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巴塞罗那大时代: 用展现来强化文化遗产和社会之间的 联系

Big Time BCN: Strengthening the Link between Heritage and Society through Representation

300.000 Km/s工作室 / 300.000 Km/s

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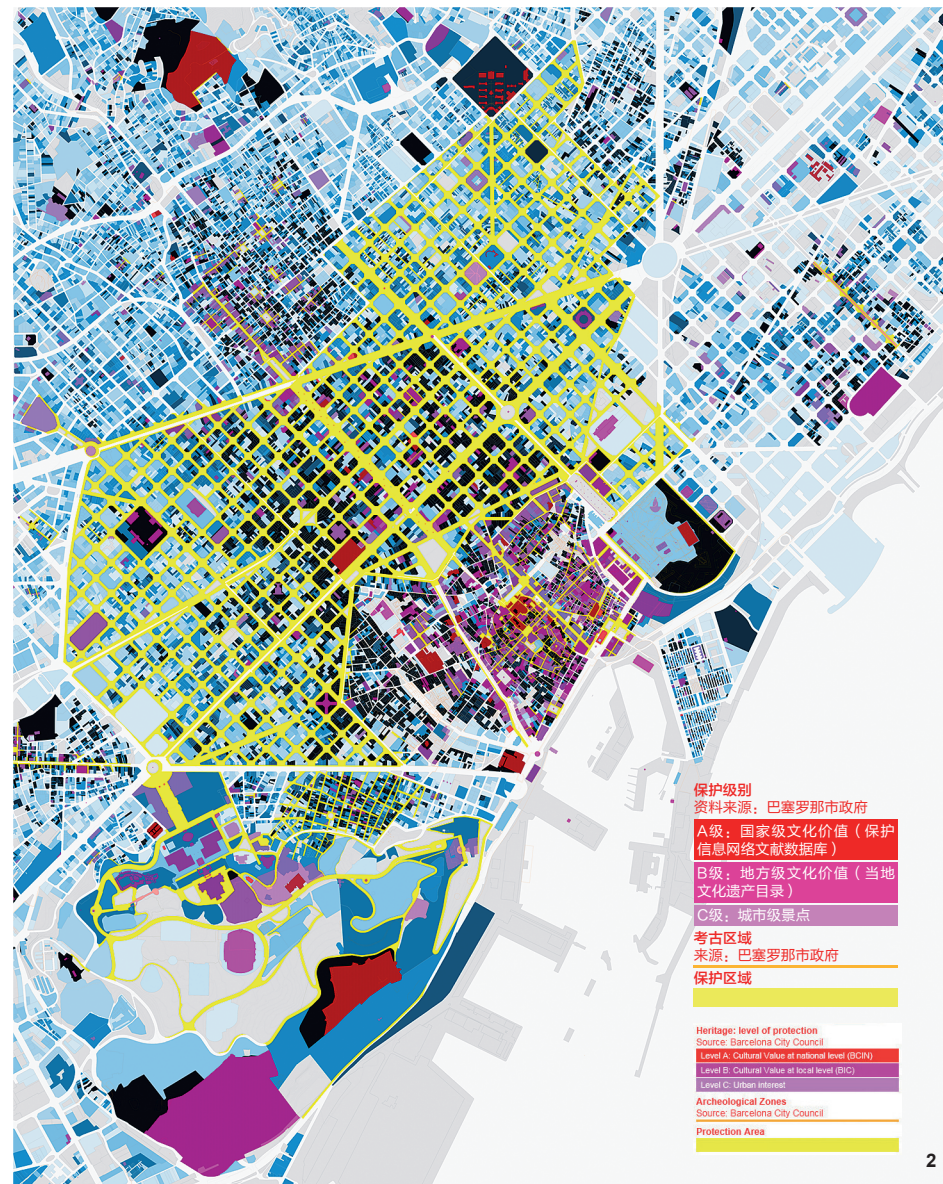
摘要
“巴塞罗那大时代”是借由数位工具所提供的模拟制图能力及新型互动发展潜力而制成的巴塞罗那动态地图，其旨在文化遗产与保护及热爱巴塞罗那古迹的使用者之间营造出一种全新的联系，并随之加强认同感的纽带。这个项目将巴塞罗那超过70 000个城市区块中的3 000处历史遗迹数据用交互可视化的方式予以了展示。

关键词
遗产; 建筑; 制图; 大数据; 巴塞罗那

Abstract ...
Big Time BCN is a dynamic cartography of Barcelona that uses the synthetic capacity of “mapping” and new interaction possibilities offered by digital tools to establish novel links between heritage and the society that protects and admires it, while strengthening the bonds of identity. This project is an interactive visualization of data from more than 70,000 plots and 3,000 monuments.

