



THE DIRTSA BROCHURE • 2026

# ARCHITECTURE THAT THINKS, LISTENS AND TRANSFORMS.

DIRTSA • OAXACA • MEXICO CITY • DIRTSA.MX

# WE DESIGN SPACES, AND THE SYSTEMS THAT KEEP THEM ALIVE.

DIRTSA is an architecture, territorial planning and international development firm. Architects, engineers, international trade specialists, tourism planners and social scientists work as one team, so every project stands up technically, financially and socially.

## Mission

To reshape development in Mexico and Latin America through a platform that brings together architecture, international trade, technology and sustainable tourism. We build physical spaces and, with them, opportunity: dignified places that connect the local with the global.

## Vision

To become Mexico's leading integrated development firm, headquartered in Oaxaca with international reach. We begin with the Indigenous communities of our home state and aim for a model that can be replicated across Latin America.

## Philosophy

Where people live shapes their physical, emotional, family and community wellbeing. That is why we design spaces that build happiness. Our projects are already on site, our hands in the field, and our voice in direct conversation with communities, institutions and investors.

**D**

Design

**I**

Interdisciplinarity

**R**

Respect

**T**

Work

**S**

Sovereignty

**A**

Autonomy



FOUNDER

## Mauricio Martínez Hernández

FOUNDER &amp; CEO • ARCHITECT AND POLITICAL SCIENTIST

A Mexican architect and political scientist whose work starts from one conviction: space can change lives. Under his leadership, DIRTSA's work ranges from structural restoration in Mexico City's historic centre to private residences in Oaxaca. His approach pairs technical rigour with a close reading of each place's culture and climate, and builds in sustainability, cultural identity and social justice.

# FROM FIRST SKETCH TO FINAL SLAB.

Design, engineering, visualisation and supervision under one roof. Fewer hand-offs, fewer surprises on site.

01

## Sustainable architectural design

We design from orientation, sun, wind, water and soil. The best architecture is humble towards its setting: it answers the climate before reaching for mechanical systems.

02

## Structural restoration & reinforcement

We work on existing buildings with full structural calculations, drawings and reinforcement (steel anchors, bolts and connections), following Mexico City's Complementary Technical Standards.

03

## Interiors & landscape

Stone, timber and brick; courtyards, corridors and planting. Every material is chosen for how it handles humidity, heat and light.

04

## Site supervision by a licensed Director of Works

On-site technical direction is led by a Class A registered Director of Works in the state of Oaxaca, responsible for code compliance and sound structural execution.

05

## Territorial planning

Before proposing, we read the territory: its social fabric, its infrastructure and its facility needs.

06

## Regional tourism projects

Vernacular architecture, permaculture and ecosystem conservation for regional tourism projects in the Isthmus of Tehuantepec.

TECHNOLOGY THAT SERVES THE BUILD

BIM WORKFLOWS · AI-ASSISTED DESIGN · PHOTOREALISTIC RENDERINGS · VIRTUAL WALKTHROUGHS · META QUEST  
VIRTUAL REALITY · REAL-TIME CONSTRUCTION SCHEDULES

WhatsApp · Book an architecture consultation →



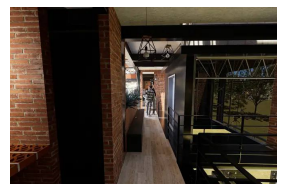
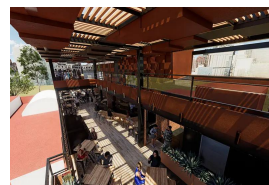
# TERRAZA ISABEL

**Where the memory of Mexico City's historic centre meets contemporary precision.**

In the heart of Mexico City's historic centre, DIRTSA is designing and delivering the structural reinforcement of the rooftop terrace on the fourth and fifth floors of Isabel La Católica 75. Steel anchors, bolts and structural connections strengthen the upper levels without visually breaking with the historic building.

A new staircase, pergola and security room slot into the heritage fabric as contemporary pieces. The work follows Mexico City's Complementary Technical Standards and includes full structural calculations, drawings and professional supervision. It is a commercial project tied to the tourism sector.

|          |                                                           |
|----------|-----------------------------------------------------------|
| LOCATION | Isabel La Católica 75,<br>Historic Centre, Mexico<br>City |
| TYPE     | Structural reinforcement,<br>spatial design and build     |
| AREA     | 450 sq m                                                  |
| YEAR     | 2025                                                      |



**"The past can carry the future  
without losing its identity."**

**WhatsApp • Got a building to reinforce or transform? →**



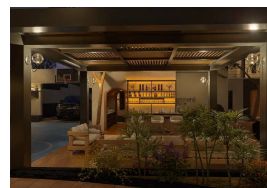
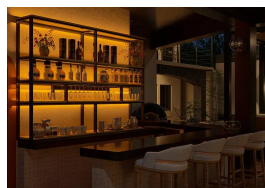
# CASA PALOMARES

**A residence that balances comfort and nature in Oaxaca's tropics.**

In Oaxaca's tropics, where heat blends with the murmur of vegetation, Casa Palomares unfolds as an open system of spaces. Living areas connect through terraces, cross-ventilated corridors and framed views of the gardens and pool.

