



LANDING ON THE COAST_

Infrastructure and Urbanization

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Motivation

A territory exists that was called to be the city of leisure and dreams, where the postmodern landscape manifests itself, the kitsch landscape of 'failed' beauty where Chinese pagodas share room with Tyrol style roofs and the mosque at the edge of the highway.

A place that awakened the desire for contemplating, living, and exploiting it, moving in barely 50 years from an agricultural economy to become one of first touristic powerhouses at world level. It has sustained in a short period one of the most important touristic invasions known of, where demand was far superior to the supply, provoking an enormous economic movement of sale and purchase of land and newly built real estate.

Over the road pattern of the Roman Herculean Road, that tied Carteia (bay of Algeciras) and Malaca (Málaga) with Rome, the old national N340 road has allowed to conduct and distribute a constant flux of investments that arrived with the opening of the airport of Málaga and the possibility of the arrival of massive sun and beach tourism. In a few years, due to the omission of the application of existing planning, and the overexploitation of the resources of the territory, the system has reached a point of saturation, and the need for urgent measures to avoid its banalization and decline.

We can say that planning has been unable to provide an answer to the demands of the territory, be it the strong pressure of capital, be it the political situation, or for lack of comprehension in the process. A profound reflection about the territory, the infrastructures, and the touristic phenomenon is necessary. This will permit the creation of strategies to face the future of these spaces and control urbanization

"Tourism assumes the superimposition of a set of totally diverse structures, from those that have existed historically, and, therefore, this must be registered on the external aspect and the life of its inhabitants in an evident way. The urbanist will need to study this phenomenon, gather those good aspects developers have and control it if possible. But accepting beforehand that the scale must be lost, because the new invasion is great, infinitely greater than that of the people." (G. y G. de la Buelga, 1966)

Motivación

Existe un territorio que fue llamado a ser la ciudad del ocio y los sueños, donde se manifiesta el paisaje posmoderno, el paisaje kitsch de belleza 'fracasada' donde conviven las pagodas chinas con el tejado tipo tirolés y la mezquita al borde de la autopista.

Un lugar que despertó el deseo por contemplarlo, vivirlo y explotarlo, pasando en apenas 50 años de una economía agrícola a ser una de la primeras potencias turísticas a nivel mundial. Ha soportado en poco tiempo una de las invasiones turísticas más importantes que se conocen, donde la demanda fue muy superior a la oferta, provocando un enorme movimiento de tipo económico de compra-venta de terrenos y de nuevas edificaciones.

Sobre el trazado de la vía romana Hercúlea, que unía Carteia (bahía de Algeciras) y Malaca (Málaga) con Roma, la antigua carretera nacional N340 ha permitido conducir y distribuir un flujo constante de inversiones que llegaron con la apertura del aeropuerto de Málaga y la posibilidad de la llegada del turismo masivo de sol y playa. En pocos años, debido a la falta de aplicación del planeamiento existente, y la sobreexplotación de los recursos del territorio, se ha llegado a la saturación del sistema, y la necesidad de medidas urgentes para evitar su banalización y declive.

Podemos decir que el planeamiento no ha podido dar respuesta a las exigencias del territorio, bien por la fuerte presión del capital, bien por la situación política, o por la falta de comprensión del proceso. Es necesario una profunda reflexión sobre el territorio, las infraestructuras y el fenómeno turístico, que nos permitan crear estrategias para afrontar el futuro de estos espacios y controlar la urbanización.

"El turismo supone la superposición de unas estructuras totalmente diversas, de las que han sido históricamente, y, por consiguiente, esto se tiene que registrar en el aspecto exterior y en la vida de sus habitantes de una manera evidente. El urbanista deberá estudiar este fenómeno, recoger lo que de bueno tiene el desarrollo y controlarlo a ser posible, pero aceptando de antemano que la escala tiene que perderse, porque la de la nueva invasión es grande, infinitamente más grande que la del pueblo." (G. y G. de la Buelga, 1966)

Approach and Tools

Lefebvre's method consists in getting "back from the object (product or work) to the activity that produced and/or created it. It is the only way ... to illuminate the object's nature..." (Read, 2010)

Due to the scarcity of information about the process of formation of the Costa del Sol, we should seek a methodology that will allow us to draw the different moments of its evolution, to understand its configuration. We took as a reference orthophotographs of three significant moments: 1956, that better known as the American flight which coincided with the date of the opening of the Spanish economy; 1984, beginning of the democratic period and collapse of the infrastructures; 2009, present state, the new configuration of the territory. Using current cartography, we slowly remove all that does not exist in each step, and drawing all that disappeared with the progress of time. Due to the scarce resolution of the archives, we sought the maps from the National Geographic Institute and the Cartography Institute of Andalucía.

We sought a reflection about the origin of tourism and touristic space, through research on the origins of this activity and its relation with the territory, while realizing a comparative study between three touristic spaces, infrastructure, land patterns and buildings.

What is the role played by infrastructures in the process of creation of touristic space?

If touristic developments are land predators based on capital investments, how can we contribute to create a logical urban reading from all these isolated resulting pieces?

The industrial city and the touristic city have different origins, functions, and relations with the environment. Is it possible to keep using the same tools for their planning?

Aproximación y metodología.

El método de Lefebvre "contempla dejar de lado el objeto (producto o trabajo) y reflexionar sobre la actividad que lo produjo y/o creo... Esta es la única forma de iluminar la naturaleza del objeto..." (Read 2010)

Debido a la escasez de información sobre el proceso de formación de la costa del sol, debemos buscar una metodología que nos permita dibujar los distintos momentos de su evolución, para comprender su configuración. Tomamos como referencia ortofotografías de tres momentos significativos: 1956, el conocido como vuelo americano, coincidiendo con la fecha de apertura de la economía española; 1984, inicio del periodo democrático y el colapso de las infraestructuras; 2009, estado actual, la nueva configuración del territorio. Usando la cartografía actual, vamos eliminando en cada etapa todo aquello que no existe, y dibujando todo lo que desapareció con el paso del tiempo. Debido a la escasa resolución de los archivos, recurrimos a los planos del Instituto Geográfico Nacional y del Instituto de Cartografía de Andalucía.

Buscamos una reflexión sobre el origen del turismo y el espacio turístico, investigando sobre los orígenes de esta actividad y su relación con el territorio, así como realizando un estudio comparativo entre tres espacios turísticos, infraestructura, trazado y edificación.

¿Cuál es el papel que juegan las infraestructuras en el proceso de creación del espacio turístico?

Los desarrollos turísticos son depredadores de tierra basados en inversiones de capital. ¿Cómo podemos contribuir a crear una lectura urbana lógica de todas estas piezas aisladas resultantes?

La ciudad industrial y la ciudad turística tienen distintos orígenes, funciones y relación con el territorio. ¿Es posible continuar usando las mismas herramientas para su planeamiento?

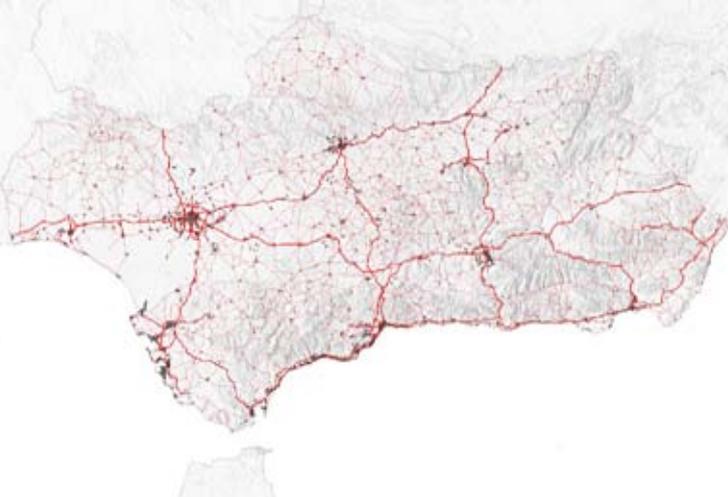


European Union

Surface: 4.324.782 km²
Kilometers of Coast: 69.342 Km

Population: 501.259.840M
Number of tourists (*): million
Density of Population: 114 Hab/km²

GDP (*): 15.075.063 M€
Tourism: 5 % GDP



Andalucía

Surface: 87.597 km²
Kilometers of Coast: 917 Km

Population: 8.202.220 M
Number of tourists (*): 25,1 million
Density of Population: 93.6 Hab/km²

GDP (*): 152,358 M€
Tourism: 12 % GDP



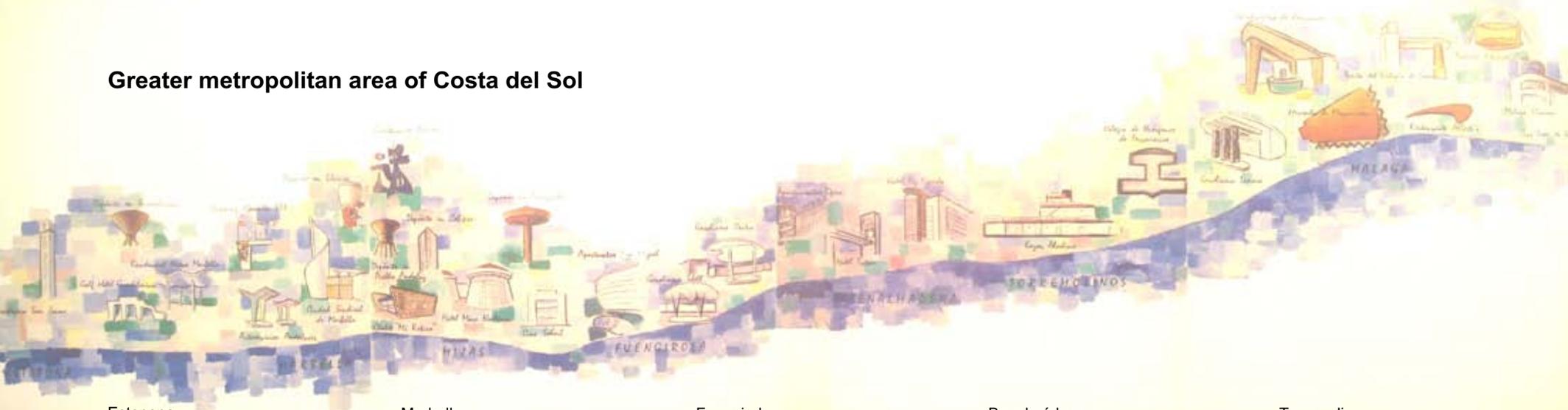
Málaga - Costa del Sol

Surface: 7,308 km²
Kilometers of Coast: 160 Km

Population: 1.593.068 M
Number of tourists (*): 11.6 million
Density of Population: 217,99 Hab/km²

GDP (*): 21.605 M€
Tourism: 28 % GDP

Greater metropolitan area of Costa del Sol



Estepona

Surface	137,0 km2
Population	65.592
Foreigners	16.756
Average income	16.726,70 €
Educational centers	41
Health care facilities	3
Automobiles	29.341
Taxi cabs	81
Restaurants	188
Hotels	26
Hostels	10
Banking Branches	58
Empty lots	2.870
Built lots	8.846

Marbella

Surface	117,4 km2
Population	134.623
Foreigners	33.415
Average income	19.145,28 €
Educational centers	104
Health care facilities	5
Automobiles	79.102
Taxi cabs	297
Restaurants	462
Hotels	55
Hostels	38
Banking Branches	154
Empty lots	3.765
Built lots	17.383

Fuengirola

Surface	10,3 km2
Population	71.482
Foreigners	23.406
Average income	17.063,04 €
Educational centers	40
Health care facilities	2
Automobiles	32.602
Taxi cabs	93
Restaurants	330
Hotels	24
Hostels	20
Banking Branches	67
Empty lots	1.039
Built lots	6.069

Benalmádena

Surface	27,2 km2
Population	58.854
Foreigners	17.345
Average income	18.904,73 €
Educational centers	40
Health care facilities	3
Automobiles	26.427
Taxi cabs	113
Restaurants	199
Hotels	30
Hostels	5
Banking Branches	51
Empty lots	1.912
Built lots	6.493

Torremolinos

Surface	20,4 km2
Population	65.448
Foreigners	16.827
Average income	17.620,31 €
Educational centers	40
Health care facilities	2
Automobiles	32.308
Taxi cabs	104
Restaurants	271
Hotels	58
Hostels	23
Banking Branches	56
Empty lots	626
Built lots	4.285

Costa del Sol

Golf courses	58
Docked cruise ships Málaga	302
Docks	4.259
Lodging units	138.221
Blue flag beaches	19
Air travellers - Málaga	11.6 million
High speed rail travellers	2 million
Convention attendance	47.000
Restaurants	2.737
Cafeterias	564

General tourist evaluation

Urban landscape:	6.94
Lodging:	7.93
Leisure:	7.11
Public Services:	7.09
Landscape / Beaches:	7.13
Destination:	7.77



Kiddys
oysho
Pull and Bear
Massimo Dutti
ZARA
Bershka
Stradivarius

 **RYANAIR**

 El Corte Inglés

IBERIA 


Hilton

 JUSTcavalli

VALLE ROMANO
European golf - centers


MARBELLA GOLF
Country Club


FUERTE HOTELES

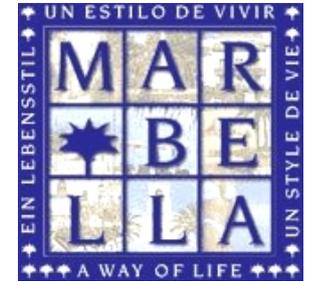
Tivoli



World


SELWO
-ADVENTURE PARK-
COSTA DEL SOL

Private entities involved



COSTA DEL SOL
OCCIDENTAL
Mancomunidad de Municipios



estepona



málaga port 



Aena

Public entities involved

Key Historical Events

1850	Málaga as an industrial center of relative prosperity.	1959	Hotel Pez Espada in Torremolinos, flagship of touristic takeoff at the Costa del Sol.
1880	A deep economic shrinkage is experienced.	1963	First "Costa del sol" express train, from Madrid.
1897	The Propagandistic Society for the Embellishment and Climatization of Málaga is established .	1965	State-run hotels in Málaga and Nerja open for business.
1918	Inauguration of Nuestra Señora del Carmen certified beach, Málaga.	1968	Málaga opens its new terminal. Inauguration of the Modular Terminal for Charter Traffic.
1919	Inauguration of Málaga's airfield.	1973	Oil crisis.
1925	Construction of chalets in Torremolinos on the part of well to do neighbors of Málaga .	1974	Opening of Hiper Málaga, main hipermarket in the zone.
1928	Origin of the toponym "Costa del Sol", aimed at attendees of the Exhibitions of Seville and Barcelona in 1929 .	1975	Construction of new railroad between Málaga and Fuengirola. First reform to Land Use legislation. Death of the dictator.
1929	Opening of the first golf course in Torremolinos.	1976	Creation of the Patronato de Turismo de la Costa del Sol.
1930	Inauguration of the Modular Terminal of Charter Traffic due to touristic demand. Opening of El Castillo del Inglés, first accomodation facility for visitors. George Langworthy.	1977	First general elections after the dictatorship.
1931	Proclamation of the Second Spanish Republic.	1978	Ratification of democratic constitution through a referéndum.
1932	First attempt to include the Costa del Sol in touristic industry. International journalists become witnesses and informers of the benefits and beauty of the area.	1979	Inauguration of harbor at Benalmádena. Opening of El Corte Inglés in la Costa del Sol, first department store in Spain.
1933	Carlota Alessadri Tettamanzy, pioneer of tourism, creates Parador de Montemar.	1986	Spain joins officially the European Common Market. Period of sustained economic growth until late 1992
1936	Málaga's airport becomes an airbase. Spanish Civil War begins.	1992	Inauguration of a high speed railroad line between Seville and Madrid. Celebration Universal Exhibition in Seville and Olympic Games in Barcelona.
1939	Spanish Civil War ends. Establishment of a military dictatorship in Spain.	1993	Deep economic crisis.
1940	First airplane of Iberia airlines arrives at Costa del Sol.	1998	Land use legislation enacted.
1942	Hotel La Roca opens for business. First great hotel of Costa del Sol.	1999	Inauguration of Autopista del Sol highway, Málaga - Estepona phase (1999-2046)
1950	Mediatic effects on the Costa de Sol with the arrival of Grace Kelly, Ava Gardner, Marlon Brando and members of royal families.	2002	Inauguration of Autopista del Sol highway, Estepona-Guadiaro phase (2002-2054) On the first of January the Euro becomes the official currency of the state.
1954	Marbella Club, the aristocracy, great magnates, the most sought-after movie stars, the "jet set", in the end, is found every year in Marbella.	2006	First flight of Iberia into Gibraltar
1955	Spain joins the United Nations Organization.	2007	High speed train links Málaga with Madrid and Barcelona.
1956	Enactment of Land Use legislation.	2009	Project for new cruise ship terminal at Málaga's harbor.
		2010	New terminal at Málaga's airport

Acontecimientos históricos relevantes

1850	Málaga como centro industrial de relativa prosperidad.	1959	Hotel Pez Espada en Torremolinos, emblema del despegue turístico de la Costa del Sol.
1880	Se experimenta una grave contracción económica.	1963	Primer tren expreso "Costa del sol", procedente de Madrid.
1897	Se constituye la Sociedad Propagandística del Clima y Embellecimiento de Málaga.	1965	Los paradores de Málaga y Nerja abren sus puertas.
1918	Inauguración del Balneario Nuestra Señora del Carmen, Málaga.	1968	Málaga abre su nueva terminal. Inauguración de la Terminal Modular de Tráfico Chárter.
1919	Inauguración del campo de aviación de Málaga.	1973	Crisis del Petróleo.
1925	Construcción de chalets en Torremolinos por parte de malagueños acomodados.	1974	Apertura de Hiper Málaga, el principal hipermercado de la zona.
1928	Origen del topónimo "Costa del Sol," dirigido a las Exposiciones de Sevilla y Barcelona de 1929.	1975	Construcción del nuevo ferrocarril entre Málaga y Fuengirola. Primera reforma de la Ley del suelo. Muerte del dictador.
1929	Apertura del primer Campo de Golf en Torremolinos.	1976	Creación del Patronato de Turismo de la Costa del Sol.
1930	Inauguración de la Terminal Modular de Tráfico Chárter, debido a la demanda turística. Apertura de El Castillo del Inglés, primera residencia para visitantes. George Langworthy.	1977	Primeras elecciones generales tras la dictadura.
1931	Proclamación de la Segunda República española.	1978	Aprobación de una constitución democrática mediante referéndum.
1932	Primer intento de incluir a la Costa del Sol en la industria turística. Periodistas internacionales son testigos e informadores de los beneficios y la belleza del área.	1979	Inauguración del puerto de Benalmádena. Apertura de El Corte Inglés en la Costa del Sol, primer grupo de distribución de España.
1933	Carlota Alessadri Tettamanzy, pionera del turismo, crea el Parador de Montemar.	1986	España ingresa oficialmente en la Comunidad Económica Europea. Etapas de crecimiento económico sostenido hasta finales de 1992
1936	El aeropuerto de Málaga pasa a ser base aérea. Inicio de la Guerra Civil española.	1992	Inauguración de una línea de ferrocarril de alta velocidad entre Sevilla y Madrid. Celebración de la Exposición Universal en Sevilla y juegos olímpicos de Barcelona.
1939	Fin de la Guerra Civil española. Establecimiento de una dictadura militar en España.	1993	Profunda crisis económica.
1940	Primer avión de Iberia llega a la Costa del Sol.	1998	Ley del suelo.
1942	Hotel La Roca abre sus puertas. Primer gran hotel de la Costa del Sol.	1999	Inauguración Autopista del sol, tramo Málaga - Estepona (1999-2046)
1950	Repercusión mediática de la Costa de Sol, llegada de Grace Kelly, Ava Gardner, Marlon Brando y miembros de familias reales.	2002	Inauguración Autopista del sol, tramo Estepona-Guadiaro (2002-2054) El 1 de enero el euro se convierte en la moneda oficial del país.
1954	Marbella Club, la aristocracia, grandes magnates, las más cotizadas estrellas cinematográficas, la "jet set", en suma, se cite todos los años en Marbella.	2006	Primer vuelo de Iberia a Gibraltar
1955	Ingreso de España en la ONU.	2007	El tren de alta velocidad une Málaga con Madrid y Barcelona.
1956	Ley del suelo.	2009	Proyecto para nueva terminal de cruceros del Puerto de Málaga.
		2010	Nueva terminal del Aeropuerto de Málaga



Thinking about touristic territories

“Seaside resorts, it should be added, present a special problem in planning because of their inherent tendency to organic growth; it is especially true of them that, because of the mere fact that many people go, more are attracted.” L. Moholy-Nagy, 1936

The territory

An infinite amount of notions can be understood about the concept of the territory from the point of view of different disciplines as well as life experiences. It is landscape, it is countryside, it is all that can be seen by simple eyesight. It is what has been recorded in a plan drawing, in a photograph, in a painting. It is the whole background of a film. It is changing sensations according to the moods of time and equal parts nostalgia of past experiences as well as the promise of expected journeys. The territory is read in different ways according to culture and the existence or lack of spiritual conviction. In the same way it is worked, exploited, travelled, lived, enjoyed, or suffered in different ways. It is space of pleasure and cruelty at will from human kind and its circumstances. Therefore, and with the generalized understanding that there is no more such thing as virgin territory, we may dare to say that *“... anthropized territory was always in great measure a built territory, “a great flower pot”... , “human kind through diverse processes but especially those related to agriculture, has transformed it until reaching a “highly artificialized form”* (Sabaté 1996). This phenomenon of the absence of space purely natural brings to light the condition of the territory as palimpsest. With the course of the years a whole range of changes can be appreciated, and with greater or lesser difficulty, we may discover that it has been *“articulated into layers of practices and politics, without being segmented.”* (Read 2010).

There arrives a moment, however when this artificial territory leaves bewildered he who contemplates it, be his point of view where it may be. This is so due to the degree of circumstantial complexity of the place as expressed in the apparently simple act of naming things. *“The elementary deconstruction of space consists in trying once again to give things a name, to that which composes the city and the territory and signals its changes, to that which makes new landscapes different from an also-recent past and not always of quick comprehension.”* (Viganò, 1999) In the end, this complexity in the Reading of the territory leads to conclusions in the order of aesthetics accepted with pleasure or resignation, or rejected on the basis of shame or contempt.

Pensamiento sobre el territorio turístico

“Se debe mencionar que las dotaciones hoteleras recreativas costeras presentan un problema especial del planeamiento dada su inherente tendencia al crecimiento orgánico: es especialmente cierto de ellas que, por el mero hecho que mucha gente va, aun mas son atraídas.” L. Moholy-Nagy, 1936

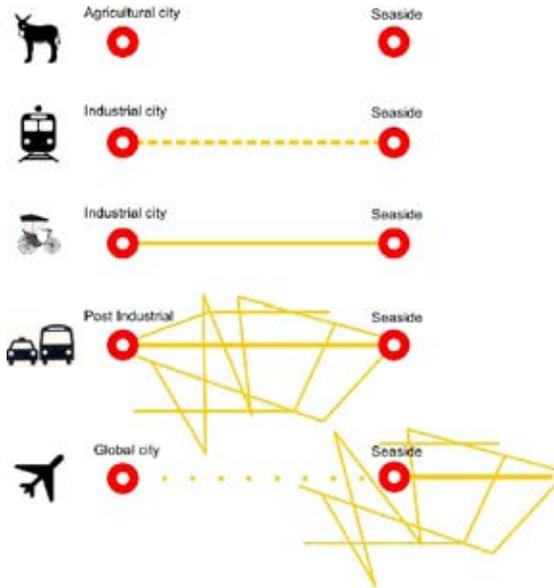
El territorio

Se pueden entender una infinidad de nociones acerca del concepto del territorio desde las distintas disciplinas así como las experiencias de vida. Es paisaje, es campo, es todo lo que se alcance a ver a simple vista. Es lo que se ha plasmado en un plano, en una fotografía, en una pintura. Es todo el trasfondo de una película. Son sensaciones cambiantes según los ánimos del tiempo y tanto nostalgias de vivencias como promesas de jornadas vislumbradas. El territorio se lee de forma distinta según la cultura y la existencia o falta de convicción espiritual. De la misma forma se trabaja, explota, recorre, vive, disfruta o sufre de distintas maneras. Es espacio de placer y de crueldad a voluntad del ser humano y sus circunstancias. Por lo tanto, y con el entendimiento generalizado de que ya no hay tal cosa como territorio virgen, podemos adelantarnos a decir que *“... el territorio antropizado fue siempre en gran medida un territorio construido, “una gran maceta”... , “el ser humano, por medio de diversos procesos pero especialmente aquellos ligados a la agricultura, lo ha transformado hasta alcanzar una “forma altamente artificializada”* (Sabaté 1996). Este fenómeno de la ausencia del espacio puramente natural hace relucir la condición de palimpsesto del territorio. Con el paso de los años se puede apreciar todo un sinfín de cambios, y con mayor o menor dificultad, podemos descubrir que está *“articulado por capas de prácticas y políticas, en vez de estar segmentado”* (Read 2010).

Llega un momento, sin embargo donde este territorio artificial deja aturrido a quien le contempla, esté donde esté su punto de vista. Esto es así por el grado de complejidad circunstancial del mismo como se expresa en el aparentemente simple acto de dar definición a las cosas. *“La deconstrucción elemental del espacio consiste en tratar nuevamente de dar un nombre a las cosas, a aquello que compone la ciudad y el territorio y señala sus cambios, a aquello que hace a los nuevos paisajes diferentes de un pasado también reciente y no siempre de fácil comprensión.”* (Viganò, 1999) Al fin y al cabo, esta complejidad en la lectura del territorio lleva a conclusiones de estética aceptada con gusto o resignación o bien rechazada por vergüenza o desdén.

Tourism and Infrastructures

Tourism is an economic activity that relies on the territory and its climactic conditions as well as the infrastructures that give it structure. These infrastructures have acted as catalytic agents of the process of transformation of the territory. With the appearance of new forms of movement over the territory, the possibility of exploiting it for different ends other than existing agricultural or industrial ones appeared.



"With railway travel people moved on tracks that finished in a definite spot, which thus became virtually a leisure suburb of some big city... But with motor car travel there are not only terminal stopping places but intermediate stages all along the line to be considered. The whole countryside, not only the roads, but the paths and open spaces to which the road gives access, becomes a potential field for the townsman's leisure." (Musman & Kluppelberg, 1938) Even greater was their claim that "every unbuilt-on space between are potential recreation areas for the urban population. The whole countryside must be considered as our National Park." We can say that the landscape is *raison d'être* and raw material for tourism. In the same way, *"...the main reason for the existence of tourism is the production of landscape, in other words, tourism's main resource is the landscape..."*(Sabaté 1996).

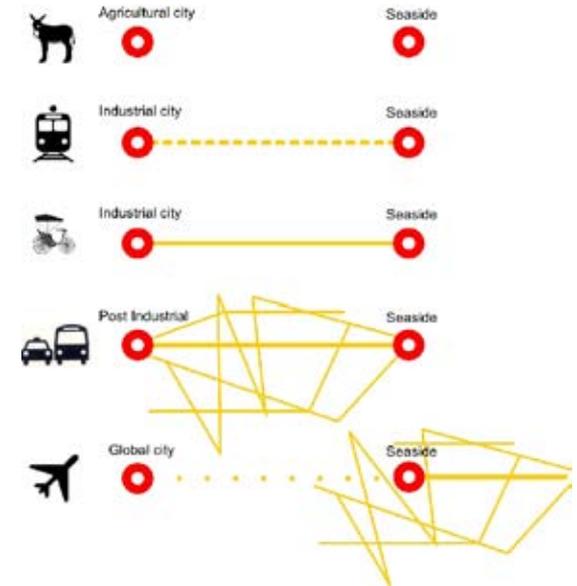
Why study tourism? Tourism is after housing the main building activity. It is the third global economic sector after the Energy and Transportation industries. Besides, it has been demonstrated that this sector weathers economic crises better than others. "... urbanism used to teach that the transformation of the territory was done in order to adapt it the mechanization revolution. After the oil crisis, tourism demonstrated it was a solid activity that transformed relations in the territory and human activity as well as an economic alternative to many third world countries..." (Pié 2003)

Turismo e infraestructuras

El turismo es una actividad económica que se vale del territorio y sus condiciones climáticas, así como de las infraestructuras que lo vertebran. Estas infraestructuras han actuado como catalizadores del proceso de transformación del territorio. Con la aparición de nuevas formas de desplazamiento en el territorio, se obtuvo la posibilidad de explotarlo para fines distintos de aquellos agrícolas o industriales existentes.

“El uso del ferrocarril como medio de transporte de viajeros permitió que gran parte de la población se desplazase de forma masiva al litoral. Este desplazamiento entre dos puntos, conseguía convertir virtualmente los puntos terminales en suburbios de alguna gran ciudad... con la aparición del automóvil, no solo se deben considerar los puntos de origen y destino, todos los puntos intermedios a lo largo del camino deben ser considerados. El campo entero, no solo las carreteras, pero también los caminos y espacios abiertos a los que la carretera da acceso se convierten en campos potenciales para el disfrute del habitante de la ciudad.” (Musman & Kluppelberg, 1938) Inclusive se alcanzó a reclamar que “todo aquel espacio no construido es un área potencial de recreación para la población urbana. Todo el campo debe considerarse como nuestro Parque Nacional.” (Musman & Kluppelberg, 1938) Podemos decir que el paisaje es razón de ser y materia prima del turismo, “...la principal razón de ser del turismo es la producción de paisaje o, dicho de otro modo, el principal recurso del turismo es el paisaje...” (Sabaté 1996).

¿Por qué estudiar el turismo? La segunda actividad constructiva después de la vivienda es el turismo. Es el tercer sector económico mundial después de la Energía, y el sector Automovilístico. Además, se ha demostrado que este sector soporta mejor las crisis económicas que los otros. “...el urbanismo enseñaba que la transformación del territorio se hacía para adecuarlo a la revolución maquinista. Después de la crisis del petróleo, el turismo demostró ser una actividad sólida que transformaba las relaciones entre el territorio y la actividad humana así como una alternativa económica para muchos países del tercer mundo...” (Pié 2003)



The Landscape and the Tourist

Ábalos and Herreros summarize in great measure the interaction between the tourist and the territory. *"The tourist, like the traditional nomad, is seen by the inhabitant as a parasite, someone out of place, an intruder that appears and installs himself in the systematic life of third persons. His sole presence serves to make evident the construction of a complex of laws and secret conventions, not formulated that make up the network in which security is based and with it the private mechanisms of defense.... The tourist, for whom everything is public space, sets in motion other mechanisms with which to obtain intimacy or as we have denoted at some point, impunity.*

The inhabitant offers us the image of someone located in a site in a vertical way through the property (private space as property) and the tourist that of someone that takes possession of space in a horizontal way when making use of his freedom of movement given to him by anonymity. Because of all that the tourist is considered in the end a hostile element, predator of a delicate balance. Proof of his destructive capability is given by the overuning that his satisfaction and dotation have operated in the Spanish coast or at a greater scale, the starvation to which appears condemned nothing less than a whole sea such as the Mediterranean.

...the reading of the very tourist as a moved entity, as someone installed in contemporary mobility. His forms of using space serve us because of what is implied: an alteration of the relation with the medium that affects the deployment of activities across the territory, its superimposition, fellowship, connection and heterogeneity, its multiplicity and significant alteration; a methodological proposal that affects directly the very practice of the project t. This is to make counterpoint to classical models of order... and the whole artificial world is the new nature. This homogenization over the territory of that which is produced in origin independently, returns to us the image of the tourist as a diffuser of the convention and cohesive element of the territory.

This image of the tourist as anticipator of a global topology in contrast with that traditional territory fragmented by autochthonous countries and cultures that operates on the convention of the modern city, allows him to be understood not as a destroyer of the order of the old bourgeois city but rather as revealer of other forums, of the new places in which are produced parallel forms of communication free of denomination..."(Ábalos y Herreros, 1996)

Therefore, the image of the tourist is placed under a new light, and it changes from being something to avoid to a sort of prophet. It is the tourist that gives the key for new readings of the territory with basis on a functional network, a mobility network. The tourist reterritorializes the landscape, demands it be up to date or decay, it is he who tests its equilibrium. The landscape needs to respond to the dreams of the tourist.

El paisaje y el turista

Ábalos y Herreros resumen en gran medida la interacción entre el turista y el territorio. *“El turista, como el nómada tradicional, es visto por el habitante como un parásito, alguien que esta fuera de sitio, un intruso que aparece y se instala en la vida sistemática de terceros haciendo que su sola presencia sirva para poner en evidencia la construcción de una compleja trama de leyes y convenciones secretas, no formuladas que componen la red en que se fundamenta la seguridad y con ella los mecanismos privados de defensa. ... El turista, para el que todo es espacio público, pone en marcha otros mecanismos con los que conseguir intimidad o como hemos denominado alguna vez impunidad”.*

El habitante nos ofrece la imagen de alguien fijado a un sitio en vertical a través de la propiedad (espacio privado como propiedad) y el turista la de alguien que toma posesión del espacio en horizontal al hacer uso de la libertad de movimientos que le da el anonimato. Todo ello hace que el turista sea considerado en definitiva un elemento hostil, depredador de un delicado equilibrio. Las pruebas de su capacidad destructora nos las ofrece el arrasamiento que su satisfacción y equipamiento ha operado en la costa española o a mayor escala, la inanición a la que parece condenado nada menos que todo un mar como el Mediterráneo.

...la lectura del propio turista en tanto que desplazado, como alguien instalado en la movilidad contemporánea. Sus formas de usar el espacio nos sirven por lo que llevan implícito: una alteración de la relación con el medio que afecta al despliegue de las actividades sobre el territorio, a su superposición, convivencia, conexión y heterogeneidad, a su multiplicidad y alteración significativa; una propuesta metodológica que afecta directamente a la propia práctica del proyecto por contraponerse a los modelos clásicos de orden... y todo el mundo artificial es la nueva naturaleza. Esta homogeneización sobre el territorio de aquello que se produce en origen con independencia, nos devuelve la imagen del turista como difusor de la convención y elemento cohesionante del territorio.

Esta imagen del turista como anticipador de una topología global frente al territorio tradicional fragmentado por países y culturas autóctonas que opera sobre la convención de la ciudad moderna, hace que pueda ser entendido no como destructor del orden de la vieja ciudad burguesa sino como desvelador de otros foros, de los nuevos lugares en los que se producen formas paralelas de Comunicación libre de dominación...” (Ábalos y Herreros, 1996)

Por lo tanto, la imagen del turista se coloca en un nuevo enfoque y pasa de ser algo a evitar a ser una especie de profeta. Es el turista quien da la clave para las nuevas lecturas del territorio en base a una red funcional, una red de movilidad. El turista reterritorializa el paisaje, le exige ponerse al día o decaer, es quien pone a prueba sus equilibrios. El paisaje necesita responder a los sueños del turista.

Architecture: its ends and difficulties

"Why did the Modern Movement, which designed with success the first touristic architectures for Mediterranean landscapes of sun and beach, was not capable of creating new landscapes when massification overwhelmed those spaces?" (Pié, 2003)

Lancaster provides a very early opinion on this phenomenon. *"After the bathe the bun. This praiseworthy and agreeable custom seems early to have established itself, with the ultimate and unforeseen result that every seaside town was soon equipped with several tea-shops that steadily increased in number and hideousness right up to the present moment, when they have surely reached a pitch of ingenious ugliness that, one hopes, can never be surpassed."* To a certain degree, this is an admonition that has not been paid attention over the whole of the twentieth century, or that has been deliberately ignored. *"The vast clutter of neo-Egyptian hotels, olde-worlde tea shoppes, Renaissance dance halls and unnecessary bathing pools; the hideous rash of bungalow housing estates, gim-crack fun-fairs and luxury cinemas; the miles of arterial roads, dirt tracks and Tudor petrol stations that now disfigure the southern coasts of England from Southend to Penzance, are all symptomatic of that American phase in the history of civilization through which we are now passing, and of which the chief characteristic is a complete inability to control that abundance which the skill of our scientists and the organization of our industries have produced."* (Lancaster, 1936) Advertisement and a lack of aesthetic coherence, natural of commercial competition paved the way for an undesirable view of the street where businesses located themselves.

These businesses are a natural development, organic in any place with a high demand for services. And it has not only been this obvious commercial display but also sprawling real estate ventures, a manifestation of the limitations of architecture. *"... at a global scale, the two great urbanizing phenomena have been, quite markedly, self-built housing development informal- and touristic architecture. However, these two phenomena have never been of interest to official architectonic culture, except in some cases, where the interests lay closer to social criticism than to rigorous reflection within the discipline."* (Pié, 2002)

A crisis of the aesthetic values certainly takes place. With post modernity it received a new reading and valuation for its sublimely nostalgic character. *"...something that normally was considered ugly; Costa del Sol is horrible, no, Costa del Sol is absolutely gorgeous... the great linear city of leisure and dreams."* (Pérez Villalta, 1983)

La arquitectura: sus fines y obstáculos

“¿por qué el Movimiento Moderno, que proyectó con éxito las primeras arquitecturas turísticas para los paisajes mediterráneos de sol y playa, no fue capaz de crear nuevos paisajes cuando la masificación sobrecargó aquellos espacios?” (Pié, 2003)

Lancaster provee una opinión muy temprana del fenómeno. *“Luego del baño, el bocadillo. Esta costumbre agradable y loable aparenta haberse establecido tempranamente, con el resultado imprevisto de que cada población litoral estuvo prontamente equipada con varias cafeterías que aumentaron en número y horrorosidad hasta el día de hoy, cuando seguramente han alcanzado un grado de ingenioso espanto, que uno espera nunca sea sobrepasado.”* En cierta medida, es una advertencia que no se ha sabido escuchar a lo largo de todo el siglo XX o que se ha ignorado deliberadamente. *“El vasto reguero de hoteles neo egipcios, tiendas de té estilo viejo mundo, salones de baile renacentistas y piscinas innecesarias; el espantoso salpulado de urbanizaciones de chozas, ferias de baratijas y salas de cine ostentosas; las millas de carreteras arteriales, caminos de tierra y estaciones de gasolina al estilo tudor que ahora desfiguran las costas sureñas de Inglaterra desde Southend hasta Penzance, son todo sintomático de esa fase americana en la historia de la civilización por la que ahora pasamos y cuya característica mayor es una incapacidad total para controlar la abundancia que la destreza de nuestros científicos y la organización de nuestras industrias ha producido.” (Lancaster, 1936)*

Y no ha sido solo este obvio despliegue comercial sino también la dispersión inmobiliaria, una manifestación de las incapacidades de la arquitectura. *“...a escala mundial, los dos grandes fenómenos urbanizadores han sido, con mucha diferencia, la vivienda autoconstruida informal- y la arquitectura turística. Sin embargo, estos dos fenómenos jamás han interesado a la cultura arquitectónica oficial, excepto en algunos casos, donde el interés estaba más próximo a la crítica social que a la reflexión disciplinar.” (Pié, 2002)*

Ciertamente ocurre una crisis de valores estéticos que con la posmodernidad recibió una relectura y puesta en valor por su carácter sublime nostálgico. *“...algo que normalmente se considera feo; la Costa del Sol es Horrorosa, no, la Costa del Sol es absolutamente Hermosa... la gran ciudad lineal del ocio y los sueños.” (Pérez Villalta, 1983)*

Origins of Touristic Architecture and Urbanism

Selection of Articles from the Periodical Architectural Review (1896-1939)

1	Metodología de la Investigación
2	The Architectural Review 1896-1939
3	Articles previous to 1918
4	Articles between 1919-1929
5	Articles between 1930-1939
6	Conclusions
7	Bibliography
Annex	Significant articles

1 Research methodology

Due to the scarcity of bibliographical sources regarding “The Architecture of Tourism”, it is necessary to pursue a detailed search in periodicals. Departing from an experience of article selection from the Spanish publications *Arquitectura de Madrid (COAM)* and *Quaderns d’arquitectura i urbanisme (COAC)*, and continuing with the methodology employed in the research group of the University of Málaga, a similar effort is contemplated for the British publication *Architectural Review*.

