

A nighttime photograph of the Guggenheim Museum Bilbao and the Guggenheim Bridge. The bridge's two large, red, arch-shaped pylons are illuminated, and the museum's metallic, curved facade is visible on the right. Light trails from traffic on the bridge create long, horizontal streaks of white and red light across the foreground. The city lights of Bilbao are visible in the background under a dark sky.

THE STORY OF BILBAO

00 INTRODUCTION

01 THE INDUSTRIAL AGE

02 THE URBAN TRANSFORMATION

03 KEYS TO BILBAO'S MODEL

04 BILBAO NEXT

05 INTERNATIONAL RECOGNITIONS

00 INTRODUCTION

CITIES WITH MORE THAN 1 MILLION INHABITANTS

YEAR **1950** **80** CITIES

WORLD OF CITIES

BILBAO IN CONTEXT

*THREE TRANSFORMATIONS
OF BILBAO*



00 INTRODUCTION

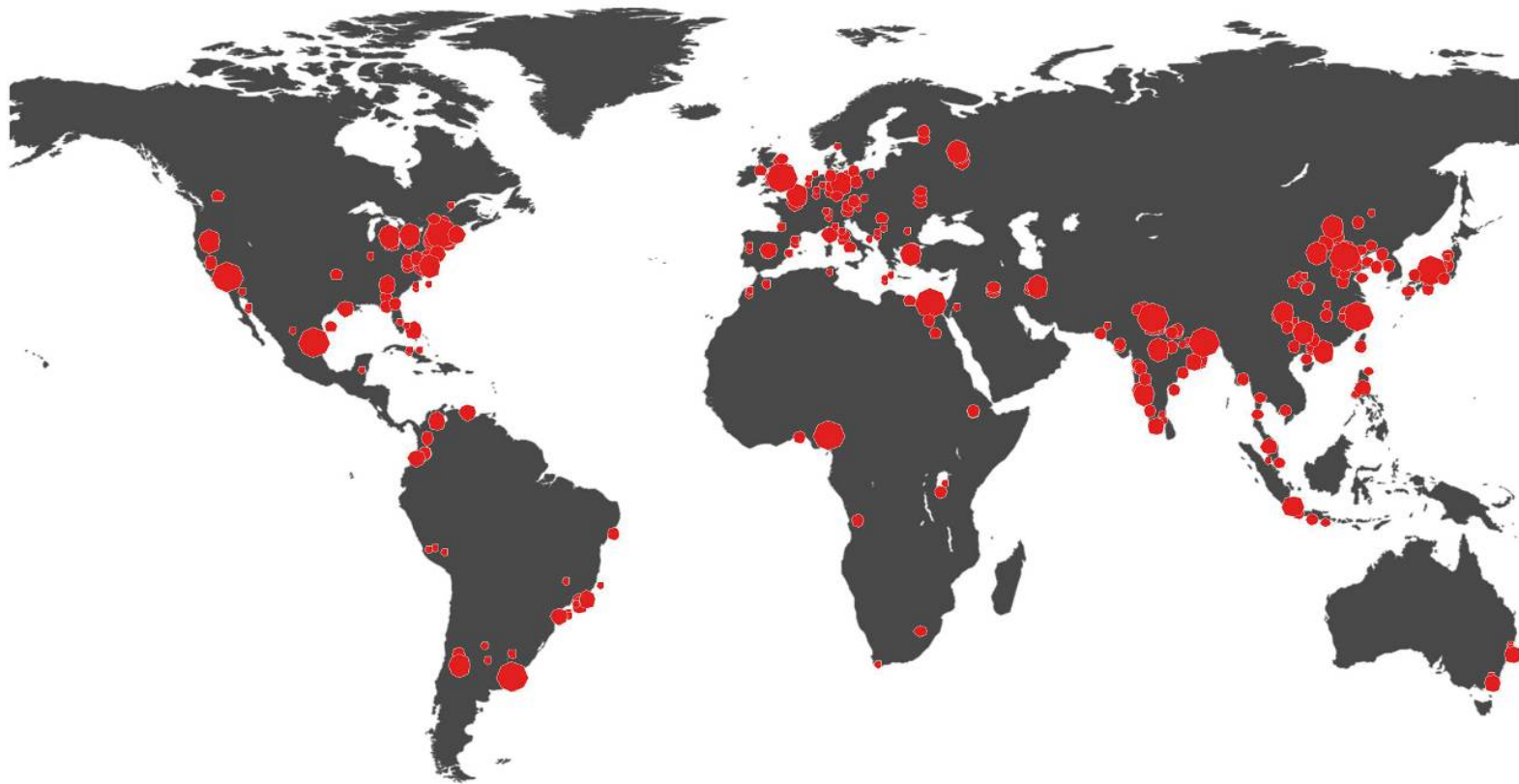
CITIES WITH MORE THAN 1 MILLION INHABITANTS

YEAR **2000** **365** CITIES

WORLD OF CITIES

BILBAO IN CONTEXT

*THREE TRANSFORMATIONS
OF BILBAO*



00 INTRODUCTION

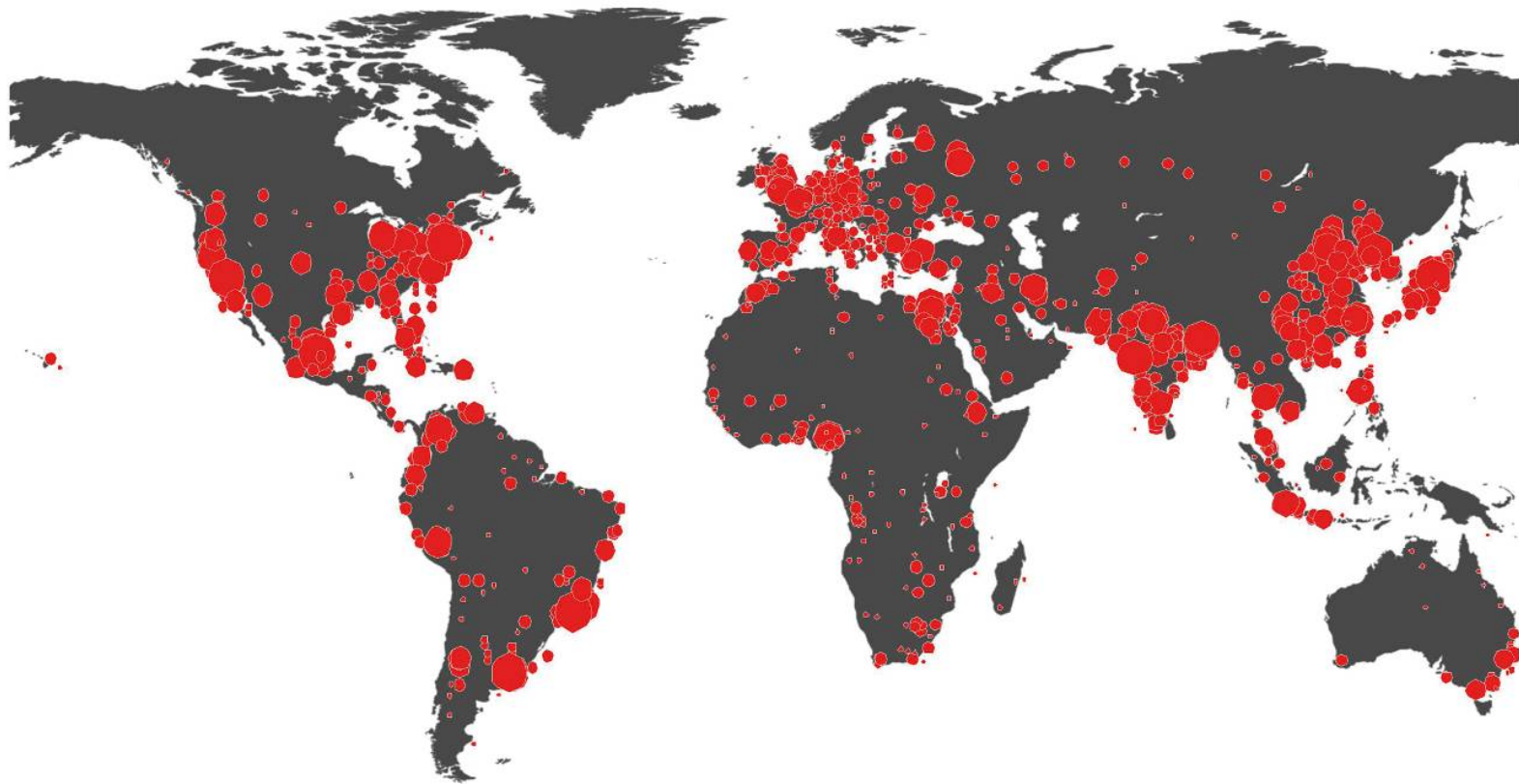
CITIES WITH MORE THAN 1 MILLION INHABITANTS

YEAR 2025 +++ CITIES

WORLD OF CITIES

BILBAO IN CONTEXT

THREE TRANSFORMATIONS
OF BILBAO



00 INTRODUCTION

THE CITY OF BILBAO IN THE WORLD CITY CONTEXT

WORLD OF CITIES

BILBAO IN CONTEXT

THREE TRANSFORMATIONS
OF BILBAO



00 INTRODUCTION

WORLD OF CITIES

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THREE TRANSFORMATIONS
OF BILBAO



