



The "**other**" cities:
urban planning & architecture for tourism.
The case of the
Spanish Mediterranean (**1945-1975**)

1 introduction:

The square, the park and the seafront

2 models of touristic city

or city of vacations in the coast

2.1.- In cluster: the urban discontinuity

2.2.- Green carpet: tridimensional urbanism

3 conclusions:

Two cities, Summer and Winter

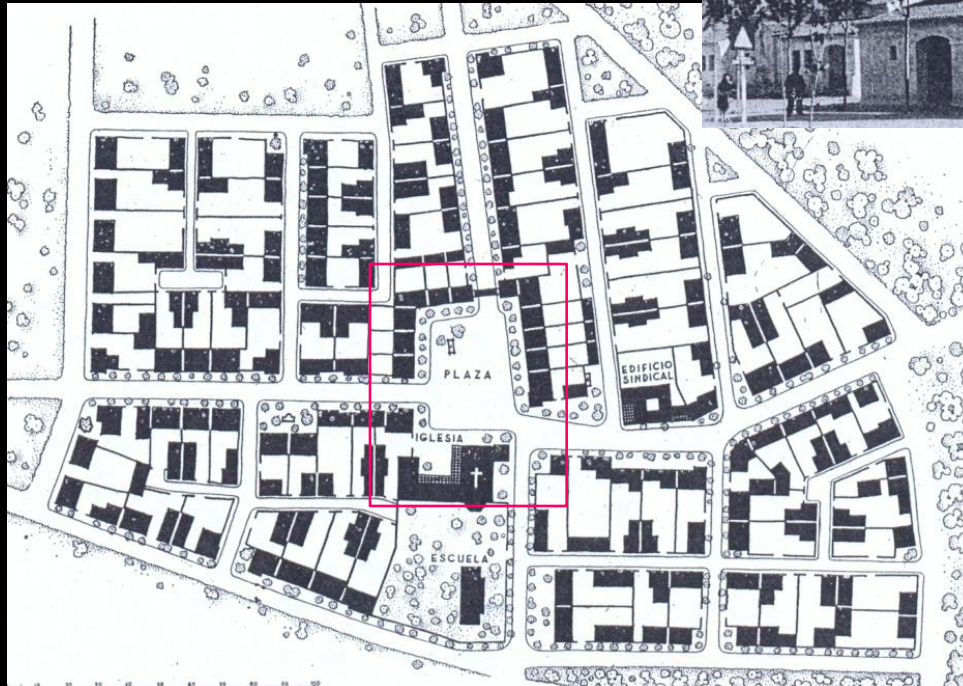
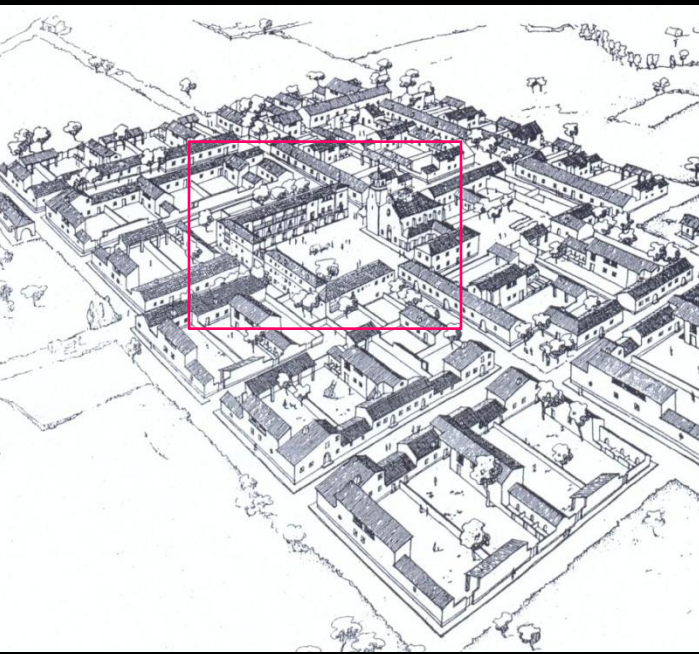
Andrés MARTÍNEZ MEDINA & Justo OLIVA MEYER

andresm.medina@ua.es & justo.oliva@ua.es

Escuela Politécnica Superior, Universidad de Alicante

introduction:

The square, the park and the seafront

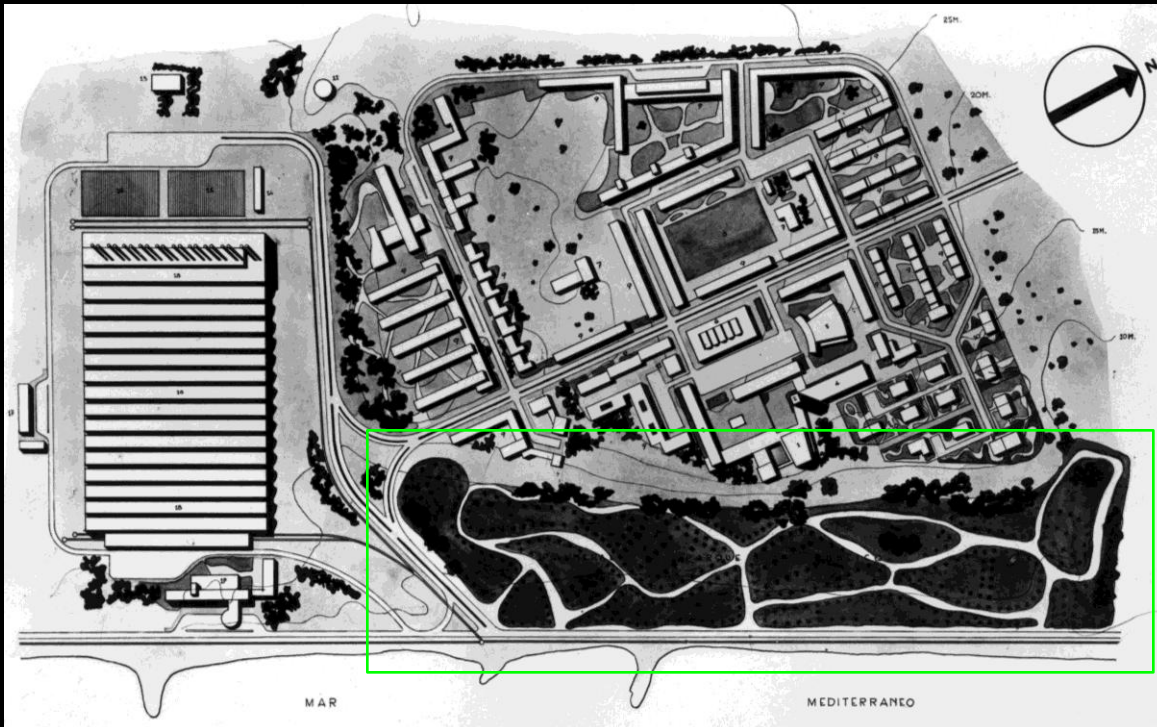
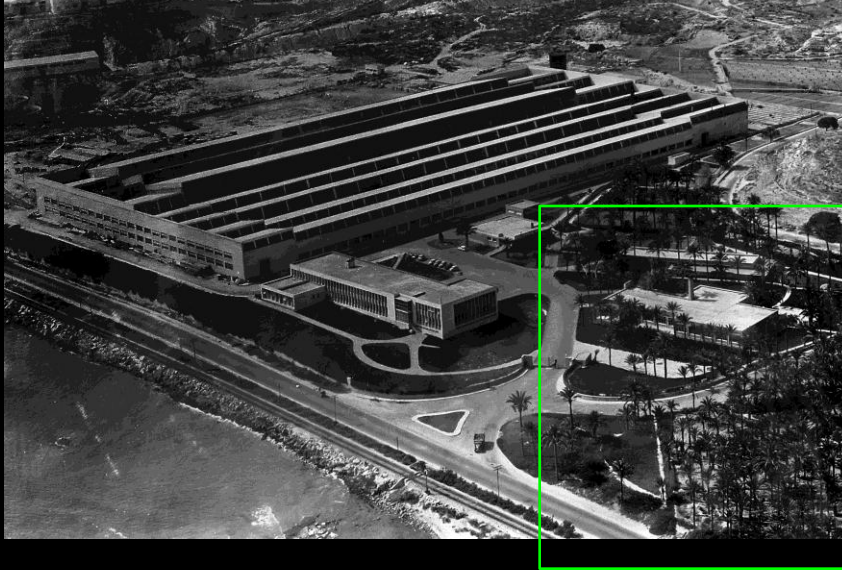


