



# **Reconnecting Barcelona's 22@ with culture & nature**

**By Lise Boily, Gwenevere Daigle-Lapointe, Vadim Glivenko, Theresa Hecht, Thibault Le Coz, Laure Guilbert, Patrick Llerena, Madan Rao, Zeinab Sheet & Elias Tezapsidis**

**Presented to Alfons Calderon, Isabelle Dessureault, Montserrat Pareja-Eastaway,  
Josep Miquel Piqué & Maria Ruiz de Cossio**

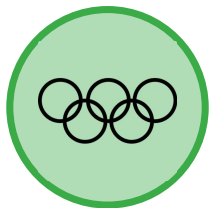
# Overview



Poblenou, Barcelona



Former industrial district



1992 Olympics as a  
catalyst for transformation



# Overview

The 22@ district seeks to become the city's epicenter of innovation and creativity. To achieve this objective, it faces numerous challenges



Gentrification



Reconciling residents & newcomers' interests



Cultural desert



# Mandate

How can neighbourhoods and territories be transformed with creative industries and sustainable organizations?



# Strategy



Social sustainability



Environmental sustainability



Economic sustainability



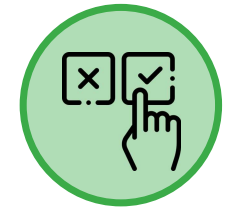
Infraestructure



Openness & flexibility



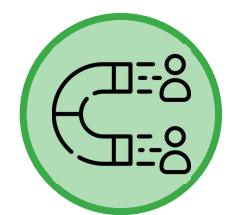
Citizen engagement



Acceptance



Livability



Attractiveness



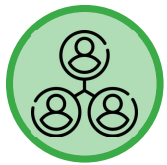
# Creative Mile

Carrer de Pere IV, Barcelona



Engage the 22@ community and outsiders through a diverse year-round programming of creative ventures

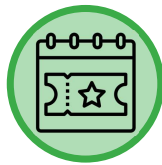
Approach focused on:



Social facilities



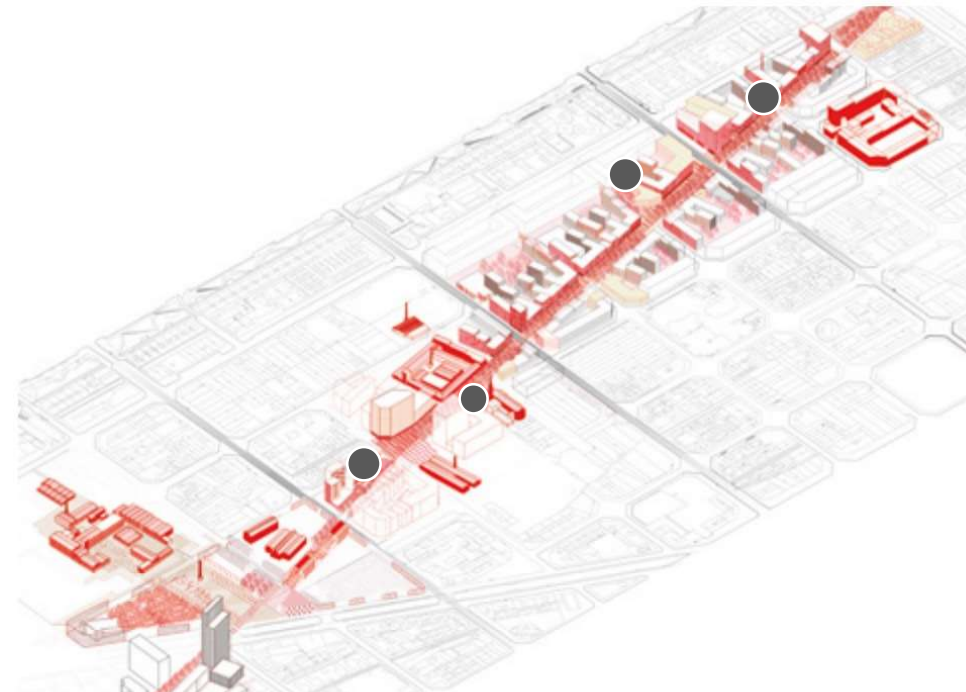
Local partnerships



Small-scale events



Cultural infrastructure



# Open-Air Events



Promote local artists and creators, improve the reputation & the attraction of 22@



Source of income



Attraction of residents, workers & outsiders



Potential partners:





# Cultural Center



Bring together the community through activities like open-air yoga, painting, Photoshop, dance & spaces for creation



