

More than a stadium: Deconstructing Camp Nou through a mobilities perspective



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May 2017

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Abstract

This thesis deconstructs the football stadium of Camp Nou, located in Barcelona and home of the football team FC Barcelona, through an exploratory study. Utilising a comparative perspective, with aim of enriching the mobilities and tourism research, the following question is asked; *'using contemporary mobilities theories, how can Camp Nou be explored as much-more than an iconic football stadium, but a complex mobility hub comparable to the airport?'*. By the structural decision of splitting the stadium up into similar experiences of the airport; pre-departure, transit area, departure and arrival, this thesis narrates a description of how this iconic football stadium should be perceived as more than *'just a football stadium'*.

A utilisation of Jensen's (2013) *'The staging mobilities model'* was determined. The staging and design of mobilities at Camp Nou was reflected upon, and deliberations about how and what was staged from below and from above, was analysed. As with airports, controlled and commercialized settings today have a vast impact of the stadium experience. Due to the staged and designed spatial environment at Camp Nou, this stadium has become both a mobile hub, as well as a tourist attraction, emphasizing touristic performances in commercialized sceneries. By this, the analysis show how multiple challenges and implications occurs at the football stadium, both during match and non-match days. In addition to these findings, the analysis shows, that friction, as a result of these challenges and implications, has become a tool of control for stadium managers, as well as an obstacle for the mobile experience of the visitors exploring the ground.

Control, safety and security measures has an immense impact on the mobile experience, both in an airport as well as on Camp Nou. Through the safety processes at the stadium, an enclavic football environment have been constructed within the liminal boundaries, which, along with routing and directing of visitors, move these in the direction stadium managers prefers on the exact occasion. This political decision, to control movement of people, is comparable to similar strategies employed in airports, as well as utilising visible and invisible surveillances strategies. Through this strategy, stage managers, police and designs, the all-seater stadium of Camp Nou, have managed, from above, to create what is as perceived as a safe environment for its visitors.

Through the discussion of this thesis it is argued how and why Camp Nou, should be considered more than a football stadium in mobilities research, and why both airports and stadiums should not be considered only a non-place, or suffering from placelessness. Finally, the conclusion of this thesis provides an answer to how a stadium, such as Camp Nou, is staged, controlled and negotiated in comparison to the airport, and how it should be perceived as a mobile hub as well as a tourist attraction in the future.

Key words: *Mobilities, Staging, Design, Performances, Interactions, Security, Football stadium, Airport*

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Leading to the problem

The initial thought behind this thesis started in April 2016 where the two teams, FC Barcelona and Real Madrid met in the famously known El Clásico at Camp Nou in Barcelona. The Spanish newspaper AS noted this would be the most high-priced football match regarding tickets in the history of Spanish football (Web: Tidernes dyreste - eb.dk – visited 05.03.17). The price has, over a period of three years, been increased by 46% and have landed on an average price of 879 € per ticket (Ibid.). This increase has, according to this newspaper, been facilitated by an increase upsurge in foreign buyers resulting in only 21.3% of the ticket buyers being Spanish citizens (Ibid.).

This high number of non-Spanish spectators on Camp Nou made me ponder on stories told by friends, family and co-workers who have visited Barcelona. Many of these have visited the stadium of Camp Nou, either to see a football match or with the purpose of walking the experience tour. From my own perspective, I have always been attracted to these architectural constructions, whether it is enormous structures such as Wembley in London, Allianz Arena in Munich, Camp Nou in Barcelona or in a bit smaller scale of stadium such as Stadio Ennio Tardini in Parma, Parken in Copenhagen and Blue Water Arena in Esbjerg. It is interesting how the modern-day arenas can facilitate crowds of differentiated sizes for the once or twice a week football game, where spectators, players, coaches, club managers, media people, security etc. all have their fair share in staging this modern-day battlefield.

A football stadium is often conceived as a battlefield for two teams of 11 players. Depending on size and reputation, more spectators will engage in viewing and visiting the stadium at matches. Stadiums have been argued to be “...an enclosed theatre in which the sporting drama of the match unfolds...” (Edensor 2015; 82), but what is interesting is not merely how mobility is unfolded, performed and negotiated on days of matches, but also when football is not played on the stadium. With bigger cities and football clubs noticing and embracing the aspect of combining football and tourism (Ginesta 2016; 1), it is interesting to investigate how the modern football club and stadium is engaged in modern day tourism, and at the same time being a potential platform for mobile activity, performances and interactions.

Research question

With Camp Nou being a historically and architecturally fascinating stadium, it is found interesting, from a mobilities perspective, to uncover how the football stadium is staged and conflicted, as well as how this platform for mobilities could potentially be seen in relation to other mobility hubs. As mobilities research have only to a small extent considered football stadiums, the purpose of this study is to inform both mobilities and tourism research, which leads me to following research question:

By using contemporary mobilities theories, how can Camp Nou be explored as much-more than an iconic football stadium, but a complex mobility hub comparable to the airport?

