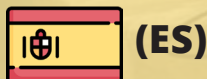




# Cultural rebirth for rural repopulation

A cultural festival brings a dwindling city back to life



**URRIÉS**



51



A more sustainable cultural heritage to face the climate crisis



## Challenge

Urriés' already small population was ageing and emigrating. Some cities around it were disappearing altogether. With the town's people leaving, local history and culture might disappear without a trace. The city needed to reverse this trend, strengthen the community, boost its economy and advertise itself as a reliable partner for investment from the national government.



## Solution

By starting monthly cultural activities like lectures and workshops, opening cultural institutions like an interpretation center and exhibition hall, and creating other amenities like a coworking space, Urriés increased local quality of life and slowed emigration. Building on this, the city launched an annual cultural festival which has reversed the population trend and brought annual visits up from two to 2,000. Urriés had put itself on the map.



## How ?

- 1 Urriés started developing a masterplan in 2015 forefronting culture, creativity and heritage as the engine of sustainable local development.
- 2 Residents were offered monthly cultural events, from lectures to workshops, and invited to discuss give input into the strategy.
- 3 The monthly activities led the idea of an annual cultural activity, 'Time Travel. Urriés Cultural Days,' trialled in 2016, to strengthen ties in the community and local pride.
- 4 The city worked together with local creatives, civil society organisations, universities and other institutions to create a programme for the annual festival. Almost every resident helps out, from leading tours of local heritage to setting up tables.
- 5 The city strengthened its cultural offer with two new museums, focusing on built heritage, art and ethnography, including one in the city council's headquarters.
- 6 Urriés refurbished its neglected buildings and collaborated with nearby towns to provide accommodation for the huge annual influx of visitors.

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## Budget/Financing

€90,000

- The municipality entirely funds the programme with a budget of €90,000 per year.



## Management

- The Mayor of Urriés, Armando Soria, personally oversees all the activity of the festival. However, the themes and activities are agreed in consultation with the 51 residents of Urriés. Two cultural and history consultants lend their expertise, as well as a team of four audiovisual and design experts.



## Transferability

- Include everyone and listen to everyone's point of view.
- The key was providing a concrete and hopeful vision to the city, originating with the mayor, the backbone of which was something that every local person, and visitors could share in: local culture.
- Look for the things that make your territory unique.



## Impact

- Transition from a declining population of 35 to an increasing population of 51.
- Increase from 2-4 visitors to around 2,000 visitors per year.
- A number of awards: Creative Spain Cup/ España Creativa 2019 – 2nd best cultural project; Fitur 2020 award for the best national active tourism product; Ministry of Commerce: National Interior Trade Award 2021.
- New local businesses including restaurants and hostles.
- Invigorated sense of local pride.
- Stronger ties with neighbouring towns.
- Increased credibility with national government and other institutions for funding and cooperation.

## MIL CIENTOS AÑOS NO SON NADA: URRIÉS UNA HISTORIA DE REINOS, BATALLAS, TRAICIONES Y LEYENDAS

EN LA BAL d'ONSELLA

# 921

UN DOCUMENTAL QUE CUENTA LA IMPORTANCIA DEL  
MUNDO RURAL EN EL PASADO, EN EL PRESENTE Y EN EL FUTURO

LAS CINCO VILLAS, ZARAGOZA

### 2 DE OCTUBRE EN LAS JORNADAS CULTURALES DE URRIÉS

DIRECCIÓN: NOELIA REVILLA · DIRECTOR FOTOGRAFÍA: RICARDO BULLÓN · GUION: ARMANDO SORIA · PRODUCCIÓN:  
AYUNTAMIENTO DE URRIÉS · PROTAGONIZADA POR LOS VECINOS DE URRIÉS · PRODUCTORA: PARPADEO ESTUDIO · MAQUILLAJE Y CARACTERIZACIÓN:  
ANA BRUNED · CON LA COLABORACIÓN: MARCO ARRUEJ, CARLOS RIPALDA, MIGUEL MARTÍNEZ TOMÉY, GRUPO DE DANZA HISTÓRICA LA CAROLA

COLABORAN:

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DE ARAGON

parpadeo  
estudio

AYUNTAMIENTO  
DE URRIÉS



urries.wordpress.com/documental921/

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## Links

Website: <https://urries.eu/>

Videos: <https://youtu.be/6Gm8nXQp80o>



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