We face a monthly and numerated publication starting in 1896, and grouped in biannual volumes (January-June/ July-December). Therefore, we are speaking about a body of 1.350 published installments. Due to the high number of volumes, the selection was focused on the beginnings of its publication, between 1896 and 1939, dates of the first issue and the start of the Second World War.

We depart from the hypothesis of finding articles related to the Architecture of Tourism in the period between the First and Second World Wars. This is so since it is in this time period where touristic activity, the colonization of the territory by rail networks, and the use of the automobile found their beginnings in the United Kingdom.

Orígenes del Urbanismo y la Arquitectura Turística

Vaciado de Artículos de la Revista Architectural Review (1896-1939)

1	Metodología de la Investigación
2	The Architectural Review 1896-1939
3	Artículos anteriores a 1918
4	Artículos entre 1919-1929
5	Artículos entre 1930-1939
6	Conclusiones
7	Bibliografía
Anexo	Artículos significativos

1 Metodología de la Investigación.

Debido a la escasez de Fuentes bibliográficas sobre “La Arquitectura del Turismo”, es necesario acceder a una búsqueda detallada en publicaciones periódicas. Partiendo de la experiencia del vaciado de artículos de las publicaciones españolas *Arquitectura de Madrid (COAM)* y *Quaderns d’architecture i urbanisme (COAC)*, y continuando con la metodología utilizada en el grupo de Investigación de la Universidad de Málaga, se plantea el vaciado de la *Publicación Inglesa Architectural Review*.

Nos enfrentamos a una publicación con una tirada mensual numerada desde 1896, y agrupados en volúmenes semestrales, (Enero-Junio/Julio-Diciembre), por lo que a fecha de hoy hablamos de un fondo superior a los 1350 números publicados. Debido al elevado número de volúmenes, acotamos el vaciado a los inicios de la publicación, entre 1896 y 1939, fecha de la primera tirada y fecha de inicio de la Segunda Guerra.

Partimos con la hipótesis de encontrar artículos relacionados con la Arquitectura del Turismo en el periodo de entre guerras, ya que es en esta franja temporal, donde se sitúa el comienzo de la actividad turística en el Reino Unido, a partir de la colonización del territorio por las redes ferroviarias y el comienzo del uso del automóvil.

2 The Architectural Review 1896-1939.

The analysis of the volumes included in this period allows the contextualization of the origins of the Architectures of Tourism in relation to the Architectural debate taking place at that time. Various stages are differentiated in this time period; a first period, which we could define between the origins of the publication up to the end of the First World War (1896-1918), with a marked decorative and historicist interest; a second stage that would span until 1929, where the interest of the publication is progressively centered on architectonic and urbanistic issues; and a final period, where we find a defined focus on the architecture and urban problems of the time.

(1896-1918)

Architectural interests will share space with painting, sculpture, and decorative arts in the first years of the magazine. Historicist architecture finds in this period its maximum expression, with numerous articles and images; religious buildings and palaces take up a great number of its pages, together with treatises and architectural manuals. The territory appears in images of landscapes and gardens and some initial articles on "Town Planning" in London.

(1919-1929)

New Architectural typologies stand out in this period, office, industrial, cultural, and hospital buildings share pages with the traditional English house, and the contemporary house as well. The interest for new materials and technology is constant, not only in articles, but also in abundant advertisement. The history of architecture continues being a constant presence with examples of Andalusian, Tuscan, Venetian architecture..., technique and tradition. Particularly interesting is the urban development of London with articles about parks, roads, periphery...

(1930-1939)

The new architecture, the technical advances, the communications, form part of the debate of the time through samples of Dutch and American architecture as the focus of attention. The problem of collective housing, the new programs and dotations, as well as the first industrial transformations in the consolidated city show up in numerous articles. The development of rail networks and the massive use of the automobile provoke an explosion of the city, and the beginning of the preoccupation for the territory and its conservation.

2 The Architectural Review 1896-1939.

El análisis de los volúmenes comprendidos en este periodo nos permite contextualizar los orígenes de las Arquitecturas del Turismo en relación al debate arquitectónico del momento. Se diferencian distintas etapas en esta franja temporal; una primera etapa, que podríamos acotar desde el origen de la publicación, hasta el final de la primera guerra (1896-1918), con un marcado interés historicista y decorativo; una segunda etapa que abarcaría hasta 1929, donde progresivamente el interés de la publicación se centra en la problemática urbanística y arquitectónica; y una última etapa, donde encontramos una decidida apuesta por la arquitectura del momento y los problemas urbanos.

(1896-1918)

El interés arquitectónico convivirá junto a la pintura, escultura y artes decorativas en los primeros años de la revista. La arquitectura historicista encuentra en este periodo su máximo, con numerosos artículos y láminas; edificios religiosos y palacios ocupan un gran número de sus páginas, junto a tratados y manuales de arquitectura. El territorio aparece en paisajes, jardines y unos primeros artículos sobre "Town Planning" en Londres.

(1919-1929)

Las nuevas tipologías arquitectónicas destacan en este periodo, edificios de oficinas, industriales, culturales y hospitales, conviven en sus páginas junto a la casa tradicional inglesa, y la casa contemporánea. El interés por los nuevos materiales y la tecnología es constante, no solo en artículos, también en una abundante publicidad. La historia de la arquitectura continúa siendo una constante, con ejemplos de la arquitectura Andaluza, Toscana, Veneciana..., técnica y tradición. Inherencia el desarrollo urbano de Londres con artículos sobre parques, vías, periferia...

(1930-1939)

La nueva arquitectura, los avances técnicos, las comunicaciones, forman parte del debate del momento, ejemplos de arquitectura Holandesa y Americana en el punto de mira. El problema de la vivienda colectiva, los nuevos usos y equipamientos, así como las primeras transformaciones industriales en la ciudad consolidada destacan en numerosos artículos. El desarrollo de las redes ferroviarias y el uso masivo del automóvil provocan la explosión de las ciudades, y el comienzo de la preocupación por el territorio y su conservación.

3 Articles previous to 1918.

Touristic architecture does not appear as such at this point, although we can distinguish some articles destined to gardens and parks, the space of leisure, the promenade. Among these "Summer Palaces and their Gardens" stands out, a series of articles about European summer palaces and their gardens. The first spaces destined for the bourgeoisie's leisure time are observed, before the summer retreats to the sea.

In the interest for an architecture of other places, its monuments, materials, customs, tied to the journeys of academic formation of the Grand Tour, a multiplicity of similarities with the touristic phenomenon can be observed. Articles about Visigothic Spanish cathedrals, Venetian villas, and Italian historic centers are written among others.

3 Artículos anteriores a 1918.

La arquitectura turística no aparece como tal en esta etapa, aunque podemos destacar algunos artículos destinados a jardines y parques, el espacio del ocio, el paseo. Entre estos destaca "Summer Palaces and their Gardens", una serie de artículos sobre palacios europeos de verano y sus jardines. Podemos observar los primeros espacios destinados para el tiempo de ocio de la Burguesía, anterior a los retiros estivales en el mar.

En el interés por la arquitectura de otros lugares, sus monumentos, materiales, costumbres, ligados a los viajes de formación académica del "Gran Tour", podemos observar multitud de similitudes con el fenómeno turístico, redactándose artículos sobre catedrales visigóticas españolas, villas venecianas, y centros históricos italianos entre otros.



Deutsche museum für kunst und handel und Gewerbe. Potsdam Sketch Plan, relation between the palace and the villas. Potsdam: view of the fountains and terraces. Ronda, notes on the environment.

Deutsche museum für kunst und handel und Gewerbe. Potsdam Sketch Plan, relación entre el palacio y las villas. Potsdam: vista de las fuentes y terrazas. Ronda, apuntes del entorno.

4 Articles between 1919 and 1929

The places of recreation for the bourgeoisie are maintained in old palaces and European retreats, numerous articles continue with these typologies. "Two Lombard Country-seats", the Lombard palaces are a clear example, gardens, terraces, fountains, and promenades in natural settings and far from urban centers, for the enjoyment of the upper classes.

The sea and its healing properties, begins to be contemplated as the best option for free time. A whole series of promenades, parks, and other developments will occur along the British coast in similitude to that observed in the Mediterranean shore. "The Bathing Pool, port Lympne, near Folkestone", closet o London in the port of Lympne, a series of pools next to the sea are designed. "A Great Development Scheme", the maritime front of Ramsgate is developde into a space for visitor's entertainment, with dotations, pools and a concert hall, in a stepped topography, allowing for balconies and promenades for the sea's enjoyment.

One of the first architectures of tourism of the United Kingdom was the 'Bournemouth Pavilion'. Located in the south of London, it became the first complex for leisure, creating a restaurant, tea room, lounge, concert hall, and ballroom among others. In a tall classical and symmetrical building, that opened itself to the exterior with great voids, and a great terrace towards the sea. In the article stands out the good functioning of the building, its circulations and its specialty, as well as its decoration. We can notice an abundant photographic documentation, besides the numerous publicity regarding this in successive volumes.



4 Artículos entre 1919 y 1929.

Los lugares de recreo de la burguesía se mantienen en antiguos palacios y retiros Europeos, numerosos artículos continúan con estas tipologías. "Two Lombard Country-seats", los palacios Lombardos son un claro ejemplo, jardines, terrazas, fuentes y paseos, en entornos naturales y alejados de los núcleos urbanos, para el disfrute de las clases más altas.

El mar y sus cualidades medicinales, comienza a contemplarse como la mejor opción para el tiempo Libre. Toda una serie de paseos, parques y otros desarrollos se sucederán a lo largo de la costa Británica a semejanza de lo ocurrido en el litoral Mediterraneo. "The Bathing Pool, port Lympne, near Folkestone", cercano a Londres, en el puerto de Lympne, se proyectan una serie de piscinas junto al mar. "A Great Development Scheme", se desarrolla el frente marítimo de Ramsgate, Un espacio para el entretenimiento de los visitantes, con equipamientos, piscinas y concert hall, en una topografía escalonada, permitiendo terrazas y paseos para disfrutar del mar.

Una de las primeras Arquitecturas del turismo en el Reino Unido fue el "Bournemouth Pavilion". Situado al Sur de Londres, se convierte en el primer complejo para el Ocio, acogiendo restaurante, sala de té, sala lounge, concert hall y ballroom entre otros, en un edificio clásico y simétrico, que se abría al exterior con grandes huecos, y una gran terraza hacia el mar. En el artículo destacan el buen funcionamiento del edificio, sus circulaciones y su espacialidad, así como su decoración. Podemos observar una abundante documentación fotográfica, además de numerosa publicidad sobre este complejo en sucesivos volúmenes.

"Two Lombard Country-seats", Terrace in the castle of Montalto. "The Bathing Pool, port Lympne, near Folkestone", pools in the port of Lympne, Folkestone. "A Great Development Scheme", maritime front of Ramsgate. "The Bournemouth Pavilion".
"Two Lombard Country-seats", Terraza en el castillo de Montalto. "The Bathing Pool, port Lympne, near Folkestone", piscinas en el puerto de Lympne, Folkestone. "A Great Development Scheme", frente marítimo de Ramsgate. "The Bournemouth Pavilion".

5 Articles between 1930 and 1939. I

During these years, the pages of the magazine reflect an important development on touristic activity, tourism of sun and beach, understood already as a phenomenon of the masses, propelled by a colonization of the territory by rail networks and the use of the automobile. At this point, the sea will not be of exclusive enjoyment by the upper classes, the working class needs to avoid the problems of the industrial city, its lack of parks and hygiene.

A small image shows us the changes caused by new systems of communication in the coastal municipalities close to London, "New uses for the sea", facing the concentration of historical building and the use of the coast almost exclusively for fishing activities, we find ourselves with phenomena of urban sprawl and new programs on the shore.

The secondary residence emerges as a new alternative, numerous residential projects in the suburbs of London, and above all, housing on the coast, with two especially signaled examples: "A Cantilevered Summer-House", by R. M. Schindler, in California, and "A vila at Capri", by Raffaello Fagnoni; different styles for the same typology, great terraces in an strong topography, looking for the best views.

"Latitude 43", Saint-Tropez, as an answer to the growing demand for lodging in the French Riviera, a complex of a 190 guest rooms was designed, together with a restaurant with seating for 300, sports fields, seawater pools, shops, a casino, ballroom, laundry, parking garage, and other services for the visitors. A construction of reinforced concrete, longitudinal and oriented to the sea, with great horizontal voids. There is a differentiation between the zone of services and activities, with a greater space in between walled subdivisions, and different sequences, and the area of the guests' rooms, with a longitudinal arrangement. It is in fact one of the first establishments dedicated exclusively for massive sun and beach tourism.

In opposition to the obvious presence of the Bournemouth Pavilion, "Morecombe Hotel" is subtly located in the territory. A sinuous curvature allows it a greater opening towards the sea, placing great balconies in the guests' rooms, and becoming a new reference point. The common areas are carefully laid out, although the solarium and its terraces are the decisive bet in this intervention.

5 Artículos entre 1930 y 1939. I

Durante estos años, las páginas de la revista reflejan un importante desarrollo de la actividad turística, turismo de sol y playa, entendido ya como un fenómeno de masas, impulsado por la colonización del territorio de las redes ferroviarias y el uso del automóvil. En este momento, el mar no será de exclusivo disfrute de las clases altas, la clase obrera necesita evadirse de los problemas de la ciudad industrial, la falta de parques y la insalubridad.

Una pequeña lámina nos muestra los cambios que a causa de los nuevos sistemas de comunicación, se producían en los municipios costeros cercanos a Londres, "New uses for the sea", frente a la concentración de la edificación histórica y el uso de la costa exclusivamente para actividades pesqueras, nos encontramos con fenómenos de dispersión urbana, y nuevos usos en la costa.

La segunda residencia surge como nueva alternativa, numerosas viviendas en los suburbios de Londres, y sobre todo, la vivienda en la costa, con dos ejemplos destacados: "A Cantilevered Summer-House", de R. M. Schindler, en California, y "A vila at Capri", de Raffaello Fagnoni; diferentes estilos para una misma tipología, grandes terrazas en una acusada topografía, buscando las mejores vistas.

"Latitude 43", Saint-Tropez, como respuesta a la creciente demanda de alojamiento en la Riviera Francesa, se proyecta un complejo con 190 habitaciones, restaurante con 300 plazas, campos deportivos, piscinas de agua del mar, tiendas, casino, ballroom, lavanderías, garaje y otros servicios para los visitantes. Una construcción en hormigón armado, longitudinal y orientada al mar, con grandes huecos horizontales. Se diferencia entre la zona de servicios y actividades, con una mayor crujía y diferentes recorridos, y la zona de habitaciones, con una disposición longitudinal. Se trata de uno de los primeros establecimientos dedicados exclusivamente al turismo masivo de Sol y playa.

Frente a la contundencia del Bournemouth Pavilion, "Morecombe Hotel" se sitúa sutilmente en el territorio. Una sinuosa curvatura le permite una mayor apertura hacia el mar, disponiendo grandes terrazas en las habitaciones, y convirtiéndose en un nuevo referente. Se cuidan las zonas comunes, aunque el solárium y sus terrazas son la apuesta decisiva de esta intervención.

5 Articles between 1930 and 1939. II

New activities related to leisure time occupy space in the publication, "The Ugolini Golf Club of Florence", of Gherardo Bosio is analyzed in plans and images. An 18 hole course, pools, and a service building for 400 guests, restaurant, halls, dressing rooms..., with an architecture open to its surroundings.

Not only do there appear articles about architecture for entertainment, "Architecture Afloat", shows a transformation of naval industry, from the great merchant ships to the new trans-Atlantic cruises, from heavy industry to an industry at the service of leisure. An extensive article, in which these new ships are dissected in plans and sections, is supported by numerous texts and a great graphic documentation. A great floating 'Pavilion', halls, common rooms, restaurants, pubs, pools and other services. In this case however, sunny terraces are the great protagonists. There is a constant maintenance of the comparison between the architecture of the time and naval architecture, as well as foreseen trends.

Brighton, already consolidated as a touristic destination, is a great laboratory for new typologies for the enjoyment of the sea. "Embassy Court", shows the period's interest for an architecture at the service of leisure time. In its sea front, a corner lot is occupied by a residential and services building open to the sea with great horizontal voids that would allow attraction of sea breezes. A new architecture together with a careful selection of furniture and decoration, occupies several pages of the magazine in a number of volumes.



5 Artículos entre 1930 y 1939. II

Nuevas actividades relacionadas con el tiempo de ocio ocupan espacio en la publicación, "The Ugolini Golf Club of Florence", de Gerardo Bosio es analizado en planos e imágenes. Un campo de 18 hoyos, piscinas y un edificio con servicios para 400 personas, restaurante, salones, vestuarios..., con una arquitectura abierta al entorno.

No solo aparecen artículos sobre arquitectura para el entretenimiento, "Architecture Afloat", muestra la transformación de la industria naval, el paso de los grandes mercantes a los nuevos trasatlánticos, de la industria pesada a la industria del ocio. Un extenso artículo, en el que se diseccionan estos nuevos navíos, plantas, cortes, y una gran documentación gráfica, apoyada con numerosos textos. Un gran "Pavilion" a flote, salones, espacios comunes, restaurantes, tabernas, piscinas y otros servicios, pero en este caso, las terrazas soleadas son las grandes protagonistas. Constantemente se mantiene una comparación entre la arquitectura del momento y la arquitectura naval, así como las tendencias en un futuro.

Brighton, ya consolidado como destino turístico, es un gran laboratorio de nueva tipologías para el disfrute del mar, "Embassy Court", muestra el interés del momento por una arquitectura al servicio del tiempo de ocio. En su frente marítimo, un solar en esquina es ocupado con un edificio de viviendas y servicios abiertos al mar con grandes huecos horizontales, permitiendo la captación de la brisa del mar. Una nueva arquitectura, así como un cuidado mobiliario y decoración, ocupa varias páginas de la revista en distintos volúmenes

The Ugolini Golf Club of Florence, pools and surroundings. "Architecture Afloat", comparison between Architecture and ships from different times. "Leisure at the seaside" map with the location of different Resorts in respect to the Metropolis, Image of the situation of the beaches at Blackpool.

The Ugolini Golf Club of Florence, piscinas y entorno. "Architecture Afloat", comparación entre la Arquitectura y los navíos de distintas épocas. "Leisure at the seaside" mapa con la disposición de los distintos Resorts respecto a la Metrópoli, Imagen de la situación de las playas en Blackpool.

5 Articles between 1930 and 1939. III

In July of 1936, the first installment of volume LXXX is titled “At the Seaside” where an extensive article is published, “Leisure at the Seaside”. For the first time the tourism of beach and sun is treated as such from a historical, economical, and social vantage point. After an introduction explaining the phenomenon, various points are developed: “I The English at the Seaside” analyzes the relation of the population with the coast starting from the summer retreats of the aristocracy and arriving at the situation of the time, with problems of overoccupation, due to the great number of visitors transported through the rail networks, and the rise of the automobile. The study is finished with statistical, meteorological, and planimetric data as well as abundant photographic documentation; “II The visitors”, an interest on the part of the authorities stands out for the promotion of tourism. From the health ministry, the access of the whole population to the sea is sought taking into account good road communications and the relative proximity to the main cities of the coast; “III- The new Leisure”, leisure is associated with freedom, vacation is consolidated as a right of the proletariat. At the same time, coastal cities prepare themselves to welcome these new activities, concert halls, promenades, pools, restaurants, and other touristic services; “IV- The Architect”, the role of the architect in light of this phenomenon is studied in this section as samples of good touristic architecture. The demand for lodging and touristic space, the new typologies, and the use for public space.

In 1938, John Piper, in an extensive article, introduces the “Nautical Style”, a study on traditional English architecture on the coast, its elements and most characteristic spaces, lighthouses, piers, jetty shore earthworks, machinery. It is a historic reading from its origins up to that time’s situation, with the surge in tourism, to continue with various articles about Folkestone, a sailor’s village close to London.



5 Artículos entre 1930 y 1939. III

En Julio de 1936, el primer número del volumen LXXX, es titulado “At the Seaside”, publicándose un extenso artículo sobre el Ocio, “Leisure at the Seaside”. Por primera vez se trata el Turismo de Sol y Playa como tal, desde un punto de vista histórico, económico, y social. Tras una introducción explicando el fenómeno, se desarrollan varios puntos; “I-The english at the Seaside”, profundiza en la relación de la población con la costa, partiendo de los retiros estivales de la aristocracia, para llegar hasta la situación del momento, con problemas de sobreocupación, debido a la gran cantidad de visitantes que son transportados a través de las redes ferroviarias, y el auge del automóvil. El estudio se completa con datos estadísticos, meteorológicos, planimetrías y una abundante documentación fotográfica; “II-The visitors”, se destaca el interés de las autoridades por la promoción del turismo, desde el ministerio de sanidad se intenta favorecer el acceso de toda la población al mar, contando con unas buenas comunicaciones, y la relativa proximidad de las principales ciudades a la costa; “III-The new Leisure”, se asocia el ocio a la libertad, las vacaciones se consolidan como un derecho del trabajador. Las ciudades costeras se preparan para acoger estas nuevas actividades, concert halls, paseos, piscinas, restaurantes, y otros servicios turísticos; “IV-The Architect”, el papel del arquitecto ante este fenómeno se estudia en este apartado, con ejemplos de buena arquitectura turística. La demanda de alojamiento y el espacio turístico, las nuevas tipologías edificatorias y el uso del espacio público.

En 1938, John Piper, en un extenso artículo, nos introduce en el “Nautic Style”, un estudio sobre la arquitectura tradicional inglesa en la costa, sus elementos y espacios más característicos, faros, muelles, espigones, maquinaria. Una lectura histórica desde sus orígenes hasta la situación del momento, con el auge del turismo, para continuar con varios artículos sobre Folkestone, una villa marinera cercana a Londres.

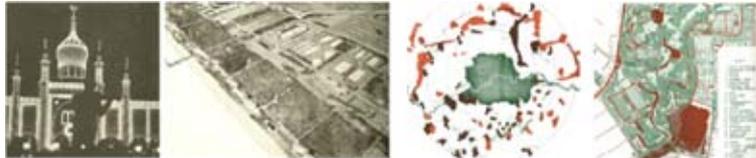
“Leisure at the seaside”, “Walter Gropius, group of housing next to a lake. Bexhill amusement development. “the nautical style”, The jetty at Normandy. “Folkestone and its foreshore” Masterplan for the organization of the maritime front.

“Leisure at the seaside”, “Walter Gropius, grupo de viviendas junto a un lago. Bexhill amusement development. “the nautic style”, The jetty at Normandy. “Folkestone and its foreshore” Plan de ordenación del frente marítimo.

5 Articles between 1930 and 1939. IV

"Folkestone and its Foreshore", problems of the municipal maritime front are analyzed, the relations between the port, the promenade, and the historic city. The reflection centers on the lack of services to support the population's increase suffered by the shore in summertime, and the need for touristically qualified spaces. "Folkestone turns the corner", design of Pleydell-Bouverie Architects, is a dotation proposal for the maritime front, with prepared spaces for the enjoyment of free time and the sun. The complex is composed of a restaurant, pools, shops, a great space for sheltered activities, and great terraces.

The uncontrolled increment of touristic activity in just a few years is collected in the publication at the end of 1938, "Leisure as an architectural problem". The increase on the cost of land and its consequences in the United Kingdom are analyzed as well as the need to supply new residential and industrial areas with spaces for entertainment. There are examples of parks, theaters, concert halls, myriad interventions to improve living conditions in residential neighborhoods. The emergence of the automobile provoked new modes of leisure; the population escapes the cities and discovers the territory. Fraternities and associations of all kinds are created, automobile drivers, pedestrians, hikers..., seeking the conservation and protection of natural spaces. The coast with its therapeutic characteristics becomes the most sought after space which leads the administration to acquire the lands on the shoreline, guarantee public access to the sea, and avoid its deterioration. The proposals of the G.A.T.E.P.A.C. are presented for protection and intervention of the coast, the need to keep free the greatest amount of space possible between the beach and access roadways parallel to it, as well as the necessity to differentiate between different types of lodging, from the ephemerality of camping to the permanence of the weekend house and housing for extended stay. Other spaces to protect are natural parks, for which committees and institutions were created. Finally, all the exposed problematic is collected where the need to act in a country with scarcity of land and an important population are recognized.



5 Artículos entre 1930 y 1939. IV

"Folkestone and its Foreshore", se analizan los problemas del frente marítimo de la municipio, las relaciones entre el puerto, el paseo y la ciudad histórica. La reflexión se centra en la falta de servicios para atender el incremento de población que sufre la costa en época estival y la necesidad de espacios cualificados para el turismo. "Folkestone turns the corner", diseño de Pleydell-Bouverie Arquitectos, se trata de una propuesta de equipamientos para el frente marítimo, con espacios preparados para el disfrute del tiempo libre y el sol. El complejo se compone de restaurante, piscinas, tiendas, un gran espacio para actividades cubiertas, y grandes terrazas.

El incremento incontrolado en pocos años de la actividad turística se recoge en la publicación a finales de 1938, "Leisure as an architectural problem". Se analiza el encarecimiento del coste del suelo en el Reino Unido y sus consecuencias, así como la necesidad de dotar las nuevas áreas residenciales e industriales de espacios para el entretenimiento. Ejemplos de parques, teatros, salas de conciertos, toda una paleta de intervenciones para mejorar las condiciones de vida de los barrios residenciales. El auge del automóvil provoca nuevas formas de ocio, la población escapa de las ciudades y descubre el territorio. Se crean fraternidades y asociaciones de todo tipo, automovilísticas, de peatones, de excursionistas..., buscando la conservación y protección de los espacios naturales. La costa con sus características terapéuticas se convierte en el espacio más deseado, por lo que, la administración se plantea adquirir los terrenos de la línea de costa, y garantizar el acceso público al mar y evitar su deterioro. Se recogen propuestas del G.A.T.E.P.A.C. para la protección e intervención en la costa, la necesidad de preservar libre el mayor espacio posible entre la playa y los viarios de acceso paralelos a esta, así como la necesidad de diferenciar entre distintos tipos de alojamientos, desde la temporalidad del camping, hasta las permanencia de las casa de fin de semana, y las viviendas para largos periodos. Otros espacios a proteger son los parques naturales, creándose comités e instituciones para esta tarea. Finalmente se recogen todos los problemas planteados, reconociéndose la necesidad de actuar en un país con escasez de suelo y una importante población.

"Leisure as an Architectural problem", Tivoli in Copenhagen, G.A.T.E.P.A.C. proposal for the city of relaxation near Barcelona. "The Stationary community", the Green Belt of London, Van Eesteren's plan for Amsterdam. "Leisure as an Architectural problem", Tivoli in Copenhagen, G.A.T.E.P.A.C. propuesta para la ciudad del descanso cerca de Barcelona. "The Stationary community", el Green Belt de Londres, Plan de Van Eesteren para Amsterdam.

5 Articles between 1930 and 1939. V

"The Stationary community", in an interesting article the need for leisure spaces within cities, the creation of green belts, and networks of free spaces to accommodate new dotations is argued. It is completed with developed proposals, Hide Park and the green Belt of London, Central Park and the World's Fair of 1939 in New York; spaces for children's games in Frankfurt; parks and housing in Rotterdam; The Bosch plan in Amsterdam; and Chicago's Pioneer plan for its maritime front among others. There is an insistence to consider the issue of leisure as an architectural issue, addressing different social aspects, concluding with an exhibition carried out in Stockholm that portrays this problem of Free Time vs. Working Time.

Rail connections allowed the development of all those resorts connected to London, but the new conditions introduced with the use of the automobile force the development of not only the end points but also that of the intermediate ones, in the end, of the whole territory. In an article follow-up, the problem and a number of realized proposals are exposed. "The mobile fraternity", the population begins to use the automobile to transport itself but also to transport its home, colonizing all those areas left available and for which a series of proposals for their improvement are studied: buildings with driver support facilities are located next to the roads, "Park way" type projects are designed with parking and picnic areas, and finally, hotels and other lodging located in the suburbs of the coast are relocated to places with better conditions for relaxation. There is an analysis of the situation of the main resorts on the British shore, and as an alternative to this new form of tourism occasional leisure resorts and "Holiday" camps are proposed, as would be the case of Jones Beach in New York and Tibbett's brook park in Westchester County.



5 Artículos entre 1930 y 1939. V

"The Stationary community", en un interesante artículo se nos argumenta la necesidad de espacios para el ocio dentro de las ciudades, la creación de cinturones verdes y redes de espacios libres para acoger nuevas dotaciones. Se completa con propuestas desarrolladas, Hide park y el Green Belt de Londres, Central Park y la feria mundial de 1939 en Nueva York; espacios para juegos de niños en Frankfurt; parques y viviendas en Rotterdam; the Bosch plan of Amsterdam; y the Chicago's Pioneer plan para su frente marítimo, entre otros. Se insiste en la necesidad considerar la cuestión del ocio como una cuestión arquitectónica, atendiendo a los diferentes aspectos sociales, concluyendo con una exposición llevada a cabo en Estocolmo atendiendo a este problema, "Free time" frente a "Working time".

Las comunicaciones ferroviarias permitieron el desarrollo todos aquellos resorts conectados con Londres, pero las nuevas condiciones introducidas con el uso del automóvil provocan que no solo se desarrollen los puntos terminales, los puntos intermedios también deben ser considerados, en definitiva, todo el territorio. En una continuación de artículos se nos expone el problema y algunas propuestas realizadas. "The mobile fraternity", la población comienzan a usar el automóvil para desplazarse, pero además, llevan su casa en él, y colonizan todas aquellas áreas disponibles, por lo que se estudian una serie de propuestas para su mejora: se sitúan junto a las carreteras edificios con equipamientos de apoyo a los automovilistas, se diseñan trazados con áreas de parking y picnic "Park way", y finalmente los hoteles y otros alojamientos situados en los suburbios de la costa pasan a situarse en lugares con mejores condiciones para el descanso. Se analiza la situación en los principales resort de la costa británica, y se propone como alternativa para esta nueva forma de turismo los Holiday camps, y los resort ocasionales para el ocio, como sería el caso de Jones Beach en Nueva York y el Tibbett's brook park en Westchester.

"The mobile fraternity", Tourist Camp in Roanoke Virginia A. E. Klueppelberg, Bronx's parkway in Mohansic lake, examples of Holiday Camps in different locations. "Weekend Houses", housing presented in the exhibition "Free time" Ystad, Sweden.

"The mobile fraternity", Tourist Camp in Roanoke Virginia A. E. Klueppelberg, Bronx's parkway in Mohansic lake, ejemplos de Holiday Camps en distintas localizaciones. "Weekend Houses", Vivienda expuesta en la exposición "Free time" Ystad, Suecia.

5 Articles between 1930 and 1939. VI

Continuing with this new mobility, "Roadside Buildings" collects a series of interventions in different locations concerning driver's support buildings. One of the main characteristics of these buildings is their excellent placement, picked for the enjoyment of the visitor, with examples situated in lakes, cliffs, and other natural spaces.

"Holiday camps and hostels", as a response to the quoted problems in previous articles, some solutions are put forth. The 'youth hostel' as a new hotel typology meant for other sectors of the population, the case of 'youth colonies' carried out in Austria and Italy under totalitarian regimes, and the 'Holiday Camps' as great resorts dispersed in the territory.

The increment in seasonal housing, "Weekend Houses", provokes its revision in the magazine, as well as its most salient characteristics. The differences with urban housing are considerable. They are residences that express the harmony of the surroundings through the use of new materials, prefabrications, steel, and glass. They represent the invasion of the territory thanks to their fast construction and the support of the automobile.

The tourism of the interior begins to gather strength "Recreation in the Countryside" collects the first steps, from the first private interventions, up to the administrative actions, the preservation and enjoyment of nature need the support of architectures that take care of visitor's needs. Lakes and other natural spaces are selected for the development of touristic complexes with diverse activities, games, sports, pools, and even airfields.

The problem of proposing touristic areas in the shore is taken up in the article "Recreation at the Seaside". The re-urbanization of maritime fronts and the need for facilities for the enjoyment of the tourist are summarized in various interventions: the re-urbanization of Eastbourne, Bellevue bathing beach in Copenhagen, the development of the maritime front of Folkestone, Lac aux Dames in Oostende, the War Pavilion in Bexhill, and the Blackpool pleasure beach.

Blackpool consolidates itself as the main destination of mass tourism in the United Kingdom, where numerous interventions take place, among which the publication mentions and extensive article "The new Casino".

5 Artículos entre 1930 y 1939. IV

Continuando con esta nueva movilidad, "Roadside Buildings" recoge una serie de intervenciones en diferentes localizaciones de edificios de apoyo al automovilista. Una de las principales características de estas edificaciones son sus excelentes ubicaciones, elegidos para el disfrute del visitante, con ejemplos situados en lagos, acantilados y espacios naturales entre otros.

"Holiday camps and hostels", como respuesta a los problemas citados en anteriores artículos, se proponen algunas soluciones. El youth hostel como nueva tipología hotelera dirigido a otros sectores de la población, el caso de las colonias de jóvenes llevadas a cabo en Austria e Italia bajo regímenes totalitarios y los Holiday Camps como grandes resort vacacionales dispersos por el territorio.

El incremento de las viviendas temporales, "Weekend Houses", provoca su revisión en la revista, así como sus principales características. Las diferencias con la vivienda urbana son considerables, son viviendas que expresan la armonía del entorno mediante el uso de nuevos materiales, prefabricados, aceros, vidrio. Representan la invasión del territorio gracias a su rápida construcción y el apoyo del automóvil.

El turismo de interior comienza a tomar fuerza, "Recreation in the Countryside" recoge sus primeros pasos, desde las primeras intervenciones privadas, hasta las actuaciones de las administraciones, la preservación y el disfrute de la naturaleza necesitan del apoyo de arquitecturas que atiendan las necesidades de los visitantes. Lagos y otros espacios naturales son elegidos para el desarrollo de complejos turísticos con diversas actividades, juegos, deportes, piscinas, e incluso aeródromos.

El problema del planeamiento en áreas turísticas del litoral se aborda en el artículo "Recreation at the Seaside". La reurbanización de los frentes marítimos y la necesidad de equipamientos para el disfrute del turista se resumen en varias intervenciones: la reurbanización de Eastbourne, Bellevue bathing Beach en Copenhagen, el desarrollo del frente marítimo de Folkestone, Lac aux Dames en Ostende, the War Pavilion en Bexhill y el Blackpool Pleasure beach.

Blackpool se consolida como el principal destino del turismo de masas en el Reino Unido, desarrollándose numerosas intervenciones, entre las cuales, la publicación destaca con un extenso artículo "The new Casino".

6 Conclusions.

The selection of articles on tourism from the publication *Architectural Review* between the years 1909 and 1939 has allowed the realization of a continuous Reading on the origin of Touristic Architecture in the United Kingdom.

In opposition to the scarcity of articles in the first years of the publication, we can situate in the years leading up to the Second World War the period of greatest touristic development (1935-39). This is not only because of the great quantity of architecture produced for leisure but also from the importance of the debate created from the derived problems of Free Time and its relation with the territory.

The continuation of this research defining the decades afterwards is recommended, completing the reading of the *Architecture of Tourism in the United Kingdom*, and paving the way for comparative studies with the Spanish situation.

At the same time the digitalization of the entirety of the consulted indexes has been achieved thus creating a database with all of them which will be available for consultation in later research and fills the void left by the absence of databases from this publication in Spanish institutions.

7 Bibliography.

The *Architectural Review*. A magazine of Architecture & the Arts of Design. Volúmenes comprendidos entre 1909 y 1939 (Vol-XXV Vol-LXXXVI)
The Architectural Press, LTD., 9 Queens Anne's Gate, Westminster, S.W., London.

6 Conclusiones.

El vaciado de artículos sobre Turismo en la publicación *Architectural Review* entre los años 1909 y 1939 nos ha permitido realizar una lectura continua del origen de la Arquitectura Turística en el Reino Unido.

Frente a la escasez de artículos en los primeros años de la publicación, podemos situar en los años previos a la Segunda guerra mundial el período de mayor desarrollo del Turismo (1935-39), no solo por el gran número de arquitecturas realizadas para el ocio, es importante destacar el debate creado a partir de los problemas derivados del "Free time" y su relación con el territorio.

Se recomienda la continuación de este trabajo de investigación acotando las décadas posteriores, completándose la lectura de la *Arquitectura del Turismo en el Reino Unido*, y abriendo la puerta a estudios comparativos con la situación española.

Al mismo tiempo se ha conseguido digitalizar la totalidad de los índices consultados, creándose una base con todos ellos, la cual estará disponible para su consulta en posteriores trabajos de investigación, cubriendo la inexistencia de bases de datos de esta publicación en los centros españoles.

7 Bibliografía.

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born ample witness to His Majesty's long association with the quarter-deck. He was particularly partial to piers and when at Brighton was frequently to be seen on the celebrated Chain Pier.

By the time that that amiable and exercise monarch had left his throne for realms where, as we are told there will be no more sea there will presumably be no more piers, every summer saw the coasts of Great Britain invaded by a steadily increasing army of the Middle Classes. The seaside's present era had begun.