Stone, timber and brick form a material language that answers to climate, humidity and tropical light. Every element, from the inner courtyards to the play of reflected light, was conceived as part of a climatic choreography in which the house breathes and adapts. The brief includes offices, a fitted kitchen, a lounge bar, grill, fireplace, gardens and pool, all under continuous supervision by a licensed Director of Works.

|          |                                            |
|----------|--------------------------------------------|
| LOCATION | Col. Bethel, Palomares, Oaxaca             |
| TYPE     | Interior design and landscape architecture |
| AREA     | 1,100 sq m                                 |
| YEAR     | 2025                                       |



**“True architecture does not impose; it settles. It listens to the land before it speaks its form.”**

WhatsApp • Thinking about building your home? →



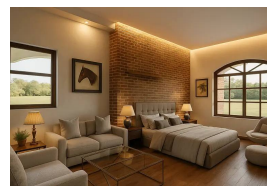
# CASA LA HERRADURA

**A home that lives with the Isthmus climate, no air conditioning required.**

Casa La Herradura unfolds across the Isthmus climate as a way of living that merges with the landscape. Custom-designed for a cavalry lieutenant, it blends a personal brief with regional architecture.

Deep roofs and open corridors let the breeze through, filter the light and shed heat naturally, turning the climate into an ally. Every construction detail, from local materials to the layout of the rooms, is meant to let daily life unfold in harmony with the land.

|          |                                              |
|----------|----------------------------------------------|
| LOCATION | Estación Mogoñé, San Juan Guichicoví, Oaxaca |
| TYPE     | Single-family residence                      |
| AREA     | 350 sq m                                     |
| YEAR     | 2025                                         |



**“More than a house: a refuge that understands the landscape, embraces it and makes it part of everyday life.”**

WhatsApp • Own land in the region? →

# FOR LEGISLATORS AND LOCAL GOVERNMENTS

We put architecture, territorial planning and political science at the service of legislative and government work: clear technical information for decisions about the territory.

## Federal deputies

District-level territorial diagnostics and technical opinions on bills concerning urban development, housing, public works and land-use planning.

## State deputies

Analysis of state urban development and public works frameworks, technical briefs for bills and resolutions, and district diagnostics.

## Senators

Studies on regional development, infrastructure and international trade, with a territorial reading of each state.

## Boroughs & municipal governments

Public works planning, projects for public facilities and public space, and support for open council sessions and citizen oversight.

WHAT WE DELIVER: TERRITORIAL DIAGNOSTICS · TECHNICAL OPINIONS ON BILLS · TECHNICAL BRIEFS & CONSTRUCTION DOCUMENTS · OPEN PARLIAMENTS & PUBLIC CONSULTATIONS · RENDERINGS & VIRTUAL TOURS OF PUBLIC WORKS

## Municipal governments in the Isthmus

Technical consulting for town councils across the Isthmus of Tehuantepec and Oaxaca: public works planning, projects for public facilities and public space, and support for community assemblies, open council sessions and citizen oversight.

Dialogue with Indigenous communities · Reclaiming public space · Planning & public administration · Participation & social oversight · Local talent · Pro bono technical advice

## International trade

International quotes, customs clearance and trade agreements, led by Miriam Abigail Gutiérrez Calvillo, BA in International Business (IPN).

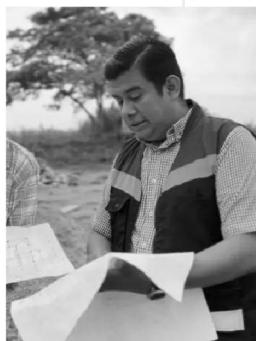
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INSTITUTIONAL SERVICE · NO PARTY AFFILIATION · TRANSPARENCY · LISTENING BEFORE PROPOSING · A TECHNICAL, INSTITUTIONAL SERVICE. WE TAKE NO PART IN CAMPAIGNS, ELECTORAL OR PARTY ACTIVITIES.

# AT DIRTSA, THE TEAM COMES FIRST.



**Mauricio Martínez Hernández**  
FOUNDER • CEO



**Arq. Abel Martínez Hernández**  
DIRECTOR OF WORKS



**Arq. Diego Eduardo Flores Dirzo**  
DIGITAL VISUALISATION



**Arq. José Javier Francisco Segundo**  
BUILDING SERVICES



**Arq. Mario Abraham Cázares**  
INTERIORS • LANDSCAPE



**Arq. Kevin Montes**  
STRUCTURAL DESIGN



**Ing. Isaac Charansonnet**  
STRUCTURAL ENGINEERING



**Lic. Astrid Martínez Hernández**  
SUSTAINABLE TOURISM



**Lic. Miriam Abigail Gutiérrez Calvillo**  
INTERNATIONAL TRADE



AWARDED BY THE ASOCIACIÓN DE EMPRESARIOS POR EL DESARROLLO SOCIAL DE MÉXICO (BUSINESS LEADERS FOR SOCIAL DEVELOPMENT OF MEXICO).

**"The Asociación de Empresarios por el Desarrollo Social de México grants this Recognition to Mauricio Martínez Hernández for his business career and his invaluable contribution to the greatness of the nation."**

Dr. HC. Raúl León Guzmán • National President, Empresarios Por El Desarrollo Social de México

Dr. HC. Carlos Emilio Vázquez Pérez • National Vice President, Empresarios Por El Desarrollo Social de México

Presented at the First Business Parliament, held at the San Lázaro Legislative Palace in Mexico City on 23 September 2025.

[Press • Rotativo de México →](#)

# BOOK A MEETING. WE REPLY THE SAME DAY.

Your first meeting is free, up to 30 minutes, by video call.

## Architecture consultation

Homes, residences, interiors or renovation.

WHATSAPP →

## Business project meeting

Structural restoration, hospitality and retail spaces, material imports.

WHATSAPP →

## Institutional & community consultation

Legislators, senators, borough and municipal governments, communities.

WHATSAPP →



[BOOK A MEETING · DIRTSA.MX →](#)

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Oaxaca · Mexico City, Mexico

# DIRTSA

