



## **GAME DEVELOPMENT FRAMEWORK - ACTIVITY 3.2.2 WP3**

### **SPAIN**

#### **Description of Destinations and Sites**

Three sites in two different destinations were selected for the development of new interactive experiences that would be offered to tourists and locals alike using analog and digital games.

The destinations and sites are as such:

##### Destinations

In Spain the destinations are understood as two different aspects of the same city: Vilanova i la Geltrú.

Vilanova i la Geltrú is a city 40 km, south of Barcelona, and very close to a tourist highlight destination as Sitges that takes the main tourist flows of the area. That's why Vilanova is a secondary tourist destination, mainly living from the proximity of Barcelona, and some local services.

The same city has two very clear areas that can be defined as different tourist destinations.

- 1. City Center:** The city center consists of all the streets surrounding the main square and the Geltrú quarter, the original foundation of the city. Experienced it's growth during the last of the XVIIIth Century with the commercial routes with America; the traders where known as "indianos". The "Indians" of Vilanova in the 18th century not only built squares, they also provided the city with the money needed to board the industrial train, and never better said: Vilanova was a pioneering city in the railway industry, and large and important factories were later built by the sea. But above all, this economic boom meant a great investment in culture, building museums such as the beautiful Víctor Balaguer Museum Library, and theaters and recreation rooms such as the Teatre Principal, the Sala, the Cinema Bosc or the Center Artesà, large houses of culture. Renaissance style such as Casa Papiol, Casa Renard or Can Pahissa, public buildings such as the Municipal Market or the Joan Oliva library, stately farmhouses such as the Masia d'En Cabanyes, and much more.

Many of these buildings are located on the Rambla Principal, the longest straight boulevard in Catalonia.

Tourists in this area are not widely represented and its more a local area.

- 2. Sea Front:** The Sea Front is highly different from the City Center, there we can mainly find, the beaches, the fishing harbour and restaurants that live mainly during summer time. The sea district is popularly known as Baix-a-mar. King Peter III granted loading and unloading privileges to the beaches of Vilanova



in 1366, but the transformation came in the s. XVIII with the authorization of Charles III to establish trade routes with America. The beginning of Havana Xica. In the village of Adarró we find the remains of an Iberian village of the Cossetan ethnic group and also of a Roman village located within the territory of Tarraconense. The sculpture Pasífae, the work of the Vilanova sculptor Òscar Estruga, recreates the Hellenic myth of the minotaur. In the residential district of Ribes Roges, with a series of modernist houses, the Blue Tower, a 19th century defense tower that the artist Josep Guinovart converted into a space of homage to the people of the sea. The Passeig del Carme, one of the city's leisure centers with terraces and restaurants, the Ribes Roges Park and the marina. At the east, we find the most marine sector of the town, with the Casa del Mar, the old Pòsit de Pescadors, now the Civic Center of the Sea, and Cal Mà de la Fassina, a typical fisherman's house with a large roofed porch. The fishing pier where you can see the arrival of the boats around 8 in the morning and 3 in the afternoon. The Espai Far, located in the Sant Cristòfol Lighthouse, is a museum that shows the rich maritime heritage of Vilanova i la Geltrú.

The main tourists that visit Vilanova are in this area but for sun and beach purposes.

## Sites

The three selected sites are the highlights of each of the destinations, so the need of the project in Spain was to make tourists visit the whole city instead of focusing only in one of the sites. If the whole city, understood as a big destination, has the benefit of incoming tourists, the whole economy of the local businesses will be increased.

### **Museu Víctor Balaguer:**

The Víctor Balaguer Museum Library, founded in 1884 by the writer and politician Víctor Balaguer, is one of the oldest and most unique museums in Catalonia, built specifically for this purpose. In its rooms we find works by painters such as Santiago Rusiñol, Ramon Casas, Joaquim Mir, Xavier Nogués and Ramón Martí Alsina, among others, who offer an exceptional journey through Catalan art, from Romanticism to Noucentisme. Also noteworthy is the important legacy of painting and sculpture of the 20th century, which has the largest collection of informal art in Catalonia. The painting section is completed with the permanent exhibition of twenty Spanish and European Baroque oils from the historical deposit of the Museo del Prado, which contains paintings by EL Greco, Ribera, Goya, Rubens and Murillo. Last but not least, the ethnographic collections include pieces from the Philippines, Egypt, China and Japan, as well as a sample of pre-Columbian art. Of particular note is the Egyptian collection, the first to be formed in Catalonia, in which there is a child mummy, one of the only 5 that are currently preserved in Catalan museums. Also noteworthy is its library, one of the most important in the 19th century. In 2019 it was declared a Museum of National Interest by the Generalitat de Catalunya.

### **Casa Papiol:**

Can Papiol, located in the historic center of the city, is a house-museum that evokes the daily life of a wealthy family of the nineteenth century through the atmosphere of their rooms, decorated with furniture and ornaments of the time. Francesc de Papiol i Padró, lawyer and landowner, and deputy for Catalonia in the Cortes de Cádiz in 1812, had it built at the end of the 18th century. When he died without issue, the house became the property of the Torrents family. It opened as a museum in 1961. The house retains its original structure, layout and decoration. The exterior follows the austere canon of the time, with a neoclassical façade with painted architectural elements. The most sumptuous part of the house is the main floor where the music room, the billiard room and the large ballroom stand out, as well as the bedrooms or the chapel. The visit also allows you to



get to know the life of the service, with spaces such as the kitchen, the pantry or the cellar. Lastly, we must mention the splendid garden, with a fully romantic design, where the carriages and bicycles of the time are currently located.

