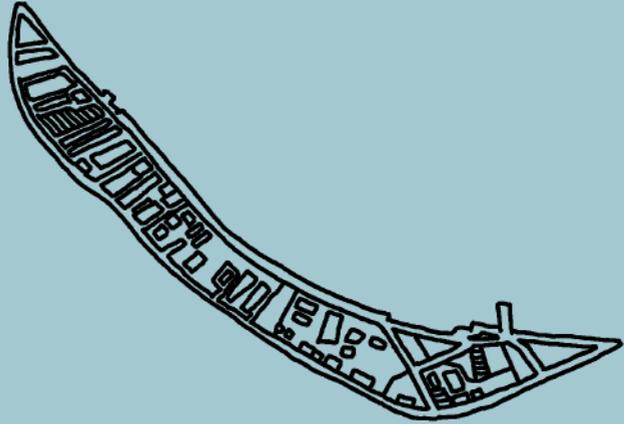


ZAWP

Regeneration in transition
from 2008



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ZAWP (Zorrotzaurre Art Work in Progress) is a project created in 2008 by the Haceria Arteak cultural association with the goal of helping the urban transformation process of the Ribera de Deusto and Zorrotzaurre neighborhoods in Bilbao. The goal of the project is to generate employment and artistic opportunities while the urban transformation is underway, while also serving as an interface between institutions, neighbors, businesses, cultural agents of the city and the construction companies. Today, ZAWP is an interdisciplinary social and cultural movement that operates in favor of the social, financial and cultural regeneration of the neighborhood through projects and events that favor the valorization of its memory and stimulate its creative fabric, generating new job opportunities. ZAWP has contributed to the launch of dozens of temporary reactivation projects in over 8,000 sqm of abandoned spaces, the reactivation of three buildings, and the planning of hundreds of local, national and international events and socio-cultural initiatives every year. The goal is to inspire similar processes in other urban, rural and post-industrial areas through transitional urbanism.



WHERE

The Ribera Deusto and Zorrotzaurre neighborhoods form an area of Bilbao in which two very different souls have coexisted for years: an industrial port district that was active until the end of the last century, and a rural area, which disappeared in the mid-twentieth century with the urbanization process. The first urban expansion plan of the city (1927-1929) reinforced in this area the model of port city with the design of two movable bridges to facilitate the passage of boats and to form the Deusto channel from the river of the same name. Between 1940 and 1975 new industrial enterprises were opened, and in 1968 the Deusto canal was completed, creating the Zorrotzaurre peninsula.

During the 1980s, the city experienced deep social conflicts and saw a rise in unemployment and drug-addiction rates. After this severe crisis, urban renovation and regeneration works started in the 1990s in all of the neglected industrial and port areas of Bilbao, including Zorrotzaurre.

On November 29th 2012, the Bilbao City Council gave the final approval to the Special Urban Plan for Zorrotzaurre, based on the Master Plan designed by the famous Iraqi-British architect Zaha Hadid. The main idea of the plan is to transform Zorrotzaurre into a mixed-use island that will host houses, offices, shopping centers and public spaces, including 154,066 sqm of open areas and 93,537 sqm of land for public installations for educational, health, sport and cultural use.

LOCATION

Urban

TYPE OF SPACE

Urban district

ORIGINAL FUNCTION

Industrial and infrastructure

YEAR OF CONSTRUCTION

1920s-1970s

SURFACE AREA

84 hectares

OWNERSHIP

Private

CONCESSION

Regular rent

CONDITION BEFORE ACTIVATION

Vacant

COMPOSITION OF THE SPACE

The following lists indicate the spaces reactivated in the past and those currently undergoing temporary reactivation:

Spaces reactivated in the past:

La Haceria: 120 sqm multi-purpose space that was used mainly for theater and music performances

Garabia: multi-purpose space that was used mainly for exhibitions and shows, but also as a meeting place for local residents, open to the needs of the neighborhood

Loft ZAWP: this space hosted the Haceria Arteak association, meetings and a coworking space

ETC02: 250 sqm space used for creative workshops

ZAWP Denda: small neighborhood grocery store that sold basic food and hygiene products and was also the infopoint for the activities of ZAWP

Papelera ZAWP: the former plant that was rented by ZAWP in order to initiate a dialogue with the owners and institutions for its reactivation. Thanks to ZAWP and the support of the Asociación Vasca de Patrimonio Industrial y Obra Pública (AVPIOP), the building currently hosts the Kunsthal design school.

