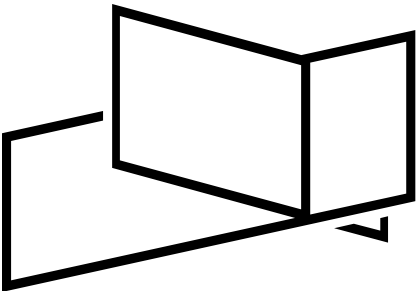


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www.youtube.com/@rightofway-channel

RIGHTOFWAY





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RIGHTOFWAY

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001

OUR FOCUS

1

RIGHTOFWAY is a creative project that highlights **street redesigns** that go beyond function — projects that elevate public space, foster urban livability, and enhance community life.



It focuses on how design decisions, both big and small, impact the human experience in cities.

[001]

001

OUR FOCUS

OUR VISION

Urban design is everywhere, yet **almost invisible in media**.
RIGHTOFWAY seeks to change that.

We highlight the ideas, challenges, and creativity behind
each street redesign project – directly through the
designers who shape them.

Our goal is to **elevate urban design** into the
same cultural space as architecture and interior
design, making it both accessible and aspirational.



AUDIENCE

3

Rosemary Ave, West Palm Beach, FL



The general public

People who appreciate good design and want to better understand how cities evolve.

Design professionals

Urban designers, planners, landscape architects, and architects who wish to share their work, gain exposure, and learn from peers.

RIGHTOFWAY highlights a street redesign project with **cinematic clarity**, one episode at a time.

Each episode dives into one street redesign project through three key design lenses:

- changes in geometry
- surface materials
- furniture, street objects, and vegetation.

OUR APPROACH

Avenida 9 de Julio, Buenos Aires, Argentina

The project is highlighted through **immersive visuals** and the **designer's narrative in voice-over**.

5

The RIGHTOFWAY team meets virtually with the designer to prepare an interview-style **video script**.

Recordings happen at the project location or designer's studio. There is no need to travel. It takes just a few hours.

WORKFLOW

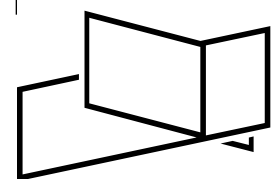


RIGHTOFWAY edits and publishes the video. The designer is encouraged to share it with his or her network.

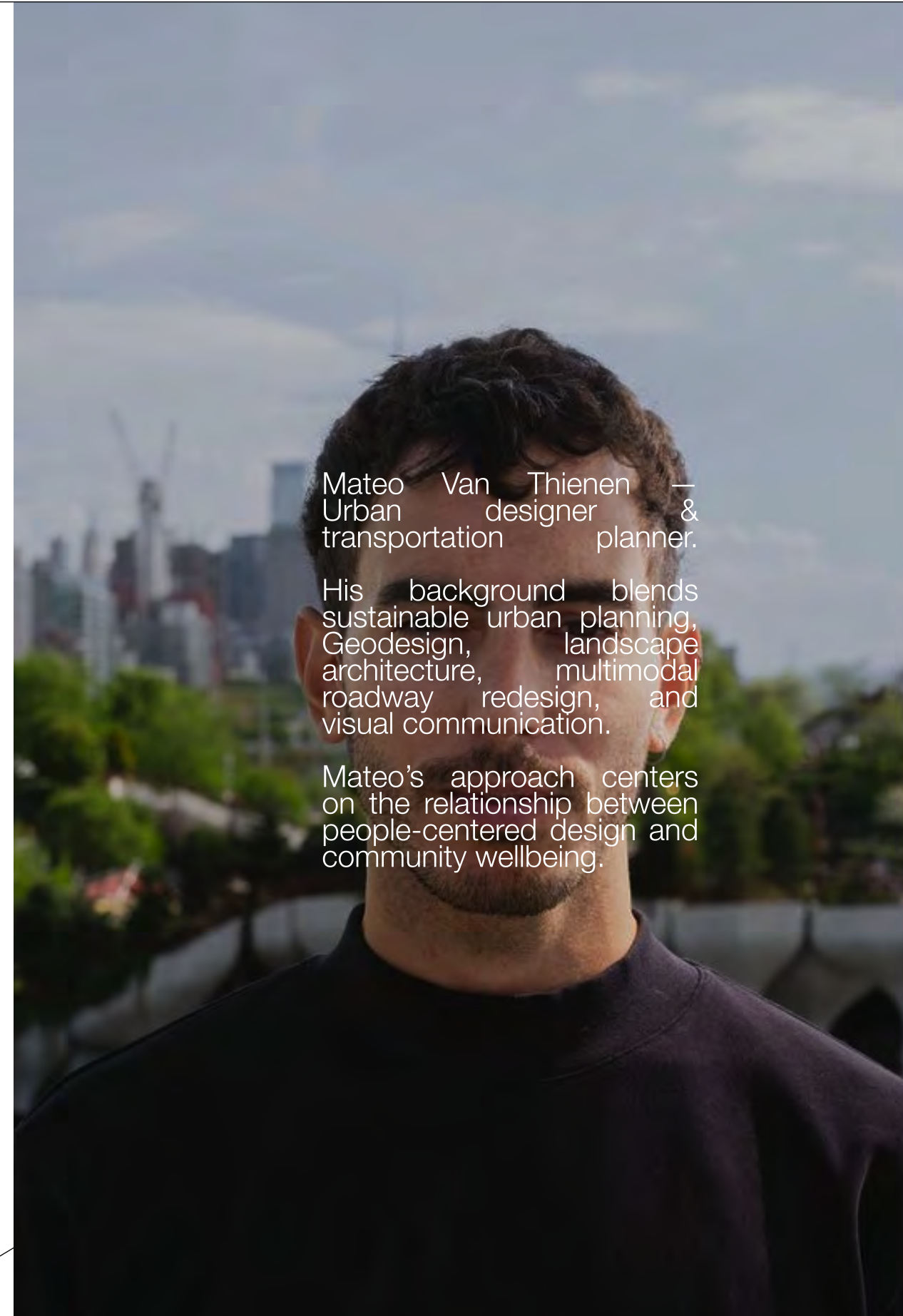
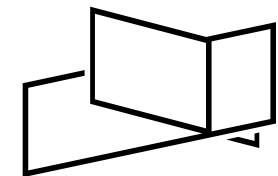


