

2.-Proyecto 2019: WATERFRONTS EXHIBITION/PLACEMAKING WEEK EUROPE/LA MARINA DE VALENCIA. Diseño del montaje expositivo perteneciente al evento WATERFRONTS. Montaje y estructuración de la producción fotográfica dividida por 6 ciudades (Capetown/Ciudad del Cabo-Paris-Grandville Island/Vancouver-Oporto-Estocolmo-Venecia) Investigación exhaustiva en relación al diseño adecuado a cada intervención urbanística, como son los frentes de agua o Waterfronts.

Lugar: LA MARINA DE VALENCIA.

https://www.lamarinadevalencia.com/mreal/web_php/index.php

https://www.lamarinadevalencia.com/mreal/uploaded/Plan_strategico_2022/planestrategicolmdv2022.pdf

La Marina ya se ha consolidado como prestigiosa sede de eventos deportivos, náuticos, culturales y sociales. Y ahora el Tinglado 2 se convierte en la plaza marítima de València, uno de los diferentes enclaves de la Marina.

Entidad financiadora: LA MARINA DE VALENCIA; CONSORCIO DE VALENCIA 2007: Patrocinadores. Cuantía: 1452€. Investigador principal FRED KENT. Producción artística y diseño expositivo de la exposición perteneciente al evento inaugurado con fecha 12/06/2019. La exposición “The Social Life of Great Waterfronts”, comisariada por Fred Kent y Kathy Madden, dos de los urbanistas más influyentes del mundo y co-fundadores de la organización “Project for Public Space”, se inauguró dentro de la programación del festival Placemaking Week Europe 2019, celebrado en LA MARINA DE VALENCIA (12/06/2019- 15/09/2019).

Impacto: [https://placemakingweekeurope.sched.com/list/descriptions/;](https://placemakingweekeurope.sched.com/list/descriptions/)

[https://placemaking-europe.eu/wp-content/uploads/listing-uploads/file-upload/2020/01/Placemaking-Week-Europe-2019-Report_.pdf;](https://placemaking-europe.eu/wp-content/uploads/listing-uploads/file-upload/2020/01/Placemaking-Week-Europe-2019-Report_.pdf) [https://thecityateyelevel.com/event/placemaking-week-europe-valencia-espana/;](https://thecityateyelevel.com/event/placemaking-week-europe-valencia-espana/)

https://lamarinadevalencia.com/mreal/web_php/index.php?contenido=noticia_desc&id=271;

[https://lamarinadevalencia.com/news/48/266/whats-going-on-in-the-marina-de-valencia.html;](https://lamarinadevalencia.com/news/48/266/whats-going-on-in-the-marina-de-valencia.html)

[https://lamarinadevalencia.com/news/48/264/fkent-we-need-a-bench-on-every-corner.html;](https://lamarinadevalencia.com/news/48/264/fkent-we-need-a-bench-on-every-corner.html)

[https://popupcity.net/observations/placemaking-week-europe-2019-a-recap/;](https://popupcity.net/observations/placemaking-week-europe-2019-a-recap/) [https://urbact.eu/placemaking-week-europe-2019/;](https://urbact.eu/placemaking-week-europe-2019/)

[https://jpi-urbaneurope.eu/event-calendar/placemaking-week-europe-2019/;](https://jpi-urbaneurope.eu/event-calendar/placemaking-week-europe-2019/)

[https://labgov.city/event/placemaking-week-europe-2019/;](https://labgov.city/event/placemaking-week-europe-2019/)

DISEÑO DEL PROYECTO EXPOSITIVO





GRANVILLE ISLAND VANCOUVER



The Market is the Anchor of the Place
 El mercado es el ancla de la plaza



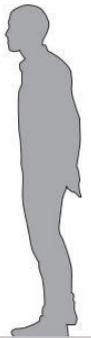


PORTO OPORTO

A Human Scale City:
How to preserve it
Ciudad a escala humana: cómo conservarla



Porto is a small-scale, historic city with a high density of buildings and a rich cultural heritage. The city's urban fabric is characterized by narrow streets, small-scale buildings, and a mix of uses. This makes it a model for human-scale urban design. The city's location on a hillside overlooking the Douro River adds to its unique character and provides a natural setting for outdoor recreation and public spaces. The city's historic center is a UNESCO World Heritage Site, and its architecture is a mix of traditional and modern styles. The city's urban design is a result of its long history and its location on a hillside overlooking the Douro River. The city's urban fabric is characterized by narrow streets, small-scale buildings, and a mix of uses. This makes it a model for human-scale urban design. The city's location on a hillside overlooking the Douro River adds to its unique character and provides a natural setting for outdoor recreation and public spaces. The city's historic center is a UNESCO World Heritage Site, and its architecture is a mix of traditional and modern styles. The city's urban design is a result of its long history and its location on a hillside overlooking the Douro River.

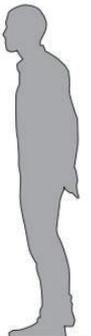


STOCKHOLM ESTOCOLM

How to connect
the Center to the water
Cómo conectar el Centro al agua



Stockholm is a unique city built on islands and connected by bridges. The city's location on the water provides a natural setting for outdoor recreation and public spaces. The city's historic center is a UNESCO World Heritage Site, and its architecture is a mix of traditional and modern styles. The city's urban design is a result of its long history and its location on the water. The city's urban fabric is characterized by narrow streets, small-scale buildings, and a mix of uses. This makes it a model for human-scale urban design. The city's location on the water adds to its unique character and provides a natural setting for outdoor recreation and public spaces. The city's historic center is a UNESCO World Heritage Site, and its architecture is a mix of traditional and modern styles. The city's urban design is a result of its long history and its location on the water.





The other Venice & Tourism
La otra Venecia y el turismo



Benetton Research Center presented a study on the ways in which the world's most famous city is perceived by its citizens. The study was carried out through a series of focus groups and interviews with 100 Venetians, 50 of whom were tourists and 50 were locals. The study found that while tourists see Venice as a city of canals and gondolas, locals see it as a city of history and culture. The study also found that tourists are more likely to visit Venice during the summer months, while locals are more likely to visit during the winter months.