01 THE INDUSTRIAL AGE



01 THE INDUSTRIAL AGE

BILBAO FOUNDATION

PORT AND COMMERCIAL BOOM

THE INDUSTRIAL REVOLUTION

*THE DECLINE OF THE TRADITIONAL
INDUSTRY*

THE FLOODS OF 1983



01 THE INDUSTRIAL AGE

BILBAO FOUNDATION

PORT AND COMMERCIAL BOOM

THE INDUSTRIAL REVOLUTION

THE DECLINE OF THE TRADITIONAL
INDUSTRY

THE FLOODS OF 1983



01 THE INDUSTRIAL AGE

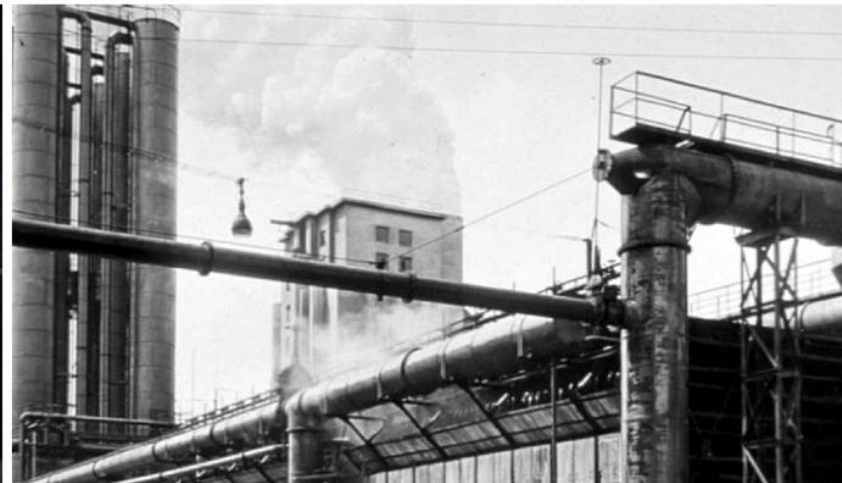
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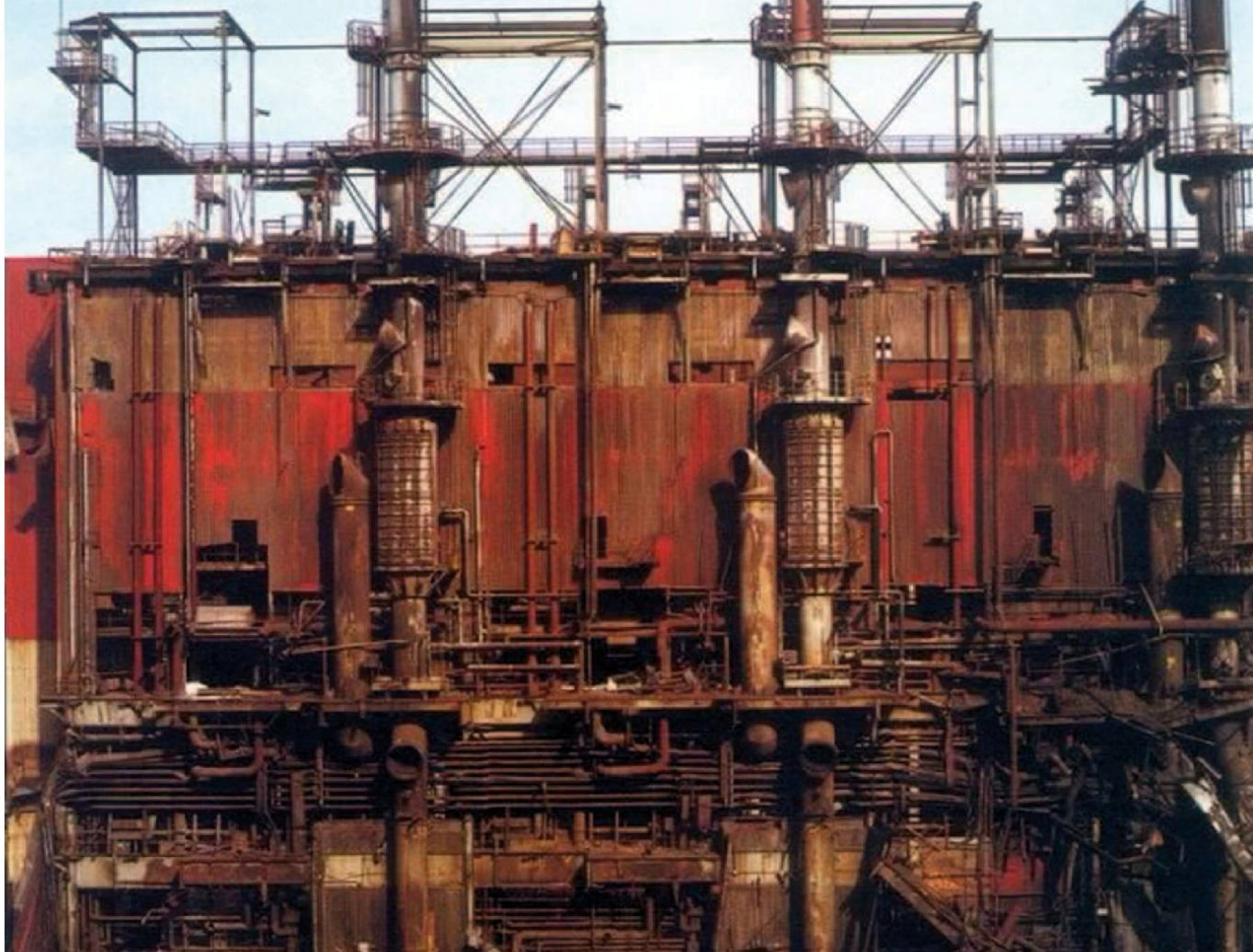
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01 THE INDUSTRIAL AGE

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02 THE URBAN TRANSFORMATION



02 THE URBAN TRANSFORMATION

25 PROJECTS - 25 YEARS. 1 CITY PROJECT

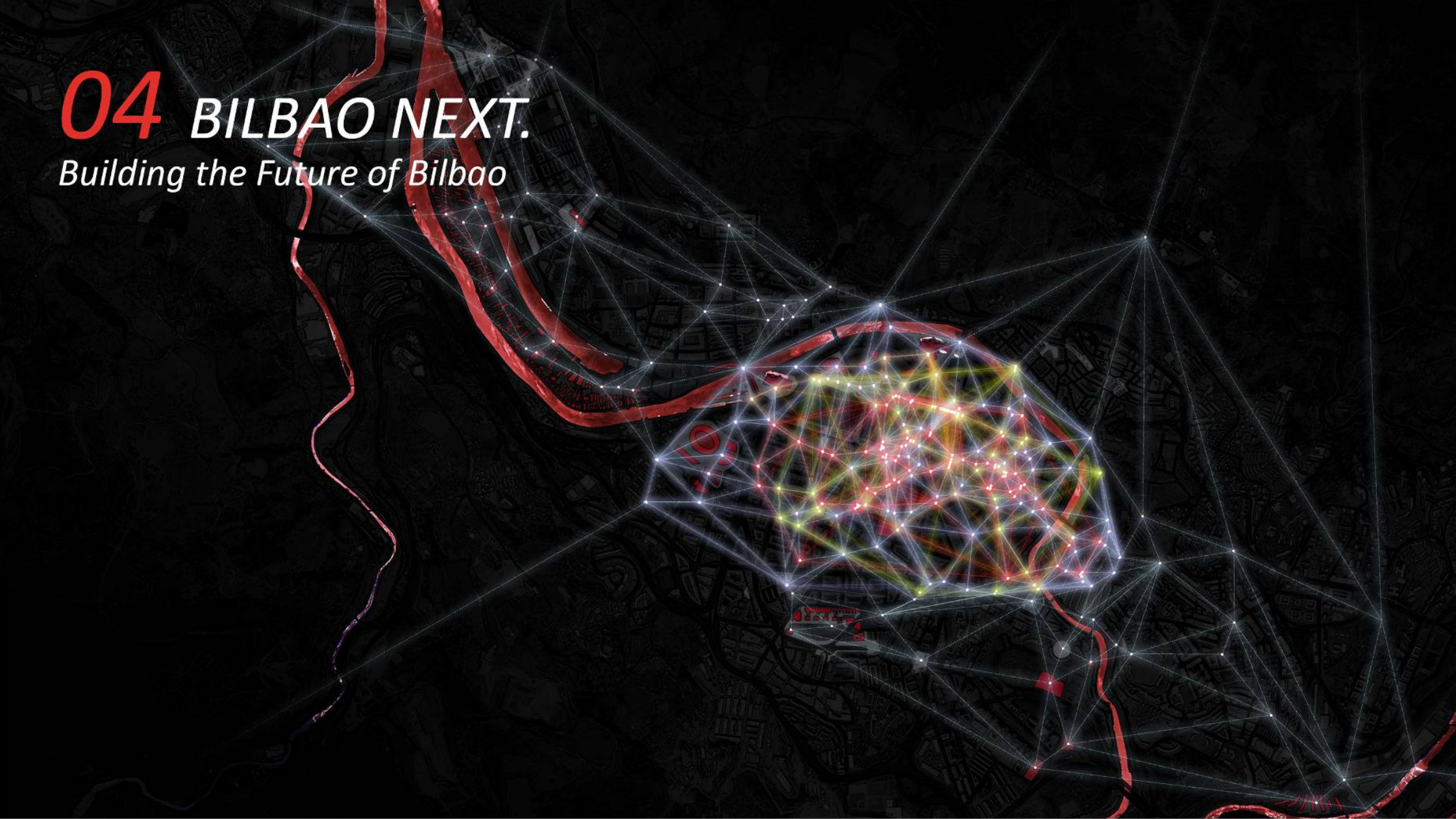
01. Rehabilitation of the Historic Centre.
02. Enlargement of the Port. The "Abra Exterior".
03. Freeing up of port and industrial spaces along the River.
04. Development of Bilbao Ría 2000.
05. The drainage of the River.
06. Bilbao faces the River. The River of renovation.
07. Old and new bridges connect the city.
08. Bilbao's underground system. Metropolitan connectivity.
09. The Airport. Node of external connectivity.
10. The Guggenheim Museum. Transformation process.
11. Museums and Art Institutions.
12. Abandolbarra.
13. Transformations in the "Ensanche".
14. The elimination of railway barriers.
15. The new tram.
16. Large Equipment: Euskalduna, BEC, Alhóndiga...
17. New Hotels.
18. The Zamudio Techno-Park.
19. Micro-spaces for social integration in the neighbourhoods.
20. Bilbao la Vieja.
21. The recovery of Traditional Architecture.
22. Bilbao's New Architecture.
23. Art in the City.
24. Neighborhoods Integration.
25. Ecurbanism.

BILBAO'S URBAN REVOLUTION IS THE RESULT OF A WIDE RANGE OF PROJECTS WHICH HAVE BEEN DEVELOPED WITH AN INTELLIGENT VISION.

THE GUGGENHEIM MUSEUM BECAME THE SYMBOL OF TRANSFORMATION AND VISUALIZATION OF THE NEW CITY PROJECT.