VALUE FOR DESIGNERS

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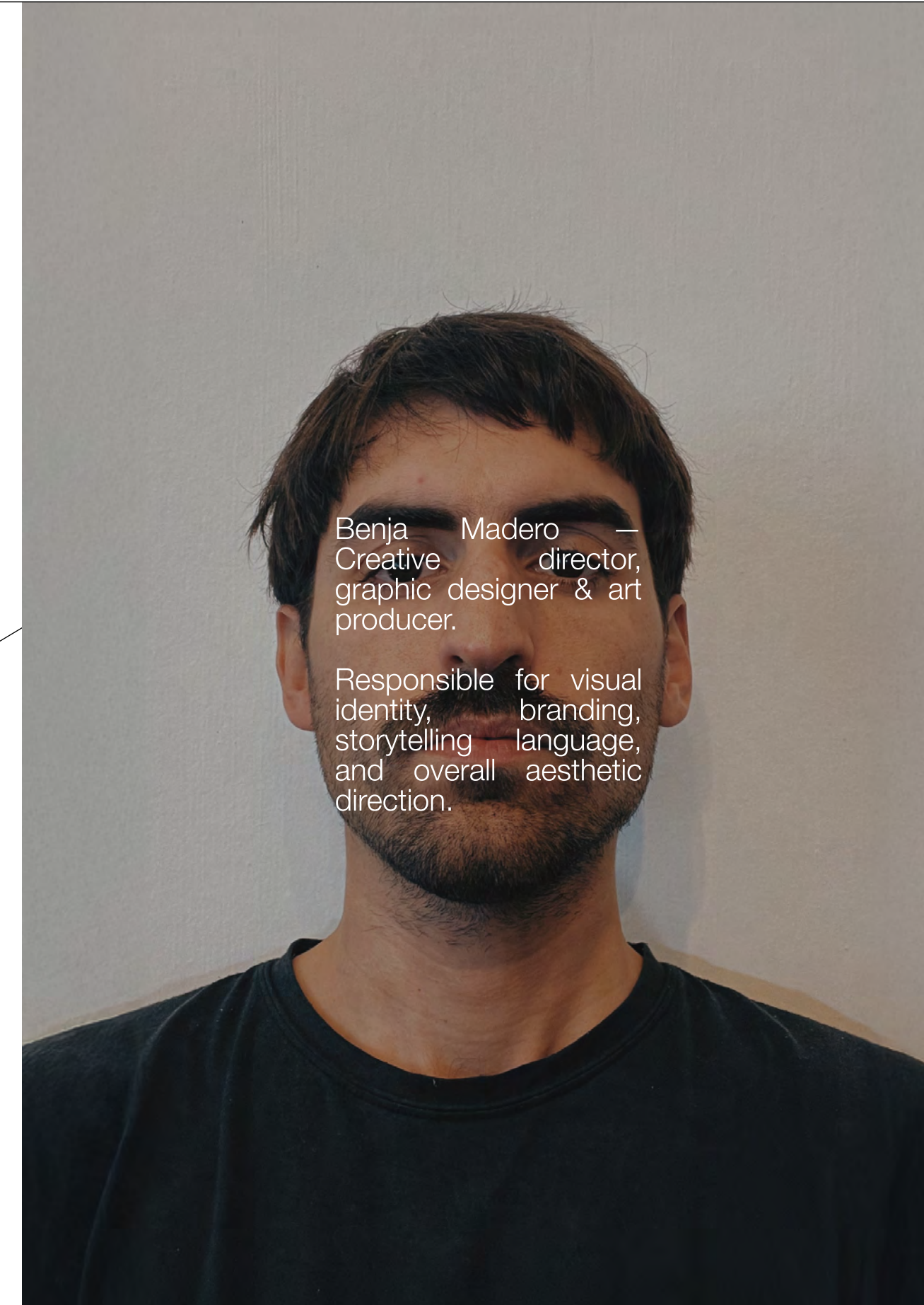
Public **exposure** to a global audience through high-quality, professionally produced content. It's an opportunity to showcase your work, your design process, and your firm in a cinematic, shareable format.



Mateo Van Thienen —
Urban designer &
transportation planner.

His background blends sustainable urban planning, Geodesign, landscape architecture, multimodal roadway redesign, and visual communication.

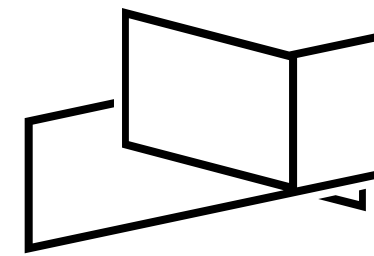
Mateo's approach centers on the relationship between people-centered design and community wellbeing.



Benja Madero —
Creative director,
graphic designer & art
producer.

Responsible for visual identity, branding, storytelling language, and overall aesthetic direction.

WHO WE ARE



We would love to tell the story behind your project.

If this resonates with you, we're excited to collaborate and bring your work to a wider audience.

RIGHT OF WAY