Research design

This section will focus on the research design including different considerations relating to philosophy of study, methodology and data collection. The sub-sections will be elaborated and give insight to the different reflections and deliberations, which have been going on during the writing period. The sub-sections will also provide understandings of why exactly these methods and collections were relevant to the case of understanding the football stadium of Camp Nou in a mobility sense.

To give structure in this section, it was chosen to adapt the '*Research Onion*' (Saunders & Tosey 2012). This works as a metaphor for structuralizing the work of methods by peeling a layer of the onion until you reach the core of the project as well as the onion (Saunders & Tosey 2012). Before reaching the core of the onion, which is described as the analysis of data, one need to consider the outer layer which contains thoughts of philosophy, methods, approaches etc. (Ibid). It is argued that *"It is the researcher's understandings and associated decisions in relation to these outer layers that provide the context and boundaries within which data collection techniques and analysis procedures will be selected."* (Saunders & Tosey 2012, 58). Therefore, by utilising this as a framework when describing the research process, the intention is that it will bring a greater understanding of the choices made. The first layer of the onion concerns the choice in which philosophy the project was conducted under and this will be expanded in the following section.

Philosophy

This paper has been written with the epistemological approach of pragmatism. The philosophy of pragmatism is *"derived from the Greek word pragma which means action, from which the words 'practice' and 'practical' come"* (Pansiri 2006; 224). An essential question relating to pragmatism is not which philosophical position one must take, but rather if one should solely adopt one philosophical position (Saunders et al. 2009). Saunders et al. argue how the project will benefit from not having to consider one paradigm over another, but taking the best perspectives from each paradigm and employing them in the project.

By employing pragmatism for this project, it is possible only to consider the approaches which best answers the question of the problem statement. It has been argued that the pragmatic paradigm is

in opposition to both positivistic and anti-positivistic approaches (Powell in Pansiri 2006). Pragmatism is a contending paradigm (Ibid.), which is a paradigm without one predetermined rule. Instead in pragmatism it is *“believed that ideas are not ‘out there’ waiting to be discovered, but are tools – like forks and knives and microchips – that people devise to cope with the world in which they find themselves.”* (Powell in Pansiri 2006; 224). Hence, to approach the problem of this thesis, it is considered necessary to reflect on how this exact problem should be explained and answered right. Pre-deciding one way of approaching and looking at the problem beforehand leaves the risk of not making the right decision, devaluating the quality of the project. For that reason, in this thesis it was not pre-decided whether the right way to gain data would be through qualitative or quantitative data collection (Saunders et al. 2009). This decision was taken upon considering the ethnographical study in Barcelona, as this gave inside to which data collection would evolve and optimize this project.

It is argued that *“To a pragmatist, the mandate of science is not to find truth or reality, the existence of which are perpetually in dispute, but to facilitate human problem-solving.”* (Powell in Pansiri 2006; 224). These considerations, about the philosophy and problem formulation, allow the researcher to let new and unseen problems appear during the project, as the researcher has an open mind towards the given situation. Consequently, this thesis is conducted with such a perspective, not letting new discovered problems being swept away, but rather let it inform the study.

This thesis has no intention of providing one absolute truth about football stadiums, but will rather look at the stadium of Camp Nou as an institution of mobility, experienced and explained. The conclusions might be transferable to similar football stadiums or mobility institutions, yet the intention is merely to explain how mobility influence the experience of this exact stadium.

Combining the deductive and inductive approach

Though having multiple cases of scholars whom work on exploring mobility, with examples as Adey with his work on Airports (2008), Jensen in his book of ‘Staging mobilities’ (2013), Edensor about rhythms (2010) and Cresswell in his work ‘Towards a politics of mobility’ (2010), the subject of mobility could provide a framework for a deductive study (Bryman 2012; 24). On the other hand, none have created an exact theoretical framework for examining mobilities at a football stadium. This could lead one to take the opposite approach of inductive research (Ibid.). The inductive

approach allows one to *“collect data and develop theory as a result of your data analysis”* (Saunders et al. 2009; 124), which could enable the work space to create the theory needed to describe mobilities at Camp Nou. Having relevant theory, which could be conveyed and applied in the context of analysing the gathered data, and a new area of investigation, the stadium of Camp Nou, a combination of the two approaches, deduction and induction, have been applied. Taking an inductive approach, the gathering of data and then afterwards using this, as well as relevant theory, to explain and build new theory regarding the mobility of Camp Nou. In gathering the empirical material, an exploratory approach was applied and this will be elaborated in the following section.