The Victorians have suffered as no other generation has suffered from the hasty generalizations of latter day critics; they are accused and praised, applauded and condemned en masse, as though they were as completely undifferentiated as a flock of sheep; but if there is one characteristic more generally applicable than another, it is that as a class they knew what they wanted with a terrifying certainty that can only evoke the admiration of their descendants. What they wanted at the seaside were plenty of facilities for healthful relaxation attended by all those comforts to which they were accustomed at home. To satisfy these demands the young set, equipped with that great architectural discovery of the period, the free window, which enabled the neurotic visitor constantly to reassess himself as to the actual and did so ever forward if for that wretched substitute the stationary bed?) was at hand to insure that his moment should be able to enjoy the healthy joys of sea bathing, with the requisite cushions of decent privacy; and his spiritual wants, in all their fascinating variety, were catered for by innumerable churches of all denominations and in every known style of ecclesiastical

Education never, the best for the people and the best for the nation.

"I do like to walk along the pier, when the breeze blows from the East, and the sun is in the sky."

From an account, without plans like these, one had the opportunity now a work of building his residence and general residence, under the able and capable supervision of "English Period" - a happy band of Puritans, all in their Sunday best!

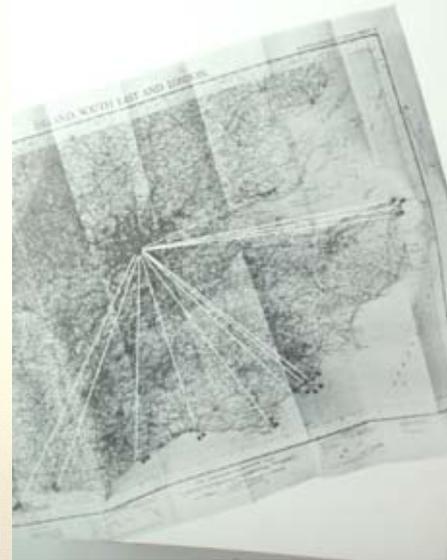
Social Returns, (average) 1880-1900		Social Returns, (average) 1900-1910	
Year	Population	Year	Population
1880	28,000,000	1900	32,000,000
1885	29,000,000	1905	33,000,000
1890	30,000,000	1910	34,000,000
1895	31,000,000		
1900	32,000,000		
1905	33,000,000		
1910	34,000,000		

architecture. In the matter of public works it is interesting to note that something of the holiday spirit seems to have attached itself to the construction of works of art, and throughout the period, with relatively quiet to standard positions, and of Brighton in particular, the health issue was not, by Victorian standards, without extraordinary results.

The sea itself appeared through to the Victorian eye, as they frequently pointed out, not only as if the ground of God's works had one which seemed to have been created especially for the benefit of the British nation. Moreover, it supplied them with numerous opportunities for drinking these helpful analgesic and restorative poisons in which they took an extraordinary delight.

In one respect however, the sea provided the Victorians with a few subtleties that are, alas, not shared. Today, one sees at the head of any of the most resort resorts, for instance, a stretch and an exciting lot a couple of speed boats and a pleasure steamer. "Yet it still, almost, need to be the most crowded feature in the whole with much a variable effect on the wind speed, others tending before it with stomachs alone and soft, while in others they would fly, have not sailing barges, half-towered castles with tall masts and tall spires, a sharply built schooner racing with her cargo of coconuts for the London market." In Victorian times the great national holiday parties of sailing in a dark boat and sailing on the sea was not, perhaps, as popular as it appears today.

As the century wore on the various outside events began such to require individual characteristics and to attract their own small sections of the holiday-making classes. Thus,



The map shows the disposition of the seaside resorts along the southern coast of England, with lines of the approximately equivalent lines of the Atlantic coast, the different climate zones. In the case of the resorts of the south of England, the effect of the sea is to be seen in the vicinity of the resorts of the south of England, the effect of the sea is to be seen in the vicinity of the resorts of the south of England, the effect of the sea is to be seen in the vicinity of the resorts of the south of England.

leaves their stiffening joints on golf courses reduced to only nine holes. Will ever all the population live in retirement on pensions or savings along our seaside coasting with a motor-car on the nation's work, and will rejuvenation as established seaside practice restore some sort of equilibrium and the demand for hotels and spas? These remote speculations need not disturb us or the seaside authorities unduly, but the more immediate changes are an added means for planning in place of haphazard and speculative development.

III THE NEW LEISURE

By Harry Roberts

People often speak of leisure as though it were a good war product. Probably they confuse leisure with leisure-time—a very different thing. Again, many people think and speak of leisure as though it were the antithesis of work. That, also, is a mistake, though it is true enough that a great deal of the leisure in which men and women are today driven to spend so many of their waking hours is fatal to leisure. On the other hand, leisure is not just idleness; for idleness suggests not so much physical rest as apathy. Leisure is an active state of mind, in which attention and attention are equally intended. Its nearest ally is liberty; indeed, an active freedom—material, spiritual and intellectual—constitutes its very prerequisite. Consequently, an individual is capable of leisure only in proportion to his intellectual, aesthetic and spiritual quality; only, also, when it is accompanied by a reasonable measure of economic independence. Fighting with Nature for our physical existence, or for the physical existence of those dependent on us, we tend to take up most of the time and most of the energy of nearly everybody. It might therefore reasonably be inferred that formerly there was far less leisure than there is now. That conclusion, however, does not follow, for qualitatively as well as quantitatively, work has been revolutionized by mechanistic inventions. Work, in the pre-mechanized ages, though it could be regarded far more leisure of the ordinary man's or woman's day, was in essence more leisurely because more individual, than is the concentrated, standardized factory work of the twentieth century.

Leisure means freedom to do what we want to do. "It is his leisure that the soul is free to grow by its own laws." We need, then, to be truly obedient to major leisure. Half the "philanthropists" and "charitable" manifestations of the "civilized" world are expiations, not of love, but of fear of leisure and of the boredom which "leisure-time" spells for the unawakened, the unspiritual, and the cowardly uneducated.

It would be argued by those who defended the differentiation of society into the working and the non-working classes, that only through the existence of a distinct "leisure" class could art, philosophy and intellectual speculation be fostered and developed. History lent support to this theory. But now, thanks to human inventiveness and ingenuity, it is not necessary for any section of the community to spend nearly all its time in the creation of material utilities; nor is it any longer possible to regard working people's leisure-time merely as an absorbing opportunity for recuperation in order to work again. They, themselves, see the thing the other way round. They do not look upon leisure-time as just a hygienically necessary interval in their essential work. They share the view of the young Belgian boating man in "The Inland Voyage":—"We are all employed in commerce during the day; but, in the evening, night, rain, snow, summer season, . . . I can think of no more material animal other than man that actually goes to work for some other animal of his own species for eight or ten hours every day of his life, and treats to the margin of time left over for his enjoyment of leisure."

Yet, in the circumstances of our present industrial order (or disorder), the first claim on leisure-time is, for most people, not that of leisure itself, but of rest, passively recuperative opportunity. When a woman has been weighing out Sella's powder from eight o'clock in the morning until six in the evening, five-and-a-half days a week, for ten or twenty years, it is not an artificial refreshment that she needs most. There is little energy and little time left for the true exercise and enjoyment of leisure. Weighing out Sella's powder is an almost daily job compared with many to which tens of thousands are condemned. Let us not sneer superiorly at the way these people, or many of them, choose to spend their brief one or two-week summer holiday by the seaside. They want to be entertained, and they want to be rested. They have never been taught the subtle art of self-entertainment, and, owing to the economic circumstances of their lives, it would have done them relatively little good if they had been.

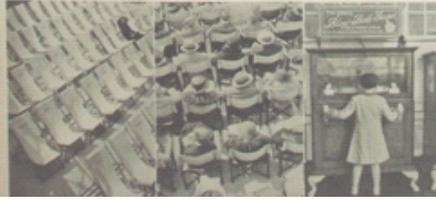
Every seaside town that wishes to serve the needs of holiday-makers should provide up-to-date hygienic amenities, as well as promenades and piers and cinemas. The visitor inevitably includes men and women and children of every age and every degree of vigor and healthiness. All can benefit from the sun, the sunlight and the fresh air—so unlike anything

available "at home"), but these things must be tempered by the sheer fact if they are not to do more harm than good. Shelter from rain, from excessive sunbathing, and from the cool winds are almost all the protection normally needed in day time during the months of summer. The possibilities are very great and are best left exploited—"open-air" gymnasia for the young and vigorous, "open-air" playhouses for the children, "open-air" reading-rooms, music-rooms and lounges for the less active and the older. To encourage visitors to spend their afternoons and evenings in the ordinary seaside picture-theatre, concert-hall, or "apartment," as a change from corresponding places in London, or Manchester, or even Birmingham or Liverpool, seems to us a poor sort of civic hospitality.

Here we are up against the question of how the theoretic principle of democracy may best be applied if human progress is to continue. There are obviously hundreds of thousands of our neighbors, who, given the choice, prefer to spend their summer holidays at Blackpool or at Margate or at Southend rather than at the best hotel and best hotel of fishing villages or rocky coasts. There are thousands of others who would rather continue with their office or workshop routine than experience what to them would be the horror of a fortnight at one of our popular resorts at the height of the holiday season. Both of these groups must be taken into account in our planning. The one thing that is certainly wrong is to standardize the coast of Britain, making it all such as best accords with the present-day demands of the very great majority, in the process sacrificing all that has true value that is growing minority, representative of what many of us hope will constitute the basis of future majority. There is an apt technique for the development of a Blackpool, there is an apt technique—and a very different one—for the development of Marseilles or Lameria Cove. Lots of places one half their charm to their comparative inaccessibility; only those to whom this peculiar character strongly appeals will take the trouble to get to them. By adding to the facilities of access or by providing artificial "amenities," their special value may easily be destroyed. Blackpool, by all means—but show a little better even than it; Southend, also; and so with the other seaside "markets." They correspond to human wants that in contemporary circumstances need to be met. "Reverations distasteful to some dispositions, which best to others."

Every age is, I suppose, an "age of transition"; but there are many circumstances that make this term specially applicable to the contemporary human world. There may not be such a great deal of the culture of the men of letters, of the artist, and of the philosophic student of today and that of their co-emporers of a century or two ago; but take the consciously leisure thirty million, and compare their average culture today with that of their great-grandparents. The differences are enormous, whether we regard these differences as representing progress or regress. Equally obvious is it that the contemporary culture of the masses is but a half-way, or a quarter-way, halt on a journey the termini of which is at present out of sight. Culture, like revolutionary machine invention, seems to develop by leaps and passes. This elementary fact is one that all planners—architectural, educational or political—should bear in mind. The nature of a sensible plan obviously must vary with its object, its goal. People are concerned both about the problem of how best to utilize the modern extension of leisure time and about the problem of how the newly liberated demand for immediate pleasure may be met. To what extent are we (assuming that we are not guided entirely by commercial motives) to endeavor to satisfy the wishes and the temporary needs of the half-civilized public of the moment? To what extent are we to bear in mind the broader wishes and needs of the great public of twenty years hence? There is a lot to be said for the building of "paper houses"—the materializing of our temporary ideals in too permanent a form. I always thought it a sensible practice which Theocritus, quoting Barmas, described as having been that of the Madone Indians: "When a town celebrates the Feast, having previously provided themselves with new clothes, new pots, and other household articles and furniture, they collect all their worn-out clothes and other deplorable things, sweep and cleanse their houses, squares, and the whole town, of their filth, which, with all the remaining grain and other provisions, they cut together into one enormous bonfire and burn it."

Today, the great majority of people who do the essential work of this country have little

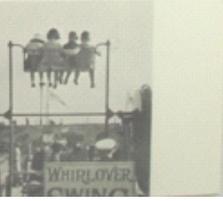


You Cannot Listen To The Band In Bathing Slips

Health Resorts Everywhere

Blackpool, Southend, Margate, Brighton, and other seaside resorts are the best places to visit for a holiday. The weather is perfect, the sea is beautiful, and the people are friendly. Don't miss out on the fun and excitement of a seaside holiday. Book your trip today!

To be far from the building crowd is an axiom that the majority of our contemporaries refuse to discuss in detail. Even those who have to make portions of a solitary disposition are frequently to be discovered in the thick of the dead chairs on the roads, already pathetically defiling themselves with the time-worn slogan "It is my pleasure to be here." People are always disappointed. Before finishing ingredients of the seaside, first chairs and the band, for automatic machine, "the fun fair."



A plentiful use of glass buildings, and other modern features, are essential to a seaside resort. The architecture should be modern and functional, providing a comfortable and enjoyable environment for visitors. Use of glass allows for bright, airy interiors and provides a modern aesthetic.



individual experience of how to use leisure-time to best advantage; they have had much chance of learning. The lucky ones may get an hour or two in the evening; usually they get Saturday afternoons and Sundays. Most of these get Beach Holidays, and a work in the summer—nothing more. Who are we—privileged persons—to dictate to them as to how they shall use this gift of time? It is not so much a question of money as of the nature of our daylight opportunities. These neighbors of ours are too tired, mentally, physically and emotionally, to entertain them in their own leisure hours. During this collaborative interregnum they must be entertained by themselves, and thought fit for, oriental potteries—showing girls, furnished lodges, the works and the rest. Don't let us, from our privileged view point, stupidly laugh at Blackpool, or Southend, or at Margate. These places and what they stand for are wanted by people who we have every reason to respect. But are we sure that, in thirty years' time, these synthetic towns will closely correspond with popular taste? In the absence of specific education, it takes a generation or two to establish a habit of wise and wholesome living—which is not very different from wisely using and truly enjoying leisure-time.

IV THE ARCHITECT

By Peter Maitland

The Parade, with restriction notices—iron railings, the bookwork, the uniform pattern running away in both directions from the ingenuities banished into the middle distance of desirable modern residences, mainly Tudor-taste, a sprinkling of pseudo-Georgian with lodging builder's bays, and occasionally—the cherry in the contemporary spirit—free school—a "modernist" villa. Such is the pattern today, with few exceptions, of the seaside town, which has not the history of Brighton, Eastbourne or Hastings.

The difference between the largest and the smallest of our seaside towns, generally speaking, is only that of scale. Otherwise, from the architect's point of view, the problem of people, pleasure and profit has been essentially the same through tradition, consciousness and ignorance of the changing world into a depressing uniformity.

"It never made with across steps even to the half a year the expense," the visitor said, "that they could get it done."

"I didn't," said the architect, and shut a little book.

It is the architect's initiative which may bring about a long-desired change. He must write the map himself.

Seaside development has been constantly in the news in the last two years. Headlines announcing a £200,000 new front for the resort, or a new £80,000 pavilion for that, have left the paralytic public to become a consciousness in the national press.

If the majority of such development is not architects' work it may prove to be a national misadventure. Architects whose most serious and immediate problem should be reforming housing, can nevertheless regard with some scruples the problem of the shape of our seaside, where less much of the architectural prestige of this country for the holiday nation from abroad is at stake. And it must be noted that although the seaside was, so to speak, an English discovery, to which the "pronounce des Anglais" still traffics in name, the best

On the living page: The Golden Ball of seaside planning. In order the furniture is completed and as minute from reality as possible. However numerous the various residences, provided that they are on different levels, the visitor will usually overlook the fact that they are of different purposes and purposes and only to be lost in wonder. Brighton Front.



ROBERT LOUIS STEVENSON

THE JOURNEY'S END: I. THE SEASIDE SUBURB



Study of the planning of the seaside suburb may help to establish principles for the layout of non-suburban areas. As a first example, BRIGHTON, where the development began in the nineteenth century, has a pattern of streets and squares. But such a pattern often fails to cope with the modern motor car. The street pattern is in nearly the wrong place.

MARLBOROUGH By contrast the promenade related to a situation. The main road runs in the line of the coast. Suburban development from a small town centre, was concentrated in a park on the other side of the road. The result is the characteristic pattern of the main traffic route across the centre of people between beach and sub-urban park.



HAMBURGH Promenade and through traffic are confined to the upper level and those who want to have sub-urban use of the town.



SOUTHEND The dispersed results of combining part of the sea front as a promenade centre and to keep the through traffic line of service.



CLIFTONVILLE Shows many desirable points of seaside planning. Through traffic is kept well back and all recreation and entertainment buildings are on or near it. It is a study of enclosed residential groups and a study of the sea front. Note the interesting block of houses.



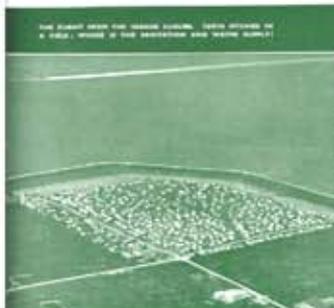
LETTINGHAMPTON The town is situated in a long strip of ground between the beach and the town centre, which provides an ideal site for residential planning. The whole area has been given over to an amusement centre and the town is very pleasantly situated with the five sections along the sea front.



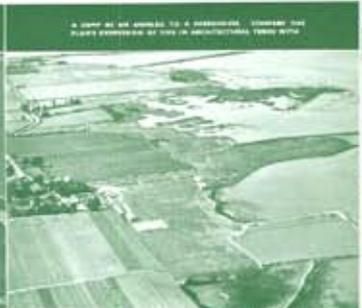
The "seaside" is the older city in essentially different from modern "seaside" in that it is the beach building town. Development was all organized in the nineteenth century, ensuring the modern seaside, the life in the promenade. These buildings were built for the modern promenade and in the last building they suffered by the modern evolution of residential development. What was to come in the way of good design was shown in a competition for the design of a hotel camp proposed by the "Seaside Improvement Association". The winning design is shown below in the right.



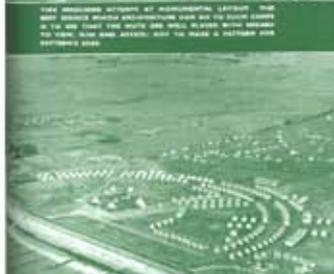
DESIGN FOR A HOTEL CAMP.



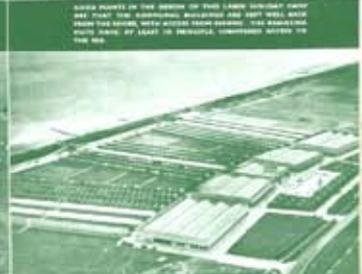
THE RESULT WHEN THE SEASIDE BUILDING, (LEFT ABOVE) IS A HOTEL, (RIGHT) IN THE PROMENADE AND BEACH BUILDING.



A CAMP AS AN EXAMPLE TO A PROMENADE, (LEFT) AND THE SEASIDE BUILDING AS A HOTEL, (RIGHT), IN THE PROMENADE AND BEACH BUILDING.



THE PROMENADE DEVELOPMENT OF MARLBOROUGH, LONDON AND THE SEASIDE BUILDING DEVELOPMENT OF SOUTHEND AND CLIFTONVILLE.



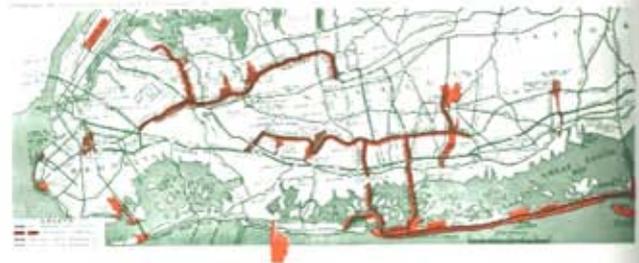
SEASIDE BUILDING IN THE SEASIDE OF SOUTHEND AND CLIFTONVILLE. THE SEASIDE BUILDING DEVELOPMENT OF SOUTHEND AND CLIFTONVILLE.

2. THE OCCASIONAL PLEASURE RESORT



A good example of the "occasional" or "pleasure" resort is the development of the "Seaside" in New York. A large and well-planned development of the "Seaside" in New York is a good example of the "occasional" or "pleasure" resort. It is a study of the modern seaside, the life in the promenade. These buildings were built for the modern promenade and in the last building they suffered by the modern evolution of residential development. What was to come in the way of good design was shown in a competition for the design of a hotel camp proposed by the "Seaside Improvement Association". The winning design is shown below in the right.

- 1. OPEN AIR THEATRE
- 2. PLAY HOUSE
- 3. BATH HOUSE
- 4. GYMNASIUM
- 5. SWIMMING POOL
- 6. BEACH HOUSE
- 7. HOTEL



THE BEACH RESORT IS PART OF A COUNTRYSIDE PLANNED

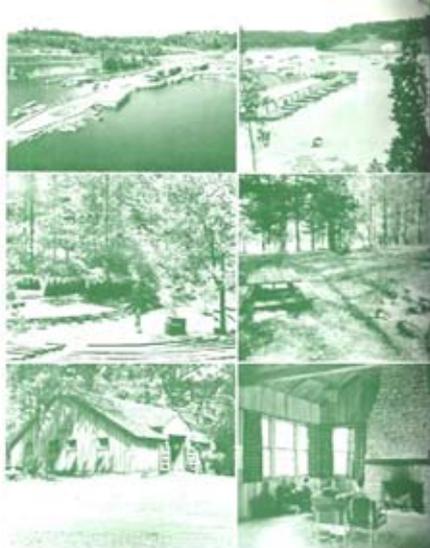


Belmont Park, an island reservation to Jones Beach, is similar to the parks in the New York system. In addition to lawn golf courses, it includes tennis courts, a polo field and a playground with basketball hoops. These are planned so that the land between them can be used for broad masses of recreation. Walks and broad paths follow a soft, irregular line and a regular area is set apart as a playground. In the center is a rock house. A smaller but more popular

type of park is represented by Tilden Park, controlled by the Westchester County Park Commission. In former use of a variety of recreational land for the Commission and linked by a network of narrowways shown in the plan below, right. The long north-south road is the line of the park railway, following the course of Tilden's River. From the site of a former city development with the main recreation facilities, urban fields and golf, remaining good and children's playgrounds and a tennis court and all openings was converted into a walking trail. Fences of the existing line and a highway at the park are shown in the plan view on the left below of the park.



The way in which parks can be developed extensively with large natural underpinnings is shown in the site plans of the Thousand Islands where the recreation program. A study of parks has been developed along the shores of the North Valley Reservoir, near the top of which, the 1930 new Tilden Park, are shown on the right. Above, are the views of the lower park, with parking areas in the front to the left and the main building for recreation and the lake hall. Below and their location are also indicated at the top. Below left, the neighborhood, as a district property, has the recreation bridge, an interior view of which is shown below, right. About 30 miles of rolling fields have been developed in the park, and fields near the lower lake, the station, kitchen, etc. Below, right, a plan view is shown of the park, Big Lake Park. The plan below shows the way in which nature trails, has been restricted to giving access to the other side and back home, the remainder of the park being left for the landscape and meadow and picnic areas.



BUT PLANNING FOR LEISURE DOES NOT PRECLUDE PLANNING FOR USE



In the left is a map showing various potential national parks, whose development is all the more urgent in view of the limited extent of the United States. Most of these areas are already reserved. The American parks can be built on many small tracts in the way in which they are developed. But we must avoid the danger of considering them as isolated units. The main thing is to have a very definite and regular between the potential recreation areas for the entire population. The whole recreation area is considered as one National Park. In view of the present attitude towards "wild preservation" this cannot be too often repeated.



Annex Anexo 1938 - The Mobile Fraternity - E. B. Musman & A.E. Klueppelberg - Vol.LXXXIV N.505



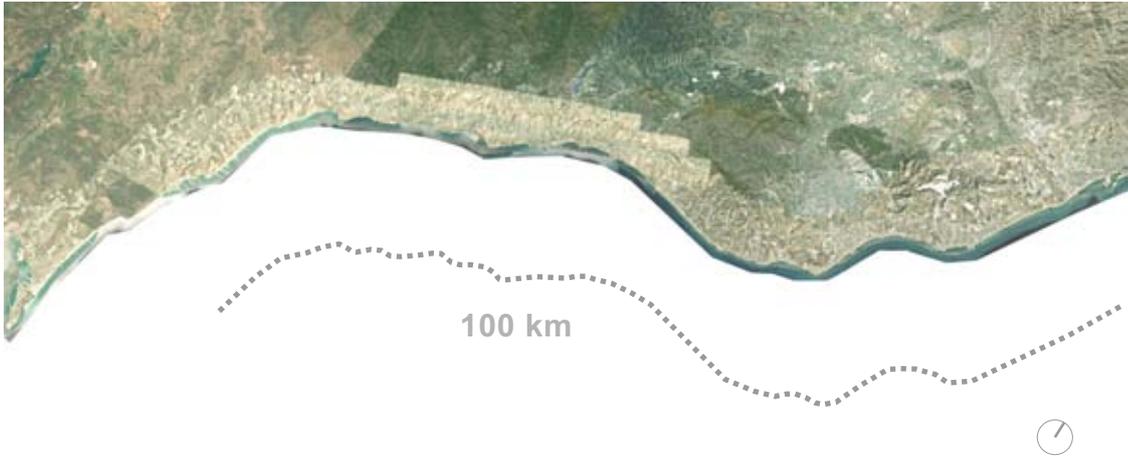
Costa del Sol

Costa Adriatica

Praia Grande



País	España	Fronteras	2.032 km
Capital	Madrid 40°25'N 3°45'O	Población total	
Ciudad más poblada	Madrid	Total	46.951.532 (2010)
		Densidad	91,13 hab/km²
Superficie		PIB (nominal)	
Total	504.645 km²	Total (2009)	US\$ 1.438.356 mill.(2009)
% agua	1,04%	PIB per cápita	US\$ 31.954



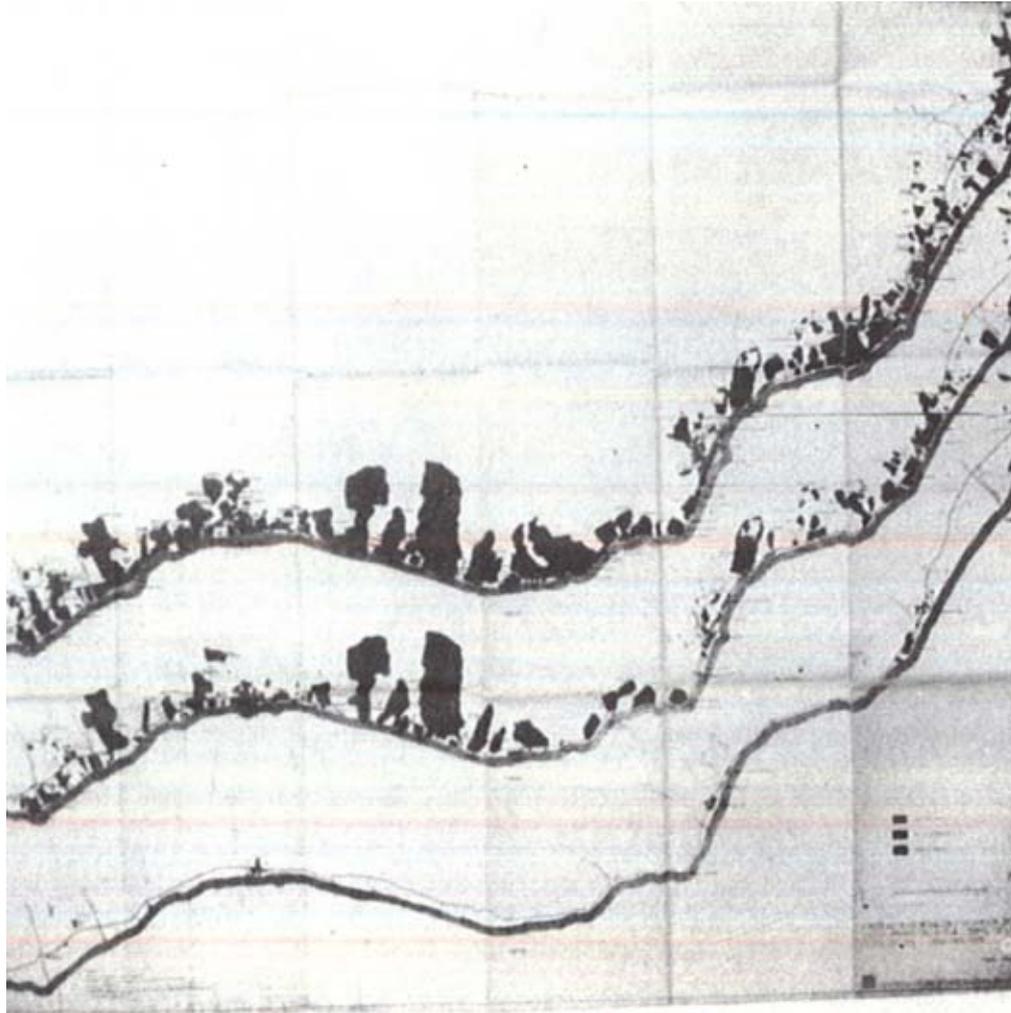
La Costa del sol se extiende a lo largo del litoral Andaluz desde la **Bahía de Algeciras** hasta la ciudad de **Málaga**. Un sistema montañoso próximo al mar caracteriza la topografía del lugar, dificultando su conexión con el interior de la región, por lo que históricamente la única vía de comunicación fue la carretera nacional **N340**, sobre el trazado de la antigua calzada romana que unía Carteia y Malaca, la **Vía Hercúlea**.

Las infraestructuras están diseñada para acoger la importante demanda turística. Desde el Aire por los **Aeropuertos** de Málaga y Gibraltar-Jerez; desde el mar por los **Puertos** de Málaga y Algeciras-Gibraltar, así como por toda la red de marinas; y desde el territorio por medio de la red de Autopistas que unen la principales infraestructuras receptoras de visitantes. La demanda histórica de infraestructuras ferroviarias en la zona, se satisface con la reciente incorporación del tren de **alta velocidad** a Málaga, y el futuro **corredor ferroviario** entre Málaga y Algeciras completan esta red.

The Costa del Sol extends itself along the Andalusian shoreline from the **Bay of Algeciras until the city of Málaga**. A mountain system next to the sea characterises the topography of the place, making it difficult to connect with the hinterland. Therefore, the only historical means of communication were along the national road **N340**, over the tracks of the ancient roman road that linked Carteia and Malaca, the **Herculean Way**.

The infrastructures are designed to accomodate the important touristic demand. Air-based via the **Airports** of Málaga and Gibraltar-Jerez; sea-based throught the **Ports** of Málaga and Algeciras-Gibraltar, as well as through the whole network of recreational marinas; and land-based via the highway network that ties the main infrastructures that receive and distribute visitors. The historical demand for railway infrastructures is satisfied with the recent addition of the **high speed train** to Málaga, and the future railway corridor between Málaga and Algeciras complete this network.





Evolution and Structure

A sharp topography and rapid urban growth has shaped considerably the structure of this space. Around the middle of the twentieth century, the touristic boom begins with an overwhelming capital investment, and with road N340 as the only structuring infrastructure in the territory, running parallel with the coast.

A whole parasitic process around this infrastructure takes place. The small developer relies on the existing agrarian structure while large speculative projects take the path of independently structured pockets of urbanization. The collapse of the system is produced due to a strong demand and touristic industry investment as well as the scarce investment in infrastructures.

Starting in 1958, the need to create new structuring roads and the hierarchization of the system are considered. But not until 1999 does the second longitudinal support roadway appear, the Autopista del Sol. Thus we have a system composed by N340 as the road that collects travellers from the territory and the Highway as the road of regional connection.

Evolución y Estructura

La acusada topografía y el rápido crecimiento urbano ha marcado considerablemente la estructura de este espacio. A mediados del siglo XX, se inicia el boom turístico, con una desbordante inversión de capitales, y con la N340 como única vía estructurante del territorio, que lo recorría paralelo a la costa.

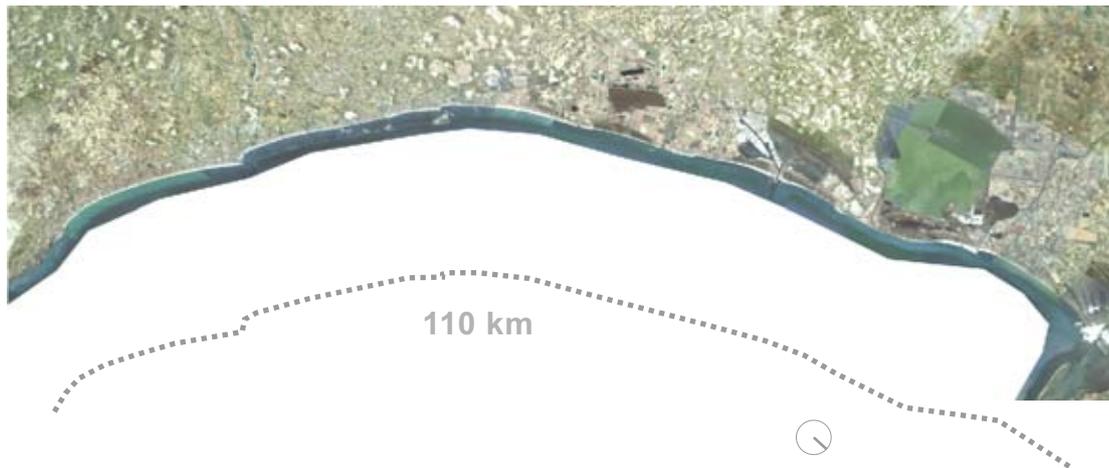
Ocurre todo un proceso parasitario en torno a esta infraestructura. El pequeño promotor se apoya en la estructura agraria existente, mientras los grandes proyectos especulativos recurren a bolsas de urbanización con una estructura independiente. Se produce el colapso del sistema, por la fuerte demanda e inversión turística y la escasa inversión en infraestructuras.

Desde 1958 se plantea la necesidad de crear nuevos viarios estructurantes, y la jerarquización del sistema, pero hasta 1999 no se inaugura el segundo viario longitudinal de apoyo a la n340, la autopista del Sol. Tenemos de esta forma un sistema compuesto por la N340 como vía colectora del territorio y la Autopista como vía de conexión regional.





País	Italia	Fronteras	1.932,2 k
Capital	Roma 41°54'N 12°29' E	Población total	
		Total	60.340.328 (12/2009)
Ciudad más poblada	Roma	Densidad	200,24 hab/km²
Superficie		PIB (nominal)	
Total	301 338 km²	Total	US\$ 2.089.555 mill. (2009)
% agua	2,4	PIB per cápita	US\$ 30.756



La Costa Adriática esta formada por una sucesión de asentamientos con una profunda **antropización**, siendo decisiva para este territorio la presencia antigua romana y su organización.

La suave topografía del lugar, y las buenas condiciones climáticas, favorecen el desarrollo de la agricultura, así como de la práctica turística.

La **Via Emilia** comienza o termina en Rímini, Capital de la costa, punto de partida de la actividad turística o balnearia de finales del XIX, y captando los flujos de turistas alemanes hacia la costa.

Los numerosos aeropuertos de la zona, puertos y marinas, permiten una buena conexión con el turista foráneo. Por su parte, la red de vías rápidas y comarcales permiten una buena comunicación con el territorio más próximo, así como el importante **trazado ferroviario** que recorre la costa.

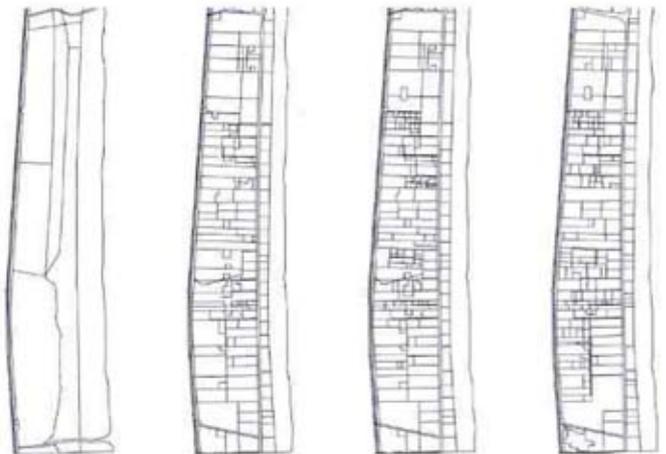
The Adriatic coast is formed by a series of settlements with profound **anthropization**, being decisive for this territory the ancient Roman presence and its organization.

The soft topography of the place, and the desirable climatological conditions favor the development of agriculture as well as touristic practices.

The **Via Emilia** begins or ends in Rímini, Capital of the coast, departure point for touristic activity of the late XIX century. It succeeded in directing the flow of German tourists towards the shore.

The numerous harbors, airports, and marinas of the zone, guarantee a good connection with the foreign tourist. On the other hand the network of fast regional roads allow good communication with the nearby territory, as well as the important railroad that follows the shore line.



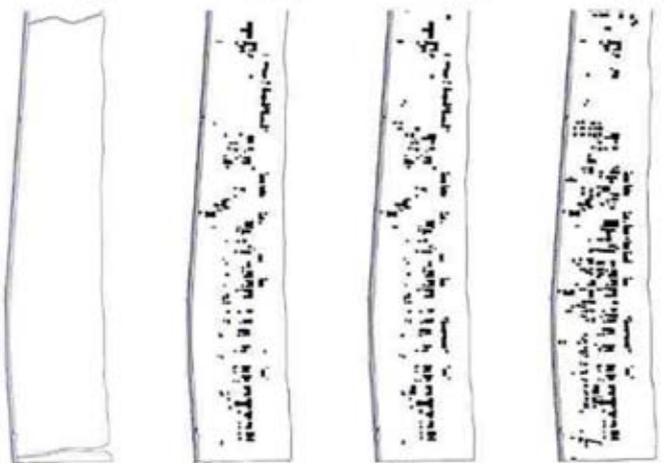


1906

1954

1978

2000



trasformazioni nel tempo_figure ground

Evolution and Structure

The Roman centuriatio organized this territory in its origins, and even today we can still read its directives, now altered. An agrarian grid pattern that organizes the whole territory, and serves as support for touristic infrastructure, allowing a continuous relation with it.

The original agrarian parcelation subdivides into smaller parcels which little by little get built and densified over time. The first reparcelations are carried out in the maritime fronts, zones of little agricultural use but maximum touristic usefulness.

New road as well as rail-based infrastructures **confirm that reality**, allowing a hierachization of the system, as well as a continuous occupation all along the coast.