Key words ...
Heritage; Architecture; Cartography; Big Data; Barcelona

1. 这份全新的交互地图对巴塞罗那文化遗产的信息进行了可视化，访客可以获得超过70 000个城市区块和3 000个历史遗迹的数据。
1. Data from more than 70,000 plots and 3,000 monuments is available in a new, interactive map which visualises information on Barcelona's heritage.



项目地址: 西班牙巴塞罗那
项目设计: 300.000 Km/s工作室
项目团队: Pablo Martínez-Diez (300.000 Km/s工作室)、Mar Santamaria-Varas (300.000 Km/s工作室)、Oriol Hostench
App技术支持: InQBarna公司
设计时间: 2014年
网址: <http://bigtimebcn.30000kms.net/>

Location: Barcelona, Spain
Project Design: 300.000 Km/s
Project Team: Pablo Martínez-Diez (300.000 Km/s), Mar Santamaria-Varas (300.000 Km/s), Oriol Hostench
App Technical Support: InQBarna
Design Period: 2014
Website: <http://bigtimebcn.30000kms.net/>

2. 这些古迹有着具体的地理位置信息,并根据保护级别(分为A、B及C三级)进行了分类。
3. 历史中心区古迹云集
2. Heritage assets have been geolocated and classified depending on its level of protection (A, B, or C).
3. Detail of the historic centre, with a large concentration of heritage elements.

保护级别
 资料来源: 巴塞罗那市政府
 A级: 国家级文化价值 (保护信息网络数据库)
 B级: 地方级文化价值 (当地文化遗产目录)
 C级: 城市级景点
考古区域
 来源: 巴塞罗那市政府
保护区域

Heritage: level of protection
 Source: Barcelona City Council
 Level A: Cultural Value at national level (BCIN)
 Level B: Cultural Value at local level (BCL)
 Level C: Urban Interest
Archeological Zones
 Source: Barcelona City Council
Protection Area

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“建筑文化遗产”一词在今日之所以作为一个社会化的概念,是因为建成建筑资产是否具有公众利益,是由不同公民群体(历史学家、建筑师及社会学家等)来决定的。一旦判定其具备文化遗产元素,它必须得到政府行政管理部门和私人所有者的共同关注和保护。

当今,我们比以往任何时期保留的古迹都要多。文物保护目前处于良好的状态,尽管有来自专业界的批评,民间协会仍要求提高保护等级。除了提升复原工作的专项技术,当今社会为后辈人承担保护历史遗产的“负担”已被视为一种道德责任。特

别是在欧洲,其建筑文化遗产在全球旅游市场中具有极高的经济和战略价值。

社会对于保护文化遗产的承诺与责任已无需争议。现今,国家级和国际级公共机构有责任以历史和艺术价值来识别和监管建筑资产。同时,遗产所有者(公共的或私人的)必须确保其得到妥善保护。这项任务有赖于社会在通过文件和物件去传播并了解历史的过程中扮演重要角色。另一方面,历史资源还能通过文化旅游的方式为城市的经济健康做出广泛、深刻的贡献。

但是,这一方案仅对一些吸引公众关

注的独特文化遗产有效。大量的遗迹和遗址或因位置远离旅游中心,或因同一城市集中大量文化古迹,无法发展旅游业,仍然处于不利状况。这种情况会导致遗产保护的不均衡。处于良好状态的古迹——其具有妥善的修复和丰富的文献资料,使之能够吸引游客,并创造直接经济利益。但当这些古迹与其他状态“岌岌可危”的遗产进行竞争时,其良好的保护状况并没有为之带来良好的价值。

巴塞罗那市就是这种现象的典型例子,在这里,大众旅游会忽略“较小”的古迹;尽管这些小型古迹也与城市的历史

息息相关,但得到的媒体关注却较少。除圣家族大教堂、桂尔公园这些最著名的古迹外,巴塞罗那还拥有3 000余处受保护的遗迹。这些古迹包括古罗马和中世纪城墙、修道院、住宅和工业建筑,以及部分墙面以及街道设施(雕塑、喷泉等)。

这些元素被详细记录在相应的遗产名录中,注明每项遗产的价值,并根据其脆弱度和重要性划分为不同的保护级别。尽管这些信息是可得的,却让专业人士和市民皆感使用不便。因此,我们相信,对遗产的正当保护不仅要依赖适当的管制机制,更要在社会中广泛传播。

