22@Barcelona, the Innovation District, and the Diagonal-Besos Campus:

Universities involvement in a model of urban regeneration

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Barcelona’s Metropolitan Area and the 22@ District location
1860 - 1960: the "Catalan Manchester"

1960 - 1980: obsolescence and degradation
1986-1992: the opening of the waterfront - The Olympic Village

The Barcelona's eastern area transformation

An urban renovation strategy; a model of city development
The answer to a need: the Knowledge Economy
The urban planning process (2001-2008)

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>2000</td>
<td>Industrial land, little used or in complete disuse, 100% privately owned, and part yet to be urbanised</td>
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<td>2001-2003</td>
<td>Urban Planning</td>
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<tr>
<td>2004-2004/06</td>
<td>Infrastructures</td>
</tr>
<tr>
<td>2004</td>
<td>Construction</td>
</tr>
<tr>
<td>2004-2008</td>
<td>Corporate Projects, clusters</td>
</tr>
<tr>
<td>2008</td>
<td>Compact city, with publicly owned land, fully urbanised and offering excellent infrastructure, providing many more jobs in the field of knowledge intensive activities</td>
</tr>
</tbody>
</table>

The 22@ Barcelona Plan: a new model of a compact city

- Activities
- Green spaces
- Advanced infrastructures
- Industrial heritage
- 7 Facilities
- Students residences
- Revitalised public spaces
### Scale of 22@Barcelona, the Innovation District: main figures

#### The scale of the project:
- **Territory**: 198.26 Ha (115 city blocks)
- **New gross floor space**: 4,000,000 m²
  - 3,200,000 m²
  - 800,000 m²
- **Increase in green spaces**: 114,000 m²
- **Increase in facilities**: 145,000 m²
- **Investment in infrastructures**: EUR 180 million

#### Update execution at 1 T 2010:
- **Urban Plan and new economic ceiling**
  - 42% of reurbanization works finished or in process; 80% already planned
  - Investment until December 2009: EUR 112 million

#### Infrastructures Plan and investment
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### Table: Scale of the project

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<th>Figure</th>
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### Diagram:

- More than 1,500 companies already established, 45% newly created
- About 45,000 new employees in the District, 75% linked to @ activities

- 10 Faculties & other University centers, 25,000 students
- +10 R+D+i & technological centers

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**B_TEC, UPC UNIVERSITY**
**SAE INSTITUTE**
**UPF COMMUNICATION**
**UPF CIUTADELLA**
**UOC R+D**
**ALSTOM R+D**
**TELEFONICA R+D**
**KIM BCN**
**HEALTH BUILDING**
**Bioresearch Park**
**ICT TECHNOLOGICAL CENTER**
**LETI TECHNOLOGICAL CENTER**
**LEITAT TECHNOLOGICAL CENTER**
**PERPIGNAN R+D**
**7TEC, UPC UNIVERSITY**
**BASE INSTITUTE**
**ICT TECHNOLOGICAL CENTER**
**BAU**
**ORANGE R+D**
**IL·3**

**Ajuntament de Barcelona**
The Diagonal - Besòs Campus

Services and Campus management
Spiralling Tower
UPC (Technical University of Catalonia)
Energy Park and Water Park
IREC (Energy Research Institute)
University - Business
Fusion for Energy (ITER)

InnoEnergy (CCiberia)
Knowledge Innovation Communities (KIC)

22@Barcelona: Urban Clusters & their main components

Companies
Institutions
Universities
Technological centres
Incubators
Energy
ICT
MedTech
Design
Media
Entrepreneurs
Specific spaces
Dissemination spaces
Residences
Other services

Ajuntament de Barcelona
The Media Cluster: Barcelona Media Park

<table>
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<tr>
<th>Companies</th>
<th>MediaPro, Lavinia, Cromosoma, Yahoo R+D Center</th>
</tr>
</thead>
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<tr>
<td>Institutions</td>
<td>RNE, CAC, Barcelona TV…</td>
</tr>
<tr>
<td>Specifics spaces</td>
<td>Audiovisual Production Centre (PBM)</td>
</tr>
<tr>
<td>Universities</td>
<td>UPF, UB, UOC</td>
</tr>
<tr>
<td>Technological centers</td>
<td>Barcelona Media-Innovation Centre</td>
</tr>
<tr>
<td>Incubators</td>
<td>Media-TIC Building</td>
</tr>
<tr>
<td>Residences</td>
<td>Melon District / Ciutadella</td>
</tr>
<tr>
<td>Dissemination</td>
<td>Media Factory</td>
</tr>
</tbody>
</table>

Media & ICT Clusters: 2006 - 2010

- ECONOMIC PROMOTION (BCC) - BARCELONA ACTIVA & 22@ HQ.
- IMAGINA BUILDINGS: Mediapro, CIBM, Yahoo, TCI…
- AUDIOVISUAL PRODUCTION CENTRE
- COMMUNICATION & MEDIA FACILITIES (UPF)
- VILA CASAS MUSEUM OF CONTEMPORARY ART

- AGBAR TOWER
- ORIGIN AREAS
- INTERFACE BUILDING: INL, Indes & ACC
- T-SYSTEMS HQ
- BARCELONA TV
- MEDIA-TIC BUILDING: BCN DIGITAL TECH CENTER
- SUBSIDIZED HOUSINGS
Thank you for your attention...
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