1945, A. DE LA SOTA:
Gimenells (Lérida)

Rural Village (small town)
around the square

introduction:

The square, **the park** and the seafront



1953, M. LÓPEZ:
Aluminio Ibérico Factory
& houses for workers (Alicante)

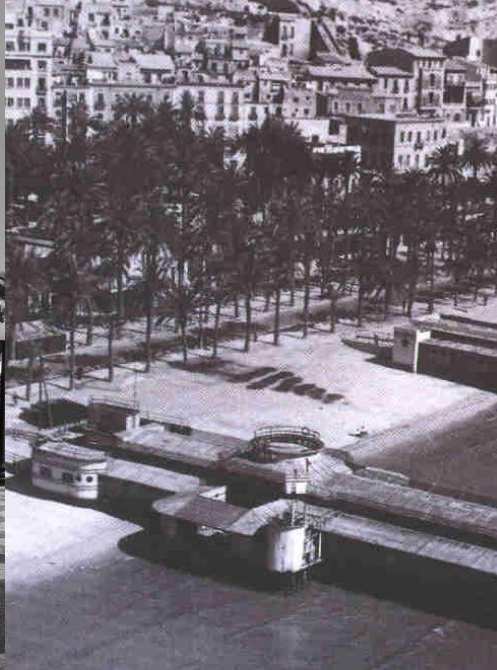
Residential sector
around the park

introduction:

The square, the park and the seafront



1957, M. LÓPEZ: Promenade of Alicante



Benidorm's beach in the 50'

BENIDORM PLAN GENERAL DE ORDENACION URBANA

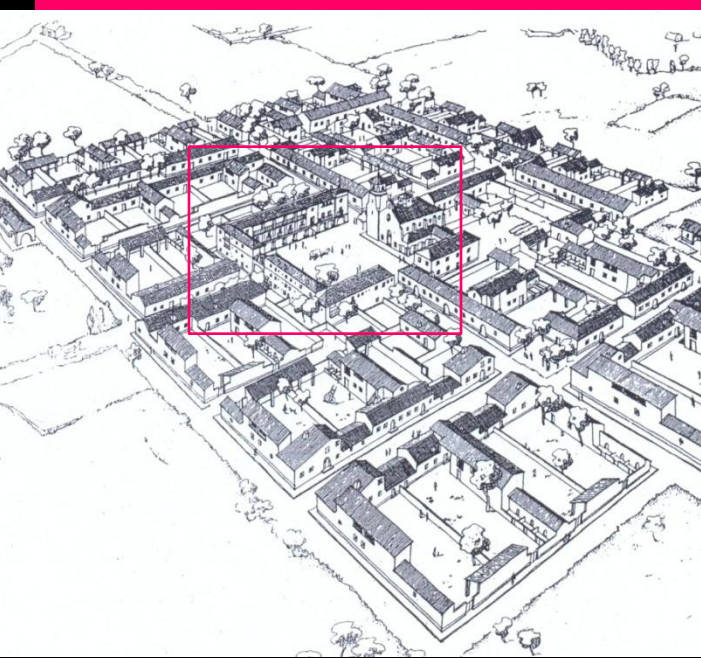
ZONIFICACION
ESCALA 1:5,000



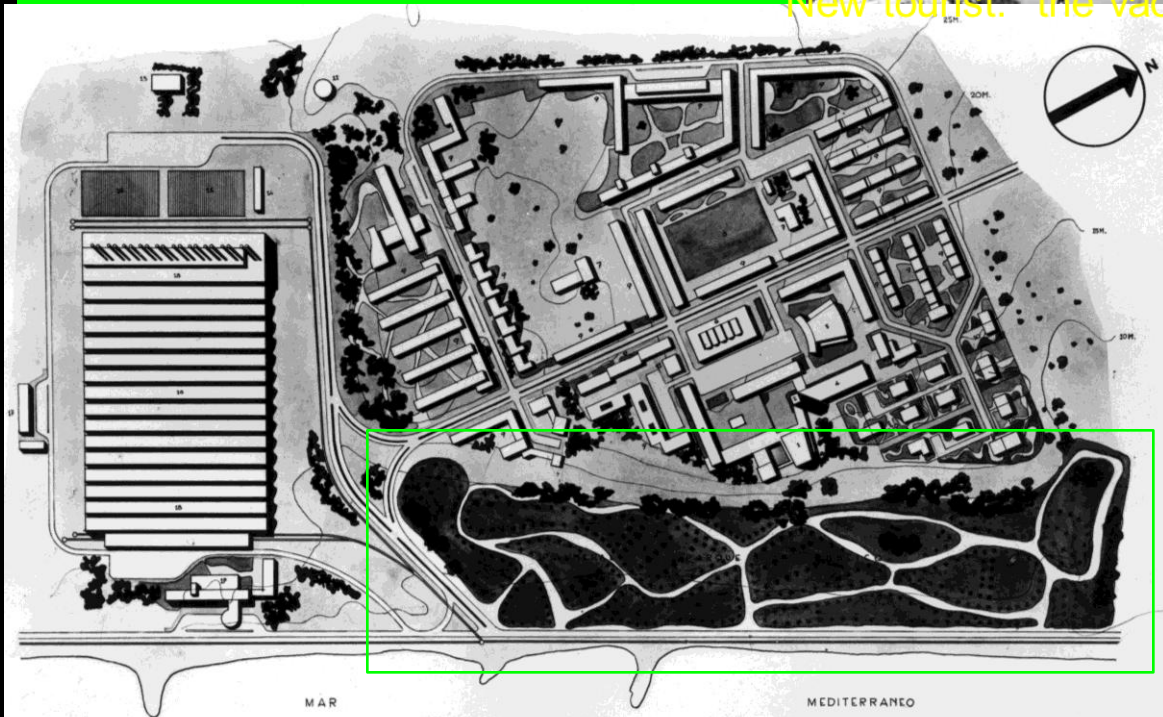
1956, F. MUÑOZ:
Máster Plan
(Benidorm)

