

□ Fieldtrip 1. Factory of creativity. Fabra i Coats

The Institute for Culture promotes the Barcelona Factories for Creativity Programme with the objective of expanding the network of public facilities that provide support for cultural production in the city.

Creativity and artistic excellence in the city and its metropolitan area are fostered by a vigorous cultural system. Thanks to their creative and productive abilities, many Barcelona artists have made important contributions to promoting innovation and progress in the city, as well forming an important asset for Barcelona's international projection.

Parallel to studying experiences of centres to promote art and culture production, the Institute for Culture also opened a **consultation process with representatives from the city's culture sector** to evaluate the main demands for the Arts Factories Programme. This consultation process will be essential for establishing the formal proposal for the Arts Factories network, which the Institute for Culture will shortly begin to draw up.

These centres of different types, besides including facilities for cultural production, will also house other services, such as small exhibition spaces, offices for managing cultural projects and facilities for art training. In fact, the city's **network of art schools** will also be set up in coordination with the network of Art Factories, so that **artistic training and creation complement each other and share resources**.

Over the period from February to September 2007, in cooperation with the 10 Districts, the Institute of Culture carried out prospecting work aimed at identifying sites in the city that might be appropriate for establishing centres that can form part of the Barcelona Arts Factories network.

One of the projects is Fabra i Coats. It is a building with **12.000m²** of roof and clear height of approximately 4m, located on the old Fabra i Coats industrial site, in a fair state of conservation, with planning as a public facility and use in the process of definition. Its artistic project is a multi-purpose and interdisciplinary artistic production centre, Hosting Arts Schools and Cultural Incubators.





□ Fieldtrip 2. Disseny Hub Barcelona

Disseny Hub Barcelona (DHUB) is a merger between a museum, a centre and a laboratory directed at promoting an understanding and proper use of the design world. A ground-breaking initiative in Spain and Europe whose founding mission is to become a centre of centres.

Disseny Hub Barcelona is the Institute of Culture of Barcelona's new centre for promoting knowledge, understanding and proper use of the design world. A space built to go beyond the scope of a museum or institution which aims to advance all facets of this discipline. It is all of this and much more.

This umbrella organisation through the endowments of existing museums – Museu de les Arts Decoratives, Museu Tèxtil i de la Indumentària and Gabinet de les Arts Gràfiques – sets out to observe the past and present of the design world in order to stimulate research and precipitate activity, in collaboration with the business sector. The result will be a forum for professional dialogue and appraisal, a locale which, drawing on the new technologies, will disseminate among the public at large knowledge of a discipline that features powerfully in our lives and is essential to the economy.

The four disciplines of Disseny Hub Barcelona are:

- Product design
- Visual communications design
- Architecture and interior design
- Fashion design

DHUB provides space for reflection, debate and criticism that hopes to contribute to the future definition of design. According to the organisation, research, by organising the intensive exploration of specific subjects, is the first step before moving into action.

DHUB practices active stimulation of and collaboration with the business world, with the ultimate aim of generating the final production of products and services.

Using a variety of activities that include exhibitions, conferences, workshops and publications, Disseny Hub Barcelona aspires to detect and understand the modern-day reality of the world of design.

DHUB targets four players:

- Design professionals
- The general public
- Producers (industry)
- Institutions



Fieldtrip 3. Factory of creativity. Hangar

Hangar is a visual arts production centre situated in the Poblenou area of Barcelona. Hangar is part of the Catalan Network of Visual Arts Production Centres (<http://www.xarxaprod.cat>).

Hangar is a centre for arts production and research, set up by the Association of Visual Arts of Catalonia (AAVC) in 1997. It provides support facilities for artists and designers and offers services adapted to production needs associated with the arts world.

The centre is housed in refurbished industrial premises in the Poblenou neighbourhood of Barcelona. Its 1,800 m² includes 15 individual studios, Medialab, 2 film sets, an equipment rental service, technicians and consultancy and advice on production. In addition to its international exchange programme, Hangar also offers production grants and a series of training workshops for artists.

The centre is subsidised mainly by the Catalan Government and Barcelona City Council, and is managed by the AAVC Foundation. Focused on production and research, its management model and philosophy make Hangar a unique venue in Spain in general and Barcelona in particular.

As a result, Hangar is able to offer artists a series of subsidised services at affordable prices, contributing towards the upkeep and continuity of the project.

Production Central is the Hangar unit that allows it to offer, on the one hand, consulting services and information to artists in the early stages of their careers, and, on the other

hand, specialised production services for projects requiring holistic assessment. These services include:

- A permanent arts production consultancy office: budgeting models, budget optimisation, sample projects, one-off queries, viability consultations, etc.
- Overall project production: viability reports (prepared jointly with the technical areas, which carry out the study), budgets, production co-ordination, etc.
- Organisation of production teams
- Co-ordination to ensure integration of Hangar services: production, video, interaction lab, venues/physical spaces, programming, etc.

The programme seeks to promote artists' mobility so that they may have the opportunity to develop their work in research, creation and production areas in specialized production centres. Contact and interaction in a different setting favours the artistic working process.



Fieldtrip 4. 22@ Barcelona

22@Barcelona project transforms two hundred hectares of industrial land of Poblenou into an innovative district offering modern spaces for the strategic **concentration of intensive knowledge-based activities**. This initiative is also a project of urban refurbishment and a new model of city providing a response to the challenges posed by the knowledge-based society.

It is the most important project of urban transformation of Barcelona city of the last years and one of the most ambitious of Europe of these characteristics, with a high real state potential and a 180 million Euros public investment of infrastructure plan.

22@Barcelona district integrates the different agents constituting the system of innovation -cutting edge companies, universities and training centres, and centres of research and transfer of technology - with different agents of promotion that facilitate interaction and communication among them.

The coexistence of innovative and dynamic companies with local district ones - shopping, small workshops, service sector- configure a rich productive fabric. This environment favours the synergy in pro of knowledge and the processes of innovation and allows the improvement of the competition as business group and the quality of life of the citizens that live and work in the 22@Barcelona district.



Fieldtrip 5. Incubators. Barcelona Activa

Barcelona Activa is the local development agency of the City Council of Barcelona.

Barcelona Activa promotes quality and future oriented employment and businesses through seven activity lines included in its Action Plan.

Created in 1986, this municipal company was born as a business incubator with 16 projects installed. Today, Barcelona Activa has become a local and international reference in the support for entrepreneurs, innovation, professional improvement and creation of employment.

Barcelona Activa offers responses to the more than 100,000 participants who annually come to its premises, coaching more than 1,000 new projects a year, with more than 115 companies installed in its Business Incubator and Technology Park, more than 30,000 participants have received attention in Porta 22, around 50,000 participants have entered the world of new technologies in the Cybernarium, while more than 1,000 unemployed have been contracted to learn a trade while working.

