REDRAWING BARCELONA

FROM CERDÀ TO THE SUPERBLOCKS: THE QUEST FOR A NEW URBAN MODEL.

Pau Rubio / Andrea Lucio
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ISGlobal Barcelona Institute for Global Health
1. WHAT A DAY!
WAAAAAA

COME ON, HONEY. WE'RE ALMOST THERE.

NO!! LAIA!!

STOP RIGHT THERE!!

LAIA, YOU CAN'T DO THAT. THAT'S VERY DANGEROUS. YOU COULD GET HIT BY A CAR.

DO YOU UNDERSTAND?
What a day! We almost didn't make it!

What happened?

What didn't happen! What kind of city is this? It seems like kids can't even run around outside.

Just you wait! Have you seen this?

Polluted air. Playing in this area is harmful to your health.

What on earth is this?

We don't know. Someone has posted them in all the neighbourhood parks.

It sure seems like the city is trying to tell me something today.

We ought to be worried! If we had special glasses that let us see the pollution, I think we'd be too scared to come here.

Yeah, but where can we spend our afternoons, if not here?

I think we're going to head home.
2. IMMERSION
LAIA WENT OUT LIKE A LION.

SHE WAS EXHAUSTED.

UNBELIEVABLE.

JUST GETTING AROUND TOWN ACCOUNTS FOR 20% OF THE AIR POLLUTION CHILDREN BREATHE EACH DAY.

I DIDN'T KNOW THAT.

BUT I'M NOT SURPRISED.

THIS CITY IS OVERRUN BY CARS, AND A LOT OF KIDS HAVE TO TAKE BUSY STREETS TO GET TO SCHOOL.
How urban environment impacts our health

A graphic about the health effects of pollution. It's shocking.

Pretty bad? You have no idea. Look.

One third of childhood asthma cases are caused by air pollution!

- Head:
  - Dementia
  - Neurodegenerative diseases
  - Mental health problems
  - Autism and child behaviour problems
  - Stroke

- Respiratory tract:
  - Chronic Obstructive Pulmonary Disease (COPD)
  - Asthma
  - Respiratory diseases
  - Pneumonia
  - Lung cancer

- Heart:
  - Myocardial infarction
  - Arrhythmia
  - Heart congestive failure
  - Cardiovascular diseases

- General/Others:
  - Diabetes
  - Systemic inflammation
  - Increase in mortality

- Reproductive system and fetus:
  - Premature birth
  - Reduced weight at birth
  - Preeclampsia
  - Reduction in sperm quality

- Arteries:
  - Deep venous thrombosis

† † CLICK † †

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Stroke? Heart attack? Cancer? Dementia?

Isn't that a bit over the top?

It's from a reliable source - some of the top scientific journals.

It can't be that bad. I've never seen anyone die of pollution.

I thought it mainly affected people with asthma and older people. Doesn't it?

Apparently not. The smallest particles are so tiny that they can enter your lungs and get into your bloodstream.

Want to watch a show?

Once they're in your blood, they can reach any part of your body. That's why this list of diseases is so long.

I find this so shocking. Don't you?
Yes, but we don’t have a lot of free time and I don’t want to spend it talking about scary stuff. Besides, we hardly ever use the car.

Please look at this.

Jordi Sunyer
ISGlobal Researcher

Children are more vulnerable to air pollution because their organs, including the brain and the lungs, are still growing.

Children who attend schools in high-traffic areas show slower cognitive development.

If that’s true, what a place to raise kids!

It’s not just this city. It’s all cities.
3. THE SMELL OF NAPALM IN THE MORNING
YOU SMELL THAT?
YOU SMELL IT, RIGHT?
I LOVE THE SMELL OF NAPALM IN THE MORNING!

IT'S HERE.

WHAT?

THE BUS IS HERE.
COME ON!
Air pollution levels at Eixample schools in 2018

“According to data from 2018, air pollution during school hours exceeds the recommended annual average levels at 93 of the 101 schools in the Eixample (92%).”
WOW

HARDLY ANY OF THE SCHOOLS ARE UNDER THE LIMIT.