Taking an exploratory approach

The stadium of Camp Nou is a relatively unfamiliar place to the author of this thesis. Only a quick previous visit to the FC Barcelona Experience Tour/Museum some years ago, together with the occasional televised football matches over time, was the referent point before researching the site, locals, tourists and other interested parties of Camp Nou. Therefore, an exploratory research approach has been adapted for the project. An exploratory study gains from asking: *“what is happening; to seek new insights; to ask questions and to assess phenomena in a new light”* (Robson in Saunders et al. 2009; 139). This relates to how this football stadium was approached. It was seen as a football stadium, but not necessary in the sense of a place where people only went to watch football games.

An aim was to reach new insights about the football stadium Camp Nou anno 2017, and how/if this function as more than a football stadium, in relation to mobility and tourism. By only having little knowledge to the area before starting the research, an exploratory study seemed as the appropriate approach to study the subject. This approach was followed by a choice to investigate the subject using multiple methods.

Using more than one method

It has been discussed by Simpson (2014) whether there is a need of alternative methods, other than interviews, when wanting to explore and capture mobile practices. The strategy of data collection was, though, to do a multi-method qualitative study (Saunders et al. 2009), as Tashakkori & Teddlie *“argue that multiple methods are useful if they provide better opportunities for you to answer your*

research questions and where they allow you to better evaluate the extent to which your research findings can be trusted and inferences made from them." (in Saunders et al. 2009; 153). Thus, it was chosen to do a multiple method research, since the ethnographic study was only during a period of four days in Barcelona. To heighten the validity and reliability (Bryman 2012), it was decided to triangulate the knowledge and the empirical data, gained from the ethnographic study with both the interviews and the netnography, to reach a better understanding of what Camp Nou is in terms of thinking about it as a mobility hub, tourist attraction and a football stadium. In a definition of triangulation McGehee states: *"Triangulation simply means the use of more than two data sources (data triangulation), methodological approaches (method), researchers (investigator), or theoretical perspectives (theoretical) to approach a problem as a way to increase confidence in the results."* (2012; 14), which is supported by Bryman (2012) whom argues that ethnographers have started to utilise triangulation by following up on observations with interviews, as a mean to ensure that the observed data are not false. In the sense of exercising multiple methods in this thesis, the triangulation is used to not only enrich, but also engage a higher confidence in the analysis and discussion of the collected material. How these different data gatherings have been approached and conducted will be explained in the next section.

Different approaches

Approach to field work

This thesis has adapted an ethnographic method in the empirical data collection. The method is described by Saunders et al. as a *"research strategy that focuses upon describing and interpreting the social world through first- hand field study"* (2009; 591). In a historical sense, the ethnographic research method was primarily used for anthropological research, where researchers lived a long period of time among foreign and unfamiliar tribes (Bryman 2012). The research of this thesis, however, did not have the same timeframe, or economic options, to go as much into depth with the area of research as such mentioned large ethnographic research projects. A six-day period, including travelling days, from the 16th to the 21st of March was allocated to research at the point investigation, Camp Nou in Barcelona. This short period of time qualifies the project to be a micro-ethnographic study (Wolcott in Bryman 2009), which solely focusses on one particular sight and subject of mobility; at the football stadium Camp Nou. Due to travelling forth and back from

Barcelona, Thursday the 16th and Tuesday the 21st was not available for investigations. This left the period of 17th to the 20th to in the area near Camp Nou called Les Corts (Web: fcbarcelona.com – getting to Camp Nou).

Before travelling to Barcelona, a plan was scheduled for how the investigation would take place during the visit. The plan look as following:

- 17.03.2017 – Friday: Observe people, surroundings and the staging of the area, observe how people move around to and from the stadium, get an overview of how the area is structured.
- 18.03.2017 – Saturday: Follow up on last days' observations and see if there are any patterns showing, attend the FC Barcelona Experience Tour/Museum with the purpose of observing staging on the tour, people's performances, mobility implications.
- 19.03.2017 – Sunday: Attend the football match against Valencia C.F., attend and observe the area before the game and look for differences between match days and non-match days, observe the stadium during match days, be aware of the mobility at the stadium
- 20.03.2017 – Monday: Follow up on observations and look for patterns, look for changes between pre-match days, match days and post-match days near the stadium

Even though having a straightforward plan for what to investigate, this might not be enough to conduct a good ethnographic fieldwork, as Sarsby argues: *“Every field situation is different and initial luck in meeting good informants, being in the right place at the right time and striking the right note in relationships may be just as important as skill in technique. Indeed, many successful episodes do come about through good luck as much as through sophisticated planning, and many unsuccessful episodes are due as much to bad luck as to bad judgement.”* (in Bryman 2012; 431). In planning this study, the result might not only rely on where and what was thought to be investigated, but equally as much on how fortunate the place of observation is in that exact time-space sequence. Examples of fortunate and less fortunate positions while observing will be given in the forthcoming sections.

