



active-tourism culture

WORKSHOP IN RESIDENCE + COURSE

1 - 13th sept. 2015 / Maspalomas - Gran Canaria - SPAIN



1 - 13th september 2015
MASPALOMAS (Canary Islands - SPAIN)

inSitu'15

CREATIVE RESIDENCE

InSitu is an annual, international and thematic program **in residence** aimed at dealing with big contemporaneous challenges from a contextual and transdisciplinary vision.

The program includes a **workshop** and a **course**, as a parallel space for thinking and debate.

ACTIVE-TOURISM CULTURE

InSitu'15 explores **TOURISM** through an active-tourism culture immersion located in **Maspalomas** (Gran Canaria), one of the most important “sun and beach” destinations in Europe.

The concept “**active-tourism culture**” poses the tourist’s contribution to the understanding and sustainability in the foster land by means of a creative process consisting of three phases:

- 1) walking and observing the foster land,
- 2) recognizing and understanding the problems involved and
- 3) Generating solutions set in the context.

20 VACANCIES IN RESIDENCE

Open, multidisciplinary profile, especially addressed to students of architecture, urban planning, design, arts, tourism, communication, sociology...

ALL INCLUSIVE*:

**WORKSHOP + COURSE + OUTINGS +
ACTIVITIES + FULL-BOARD
ACCOMODATION****

PRICE: 960 euros

INSCRIPCION

<http://goo.gl/forms/zhKxo2J7kS>

INFORMATION:

info@espacioguia.com

www.espacioguia.com

* Transfers from and to the airport and to the activities within the program are also included.

** Accommodation for extra days (either before or after the course): 20[€] eur./day.

ORGANIZED BY: espacioGuía, KERNEL_collective andTiDES-ULPGC

MANAGED BY: Cultural Association Red espacioGuía. Pi y Margall, 5 - 2º D / 35006 Las Palmas GC - Gran Canaria - Spain



How can we build a more habitable world which strengthens coexistence and a creative use of expression and communication tools?

workshop + course

METHODOLOGY

Creative, experience-based territorial process grounded on **participatory research** and **situated learning**.

A **living lab**, playful and training: outings, conferences, debates, coexistence, local interaction...

DINÁMICA

First week for the **exploration** of the territory (outings and urban *dérives*) and ideas (course).

Second week for **proposals**: project development from a practical case.

ACTION FRAMEWORK

- 1) **Thinking** about the implications and contradictions of tourism and generating responses of all kinds: symbolic, visual, narrative, conceptual...
- 2) Contributing to the **design** of a "residence space" linked to active-tourism culture.
- 3) **Documenting** the creative process and creating a collective file.
- 4) **Editing** and spreading a digital publication of the event.

COURSE

"TOURISM FEEDBACK. Conceptual Tools for the Design and Redesign in Tourism"

September 2nd, 3rd, and 4th 2015

10 Hours / 8 lectures / 1 roundtable

Languages: English and Spanish.

Venue and certification: TiDES-ULPGC*

To Interconnect tourism, architecture, design, technology, urbanism, landscape, culture, art, communication, perception, cognition, economics, sustainability, creativity, sociability, citizenship, welfare.

To Present and Debate about tourist renovation, bio-urbanism, tourist imaginary and persuasive messages, perceptive maps, cognition and emotion in the tourist experiences, healthy and sustainable architecture, new roles in architecture, tourism and new cultural heritage, nomad and territorial methodologies, alternative tourism and active-tourism culture.

To Understand the complex dimensions of tourism and how to prove and develop transversal models from the experience of Maspalomas (Canary Islands, Spain), one of the "sun and beach" tourist destinations more important in Europe.

* Institute of Tourism and Sustainable Economic Development of the University of Las Palmas de Gran Canaria.

