

REFORMATTING TOURISM¹

SPAIN STUDY ABROAD PROGRAM | PENNDESIGN | MAY 20th - JUNE 18th 2018
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Bathers on the beach of Barceloneta (Barcelona) on Sunday August 13 2017, by Joan Sanchez

Introduction:

The Spain Study Abroad Program Reformatting Tourism is a three year research and design project on the architectures, urbanisms and politics of tourism in Madrid, Barcelona and Palma de Mallorca (Balearic Islands). In collaboration with grassroots organizations in all three cities, we will study the impacts of deregulated mass tourism and propose critical reformatting tactics and strategies that pursue a sustainable balance between the visited and the visitors.

After deindustrialization, Spain's economy has relied excessively on the service sector, with touristic exploitation being its most visible expression. Mass tourism has become the main economic sector of the country since the 2008 economic crisis. While stemming from similar politics and financial models, deregulated and exploitative tourism takes various forms in different parts of Spain's geography: Madrid's *turistification*² has been demonstrated to trigger patterns of social segregation and processes of gentrification; In Barcelona, thousands of tourists travelling in cruise ships have been flooding the city's historic centre and short-term sublet companies such as Airbnb have been driving up housing costs and forcing residents out of their city; Palma de Mallorca has recently experienced records in the numbers of visitors, hotel occupancy and corporate profits together with an increase in job insecurity, housing prices, saturation of infrastructure and the destruction of its landscape. Recently established progressive political

¹ Preliminary Syllabus: Dates, Lectures and Visits to be confirmed in the Spring semester

² <http://turistificacion.300000kms.net>

parties, constituted through alliances between progressive social movements including platforms for the defense of human rights and local grassroots organizations, have taken office of Spain's most important cities, including Madrid, Barcelona and Palma de Mallorca and have been passing policies that regulate mass tourism.

Through visits to the three cities, meetings with leading scholars, architects, activists and politicians and through a design research workshop, the Spain Summer Study Abroad Program will develop critical spatial visualizations that support activists' claims on tourism and provide reformatting tactics of the sector. We will spend a week in Madrid and in Barcelona, where apart from exploring and studying the key sites and effects of mass tourism, we'll also visit well-known and internationally acclaimed architecture projects by leading architecture offices including Enric Miralles, Herzog & de Meuron, FOA, Iñaki Ábalos, Juan Herreros, Mansilla y Tuñón, Rafael Moneo, Manuel Ocana, Morphosis, ZuloArk, Ecosistema urbano, Langarita y Navarro, MAIO, etc. On our arrival to Palma de Mallorca, we will embark on a 10 day long workshop in collaboration with the museum of modern and contemporary art of Palma de Mallorca, Es Baluard, and with students and faculty from the school of Architecture of Madrid (ETSAM) and the Universidad Europea.

The work produced in *Reformatting Tourism* will be exhibited in EsBaluard, a major art institution in Spain, and will be presented to the local and national media. The goal is to produce documents that trigger a discussion outside of our academic bubble and in the general public on critical reformatting tactics and strategies that create an awareness and pursue a sustainable balance between the visited and the visitors.

Summary of activities:

1. Academic exchange with the school of Architecture of Madrid (ETSAM) and the Universidad Europea
2. Guided tours and interviews with leading scholars, architects, activists and politicians.
3. Tour to leading architecture offices in Madrid, Barcelona and Palma de Mallorca.
4. Visit selected sites of mass tourism and well-known built architecture projects in the three cities.
5. Design-research workshop with students from Spanish universities in the museum of modern and contemporary art of Palma de Mallorca, Es Baluard.
6. Lectures and panel discussions during workshop at the museum of modern and contemporary art of Palma de Mallorca, Es Baluard.
7. Presentation to the local media and exhibition of the workshop's results at the museum of modern and contemporary art of Palma de Mallorca, Es Baluard.
8. Time for recreational visits to beaches in the Catalan coast and Mallorca.

MADRID visits and meetings:



- Activist Organizations: Colectivo Lavapiés ¿dónde vas?, Tabacalera de Madrid, Ahora Madrid (political party in the city's office)

- Mass tourism case study: Huertas Neighborhood
- Architecture offices: Iñaki Abalos, Juan Herreros, Mansilla y Tuñón, Aranguren y Gallegos, Andrés Jaque and the Office for Political Innovation, Manuel Ocaña, Morphosis, ZuloArk, Ecosistema urbano, Langarita y Navarro, Paisaje Transversal, Inteligencias colectivas,
- Site tours: Colegio Maravillas by Alejandro de la Sota, Torres Blancas by Sáenz de Oiza; Campo de la Cebada by ZuloArk and neighbors; Ensanche de Vallecas including projects by Toyo Ito, FOA, Ecosistema Urbano, Morphosis, Iñaqi Carnicero; Mirador de San Chinarro by MVRDV, Museo de las colecciones reales by Mansilla y Tuñón, Matadero de Madrid, Medialab Prado by Langarita Navarro, Madrid Caixa Forum by Herzog & de Meuron, Reina Sofia by Jean Nouvel...
- Academic and cultural institutions: ETSAM, Circulo de Bellas Artes.

Barcelona visits and meetings:



- Activist Organizations: Neighbourhood Assembly for Sustainable Tourism, Barcelona en Comu (political party in the city's office),
- Mass tourism case study: Barceloneta
- Architecture offices: Miralles-Tagliabue, Bailo Rull, Enric Ruiz Geli (cloud 9), MAIO, Fake Industries Architectural Agonism, Bopbaa, Josep Llinas, ACTAR publishers.
- Site tours: Gaudi buildings including casa Batllo, Casa Mila, la Sagrada Familia and Parc Guell; Miralles tour including Parc de Mollet, cemetery of Igualada, Mercat de Sta. Caterina, Parc Diagonal and Torre Gas Natural; Forum de Barcelona by Herzog & de Meuron and Parc del Forum; Agbar tower by Jean Nouvel; Jaume Fuster Library and Library in Gracia by Josep Llinas.
- Academic and cultural institutions: ETSAB & IAAC

Mallorca visits and meetings:



- Activist Organizations: MES (Eco-nationalist political party in the city's office)
- Mass tourism case study: Magalluf
- Architecture offices: TE'd'A Arquitectes, IBAVI (public housing program)
- Site tours: Fundación Miró by Josep Lluís Sert, Can Lis by Jorn Utzon, Inca Public Market by Charmaine Lay and Carles Muro, .
- Workshop & exhibition: Es Baluard Museum of Modern and Contemporary Art.

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