04 BILBAO NEXT.

Building the Future of Bilbao



04 BILBAO NEXT
Building the Future of Bilbao

THE NEW SCALE OF BILBAO

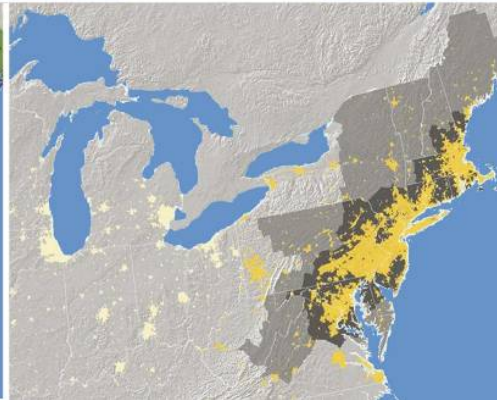
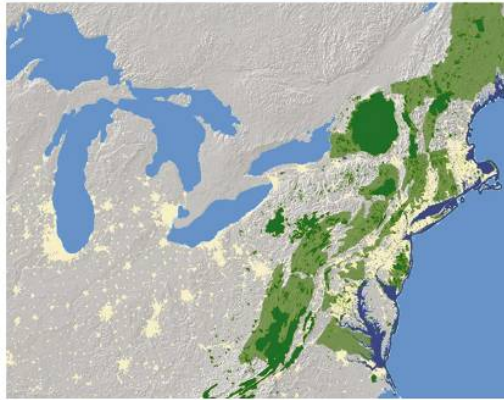
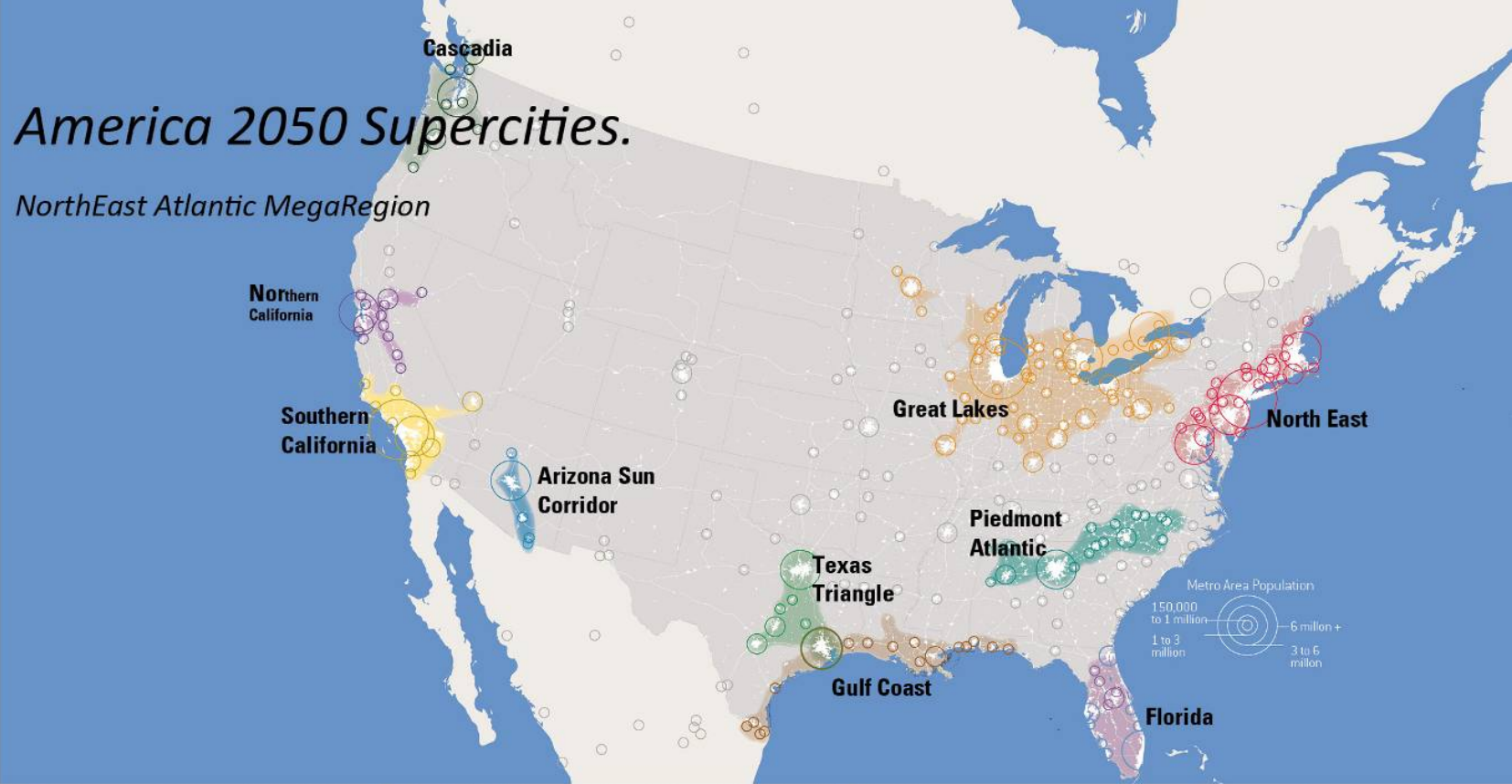
BILBAO TRANSFORMATION
PROJECTS

EMERGING AXIS FOR
INNOVATION

INTELLIGENT DIALOGUE WITH
THE TERRITORY

CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING
STRATEGIES



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION
PROJECTS

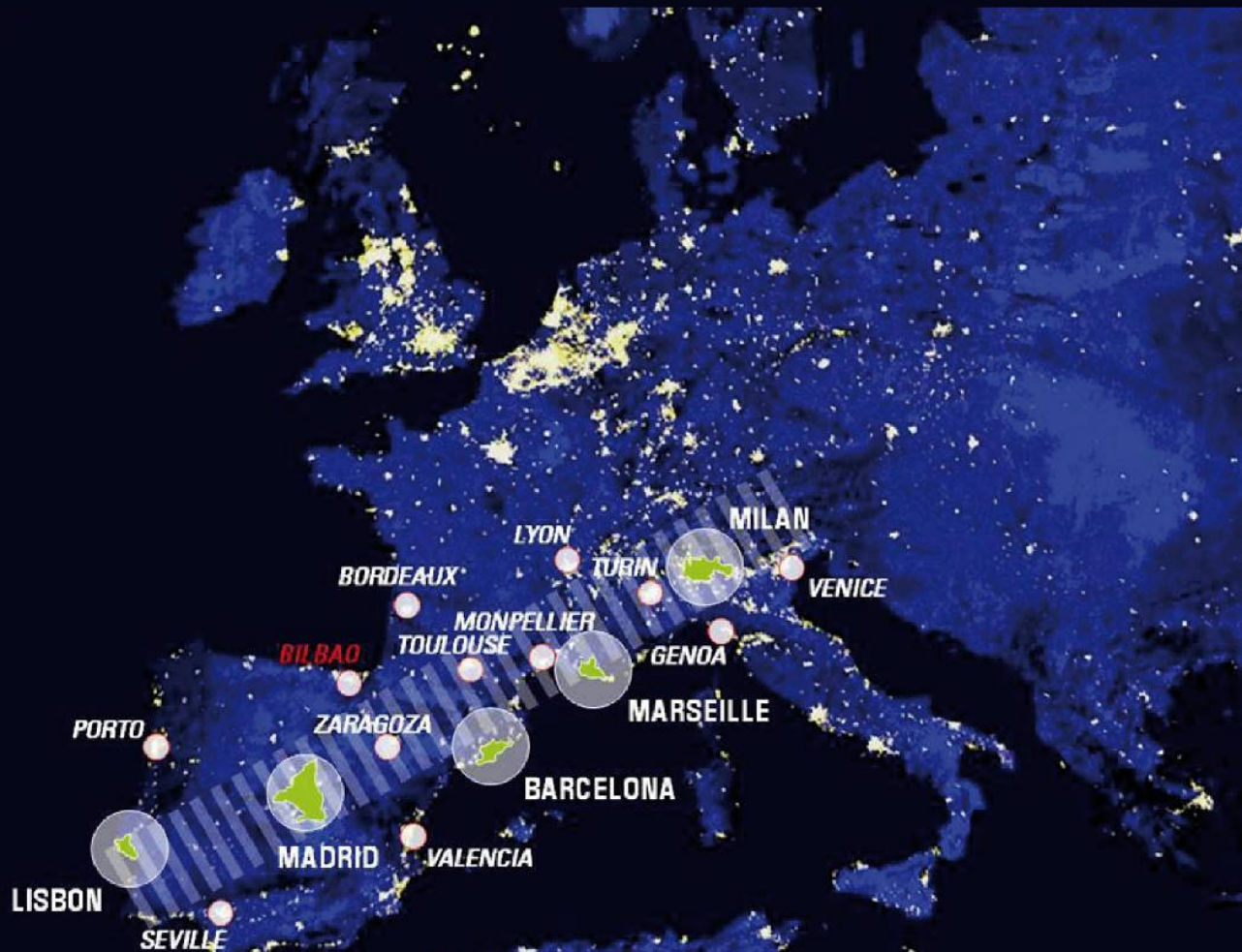
EMERGING AXIS FOR
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European Diagonal



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BILBAO TRANSFORMATION
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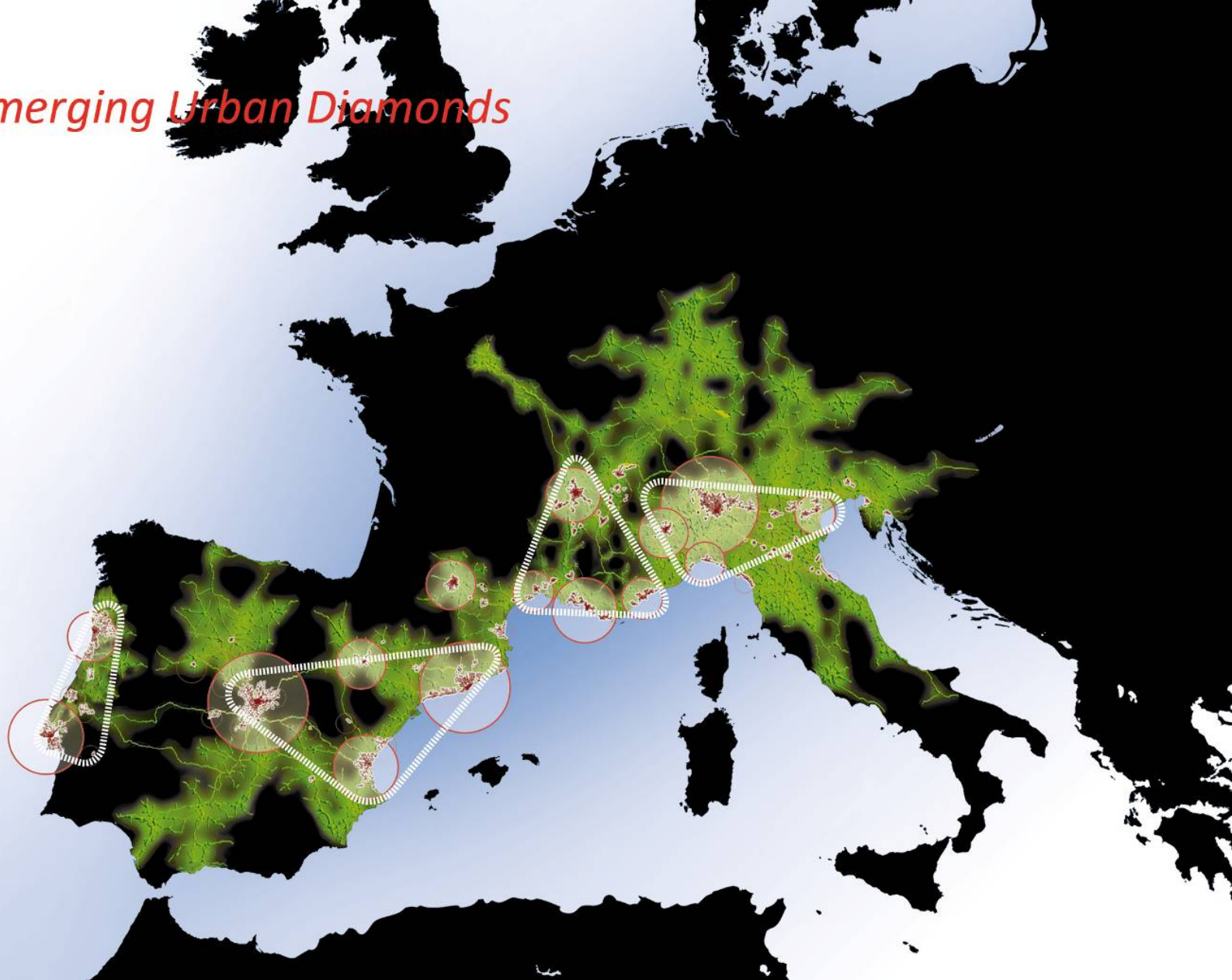
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Emerging Urban Diamonds



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BILBAO TRANSFORMATION
PROJECTS

