

Unveiling Andalusian Urban Heritage

Where Time Walks with You: Cittaslow in Úbeda

FINAL PRESENTATION

28.03.2025

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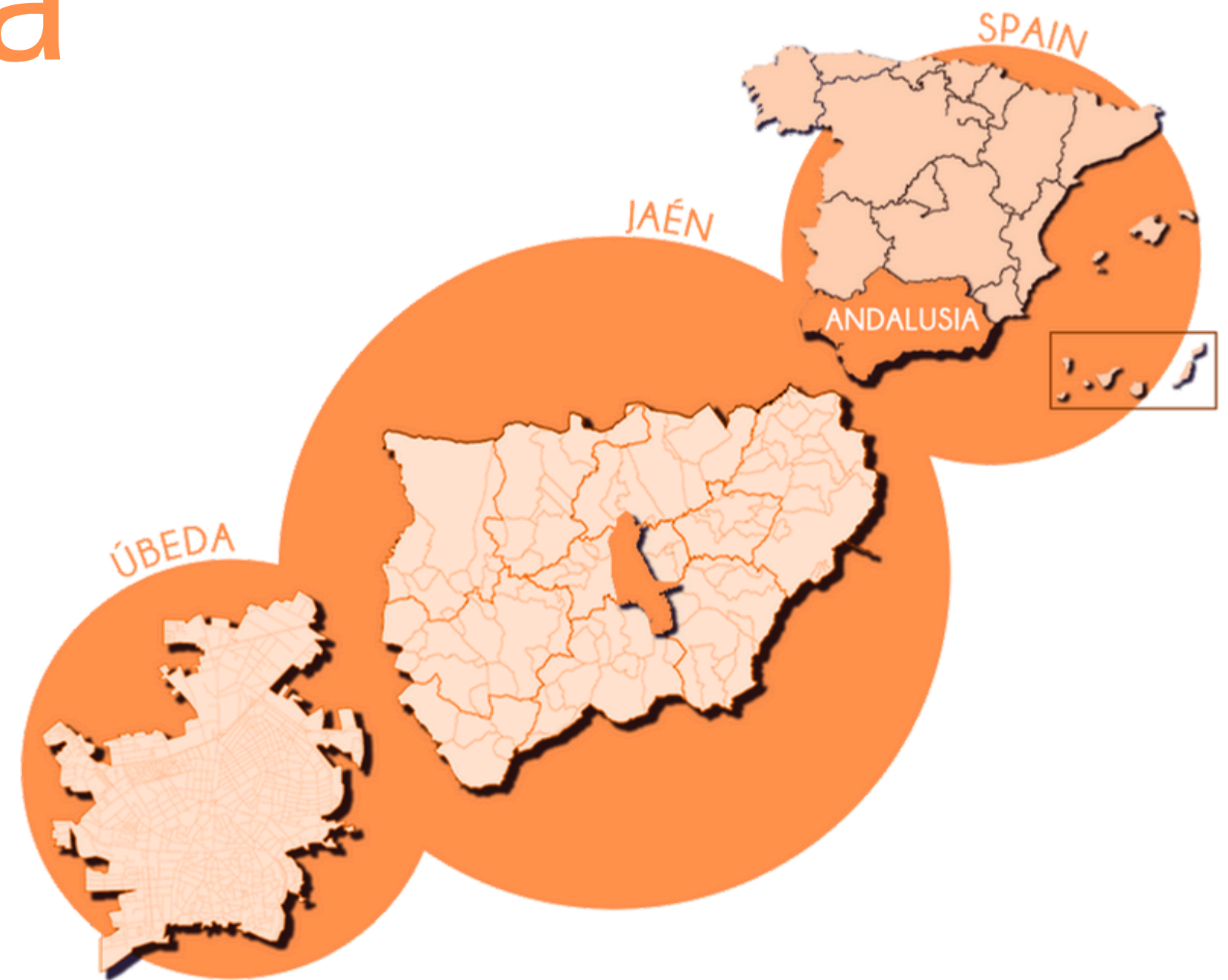
CEMRE BINGÖL

QIAN CHEN

ELIF ERTEMİZ

JIA VOGEL

WANYUN LING



Caminante, no hay camino

CAMINANTE, SON TUS HUELLAS
EL CAMINO Y NADA MÁS;
CAMINANTE, NO HAY CAMINO,
SE HACE CAMINO AL ANDAR.
AL ANDAR SE HACE EL CAMINO,
Y AL VOLVER LA VISTA ATRÁS
SE VE LA SENDA QUE NUNCA
SE HA DE VOLVER A PISAR.
CAMINANTE, NO HAY CAMINO
SINO ESTELAS EN LA MAR.

*"TRAVELER, YOUR FOOTPRINTS
ARE THE ONLY ROAD, NOTHING ELSE.
TRAVELER, THERE IS NO ROAD;
YOU MAKE YOUR OWN PATH AS YOU WALK.
AS YOU WALK, YOU MAKE YOUR OWN ROAD,
AND WHEN YOU LOOK BACK
YOU SEE THE PATH
YOU WILL NEVER TRAVEL AGAIN.
TRAVELER, THERE IS NO ROAD;
ONLY A SHIP'S WAKE ON THE SEA."*

ANTONIO MACHADO

THERE IS NO PATH, THEY SAY — BUT PERHAPS IN ÚBEDA,
THERE ARE OLIVE TREES, COURTYARDS, AND QUIET
STREETS THAT REMEMBER WHERE WE'VE BEEN.

AND AS WE WALK SLOWLY, THE CITY REVEALS ITSELF
WITH EVERY STEP.

—

WE BEGIN TO SEE IT DIFFERENTLY.

IT BECOMES A SLOW CITY NOT BECAUSE WE PLANNED IT
THAT WAY — BUT BECAUSE WE WALKED IT SLOWLY.

SOME SAY THERE IS NO PATH — ONLY FOOTPRINTS.
IN ÚBEDA, THOSE FOOTPRINTS SMELL LIKE STONE, OIL,
AND OLD STORIES.

THAT'S HOW A SLOW CITY BEGINS: NOT WITH MAPS, BUT
WITH MOMENTS.

