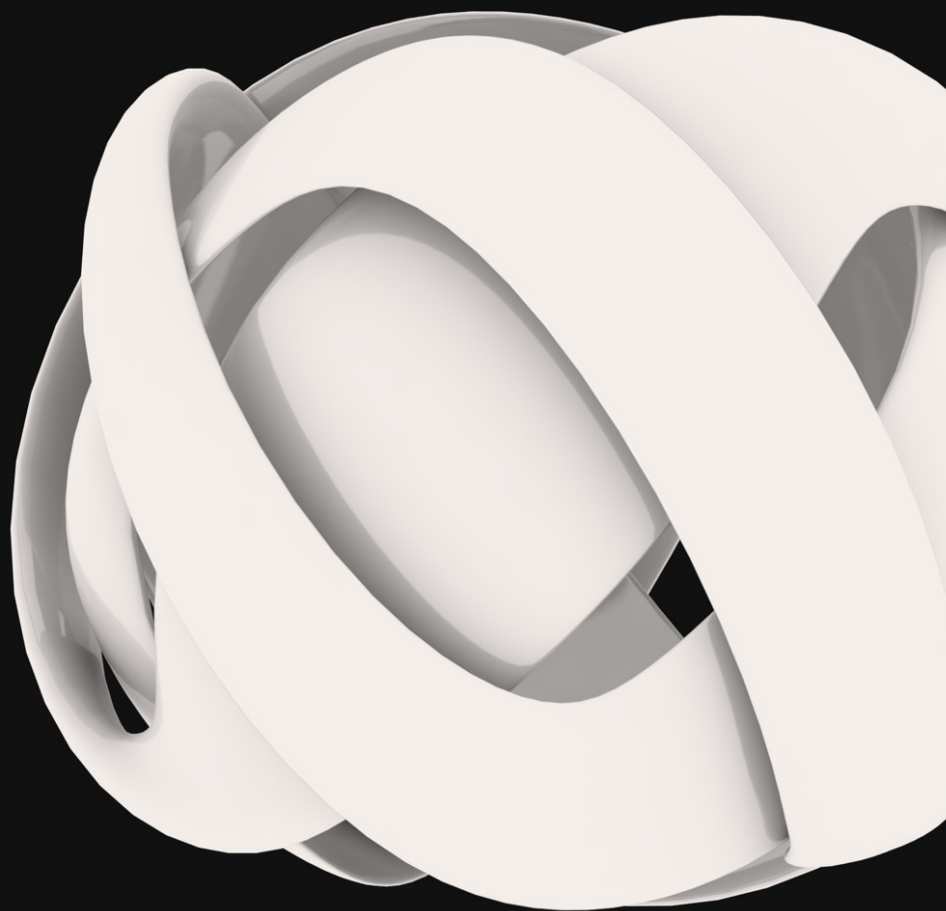


diffjustdiff.com

urban engitecture & more

[urban planning & architecture for the future
(and for the present)]



Company description 2026

Ale Girá, PhD Architect — Founder & CEO
diffjustdiff.com

_diffjustdiff is an independent architecture and urban-design studio that researches and designs the elevated city. Its proposal is simple to state: interconnect buildings at several heights so they work as one macro-structure, lift urban life off the ground, and give the ground back to nature and people.

The studio speaks with one name for its research line, **urban engitecture**, and one frame of thought behind it, **irrealism-s & realism-s**. Everything it publishes, designs or exhibits belongs to one of the two.

Founder & director	Ale Girá, PhD Architect (Cum Laude, University of Seville, 2012)
Base	Gelves (Seville), Spain — working internationally
Research line	Urban engitecture and the macro-city, since 2009
Theoretical work	<i>irrealism-s</i> (incl. <i>Hyperirrealism</i> , Oscar Riera Ojeda, 2020) and <i>realism-s</i> (six self-published books)
Web	diffjustdiff.com

01 Statement

Cities are still built one isolated building at a time, on timelines set by election cycles and quarterly returns. The result is familiar: ground occupied by obstacles, slender towers that trade stability for height, a single escape route downwards, and public space squeezed into what is left over.

We start from four questions:

- Can short-term thinking ever produce real sustainability?
- Do our buildings and cities offer good enough living conditions, for everyone, not only for the top floors?
- What would a long-term, human and humane ecological way of living ask of architecture?
- Can a different urban structure deliver it with today's engineering?

Our answer is yes, and our tools are **criticism and self-criticism**. Criticism of short-term systems keeps our point of view external and independent. Self-criticism keeps us from being absorbed by the habits those systems reward. Together they let us propose solutions that are ambitious, but not for that reason impossible.

02 Mission, vision, values

Mission. To conceive, design and develop the structure of the near-future city — denser, safer, greener and more communal — through independent experimental research, and to put that work at the disposal of those who plan and build cities. We act in the general interest, not for profit: offering a better alternative is the duty we have taken on.

Vision. A city whose ground belongs to nature and public life; where height means stability and safety rather than risk; where people move freely at several levels; and where every home has light, air and views.

Values. Each value has to be visible in the drawings, not only in the text.

Value	What it means in our designs
Long-term thinking	Structures planned to outlive trends, adapt to new uses and grow in stages
Safety	Short vibration periods, resistance to earthquake and wind, escape routes down, sideways and up
Sustainability	Less land consumed, less pollution, green mobility, nature restored at ground level
Quality of life	Light, ventilation and views for every dwelling, not only the highest
Integration	Architecture, engineering, urbanism and nature designed as one system

Value	What it means in our designs
Identity and community	Shared spaces at every level that create belonging
Efficiency	Modular, prefabricable systems, scalable to available resources
Independence	Research free from commercial or ideological agendas

03 Framework: from idea to structure

Our work runs on three linked levels, from thought to built form.

