

Estanislau Roca Blanch:

## 22@ BARCELONA – 10 YEARS OF URBAN RENEWAL



28 January 2013, 09:30-10:15 am  
AIT Building, Exhibition Zones E-F

22@ Plan, approved by the City Council in 2000, transforms 200 hectares of industrial land in the central area of Barcelona into an innovative productive district conceived to concentrate and develop knowledge-intensive activities.

As an urban renewal plan, it culminates the renewal process of the Poblenou district and answers the need to recycle its obsolete industrial fabric, creating a compact, diverse and balanced environment in which productive spaces co-exist harmoniously with social housing, facilities and green zones that improve the quality of life of residents and people working in the area.

As an economic renewal project, it is a unique opportunity to restore Poblenou's status as a leading economic centre in the city. On the basis of a convergence of science, technology and business, it favours non-polluting productive activities that are compatible with local residents and fosters the establishment of the most innovative sectors.

As a social revitalisation project, it favours the networking of the different professionals who work in the area and promotes and supports innovative initiatives that encourage collaboration among companies, institutions, citizens and associations in social, educational and cultural fields.

Architect, PhD Estanislau Roca Blanch is currently the Director of Teaching Section in the Urban and Regional Planning Department at the Polytechnic University of Catalunya (UPC). He teaches several subjects for undergraduate and PhD studies at the School of Architecture of Barcelona. He has his own professional office and works at different scales – territory, city and place – designing public buildings, as well as public spaces. He is the author of more than a dozen books and numerous research papers. He has been awarded for teaching, architecture and urbanism.



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International Forum on Urbanism (IFoU)



MSc in Advanced Environmental  
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