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Barcelona City Council awards the tender to improve the Rambla to the Km-ZERO team [1]



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Barcelona City Council has announced the award of the international tender to define the transformation of the Rambla. The winning team is Km-ZERO, made up of 15 professionals from different disciplines, who will take on the challenge of the comprehensive physical and social revitalization, improvement and transformation of Barcelona?s Rambla and its immediate catchment area.

The tender, presented at the COAC in May [2], envisages the transformation of this iconic city thoroughfare based on civic and local parameters so that the urban development actions that need to be taken can be planned based on a social analysis and the most appropriate use of space.

The winning project is the proposal that received the highest score from the jury, which was made up of a representative of the Architects? Association, internal staff from the City Council and representatives of the Association of Civil Engineers, the Association of Political Scientists and Sociologists, and the Geographers? Association of Catalonia.

The winning team
The Km-ZERO team has in-depth knowledge of the Rambla and is made up of 15 professionals from different backgrounds: Itziar González (architect), Arnau Boix (architect), Lola Domènech (architect), Olga Tarrasó (architect), Jordi Quiñonero (sociologist), Paul B. Preciado (philosopher), Josep Selga (biologist), Ole Thorson (civil engineer), Sergi Cutillas (economist), Ernest Cañada (geographer), Albert Conesa (industrial engineer), Sebastià Ribot (civil engineer), Cristina Pedraza (quantity surveyor), Pablo Feu (lawyer) and Pere Mogas (urban planner).

The winning proposal
The most noteworthy points of the winning project were 'a very accurate identification of the most important aspects and a clear methodology to find solutions for urban problems and citizen participation'. With regard to urban problems, the project put forward a plan for managing spaces that attract large crowds, including strategies for changing commercial practices dedicated to tourism and encouraging the use of space by local citizens.

The proposal also envisages developing housing policies to bring back local residents to the Rambla, actions to improve the accessibility of public transport, and measures to restrict the use of private vehicles. The project also seeks to connect the Rambla with the network of free open spaces in the area, with a particular emphasis on Ciutadella Park

The next steps
From the time work starts, the winning team will have six months to document the strategies for action, which must include four cross-cutting documents: a plan for managing spaces that attract large crowds of people; a plan for community revitalization and the activation of temporary uses; a plan for cultural and facility management, and a draft project for the urban planning of the public space in and around the Rambla.

Once this task has been completed, the team will need to start working on the urban development project. The forecast is that the executive project will be completed by the autumn of 2018 so work can start in early 2019.

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[1] https://arquitectes.cat/es/node/27983
[2] https://www.arquitectes.cat/ca/suport/actualitat/concurs-rambla-barcelona