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 **Universitat
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Geography Department

Artists and Public Policy?

The contradictory gentrification process of a driven public-policy regeneration strategy

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Summary

- ✓ Theoretical approach of artists as agents of gentrification
- ✓ The Poblenou context: the 22@Barcelona project
- ✓ Artists on the move
- ✓ The Can Ricart case
- ✓ Conclusions

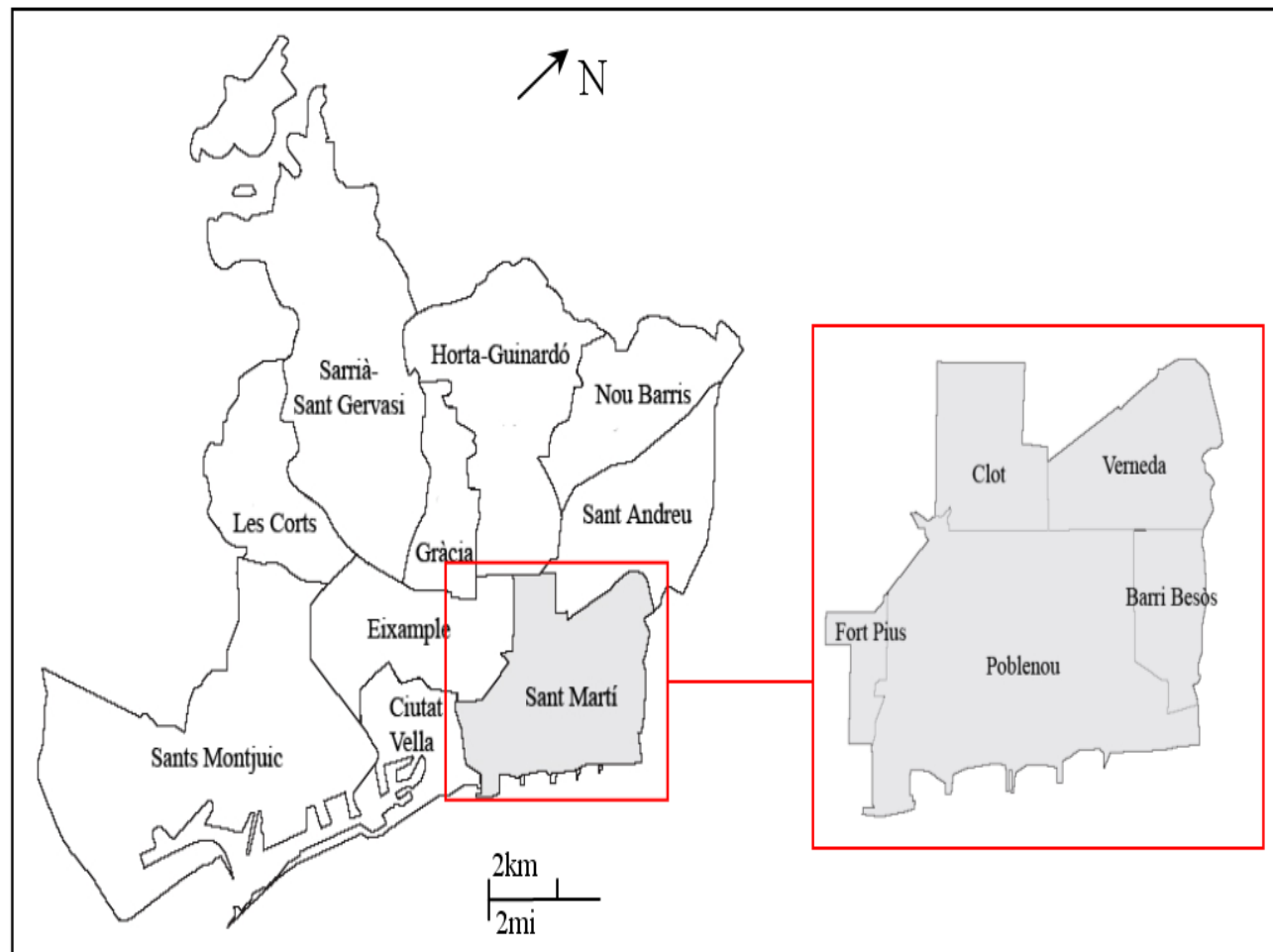
Theoretical approach: artists & gentrification

