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Institution Name
Universidad Carlos III de Madrid



Country
Spain



Research Area
History, Geography, and Art



Thematic Focus
Geography and cartography of movies locations



Stakeholders involved
Creative industry, tourism offices, municipalities and citizens



Research Phase
In progress

RESEARCH ASSET

GEOCINE: GEOGRAPHIC SPACE AND AUDIOVISUAL FICTION

GeoCine: study of the relationships between geographic space and audiovisual fiction, focussing on the analysis of filming locations for movies and fiction series.

Results of the research activities:

- **FICMATUR**

(Audiovisual fiction in Madrid Region: filming locations and development of screen tourism-FICMATUR)
To create an inventory of the Madrid Region's audiovisual heritage. Specifically, it focuses on demonstrating the potential that fictional images shot in the region have as a tourism resource, for their symbolic value and as a means for disseminating the region's geographical, historical and natural heritage. At the same time, the project seeks to identify and study filming locations as a narrative and expressive resource.

- **Madrid Visual Map**

Cartographic viewer that shows locations of movies and series filmed in the community of Madrid.

- **FACES-50**

The main objective of FACES is to create a geo-

referenced image bank from movies and fiction series filmed in Spanish cities. It seeks to analyze imaginaries associated with these areas, drawing from their audiovisual heritage, study the link between these productions and tourism, and explore the relationship established between pro-filmic places and diegetic places.

The material analyzed enables many other different studies to be made. These include identification of audiovisual landmarks and their correlation with iconic tourism locations; analysis of urban transformations; studies on narrative-spatial relationships; analysis of the links between tourism and film productions set in urban spaces; the possibility of using information obtained to design cultural tours; and studies on the audiovisual image of large-scale urban settings, among others

POTENTIAL VALORISATION AREAS

- **Collaboration with any business, government or non-government stakeholders** who see value in the research and who are interested in:
 - ✓ Development of audiovisual tourism routes and cinematographic routes (tourist routes linked to cinema)
 - ✓ Promotion of information on filming locations in Spain



Movies are a cultural fact, and therefore this industry has as many impacts as approaches. Mapping locations and movies in the territory is another way of richness and people enjoy visiting and recognising locations of their favorite movies.

DESCRIPTION OF VALORISATION ACTIVITY

- Identifying and geo-referencing filming locations to create viewers and maps for audiovisual fiction shot in Spain;
- Analysing representation of geographic space and examining the mechanisms for constructing imaginaries created by series and movies;
- Detecting and describing morphological changes in Spanish cities by observing images from audiovisual fiction productions;
- Research into the impact of filming on territorial tourism development, analysis of screen tourism in Spain, and creation of film tours;
- Analysing space as a narrative and expressive resource, and exploring mechanisms for representing locations through movies and television fiction.

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

Short description of the stakeholders that can be important for future collaborations:

- Tourism representatives
- City/municipality representatives
- Ministry of Tourism
- Audiovisual media representatives
- Film commissions (specially, Spain Film Commission)