

# OLIVENZA SITE 2 / TEAM 1

## MEET MACARENA



European 13-14 Inter-Sessions Forum – Workshop

### **ARCHITECTURE TO THE RHYTHMS OF CITY AND NATURE**

To arouse interactivity at the European level, European and the Junta de Extremadura invited the E13 winning teams (winners and runner-up) for 4 days to consider and design scenarios on the E13 session topic –“The Adaptable City“– applied to urban contexts in the Region of Extremadura. Three urban situations were proposed for the Workshop, all three located in 2 nearby towns – Olivenza (with 2 sites) and Valencia de Alcántara.

In a region like Extremadura, with almost 75% villages of less than 2,000 inhabitants, the city-nature relation is everywhere. Nothing can be done without considering the presence of the rural environment, which has generated enough activity for the urban poles to develop. Still, along the years, the influence of the countryside has gradually (if not drastically) vanished, impacting on the urban spaces which therefore were deserted. So how to regenerate the urban structure through the revitalisation of urban fragments? How to consider today the limit between city and countryside? And how to take back the urban space through new rhythms and uses?

**European  
Junta de Extremadura  
E13 Winning Teams**



## OLIVENZA SITE 2 // CITY & NATURE

### Which Limit Between City & Countryside?

The site South of Olivenza includes the extensions of peripheral housing districts in direct contact with the nearby agricultural fields. The landscape looks like a flat land with green scars and is made of valleys running towards Lisbon, linking the waters of Olivenza to the Atlantic sea; hills and towers act as high points “controlling” the territory until the limit of the horizon, while large “enclaves” –cloisters & arenas– are embedded in the historical limits of the bastion elements, inducing a (non) dialogue between the open agricultural land and the mostly residential outer edge of the city.

The group had to develop scenarios to create an interface between build town & agriculture, without preventing the residential extension but including it into the agricultural natural landscape. Three topics rose from the reflections and subsequent questioning: the **Complicity of Topography and Water** – Olivenza’s permanent defence condition forced the valley-town to build up to the sky –with highpoints for control– as well as dig down to the underground –with water for survival. How to bring back the element of water as an identifying element to Olivenza?; **The Limit as an “objet trouvé”** – Olivenza’s existence had to rely on protective limits. Historically, it is a concentric city of defensive rings. The historical limits –walls, bastions, gates– have lost their protective role though and were converted to elements of Olivenza’s major public spaces –squares, streets and destinations like the bull fight arena. Today the outer edge of the city however is a “non-existing wall” – a result, not a plan. How to turn this accidental relation into an added value for the city and the countryside?; and **100% Coexistence and 0% Interaction** – The accidental condition of the outer edge shows a purely physical proximity with a painful absence of interaction, opposing the historical role of the limit: the old walls were 100% interaction, physically protecting the city and guaranteeing a survival that was as substantial as water. How to re-establish the power of the limit as a connecting medium? Through a rereading of the past the three “obsessions” discovered a wonderful “already there” to offer new pathways to Olivenza’s future.



# MEET MACARENA

## CITY & NATURE – MAKING URBAN LIMITS MORE DYNAMIC



Productive storytelling absorbs master planning, illustrating the life cycles of Macarena, whose ideas and initiatives are the main trigger for a fundamental transformation – Macarena therefore weaves together Olivenza with itself, its rural surroundings, and the world, making explicit the importance of a fruitful relation between local, regional and global scale.

At the same time the project reveals the potential of civic empowerment – Macarena and her neighbours network their everyday life ambitions, becoming “urban entrepreneurs”. As such they are the driving force of Olivenza’s transformation process – a political body enabling the implementation of an urban development plan that directly emerges from the needs and desires of everyday life. A fascinating approach giving Olivenza a promising agenda for the activation of existing resources.

### **PARTICIPANTS**

Manuel PINILLA FERNÁNDEZ (ES), Borja SALLAGO ZAMBRANO (ES),  
Alan CORTEZ DE LA CONCHA (MX),  
Winner in Espoo (FI) with “Wild Synapse“

Nuria PRIETO GONZÁLEZ (ES), Omar CURROS SIMON (ES),  
Runner-up in A Coruña (ES) with “Embroidering The Edge“

Antonio ANTEQUERA REVIRIEGO (ES),  
Winner in A Coruña (ES) with “Nice to ‘Sea’ You“

Ignacio GALBIS LLORENS (ES),  
Runner-up in Santo Tirso (PT) with “3tirsolines“

**COACH:** Bernd VLAY (AT)



*Manuel Pinilla Fernández (ES)*  
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*Omar Carrros Simon (ES)*  
*Antonio Antequera Reviriego (ES)*  
*Ignacio Galbis Llorens (ES)*

**MEET MACARENA!**



**I CAN'T PLAY IN FRONT OF MY HOUSE**



**Macarena, age 10**  
**Year: 2000**  
**Stage: House**  
**Act: Games**



**Problematic**  
 -Invasive cars  
 -Shadeless space  
 -Reduced playground

**Resolution:**  
 -Car-free street  
 -Hanging fabrics  
 -Chalk drawings



**I'M MAKING MY OWN  
PLAYGROUND!!**



*Macarena, age 10*  
*Year: 2000*  
*Stage: House*  
*Act: Games*



*Problematic*  
*-Invasive cars*  
*-Shadeless space*  
*-Reduced playground*

*Resolution:*  
*-Car-free street*  
*-Hanging fabrics*  
*-Chalk drawings*



**MY FRIENDS CAN'T AFFORD THEIR OWN CAR**



*Macarena, age 20*  
*Year: 2010*  
*Stage: Street*  
*Act: Mobility*



*Problematic*  
 -Obsolete mobility  
 -Lone drivers  
 -Bike-less streets

*Resolution:*  
 -Alternative transport  
 -Collective mobility  
 -Environmental sensibility