Ethnographic approach

One of the key issues and considerations relating to the ethnographic field work was the issue of whether to do the investigation covert or overt (Bryman 2012). It is argued that if the research is

done overt at a non-public place, you must negotiate access to the place, which results in people knowing that you are doing research (Ibid.). The ground of Camp Nou is controlled by the club of FC Barcelona (Web: fcbarcelona.com – Camp Nou), but some of the area of the stadium grounds is still open for the public, which was discovered when arriving at Camp Nou. Since the aim was to experience what part of the area that was shown to the public and how mobility was staged, designed, conflicted and implicated from above and performed from below (Jensen 2013), it was chosen to keep the study covert from both managers and visitors of Camp Nou. The considerations behind this decision was that it would be easier to observe people, both those working and those visiting, as well as the settings, without them behaving or performing differently as the result of them knowing they were being monitored. Only once did a guard ask what was being noted with pen and paper, however this was only because of her interest in what was happening, and it did not seem that she was asking of suspicion (Field notes). As this captured her interest, this lead to a conversation relating to tourism and visitors of Camp Nou, where she could give answer to relevant questions. The work with keeping notes of what was observed and the encounters with settings, visitors and professionals working in the area of Camp Nou will be described in forthcoming section.

Field notes by pen and paper

When working with this approach it is, according to Bryman, important to write down notes of what you have seen due to “*frailties of human memory*” (2012; 447). With all the impressions that are flowing around when entering a new area, it was found helpful to always keep a pad and pen in hand at all time. Therefore, the strategy was, when observing something interesting in relation to mobility or performances that could implicate mobility, this was written in the moment after observation. In retrospect, this approach could also have its flaws, as when the notes were being written, the eyes were not observing, which could result in missing key aspects in that exact moment. However, the pen and paper allowed me to gain an overview of the notes afterwards.

Another strategy could have been to either watch a period of time and then write down the observed, use a digital recorder or write down what have been observed at the end of the day (Bryman 2012). Nevertheless, reflecting on the words mentioned by Sarsby (in Bryman 2012), the ethnographic approach also relies on a fair share of luck when observing. In this exact study, with all the things happening at Camp Nou in that moment, this proved to be the most optimal strategy;

to write down when things were observed. Unfortunately, implications did appear, to this approach, on the match day where big bags, small bags and a lot of other things were not allowed to be brought in to the stadium (Field notes). Instead it was necessary to use the mobile phone and the noting program, which were not as smooth or easy to handle while being in the stadium. Nonetheless, there was no need to transcribe these observations as it could easily be transferred to the computer.

The noted observations were then later transcribed into a computer, as well as those observations, which were not understandable or in a clear sentence, were sorted out. This was done to make sure that there would not be implications in the analysis process (Bryman 2012).

While noting with pen and paper, the observations done during the visits at Camp Nou gave a lot of interesting observed inputs for the thesis. It was decided from the beginning that this should be backed by other observational methods. These methods were the use of photography, videos and a travelling journal. The methods and how they were applied will be further described in the next sections.

Capturing the moment with photography

When using a camera and photography as a mean to capture mobility, there is an interesting contrast as noted by Lisle who writes that the photography is *"the most still of visual objects"* (2014; 534). These visual objects could be either extant photographs or pictures taken with the purpose of researching (Bryman 2012). In this field study, it was decided not to use extant photos from either newspapers, visitors, stadium managers etc. (Ibid.), but rather focus on taking relevant and interesting, or conflicting, pictures in relation to the observed. This should document and display truthful pictures of what Camp Nou is. However, the exact truthfulness of a picture could be up for a debate, as when Lisle argue; *"We still want to believe that the camera never lies and that photography give us direct access to the truth by capturing a fixed reality and delivering it to us in an unchanged form. This assumes not only that there is a more 'real' world existing prior to acts of representation, but also that photographs themselves are static and inert objects faithfully representing that fixed reality to viewers."* (2014; 536). By arguing this, the moment the photograph is taken, it will also be that exact moment that defines what is truthful, as what happened prior or after will not be captured. This leaves an enormous pressure on the photographer in capturing what

wished to be documented by picture, at the exact moment it happens. An example of an interesting situation which did not get captured on camera, were at the substitution bench. Here a group of young men had decided to reinforce the experience and play the tunes of the Champions League Hymn through a portable loudspeaker (Field notes). Here, something sudden happened, which was not prepared or scheduled, but showed an interesting way of performing, which caused mobility implications for others. This would have been fruitful, had it been captured either as a photograph or in a video, yet due to the unforeseen, it was not possible to capture this, as the camera, at the time, had been tucked away. When realizing what happened, it was too late. The use of photography, though, did help clarify and exemplify situations, objects, settings etc. that otherwise would have been too difficult to write down with a pen and paper, in such a rapidly changing setting. In addition to these photographs also video recordings were used. These video footages helped to capture things that were not possible to do with a still-picture.