THAT'S RIGHT. IT MEANS YOU CAN'T BREATHE DECENTLY CLEAN AIR AT ANY OF THE SCHOOLS IN THIS NEIGHBOURHOOD.

SO THAT MEANS OUR FOUR-YEAR-OLDS ARE ALREADY CONSUMING AN ILLEGAL SUBSTANCE: THE CITY'S AIR.

BUT THAT'S NOT ALL. NO LEVEL OF AIR POLLUTION IS ACTUALLY SAFE.

WHAT DO YOU MEAN?

I MEAN THE LEGAL LIMITS ARE JUST A REFERENCE.

IT DOESN'T MEAN THAT POLLUTION BELOW THE RECOMMENDED LEVELS DOESN'T AFFECT YOUR HEALTH.
I'm not sure I like knowing all this.

Just as we care about the school canteen serving healthy food, we should make sure our kids don't breathe toxic air at school.
On a clear day, you can see Mallorca from here.

You know what people say all over the Mediterranean?

No, what?

WHERE DO THEY SAY THAT?

Lots of places. Pretty much anywhere with mountains overlooking the sea.

Well, some say Mallorca. Others say Ibiza. It depends where you are.

Okay, so what?

That was before. Now you can't see any of the islands. The horizon is always hazy.
MUMMYYYY!

Hey, Sweetie.

Maybe you should get involved.

Why don't you join the committee?

I intend to do just that.
4. YOUR FRIEND

WITH THE MOTORBIKE
CLACKETY-CLACK

LOOK AT HIM. SO PROUD OF HIMSELF.

WELL... NOT EVERYBODY HAS A BIKE LIKE THAT.

YOU KNOW WHAT I'D DO WITH PEOPLE LIKE THAT?

I'D FORCE THEM TO WEAR HEADPHONES CONNECTED DIRECTLY TO THE TAILPIPE.
So you’d torture them?

They torture us! If they like noise so much, they should be less generous about sharing it.

No need to take it personally...

Think about it.

That motorbike.

How many people does it bother every time he goes out for a spin?

If a train leaves Salamanca...

It’s like those math problems we used to do in school: if a train leaves Salamanca travelling at 60 km/h, and at the same time a gentleman crosses Barcelona on his motorbike...

What?

...where will they meet, and how many people will they bother?

Don’t be silly!

...Mummy called you silly!

Mummy called you silly!

That’s because she knows me, darling.
LATER...

LOOK, I
GOOGLED IT.

WHAT?

WHAT YOU WANTED TO KNOW
"HOW MANY PEOPLE ARE
BOthered BY A MIDDLE-AGED
GENTLEMAN RIDING AROUND
BARCELONA ON HIS MOTORBIKE?"

BUT IT WAS
A YOUNG
GUY!

CHECK THIS OUT.

MARIA FORASTER,
ISGlobal Researcher.

Traffic-related
noise is the second most
harmful environmental
factor in Europe, right
after air pollution.
SO? WHAT DO YOU THINK ABOUT THAT?

HANG ON, HERE'S SOME GOOD INFORMATION.
HERE THEY TALK ABOUT HYPERTENSION, STROKE AND HEART DISEASE.

IT'S TRUE. THE OTHER DAY I READ ABOUT A STUDY THEY DID HERE IN BARCELONA. THEY FOUND THAT NOISE CAUSES AT LEAST AS MUCH DISEASE AS POLLUTION.

ALL THAT, JUST TO MOVE FROM POINT A TO POINT B.
YOU KNOW WHAT? WE SHOULDN'T COME TO THIS PARK ANYMORE.
I PREFER THE OTHER ONE, EVEN THOUGH IT'S FARTHER AWAY.

BUT YOU HAVE TO ADMIT IT WAS NICE.
WHAT WAS NICE?

THAT MOTORBIKE.
5. MORE THAN JUST POLLUTION
GOOD AFTERNOON.
THANK YOU ALL FOR COMING.

WE'RE HERE TO DISCUSS A SUBJECT THAT AFFECTS OUR HEALTH AND THE HEALTH OF OUR CHILDREN.

WE ARE FORTUNATE TO HAVE ONE OF THE WORLD'S FOREMOST EXPERTS WITH US TODAY.
Mark is the Director of the Urban Planning, Environment and Health Initiative at ISGlobal and the author of more than 500 scientific articles over the course of his career.