Source of income

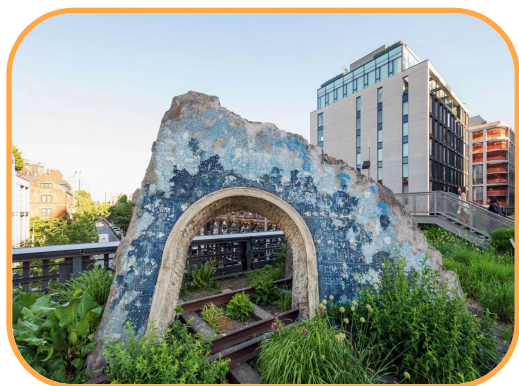


Attraction of residents, artists & workers

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# Pop-Up Exhibitions



Embellish the 22@ territory through temporary art installations in collaboration with local artists & institutions

Potential partners:



# Ciutat de la memòria



Display the story of Poblenou in a multimedia experience



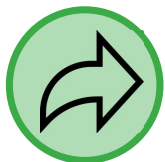
Generate foot traffic on the Creative Mile & mobilize local talents during production



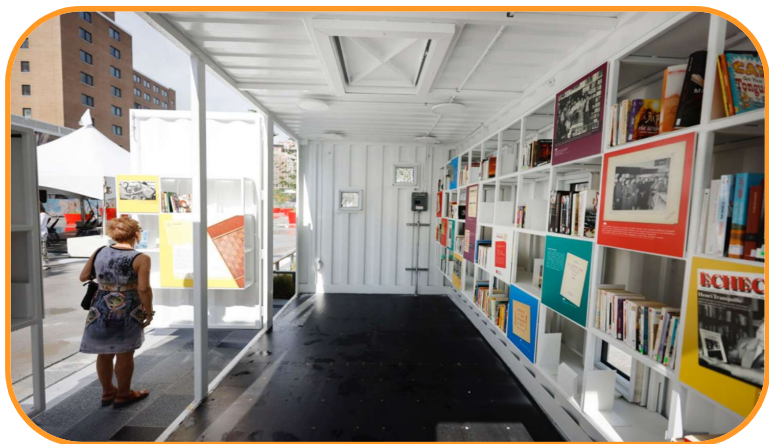
# Self-Service Library Box



Making reading accessible to a broader audience



Strengthen community values through book sharing



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Potential partner:

Biblioteca Ramon  
d'Alòs-Moner





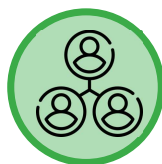
# Green Street

Carrer de Cristóbal de Moura, Barcelona



Innovation through infrastructure modernization  
and green area development

Approach focused on:



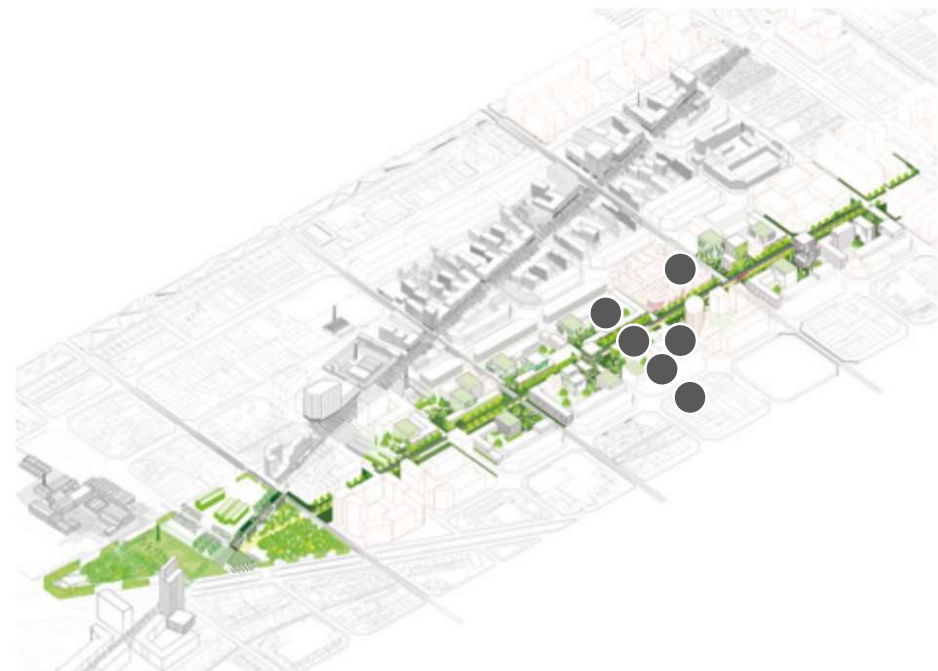
Social facilities



Green  
infrastructure



Urban community  
infrastructure



# Green Walls



Energy savings, improvement of air quality,  
and reduction of heat island effect & pollution