The urban development
on the seafront

introduction:
The square, the park and the seafront



New tourist: "the vacationist"



Rural Village (small town)
around the square

Residential sector
around the park

The urban development
s the seafront

introduction:
The square, the park and the seafront



New tourist: "the vacionist"



models of touristic city or city of vacations in the coast

Parameters in the 50' context in Spain for
to understand the urban planing for Tourism



1st.- Massive phenomenon in
progressive evolution

2nd.- The tourists came
form the middle classes

3rd.- Postindustrial societies invest
in their vacation time

4th.- Tourism was an industry
of services in constant growth

5st.- First Spanish legal urban
was born in 1956





6st.- A new tourist: the summer vacationist (sometimes property)

7st.- The preferred mean of transport was the car (its name in spanish was 'turismo')



8st.- The peak months were July and August and the destiny was the Mediterranean coast

9st.- Tourists searched a mix combination: "war&peace"



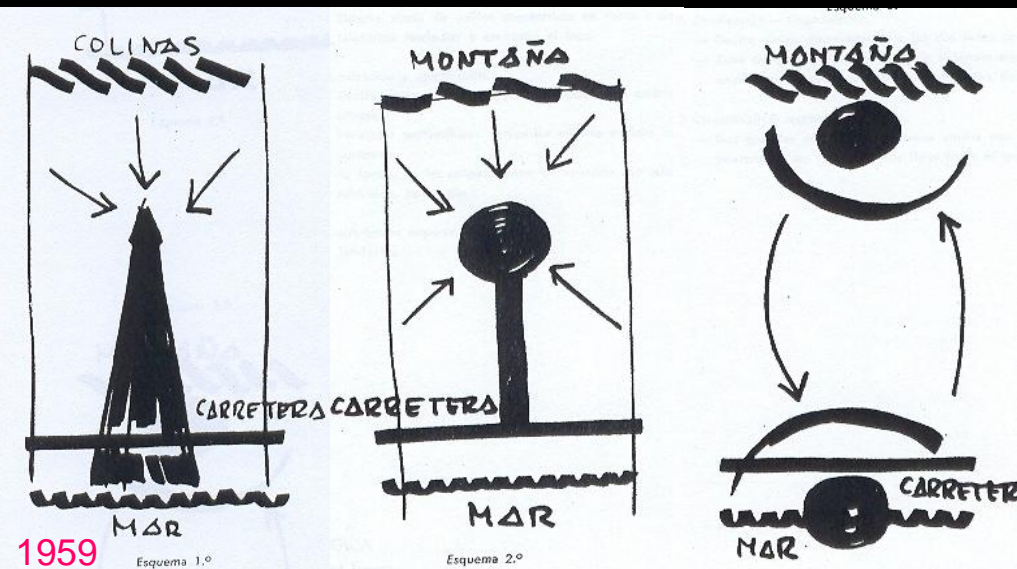
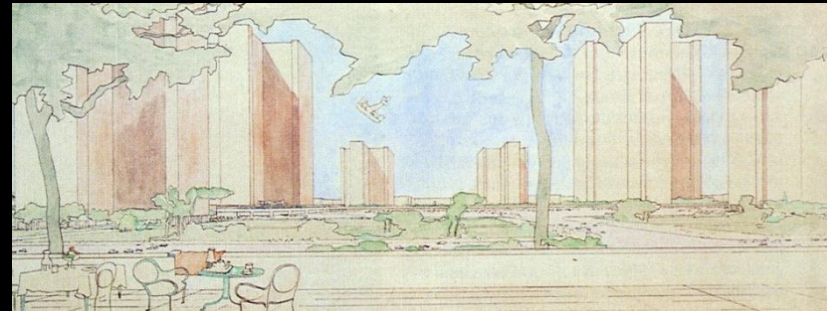
10st.- The kind of architecture required -to satisfy these demands- was fragile.

The consumer society led to a leisure society

models of touristic city or city of vacations in the coast



1925-33: Ville Contemporaine+Radiouse



1959

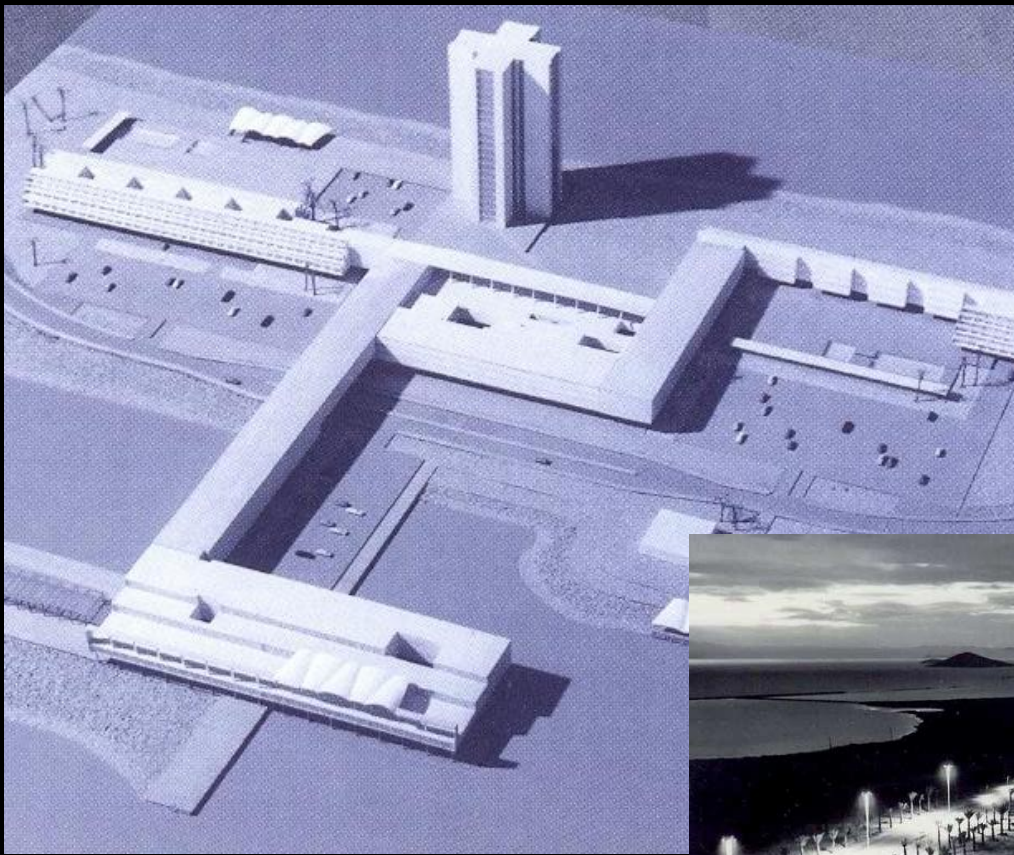
Abstracts of the Urban Planning competition, of Costa Elviria



