Title of the Story: ARTS AND CREATIVITY CENTER (ACC)

Destination Name: (include any state, province or region)
Torres Vedras
Country: Portugal

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Position: coordinator of the application for the destination to the DG

Nomination Category: (Please check the boxes that indicate the focus of your story)

- Localizing the destination supply chain
- Decarbonizing the destination supply chain
- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Tourism Reset & Recovery

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Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

The ACC is an important urban regeneration operation, based on the creation of a new urban centrality, capable of removing the scars and urban stigmas associated with the old Municipal Slaughterhouse and conducting an urban regeneration process based on the rehabilitation of the built complex, in the physical and experiential interaction with the surrounding spaces and in functions that reinforce the identity and the sense of belonging of the local communities and that attract new audiences and visitors.

The Municipal Slaughterhouse worked around 100 years in the place where it is located, becoming the main reference of the identity and collective memory of the population of that area of the city. For several decades, he was the engine of the local economy, due to its municipal dimension, but on the other hand, he was also the main reason for the social and environmental problems created there. Its location, but above all its function, quickly defined the typologies that were to be built here at the beginning of the century. XX: working-class neighborhoods, with small dwellings. The low rents made us forget the lack of infrastructure, the unsanitary of the houses, but also the serious problems that the Slaughterhouse was creating: The noise of the slaughtered animals; the odor of animal waste and blood. Many of these problems also affected the city, such as the manure, blood and corpses of animals left in Ribeira de Alpilhão.

In addition to the Slaughterhouse itself, there were a number of activities around it, associated with this activity, notably the high number of chorizo producers. All these activities served to degrade the environmental conditions of the place and to remove many residents, who gradually began to be more demanding with regard to the living conditions they had. The population's dissatisfaction, coupled with the Government's wishes at the time to close several slaughterhouses across the country, led to its closure in the 90's of the 20th century. This whole process led to the creation of a stigma around this area of the city, accompanied by the planning strategies of the municipality, always favoring the extension of the city to the south. This space (ACC) will play a fundamental role in mitigating the feeling of social exclusion of the resident community, through the implementation of actions related to innovation and social inclusion, developed by the Municipality in other areas of the city, other than in the area surrounding the former Slaughterhouse, the result of inexistence of a space capable of hosting these social initiatives.
Methods, steps and tools applied

The recommended solution, from an Arts and Creativity Center, developed around the theme of Carnival, constitutes, above all, a broad and long-matured solution, being fully consolidated in the various instruments of a strategic or operational nature that were developed for the area in recent decades.

It also prefigures itself as an increasingly current and effective solution, taking into account the growing social and economic importance that the theme of Carnival has conquered in recent years, reflecting on its ability to promote social inclusion and the feeling of belonging with communities, as well as generating and promoting the development of the local and municipal economic fabric, entrepreneurship and innovation.

In terms of architectural and urbanistic solution, the main building of the former Slaughterhouse, which is being rehabilitated, consists of two single-storey bodies, unified by a classicizing facade and organized according to the axis of symmetry that is assumed as the main entrance and principle of the visit route.

The set of buildings will be organized on three levels.
* On the ground floor, and in more direct contact with the outside, the lobby, the multipurpose space, the temporary exhibitions and the store are organized. This area also includes, in addition to the reception, the sanitary facilities associated with the cloakroom, several technical areas and the documentation center.
* On the upper floor, in the body suspended over the Slaughterhouse building and up to the square, the nave of the permanent exhibition develops, and, in its continuity, the reserves and administrative spaces.
* On the middle floor, the service reception spaces and the employees' toilets and changing rooms are implanted, on the one hand, and the workshop area and cafeteria on the other, which are the focus of the square that are also associated at the end the route of the visit.

Between the beginning and the end of this route there is a small courtyard, at street level, partially covered and with a strong relationship with the city and public space, being not only appropriate as an extension of temporary exhibitions, but also, when necessary, as an extension of the cafeteria area, on the top floor.

It should be noted that, before the development of this project, the Torres Vedras City Council started in 2016 the public consultation phase with residents of the area surrounding the former municipal slaughterhouse. The involvement of the local community was essential to ensure that the project would not contribute to the degradation of the residents quality of life. After the inauguration of the ACC (April 2021), and with the structure already in place, new satisfaction questionnaires will be applied to the residents of the surrounding area, in order to assess their perception with the
dynamization of the place. With the analysis of these data it may be necessary to apply adjustments, for the benefit of residents.

**Key success factors**

Although the theme of the Torres Vedras Center for Arts and Creativity is the determining factor in the differentiation of this equipment, its positioning depends on the complement of differentiated services according to the target audience segments. ACC mission and strategic objectives support its positioning around the central theme of creativity, approached in close relationship with other confining themes - carnival, humor, mask, satire, performance, body. The fact that the city of Torres Vedras chooses creativity and its greatest local expression - Carnival - as a great cultural and playful expression in the public space, makes the creation of this equipment a determining factor for regional / national differentiation. The new structure, with very specific bets in the areas of preserving memories and local heritage (documentary and artistic heritage) associated with carnival and performance (as an artistic expression) and training and experimentation in terms of plastic expression and artistic practices, it acquires differentiation factors in relation to other equipment through the services offered. According to its strategic guidelines, ACC will assert itself as a plural and multidisciplinary space, as a space for experimentation and innovation and as a space of tradition and memory. The services and respective activities scheduled for the new Center, aimed at different segments of the public, seek to respond to the specific motivations and aspirations of each of these segments. The ACC, in addition to the exhibition and documentary area, will offer a diversified program, comprising: artistic education, aimed at adults, young people and children and for groups of very few students; thematic workshops on artistic expression and creativity, aimed at small groups; workshops to support events related to carnival and humor, more linked to the educational and associative fabric of the city, as well as to the creatives of histrionic elements, which admit very different audiences; animation workshops, with a vocation for intensive leisure and with entertainment of a playful and cultural nature. The preferred visitors in this area will be the school population framed in the school fabric, the school population inserted in visits to the ACC individually and adults with a level of education at the level of compulsory basic education. The commercial components, namely, the cafeteria and bar service, the local sale of products, internet sales and the rental of spaces to third parties qualify and complement the Center’s cultural, recreational and training offer, thus enhancing each one segments referenced to the other areas of the ACC. In the case of families and the population from more remote backgrounds, the possibility of staying in the Center for a whole day increases its attractiveness. Finally, the multipurpose space will have the local population and the school population as preferential segments. The programming of this space will consist of a qualified offer, specially directed to the community, within several areas - cinema / documentary, video, conferences, live shows, community work and networking.
Lessons learned

Based on the need for intervention, it was important to ensure that it guaranteed compliance with the assumptions of urban regeneration, not only in terms of its physical and environmental components, but also of its social, economic and cultural components, constituting itself for this purpose as absolutely critical the nature and type of collective use equipment to be installed. The recommended solution, from an Arts and Creativity Center, developed around the theme of carnival, constitutes, above all, a broad and long-matured solution, being fully consolidated in the various instruments of a strategic or operational nature that have been developed for the area in recent decades. It is also prefigured as an increasingly current and effective solution, taking into account the growing social and economic importance that the theme has conquered in recent years, with reflections on its ability to promote social inclusion and the feeling of belonging to the communities. communities, as well as to generate and promote the emergence of a true industry, economic and creative. On the other hand, this operation responds to the challenges, and is in line with the national and European sustainable urban development strategies that place urban regeneration today as an absolutely essential tool for revitalizing cities, in their urban, environmental, social and economic dimensions.

The involvement of the residents of the area surrounding this place, at an early stage, was essential for the success of this good practice. From experience, the involvement of the local community in the development of urban regeneration projects is an asset, in the sense of ensuring that people are heard.

Results, achievements and recognitions

Due to the COVID-19 pandemic, the opening of the CAC has been postponed. Currently, the opening of this space is scheduled for April 25, 2021. This project has a set of indicators and goals that will allow assessing the project’s contribution to its respectable objectives, as well as monitoring its degree of execution and compliance results to be achieved.

Achievement indicator

* Urban development: public or commercial buildings built or renovated in urban areas (m2)
* Degree of satisfaction of residents who live in areas with integrated urban development strategies

Additional references

https://www.carnavaldetorresvedras.pt/destaques/269