Public space and tourism in post industrial territories
TOURBANISM. 2012. GROUP D: The recycling of the tourist areas

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The impact of “cultural tourism” in historic cities

CURRENT CONTEXT

Crowds invading the streets in the old city quarters.
New economic activities.
Ordinary resident’s normal life is disrupted.
CONFLICT

Two different ways of approaching the city:
   - the ordinary citizen
   - the occasional visitor

Hardly a city, or a part of a city, can assume both kind of users. When no agreement can be achieved between the two parts we are witnessing a saturated city.
DEEP TRANSFORMATION

Old historic centres being transform. Cities as a kitsch picture. They end up oversimplified. Commercial = reduce the complexity of the city to a single idea or image.
CITIES AS LUNA PARKS

This simplification is achieved by directing the visitors to one or several iconic spaces within the urban fabric. These places are designated as key to understand the essence of the city.

The cities as a luna parks
SIMPLIFICATION

the most important moments of its history, and somehow they must be able to explain the citizen’s identity.
WHAT IS A CITY?

Cities are the **sum of many different aspects difficult to synthesise**. Each period had a particular way of transforming the urban environment.
PUBLIC SPACE

Public space reflects the development of a community, of its history and its culture.

Key factors can give as a result very different urban schemes.
THEMATIC CITIES

In Spain we see how medium size have been heavily transformed.

The old historic quarters have completely surrendered to their association with a single image.

In Toledo like a “luna park”
RESPONSIBILITY

Local authorities encourage these practices.
A tour around Sevilla.
IS IT POSSIBLE A CHANGE?

is a change is possible in the way historic cities adapt to “cultural tourism”?
A natural curiosity moves each individual traveller,
THE CHALLENGE

The challenge is to make a more honest approach to each city and its history. Tourism should be supported by the will to understand the collective memory of the inhabitants of a city. This is not possible without the involvement of both:

- public institutions
- tourist operators

Local policies and private initiatives have an opportunity.
NEW CONCEPT OF PUBLIC SPACE IN TOURISM

Public space as the support for touristic activities can also be the place where citizens live and express themselves.

What do we talk about when we talk about public space?
In many cases public space has been privatized and private space make itself visible by advertising. Avoid the devaluated concept of public and to consider the potential of democratic spaces.
WHAT ARE THE CURRENT OBJECTIVES OF THE CULTURAL TOURIST?

Today the access to information is wider than ever but, one might also ask: to what kind of information? **Tourist information is more a way of advertising** than a source of information about cultural facts.

What would happen if we transform the consumerist target into a cultural target?
LOOKING FOR A DYNAMIC VIEW OF THE CITY

A tourist needs to walk the streets and lose himself in the real life of the city,

There is a chance for the unexpected.

What would happen if art transcends the walls of the museums and invades the streets?

ART IN THE CITY

Very often art works, invade public spaces, giving them a sense and transforming the perception of local and visitors.

Combining art and public space can be applied to old city centers as a possibility to improve the tourist experience.

Regeneration of public space could be done by two different actions:

-the permanent transformation.
-the inclusion of ephemeral interventions.
TRANSFORMATION OF PUBLIC SPACES

Streets and squares can be transformed with the presence of art works and public space could be invaded with social demonstrations.

The wandering as an aesthetic practice is a way to generate landscapes.

- public art works
- public demonstrations.
Interventions in public spaces
Intrusion activators

* ludic use of elements of waste, new life for recycled objects *
Yard

Allan Kaprow

1961

Common courtyard (Martha Jackson Gallery)
Nueva York

This is a happening in which the artist and the public have the same level of participation. Kaprow accumulated a large amount of tires in a courtyard where attendees could play an active role or remain as mere spectators.

Kaprow, a disciple of John Cage and inventor of the happening investigated the concept of experience, advocating the arrival of reality in art. Combined media and simultaneous demonstrations so that anyone occupying a position to fully cover the event.

The mere presence of a pile of gravel in a public square and the possibility to rake it and give different shapes to it, creates new possibilities for use of public space.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1_ http://www.temporaeregaerten.de/
Parkeing

Ecosistema urbano:
José Luis Vallejo, Belinda Tato y Diego García

2004

Alcalá de Henares (Madrid) Talleres [R]activa

In a vacuum solar, currently taken by car, that is used as a parking space an area is marked out with new planting trees. In this way an area is isolated from traffic of the parking, which makes possible to generate a place for the residents of the neighborhood.

Parkeing aims to highlight the excessive presence of the car in Alcalá de Henares, and to make a reflection on the possibility of generating uses in areas currently devoted exclusively to the car.

1_ http://www.parkeing.tk
The portable green

Mini-gardens and green elements as a way to introduce mobile vegetation in consolidated urban areas.
The intervention consists of a series of mini-gardens planted in portable bags.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1. http://www.temporaeregaerten.de/
“Have a break”-“Have a garden”

Anne Haß

1997

Berlin

People is supplied with mini-gardens matchboxes

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1 http://www.temporaeregaerten.de/
Helianthus erectus
Roland Senger, Jens Henningsen, Knut Honsell

1997
Berlin

A base of a packed plant species they generate a differential pavement parking areas.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1_ http://www.temporaeregaerten.de/
artificial planting

planting of objects as a method for characterization of public spaces
It is an artificial garden done with raincoats.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1_ http://www.temporaeregaerten.de/
altered elements

reinterpretation and presentation of objects in the urban landscape
Mirador nómada
José Dávila

2005

Madrid. Fachada de la Casa de América, Pza de Cibeles.

