



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

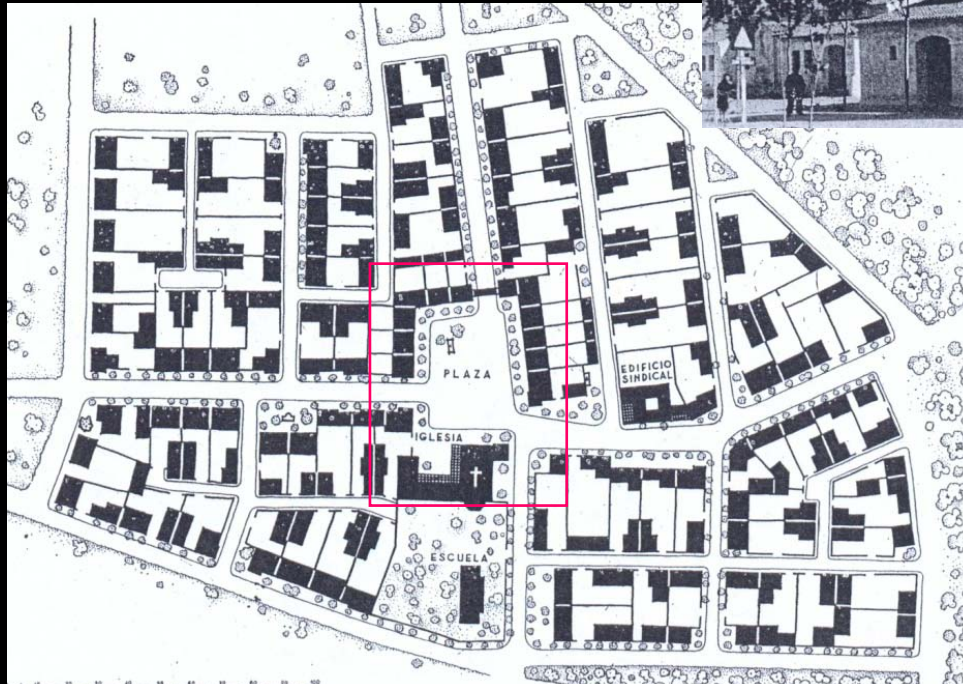
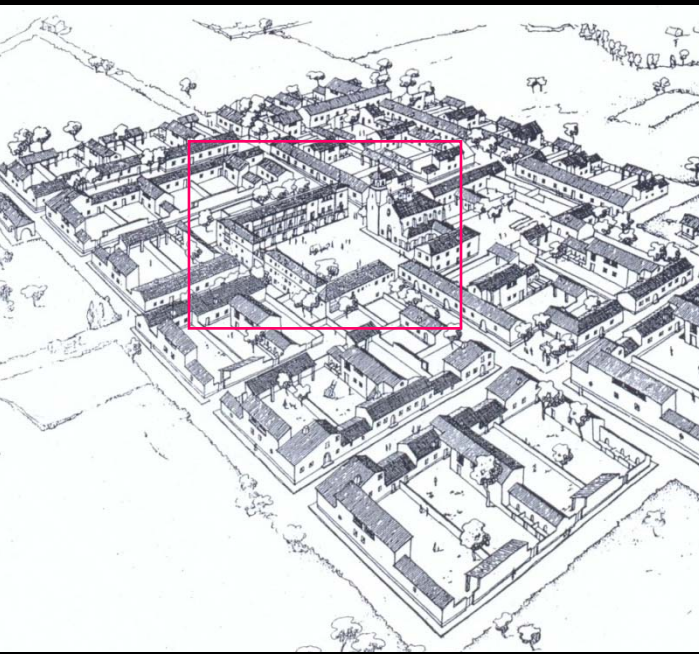
2.2.- Green carpet: tridimensional urbanism

**3** conclusions:

Two cities, Summer and Winter

introduction:

The square, the park and the seafront

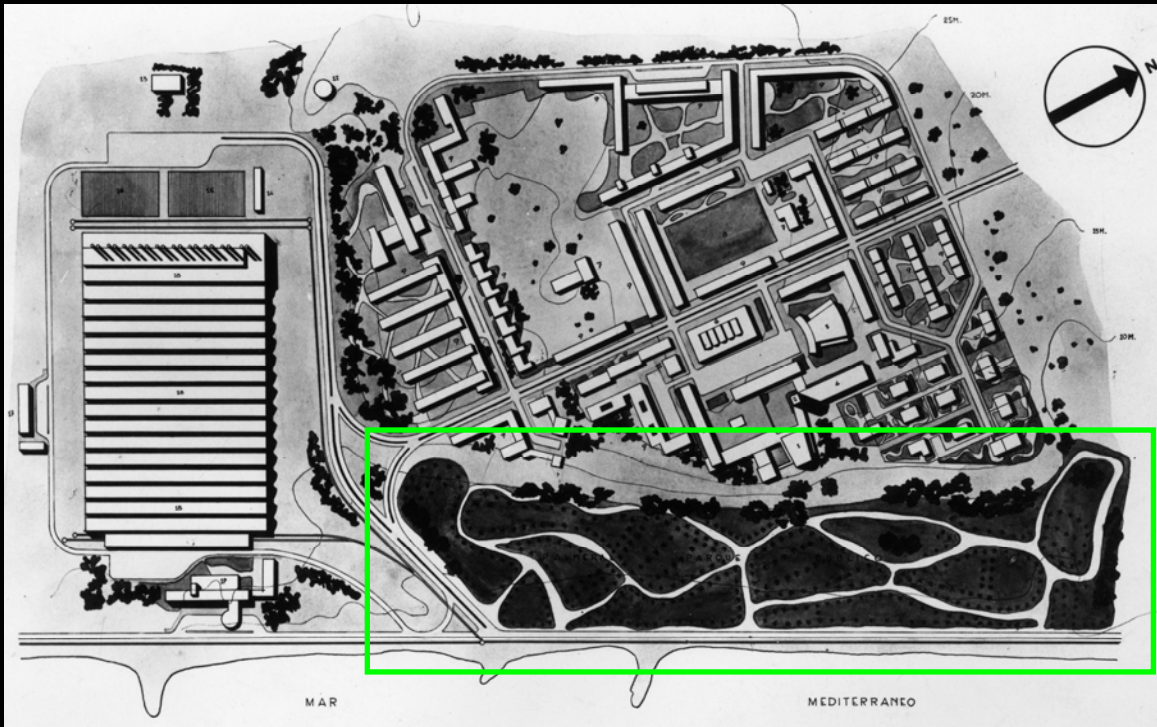
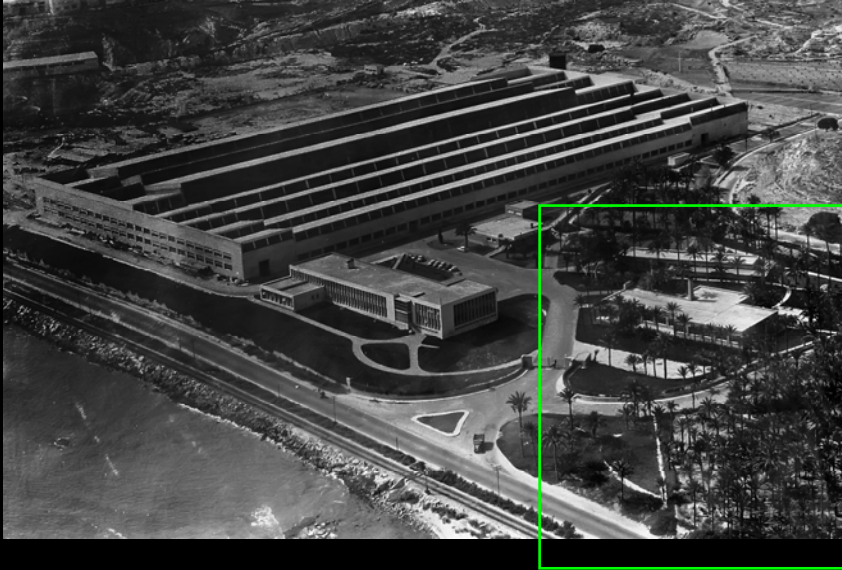


1945, A.DE LA SOTA:  
Gimenells (Lérida)

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  
near the park

introduction:

# The square, the park and the seafront



1957, M. LÓPEZ: Promenade of Alicante

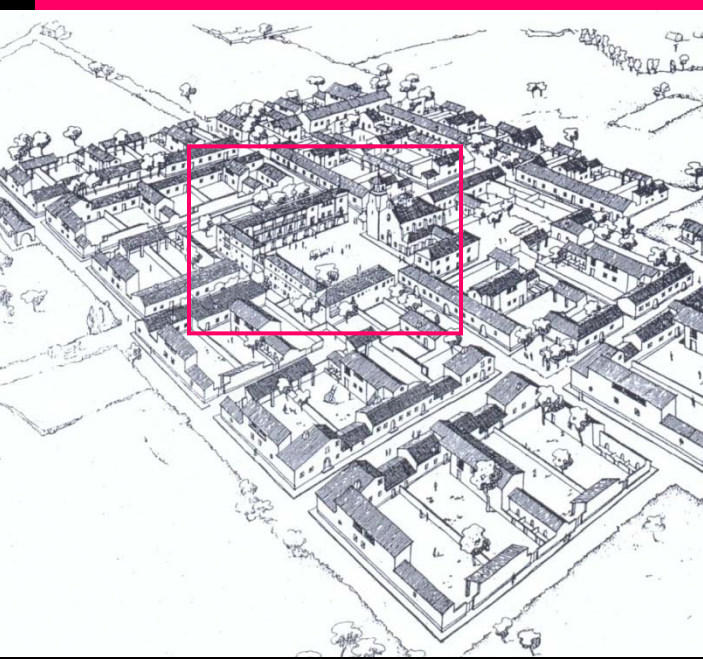
Benidorm's beach in the 50'



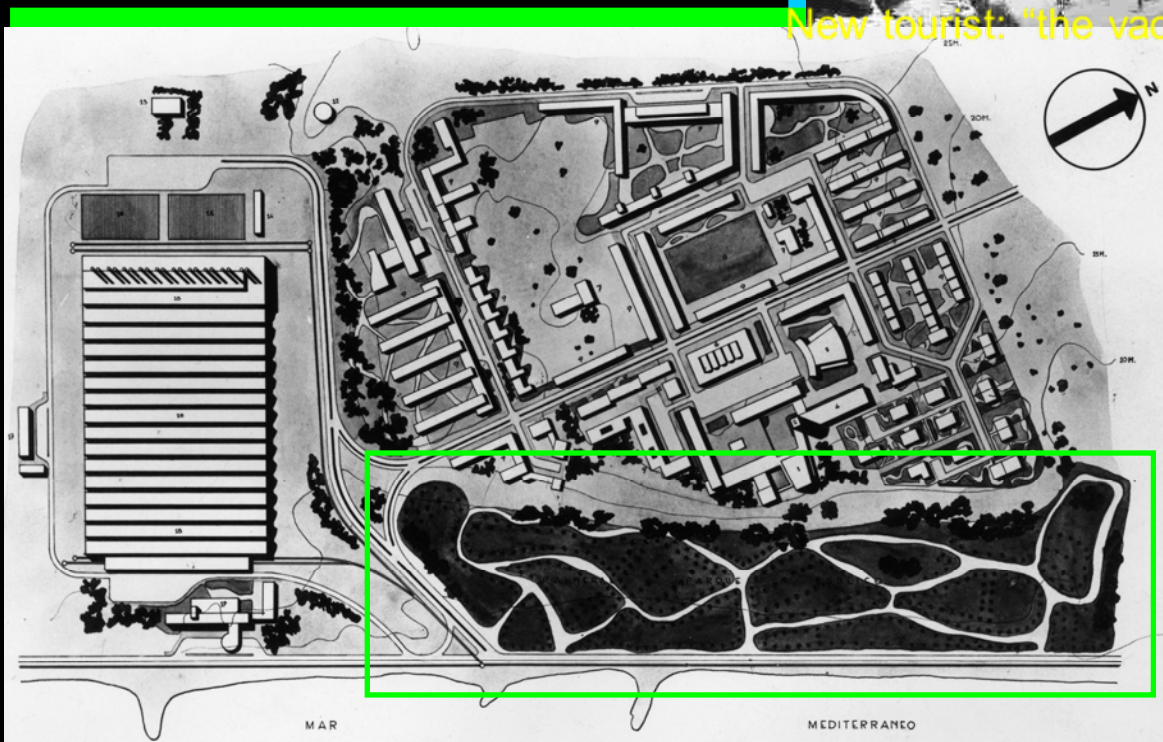
1956, F. MUÑOZ: Master Plan (Benidorm)

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



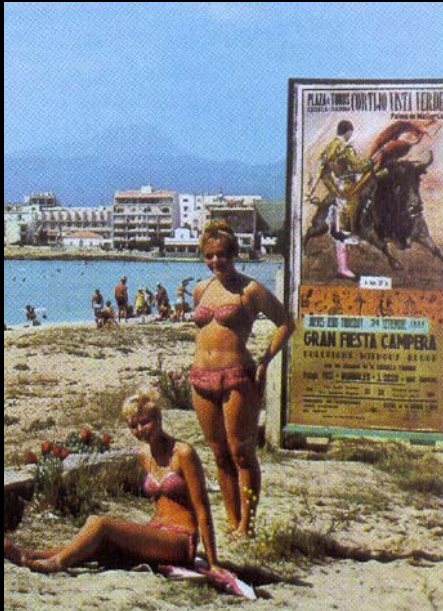
**1st.-** Massive phenomenon in  
progressive evolution

**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.

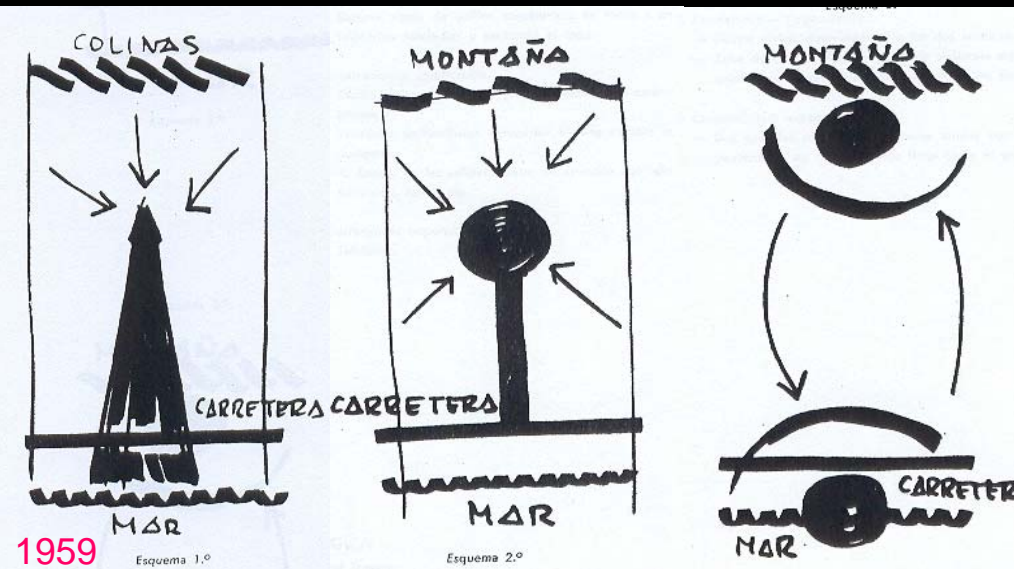
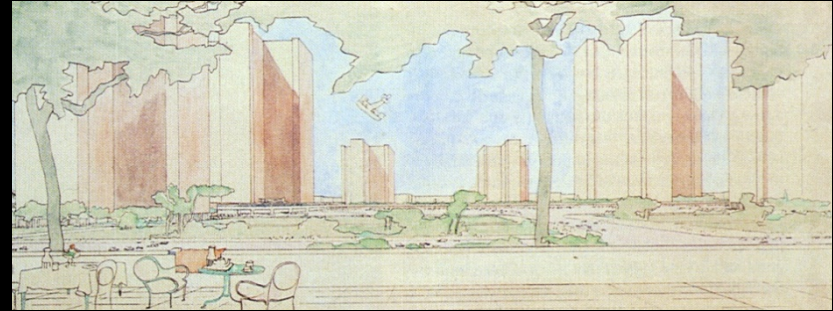
The consumer society led to a leisure society



models of touristic city or city of vacations in the coast



1925-33: Ville Contemporaine+Radiouse



1959 Esquema 1.º

Esquema 2.º

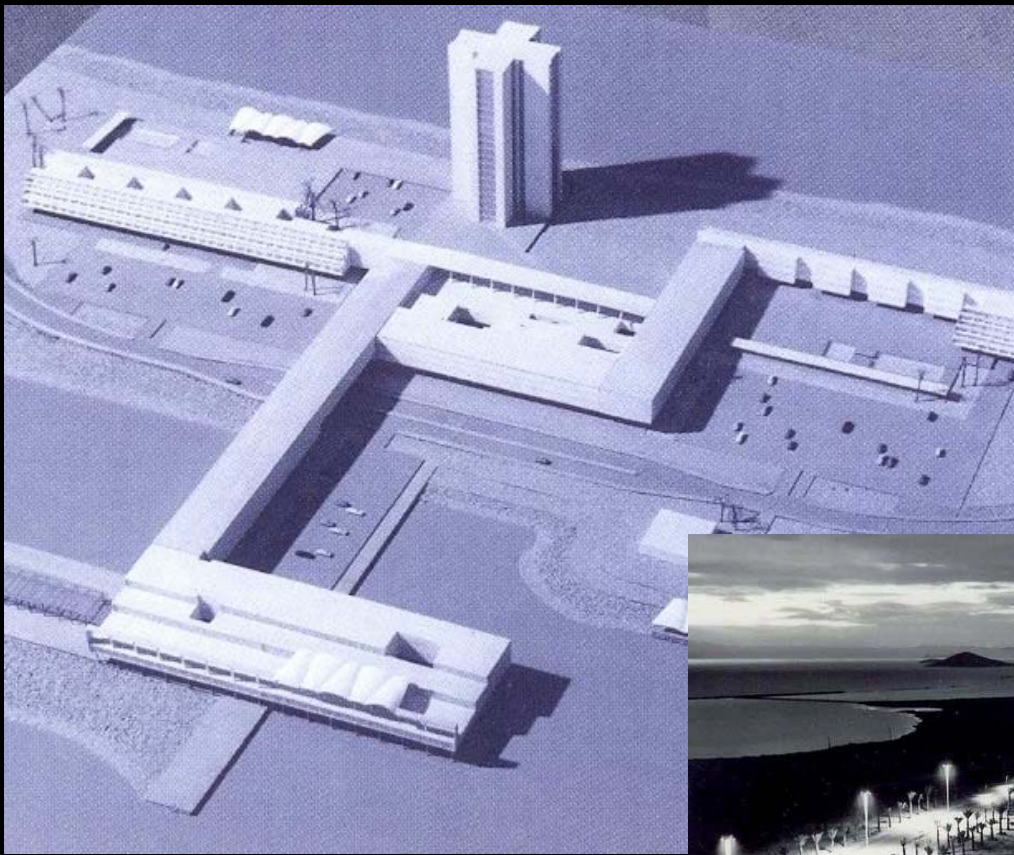


1959-73, A. ORTS: Plains of Dehesa Campoamor

Abstracts of the Urban Planning competition of Costa Elviria

# 2.1

## Touristic nucleus in cluster: the urban discontinuity

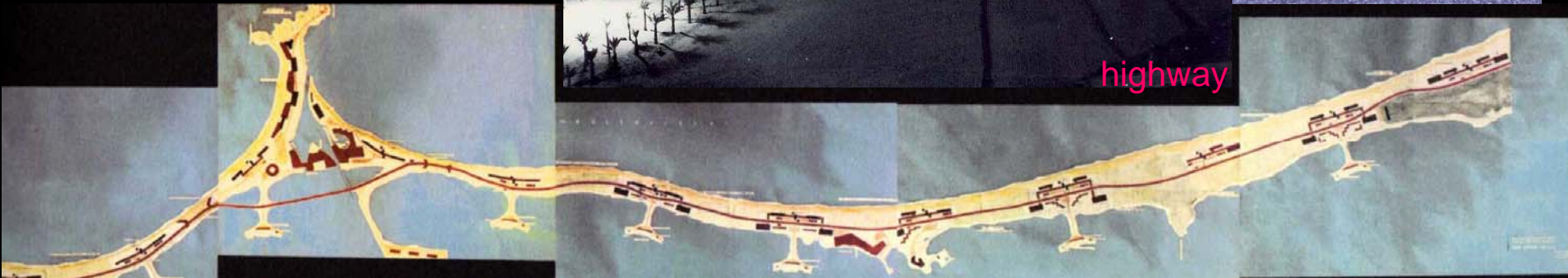


model of urban nucleus

propouste model



highway

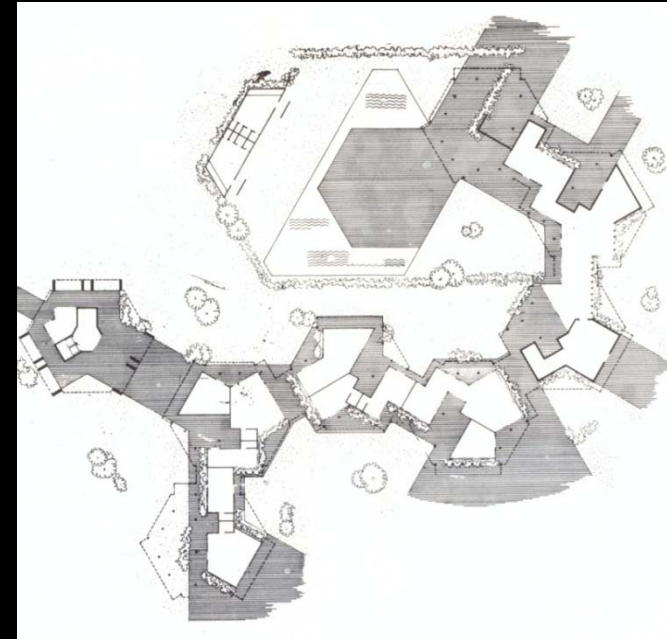


1961-64, A. BONET:  
La Manga del mar Menor (Murcia)

## Touristic nucleus in cluster: the urban discontinuity



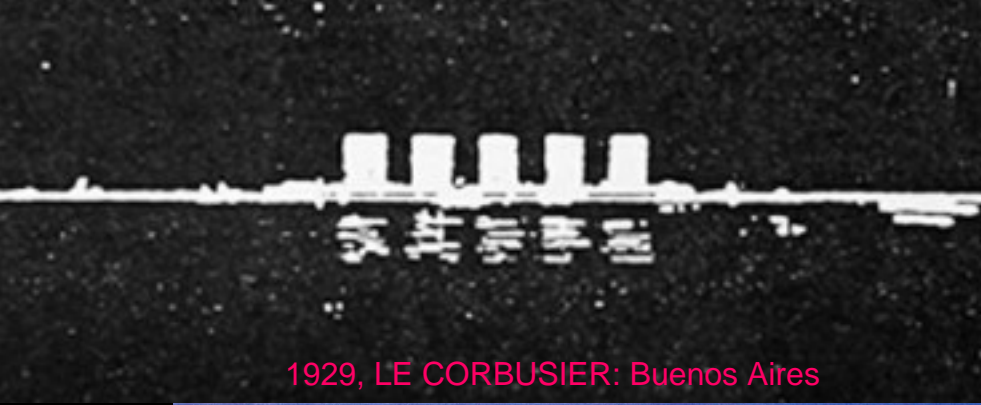
Hexagonal Residential Complex



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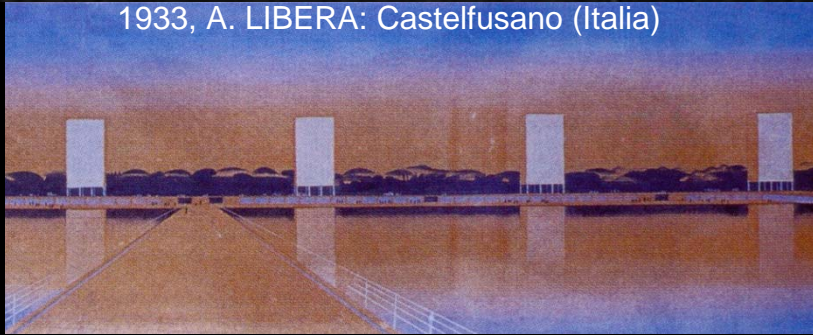
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## Touristic nucleus in cluster: the urban discontinuity



1929, LE CORBUSIER: Buenos Aires

1933, A. LIBERA: Castelfusano (Italia)



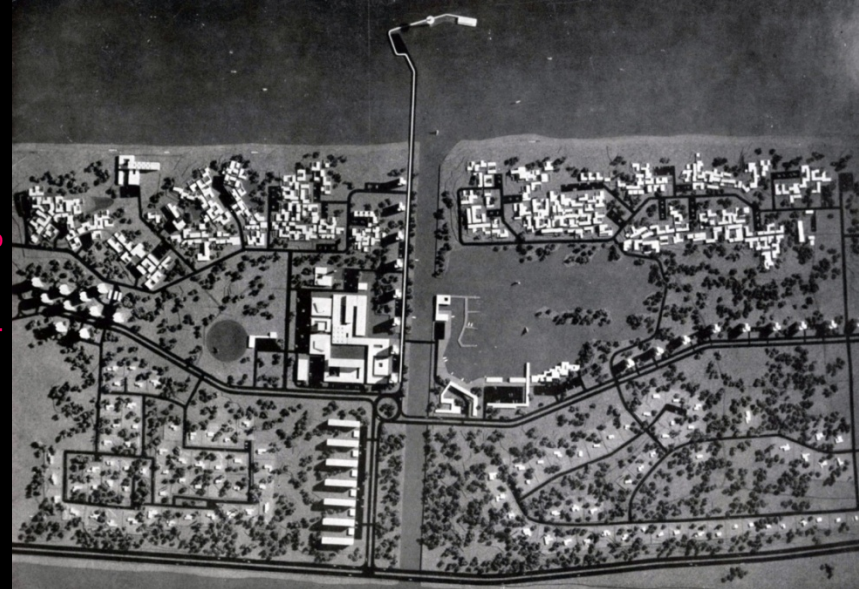
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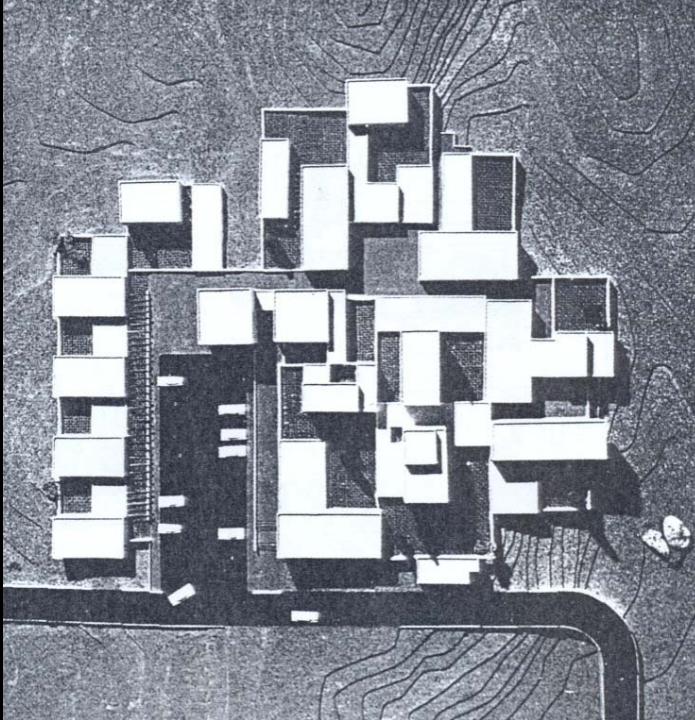
Model of urban planning



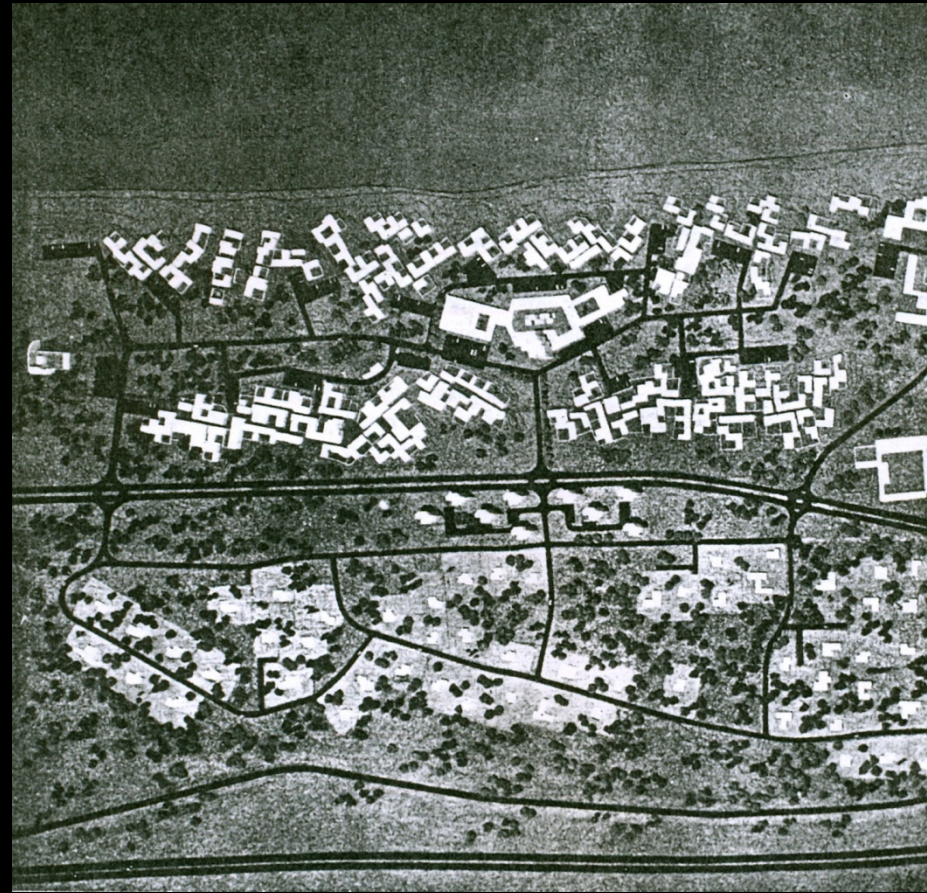
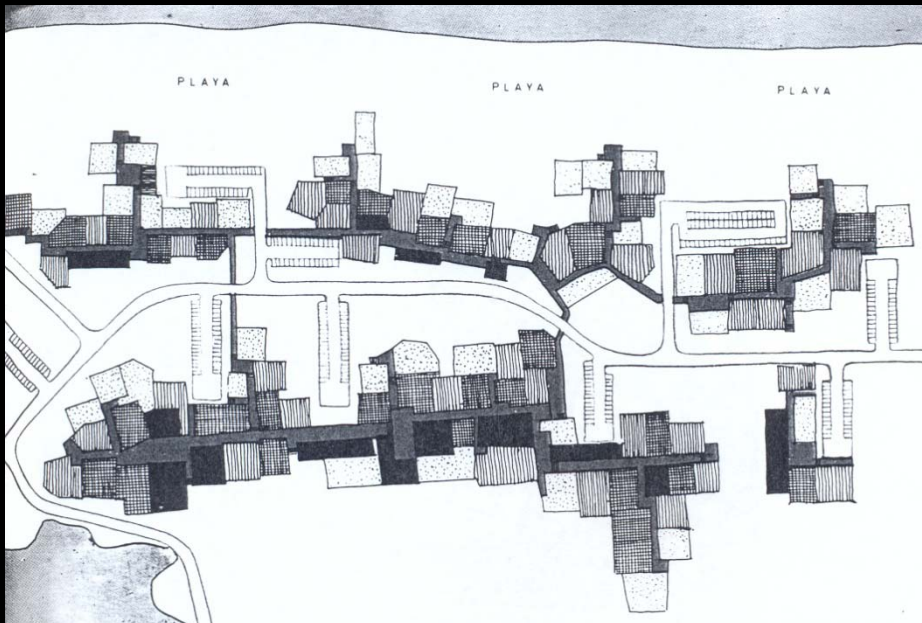
1962-64, J. CANO LASSO:  
'Albufera' and El Saler's beach (Valencia)

