



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



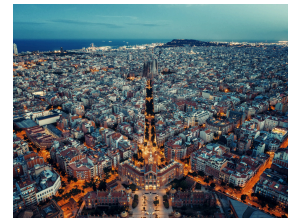
6. 22@ Innovation District & Urban Tech Ecosystem

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:

BUILDTOURS

22@ Innovation District & Urban Tech Ecosystem

Urban Transformation. Adaptive Reuse. Innovation Ecosystems

Format: Walking | **Start:** Design Museum - [See map](#) | **End:** Olympic Port
Time: Thursday, Nov. 5, 17:00 - 19:00

Once the industrial heart of Barcelona, **Poblenou** has been reborn as the **22@ Innovation District**, which has become one of the world's most ambitious examples of urban renewal. Launched in 2000, the project reimaged over 200 hectares of obsolete industrial land into a vibrant ecosystem for technology, education, design, and culture.

This walking tour explores how **urban policy, architecture, and public-private collaboration** turned a declining neighborhood into a **model of sustainable economic regeneration**, linking the city's industrial heritage with its digital future.

The tour concludes at the **Olympic Port**, symbolizing Barcelona's continuous evolution from the 1992 Games to the 22@ Innovation District and beyond. Here, the city demonstrates how **urban renewal** can foster **economic transformation**, turning former industrial landscapes into dynamic, inclusive, and creative environments that define the 21st-century metropolis.

KEY TOPICS

- Urban rezoning and economic incentives
- Adaptive reuse of industrial architecture
- The role of culture, education, and startups
- Urban renewal and mixed-use development
- Public-private partnerships
- Sustainable mobility and smart infrastructure
- Urban regeneration strategy
- Innovation clusters & startups
- Public-private development model



22@ Innovation District & Urban Tech Ecosystem

Urban Transformation. Adaptive Reuse. Innovation Ecosystems

ITINERARY

1. *Plaça de les Glòries Catalanes*, Redesign by Agence Ter & Ana Coello de Llobet, 2015–2023
2. *Mercat dels Encants (Encants Market)*, b720 Fermín Vázquez Arquitectos, 2013
3. *Disseny Hub Barcelona (Design Museum of Barcelona)*, MBM Arquitectes — Oriol Bohigas, David Mackay, Josep Martorell & Oriol Capdevila, 2013
4. *Torre Glòries (formerly Torre Agbar)*, Ateliers Jean Nouvel with b720 Fermín Vázquez Arquitectos, 2005
5. *Edifici Mediapro*, Carlos Ferrater (OAB), Patrick Genard & Xavier Martí, 2008
6. *UPF Campus de la Comunicació – Poblenou*, Josep Benedito & Ramon Valls, 2009
7. *Media-TIC Building, Cloud 9* – Enric Ruiz-Geli, 2010
8. *Can Framis – Fundació Vila Casas*, BAAS Arquitectura – Jordi Badia, 2009
9. *Superilla del Poblenou (Poblenou Superblock)*, Urban concept by Salvador Rueda & Urban Ecology Agency of Barcelona, 2016–2019
10. *Can Ricart*, Original: Josep Oriol i Bernadet & Josep Fontserè i Mestres, 1853–1877; Restoration: Arantxa Manrique & Yaiza Terré, ongoing since 2014
11. *Parc del Centre del Poblenou*, Ateliers Jean Nouvel, 2008
12. *Ecourban Complex*, William McDonough + Partners with Hines, 2004

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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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.