Spaces currently reactivated

La Nave Va: the new headquarter of ZAWP and the Haceria Arteak associa-

tion, it hosts various coworking spaces, meeting spaces, a workshop, a warehouse, and areas open to the public during weekends, with a cafeteria, an internal and external terrace and two exhibition spaces.

La Terminal: an old printing house and boiler factory, converted into a large factory of Cultural and Creative Industries (CCI) that encourages, promotes and opens itself to exchange and coexistence between different artistic disciplines. Inspired by the Cuban Art Factory (FAC), La Terminal is the first operational CCI factory in the Basque Country, and aims to be a hub in Bilbao's cultural scene and in the urban transformation of this island through its varied cultural offerings.

WHEN

TIME OF DAY USED

Morning 7am - 1pm 0%

Afternoon ... 1pm - 7pm 10%

Evening 7pm - 1am 90%

Workdays: 30%

Weekends: 70%

OPENING HOURS

From Friday to Sunday

AVERAGE USERS PER DAY

600-700 (average per weekend)

2,000-4,000 (average per month)

WHAT

Through ZAWP, the Haceria Artek association experiments with new solutions to guarantee the sustainability of the projects in the different sectors of Cultural and Creative Industries (CCI) in the Basque Country, generating business models and products for their professional positioning and offering training programs and support in their development, both in management and internationalization processes. This objective is applied to the philosophy

of "mientras tanto" - the "in the meantime" (transition period) - or, the act of supporting spaces and urban areas in transformation through the development of activities related to culture, art and creativity.

SURFACE IN USE

Around 5,000 sqm

THEMATIC AREAS

Commercial

Coworking and workspace

Culture and arts

USER DEMOGRAPHIC

Artists and creatives

Children

Families

Senior citizens

Young people

Under-represented people: migrants

COLLABORATIONS

Artists and creatives

Associations and collectives

Public administrations and public authorities

Universities and schools

NETWORK

Local

Regional

International

WHO

ZAWP was started and is now managed by Haceria Arteak, a cultural not-for-profit association, which is a movement open to the involvement of all citizens, not only to those who belong to the cultural and creative sector. Given the complexity and the urban dimension of the ZAWP project, the association is constantly in contact with the local administration, in order to establish the mutual relationship of trust needed for the reactivation of abandoned spaces, which although temporary, is very inspiring for the city.

MANAGING ORGANIZATION(S)

1. Haceria Arteak (association, 1997)

PEOPLE INVOLVED IN THE MANAGEMENT

7-8

HOW

ZAWP is an independent and self-managed center but, as stated in its charter, it is well aware of the interdependent relationship with the other project stakeholders and the strongly plural context in which the activity develops. Over the years, ZAWP has established collaborations with various public and private institutions, as well as with companies, artists and cultural networks in order to achieve its goals and a level of sustainability that is

based on a logic of mixed funding (public and private) that responds to principles of redistribution, reciprocity (volunteering, exchange in kind, etc.) and self-financing through market initiatives. The main funder is the Department of Culture of the Basque Government through a program for creative industries.

In order to efficiently and effectively manage the complexity of ZAWP, its activities and relationships, a Customer Relationship Management system is used, which helps in the management of more than 10,000 contacts, and allows the organization of all the phases of the relationships with employees, collaborators, coworkers or other users of the various activities, from issuing invoices to sharing research projects.

NATURE OF INITIATIVE

Bottom-up

TYPE OF MANAGEMENT

Vertical

ECONOMIC RESOURCES

80% Public grants

10% Rental income

10% Other: commercial activities, donations, membership fees, tickets and entrance fees

TYPE OF ACTIVITIES

70% Free

30% Paid



Watch the video
"What is ZAWP?"