1959-73, A. ORTS: Plains of Dehesa Campoamor

2.1

Touristic nucleus in cluster: the urban discontinuity



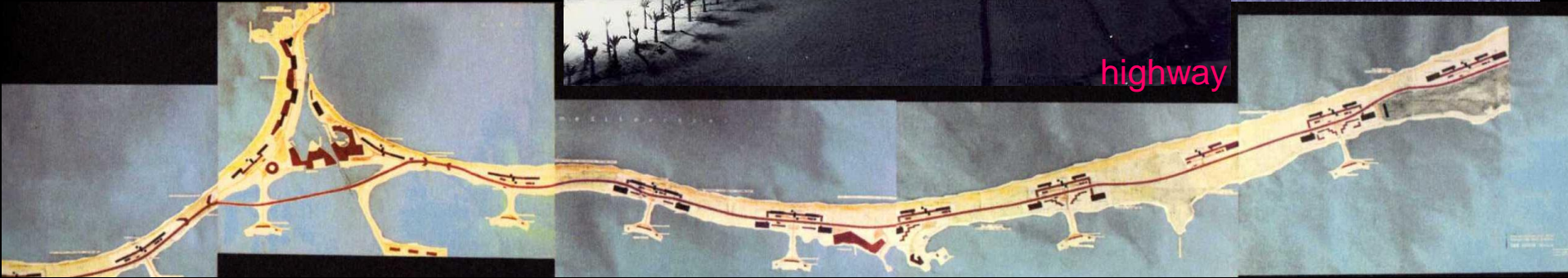
model of urban nucleus



propouste model



highway

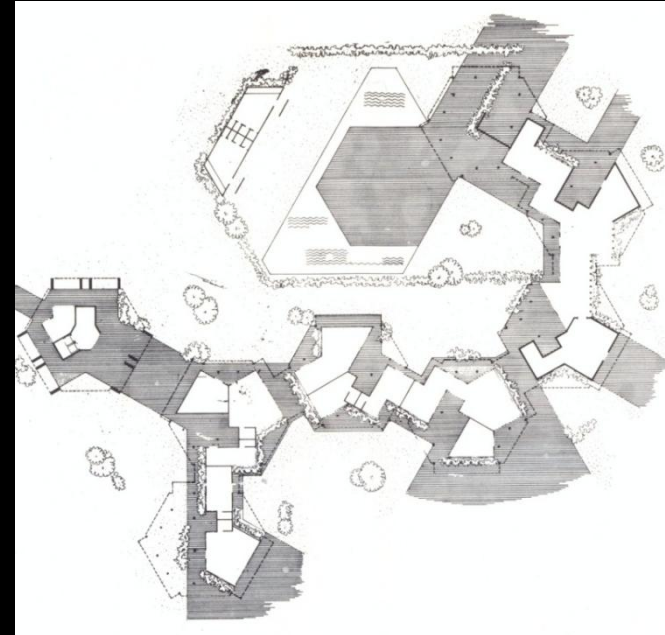


1961-64, A. BONET:
La Manga del mar Menor (Murcia)

Touristic nucleus in cluster:
the urban discontinuity



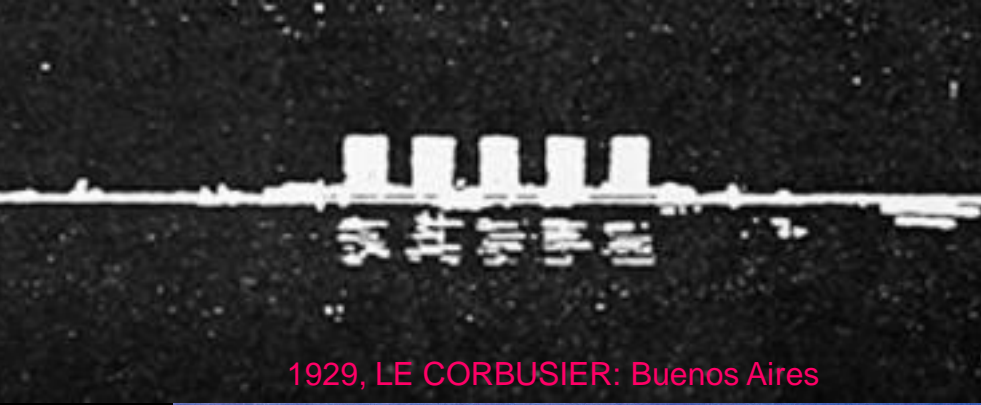
Hexagonal Residential Complex



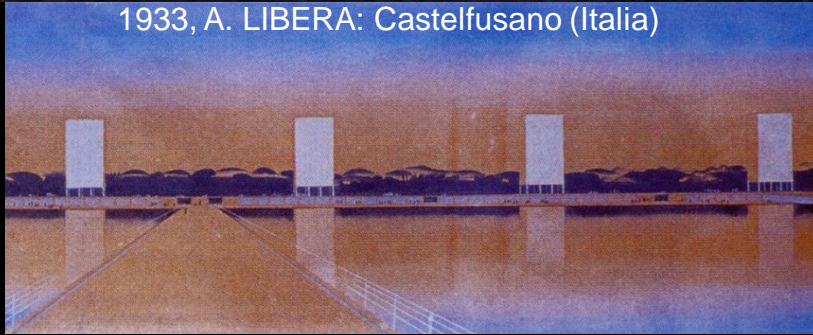
1961-64, A. BONET:
La Manga del mar Menor (Murcia)

2.1

Touristic nucleus in cluster: the urban discontinuity



1929, LE CORBUSIER: Buenos Aires



1933, A. LIBERA: Castelfusano (Italia)



1961-64, A. BONET:
La Manga del mar Menor (Murcia)

