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GAUDÍ'S LANDMARKS AND TOURISM

THE PARK GÜELL: COLLECTIVE MEMORY AND SCHEME FOR THE IMAGE OF BARCELONA
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 Fields: Corporations and Business, photography, sustainability.



(One Piece episode 630)
 Entrance of Dressrosa / Park Güell,
 Toei animation, 2014. Copyright.



1. The work of Antoni Gaudí as global collective memory?

Currently, all the TV screens of the world, the diffusion of most famous manga with hundreds of millions of teenagers, One Piece, with his hero Luffy, lets realize the global influence of the architectural work of Gaudí. The last episodes of the series takes place in an imaginary town, *Dressrosa*, a Mediterranean city with multiple references to the architectural work of Gaudí.

It can be likened to the many pastiches of architecture visible in Asia, Casinos or private properties. Genuine collective memory is identified as in the work's Maurice Halbwachs, realizing and diffusing through multiple media such as manga and animation all around the world.

2. Tourism as a key to understanding the universe of Antoni Gaudí?

During the construction of the Sagrada Família, Antoni Gaudí includes a new economic activity, religious tourism, will allow him to carry out his project and the advancement of its work with calls to media donations for the sin Temple. Yet this pious man has not fully taken into account the extent of mass tourism, secularization visitors and the evocative power of these buildings. Today, his work is an integral part of the image of the city of Barcelona, Spain and Mediterranean architecture.

With seven listed buildings on the World Heritage List in Barcelona or near, the year Gaudí in 2002, and profusion merchandising of good and poor quality, very strong representations of his work spreads in the entire city with positive and negative effects. A double image is built, one quality for the originality, the other difficulty integrating culture and vigilance.



3. Park Güell as a metaphor for the tourist globalization?

It should be emphasized that the works of Antoni Gaudí for much of the success of the tourist city of Barcelona with two buildings representing 30% of the entries in the Top 10 of the Catalan capital : the Sagrada Família and La Pedrera (Statistics the Office of tourism, 2013). But this touristic cumulative process begins to seriously question the municipal authorities. They see the continuities and changes in buildings of Gaudí. They must live and adapt with mass tourism with entrance charge into the Park Güell, which originally was to be a district, then a public park (photography 1956), finally a cultural park with limitations entries since 2013 (photography 2013 and Ticket). This new development gives a foreshadowing of sustainable tourism. The work of Gaudí is again a pioneer in this field in the Mediterranean space.

GAUDIR+BCN
 Reserva per a la zona Monumental del Park Güell

Tipo de entrada:	General Gaudir+BCN
PVP:	0,00
Reserva núm.:	38297
Fecha de la reserva:	15/06/14
Franja horaria de acceso:	17:00

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Top 10	2012	2013
1. EA Pr Temple Expiatori de la Sagrada Família	3.233.526	3.176.970
2. MC Pr L'Aquarium de Barcelona	1.647.163	1.719.380
3. MC Pr Museu F.C. Barcelona	1.540.648	1.506.022
4. ELL P Poble Espanyol de Barcelona	1.223.875	1.258.645
5. EA P Castell de Montjuïc	1.159.042	1.072.000
6. MC P Parc Zoològic de Barcelona	1.080.187	1.070.104
7. EA P La Pedrera	861.583	944.509
8. MC P Museu Picasso	948.869	915.226
9. MC P CosmoCaixa Barcelona	788.176	716.877
10. CE Pr CaixaForum Barcelona	971.151	686.151
Total	13.454.170	13.064.884

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