthquake Reconstruction Program, Ocuilan, Mexico, 2018
Strategic Master Plan for Tacubaya, with Juan Herreros Mexico City 2018
 Rural **house** prototype, Zacatecas, Mexico 2017
 Cuernavaca Railway **competition**, Mexico City 2016
10 Most Prosperous Block in Mexico, urban consulting, México city 2016
Curatorial and exhibition design: Piso Piloto Mexico City - Barcelona, Mexico City 2016

Arts-Rockefeller Foundation Resilience Center **2022 - 2023**
Monterrey's Chief Heat Officer (CHO) and Architecture and Urban Global Consultant

Strategic position with influence in Mexico and Central America. Extreme heat already poses great risks to cities, as a result of the urban heat island effect, cities face climate change costs that are more than twice as high as the rest of the world. The CHOs are charged with unifying the response to the challenge of heat to reduce the risks and impacts of extreme heat for their residents.

Harvard GSD Loeb Fellow Coordinator **2022**

Strategic position to help the Executive Committee members (EC) structure their initiatives in order to transfer their experience to the next EC, after a 6 years period of leadership, and also to help in the transitional period for the new EC.

Harvard GSD Loeb Fellowship **2017 - 2018**

Harvard Graduate School of Design Loeb Fellowship in Advanced Environmental Studies

Residential fellowship at the Harvard Graduate School of Design to carry out the groundwork of a larger research project on mass-produced social housing which will serve as the foundation for a novel architectural and urban design system that involves end users and their communities in the planning process.

INFONAVIT (Institute of the National Housing Fund for Workers) **2013 - 2016**

Sustainability Area

Head of the Urban Development Department

Coordination and supervision of about 200 urban regeneration projects of different scales all over the country. Development and coordination of the Local Capacity Building program concerning urban policy in Mexican cities. Comparative studies of international urban regeneration best practices. Development of the National Housing Deterioration Index and the Atlas of Abandoned Housing

Programs:

Urban and social regeneration, Mexico 2013-2016
 Design and implementation of urban renewal national strategy.

Painting Mexico, Mexico 2013-2015
Design and implementation of national strategy. More than 150 urban art pieces in social housing developments all over the country.

Physical regeneration, Mexico 2014-2015
Public space rehabilitation.

Retrofitting housing projects, Mexico City 2014-2015
400 housing developments diagnosed. National strategy for retrofitting housing projects.

District regeneration, Mexico 2013-2014
National strategy for public space interventions and renewal.

Publications:

Housing Deterioration Index (INDH)
Index creation, methodology, field survey and data processing systematization.
Coordination of 36 housing development diagnoses and field survey (around 250,000 homes).

Infonavit Research
Four volumes including a housing quality and deterioration fact-finding and an Analysis of social housing management in France, Chile and the United States of America.

Atlas of Abandoned Housing
Research on housing and its surroundings in relation to housing quality and abandonment conditions conducted on 320 Mexican Municipalities.

Best Practices in Social Housing Public Space Renewal
Three architectural and urban projects in the cities of Oaxaca, Mérida and Tepic.

Master Plan, Valle de Puebla, Mexicali
Strategic urban plan proposing the urban regeneration of a housing development of more than 12,000 homes, with a high abandoned housing index.

EL CIELO | Architecture, Urban Design and Planning Firm
Co-Founder & Co-Directo

2004 - 2013

Cuatla **house**, Mexico City 2012
Red Friends Run, Sporting store, Mexico City 2012
Apartment Homero, Mexico City 2012
Sarten **house**, Aspen, Colorado, USA 2012
Villaseñor **house**, Monterrey, Mexico 2012
Apartment Reforma 222, Mexico City 2012
Rural House CEMEX prototype (massive produce housing), Mexico 2011
Station 20 **competition**, Sofia, Bulgaria 2011
Lobby, **office building** Varsovia, Mexico City 2011
Workshops space design, Pепенafest, Recycling Festival, Zocalo Mexico City 2010
New image design for Potzolcalli restaurant chain, Mexico City 2010
Mog restaurant, Mexico City 2009
Kasuga house, Mexico City 2009
Master plan for Jamaica, Gobierno del Distrito Federal, Mexico City 2008
El Encinar **pavilion**, Mexico City 2008
Golf Tower, **apartment building** competition, Lima, Peru 2008

