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

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introduction:

The square, the park and the seafront

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

Rural Village (small town) around the square
The square, **the park** and the seafront

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

Residential sector around the park
1

introduction:

The square, the park and the seafront

1956, F. MUÑOZ: Máster Plan (Benidorm)

1957, M. LÓPEZ: Promenade of Alicante

Benidorm’s beach in the 50’s

The urban development on the seafront
introduction: The square, the park and the seafront

Rural Village (small town) around the square

Residential sector around the park

The urban development s the seafront

New tourist: “the vacionist”
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The square, the park and the seafront

New tourist: “the vacionist”
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 from the middle classes

3rd.- Postindustrial societies invest in their vacation time

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

5th.- 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
Abstracts of the Urban Planning competition, of Costa Elviria

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

models of touristic city
or city of vacations in the coast
Touristic nucleus in cluster: the urban discontinuity

1961-64, A. BONET: La Manga del mar Menor (Murcia)
2.1

Touristic nucleus in cluster: the urban discontinuity

Hexagonal Residential Complex

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

1962-64, J. CANO LASSO: ‘Albufera’ and El Saler’s beach (Valencia)
2.1 Touristic nucleus in cluster: the urban discontinuity

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1962-64, J. CANO LASSO: ‘Albufera’ and El Saler’s beach (Valencia)
2.2
Nucleus on a green carpet: tridimensional urbanism

1959, J. GUARDIOLA: Beach of San Juan, sector 1 (Alicante)
2.2

Nucleus on a green carpet: tridimensional urbanism

1925, L.C.: Ville Contemporaine

1959, J. GUARDIOLA: Beach of San Juan, sector 1 (Alicante)
2.2

Nucleus on a green carpet: tridimensional urbanism

1959, J. GUARDIOLA: Beach of San Juan, sector 1 (Alicante)
2.2 Nucleus on a green carpet: tridimensional urbanism

1969, J. GACÍA SOLERA: ‘Bahía Blanca’ or ‘Urbanova’ (Alicante)
2.2

Nucleus on a green carpet: tridimensional urbanism

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

second plain

houses type

model of the first plain
Conclusions:
Two cities, Summer and Winter

1969, J. GACÍA SOLERA: “Urbanova’ (Alicante)

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

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

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

Dehesa de Campoamor

Urbanova

Playa de San Juan (Alicante)
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