- ✓ Theoretical approach of artists as agents of gentrification:
 - ✓ Production-side. The rent-gap concept (N. Smith)
 - ✓ Consumption-side. Cultural values (D. Ley)
- ✓ Complex phenomenon (R. Beauregard):
 - ✓ Characteristics of gentrifiers
 - ✓ Characteristics of built environment
 - ✓ Features of the gentrified group (economically and politically powerless)
 - ✓ Public sector policies
- ✓ Key references: S. Zukin, R. Lloyd, and R. Florida

Research questions

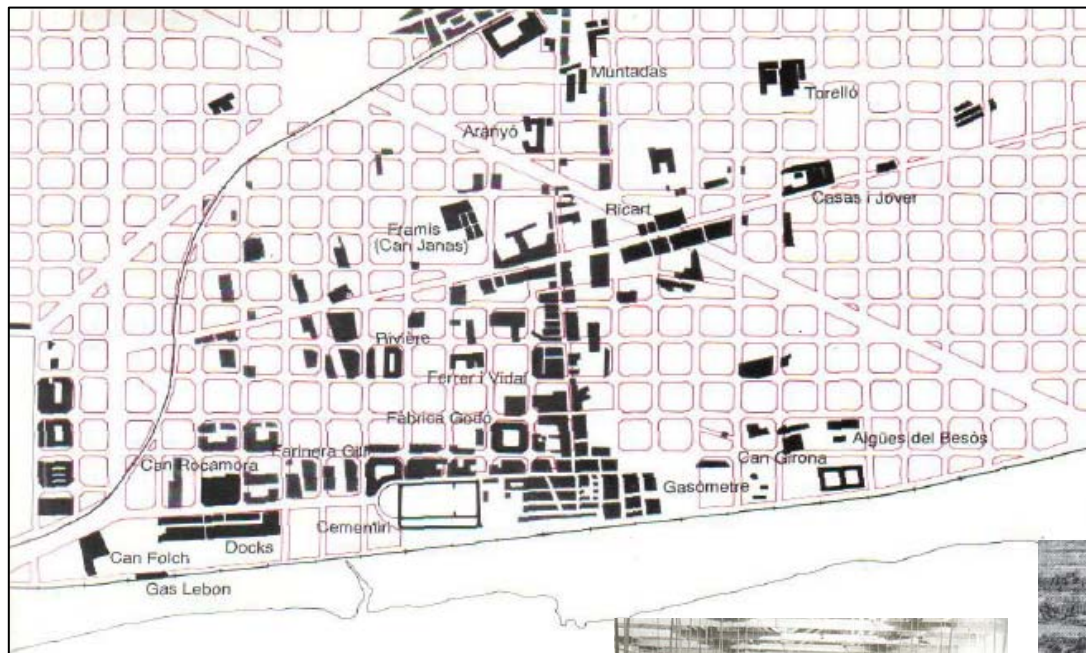
- ❑ Places that have industrial past
- ❑ Why they cluster?
- ❑ Policy makers' response or pre-conditions
- ❑ Why creative industries?
- ❑ Creatives on the move in urban environments
- ❑ Positive externalities? Do they create good environment?
- ❑ Policy intervention?

