

COURSE: **BARCELONA AND ITS CREATIVE INDUSTRIES**

Language	Spanish
Minimum level of Spanish language required	From Intermediate
Hours of instruction	90 h
Credits	12 ECTS

Course description

The main objective of this course is to give students an idea of the creative environments found in Barcelona; a city that has been a pioneer in many areas such as design, publishing, gastronomy and sports. Creativity is the ability to generate something new, by combining information, perceptions and materials. Barcelona, a city that has known how to reinvent itself on so many occasions, is a constant example of this. With this objective, students will study the areas in which the city has stood out over the years.

Methodology

Each session will include a presentation of the topic based on a power point, reading material, and visits that the students must study and prepare, to then share their knowledge with the group, and complete its definition or clarification with the help of the lecturer. Students will be expected to participate actively.



Assessment system

Examination: 40%

Course work: 40%

Class attendance: 20%

Programme

- Introduction. What is a creative industry?
- Cultural sites: the city as a museum, from the Gothic quarter to the Joan Brossa gardens or the urban sculpture.
- Museography: the National Art Museum of Catalonia (MNAC). The adaptation of a space.
- Traditional culture: creativity at the service of folklore.
- Fashion and designer jewellery in Barcelona: the city as a shopping centre.
- Visual and dramatic arts: theatre, dance and music.
- Luis Bassat and advertising in Barcelona.
- Barcelona design tour: the city as a design centre.
- The publishing industry: graphic arts, publishing and printing.
- Barcelona gastronomy: much more than La Boquería or Ferrán Adrià.
- Sport as a creative industry.
- Cultural tourism and heritage.

Bibliography

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BUSTAMANTE, E. (Coord.), (2004): *Comunicación y Cultura en la Era Digital. Industrias, mercados y diversidad en España*, Barcelona, Gedisa.

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.

