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 “Caminos 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
Úrculo
Madrid Puerta de Atocha
Caminos de Hierro

Exhibitions of the photo contest
22 stations 2014 - 2015
Caminos de Hierro 2011 - Córdoba
Caminos de Hierro 2012 - Málaga María Zembrano
Caminos de Hierro 2013 - Barcelona Estació de França
Chorus Concert - Albacete Los Llanos 2011
Chorus Concert - Madrid Puerta Atocha 2008
Concierto El Coro del Museo del Ferrocarril

Chorus Concert - Córdoba 2010
Próxima Estación: Música

Concerts of music
12 stations 2014 - 2015
THANK YOU

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