Critical Analysis of the Flagship Urban Projects
(Analyse Critique des “Flagship Projects” Urbains)

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INTRODUCTION

GLOBAL OBJECTIVES (RESEARCH)
1-Evaluation of territorial impacts of the flagship urban projects (aspects: economic / social / image / physic)
2-Proposition of urban planning and strategic alternatives

OBJECTIFS OF THIS PAPER
- Assessment of territorial impacts in Paris: Critic analysis “grands projets parisiens” after 1980: BNF F. Mitterrand
- Presentation: other flagship urban projects
  (for further comparison and test of general hypothesis)

PLAN OF THE PAPER:
- Definition of the flagship urban projects, hypothesis and methodology for an critic analysis
- Case of the BNF F. Mitterrand
- Other flagship projects: in Spain and in Portugal
- Conclusions
DEFINITION OF FLAGSHIP URBAN PROJECT

- Piece or group of urban pieces (and their specific process of theoretical conception)
- Symbolic of monumentality
- Attractive image
- Strategy of urban and territorial marketing
- Symbol and catalytic role of a process of urban regeneration:
  Flagship projects are property developments in prestigious and significant sols.
  This projects play a catalytic role of a urban regeneration process and the transformation of the image of a city.

- Different scales: from building to urban project

  Also: Iconic Buildings
INITIAL HYPOTHESIS

• The flagship urban projects produce a morphological and image transformation of the place. They promote processes of gentrification and urban regeneration.

• The main objective indicated by politicians was the offer of a high level cultural service and public spaces of high quality. However, the origin of this projects competitiveness between cities who belong to a urban network of a same hierarchical level. The prime objective was the attraction or production of capital.

• Their localisation was either in a symbolic central place of the city or in a socio-economic depressed central area with an unattractive image.

• They constitute veritable landmarks and nodes of accumulation of tertiary and quaternary sector activities. These projects improve the accessibility of the environmental space of their sites.

• The flagship projects have a high social cost because of a social substitution of the habitants of the neighbourhood. However they don’t constitute a veritable solution to social problems. They lead a population transfer to other areas. Their construction and maintenance costs are also large.
METHODOLOGY (I)

Comparability of selected flagship urban projects
Aspects for critical analysis

<table>
<thead>
<tr>
<th>ASPECT</th>
<th>SCALE</th>
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<tbody>
<tr>
<td></td>
<td>Macro-scale (city and interurban)</td>
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<tr>
<td>Morphology</td>
<td>Physic transformation of a decline urban sector or a generation ex-novo of an urban zone</td>
</tr>
<tr>
<td>Image</td>
<td>Contribution to global image of a city</td>
</tr>
<tr>
<td>Social</td>
<td>Attract tourists and the transnational class</td>
</tr>
<tr>
<td>Economic</td>
<td>Attract capital</td>
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</tbody>
</table>

TABLE: ASPECTS TO ANALYZE IN THIS RESEARCH IN FUNCTION OF DIFFERENT SCALES AND APPROACHES
METHODOLOGY (II)

- Diachronic analysis of the physical transformation through cartography, photography and bibliographic references

- Interviews to different users

- Analysis of different spaces of representation and representation of spaces: documents like videos, photography, texts or touristic maps, and also graffitis, manifestations or singular events.

- Exploratory data analyse of:
  . Tourists and quotidian users of the BNF
  . Population statistics and property characteristics of sols with residential function in the Tolbiac’s sector of the ZAC Rive Gauche

- Participant observation in the flagship project and in their neighbourhood
### « GRANDS PROJETS » IN PARIS: 1980-2007

<table>
<thead>
<tr>
<th>Les Grands Travaux</th>
<th>Années où ils apparaissent cités (à partir de 1980)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institut du Monde Arabe</td>
<td>1981, 1987</td>
</tr>
<tr>
<td>Musée d’Orsay</td>
<td>1982</td>
</tr>
<tr>
<td>Grande Arche de la Défense</td>
<td>1983, 1989</td>
</tr>
<tr>
<td>Opéra Bastille</td>
<td>1983, 1989</td>
</tr>
<tr>
<td>Palais Omnisport de Bercy</td>
<td>1984</td>
</tr>
<tr>
<td>Forum des Halles</td>
<td>1985</td>
</tr>
<tr>
<td>Eurodisneyland (Marne-la-Vallée)</td>
<td>1985</td>
</tr>
<tr>
<td>Pavillon de l’Arsenal</td>
<td>1988</td>
</tr>
<tr>
<td>Ministère des Finances à Bercy</td>
<td>1989</td>
</tr>
<tr>
<td>Bibliothèque Nationale de France</td>
<td>1992, 1995</td>
</tr>
<tr>
<td>François Mitterrand</td>
<td></td>
</tr>
<tr>
<td>Stade de France</td>
<td>1993, 1998</td>
</tr>
<tr>
<td>Cathédrale d’Evry</td>
<td>1995</td>
</tr>
</tbody>
</table>

Grands Travaux à Paris selon Fourcault, et al. (2007)

These projects was considered from the speciality bibliography. They was able to have this characteristics:
- Monumentality
- Political power and capital concentration
- Origin of tendencies of urban processes
- "Intra muros" Paris and "banlieu" of proximity

Selection of some of this projects: Villette, Opéra de la Bastille, Stade de France et BNF F. Mitterrand

Common aspects:
- Exaltation of the national identity
- Design and star architecture
- Emblematic building to generate an urban regeneration process
- High economic costs
- Interaction between project and place. Re-creation of the places
- Main objective: stimulation of the consumption and offer a high quality service
Recent evolution of the district of the “Rive Gauche”

Analysis of the actors’ discourses, of the spaces of representation and representation of the space and morphological transformation.

