

Heritage recovery as a key to improve local development

From Santa Maria Cathedral in Vitoria to Punta Begoña Galleries in Getxo

MANAGEMENT OF HERITAGE IN COASTAL LANDSCAPES:
THE KEY TO SUSTAINABLE LOCAL DEVELOPMENT

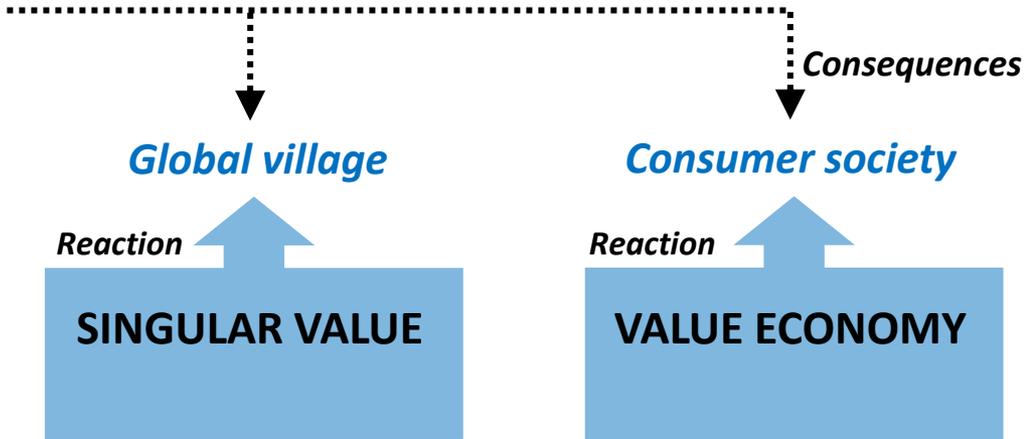
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The role of heritage in the current context

GLOBALIZATION





***Heritage**, beyond its symbolic load, of its intrinsic capacity to be a reflection of a specific culture, now acquires an **added value**, that of its economic **(and social)** profitability*

KEYS OF A COMPREHENSIVE PROJECT

>>UNESCO guidelines on heritage conservation

Deep knowledge of the building and site



Integration into community planning
and management processes

RESEARCHING- TRANSDISCIPLINARITY

SOCIALIZATION – TRANSFERING - REFUNCTIONALIZATION





“OPEN FOR WORKS”

The management model was recognized with the Europa Nostra prize for the application of an intervention method in the architectural heritage focused on **an integral conception of the monument as a complex system of constructive relationships of a spatial and temporal nature.**