Welcome, Mark. It's a small crowd, but we look forward to hearing what you have to say.

Thank you, Claudia, and many thanks to the PTA for the invitation.
Right now, we are living in the age of cities. Twenty years from now, an estimated 70% of the world's population will live in cities.

Some cities are compact, with high-rise buildings that allow lots of people to fit into a small area.

Other cities have shorter buildings and are spread out over a much larger area.

But there is one thing that practically all cities have in common...

They are all dominated by cars.
HOW WE DESIGN A CITY DETERMINES HOW PEOPLE LIVE AND HOW THEY GET AROUND.

IF YOU DESIGN A CITY WITH LOTS OF INFRASTRUCTURE FOR CARS...

PEOPLE WILL DRIVE CARS.

THAT LEADS TO POLLUTION AND NOISE...

HIGHER TEMPERATURES...

AND A LACK OF GREEN SPACE...

PEOPLE BECOME LESS PHYSICALLY ACTIVE...

AND THEY HAVE LESS SOCIAL CONTACT AND ARE MORE STRESSED OUT.
This leads to higher rates of disease and death, which could be avoided by doing things better.

For example...

In a study we did here in Barcelona, we found that up to 20% of premature deaths could be attributed to how the city is designed and how we get around.

Deaths Related to Poor Urban and Transport Planning

- Lack of Physical Activity: 1,154
- Air Pollution: 659
- Noise: 599
- Heat: 376
- Lack of Green Spaces: 116

Total: 2,904


So what can we do about it?

It has been shown that if we design cities for walking or cycling, rather than investing in cars...

People will use these and other modes of active transport more often.
That means people will be more physically active and reduce their levels of stress.

Not only is that great for people's health, it's also great for the health of the entire city...

Since it reduces emissions and noise levels... and leads to less disease and premature mortality.

Sounds unrealistic to me. Lots of people live far away and have to drive.

If only 25% of journeys are made by car, why do cars take up nearly 60% of our public space?

60%?

Half of all car journeys are shorter than 5 km, and the average car is parked 96% of the time.

That doesn't make sense.

Public transport would need to be a lot better than it is.
WHAT ABOUT ELECTRIC CARS?

ELECTRIC CARS STILL PRODUCE SOME EMISSIONS - FROM THE BRAKES AND THE TIRES.

AND THEY STILL TAKE UP PUBLIC SPACE AND DON'T Solve THE PROBLEM OF OUR SEDENTARY LIFESTYLE.

H.M.M...

THEY ARE A GOOD ALTERNATIVE FOR ESSENTIAL TRAFFIC, BUT THEY AREN'T THE SOLUTION. WHAT WE NEED IS A MODEL THAT DOESN'T RELY ON CARS.

ARE THERE ANY CITIES WITH OTHER MODELS?

THERE ARE A FEW SPECIFIC EXAMPLES. PONTEVEDRA AND FREIBURG HAVE CONVERTED CERTAIN NEIGHBOURHOODS INTO CAR-FREE ZONES.

AND IN SEOUL, A MOTORWAY THAT USED TO SPLIT THE CITY INTO TWO HAS BEEN TRANSFORMED INTO A RIVERFRONT PARK.

EVEN BARCELONA IS AN EXAMPLE, ESPECIALLY BECAUSE OF THE SUPERBLOC PROJECT.

BUT THERE AREN'T THAT MANY! AND THEY'RE VERY CONTROVERSIAL.

WE NEED TO SHOW OUR SUPPORT FOR THESE SORTS OF POLICIES. OTHERWISE, ALL YOU HEAR ARE CRITICAL VOICES AND IT SEEMS LIKE THERE ARE MORE OF THEM.

THE IDEA IS TO TAKE CERDÀ'S GRID AND CREATE PEDESTRIAN AREAS 3 BLOCKS LONG AND 3 BLOCKS WIDE. ALL THE SPACE INSIDE THESE "SUPERBLOCKS" IS TAKEN AWAY FROM CARS AND GIVEN BACK TO THE PEOPLE.