How did your story begin?

The neighborhood in which we are located is part of the process of urban regeneration of Bilbao from an industrial city to a third sector/tourist city. The source of inspiration for the ZAWP cultural movement is the urban master plan for the neighborhood and the need to generate cultural and creative opportunities in the city of Bilbao and change its landscape through art and culture. Today we are witnessing a process of gentrification, in which the neighborhood will go from 450 to 20,000 residents. We want to let the citizens of Bilbao know that art and culture

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can change the landscape, the destiny of an urban area. ZAWP originates from the concept of “transit urbanism,” conceived by sociologist Ruth Mayoral, one of the creators of the movement and its philosophy. ZAWP exists because there is an evolving urban landscape that follows the direction of the master plan. Within this dynamic, in 2019 we were forced to move to other spaces because the old ones were demolished. So we took all our materials,

chairs, computers, and equipment, and we started from scratch. This concept of transit urbanism implies constant movement, a process of change that focuses on what happens “in the meantime”: what we cause to happen between the time the city council decides on a new urban plan and when it is actually realized. During this “meantime”, over the past few years, we have reactivated the space, created opportunities, and changed the landscape. Another design line is the enhancement of the memory of the neighborhood as an industrial port. Between 2009 and 2013 we created a project on the visual memory of the neighborhood, collecting many photographs, interviewing neighbors, mapping the factories that were in the neighborhood, meeting with factory workers, and collecting urban memories.

Did you know?

The role of cultural and creative industries in the Basque Country

Bilbao has developed a road map of cultural and creative disciplines, which in recent decades has become one of the main axes of its great urban and economic transformation. The city has been able to equip itself with infrastructures and projects in this field, achieving international recognition and visibility. Similarly, projects focused on supporting the consolidation and growth of the sector at a local level have also been developed (such as the process involving the Zorrotzaurre peninsula), through the involvement of a large number of entities, companies and organizations of varying sizes that contribute significantly to the development of the city’s creative and cultural sector. In the Basque Country, cultural and creative industries account for 10.25% of companies and 5.29% of total employment (data from 2019). This is a strategic sector for the Region, which has recently relaunched in its support a new interdepartmental program that addresses the field of culture and creativity from the perspective of innovation.

Is there a practice or value that represents you and you think may be an inspiration to others?

One of the first things we did was to call five professional photographers to photograph a building that was going to be demolished in a few days. We asked the photographers to go inside of it and share their point of view on that abandoned building, then we set up our first exhibition. The last exhibition we set up was in the new location where we are now, in the street named after a famous Basque painter, Kolean Zuloaga. During Halloween weekend, we organized a small festival inspired by this painter, and we called it "Zuloaga in the Street". We invited street artists and citizens to paint the walls of the city, and we organized a rich program of activities on this painter with the aim of changing the landscape, because we are new to that part of the island and we want to make it more artistic-oriented. This artistic work on the urban landscape is influencing the development of the master plan. At first the main idea was to demolish the whole island and rebuild from scratch. Today instead 14 buildings will be saved. One of them in particular is a former paper mill that we rented for 2 years to lobby and force public institutions not to demolish it. Thanks to our actions, the City Council first financed the cost of the remediation to change the use from industrial to educational, then bought the building, which now houses a private design school. It was a success because we were the ones who asked the city council to save this building. Art and culture can save our abandoned architectural legacy.

What is the secret ingredient that makes your story unique?

Our secret ingredient is "not being against institutions": we do not work side by side with them, but we aren't against them just because they are institutions. We invest some of our time in communicating to them all the initiatives and activities we do, so that they are informed. Even if it's a crazy project, like proposing to stop traffic for a day! Sometimes it's something you can accomplish and sometimes it's not, but it's important for us to make them part of and aware of what we do. Because sometimes you might need to ask them for a favor and it's important to know each other well!

Interview with: Cristina Pascual

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