Improving the health, well-being, and quality  
of life of those who live around them



Buildings perceived as more beautiful &  
socially desirable may be valued more highly



# Community Gardening & Perched Gardens



Promote health through access to fresh food & source of exercise



Favour community-building through empowerment & collaboration



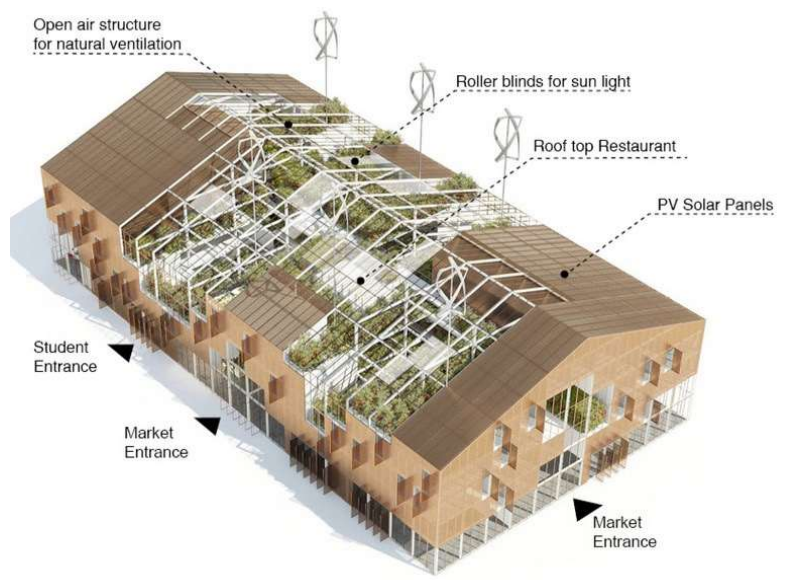
Factory roofs & hotel rooftops



# Food Market



Bring fresh produce and meals to Poble Nou by showcasing local vendors in a relaxed, family-friendly atmosphere



# Interactive Game



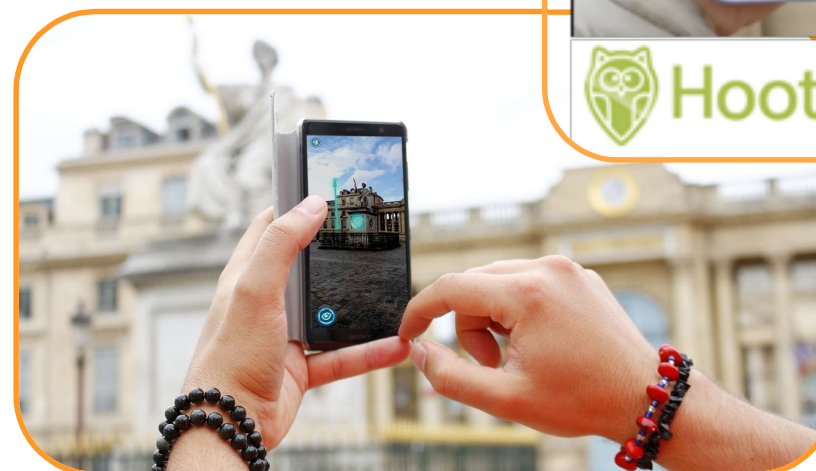
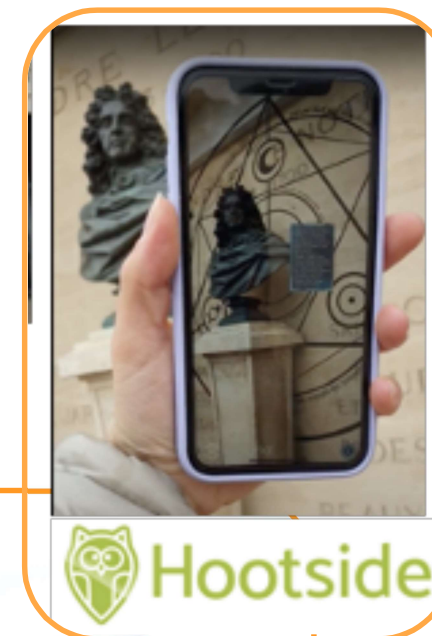
Discover the intricacies of the Green Street by providing a personalized outdoor experience through AR & AI



