

PERSONAL INFORMATION

NAME	asunción rodríguez montejano (1965)
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SUMMARY

Architect and urban planner with a degree With Honours, from the Higher School of Technical Architecture of the Polytechnic University of Madrid (ETSAM-UPM) in 1990 and post-graduate studies at the School of Architecture of Turin, focusing on the renewal of large abandoned industrial infrastructures in the urban context. At King Juan Carlos University of Madrid she specialised in creative territories and cities, and has also received training in different areas linked to contemporary art and culture.

Until 2013 she directed in Madrid, the Architecture, City and Territory section of the Me(c)sa (Marcial Echenique y Cía) urban design and transportation company, whose plans and projects run from urban landscape planning and culture to conceptual positions and development tools.

In 2014 Me(c)sa was absorbed by the company Prointec (Indra Group), where she headed the Urban Development section and later took charge of national and international Executive Business Development; this involved detecting opportunities, setting up strategic alliances and overseeing technical content. She combined these tasks with advice on landscape and urban renewal. At Prointec she helped produce the document on inclusion of the Sustainable Development Goals (SDG's) in the company's corporate and business activity and formed part of the joint groups for integration of technology in the city and urban planning activity (smart cities).

Associate professor at ETSAM-UPM from 2000 to 2010, in the Urban and Territorial Planning Department; member of the Cultural Landscape Research Group. She teaches occasionally at the Madrid School of Architecture and the University of Venice (IUAV). Co-director of the workshop on cities for the master's degree in creative economy, 2016 and 2017.

Since 2019 she has worked independently as an architect and urban planner oriented to the public and private sectors. She maintains links to academia, the third sector and the business world. Since 2019 she has been a patron of the *Fundación Cultura en Vena* <https://www.culturaenvena.org/equipo/> and an adviser to the Madrid Business Forum (MFE) since 2018.

In 2019 she founded the **urbanAlibi** brand, an office for creative urban design and a laboratory for ideas about the city, open to interdisciplinary collaboration as a methodological tool. **uA** aims to provide responses to the challenges facing contemporary society, framed in the SDGs and the United Nations Urban Agenda, combining rigour in urbanism with making a difference: the integration of culture, art and landscape in urban planning as cross-cutting development and innovation vectors to achieve more humanised, attractive and competitive territories (smart territories).

EDUCATION

- 1989 Architecture degree (With Honours) from the Higher School of Technical Architecture of Madrid, Plan 75. Specialty in urban planning
- 1991 Post-graduate studies at the Polytechnic of Turin, Italy. Regeneration of abandoned industrial areas.
- 2012-2015 Curatorship studies, Madrid Art Institute. Studies of contemporary art, Queen Sofia National Art Museum (MNCARS) and Institute of Humanities. Studies in place-making.
- 2014 Title of Expert in Creative Cities and Territories, King Juan Carlos University, Madrid.
- 2019 Training in corporate compliance with the Sustainable Development Goals by the Polytechnic University of Madrid

PROFESSIONAL EXPERIENCE (last fifteen years)

- 2020 **Patron of the *Fundación Cultura en Vena* (CeV)**
<https://www.culturaenvena.org/equipo/>, aimed to expand art and culture from its habitual 'temples' to other containers and spaces of ordinary urban and social life
- 2019-present Founder of the urban planning, landscape and art office **urbanALIBI**, consultant in urban development and transformation – creative regeneration of cities, focusing on culture as an axis for sustainable and inclusive development. www.urbanalibi.es (only restricted access). Independent curating of projects that combine art and the city.
- 2018 Advisory member of the Panel on Urbanism, Housing and Infrastructures of the **Madrid Business Forum** (chair, Hilario Alfaro)
- 2016 Founding of **LaPARED**, an informal space for cultural reflection, atypical learning and exhibition of artworks.
- 2014 Founding of the brand **silen&cia** to produce solutions for the acoustic conditioning of architecture by hybridising science and art.
- 2014-July 2019 **Prointec** (Indra group):
Executive Business Development for the detection and development of new businesses, strategic alliances and opportunities in the national and international scope linked to territorial planning, cities and architecture.

