



CATEGORY: architectural.

SITE FAMILY: How to create positive dynamics from a difficult situation?

LOCATION: Barcelona, Sants-Montjuic District, Marina del Prat Vermell, Sector 10

POPULATION: 1,600,000 inhab.

STRATEGIC SITE: 10,5 Ha,

SITE OF PROJECT: 1,430 m²

SITE PROPOSED BY: Barcelona City Council

OWNERS OF THE SITE: Barcelona City Council

COMMISSION AFTER COMPETITION: Building projects (housing or facilities), others

REPRESENTATIVE OF TEAM: architect

HOW CAN THE SITE CONTRIBUTE TO THE "ADAPTABLE CITY"?

Project Area: The aim of this EUROPEAN competition site is to define an urban regeneration proposal for an adaptable city in the form of a self-sufficient social housing block which is congruent with its immediate surroundings.

Study Area: Urban planning proposals for the public spaces and the adjacent buildings will be accepted in diagrammatic and/or schematic form. Their goal will be to create new residential structures with the threefold quality of regenerating, renaturalising and re-industrialising the city, while at the same time ensuring the creation of new urban systems.

URBAN STRATEGY

The urban development model of the new La Marina district includes the latest 'smart' technology aimed at improving and optimizing resources. It pursues the following objectives: 1/ Make economic and residential activity compatible. 2/ Facilitate the establishment of a district with high environmental quality and promote eco-efficient buildings. 3 / Create a district with a high degree of social cohesion, apartments with different types of social rental arrangements, free market dwellings and essential social housing. 4/ Large-scale public community facilities and open spaces. 5/ Set the suitable conditions for sustainable mobility. 6/ Complete the road network and re-urbanize the area, implementing appropriate levels of urban development to the new requirements.



SITE DEFINITION

Marina del Prat Vermell is an area between Metal·lúrgia, Foc, Cisell and Mare de Déu del Port Streets. The amendment to the Metropolitan Master Plan (MPGM) will transform this area's clearly industrial profile into a new mixed-use neighbourhood where housing and business will be compatible in one of Barcelona's highest profile residential and commercial areas. The potential number of inhabitants is roughly 30,000, in an area of almost 80 hectares.

FUTURE OF THE SITE IN RELATION TO ADAPTABILITY

One of the main goals of the Marina del Prat Vermell's urban model is to make economic and residential activity compatible. The new buildings will be laid out in a balanced combination between residential uses (75% of the buildable space) and business activities (the remaining 25%), as well as a major provision of public facilities and spaces. The architectural proposal for a self-sufficient social housing block must be approached on various scales in order to make a major step forward in the urban strategy.

It is not so much a question of designing a building as a self-sufficient habitat integrated into a process of innovative urban transformation which can adapt to the situation. Therefore, in addition to the building as such, there will be a large study area that covers the built-up part, the previously designed surrounding area, the district's large central public space, and the elevations of the buildings around its perimeter which will define it.

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