

## PROJECT DESCRIPTION

eCASC is a new urban planning performance dedicated to investigate and transform the social and urban fabric of the historic city centre of Villena. It settles a testing ground allocated to the study of the urban, social and cultural specificities that define the city's heritage.

eCASC gets together all the isolated stakeholders related to the urban planning with the aim of making them work together, getting a broad perspective of the urban context. The politicians, academics, local businesses and the active neighbor associations are taken into account at eCASC.

eCASC is a festival that consists of a series of workshops, lectures and activities during 10 summer days. During the festival, more than 100 students from all over the world and different disciplines think, design and develop on-site practical solutions under the guidance of expert tutors and local neighbors. The final purpose of eCASC festival is to devise and deliver low-cost architectural, artistic, socio-cultural and technological interventions that can be seen as future model solutions to be developed by the government. All the workshops are deeply rooted to different local features.

In order to become a useful urban planning performance, eCASC needs to be continuous, developing different studies through the years and getting a wider scope of possibilities.



eCASC 2014. Grupo aranea workshop. Construction of a circular canvas for collective paintings.



eCASC 2014. Edu Comelles workshop. Sound installation recovering an ancient lost tower bells.



eCASC 2014. Arae workshop. Open air cultural museum installation.



eCASC 2014. Senyor Mixuro workshop. Educative resources for children about cultural context.

# eCASC

## el fabricante de esferas

## HASSELT CHARTER

4.-Work alongside public institutions, multilateral organizations and private sector's, fostering social equity and urban inclusion.

The festival is organized jointly with the Villena Town Council and the University of Alicante. The participation of the University at eCASC is necessary to settle an academical format, attractive for young students to study and propose new ideas. The festival works together with the Villena Town Council to settle the results of the workshops as a future reference for the urban renewal. The advices and needs of the local neighbor associations are the base for the workshop proposals to be carried out every year, so they are also involved with the organization. The professional and technical point of view is also important as the gear wheel that makes everybody work in the same direction.

The creative atmosphere of the festival inspires everybody to think further beyond their own expertise fields, by relating with other people. This creativity provides new identities to unstructured urban areas. eCASC focuses most of its actions on the historical district to improve it, in order to get a more equal city for all the inhabitants and make a more livable city out of it. One of the main social problems that eCASC has studied is the social prejudices between different people living inside and outside the historical district. Several workshops studied the social exclusion of part of the city center's population through short activities like a "batukada" (drum session) or the recording of a short movie, among many others.



eCASC 2013. CPESRM workshop. Batukada.



eCASC 2014. Grupo aranea workshop. Collective paintings.



eCASC 2014. GRES workshop. Short film recording.



eCASC 2013. Open activity. Football competition.



eCASC 2014. PEZ workshop. Agrotablao.

# eCASC

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HASSELT CHARTER

5.-Use of appropriate technologies, materials and labour adequate to local values, to the cultural specificity and the natural environment.

The previous months before the festival, the organization works to choose the appropriate disciplines to involve in the different workshop to assure the final results will be deeply rooted to the context and the local specificities of Villena. All these cultural and natural values are studied and represented through different disciplines and artistic interventions in order to get a broader view of the actual situation of the city.

One example of the local specificities studied at the two editions of the festival is the cave houses dug in the mountain; these typical constructions were represented by some urban furniture in a park that reproduced their shape. Also, an artistic installation provided a new identity to an unstructured square reproducing metal mesh and traditional materials like clay. A tape art intervention diminished the visual impact of a dividing wall of an abandoned house. Another example is an iconic ancient clock tower, disappeared in 19th century, called the “Torre del Orejón”, which is reclaimed by several neighbor associations; this identity value was recovered through an augmented reality mobile application and an artistic intervention using the wheat-paste technique in a dividing wall. Other cultural and natural values of the cities represented at the festival are the old lime-washing or the ceramist craftsmanship, the “Atalaya” castle, the cooking, the local words or the planting fields.



elCASC 2013. Zuloark + PKMN workshop. Cave-shaped urban furniture.



elCASC 2013. Paco Orti workshop. Metal mesh installation.



elCASC 2013. Tape art activity.



elCASC 2013. Espai MGR workshop & Diffuse activity. Torre del Orejón



elCASC 2014. Grupo aranea workshop. Collective landscape drawing.



elCASC 2013. CPESRM workshop. Lime washing craftsman recovering.



elCASC 2014. Reactive territory activity.



elCASC 2013. DcV workshop. Cooking.

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## HASSELT CHARTER

8.-Support participatory, democratic, multicultural and interdisciplinary processes and approaches in strengthening community solidarity as a factor of rural and urban social development.

The main goal for the workshops was to involve the local people, showing their right and responsibilities to decide, because the results of the festival are meant for them to use and take care of. The festival eICASC suggests the use of the civic participation as a basic tool for the design and management of the urban renewal processes as a previous test before any planned definitive construction.

All the workshops and activities of the festival take place outdoors in the street to increase the relation and interaction between the participants and the locals, and at the same time assure the correct dissemination of the results to the population. The neighbors are involved in most of the workshops and help to decide the final situation of the cave-shaped benches or the configuration of an "agro-tablao" (green stage) for an ecological association. Many locals were also involved in some of the place-making activities that showed a better city is possible with few resources and helping each other to make a proper use of the urban space. Some examples of these activities are open air dinners at remarkable urban spots or playful demonstrations, among many others.



eICASC 2014. Pez workshop. Civic participation presentation.



eICASC 2014. Pez workshop. Collective construction.



eICASC 2014. Pez workshop. Agrotablao.



eICASC 2013. Zuloark + PKMN workshop. Collective construction.



eICASC 2013. Zuloark + PKMN workshop. Gathering at the cave shaped benches.



eICASC 2013. DcV workshop. Dinner at the stairs going to the Atalaya Castle.



eICASC 2014. DcV workshop. Playful demonstration.

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