INDEX

INTRODUCTION



STRENGTHS &
WEAKNESSES



TARGETS & STRATEGIES



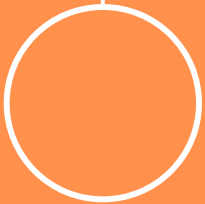
RESEARCH
QUESTION



CITTASLOW
CONCEPT



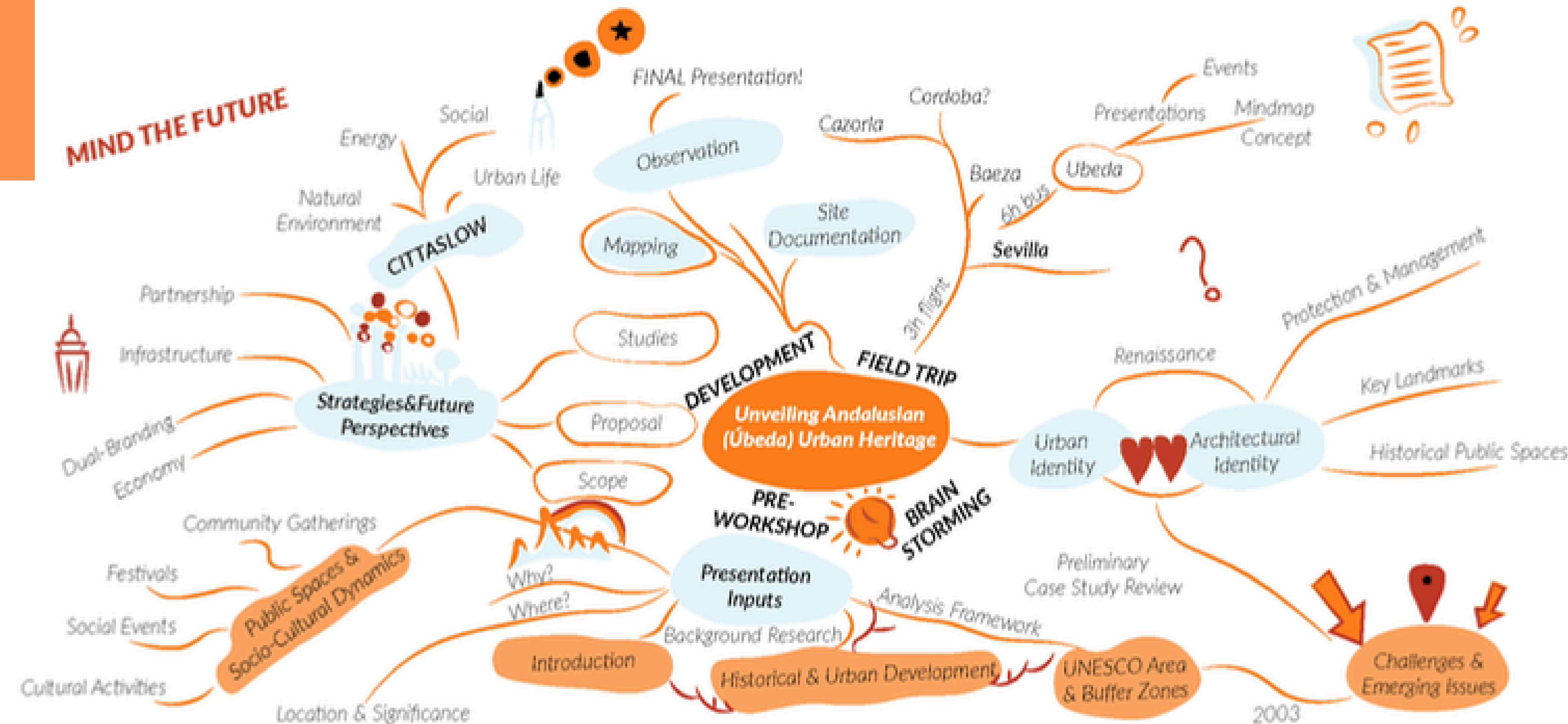
CONCLUSION



1

INTRODUCTION

VERY Brief Summary of previous presentation



WHAT?

Not just a city of olive trees to visit — Úbeda is a **place** to **slow down, feel, and belong** to **timeless streets**.

Where UNESCO history and Cittaslow spirit walk side by side.



WHERE?

Rooted in Úbeda's **historic center**, the project spans across the **entire city**, operating on **multiple levels** — from buildings and streets, to the wider urban fabric and even the regional context, connecting with Baeza and the surrounding olive landscape.



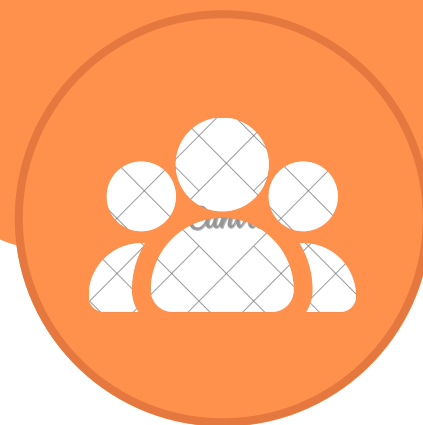
WHY?

A multi-layered cultural and spatial value requires a delicate **balance** — not only preserving its history but also **activating** its local **economy, landscapes, and traditions**. The olive culture, deeply rooted in both the economy and daily life, naturally aligns with Cittaslow principles such as local production, seasonal rhythm, and place-based identity.



WHO?

A city for both **locals** and **visitors**, where each finds their place — Locals rediscovering the rhythm of daily life through slow values. National and international visitors experiencing Úbeda not just as a destination, but as a space to engage with **living heritage**.



HOW?

Through small-scale, site-specific to large scale region scale design interventions that work within Úbeda's existing fabric. Public space, artisan life, olive culture, and community participation, the project applies **the five Cittaslow criteria across scales**.



WHEN?

Short-term, focusing on quick, low-cost actions, small-scale installations, and activating courtyards; **Mid-term**, introducing broader spatial strategies; **Long-term**, embedding Cittaslow principles into policy, education, and city-wide identity.



2

RESEARCH QUESTION

How can the city's own character —
its history, people, and olive-based culture —
guide interventions that enrich daily
urban life?

3

STRENGTH & WEAKNESS

Strength & Weakness

	Natural Enviroment (Environmental policies)	Infrastructure (Infrastructure policies)	Built-Up Enviroment (Quality of urban life policies)	Economic (Agricultural, touristic & artisan policies)	Social (Hospitality, awareness & training policies)
Strength	<ul style="list-style-type: none">★ Proximity to natural parks enables ecotourism.★ Olive landscape shapes regional identity	<ul style="list-style-type: none">★ Compact center enables full walkability	<ul style="list-style-type: none">★ Heritage structures being reuse balances old–new needs• Public space interventions trying to improve livability• Low Noise, Calm Atmosphere	<ul style="list-style-type: none">★ Olive economy links Úbeda-Baeza identity• Olive region and toursim boosts local economy★ Italian renaissance architecture builds fusion identity• Art & Crafts reflect heritage★ Festivals extend tourism season sustainably	<ul style="list-style-type: none">• Near to Baeza’s university (UNIA)• Signatures and labels enhances visitor awareness★ Official guides lead cultural tours
Weakness	<ul style="list-style-type: none">★ Heritage buildings deteriorating over time★ Lack of greenery limits outdoor comfort.• Heritage and modern changes in planning.• Urbanization threatens spatial identity balance	<ul style="list-style-type: none">• Poor waste management and visible litter.★ Tourism and growth strain resources the environment.• Uneven streets hinder mobility and access.★ Weak transit links cause car dependency	<ul style="list-style-type: none">★ Lack of trees reduces comfort.• ⅓ of housing stock is vacant.• Strict rules limit adaptive reuse.• Narrow streets limit access★ Historic center lacks civic services.• Limited water access reduces comfort.• Tourist housing raises rent pressure	<ul style="list-style-type: none">• Climate change threatens olive landscapes★ Limited funds delay project completion• Tourist peaks cause overcrowding• Tourism causes tension with residents• Tourism-based is vulnerable★ International tourism remains limited	<ul style="list-style-type: none">• Few tours, limited language support★ Low event promotion limits engagement★ Low recognition weakens international tourists vs national tourists