**SO WE STARTED  
SHARING OUR  
CARS**



**Macarena, age 20**  
**Year: 2010**  
**Stage: Street**  
**Act: Mobility**



*Problematic*  
-Obsolete mobility  
-Lone drivers  
-Bike-less streets

*Resolution:*  
-Alternative transport  
-Collective mobility  
-Environmental sensibility



**SHALL WE DO  
SOMETHING HERE?**



*Macarena, age 30  
Year: 2020  
Stage: Neighbourhood  
Act: Work*



*Problematic*  
-Lack of jobs  
-Few entrepreneurs  
-Closed doors

*Resolution:*  
-Business launch  
-Local products  
-Open garages



**WE'VE CREATED  
START-UPS**

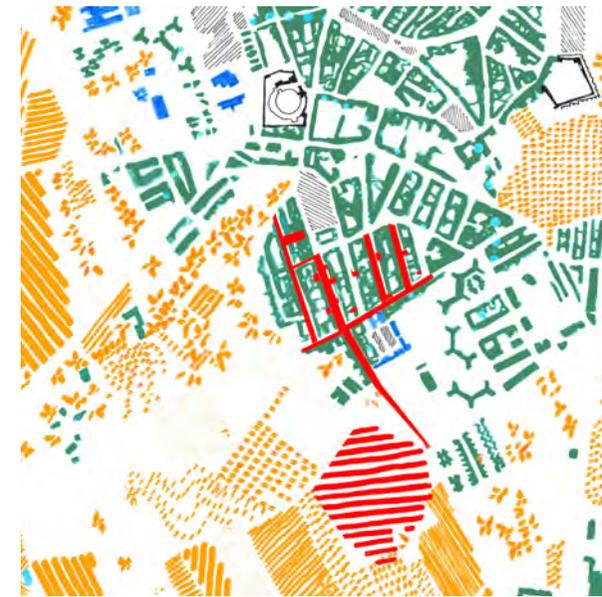


*Macarena, age 30  
Year: 2020  
Stage: Neighbourhood  
Act: Work*



*Problematic*  
-Lack of jobs  
-Few entrepreneurs  
-Closed doors

*Resolution:*  
-Business launch  
-Local products  
-Open garages



**WE NEED A CROP  
FOR  
OUR BUSINESS**

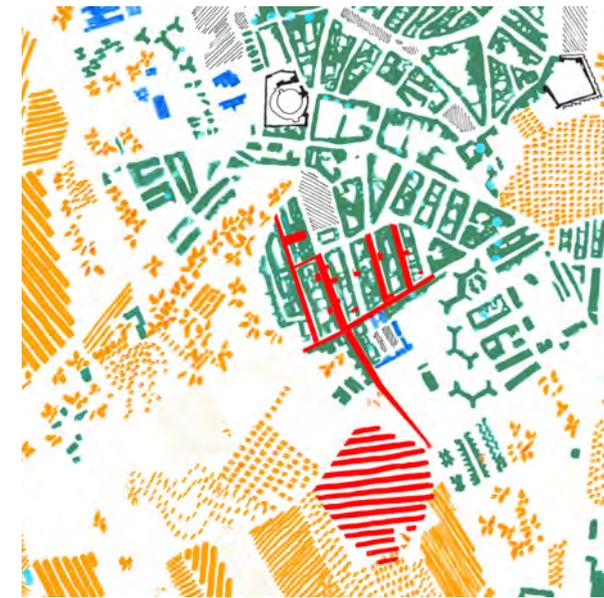


*Macarena, age 30  
Year: 2030  
Stage: Countryside  
Act: Collaboration*



*Problematic*  
-Neglected border  
-Unemployed  
population

*Resolution:*  
-Productive  
occupation  
- State subventions  
- Modified landscape



**I'VE PLANTED  
SOME OLIVE TREES**



**Macarena, age 30**  
**Year: 2030**  
**Stage: Countryside**  
**Act: Collaboration**



*Problematic*  
 -Neglected border  
 -Unemployed population

*Resolution:*  
 -Productive occupation  
 - State subventions  
 - Modified landscape



**HEY COMMUNITY  
LET'S DO  
SOMETHING**



*Macarena, age 50  
Year: 2040  
Stage: Region  
Act: Integration*



*Problematic*  
- Underused space  
- Rural exodus

*Resolution:*  
- Collective memory  
- Regional centralisation  
- Short-distribution-channel agriculture



**ALEGRÍA Y COSA BUENA, AAY!**



*Macarena, age 50*  
*Year: 2040*  
*Stage: Region*  
*Act: Integration*



*Problematic*  
 - Underused space  
 - Rural exodus

*Resolution:*  
 - Collective memory  
 - Regional centralisation  
 - Short-distribution-channel agriculture



**I CAN SHARE MY KNOWLEDGE**



*Macarena, age 60*  
*Year: 2050*  
*Stage: International*  
*Act: Communication*



*Problematic*  
*-Retirement issues*

*Resolution:*  
*-Experience transmission*



**FROM OLIVENZA  
TO THE WORLD**



*Macarena, age 60*  
*Year: 2050*  
*Stage: International*  
*Act: Communication*



*Problematic*  
*-Retirement issues*  
*-*

*Resolution:*  
*-Experience*  
*transmission*