Work to implement the Strategic Development Goals at corporate and operative level at Prointec.

Representation of Prointec at conferences and congresses, participant and speaker.

Modernisation of planning tools and technological alliances.

Commercial action and proposed urban interventions addressed to public organisations and private enterprises.
- 2011-2013 Director of the Urban Development section at **Prointec**.
- 2013-present Member of the group of experts Think&Move in the area focusing on infrastructure integration in the historic city and urban landscape www.thinkandmove.net.
- 2000-2011 Director of **me(c)sa** (Marcial Echenique y Cía, SA), Arquitectura y Territorio (Madrid). Member of the Steering Committee, principal.

- 1993-2000 Collaborating architect of me(c)sa (Marcial Echenique y Compañía), Madrid. Independent architect
- 1991-1992 Collaborating architect of me(c)sa (Marcial Echenique y Compañía), Bilbao. Independent architect
- 1990-1991 Collaborating architect at the engineering firm Sener Las Arenas, Getxo, Vizcaya. Independent architect

Teaching and research activity

- 2000-2011 Associate professor at the **Higher School of Technical Architecture** of the Polytechnic University of Madrid (UPM) (2000-2011) in the Department of Urban and Territorial Planning. Courses: Territorial and Metropolitan Planning, Urban Projects in Historic Environments, Advanced Urban Projects, Urbanism – Bases and Project.

Member of the Cultural Landscape Research Group of the UPM.
- 2016-2018 **King Juan Carlos University**, programme for the master’s in Creative Economy, co-director of the workshop on Creative Regeneration of Neighbourhoods.
- 2018 **University of Venice (IUAV)**, lecturer for the master’s in Urban Heritage and Global Tourism

http://www.mhtmaster.com/wp-content/uploads/2018/12/Brochure-MHT_en.pdf

Creative incursions and work in recent years as an independent professional, in the context of the city, innovation and culture

- 2020 Adviser for creation of a **Culture and Territorial Development** programme (forthcoming) focusing on a ‘forgotten’ region of the Valencian Community.
- 2020 **Drafting of content for creation of an Urban and Rural Renewal and Regeneration Area** in the municipality of Orihuela in the context of the Strategy for Sustainable and Integrated Development; use of methodologies for cultural integration of the built, historic, literary and immaterial heritage and innovation in development (in contracting).
- 2019 Active participant in **UCCB (Urban Creative City Breaks)**, professional trips to generate contacts with creative and innovative companies in the international context and in various ambits associated to the city.
- 2019 **LaPARED**, curator and promoter of the exhibition **INEVITABLE FLOWERS**, by **Fernando Esquivel Lalinde**, within the **+queamigos** programme. A look at the daily activity of a person who does not know he’s an artist; the emotion of the recurrent gesture of every day gifting a drawing of a flower, as an art of vital gratitude.
- 2018 Proposal for the **Cais do Ginjal** project in the context of **ARCO Lisbon**. The Cais do Ginjal is a historic 800-metre long quay at the mouth of the Tagus River. The project aims to pay a urban/artistic/performance homage to the quay, recalling its history and people, before its imminent urban transformation, which will make it into a modern place partially bereft of its soul. A way to guarantee the continued existence of meanings, with the participation of local residents. Not realised.
- 2018 Writing of the article **“The Dividing Walls of the Madrid of 1981”**, part of the book

project paying homage to the Madrid urban master plan of 1985, curated by Carlos Sambricio. The article recreates the process of achieving the wall paintings in the centre of Madrid, within the renewal programme for a still-devastated Madrid. Alberto Corazón and Carlos de la Guardia were interviewed along with other figures involved in that unique historic event in the urban context.