Sant Martí District and its five big statistical zones



The Poblenou context

✓ From the end of 19th century

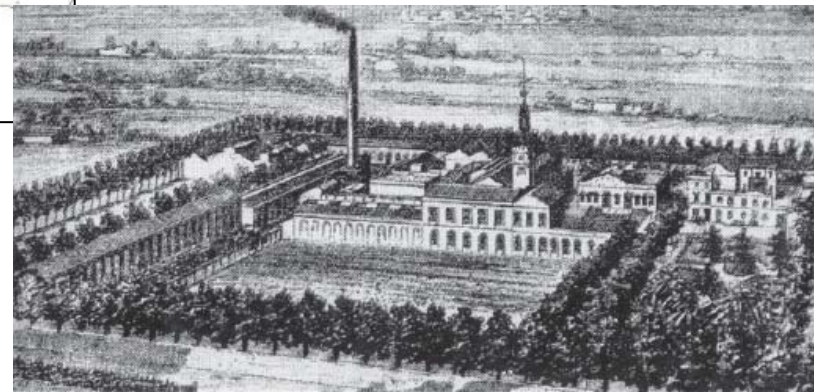


Main firms in 1895 and the reticule planned by Cerdà

Can Ricart in 1888

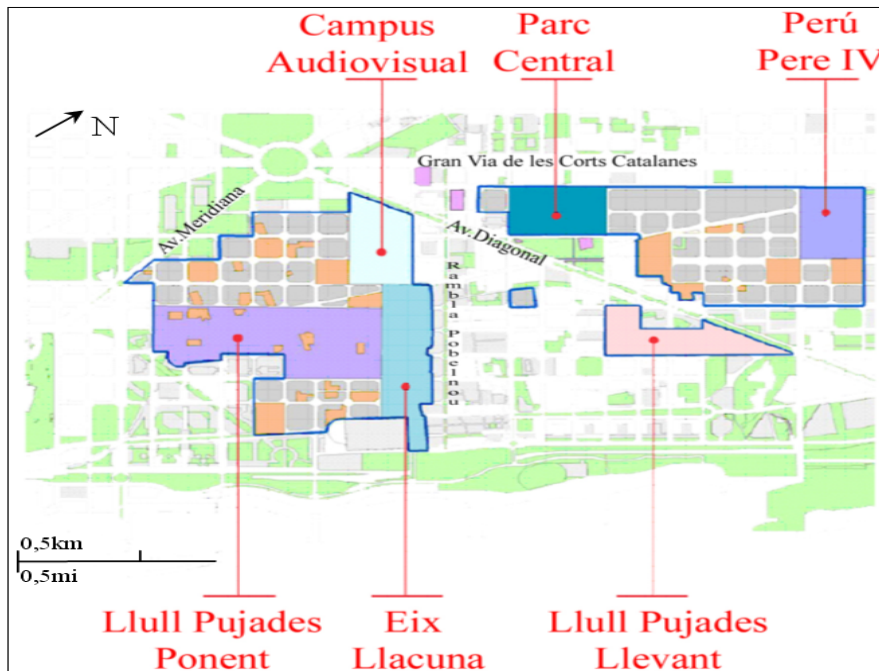


Women workers in the Can Jaumeandreu textile companies in 1920



The 22@Barcelona project

- ✓ The zoning reforms and the design of the 22@Barcelona



Centrality:

- Infill Development / Adjacent to Inner City
- Real Estate Development / Property Development

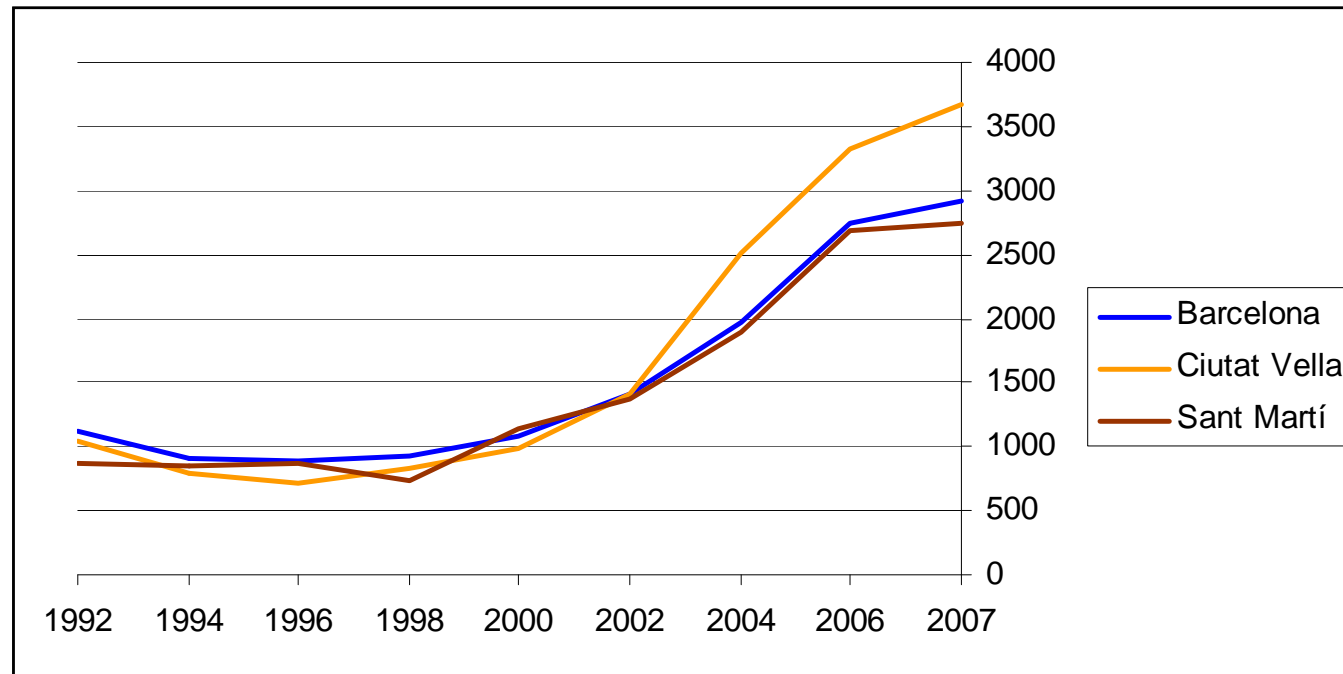
Magnitude of transformation: New zoning 2000 - "22@"