2.1

Touristic nucleus in cluster: the urban discontinuity



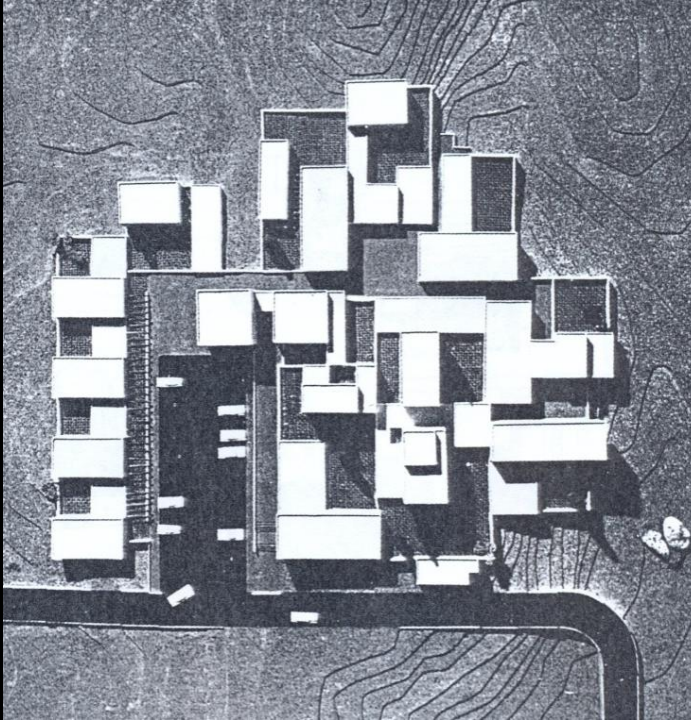
Model of urban planning



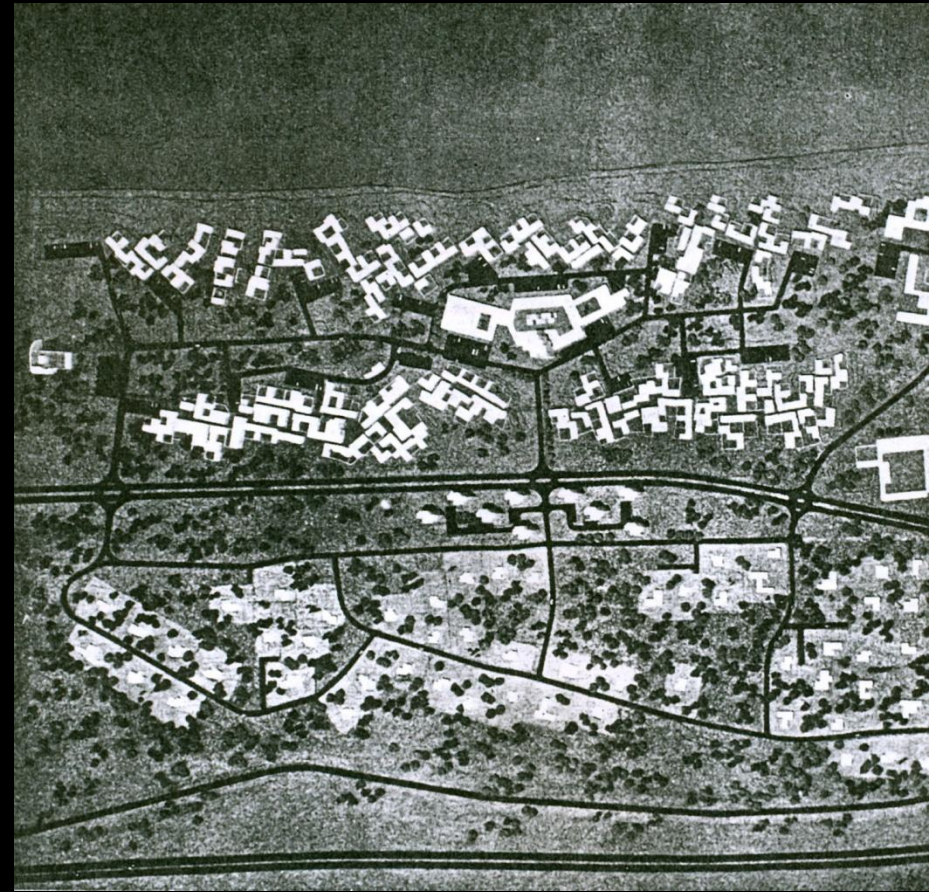
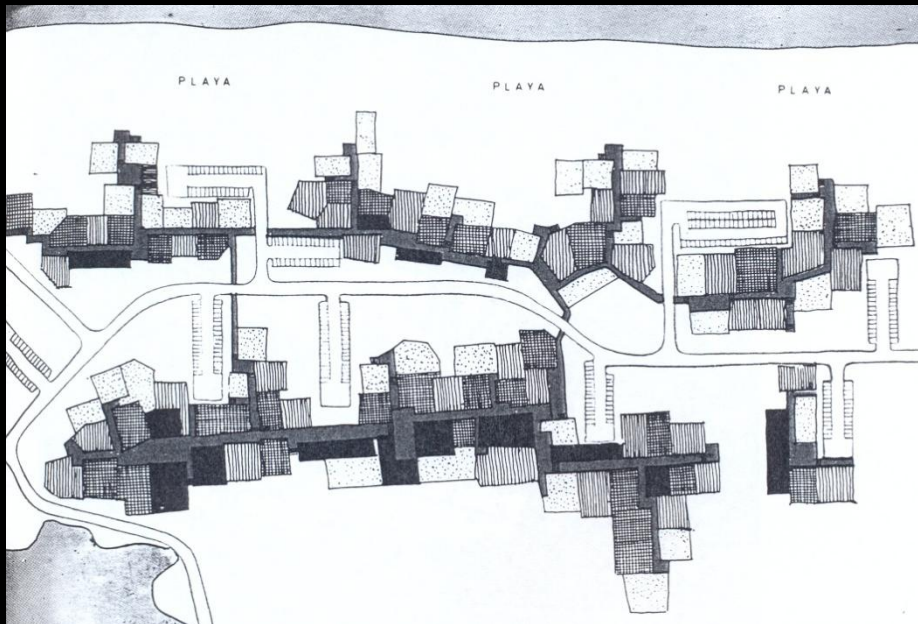
1962-64, J. CANO LASSO:
'Albufera' and El Saler's beach (Valencia)

2.1

Touristic nucleus in cluster: the urban discontinuity



Planes and model of the zone of housings



1962-64, J. CANO LASSO:
'Albufera' and El Saler's beach (Valencia)

2.1

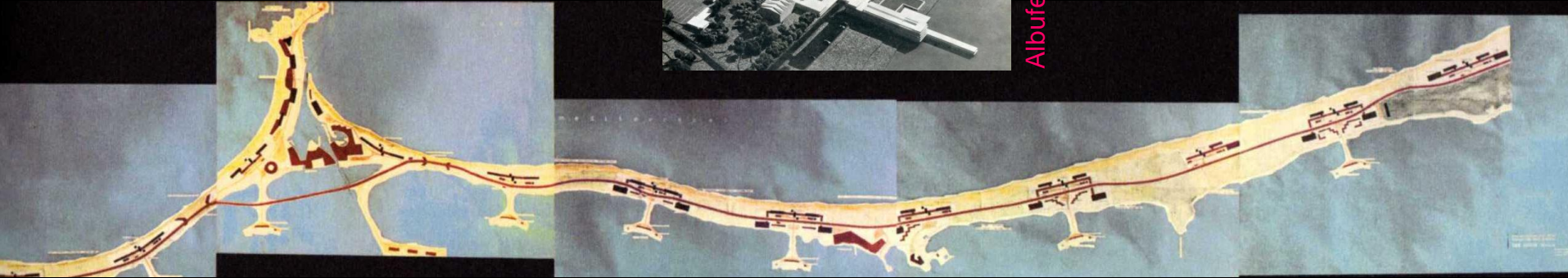
Touristic nucleus in cluster: the urban discontinuity



