

## PRESS KIT



**MAYOR OF BARCELONA, JORDI HEREU,  
INAUGURATES MELON DISTRICT – MARINA,  
BARCELONA'S LARGEST RESIDENCE HALL FOR STUDENTS,  
LOCATED IN THE 22@BARCELONA DISTRICT**

9 October 2009

## FIGURES

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- **MelonDistrict Marina** is the largest private residence hall in Barcelona, with capacity for 553 students.
- 22@Barcelona's consolidation as the third university campus in Barcelona, with a projected population of more than **25,000 students and researchers** by 2011, will be reinforced by the presence of up to **four student residence halls** in the area.
- Six universities and higher-learning centers have already opened their doors in the district, with more than **18,000 students**
- Construction has already started on the **Polytechnic University of Catalonia's** new headquarters at the Besòs Campus, which will have more than **8,000 students**
- The **MelonDistrict** residence hall is currently at 85% capacity with students and researchers from 50 different countries. 68% of the residents are from abroad.
- In Barcelona there are approximately 25,000 foreign students.
- The MelonDistrict project shows the private sector's commitment to 22@Barcelona, also supported by the nearly 1,500 companies that have moved to the district.

## **MAYOR OF BARCELONA INAUGURATES MELON DISTRICT, BARCELONA'S LARGEST RESIDENCE HALL FOR STUDENTS**

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Today in the 22@Barcelona district, the mayor of Barcelona, Jordi Hereu, presided over the inauguration of the new private residence hall built by the MelonDistrict group in the 22@Barcelona district.

MelonDistrict–Marina is the largest private residence hall in Barcelona and is located in a new area of the 22@Barcelona district that is currently undergoing transformation following the compact city model: On the same block, business activities (Moulinex, G-Star Raw...) coexist with subsidized housing (a building with 102 flats is being built on Zamora Street), Hotel Marina and the aforementioned residence hall.

The MelonDistrict–Marina residence hall has 21,200 square meters divided in four interconnected buildings with room for 533 students (427 single rooms, 33 double rooms and 40 studios) 4 pools, common areas and 134 parking spaces.

The project, developed by BCA Blanch+Conca Arquitectura, is a new concept in student housing. It cost more than 50 million euros and has received backing from Catalonia Gebira developers, which is made up of a financial partner, Caixa Terrassa, and an industrial partner, Gebira Grup Immobiliari

Local and foreign students (mainly from North America and Europe) studying long degrees at private or public universities make up the

majority of the residents, although the center also houses students on shorter stays.

This new residence hall is currently 85% full, with residents from 50 different countries. 68% of the students are from abroad and 32% from Spain. These figures contrast with the nearly 25,000 foreign students living in Barcelona, mainly with the Erasmus program.

## **22@BARCELONA, BARCELONA'S THIRD UNIVERSITY CAMPUS**

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The 22@Barcelona district has become Barcelona's third university campus. There are currently 6 universities and higher-learning centers up and running: Pompeu Fabra University, the University of Barcelona's IL3, the UPC Foundation, BAU School of Design, the Open University of Catalonia and Sae Institute (international audio and multimedia school).

**18,000 students and researchers** from these universities and higher-learning centers are currently studying in 22@Barcelona:

- The University of Barcelona's IL3, with more than 5,000 master and postgraduate students
- Pompeu Fabra University has 2,200 students at their new communication campus in 22@Barcelona, plus 6,300 students at their Ciutadella campus.
- The UPC Foundation has opened their doors in the district for masters and postgraduate degrees with nearly 3,000 students.
- Bau School of Design, with nearly 1,000 students
- SAE Institute (international audio and multimedia school) with 250 students

Nearly 8,000 more students will also study at the new center the Polytechnic University of Catalonia is building near the Besòs Campus, which will also house the UPC's Engineering Campus with their Engineering School of Barcelona (ETSEIB) and College of Industrial

Engineering of Barcelona (EUETIB) in more than 80,000 square meters of space.

