

NEXTSTATION

MARRAKECH 2015



5TH INTERNATIONAL CONFERENCE ON RAILWAY STATIONS



Palmeraie Palace

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A new art stage: The Station

Enhancing the travel experience with culture: stations palpitate



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- Theme 4: Enhancing the travel experience with culture: stations palpitate



Content

- ❑ New concept of the station, news activities
- ❑ Why a station can become an alternative cultural centre?
- ❑ A new virtual Rail Culture Space for Stations



New concept of the station

- It is no longer conceived as the waiting place for departure and arrival
- It is an important urban space, mainly in the centre of the cities
- It diversifies its activities: more passengers, more alternatives of including other, such as malls, cinemas,...
- It is a more pleasant place for passengers, with a greater range of facilities.
- It can be part of the “Cultural life” of the city: a station palpitating and alive!
- The cultural activities add value to the station and are opened to business.

WHY THE STATION CAN BECOME A CULTURAL CENTRE?



- To enhance the passengers and visitors experience.
- To attract more people to the station.
- To develop and to improve the station potential character and brand.
- The vandalism can be diminish with cultural activities.
- To stimulate the public transport desire of travelling.
- To support and encourage the public transport development for the future.
- To promote and preserve the enormous heritage of our culture.
- In the international stations, can be part of the image of the country.



Objectives

- To increase the «intangible» value of the station.
- To obtain more incomes with cultural activities.
- To promote the cultural image of the railways.
- To show “art” in an unusual scenario.
- To become a huge audience for art’s work.
- To increase the number of passengers and/or visitors to the stations.
- To disseminate the success of cultural activities and the Station and rail image, with publishing media coverage.
- To contribute to art experiences for passengers daily lives.



Cultural activities

- How to choose the right culture event for the station, in order to have success:
 - Analysis of the options.
 - Tailor each activity according to the characteristics of the station and its environment, such as: size and location, number of passengers, cultural awareness,...
 - Activities to develop:
 - temporary exhibitions or permanent artworks
 - performing art, dance, music, theatre,...
 - participate in local and international events.



Needs and requirements

- Needs and requirements for cultural activities:
 - Specific areas, to avoid interfering the activities of stations.
 - The halls of stations with tailored activities.
 - Consider all the safety and security rules of the station.
 - Define a budget and look for sponsorships.





Create a Rail Culture Space

- Create a horizontal and virtual “Rail Culture Space”, to include all the cultural activities in the rail worldwide to promote at international level the «railways» culture.
- The virtual “Rail Culture Space” can be managed and coordinated by UIC.
- This Space will show the stations as a place full of life, palpitating every day.



Rail Culture Space

- Objectives of the “Rail Culture Space”:
 - to know and to exchange information about cultural activities in stations.
 - to promote the railway art.
 - to analyse the activities, detecting rights and wrongs.
 - according to additional needs or requirements it could be advisable to create in a new future a more ambitious platform to incorporate all these cultural activities.



Spanish Railways Foundation experience

- Cultural experience of the **Spanish Railways Foundation** with events in the stations, in collaboration with ADIF:
 - Since 1987, photo contest exhibition “Camino de Hierro”, with more than 31,000 participants and 70,000 photos.
 - Since 2012, Concerts: “Next Station: Music”, 500 students of conservatories played until now.
 - Since 80’s, Contemporary Sculpture Collection exhibited in more than 40 stations

These activities in stations confirm during almost 30 years, that they always have a positive dissemination among the media coverage, passengers and visitors of stations.

Collection of contemporary sculptures



49 sculptures in 30 stations



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Úrculo
Madrid Puerta de Atocha





Alfaro
Valencia Nord



Adolfo Schlosser - Santander



Ibarrola - Madrid Chamartín



Sergi Aguilar
Barcelona Estació de França

Camino de Hierro

**Exhibitions of the photo contest
22 stations 2014 - 2015**



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Camino de Hierro 2004 - Sevilla Santa Justa