## Espai Far

The Espai Far is a museum facility dedicated to conserving and publicizing the valuable maritime heritage of Vilanova i la Geltrú. A museum where you can get excited about the stories of seafarers, discover seafaring curiosities, recover old images of the Vilanova beach, and where you can also enjoy the views of the Mediterranean Sea from the gardens.

Located in the lighthouse of Sant Cristòfol, it hosts three permanent exhibition spaces:

- Vilanova i la Geltrú Sea Museum- Installed in the old lighthouse keeper's house. It shows us objects related to the world of fishing and the maritime tradition of Vilanova.
- Víctor Rojas space - This space is home to the centenary lifeboat Víctor Rojas, built in 1916.
- Museum of Maritime Curiosities Roig Toqués- Shows the collection of objects related to the sea that Francesc Roig Toqués (1921-2008) treasured throughout his life: ship's ingenuity, sands from all over the world, fish, naval models among other curiosities. He was the one who trained the famous Juanita Tent, a small tent in which he taught to drink in a jug and eat a teaspoon.

## Reasons for Selecting the Destinations & Sites

The two destinations in the same city were selected because each of them had a very singular personality and because of this the attraction that holds in locals and tourists was different. As in the city center is where the main life of the day to day is going on, the sea front is more currently visited only in summer so it gives a high seasonality, one of the endemic problems of the Mediterranean tourist destinations.

The territorial connection of Neapolis with the city council, the heritage sites, and the tourist information was an opportunity to create a highly real impact intervention in the territory. Also the need of providing synergies between two different destinations but with the same common ground was the reason for choosing.

The good connection with Barcelona, the airport and the rest of land network connections provides Vilanova i la Geltrú with the chance to receive visitors, national and international. But also the fact that an European capital like Barcelona is 40 km away, and Sitges, one of the most important tourist destinations in Spain, was the perfect testing ground for the gamification project. The shadows are big around Vilanova i la Geltrú.

## Game Development

### 1. Challenge

The challenge we are facing is how to effectively implement 10 gamified experiences in a tourist destination. Looking at it a little more closely and even from a global perspective, it can be divided into two:



Coexistence of experiences: We are facing a case in which 10 gamified experiences will be implemented effectively in the same physical environment. How are they going to live among them? What can each of them contribute individually and as a whole? Can a relationship between experiences be proposed in such a way that a single experience divided into 10 is generated?

User journey: This challenge is derived from the previous challenge. In the event that we consider generating a single global experience integrated by the rest of the experiences... How is the user going to experience it? How will the user understand the global concept, interact with it and be able to enjoy it?

## 2. Methodology - Agency of Secrets

Diverse stakeholders from Vilanova i la Geltrú City Council were involved in the very first moment, creating a “first ring” of stake-holders, that worked as decision-makers for the in-house games and also as communication bridges with other statements of the city council.

Other stakeholders included owners of tourism sites, managers/operators of tourism sites, technical game developers, creative game developers, and historical experts.

The 3 stages previous to start the ideation process where:

- Objectives: determine the objectives of the project in the destinations.
- Target: define the target users creating a “buyer persona” profile.
- Resource analysis: Check the availability of resources in terms of locations and site management

Conducting tests with real users to know its preferences at the time of interacting with the sites and using the Situated Play Design, also sharing the results with stakeholders to confirm the availability of the experiences and adjusting them.

As for the subgrant games, two Hackathons and Creative Labs were planned and executed to select 5 gamified experiences to be developed in Lebanon. The Hackathons and Creative Labs targeted game designers and had them propose innovative, original, and creative ideas, under the theme of discovery and gamified experiences. The Hackathons were a 2-day event that incorporated one-on-one mentoring sessions with the participating teams, as well as included training sessions on diverse topics to help participants hone their ideas. At the end of the second day, teams got the opportunity to pitch their ideas in front of a pre-selected jury that evaluated the games based on pre-set evaluation criteria. The jury was composed of individuals from different backgrounds and experiences so as to have diverse opinions brought to the table.

After the sub-grantees selection and for assuring the consistency of the overall experience some sessions with the teams to confirm the right direction of contents, mechanics, art and platforms usage. For conducting these sessions the Creative Lab methodology was used.

## 3. Solution

To deal with the above challenges, just as we have two connected challenges, in this case we have three solutions. On the one hand a strategic solution and on the other an effective solution for user interaction with the overall experience; this second is divided into a transmedia campaign and a mobile application. Both solutions are presented below, which, like the case of the challenges, are connected.



**Game Ecosystem:** The Game Ecosystem is a theoretical concept created expressly for the execution of this project and which consists of the analysis and design of each one of the experiences depending on its function within the global collective experience.

**The Agency of Secrets:** The Agency of Secrets is a transmedia campaign that generates a powerful global storytelling that allows all experiences to be brought together under the same narrative umbrella.

**Agency of Secrets App:** One of the games, and the practical solution with which the user will interact. A mobile application that will serve as manager of all the experiences at the same time that will allow the user to move around the destination, unlock content and have constant feedback on its evolution throughout the global.

