

Tec-designed public space for watching 2026 World Cup presented in US



Monterrey campus students representing three different degree programs collaborated on this project, which they presented to HKS, a company in Dallas, Texas.

30/04/2026

Luis Villarreal

Tec students have designed a **public park** where people can socialize while watching a game from the **2026 FIFA World Cup**.

Forty-eight students from the **architecture, urban planning, and civil engineering** programs on the **Monterrey campus** developed this project, which they presented at the **HKS** offices in Dallas, Texas.

*"It enabled us to see the World Cup not just as a mega-event in and of itself, but as an opportunity to question and rethink the impact that these types of events can have to benefit our cities," said Ana Celeste, an **urban planning** student.*



Students on the multidisciplinary module presented their project at the HKS offices in Dallas. Photo: Luis Villarreal

“Having internationally renowned high achievers listen to you and show interest in your project is extremely flattering and rewarding after all the effort you’ve put into your work,” said Bruno Remis, an **architecture** student.

This project was part of the **Tec’s multidisciplinary module on the built environment**; the module is an educational strategy that brings together various disciplines to analyze, design, or solve complex problems related to the environment.

An integrated experience

Luis Villarreal, architecture professor and one of the module coordinators, **highlighted the multidisciplinary nature** of this project.

“The project itself was an experience enjoyed by architecture, urban planning, and civil engineering students; it was the first time they had worked together on this module.”

He underscored how the three programs that make up the built-environment module (Architecture, Civil Engineering, and Urban Planning) came together on this occasion.

“This project enabled us to see the World Cup not just as a mega-event in and of itself, but as an opportunity to question and rethink the impact that these types of events can have to benefit our cities” - Ana Celeste.

Furthermore, HKS was involved through a Mexican architect who works at the Dallas office and oversees sports and entertainment projects.

“This module is usually a joint effort with other courses, partly to gain that cross-cutting, multidisciplinary experience. In the case of architecture, it had previously been offered as part of other degree programs,” he said.



Park design created by students on the multidisciplinary built-environment module. Photo: Luis Villarreal

Presentación internacional

Students were able to present the project to the **Dallas** company during the final week of the module.

The organizers took advantage of the **FIFA World Cup**, which is to be held this year in the **United States, Mexico, and Canada**, to develop a related project, and opted for a public space that would serve as both a park and a venue for watching the matches.

They chose a **forty-hectare** plot of land in San Bernabé, a neighborhood located in the northwest of Monterrey.

Architecture, urban planning, and civil engineering students took part in the multidisciplinary module. Photo: Luis Villarreal



The proposal for this space included expanding **green areas**, a **botanical garden**, paths leading to different parts of the park, **shopping areas**, spaces for children, a plaza, and an **amphitheater in the center with a screen for watching the game**.

Yasir Daafous, a **civil engineering** student, noted that this kind of project focusing on real-world spaces affords them a fuller understanding of users' needs.

"This experience reminded us of a fundamental lesson we've learned in the course of our studies: the spaces we design, build, and bring to life are for people.

"And it's our responsibility as professionals to ensure that these spaces meet their needs and improve their quality of life," he explained.

The presentation in Dallas was given in a hybrid format.

YOU MAY ALSO BE INTERESTED IN READING:

