3 **BARCELONA (ES) BARCELONA (ES)** 2 **BARCELONA (ES) WE ARE CITY - SOM CIUTAT WE ARE CITY - SOM CIUTAT WE ARE CITY - SOM CIUTAT** EL BESOS I EL MARESME - CONNECTION WITH THE CITY EL BESOS I EL MARESME - THE PUBLIC LIFE OF THE NEIGHBORHOOD EL BESOS I EL MARESME - THE PRIVATE LIFE OF THE NEIGHBOURHOOD STRATEGY HARD CONNECTIONS WITH THE CITY - XXL SCALE GOALS 1 RE-ACTIVATED GROUND FLOORS TECHNOLOGICAL COMPONENTS The project aims to re-activate the ground floors NEIGHBOURHOOD ECOSYSTEM A NEW BALCONY SPACE FOR THE BUILDING COMMUNITY