



La Mina District

District crisis

A process lasting for more than 25 years

- Forced grouping of people of different origins and, in many cases, with strong social, cultural, work and/or economic deficits.
- Progressive degradation of the neighbourhood.
- Drug dealing and consumption negatively influences the traditional social structure of groups living in the neighbourhood.
- Public space is occupied by drug dealers and by illicit activities.
- Drug mafias established in the neighbourhood.
- Social structure broken.
- Neighbours can not use common spaces of the neighbourhood.



The Transformation Plan of the District of La Mina

AIM

To transform the district of La Mina through global, integrated intervention in order to strengthen the community by improving habitability conditions and community life in the long term, and achieving full normality as a neighborhood in Sant Adrià de Besòs and Catalonia.

WHAT KIND OF ACTIONS DO WE
TAKE?

AN EXAMPLE

CHRISTMAS DECORATIONS IN
THE RAMBLA OF LA MINA:
La Mina Comes to the Sea (A
collective dream come true) #

THE DREAM OF THE ARTIST


- ➡ On January 17, 2004: official inauguration of the first section of the Rambla of La Mina.
- ➡ New avenue that will make the urban development of the neighborhood and its opening up true.
- ➡ Luís Cortés, artist linked to the Cultural Gypsy Center of La Mina, starts working in his project: *La Mina Comes to the Sea*.
- ➡ The project materializes in a model, presented in the XIII Cultural Week of the Neighborhood and raises the neighbors interest.

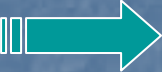


THE DREAM OF THE ARTIST AND THE TRANSFORMATION PLAN HAVE COMMON GOALS

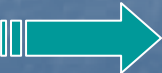
 To GO ALONG WITH in the improvement of the **living conditions** and well-being of all the inhabitants

 To facilitate the necessary support to the social and educational projects

 To favor the actions for the improvement of good fellowship and the **community-spirit**

 To link the own community and the associations along the whole process

 To create new public spaces and recover the existing ones

 To favor the opening of the neighborhood to the changes and transformations that take place



THE DREAM BECOMES A COMMUNITY PROJECT

September, 2004



The artist + representatives of his association + other agents of the community



Presentation of the artistic community intervention in the public space project:
Christmas Decorations in La Rambla of La Mina

➡ Decoration of the physical space of La Rambla, with a joint motto: *La Mina Comes to the Sea*, with elements constructed from recycling plastic packages.

➡ The expert on plastic arts of the Cultural Center offers to coordinate volunteers who want to take part in the construction of the elements.

➡ Besides the direct participation in the construction of elements, the associations can collaborate in collecting plastic packages.

CREATION OPENING WORKSHOPS



THE PARTICIPATION OF THE CONSORTIUM IS REQUESTED:

- Support in the promotion of participation among territorial entities.
- **Institutional support** to arrange the corresponding permissions for the use of the public space and the necessary infrastructures with Sant Adrià's Town Hall.
- Support staff.

The Consortium's response is positive while ensuring **maximum involvement** of agents, neighbors and entities in the project.

It is suggested that the support of the project is done through the Platform of Organizations and Neighbors of La Mina District.





THE PROJECT INTO PRACTICE

Formation of a **group promoter** of the project, with the objective to promote and monitor all stages of its implementation.

Joint design of the final draft:

- Objectives
- Communication
- Participation of several agents
- Operation of the process
- Evaluation indicators (of procedure and results)
- Information to the neighbors
- Prospects for continuity



NOTES ON HOW TO MAKE THE PROJECT KNOWN

Anticipating various channels to SPREAD the initiative, in addition to the informal ones:

- Assembly of the Platform of Organizations
- Radio La Mina (daily spot)
- Interviews with representatives of other entities, services, shops,...
- Magazine "Mira La Mina"

Other actions that came up in the course of the making of the project:

- Weekly radio program of the Platform to make the project known.
- Web site “desdelamina.net”

A regret:

Not considering the positive impact of the media present in the district from a constructive point of view.





NOTES ON HOW DIFFERENT AGENTS CAN PARTICIPATE

- Go beyond the goals set for participation: individuals, institutions, services, shops,...
- Large collection of materials
- Different degrees of participation possible

- Intergenerational
- Ability to incorporate initiatives that result from the process
- Involvement of politicians







NOTES ON THE RESULTS

- The physical realization of the project had to meet **quality** standards appropriate
- It had been planned to **measure the satisfaction** of everyone involved in the initiative and the rest of the community: a survey to participants and visitors
- **Respect to the decorations** during the month when they were installed proved acceptance on the neighborhood part

INFORMATION TO THE COMMUNITY

Use the project to report in two directions:

- Make known that the neighborhood is undergoing a **transformation plan**, that will make the Rambla de la Mina reach the sea.
- Explaining the importance of recycling in a world increasingly generator of waste.



IMPACT AND CLOSING PROCESS

We came to the conclusion that this kind of projects can be used to inform people better than more traditional ways to communicate.

An collective tour to a recycling park, became the final unpredicted result and **symbolic closure of the entire project:**

connecting the neighborhood to their surroundings

awareness of the fact that the recycling done in the neighborhood benefits society as a whole

creating a space that encourages new dreams



PROSPECS FOR CONTINUITY

General willingness to carry on with this type of initiatives (promoters, participants and neighborhood)

Especially noteworthy:

Time-limited project (with a clear process and end)

Ephemeral nature: the degree of commitment can be acceptable for everybody

Multiple opportunities for participation: involvement of many people

... AND THE DRAFT CONTINUES!

Having obtained *Rueda'05 Prize* for the initiative, and the willingness to implement the project has generated new projects

