

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Rehabilitation Cultural Center to install the Águilas Carnival Museum and Francisco Rabal Interpretation Centre.

Águilas City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE REPORT: “REHABILITATION OF THE FIRST FLOOR OF THE CULTURAL CENTRE TO INSTALL THE ÁGUILAS CARNAVAL MUSEUM AND THE INTERPRETATION CENTRE OF THE ACTOR FRANCISCO RABAL”

Introduction

We present, as a good practice promoted by the City of Águilas, the rehabilitation of the first floor of the cultural centre to install the Águilas Carnival Museum and the Interpretation Centre of the actor Francisco Rabal.

With this action, two spaces are created in the heart of the city that will house, on the one hand, the Águilas Carnival Museum and on the other, the Francisco Rabal Interpretation Centre, paying tribute to the Águilas-born actor.

It is important to note that, although the Águilas Carnival was declared of International Tourist Interest in 2015, it did not have its own museum. The museum has an exhibition room, an audiovisual room, and another multipurpose room. It is located on the first floor of the Paco Rabal Cultural Centre. Its installation entailed the renovation of air conditioning, ventilation, electrical, intruder detection and fire protection facilities; new carpentry, pavements and suspended ceilings have been also built. Actions have also been carried out for the musealization of the space. Therefore, this action enhances part of the cultural heritage of the municipality.

Furthermore, the museum space celebrates also the figure of Francisco Rabal, one of the great Spanish actors, born in Águilas. This intervention renews and adapts a space located in the same building as the Carnival Museum, to house contemporary museum exhibits capable of recounting the actor's story in a didactic and experiential way. This space is designed to satisfy the interest of all kind of audiences in the life of Paco Rabal. This space complies with the existing regulations of universal accessibility and will be a reference at the national level due to the relevance of the artist's elements that it exhibits.



Carnival Museum Source: Internet



Paco Rabal Interpretation Centre

This action has entailed a total cost of €238,606.42, which has been co-financed up to 80 % by the **European Regional Development Fund (ERDF)**, which has contributed a total of **€190,885.14**.

WHY THIS ACTION IS CONSIDERED GOOD PRACTICE

This action is considered good practice because it meets the following criteria:

1. The action has been conveniently disseminated among beneficiaries, potential beneficiaries and the general public.

Dissemination obligations have been met through a communication campaign created to maximize the effects of ERDF support in the city, as set out in the communication study.

In relation to **compulsory communication**, it was mentioned that the contracts were 80 % co-financed by the ERDF in the following media: the Spanish State Contracting Platform, the announcement of the project, the technical and administrative contracting specifications and the list of co-financed contracts that is published periodically on the website of the Sustainable and Integrated Urban Development Strategy (EDUSI) *Águilas SOSustainable*.

Contracting Platform	https://cutt.ly/5wwkTd1v https://cutt.ly/0wwkYaG5
EDUSI website	https://cutt.ly/zwwkY6Sb

During the execution of the work, **temporary panels** were placed at the entrance of the Cultural Centre, presenting the start date, name, context, and budget of the action, as well as the municipal and ERDF co-financing. Later, at the end of the works, **permanent plates** were installed to show the name, context and objective of the action.



Temporary panel of the Carnival Museum



Permanent plate in the Paco Rabal Interpretation Centre

Regarding **complementary communication**, traditional (**press**) and digital media have followed the advancement of the action, explaining that it belongs to the “Águilas SOSustainable” Sustainable and Integrated Urban Development Strategy, and highlighting the 80 % co-financing by the European Regional Development Fund.

Carnival Museum

La Verdad: <https://acortar.link/viBaTc>
La Opinión: <https://acortar.link/rdUQ2p>

Interpretation Center
Actor Francisco Rabal

Murcia.com: <https://acortar.link/TY6QxW>
La Actualidad: <https://acortar.link/uRq5RN>

Carnival Museum

Info Águilas: <https://acortar.link/5yNO3k>
Facebook: <https://acortar.link/xxfFam>