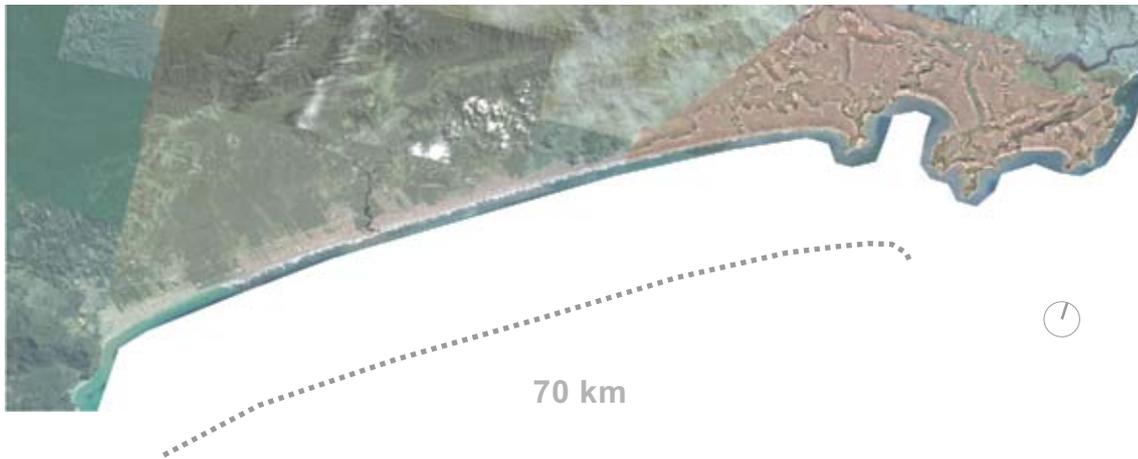
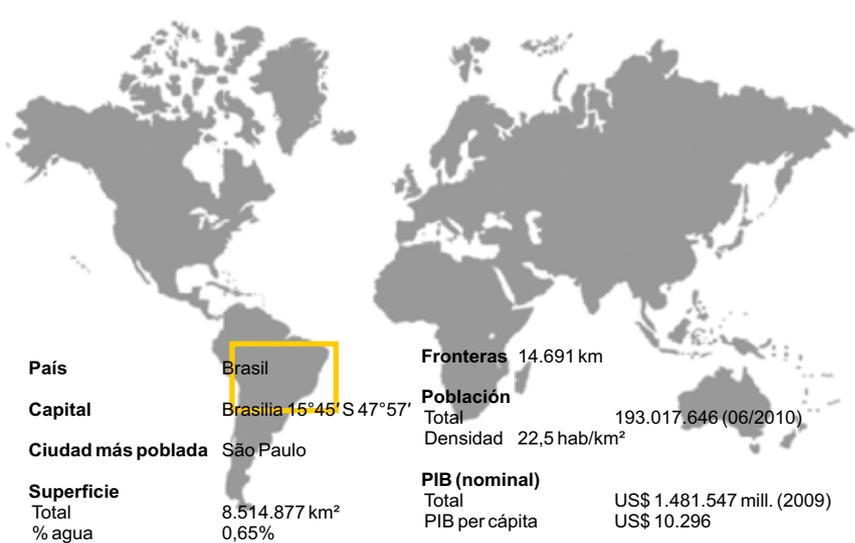
Evolución y Estructura

La centuriatio romana organiza originalmente este territorio, y aun hoy podemos leer sus trazas, ya alteradas. Una trama agraria reticular que organiza todo el territorio, y sirve de apoyo para la infraestructura turística, permitiendo una continua relación con este.

La parcelación original agraria se va subdividiendo en parcelas de menor tamaño, y poco a poco se van edificando y densificando en el tiempo. Las primeras reparcelaciones se llevan a cabo en los frentes marítimos, zonas de poco aprovechamiento agrícola y máximo aprovechamiento turístico.

Nuevas infraestructuras viarias, así como ferroviarias **confirman esa realidad**, permitiendo una jerarquización del sistema, así como una ocupación continua a lo largo de toda la costa.





Praia Grande es desde mediados del siglo pasado la principal área turística de Sao Paulo. Situada en la región de Santos, uno de los principales puertos de América y base logística territorial.

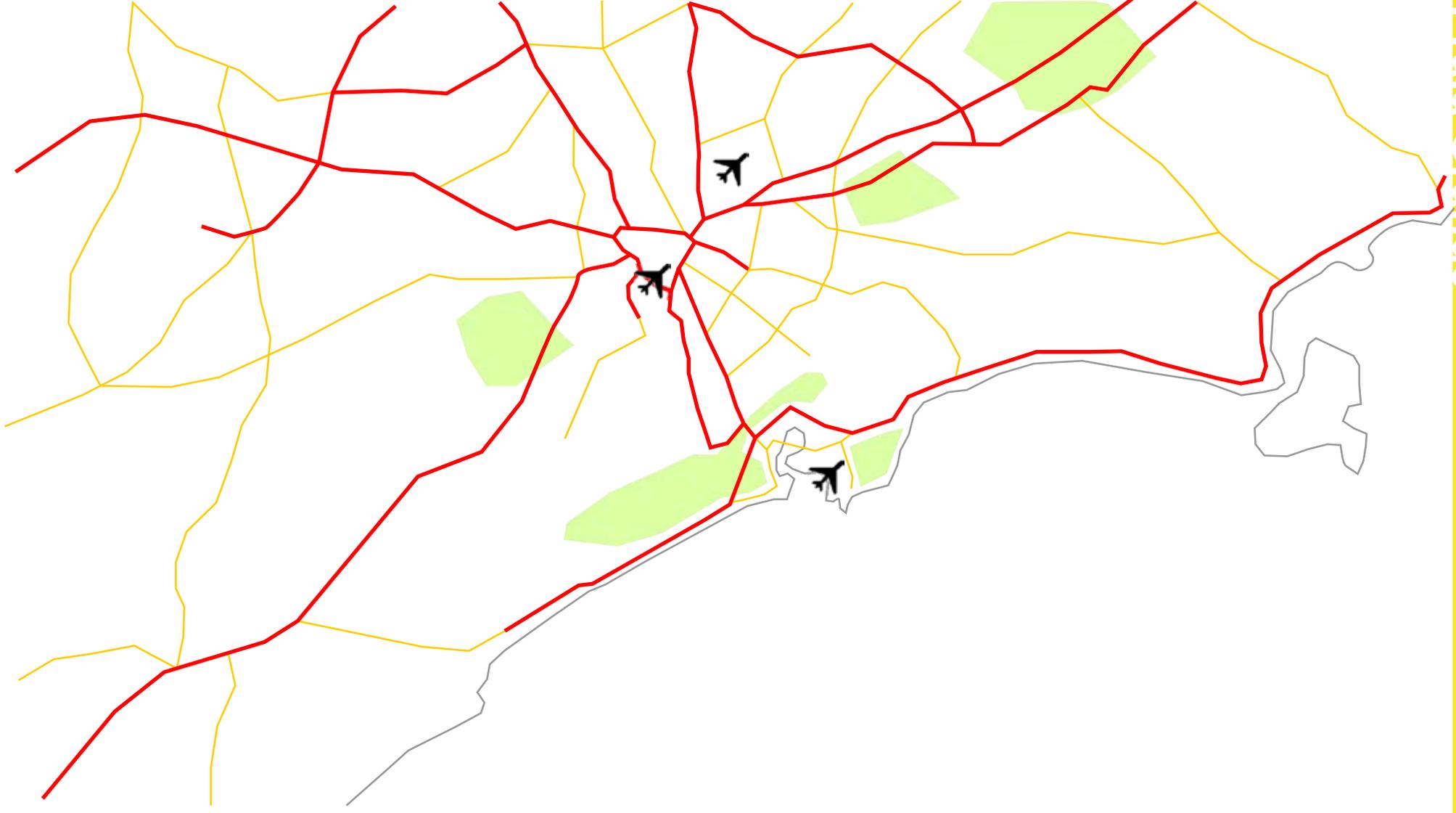
La **Sierra del Mar**, con una acusada topografía marcará la organización del territorio, apoyandose en las líneas de mínima pendiente para adentrarse en la mata, sobre caminos de origen **indígena** Tupí. Estos caminos marcarán el loteo del espacio agrario y del posterior espacio turístico.

El desarrollo de este territorio viene directamente de la mano del turismo, reforzado por las infraestructuras que lo conectan con la metrópolis Paulista por medio de dos **vías radiales**, salvando las dificultades topográficas. La inexistencia de infraestructura ferroviaria viene a dificultar su conexión territorial.

Praia Grande is since the mid twentieth century the main touristic area for Sao Paulo. Located in the region of Santos, one of the main ports of America and a territorial logistic's base.

With a sharp topography, **Sierra del Mar**, will shape the organization of the territory, relying on the lines of minimum slope to enter the wilderness, over paths of **indigenous** Tupí origin. These paths will mark the distribution in parcels of agrarian space and later turistic space.

The development of this territory comes directly related to tourism, reinforced by the infrastructures that connect it with the metropolis of Sao Paulo through two radial roadways, overcoming topographic difficulties. The inexistence of railway infrastructure makes its territorial connection difficult.



Evolution and Structure

The pattern of paths of Tupi origin that connected the coast with the interior of the wilderness, i.e., the park of the Serra do Mar would mark the structure of touristic development for Praia Grande.

At the beginning of the XX century touristic activity emerges in this area, supporting itself on the majority of cases on a parallel road to the coast that started in Santos and then headed south. Although the development was not significant until 1945, with a strong investment in infrastructures, the connection with Sao Paulo would be achieved through a road built obliquely to the coast and avoiding geographic accidents.

An ordered parcelation of the territory was carried out maintaining simultaneously the original patterns, in great measure favored by a light anthropization of the territory. The maritime fronts are occupied in an initial phase, to continue growing along the main road infrastructures.

The hierarchization of the territory is clear; a structuring road system moves through the whole territory and connects to the network of touristic space at certain points. There are multiple roads that cover this territory, allowing an appropriate internal articulation of the system.

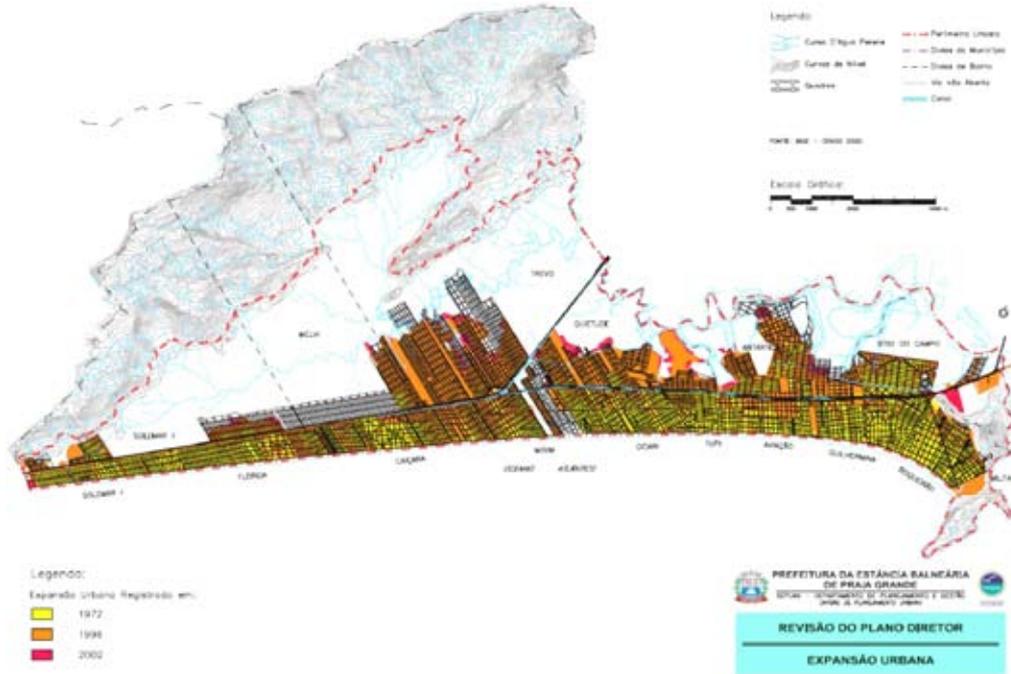
Evolución y Estructura

La traza de los caminos de origen Tupi que conectaban la costa con el interior de la 'mata', el parque de la Serra do Mar, marcará la estructura del desarrollo turístico de Praia Grande.

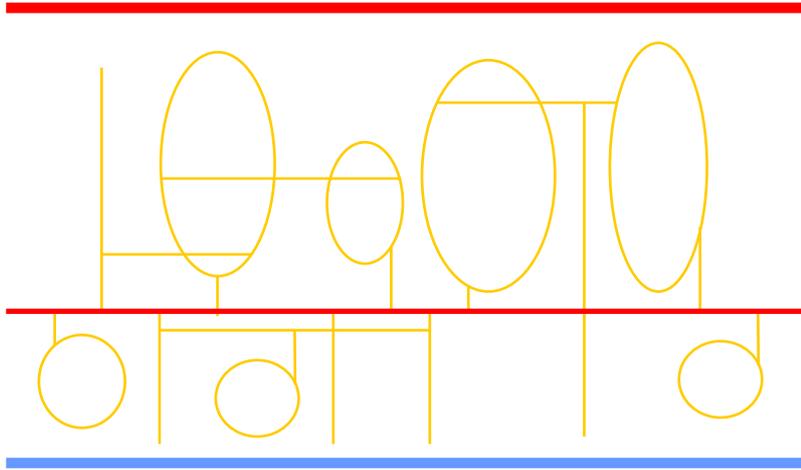
A principios de siglo se inicia la actividad turística en este área, apoyandose como en la mayoría de los casos en un vial paralelo a la costa que partía desde Santos hacia el sur. Aunque el desarrollo no fue significativo hasta 1945, con una fuerte inversión en infraestructuras, que permitiría la conexión a Sao Paulo mediante una vía oblicua a la costa salvando los accidentes geográficos.

Se llevo a cabo una parcelación ordenada del territorio manteniendo las trazas originales, en gran medida favorecido por la escasa antropización del territorio. Los frentes marítimos se van ocupando en una primera fase, para continuar con un crecimiento en torno a las principales infraestructuras viarias.

La jerarquización del viario es clara, un viario estructurante recorre todo el territorio, y se va conectando a la retícula del espacio turístico en determinados puntos. Hay múltiples vías que recorren este territorio, permitiendo una buena articulación interna del sistema.





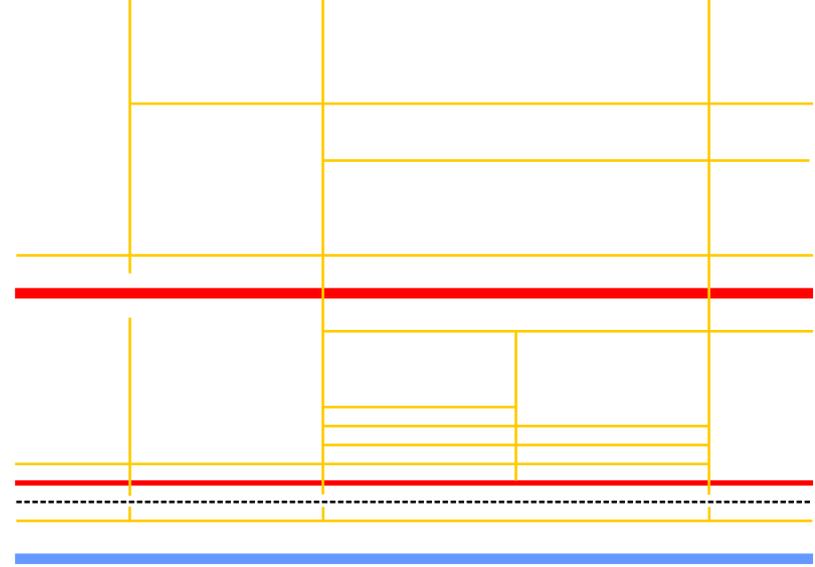


Costa del Sol, transformation of a reality

The Autopista del Sol as a limit of urbanization or first step of the next developments, it situates itself a considerable distance away from the shore, maintaining the relation of route N340 with the nearby territory but losing the centrality from which it had historically benefitted.

Costa del Sol, transformación de una realidad.

La Autopista del sol como límite de la urbanización, o inicio de próximos desarrollos, se sitúa a una considerable distancia del frente, manteniéndose la relación de la N340 con el territorio más próximo pero perdiendo la centralidad de la que históricamente se había enriquecido.

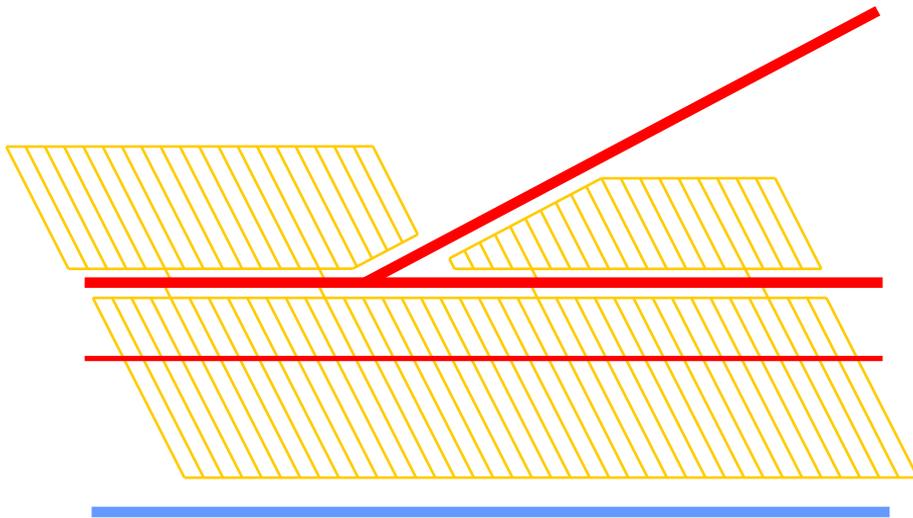


Adriatic Coast, confirmation of a system

The highway reinforces the existing road system in the territory, allowing a hierarchization of the system. A historical longitudinal road near the shore and the railway line, acts as a collector, structure giver to the touristic space, maintaining a continuous connection with the nearest territory and specific connections with the regional network.

Costa Adriatica, confirmación de un sistema

La autopista refuerza el viario existente en el territorio, permitiendo una jerarquización del sistema. Una histórica vía longitudinal próxima a la costa y a la línea ferroviaria, actúa como colectora, estructurante del espacio turístico, manteniendo una continua conexión con territorio más próximo y unas conexiones en determinados puntos con la red regional.



In all these cases the agrarian configuration as well as the topography of the place have determined the conditions of touristic space. On the other hand Infrastructures confirm or condition that reality being in and of themselves the basic foundation for the development of massive tourism.

En los todos los casos, la configuración agraria así como la topografía del lugar han determinado las condiciones del espacio turístico. Por su parte las infraestructuras confirman o condicionan esa realidad, siendo estas, el soporte básico para el desarrollo del turismo masivo.

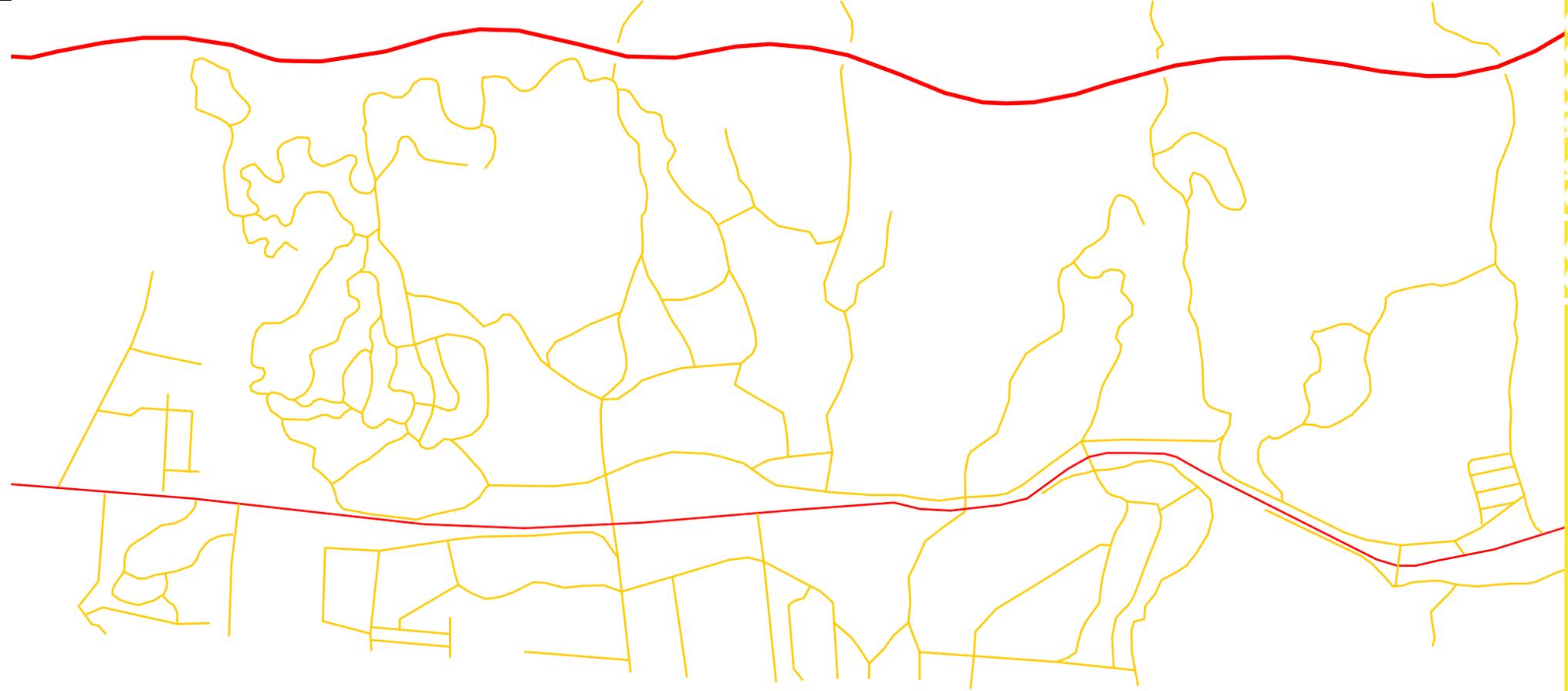
Praia Grande, Confirmation and Modification

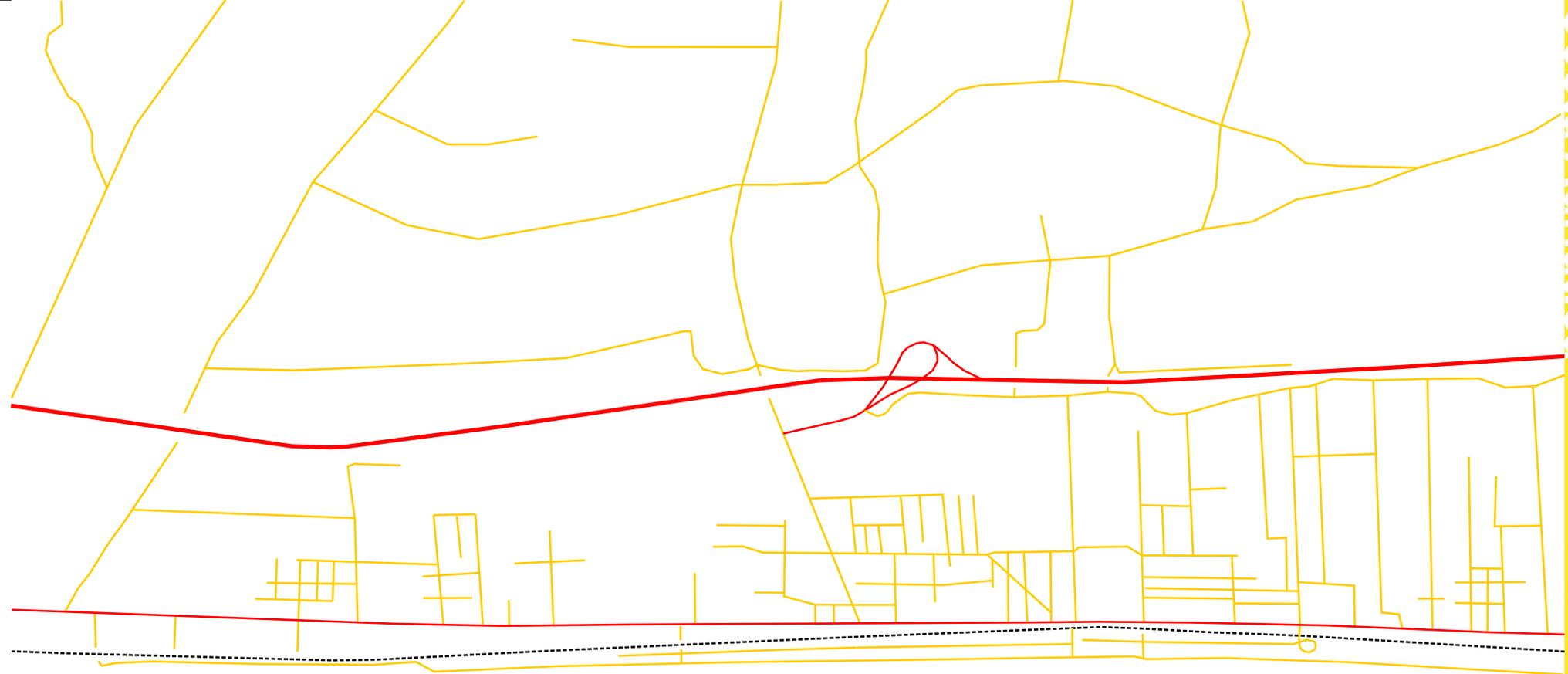
The road infrastructure created to fuel touristic development in the zone confirms and transforms existing reality. The patterns of original roads are maintained and a network created destined for the use of the space associated with mass tourism.

Praia Grande, Confirmación y modificación.

La infraestructura viaria creada para fomentar el desarrollo turístico en la zona confirma y transforma la realidad existente. Manteniendose las trazas de los caminos originales y creandose una red para el espacio turístico destinado a masas.

— primary road
— secondary road





- primary road
- secondary road
- - - railway

— primary road
— secondary road





**Reading the steps,
a fifty years process**

Leyendo los pasos,
un proceso de cincuenta años

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1961

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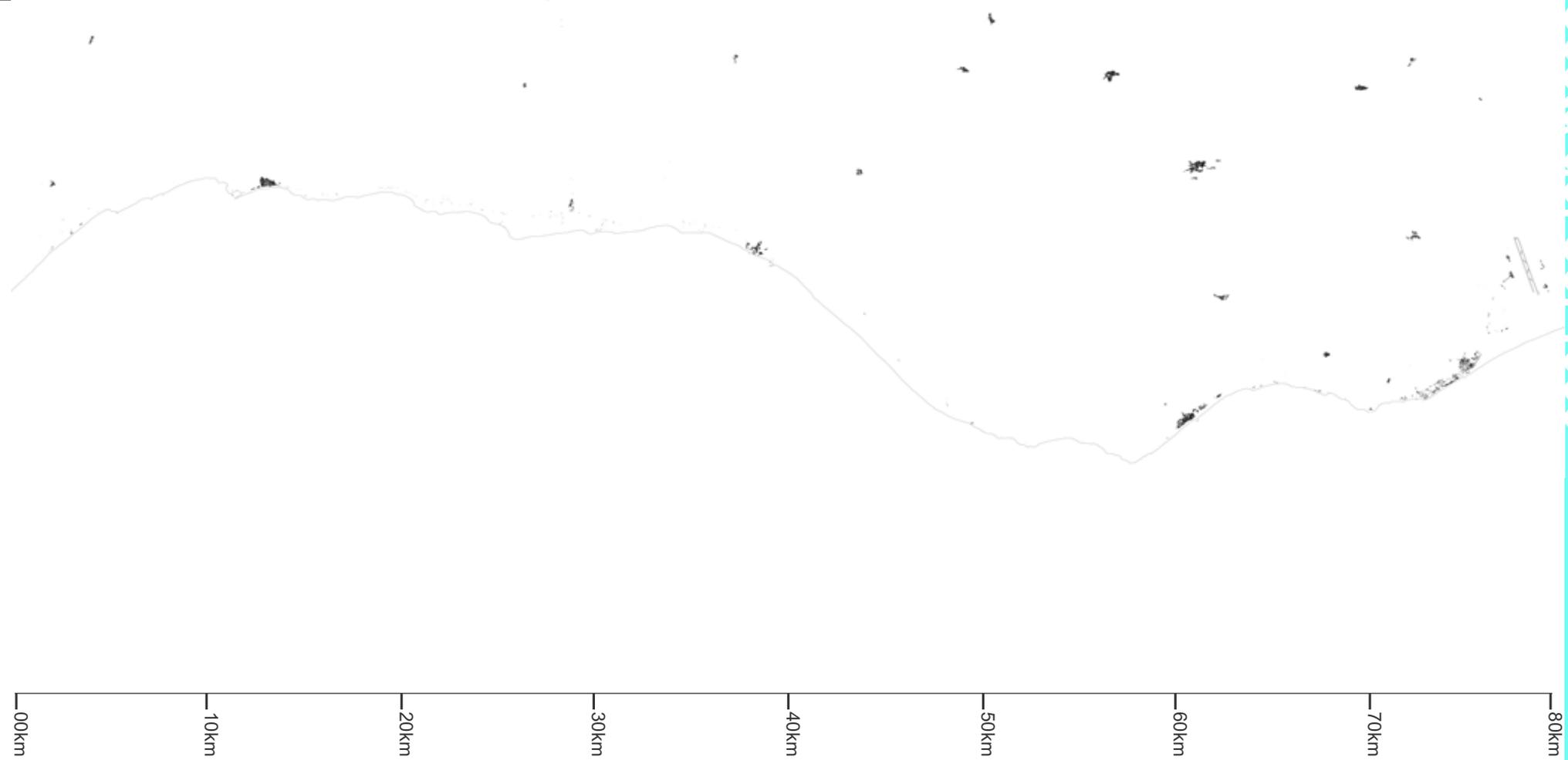
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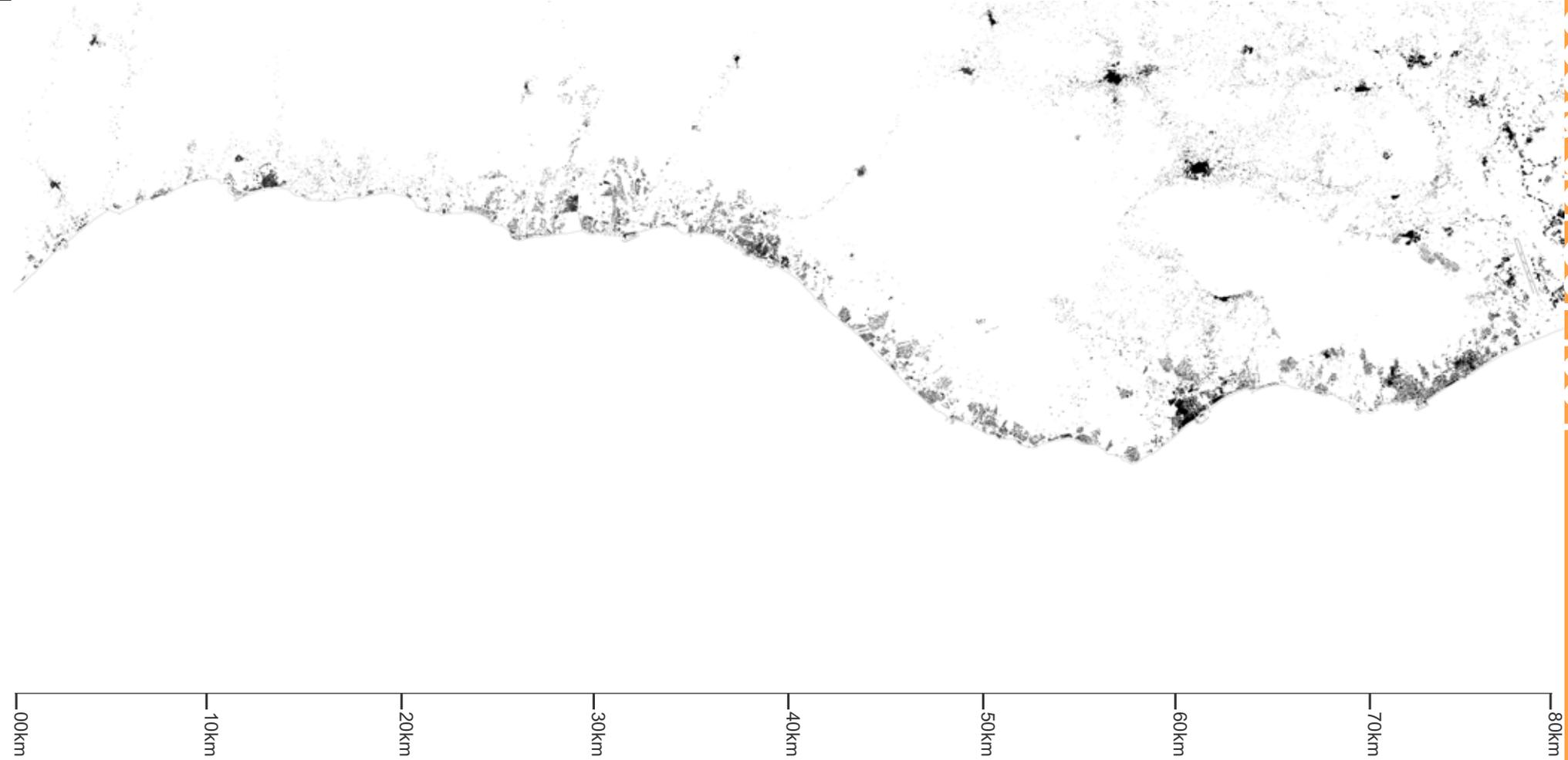


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Marbella Golden Mile (212)

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← All

Buy

Property Type

Apartment (279)

House (319)

Land (23)

Price

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max. 750.000 EUR (277)

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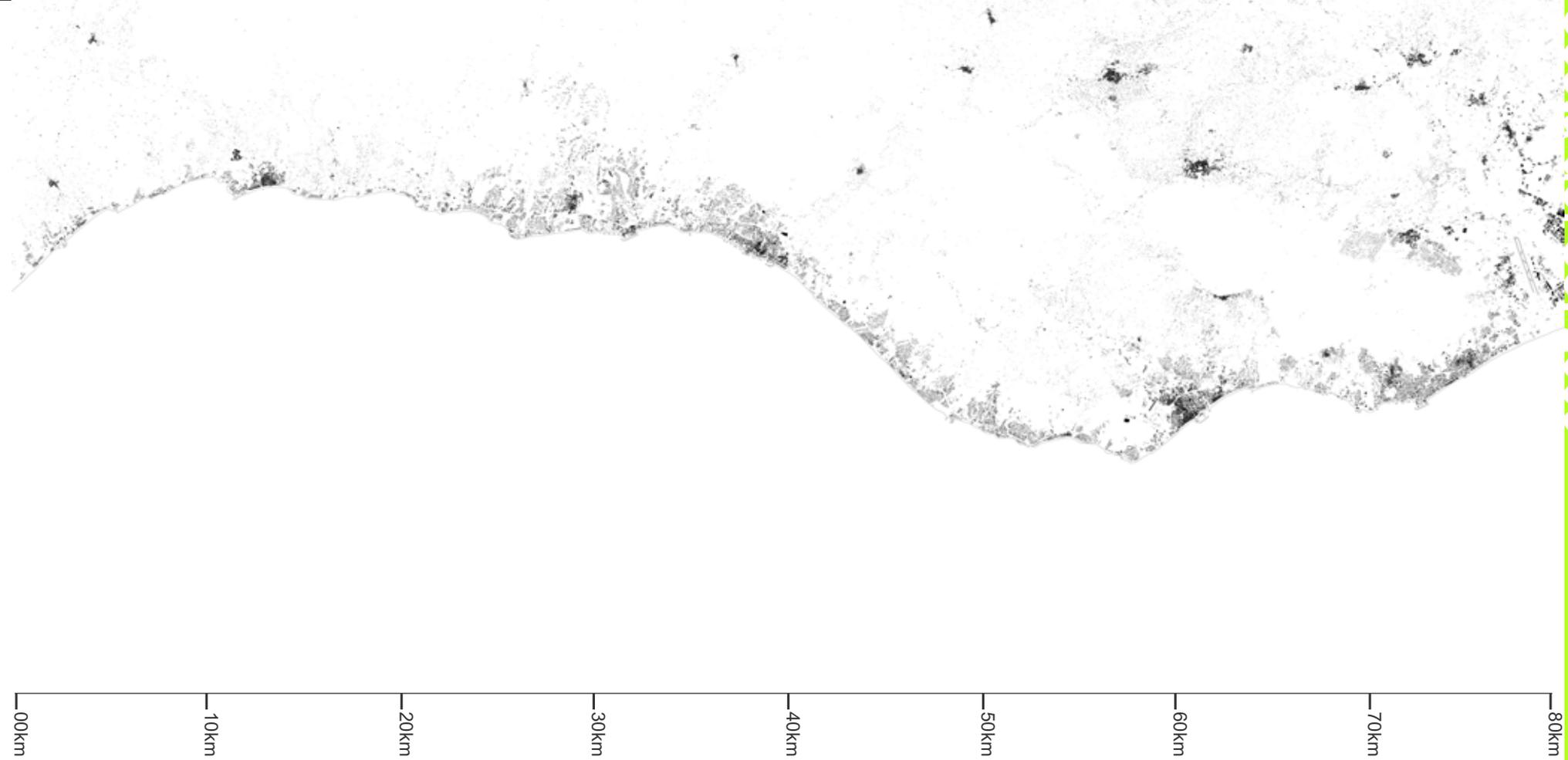
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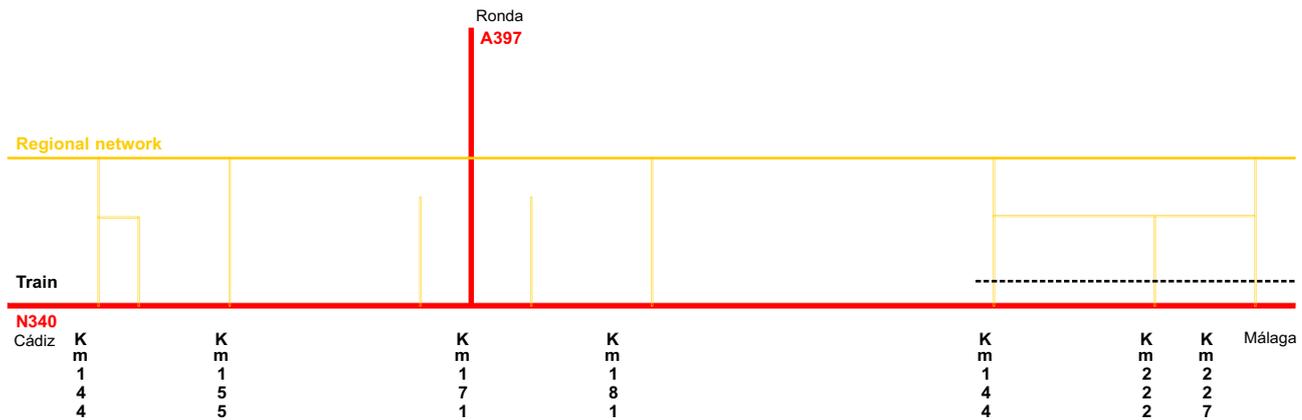
All Offers  