4

CITTASLOW CONCEPT



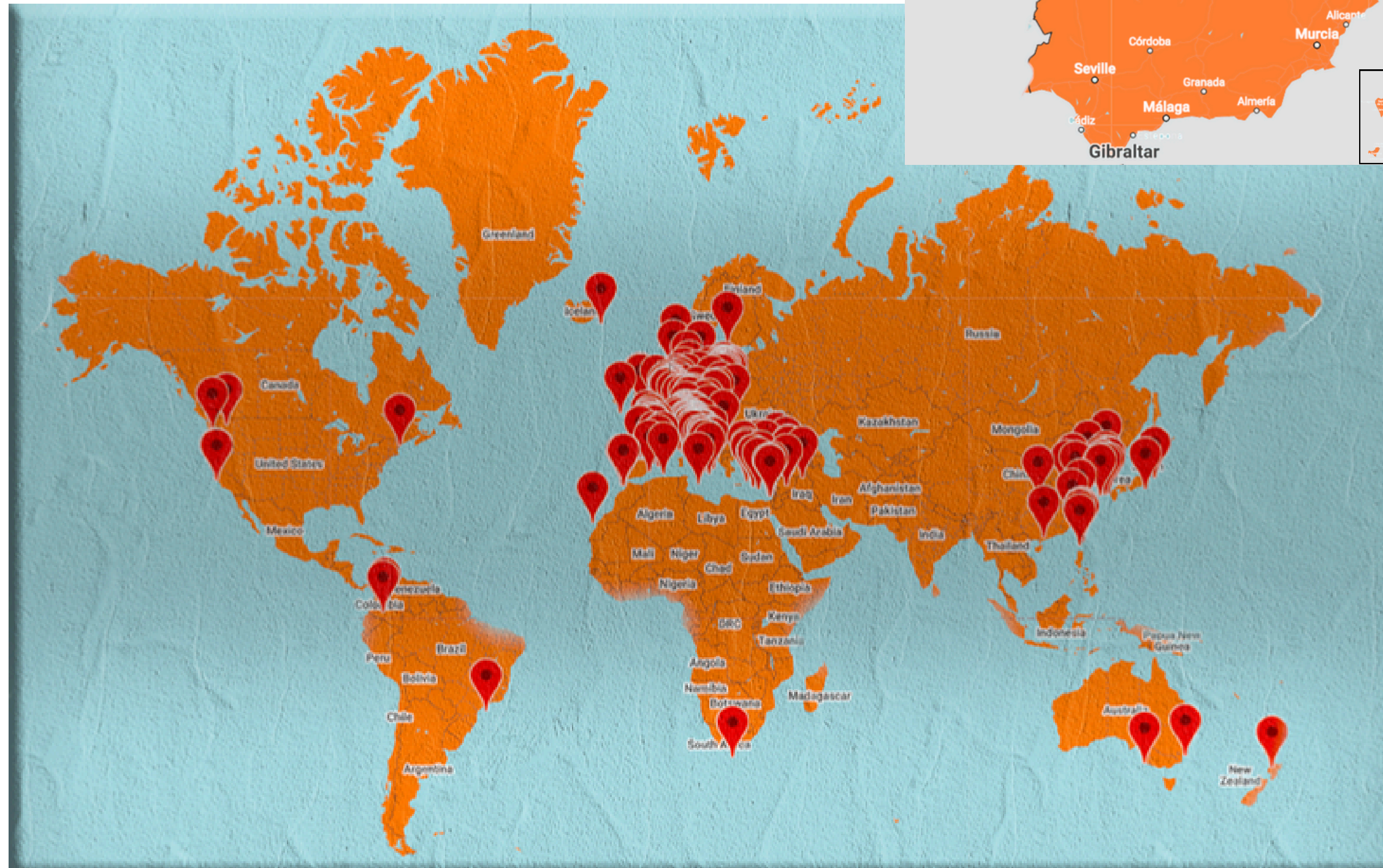
cittaslow

Image: Logo of Cittaslow. Taken from website of cittaslow, accesible at <https://www.cittaslow.org/>, Last accessed on 27th of March 2025.

What is *cittaslow*?

“SLOW CITY”

The Network of Good Living Cities



Originated in Italy
Movement was born in **1999**

PROMOTES:

slowing down the pace
focusing on **local** traditions
sustainability
community well-being

Successes and Achievements

- Economic Revitalization
- Cultural Preservation
- Community Engagement
- Environmental Sustainability

Challenges

- Balancing Tourism and Authenticity
- Infrastructure Strain (transportation, sanitation, and public services)

Key Principles & Criteria



ENERGY & ENVIRONMENTAL POLICIES

Parks and green areas

Renewable energy

Transport

Recycling



QUALITY OF URBAN LIFE POLICIES

Requalification and reuse of marginal areas

Cable network city (fibre optics, wireless)



AGRICULTURAL, TOURISTIC AND ARTISAN POLICIES

Prohibiting the use of GMO in agriculture

Increasing the value of working techniques and traditional crafts



INFRASTRUCTURE POLICIES

Alternative mobility

Cycle paths

Street furniture



PARTNERSHIPS

Collaboration with other organizations promoting natural and traditional food



POLICIES FOR HOSPITALITY, AWARENESS AND TRAINING

Good welcome

Increasing awareness of operators and traders (transparency of offers and practised prices, **clear visibility of tariffs**)



SOCIAL COHESION

Integration of disable people

Poverty

Minorities discriminated

Dual Branding: UNESCO & Cittaslow



Image: Logo of World Heritage. Taken from website of UNESCO World Heritage Convention, accessible at <https://www.cittaslow.org/>, Last accessed on 27th of March 2025.

UBEDA

OVERVIEW

Sustainable tourism

Eco-tourism

Organic agriculture

Festivals celebrating local culture

A UNESCO World Heritage site

KEY INITIATIVES

Local Production Market

Preservation of historical buildings

CHALLENGES

Managing tourism pressure

Preserving local authenticity

Balancing modernization with the preservation of historical sites



Image: Logo of Cittaslow. Taken from website of cittaslow, accessible at <https://www.cittaslow.org/>, Last accessed on 27th of March 2025.

Case study: Safranbolu, Turkey

Safranbolu has been on the UNESCO World Heritage List since 1994 and joined the Cittaslow network in 2024.



Image: Safranbolu, Türkiye (photo taken by Huseyin Karatas). Taken from publication of Riding two Horses Safranbolu's Dual Branding as UNESCO World Heritage and CittaSlow, accessible at https://www.academia.edu/121530837/Riding_two_Horses_Safranbolus_Dual_Branding_as_UNESCO_World_Heritage_and_CittaSlow, Last accessed on 27th of March 2025.