INSCRIPCION (only course):

<http://goo.gl/forms/pJwjRuhetw>



programme

1st-13th sept. 2015

WEEK 1: exploration

Tuesday, 1st

Unpacking and a visit to the surroundings
Workshop presentation
Pecha kucha* 1

Wednesday, 2nd

Outing 1: Cetaceans, Puerto Rico
Seminar**1 (3 lectures)
Pecha kucha 2

Thursday, 3rd

Outing 2: Maspalomas, Dérive I (Stalker)
Seminar 2 (3 lectures)
Pecha kucha 3

Friday, 4th

Outing 3, Maspalomas, Dérive II (Stalker)
Seminar 3 (2 lectures + round table)

Saturday, 5th

Outing 4: Ravine, trekking

Sunday, 6th

Free day

WEEK 2: proposals

Monday, 7th

Practical cases, presentation and organization of work teams and tutorials

Tuesday, 8th - Friday, 11th

Field work and workshop, development of practical cases (free timetable)

Saturday, 12th

Presentation of practical cases
Farewell party

Sunday, 13th

Collective breakfast, end of the event

* Short presentation of the participants' personal and professional profiles.

** *TOURISM FEEDBACK*, offered in the University of Las Palmas de Gran Canaria



locations

TOURS

Cetacean watching trip: free-range cetaceans' watching, observation of the territory from the sea.

Dérives I y II outing: walking/understanding the tourist town (Stalker).

Ravine outing: reading the urban-rural scenery, native vegetation, orography, geology...

HEADQUARTERS

Stay: Maspalomas-Playa del Inglés.

Practical case / workshop: old agricultural plantation 7 km. far away from the Faro de Maspalomas.

Course: University of Las Palmas de Gran Canaria, Tafira Campus (Las Palmas).





team and content

CARMELO LEÓN. *“Design from Economic, Social and Cultural Values: Tourism, Society and Environment”*. Director of the Institute of Tourism and Sustainable Economic Development and of the UNESCO Chair of Tourism Planning and Sustainable Development of the University of Las Palmas de Gran Canaria. Ph. D. In Economics and Business from the University of Las Palmas de Gran Canaria. He specializes in economic valuation of the environment environment, tourism and culture.

JUAN PALOP-CASADO. *“Tourism and Biosphere”*. Architect and Urban Planner, Master (MDesS) from Harvard University (EE.UU). Director of the Studio Lab for Planning and Architecture (LPA). Founder of the 20thbc Institute, a non profit organization for the sustainable development of tropical regions. He has been Professor of Urban Planning in the University of Las Palmas de Gran Canaria.

MATILDE OBRADORS. *“Lost Paradises. Analysis of the Narratives in the Communication of Tourism”*. Visual creator: videoartist and videoperformer. Ph. D. in Audiovisual Communication and Professor of the Communication Department of the Universitat Pompeu Fabra de Barcelona. Researcher in psychology of creativity, new formats and new videographics in Internet. Codirector of the Laboratory of Cultural and Audiovisual Production Liveonline.

ELENA MARCO. *“Architecture, Health and Sustainability”*. Responsible of the Department of Architecture and Built Environment of the University of the West of England (Bristol). BA Architecture from the Architecture Superior School of Barcelona. Her principal work and research involves the symbiosis between architecture, health and sustainability. She has worked for Feilden Clegg Bradley Studios (Bath, London, Belfast).

STALKER. *“Walking across the Boundaries of Contemporary Spaces: Wormholes to cross global and local”*. Collective of architects and artists, created in Rome in 1995, who do research from an empirical base on the changes taking place in the relationships between humankind and the environment, and utilizing methods of sensitive mapping of land resources. The aim is to promote a higher conscience of the population about its environment and its territory in order to develop a more efficient creative participation process in the management of urban and territorial resources.

IVÁN ÁLVAREZ. *“Tourist Architecture, Emotions, Sustainability and Technology”*. Architect from the University of Las Palmas de Gran Canaria and Ph.D. from Universitat Politècnica de Catalunya, with a doctoral dissertation about the winner Project of the 1961 International Competition Maspalomas-Costa Canaria. He is now carrying out research about tourism in Cornell

University, College of Human Ecology (Ithaca, EEUU), holding an European Marie Curie International Outgoing Fellowship.

KARIN OHLENSCHLÄGER. *“Art and Culture in Network: Connect_ Share_Communicate”*. Art critic and curator of exhibitions specializing in contemporary art and new technologies. She has been cofounder and codirector of the MedialabMadrid. Among other events, she has directed the I International Festival of Art, Science and Technology: Cibervision; the International Festival of Infoarchitecture; the International Festival of Artificial Life: Research and Development of Artificial Life in Art, Sciences and Humanities; and Ecomedia: Ecological Strategies in Today's Art.

