



RENOVATED BULLFIGHTING ARENA

STRATEGIES

Heritage and knowledge

CHALLENGE

Creative and cultural industries

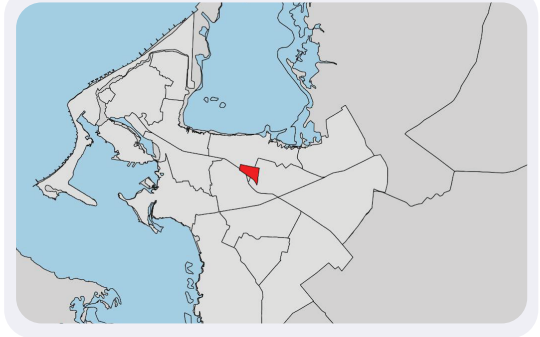
DESCRIPTION

In 2019, Cartagena received an average of 120,000 international visitors per month and it is quickly recovering from the COVID-19 crisis.

There are no concert halls in the city although music concerts with international artists are common, especially during the months of June, July, December and January

There are about 200 registered dance groups and more than 500 musical production units or singers in the city with no place to practice.

This project seeks to restore and renovate the former bullring into a multipurpose arena for concerts and sporting events, while supporting great local talents in singing, music production and dance. The new arena will accommodate not only the mass events area, but also practice



rooms of different sizes, dance areas, and rehearsal spaces that can dynamize creative industries in the surrounding neighborhoods.

The renovation aims to restore the arena and increase its capacity while maintaining the original architectural features that make the building part of the city's protected heritage. Proceeds from the arena can help support the creative industries in the Dance and Music Production District of Cartagena, which will soon be included in the City's Master Plan.





RENOVATED BULLFIGHTING ARENA

1

KEY PERFORMANCE INDICATORS

- ▷ Arena: 2,100 mt²
- ▷ New building 2,500 mt² X 3
- ▷ Carbon neutrality
- ▷ Minimum 200,000 visitors per year and 25,000 beneficiaries

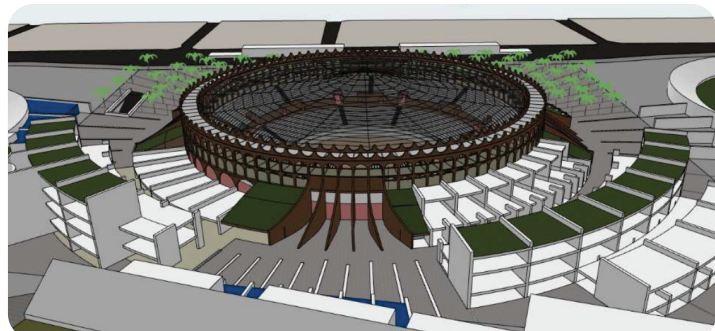
PROJECT LEADER

Cartagena de Indias' Institute of Heritage and Culture

CAN INCLUDE A POWERFUL GENDER PERSPECTIVE



CAN INCLUDE A POWERFUL ETHNIC PERSPECTIVE



AGE GROUP BENEFITTED

Teenagers Youth

BENCHMARK PROJECT (FOR REFERENCE)

La Macarena, Medellín, Colombia. Formerly a bullfighting arena. In 2003, it was rebuilt into an event venue for 12,000 people.

<https://www.dgroupe.co/lamacarena>

SUSTAINABLE DEVELOPMENT GOAL IMPACTED

8 DECENT WORK AND ECONOMIC GROWTH



Promote inclusive and sustainable economic growth, employment and decent work for all

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote sustainable industrialization, and foster innovation

11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities inclusive, safe, resilient, and sustainable

NUMBER OF SDG INDICATORS IMPACTED



Alcaldía Distrital de
Cartagena de Indias



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