

The Challenge of Transborder European Landscapes

Learning from Pas de la Casa



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Landscape Architect. Workshop tutor. European Region of the International Federation for
Landscape Architecture, IFLA EU.

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Professor at the Architecture Department, Università G. d'Annunzio, Chieti-Pescara.

The Challenge of Transborder European Landscapes

Learning from Pas de la Casa

International Workshop
9th – 15th May 2015
Pas de la Casa (Andorra)



Intervenir sobre el paisatge europeu transfronterer: claus per a l'ordenació del territori i la integració paisatgística

Workshop Internacional



PAS DE LA CASA (ANDORRA) 9-15 de Maig de 2015

El workshop internacional *'Intervenir sobre el paisatge europeu transfronterer: claus per a l'ordenació del territori i la integració paisatgística'* es planteja en el marc dels treballs previs a la celebració dels **Ateliers du Paysage** organitzats pel Consell d'Europa, que tindran lloc a Andorra la propera tardor de 2015.

Els objectius del taller són: d'una banda, proposar claus interpretatives del paisatge transfronterer a Europa, a partir de la identificació d'alguns elements que el caracteritzen, i d'altra banda presentar propostes concretes d'intervenció sobre aquest tipus de paisatge, per una millor gestió dels patrimonis paisatgístics, ambientals i culturals del territori del Pas de la Casa.

El workshop compta amb la participació de grups d'estudiants i professors de disciplines diverses procedents de diferents universitats europees.

Organitzen:

UAB
Universitat Autònoma
de Barcelona



Govern d'Andorra

Col·labora:



Comú d'Encamp
ANDORRA

THE CHALLENGE OF TRANSBORDER EUROPEAN LANDSCAPES



- 1. Typologies of European transborder landscape.**
- 2. Future challenges for the European transborder landscapes.**
- 3. Challenges for the European transborder landscapes: Pas de la Casa.**
- 4. Landscape Quality Objectives (National Landscape Strategy of Andorra).**
- 5. Landscape intervention and management in Pas de la Casa (strategies and projects).**

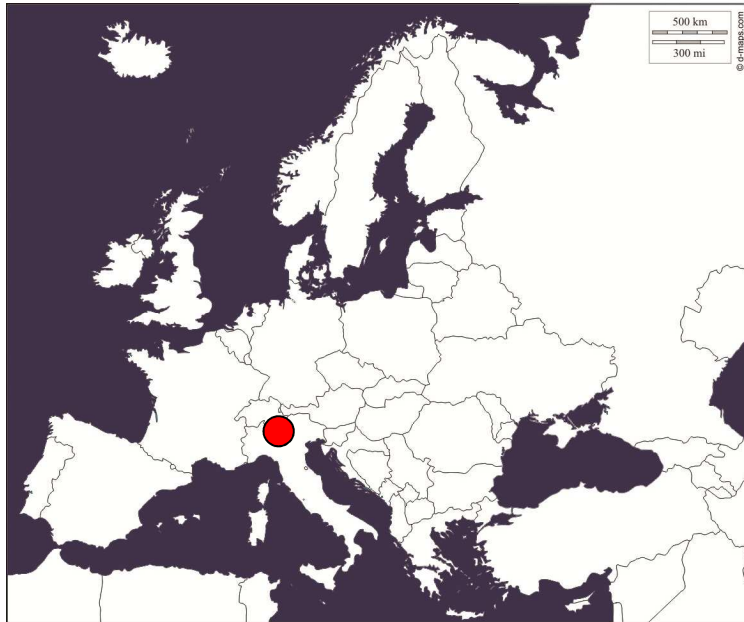
1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



Iconographic items of European transborder landscapes

- **Morphological:** related to commercial activity: outlet, commercial strip.
- **Infrastructural:** related to mobility, gas stations and parking lots.
- **Physical:** related to the border's built environment.
- **Symbolic:** related to tangible cultural heritage/ intangible values, memorials elements and issues.

1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



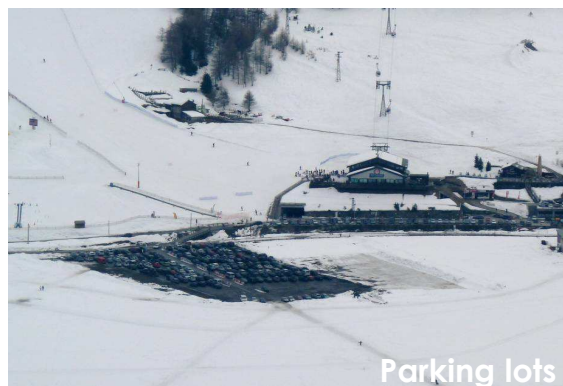
LIVIGNO Italy - Switzerland



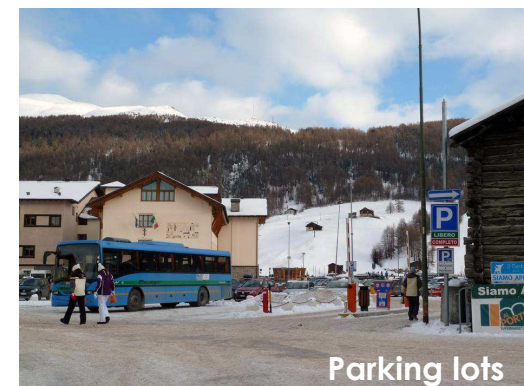
Commercial strips



Memorials



Parking lots



Parking lots

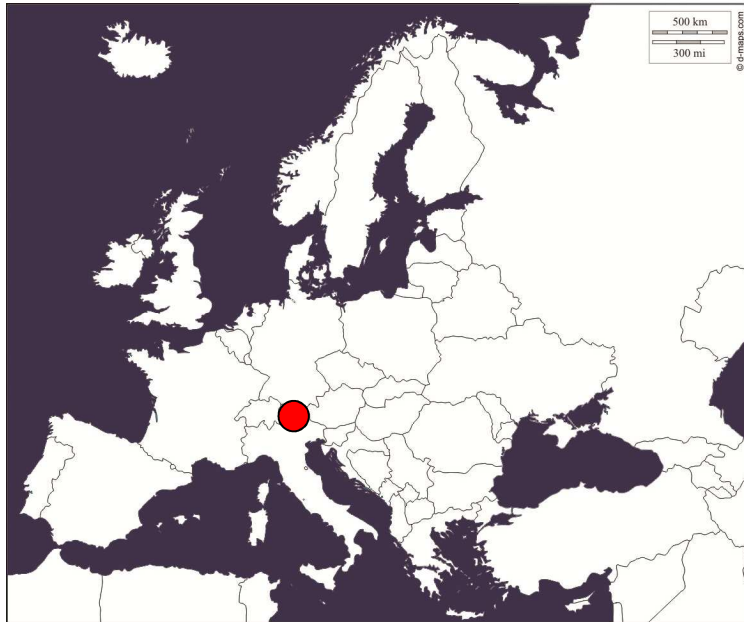


Petrol stations



Border

1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



SAMNAUN Austria - Italy



1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



LE PERTHUS France - Spain



1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



LA JONQUERA Spain - France



Outlet



Parking lots

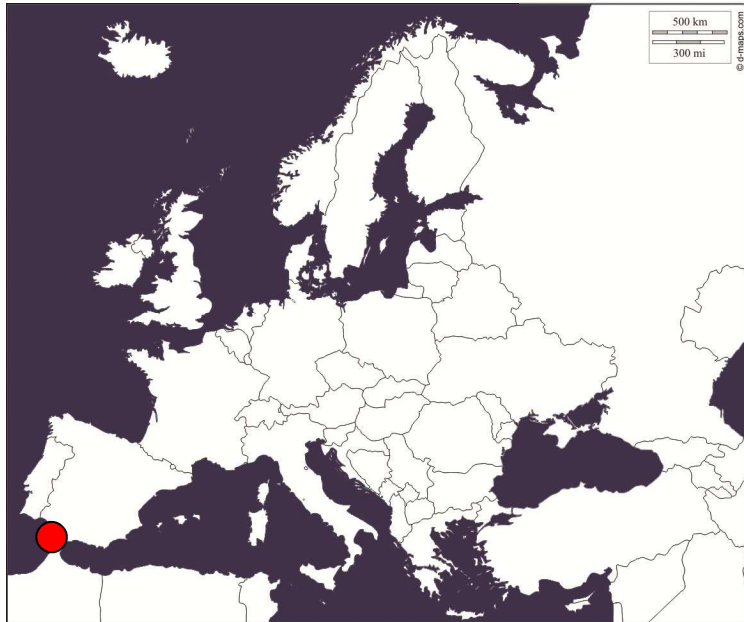


Border



Petrol stations

1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



GIBRALTAR Spain - Morocco



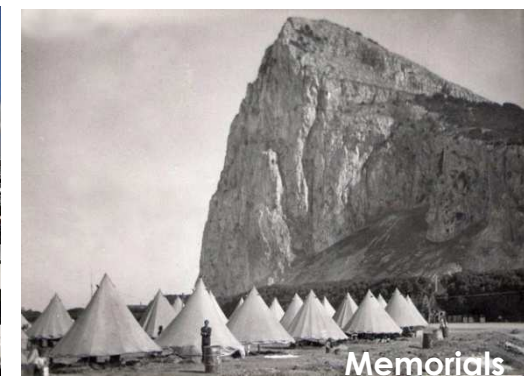
Outlet



Commercial strips



Parking lots



Memorials



Petrol stations



Border

1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



KALOTINA Bulgaria - Serbia



1. TYPOLOGIES OF EUROPEAN TRANSBORDER LANDSCAPE



SLUBICE Poland - Germany



2. FUTURE CHALLENGES FOR THE EUROPEAN TRANSBORDER LANDSCAPES



European transborder territories share a series of characteristics and challenges for the future landscape management:

- * Innovation regarding cross border landscape planning tools and strategies.
 - * Enhancing new creative visions for transnational cooperation.
-
- **Redefinition** of tourism avoiding specialisation and seasonal uses.
 - **Increasing** diversity of commercial and leisure activities.
 - **Management** of cultural heritage and local identity values.
 - * **Enhancing** the walkability and quality of the historic “pedestrian” borders.
 - * **Improving** the quality of the urban and suburban landscapes.

3. CHALLENGES FOR THE EUROPEAN TRANSBORDER LANDSCAPES (Pas de la Casa)



Specific challenges for the future landscape management in Pas de la Casa:

- * **Improving** urban landscape conditions: new integration and management strategies.
- * **Managing** the limits between the natural and the urban landscape: innovative/integrated project and management tools.
- * **Reinforcing** territorial local identity: transversal projects underlining tangible and intangible heritage values.
- * **Creating** alternatives to conventional branding uses emphasizing local specific values and architectural existing features.
- * **Taking** advantage of the road infrastructures network as a landscape visualization tool (landscape perception and communication).
- * **Integrating** 2.0 digital technologies in the design and communication of local landscape and heritage values.

4. LANDSCAPE QUALITY OBJECTIVES (National Landscape Strategy of Andorra)



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Main Landscape Quality Objectives defined by the National Landscape Strategy of Andorra:



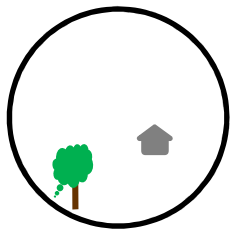
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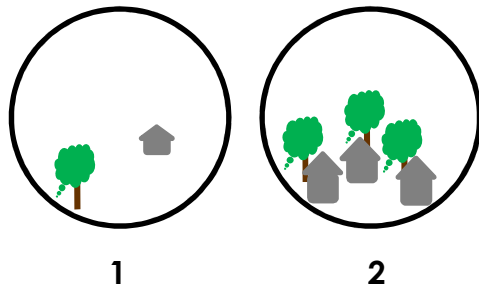
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2. **Managing** agricultural landscapes and rural values.



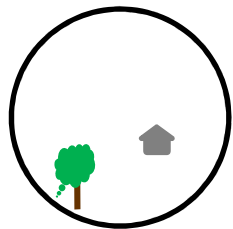
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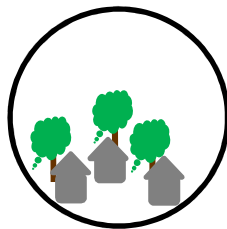
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3. **Enhancing** the better quality of urban landscape, for both tourists and inhabitants.



1



2



3

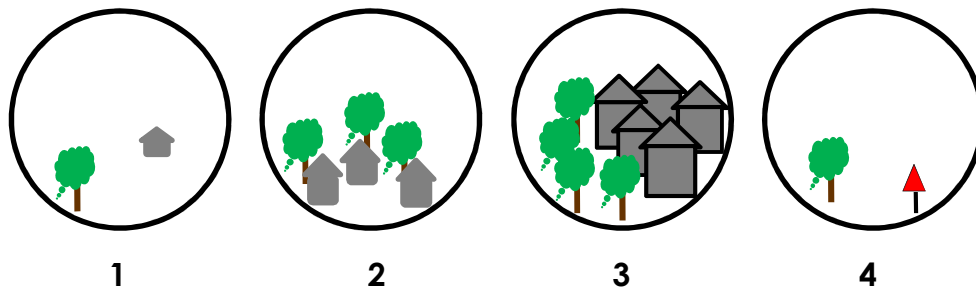
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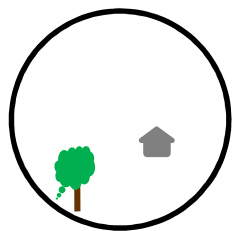
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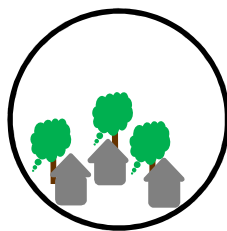
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5. **Improving** landscape integration of the facilities for tourism and leisure.



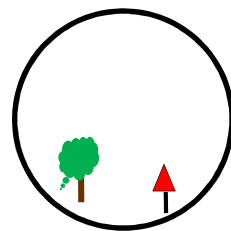
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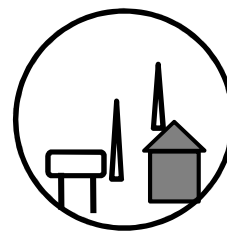
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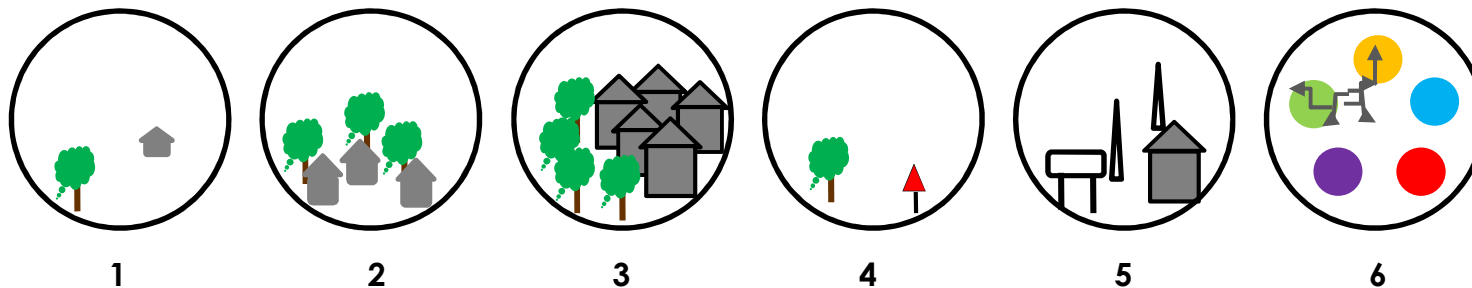
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6. **Achieving** a diversified tourism based on the recognition of landscape values.



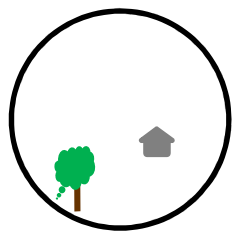
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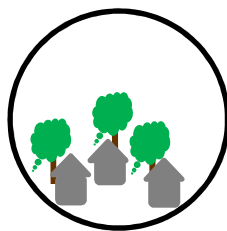
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7. **Reinforcing** the inhabitants knowledge and consciousness of landscape values.



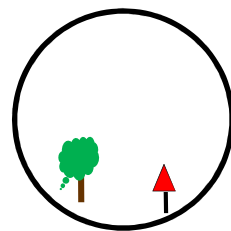
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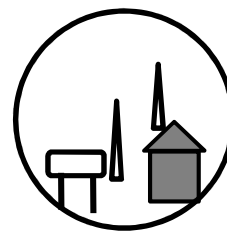
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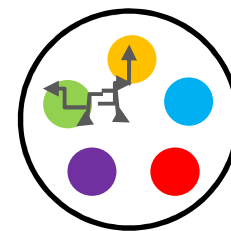
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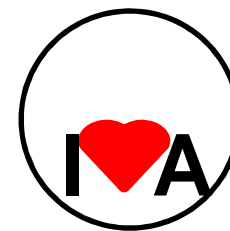
4



5



6



7

5. LANDSCAPE INTERVENTION AND MANAGEMENT IN PAS DE LA CASA: (Strategies and Projects)



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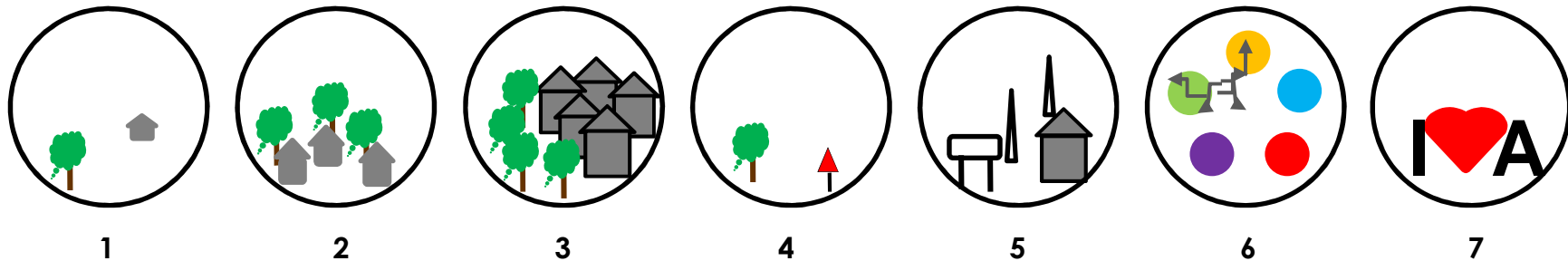
Strategies and projects oriented towards:

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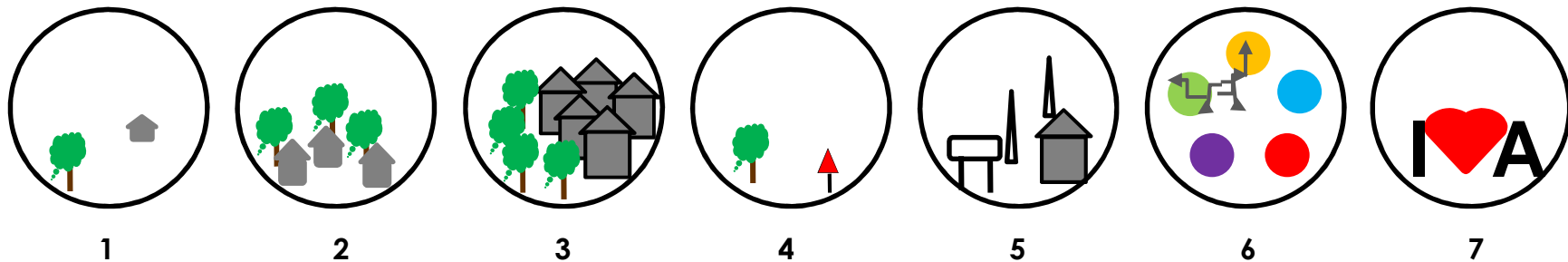


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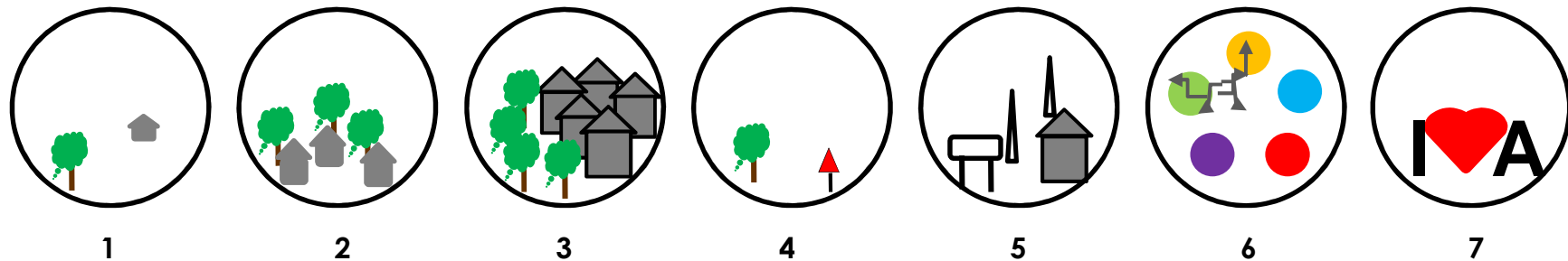
2. Main challenges for landscape planning in Pas de la Casa.

5. LANDSCAPE INTERVENTION AND MANAGEMENT IN PAS DE LA CASA: (Strategies and Projects)



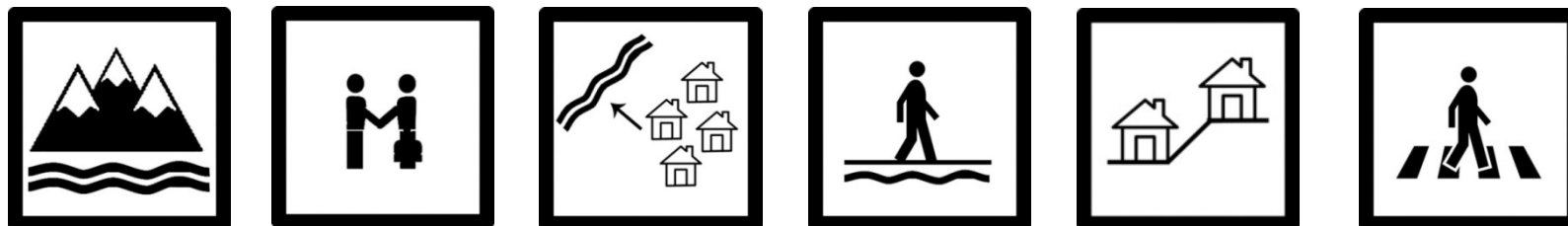
Strategies and projects orientated towards:

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3. The proposal of specific 'action plans' for every project:

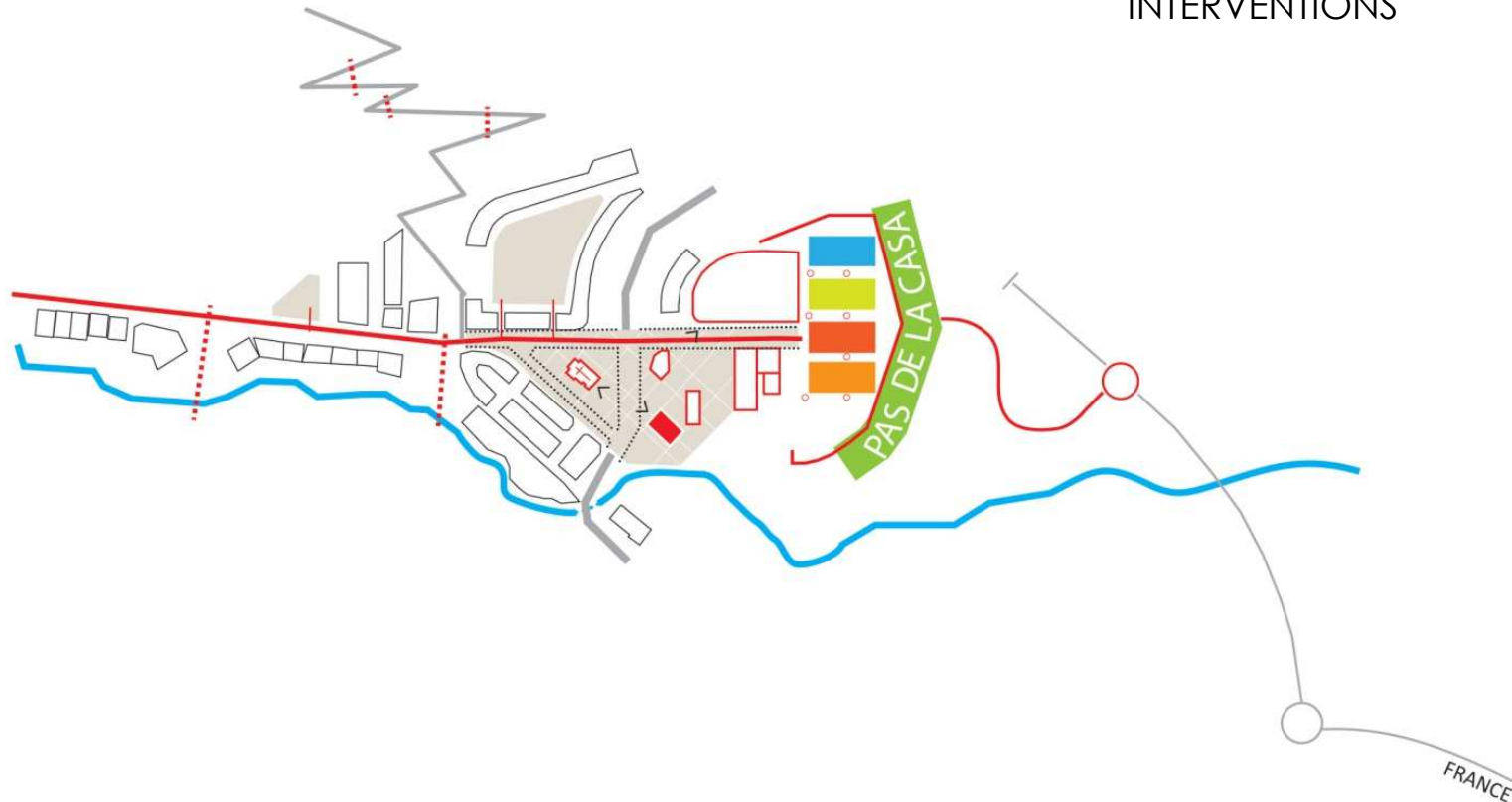


5. LANDSCAPE INTERVENTION AND MANAGEMENT IN PAS DE LA CASA: (Strategies)



5 thematic Strategies:

1. CONNECTIVITY SPACES
2. ENVIRONMENT-BORDER
3. IDENTITY
4. LANDSCAPE BRANDING
5. EPHIMERAL/LAND ART INTERVENTIONS



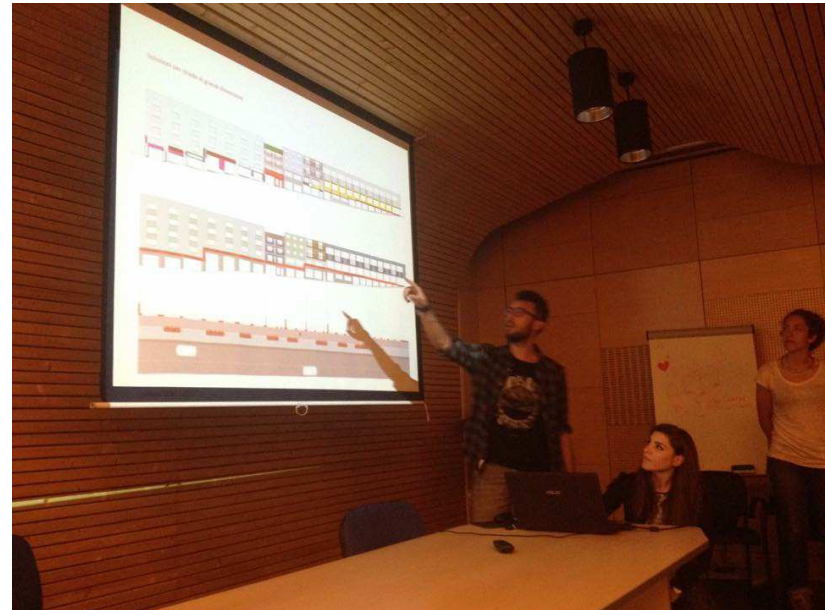


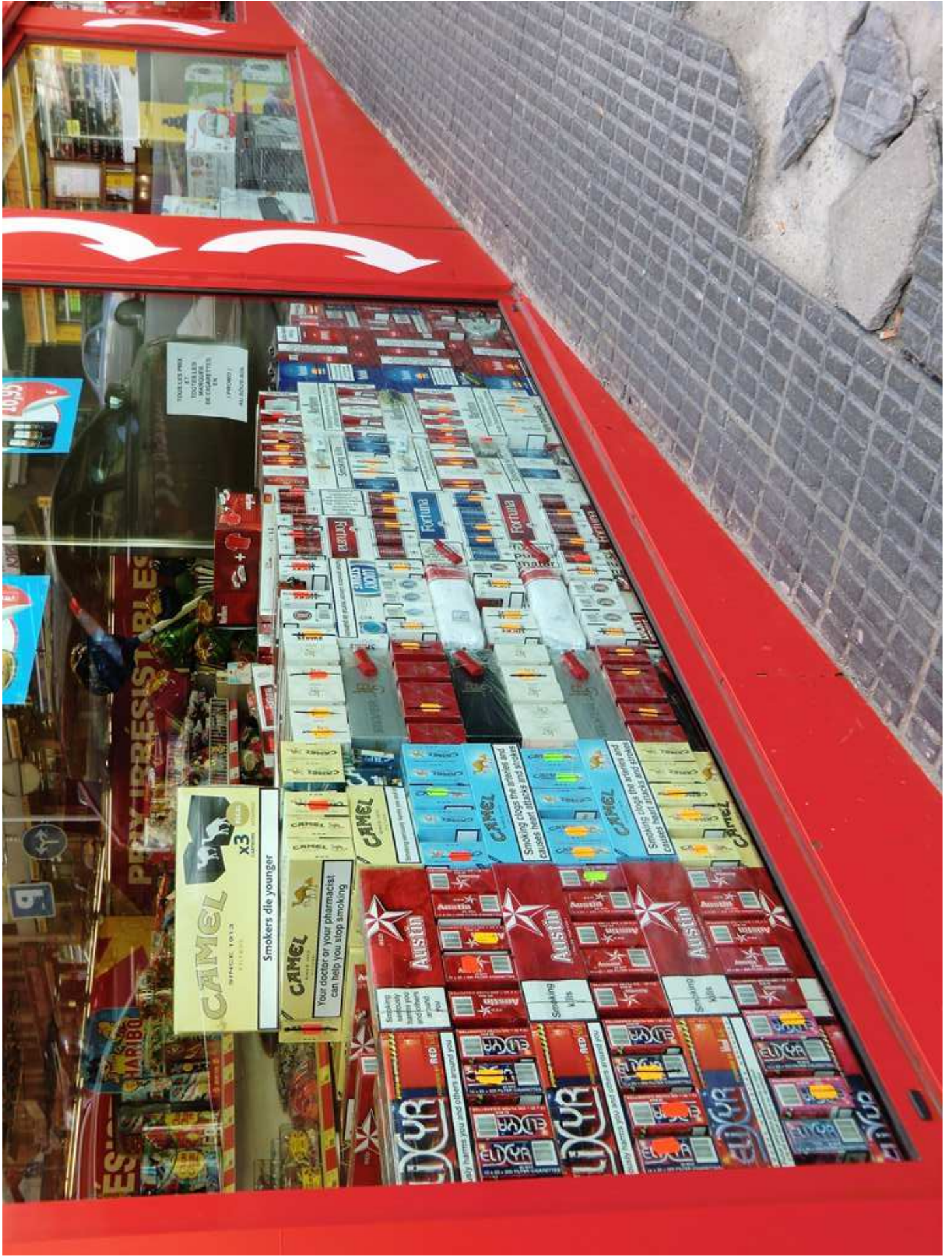
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SCENARIO-BUILDING APPROACH





TOULLES PERA
ET
MONTAIGNE
MONTAIGNE
DE CIGARETTES
EN
FRANCE
ALCANTARA S.A.

CAMEL
3x3
Smokers die younger

CAMEL
Your doctor or your pharmacist
can help you stop smoking

EDGE
RED
Only harms you and others around you

EDGE
RED
Smoking with others around you

EDGE
RED
Smoking with others around you

EDGE
RED
Smoking with others around you

EDGE
RED
Smoking with others around you

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CAMEL
Smoking clogs the arteries and
causes heart attacks and strokes

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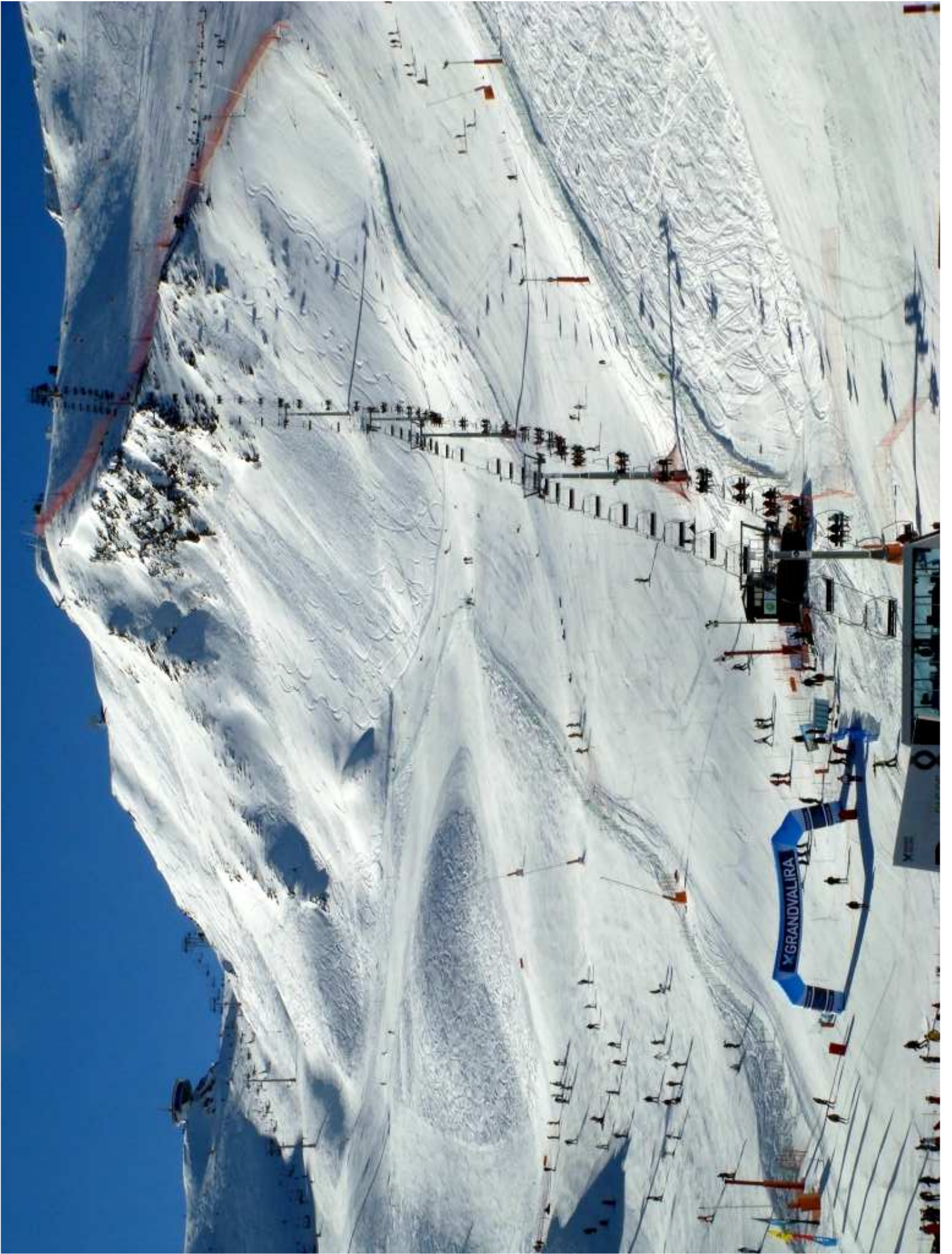
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PRESTIGE BIEC

ES. HARIBO

9





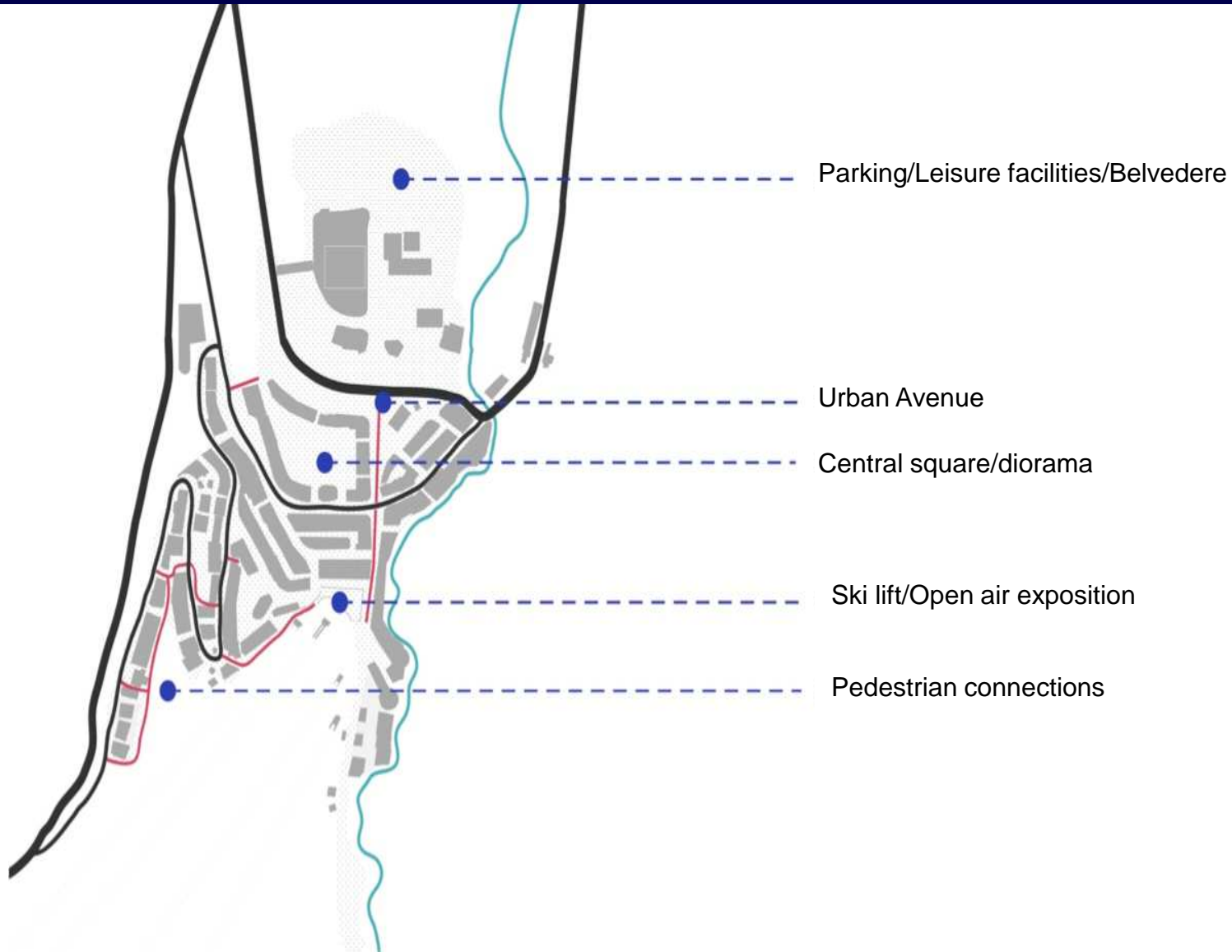


STRATEGY 1

1.CONNECTIVITY SPACES

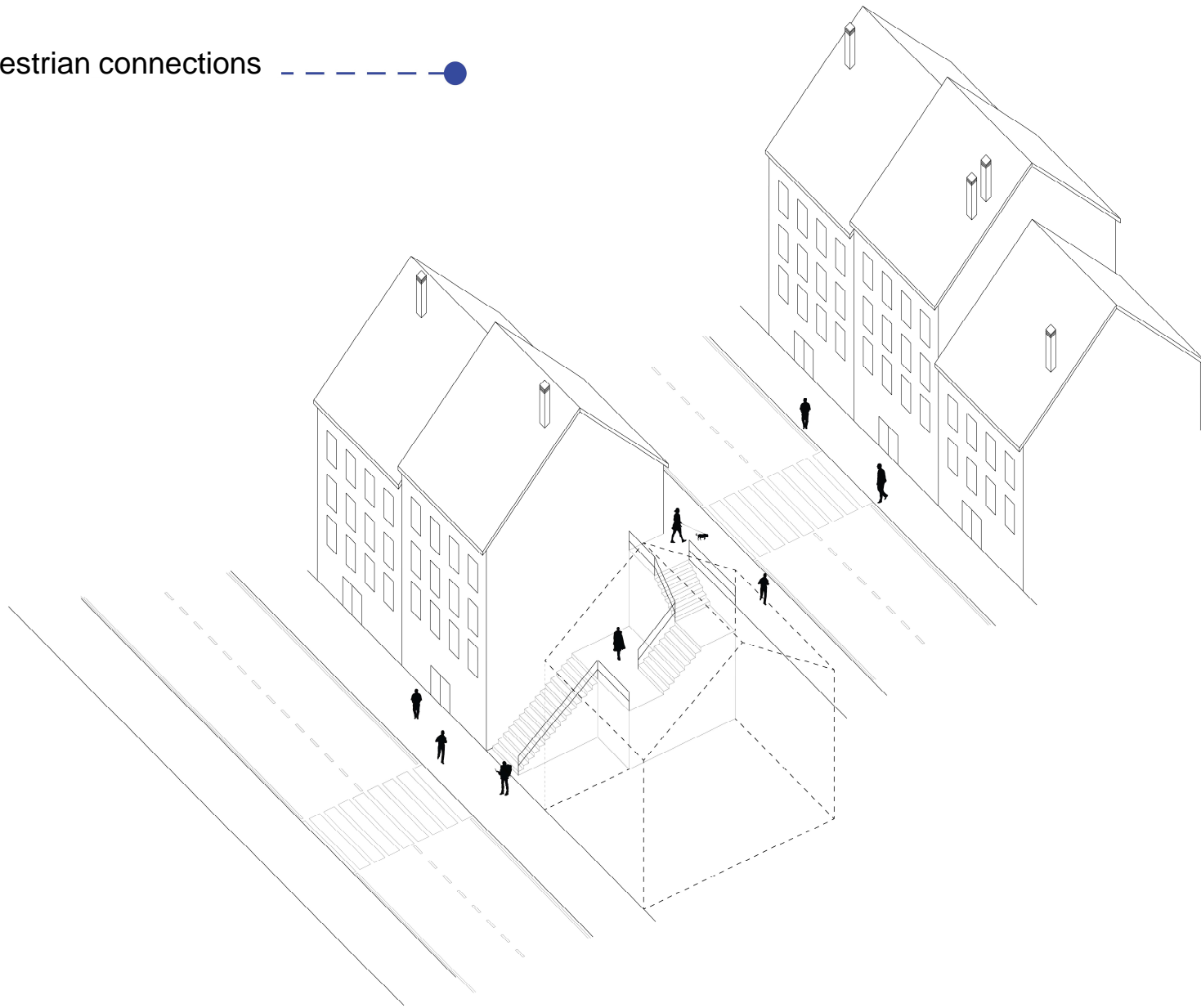


CHALLENGE: Improving urban landscape conditions: new integration and management strategies.



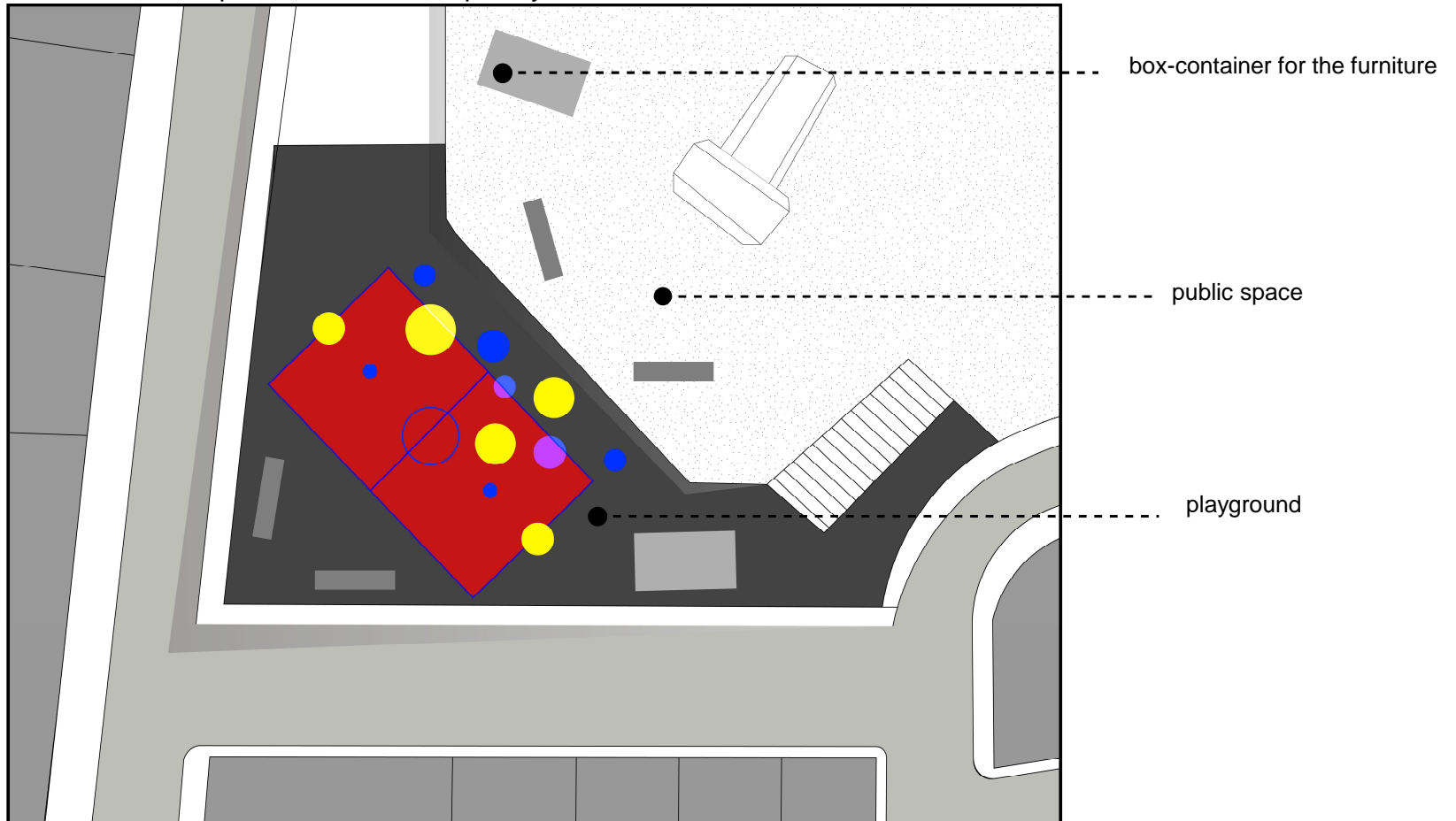


— . Pedestrian connections — — — — — ●

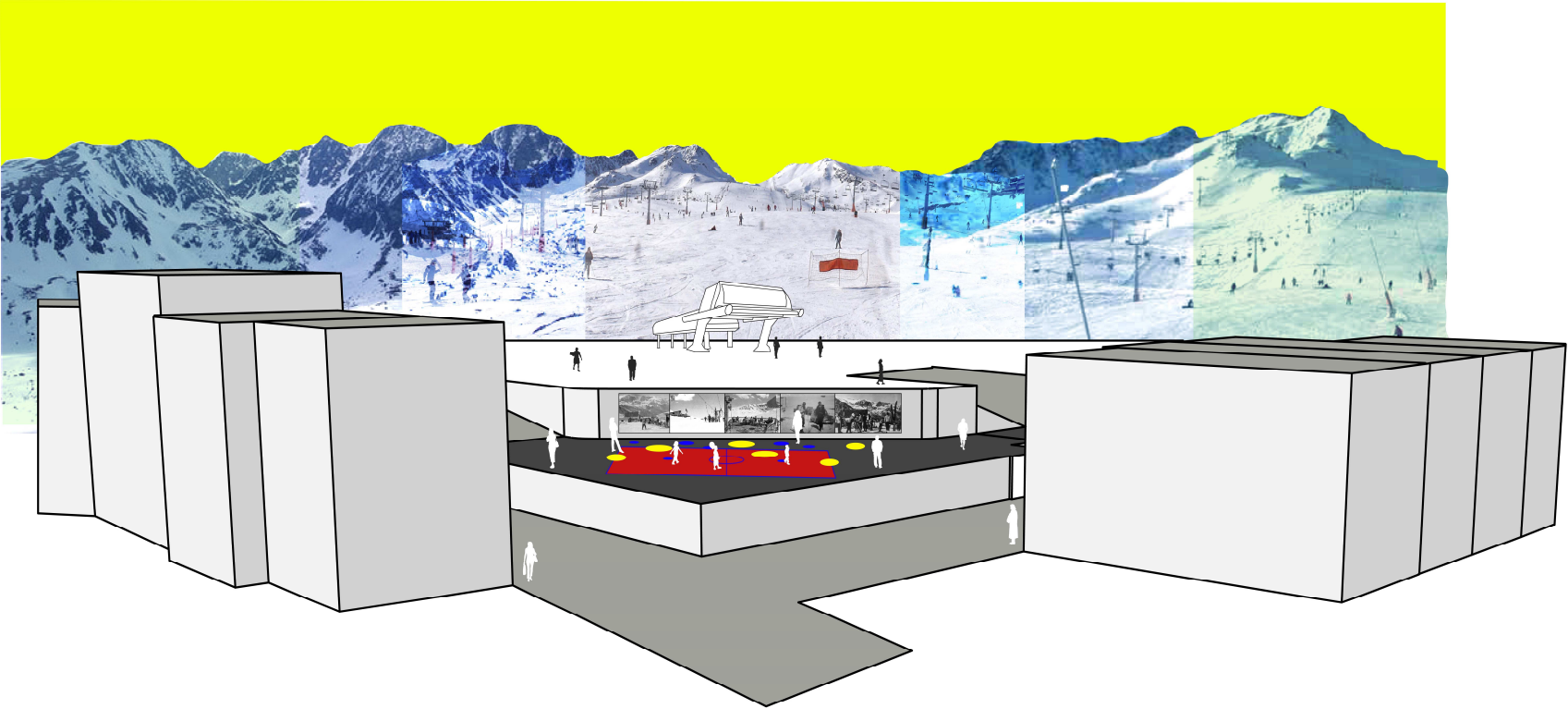


.. Pedestrian connections ●

Ski lift station transformation in multifunctional spaces for leisure and for permanent and temporary exhibitions