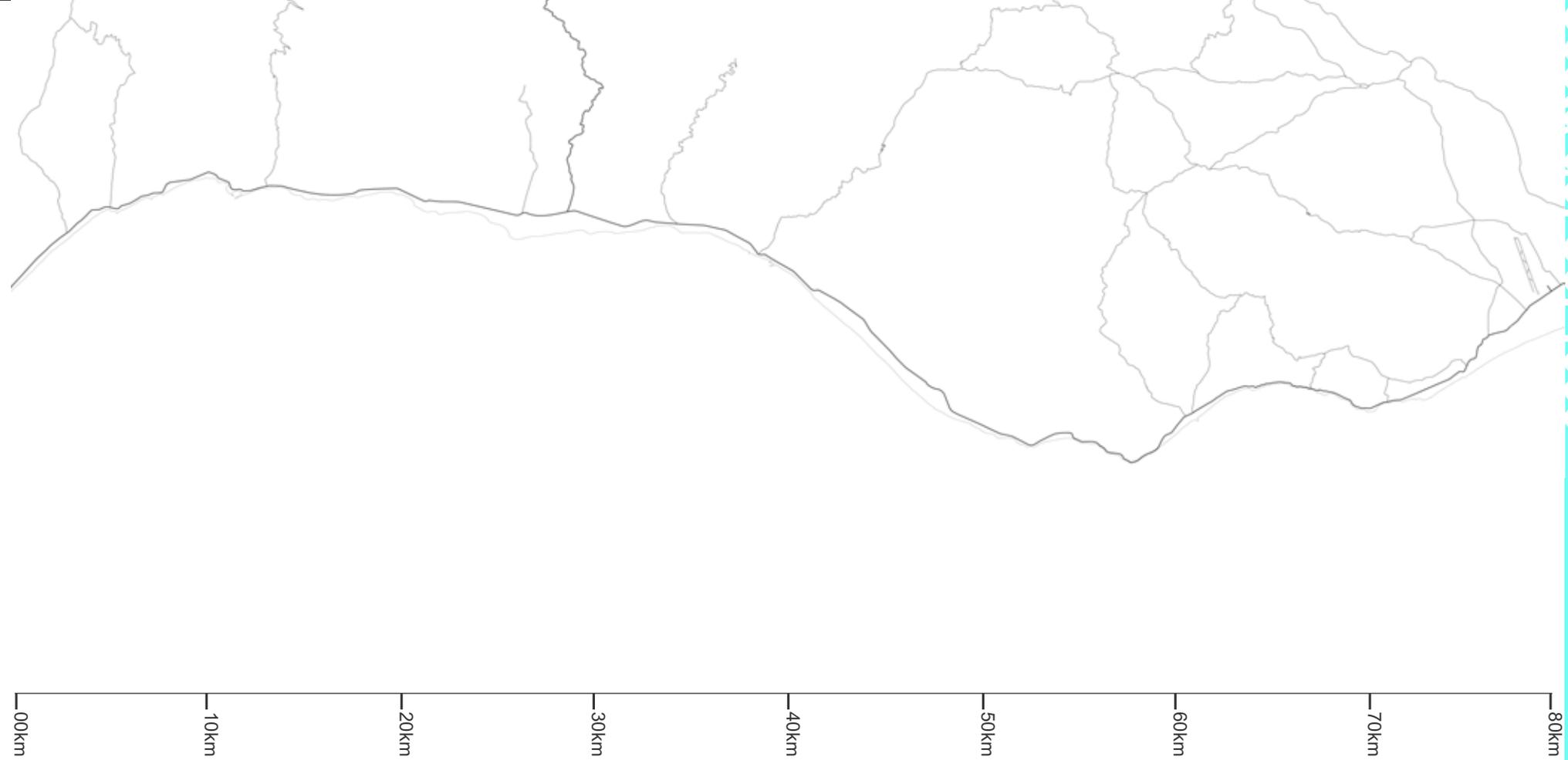
e.g. Villa + City or

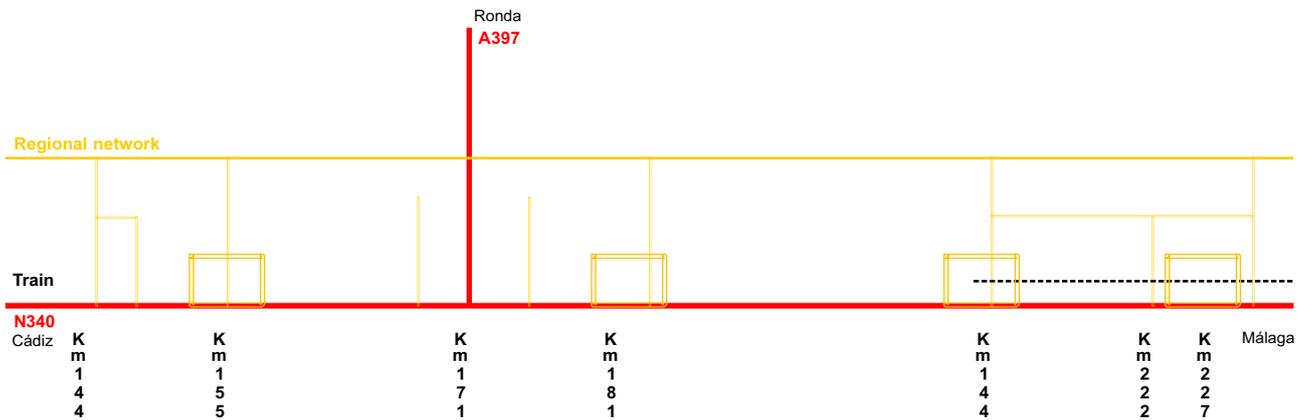
Detailed View

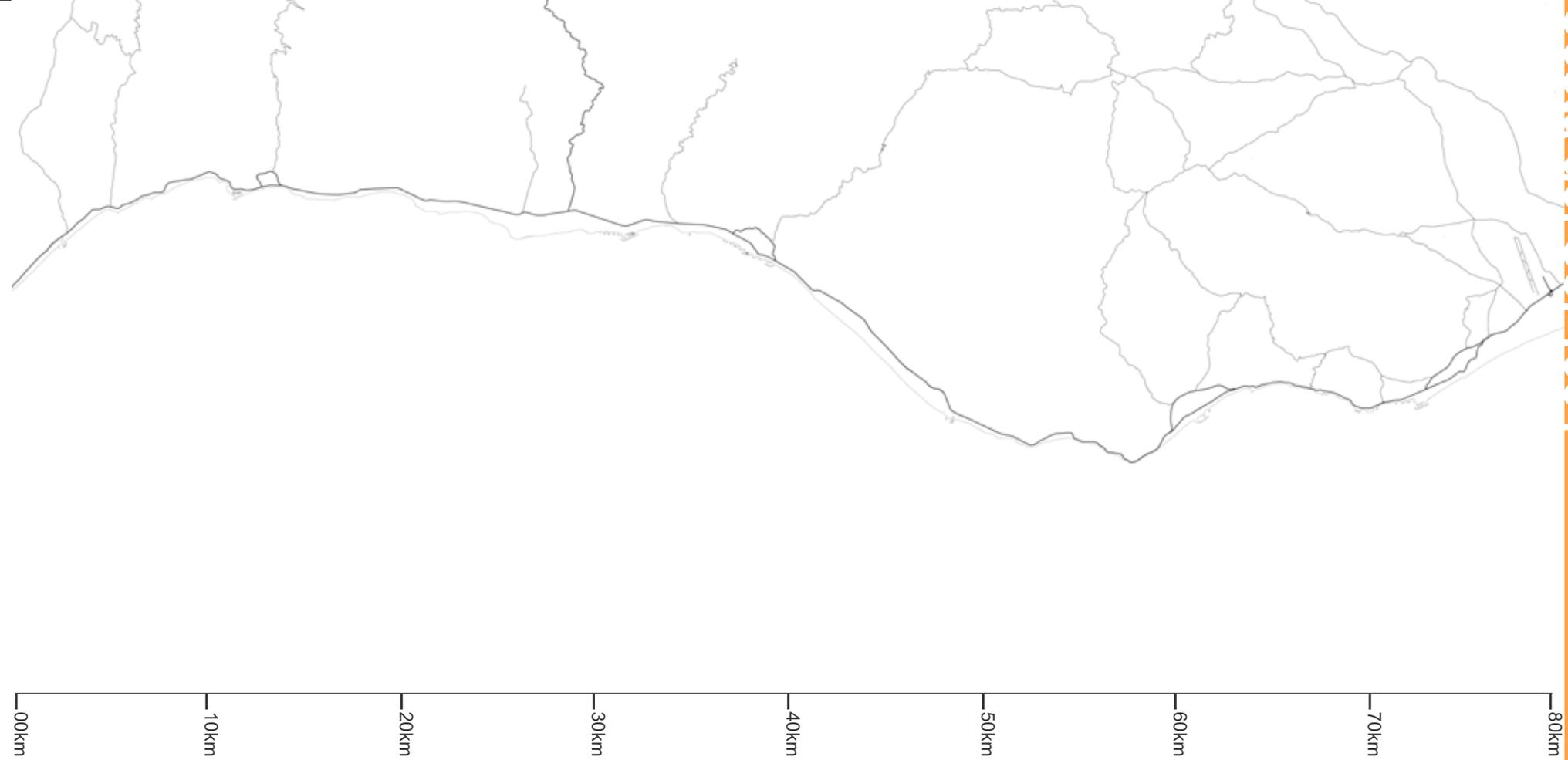


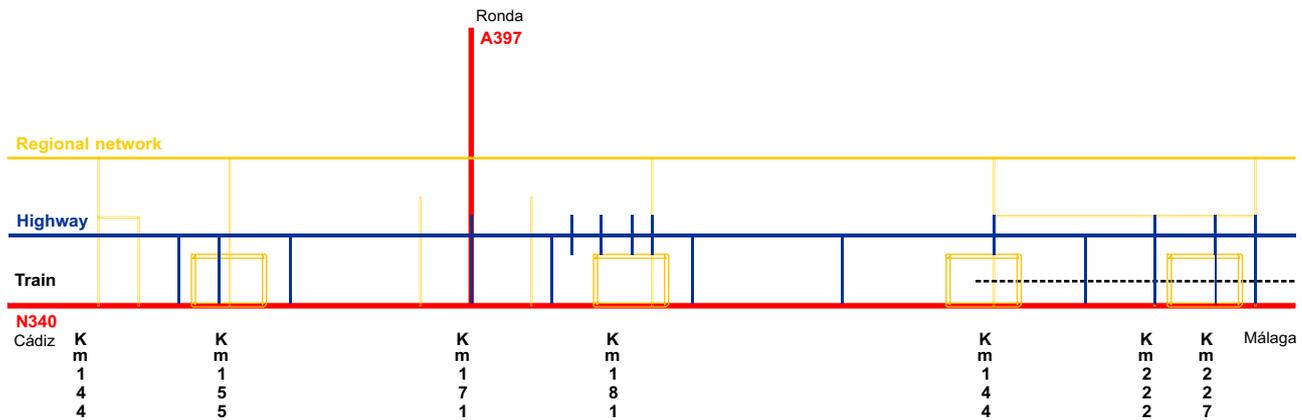


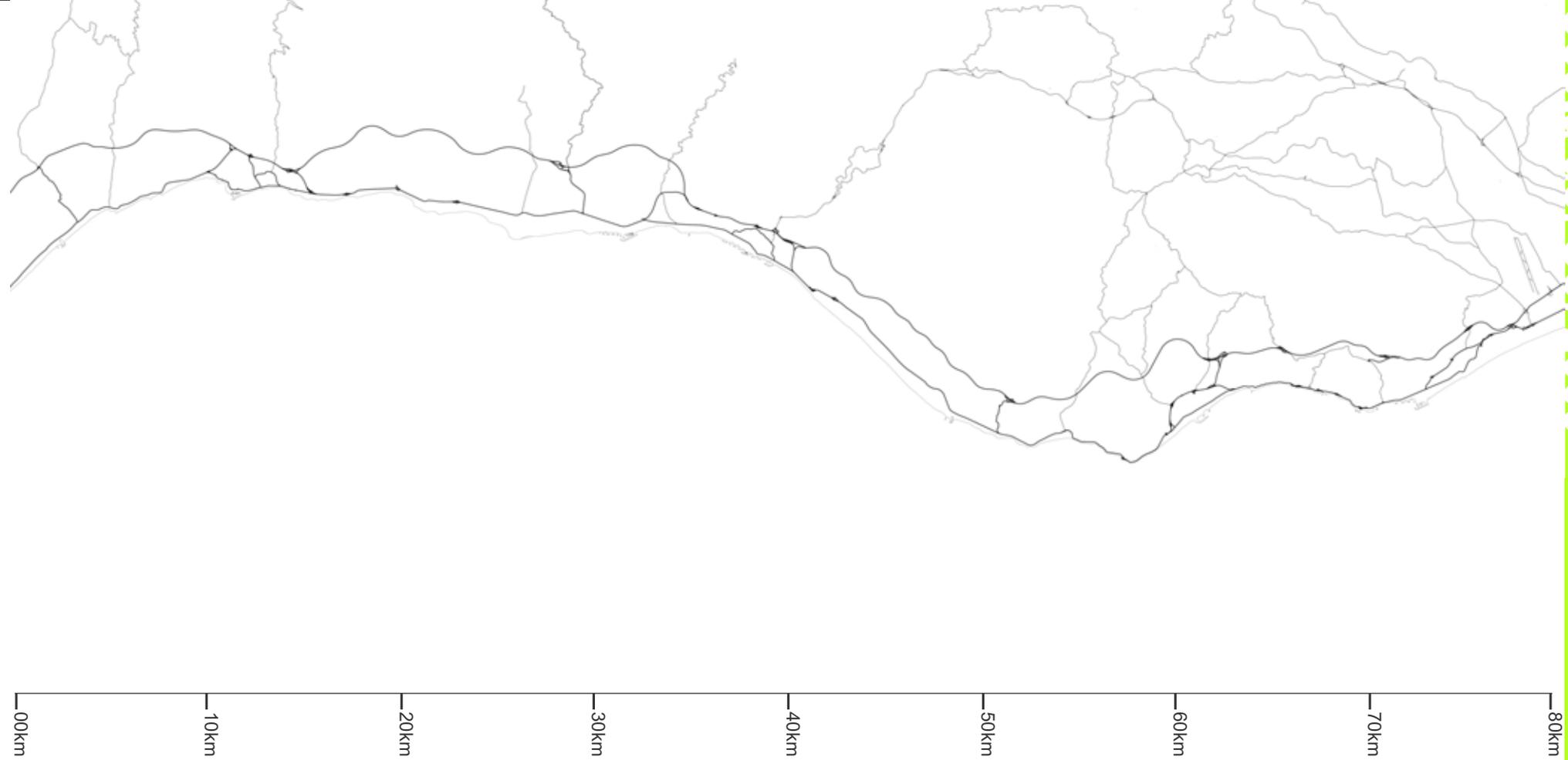












Building 1956



Infrastructure 1956



Urbanization 1956



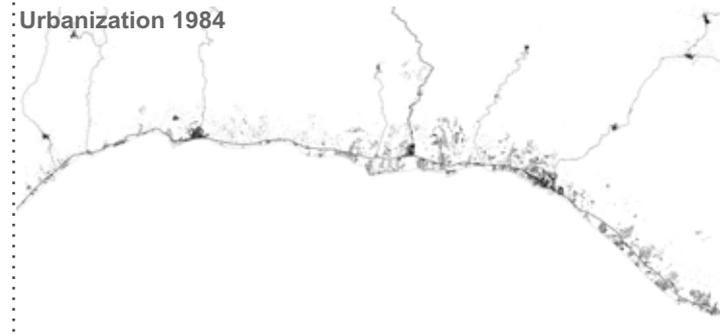
Building 1984



Infrastructure 1984



Urbanization 1984





Building 2009

Infrastructure 2009

Urbanization 2009

Reading the steps, Organization
Leyendo los pasos, Organización.

Torremolinos

Fuengirola

Marbella

Estepona

1956

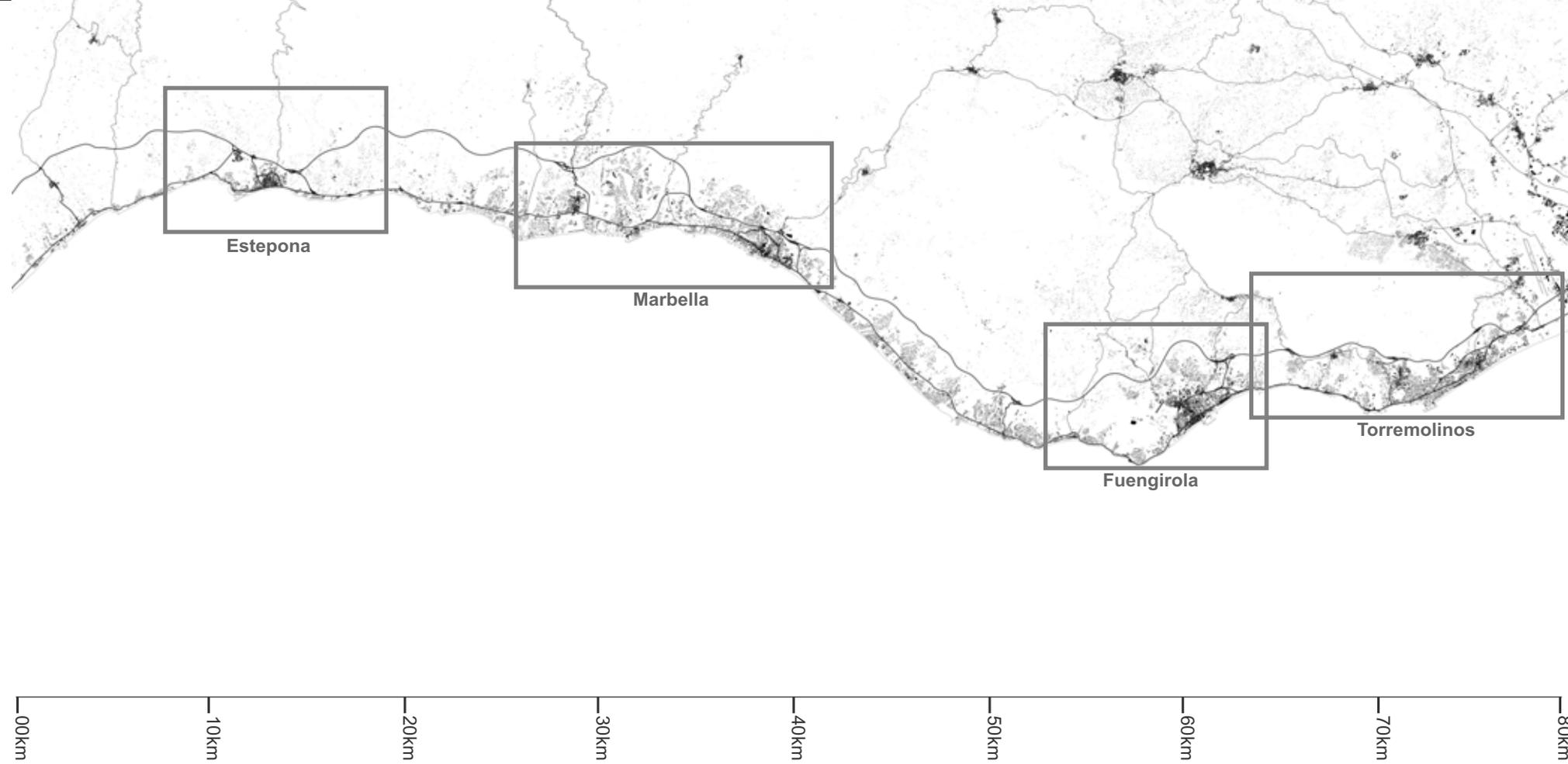


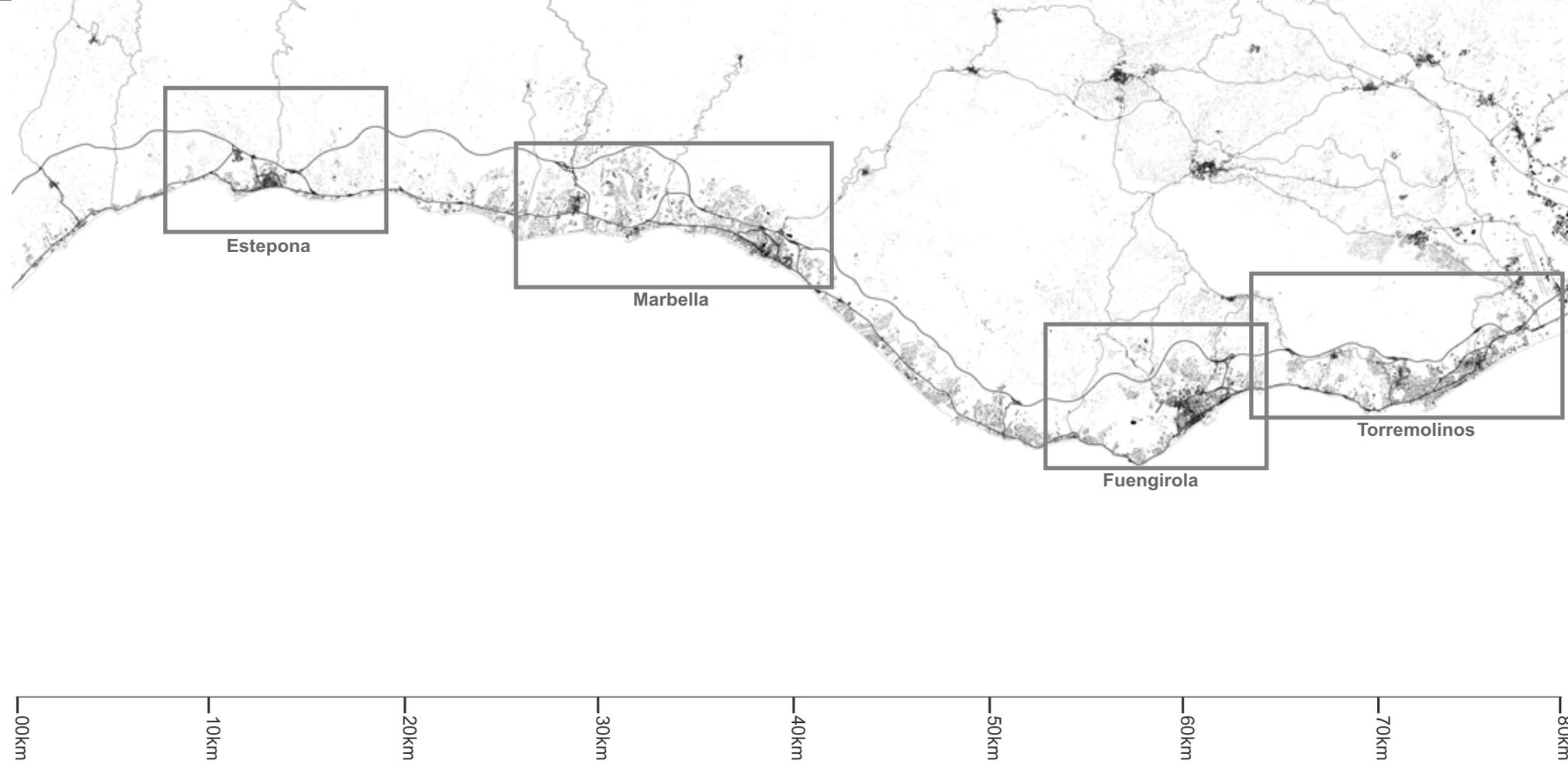
1984



2009









Benalmádena and its surroundings. 1940
Benalmádena y su entorno. 1940



16km

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01km

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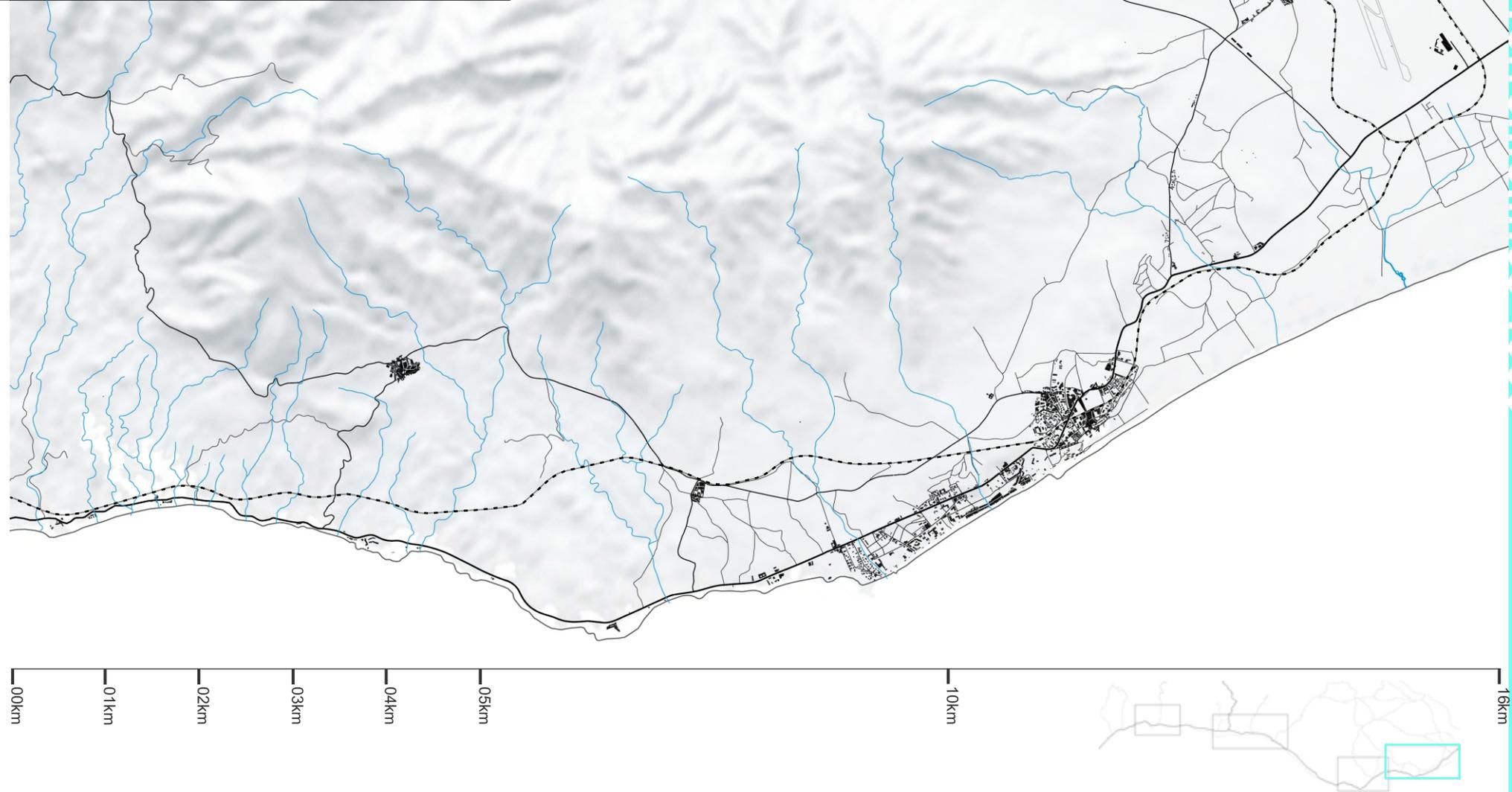




Territory traditionally set apart for agriculture begins to see itself transformed by the appearance of buildings dedicated for tourism. We can appreciate how a subdivision of agrarian parcels next to route N340 is produced, due to high demand, for the construction of buildings for touristic use. These new buildings lean on existing agrarian roads, with a total absence of special planning for the territory. These first developments are located between Torremolinos and the fishermen's village of La Carihuela, while Benalmádena remains untouched by this speculative process.

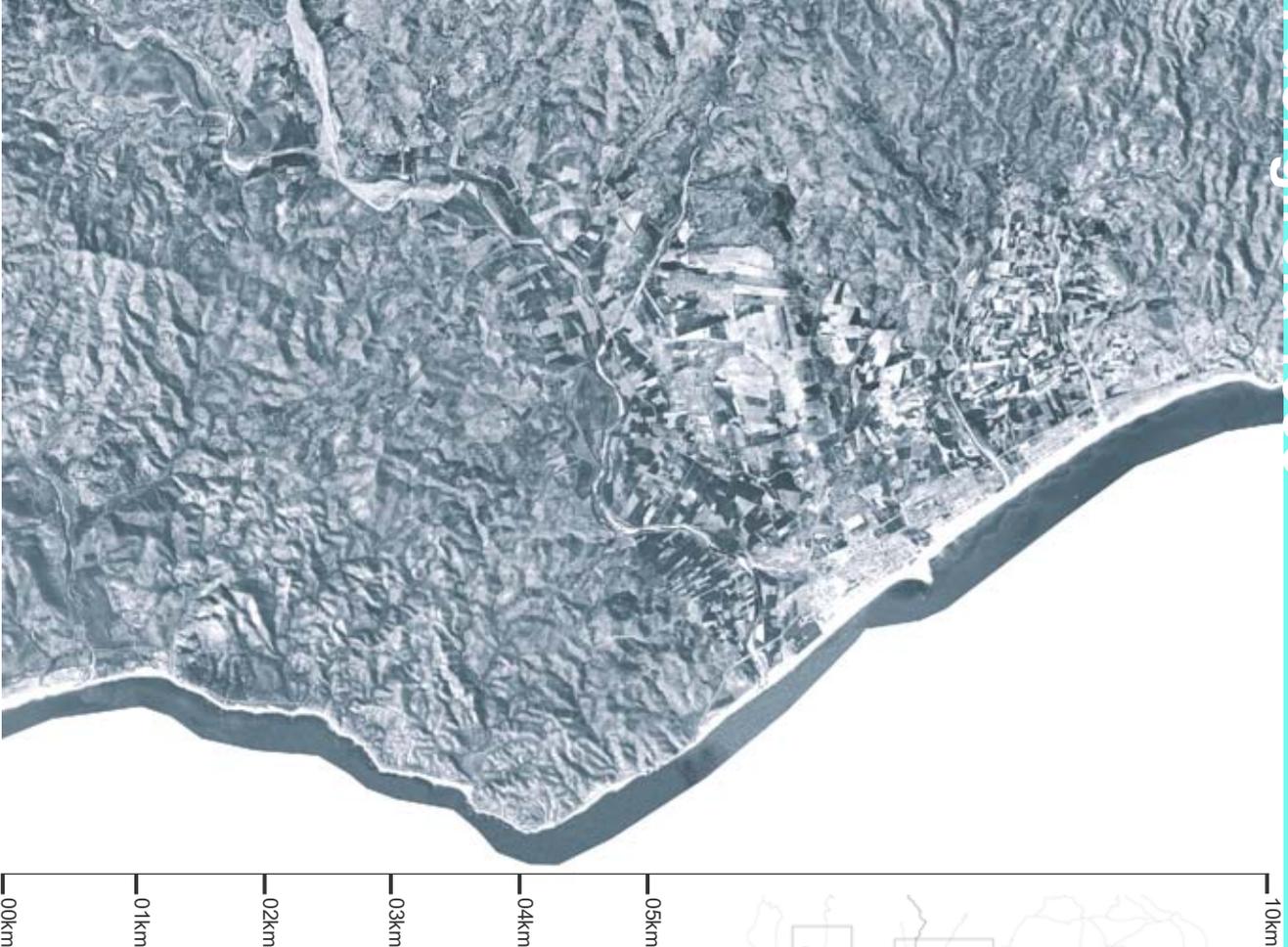
El territorio tradicionalmente agrario comienza a verse alterado por la aparición de edificaciones destinadas al turismo. Podemos apreciar como junto a la carretera N340 se produce una subdivisión de las parcelas agrarias para la construcción de edificaciones turísticas, debido a una elevada demanda. Estas nuevas edificaciones se apoyan en los caminos agrarios existentes, con una ausencia total de planificación espacial del territorio. Estos primeros desarrollos se localizan entre Torremolinos y el poblado de pescadores de La Carihuela, mientras Benalmádena continúa ajena a este proceso especulativo.

Torremolinos and national route N340. 1960
Torremolinos y la carretera nacional N340. 1960





Route N340 at the edge of the municipality of Fuengirola.
Carretera N340 en el término municipal de Fuengirola.



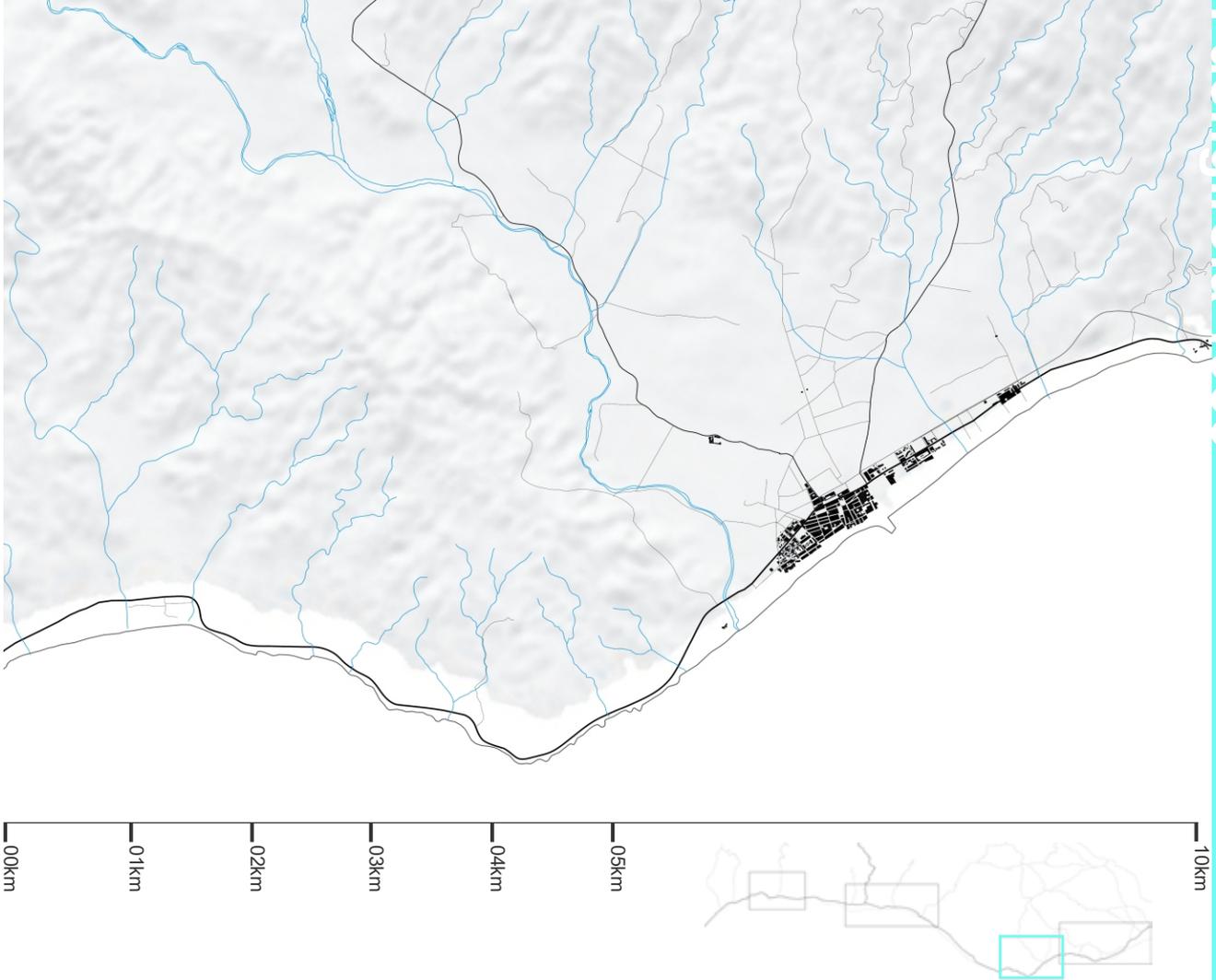


In 1956, Fuengirola had a population of 7060 neighbors. A society that lived from fishing and agriculture, with precarious commercial activity and completely absent urban industrial tissue. The appearance of new neighbors that occupied houses next to route N340 and the beach provokes the increase in the demand for services, and a cultural collision between the tourists and locals.

Fuengirola en 1956 contaba con una población de 7060 vecinos. Una sociedad que vivía de la pesca y de la agricultura, con un nulo tejido industrial y un precario comercio. La aparición de unos nuevos vecinos que ocupaban viviendas junto a la N340 y la playa, provoca el aumento de demanda de servicios, y un choque cultural entre el turista y el local.

Fisherman selling his catch. The train from Málaga to Fuengirola. Condition of the infrastructures within the municipality of Fuengirola.

Pescador vendiendo sus capturas. El tren de Málaga a Fuengirola. estado de las infraestructuras en el término de Fuengirola.





Marbella, historic center and first steps of the expansion towards the sea, the construction of the maritime front.

Marbella, centro histórico y primeros pasos del ensanche hacia el mar, la construcción del frente.