- 2018** **LaPared**, organisation of the course “**But... is this art?**”, in collaboration with the European Institute of Humanities of the Complutense University of Madrid.
- 2017** Curator and promoter of the exhibition “**Waiting for you**” by the artist **Ignacio Llamas** (ARCO Prize, 2016) at Galería Vanguardia in Bilbao. The show questions the solitude of man in public space, recreating landscapes where absence converts them into stage designs.
- 2017** **LaPARED**, curator and promoter of the exhibition “**Breakage and Divisions**”, by **Bárbara López de Toledo**, Madrid inspiration and daily object as artistic prop.
- 2017** **silencia**, work on acoustic/creative conditioning for **Club la Galea**, Getxo, Bizkaia
- 2016** **silencia**, exploratory work for improved acoustics at the **Church of the Mercies** in Las Arenas, Bilbao
- 2016** **LaPARED**, curator and promoter of the exhibition **Soft Art** by **Natalia Palazón**: curating silence, the silence of domesticity via the artistic/decorative project.
- 2016** Urban curatorship of the **Vitácora Maya** project of the artist **Irene García-Inés**. Context: Venice Art Biennale. Irene buys a second-hand boat so she can feel like a true Venetian; starting with that epiphanic gesture, a complex community of bonds is generated, whence the harsh Venetian reality is questioned.
- 2016** **LaPARED**, inaugural happening talk conducted by Mónica Laguna: “**I don’t understand anything about modern art**”.
- 2015** Creation of the project “**20 pavilions with talent: 20#T**”, a programme to boost social dynamism of western neighbourhoods of Madrid’s Tenuán district, based on the participative construction of temporary pavilions in municipally-owned empty lots, generating a network of innovation spaces which gradually weave networks among youths and stimulate commerce along the routes that spontaneously spring up. Urban planning, innovation and culture.
- 2015** Curatorship of the “**Historic Heritage**” publication of the **Madrid Business Forum**. An alternative narrative of the city’s heritage was created, highlighting the large companies’ efforts to maintain the built heritage and artworks that have played a role in public space.
- 2015** **silencia: curator and promoter** of the exhibition “**Twisting and turning**” by the artist Oliver Oefelein at Galería de Arte Vanguarda in Bilbao, involving an experiment that’s both scientific and poetic. The artist shut himself into the gallery with two large blocks of acoustic material ceded by the company Basf. Over time the material was transformed into a work revealing the gallery’s multi-sensory possibilities, a container prepared for interaction with other arts.
- 2014** Founder of the project **silencia** to promote contemporary art linked to better acoustics in singular places. Project distinguished in the Ecoreativa Empeña call for proposals in 2014 and selected to participate in the Lisbon Innovation Festival – the “**ESPAÑA CREATIVA-STAND-FESTIVAL IN LISBOA 2015**”.
- 2014** Member of the organisers of the **3rd Forum of Creative Cities and Territories**, Las Palmas de Gran Canaria, September 2014.
- 2012** Collaboration with the artist **Alfonso Albacete** on the proposal to remodel **La Marina** in San Sebastián de los Reyes, a large central space with a military origin, given its

planned transfer and conversion for the city. Working with the artist enabled the prefiguring of a singular central element, generating discourse on which to arrange the public space.

2012

Realisation of the project: **“Historic Heritage and Youth Employment”**

Sixteen prestigious professionals from various fields propose novel formulas for the employment of young people, associated to the historic heritage. Supervision and coordination. Development of the theme of Urban Landscapes and Public Space.

Client: subsidy granted by the Ministry of Education, Culture and Sports.

Significant work in recent years at Prointec-Indra

2014-2019

Member of the joint Indra/Prointec group on technologies in urban planning activity in the smart city context.

Proposals for recovery of urban spaces abandoned due to the crisis: enhanced urban planning from the standpoints of culture, innovation and territorial development.

(different private clients)

Executive Summary of the Master Plan for Urban Landscape Quality of Madrid

Client: City of Madrid, Directorate-General of Heritage and Urban Landscape

Supervision of work for Lezkairu Park in Pamplona

Oversight of the construction process through the fundamental design milestones.

