



# URBAN INNOVATION TOURS IN BARCELONA



Smart City Expo World Congress and Build Tours offer a **curated program of guided tours across Barcelona** designed to connect Congress participants with the city's groundbreaking urban projects, public policies, and innovation ecosystems.

These Urban Innovation Tours provide an immersive experience aligned with SCEWC26 central themes. **Discover our 10 routes and book your tour today!**



# URBAN INNOVATION TOURS IN BARCELONA

The Urban Innovation Tours will explore the real-life application of smart city principles in Barcelona, offering immersive experiences aligned with the Expo's central themes.



## **1. Barcelona Smart City Mastertour**

Time: **Nov. 1, 14h**  
Area: Citywide



## **2. Barcelona's Expos and Olympics**

Time: **Nov. 2, 10h**  
Area: Montjuïc



## **3. Creative Barcelona: Culture, Public Space & Identity**

Time: **Nov. 2, 14h**  
Area: Ciutat Vella



## **4. Streets for People: Mobility, Public Space, and the Green Axes**

Time: **Nov. 2, 17h**  
Area: Eixample



## **5. Smart Mobility Barcelona: From Streets to Systems**

Time: **Nov. 5, 14h**  
Area: TBD



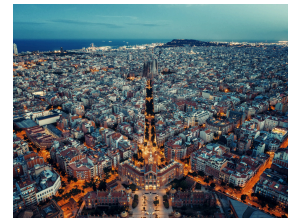
## **6. 22@ Innovation District & Urban Tech Ecosystem**

Time: **Nov. 5, 17h**  
Area: Poblenou



## **7. Housing & Urban Regeneration in Barcelona**

Time: **Nov. 6, 10h**  
Area: Sants, La Bordeta



## **8. Digital Barcelona: Urban Data, Sensors & AI**

Time: **Nov. 6, 14h**  
Area: TBD



## **9. Barcelona Coastal Resilience & Blue Economy**

Time: **Nov. 6, 17h**  
Area: Olympic Port



## **10. Conscious Tourism: Barcelona's Cultural Urbanism**

Time: **Nov. 7, 11h**  
Area: TBD

Tours designed and guided by:

**BUILD**TOURS

# Gaudí, Design & Conscious Tourism: Barcelona's Cultural Urbanism

*Heritage, Identity & the Future of Responsible Cities*

**Format:** Walking + Tram | **Start:** Casa Batlló - [See map](#) | **End:** Sagrada Familia  
**Time:** Saturday, Nov. 7, 11:00 - 13:00

Barcelona's architectural heritage has made it a global destination, attracting millions of visitors drawn by its design, culture, and history. Along corridors such as Passeig de Gràcia, **architecture has become both a cultural asset and an economic driver**, shaping the city's international image while transforming its commercial and social fabric. Yet beyond these iconic spaces lies a more complex urban reality, where **local communities navigate the pressures of tourism, rising costs, and shifting identities**.

This tour examines the **dual nature of tourism in Barcelona**—its capacity to generate value and its potential to disrupt local life. Through a sequence of carefully selected sites, participants will explore how urban form, public space, and cultural heritage influence tourism flows, and how different neighborhoods experience these dynamics.

From the global visibility of **Gaudí's masterpieces** to the everyday life of Gràcia, the experience reveals how design can both concentrate and redistribute activity across the city. It also introduces practical strategies—spatial, economic, and cultural—that can help cities move toward more **balanced and responsible tourism models**.