- 198.26 Ha., 115 blocks
- Total roof potential: 43 million square feet
 - Economic activities roof potential: 80%
 - Housing and other uses roof potential: 20%
 - New housing: 3,500 up to 4,000 units
 - Re-qualification of pre-existing housing: 4,614 units
- Jobs: 130,000 aprox.
- Real-state potential: 12,020 Million (2005 €)
- Infrastructure investment: 180 Million (2005 €)

Implications of Development:

- Change in zoning classification + Increase density
- Hybridized Space: high-tech industries, housing, offices, commerce, hotels, amenities and open space = cultural/tourism related activities.
- Gentrification: industrial and working class neighborhood

Sale prices of commercial premises (1992-2007)

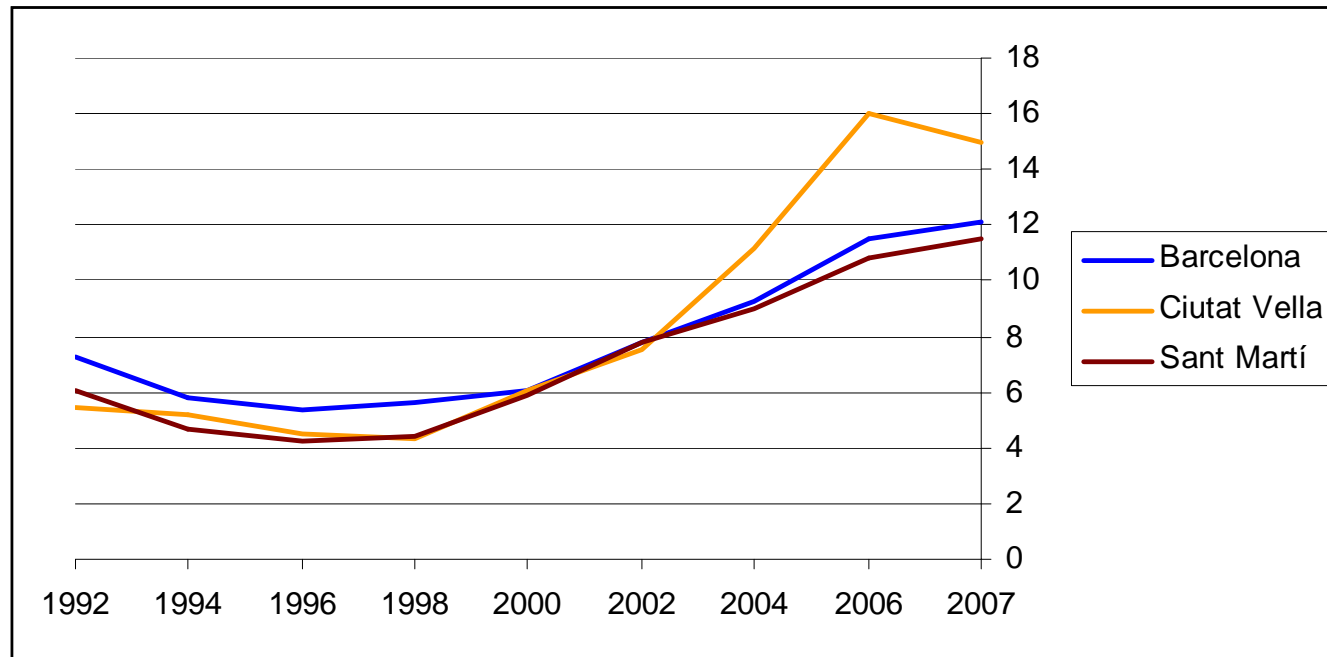


Districts	2007	2006	2004	2002	2000	1998	1996	1994	1992
BARCELONA	2.919	2.745	1.971	1.401	1.082	933	890	901	1.112
Ciutat Vella	3.677	3.322	2.509	1.418	994	827	708	788	1.040
Sant Martí	2.744	2.686	1.894	1.363	1.135	736	861	852	874

