

"Barcelona"

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Barcelona is the capital city of the eastern province of Catalonia in Spain, located on the Mediterranean Coast. It is the second largest city in Spain (Madrid being the first) with a population of 1.6 million people. Barcelona has 2000 years of years of heritage and culture. Barcelona also boasts a booming economy with one the principle Mediterranean Ports and Barcelona International Airport (the second largest airport in Spain). Barcelona is an innovative city that takes full advantage of its geographical location and its rich culture to attract and retain creative workers.

Barcelona is a cultural centre (Fast Company, 2007). There are many different cultures of people living in Barcelona such as Ecuadorians, Peruvians, Columbians, Italians, and Chinese. These social demographics add to the culture of the city but the main element of Barcelona's culture is embedded in the people of Barcelona and it's rich history. Buildings and social events reflect the culture of Barcelona through architecture and nature of the event. For example the Torre Agbar is a new building that was heavily influenced by the geographical surroundings of Barcelona and one of Barcelona's most infamous designers Antoni Gaudi. More of Barcelona's culture can be experienced through events such as "Sonar" which is an annual musical festival that Barcelona is home to. There are also many museums that house works of art and artifacts that reflect the cultural diversity of the city, the most peculiar of these museums is the Erotic Museum of Barcelona. Barcelona's rich culture and even richer history make the city a magnet for attracting creative/knowledge workers.

The city of Barcelona is an amenities city. By the year 2010 the city's plan is to have a park within 200 meters of every inhabitant in the city. The parks are to have playgrounds, magnolia trees, benches and statues (Fast Company, 2007). The city of Barcelona is also the host to 4.5 kilometers of sandy beaches. These outdoor (recreational) amenities (Florida, 2005) give Barcelona a competitive edge in the market of creative and knowledge workers. The city also has major league sports amenities to offer its inhabitants, FC (Futbol Club) Barcelona is one of the biggest football teams in Europe. Barcelona is aware of the value and importance of the amenities it offers its inhabitants and realizes that creative and knowledge workers are attracted to cities with these amenities.

Through agglomeration Barcelona has become an innovative city. Companies such as Hewlett-Packard, Volvo and Audi have set up headquarters in Barcelona and these companies draw to them smaller business firms that agglomerate around the big companies (Kolehmainen, 2003). Barcelona has grown to accommodate over 1,500 design studios

and multinational companies. These companies demand for creative workers has influenced the 18 design schools within Barcelona as well as the universities, most notably the University of Barcelona. New innovations can be seen in Barcelona today, with the completion of the Torre Agbar, the International Convention Centre, Santa Caterina Market, and the Rambla de Mar, these buildings/structures offer different ways of using technology to create new areas for work, social interaction and leisure. Thanks to Hewlett-Packard, Volvo and Audi, Barcelona has been able to capitalize on the agglomeration of these companies and turn it into a local environment of innovation (Kolehmainen, 2003).

Barcelona is a cultural center, it is the second biggest city in Spain, it is a principle Mediterranean Port, and it is an innovative city. Barcelona has the ability to attract creative and knowledge workers and it has the ability retain these workers. Creative and knowledge workers are attracted to the environment where they are attracted by its openness, inclusiveness, and the diversity to all ethnicities, races, and the walks of life (Florida, 2005). Barcelona has an education system that is producing creative and knowledge workers for the companies that operate within the city. In our current transition to a knowledge society (Drucker, 1993) Barcelona is a city that has amenities, has an agglomeration of big companies, and has a rich and diverse culture, all which solidify Barcelona as an innovative city.

Works Cited

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