I'M SURE THAT WOULD HELP CHANGE IS HARD.
6. DOWN WITH POLLUTION!
Hey hey! Ho ho! Air pollution has got to go!

Sorry I missed the meeting with the city councillor. How did it go?

Not bad.

Did you ask her to bring back the superblock plan for the neighbourhood?

Yes, and also to include our school in the traffic-calming project.

Stop pollution. Down with cars, up with health!
They're going to reduce traffic, but not create a pedestrian zone, basically they're going to put up some barriers between the traffic and the schools.

Great, what did she say?

That's a start, some schools have cars practically on their doorstep.

Yeah, that's dangerous! So this will improve safety, but as long as they don't really get rid of the traffic, we'll still be breathing the same polluted air.

Anyway, the traffic-calming measures seem promising.

What about the superblock?

Finally made it!

Hi! Hi!

Daddy!

She started beating around the bush. I get the feeling it won't be very "super"... more like a mini-block.
NOT MUCH OF A CROWD! BECAUSE OF THE CORONAVIRUS, MAYBE?

I DOUBT IT.

IT’S PROBABLY BECAUSE OF ALL THE CARNIVAL ACTIVITIES IN THE SCHOOLS.

I WAS JUST KIDDING. ANYWAY, IT’S SUPPOSED TO BE JUST LIKE A BAD FLU.

DID YOU HEAR THEY CANCELLED THE MOBILE CONGRESS?

SOUNDS LIKE AN OVERREACTION TO ME. HEY, LOOK! TV REPORTERS.

WHAT WE WANT IS A NEW MODEL.

WE NEED TO PRIORITISE THE WELL-BEING OF THE ENTIRE COMMUNITY OVER THE PRIVILEGE OF THE FEW WHO USE PRIVATE VEHICLES.

EXACTLY!

WE HAVE TO DO MORE THAN JUST REROUTE A FEW CARS AND MAKE A COUPLE STREETS PEDESTRIAN-FRIENDLY.

OTHERWISE, WE MIGHT HAVE TO WEAR MASKS JUST TO WALK DOWN THE STREET!
7. EVERYTHING OLD IS NEW AGAIN... EVEN BELLBOTTOMS
ALMOST FINISHED?

IF ONLY! I’VE GOT ENOUGH WORK PILED UP TO LAST UNTIL THE END OF THE PANDEMIC.

CHECK THIS OUT.

IS THAT CIUTAT VELLA?

THAT’S BARCELONA IN THE EARLY 19TH CENTURY.

OF COURSE - THAT’S WHY CAMP NOU IS MISSING.

GUESS HOW MANY PEOPLE LIVED HERE IN 1818.

FEWER THAN TODAY?

83,000.

HMM. SO ABOUT LIKE TORREVIEJA IN THE WINTER, OF COURSE!
AND IN 185??

A FEW MORE?

183,000
LIKE TORREVIEJA IN THE SUMMER!

BUT CHECK OUT THIS MAP FROM 1855.
WHAT'S UP?
I WANT POPCORN!
SWEETIE, WE'RE ABOUT TO HAVE DINNER. WE'LL MAKE POPCORN TOMORROW.
NO, NO, NO! I WANT POPCORN NOW!
NOT NOW, HONEY. YOU'LL SPOIL YOUR DINNER.
BUT I WANT POPCORN!
LISTEN UP. NO POPCORN RIGHT NOW. WANT TO PLAY WITH DADDY?
HERE, TAKE THIS. THAT LAST MAP LOOKS AWFULLY SIMILAR TO THE FIRST ONE.
THAT'S BECAUSE THE CITY Couldn'T GROW!
I'M NOT CROSS! IT'S JUST LIKE NOW - DON'T YOU SEE?
HMM... NO, NOT REALLY.
OKAY, DON'T GET CROSS!
BARCELONA Couldn'T GROW BECAUSE IT WAS HEMMED IN BY WALLS. THE POPULATION INCREASED BY 100,000 PEOPLE IN 40 YEARS AND THERE WAS NOWHERE TO PUT THEM.
BECAUSE CAMP NOU HADN'T BEEN BUILT YET, THEY ALL WOULD HAVE FIT IN THERE.
YOUR JOKES ARE SO BAD, THEY MAKE THE BABY CRY.
DADDY! I'M SCARED!
DON'T WORRY, I HAVEN'T FORGOTTEN ABOUT YOU.
Barcelona was considered a military stronghold, with Montjuïc Castle on one side and the citadel on the other. Why didn't they build houses outside the walls? It wasn't allowed.

What does that have to do with building outside the walls?

Anything within range of cannon fire had to remain empty.

Cannonballs! Like in Peter Pan!

How subtle. So where did they put all those people?

Sounds even more cramped than today.

They packed them in as best they could - adding more storeys to buildings, splitting up flats, multiple families living together...

It was way worse back then! Factories, homes - all competing for what little space was available.

I read that in 1832 there were more than 500 factories!
I'm going to make dinner, okay?

No, no, no, daddy! Play with me!

Play by yourself for a little while, I need to start making dinner.

Not fair! You never play with me!

So why do you say it's just like now?

I don't see the similarity.

In the 19th century, Barcelona was bursting at the seams. Because of the walls, it couldn't grow any bigger.

The solution was to tear down the walls and build the Example.

And then what happened?

The city grew so quickly that it swallowed up Gràcia, Sants, and other villages in the surrounding area.

Exactly, that's why we now have the metropolitan area. Physically, it's all the same thing.

Everything old is new again, even bellbottoms!

But that's not even the best part.

Better than bellbottoms?

Care to guess what argument they used to justify knocking down the walls and expanding the city?

Knock me out!

With so many people crowded into such a tiny, unhygienic space, diseases spread like wildfire.

There were epidemics of yellow fever and cholera.

Well, now we have the coronavirus. They say it spreads more quickly in cities, because of the population density.

Health!
Pretty much. Can you guess how long life expectancy was back then?

Can't think of anything witty. How long?

36 years for rich people and 23 years for poor people!

Really?

Yep.

Then came the social hygiene movement, which was based on the idea that urban living conditions had an effect on people's health.

No wonder! 23 years is not great.

That's why they had to invent a new model for the city. The old one was completely obsolete.

The Cerdà Plan.

Exactly.

I knew that Cerdà designed Barcelona's example, but I've never heard of those social hygiene people.

I'll bet they were very clean.

Cerdà is often called the father of modern city planning and deservedly so.
CLAP-CLAP
LISTEN, HONEY. PEOPLE ARE CLAPPING.

WANT TO LOOK OUT THE WINDOW?

Yeah!

CLAP-CLAP
CAN YOU GUESS WHAT ELEMENT CERDA BELIEVED WAS THE KEY TO HEALTH?

I GIVE UP.

Air.

THAT’S WHY HE DESIGNED A CITY WITH WIDER STREETS THAN WERE COMMON AT THE TIME.

HE EVEN CALCULATED HOW MANY CUBIC METRES OF AIR EVERY ROOM SHOULD CONTAIN IN ORDER TO BE HEALTHY.

HENCE THE EIXAMPLE’S HIGH CEILINGS.
SAME AS NOW, EXCEPT NOW WE'RE MORE CONCERNED ABOUT AIR QUALITY THAN QUANTITY.

EXACTLY!

ACCORDING TO CERDÀ'S ORIGINAL PLAN, BUILDINGS SHOULD ONLY HAVE BEEN BUILT ON TWO SIDES OF EACH EIXAMPLE BLOCK.

THE BLOCKS WERE SUPPOSED TO BE OPEN, WITH PLENTY OF FRESH AIR AND GREEN SPACE IN THE MIDDLE.

EASIER SAID THAN DONE, APPARENTLY.

BARCELONA IS A CONCRETE JUNGLE FILLED WITH CARS.

BUT THAT ISN'T CERDÀ'S FAULT.
SPELULATION AND MONEY DELAILED HIS PLAN.

SO HERE WE ARE, 150 YEARS LATER, LIVING IN A NOISY, SUPER-DENSE CITY WITH POISONOUS AIR AND HARDLY ANY GREEN SPACE.