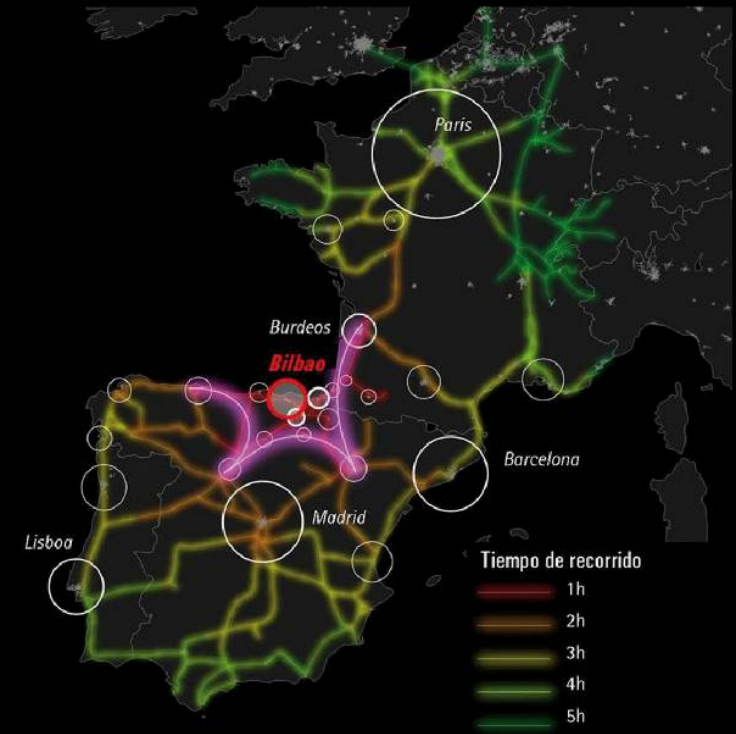
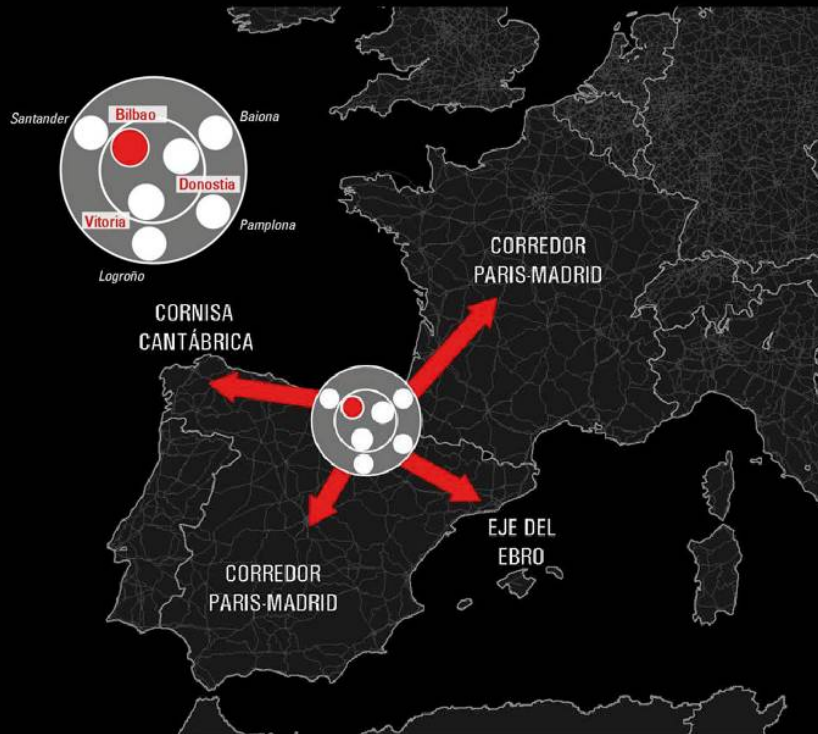
EMERGING AXIS FOR
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CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING
STRATEGIES

Global Vocation and Regional Insertion



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

*BILBAO TRANSFORMATION
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*INTELLIGENT DIALOGUE WITH
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CITY INNOVATION PLATFORM

*CROSSOVER & OVERLAPPING
STRATEGIES*

What is the *Scale of Bilbao* in the *New International Economic Order?*

04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

*BILBAO TRANSFORMATION
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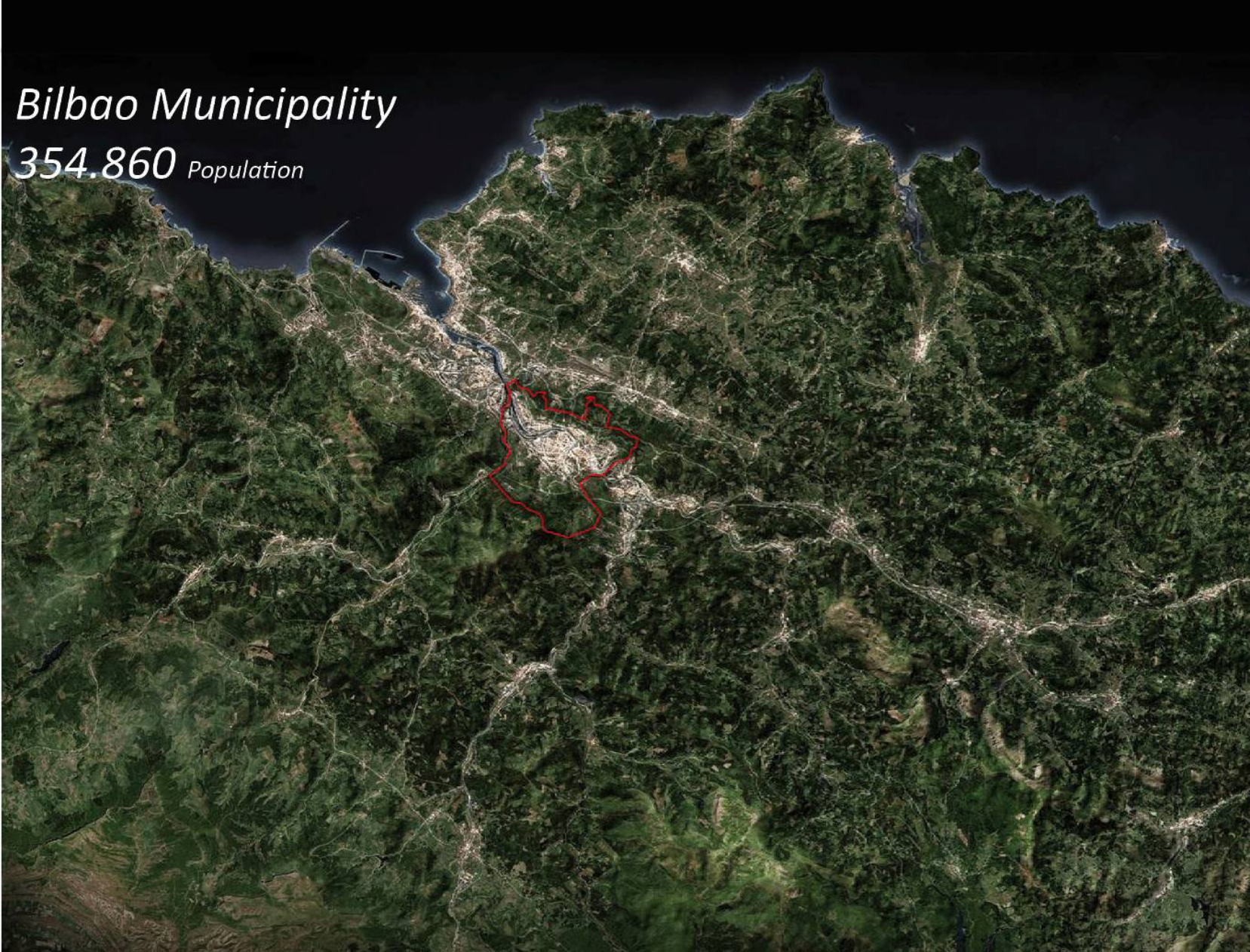
*INTELLIGENT DIALOGUE WITH
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CITY INNOVATION PLATFORM

*CROSSOVER & OVERLAPPING
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Bilbao Municipality

354.860 *Population*



04 BILBAO NEXT

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Scale Studies

Melbourne Municipality

Inhabitants: 93.105

Melbourne Metropolitan Area

Inhabitants: 3.900.000



20km

40km

60km

80km

100km

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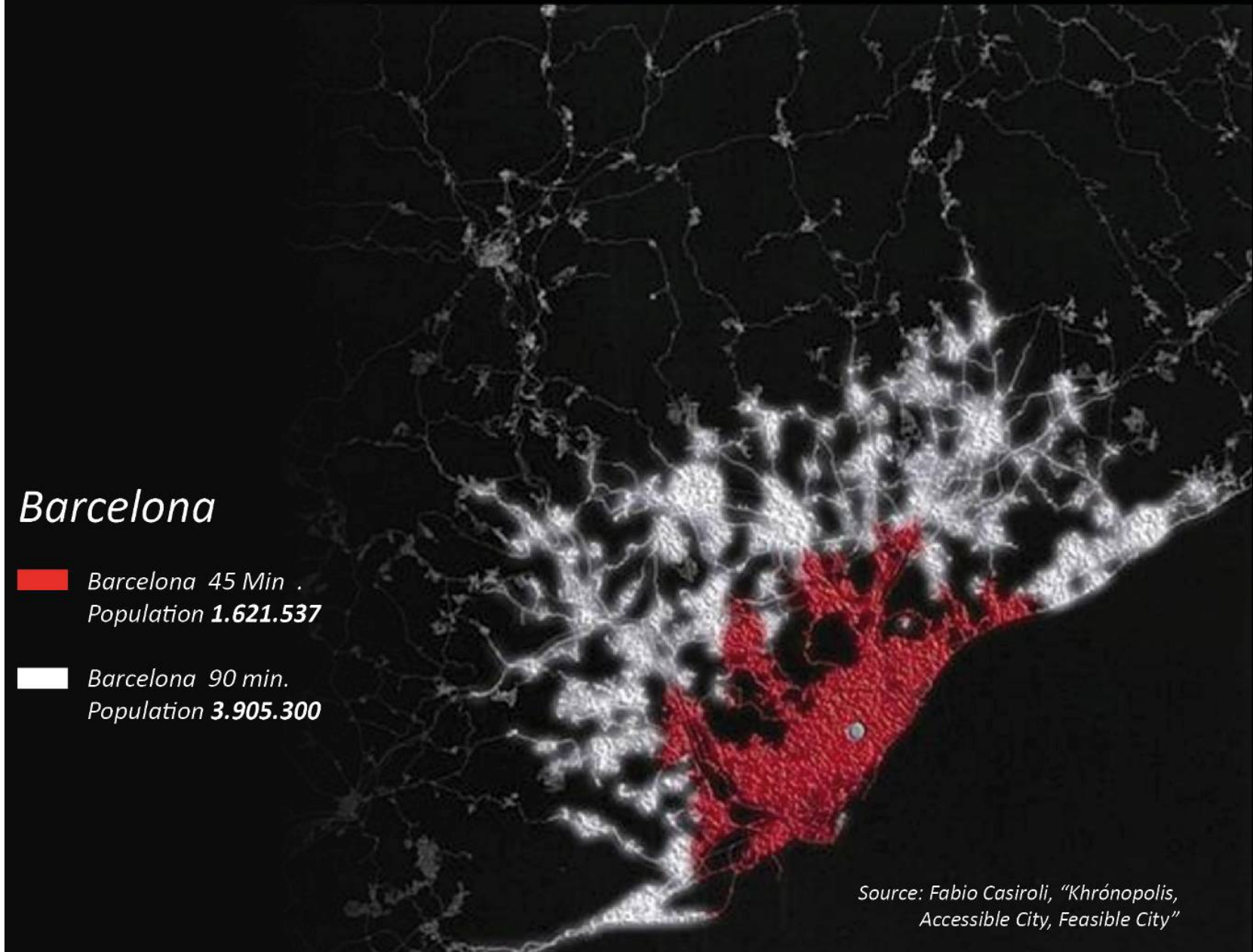
*CROSSOVER & OVERLAPPING
STRATEGIES*

