

HOW'S THIS FOR A SCENARIO: WHAT WOULD HAPPEN IF AMERICANS STOPPED TAKING COCAINE?

MONOCLE

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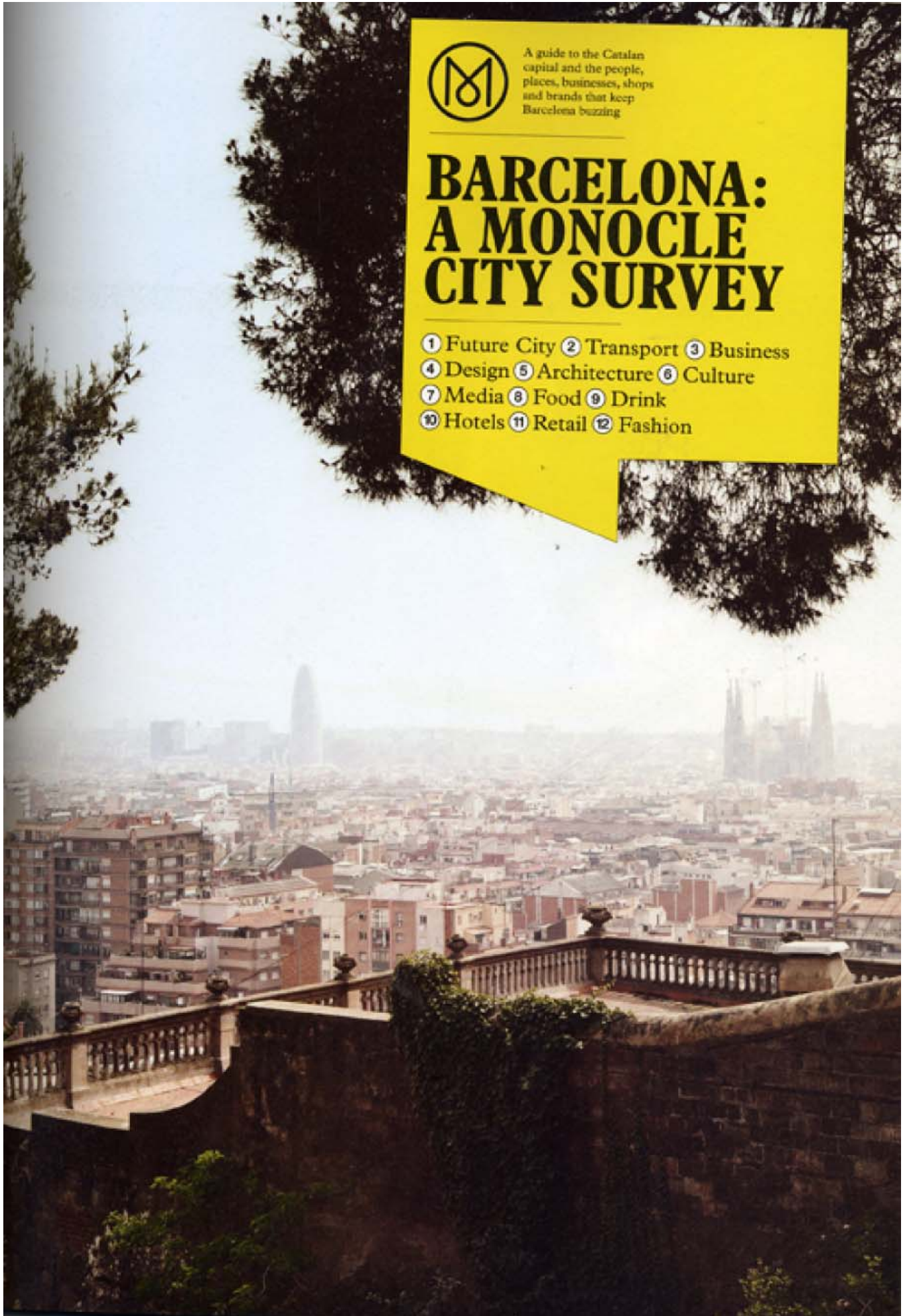
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A guide to the Catalan capital and the people, places, businesses, shops and brands that keep Barcelona buzzing

BARCELONA: A MONOCLE CITY SURVEY

- ① Future City
- ② Transport
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- ④ Design
- ⑤ Architecture
- ⑥ Culture
- ⑦ Media
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Well ranked Quality of life

In 2016, the European Cities Monitor ranked Barcelona as the best European city for the quality of life it offers workers. It ranked number 17 in Monocle's global Quality of Life index last year.

Tongue twister Language

Catalan is used for commercial and street signage. The language derives from Vulgar Latin and also has pockets of speakers in Sardinia in Italy and the Oriental Pyrenees department in France.



BUSINESS DISTRICT Poblenou

The Poblenou quarter is home to the 22@ innovation hub, an ambitious project where almost 3 million sq m of formerly derelict buildings are now earmarked for business, education and technology development. In 2000, the government invested €180m into redeveloping the neighbourhood. Ten years later the numbers are promising: 1,502 companies have set up offices around 22@ (bringing 44,600 jobs). There are 4,000 new social housing units, 10 universities (including BAU, pictured main and top right) and 12 research and development centres. Also 114,00 sq m of green spaces and 29km of cycling lanes make 22@ a model for sustainable city planning. — SRT

Three residents:

MediaPro The Imagina Audiovisual Centre production offices are a hub for research and training.
The Institute for Advanced Architecture (bottom) A lab producing sustainable architecture with digital technology.
La Granja (middle) Industrial and interior design agency.



AREAS TO INVEST Five growth industries

Medical tourism: Barcelona is southern Europe's top medical tourism destination, pioneering techniques in fields from kidney transplants to oncology. Catering to chronic disease, the Barcelona Centre Medic organisation brings together 21 of the best private health clinics in the city.

Congress and fairs: Barcelona is a

conference hub for Europe and 48.4 per cent of its visitors come for businesses and trade fairs. The city was recently ranked third globally among conference cities, with over 130 major international meetings a year. Barcelona's combination of coast and Catalan hospitality is seductive for speakers and delegates alike.

Agri-food: Agri-food revenue accounts for around 16 per cent of all industry in Catalonia (that's

over €17bn). There are 3,000 food firms in the region, 90 per cent of which are in Barcelona, and 11 per cent of foreign investment in the city is food related.

Energy: The Barcelona government is committed to leading the green energy movement in the Iberian Peninsula, with a 2015 plan that almost triples EU targets, taking Catalonia to 10 per cent renewable energy. Biofuels will lead the way, with

a target of 29 per cent of the renewable energy sector, followed by wind power (26 per cent) and hydroelectricity (18 per cent).

Creative industries: As well as media giants such as Mediapro, Lavinia and Grupo Planeta, Catalonia is home to almost 200 smaller TV and film production houses. Parc Barcelona Media in the new 22@ district has 115,000 sq m of space for media startups.

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