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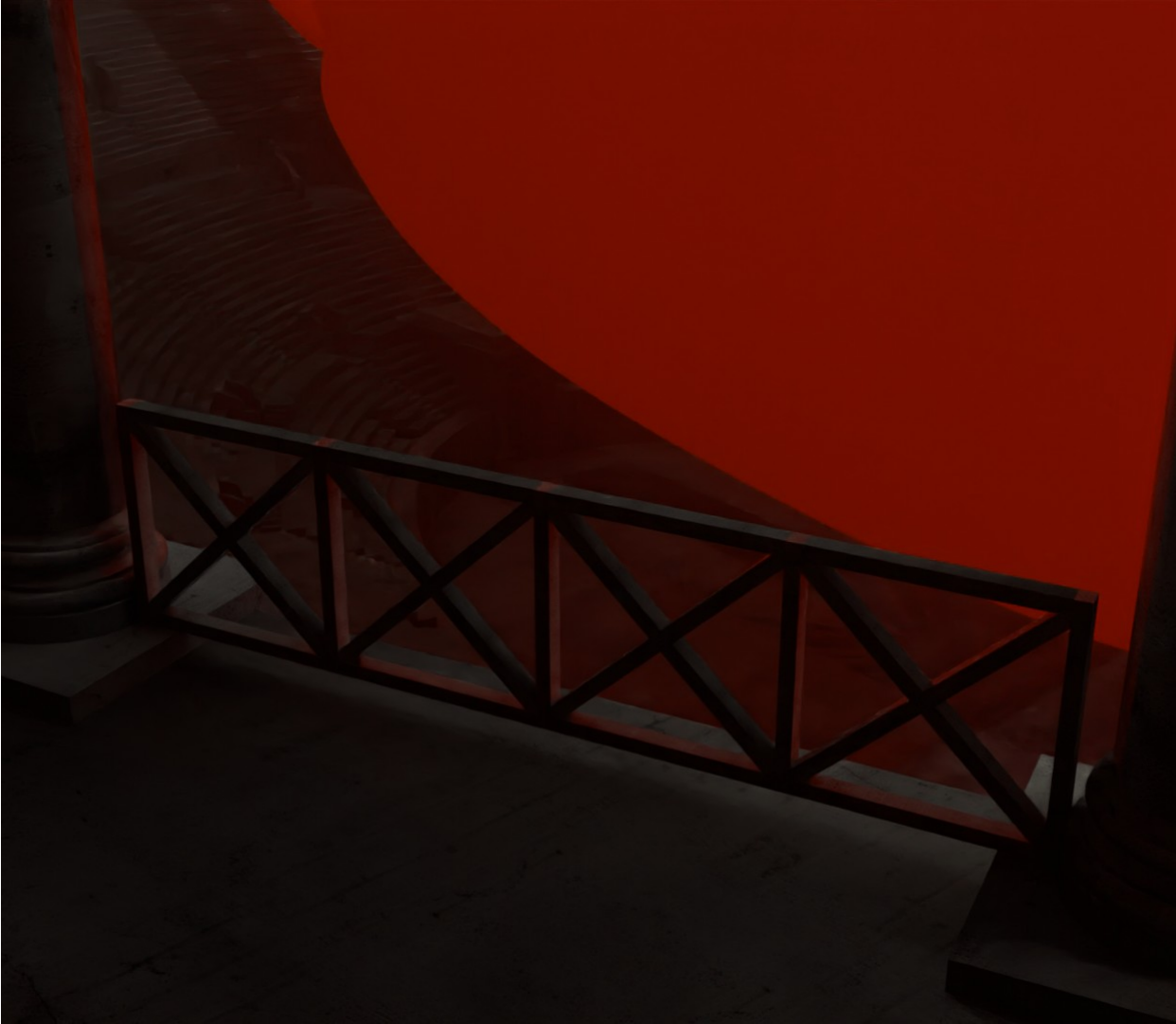
BARCELONA

LA BOLLA

MAA01 | COLLAPSE! Seminar |
2023/2024

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CONTEXT

Strict regulations of Preserved Cities in Europe

List of Taxes:

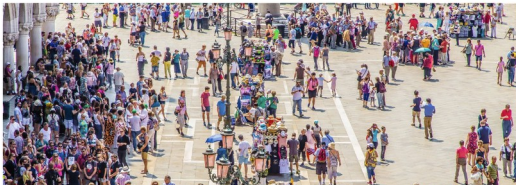
- Property Tax
- Tourist Tax
- Income Tax
- Value Added Tax (VAT)
- Business Taxes
- Vehicle Taxes
- Local Fees and Charges
- Heritage Preservation Taxes

The New York Times

Planning to Visit Barcelona or Dubrovnik? It's Going to Cost You.