Client: City of Pamplona

Plan for landscape embellishment of the municipality of Orduña, Vizcaya

Client: Basketour

Sustainable and Integrated Urban Development Strategies in various Spanish municipalities (EDUSI, EDRF): intervention proposals

Clients: various municipalities

Measures for sustainable development and territorial integration of a 120-hectare tourism development at Callosa D´Ensarriá

Client: Town of Callosa D´en Sarriá

Renovation of the *Parador* of Ibiza

Client: Turespaña

Bicisur Project for integration of bicycles in the metropolitan transportation system

Client: Regional Tourism Consortium of Madrid

Conceptual development of a new centrality area in the city of Lepe in Huelva province, for use by municipal services, the tertiary sector and businesses.

Client: City of Lepe

Proposal of ideas for reuse of the Tabacalera Altadis building in Seville and rearrangement of the surrounding area.

Client: City of Seville.

Significant work with me(c)sa

- 2011-2013 **Assistance to the supervision of work on remodelling the Plaza Mayor of Cáceres**
Client: Cáceres 2016 Consortium
- UNESCO Management Plan for the historic area of Alcalá de Henares in the areas of urban design, mobility, amenities, housing and tourism. World Heritage City.**
Client: City of Alcalá de Henares
- Good Urban Landscape Practices Manual**, addressing 18 small Spanish and Portuguese municipalities at the mouth of the Guadiana River. ANDALBAGUA Project, ERDF funds
Client: Department of Housing, Regional Government of Andalusia
- Cross-border Strategy for the Guadiana Riverscape.** ANDALBAGUA Project, ERDF funds
Client: Department of Housing, Regional Government of Andalusia
- Proposal for urban and landscape integration of new high-speed rail facilities in the city of Palencia and regeneration of the surroundings**
Client: ADIF, City of Palencia, Regional Government of Castile and León. Competition
- Strategic proposal for projects for urban and landscape integration of both sides of the Guadalquivir River in the city of Seville.** Preliminary project for emblematic interventions. Urbanism and culture
Client: Department of Tourism, Regional Government of Andalusia
- Proposal to reorder terrain and urban regeneration of La Marina in San Sebastián de los Reyes as a new area of centrality.** Collaboration with the artist Alfonso Albacete.
Client: City of San Sebastián de los Reyes. Competition
- 2010 **Project to remodel and re-urbanise the Plaza Mayor of Cáceres, implementation project**
Client: Cáceres 2016 Consortium
- Organisation and lecture at the conference and workshops on Enhancing Heritage at Spanish World Heritage sites**
Client: Ministry of Culture
- Proposal to reorder Opera Square in Cairo, Egypt. Competition**
- Proposal to reorder terrain of the Izar Factory in Manises, Valencia, for change of use**
Client: Infoinvest. Competition
- Urbanisation and Landscape Project for the North Park of Lezkairu and Lake Park in Pamplona**
Competition, first prize. Conception and detailed design
Client: City of Pamplona
- Construction project for urban integration of the Maritime Promenade of Chica Beach in Casares**
Client: Regional Government of Andalusia