“巴塞罗时代”借由数位工具所提供之模拟能力及新型的互动发展潜力,在文化遗产和保护与热爱巴塞罗那古迹的使用者之间营造出了全新的联系,同时加强认同感的纽带。此项目将巴塞罗那文化遗产的全部数据库,首次以动态地图的形式加以呈现。

透过如此动态、可访问的多功能平台(网络和移动终端),市民、专业人士和游客首次能轻易取得巴塞罗那文化遗产的完整信息。这一地图旨在展现城市经由几千年集体意识塑造而成的当前面貌。它包括几个现有的数据库和档案,其中大多数是数位化或公开的,将不同来源的数据融合成一种单体而综合的表现形式。

我们所收集、分类和展示的数据来自地籍图(DGC)^①、巴塞罗那文化遗产名录(CPAB)^②和考古地图(CAB)^③。透过使用上述来源的数据,我们制作了新的地图底图,调整规划系统将所有数据进行汇总展示。地籍信息是根据每个绘图的建造年份来编辑并展示的,而文化遗产则接受地理定位并依据保护级别(A级、B级或C级)进行分类。

该地图详实地呈现了近70 000个城市区块在2 000多年的历史中遗留下来的建筑和考古遗产。该地图已成为提升社会对文

化遗产的集体价值意识,并让市民参与其维护的重要工具。我们提倡应将遗产保护变为一种体验,采用有形的方法(即该项目和其移动终端应用所提供的互动性和灵活性),就地体验。

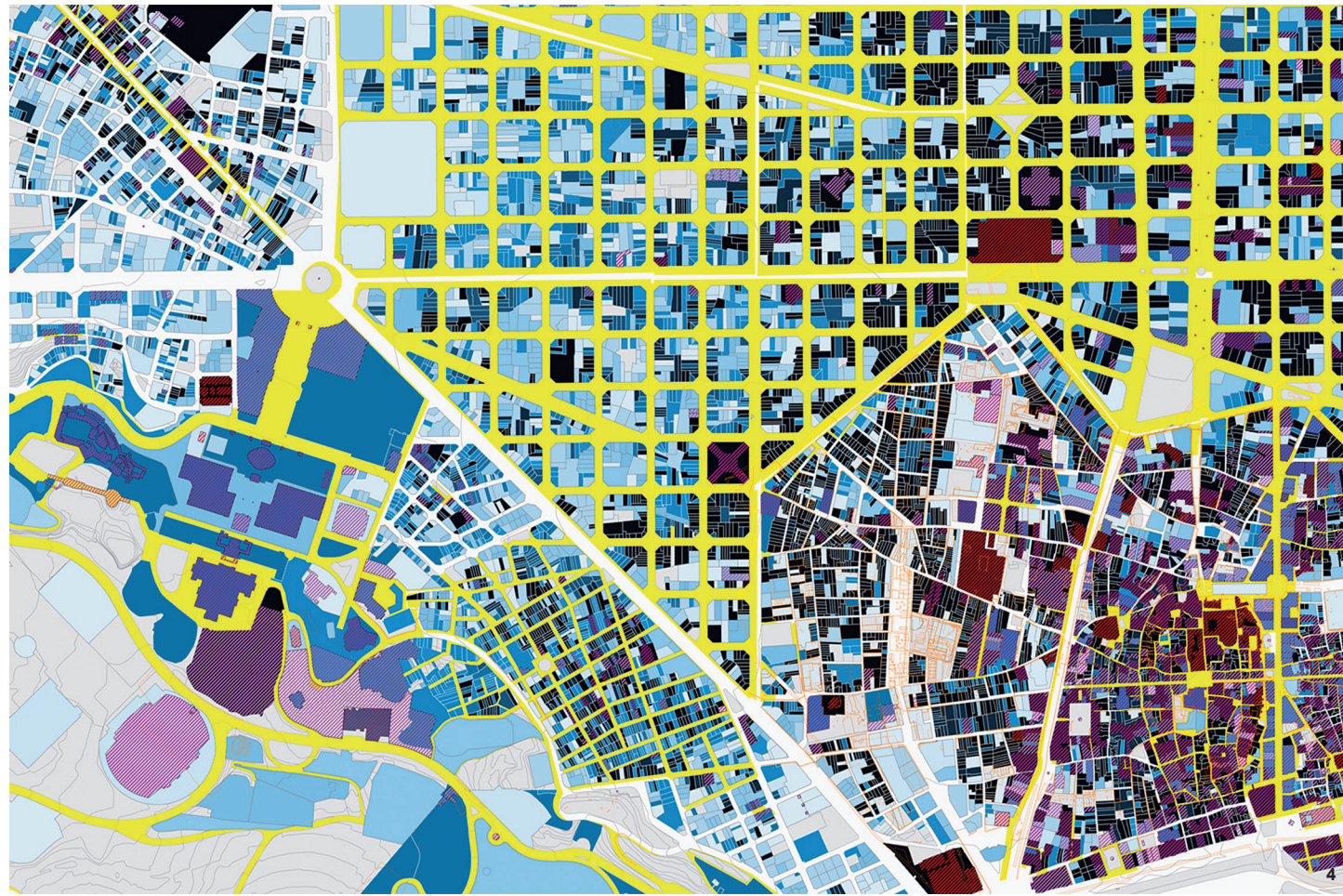
要让市民和游客对于文化遗产的观念产生真正的改变,需要借助于类似“巴塞罗那大时代”的工具:其既具有能够走进文化遗产的现代机制,又拥有能够遗产录入及其他识别过程。制图——作为赋权公民的工具,让市民能够从中结合对地域的感观和主观解读——应让更多公民参与到新型遗产标准的集体决策和制定中来。**LAF**