IT'S A LITTLE PARADOXICAL. CERDÀ MADE THE CITY WHAT IT IS TODAY, BUT AT THE SAME TIME YOU'RE ARGUING THAT WE SHOULD GO BACK TO HIS PROPOSAL AND MAKE SUPERBLOCKS.

THE ORIGINAL CERDÀ, NOT THE CORRUPTED VERSION.

THE CITY MODEL IS ONCE AGAIN WORN OUT. IT HAS REACHED ITS BREAKING POINT AND IS HARMFUL TO THE HEALTH OF THE PEOPLE WHO LIVE HERE.

I'M WORN OUT, THAT'S FOR SURE! READY FOR DINNER?
8. IF ONLY EVERY DAY COULD BE A HOLIDAY
OH MY GOODNESS!

WHAT'S UP?

HA! DON'T BE SO DRAMATIC.

YOU KNOW WHAT'S TO BLAME?

WHEN THE LOCKDOWN ENDS, THEY'LL HAVE TO ROLL ME OUT OF HERE.

THIS THING

A BINDER?

NOW WE USE FEWER BINDERS THAN BEFORE?

NO, YOUNG GRASSHOPPER. IT'S MUCH MORE THAN THAT. IT'S THE DIFFERENCE BETWEEN LIFE NOW AND LIFE BEFORE.
BEFORE, IF YOU WANTED TO DRINK WATER, YOU HAD TO GO DOWN TO THE WELL OR THE FOUNTAIN.

TO HEAT YOUR HOUSE, YOU HAD TO COLLECT WOOD, CHOP IT UP AND BUILD A FIRE.

AND IF YOU WANTED TO CONSULT A DOCUMENT, YOU HAD TO PHYSICALLY GO GET IT, WHEREVER IT WAS. EVERY ACTIVITY REQUIRED PHYSICAL EFFORT, ESPECIALLY AT WORK.

NOW, IF YOU WANT WATER, YOU JUST OPEN THE TAP.

TO HEAT YOUR HOME, YOU JUST PRESS A BUTTON.

AND MORE AND MORE JOBS ARE DONE AT A DESK.

YOU CAN LOOK UP PRACTICALLY ANY DOCUMENT WITH THE CLICK OF A MOUSE.
THAT’S THE SEDENTARY LIFESTYLE!

WAAAAHHHH

THIS LOCKDOWN IS MORE OF THE SAME, BUT WITH HOME DELIVERY.

SITTING AROUND ALL DAY IS AWFUL EVEN BEFORE THE PANDEMIC. THERE WERE SOMETHING LIKE 3 MILLION DEATHS WORLDWIDE DUE TO LACK OF PHYSICAL ACTIVITY.

JUST IMAGINE HOW MUCH WORSE IT IS NOW.

COME ON, LET’S GET MOVING. IT’S ALMOST TIME.

I THINK THIS IS WHAT WE WILL MISS THE MOST ABOUT LOCKDOWN.

THE OTHER DAY I WENT UP TO THE ROOF TO LOOK AT THE SEA. THE HORIZON WAS A SHARP BLUE LINE.

BEFORE LOCKDOWN, IT WAS ALWAYS HAZY.

WE NEVER THOUGHT WE’D SEE THE CITY WITHOUT CARS. AND NOW THIS!
I love that they close the streets to traffic at weekends.

Honestly, it’s a gift. It’ll be hard to go back to what it was like before.

You know what happens when I walk down the middle of the street? Subconsciously, I feel like it’s a holiday.

How come?

All our lives, we’ve been told that the pavement is our territory and the roadway belongs to cars.

Only on special days are we allowed to walk where the cars go. The annual festival, neighborhood parties or even a protest march.

Then today must be a special day.

To live in a city where you can safely walk and play in the middle of the street. A city where every day is a holiday.

You know what I’d like?

To have Japanese food for dinner?

Ha! That too.
9. IF ONLY WE COULD REDRAW EVERYTHING
There it is. What do you think?

Well, it's what we wanted, isn't it?

I think it's a victory. The school has been asking for something like this for years.

So why aren't we happier about it?

I don't know.

I'm not sure if we've distanced ourselves from cars, or moved closer to them.

Yeah, the cars don't seem to have moved.
So now what?

We keep fighting. You can't change the model of the city in a day. This is going to take years. Maybe decades.

