

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

Language	Spanish
Minimum level of Spanish language required	From Intermediate
Hours of instruction	45 h
Credits	6 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 it in common to be clarified with the help of the teacher. Active participation of the students is expected.

Assessment system

Examination: 40%

Course work: 40%

Class attendance: 20%

Programme

- 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.

Bibliography

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