00km 01km 02km 03km 04km 05km 10km 16km



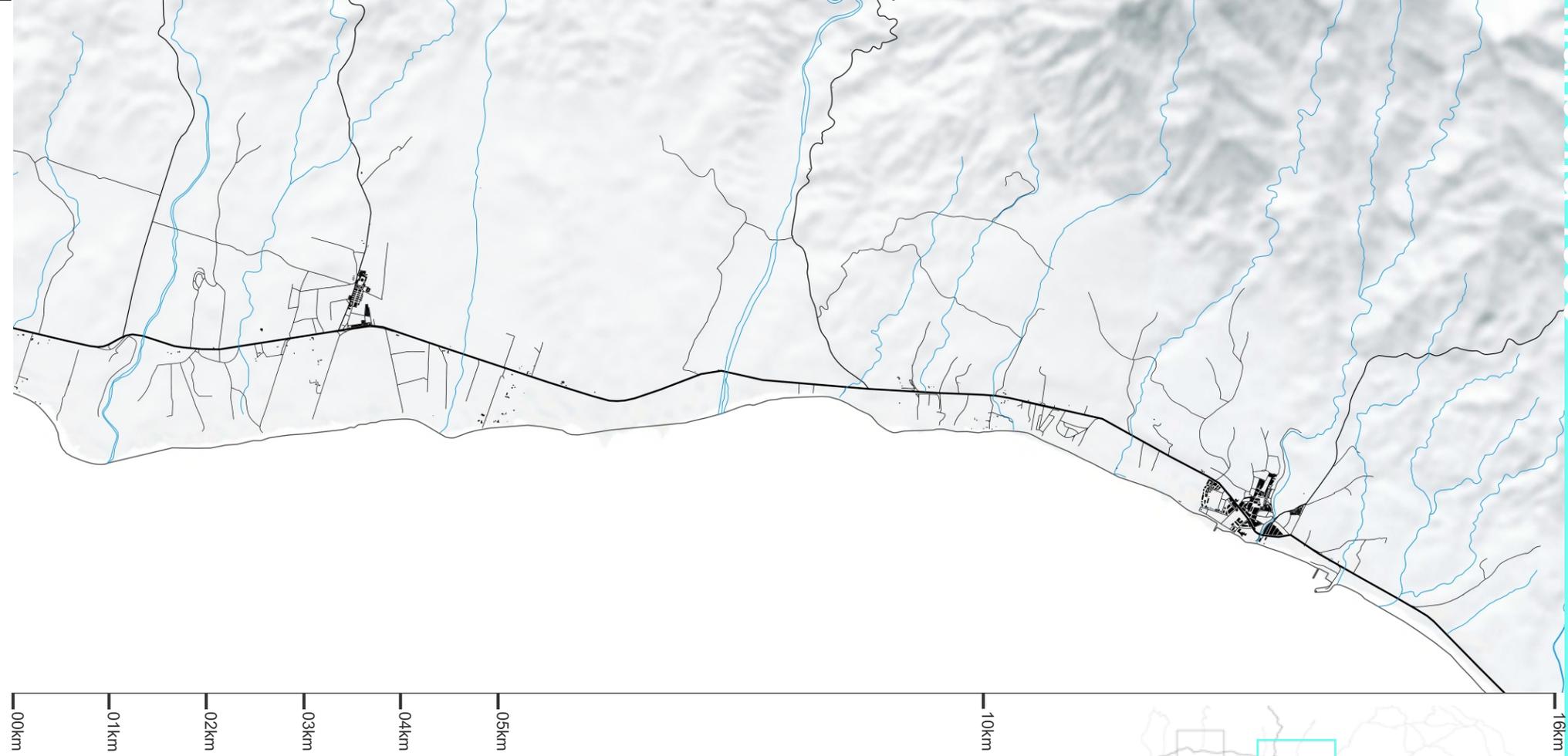
Marbella knew from the start it would be the capital of the coast, thus concentrating its greatest investments on touristic infrastructures. It took care in creating a maritime promenade and a port for docking. Rural roads start gaining importance as structure providers for the new growths. Great hotels concentrate near the historic center, while great urbanizations are attached to route N340, from the start over agricultural lands, with the intention of remaining as autonomous units in the region. We can appreciate how a great extent of the territory is not dedicated to agriculture since they are areas of sharp topography and high ecological value. At the crossroads between route N340 and the only road to communicate with the hinterland of the region, San Pedro de Alcántara starts to assume the role of territorial node.

Marbella supo desde un primer momento que sería capital de la costa, concentrando las mayores inversiones en infraestructuras turísticas. Se atiende a la creación de un paseo marítimo y un puerto para atraques. los caminos rurales van tomando importancia como estructuradores de los nuevos crecimientos. Los grandes hoteles se concentran junto al centro histórico, mientras que las grandes urbanizaciones se sitúan colgadas de la N340, en un primer momento sobre terrenos agrarios, con la intención de permanecer como unidades autónomas en el territorio. Podemos apreciar como gran parte del territorio no se dedica a la agricultura, se trata de zonas con una acusada topografía y un alto valor ecológico.

El cruce de caminos entre N340 y la única comunicación hacia el interior de la región, San Pedro de Alcántara comienza a despegar como nodo territorial.

First hotels occupying the front of Marbella. Construction in the maritime front, old traditional fishing boats vs. structure of great hotels. Syndicated city of Marbella, a project for the enjoyment of the working class, next to N340

Primeros hoteles ocupando el frente de Marbella. La construcción del frente marítimo, viejos barcos de pesca tradicional vs estructuras de grandes hoteles. Ciudad sindical de Marbella, proyecto para el disfrute de la clase obrera, junto a la N340.



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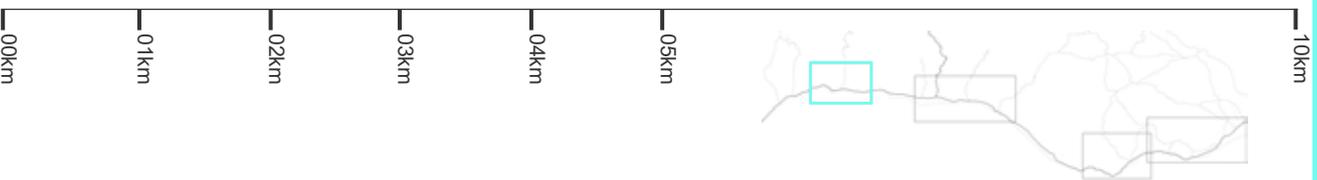
01km

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Estepona, traditional fishing industry ignorant of the process that starts to take place.

Estepona, industria pesquera tradicional ajena al proceso que comienza a desarrollarse.



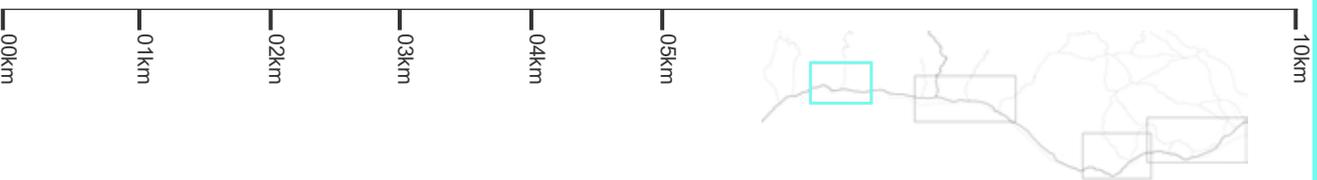


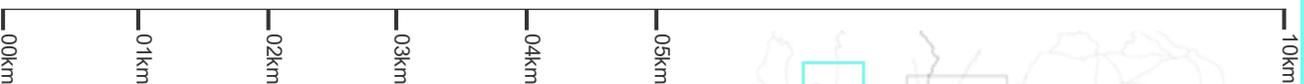
The municipality of Estepona lives independently of the rhythm of the rest of the coast for a while, continuing as a traditional nucleus. The historic structure is marked by the crossing of various roads, N340, the road system that gives structure to the valley, and some roads that made headway into the mountains. The improvement of the port leads the first touristic interventions to be located in its vicinity, supporting themselves on route N340.

El municipio de Estepona vive ajeno durante algún tiempo al ritmo del resto de la costa, manteniéndose como un núcleo tradicional. La estructura histórica está marcada por el cruce de varias vías, N340, el viario estructurante del valle y unos caminos que se adentraban en la montaña. La mejora del puerto provoca que las primeras intervenciones turísticas se localicen en sus cercanías, apoyándose en la N340.

Ruins of sentry tower for the defense of the coast from pirate's attacks. Maritime front of Estepona. Roads of the agricultural valley.

Resto de torre vigía para la defensa de la costa de ataques piratas. Frente marítimo de Estepona. Caminos del valle agrícola.







The improvements to route N340 allow the swift development of new buildings. The hotels place themselves close by to the spinal infrastructure that links them to the airport, the harbors, and the rest of the infrastructures. We can appreciate how in the background, the fishermen's village of La Carihuela, next to the beach undergoes changes to its fisionomy. We can see how agrarian parcels start being filled up with buildings of ever greater rotundness. This is due to the excessively high price asked for the land and therefore, maximum rentability is sought.

Las mejoras en la N340 permiten el rápido desarrollo de nuevas edificaciones. Los hoteles se sitúan cerca de la infraestructura vertebradora que los une al aeropuerto, los puertos y el resto de infraestructuras. Apreciamos como en el fondo, el poblado de pescadores de la Carihuela, junto a la playa, va cambiando su fisionomía. Vemos como las parcelas agrarias se van colmatando con edificaciones cada vez de mayor entidad, debido al excesivo precio del coste del suelo, se busca una máxima rentabilidad.

Torremolinos 1984



16km
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The territory becomes the greatest source of income, the rapid transactions did not allow a study of their consequences. Interventions at 2 scales, great hotels next to route N340, and small private buildings supporting themselves on the existing agrarian roads. Great investments in port infrastructures are carried out, and improvements to railway infrastructures generate denser zones of centrality, while in general, urban sprawl takes place. Urban growth beyond that forecast brings traffic in route N340, as it passes through historic cores, to a standstill. This leads to the creation of the first roads of circumvalation where the great touristic dotations would be placed. The urban cores of the interior begin their own transformation, modifying topographies to allow for the colonization of as yet untouched and inaccessible zones.

El territorio se convierte en la mayor fuente de ingresos, la rápidas transacciones no permitieron un estudio de sus consecuencias. Intervenciones a 2 escalas, grandes hoteles junto a la N340, y pequeñas edificaciones de particulares apoyandose en los caminos agrarios existentes. Se realizan grandes inversiones en infraestructuras portuarias, y se mejoran las infraestructuras ferroviarias generando zonas más densas de centralidad, mientras por lo general se atiende a la dispersión urbana. El crecimiento urbano sobre las previsiones colapsa la N340 a su paso por los núcleos históricos, creandose las primeras rondas donde se situarian los grandes equipamientos turísticos. Los núcleos del interior comienzan su propia transformación, modificandose las topografías para permitir la colonización de zonas inaccesibles intactas.

Route N340 as it passes through Benalmádena, agrarian pattern as the only structure of the territory. Circumvalation road Aeropuerto - Benalmádena. Port of Benalmádena and its rapid densification.

N340 a su paso por Benalmádena, trama agraria como única estructura del territorio. Circunvalación Aeropuerto-Benalmádena. Puerto de Benalmádena y la rápida densificación.





Plaza del sol, between the 30's - 40's, point of centrality in the territory, bars and shops occupied this space of connection between the coast and the mountain, place of exchange.

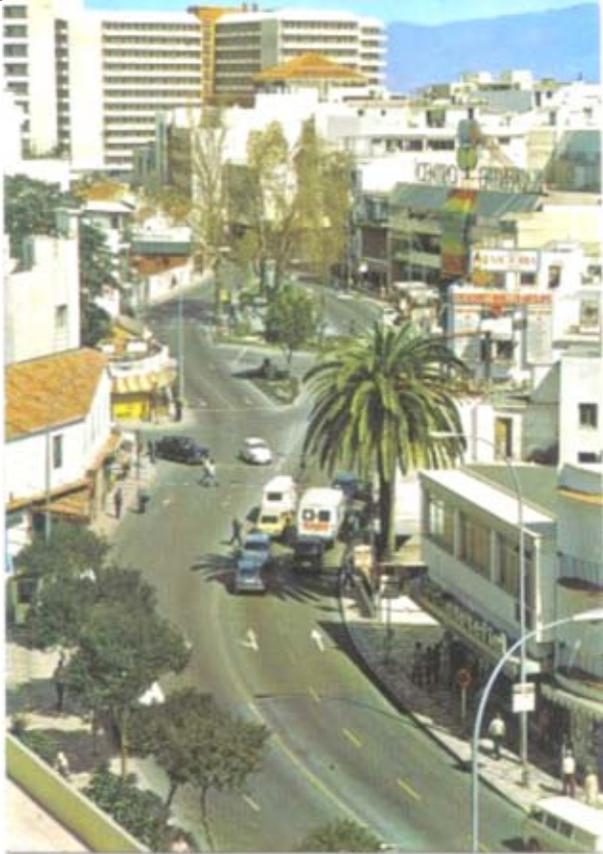
Plaza del sol, años 30 - 40, punto de centralidad del territorio, bares y comercios ocupaban este espacio de conexión entre la costa y la montaña, punto de transacciones.

Urbanization of the edge of the town square, first buildings for visitors, confirmation of a point of centrality.

Urbanización del entorno de la plaza, primeras edificaciones para visitantes, confirmación de punto de centralidad.

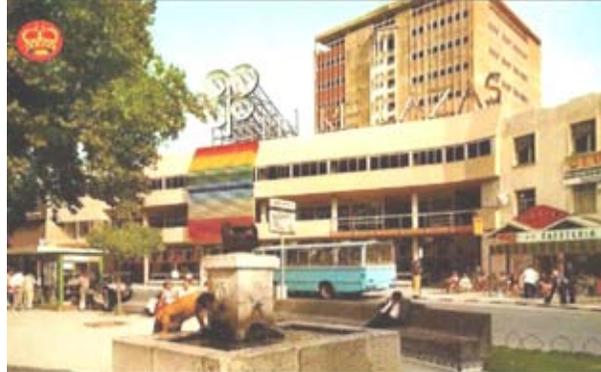
Around the 50's, old and new buildings begin a peaceful coexistence, at the service of the touristic machine.

Años 50, viejas y nuevas edificaciones comienzan una convivencia pacífica, al servicio de la máquina turística.



La plaza del sol becomes the neuralgic center of Torremolinos, with the appearance of shopping malls and a greater concentration of services.

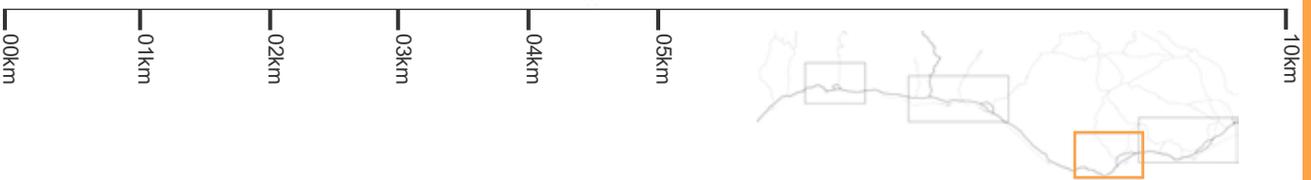
La plaza del sol se convierte en centro neurálgico de Torremolinos, con la aparición de centros comerciales y una mayor concentración de servicios.

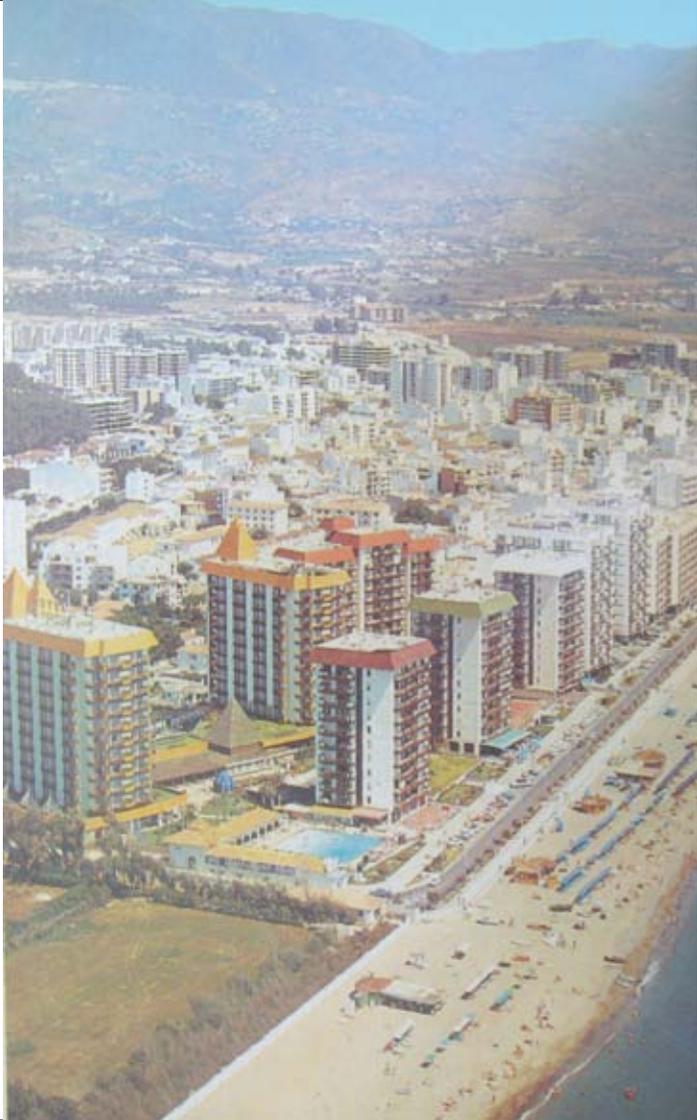




Fuengirola presents a dense growth, and specializing in massive tourism, sponsored by tour operators, it gives special attention to the treatment of the maritime front. The historic roads connecting the interior see an alteration of the agrarian pattern with numerous buildings. At the same time, inaccessible zones keep undergoing colonization with newly designed great urbanizations, great pockets tied like parasites to route N340.

Fuengirola presenta un denso crecimiento, y especializándose en el turismo masivo, propiciado por los tour-operadores. se presta especial atención al tratamiento del frente marítimo. Las vías históricas de conexión con el interior ven alteradas la trama agraria con numerosas edificaciones, al mismo tiempo las zonas inaccesibles se siguen colonizando con grandes urbanizaciones de nueva proyección, grandes bolsas atadas de forma parasitaria a la N340.



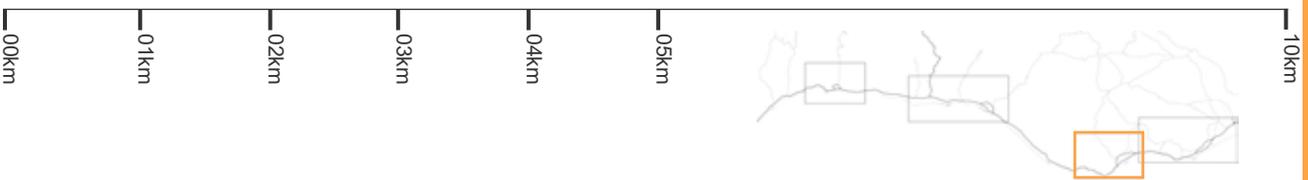
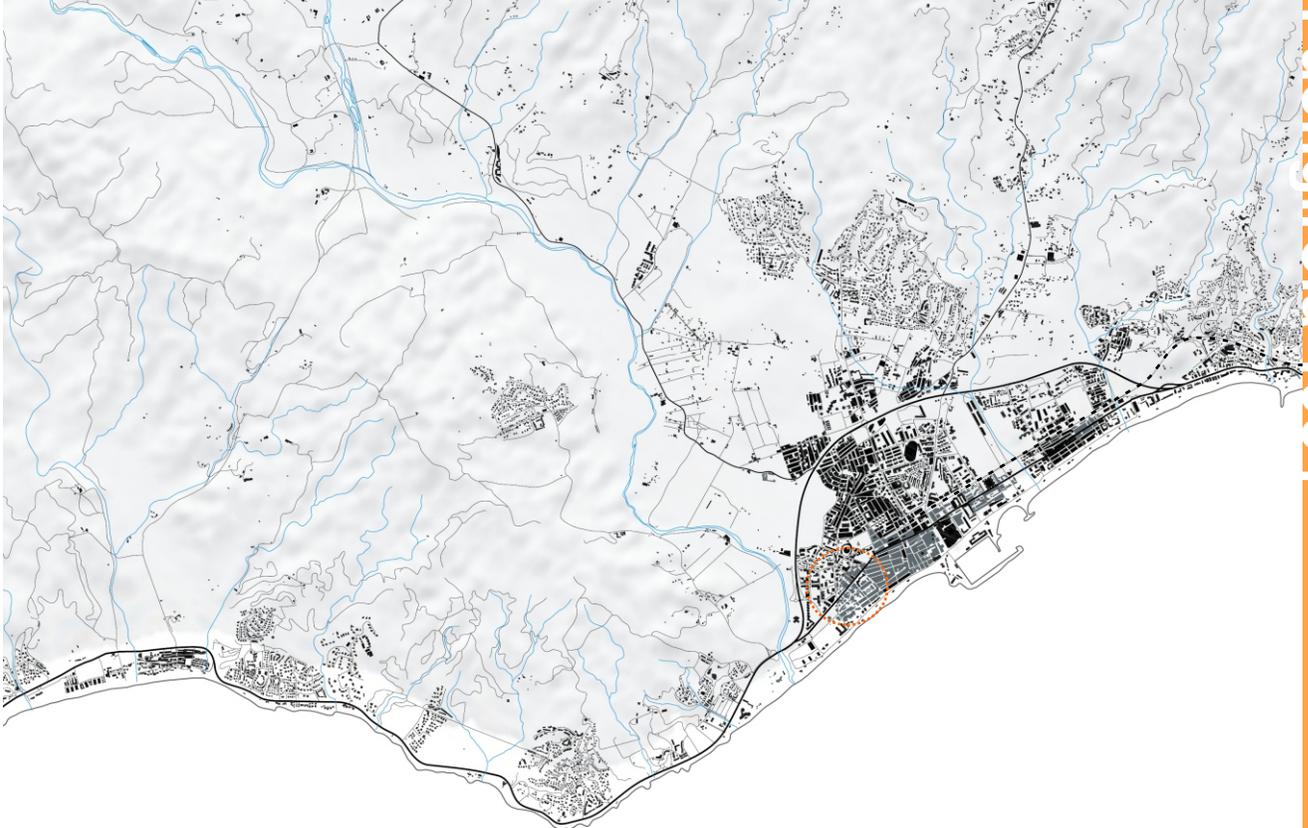


The urban tissue of Fuengirola sustained a unique densification in this territory, elevated prices for the land, and a strong demand provoked this situation that in just a few decades changed the traditional landscape of the area. This caused the loss, in great measure, of the original attributes of the territory. Route N340 as it passes through Fuengirola becomes the main urban axis, deviating later the territorial traffic by means of a circumvalating road. This very infrastructure allows the continuation of massive colonization of the territory by means of large speculative operations, based on the creation of pockets of independent road systems connected to route N340, saving the land to obtain greater benefits later.

El tejido de Fuengirola soporto una densificación única en este territorio, unos elevados precios del suelo y la fuerte demanda provocaban esta situación que cambió en pocas décadas el paisaje tradicional de la zona, perdiendo en gran medida los valores originales del territorio. La N340 a su paso por Fuengirola se convierte en el principal eje urbano, desviando mas tarde los flujos territoriales por una ronda de circunvalación. Esta misma infraestructura permite continuar con una masiva colonización del territorio mediante grandes operaciones especulativas, basadas en la creación de bolsas de viarios independientes conectados a la N340, reservando suelo para obtener mayores beneficios más tarde.

Skyline of Fuengirola. The transformations of the old fishermen's neighborhoods. N340 as it passes through new zones of Fuengirola.

Paisaje urbano de Fuengirola. Las transformaciones de los antiguos barrios de pescadores. N340 a su paso por nuevas zonas de Fuengirola.





Network of agrarian roads, and the castle of Fuengirola, improvement of infrastructures, construction of a bridge to cross Fuengirola river along route N340.

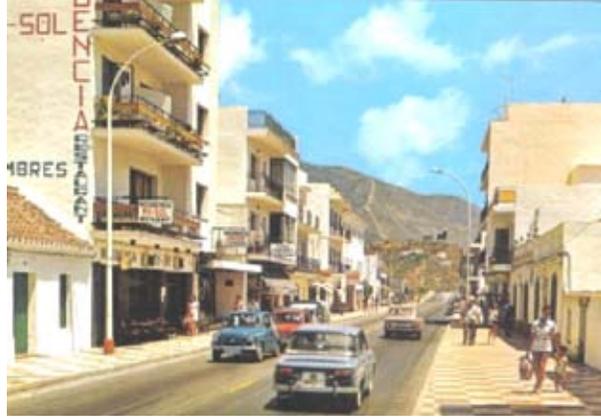
Red de caminos agrarios, y el castillo de Fuengirola. mejora de infraestructuras, construcción de un puente en la N340 para salvar el río Fuengirola.

First relations between infrastructure and building.

Primeras relaciones entre infraestructura y edificación.

The first service establishments locate themselves along route N340, and public transportation lines appear linking points in the territory.

Se localizan los primeros servicios en la N340, y la creación de líneas de transporte uniendo puntos en el territorio.



Once again we see the change from territorial road to commercial axis in the line of route N340, until the urban cores become saturated and traffic is moved away by means of circumvalation roads.

Volvemos a contemplar el paso de vía territorial a eje comercial en el trazado de la N340, hasta la saturación de los centros y su desviación por rondas.



Euengirola 1984 N 340



marbella hilton



Large multinational corporations see in this enclave a goldmine to invest in.

Grandes corporaciones internacionales ven en este enclave un mina de oro donde invertir.



00km 01km 02km 03km 04km 05km 10km 16km

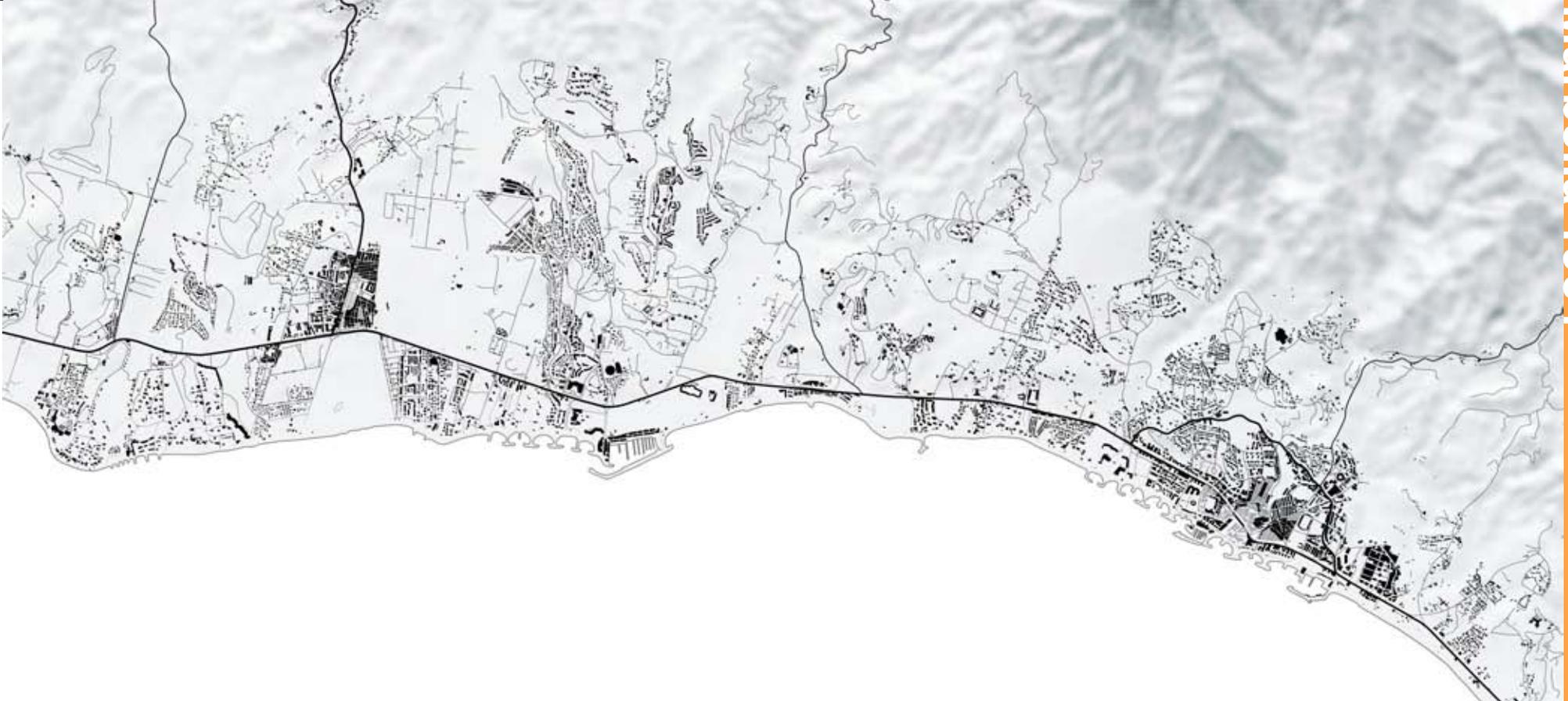


The synergy of the nucleus of Marbella, the improvement of its seafront, and the creation of a fishing and a recreational port, benefit the concentration of intense private investment in the area. This leads Marbella to become the Capital of the Costa del Sol continuing at the same time the process of creating urbanizations over route N340. A very large real estate operation, la Nueva Andalucía, stands out tied to the construction of the largest recreational port of the time, José Banús. At the same time, the logistical nucleus of San Pedro reaffirms itself in its condition, and serves as support to supply the lack of services in the many urbanization pockets attached to route N340.

La sinergia del núcleo de Marbella, la mejora de su frente y la creación de un puerto pesquero y otro deportivo, benefician la concentración de fuertes inversiones privadas en la zona, convirtiéndose en la Capital de la Costa del Sol, continuando a su vez el proceso de creación de urbanizaciones sobre la el vial N340. Destaca 'la Nueva Andalucía', gran operación inmobiliaria ligada a la construcción del mayor puerto deportivo del momento, José Banús. A su vez, el núcleo logístico de san Pedro se reafirma en su condición, y sirve de apoyo para suplir la falta de servicios en las numerosas bolsas de urbanizaciones colgadas de la N340.

N340 as it passes through the center of Marbella. Different Clubs locate themselves on the shore. Moment in the transformation of route N340 as it arrives in Marbella.

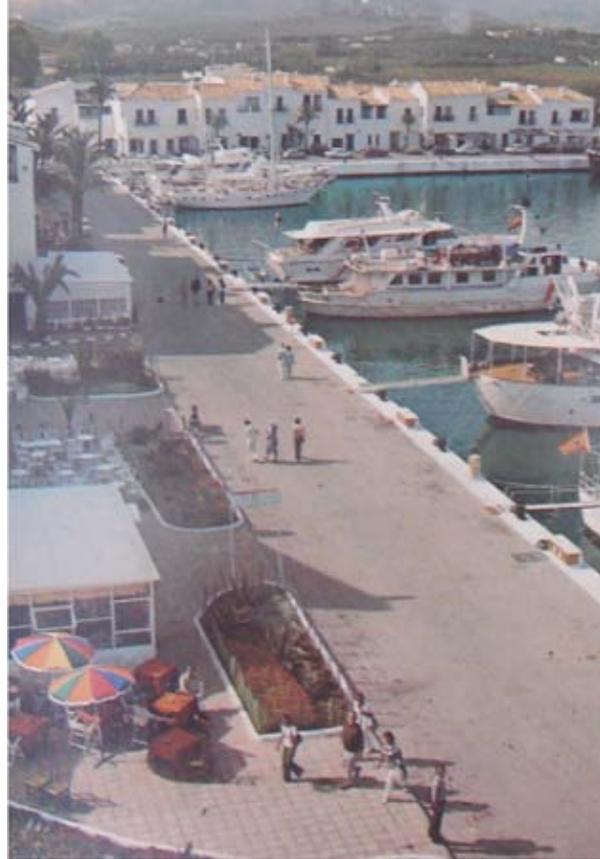
N340 a su paso por el centro de Marbella. Diferentes Clubes van situándose en el litoral. Momento en la transformación de la N340





Land destined for the construction of José Banús recreational port, between Marbella and San Pedro. The first buildings related to this dotation.

Terrenos destinados para la construcción del Puerto deportivo José Banús, entre Marbella y San Pedro. Las primeras edificaciones ligadas a este equipamiento.



The project was effective in channeling the demand for docks in the area, therefore becoming a reference point in the Costa del Sol.

El proyecto supo canalizar las demandas de atraques en la zona, convirtiéndose en un referente de la Costa del Sol.



After the first buildings, the construction of a dense tissue follows, seeking with no success the reminiscences of the place.

Tras las primeras edificaciones, se continúa la construcción de un denso tejido, buscando sin éxito las reminiscencias del lugar.



It becomes a new point of centrality, creating an isotopic relation with the traditional historic centers. Dotations, hotels, services..., Puerto Banús becomes by itself an exclusive place for luxury and nightlife.

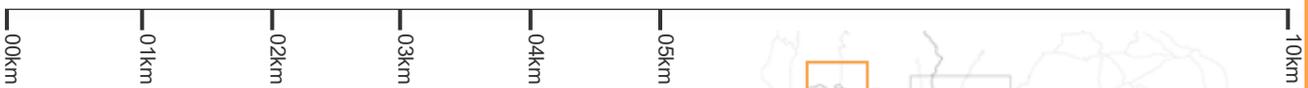
Se convierte en un nuevo punto de centralidad, creandose una relación isotópica con los centros históricos tradicionales. Equipamientos, hoteles, servicios..., Puerto Banús se convierte por sí mismo en un exclusivo lugar para el lujo y las fiestas.





View of the municipality, the agrarian roads, and the construction of the circumvalation road.

Vista del municipio, los caminos agrarios y la construcción de la ronda.

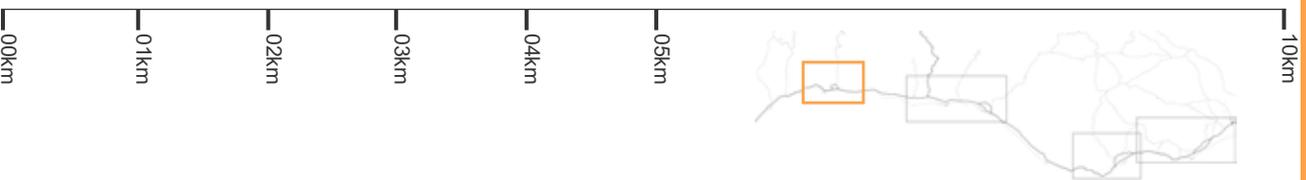




Estepona finds in the remodeling of its seafont the key to fueling the start of the touristic process through public space and lodging. The port of Estepona gathers strength as a destination of recreational vessels, besides increasing its importance as a regional level fishing port. Synergies are created around this dotation, producing an appearance of other services, dotations, a bull fighting ring..., And a controlled touristic development. On the other hand, the territory begins to see itself colonized by small investors, relying as in previous cases on agrarian roads and route N340. One of the first logistic complexes of industry emerges, on the road towards Casares through the valley.

Estepona encuentra en la remodelación de su frente marítimo la clave para impulsar el inicio del proceso turístico, mediante espacio público y alojamientos. Por su parte el puerto de Estepona va tomando fuerza como destino de atraques destinados al ocio, además de incrementar su importancia como puerto pesquero a nivel regional. Se crean sinergias en torno a este equipamiento, situándose otros servicios, equipamientos, plaza de toros..., y un controlado desarrollo turístico. En cambio, el territorio comienza a verse colonizado por pequeños inversores, apoyándose, como en casos anteriores de las trazas agrarias y la carretera N340. Surge uno de los primeros tejidos logístico-industrial, en el camino hacia Casares por el valle.

Port of Estepona and bull-fighting ring. Images of the treatment of the maritime front.
Puerto de Estepona y plaza de toros. Imágenes del tratamiento del frente marítimo.





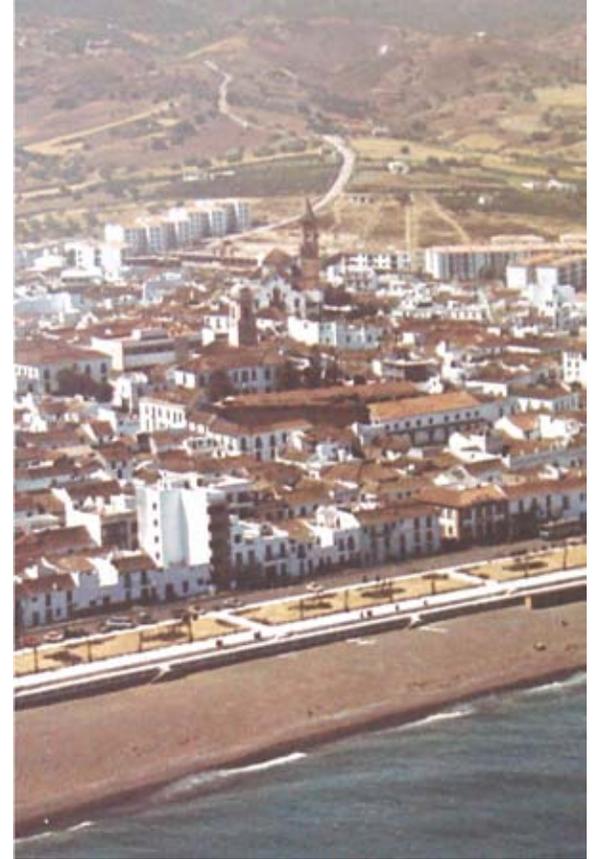
Since its origins, Estepona was tied to the sea and fishing.

Estepona desde sus orígenes estuvo ligada al mar y a la pesca.



The construction of the port, and the planning of its connection with the historic center has allowed a controlled development, at a slower speed than other municipalities.

La construcción del puerto, y la planificación de su conexión al núcleo histórico ha permitido un desarrollo controlado, a menor velocidad que en otros municipios.



The requalification of the seafront and the preservation of the historic center as points of departure.

La recalificación del frente y la conservación del centro histórico como puntos de partida.



The jump in scale was completed in a short time, generating an important urban axis over the line of route N340.

El salto de escala se completo en poco tiempo, generandose un importante eje urbano sobre el trazado de la N340



The jump in scale was completed in a short time, generating an important urban axis over the line of route N340.

El salto de escala se completo en poco tiempo, generandose un importante eje urbano sobre el trazado de la N340



Aerial view of Torremolinos - Benalmádena, the saturation of the territory in contrast with the images of 1956.

Vista aérea del entorno de Torremolinos -Benalmádena, la saturación del territorio, en contraste con las imágenes de 1956.



