EMPOWERING RAILWAY STATIONS:  
GLOBAL RAILWAY CULTURE TO IMPROVE TRAVELER EXPERIENCE

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4A. New services for users and customers
RAILWAYS IN THE 'THIRTIES'

RAILWAY OFFICE, LIVERPOOL
EMPOWERING RAILWAY STATIONS: GLOBAL NET OF RAILWAY CULTURE TO IMPROVE TRAVELER EXPERIENCE

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**Railway Station**

- Centre of modernization
- Economic and social link among cities
- Disseminator of culture
- Source of inspiration for artists
- Multimodal node
- Arrival/departure
- Shopping and leisure centers

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Smart Station

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HOW

- Transport planning & engineering
- Pursuit of aesthetic values
- Public art policies
- Art & design
- Artists and urban planners in Construction Project teams
- Innovative and cultural management
- PPP for financing and management
- New uses for disused & underutilized stations
- Accessibility

Type of station
Benefits

- Increase the number of passengers
- Embelish the Station
- The Station as an ICON of the city
- The Station as a work of ART
- He Station as a container of ART
- Multifunctional Scenario
- Promotes visual & cultural literacy
- Increase the intangible value of the station & surroundings
- Increase Station profitability
- Increase business opportunities
- Creation of a sense of place & community
- Decrease in greenhouse gas emissions
- Decrease vandalism & graffiti

Transform the travel experience into a RICHER experience
Global Net of Railway Art & Design

- An open web for UIC members
- Coordinated & managed by UIC members
- Financed with advertising and sponsors
Objectives & Benefits

- A tool for exchanging information and knowledge related with Railway Art, Culture and Design
- Promote international research and Big Data Analysis
- Create synergies among projects
- Disseminate experiences related with Railway Art, Culture & Design
Thanks

Muchas gracias

Merci beaucoup

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