La Manga del mar Menor



Albufera - El Saler



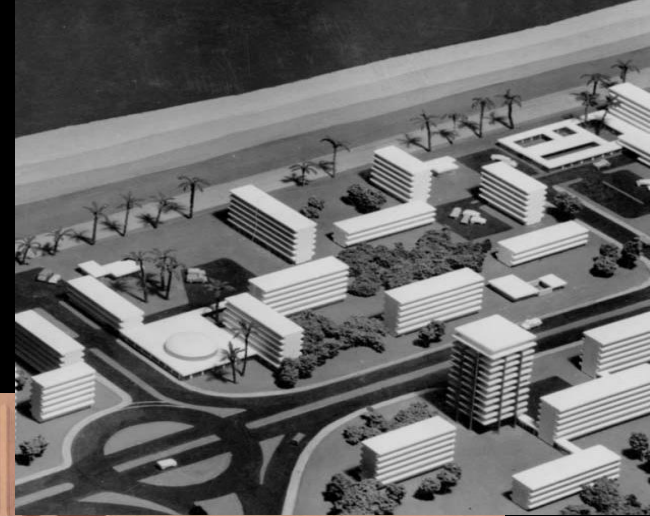
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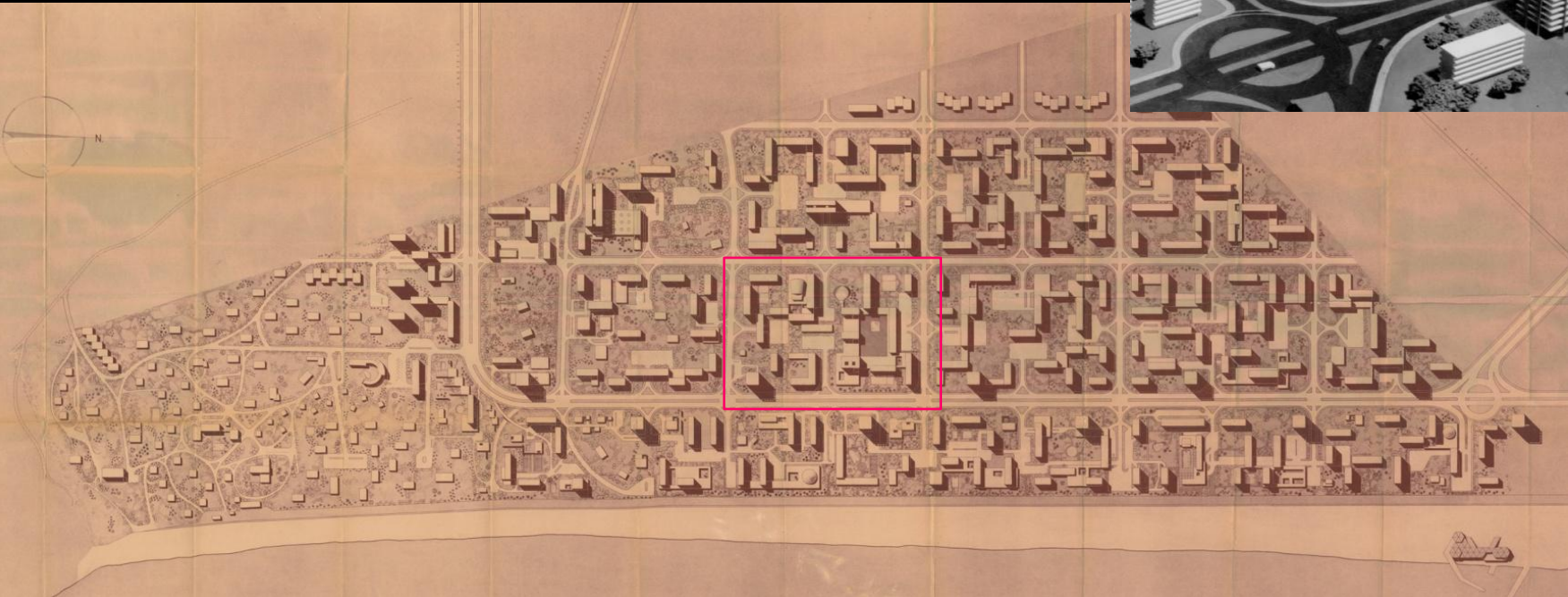
2.2

Nucleus on a green carpet:
tridimensional urbanism



detail
model

model of the plain



first plain

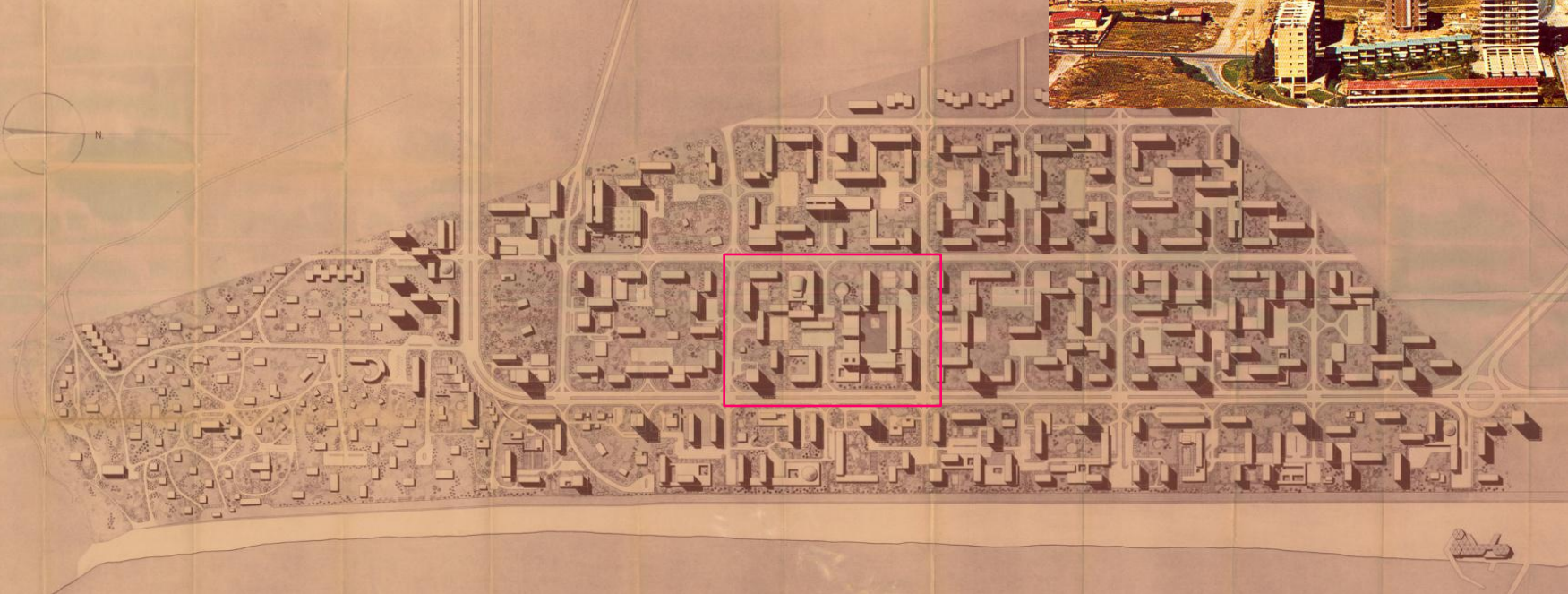
1959, J. GUARDIOLA:
Beach of San Juan, sector 1 (Alicante)