5

TARGETS & STRATEGIES



ENERGY &
ENVIRONMENTAL
POLICIES

Green corridors

Scent gardens

Courtyard rainwater reuse

Solar panels

Composting program

- Samplized Interventions
- Interventions

INFRASTRUCTURE
POLICIES

Stone texture slow zones

Barrier-free public space design

Electric shuttles

Prioritize use of empty buildings

QUALITY OF
URBAN LIFE
POLICIES

Conversation niches

Microclimate shading

Built-in ceramic story tiles

Revitalizing key public squares

AGRICULTURAL,
TOURISTIC &
ARTISAN POLICIES

Micro market stalls

Living heritage routes (city & rural)

Visible craft spaces

Open-air community events

Seasonal gastronomic festivals

HOSPITALITY,
AWARENESS
& TRAINING
POLICIES

Community-led restoration projects

QR-based micro story points

"Slow Úbeda" mobile app

Hosting courtyard talks

Adaptive reuse for cultural-educational center

"My Úbeda" panel boards

Energy & Environment: Green Belt

Cittaslow says: "Adopt concrete environmental policies for land, air, and water; promote renewable energy, biodiversity, sustainable mobility, and waste management; fight against visual, acoustic, and light pollution."



now



Image: Chen Qian

after

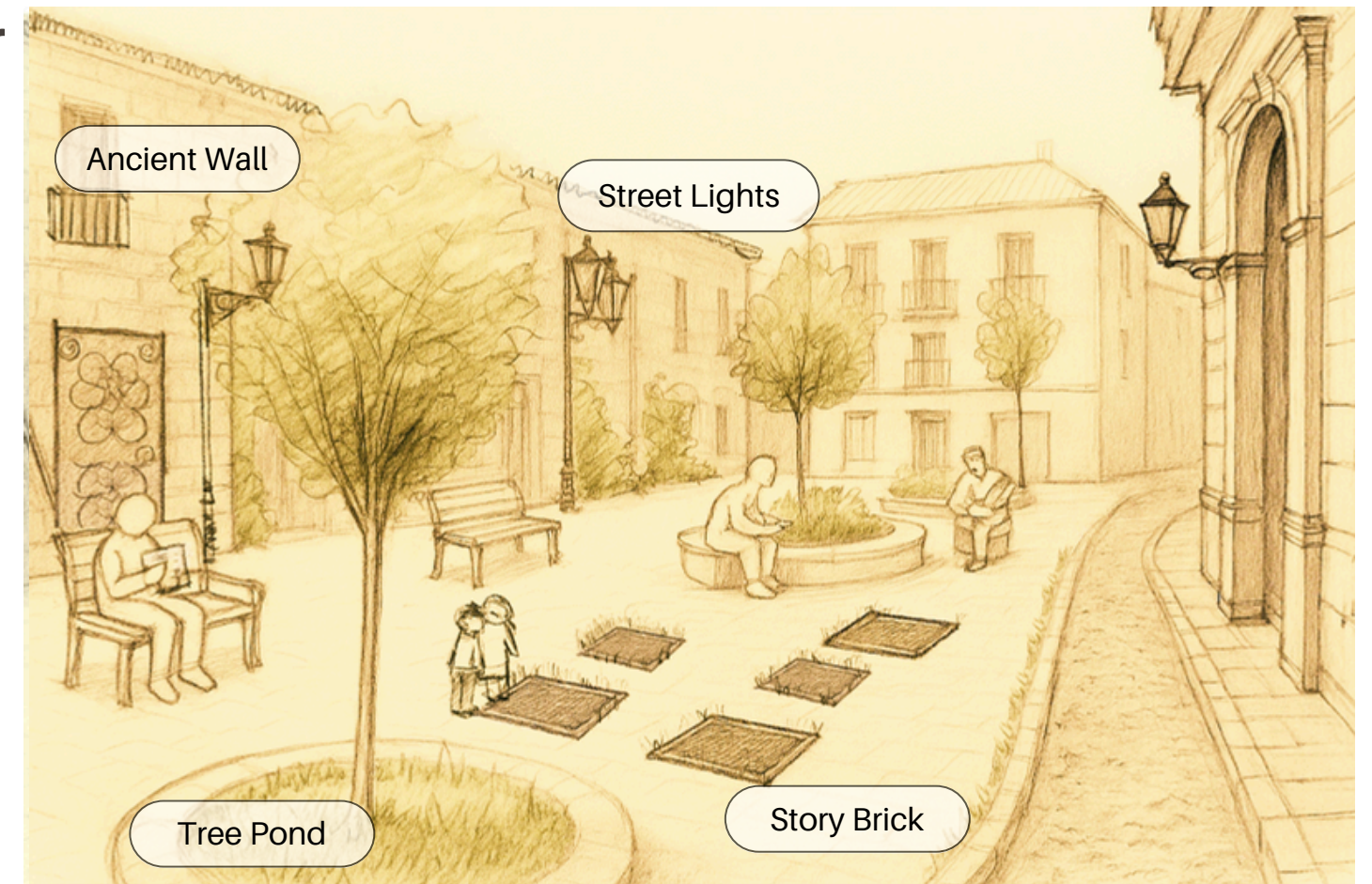
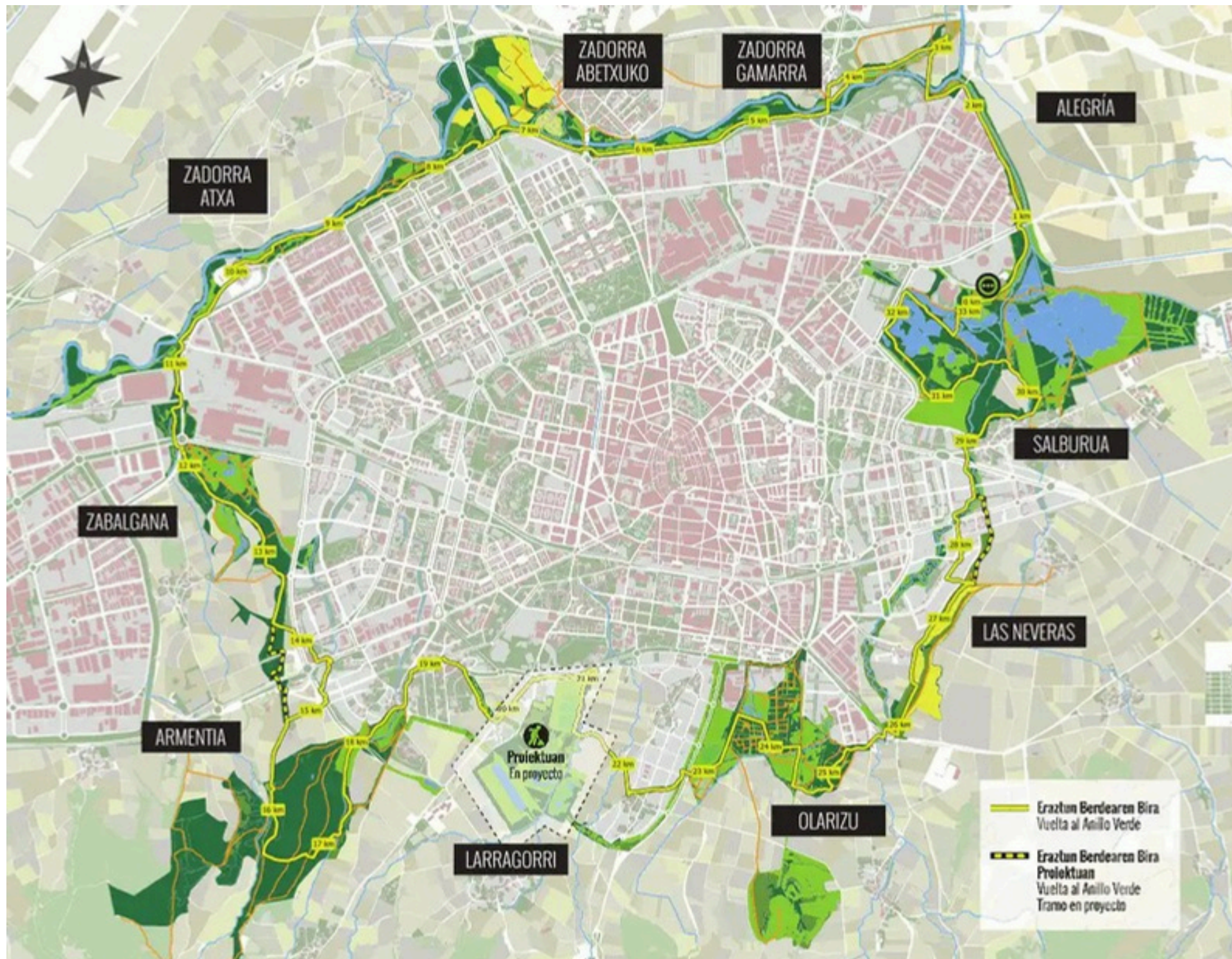


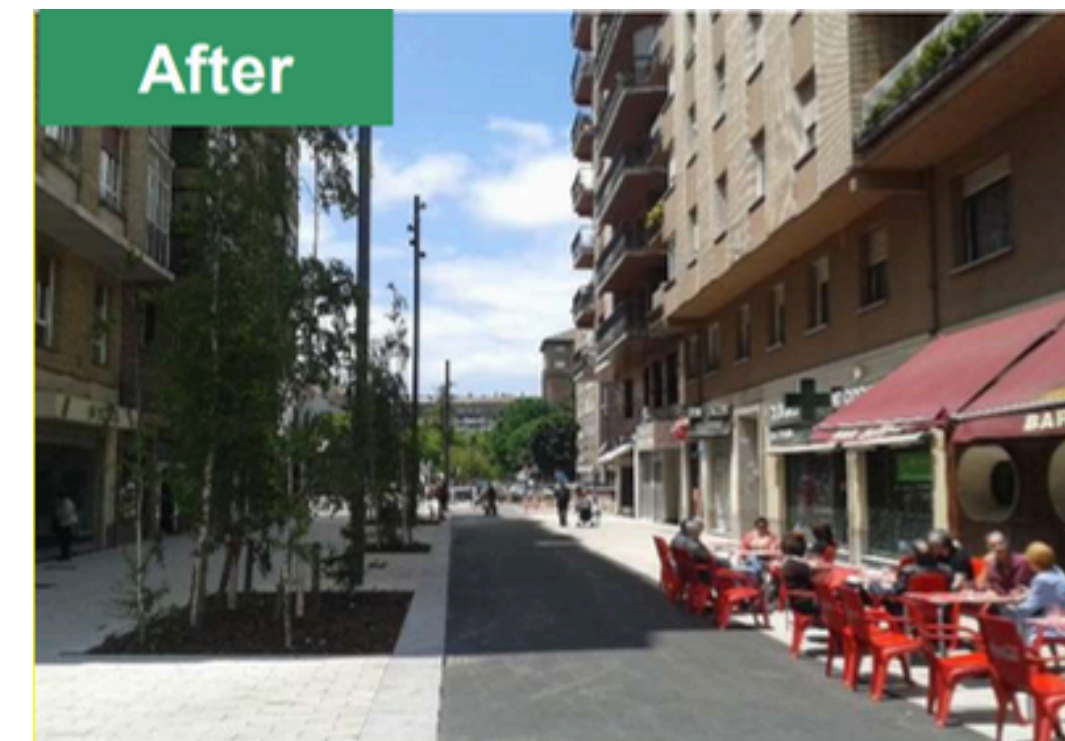
Image: Authors on collaboration

Case Study

Green Belt of Vitoria-Gasteiz, Spain



Plan: RENATUR, 2021, Green Belt of Vitoria-Gasteiz



Images: Superblocks: streets designed for sustainable mobility in Vitoria-Gasteiz, Fostering citizen-focused urban mobility, 2019

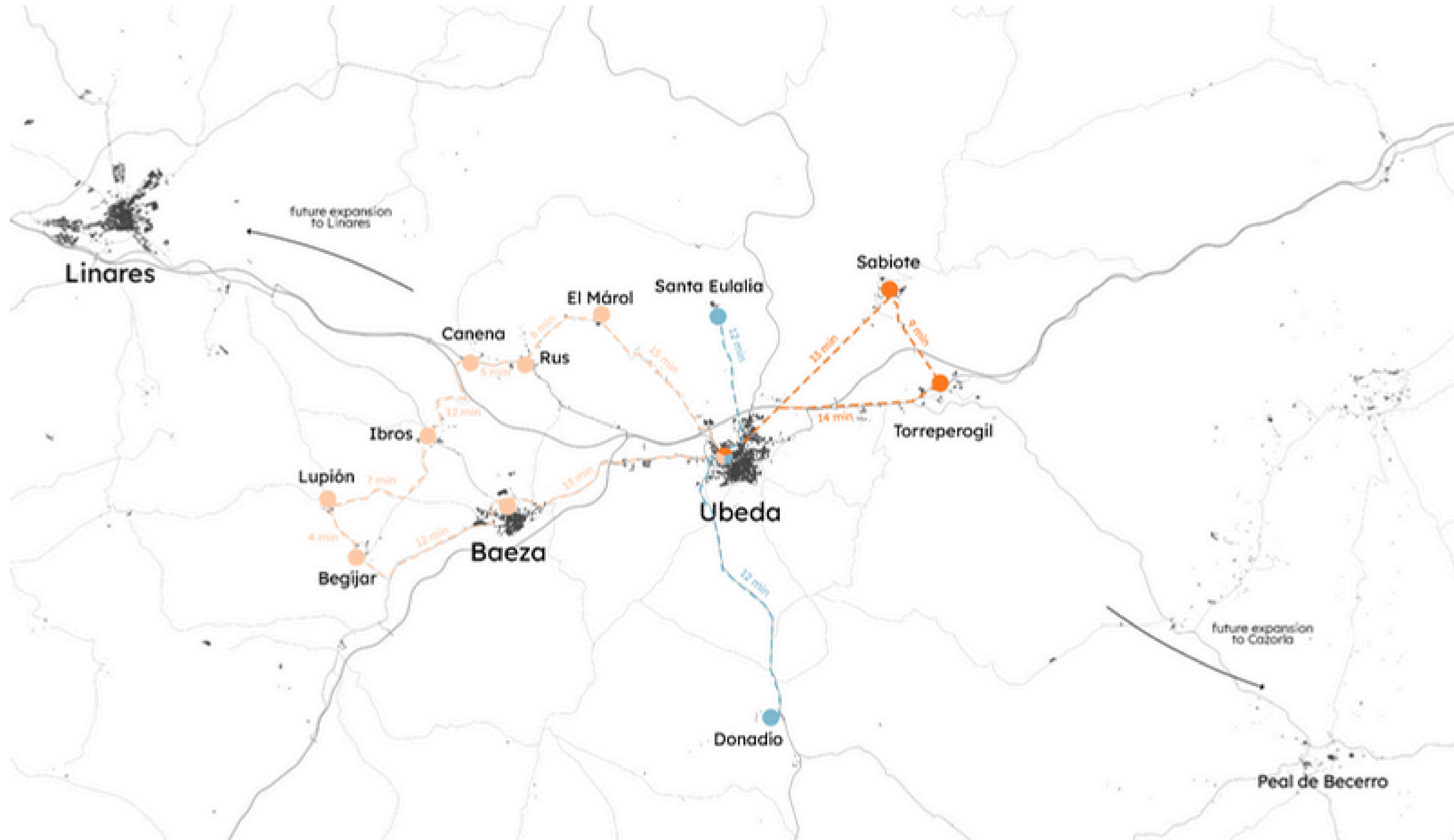
Infrastructure: Electric Shuttles *Caminante*