Note: datum is in €/m²

Source: Dot et al. adapted from Barcelona's Statistical Department (2008)

Rent prices of commercial premises (1992-2007)

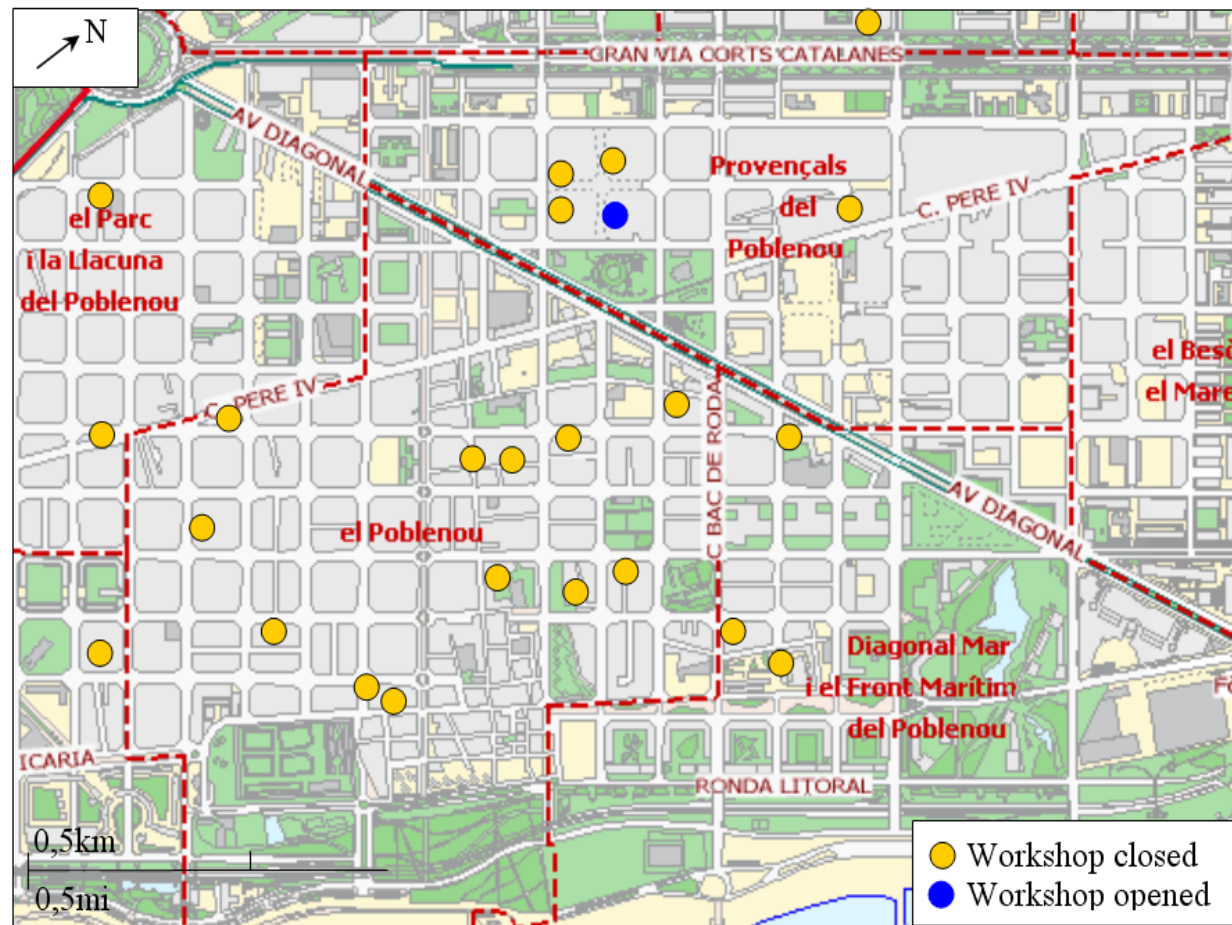


Districts	2007	2006	2004	2002	2000	1998	1996	1994	1992
BARCELONA	12,12	11,55	9,26	7,82	6,10	5,61	5,34	5,79	7,27
Ciutat Vella	14,98	15,98	11,14	7,50	6,04	4,30	4,54	5,23	5,45
Sant Martí	11,47	10,81	8,98	7,83	5,91	4,45	4,23	4,65	6,07