JUANI GUERRA. *“Biopoetics and Neuroaesthetics: Dynamics of Perception and Cognition/Emotion in Interphase Environments. The Case of the Sea/Dune and Dune/Urban Space Interphases in Maspalomas”*. Ph. D. in Filology from University Complutense of Madrid, she has been Researcher and Professor at the University of California at Berkeley and San Diego, the University of Harvard at Boston, and the U. Syddansk and U. Aarhus in Denmark. She is now Professor at the University of Las Palmas de Gran Canaria y leader of the Research Group on Biopoetics, Cognitive Semiotics and Neuroaesthetics. Her research areas involve Cognitive Poetics (creativity) and the complex systems associated with the construction of meaning and knowledge of the world.

GENERAL ORGANIZATION AND COORDINATION / ESPACIOGUÍA AND KERNEL COLLECTIVE. ESPACIOGUÍA is an independent cultural project created by **Manena Juan** and **Fernando Maseda** in 2005 to encourage creative processes aimed at the creation, research and cultural mediation. It collaborates with art centres and universities on postgraduate studies about creativity, cultural management and tourism. Since 2006 it has been carrying out CampusGuía, an annual event on social creativity and local development. Kernel Collective is an international group created by Architecture students for the itinerant generation of shared training experiences. It was founded by **Clara Maseda** (University of the West of England), **Adeline Héraud** (École Nationale Supérieure D'Architecture de Paris-La Villette) and **Anna Casti** (Università IUAV di Venezia) in Paris in 2014. The *inSitu* program is their first proposal.

ACCOMPANIMENT / LIMPIARTE COLLECTIVE. A group of art action linked to the EspacioGuía Net and integrated by female artists, architects, educators, communicators and social activists: **Manena Juan**, **Clara Maseda**, **Edurne González**, **M^a José Ollero**, **Laura Fernández**, **Chony Jiménez**, **Andrea Maseda**, **M^a José Planells** y **Olivia Mendoza**.

DYNAMIZATION. **Anna Recasens**, cultural activist and member of the Trans-Locaciones/Idensitat (Barcelona), among others, on temporal experiences, art practice and local contexts.

INTERNATIONAL DISSEMINATION. **Yunyin Zhang** (scholar), student of the Master's Degree in Tourism Management of Cultural and Natural Resources, Carlos III University of Madrid.

TREKKING GUIDES . **Agustín Bolaños** (sculptor and performer) y **Salvador Martínez** (biologist and landscapist).

SUPPORT. **Eglé Jurgaityté** y **Antonio Marino** (Architecture students in Bristol and Paris).

INTERNATIONAL CONSTEST, 1961

The tourist destination Maspalomas starts in 1961 with the **International Concest of Ideas “Maspalomas, Costa Canaria”**, granted by the International Union of Architects, which was one of the most significant urban planning events in the tourist development of Spain.

maspalomas | costa canaria

basic chronology

TOURIST RENOVATION, 2015

Fifty years later, in 2015, Maspalomas and the Canary Islands have become a **mature tourist destination**, which shows evidence of a faded and obsolescent tourist model that needs to be “re-programmed”. In the last years there have been regulations and planning of renovation and modernization but they have not produced the expected results.

1.800 MILLIONS OF TOURIST, 2030

From 1961 tourism has grown and expanded continuously worldwide, becoming a major economic activity with one of the largest rates of average global growth. In 2013 there were 1.087 millions of international tourist arrivals which are estimated to become 1.800 millions in 2030. Spain received 61 millions of international tourists in 2013 (third in the global ranking by country), from which 12 millions came to the Canary Islands.



Maspalomas - Canary Islands - Spain

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INSITU 2015 is an initiative by espacioGuí'92a and Kernel collective in collaboration with: University of the West of England, Institute of Tourism and Sustainable Development-TIDES and UNESCO Chair in Tourism Planning and Sustainable Development of the University of Las Palmas, Carlos III University of Madrid (Master's degree in Tourism Management and Cultural and Natural Resources), Pompeu Fabra University of Barcelona (Departement of Communication), Twenty Degrees Institute.

espacioGuía



KERNEL collective



University of the West of England



Universitat Pompeu Fabra Barcelona



Universidad Carlos III de Madrid

The Twenty Degrees Institute

20°

research education communication