Using video recordings

The use of video footage during the investigative process has, as previously mentioned, some advantages compared to a still-picture. It can capture the mobility evolving and deliver an understanding over time, which aspect the still-picture cannot entail. In relation to the interviews done after the field work, it does also have some advantages. Paul Simpson have used the method of video recording to observe mundane cycling, because as he argues *"When I first met with the various cyclists involved in the project, many were quick to mention the relatively rare, and at times spectacular, events from their recent experiences of cycling. Many excitedly recounted near misses with traffic, being knocked off their bike by white vans, or being 'cut-up' on the way to work that morning. Many also were quick to mention particularly bad roads, difficult junctions, or problematic cycle-infrastructure. And these are obviously important aspects of their experiences. However, the rest of the routine and uneventful travel that constitutes the majority of their past, present, and likely future commuting experiences was not so readily offered up for discussion"* (2014; 542). With this as an inspiration I wanted to capture some of the events, during both the experience tour/museum and the match, that might not be remembered as well by interviewees, described through field notes. An example of this could be the video of people queueing for tickets to the experience tour/museum. Here people started to negotiate pathways through and around the long

queue, instead of waiting till the queue had disappeared, even though there were no obvious paths to walk through (Video: negotiating paths - <https://youtu.be/2ruvSCDgJL8>).

The use of video also helped capture other relevant indicators of sound (Video: players tunnel - <https://youtu.be/CaSgrsQliEs>), crowded places effect on mobility (Video: walking in crowded space - <https://youtu.be/Wgp8OKtSu0A>), overviews over specific security aspect (Video: match day outside stadium - <https://youtu.be/TrNRUFWo2XA>), match day atmosphere (Video: match day inside stadium - <https://youtu.be/XLXWWX4TAec>), or just the movement of climbing a stairwell during the experience tour/museum (Video: climbing stairs - <https://youtu.be/c665zvLrGf8>). These are examples where video footage “‘can capture aspects of social situations that are difficult for the researcher to notice’ through more traditional forms of observation and note taking.” (Brown in Simpson 2014; 544), but it also helps remembering what was observed at the exact moment of the observation.

The decision of what should be recorded, relied on situations where still-pictures were considered not able to fully cover the situation. This also means that the responsibility of capturing the right moment were entirely on the shoulders of the researcher. As an example, a recording of people’s reaction, before the match, when the stadium speakers were playing the ‘FC Barcelona chant’, resulted in another outcome than firstly expected (Video: singing chant - <https://youtu.be/gdWd07Lt7yo>). The reaction anticipated was clapping and singing along, instead people engaged in another mobile performance, as they reached for their camera or smartphone and started recording the séance. This clearly showed how it is not possible to anticipate people’s performance, yet another interesting recording of performance came to light.

A link for viewing all the recorded videos and pictures have been put in the appendix: Pictures and figures.

Reflecting upon the observed events

The travel journal, or diary, of the stay in Barcelona, was chosen as a mean to assist the previous discussed methods used, while conducting research near Camp Nou. The journal functioned as an “*aide-mémoire*” (Saunders et al. 2009; 499), allowing thoughts of what was observed, and how this affected the experience, not only in a sightseeing fashion, but also more in a strategic researchable

fashion, to be written down. While scrabbling down the words, it helped getting attention to what should be in focus the following days, as each day developed new thoughts.

Besides giving remembrance of what have been experienced, it also helped mapping down the route of where observations had been done, and what changes might have occurred during the days, such as the difference in non-match days versus match days (Field notes). This journal, in combination it with the different methods, provided an overview, which could be recalled every evening when planning the next day's events.

As mentioned previously, the different ethnographic approaches were chosen to be triangulated and mixed with other methods, such as interviews. These interviews, and the preparation of them, will be explained in the following section.

Approach to interviews

Interviews was chosen as method to obtain empirical data from tourists, whom have visited Camp Nou. The method of interviewing *"...includes a broad range of techniques, spanning from highly structured, standardized, closed questions, to unstructured, open-ended conversations."* (McGehee 2012; 1), which leaves the researcher with a wide-ranging palette of interview approaches, in which the semi-structured interview was chosen for this thesis.