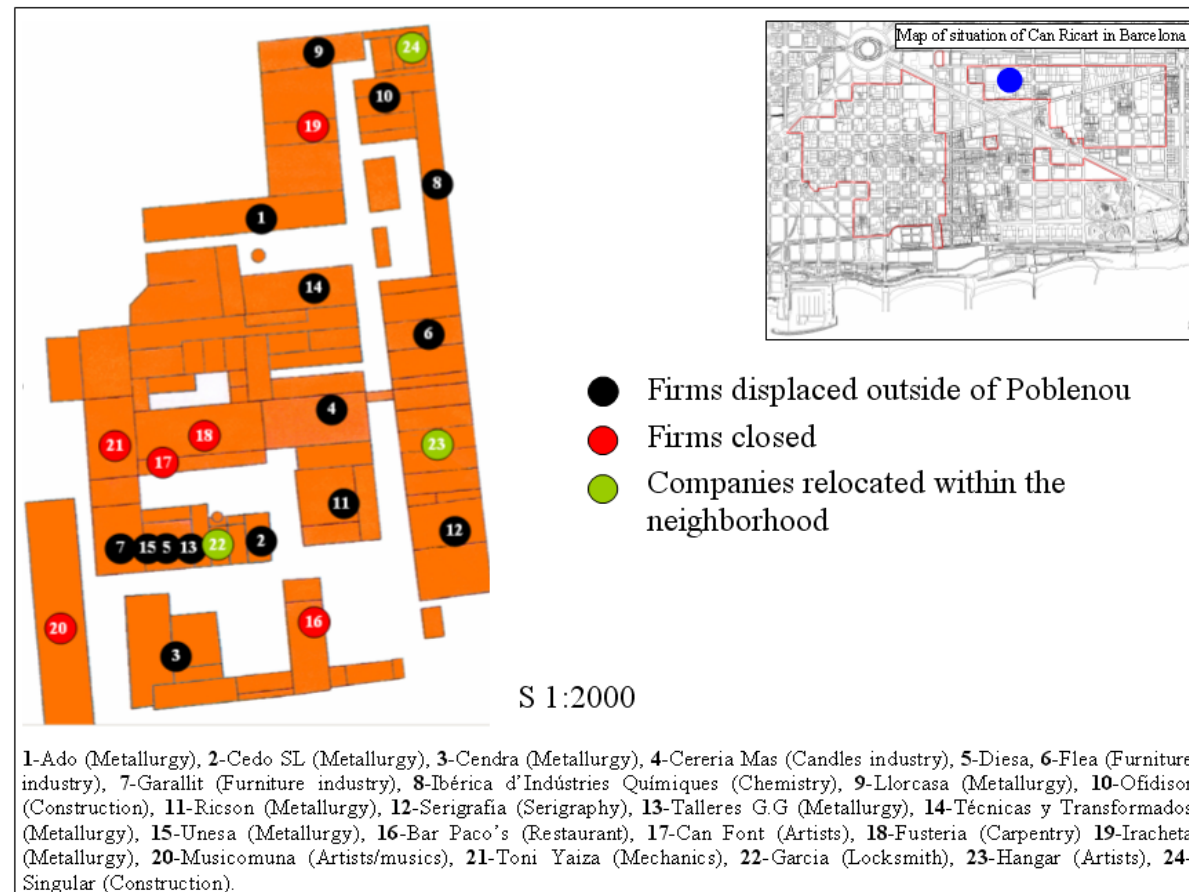
Note: datum is in €/ m² per month

Source: Dot et al. adapted from Barcelona's Statistical Department (2008)

Artists on the move



The Can Ricart case



Conclusions

- ✓ Artists did not act as gentrifiers previous to the public intervention: availability of space, large neighbourhood, lack of service & infrastructure improvements.
- ✓ The role of public sector and the characteristics of the 22@Barcelona project where key in the gentrification process.
- ✓ Identification of the rent-gap.
- ✓ With few exceptions, artists have become part of the gentrified group.
- ✓ Public sector has an ambiguous relationship with artists and creativity.
- ✓ Fuzziness of the concept of artists and its relationship to culture, creativity and new economy.



Thank you for your attention

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