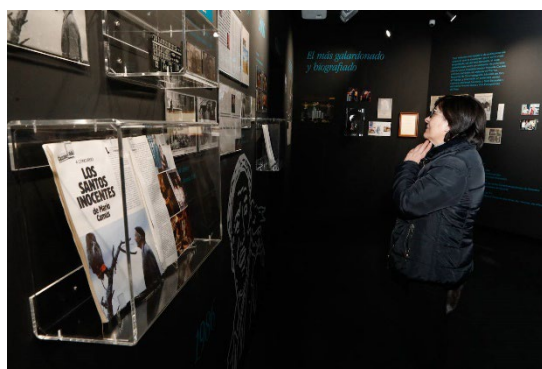
Interpretation Center Actor Francisco Rabal

ABC: <https://acortar.link/z81LG9>
YouTube: <https://acortar.link/QrobPe>
Facebook: <https://acortar.link/dSPGrn>

Also, a **video** with English subtitles and a **micro video** were made and published on the City Council's YouTube account:

Video: <https://cutt.ly/Vwe0dLsV>
Short video: <https://cutt.ly/Vwe0d5Vv>

In addition, on August 4, 2021, the Carnival Museum **was inaugurated**. On October 21, 2022, the Francisco Rabal Interpretation Centre **opened its doors**. The events were attended by various personalities and citizens in general, and recorded by local television for later dissemination. Inauguration of the Interpretation Centre dedicated to Paco Rabal in Águilas



Inauguration of the Carnival Museum and the Francisco Rabal Interpretation Centre. Source: Internet

In short, an intense work of action dissemination has been carried out, highlighting that it has been co-financed by the European Regional Development Fund at 80 %, within the framework of the Spanish Multiregional Operational Program (POPE) 2014-2020.

2. The action includes innovative elements.

The actions covered by this good practice take place at the Francisco Rabal Cultural Centre in the city of Águilas and involve the improvement of disused spaces, something new in itself, by reusing and reconditioning part of the building instead of constructing new ones to house the museum pieces. In addition, many more innovative aspects can be listed.

On the one hand, the Carnival Museum tries to be a “living museum”, since each year its exhibition will change to reflect the costumes that the carnival characters will wear in each edition: Don Carnal, Doña Cuaresma, la Musa and la Mussona; in addition to those made by the *peñas* (local festive clubs) awarded with the first prizes of the parade.

Also new is the inclusion of interactive material in the form of touch screens recalling the posters of the different Carnival editions, presenting the choreographies of the *peñas* and providing access to the website of the Federation of Carnival Clubs. Different audiovisual materials have also been made, including one that summarizes all the events of the parade.

On the other hand, the musealization of the Paco Rabal Interpretation Centre tries to recreate a cinematographic space, while its walls have been painted black, audiovisuals are projected and the lighting, based on spotlights, is dramatic. Space is distributed in seven exhibition units, with the purpose of telling the story of the native actor Francisco Rabal on a personal and professional level, in a didactic and experiential way. Some of the highlights of the exhibit tell the story of Francisco Rabal's relationship with poetry, theatre, cinema, and television. The information is distributed in 3 levels, the documentary, which exposes a large amount of material; the experiential and the audiovisual.

In addition, the centre of the room is endowed with a special atmosphere, since various videos and other audiovisual materials will be projected on fabrics and boat ropes, recalling the sea, the environment in which the actor was raised.



Central installation. Source: La Verdad

3. The results meet the objectives.

Through these actions, local cultural heritage is preserved and enhanced, turning two important resources into tourism and culture assets of the municipality. Both the Carnival Museum and the Francisco Rabal Interpretation Centre enrich the cultural offer of Águilas, expanding and improving it. This helps make the city more attractive to visitors year-round. Thus, these actions will increase the number of tourists visiting the municipality.

Also, they valorize culture and tourism assets of the municipality, like the Carnival, classified as an Event of International Tourism Interest, that are part of the history and idiosyncrasy of Águilas. This increases the local exposure and community awareness year-round, beyond the Carnival dates and the Summer Carnival (held in August with different acts, and whose parade is a sample of that carried out during the carnival in the month of February).

The Francisco Rabal Cultural Centre, where these two new tourist resources are housed, is located near the Tourist Office and the Plaza de España, which will make it very easy to make discover to potential visitors. This encourages the revitalisation of the city centre which, through a greater

influx of visitors, will benefit the local businesses and, consequently, lead to an increase in local jobs.