Security guard booth, La Primavera, Mexico City 2008
Plaza Bicentenario, competition, Mexico City 2008
 Lobby, **office building** in Lomas de Virreyes, Mexico City 2008
 Amesi, **office space**, Mexico City 2008
 Solidaridad, **office space**, Mexico City 2008
 Lomas de Virreyes, **office space**, Mexico City 2008
9 apartment towers and sport complex, Xochitepec, Mexico 2007
Land use and program strategic plan for Asociación México Japonesa, Mexico City 2007
 Punta Norte **housing development**, competition, Mexico City 2007
Stand design for Philips “House of Simplicity”, Mexico City 2007
 Ache Producciones, **office space**, Mexico City 2007
Housing Development in Cuernavaca, Mexico 2007
Design annual exhibition: Ikebana Internacional, Mexico City 2007
 Daruma Parque Hundido, **restaurant**, Mexico City 2007
 Sai **restaurant**, Mexico City 2007
 Landscape: HE **house**, Mexico City 2006
 Mexico Japan **Cultural Center**, Asociación México Japonesa, Mexico City 2006
 Kay Internacional, **office space**, Mexico City 2005
Exhibition design: “Mexico City Dialogues: New Architectural Practices”, Center for Architecture
 (AIA), New York, USA 2005
 Asociación México Japonesa **restaurant**, Mexico City 2004
Curatorship and exhibition design: Mexico Hot Spot,
 Beijing Architectural Biennial, China 2004
Exhibition design: Ikebana Internacional. “Evolución”, Mexico City 2004
Exhibition design: Handcrafts, Mexico City 2004
Congress building, competition, Mexico City 2003
 Mendiola **house**, Guadalajara, Mexico 2003
National Library José Vasconcelos, competition, Mexico City 2003
 Nakamura **house**, Mexico City 2002
Urban Development, Architecture and sustainable housing, competition,
 Guanajuato, Mexico, 2002
 H(ache) **store**, Mexico City 2002
 Hisaki **house**, Mexico City 2002
 Pérez **house**, Merida, Mexico 2002
 Garcia **house**, Merida, Mexico 2001

Exhibitions and Awards

The Opportunity of Scarcity, Arch and Reve Centre d’Architecture in
 Bordaux, France, 2022
Chicago Architecture Biennial, Chicago, USA, 2021
Thematic-Ethnobotanical Garden and Environmental Cultural Center, Bosque De Chapultepec
 Fence Gallery, Mexico City, 2021
National System Of Art Creators, FONCA, Mexico City 2020-2023
Seoul Biennale of Architecture and Urbanism. Seoul, South Korea 2019
Latin American Architectural Biennial, Pamplona, Spain 2019
Architectural Object, Capitales, Mexico City, Mexico, 2019
One day in the life of a Loeb. Photographic exhibition at Harvard Yard,
 Cambridge, USA, 2018

Harvard GSD Loeb Fellowship, residence for 9 professionals at half career whose work has social impact in the built environment, Cambridge, USA, 2017-2018
Letters to the Mayor: Mexico City, Storefront for Art and Architecture, Spanish Cultural Center, Mexico City 2016
Chapultepec Gates, Mexico Japan Cultural Center, Mexico city 2014
Architectural Venice Biennial, Venice, Italy 2014
Villaseñor House, Mexican Architecture Exhibition, Rome, Italy 2013
 Villaseñor House, **CEMEX award**, innovation **1st place**, Mexico City 2013
Work of the Year 2013, Villaseñor House, Housing Category Finalist, Mexico, 2013
 SAIE-Mexico VI International Building **Exhibition**, Mexico City 2013
Villaseñor House Exhibition, Sustainable Architecture Conference, Tecnology Museum (MUTEC), Mexico City 2012
Latin American Architectural Biennial, Pamplona, Spain 2011
ARCH-AUSMX 2010 Mexican Contemporary Architecture, Melbourne, Australia 2010
20 Years FONCA 1989-2009 Mega Retrospective Exhibition, Mexico 2009
Latin American Architectural Biennial, Pamplona, Spain 2009
Creación en Movimiento, National Center for the Arts, Mexico 2005
Creación en Movimiento, City Museum, Queretaro, Mexico 2004
First Architectural Biennial, Beijing, China 2004
Fellowship: FONCA, Young Creators, Architectural Project: “im-plantar implantes informales”, Mexico City 2003-2004
Fulbright Fellowship, New York, USA 1995-1997
Honoric Mention, ITESM, Mexico 1992