Barcelona

 Barcelona 45 Min .
Population **1.621.537**

 Barcelona 90 min.
Population **3.905.300**

*Source: Fabio Casiroli, "Khrónopolis,
Accessible City, Feasible City"*



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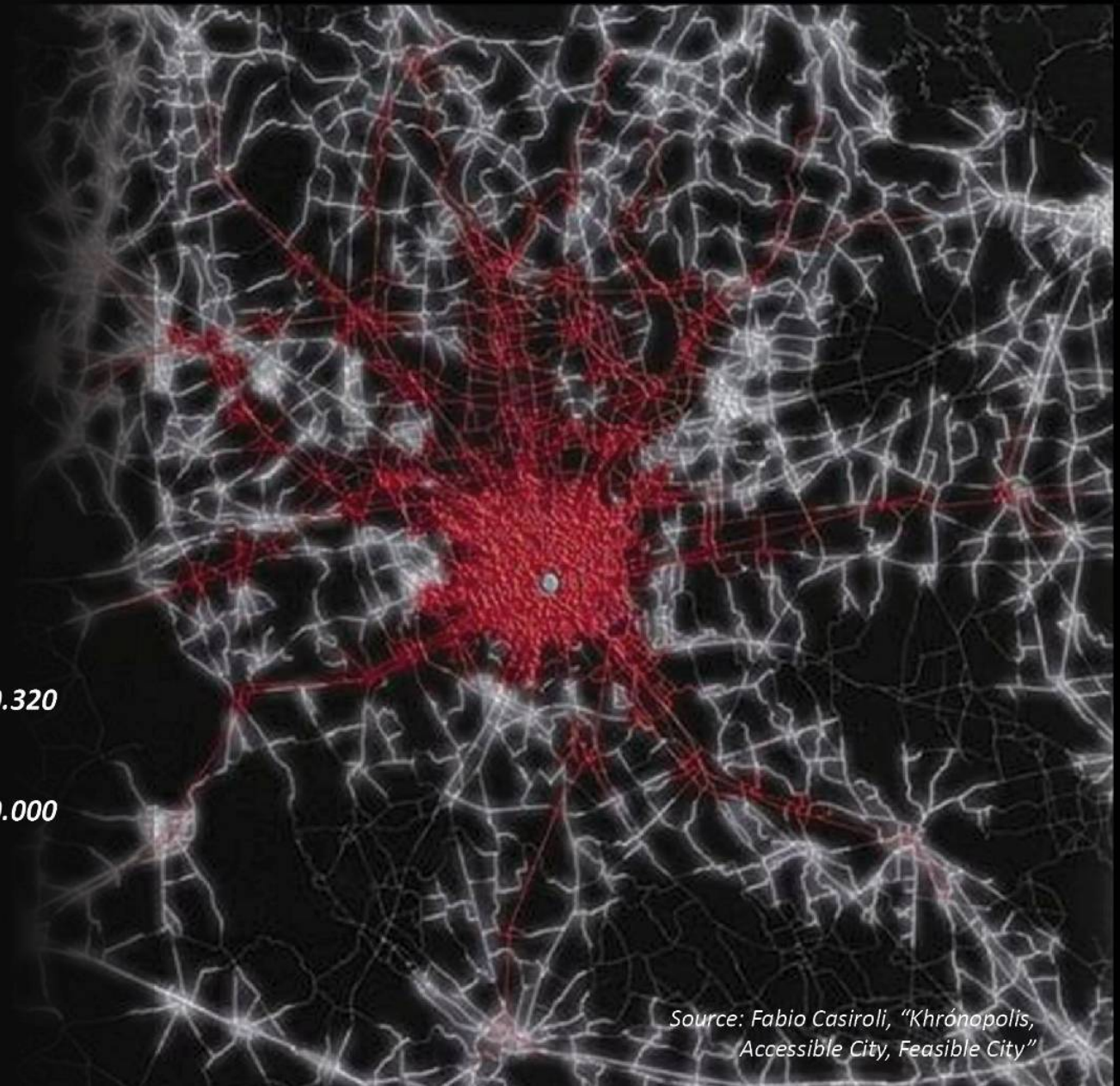
CROSSOVER & OVERLAPPING
STRATEGIES

Milan

 Milan 45 min.
Population **1.310.320**

 Milan 90 min.
Population **7.400.000**

*Source: Fabio Casiroli, "Khrónopolis,
Accessible City, Feasible City"*



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THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION PROJECTS

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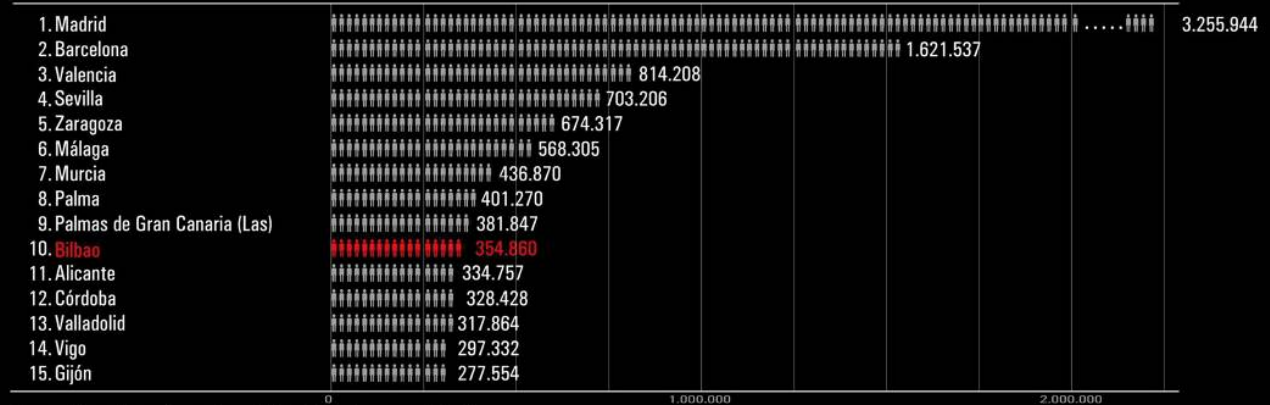
INTELLIGENT DIALOGUE WITH THE TERRITORY

CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING STRATEGIES

Bilbao Municipality

Spanish Municipalities



Fuente: elaboración propia con datos del INE 2009 y el proyecto AUDES5

Bilbao Metropolitan Area

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION
 PROJECTS

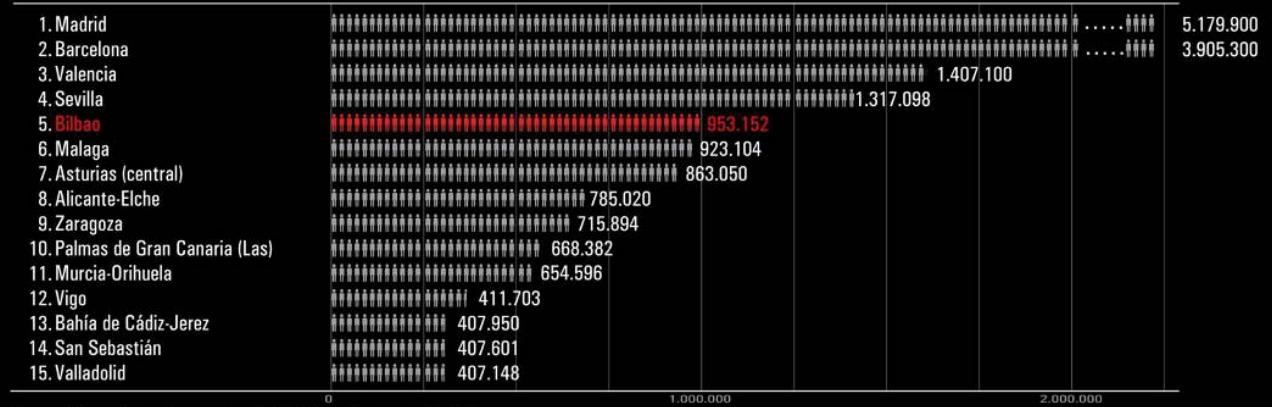
EMERGING AXIS FOR
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CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING
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Spanish Metropolitan Areas



Fuente: elaboración propia con datos del INE 2009 y el proyecto AUDES5

04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION PROJECTS

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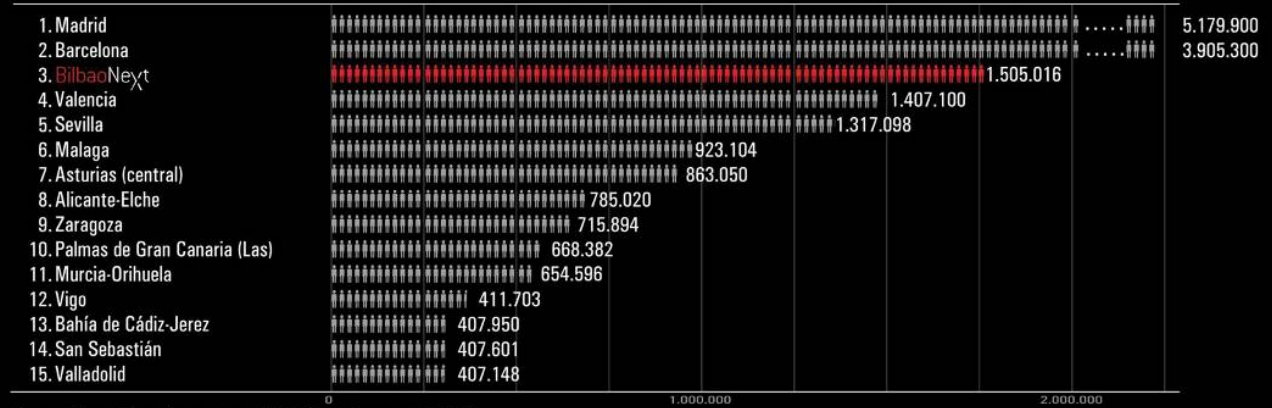
INTELLIGENT DIALOGUE WITH THE TERRITORY

CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING STRATEGIES

Bilbao Next

Spanish Metropolitan Areas (inhabitants)



04 BILBAO NEXT

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CROSSOVER & OVERLAPPING
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Bilbao 45 min.