Finally, the Carnival Museum also contributes to the preservation of costumes and attire, both in fabric and paper, which are made in the city year after year.

4. Contribution to the resolution of a problem or weakness detected in the territory of execution.

The action contributes to expanding the cultural tourism offer of the municipality, as well as to paying off a debt that the City Council had with the Carnival and with one of its illustrious citizens: the actor Francisco Rabal. Both elements are part of the pride of the people of Águilas.

On the other hand, thanks to this action, both citizens and tourists have the opportunity to learn, remember and value part of the cultural heritage of Águilas, in suitable spaces adapted for all types of public.



2020 Carnival costumes

Valorising the most important local festival can also attract off-season visitors, since summer tourists, interested in Águilas beaches, can learn about the Carnival, and want to return in February to enjoy the celebrations. The visit to the Museum will be a complementary activity to the Summer Carnival, where tourists and residents can enjoy the events where prizes are awarded to the best classic characters of the festival, as well as a parade of the clubs having won them in the previous edition.

Likewise, highlighting the international figure of actor Francisco Rabal in a new cultural space not only reinforces local pride but also will attract film fans, who can visit the city in which this renowned artist was born and raised.

5. High coverage of the target population.

The Águilas Carnival is a popular event that has taken place over the last two centuries, with strong social and cultural implications. Not only does it concern the Carnival clubs and all the associations and people involved in making it happen, but it also reaches the entire population of the municipality, which participates in one way or another in the festival. The musealization of part of this intangible cultural heritage is, therefore, targets the whole community, which in 2022 had 36,403 inhabitants according to the National Statistics Institute (INE).

On the other hand, the Carnival has always been an attraction for tourists, so the existence of a venue that brings together the past and present of these celebrations will surely boost the number of tourists who visit the city every year, which in 2022 was 16,233 (based on the number of consultations at the Tourist Office).

Regarding the general population, we cannot forget that both the Carnival Museum and the Francisco Rabal Interpretation Centre have been designed to meet current regulations ensuring universal accessibility, so people with reduced mobility will be able to enjoy these new cultural spaces.

6. Considering the horizontal criteria of equal opportunity and non-discrimination, as well as social responsibility and environmental sustainability.

These actions take into consideration the horizontal criteria of equal opportunity and non-discrimination, since they ensure the access and use of the facilities without discrimination, independently and safely. The works have been carried out considering the accessibility of all people with reduced mobility in accordance with the provisions of Law 8/1995, of 6 April, on accessibility and the removal of physical and communication barriers.

As for social responsibility, with this type of action the local cultural heritage is valued and new spaces are proposed for Águilas residents and visitors to meet, which undoubtedly helps to achieve greater social cohesion. Strengthening the pride of the population is a cohesive and uplifting factor for the community.



View of part of the exhibition in the Francisco Rabal Interpretation Centre. Source: La Verdad

In addition, this type of action, which implies a new cultural and tourist attraction, involves the reactivation of the surrounding commercial sector and, consequently, may lead to an increase in

employment. It is important to note that the opening of these facilities will not require extra personnel, since they already had staff in charge of daily opening and closing.

In addition, in relation to environmental sustainability, these actions allow the population of Águilas to enjoy new cultural proposals without moving from their municipality, since both spaces are in the city centre. This leads to a reduction in air pollution. Energy-efficient HVAC appliances have also been used, in addition to modernized and energy-efficient lighting systems.

7. Synergies with other public intervention policies or instruments.

This action is aligned with the local policies of sustainability of cultural resources, tourism, and urban beaches. In parallel with the rehabilitation of the first floor of the Culture Centre to install the Carnival Museum and the Francisco Rabal Interpretation Centre, the urban beaches of Águilas have been reconditioned. This action had a budget of €330,607.09, of which 80 % (€264,485.67) have been co-financed by the ERDF.



Beach walkway

The rehabilitation of the Chimney of La Loma has been carried out within this action, for a total expense of €159,586.90, of which ERDF has contributed 80 % (€127,669.52), still in the context of the “Aguilas SOSustainable” EDUSI.

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