The new square in the ski lift hall



The square diorama

Diorama of the
mountains

Point of view

Underground
Parking





The multifunctional parking

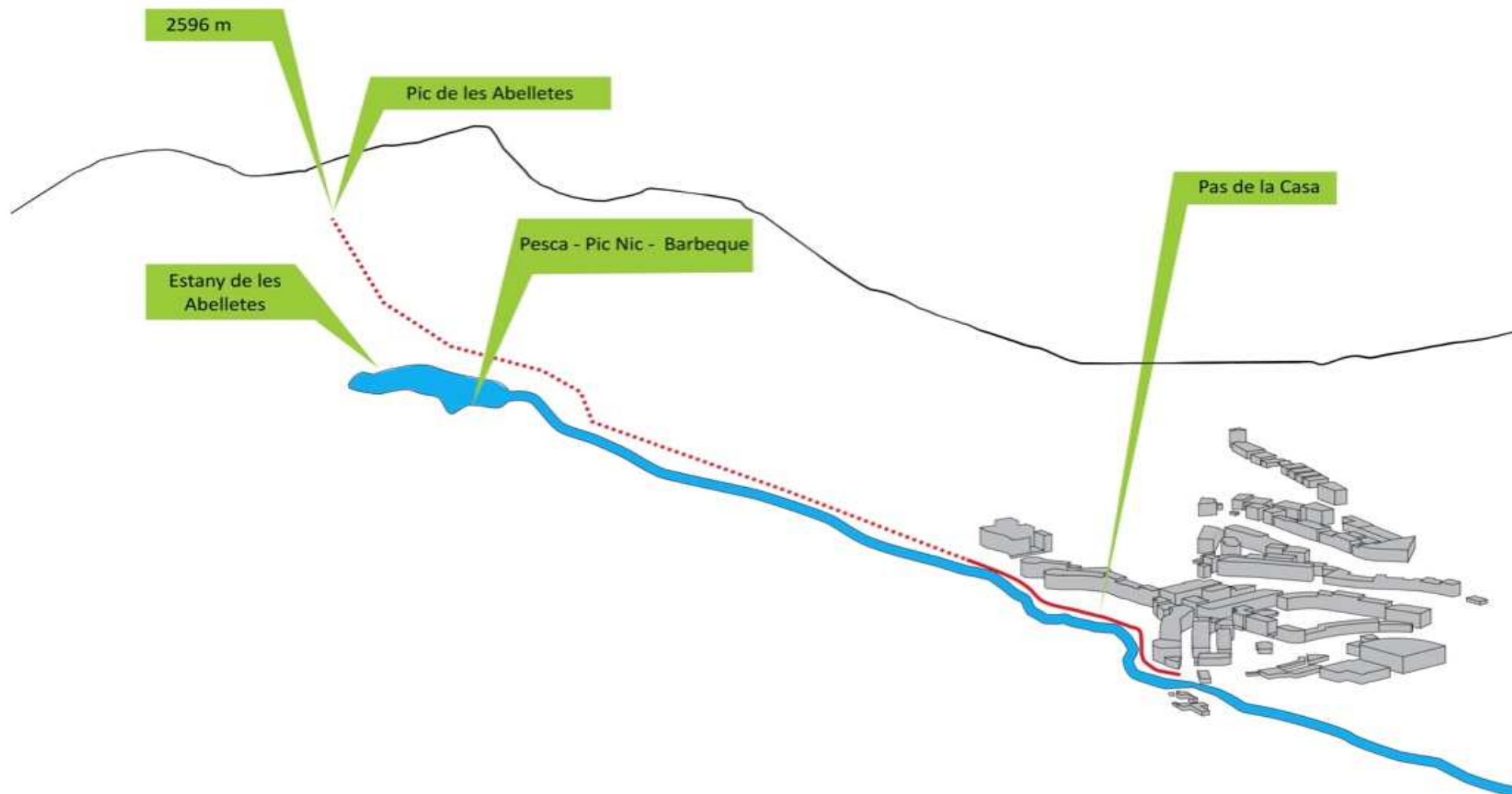
STRATEGY 2: Projects

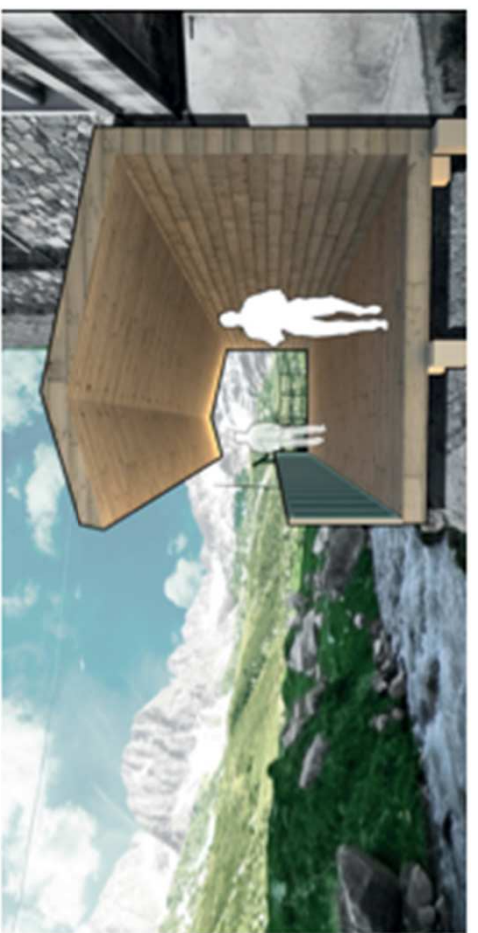
2. ENVIRONMENT-BORDER





Camí de les Abelles







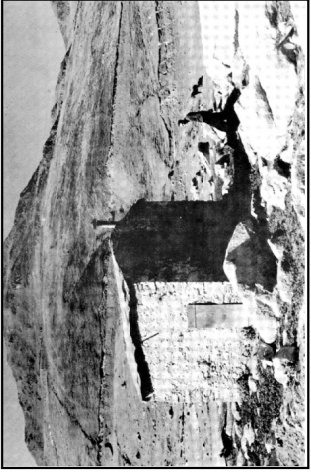
REpte 3. Reforçar la identitat del territori a partir de projectes transversals que considerin valors patrimonials tangibles i intangibles.

STRATEGY 3

CREATIVITY AND IDENTITY



CHALLENGE: Reinforcing territorial local identity (transversal projects underlining tangible and intangible heritage values).

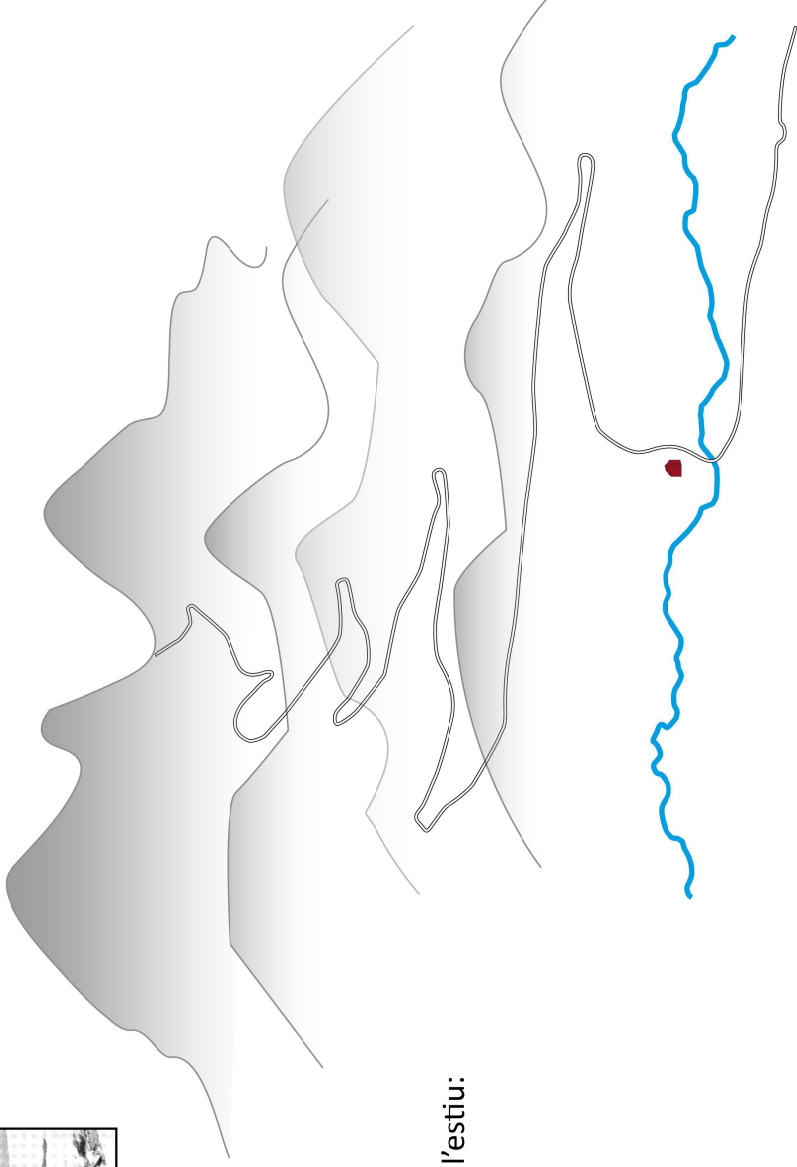


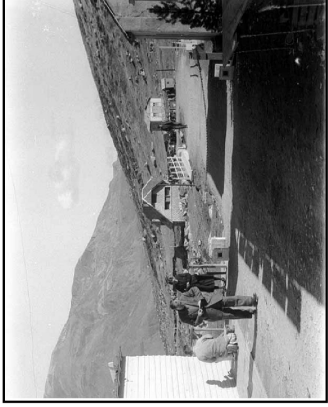
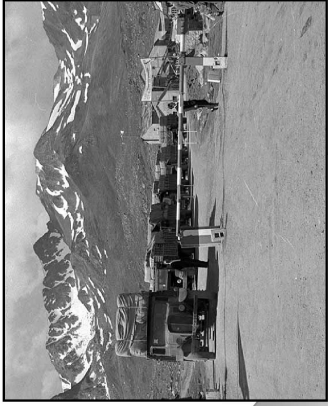
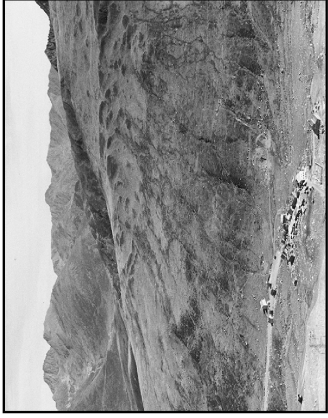
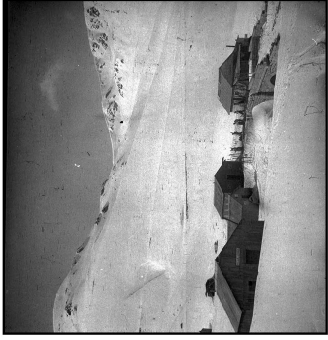
Abans del 1928

La Cabana del Vaquer,
la primera construcció.

Funció de control del bestiar a l'estiu:
transumància

La cabana no existeix,
pèrdua de llegat.

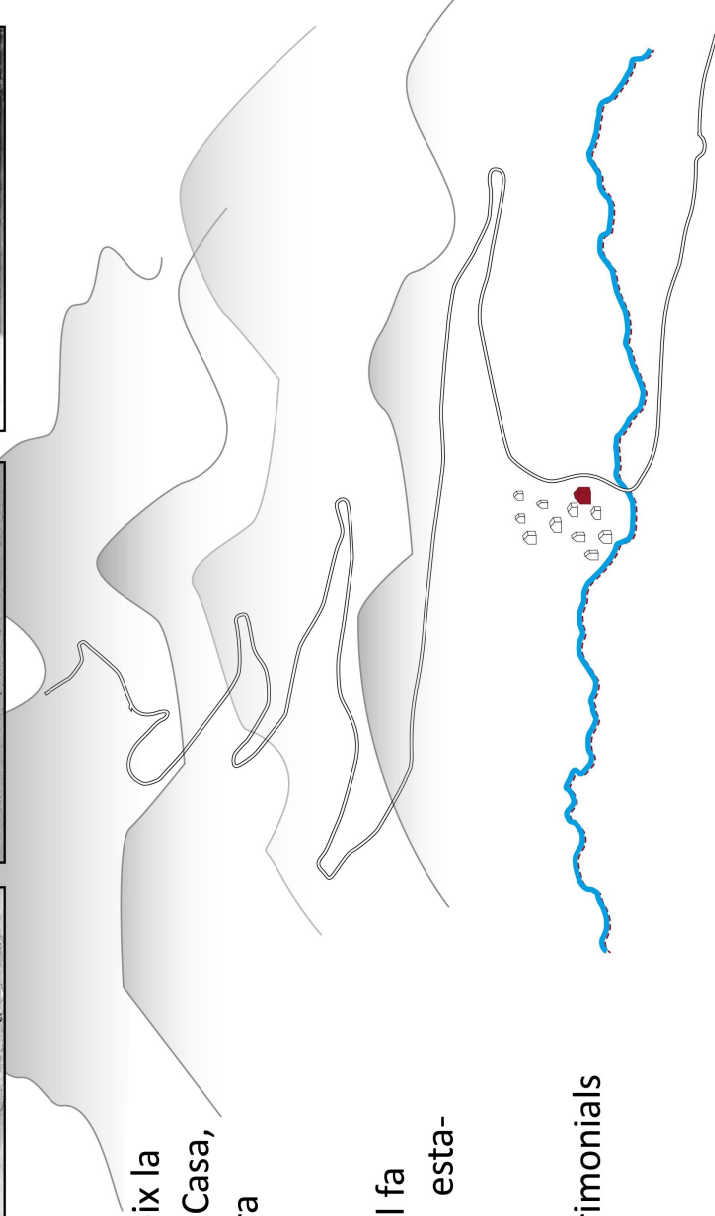




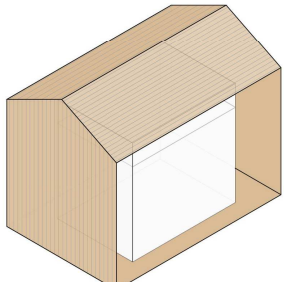
L'any 1929, FHASA construeix la carretera França - Pas de la Casa, això fa que gent treballadora s'instal·li a Pas de la Casa.

