CX CatalunyaCaixa
Obra Social

7th Cultural Heritage Conference – CX La Pedrera

Historic Buildings as Cultural Centres: Architectural Work

Thursday, 10 November 2011

PROGRAMME

9.00 am Reception and documentation delivery

9.40 am Welcome

Jordi Tresserras, director of the Master's in Cultural Tourism at the University of Barcelona

9.50 am Introduction of the programme and presentation of the subject

Rosa M. Plans, head of Cultural Programmes for CatalunyaCaixa's Social Project

10.00 am Reconverting historic buildings as museums (cultural centres): key aspects

Víctor Cageao , head of Infrastructure, Department of State Museums, Ministry of Culture

11.00 am Palais de Tokyo. A major cultural centre in an historic building

Marc-Olivier Wahler, director of Palais de Tokyo (Paris)

Midday Break

12.30 pm Atrium at the Alhambra

María del Mar Villafranca Jiménez, director of the Board of the Alhambra and Generalife.

Juan Domingo Santos, architect

2.00 pm Lunch (free)

4.00 pm La Seca (Barcelona)

Herman Bonnin, director of La Seca Espai Brossa

Meritxell Inaraja, architect

4.30 pm Roundtable: *Economic Logic*

Eudald Tomasa, managing director of Grup Transversal
J. García de la Cámara, director of BIArch

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Jaume Badia, deputy director of CCCB
J. L. Alay, director of Heritage, Museums and Archives, Barcelona City Council

MODERATOR: Xavier Fina, director of ICC Consultors

5.45 pm **Talk, Iñaki Ábalos (Ábalos+Sentkiewicz Arquitectos)**

6.30 pm **Closing session**

Joan Pluma, managing director of the Catalan Department of Heritage

Marta Lacambra, managing director of CatalunyaCaixa

In collaboration with the UNIVERSITAT DE BARCELONA and BIArch BARCELONA INSTITUTE OF ARCHITECTURE

Place:
Auditorium CX La Pedrera
Passeig de Gràcia, 92 . Barcelona

Simultaneous interpretation available

Free admission. Limited places
Reservations: silvia.vilarroya.fos@catalunyacaixa.com