1.527.099 Population



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION
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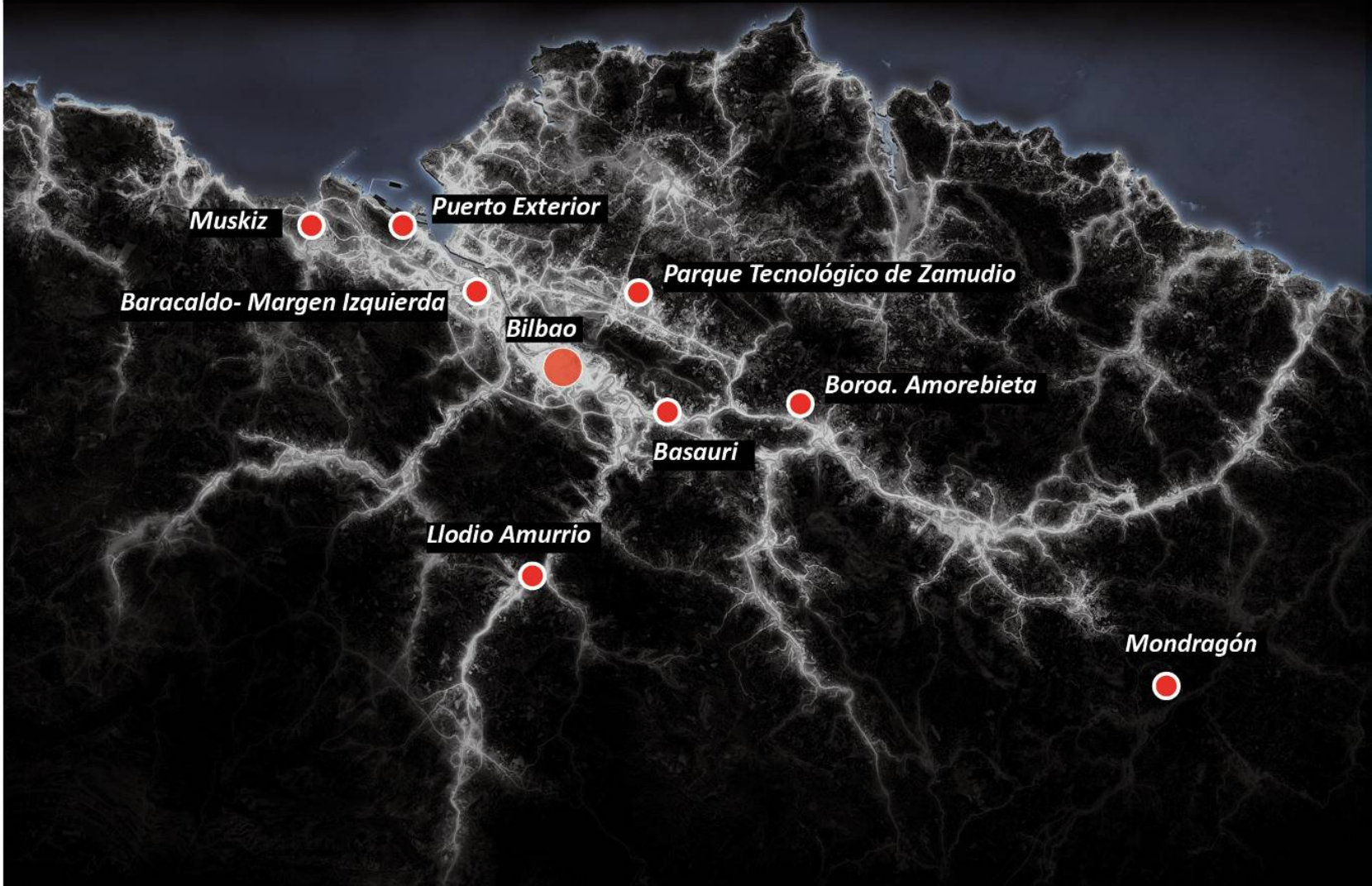
EMERGING AXIS FOR
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CROSSOVER & OVERLAPPING
STRATEGIES

Industrial Areas



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Industrial Areas



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Building the Future of Bilbao

THE NEW SCALE OF BILBAO

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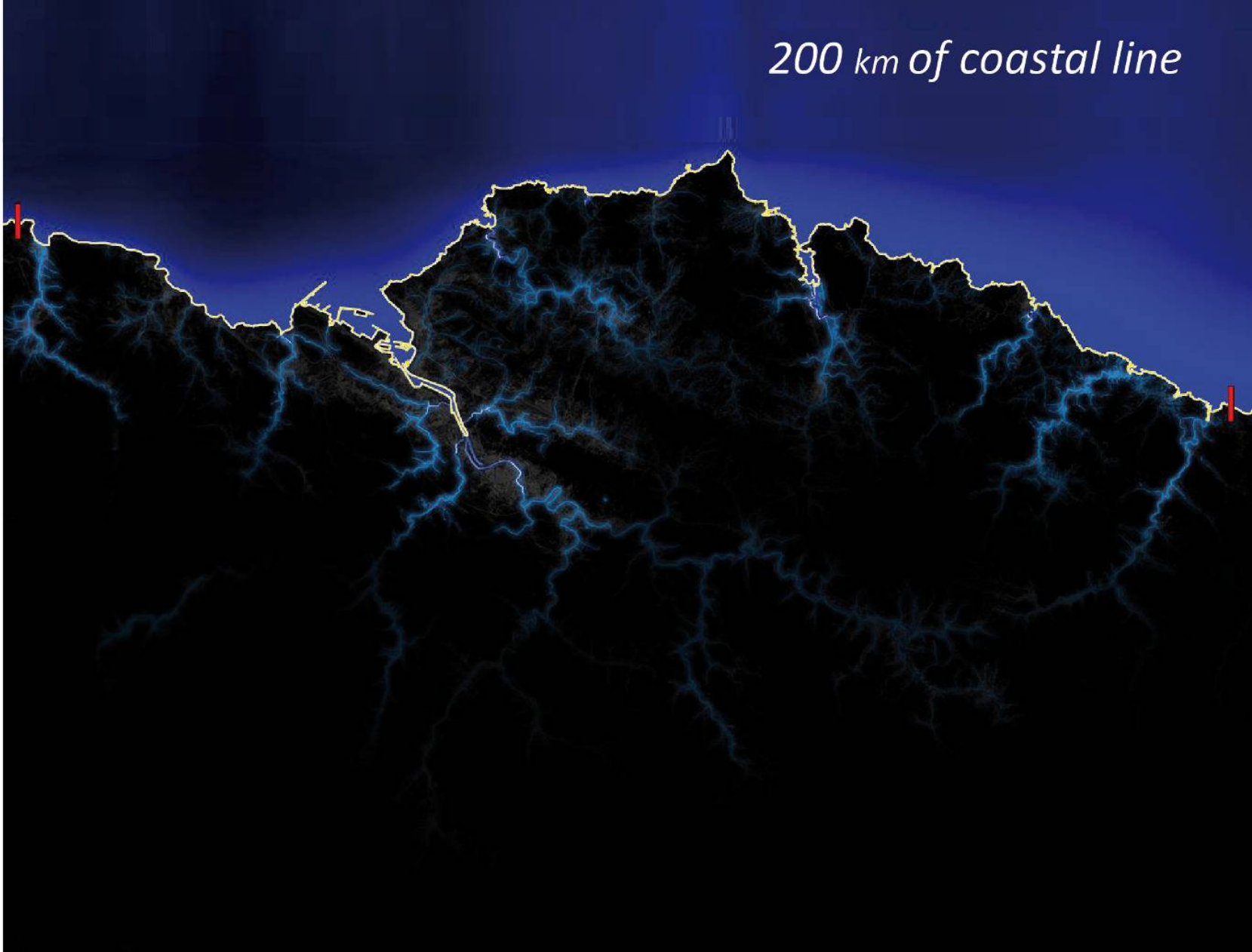
EMERGING AXIS FOR
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INTELLIGENT DIALOGUE WITH
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CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING
STRATEGIES

200 km of coastal line



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

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*CROSSOVER & OVERLAPPING
STRATEGIES*



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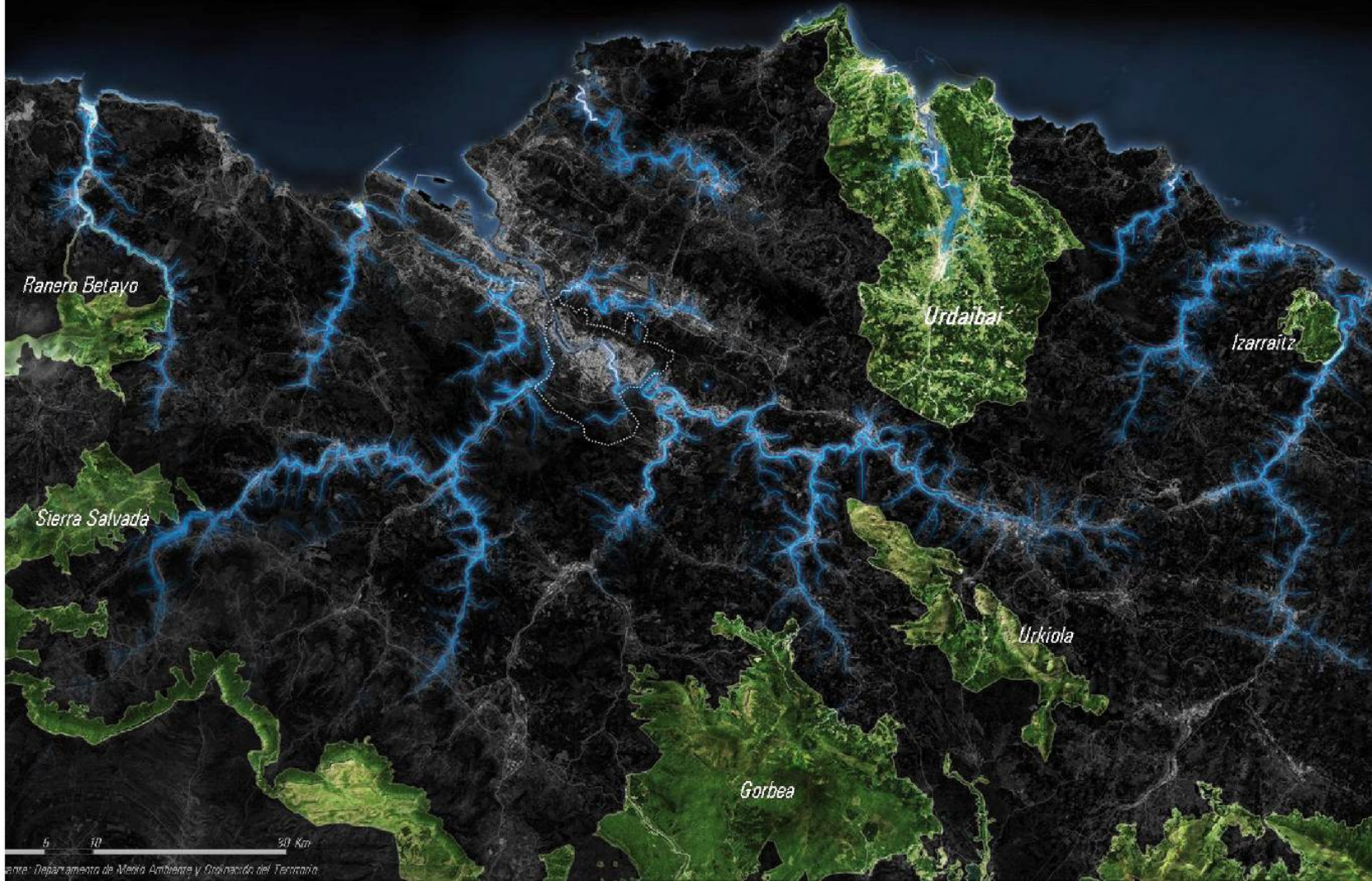
EMERGING AXIS FOR
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CROSSOVER & OVERLAPPING
STRATEGIES

Protected Natural Areas



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

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Protected Natural Areas



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Building the Future of Bilbao

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23 Historic Centers



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Building the Future of Bilbao

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CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING STRATEGIES



