Barcelona: The transformation process of the waterfront. ‘Port Vell’: a strategy for a new image of city. Supported through the 1992 Olympic Experience And finally: The FORUM
### HISTORIC TOPICS

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### PORT REDEVELOPMENTS

| Social and economic interests | Seafront | City - Port |
In the theme of “WATERFRONT REDEVELOPMENT”: the influence of technological and logistical innovation and the change in the perception of the public position”

The landscape and leisure potential of these places and the mediatic revaluation of their symbolic value, augment the speculative character of the investments. The waterfronts of cities come to define the SKYLINES dictated by new highly sophisticated urbanistic wholes and to construct a new imaginary urban label.”

URBAN REGENERATION

PORT TRANSFORMATIONS

simultaneous to theories of the transformation of urban centers

port regional economy, the port city - centre

mediated 20th century, USA, devastated with ‘old’

diversity of uses of mutual sustentation

1970s - respect for the characteristics of each city

life and history of the city and value of the urban regeneration

Information, local government, citizen participation

norms, environmental, social and historical aspects, etc.

BARCELONA: GENERAL BACKGROUND

URBAN TRANSFORMATION PROCESS

JANE JACOBS

NUNO PORTAS

ENRICO MUSSO

MANUEL CASTELLS

JORDI BORJA
KEVIN LYNCH

Traditional definition of border, path, milestone, edge, neighbourhood.

Generation of COLLECTIVE IMAGES associated with the SUCCESS of cities, in which the RECOGNISABLE SKYLINE of a city has a global image.

CITY ARTWORK OR MONUMENT
BUILDINGS DESIGNED BY LEADING ARCHITECTS

“For different reasons the building of monuments in cities is intimately linked to the need for self-glorification, whether it be on request, national, regional or local, …”

SARDO, Delfim. (2002). “O fantasma de Rodin: notas sobre arte e espaço urbano”.

BARCELONA: GENERAL BACKGROUND

NEW IMAGE OF CITY
BARCELONA: GENERAL BACKGROUND

OPPORTUNITIES WITHIN THE URBAN PROCESS

Post-war period: transformations associated with greater events

FLAGSHIP EVENTS

“The quantity of neglected area that the London docklands Development Corporation of the had to see about, was so enormous that the only way of tackling the problem without depending on enormous quantities of public money…

Was to create a special situation of ‘snowball’ effect that generated immediately a real credibility towards the docks among the potential commercial developers of housings…

So it was necessary to be opportunist and to accept the proposals of the developers”.


Detailed Interventionist Plans

Strategic Plans

Re regeneration Proposals
Information relating to cities is fundamental for the individuals.

The majority of the rankings seek to offer a classification of the ordering of cities, based upon the quality of life and the capacity to sustain development processes in the new socioeconomic order, supposedly capable of facilitating the decision with regard to which centre can offer the best promotional possibilities.

Maybe the port and the city they share the same origin, but it consolidates with the Romans (5th an 4th century BC)

The roman Barcino. A Museum historic of the City interpretation.
BARCELONA: HISTORICAL REVIEW

THE MIDDLE AGE

THE PROJECTS BETWEEN 1439 AND 1477

Sant Jaume Port and the Rivera neighbourhood. (1450) (Salvador Sanpere i Miquel)
A glide of the 17th century. (Salvador Sanpere i Miquel)

Basis for all the military and urbanistic works in Barcelona of the 18th century and of the first third of 19th
BARCELONA: HISTORICAL REVIEW
CONSOLIDATION AND MODERNIZATION OF THE PORT
BARCELONA: HISTORICAL REVIEW

EVOLUTION IN THE LAST FIFTY YEARS

DEFICIENT ZONE: CHANGING TO LOGISTIC PORT
BARCELONA: HISTORICAL REVIEW

EVOLUTION IN THE LAST FIFTY YEARS

DOWN TOWN, PORT VELL, A NEW MARITIM FRONT
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS
• Olympic Games: an infrastructural operation with an international event as an ‘excuse’

2004 FORUM OPERATIONS
• Needs for infrastructures: FORUM 2004. A new excuse?
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS

'BARCELONETA'

'POBLENOU'

OLYMPIC OPERATIONS 1986-1992
BARCELONA: THE CONTEXT OF THE PROCESS

2004 FORUM OPERATIONS

“DIAGONAL MAP”
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS

The Olympic Games as an ‘excuse’ to concentrate investment...