Premio Europa Nostra



Premio de la Asociación Europea de Arqueólogos

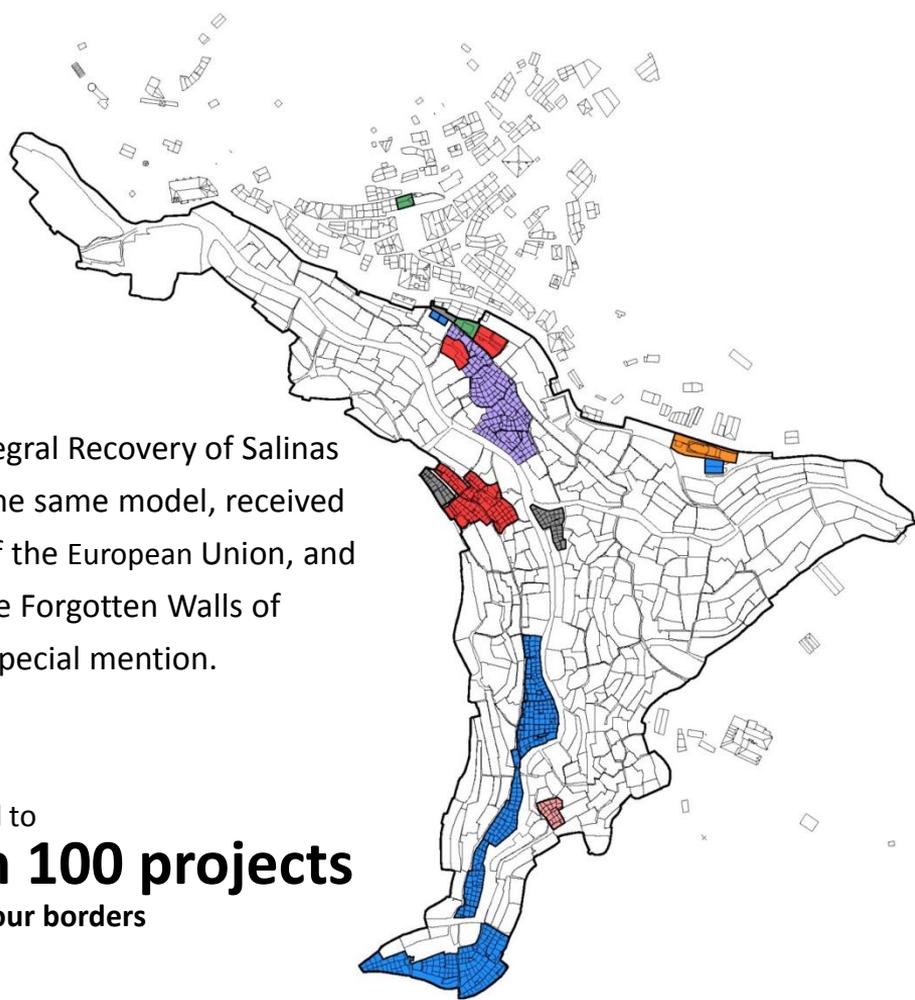




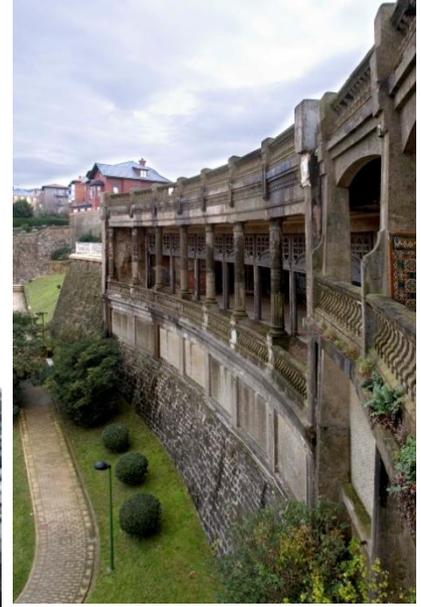
AÑANA SALT VALLEY

Years later, the Integral Recovery of Salinas de Añana, under the same model, received the Special Prize of the European Union, and the Recovery of the Forgotten Walls of Vitoria-Gasteiz, a special mention.

The model extended to **more than 100 projects** inside and outside our borders



Restoration and showcasing of Punta Begoña Galleries



Punta Begoña Galleries: a long lasting cultural landscape

Punta Begoña stands as one of those places “identity generators” capable of **giving character to a cultural landscape and the territory where they are located.**



WORLD
GEOLOGICAL
RELEVANCE
65.000.000 b.p.



PREHISTORIC
COASTAL
SETTLEMENT
5.000 b.p.



HISTORICAL
EVOLUTION
OF GETXO
700 b.p.



ABRA FORTIFIED
SYSTEM
400 b.p.



TECHNICAL
INNOVATION
CENTER
100 b.p.



URBAN
REFERENCE
150 b.p.



PLACE OF RECENT
HISTORICAL
LANDMARKS
0-100 b.p.