- 2009 **Landscape intervention to restore roof of the A-70 motorway tunnel for its integration with the municipalities of Mutxamel and San Juan de Alicante.** Urbanism and culture
 Client: Town of Sant Joan d'Alacant
- Sustainable Guadalquivir-IR Project to change the development and landscape model linked to tourism** along more than 700 km of the river from its source to its mouth. Culture and development
 Client: Department of Tourism. Regional Government of Andalusia
- Drafting of the Alto Almanzora Territorial Master Plan** (Almería)
 Client: Department of Housing and Territorial Planning, Regional Government of Andalusia
- Drafting of the Functional Plan and the Urban Plan for Development of the Centre for Transportation of Regional Interest LAA of Almería and Níjar**
 Client: Public Ports Agency of Andalusia
- Project to for re-urbanisation and urban and landscape requalification of Juan Bravo Boulevard in Madrid**
 Client: City of Madrid
- 2008 **Doha Towers**
 Preparation of proposals to build a complex formed by two towers for residential and tertiary use, with an above-ground area of 45,000 m² in the city of Doha, Qatar (Arabian Peninsula).
 Client: Prodexco
- Plan Qualifica: Plan for interventions and development of projects meant to restore tourism spaces and centres, as well as environmental quality of the western Costa del Sol destination.**
 Client: Andalusian Tourism, Department of Tourism, Regional Government of Andalusia
- Master Plan for Intervention in the Public Space and Master Plan for Residential Revitalisation of the Historic Centre of the City of Cáceres.**
 Client: Cáceres 2016 Consortium for the European culture capital
- 2007-2008 Preparation of rules for a *programme of underground landscapes* in the historic centre of the city of Madrid. Requalification of the city's basements by means of artistic proposals recalling the story of the exterior surface and the role of the space in the socio-urban context. Urbanism and culture
 Client: City of Madrid, Central district office.
- Strategic assessment for the integration of contemporary architecture in World Heritage Cities.** Coordinator of the work and co-director with the architect Francisco Pol.
 Client: Group of World Heritage Cities (Ministry of Culture of Spain, UNESCO)
- Master Plan of El Molinar, Palma de Mallorca, in collaboration with FOA – Alejandro Zaera.**
 Client: Promotora IBERCON
- Planning of the **centrality area of Soto del Real.** Supervisor of the work.

- Client: Madrid Transport Consortium
- 2006 **Master Plan for the Quality of the Urban Landscape of Madrid.** Co-director, coordinator and drafter. Approved by the Quality Commission in 2009
- Client: City of Madrid.
- Special plan to improve the urban and landscape integration of the M30 motorway between the Manoteras and Sur interchanges.** Supervisor of the work.
- Client: Urbanism section, City of Madrid.
- Project for the **landscape integration of the infrastructures of eight desalination plants in the south Mediterranean Basin**, including the drawing up of criteria and monitoring of projects and work. Infrastructures as integrated artefacts for territorial requalification. Architecture, territory and culture.
- Client: ACUAMED. Year 2006 (ongoing)
- PRAT (Regional Plan of Territorial Scope) for urban and landscape integration of the railway in the city of León**, including the planning of 100 hectares of land resulting from the dismantling and relocation of railway facilities, besides the construction of 3,000 homes, amenities and a large 25,000 m² GLA shopping centre.
- Client: Sociedad LEONAVE
- Competition for the project for a 12,500 m² 20-floor residential tower at Isla de Chamartín, Madrid.**
- Client: MAPFRE Inmuebles
- 2005 **Planning for the Urban Cluster of Almería**
- Client: Department of Public Works and Transportation of the Regional Government of Andalusia.
- Project to build loft spaces** in Madrid. Surface: 1,000 m².
- Client: MAPFRE Inmuebles.
- Competition for railway integration in León**, comprising the planning of railway terrain for construction of a 25,000 m² GLA shopping centre, high-speed rail station, green spaces and 3,000 homes in the municipalities of León and San Andrés del Rabanedo. Finalists.
- Client: León Alta Velocidad, SA
- International competition for planning of terrain at the Marina de Cope in Águilas, Murcia**, for residential/tourism use and golf courses. Surface area: 2,200 hectares.
- Client: Marina de Cope Urban Consortium
- Competition to draft the Partial Plan of Son Crever on the island of Mallorca.** Collaboration with the landscape architect Teresa Galí. Surface area: 37 hectares.
- Client: Inmobiliaria IBERCÓN
- Master Plan for 137 hectares of land in Alicante**, for residential use and economic activities
- Client: confidential

PUBLICATIONS and CONFERENCES

Selected publications

End-of-course Project in the magazine *El Croquis* no. 41, 1991. "Matrícula de Honor" qualification.