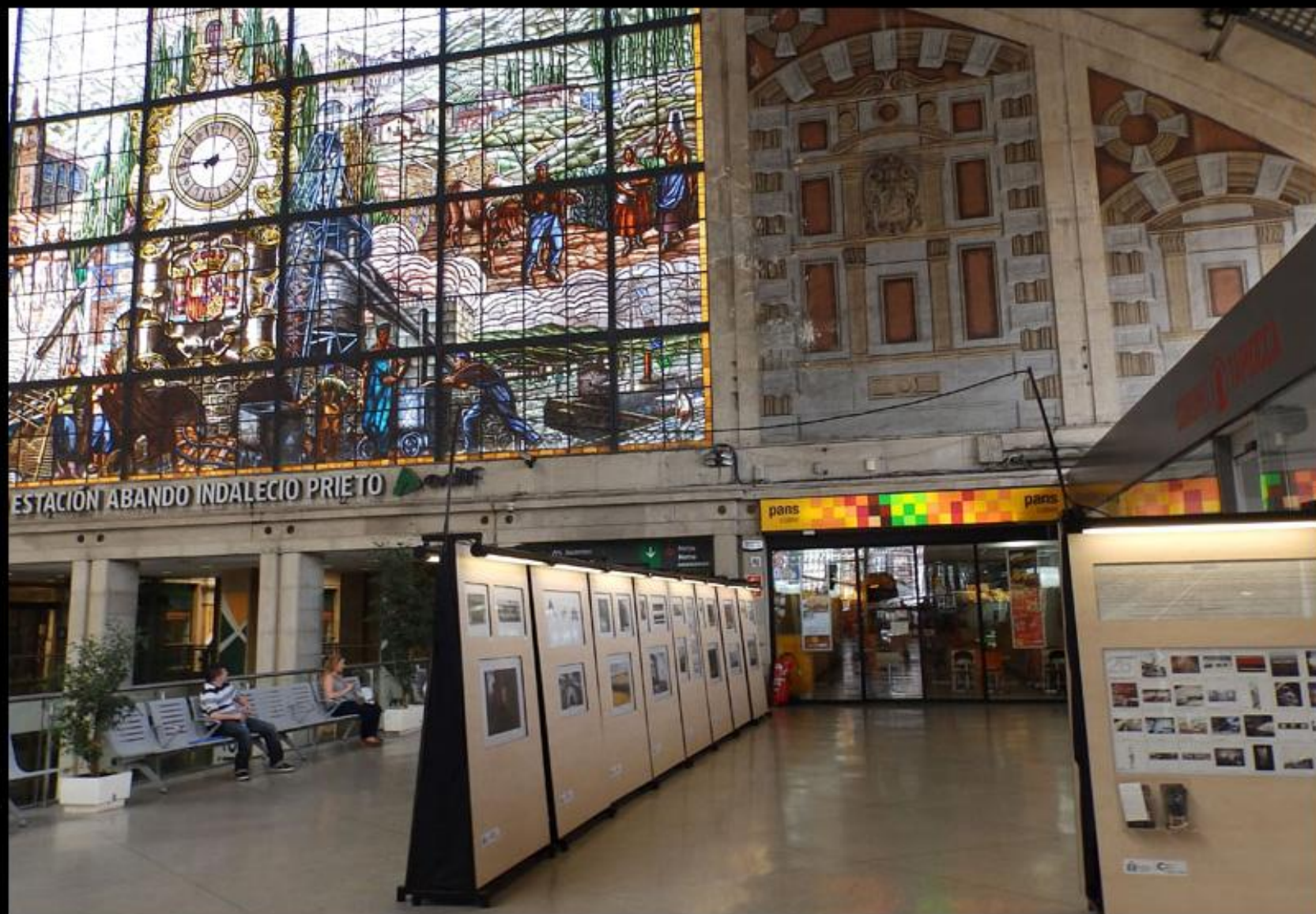
Camino de Hierro 2011- Córdoba



Camino de Hierro 2012- Málaga María Zambrano



Caminos de Hierro 2013 - Barcelona Estació de França



Camino de Hierro 2014 - Bilbao Abando Indalecio Prieto



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Chorus Concert - Albacete Los Llanos 2011



Chorus Concert - Madrid Puerta Atocha 2008



Chorus Concert - Ciudad Real Central 2009



Chorus Concert - Córdoba 2010



Chorus Concert - Valencia Joaquín Sorolla 2011

Próxima Estación: Música

**Concerts of music
12 stations 2014 - 2015**



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THANK YOU

MERCI

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