The semi-structured interview allows the researcher to use an interview guide (See subsection: Working with an interview guide), while also expand on this interview guide, based on the flow and the answers of the interviewed (Bryman 2012). Utilising interviews, and the flow of these, allows the researcher to capture the experiences of the interviewee in their own words. This gains the opportunity to reach aspects, considerations and complications, which might have been neglected if it was gathered through a quantitative method, such as a survey or similar (McGehee 2012).

The interviews, for this thesis, was done over a period of four days with people from both the western and eastern part of Denmark. The people who was selected to be part of the interviews, was found through an online social media. Here a post was spread asking if any, who had visited Barcelona and Camp Nou, would be interested in participating in an interview, related to their visit and their experience. An implication, when choosing individuals this way, could arguably be how it is not representative for each individual visiting Camp Nou. With this in mind, four individuals with

different backgrounds, and different affiliation to FC Barcelona, Camp Nou and football, was selected to ensure various aspects of thinking (See subsection: Interviewed persons). This differentiation, within the interviewed individuals, brings a broader perspective, into this thesis, as these people have visited the football stadium of Camp Nou on different occasions and with different reasons for their visit. Another reason for choosing individuals with different aspects, and approach to the football stadium, was to study their lived experiences. This is also in coherence with the ethnographic approach, which was adapted in the fieldwork. The lived experiences are argued in Pansiri's 'Doing Tourism research using the pragmatist paradigm' as: "*...qualitative inquiry deals with human lived experience. It is the life-world as it is lived, felt, undergone, made sense of, and accomplished by human beings that is the object of study*" (Polkington in Pansiri 2006; 229), and in prolonging to this, it was desired to dig deeper into these interviewed individuals' experience in relation to subject of mobility in this thesis.

The sample size for these qualitative interviews was chosen to be four individuals, which can be argued to either be too little or to many (Pansiri 2006). Nonetheless, in discussing the sample size, Patton argues that it depends on "*what you want to find out, why you want to find out, how the findings will be used, and what resources you have for the study*" (In Pansiri 2006; 229). Two aspects affected the sample size; the first occurred when triangulating the gathered data, with the other methods applied. Here, the 'trustworthiness' of the data will be enhanced through the process of triangulation (McGehee 2012), leaving the number of interviews sufficient, as the interviews, combined with the ethnographic and netnographic study, provided adequate data for the analysis of this thesis. The second aspect was the resources available for this study. An optimal situation would have been to interview people during the fieldwork, where the individuals would have the experience in "fresh" memory. However, due to time and economic considerations, it was decided mainly to focus on the observational study in Barcelona. Afterwards, upon returning to Denmark, the interviews captured the full attention. The individuals, whom was interviewed, will be introduced in the next section, clarifying the choice of these.

Interviewed persons

The individuals chosen for the interviews was chosen with the considerations of Cresswell (2010) and Edensor (2000) in mind. They argue how, among other, gender, social relations and different

group identities influence people's behaviour, movement and interactions. When choosing the different individuals, it was important they had not visited the Camp Nou together, nor did they share the same social circles. By differentiating on this, it was anticipated that various interpretations, observations and experiences would come to show, when answering the questions during the interview.

The four individuals have different relationship towards FC Barcelona and Camp Nou. The first interviewee was Jonas, a 28-year-old male Business School teacher from Esbjerg, who is a devoted fan of FC Barcelona and has visited Camp Nou multiple times during the years, both with family and friends (Interview Jonas). The second was Mads, a 28-year-old male public school teacher from Ølgod, who is a devoted football fan, yet in his own terms not at all a FC Barcelona fan. He still has visited the grounds of Camp Nou multiple times, both alone and with family, both for the experience of the stadium and the sight, as well as watching a match (Interview Mads). The third was Mette, a 22-year-old female student from Esbjerg, who is neither a football fan or a fan of FC Barcelona, but has visited the ground due to a study trip with her AP Degree in Service Management (Interview Mette). Lastly Nina, a 43-year-old women from Hedehusene, who works as a pedagogue and chairperson of the local football club, FHF, visited Camp Nou for both the experience tour/museum and a match during a football tournament abroad, with the club she where she is chairperson (Interview Nina).

These differentiated backgrounds were chosen to give distinctive stories and answers to the questions asked. This came to show in different answers during the interviews, in how they had perceived the experience, where those, Jonas and Mads, who had visited the stadium multiple times, had better recognition and remembrance of the place, than Mette and Nina who had only visited the stadium once (Interview Jonas, Mads, Mette, Nina).

In the selection of these individuals, it was preferred that all four had experienced both a match and the experience/museum tour, but due to problems in the communication prior to the interviews, only 3 out of 4 had attended both. Jonas, Mads and Nina had attended both, while Mette only had attended the experience/museum tour. Nonetheless, the experience and valuable insight, which was given by Mette on this matter, are still considered useful to the subject.

