SIGHTWALKS

Cemento Sol has been committed to providing Peruvians with the best cement for over a century. This commitment with Perú motivates us to improve people's lives, contributing to the country's development through solutions that help build much more inclusive cities for the population.

THE PROBLEM

According to the 2017 national census, there are over 3, 051,612 people with disabilities in Peru, visual impairment being the most common, adding up to 1, 473,583 (source: INEI, census 2017).

In Lima, people with visual disabilities have many problems moving around the city, due to the lack of inclusive policies regarding urbanism and mobility. This forces them to depend on others to travel and get to the places they need, increasing frustration and problems regarding self-esteem.

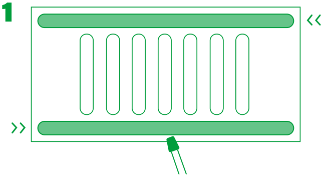
As in most big cities in the world, some of Lima's districts contemplate a system of tactile floor tiles that guide the visually impaired through sidewalks, informing when to go forward and when to stop, but this is not enough.

How might a cement brand contribute to the free mobility and empowerment of visually impaired individuals?

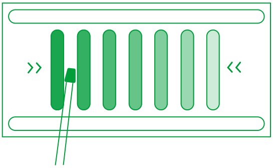
THE IDEA

SIGHTWALKS, is a new tactile floor tile system that integrates and improves on the current tile system, allowing visually disabled people to know exactly what kind of business or establishment they are passing by, just by touching it with their guide cane or feet. In this new system each tile has a horizontal line, which indicates that you are near an establishment, and vertical lines indicating the kind of establishment next to you.

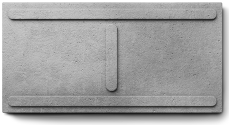
1



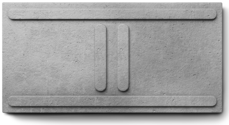
2



1 LINE / **RESTAURANT**

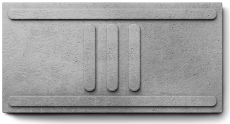


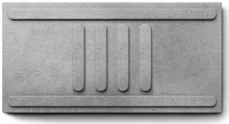
2 LINES / **BANK**



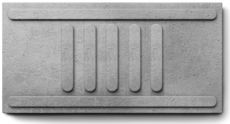
3 LINES / **GROCERY STORE**

4 LINES / **DRUGSTORE**

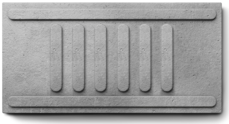




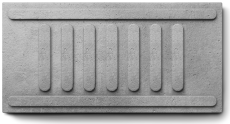
5 LINES / **BUS STOP**



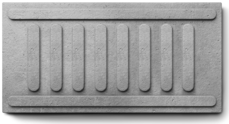
6 LINES / **HOSPITAL**



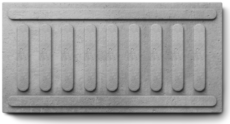
7 LINES / **HAIR SALON**



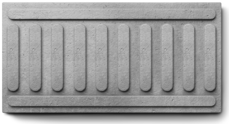
8 LINES / **SUPERMARKET - SHOPPING MALL**



9 LINES / **TELCO**



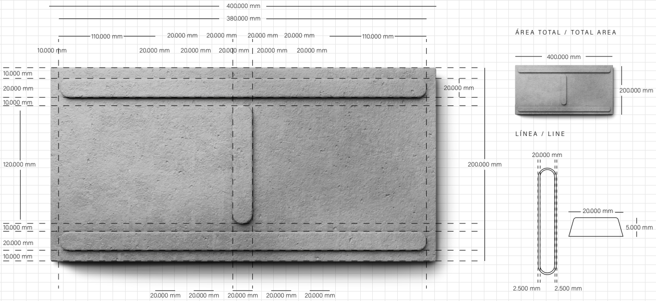
10 LINES / **LODGING**



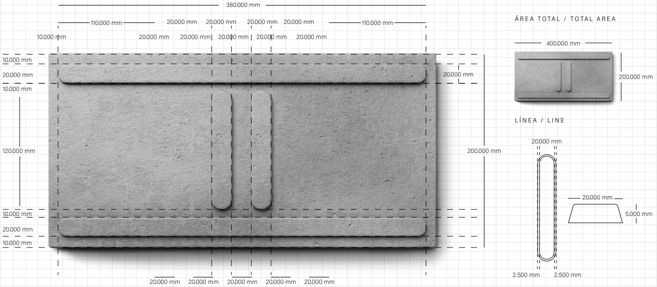
This new system implemented in the Miraflores tactile tiles circuit has been tested and validated by different visually disabled associations from all over the country and is certified to allow them to move around independently and without the help of others.

SIGHTWALKS design and patent is **free from copyright,** for any city, organization or person to download, replicate and implement.

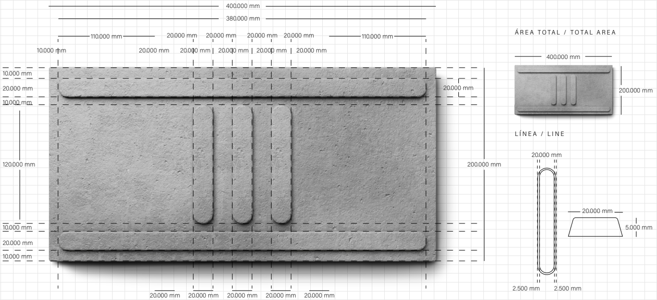
1 LINE / **RESTAURANT**


400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

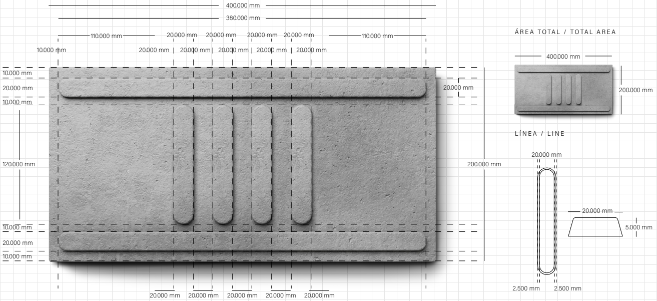
2 LINES / **BANK**


380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

3 LINES / **GROCERY STORE**

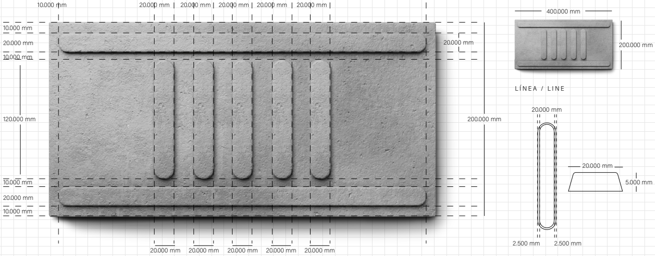

400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

4 LINES / **DRUGSTORE**

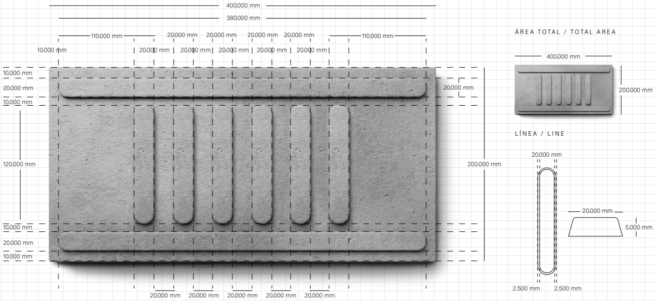

400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

5 LINES / **BUS STOP**

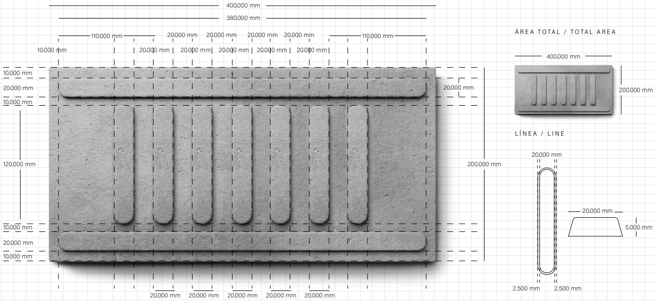
400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
ÁREA TOTAL / TOTAL AREA


10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

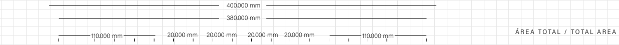
6 LINES / **HOSPITAL**

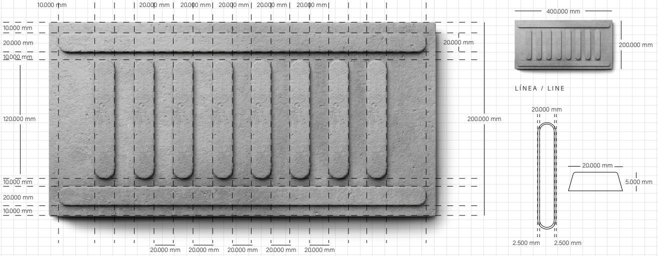

400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

7 LINES / **HAIR SALON**

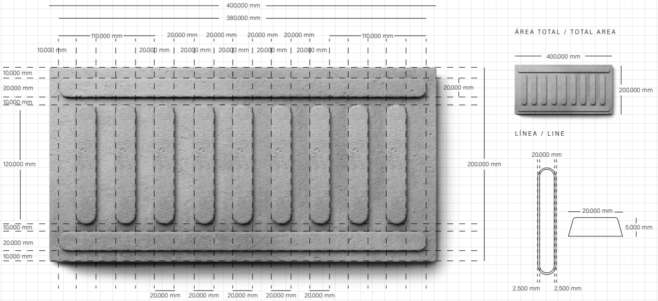

400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

8 LINES / **SUPERMARKET - SHOPPING MALL**

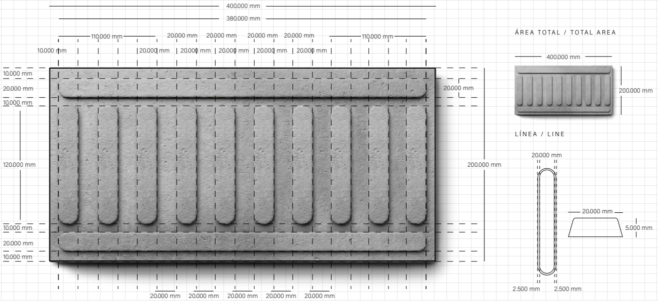

400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
ÁREA TOTAL / TOTAL AREA


10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

9 LINES / **TELCO**


400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

10 LINES / **LODGING**


400.000 mm
380.000 mm
110.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
110.000 mm
10.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
10.000 mm
20.000 mm
10.000 mm
120.000 mm
10.000 mm
20.000 mm
10.000 mm
20.000 mm
200.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
20.000 mm
ÁREA TOTAL / TOTAL AREA
400.000 mm
200.000 mm
LÍNEA / LINE
20.000 mm
20.000 mm
5.000 mm
2.500 mm
2.500 mm

SPECIAL THANKS TO:

YO SOY SUS OJOS
Escuela de Atletas Invidentes y guías

UNCP
Unión Nacional de Ciegos del Perú

miraflores
se vive mejor