Press and Publications

Capita Podcast, Extreme Heat and Children 2023
Extreme Heat, Interview, L'Express, France 2023
PLOT Magazine, Essay, Ways of Living IV, Argentina 2023
Nueva vivienda: New Housing Paradigms in Mexico, Essay, Park Books, Switzerland 2022,
Monterrey's Chief Heat Officer, Interview, Expansion Magazine, Mexico 2021
Llave en Mano Podcast, CEMEX, The Communal, Mexico 2020
Tete -a-Tete Podcast, El Cielo interview, Episode 2, Rice Architecture, Houston, USA 2020
Aire Libre 105.3, September 2, 2019
SBAU Guidebook, 2019 Seoul Biennale of Architecture and Urbanism, Seoul, South Korea 2019
Seoul Biennale of Architecture and Urbanism, Radio Interview, Aire Libre 105.3, September 2, 2019
Architectural Object, Radio interview, in Aire Libre 105.3, June 21, 2019
Big Ideas for Small Lots, **Latin American Architectural Biennial**, Pamplona, Spain 2019
African School Project, Archstorming, 2019
Del Territorio al Habitante, Infonavit Mexico 2018
Notes on Social Housing, Infonavit-Arquine, Mexico 2017
Rural House prototype, **Latin American Architectural Biennial**, Pamplona, Spain 2017
 Villaseñor House, Mexican Architecture Exhibition in Italy, Rome, Italy 2014
Casa Villaseñor, Show of contemporary Mexican architecture, Mexico in Italy, CAM-SAM, 2014
Villaseñor House, Condemned to be Modern, Mexico Pavilion,

10th Venice Architecture Biennale, 2014
Casa Villaseñor, Reforma newspaper supplement *Entremuros*, Mexico City March 2013
Villaseñor House 1st place innovation, CEMEX Construction Award, Mexico city 2013
Mexico Japan Cultural Center, The Best of The Best, Mexican Architectures, Arquine 2013
Mexican Design Directory, Centro Diseño Cine y TV, Mexico 2012
Implantes Informales, Teoría + Praxis, Mexico 2011
Interview, HOTBOOK Tome 2, Mexico 2011
Interview, DADA, Year 1, No.1, Mexico 2011
Villaseñor House, Latin American Architectural Biennial, Catalog, Pamplona, Spain 2011
Hot Spot Mexico, Creación en Movimiento 20 years FONCA 1989 / 2009, Mexico 2010
Kasuga House, AV Magazine, Arquitectura Viva Monografías 138 (2009)
Latin America 2010, Spain Winter 2009
Kasuga House, Arquine Magazine: 50 Emergent Talents of the Americas,
Mexico, Winter 2009
Lomas de Virreyes Office Space, Lo mejor del siglo XXI Vol. 3,
Arquitecturas mexicanas 2007-2008, Arquine + RM, Mexico 2009
House of Simplicity, Mexico Japan Cultural Center, Lomas de Virreyes office space,
Kasuga House, Ache Producciones office space,
Latinamerican Architectural Biennial, Catalog, Pamplona, Spain 2009
Hashimoto y Segú, Código 06140, vol. 42, Dec 07 Jan 08, Mexico City 2007
Mexico Japan Cultural Center, Lo mejor del siglo XXI.2, Arquitecturas mexicanas
2005-2006, Arquine + RM, Mexico 2007
Anual Ikebana Exhibition: Ikebana Internacional Capitulo Mexico,
Reforma newspaper supplement *Entremuros*, Mexico City, June 2007
Mexico Japan Cultural Center, Reforma newspaper supplement *Entremuros*,
Mexico City, March 2007
Informal Implants, Revista On Site Review No.14 / Architecture and Land,
Canada, Fall 2005
Implantes Informales, Creación en Movimiento, FONCA, Mexico City 2005
Greetings from Beijing, Domus Magazine, Domus Book, Italy, Fall 2004
Fast Forward, Hot Spot, Brain Cells, Architectural Beijing Biennial 2004

Lectures

Urban Dialogues, Webinar: Extreme Heat, Monterrey's Tech 2023
Limapolis 2023, Housing workshop and Lecture, Peru 2023
Me Lleva el Tren, Round table on mobility, technology and cities, Monterrey 2022
Platicas Publicas SETI6, Monterrey's Chief Heat Officer, Mexico 2022
Harvard GSD Studio and Monterrey's Tech, Round table on Housing, Mexico 2022
Sustainability from the socio-political and territorial perspective,
Monterrey's Tech, Mexico 2021
Social housing in Mexico, Webinar, Monterrey's Tech, Guadalajara campus, 2021
Housing as a convergent nucleus, Webinar, ENADII and the
Guerrero's Architects Association, 2021
Talking about land and urban management, Social Architecture Exhibition,
INSUS, Mexico City, 2021
The city that was lost, Webinar, ENADII Architecture and Design, 2021
2100, Webinar, Architecture & Design Lectures Series, Cycle 2.0: Process, 2021
Engagement and Co-Creation Experiences, Webinar, Justicia Espacial, 2021

Challenges and urgencies in gender spatial justice, Webinar, Justicia Espacial, 2021
Comments about innovation in the City, Webinar, La Salle University Innovation and Development Park, Innovation Week, 2020
Urban Regeneration, from the strategic to the local, Webinar, Monterrey's Tech, School of Architecture, Art and Design, Infonavit Chair, 2020
The city of the future utopia, Housing and City, Webinar, Utopolis, 2020
Villaseñor House, Master Class Webinar, Universidad Anahuac, Mexico, 2020
What does COVID-19 teach us about the territory? Conversations and virtual meetings "Covid-19 Contingency: learning for the territory". SEDATU, Mexico, 2020
Disrupting Housing: New Paradigms in Mexican Collective Living, Rice Architecture, Rice University, Houston, USA, 2020
Abandoned Housing and Mexican Housing Policies, Advanced Design Studio, Yale University, 2019
Housing Urbanism: collective representation and its impact in the City, Dongdaemun Design Plaza, Seoul, South Korea 2019
Meeting the Challenge: Global Innovations in Urban Housing, Boston University, Boston, USA 2019
El Cielo Architects, Mass Design, Boston, USA 2019
Reframing Housing Development: How Changes in Design, Construction, and Regulation Could Reduce the Cost of Housing, Joint Center for Housing Studies, Harvard GSD, Cambridge, USA 2018
Social Housing in Mexico, Harvard GSD, Cambridge, USA 2018
Loeb Fellowship, Harvard GSD, Cambridge, USA 2017
Piso Piloto Barcelona - Medellín - Ciudad de México - Cordoba, Cordoba, Spain 2017
Staying a Step Ahead, Institutional Flexibility in the Rehabilitation of Social Housing in Oaxaca, Mexico, Harvard GSD, Cambridge, USA 2016
Piso Piloto Barcelona - Medellín - Ciudad de México, Habitat III, Quito, Ecuador 2016
10 Most Prosperous Block in Mexico, Habitat III, Quito, Ecuador 2016
Rehabilitation of Social Housing in Mexico, IRD, Habitat III, Toluca, Mexico 2016
New perspectives for El Cielo Architects, ENADII Women, Mexico City 2015
Urban regeneration actions, School of Architecture, UNAM, Mexico City 2015
Urban regeneration in Mexico, CTS Embarq Congress, Mexico City 2014
Villaseñor House, Ideas Meeting, Design and Sustainable Construction, Mexico City 2014
Mexican Social Housing today, Architectural Association summer in Mexico, Mexico City 2013
Recent Projects, Constructions without Construction, MUAC, Mexico City, 2013
Informal Implants and Housing, Universidad La Salle, Mexico City, 2013
Informal Implants, 2012 ENADII Congress, Roundtable Sustainable Ideas, Mexico City 2012
From object to space, Sustainable Architecture Conference, Technology Museum (MUTEC), Mexico City 2012
Three houses, Irreverent Tour ENADII, Guanajuato, Mexico 2012
Three houses, Irreverent Tour ENADII, Villa Guerrero, Mexico 2011
Spatial Incontinence, Irreverent Tour ENADII, Valle de Bravo, Mexico 2011
Spatial Incontinence, Anáhuac University, Mexico City 2011
Spatial Incontinence, University of Valle de Mexico, Texcoco, Mexico 2011
Spatial Incontinence, Irreverent Tour ENADII, Pachuca, Mexico 2011