- 1979: First democratic council elections
- Important deficit from metropolitan infrastructures (4.2 million inhab./3,300 km²) (Barcelona: 1.5 m. inhab.- 100 Km²) (Catalonia: 6 m. inhab.)
- First formalities: 1978-80

In 1984 the mayor, Pasqual Maragall, asked the municipal ex architect Oriol Bohigas to direct an professional group to start the project.
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS

MAIN PROJECTS

• Rehabilitation of the Olympic stadium
• Construction of a new sports stadium
• Ring roads (approx. 35 km)
• Other new roads. (approx. 35 km)
• 4,500 new flats in the 4 Olympic Villages
• 2 telecommunication towers
• 5 areas of new centrality (offices)
• Enlargement of the airport
• Improvement s to the leisure port
• Cultural facilities (museums, etc.)
• 5,000 new hotel rooms
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS

ORIGEN AND MANAGEMENT OF THE RESOURCES

ORIGEN

- Public Sector: 47% of the investment in infrastructure
- Private Sector: 53% of the investment in infrastructure

MANAGEMENT

- Public Sector: 60%
- Private Sector: 40%
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS

PUBLIC ACTORS IN THE PROCESS

• Barcelona City Council:
  - 18% of the public investment
• Regional Authority (Autonomous Community) ‘Generalitat’:
  - 32% of the public investment
• Central government:
  - 41% of the public investment
• Remainder:
  - 9% (Provincial government (Diputació), Metropolitan area and the EU)

• Total: 20% of the public investment (3 levels) of the period 1987-1992
BARCELONA: PORT VELL, THE PROCESS

1992 OLYMPIC OPERATIONS

RECUPERATION OF WATERFRONT, THE CITY AND ITS ACTIVITIES

AUTONOMOUS PORT AUTHORITY OF BARCELONA

Gerencia 2000

GENERALITAT DE CATALUNYA (Regional government)
AYUNTAMIENTO DE BARCELONA (City Council)
MINISTERIO DE OBRAS PÚBLICAS Y URBANISMO (Ministry of Works and Urbanism)

OBJECTIVES

Distinct system of financing to the Autonomous Port Authority.

- Port space for leisure, cultural and tourist uses.
- Integration and establishment of activities and facilities for ‘Ciudad Vella’.
- (the historical hearth of the city)
- Opening of the city to the sea.

CHARACTERISTICS

- Management capabilities of the public and professional organisations
- Strategy for the creation of a model
- Management functioned as city promotion
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

THE MOMENTS OF THE PROCESS

• Between *May 1985* and *June 1986*
  Design and legal approval of changes in the city plan.
• In *1986* Barcelona won the 1992 Olympic games organization.

Demands:
4,500 new flats.
Preferential urbanization zone.
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

- The sectors of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE OLYMPIC VILLAGES - POBLENOU

- The fact to situated the Olympic Villages in this sector.
  - Centric and almost neglected.
  - With the possibility to open the city to the sea.

- Integral plan of transformation.
- Individual buildings projects.
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

• The sectors of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE OLYMPIC VILLAGES - POBLENOU
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS
• The sector of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE LEISURE PORT - BARCELONETA
• Open the city to sea.
  • Leisure port.
  • Cultural activities.
  • World trade center.
  • Aquarium
  • Commercial Centre ‘Maremagnum’.
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

• The sector of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE LEISURE PORT - BARCELONETA
BARCELONA: OLYMPIC EXPERIENCE

**STRENGTHS**

- Use of an international (flagship) event as an element for attracting both public and private investment, and for covering the deficits arising from the infrastructure.
- Integration of the Olympics project with a wider strategic plan.
- Collaboration between the public and private sectors. (60-40%-40)
- Institutional consensus.
- Development of an ad hoc formula of management: HOLSA (43% of the government investment of 450,000 MPTA)
- Leadership from Barcelona City Council: political and technical/professional.
Barcelona: 2004 Forum Operations

Bases

- International meeting of cultures to discuss related subjects with:
  - The conditions of the peace
  - The cultural diversity
  - The sustainable city
- Organizer consortium formed by the Town Council of Barcelona, the ‘Generalitat’ and the Central Administration
- Location: Lands left near of the sea and of the Olympic Village.