Barcelona: Art & Design

Centre: Barcelona
Programme: Business, Design & Innovation
Course Code: 08
Term: 1 and 2 (Fall and Spring)
ECTS credits: 6
Duration: 45 hours (3 hours/week)
Language of instruction: English
Instructors: Jaron Rowan, Pierino Dal Pozzo, Mariona Genís, Jordi Planelles

Description
Barcelona is a major international player in the fields of design and contemporary art. Current design practices go beyond traditional conceptions of design and the star designer has given way to a new paradigm of social design involving diverse areas and agents in a city. This reality runs in parallel with the emergence of FabLabs, centres for social innovation and self-organised spaces for artistic experimentation and digital production. To understand this new reality we need to comprehend the evolution of design and artistic practices over recent decades, which in turn have shaped the evolution of cities.

This course will combine an in-depth analysis of the factors leading to consolidation of Barcelona as a benchmark in the world of art, design, architecture and urban planning and, from a critical perspective, a consideration of the future of artistic practices and design processes that will contribute to the changing nature of cities as we know them.

Prerequisites
None

Attendance policy
Attendance is mandatory for all classes, including field studies. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course half a letter grade will be deducted from the final grade for each additional absence. Seven absences in any course will result in a Fail grade.

Learning outcomes
By the end of the course, students are able to:
- understand the social and economic development of the city of Barcelona and its relation with design.
- identify the values of the spaces designed throughout history as an identifying feature of the evolution of the city.
- understand the importance of independent art spaces for the cultural development of the city.
- identify experimental cultural practices taking place in the city.

**Method of presentation**
- Lectures and discussions: Lectures with appropriate visual support provide the theoretical content of the sessions. Class discussions facilitate the students’ ability to connect reading and lectures, analysing or applying concepts.
- Class participation: Students are expected to participate in group activities and in the discussions based on course readings.
- Field studies

**Field study**
Field trip: Trade as an economic engine for Barcelona. The Baroque and eclecticism. Calle Princesa to La Rambla. We visit the oldest shops and restaurants in the city: Cerería Subirà, Herboristería del Rey, La Colmena, London Bar and Grill Room.
Field trip: Modernism and the new Barcelona of the Eixample. Modernism and Noucentisme. From La Rambla to Paseo de Gracia. We visit the first Modernist spaces: Pastas Figueras, Fonda España, Joyería Bagués and Loewe.
Field trip: From Gatpac modernity to the Gauche Divine. Modern Pop Culture I. From Paseo de Gracia to Calle Tuset. We visit the Joyería Roca, Restaurante Il Giardinetto and Tortillería Flash.
Field trip: The CLUB49. Modern Pop Culture II. La Ricarda.
Field trip: HANGAR and Ateneu Candela.
Field trip: Self-managed art spaces.

**Required work and assessment methods**
- Journals - 25%
- Oral presentation - 35%
- Participation - 15%
- Field work - 25%

*Journals.* Students will write a journal about their field studies, providing an analytical vision and developing lecture content. They will also need to do research and introduce other sources of information to complement the content provided.

*Oral presentations.* Students will present their papers to the class with the help of images.
Contents

Unit One: Design and urban fabric

Week 1  Introduction to the course and general outline. Seminar on the historical evolution of private spaces in the city. From the Barrio Gótico medieval quarter with its old trades to the second modernity of the twentieth century. Introduction to field visits to be conducted during this unit.

Week 2  Field trip: The Baroque and eclecticism. Calle Princesa to La Rambla. We visit the oldest shops and restaurants in the city: Cerería Subirà, Herboristería del Rey, La Colmena, London Bar and Grill Room.

Week 3  Field trip: Modernism and the new Barcelona of the Eixample. Modernism and Noucentisme. From La Rambla to Paseo de Gracia. We visit the first Modernist sites: Pastas Figueras, Fonda España, Joyería Bagués and Loewe.

Week 4  Field trip: From Gatpac modernity to the Gauche Divine. Modern Pop Culture I. From Paseo de Gracia to Calle Tuset. We visit the Joyería Roca, Restaurante Il Giardinetto and Tortillería Flash.

Week 5  Field trip: The CLUB49. Modern Pop Culture II. We visit La Ricarda. Task presentations.

Unit Two: International events in Barcelona. Driving forces for large artistic, architectural and urban projects in the city.

Week 6  International events in Barcelona have been an important impetus for modernising the city. Despite the success of the international exhibitions of 1988 and 1929, and of the 1992 Olympic Games, major international events have not always left a positive legacy. The Forum of Cultures 2004 is an example of that. This part of the course reviews the artistic and architectural production during the periods of these events in the city, along with their impact locally and internationally.

The international exhibitions of 1888 and 1929: From 19th-century eclecticism to the modern style.

From the Plan Cerdá to the conceptualisation of the metropolitan city. Lluís Domènech i Montaner and Josep Puig i Cadafalch.

Urban planning of Parque de la Ciutadella and the mountain of Montjuïc. Light as a statement of modernity.

The German Pavilion in Barcelona.

Avantgarde painting: The international reputation of the Dalmau Gallery.
Week 7

We visit Parque de la Ciudadela, the Umbracle tropical greenhouse and other pavilions. The Fontserè project.

Tour of Montjuïc: Mies Pavilion, MNAC Museum, the Pueblo Español.

Week 8

Session 1


The R group - architecture, art, design.

Modern Home and Home Decor shows. The role of the FAD and the College of Architects in the growth of design.

The Dau al Set group: poetry, folklore and popular culture as art forms.

Session 2

We visit the FAD (Foment de les Arts i del Disseny), Plaça dels Àngels.

We visit Barcelona Design Hub, Plaça de les Glòries.

Week 9

The 1992 Olympic Games and the 2004 Forum of Cultures. From the Barcelona design boom of the 80s to the critical outlook of the present.


New experimental art spaces.

Week 10

We visit to the Puerto Olímpico, Hotel Arts and surrounding residential areas (the Vila Olímpica).

We tour Diagonal Mar, the Forum and Poblenou. Work presentations.

Unit 3: Art and cultural practices in Barcelona

Week 11

Introduction. Barcelona: from a model to a brand.

The city managed to leave behind its post-industrial legacy, reinventing itself with the 1992 Olympics. After this, it centred most of its cultural policies around producing big festivals, promoting museums and exhibitions to consolidate an international brand based on creativity and culture. We discuss this process, analysing brand production strategies (the use of the city as a set, the conversion of the city centre into a festival area, the development of museums and art centres, etc.). We will discuss the consequences this process has had for independent cultural movements and spaces.
Week 12
Seminar: The tension between creative spaces and real estate: the 22@ case.

During the 90s Poblenou hosted a multitude of independent art spaces that benefited from the deindustrialisation of the district. With the advent of the 22@ development plan many of these initiatives were lost and the local creative network was lost. We will discuss this phenomenon.

Week 13
Field Trip: HANGAR

Hangar is a centre for creation, experimentation and artistic research in the 22@ district. We will visit the centre and talk with artists and creative agents working there in order to see how they have managed to create a hotspot for art production with a FabLab, experimentation centre for sound arts, robotics and workshops, etc.

Week 14
Field Trip: Ateneu Candela

In Terrassa, a city near Barcelona, there is this alternative space hosting a radio station, a theatre, a library and a coffee shop that has become one of the hubs for alternative culture in the area. This is a second generation social centre that combines political discussions with aesthetic concerns. We will visit the site and chat with managers, in order to learn about their situation.

Week 15
Field trip: "Micro espacios de creación" (micro-spaces for creativity).

Recently a multitude of micro-spaces for contemporary art have appeared in the city centre. These independent spaces are central to artistic creation in the city but are often overlooked by mainstream institutions. We will visit some of them, discussing their role and chatting with some of the people active in them to gain a better understanding of their role in the artistic and cultural life of the city. We will visit ZZZINC, Conservas, Telenoika, Enmedio and La Base, all located in the Poblenou and Raval areas.

Required reading


- Harvey, D. (2009). The Art of Rent: Globalisation, Monopoly and the Commodification of Culture

- Marrero, I. The struggle for representation: cultural artefacts and political assemblies in the conflict of Can Ricart, Barcelona


**Recommended reading**


Sites:

- Universal Exposition of 1888 (web page of the Generalitat de Catalunya)
  http://www20.gencat.cat/portal/site/culturacatalana/menuitem.be2bc4cc4c5aec88f94a9710b0c0e1a0/?vgnextoid=d07cef2126896210VgnVCM1000000b0c1e0aRCRD&vgnextchannel=d07cef2126896210VgnVCM1000000b0c1e0aRCRD&vgnextfmt=detall2&contentid=b8be110e279d7210VgnVCM1000008d0c1e0aRCRD&newLang=en_GB

- Images of the 1929 Barcelona Universal Exposition at Wikicommons
  http://commons.wikimedia.org/wiki/Category:1929_Barcelona_Universal_Exposition

- The International Exposition of 1929 (web page of the Generalitat de Catalunya)
  http://www20.gencat.cat/portal/site/culturacatalana/menuitem.be2bc4cc4c5aec88f94a9710b0c0e1a0/?vgnextoid=d07cef2126896210VgnVCM1000000b0c1e0aRCRD&vgnextchannel=d07cef2126896210VgnVCM1000000b0c1e0aRCRD&vgnextfmt=detall2&contentid=c022110e279d7210VgnVCM1000008d0c1e0aRCRD

- Proposal for the Barcelona Forum (UNESCO, 1997, in Spanish)