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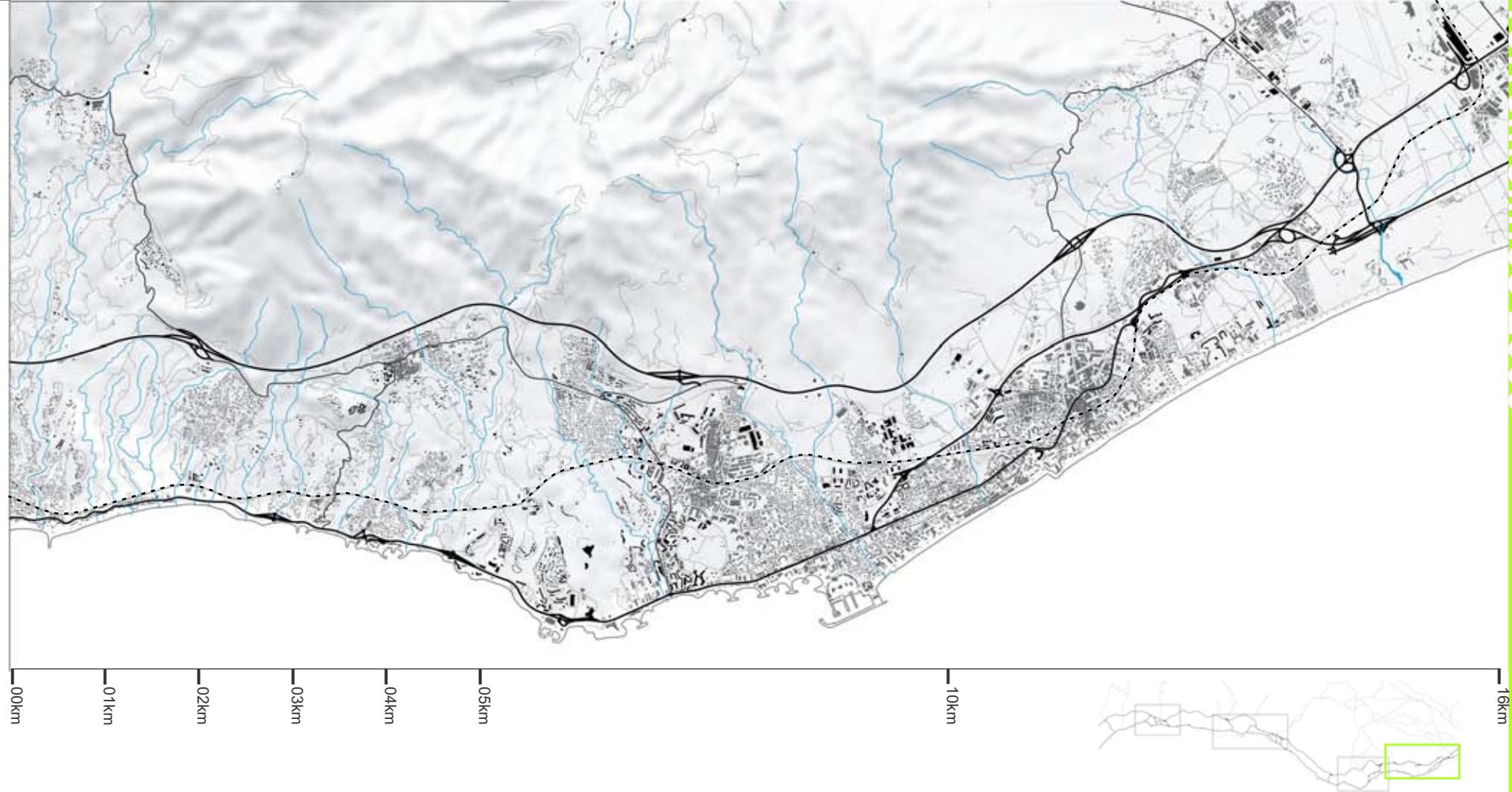


The Autopista del Sol appears as the solution to the problems of mobility of the territory, a bypass, an abstraction between two points. The old route N340 becomes a boulevard on this segment of the territory that collects a large part of the services and activities of the municipalities of Torremolinos and Benalmádena. This road continues collecting the greater part of the zone's vehicular traffic and ever more pedestrian flows. This is because it is the closest road to the shore and the shore lacks a seafront promenade. The historic centers are reactivated, since they are the points where there still is left something of the past for tourism to claim. This is where the greater part of the services for both locals and visitors concentrate while the railroad stations favor growth with a greater density.

La autopista del sol aparece como la solución a los problemas de movilidad del territorio, un by-pas, una abstracción entre dos puntos. La antigua N340 se convierte a su paso por este tramo del territorio en un bulevar que recoge gran parte de los servicios y actividades de los municipios de Torremolinos y Benalmádena. Esta vía continúa recogiendo la mayor parte del tráfico de vehículos de la zona, y cada vez más flujos peatonales, al ser la vía paralela más próxima a la costa, y carecer de un frente marítimo donde pasear. Los centros históricos se reactivan, al ser los puntos donde aun queda algo de ese pasado como reclamo turístico, concentrándose la mayor parte de los servicios para locales y visitante. las estaciones de ferrocarril favorecen crecimientos con una mayor densidad.

Commercial street in the historic core of Torremolinos. N340 as it passes through Benalmádena.

Calle comercial en el casco histórico de Torremolinos. N340 a su paso por Benalmádena.





The circumvalation road built in the early 80's between the airport and Benalmádena has become a barrier within the municipality. This road has not successfully been integrated within the urban texture of the municipality. The elevated pedestrian bridges remaining over the roadway as well as the segregation of the sidewalks and other elements accentuate the collision of scales.

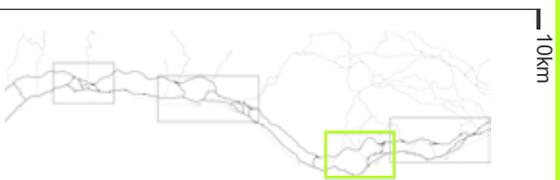
La ronda construida a principio de los 80 entre el Aeropuerto y Benalmádena se ha convertido en una barrera dentro del municipio. No se ha conseguido integrar esta vía dentro del tejido del municipio, se conservan los pasos elevados sobre la vía, las protecciones en los acerados y otros elementos que acentúan el choque de escalas en el lugar.





The circumvalation road in Fuengirola has become an axis of connections and activities in the municipality. The old bridge for route N340 built in the late 50's to cross Fuengirola river can be observed.

La ronda en Fuengirola se ha convertido en el eje de conexiones y actividades del municipio. Observamos el antiguo puente construido a finales de los 50 para permitir el paso de la N340 sobre el río.



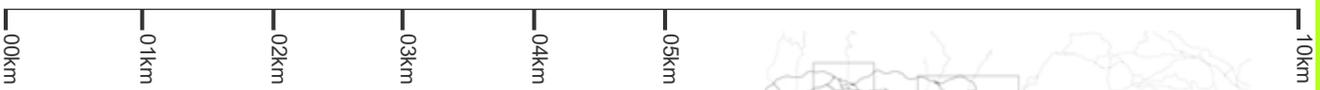
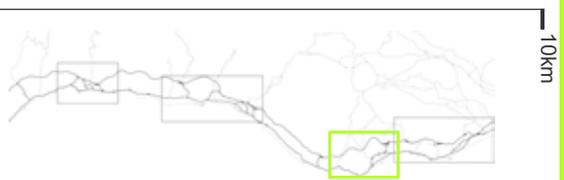
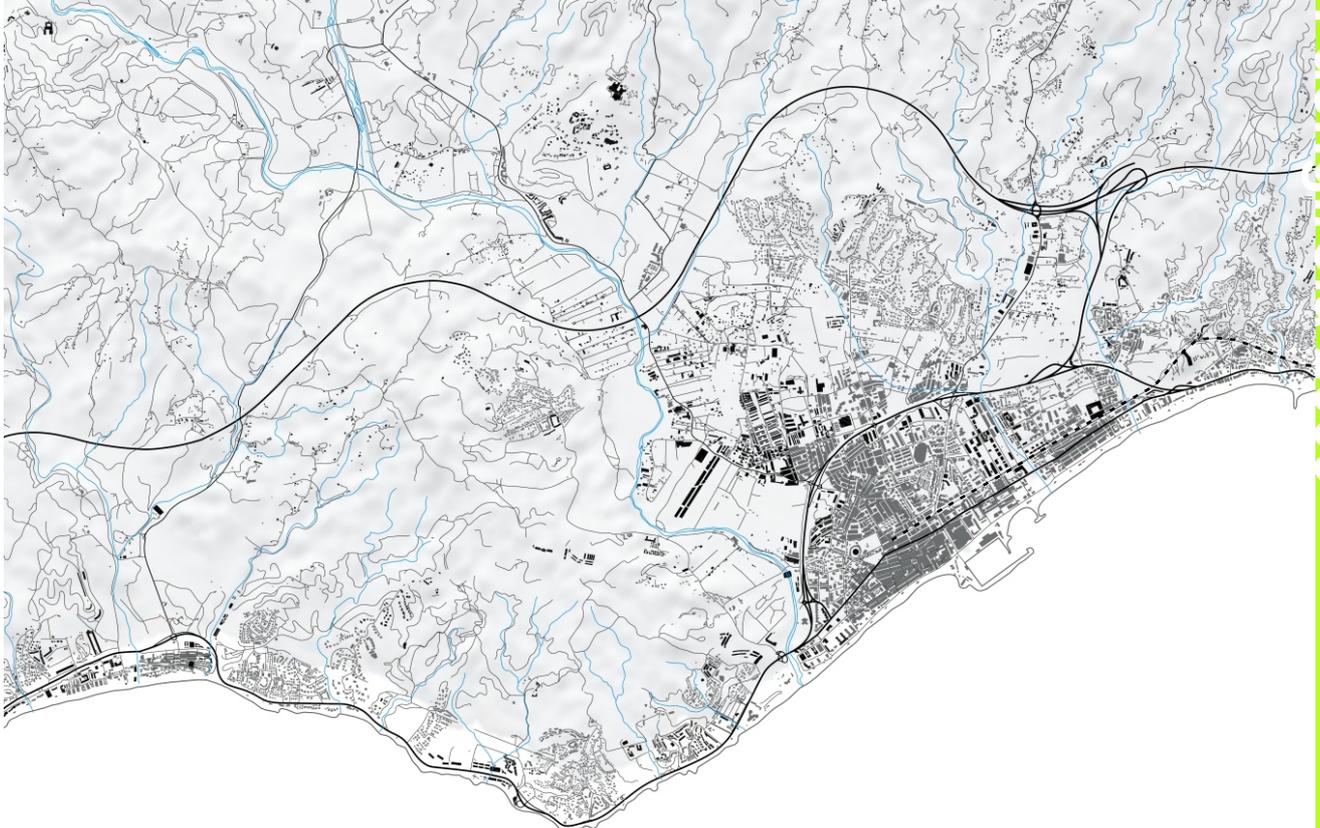


With the opening of the Autopista del Sol, the relation between the municipality and the region has changed from being of a linear type intimately related with its surroundings, to a punctual connection with just the function of a threshold. The pressure of traffic has been diminished in the whole municipality, allowing in this way attention to focus on problems of a smaller scale, the city scale. For its part, the urbanization of the territory continues by giant leaps, following exactly the same pattern as in previous decades, relying on agrarian infrastructures and the main roads of the interior in this occasion.

Con la apertura de la Autopista del sol, la relación del municipio con la región ha pasado de ser de ser de tipo lineal íntimamente relacionado con su entorno, a una conexión puntual con una función exclusiva de puerta. La presión del tráfico ha sido disminuida en todo el municipio, permitiéndose de esta forma abordar los problemas a una escala menor, a una escala de ciudad. Por su parte la urbanización del territorio continúa a pasos agigantados, siguiendo exactamente el mismo patrón que en décadas anteriores, apoyados en las infraestructuras agrarias y en las vías principales, esta vez del interior.

Suburban areas at the edge of the highway. Shopping Mall on the municipality's circumvalation road.

Áreas suburbanas al borde de la autopista. Centro comercial situado en la ronda del municipio.





Route N340 between Marbella and Fuengirola, has sustained from the beginnings of transit, all the vehicles that moved from one point to another along the coast. The current situation has changed, the Autopista del Sol takes up this function, and the old roadway slowly witnesses how the activities abandon its edge and relocate elsewhere. Nonetheless, it still remains a barrier for the pedestrian and a collector for annexed urbanizations.

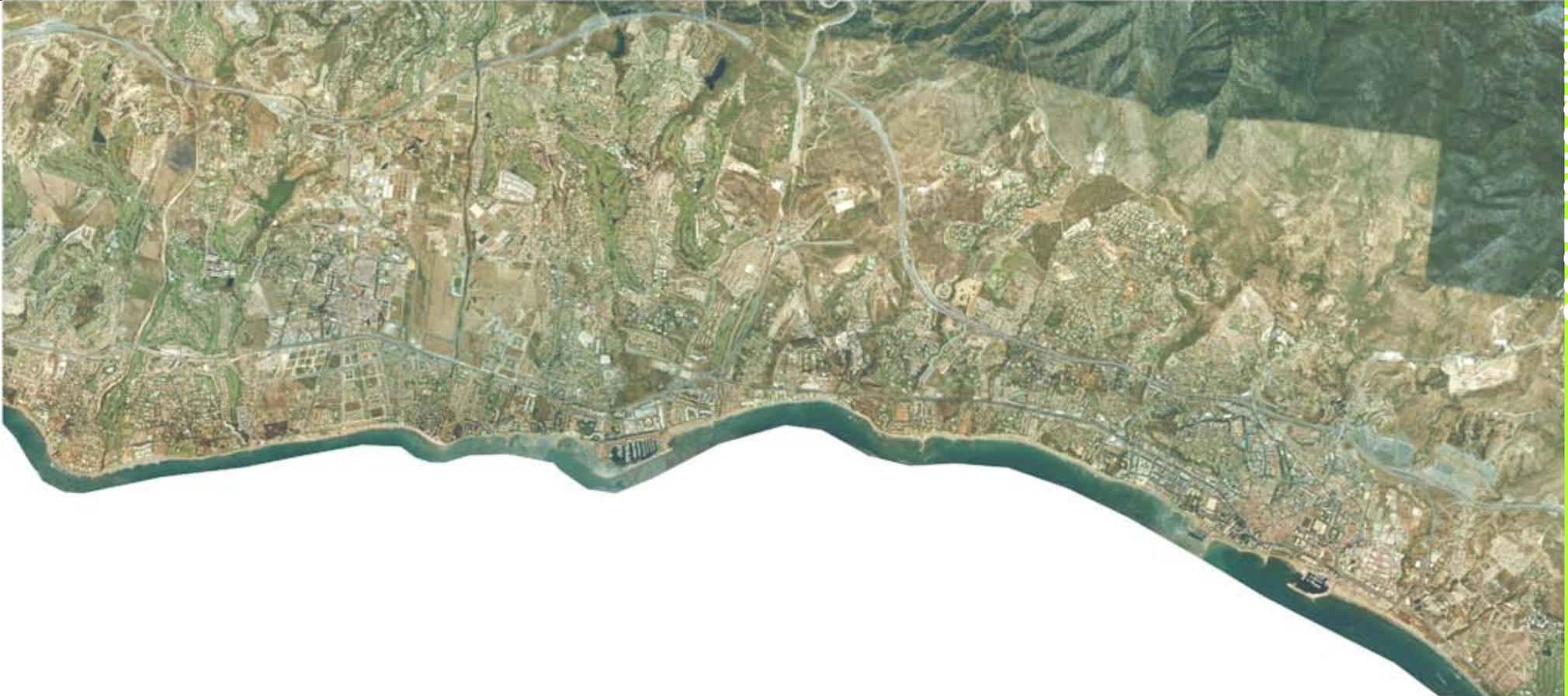
La carretera N340 entre Marbella y Fuengirola, ha soportado desde los inicios el tránsito de todos los vehículos que se movían de un punto a otro de la costa. La situación actual ha cambiado, la autopista del Sol recoge esta función, y la antigua vía ve poco a poco como las actividades se van reubicando en otras localizaciones. Continúa siendo una barrera para el peatón y un colector para las urbanizaciones anexas.





The Autopista del Sol responds to three different scales on the municipal edge of Marbella: the territorial connection (its own), the inter-city connection (it gathers the displaced flow from route N340), and the local connection (spinal axis of Marbella).

La Autopista del Sol responde en el término municipal de Marbella a tres escalas distintas: la conexión territorial (propia), comarcal (acoge el flujo desviado de la N340), y la local (eje vertebrador de Marbella).



16km

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Finally, Marbella situates itself as the capital of the Costa del Sol, partly favored by its central situation and territorial node condition, as well as its dynamism in terms of touristic interventions. The urbanizations that were attached to route N340 were cut through by the highway so integration was not achieved due to the sharp difference in scales and these private streets are today the urban structure of the city. Puerto Banús continues even today creating synergies in the territory and further concentrating more activities. San Pedro, with the construction of a new bypass has recuperated the scale of the city. The relations between the new infrastructures and the territory will shape drastically the future of the municipality.

Finalmente Marbella se sitúa como capital de la Costa del sol, favorecido en parte por su situación central, nodo territorial, y por su dinamismo en cuanto a inversiones turísticas. Las urbanizaciones que colgaban de la N340, fueros atravesadas por la Autopista, no lograndose una integración por la acusada diferencia de escalas, y esas calles privadas, son hoy la estructura urbana de la ciudad. Puerto Banús continúan aun hoy creando sinergias en el territorio, y concentrando cada vez más actividades. San Pedro, con la realización de un nuevo desvío, ha recuperado la escala de ciudad. Las relaciones entre las nuevas infraestructuras y el territorio marcarán drásticamente el futuro del municipio.

Urbanizations built as part of golf course projects. Autopista del Sol as it passes through the municipality.

Urbanizaciones construidas bajo proyectos de campos de Golf. Autopista del Sol a su paso por el municipio.





Autopista del Sol as it passes through Marbella, encounter between different scales. This road passes at a lower topographic level, connecting at some points to the weak road system of the city of Marbella, inherited from the urbanizations realized along route N340 in previous decades. The main shopping, service, and activity centers of the territory start to locate in this zone. As the capacity to connect to the functional network improves in this zone the price of land has increased considerably.

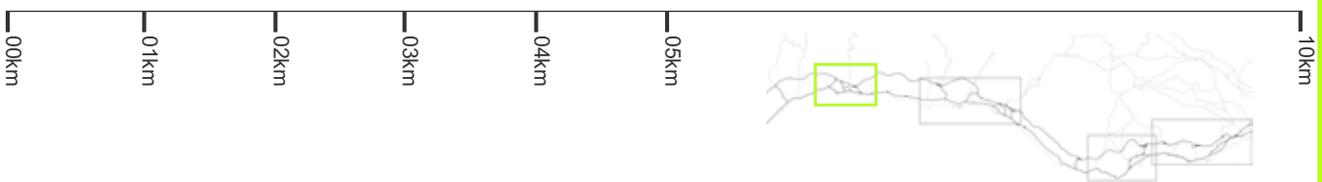
La autopista del Sol a su paso por Marbella, encuentro entre diferentes escalas. Esta vía pasa a una cota inferior, conectándose en algunos puntos a la débil trama de la ciudad de Marbella, heredada de las urbanizaciones realizadas sobre la N340 en décadas anteriores. Se comienzan a localizar en esta zona los principales centros comerciales del territorio, servicios y actividades. El precio del suelo ha aumentado considerablemente según su capacidad de conexión a la red funcional aumenta.





The speculative processes upon this territory have at present their highest peak. The same practices are repeated but this time a far superior scale.

Los procesos especulativos en este territorio tienen en la fecha actual su pico máximo, se vuelven a repetir las mismas prácticas, pero esta vez a una escala muy superior.



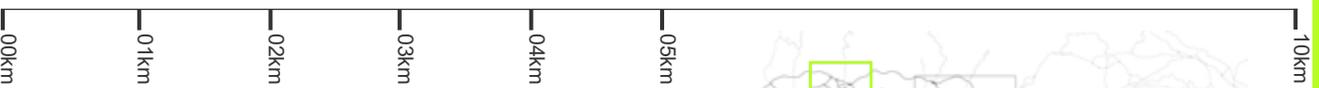
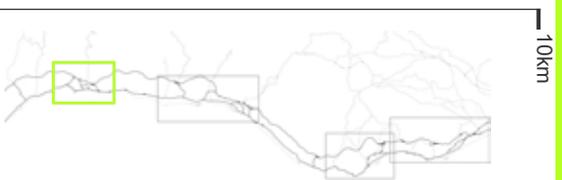


Starting in 1996, with the new Land Use legislation, the real estate speculation machine was pushed further in the province of Málaga. Estepona, which had resisted the pressure of previous decades appeared as virgin territory if we compare it with municipalities such as Torremolinos. Therefore, the great investors took advantage of the new legislation to carry out large urbanization projects there. The highway connects at three points with the municipality succeeding in functioning as a circumvalation road, and allowing the development of urban extensions within the created perimeter. The highway succeeds in connecting route N340 with the historical road to Casares where the regional logistics center keeps growing.

A partir de 1996, con la nueva ley del suelo, se aceleró la máquina inmobiliaria en la provincia de Málaga. Estepona, que había resistido la presión de anteriores décadas, se mostraba como un territorio “virgen”, si lo comparamos con municipios como Torremolinos, por lo que los grandes inversores aprovechando la nueva legislación llevaron a cabo grandes proyectos de urbanizaciones. La autopista se conecta por tres puntos al municipio, consiguiendo funcionar como ronda, permitiendo el desarrollo de ensanches en el interior, y conectando la N340 con el camino histórico de Casares donde sigue creciendo el centro logístico comarcal.

New infrastructures connecting different scales.
The urban - rural border in new developments.

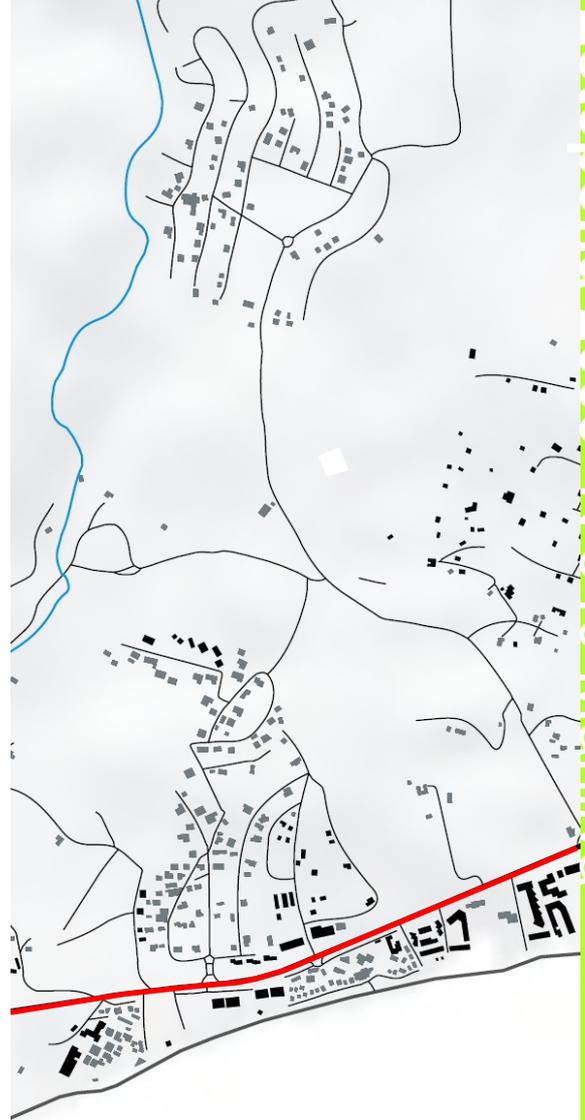
Nuevas infraestructuras conectando distintas escalas.
Límite urbano - rural en las nuevas urbanizaciones

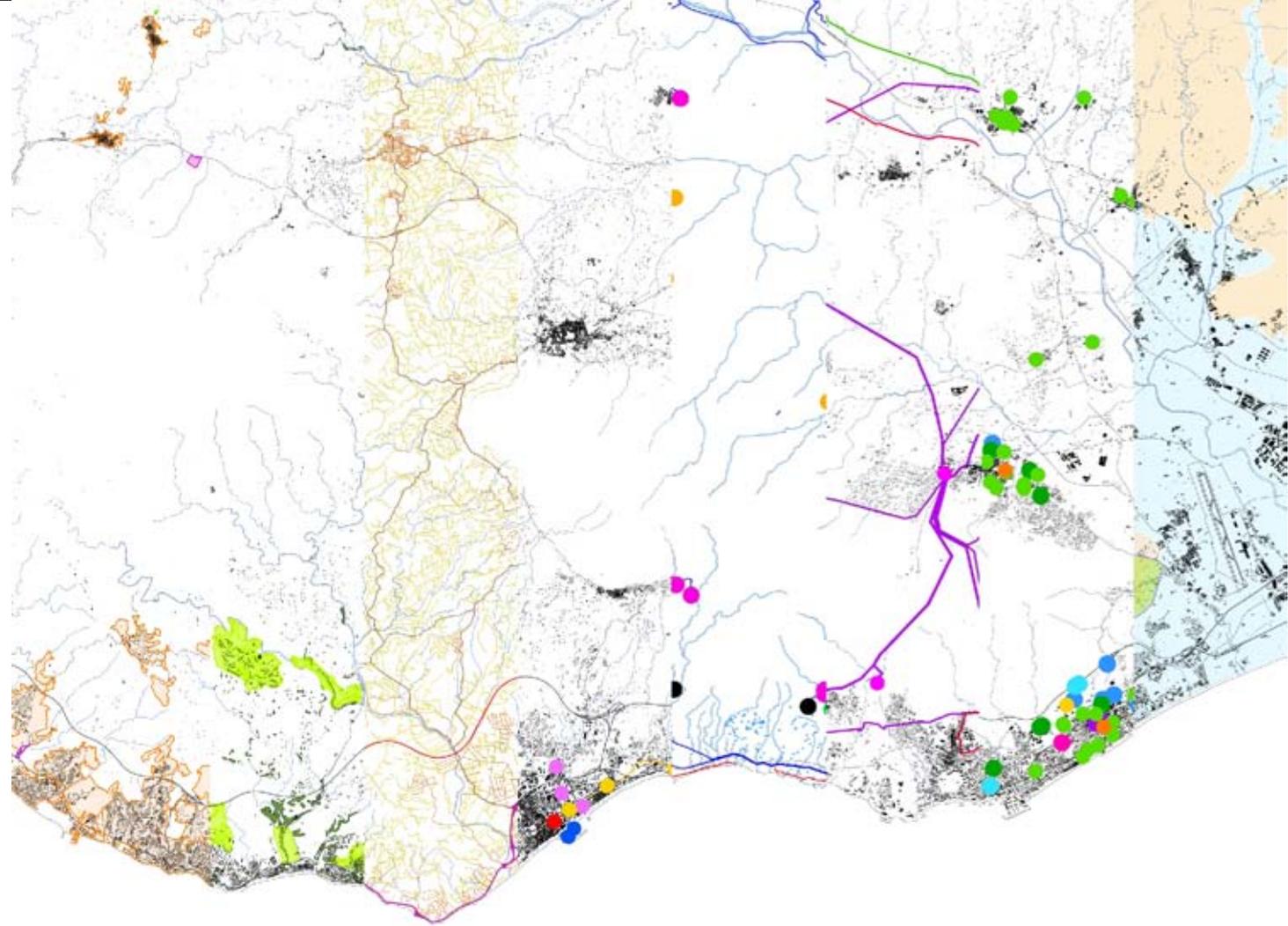




The immediate surroundings to route N340 can be appreciated between Manilva and Estepona, as new urbanizations continue the same process carried out in other areas, over agrarian roads when the developments have a smaller scale, creating new structures for the great speculative pockets of development. The high number of golf courses and small marinas developed is noticeable.

Podemos apreciar el entorno de la carretera N340 entre Manilva y Estepona, como nuevas urbanizaciones continúan con el mismo proceso llevado a cabo en otras zonas, sobre caminos agrarios, en las promociones de menor tamaño, creando nuevas estructuras para las grandes bolsas especulativas. Llama la atención el elevado número de campos de golf, y el desarrollo de pequeñas marinas.