El Cielo, Technology and Sustainability, XVI International Conference of Architecture, University of the Americas, Puebla, Mexico 2010
Recent Projects, Latin American Architectural Biennial, Pamplona, Spain 2009
Recent Projects, City House, Oaxaca, Mexico 2009
Decalogue, Pecha Kucha Vol. 2, Oaxaca, Mexico 2009
Provisional, Pecha Kucha Vol. 9, Mexico City 2007
Postits, ITESM, Monterrey, Mexico 2006
Confession, Iberoamericana University, Mexico City 2005

Education

2017 - 2018 **Loeb Fellowship in Advanced Environmental Studies**, Graduate School of Design (GSD), Harvard University, Cambridge, MA
1995 - 1996 Master of Science in **Architecture and Urban Design**, Graduate School of Architecture, Planning and Preservation (GSAPP), Columbia University, New York
1988 - 1992 Bachelor Degree in **Architecture**, Instituto Tecnológico y de Estudios Superiores de Monterrey (Monterrey's Tech), School of Architecture, Monterrey, Mexico
1979 - 1987 Music History and Theory and Piano Performer, Superior School of Music and Dance at Monterrey, INBA, Mexico

Other Studies:

Urban and Architectural Research Trip, Asia 2000-2001
Urban Design Studies, Istanbul, Turkey 1996
Urban Design Studies, Caracas, Venezuela 1996
Architecture and Technique in Contemporary Cities, Chicago, USA 1996
Architectural Design Workshop, Laval University, School of Architecture, Quebec, Canada 1990

Academic Trajectory

Professor, Master in Architecture and Urban Design, Monterrey's Tech, School of Architecture, Art and Design, Monterrey & Mexico City 2023 - current
Professor, Master in Housing, Centro: Design, Films and TV University, Mexico City 2016 to 2017
Professor, Studio, Iberoamericana University, Mexico City 2003 to 2005, 2008, 2011 to 2013
Professor, Interior Architectural Studio and Thesis Studio, Centro: Design, Films and TV University, Mexico City 2004 to 2013
Professor, Urban Studio, Iberoamericana University, Mexico City 2003
Professor, Studio, Anáhuac University, Mexico City 2002-2004
Assistant Professor for Abalos and Herreros, Columbia University, GSAPP 1996

Architecture

Work experience

Architect, Iu + Bibliowicz Architects LLP, New York, 1999-2000
Corporate and private interior architecture and architecture
Architect, A. Q. Crusor Architect, New York, 1998-1999
Architectural office, focused mainly on "brownstones" rehabilitation and other abandoned buildings in upper Manhattan.

Architectural design, construction supervision, client interviews, zoning and research.
Architect and Urban Designer, Urban Technical Assistance Project (UTAP), Columbia University, New York, 1996-1998
NGO providing assistance in planning, architecture and urban design to undeveloped communities like Harlem and the Bronx, and also developing countries like Haiti.
Also work in graphic design, presentations, promotion and publishing.
Architect, Surella Segu, "Croix des Bossales" Market, Port-au-Prince, Haiti, 1997
Booth market design, presentation drawings.
Deputy Director, Urban Development Department, Municipality of Monterrey, Mexico 1993-1995
Administration, analysis and control of Monterrey's growth, and also the making and implementation of the Metropolitan Plan for the city, and other zoning projects.

Languages

Spanish	Native proficiency
English	Professional proficiency
French	Intermediate