Cittaslow says: "Improve infrastructure that ensures accessibility, quality of life, and environmental harmony. Prioritize sustainable mobility, public transport, and people-first design."



Image: Authors on collaboration

Infrastructure: Electric Shuttles



Case Study

Self-driving shuttles in UNESCO city Tallinn, Estonia



Image: <https://www.facebook.com/photo/?fbid=1243918925717870&set=pcb.1243928159050280>

Quality of Urban Life: Revitalizing Key Public Squares

Cittaslow says: "Ensure public spaces are clean, safe, quiet, and accessible. Promote spaces that support social interaction, rest, and community cohesion."

L Square



Outdoor Concert

M Square



Local Market

S Square



Pop-Up Art Display



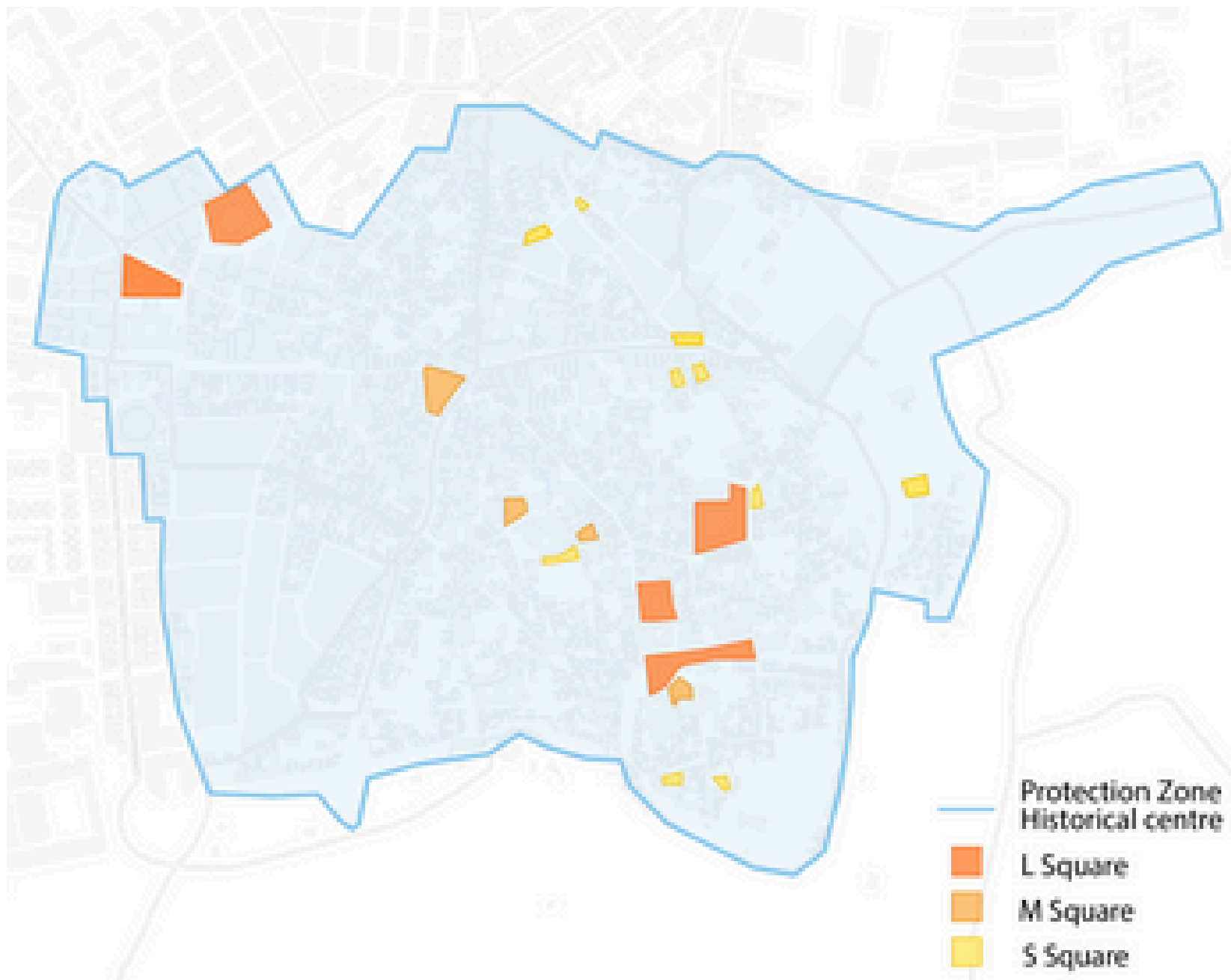
Open-Air Movie Night



Children Friendly Park



Mini Meet-Ups



Case Study

Placemaking Initiative for UNESCO enlisted Piazza del Campo, Siena Italy



Image: <https://www.expedia.de/Piazza-Del-Campo-Siena-City-Centre.d6077950.POI>

What Makes a Great Place?