Elorrio

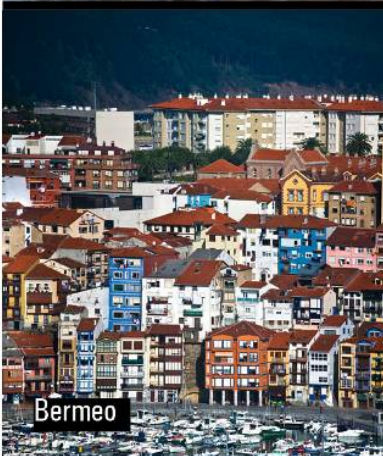


Balmaseda



23 Historic Centers

Lekitio



Bermeo



Elantxobe



Bilbao



Markina



Areatza



Mundaka

04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

**BILBAO TRANSFORMATION
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CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING
STRATEGIES

Activity Hubs in Neighborhoods



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

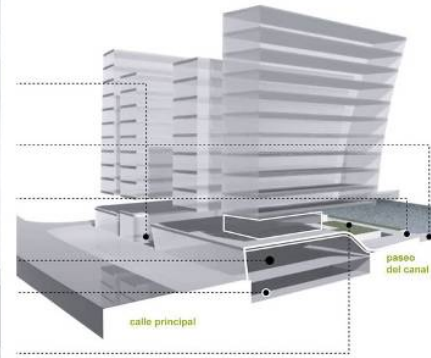
BILBAO TRANSFORMATION PROJECTS

EMERGING AXIS FOR
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CROSSOVER & OVERLAPPING
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04 BILBAO NEXT

Building the Future of Bilbao

Art & Technology. DESIGN

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION PROJECTS

EMERGING AXIS FOR INNOVATION

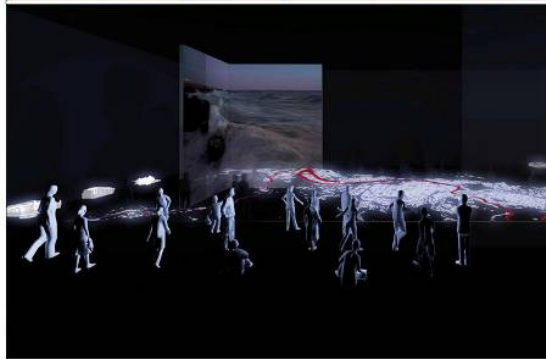
- Art Schools
- Art Institutions
- Museums
- Galleries
- Sculpture
- Digital Art
- Ars Electronica
- Fashion Design
- Graphic Design
- Furniture Design
- Product Design
- New Materials
- Video games
- Art And Territory
- International Events
- Art And Culture
- Centers
- Scenic Arts



ENTRADA	Precio	CON DESCUENTO
DIA	6€	5€
GAMER	10€	8€
VIP GAMER		30€

gamerLand Descuentos Ga
Acércele con esta entrada y con
feria internacional de videojuegos e Innovación
29 OCTUBRE - 1 NOVIEMBRE 2010
de 11.00h a 20.00h
blue pad BILBAO DIGITRON CENTRE
¡BIENICÍ!
¡Móvete una X en la lujja
¡Welcome pack! (collage of stickers, camiseta, gorra, acreditación) + Entrada a día + Acceso VIP a conferencias y presentaciones +

Logos: KINECT para XBOX, speri, BiscayTKK, DigIPen



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION
PROJECTS

EMERGING AXIS FOR INNOVATION

- Architecture
- Urban Design
- Foundations
- Bioclimatic
- Architecture
- Zero Buildings
- Alternative
- Energies
- Development
- Sports Facilities
- Eco-Construction
- Eco-Technology
- Engineering
- Smart Districts
- Research Centers
- Hybrid Buildings
- Urban Transportation
- Sustainable Mobility

Eco - Technology and Urban Solutions



04 BILBAO NEXT

Building the Future of Bilbao

Tourism, Quality of life, Health

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION
PROJECTS

EMERGING AXIS FOR INNOVATION

- Cultural Tourism
- Business Tourism
- Health Tourism
- Culinary Tourism
- Nature Tourism
- Rural Tourism
- Third-Age
- Tourism
- Health Checks
- Anti-aging
- Curative Health
- Health Assistance
- Sports Health
- Transportation
- Services
- Travel Agencies
- Healthy Diet
- Restaurants
- Hotels



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

*BILBAO TRANSFORMATION
PROJECTS*

EMERGING AXIS FOR INNOVATION

*Engineering Research Centers
Special Administrative Services
Graphic Design & Marketing
Insurance Agencies
Universities
Business Consultants
Urban Technology Parks
Port and Logistics Services
IT Consultants
Transport Services
Conference Centers...*

Advanced Business Services



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

*BILBAO TRANSFORMATION
PROJECTS*

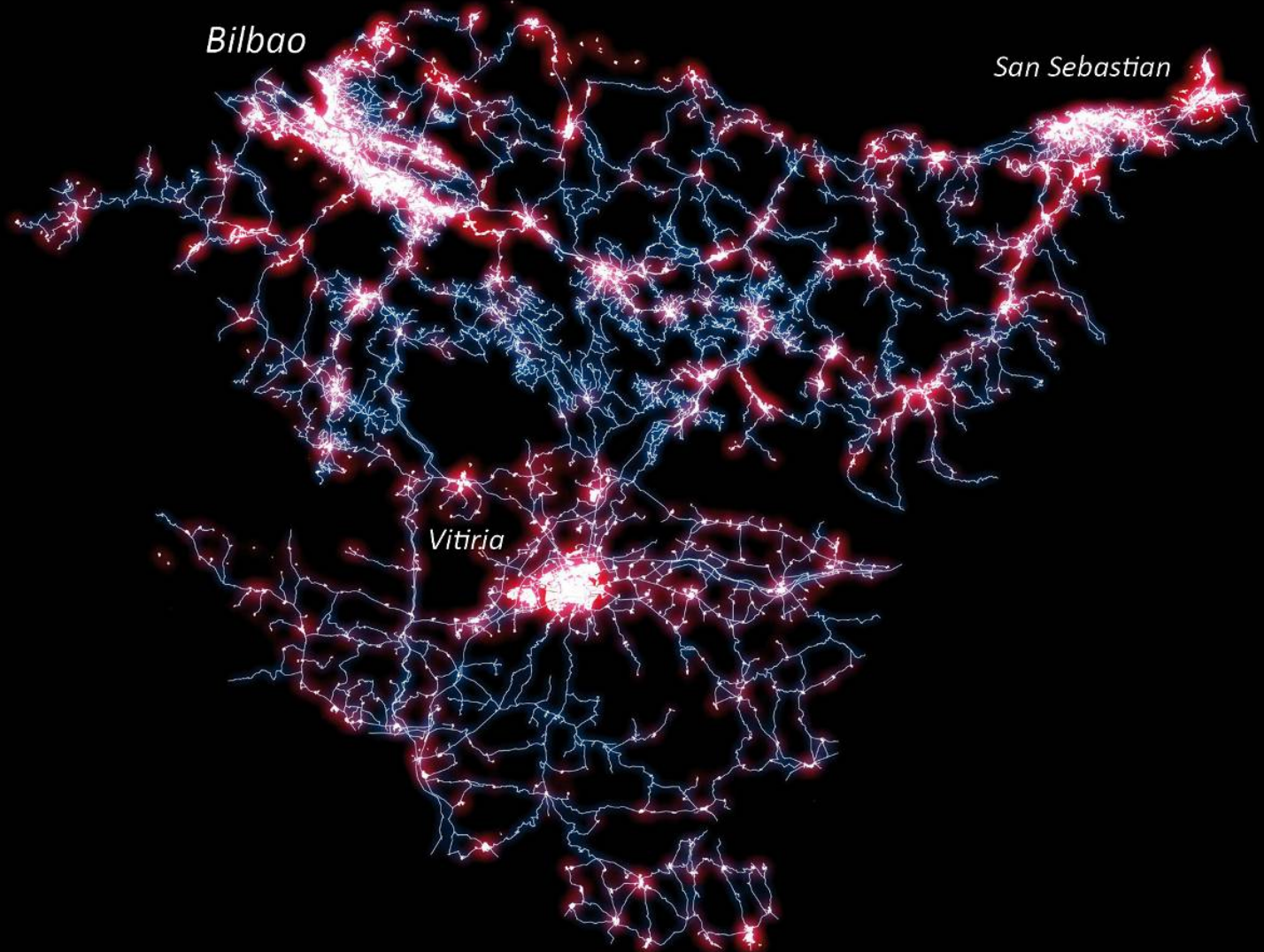
*EMERGING AXIS FOR
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CITY INNOVATION PLATFORM

*CROSSOVER & OVERLAPPING
STRATEGIES*

Basque City Network



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

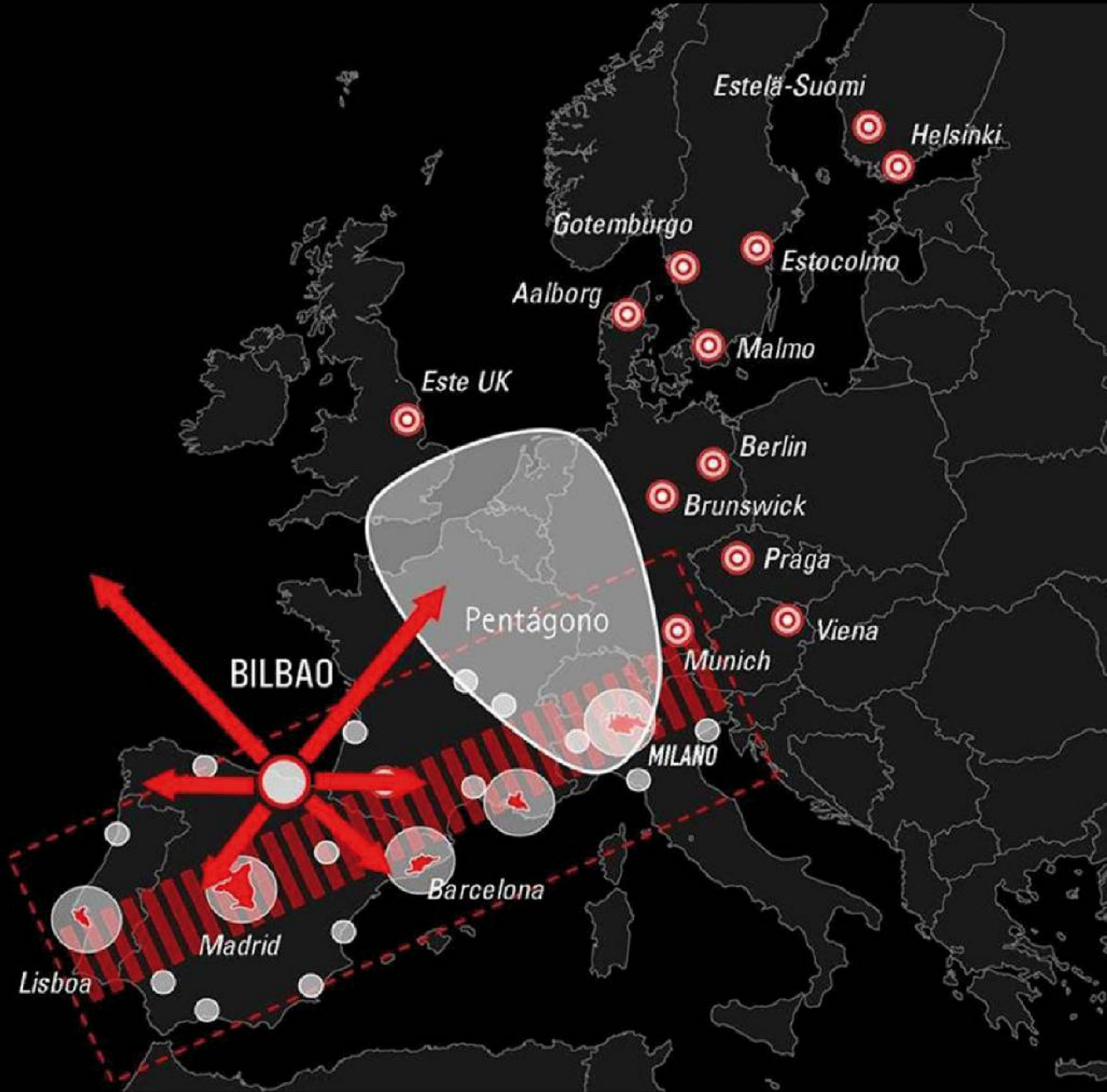
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04 BILBAO NEXT