Driven by the climate crisis, the post-pandemic surge in visitors and a growing interest in making tourism work for local communities, European cities are finding new ways to tax visitors.

Tourist taxes, bus bans and TikTok: How Europe's popular cities are tackling overcrowding



High taxes destroy UK's long-term economic growth prospects, economist warns

Source: Xinhua Editor: huaxia 2023-12-23 02:50:15

Tax on Austrian bubbly irks Vienna's upper crust

BY GEORGE JAHN
Updated 1:12 PM GMT+1, February 7, 2014

Share

VIENNA (AP) — Just when it seemed that Austria survived Europe's financial crisis unscathed, austerity has hit — in the form of a tax on sekt, the country's version of champagne.

Barcelona is increasing its tourist tax (again) in 2024

In 2022, city authorities announced that **Barcelona's tourist tax** would be increased over the next two years.

Since 2012, visitors to the Catalan capital have had to pay both the regional tourist tax and an extra city-wide surcharge.

On 1 April 2023, city authorities increased the municipal fee to €2.75.

A second increase will happen on 1 April 2024, when the fee will rise to €3.25.

In **Amsterdam**, this currently amounts to 7 per cent of the cost of a hotel room. It's called 'toeristenbelasting'.

In 2024, it will rise to 12.5 per cent, making it the highest tourist tax in Europe. It will apply to cruise passengers and overnight visitors alike.

Paris could be heading for an Olympic-sized disaster

Rats, bed bugs, blockaded roads and a transport system on the brink – the French capital could be making a mess of its year in the spotlight

Paris pushes for second-home tax hike to tackle population drain

Authorities in French capital also want more affordable housing for working- and middle-class families



PRESERVATION

WORLD HERITAGE SITE:

The historic center of Rome was registered as a World Heritage Site in 1980. It conserves rich historical and architectural heritage, ranging from the monuments of ancient Rome to the Fascist architecture in the 1920's-1940's.

PROTECTION OF HISTORIC ASSETS:

Major protection measures applicable to cultural heritage include listing, maintenance of listed buildings, and pre-emption.

FAMOUS ARCHAEOLOGICAL SITES:

Aurelian Wall, the Basilica di San Clemente, the Baths of Caracalla, the Colosseum, the Palazzo della Civiltà Italiana, Piazza Navona, the Piazza di Spagna, the Roman Forum, Trevi Fountain, Villa Borghese, and the Santa Maria in Trastevere

MAINTENANCE OF LISTED BUILDINGS:

The ministry for Heritage and Cultural Activities has the power to enforce the carrying out of any necessary works to a listed building and require the owner to reimburse the costs so incurred.

PRE-EMPTION:

Owners of listed buildings who plan to sell their properties must notify the Ministry for Heritage and Cultural Activities such intention. The Ministry has the power to purchase the listed building concerned by pre-emption at the same price offered by a potential buyer.



MINISTERO
DELLA
CULTURA



EVIDENCE

"Pink" globalization—the spread of goods and images labeled cute (kawaii) from Japan to other parts of the industrial world.



Pretty Pink. Different applications of pink color in the built environment (collage by Justyna Terejiko-Kowalska based on her photographs, 2023)



Cafe de Miki with Hello Kitty in Himeji, Japan

EVIDENCE

The Power of advertisement:



Times Square,
NYC



Shinjuku, Tokyo

EVIDENCE



FENDI Couture Show at Rome's Trevi Fountain



BOSS picks London for giant Gisele Bündchen hologram as SS24 campaign kicks off

ABSTRACT

In the year 2044, escalating city taxes have rendered travel to major urban centers unattainable for many, ushering in a period of decline for once-thriving cities. However, Rome emerges as a beacon of innovation, reversing its tax policies and spearheading the transformative "La Bolla" project. Through this initiative, Rome reclaims its status as a vibrant metropolis, leveraging unconventional methods to generate revenue and preserve its cultural heritage.

Central to "La Bolla" is the strategic sale of advertising space on a floating bubble atop the Colosseum, a bold move that not only revitalizes the city's economy but also showcases innovative approaches to urban sustainability. Throughout Rome, advertisements proliferate, serving as a testament to the city's adaptability and resilience in the face of economic challenges.

EVOLUTION

2044



Paris, France



Rome, Italy