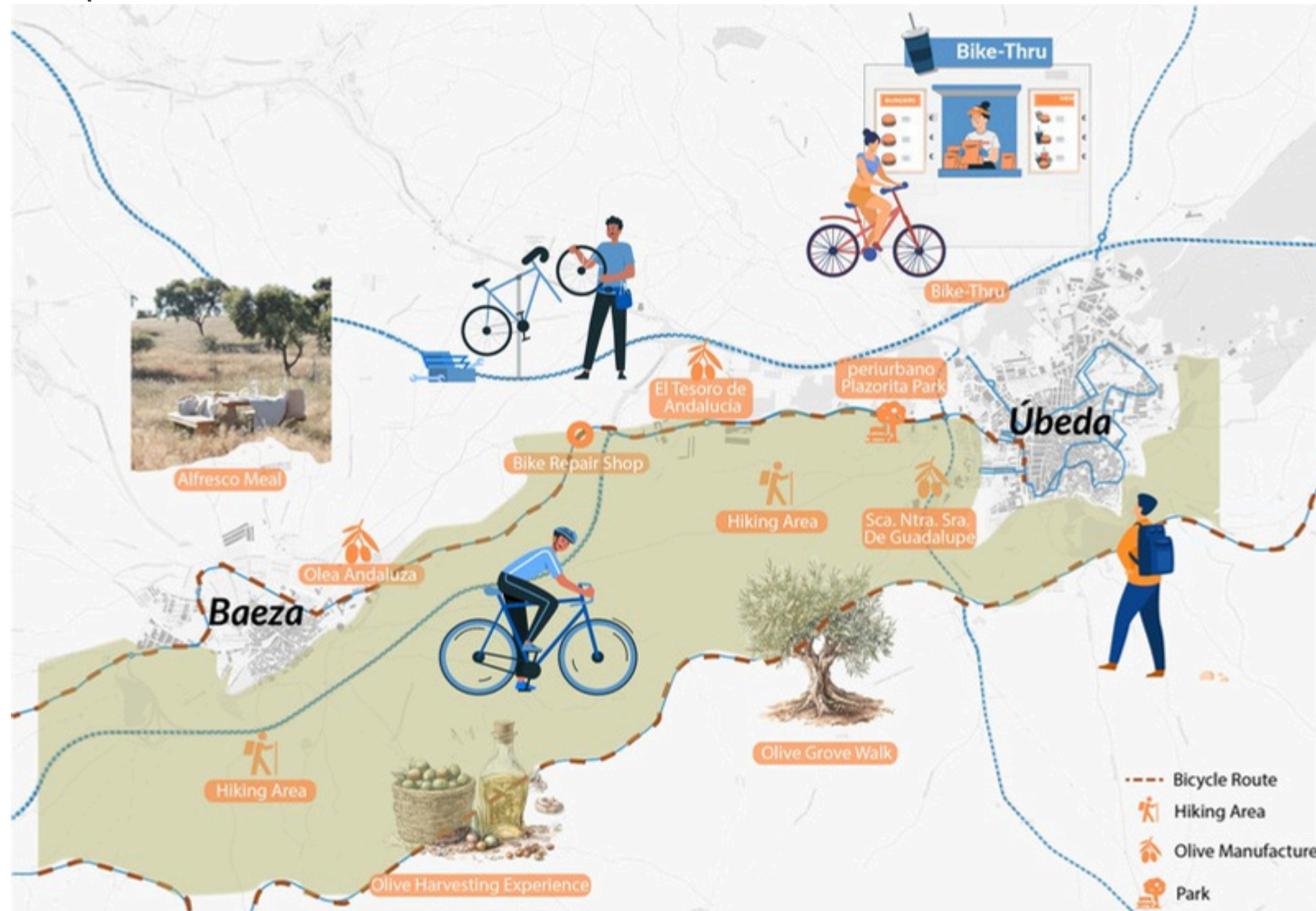
Project
for Public
Spaces



Image: https://cdn.prod.website-files.com/581110f944272e4a11871c01/66219a88738eda4d056334e2_Place-Diagram_PPS.webp

Agricultural, Touristic, and Artisan Policies: Living Heritage Routes

Cittaslow says: "Promote local products, traditional crafts, and responsible tourism. Encourage direct relationships between producers and consumers."



Wine routes in Izmir's district Urla, Turkey



Hospitality, Awareness, and Training: Adaptive reuse for cultural-educational center

Cittaslow says: "Promote awareness among citizens and visitors about local identity and slow culture. Support training, education, and shared knowledge across generations."



Cultural-Educational Hub

A transformed heritage building that becomes a **dynamic cultural-educational center**. Residents and visitors come **together to learn, share, and co-create**. The space supports **workshops**, discussions, and cultural events that pass knowledge across generations.



Local Cooking Workshop

An outdoor or semi-open kitchen where local residents teach **traditional recipes** using regional ingredients. Visitors can taste, learn, and reconnect with **food as a cultural and social practice**.



Community Garden Zone

A **shared green space** where people of all ages cultivate herbs and vegetables together. It fosters environmental awareness, strengthens **local food culture**, and promotes hands-on **learning** through **seasonal** rhythms and slow practices.



Craft & Memory Workshop

A warm creative space where **local crafts**—ceramics, embroidery, drawing—become tools for remembering and storytelling. **Elders mentor youth**, ensuring that traditions remain **alive and adaptable**.

