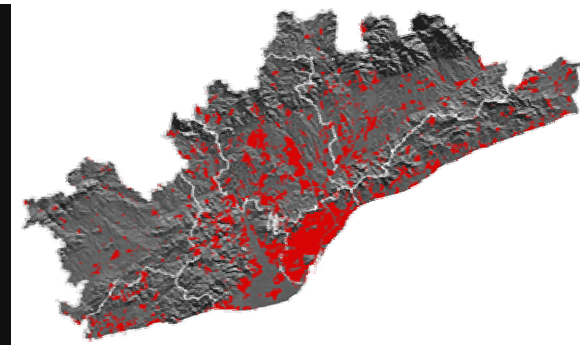
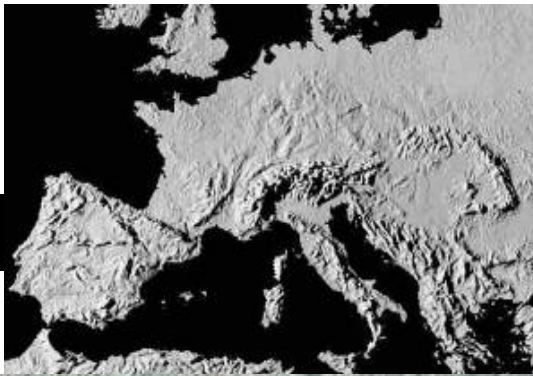


# Public-sector Intervention in Embodying the New Economy in Inner Urban Areas: the Barcelona Experience

*Urban Studies 46(5&6) May 2009*

Antònia Casellas & Montserrat Pallares-Barbera  
Geography Department  
Universitat Autònoma de Barcelona  
[antonia.casellas@uab.es](mailto:antonia.casellas@uab.es)  
[montserrat.pallares@uab.es](mailto:montserrat.pallares@uab.es)

Mid-size cities in the knowledge economy  
IUFA 2009 Conference  
13th-17th June 2009, Bologna



Source: The 22@ Barcelona project

# Outline

- 1) Top-down public sector intervention
- 2) A knowledge-based economic district as a means of further economic growth
- 3) Fuzzy concept and redefinition of strategy
- 4) Uncertain results ?

# Top-down Public Sector Intervention



Source: The 22@ Barcelona project

- ❑ Master Plan (2000)
- ❑ Amended Metropolitan Master Plan of 1976
- ❑ “New Creative Class” hybridized space (high-tech industries, housing, offices, commerce, hotels, amenities and open space)
- ❑ Mix-use, greater density
- ❑ 100,000 to 130,000 new jobs
  
- ❑ Flexibility: In terms of buildings morphology, agents involved, mechanism of transformation.
- ❑ Special Plans (city block, half block, parcels of 2,000 m<sup>2</sup>, consolidated industrial buildings, industrial buildings of interest, consolidated housing fronts,...

# A knowledge-based economic district as a means of further economic growth

## THE SCALE OF THE PROJECT:

• <b>TERRITORY:</b>	<b>198,26 Ha</b> (115 city blocks)
• <b>NEW GROSS FLOOR SPACE :</b>	<b>4.000.000 m<sup>2</sup></b>
• Productive Activities:	3.200.000 m <sup>2</sup>
• Housing, facilities and services:	800.000 m <sup>2</sup>
• <b>INCREASE IN GREEN SPACES:</b>	<b>114.000 m<sup>2</sup></b>
• <b>INCREASE IN FACILITIES:</b>	<b>145.000 m<sup>2</sup></b>
• <b>INVESTMENT IN INFRAESTRUCTURES:</b>	<b>180 million €</b>

“the information and communication technology sector (ICT), as well as those activities related with any other sector linked to research, design, publishing, culture, multimedia, database and knowledge management: in summary, those activities that use information as raw material and whose end product is knowledge” (MPGM, 2000:14).