Moviment econòmic i social fa que l'Administració francesa estableix una duana.

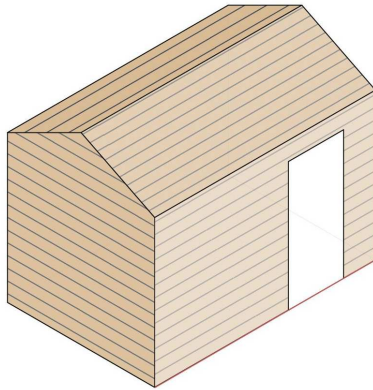
Es conserven elements patrimonials del pas fronterer.



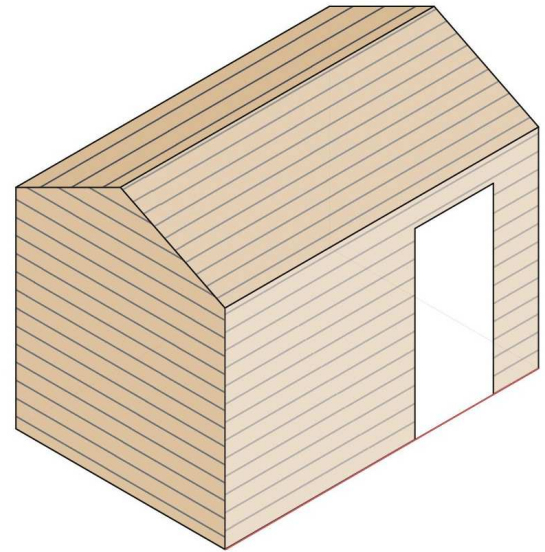
The shepherd's hut, the first "casa" in Pas del la Casa



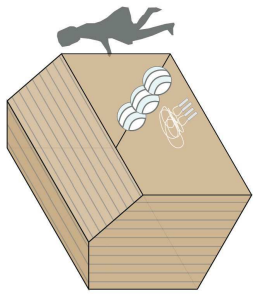
SMALL



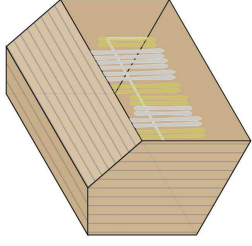
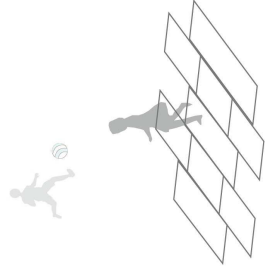
MEDIUM



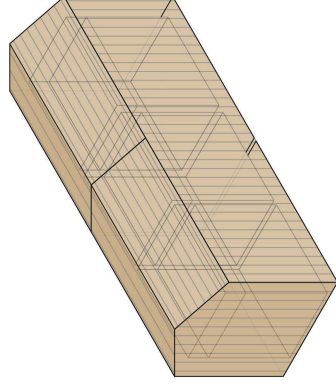
LARGE



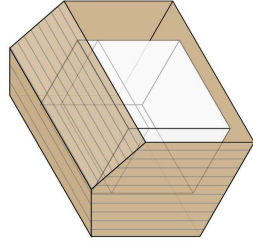
JOCs DE NENS



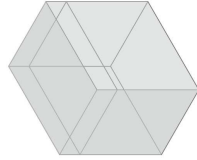
MATERIAL D'ESQUÍ



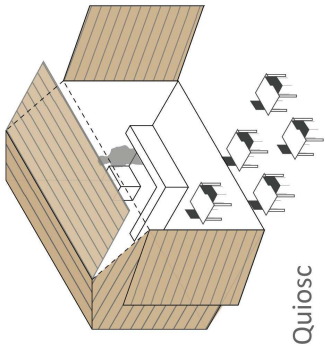
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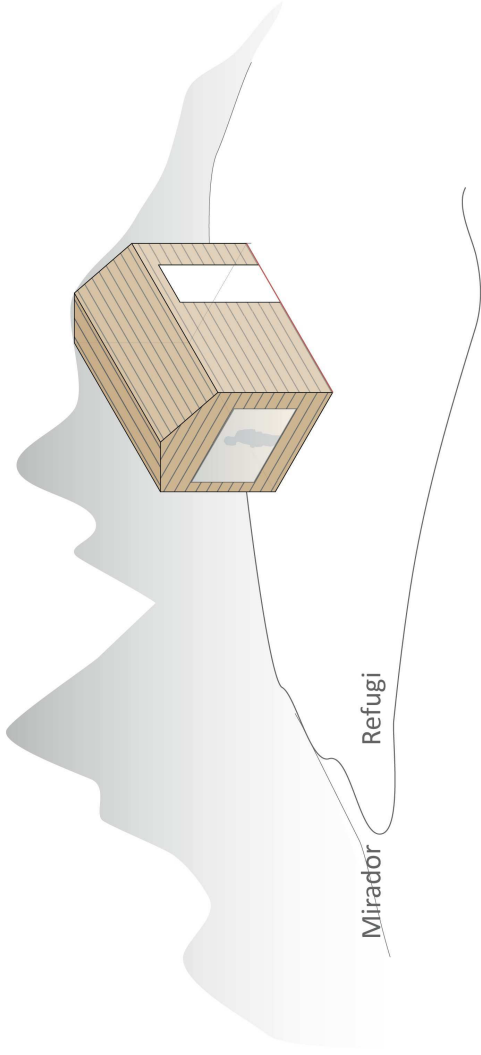
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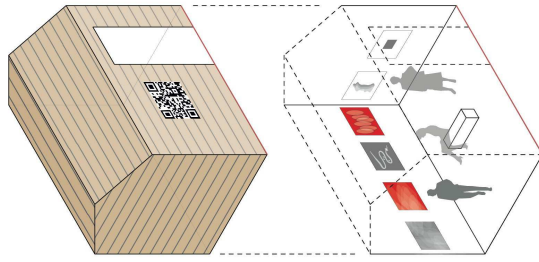
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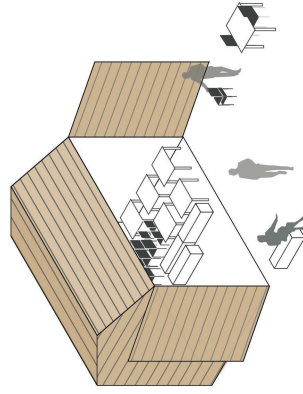
Quiosc



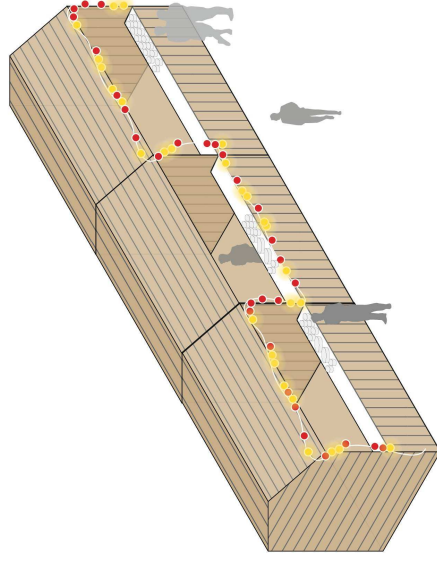
Mirador
Refugi



Museu itinerant



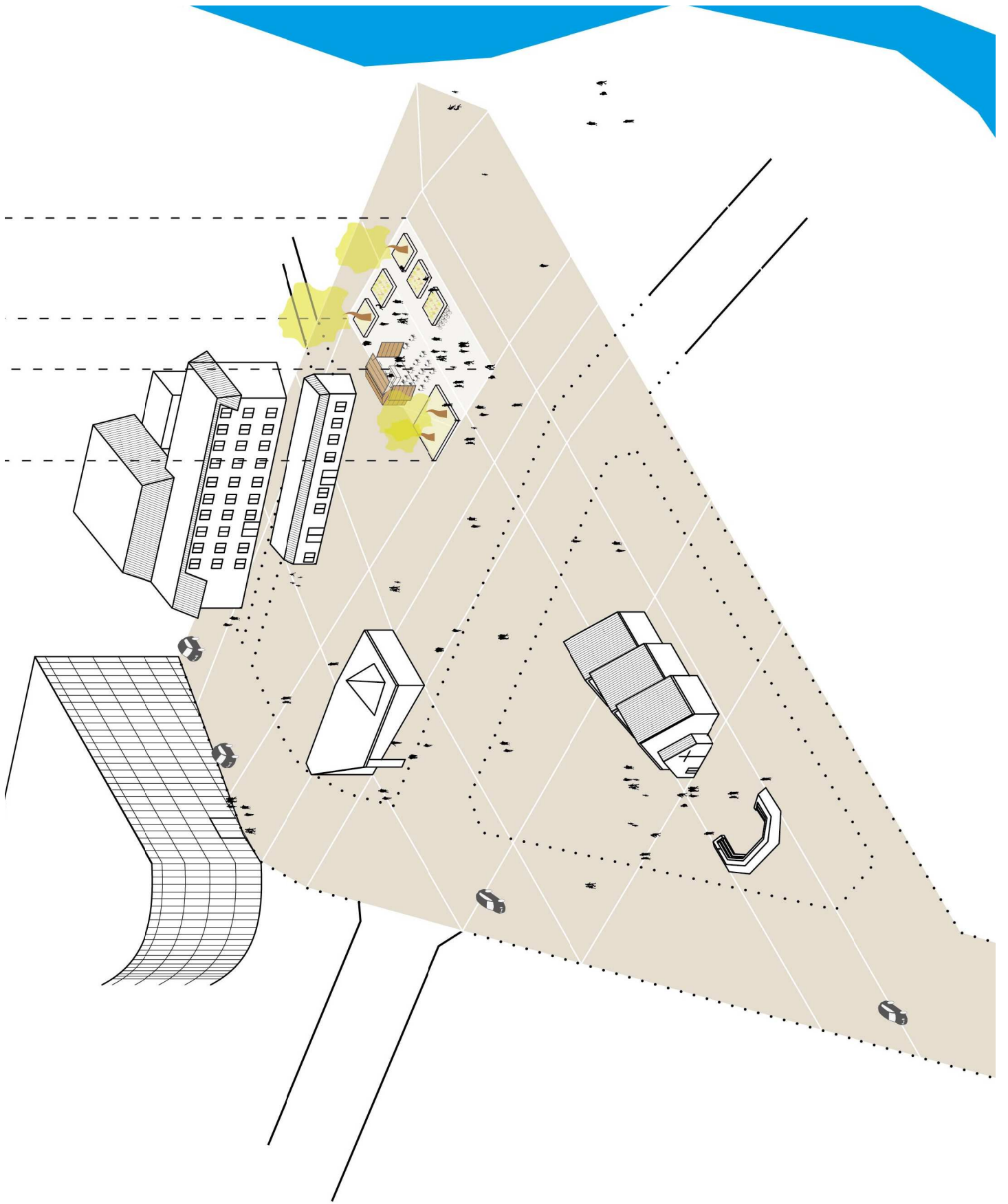
Contenedor de residus urbans

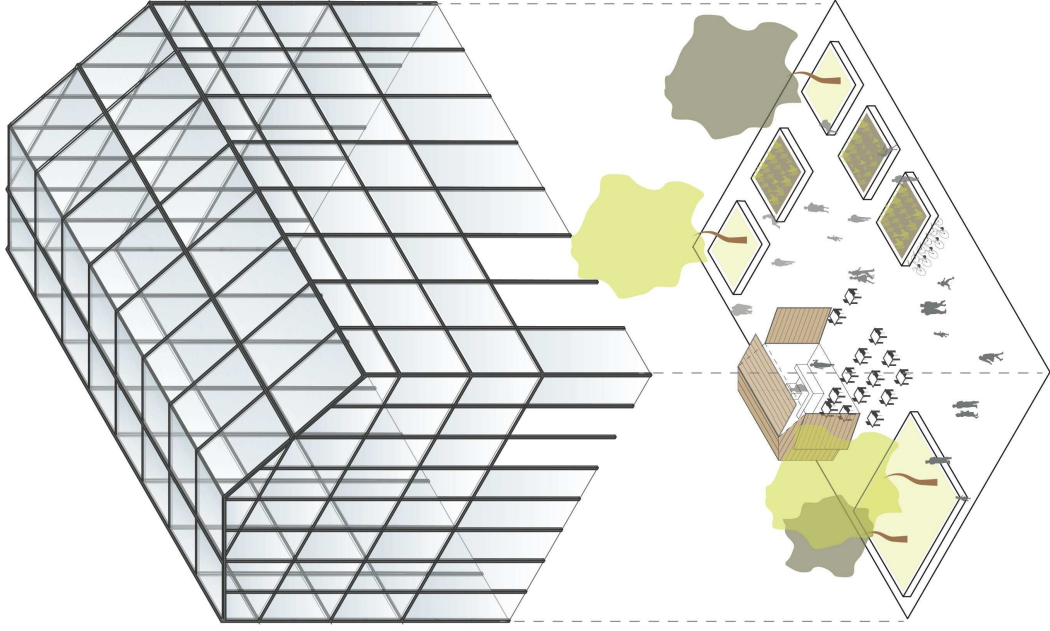


Caixa d'esdeveniments

EXTRA LARGE

plaza principal





Permet el control del clima interior apta per el creixement de la vegetació.