Generate foot traffic & give visibility to local merchants

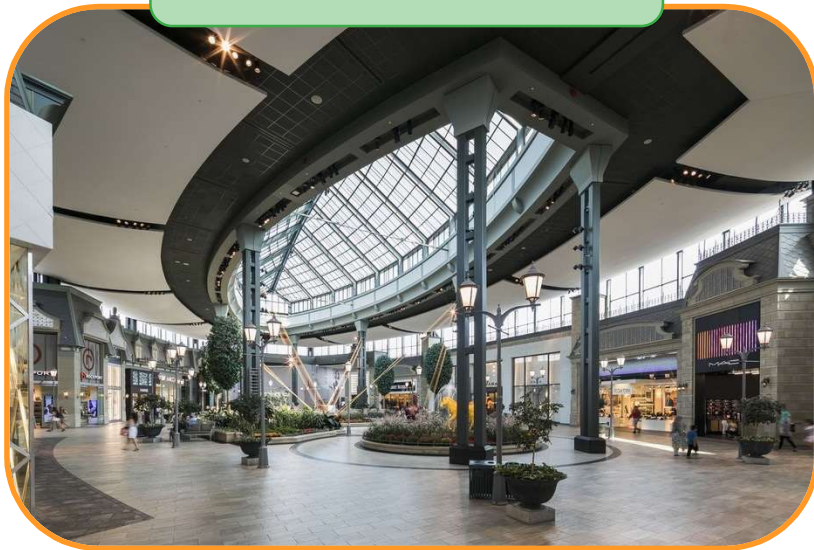


Foster collaboration between Municipality & local actors



# Benchmarking

Projet 9e vie, Laval



Transformation of spaces for community-building with a sustainable purpose in the post-COVID era

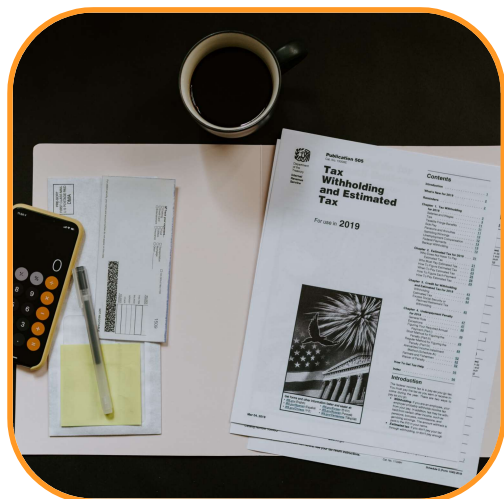
High Line, New York City



Overhaul of an industrial zone through community-managed green spaces & cultural activities



# Outreach



Tax incentives



Social media & web



Partnerships

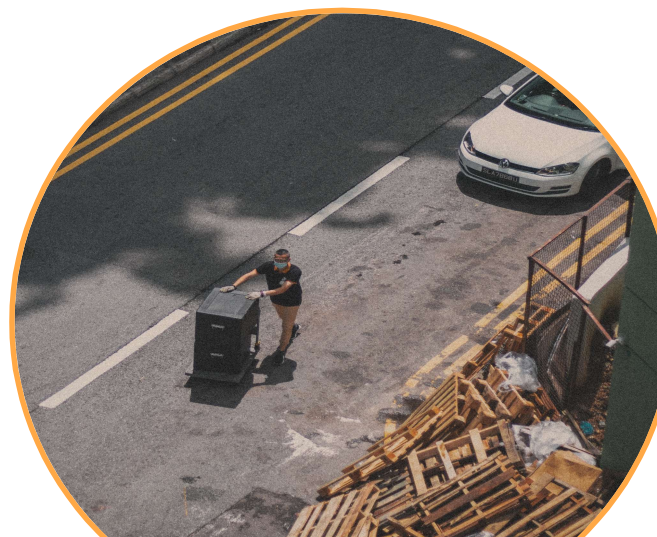


Residents

# Roadblocks



Funding for infrastructure  
development



Changing the  
neighbourhood's image



Resurgence of pandemics

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# Takeaways

1

Ensuring long-term sustainability through enhanced infrastructure

2

Fostering social inclusion & empowerment through cultural and ecological initiatives

3

Redefining locality to attract outsiders while ensuring participatory engagement

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