THE ROLE OF ARCHITECTURE ON THE REVITALIZATION OF BILBAO, SPAIN

TAYGRA LONGSTAFF
LITERATURE REVIEW

- Environment-Behavior Studies (EBS) in Architecture
- Economic Contributions
- Effects in differing social classes
- Changes in global perception
What effect has recent architecture had on Bilbao, Spain?
BRIEF HISTORY

- Located in Northern Spain
- Manufacturing town
- After Franco unemployment hit 25%
- Late 80’s came up with the Strategic Plan

Strategic Plan:

1. Expansion and modernization of the port
2. New transportation facilities, including a subway designed by Norman Foster
3. Expansion of the airport, designed by Santiago Calatrava
4. Construction of a new bridge, designed by Santiago Calatrava
5. The Abandoibarra riverfront development, including a 1 million square-foot office and shopping mall complex, designed by César Pelli
6. Construction of the Euskalduna Convention Centre and Music Hall, designed by Federico Soriano and Dolores Palacio
7. Construction of the Bilbao Guggenheim Museum, designed by Frank Gehry
RESEARCH DESIGN AND METHODS

- Social Polarization
- Increased Tourism
- Change in Global Recognition
- Economic Growth

The Guggenheim Museum Bilbao designed by Frank Gehry opened in 1997
ARGUMENT AND EVIDENCE

Social Polarization
- Increased property prices
- Continued urban development

Increased Tourism
- Initial increase of 50%
- 84% stated the Guggenheim as destination

Figure 1: Visitors to the Guggenheim, Incoming Travelers, and Overnight Stays (January 1994-January 2000)
ARGUMENT AND EVIDENCE

Global Recognition
- Purpose of design
- International and national

Economic Growth
- Job creation
- Foreign investment

Figure 2: Unemployment Rate, Bilbao (1995-2005), in %

Figure 3: Employment in Manufacturing and Services Sectors, Bilbao
CONCLUSION

- Separation in classes
- Increased Tourism
- National and international perception change
- Job creation
- Not the Guggenheim Museum solo
- Part of bigger project
- Can be risky investment
- Involves negative effects
REFERENCES

- Figure 2: Ploger, Jorg. “Bilbao City Report.” Centre for Analysis of Social Exclusion, 2007.
Questions?