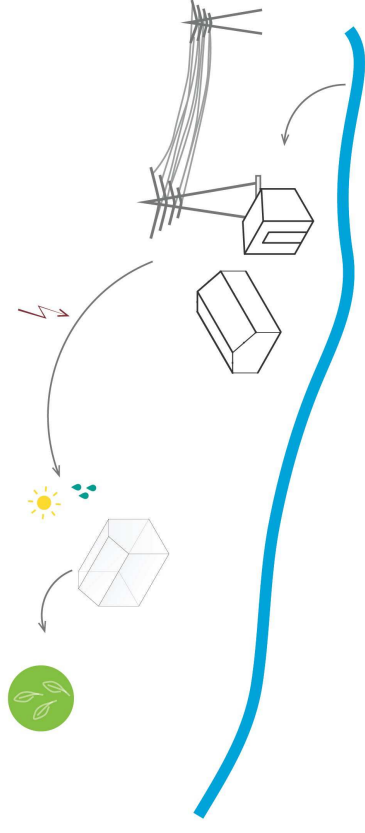
Espècies aprofitables per el consum humà. Mitjançant cultiu hidropònic (hortícoles) i substrat (arbòries) proporcionant verd urbà continu, agricultura de proximitat i gestió de l'aigua pluvial.

Control tècnic per satisfer necessitats: il·luminació, aireació, humitat, temperatura...

Requeriments energètics, possible conveni amb la Central hidroelèctrica.

Experiència replicable a diferents escales per abastir la població, restaurants... minimitzant el transport de productes frescs. Ajuda del manteniment mitjançant cooperació dels visitants.

Referent : Estació Atocha, Madrid.



CENTRAL HIDROELECTRICA



STRATEGY 4

LANDSCAPE BRANDING



CHALLENGE (1): Creating alternatives to conventional branding uses emphasizing local specific values and architectural existing features.

STRATEGY 4

LANDSCAPE BRANDING



CHALLENGE (2): Taking advantage of the road infrastructures network as a landscape visualization tool (perception and communication).

STRATEGY 4

LANDSCAPE BRANDING



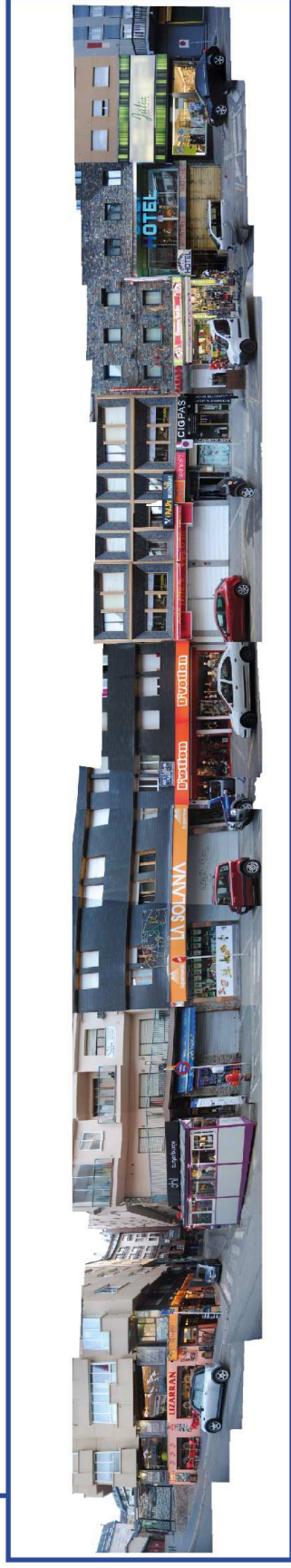
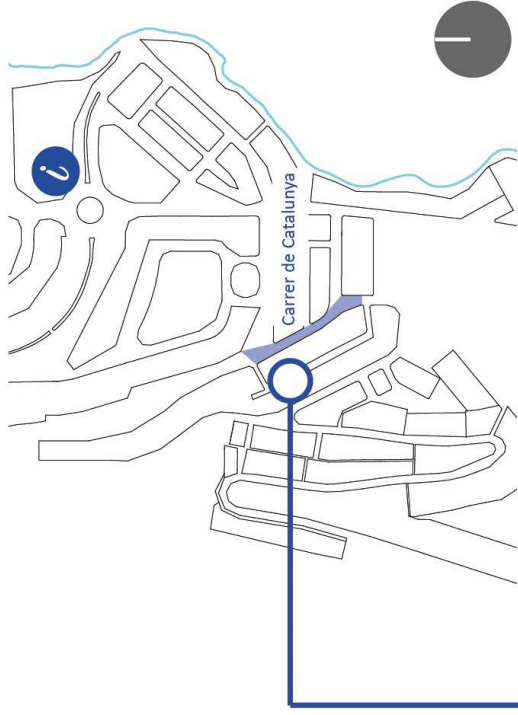
CHALLENGE (3): Integrating 2.0 digital technologies in the design and communication of local landscape and heritage values.

Pas de la...s VEGAS

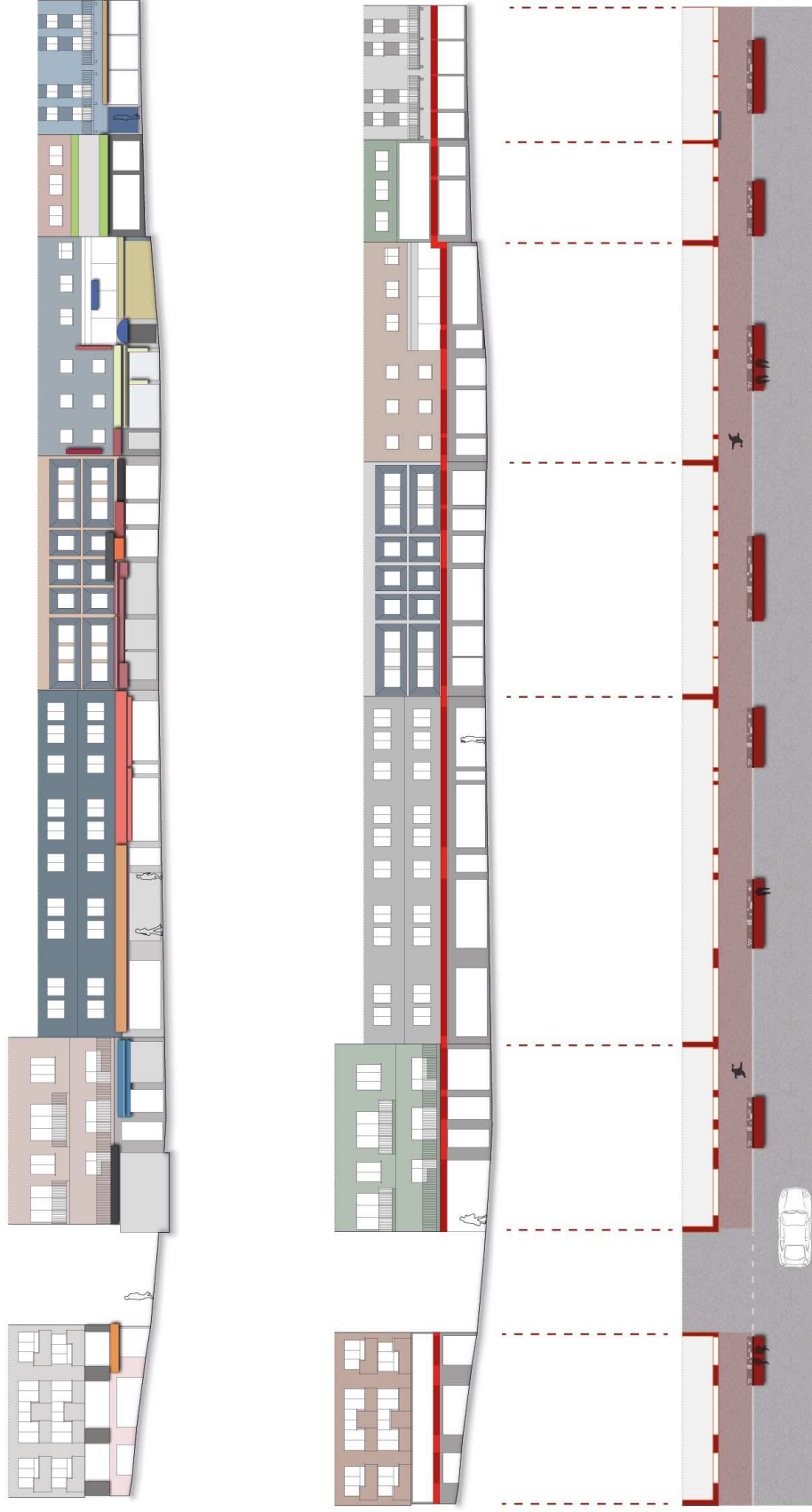




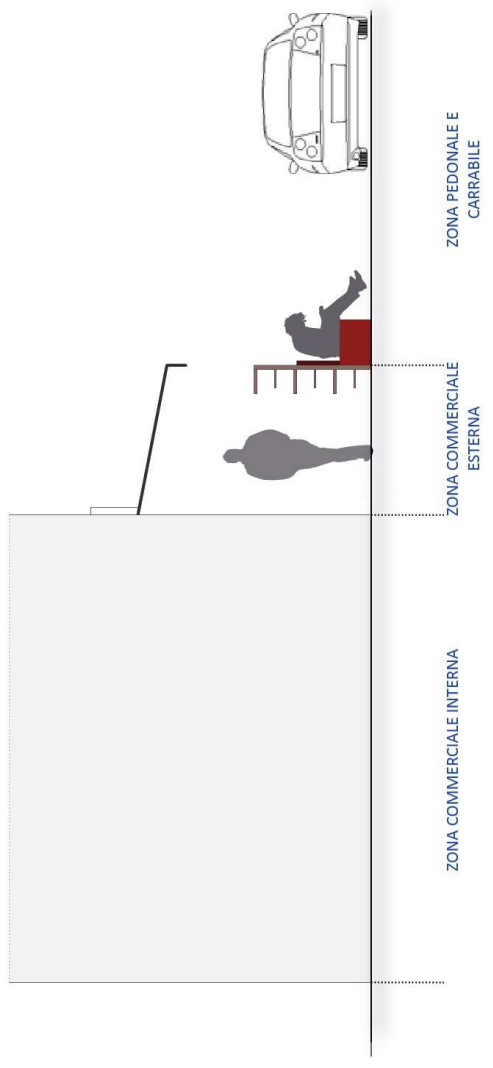
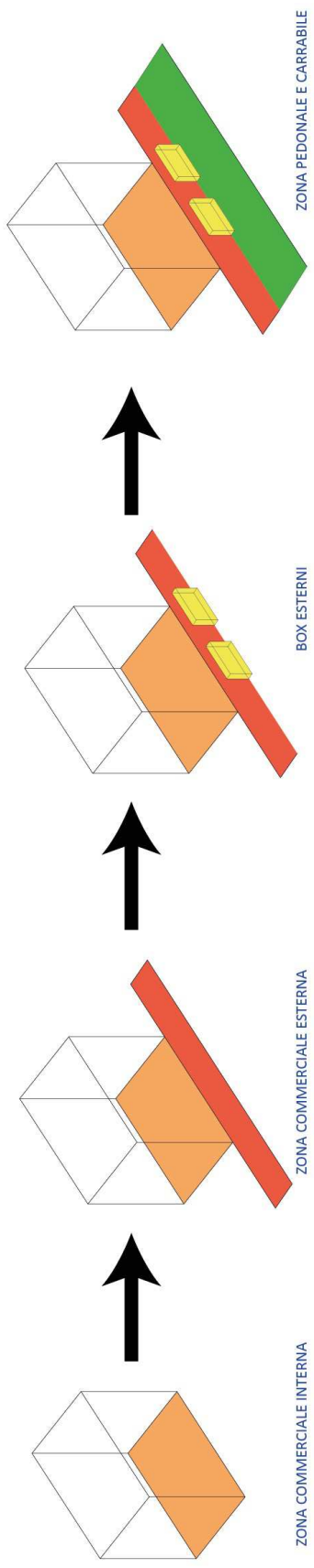
Soluzioni per strade di piccole e medie dimensioni



