



UNCHARTED

WP5 Experimental demonstrations, Axis 2

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WP5 /Axis 2 goals and approach

WP5 is aimed at validating results of the research, in concrete experiments and demonstrations carried out by citizens, professionals, administrator and policy makers

WP5 approach to cultural administration involving culture-led regeneration:

- Conduct a **co-creative exercise focusing on** *Fàbriques de Creació*
 - To reconstruct the **sociohistorical parameters** that determine the organizational approach manifested by processes of cultural regeneration in a given urban context
 - We will also use control cases: Budapest and Porto

As a result: We plan to **distil a new evaluation methodology** that overcomes the limitations detected in the evaluative dynamics analyzed in WP3

WP5 /Axis 2 project basis

Addressed dimensions	Focus	Source
<ul style="list-style-type: none">• Uses and values of culture in contemporary urban development strategies and changes in the valuation of culture	<ul style="list-style-type: none">• General value orientation of contemporary urban regeneration processes and policy change	WP1 , D1.2, D1.1
<ul style="list-style-type: none">• Case studies on urban regeneration and cultural policies	<ul style="list-style-type: none">• Context of value practices and dynamics within cultural-led urban regeneration (Venice, Liverpool, Barcelona)	WP3 , D3.1, D3.4; WP2 D2.1, D2.2
<ul style="list-style-type: none">• Valuation practices and methodologies	<ul style="list-style-type: none">• Value recognition, promotion, and legitimation processes within culture-led urban regeneration policies (Barcelona, Budapest and Porto)• Sociohistorical parameters, axiological cultural mapping	WP3 .

WP5 /Axis 2 theoretical-methodological perspective

- **Culture-led urban regeneration** as one of the core projects of local cultural policies (Zukin, 1982; Evans, 2003; Lloyd, 2010)
- Based on a diversity of values beyond economic value (Grodach, 2016; Zapata-Barrero 2015; Rodríguez Morató and Zarlenga, 2018)
- Still, the predominance of an **exclusively economic valuation of culture in such policy** has shown its **limitations and raised criticism**
 - We will **collaboratively examine** evaluation methodologies and practices aimed at covering the plurality of cultural values prevailing and disputed in studied contexts

The case:
*Fàbriques
de Creació*

Figures 2021

720/415

Creative
projects/
creative
residencies

**548 /
10.438**

Training
activities /
attendants

2017- 2022

Art Factories network
set up

**517 /
154.281**

Open activities
/ attendants

2.500.000 €

ICUB
activities global
budget

24.000 m2

Dedicated to
creation

23,5 M €

Investment for
refurbishing

The case: 4 *Fàbriques de Creació* units' selection



Sala Beckett (2014-)

Public-associative co-management between the City Council and the Foundation “Fundación Sala Beckett”, Obrador Internacional de Dramaturgia – Patronage with 12 experts

Dramaturgic

Creative urban district 22@- New space in a former nineteenth century old worker’s Consumer Cooperative (Sant Martí)



Fabra i Coats (2008-)

Public Management – Lead it by ICUB Agency/MACBA and a curators board

Contemporary visual arts

Not in a creative district. Located in a former nineteenth century textile factory (Sant Andreu).



Ateneu Popular 9 barris (2008-)

Public-associative co-management between the City Council and the grassroots organization “Associació Bidó de Nou Barris”

Cirque

Not in a creative district. Old asphalt factory, converted into a creative and cultural center in 1977, as a result of the neighbourhood movement’s struggles (Nou Barris).