The idea of this proposal is that the building of the House of America is not primarily a work to be observed, but to reverse this relationship and use the site to observe it from the city and contemplate the events of everyday urban life.

The intervention is part of the proposal Madrid Abierto. (See note 2)

1_http://www.madridabierto.com/esp/index.htm
privacy

Generating more intimate spaces within the urban public space.
Klanggarten-Le Salon Rouge
Martine Šgard y Suzanne Gabriel

1997
Berlin

By allowing a red mesh transparency adds a space around the trunk of a tree.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1 http://www.temporaeregaerten.de/
An space is bounded by a mesh as a toilet in within a mini-garden is planted.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1 http://www.temporaeregaerten.de/
Image, sound and new media

Video, photography and sound interventions as elements of interpretation and transformation of the urban landscape
Surveillance camera players

Desde 1995

Nueva York y otras ciudades americanas.

To demonstrate the presence of video surveillance cameras in public spaces, these groups play off in the places where these cameras are.

This is an activity with little physical presence in public space. Only the maps showing the position of cameras and photos of the performances are as physical records of activities. They seek to disable the power of social control that these cameras have when they are placed in public spaces.

1_ http://www.notbored.org/the-scp.html
Through lighting, sound and graphics are provided signs of an urban presence and a residual field trapped by electric and rail infrastructures.

Us an area devoid of public activity, having been converted into a square end, severed by the passage of the railway on one of their addresses and a tunnel in a perpendicular direction. This problem adds shared occupation of the square by hitherto considered incompatible uses (200,000 volts of electricity infrastructure on the one hand and a terrace bar on the other). Convert this waste into a new and intensely suggestive support for this in the particular environment, it becomes the primary objective of the workshop.

1. Revista Pasajes: Arquitectura y Crítica nº 62
Interstices and party wall

Empty urban areas are not resolved, and there exist vertical spaces naked, as places of opportunity for public activity
Drawing on urban medians as if it were a vertical land they stack a series of habitable modules. At the same time they are the living spaces these Mediatrix an increasingly important role in the public space becomes a medium capable of sustaining lighting and signs to change the public space that is surrounding by emptiness.

The project has a double orientation, on the one hand qualifies a public space, but it generates private spaces stacked.

Points of view

Generating new points from which you can have a view of the city
Ein Garten für zwei
(un jardín para dos)
Bode y Williams

1997

Berlin

It is an element of street furniture which allows to see the height of the trees.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1_ http://www.temporaeregaerten.de/
By choosing the proper point of view, the installation allows the urban environment in a different way. A garden of card visually overlaps the urban landscape, as if the covers of the buildings were green.

The intervention is part of the "Temporäre Garten Berlin" (temporary gardens). (See note 1)

1_ http://www.temporaeregaerten.de/
Artistic actions

The city can also be used as a support and means of artistic expression of attitudes of claim.
Neun-nein-dé-collagen

Wolf Vostell

14 de Septiembre de 1963

Wuppertal

This is happening on a large scale organized in nine locations in the city of Wuppertal. Organized by the Galerie Parnass, including from the happening films Vostell manipulated, that people saw lying on the ground, until the collision of a locomotive to 130 km/h with a Mercedes parked on the road.

The intervention follows the concept of “de-collage, the artist wants the public to isolate events of their everyday context, question of what is reasonable or absurd, which led to new patterns of behavior that provide the public with a plea for reaction and reflection (and shock at the effects that will feel after)

INTERACTION TRAVELER+CITY

Both the inclusion of art ephemera could be a response to a critic situation.

The inclusion of ephemeral performances in public spaces.

The pursuit of a catharsis between people and city should be a priority for institutions.

CONCLUSIONS

1. Interventions. Less academic approach from art to public space.

2. Citizen Participation: basic for the transformation of the city to a place more habitable.

3. The city where public spaces showcase regain their status of collective thinking is a more attractive and popular sentiment transmitter

4. Each type of intervention triggers different consequences, from an reconstruction of the social fabric of places without more representative spaces to the cases more purely esthetical.

5. The public space is the inherent substrate for the generation of exchange sites.

6. The claim public space as a meeting place is still valid today, especially if we think of it as a place of reception of contemporary thought.

7. Art in all its forms is a representative form of the catharsis between art and the city. Dialogues between art and the city is enriching for urban areas and for citizens and tourists.

Darius & Downey. False traffic sign.
The book. "Art in Public Space"
SOME ALTERNATIVES

Turismo raro.
http://turismoraro.blogspot.com/

The project rare tourism wants to embed, from the do it yourself, from the creative innovation within the mechanisms created by the culture industries.

Tourism Guide & map (being distributed around the city using different channels) which will collect the following rare tourist itineraries design for the occasion.
Turismo raro.
http://turismoraro.blogspot.com/
Turismo raro.
http://turismoraro.blogspot.com/
The situacionism movement of the 60’s and 70’s
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