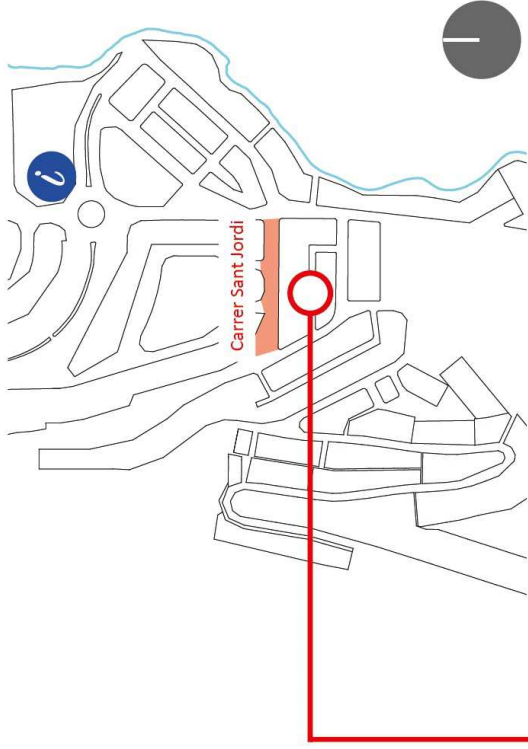
Soluzioni per strade di piccole e medie dimensioni



CARRER DE CATALUNYA



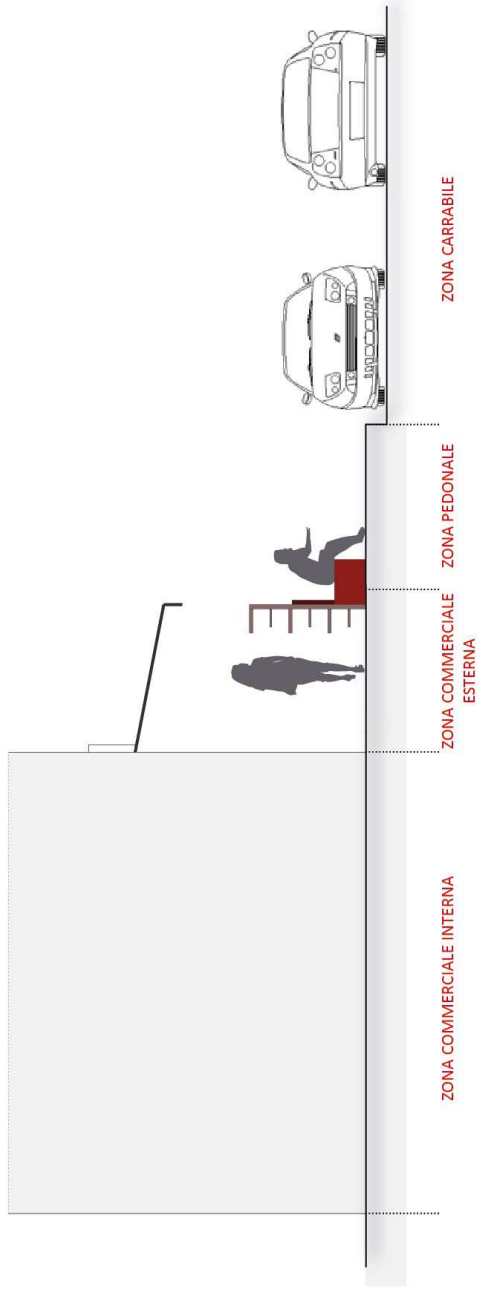
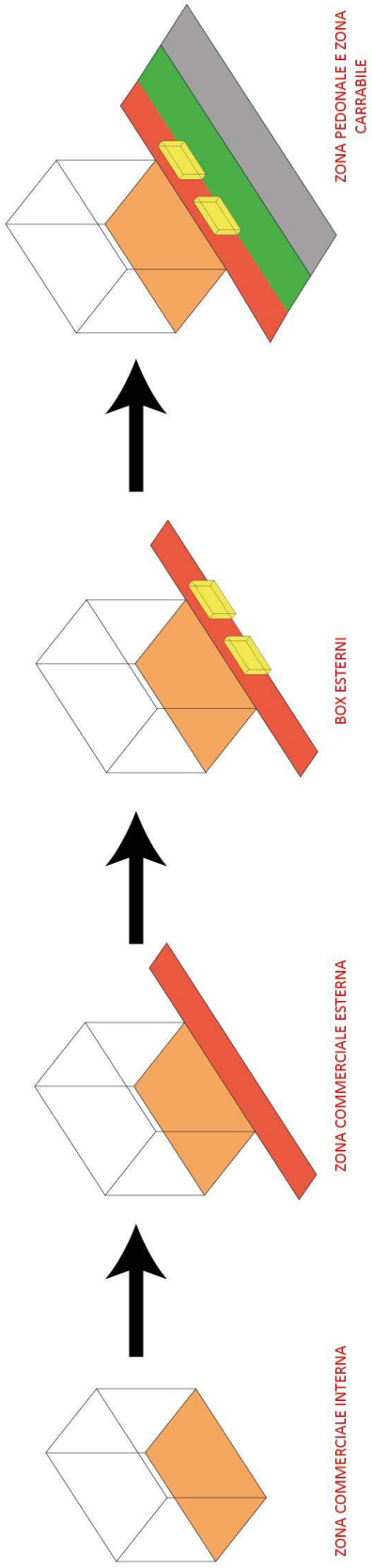
Soluzioni per strade di grandi dimensioni



Soluzioni per strade di grandi dimensioni



CARRER SANT JORDI



Multipurpose led banner



MONITOR LED





HIPER PAS

CENTRE ESPORTIU I SOCIOCULTURAL

P 24h
Cobert - Cobert - Cubierto
1/2h Gratis - 1/2h Gratis

TOTAL
TOTAL
TOTAL

NOU ESPÈCIE DE CARTURI
NOUVA ESPÈCIE DE CARTURI
04/07/2015 - 01/08/2015

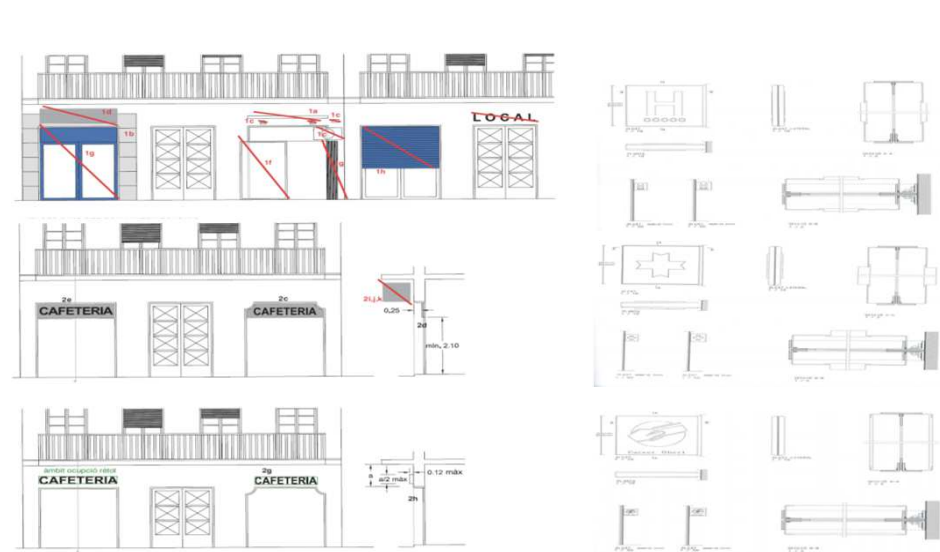




STRATEGY 4: Projects

LANDSCAPE BRANDING

Guidelines for a better branding implementation (commercial and leisure area)

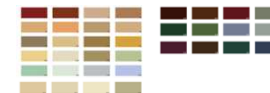
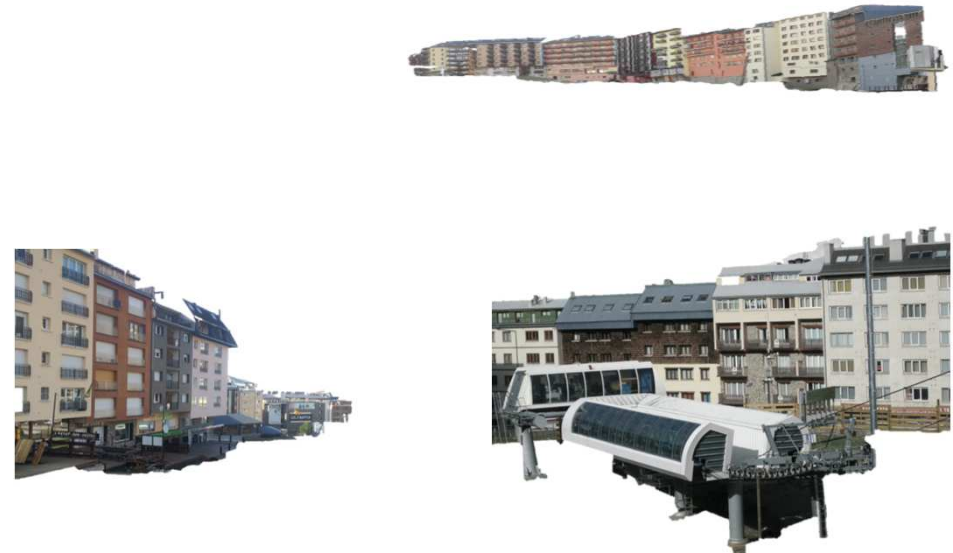


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STRATEGY 4: Projects

LANDSCAPE BRANDING

Guidelines for a better branding implementation (commercial and leisure area)





Road infrastructures network as a landscape visualization tool:

Proposal of strategic areas where locating interventions taking advantage of the landscape and heritage values

Digital heritage



STRATEGY 4: Projects

LANDSCAPE BRANDING



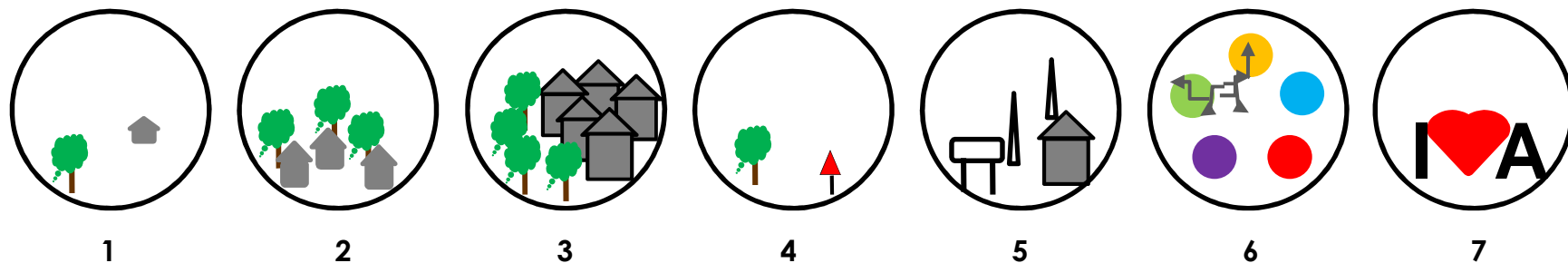
Proposal of a **2.0 global communication project** referred to the landscape and heritage local values emphasizing the identity conditions and assets of the cross-border landscape using new digital technologies.

LANDSCAPE INTERVENTION AND MANAGEMENT IN PAS DE LA CASA: (Strategies and Projects)



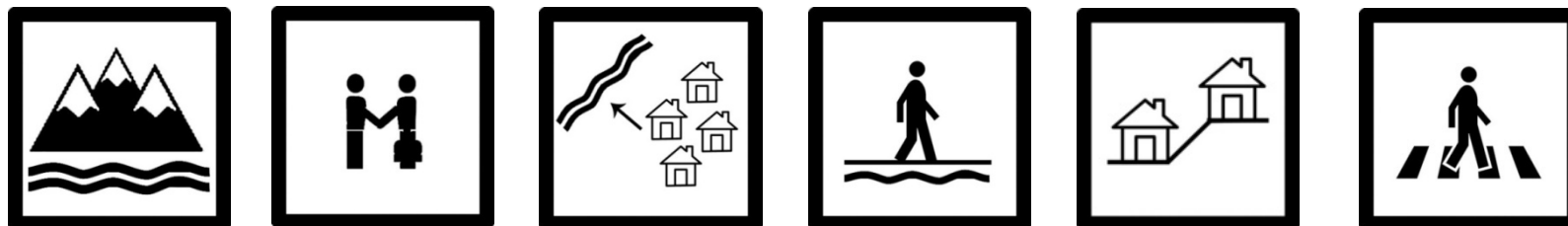
Strategies and projects orientated towards:

1. The Main Landscape Quality Objectives defined by the National Landscape Strategy of Andorra:



2. Main challenges for landscape planning in Pas de la Casa.

3. The proposal of specific 'action plans' for every project:



The Challenge of Transborder European Landscapes

Learning from Pas de la Casa



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Geography Department. Universitat Autònoma de Barcelona, UAB.

Marina Cervera,
Landscape Architect. European Federation for Landscape Architecture, EFLA.

Massimo Angrilli,
Professor at the Architecture Department, Università G. d'Annunzio, Chieti-Pescara.