Presentation guide on linear infrastructures to include in "**Green Corridors**"; objectives, financing and selection of routes.

MOPTIMA, Reuse of unused railway infrastructures, including an extract from the preceding, 2000

Informational publication "**The Axis of the Estuary**" future Nervión Avenue in metropolitan Bilbao, 2003

Director, coordinator and drafter of the white paper on "**El Bierzo: dynamic space, complex territory**", Regional Government of Castile and León, Department of Development, 2005

Article "**Project to re-plan and re-urbanise the Plaza Mayor of Cáceres**", 2010 <http://urban-e.aq.upm.es/autores/perfil/54/asunci-n-rodr-guez>

Article for the book "**Paesaggio e Bellezza**", Turin, May 2011

Article "**I'm not a landscape architect**", Platform for Historic Heritage and Youth Employment, Ministry of Culture, 2013, planur-e digital magazine

<https://www.planur-e.es/miscelanea/view/-yo-no-soy-paisajista-cuatro-aproximaciones-al-proyecto-de-paisaje-urbano>

Article no. 51 of the book "**Madrid at Debate**" (Urban Debates Club), in collaboration with Francisco Pol. "The Landscape of Madrid", 2017

Collaboration in the book "The Urbanism of the Transition. The General Madrid Urban Master Plan of 1985", 2019. Article: "Party walls plan"

<https://planmadre.madrid.es/index.php/2019/05/27/presentacion-del-libro-pgoum-1985/>

Selected lectures

Speaker in the **UPM summer course in La Granja de San Ildefonso**. Speech about the urban landscape in the course on "Landscape and heritage" organised by Javier Mosteiro. 2008

Speaker at the International **EURAU'08 Cultural Landscape** Congress, held in Madrid on 16-19 January 2008

Speaker in the cycle on "**Historic City, Active City: new architectures and urban innovations**", Cervantes Institute, Bucharest, March 2009

Speaker at the **conference on strategies for the "Integration of Contemporary Architecture in World Heritage Cities"**, Córdoba, November 2009

Organisation and lecture for the seminar on "**Mobility and Heritage**" held during the 4th Meeting of World Heritage Managers, Segovia, October 2010

Speaker at the **Convegno Internazionale "Enjoy the Landscape"**, *Paesaggio e Bellezza*, Turin, November 2010.

Speaker at the **European Gathering of Architecture School Students**, presentation of the project to remodel the Plaza Mayor of Cáceres. Cáceres, February 2012.

INTERNATIONAL CONFERENCE AT UIMP CUENCA, 2012. City, society and crisis. Urban environment and noise. Qualification of urban landscapes. Lecture on "**Integrated strategies for qualification of urban**

and territorial environments immersed in tourism processes: the Qualifica Plan of the Costa del Sol”.

<http://www.cuencaon.com/comienzaelcursodeciudadysociedadycrisisencuenca.html>

Speaker in the **Council of Europe workshop on implementation of the Landscape Convention of the Council of Europe and the International Festival on Water, Landscape and Citizenship in the face of Global Change**, March 2019

Lecture: “Landscape evolution and future scenarios of a great peninsular river”, Asunción RODRÍGUEZ MONTEJANO, Architect and urban planner, Prointec-Grupo Indra, Independent Commission, Spain. Seville, March 2019

http://tallerycongreso.aguapaisajeyciudadania.com/wp-content/uploads/sites/3/2019/03/TEYCI_programa_espan%CC%83ol_2019_03_12_1.pdf

Expertise:

Culture and territorial development

Urban design and landscape

Urban curatorship

Landscape and cultural integration of infrastructures in the city and territory

Urban and territorial landscape strategies

Master-planning, development viability and urban project conceptualisation

Urban renewal

Creative city and territory

Strategies and projects for urban, environmental and cultural innovation, smart/creative cities

asunción rodríguez montejano

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