- 1** **irrealism-s & realism-s — the way of thinking**
Ale Girá's theoretical work, gathered in two collections: *irrealism-s*, which includes the philosophical-design framework *Hyperirrealism* (Oscar Riera Ojeda, 2020), and *realism-s*, six self-published books on CAD and AI-assisted design. It brings theory and practice, dream and reality, art and science into one method, and supplies the studio's own vocabulary: evolutive geometry, sídesign, i-reality, contrary philosophy.
- 2** **Urban engitecture — the discipline**
Architecture, engineering and urban design merged into a single act of design. The building is no longer an isolated object but a part of a larger structural and urban system.
- 3** **The macro-structure — the built answer**
Buildings interconnected at several heights form one global structural unit. Despite its height it behaves like a low-rise building, with short vibration periods of around 1 second. It works as a spatial framework where our needs fit, a kind of architectural operating system, and supports modular prefabricated cities that grow both horizontally and vertically.

Inspired by nature. Nature is our first design teacher. *Building nature* means two things for us: learning from natural forms and growth patterns, and returning the freed ground to living landscape, so that people feel integrated with their natural origins and surroundings.

04

Current research: the macro-city

Since 2009 our main research line has been the **macro-city**: another type of city that drastically reduces pollution while raising living standards. Its feasibility and structural stability were studied in Ale Girá's doctoral thesis *diS-order* (Structural Design Department, University of Seville, 2012).

	Conventional construction	Macro-structure
Structural behaviour	High slenderness, long vibration periods	Low slenderness, short periods (around 1 second)
Earthquake and wind	Low resistance to horizontal actions	High resistance to horizontal actions
Emergency escape	One direction: downwards	Downwards, sideways and upwards
Ground level	Occupied by obstacles	Free for public space and nature
Mobility	Only at ground level	Green mobility at several heights
Public space	Constrained, residual	Wide and continuous
Living conditions	Uneven light, air and views	Light, ventilation and views for everyone
Community	Weak sense of belonging	Strong community and belonging
Topography	Low adaptability	High adaptability

ALIGNMENT WITH GLOBAL AGENDAS

The macro-city responds directly to the UN Sustainable Development Goals and answers the New Urban Agenda's call for compact, resilient and inclusive cities.

CORE SDGS

9

Industry, innovation, infrastructure

11

Sustainable cities

13

Climate action

15

Life on land

3

Health and well-being

12

Responsible consumption

17

Partnerships

SUPPORTING SDGS

05

Applications: from the object to the city

The same logic works at every scale, so our designs are scalable and elastic: they adapt to each client's needs and actual resources, and can start small and grow.

Scale	Examples	What the macro logic adds
City and region	Macro-city, new districts, urban expansion	Density without sprawl, ground returned to nature
Urban fragment	Connected blocks, transport hubs, stations	Mobility and public space at several levels
Building	Housing, offices, commerce, sports venues, restaurants	Better light, air and views; multiple escape routes
Public space	Squares, parks, elevated walkways	Continuous, obstacle-free space for community life
Object	Furniture, installations, generative art pieces	The same geometry tested at hand scale

Alongside design, the studio produces research, books and visual work: the *irrealism-s* collection, including *Hyperirrealism*, and the six books of the *realism-s* collection on CAD and AI-assisted design.

06 Who we work with

We look for partners who plan, fund, study or show the future city, and we offer each one something concrete.

Partner	Examples	What we offer
Research and professional bodies	Council on Vertical Urbanism, Urban Land Institute	Research collaboration, papers, conference talks
Public institutions and city networks	New European Bauhaus, UN-Habitat, C40 Cities	Pilot concepts and studies aligned with the SDGs
Developers and investors	Mori Building, large urban developers	Concept design and feasibility for mixed-use macro-structures
Universities	Schools of architecture and engineering	Lectures, workshops, joint research, thesis supervision
Culture, media and competitions	e-flux Architecture, eVolo, museums and biennales	Essays, exhibitions, competition entries, visual work

The entry point is always the same: a short dossier, a conversation, and a proposal shaped to the partner's own agenda.

07 Method and structure

Experimentation is the pivot of our method, and iteration is how we reach the best possible result.

01 Question Criticise the current model and name what it fails to deliver.	02 Research Study precedents, nature, structure and the social needs at stake.	03 Experiment Generate forms with computational, CAD and AI-assisted tools.	04 Verify Test structural behaviour, safety and liveability.	05 Iterate Repeat until the design meets every value above, then share it.
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Structure. diffjustdiff is a flexible network of independent thinkers coordinated by founder and CEO Ale Girá. Architects, engineers, urbanists, artists and researchers join per project, united by one mission. Ale Girá has taught architecture and urban planning at Southwest University of Science and Technology (Mianyang, China).

08 Why diffjustdiff

ONE CLAIM SUMS US UP

lift the city, free the ground.



Continuity

More than fifteen years on one research line, not a sequence of trends.

Structural backing

The proposals rest on a doctoral structural study, not on renders alone.

Independence

No commercial agenda shapes the research; the general interest does.

Theory and practice together

A published framework, a design discipline and a built answer that fit together.

Scalability

The same system works from a piece of furniture to a city, and can start small.

Global relevance

Direct answers to the SDGs and the New Urban Agenda, fit for cities growing fast and cities renewing themselves.

09 Let's talk

We are open to research partnerships, pilot studies, commissions, lectures and exhibitions. The full Urban Engineecture dossier is available on request.

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