# 2.1

## Touristic nucleus in cluster: the urban discontinuity



Planes and model of the zone of housings



1962-64, J. CANO LASSO:  
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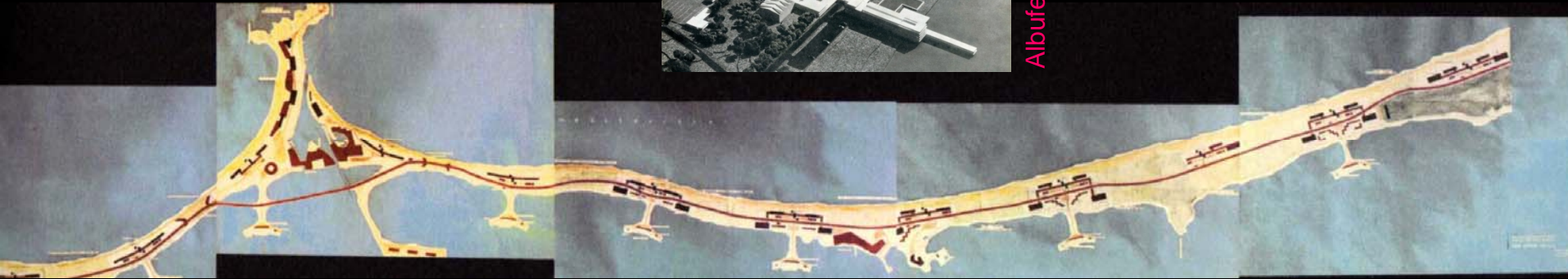
## Touristic nucleus in cluster: the urban discontinuity



La Manga del mar Menor



Albufera - El Saler



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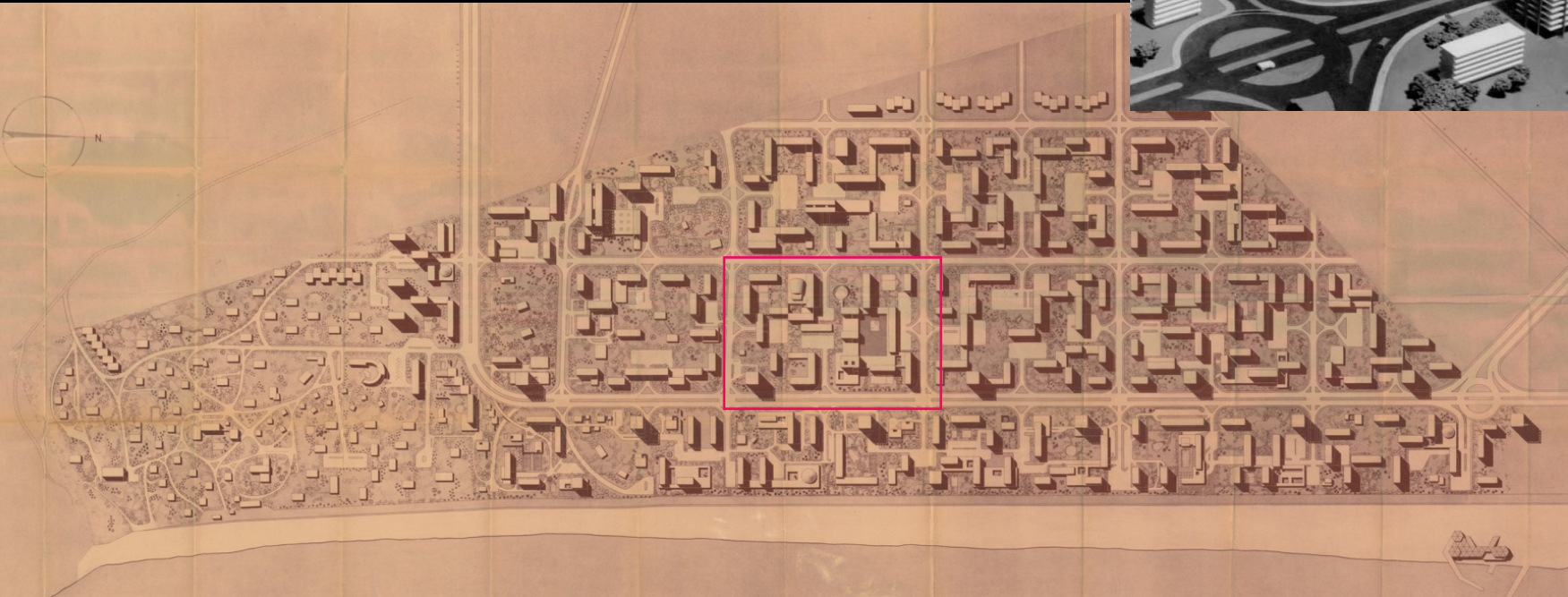
# 2.2

