



REPURPOSING HERITAGE FOR CITIZENS

Transforming an old ceramics factory into a cultural and leisure hub



Ajuntament
Onda

URBACT



Co-funded by
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Interreg

What happens when heritage stops being just a memory of the past and becomes a driving force for the present?

In Onda, a town of 25,000 inhabitants located in the heart of the Valencian Region (Spain) and with a deep-rooted ceramics tradition, the former ceramics factory *La Campaneta* has been rehabilitated and transformed into a vibrant cultural and community space that strengthens local life and brings people together. This experience, recognised as a URBACT Good Practice, is now ready to be shared with other European cities looking to give new meaning to their heritage as a tool for social cohesion and sustainable urban development.

LA CAMPANETA

La Campaneta is one of the oldest ceramic factories in Onda and a symbol of the city's industrial past. Built in the 19th century and officially recognised as a protected local heritage site, it still preserves original elements such as three Moorish kilns. Located at the intersection of three previously disconnected neighbourhoods, the building now plays a key role in bringing people and places together.

Its rehabilitation, co-financed by the European Regional Development Fund (ERDF) and the Onda City Council, led not only to a physical transformation, but also to a symbolic one: a forgotten space that has been brought back to life with new purpose.



Key features of the intervention:

- Architectural rehabilitation respecting the original structure
- Conservation of symbolic heritage elements such as kilns, clay vessels and mills
- Creation of a multifunctional space for culture, community engagement and local events
- A participatory process involving residents from the very beginning

LOCAL IMPACT



Over 70% of the population benefited, either directly by participating in activities, or indirectly through the improvement of the surroundings and a renewed sense of belonging



3 neighbourhoods reconnected, creating a new urban meeting point



Economic revitalisation of the surrounding area, supporting local shops and hospitality



A **new cultural destination** in the city, attracting new visitors



Improved urban image, from an abandoned factory to an open, vibrant community space



Dozens of annual activities, including workshops, exhibitions, concerts and educational events for all audiences

WHY JOIN THIS NETWORK?

In Onda, we believe heritage should not remain static. It's not just about preservation, it's about activation, reuse, and community connection. We are looking for cities that share this vision: to give a second life to heritage by placing it at the service of the people.

You don't need a ceramics factory. What matters is having a space with symbolic value, an engaged community and a shared outlook for the future.

We want to connect with municipalities that wish to:

- Activate their heritage as a driver for social cohesion
- Create vibrant, inclusive spaces for culture, education and community life
- Share challenges, learnings and solutions through hands-on collaboration

CONTACT US!

Onda is looking for partners cities to create a new URBACT Transfer Network. **If your city is on a similar path, we would love to hear from you!**



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