1925, L.C.: Ville Contemporaine



2.2

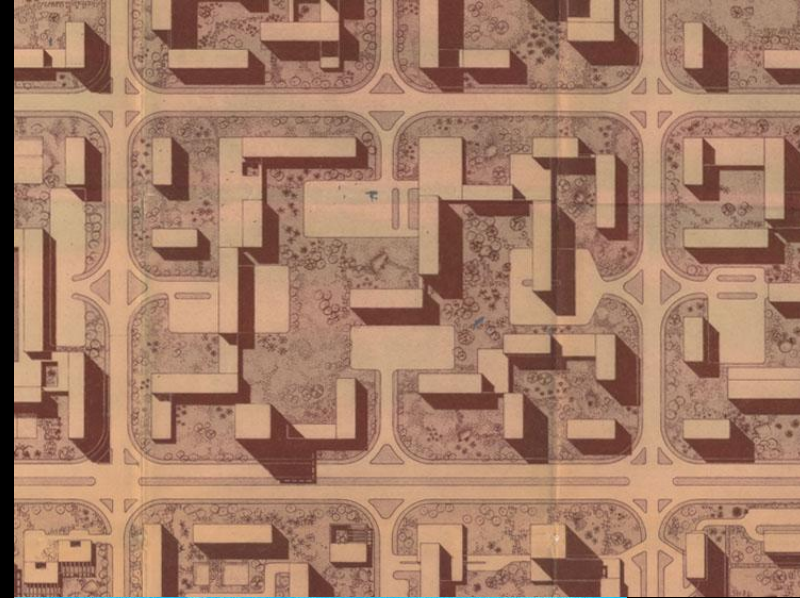
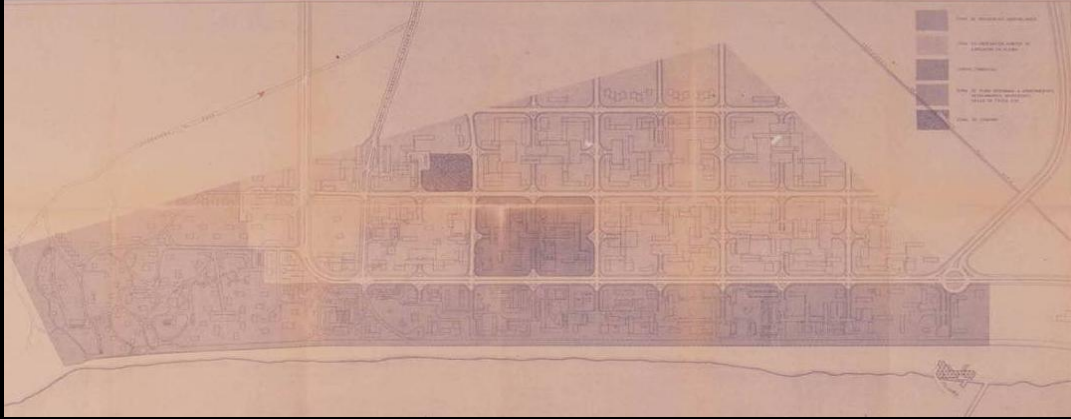
Nucleus on a green carpet:
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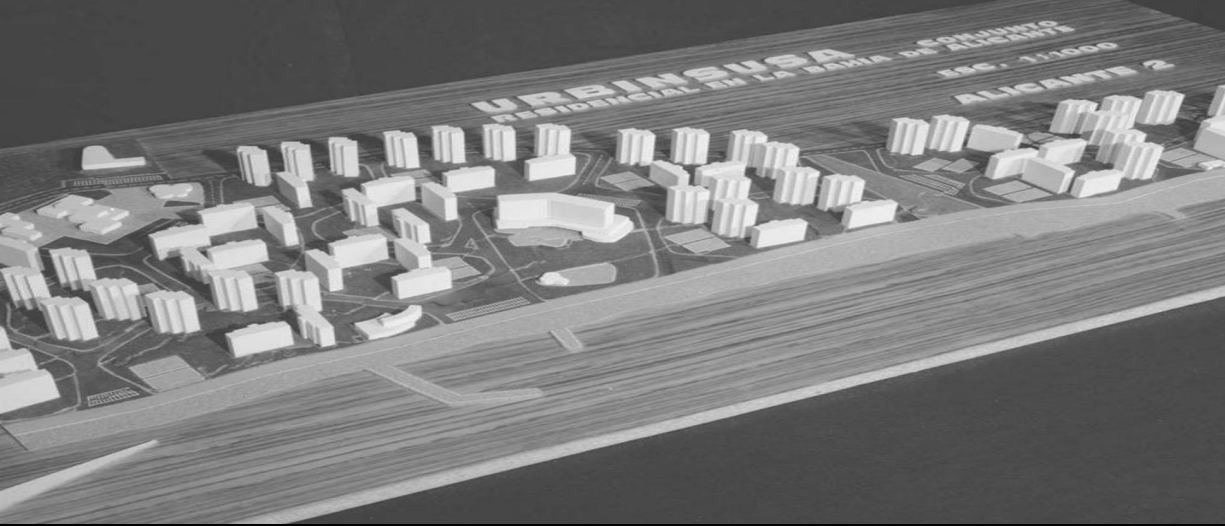
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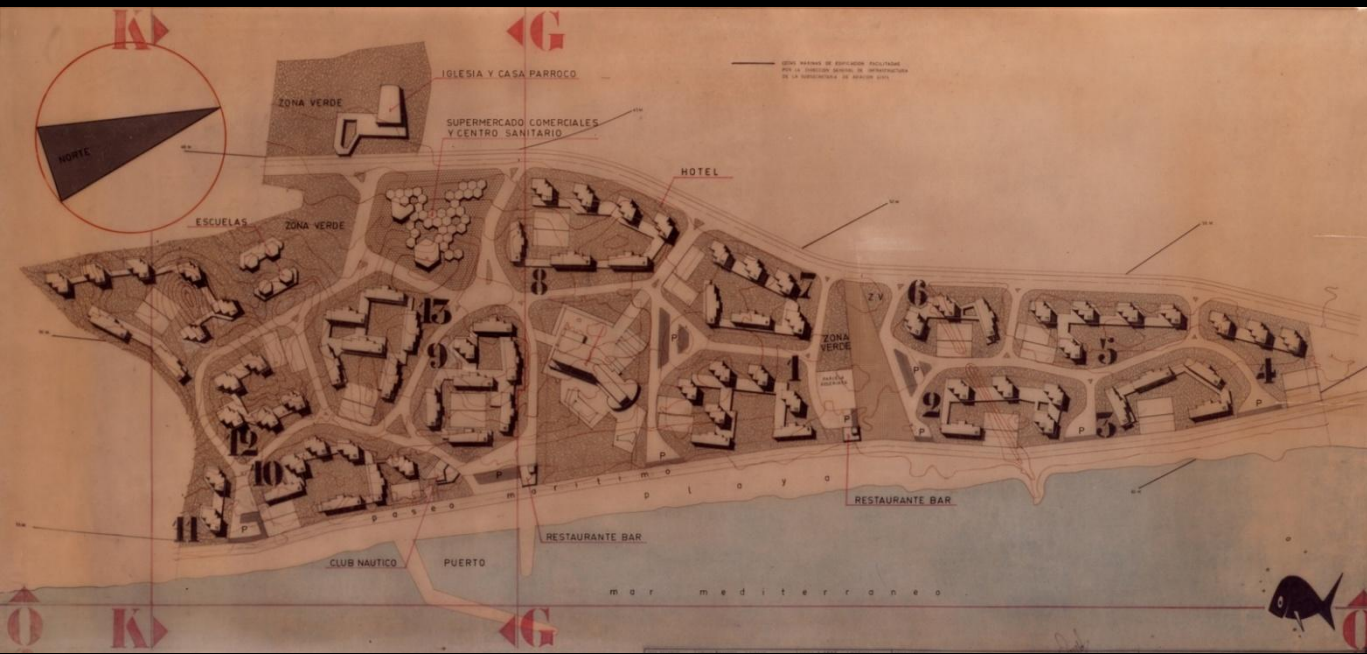