## KEY TOPICS

- Cultural heritage as a driver of urban identity and economic value
- Architecture and city branding
- Spatial concentration and redistribution of tourism flows
- Impact of tourism on housing, commerce, and public space
- Local neighborhoods as sites of resilience and community life
- From mass tourism to value-driven, experience-based models
- Global attraction vs local identity
- Regulation and tourism policy



# Gaudí, Design & Conscious Tourism: Barcelona's Cultural Urbanism

*Heritage, Identity & the Future of Responsible Cities*

## ITINERARY

1. *Casa Batlló*, Antoni Gaudí, 1904-1906
2. *Passeig de Gràcia*, Urban axis of tourism, luxury, and global branding
3. *Casa Milà (La Pedrera)*, Antoni Gaudí, 1906-1912
4. *Eixample Interior Streets (Cerdà Plan)*, Ildefons Cerdà, 1859 — housing + tourism pressure
5. *Gràcia Neighborhood*, historic urban fabric and local identity
6. *Local Craft / Design Stop (Gràcia)*, contemporary artisan economy
7. *Avinguda Gaudí Urban Axis*, transition from local to global tourism flows
8. *Sagrada Família*, Antoni Gaudí, 1882-2026

**GUIDE:** Ivan R. Shumkov PhD



# Frequently Asked Questions

## **How do I register for a tour?**

All tours cost €50, except for our 4-hour mastertour, which costs €100, and require registration to SCEWC. If you don't yet have your event pass, you'll be able to add it during the registration process. If you're already registered for the event, [log in here](#) and click on 'ADD PRODUCT' to include a tour in your current pass.

## **How are the Urban Innovation Tours related to the Smart City Expo World Congress?**

All the tours are curated based on the topics of the congress to bring those ideas into the city. Participants will see how some of the concepts are applied into Barcelona and understand them better.

## **Do I need an architecture or urbanism background to enjoy this?**

Not at all. Our guides make the history and design of each site accessible and engaging for everyone, from architecture enthusiasts to first-time visitors.

## **What should I bring?**

Comfortable walking shoes, water, weather-appropriate clothing, and a camera or phone if you'd like to take photos.

## **Is the tour suitable for groups?**

Yes, it's perfect for individuals and groups. We also offer private tours for companies and organizations.

## **Can I sign up together with my colleagues?**

Yes, we encourage you to sign up with your colleagues, but you'll have to get your tickets individually. We also offer private tour for large groups and companies.

## **Do tours run in all weather?**

Yes. Our tours run rain or shine. In the case of severe weather, we will contact you to reschedule or provide alternative arrangements.

## **How much walking is involved?**

Most tours involve 1.5-2 km of walking at a moderate pace with stops for discussion.

## **Are tours accessible for people with disabilities?**

We strive to make our tours inclusive and accessible. Many of our routes can accommodate wheelchairs or mobility needs. Please contact us in advance so we can adjust the route if needed.

## **Do you provide headsets?**

Yes. All participants on the tours are provided with individual headsets so they can hear the guide clearly, even in noisy or crowded areas.

## In collaboration with **BUILDTOURS**

**All tours are curated and guided by Ivan R. Shumkov PhD, Founder of Build Tours.**

Build Tours' mission is to help people see, understand and experience Architecture, Art and Cities in a profound and unique way. Each tour explores a different part of the city, weaving history, urbanism and architecture in an engaging, story-telling manner. On each tour, we revisit landmarks and uncover some of the city's hidden gems and urban trends.

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**Ivan R. Shumkov PhD**

✉ [ivan@buildtours.com](mailto:ivan@buildtours.com)

☎ +1 (917) 501-1441

🌐 [www.buildtours.com](http://www.buildtours.com)

📷 [@BuildTours](https://www.instagram.com/BuildTours)

### Your PhD Architect Guide

**Dr. Ivan Shumkov** is a New York based architect, urban planner, entrepreneur, and professor. He is the **founder of Build Tours, Build World and Build Academy**, and professor of urban design at **Columbia University GSAPP**. Ivan earned his PhD in Architecture in 2009 at the Polytechnic University of Catalonia and graduated with four master's degrees from ETSA Barcelona, University of Florence, and Harvard University GSD.

Ivan combines his **experience in architecture and urbanism** with his passion for discovering and sharing the **history and secrets of cities**. His tours provoke curiosity, show hidden urban gems, and provide opportunities for experiencing and understanding architecture and urbanism through the eyes of an architect.