



Borderlines & Brick:

An Architectural Journey across the Río Bravo:

Historical and Modern Matamoros.

Location: Matamoros, Tamaulipas

Date: September 4, 2025

Hosts: Colegio de Arquitectos del Noroeste de Tamaulipas, A.C.

Guests: American Institute of Architects, Lower Rio Grande Valley Chapter

Schedule: 8:00 a.m. – 5:00 p.m.

Description

Matamoros, a city between two nations, has been the backdrop to key events in the histories of both Mexico and the United States. Its historic architecture vividly reflects its cultural exchanges and its unique position along a national boundary. Situated on the southern bank of the Río Bravo, the city exhibits a rich blend of colonial, neoclassical, and mid-20th century modernist styles—testaments to its evolution as a borderland. These structures narrate stories of migration, adaptation, and identity. Every façade becomes a chapter in an ongoing conversation between tradition and transformation.

Justification

This architectural tour offers an opportunity to explore and understand the identity of a city that, while navigating challenges to its growth, remains deeply connected to its past. The project aims to highlight how architecture becomes a powerful medium to tell stories, preserve collective memory, and foster development rooted in a strong sense of belonging.

Learning Objectives

1. **Encourage cultural exchange and architectural knowledge** sharing between architects from the border cities of Matamoros, Tamaulipas, Mexico, and Brownsville, Texas, USA.
2. **Showcase the city's architectural evolution** through recent projects, emphasizing new proposals that meet contemporary needs while honoring its historical, cultural, and urban context.
3. **Experience a cultural event** that promotes enjoyment and dissemination of quality architectural practice, while fostering active learning and critical reflection.
4. **Engage in critical analysis of architectural and urban projects**, identifying strengths and opportunities for professional growth.
5. **Foster a sense of place and belonging through a deeper understanding of the city**—its history, architecture, and transformations—encouraging recognition and appreciation of the urban landscape.
6. **Promote collaboration and ongoing dialogue** among participants to strengthen strategic alliances that will support the planning, development, and successful execution of future projects.

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A City That Speaks Through Its Walls

Matamoros is not only walked—it is heard, read in its walls, and breathed in its plazas. Shaped by the constant rhythm of two worlds, this border city holds the traces of encounters, migrations, resistance, and dreams in its architecture. From colonial façades whispering 19th-century tales to the clean lines of borderland modernism, this tour invites participants to look anew—to see how built space reveals identities, tensions, and aspirations.

8:00–8:40 AM (40 min) –Welcome International Bridge.
8:40–9:10 AM (30 MIN) – Transfer to Mercado Catarino Garza.
9:10–9:50 AM (40 MIN) – Mercado Catarino Garza, Colectivo C733.
9:50–10:20 AM (30 MIN) – Transfer to Museo de Arte Contemporáneo (MACT).
10:20–11:20 AM (60 MIN) – Museo de Arte Contemporaneo (MACT)
11:20–11:35 AM (15 MIN) – Walk to Consulado General de los Estados Unidos en Matamoros.
11:35–12:35 PM (60 MIN) – Consulado de los Estados unidos de Matamoros Tamaulipas.
12:35–12:50 PM (15 MIN) – Transfer to Hidalgo Botanero.
12:50–1:50 PM (60 MIN) – Restaurante Hidalgo Botanero, Lunch.
1:50–2:05 PM (15 MIN) – Walk by the main square + Cathedral.
2:05–2:25 PM (20 MIN) – Catedral de nuestra señora del Refugio.
2:25–2:40 PM (15 MIN) – Transfer or walk to teatro de la Reforma y la casa Yturria.
2:40–3:20 PM (40 MIN) – Teatro de la Reforma y Casa Yturria.
3:20– 3:30 PM (10 MIN) – Transfer to MERT
3:30–3:50 P.M (20 MIN). – MERT
3:50 – 4:00 P.M (10 min). – Transfer to Colegio San Jorge,
4:00–4:45 P.M (35 MIN). – Colegio San Jorge y Conferencia.
4:45–5:00 P.M. (15 min).– Closing ceremony, Consejo Directivo 2024–2026 CANT, A.C.
5:00 P.M. – Traslado hacia el Puente o Caminata por la Colonia Jardín hacia el puente Internacional.

Link de Google Maps:

<https://www.google.com/maps/d/u/3/edit?mid=1i6Z1dPo8e3casgEy3jCznb6Ckllx2SA&usp=sharing>

Conclusion

This architectural journey, organized by the American Institute of Architects—Lower Rio Grande Valley Chapter and the Colegio de Arquitectos del Noroeste de Tamaulipas, A.C., represents a valuable opportunity to explore, reflect upon, and engage in dialogue about the urban development and identity of our Heroic city of Matamoros, Tamaulipas. Through each space visited, the intent is not only to admire and expand our knowledge as architects, but also to understand the historical, social, and cultural processes that have shaped the city. As a binational initiative, this project promotes meaningful encounters between architectural professionals on both sides of the border, encouraging the exchange of ideas, experiences, and perspectives on our shared territory.

We look forward to welcoming you, AIA-LRGV!

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