## Nucleus on a green carpet: tridimensional urbanism

model of the plain



detail  
model

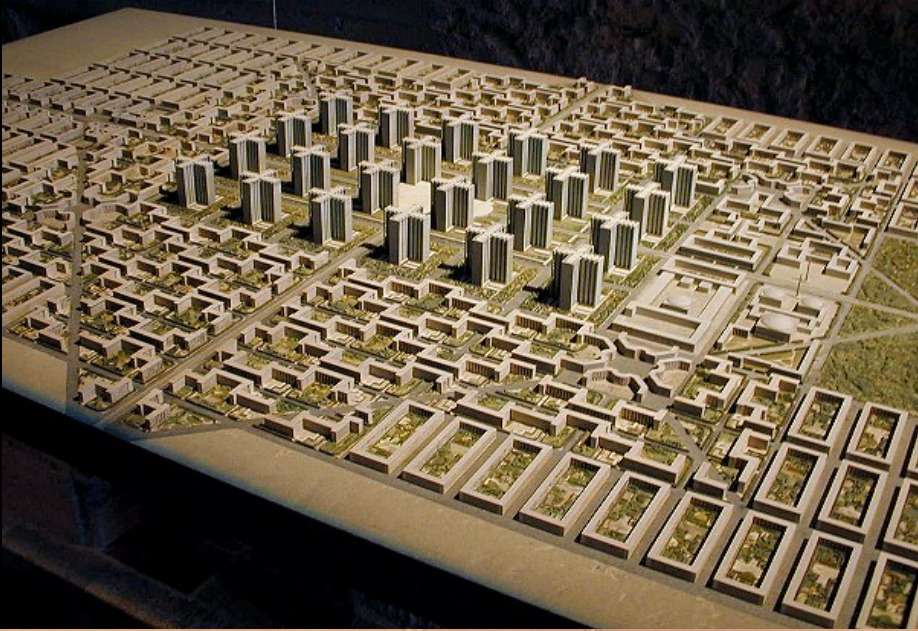


first plain

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



1925, L.C.: Ville Contemporaine



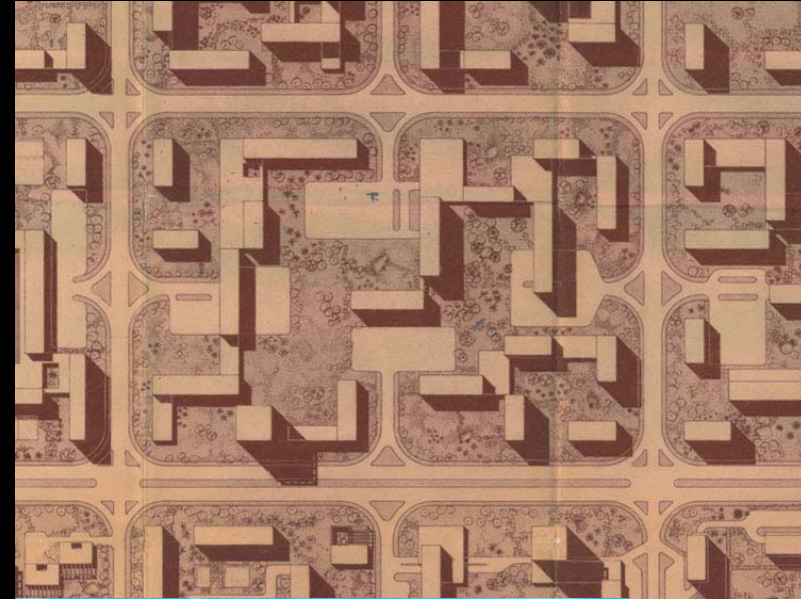
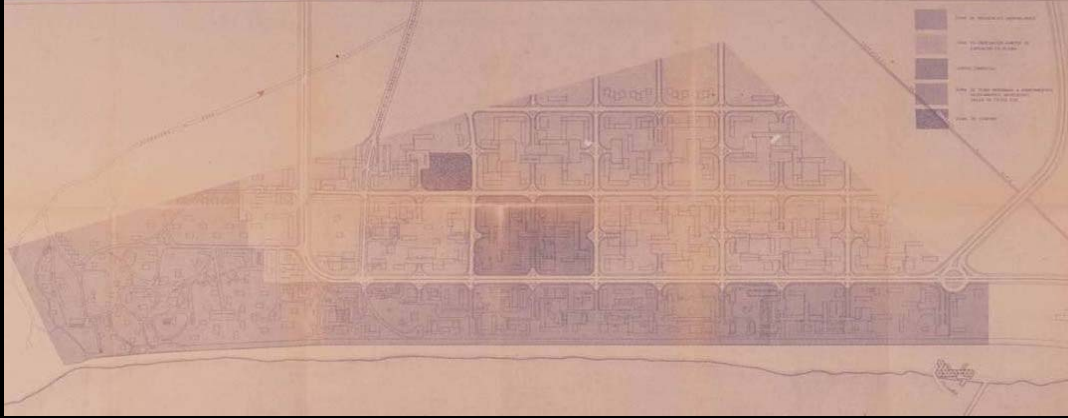
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Nucleus on a green carpet:  
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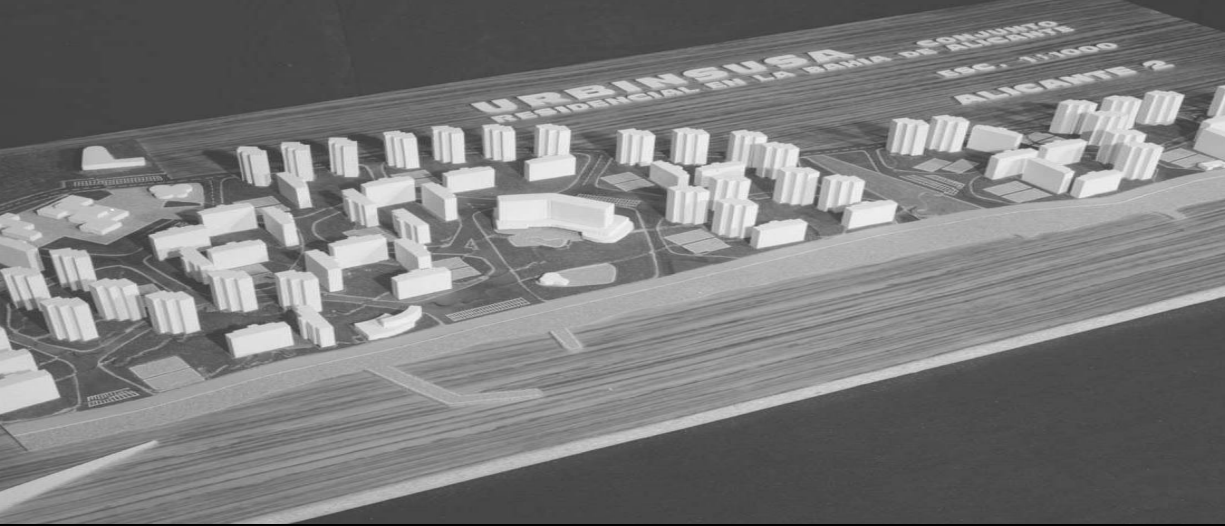
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Nucleus on a green carpet: tridimensional urbanism