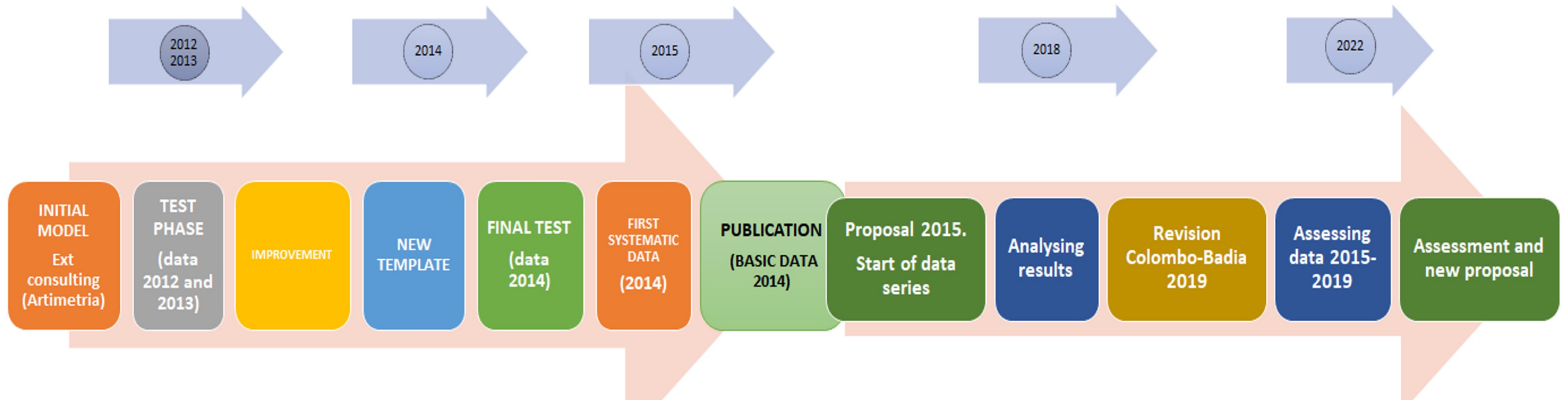
Hangar (2008-)

Public-associative co-management between the City Council and the Foundation “Fundacio Privada AAVC Corporate”

Transversal/ experimental

Creative urban district -22@- Artistic production and research center founded in 1997, located within a former nineteenth century industrial complex (Sant Martí)

The case: Evolution of the *Fàbriques de Creació* evaluation methodology



Desing of quanti template

Extension of model to all factories

Dades anuals de 05 - Ateneu Popular 9 Barris (2015) (Validat ICUB)

Projectes de creació		Formació		Difusió / exhibició	
Altres serveis		Comunicació		Recursos	
1. PROJECTES DE CREACIÓ					
1.1 PROJECTES EN RESIDÈNCIA O CESSIÓ					
RESIDÈNCIES					
		Permanents	Temporals	Total	
Nre. de projectes en residència		8	10	18	
Total dies d'estada		2.920	128	3.048	
<small>NOTA: el total de dies pot sumar més de 365.</small>					
		Permanents	Temporals	Total	
		1	1	2	
INTERNACIONALS:					
		Amb		Sense	
Del total de projectes en residència QUANTS són:		1		17	
		18		18	
<small>NOTA: Els totals segons convocatòria i pernoctació han de coincidir amb el total de projectes en residència.</small>					
CESSIÓNS O LLOGUERES DE CREACIÓ					
Nre. de projectes en cessió o lloguer				1	
Total dies d'estada				1	
		Amb		Sense	
Del total de projectes en cessió QUANTS són:		1		1	
		1		1	
<small>NOTA: Els totals segons convocatòria i pernoctació han de coincidir amb el total de projectes en cessió.</small>					

Comparative perspective (Oporto & Budapest)

- ❑ **Control cases** to be used to differentiate the general and idiosyncratic aspects of the relationship between:
 - The **administrative evaluation** and the dynamics of evaluative co-creation- focusing on comprehensiveness and value integration capacity), and,
 - The **diversity of contexts and traditions** of intervention and participation (i.e., national policy models, social demands, etc.).
- ❑ It will help **identify the general conditions and applicable principles for improving the evaluation methodologies** in a pluralistic and participatory sense

Cultural based touristification evaluation practices in Oporto



The 8th district urban cultural policy in Budapest



Strategic approach to co-creation

PHASE 1: Meta-analysis of the evaluation experience of the program (2013-2020)

Actors involved: ICUB

Dic- May 23



Assembling the evaluations, from relating the processes carried out by the ICUB to other evaluations and interventions (phase 2) and to the best experiences of urban regeneration.

Actors involved: ICUB. Work in charge of the UB.

Sept- Nov 23

Montse, Rosa and Assumpta: ICUB project collaborators

Thank you for your attention!

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