In addition to the student physically studying in at universities in the area, 22@Barcelona will also be the base for nearly 65,000 e-learning students:

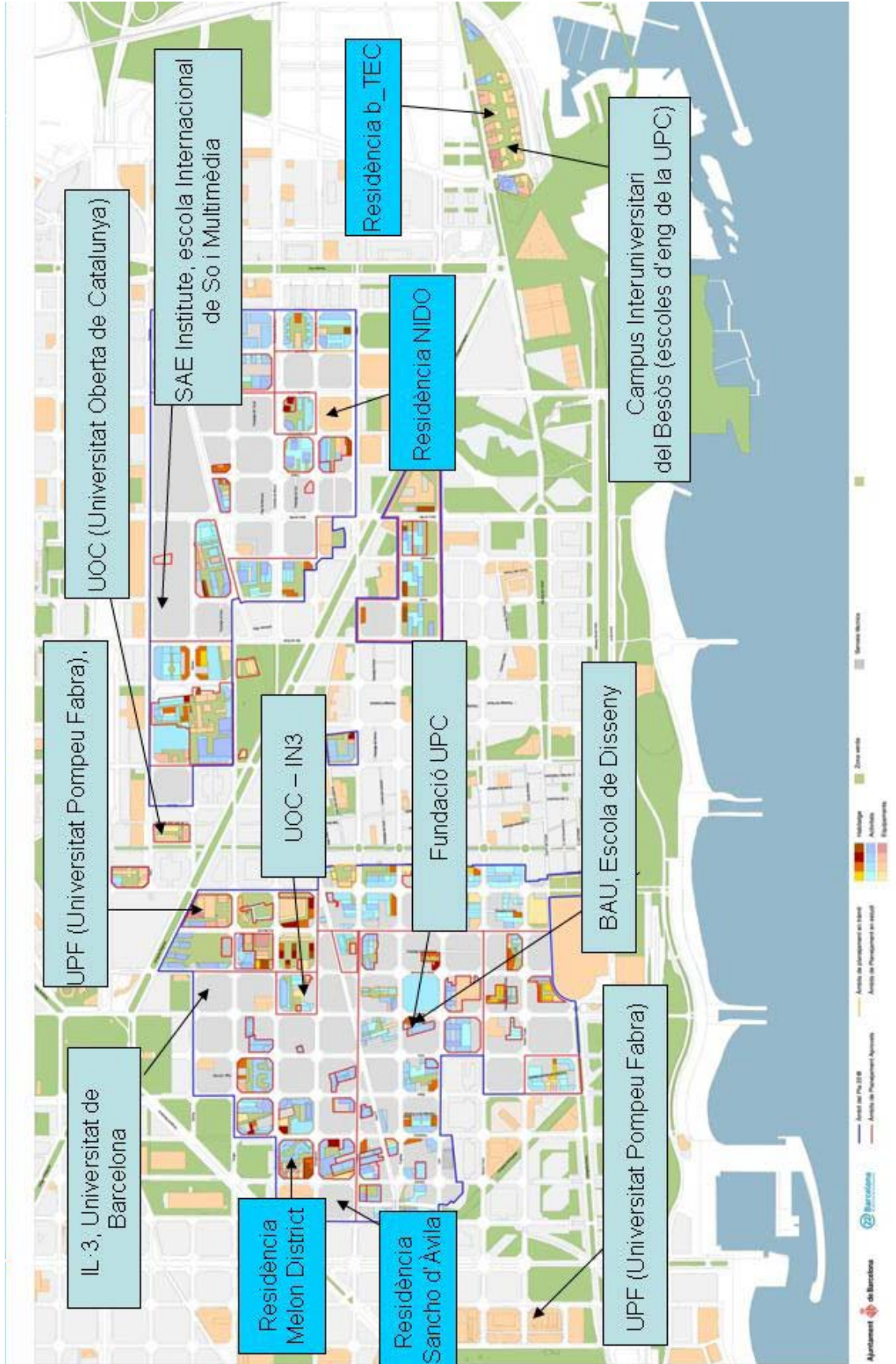
- The Open University of Catalonia provides e-learning from their headquarters in 22@Barcelona for 38,842 students in the following subjects: Business Studies, Psychopedagogy, Law, Humanities, Information Systems, Information Management, Catalan Philology, Business Management and Administration, Psychology, Computer Sciences, Political Science and Public Management, Labor Sciences, Market Research and Techniques, Tourism, Audiovisual Communication, East Asian Studies, Advertising and Public Relations, Telecommunications and Telematics.
- The University of Barcelona's IL3 center has 25,882 students studying the following subjects: Health Sciences; Pharmacy; Food and Nutrition; Education; Business; Communication; Culture and Heritage; Sports; Hotel Management and Tourism; Public Administration and Social Economics; Technology, Experimental Science and the Environment; and Complementary Training.

