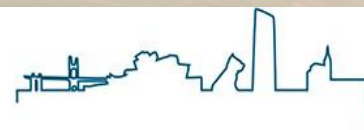


# BILBAO: A JOURNEY FROM INDUSTRIAL DECAY TO A GLOBAL SMART CITY

毕尔包：从一座衰退的工业城市到  
新兴全球智能城市的转变



Bilbao Urban  
& Cities Design

# WHO WE ARE 我们是谁



- ❖ A spin off created from the Local and Regional Government and based in the experience gained during the Bilbao Metropolitan Urban Transformation.
- ❖ A Think Tank group of professionals in different fields like urbanism, architecture, engineering, energy efficiency, environment and mobility.
- ❖ A group of Innovative Urban Solutions Companies.
- ❖ With international links-up with Latin America, India, China and South East Asia.

## WHAT WE DO 我们的业务

- ❖ Reimagine, Rethink and Redesign Cities and Metropolitan Areas from urbanistic, sustainable, economic, cultural and social point of view.
- ❖ Attending international projects related to Urbanism in order to provide Consultancy, Training and Planning Services for Government Bodies.
- ❖ Project Execution through our Urban Solutions specialized companies.



# A Fascinating **TRANSFORMATION** 华丽转身





# Focus on THREE AXES

## 三板斧

External accessibility  
and the internal  
mobility

四通八达的国际交通  
和市内出行



Environmental and  
urban regeneration

环境和城市振兴



Innovative public  
management.

Technology &

Human Resources

创新的公共管理、科  
技和人才



# Construction of GUGGENHEIM MUSEUM BILBAO

## CULTURE as engine of change

文化作为变革之引擎：毕尔包古根海姆博物馆建设项目



**126 million euros**  
construction  
costs  
兴建费用  
1.26亿欧元

**4 year**  
investment  
return period  
四年投资  
回收

**1.170.669 visitors**  
in 2019 年  
访客超过  
一百万人

**438,5 million**  
**euros**  
contribution to  
Bilbao's GDP in  
2019年经济贡献  
超过4亿欧元



# Environmental regeneration of the **RIVER**


比兹卡亚河岸环境改善



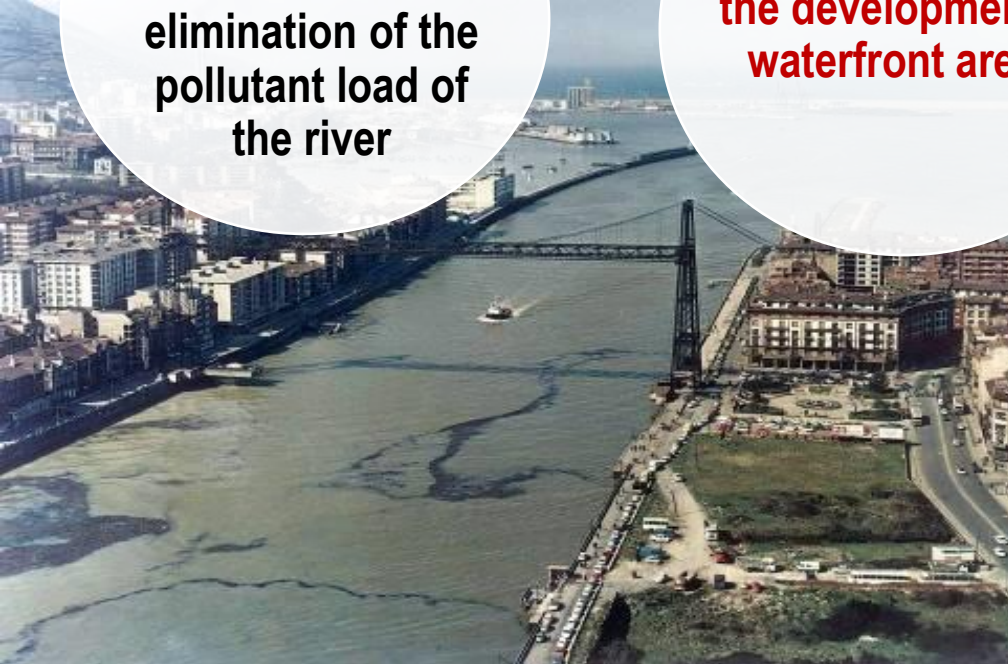
**800 million euros** investment for the elimination of the pollutant load of the river



Key element for the development of waterfront areas



**Return of the wildlife.** Water keeps 60% 90% oxygen all the way to the sea





# Doing away with **RAILWAY-RELATED** urban barriers

## 清除**废弃铁路**带来的城市障碍



Creation of **new**  
**urban spaces**  
创造全新都市空间



New opportunities  
of **growth**  
新增长机会



# New **WATERFRONT** and **RESIDENTIAL** Areas

## 全新**水岸**和**住宅区**







Transformation of **ABANDO I BARRA**

阿班迪奥巴拉大道转型

Flagship  
Project  
developed on  
an **obsolete**  
and **run-down**  
port area



**NEW ARCHITECTURE** coming to the city.

**CITY OF DESIGN**

**建筑风格焕然一新，铸就设计之城**

Since 2014,  
member of the  
**Creative Cities  
Network of  
UNESCO**



Frank O. Gehry



Norman Foster



Zaha Hadid



Alvaro Siza



Rafael Moneo



Arata Isozaki

# KEYS TO THE SUCCESS

## 成功的秘诀



- ❖ Bilbao today is a prime example of urban restructuring, having transitioned from an industrial city, to a city of services, culture, design and creativity.
- ❖ Internationally awarded as a reference model within the field of urban transformation and renovation , with special mention to LEE KUAN YEW World City Prize. Considered the Nobel Prize of Cities, by the city-state of Singapore, 2010.
- ❖ A long term vision strategic plan, base on a broad consensus, applying public-private partnerships.
- ❖ An innovative urban and economic regeneration and open governance model.
- ❖ Substantial and continued investment (7 billion € public investment – 25 main projects in 25 years).
- ❖ A real and visitable show case by some of the authors working for BILBAO URBAN & CITIES DESING Group.





# BILBAO URBAN & CITIES DESIGN

## 毕尔包城市设计



REIMAGINING, RETHINKING AND REDESIGNING CITIES

重塑想象，重新思考，重新设计我们的城市