PROJECT BASES



Getxo
bizi ezazu



UPV EHU

Bizkaia
foru aldundia
diputación foral



EUSKO JAURLARITZA
GOBIERNO VASCO



Strategic Project
Euskadi 2020
Cultural and Creative
Industries

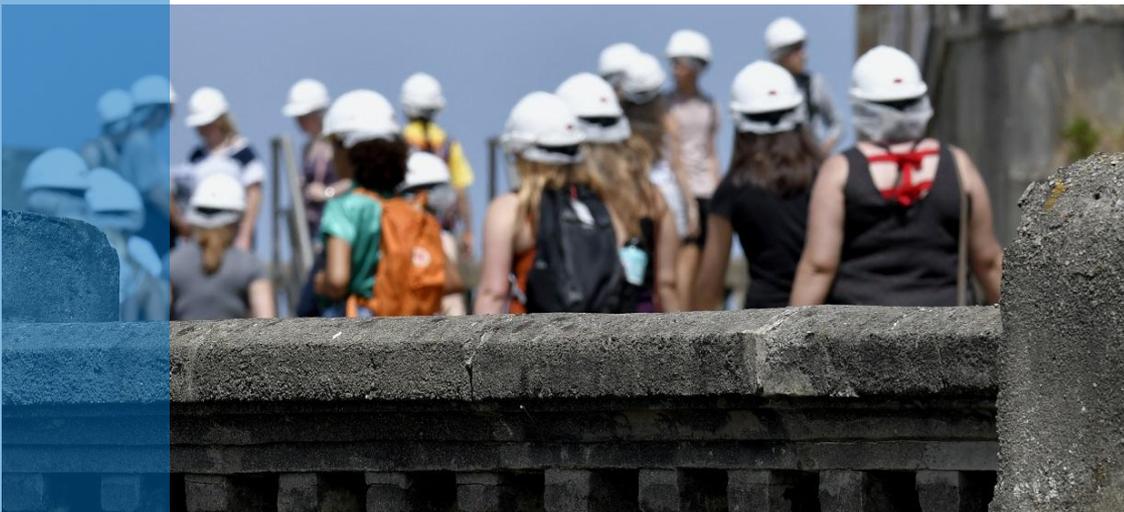


Finalist
Project:

BEAU



XIV
Bienal
Española de
Arquitectura
y Urbanismo
Más habitar,
más humanizar



Creation, Exhibition & Training Space

AFTER

100

YEARS of
private use

AFTER

40

YEARS of
abandonment

MORE THAN

40.000

PEOPLE have visited Punta
Begoña Galleries since its
opening to the public in 2015

IN 2018, ABOUT

15.000

PEOPLE have visited
the monument

Creation, Exhibition & Training Space

— IN 2018, MORE THAN

100

ACTIVITIES have taken place
in Punta Begoña Galleries



During 2018, more than

200 impacts

were detected in digital, radio and
audiovisual communication channels,
to which the presence in the press and
social networks should be added.



Campaign valuation:

157.800 €



TRAINING



SENSITIZATION



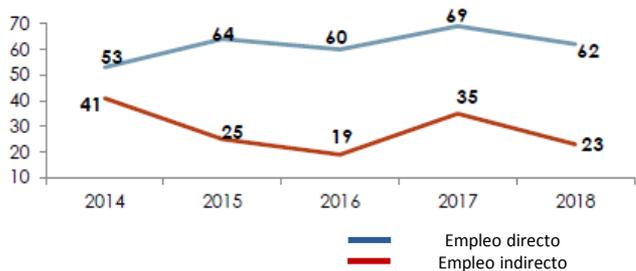
COMMUNICATION

Added profitability



Since the launch of the project,

451 jobs have been generated.



€

With an impact on Public Administration accounts of at least

4.356.182 €

A través del IRPF y en Seguridad Social sg. datos elaborados a partir de la contabilidad nacional del Instituto Nacional de Estadística;

A través del IVA generado por los consumos de los visitantes, sg. datos aportados por el Eustat sobre el presupuesto familiar.





INTERNATIONAL IMAGE
FESTIVAL
GETXOPHOTO



BIG WAVE SURF EVENT



BILBAO DESIGN WEEK



ANDRÉS ISASI
MUSIC SCHOOL RECITAL



Consolidation of
cultural space



ZIENTZIA ASTEA



UNESCO MEETINGS



**EUROPEAN HERITAGE
DAYS**



**EUROPEAN
ARCHAEOLOGY DAYS**



**HISTORICAL THEATRE
STORYTELLING
EXHIBITIONS**

**Consolidation of
training and
sensitization space**



Thanks for your attention



Cátedra UNESCO de Paisajes Culturales y Patrimonio


Universidad del País Vasco
Euskal Herriko Unibertsitatea


Hezkuntza, Zientzia eta Kulturarako Nazio Batuen Erakundea
Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura
Kultur Paisaiak eta Ondarearen UNESCO Katedra
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