As all interviewees are non-professional travellers, nor engaged with any professional organization related to the subject, the matter of confidentiality was not an issue (McGehee 2012), making it easier to ask the questions needed for the project.

Environment of the interviews

Each of the four interviews was conducted at the homes of the interviewee, as this should make them feel more comfortable, while at the same time remove the pressure it can bring, attending new surroundings, which might consequently influence their answers. The thought of doing the interviews in the interviewees homes, was also one of the reasons why the interviews was done over a period of four days, instead of one or two. A side effect of conducting the interviews over a couple of days came to light, as the researcher had time to consider the answers, and reassess, before doing another interview.

Three out of the four interviews were done as one on one interviews, which had a good influence on the interviews, as the concentration and depth of the answers seemed more considered by the interviewees. The last interview, the interview with Nina, could not be conducted as a one on one session, as she had kids she needed to take care of while doing the interview. The result of this can easily be seen in the length of the interview, where the interview with Jonas and Mads as examples, who also had done both the tour and experienced a game at Camp Nou, lasted between 38 and 56 minutes. As a counter, the interview with Nina, whom has attended similar experiences at Camp Nou, only lasted approximately 20 minutes. This transpired even though they all three received around the same amount of questions related to their experience. The structure of these interviews will be further described in the following segment.

Interview structure

When choosing how to structure the interviews of this thesis, it was considered how the structure could be most beneficial in relation to the data collection. Three types of interview structuring were considered; structured, semi-structured and unstructured/in depth interviews (Saunders et al. 2009). As it were the intention to both explore and explain different experienced situations of the interviewees, the most relevant would be either to take a semi-structured or an unstructured approach (Saunders et al. 2009). These two types of interview structures leave the interview open

for getting into depth with the interviewee, whereas the structured interview would keep the interviewee on the path set by the interviewer (Bryman 2012). The structured interview relates mostly to the quantitative and strict way of asking questions, with a great focus on validity and reliability (Ibid.).

As it was chosen to do the interviews after the fieldwork and ethnographic study, the interviews were conducted on the background of the data collected. This decision opened the possibility of utilising an interview guide, in which the questions could be categorized into the different aspects of the experience (Bryman 2012); first part related to the overall experience and the area, second part related to the match experience, and the last part related to the FC Barcelona Experience Tour/Museum (Appendix: Interview Guide). In prolonging of the organization of the data collection, the use of semi-structured interviews was the inherent decision.

Even though using an interview guide Bryman argues that *“Questions may not follow on exactly in the way outlined on the schedule. Questions that are not included in the guide may be asked as the interviewer picks up on things said by interviewees.”* (2012; 471). This was also experienced during the interview séances with the different interviewees, where the interviewee started to elaborate on their own answer, and as a result answered questions that was to follow later in the structure. An example of this could be found in the interview with Jonas, where he was asked what influence it had for him, that he had seen the stadium on TV. He answered both this question, and as he went deeper into how the experience of sitting on the stadium and the number of tourists by answering, he answered a following question. His answer was: *“...It is not the same at all to see it on TV as being present at the stadium in person, but it gives an idea of what you can expect to see. I do believe that even though having seen it on TV, it seems bigger when you are present at the stadium. The game I saw at Camp Nou we sat above where the crows are turning, and they had done that five times before we reached our seats. If we had tossed a ball from where we were sitting, it would have created an earthquake when hitting the pitch. It felt like you were sitting just beneath the sky’s. But then again, you did not, because you could easily see the game, but it was bigger than I had imagined. The same with the atmosphere, you don’t get the same perception when seeing it on TV as when being on the stadium. The arousal, the excitement was very spectacular. When I was there it didn’t seem like there was that many tourists, but more the residents of Barcelona, and you could not have expected that...”* (Interview Jonas). These types of prolonging of the answers, by the

interviewees, was anticipated as part of the semi-structured interview approach. This resulted in forthcoming questions concerning this exact subject or category, where some questions were either left out, or elaborated deeper upon, as some questions were moved in the structure, to ensure a fluent transition in the conversation. The decision on what to do in the exact situation depended on the condition and the flow of the interview (Saunders 2009). The technique of knowing when to do what was adapted in relation to what McGehee argues as 'Active listeners' who *"are interviewee focused, supportive but non- interruptive, non- judgmental, accepting of difference, allowing for and listening to the importance of silences, and resisting the need to "fill in the blanks" by putting words into the informant's mouth."* (2012; 15). By undertaking this technique, during the interviews, it created a good flow allowing the interviewees to express what they felt important, when answering the questions. The task, as interviewer, then became to structure the interview guide in a way that did not interrupt the interviewees' answer.