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Nucleus on a green carpet: tridimensional urbanism



model of the first plain



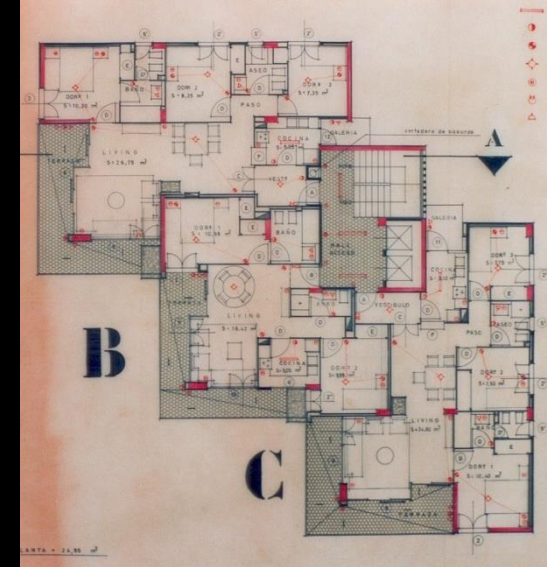
first plain

1969, J. GACÍA SOLERA: 'Bahía Blanca' or 'Urbanova' (Alicante)

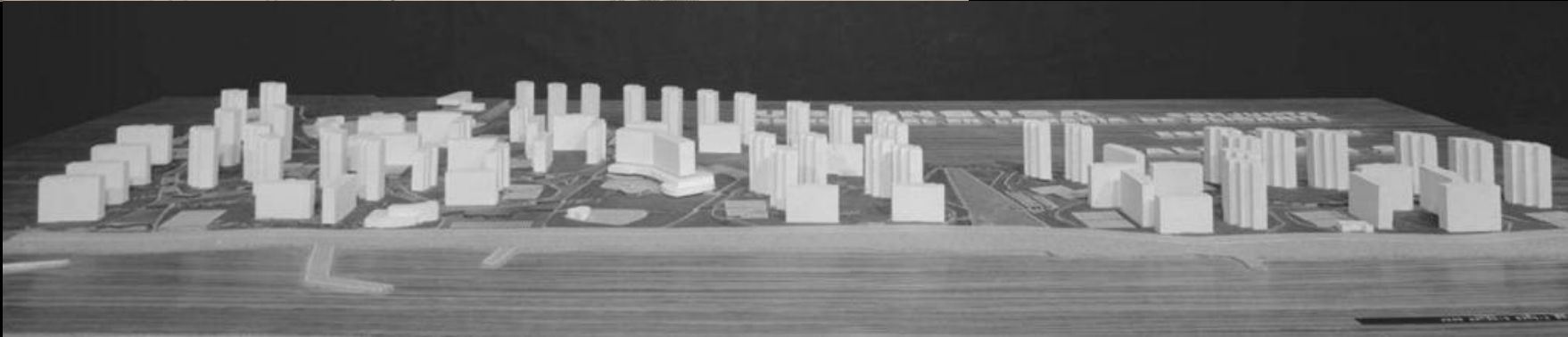
Nucleus on a green carpet: tridimensional urbanism



second plain



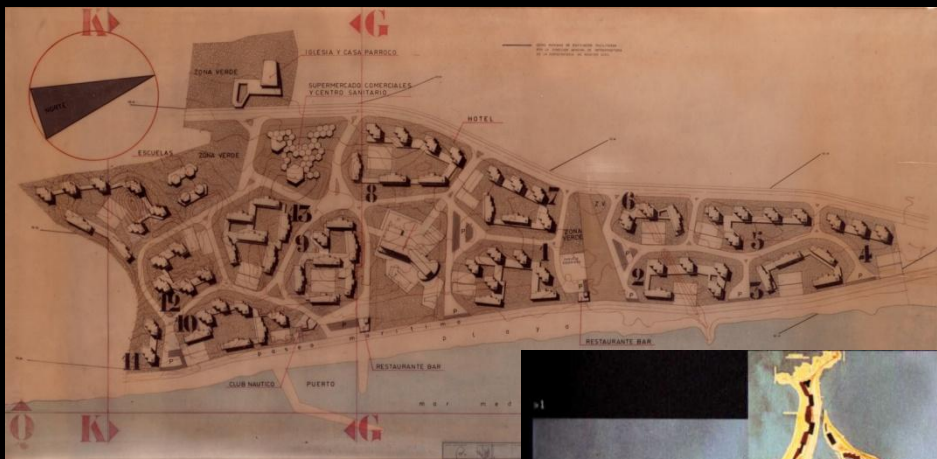
houses type



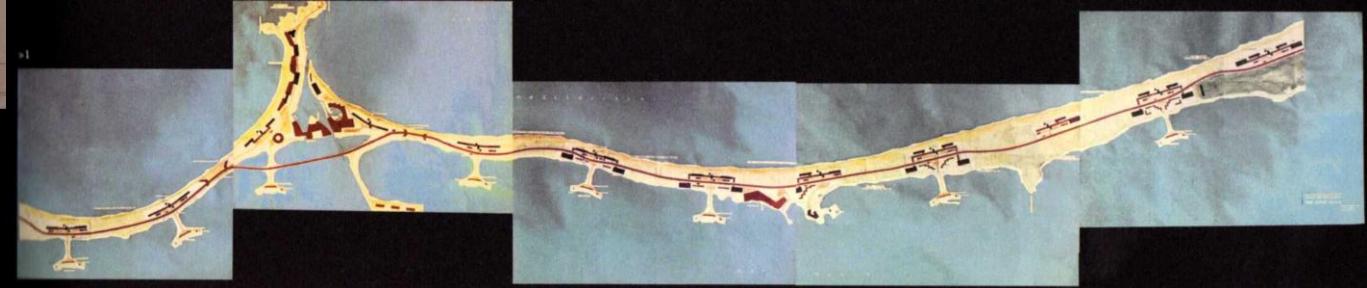
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Conclusions: Two cities, Summer and Winter



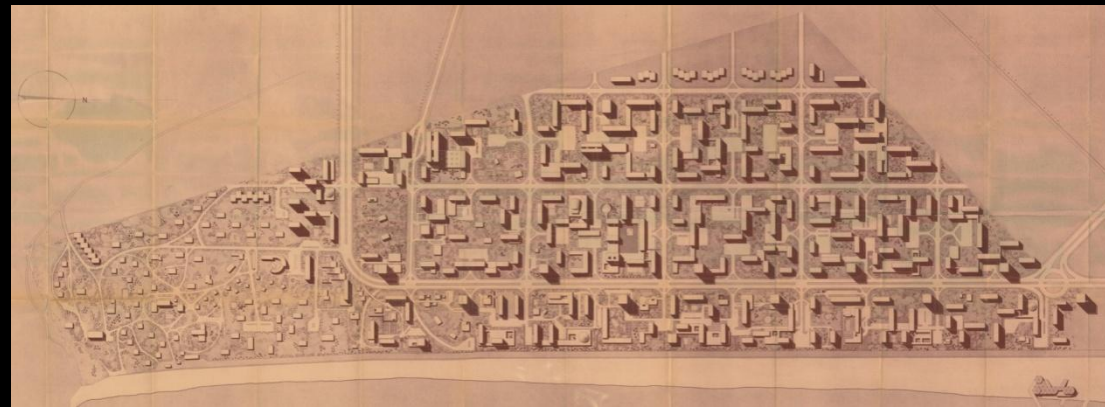
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Conclusions: Two cities, Summer and Winter



Benidorm



Dehesa de Campoamor



Urbanova



Playa de San Juan (Alicante)

Conclusions:
Two cities, Summer and Winter



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