# Centrality



Source: The 22@ Barcelona project

## The Catalan Manchester (1860-1960)



# 1960-1990: Obsolescence and Degradation



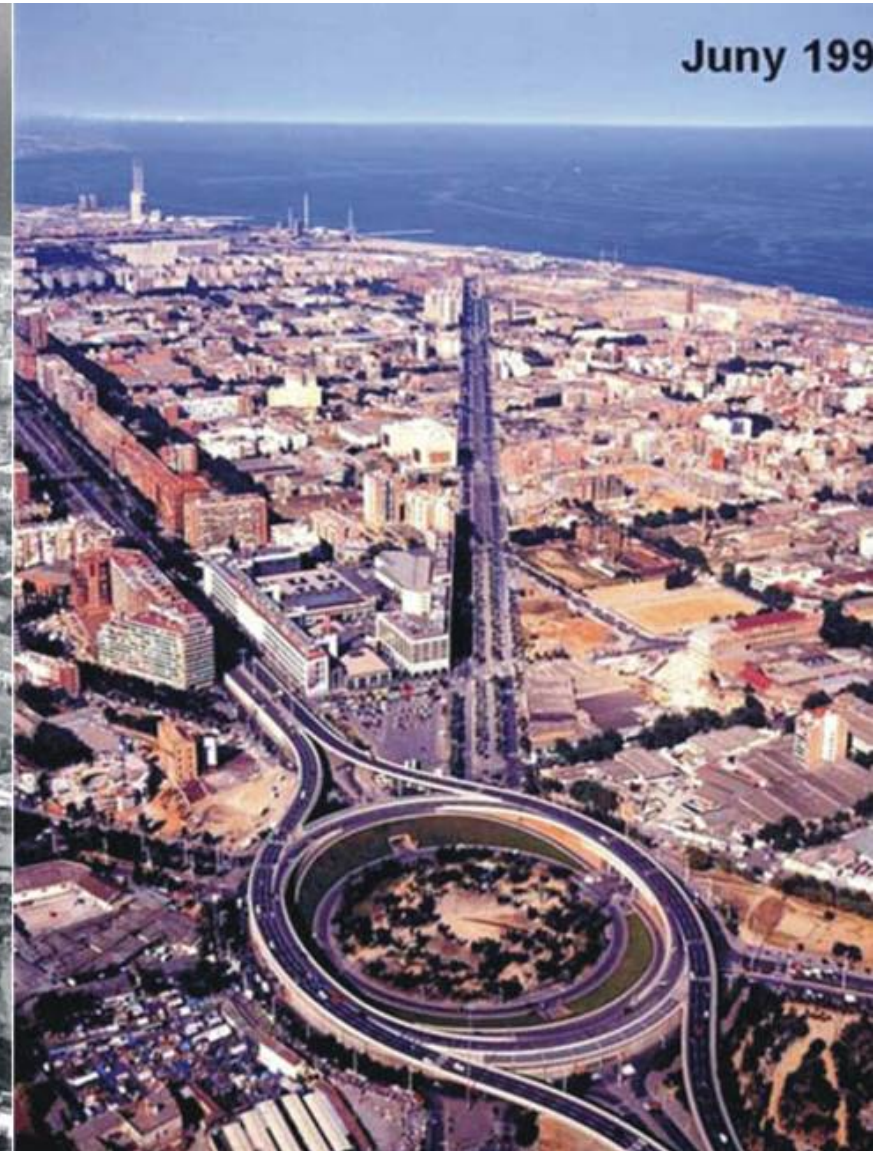
Source: The 22@ Barcelona project

## 1986-1992: The opening of the waterfront



Source: The 22@ Barcelona project

## 1996-1999: The opening of Diagonal Avenue



Source: The 22@ Barcelona project

# Pre-existing Economic Base: family-owned enterprises Transportation facilities + warehouses + suppliers metallurgical industries

new economy



Year 2000: 6,342 firms (39.9% services, 33.3 % commerce, 25.4% industry, and 1.4% construction)

881 professional activities

# Pre-existing Housing: Diverse styles, income groups and periods



Year 2000: 9,757 inhabitants per hectare (15,197 in/h in Barcelona)