model of the first plain



first plain

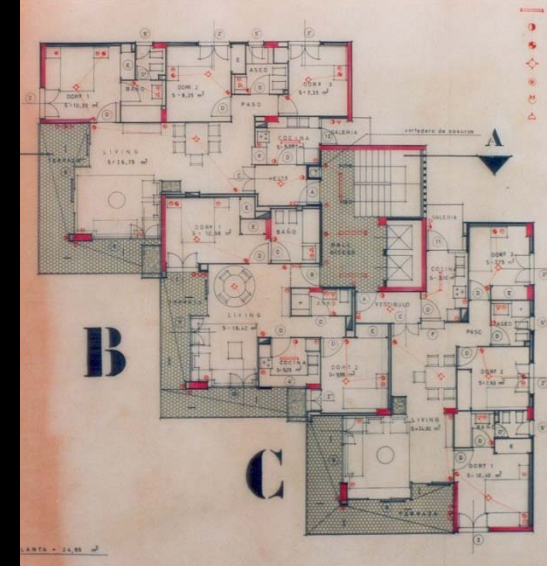


1969, J. GACÍA SOLERA: 'Bahía Blanca' or 'Urbanova' (Alicante)

Nucleus on a green carpet:  
tridimensional urbanism



second plain



houses type



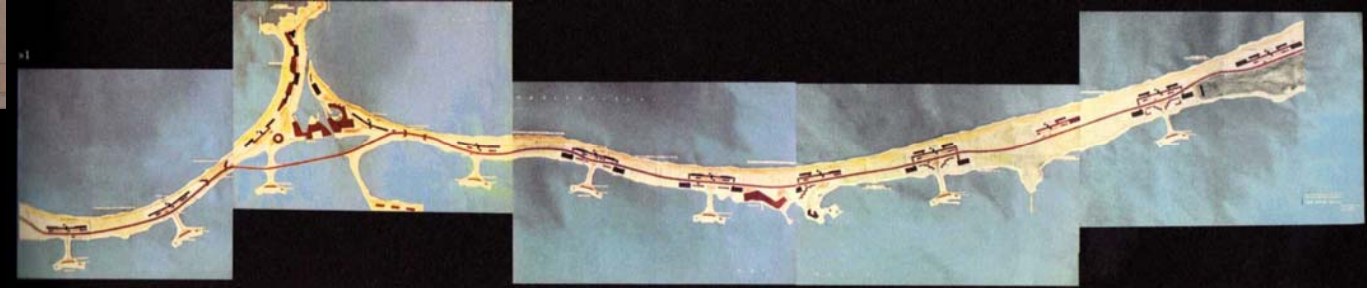
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## Conclusions: Two cities, Summer and Winter



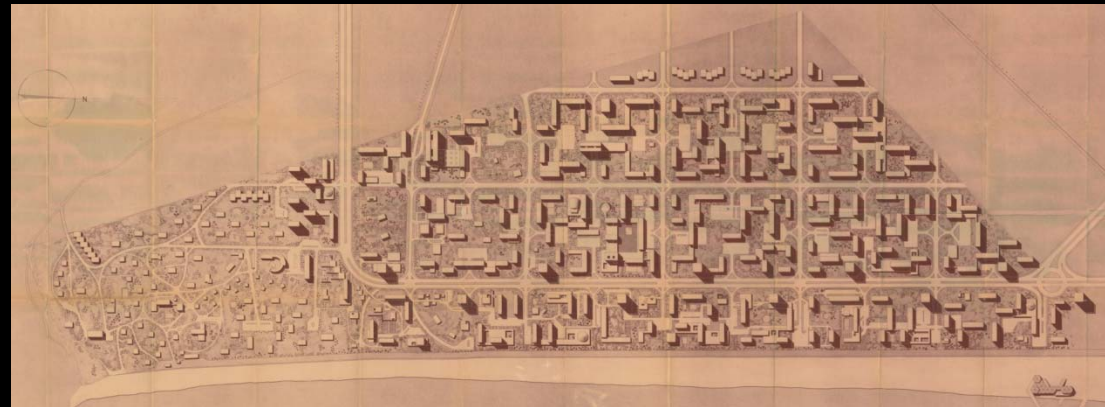
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# Conclusions: Two cities, Summer and Winter



Benidorm



Dehesa de Campoamor



Urbanova



Playa de San Juan (Alicante)

Conclusions:  
Two cities, Summer and Winter



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Thanks