注释

- ① 地籍图是描述土地产权和分级的行政档案(相关网址:<http://www.catastro.meh.es/>)。
- ② 巴塞罗那遗产名录是建筑遗产名录,按遗产价值列出(网址:http://w10.bcn.es/APPS/cat_patri/home.do)。
- ③ 巴塞罗那考古地图列出了重要的考古学地点和单位(网址:<http://cartaarqueologica.bcn.cat/>)。



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The term “Architectural Heritage” is today a social conception, the result of a pact between different groups of citizens (historians, architects, sociologists, etc.) to define immovable built property of public interest. Once a heritage element is defined, it must be cared and protected both by public administration and private owners.

At present, we preserve more monuments than ever before. Heritage conservation is in good shape, despite criticism arising from the specialized circles and even from civic associations still claiming for higher levels of protection. We have increased technical expertise in rehabilitation and society assumes the “burden” of preserving past legacies for future generations as a moral duty — particularly in European context

where architectural heritage is regarded as an economic and strategic value for positioning in global tourism market.

The commitment of society to protect cultural heritage is not a matter of dispute. Today, public bodies at national and international level are responsible for identifying and monitoring architectural assets with historical and artistic value. At the same time, heritage owners (public or private) must also ensure its preservation. This task relies in the role of society to transmit and learn about history through documents and objects. On the other hand, historic resources are also providing a broad, significant contribution to the economic health of several cities by means of cultural tourism.

However, this scenario is only valid for

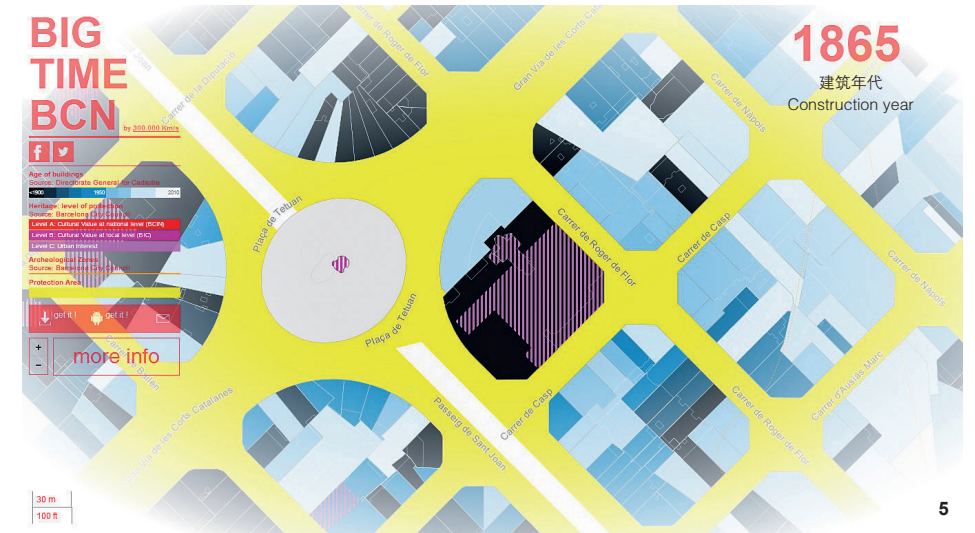
some unique heritage assets that focus public attention. A large number of monuments and sites are still at disadvantage either because of their peripheral location from touristic centers or the concentration of great monuments in the same city, tourism is unable to consume. This situation results in a heterogeneous conservation of the heritage. Monuments in good condition — properly restored and richly documented, concentrating interest and direct economic benefits — enter into competition with other heritage assets in “precarious” state, without a direct connection between its value and its conservation status.

