

Title: 22@'s Marketing and Realities. A study of the development and implementation of 22@'s Special Plan of Infrastructures (PEI) and application of its theories in the Campus Universitari de Llevant's zone.

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## **ABSTRACT**

Provided the revolution which started some years ago is being given by the fast development of the Technologies of Information and Communications (TIC), Barcelona needs strongly to adapt its productive specialization and to intensify its specialization in dense activities about knowledge, so it can be heading the metropolitan cities network.

That's why Barcelona City Hall approved in 2000 an urbanistic plan for transforming old Poble Nou's industrial areas into a whole new productive district with the purpose of concentrating and developing dense activities about knowledge: 22@. A compact and plural surrounding is created, where enterprises which specialize in TIC's will coexist with researching and formative centres, shops, living areas and green zones which will favour social and entrepreneur life.

Attraction of next generation activities (@'s activities) demands having an important centralization, good infrastructures and a quality urban surrounding. This way, Barcelona approved also 22@'s PEI, for a complete renewal of the whole zone's infrastructures, under sustainability criteria, with an integral view of the whole system, and with innovative proposals where it was intended to have an efficient and modern net of urban services.

All being said, Barcelona is before a marketing project with the purpose to attract those enterprises which are entitled into the @-activities sector, and so, the transformation of the district can be done. And just to incentive the implementation of these enterprises, impulse has been given to many diverse projects for attracting these activities.

The answer given by all of the enterprises to these projects has been positive, and from its start, 22@ project has allowed the implementation of more than seventy new businesses in the district, most of them dedicated to dense activities about knowledge. Nonetheless, in those first years the renewal of more than 50% of Poble Nou's industrial areas has been started, allowing more than a million and two hundred thousand square meters (1.200.000 m<sup>2</sup>) to be dedicated for new productive spaces. So, it can be said than the objectives as planned in the 22@ are being completed.

It cannot be said the same about the PEI's development and implementation during that first stage of execution. PEI's implementation process is completely subjected to the requirements and previsions of the private sector, in a way that makes extremely difficult its development in an ordered way and following an established planning.

Otherwise, during those years, some of the most stunning proposals about street planning, accessibility or public spaces treatment had to be modified or renounced. There are also changes that point towards some realities in a project that is not always as perfect as it is intended, and that show that the implementation of a new infrastructure system in such an established quarter is not as easy as it was planned in the beginning.

About subsoil planning, during PEI's first stage of implementation, the channeling of the system consisting in troncal and perimetral prisms, and service galleries, has been better defined. This system is being presented, in theory, as an efficient, ordered and flexible design of the urban services net extension. Moreover, in this case, the implementation in a consolidated area is relatively easy, as it is being proved by the fact that it can be applied to an external area out of 22@, as it is the Campus Universitari de Llevant. If finally the system efficiency is verified, we'll be able to ensure we are up to a new model of urbanization which is integral and sustainable.