Building the Future of Bilbao

Urban Diplomacy

THE NEW SCALE OF BILBAO

BILBAO TRANSFORMATION
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CROSSOVER & OVERLAPPING
STRATEGIES



04 BILBAO NEXT

Building the Future of Bilbao

Bilbao Next. *Cities Innovation Platform*

Basque Country as a Experimentation Laboratory of Urban Solutions

THE NEW SCALE OF BILBAO

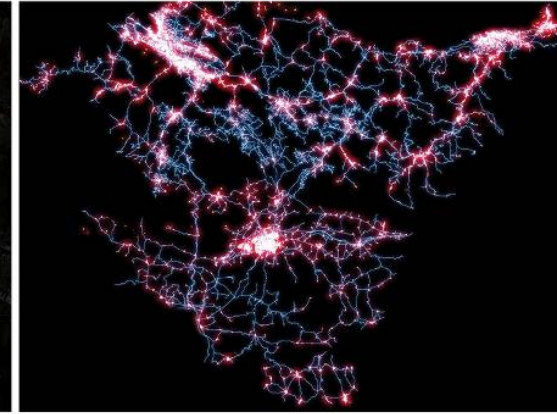
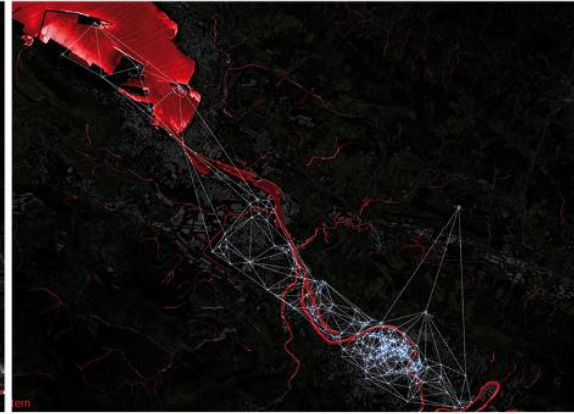
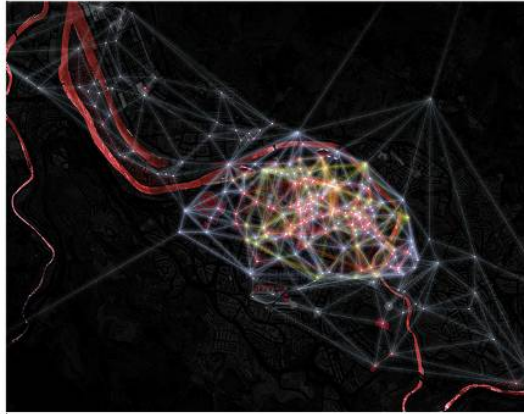
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STRATEGIES



International Projection of Basque Companies



04 BILBAO NEXT

Building the Future of Bilbao

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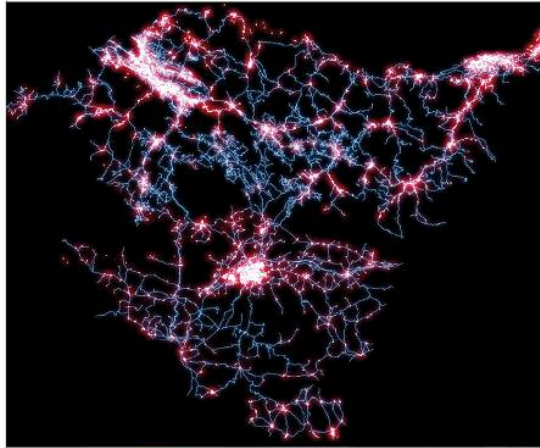
CITY INNOVATION PLATFORM

**CROSSOVER & OVERLAPPING
STRATEGIES**

*Connectivity
Global + Local*

*Bilbao International
City + Economy*

*Knowledge
Technology
Excellence*



04 BILBAO NEXT

Building the Future of Bilbao

THE NEW SCALE OF BILBAO

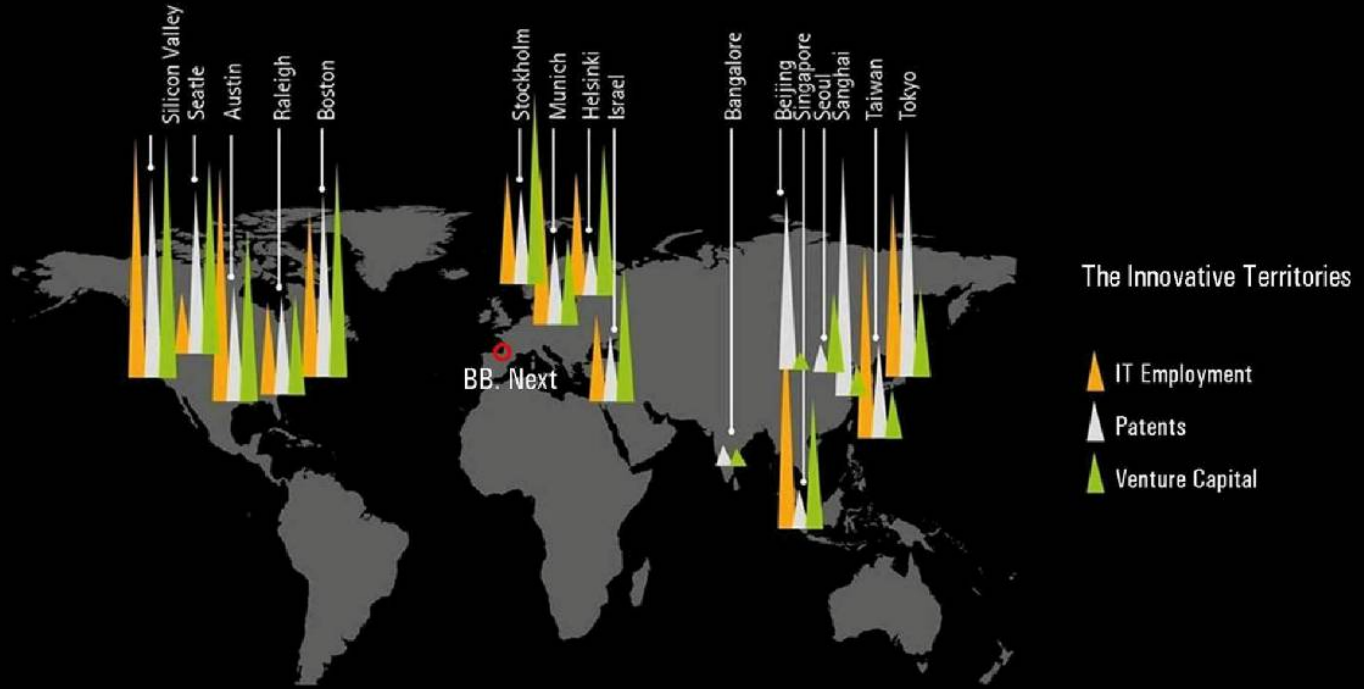
BILBAO TRANSFORMATION PROJECTS

EMERGING AXIS FOR INNOVATION

INTELLIGENT DIALOGUE WITH THE TERRITORY

CITY INNOVATION PLATFORM

CROSSOVER & OVERLAPPING STRATEGIES



BilbaoBizkaiaNext (BB.Next) within the Global Innovation Ecosystem

05 INTERNATIONAL RECOGNITIONS

Awards:

"Cities Awards for Excellence". Fundación Metrópoli. 2002.

"Città d'Acqua". La Biennale di Venezia, 2004

"European Urban and Regional Planning Awards". ECTP- European Council Town Planners, 2004& 2006

"Culture Management Award AICCRES" L'Associazione Italiana del Consiglio dei Comuni e Regioni d'Europa, 2005

ISOCARP Awards for Excellence- International Society of City and Regional Planners, 2005

"European Healthy City Award"

"European Enterprise Awards" for Bilbao La Vieja. European Commission, 2007

"Best Urban Practices Awards" in Expo 2010 Shanghai, China

"LEE KUAN YEW World City Prize 2010".

The 29th of June of 2010, Bilbao received the LKY World City Prize in Singapore. This is the "Nobel Prize of Cities".

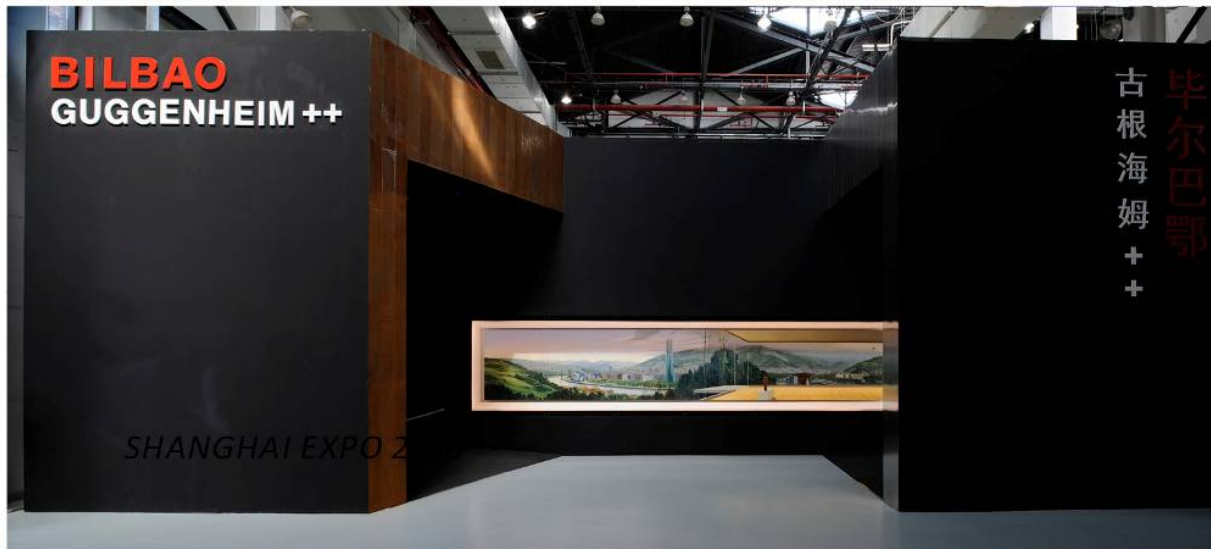
"III. International Transparency Awards 2010"

"National award for best project of the year in transportation of goods by the European project Freilott 2011"

Distinction "LivCom Awards" 2011

"European Public Sector Award (EPSA)" 2011

A benchmark in urban transformation. and in economic development



THE STORY OF BILBAO