- Public initiative, concretely of the Republican President: F. Mitterrand
- Urban Planning with a “Zone d’Aménagement Concerté” ZAC.
- Physic transformation of the place through a cover of train tracks. Mixed utilisation of the sol. Historical building remains (i.e. Les Frigos et les Grands Moulins).
- Contradiction between the discourses of the actors: political, technical and public.

Social and economic transformation (statistical data)

- Attraction of tourists (BNF) and transnational enterprises
- Number of library’s users is stabilized (300 people/day)
- Cultural activities less important than economic activities
- Neighbourhood with a low degree of vitality: contrast between day and night
Au premier plan de l'image nous pouvons voir les travaux du projet de la Rive Gauche dans le faisceau des voies ferrées. 05/2008
“BNF F. MITTERRAND”– (ZAC Rive Gauche). Paris

### TOLBIAC (T1-T3) - CARACTÉRISITIQUES

<table>
<thead>
<tr>
<th>TYPE LOGEMENT</th>
<th>Nbr</th>
<th>Surface (m²)</th>
<th>Surf/Log (m²)</th>
<th>% Nbr Secteur Tolbiac</th>
<th>% Total Nbr Rive Gauche</th>
</tr>
</thead>
<tbody>
<tr>
<td>Log. Sociaux</td>
<td>324</td>
<td>31303</td>
<td>96.6</td>
<td>38.9</td>
<td>23.8</td>
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<tr>
<td>Log. Libres</td>
<td>509</td>
<td>45683</td>
<td>89.8</td>
<td>61.1</td>
<td>37.4</td>
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<tr>
<td>Log. Étudiants</td>
<td>0</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>0.0</td>
</tr>
<tr>
<td>TOTAL (sauf étudiants)</td>
<td>833</td>
<td>76986</td>
<td>92.4</td>
<td>100.0</td>
<td>61.3</td>
</tr>
</tbody>
</table>

**Background of the map:** IGN 1981

**1989**

**Information Centre of the Rive Gauche (15/04/2008)**

**Scaled model in the Informational Centre of the “Rive Gauche” (15/04/2008)**
SOME FLAGSHIP PROJECTS IN THE IBERIAN PENINSULA:

IMITATION PROCESS FROM PROJETS IN GLOBAL CITIES (London, Paris,...) & OTHER SUCCESSFUL CASES (Bilbao, Glasgow)

CHOICE OF CASES (European Cities: small and medium size)
- “Cidade da Cultura” (Santiago Compostela – Galicia, Spain)
  Large dimensions of the project
  Utilisation of the proposed services
  Dialog or opposition to historical centre?
  Localisation and accessibility

- “Casa da Musica” (Porto - Portugal)
  Capacity of regeneration? – diminished (“degradado”) area of Boavista
  European City of Culture: 2001

- “Ciutat de les Arts i de les Ciències” (València – Spain)
  Politic strategy of urban and territorial image change
  Interaction with mega-events (F1, America’s Cup,...)
  Economic viability and sustainability
  (Para quien) For whose people?
"CIDADE DA CULTURA". Santiago de Compostela (Galicia – Spain)

Architect: P. Eisenmann (1999-...)

Photo of Paisajes Españoles (in Martí Arís, 1995)

04/07/2005 "Cidade da Cultura" depuis Mte. Pedroso

31/07/2006 "Cidade da Cultura" from the roof of the Faculty of Geography and History (Historique Centre)

18/06/2009 "Cidade da Cultura"
"CASA DA MUSICA". Porto (Portugal)
“CIUTAT DE LES ARTS I DE LES CIÈNCES”. València (Comunitat Valenciana, Spain)
Architect: S. Calatrava (1989-2005…)

CONCLUSIONS

FLAGSHIP URBAN PROJECTS (general)
Urban marketing and inter-urban competitiveness

GRANDS PROJETS PARIS
Landmarks and identification element for neighbourhood of Tolbiac and Paris
Localisations: central and symbolic places and urban wastelands
Main objective: attraction capital (tourist and enterprises of quaternary sector)
Improvement of the urban image
Improvement of the accessibility (i.e. metro 14)
Node of accumulation and attraction of capital

BNF F. MITTERRAND
Landmark of the neighbourhood
Physic Transformation of this area of Tolbiac
Contradiction between the discourses of the different actors
Functional and diurnal gentrification
Neither fear nor vitality of this area

PROJECTS IN SPAIN AND IN PORTUGAL
Public strategy: symbols of modernisation
Imitation: Grands Projets of F. Mitterrand and Bilbao’s Guggenheim
Common characteristics: “cultural” and controversial projects

Necessity of a further analysis of economic and social transformations (meso and macro-scales) to obtain a global assessment of the territorial impacts of the flagship projects
BIBLIOGRAPHY (selection)


