



Place Branding and Place Making

What makes a place attractive?

Juan Carlos Belloso

OPEN UP! CREATIVE PLACEMAKING FESTIVAL
Prague - Pilsen, 7-8 November 2014

Intensified globalization leads to increased competition among places



Increased competition among places

All **places compete with each other** to attract and retain:

- residents
- tourists and professional visitors
- the best talented professionals, students and creative people
- investors and entrepreneurs
- clients and consumers for their products and services
- political, professional, cultural and sporting events
- international organizations
- the attention from the international media and opinion leaders
- political and economic allies
- etc.



What makes a place attractive?



What makes a place attractive

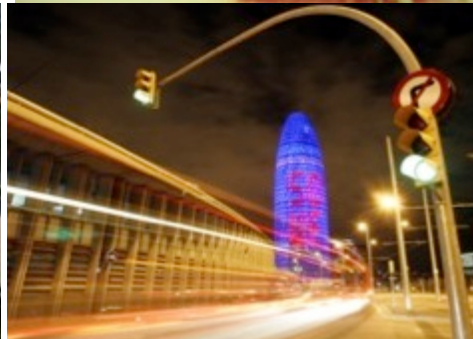
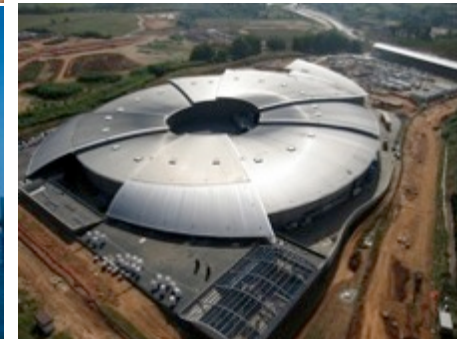
Great, distinctive, attractive and competitive places have some common elements:

- A clear vision, purpose and value proposition
- A strong, distinctive identity and character
- Attractive, high quality, innovative and inspiring design and content
- Alive and vibrant
- Provide opportunities and exciting experiences for everyone
- Diverse, human, connected and sustainable
- Balanced
- Engaged stakeholders and citizens
- A strong and positive image and reputation (brand)



Barcelona





Advanced, inspiring, cosmopolitan, open, modern, mediterranean, creative, innovative, vibrant, diverse, human

BARCELONA *inspires* DNA



Innovative Urban Design and Architecture











Photo: Frederic Camallonga

Popular culture and Traditions



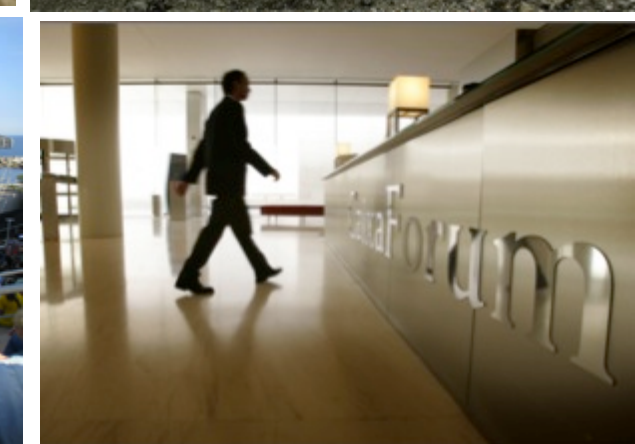




FABRA I COATS
FÀBRQUES
DE CREACIÓ

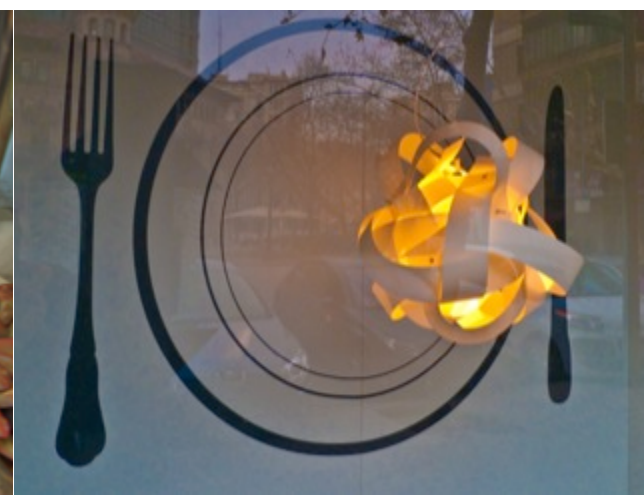








Food and Gastronomy



Alimentaria 2012

Salón Internacional de la Alimentación y Bebidas
International Food and Drinks Exhibition

26 - 29 Marzo/March - Barcelona • Fira de Barcelona - Gran Via



Sports



Shopping



Restaurants



Bilbao

An example of Urban Transformation: From an industrial city to a city of services, culture and innovation



The Guggenheim Museum: “The icon”



The Urban Revolution

BilbaoNext



The Urban Revolution

The Architects



Bilbao GUGGENHEIM ++

Shanghai World Expo 2010
Better City, Better Life

22

Bilbao's new **Architecture**

El Museo Guggenheim, obra del arquitecto **Frank O. Gehry**, es una de las piezas arquitectónicas más espectaculares del siglo XX. Destaca también el diseño del Metro de Bilbao obra de **Norman Foster**, ambos son arquitectos distinguidos por el prestigioso Premio Pritzker, al igual que otros como **Rafael Moneo**, **Zaha Hadid** y **Alvaro Siza** que están desarrollando proyectos importantes en Bilbao.

Son muy relevantes también las obras en Bilbao de Santiago Calatrava, Cesar Pelli, Arata Isozaki y Legorreta, además de otros muchos trabajos de arquitectura de altísimo nivel como las obras de Federico Soriano, Carlos Ferrater, Juan Coll-Barreu, el Ingeniero Fernandez Ordoñez, etc.



The Urban Revolution

Culture: Museums and Arts Institutions



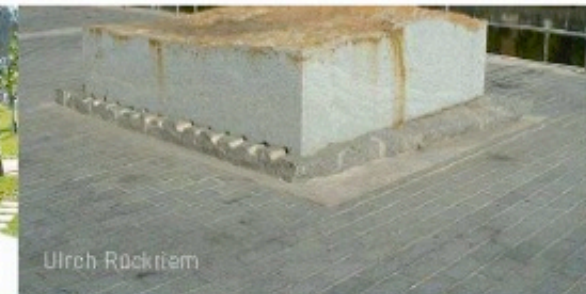
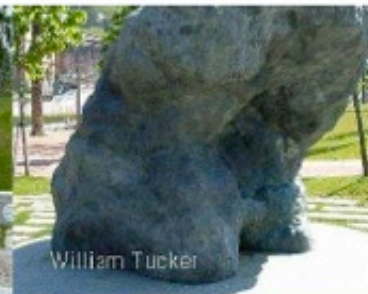
The Urban Revolution

Culture: Museums and Arts Institutions



The Urban Revolution

Culture: Urban Culture



What makes a place attractive

Every place has its own model

There is a close relationship between place branding and place making

Great, attractive and competitive places they all have a strong, distinctive identity and high quality, innovative and inspiring design and content.



futureplaces

Major de Sarrià 185 – 187,
Esc. 1, 2º 1ª
08017 Barcelona
Tel. 34 93 180 38 79
www.futureplaces.com



**Thank You
very much**