The city of Barcelona is an excellent example of this phenomenon where mass tourism ignores “minor” works; last ones being also relevant to urban story but receive

much less media attention. In addition to its most celebrated monuments, such as the Sagrada Familia or Parc Güell, Barcelona has more than 3,000 protected assets. Among these assets are Roman and medieval walls, convents, residential and industrial buildings, parts of certain facades and even street furniture (sculptures, fountains, etc.).

These elements are inventoried in the corresponding Catalog of Heritage that justifies the value of each asset and proposes a different level of protection according to fragility and importance. Still, information is available but it is difficult to use both by specialized professionals and citizenship. In this regard, we believe that a correct conservation of our heritage not only depend on adequate control mechanisms but also on an intense exercise of dissemination among society it represents.

Big Time BCN (Barcelona) proposes to use the synthetic capacity of “mapping” and new interaction possibilities offered by digital tools to establish novel links between the



built heritage and the society that protects and admires it, while strengthening the bonds of identity. The project represents a first attempt to reference, in a dynamic cartographic support, the complete database of Barcelona’s heritage.

For the first time, complete information on Barcelona’s heritage is available for

4. 塞尔达规划的网格结构与历史中心区的肌理交叉
5. 地籍信息（蓝色地块）根据其建成年份进行编辑与展示。在网页上浏览时，随着鼠标的移动可以显示每一栋建筑的年代。
6. 用户可以在App和网页上浏览详细建筑的信息细节。
4. Detail of the intersection between Cerdà grid and the historic centre.
5. Cadastral information (plot in blue) has been compiled and displayed according to the year of construction. The page will show the construction year of each architecture as visitor browsing the web site.
6. Visitor could browse details of architectures through app or website.



描述 Description
保护措施 Intervention
地址 Address



不同城市尺度下用户定位
Visitor location on different scales

建筑信息
Detail information of building

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citizens, professionals and tourists through a dynamic, accessible and versatile platform (web and mobile). The cartography aims to explain the current image of the city, which has been shaped over thousands of years of collective conscience. It includes several existing databases and archives, most of them still to be digitized or opened, melding different data sources into a single and complex representation.

We have collected, classified and displayed data from the Directorate General for Cadastre (DGC)^①, Barcelona Heritage Catalogue (CPAB)^② and the Archeological Map (CAB)^③. We have created a new cartographical base map, which uses data from the DGC, the CPAB and the CAB, adapting projection systems for a combined display of both datasets. Cadastral information has been compiled and displayed according to the year of construction of each plot while heritage assets have been geolocated and classified depending on its level of protection

(A, B, or C).

The map, that offers and insight into more than 2,000 years of history and nearly 70,000 urban plots in contrast to architectural and archaeological heritage, has emerged as a key tool to raise awareness on the collective value of heritage among society and to involve citizens in its safeguarding. Heritage conservation should be proposed as an experience, something to learn in situ, which requires of a physical approach (hence the interactive and flexible nature of the project and its mobile application).

A real change in the perception of heritage by citizens and tourists should come through the use of tools such as Big Time BCN, that articulate both modern mechanisms of approaching heritage and its cataloging and other identification processes. Cartography, as a tool for citizen empowerment incorporating sensory and subjective explanation of territory, must enable collective decision making and the setting of novel heritage

protection criteria that involve further citizen participation. **LAF**

NOTES

- ① The Cadastre (<http://www.catastro.meh.es/>) is an administrative record describing the land property and division.
 - ② The Barcelona Heritage Catalogue (http://w10.bcn.es/APPS/cat_patri/home.do) is an inventory of architectonic assets, listed by heritage value.
 - ③ The Archeological Map of Barcelona (<http://cartaarqueologica.bcn.cat/>) lists major archaeological sites and units.
7. 在App上可以定位用户的位置并且识别与之最相关和有意思的历史遗址。
 8. 用户可以在平板电脑上使用该app
 7. The app shows user's position and identifies the most relevant and interesting historical sites.
 8. Vistor can use Big Time BCN on a tablet computer.



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