Urban System

Green

Road Network

Transport

Water

Energy

Facilities

Heritage

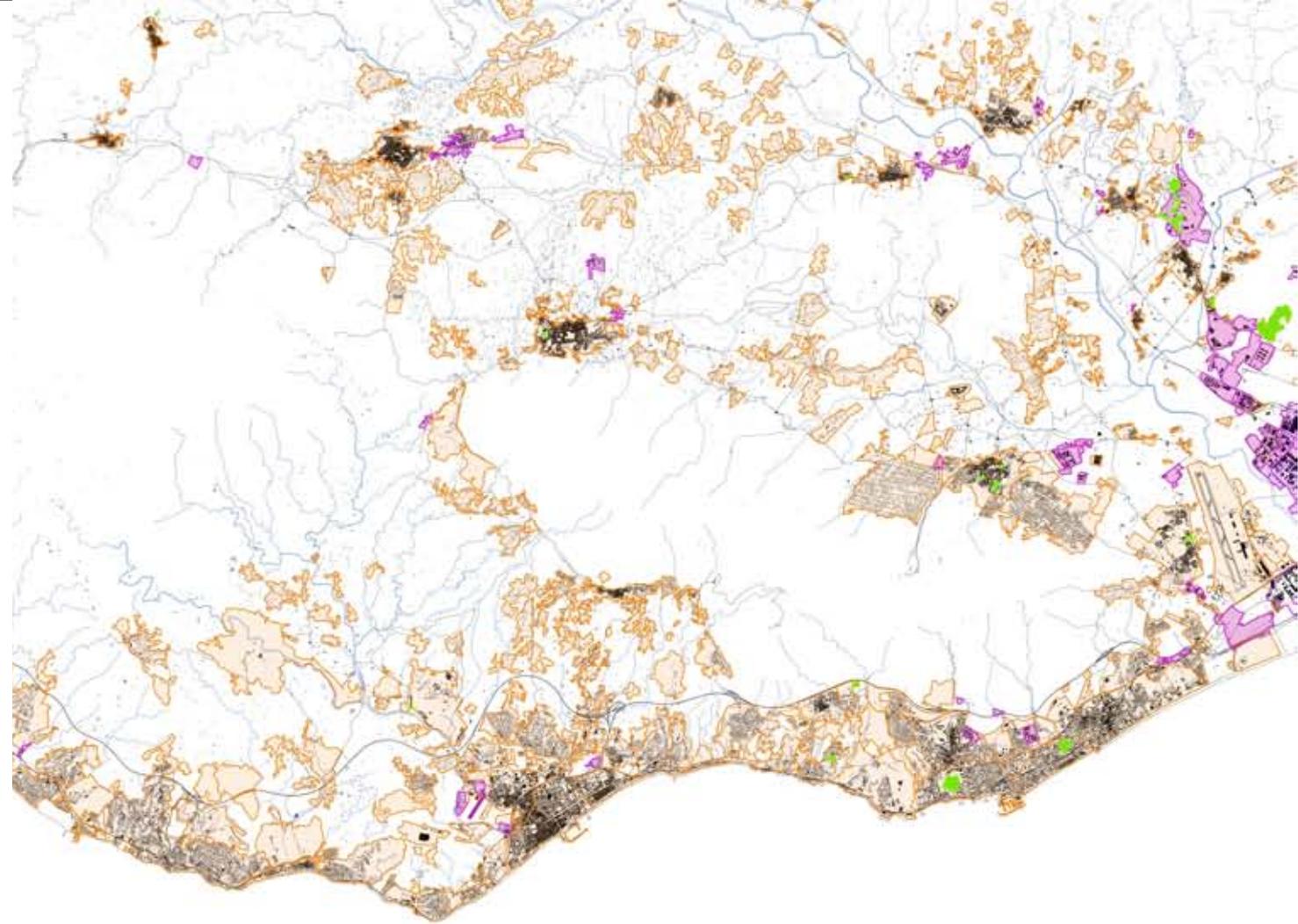


Urban System

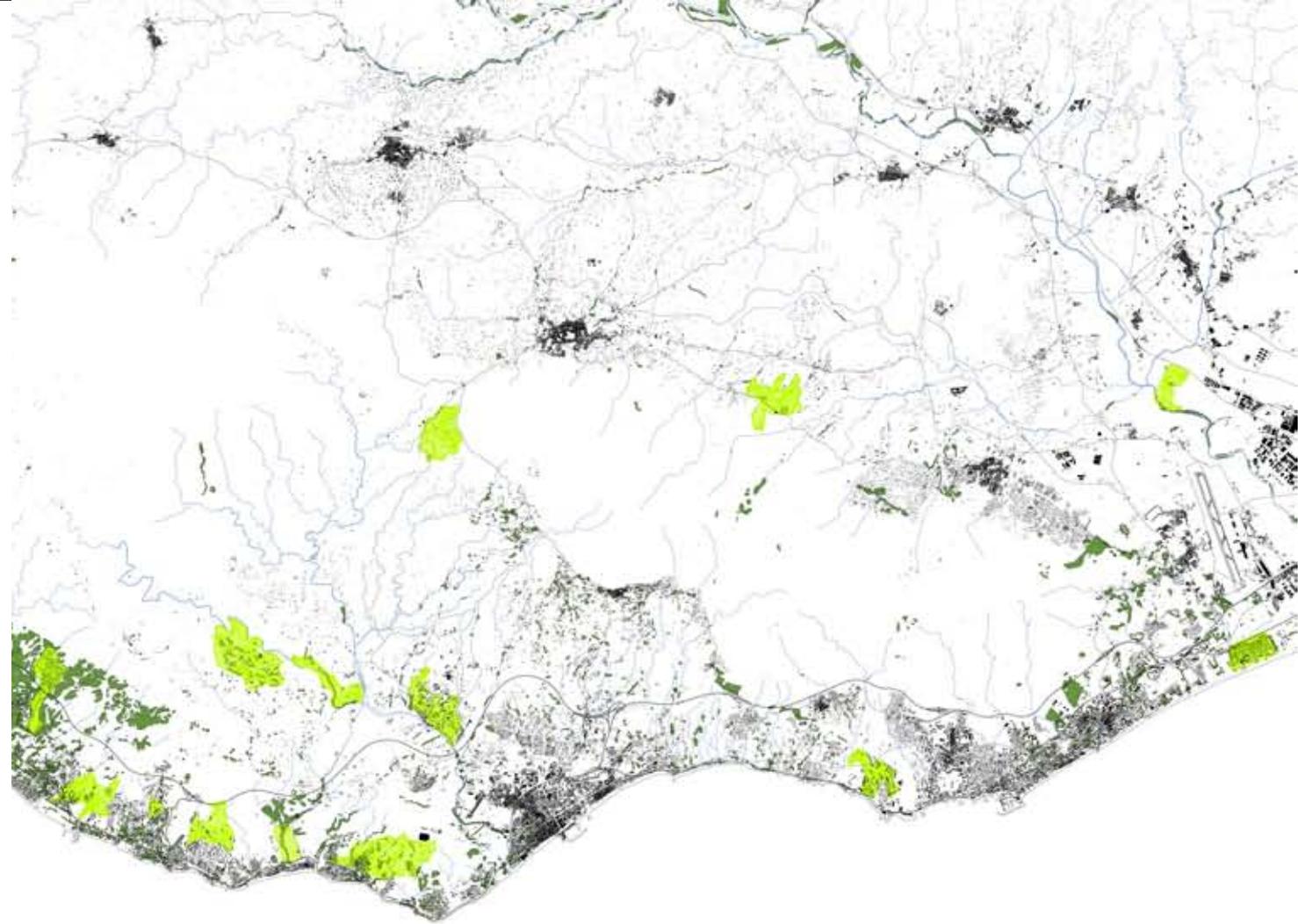
Urban Cluster 

Industry 

Urban Green 







Green

Wooded area



Golf course

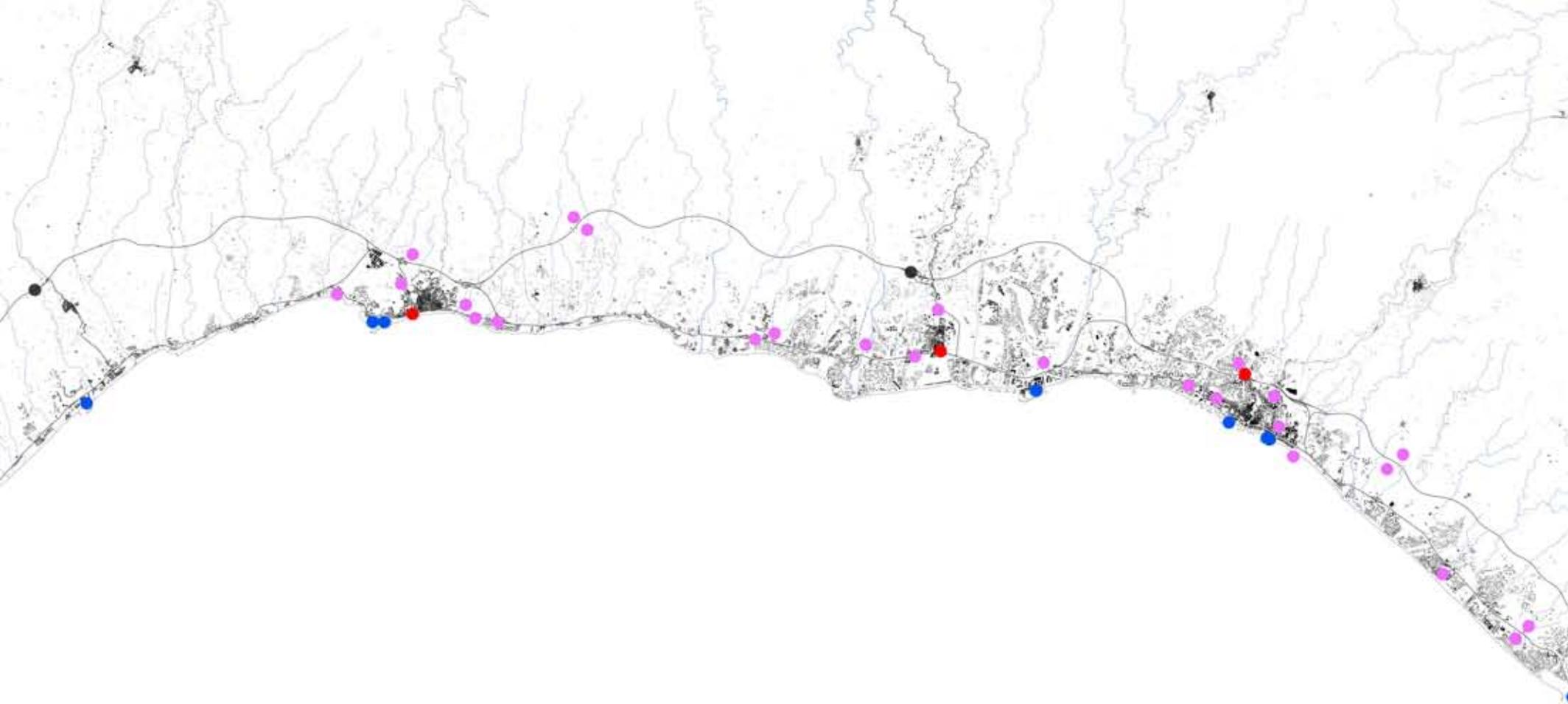


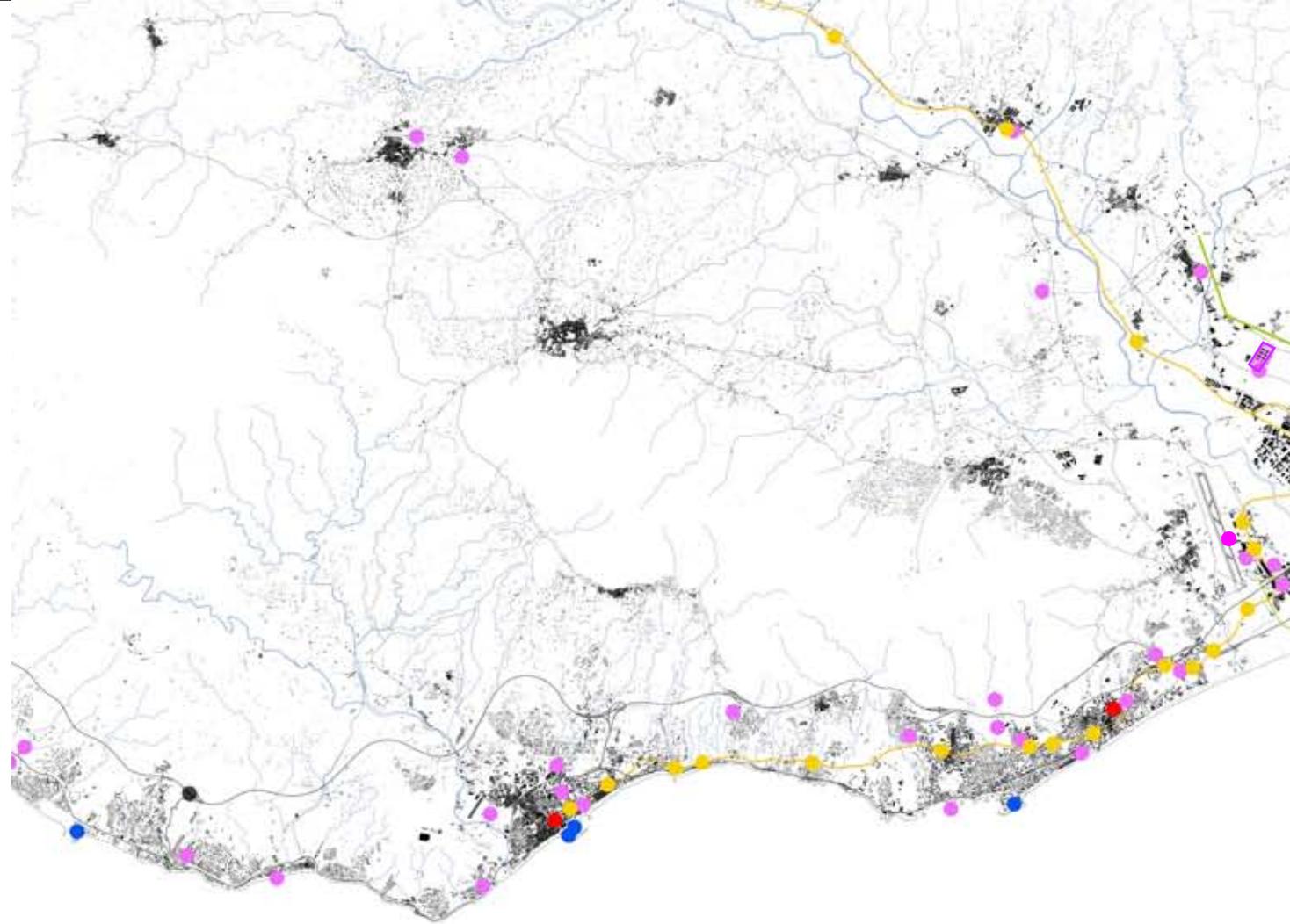


Road Network

- N340 
- Highway 
- Road 
- Street 
- Pathway 

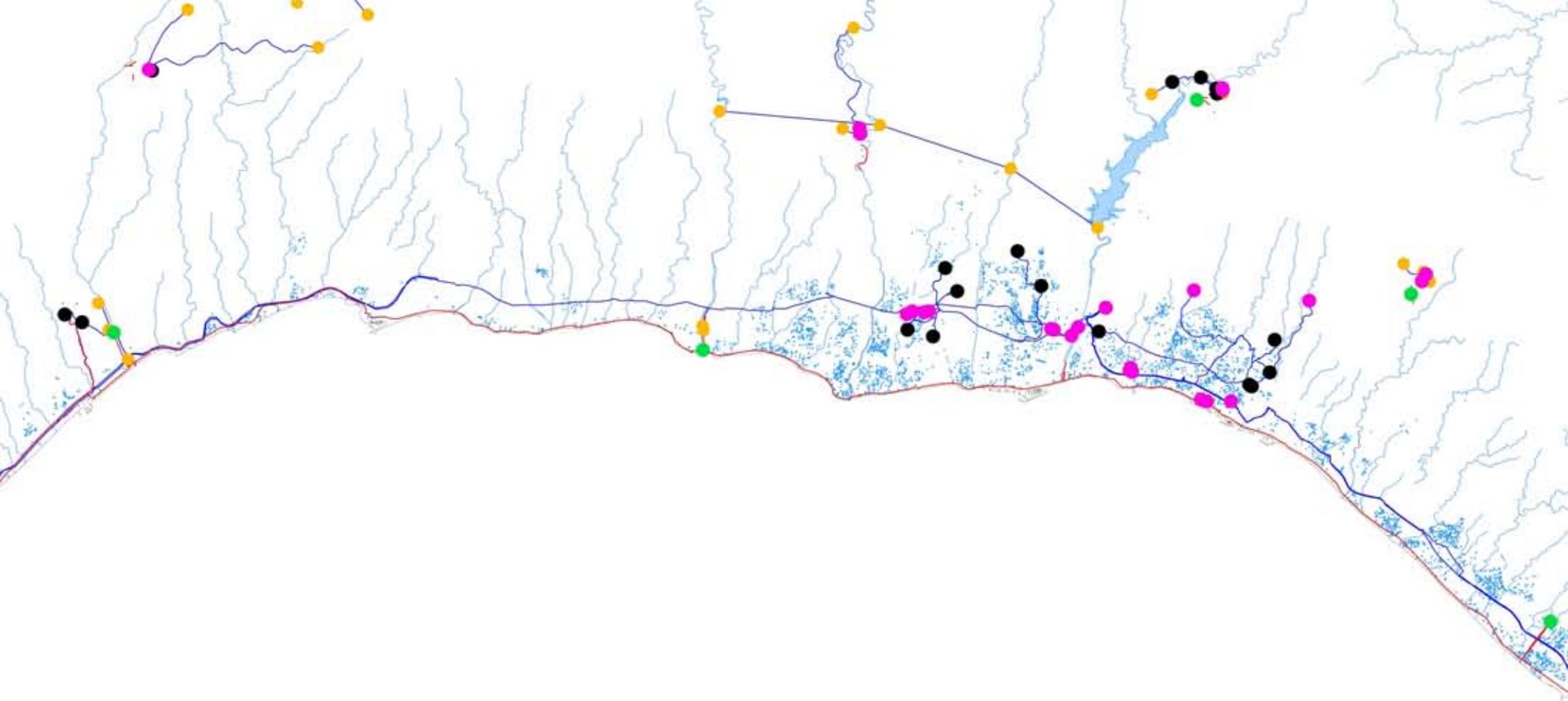






Transports

- Airport 
- Port 
- Train 
- Metro 
- Bus 
- Petrol station 
- Logistic 



Water

Reservoir



Swimming pool



Well



Aqueduct



Collector



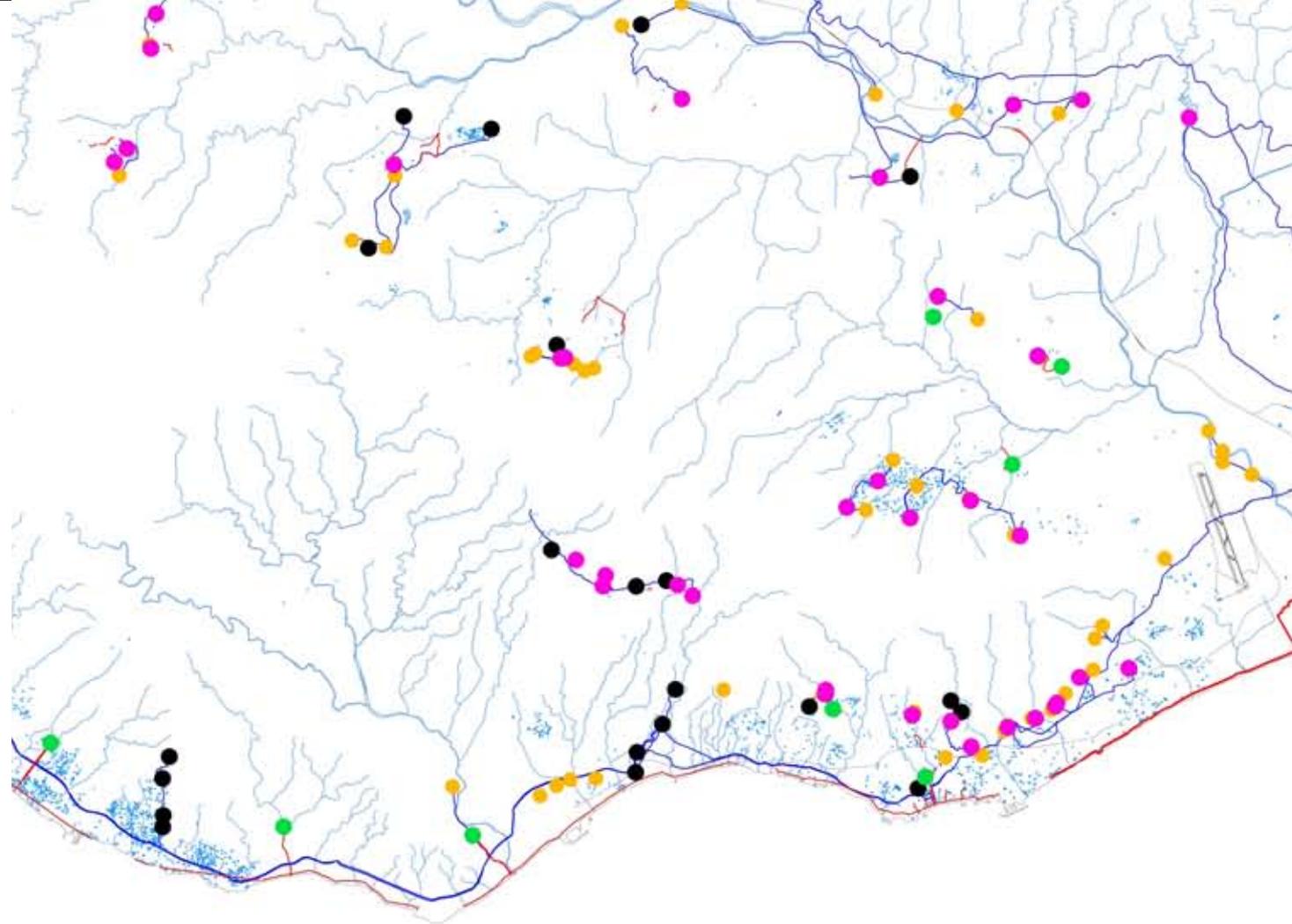
Deposit



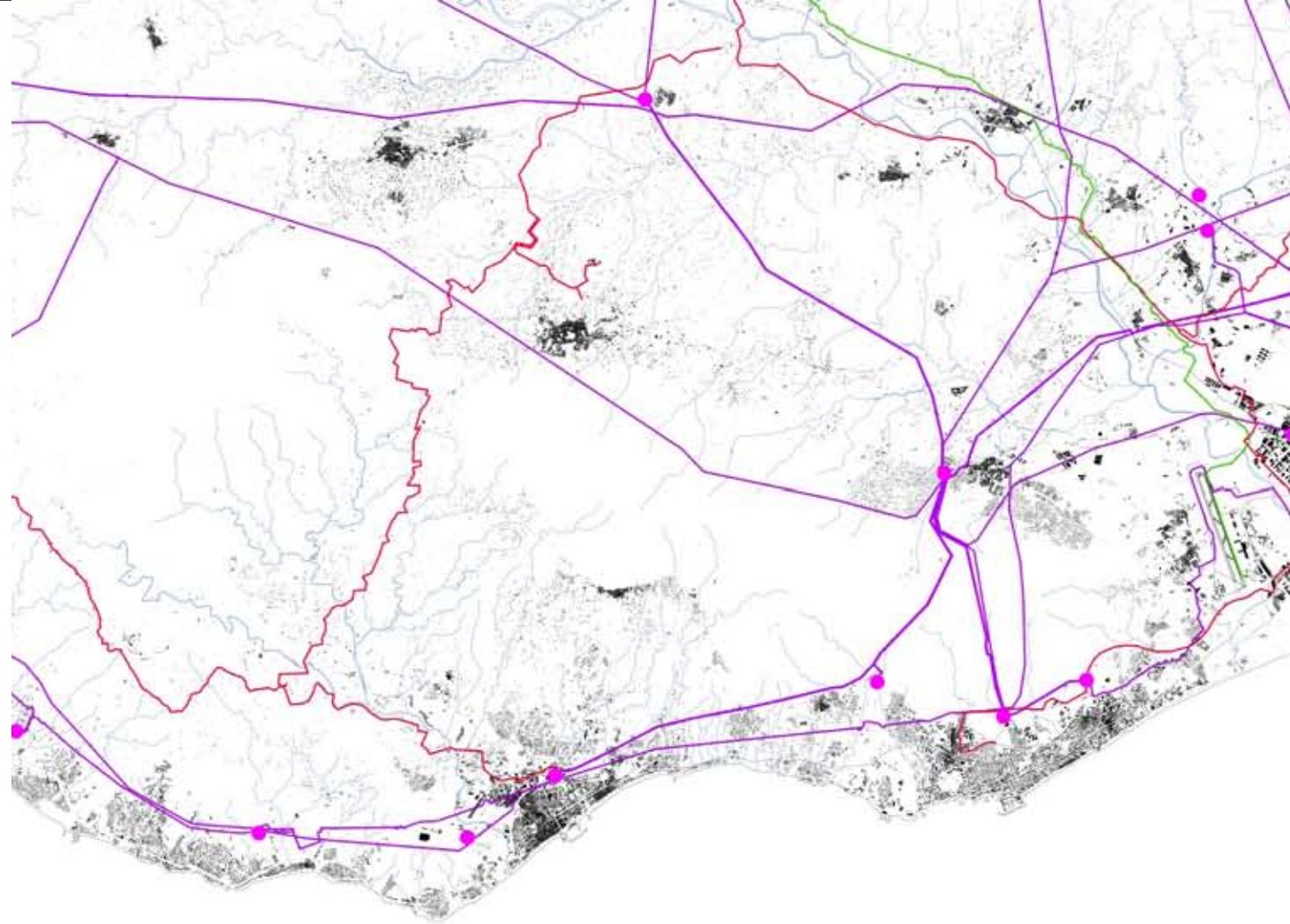
Waste treatment



Filtering treatment

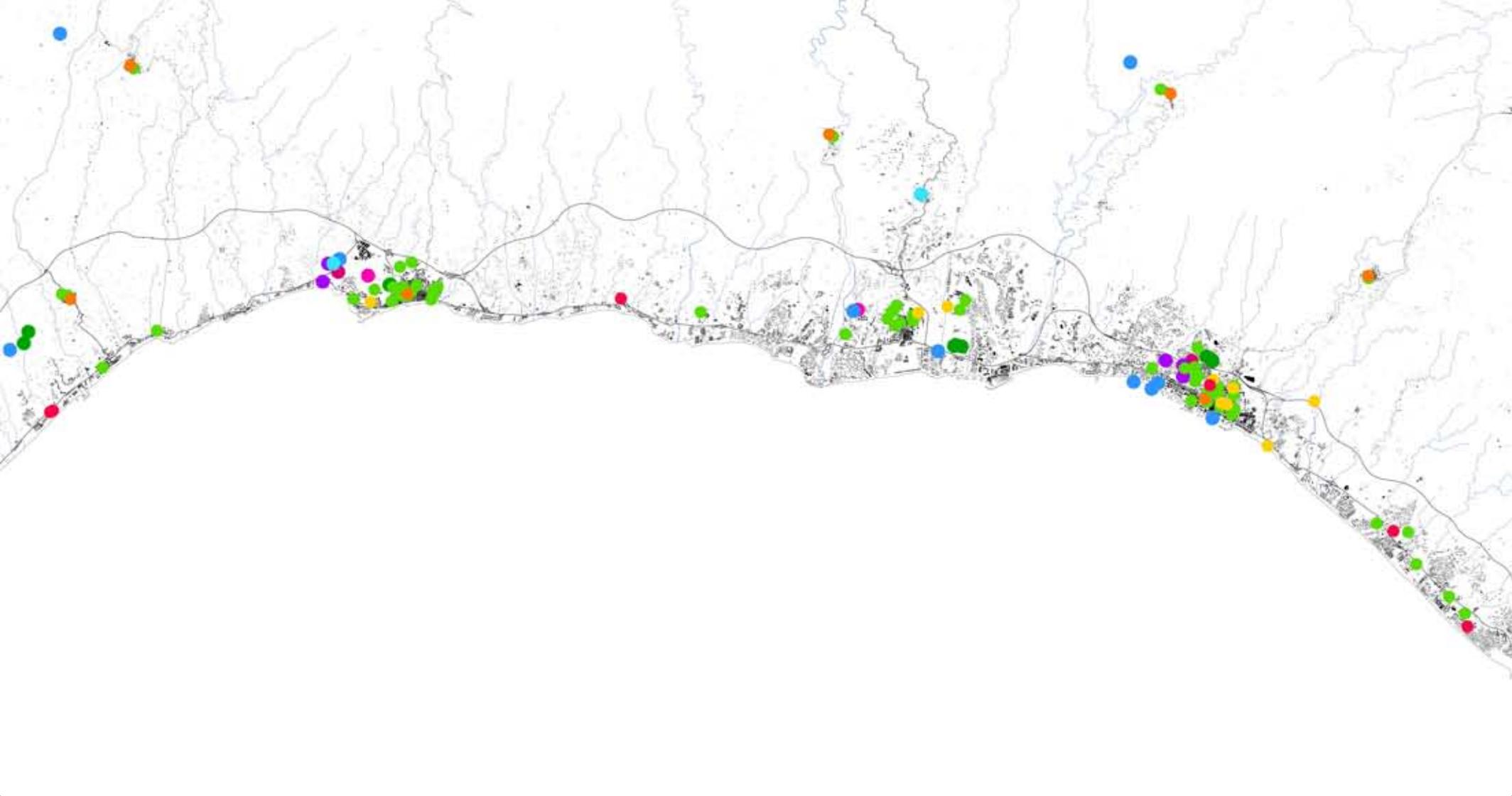


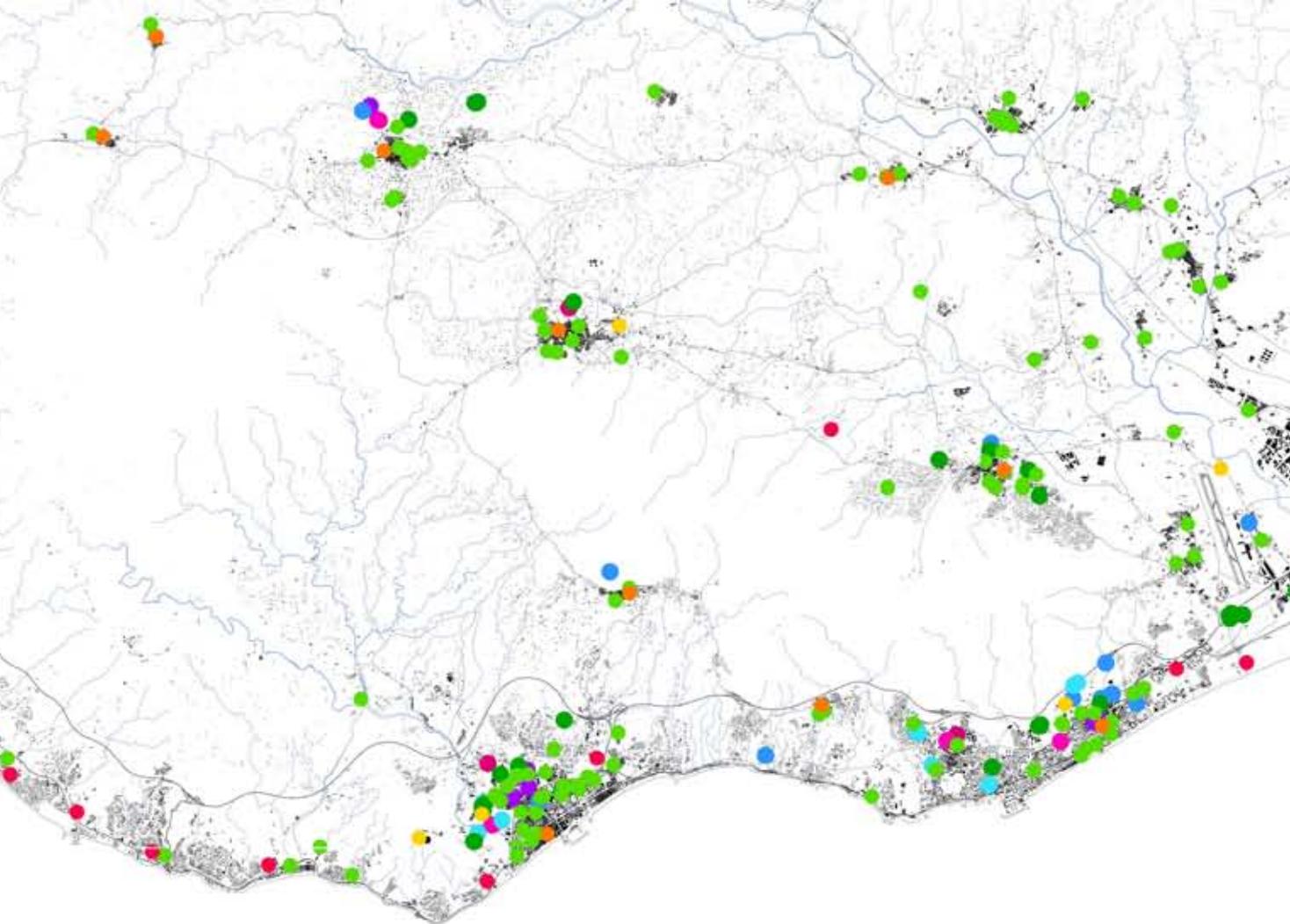




Energy

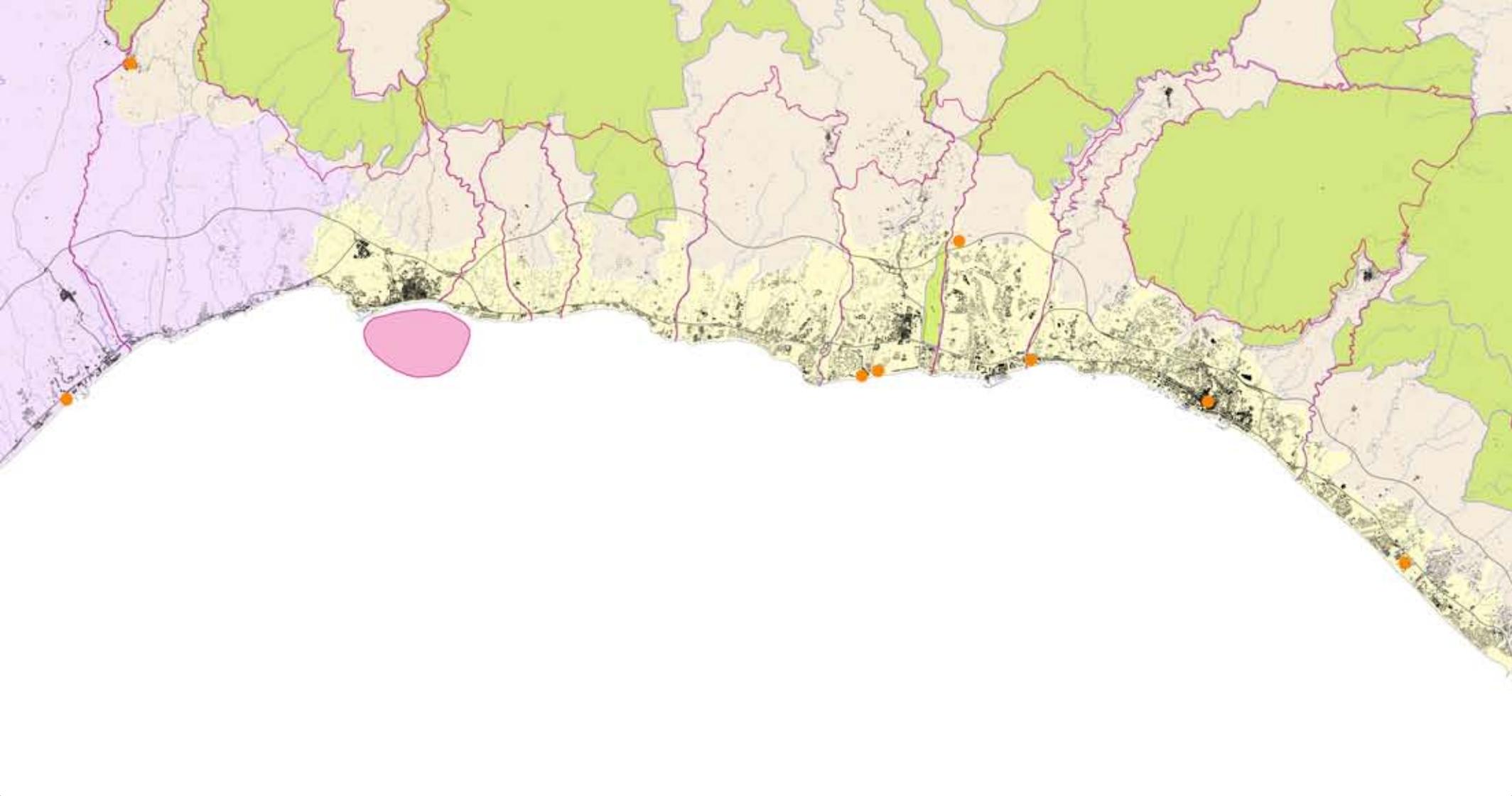
- Electric network 
- Electrical substation 
- Gas pipeline 
- Oil pipeline 





Facilities

- Administrative 
- Educational 
- Sanitary 
- Shopping 
- Judicial 
- Tourist Information 
- Athletic 
- Lodging 



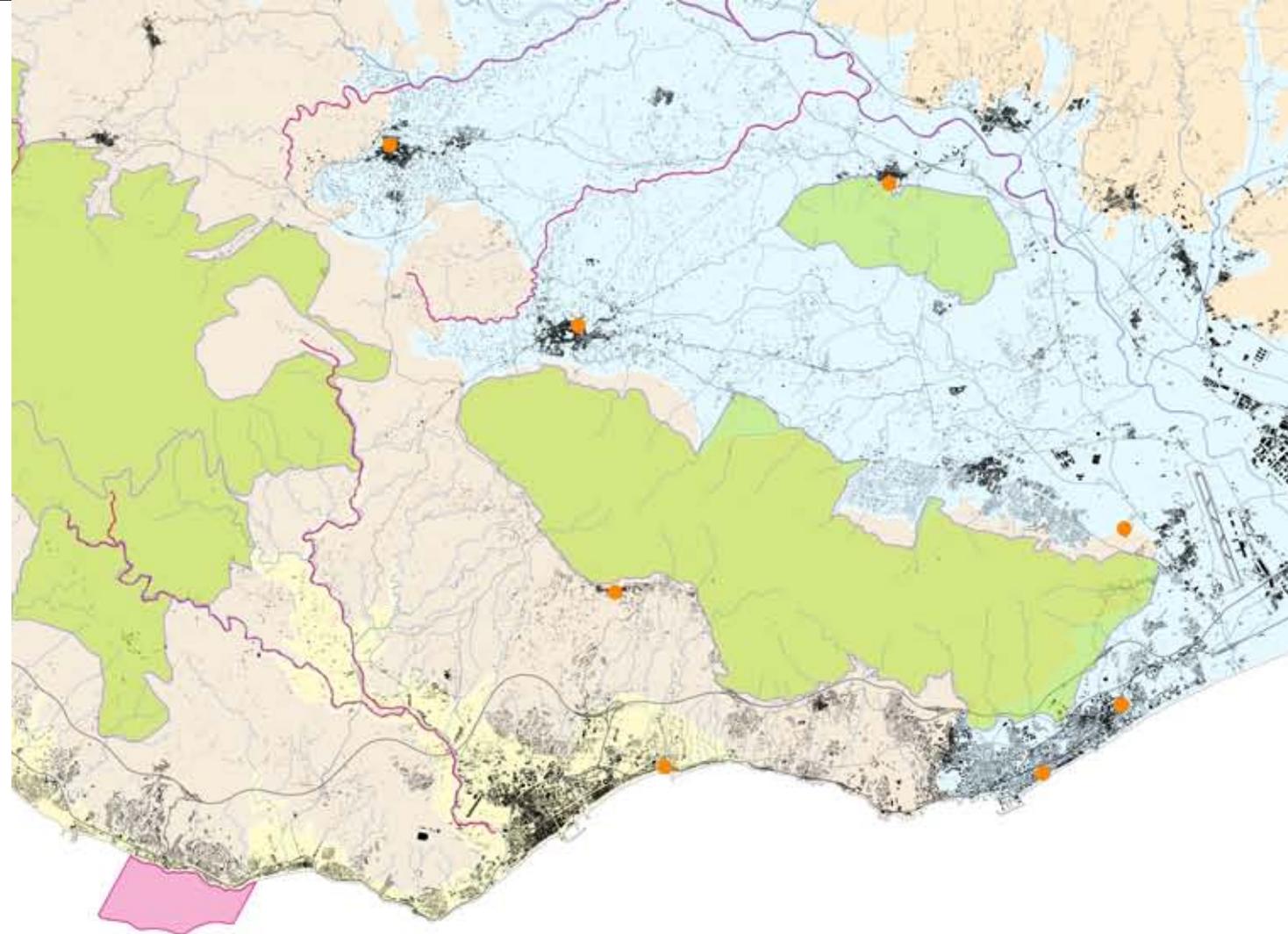
Heritage

Built

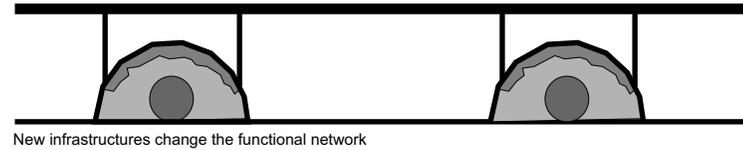
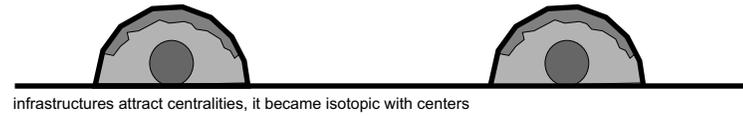
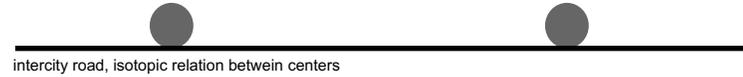
Natural

Colective

Landscape units



Costa del Sol, centralities and infrastructures



Infrastructures and urban reading

Revisiting 'Complexification', Technology and Urban form in Lefebvre, leads us to the definition of isotopies and heterotopias as tools for the critique of urban form and its practices. We can define some of the concepts discussed by Lefebvre and quoted by S. Read.

Isotopies: regularizing particular actions, organizing, and externalizing them; regularity.

Heterotopies: places of exchange and negotiation between different spaces; irregular spaces.

Centralities: points of exchange, of intensity.

Functional network: the system that connects centralities with the territory.

Abstraction: space of reflection, jump in scale without continuous contact with the medium.

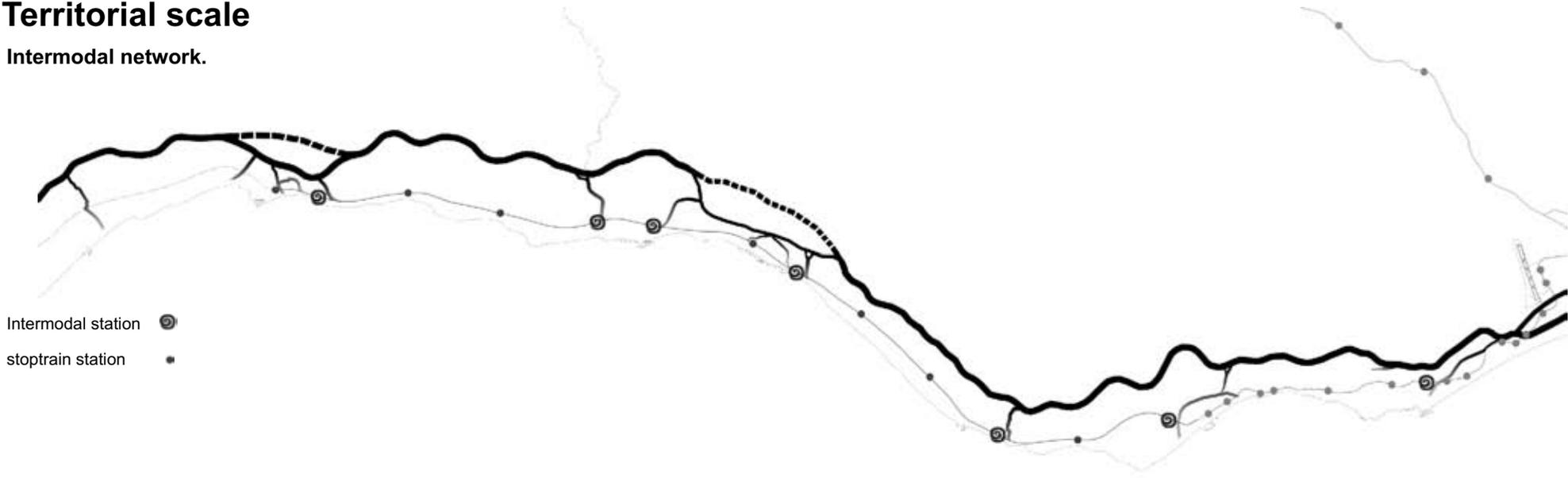
It can be argued that urban form is born from the meeting point of infrastructures, of merchants in their search for groups of people from which to buy and sell all kinds of goods. If urban form is born from the occurrence of a market, urbanism itself is an economic activity of importance. *"It is in these sorts of places that exchanges across different spaces take place, and it is these places that have become the vivid places that have marked our own positions and articulated life-stories."*

A new rationality of the modern city was promoted which used public transportation as a device to facilitate the expansion of the city beyond the pedestrian space it had been previously. The neighborhood was associated with a new ideal of social welfare and public health. It was the meeting of these two new spaces of modern city and neighborhood both regular according to their own different, materially embodied rationalities that new 'heterotopic' centralities emerged in the linear patterns of shopping streets connecting and centering neighbourhoods. These shopping streets were on the routes which took people to other parts of the city: they were the spaces of passing strangers therefore as well as the places centering neighbourhoods; of catching the tram and everyday shopping and conviviality.

... the rearticulation of suburbs and historic centres into a functional regional network. ...the historic centre for example, a place lived in for hundreds of years, becomes abstracted to a destination in regional movement systems." (Read, 2010)

Territorial scale

Intermodal network.



- Intermodal station 
- stoptrain station 

Territorial scale

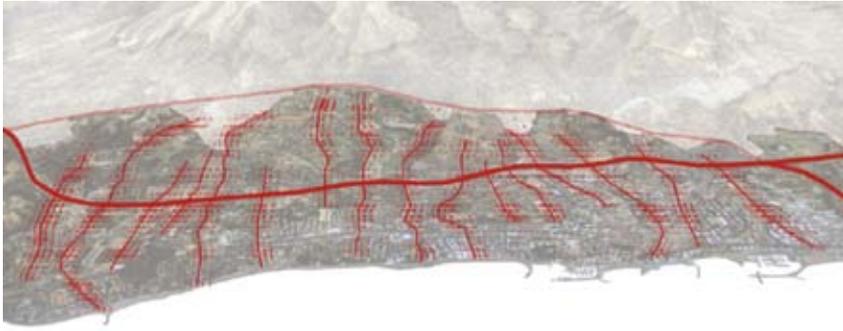
Make Costa del Sol understandable



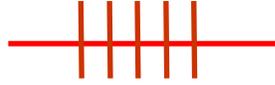
Territorial new centralities

N34 Urban densification

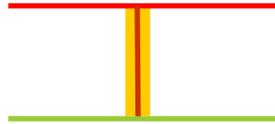
N34 Suburban integration



Local scale through connections



Marbella Urban
densification



Calahonda
territorial node



Estepona logistic

Local scale

N340 Suburban integration



Conclusiones

La trama agraria es en la mayor parte de los casos, la base del territorio sobre el cual se han desarrollado las ciudades del ocio. Una elevada demanda turística, frente a una escasa oferta, generan una rápida transformación del territorio, que se adelanta a cualquier planeamiento.

Este rápido proceso satura el sistema, y necesita nuevas infraestructuras. Estas establecen nuevas jerarquías y escalas. Las nuevas infraestructuras entonces confirman o transforman esa realidad ya marcada anteriormente. No todas las infraestructuras dialogan con el territorio. Las autopistas son ejemplo de la abstracción del desplazamiento del turista sobre el territorio y los puntos de conexión entre infraestructuras son reducibles a puertas en la red viaria. Es posible leer relaciones con el entorno próximo pero estas son distintas según la escala de la infraestructura que se utilice.

En cierto sentido se podría leer que ha ocurrido un desplazamiento de la encrucijada de negociación, del mercado, del punto de encuentro, del Cardus y el Decumanus desde el casco tradicional de los pueblos, al espacio de conexión que surge entre una infraestructura y otra. En este punto se da una abstracción de las conexiones entre las distintas escalas, un salto de la imaginación que pone en relieve la modernidad del asunto.

Hoy en día es la infraestructura la encargada re-territorializando el paisaje. Las nuevas infraestructuras han creado un nuevo orden, nuevas puertas, nuevas conexiones, nuevas abstracciones del territorio, permitiendo su mejor comprensión.

Conclusions

The agrarian pattern is in most cases, the basis of the territory over which cities of leisure have been developed. An elevated touristic demand, in contrast with a small supply, generates a rapid transformation of the territory, which takes place before any kind of planning effort.

This accelerated process saturates the system and creates a demand for new infrastructures. These establish new hierarchies and scales. New infrastructures then, confirm or transform that reality previously established. Not all the infrastructures create a dialogue with the territory. Highways are an example of the abstraction of the movement of the tourist across the territory and the connection points between infrastructures can be simplified to access gates for the road network. It is possible to read relationships with the nearby surroundings but these vary according to the scale of the infrastructure employed.

In a certain way, it could be read that a displacement of the crossroads of negotiation, of the market, of the meeting point, of the crossing between the Cardus and the Decumanus, has taken place, from the traditional core of the towns to the space of connections between different scales, a leap in the imagination that brings to light the modernity of this discussion.

Nowadays, infrastructures have taken up the responsibility for re-territorializing the landscape. New infrastructures have created a new order, new thresholds, new connections, new abstractions of the territory leading to its better understanding.

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