

**COURSE: BARCELONA, CREATIVE AND CULTURAL CITY**

<b>Language</b>	Spanish
<b>Minimum Spanish Language Level</b>	From Intermediate
<b>Class hours</b>	90h
<b>Credits</b>	12 ECTS

**Course Description**

The main objective of this course is to give the student an idea of the different creative areas that the city of Barcelona has to offer, a city that has been a pioneer in many areas such as design, publishing, gastronomy or sports. Creativity is the ability to generate something new, combining data, perceptions and materials, and the city of Barcelona, which has managed to reinvent itself on so many occasions, is a constant example of this. With this in mind, the different environments in which the city has stood out over the years will be studied.

**Methodology**

Each session will consist of a Power Point presentation of the topic and different readings and visits that the students will have to study and prepare. Then, contents will be put in common to be clarified with the help of the teacher. Active participation of the students is expected.

**Evaluation**

Exam: 40%

Coursework: 40%

Class Attendance: 20%

**Program**

- Introduction. Creativity: the 21st century skill.
- Cultural sites: creativity in the streets. From the Gothic Quarter to urban sculptures and graffiti.
- The museums of Barcelona. From tradition to innovation.
- Traditional culture: creativity at the service of folklore.
- Fashion in Barcelona: from the big brands to the big designers. The city as a commercial center.
- Visual and performing arts: theater, dance and music.
- Advertising in Barcelona. Origin and evolution: from posters to advertising spots.
- Barcelona, a city of design: from the Museum (HUB) to design schools. Barcelona Design Tour. Tradition and avant-garde.
- The publishing industry: from the beginnings to today's printing press. Charming bookstores and literary routes.
- Barcelona's gastronomy: from traditional cuisine to Michelin-starred restaurants. Markets, the heart of the neighborhood.

- Sports as a creative industry: from the Olympic Games to Futbol Club Barcelona.
- Barcelona at the forefront of tourism. From leisure to business tourism. Barcelona Smart City.

### Additional bibliography

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BUSTAMANTE, E. (2013): *España: la cultura en tiempos de crisis*. Madrid, Fundación Alternativas.

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MATTELART, A. (2006): *Diversidad cultural y mundialización*. Barcelona, Paidós.

POBLENOU URBAN DISTRICT (2017): *El concepto Barcelona*. Barcelona, Poblenou Urban District.

VVAA: *Políticas para la creatividad. Guía para el desarrollo de las industrias culturales y creativas*, Unesco, 2010

ZALLO, R. (1988): *Las Industrias Culturales en España*, Madrid, Akal.