What's a decade?

Something we don't have many of, sweetie.

Come on!

To the future. It has to be around here somewhere.

Yay! Let's go!

I hope it's a future where he's already eaten, because otherwise...

Hey, you!

Let's take this with us. We're going to need it.

Where are we going?
YOU, THE ONE DRAWING US.
WHAT DO YOU MEAN, DRAWING US?

IF YOU LIKE, WE CAN HELP YOU TWEAK A COUPLE THINGS.

HEY, THIS PLACE LOOKS FAMILIAR. IT'S OUR NEIGHBOURHOOD!

CAN I BORROW THIS FOR A SECOND?

LET'S START BY ERASING CARS. OTHERWISE, WE WON'T GET ANYTHING DONE.

BUT THERE ARE PEOPLE INSIDE THOSE CARS.

NO PROBLEM. WE'LL DRAW THEM ON PUBLIC TRANSPORT.

OR EVEN BETTER: WALKING OR CYCLING. THAT WAY THEY WON'T NEED TO GO TO THE GYM - UNLESS THEY WANT TO.
While we're at it, let's remove some concrete and add a little green.

Totally! In Barcelona, we barely have 7 m² of green space per person. Other European cities have as much as 300 m².

Haven't you been craving a little green ever since the pandemic started?

Go for it! Having green space less than 300 metres from home is good for your health. That's a fact!

Of course you can, especially you.

What do you think? Back to the original Cerda plan! Nice!

Let's draw them a new home that's just a 15-minute walk from where they work. A 15-minute city: living 15 minutes away from everything you need.

But what about the people who used to live there?

But without gentrification, which would spoil everything.
This is starting to look better. Now I don't mind letting these two run free.

Of course! Kids playing in the street! We'd forgotten what that was like!

Clean Air

Physical activity - zero emissions

Climate change mitigation

Renewable energy

Urban gardens
No more being cooped up at home or confined to playgrounds!
In our city, kids will come home with dirty clothes and ripped trousers from playing outside.
And they'll remember it for the rest of their lives!

You know what I think?
I'm sure we've left out lots of things, but I could really get used to this.

It's more human.

It sure would be nice.
What would be nice?

If we could redraw everything.

The end (or The beginning)
WHY SO DRESSED UP?

I JUST FOUND OUT THAT PEOPLE ARE READING ABOUT EVERYTHING WE DO.

I KNOW, ISN'T IT EMBARRASSING?

I ALWAYS KNEW I'D BE FAMOUS ONE DAY, BUT I DON'T NEED EVERYONE SEEING MY PYJAMAS.

I THINK THE WORLD DESERVES TO SEE YOUR PYJAMAS.

I BEG TO DIFFER.

THE WORLD ISN'T READY FOR THAT. WHY DON'T WE SHOW THEM SOME EXTRA RESOURCES INSTEAD?

YES, THAT'S A BETTER IDEA. LET'S PUT THEM DOWN BELOW.

ISGLOBAL RANKING OF CITIES

ISGlobal Ranking of Cities

CITIES WE WANT

20 TRENDS FOR CITIES IN THE 2020s

ISGLOBAL'S URBAN PLANNING, ENVIRONMENT AND HEALTH INITIATIVE.

ON THIS WEBSITE, YOU CAN LOOK UP THE POLLUTION LEVEL AND ASSOCIATED MORTALITY BURDEN FOR 1,000 EUROPEAN CITIES.

HERE YOU CAN LEARN ABOUT FIVE KEY FACTORS IN BUILDING HEALTHIER CITIES.

HOW ARE CITIES LIKELY TO EvOLVE IN THE 2020s?

AND FINALLY, HERE YOU CAN LEARN MORE ABOUT THE PEOPLE WHO DREW US.
Barcelona, 2020. Clàudia, a mother of two small children, understands that the way the city is designed and how people get around town can influence residents’ health. Air pollution, noise, sedentary lifestyles and lack of green space are just a few of the problems associated with urban life. Clàudia’s process of discovery and her fight for a healthier environment for her family take her back to the origin of the current model: the Cerdà Plan. During her quest, she encounters many parallels between the 19th century and the present day.