

## ***A CULTURAL HERITAGE, PRESERVATION MASTER PLAN: POSTOCCUPANCY OF EMPORION TO EVALUATE THEME PARK VERSUS ENVIRONMENTAL DESIGN***

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### **ABSTRACT**

In spite of market pragmatics, the urban, architectural and environmental protection and conservation ideas of the *Emporion* master plan were quickly implemented in actual planning. (1) Previous research conducted at Technical University of Catalonia set the design requirements for policy-making required in any sort of master plan. One of the goals was to predict a successful use of space through a natural and historic landscapes. Social and cultural factors determined one set of parameters for environmental programming and evaluation; namely, how people use both recreational and tourist infrastructure through historic places. University research was sponsored at that time by the *Getty Grant Program*. University research today develops further through a longitudinal study which started once the plan was executed and partly built in 1992. Data gathering is currently being sponsored with funds of the government of Spain: *Proyecto I+D: Arquitectura, educación y evaluación ambiental*.

**PALABRAS CLAVE:** Conservation planning; Natural, historic and cultural heritage sites; Empúries; Post-occupancy;

environmental assessment; 1992 Olympic Games Sites;

## THE 1992 WORLD OLYMPIC GAMES REVITALIZED CULTURAL HERITAGE

### Introduction

Empúries was one of the main 1992 Olympic Games sites in Catalonia. Since then a kind of a new built environment and landscape is emerging from the blending of traditional, vernacular rural forms with the facilities of the post-industrialized world. In the post-occupancy a study presented in this paper, data has been gathered through land use, land value and observation of use of space (recreational use of the countryside and tourist facilities of the archaeological park).

The paper encompasses the multidisciplinary perspectives and practices of environmental design, history architecture, archaeology, ecology, and town planning

### A WORK IN PROGRESS REPORT

The purpose of the *Emporion* Master Plan was to integrate the preservation of both an archaeological site and a dune, forest protected area. (2)

*Emporion* is the ancient Greek name for today's Sant Empúries, a tourist resort located in the Mediterranean Pyrenees region of Catalonia. (3) An archaeological site is an environmental, behavioral setting. It may be surrounded by nature and/or by man-made environments. People act upon the environment by visiting rural landscapes and places built in the past. (4) Through tourist- and-leisure mass media, cultural identity is often portrayed in the region as being the heritage of picturesque mountains, valleys and sea resorts; it also represents the cultural heritage of an ancient past. Greek colonists from *Phocaea* founded in 600 *Massalia* (modern day Marseille in France) and in 575 *Emporion* (modern day Empúries in Spain).

In this presentation evidence will be given through a work in progress report, namely through observation and analysis of use of the open space of the main pedestrian route that runs along the coastline, the forest-dune landscape and where the archaeological remains of the ancient Greek and Roman town.

### POST-OCCUPANCY METHODOLOGY

Post-occupancy evaluation is done by following two main sets of the programming guidelines, which were approved in the 1992 master plan. They fulfill two main UNESCO heritage requirements: access and visibility.

Quantitative and qualitative analysis of land use, land value and actual use of space has been commissioned by the cultural affairs officer, and has been sponsored with AGAUR research funds, of the autonomous, regional government of Catalonia. It has been conducted with a multidisciplinary team of experts directed by the author of this presentation. (5)

*Emporion* post-occupancy evaluation of use of space will be further illustrated with data gathered from questionnaires and images on how today's experience of seeing and walking through ruins, dunes and historic plots of land can by itself tell stories.

By reshaping, consolidating and upgrading historic sites through an environmental, holistic approach, contemporary use of space (e.g., strolling through natural and man-made environments) may simulate patterns of behavior of Greek and Roman antiquity -- e.g., how the original settlers transformed nature to shape physical scenarios of domestic, every day life.

The *Emporion* master plan works by facilitating circulation, urban and rural layouts, and an other overall definition of the public and private use of space of the ancient town. An alternative environmental design policy may be at work for other archaeological sites treated as theme parks.

## Conclusion

Post-occupancy rates prove that the number of adult visitors to the archaeological site has increased as it was expected in the design recommendations and building specifications formerly set in the original master plan. Future research is necessary to evaluate the goals set in environmental programs for kids visiting the sandy dunes that run through the beach and the archaeological site.

## Footnotes

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