Case Study

Cultural Center Nikola Đurkovic in UNESCO city Kotor, Montenegro



6

CONCLUSION

Traces That Lead to *cittaslow*

Rethinking Heritage, Slowing Down for the Future

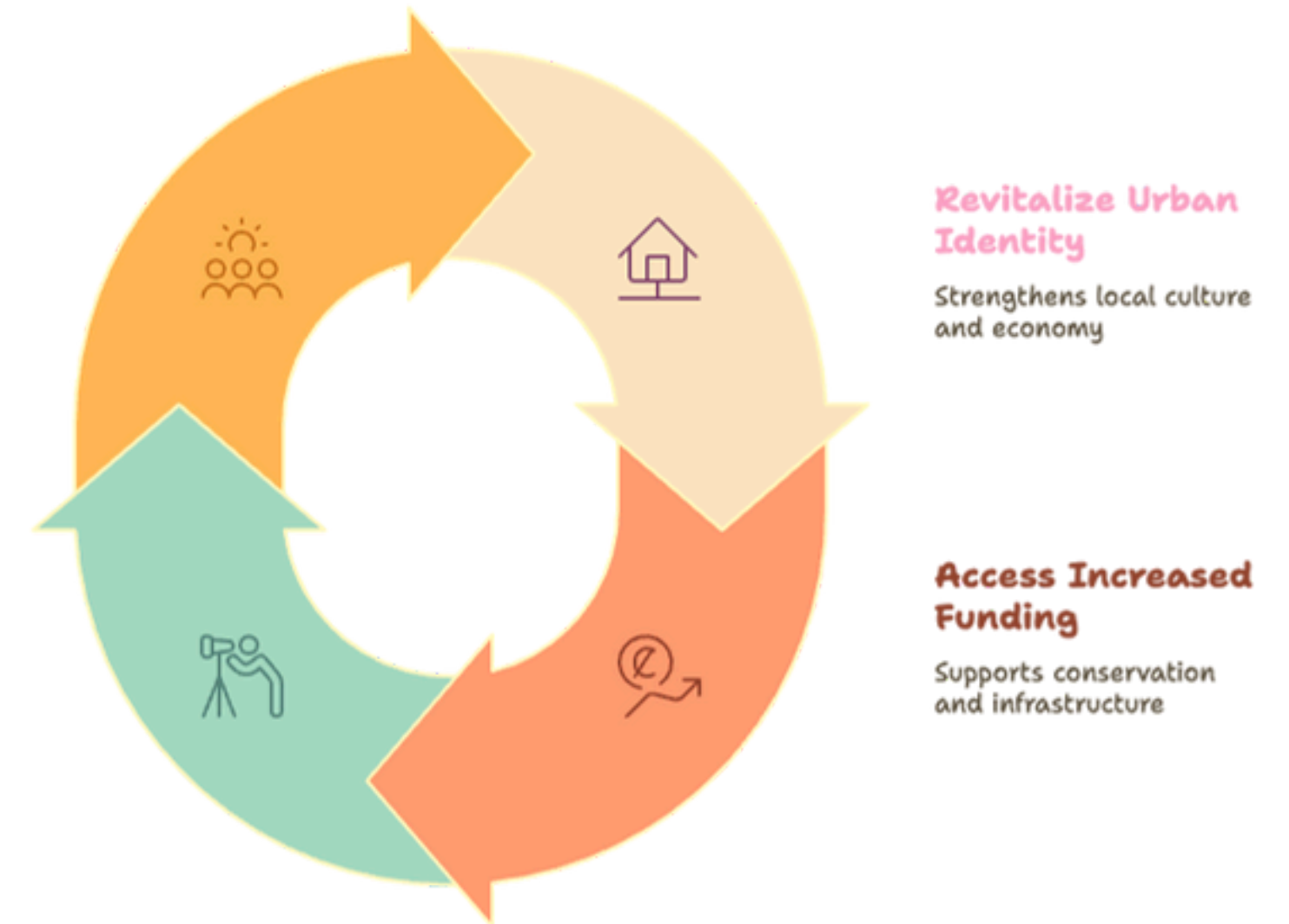


it **built upon centuries of identity** shaped by **Renaissance architecture, artisan traditions, olive culture, and human-scaled urban life**. Today, through **dual branding** with UNESCO and Cittaslow, the city transitions from being visited to being **lived in — not only by tourists, but also by its own residents**.

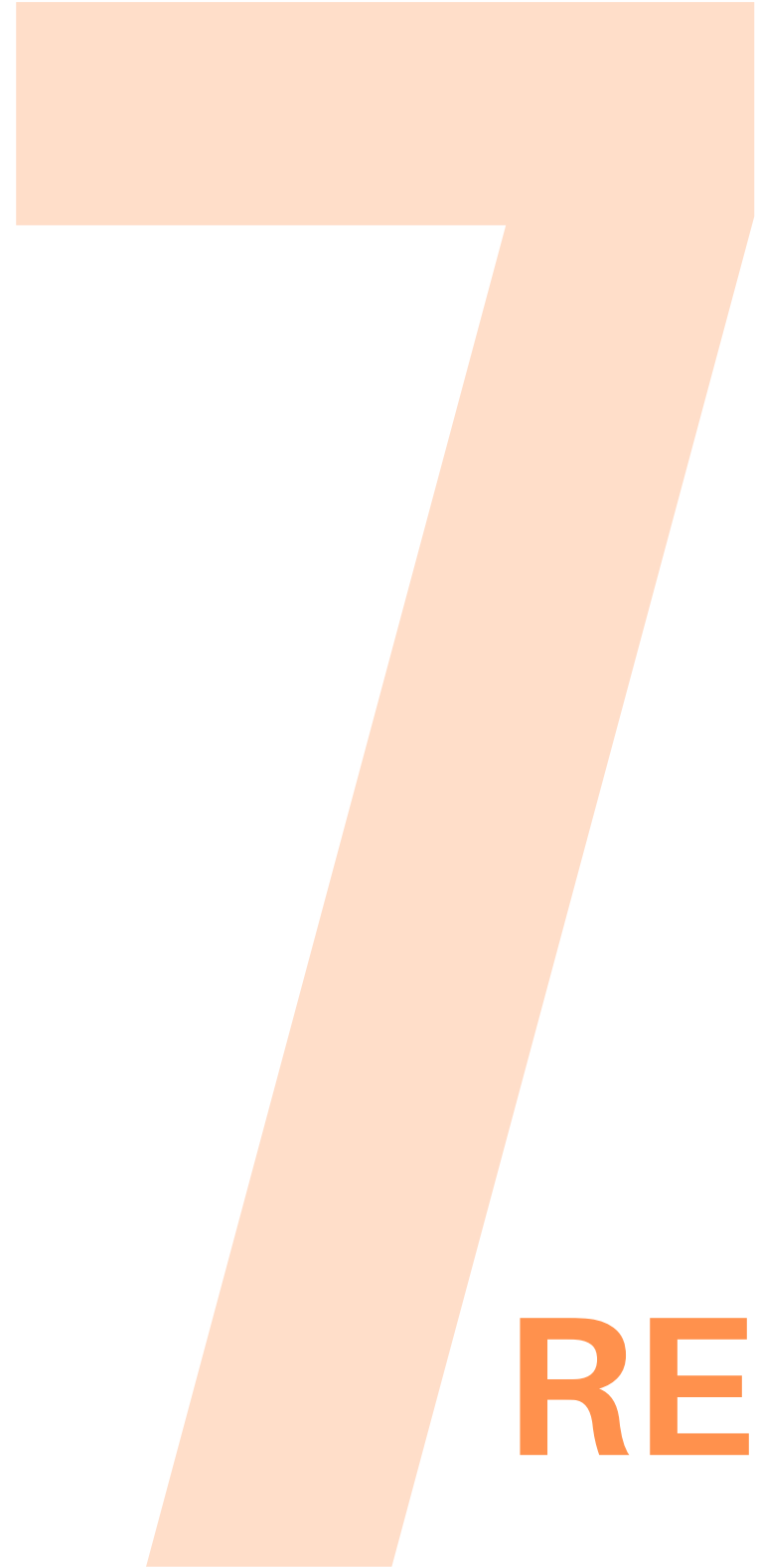
What Will Cittaslow Bring to Úbeda?

Improve Local Quality of Life
Enhances community and economy

Boost Sustainable Tourism
Attracts diverse visitors year-round



By slowing down, Úbeda creates a virtuous cycle — where **cultural identity attracts support, funding drives meaningful action, and action enhances everyday life**.



REFERENCES

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CittaSlow. (2024). CITTASLOW - The Network of Good Living Cities. <https://www.cittaslow.org>.

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Jaszczak, Agnieszka. (2024). Assessing the Success of the Development Strategy of the Cittaslow Movement: An Analysis of Revitalisation Programs and Experts Insights on the Model for Small Towns' Sustainable Development. Sustainability, 16(11). <https://doi.org/10.3390/su16114459>.

Map Data:

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