## STUDENT RESIDENCE HALLS IN 22@BARCELONA

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The fact that all these universities have moved to the district has led to the creation of new residence halls to house students, researchers and scientists.

- MelonDistrict residence hall (located in the Eco-urban office complex with 533 rooms),
- b\_TEC residence hall (located at the Besòs inter-university campus, to open in 2011)
- Nido residence hall (to be located in the area set aside for the 22@Barcelona Medical Technology cluster).
- The area's urban-planning directives have also prepared for a new student residence hall to be located on the block with the Sancho d'Àvila Funeral Home.



## MELONDISTRICT

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In July 2001, Fabien Mollet-Viéville founded Rent a Bedroom, which is currently one of the most important companies offering foreign student housing in Barcelona. Over this period of time the company has developed a portfolio of 140 rooms in 38 apartments in Barcelona.

With the objective of driving the company's growth, MelonDistrict was created in 2007, following a totally new concept of university residence halls in Barcelona. This concept focuses on the students' needs and their lifestyle. The company's key aim is to provide a comfortable and cosmopolitan environment that stands out for its quality facilities, which reflects the essence of MelonDistrict.

Including MelonDistrict–Marina the company now has two residence halls in Spain. The first opened its doors in 2007 in the Poble Sec neighborhood, one of the most popular and central areas of the city. MelonDistrict Poble Sec can house 100 students (93 single rooms, 1 twin and 3 studios) plus numerous services and facilities for students.

With the start up of MelonDistrict–Marina, the company now manages housing for more than 630 students in the city of Barcelona, making it a reference in urban student housing. MelonDistrict plans to open new projects in other Spanish cities and would also like to develop their model in the rest of Europe.

## 22@BARCELONA, THE INNOVATION DISTRICT

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The 22@Barcelona project is transforming industrial areas in Poblenou into a hub of business, science, technology and cultural activities. This project is consolidating Barcelona's position as one of the top innovation and knowledge-economy platforms in the world.

With this aim, 22@Barcelona is making 200 hectares of industrial land in the center of the city into a high-quality urban area, with excellent infrastructures, that brings together a strategic concentration of knowledge-intensive companies and institutions.

- Area:

- 198,269 hectares, equivalent to 115 Eixample blocks.

- Total potential space: 4,000,000 m<sup>2</sup> aprox.

- Productive activities: 3,200,000 m<sup>2</sup> aprox.
- Other uses (facilities, housing, ...): 800,000 m<sup>2</sup> aprox.

- Housing:

- Recognition of 4,614 pre-existing housing units
- Construction of 3,500 – 4,000 new subsidized housing units

- Green zones: 114,000 m<sup>2</sup> of land aprox.

- New facilities: 145,000 m<sup>2</sup> of land aprox.

- Investment in the Infrastructural Plan: 180 million euros

- Jobs: More than 42,000 new jobs in Poblenou

- Companies: 1,441 companies.

**FOR MORE INFORMATION:**

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