# Fuzzy concept and redefinition of strategy



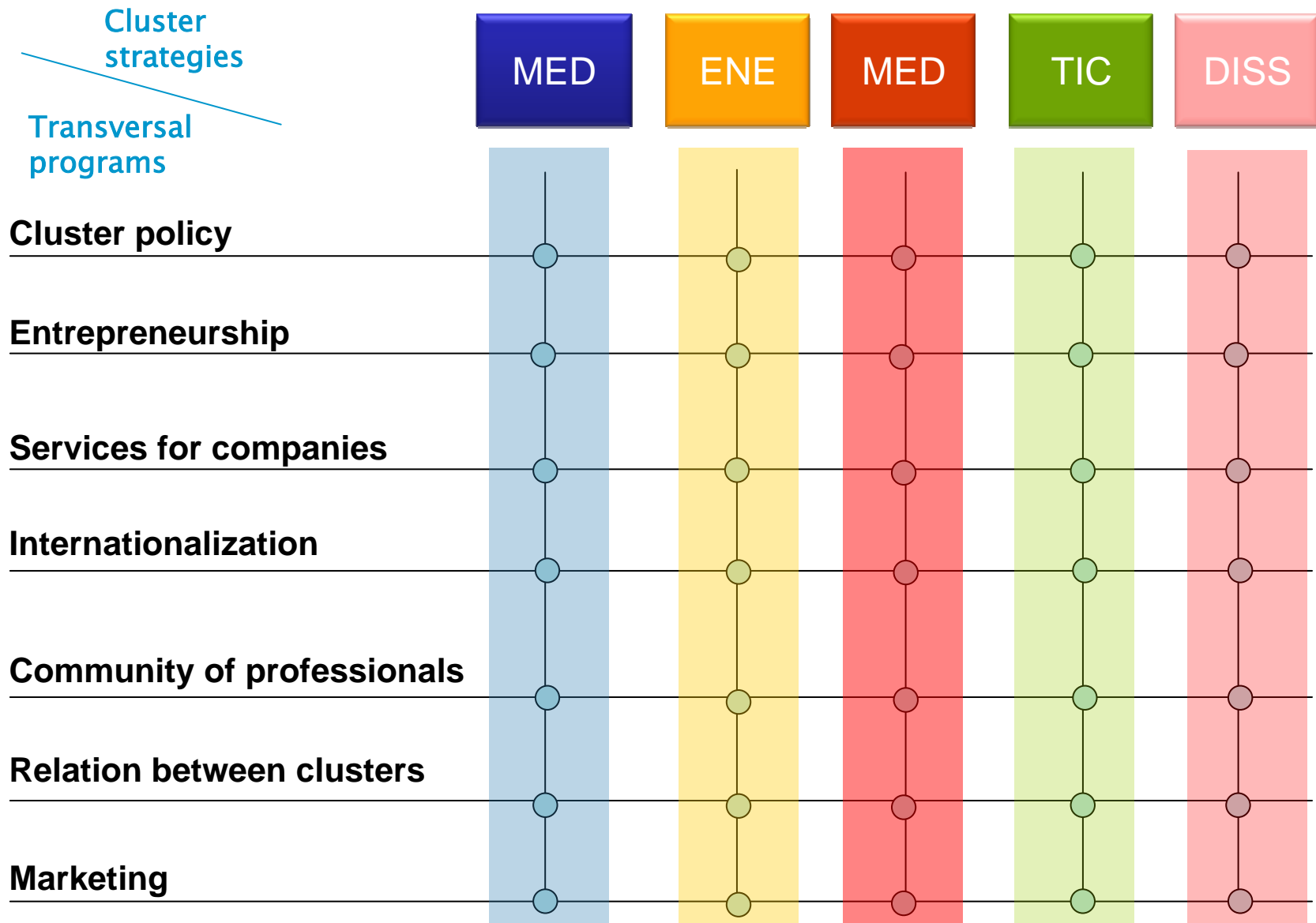
## ❑ 6 Strategic areas

1. Lull Pujades Llevant
2. Perú-Pere IV
3. Audiovisual Campus
4. Parc Central
5. Eix Llacuna
6. Lull Pujades Ponent

## ❑ Year 2000 -- 7 Engines

1. Media – Companies & institutions working in and around the audiovisual sector.
2. Information & communications – e-learning engine university programs + Partnership to attack the headquarters of the European Translation Agency of the EU.
3. Bioscience – Relocation of firms located within the city + attraction new firms.
4. Knowledge spaces (R&D) – Public joint venture (Catalan government's R&D agency, 2 municipalities, Barcelona provincial council).
5. International entrepreneurs - Young entrepreneurs form and out of the country – “Creative class.”
6. Technology transfer – Technological centers with the goal of creating bridges between university and corporations.
7. Social cohesion – Amalgam of social and economic initiatives (promote business associations to neighborhood social objectives)

# Year 2009 – Redefined Strategy



## Uncertain results ?

- 1) The urban transformation has been successful when measured by urban refurbishments scale (67% of total land targeted by 2008).
- 2) Exemplifies the “Barcelona Model”
  - Public sector top-down master planning process
  - “Ad hoc” public corporation to implement the project
  - No effective community consultation process in the design and implementation of the plan.
- 3) Uncertain economic results
  - Fuzziness of the concept of new economy
  - Redefinitions of strategy over time
  - Problems in data gathering
  - Issues of industrial and residential gentrification
  - Concentration of advanced services or innovative area?
  - New start-up or relocation?

Thank you!  
[antonia.casellas@uab.es](mailto:antonia.casellas@uab.es)  
[montserrat.pallares@uab.es](mailto:montserrat.pallares@uab.es)

**Public-sector Intervention in Embodying the New Economy in Inner Urban Areas:  
The Barcelona Experience**

Antònia Casellas and Montserrat Pallares-Barbera

*Urban Stud* 2009; 46; 1137

DOI: 10.1177/0042098009103858

The online version of this article can be found at:  
<http://usj.sagepub.com/cgi/content/abstract/46/5-6/1137>