Working with an interview guide

In the construction of the interview guide (See Appendix: Interview Guide) the process was influenced by Lofland & Lofland, who argues that one should consider *"Just what about this thing is puzzling me"?* (In Bryman 2012; 473), while also considering the experienced at Camp Nou during the fieldwork and theory by mobility scholars. Having this in mind, the interview guide was pieced together from the beginning of the project, during the visit at Camp Nou and up until the first interview was conducted. By putting down thoughts from discussions with a reading group, classmates and theory, the interview guide was divided into three subjects:

- Overall starting questions
- Match day experiences
- FC Barcelona Experience Tour/Museum experiences

The overall starting questions was asked as an 'icebreaker', to get the interview going. This section contained mostly closed, relatively easy questions (Saunders et al. 2009) such as 'have you been to Barcelona', 'did you visit Camp Nou', 'Are you a football fan' etc. This was to make the interviewee feel at ease and comfortable about answering the questions. Even though it was closed questions,

it was experienced that the interviewees naturally expanded to their answer without getting additional open questions. An example of this was when asking Mads if he had done any imaginations before arriving at the stadium he answered: *"The stadium of Camp Nou have always been something that you in some way could picture for yourself as I have seen it many times in TV. It has always been a stadium where you thought to yourself, 'this is a stadium I someday have to visit'. I did imagine that it would be something big, also because it has some kind of value for one as a football fan, and I was in no-way disappointed when you entered the stadium."* (Interview Mads). This answer of the relative closed question was deepened without an additional question of what imaginations he had done, instead it was possible to ask a probing question (Saunders et al. 2009) as a follower to what he had seen on TV and what effect this had, which gave additional depth to the question (Interview Mads). Contrary to the answer by Mads, this question also showed that imaginations can be understood differently, as Nina answered the question by saying: *"Yes, because we were travelling with a big group of children and to be responsible for them while visiting the stadium takes a lot of preparation..."* (Interview Nina), which then lead to different kind of probing questions. This show how individuals perceive questions and situations differently.

While the first part of the interview guide mostly relied on closed starting questions, the next two sections about the match day experiences, and the FC Barcelona Experience Tour/Museum experiences, contained more in depth questions concerning the surroundings, experiences and mobility at the stadium area. Consequently, this section had more open and probing questions in its build up, as the aim was to explore and explain the experience (Saunders et al. 2009) these interviewees had at Camp Nou. These questions started mostly with the traditional 'how', 'what' and 'why' (Saunders et al. 2009) that could allow the interviewee to answer what he or she felt most relevant in the context he or she was facing relating to the question asked, and would be followed by a probing question. An example of this is when Mette was asked *"How was your experience of the area of Camp Nou?"*, and she answered *"There are very strict lines of where you are able to go and where to go. You get in at the same spot and out at the same spot. It is very obvious that this is where they want you to be, in a very small space taking the size of Camp Nou into consideration."* (Interview Mette). This answer was followed by the probing question, which was not part of the interview guide: *"What did this do to your experience?"* (Interview Mette). This follow up question was relevant and possible due to structure of the semi-structured interview, and this ability to follow

up with additional questions was used multiple times, both to get deeper, but also as an active listener to make sure that the substance of the answer was understood correctly (McGehee 2012). As mentioned previously, the answers gained from the interviews was part of the data collection, which were triangulated with the data collected by the method of ethnography and netnography. The netnographic study will be discussed further in the next part.

Approach to netnography and choice of website

In addition to the ethnographic approach, with the visit of Barcelona and Camp Nou, as well as interviewing individuals, whom have attended this football stadium, a netnographic study were conducted. Netnography, being an online branch of ethnographic research (Shravanthi & Lavanya 2012) contributes the researcher an opportunity to investigate internet forums, discussion boards or social medias who facilitate interaction, opinion exchange or reviews among users (Andersen et al. 2015/Kozinets in Mkono & Markwell 2014).

By using the tool in data collection, it allowed this thesis to draw on distinctive internet reviews by individuals with different ethnicities, social status and gender. This type of reflection on the experienced by travellers is growing and hereby creating richer 'user generated content' (Mkono & Markwell 2014). This user generated content is important in the explorative approach of this thesis, as it show different and more explicit opinions of non-professional travellers, than if the collected data relied on professional and commercialised travelling guides.

TripAdvisor where chosen as the source of examination, as it is one of the largest online travelling review sites (Jeacle & Carter 2011), with more than 26.000 reviews of Camp Nou (Web: TripAdvisor – Camp Nou. Visited 13.04.17). These many reviews are considered able to provide multiple nuances and reflections needed in the thesis. The disadvantages of using Netnography could be contested to be lack of identity validation, reliability and integrity of information (Shravanthi & Lavanya 2012). This contention is both backed and challenged by Jeacle & Carter, who have examined TripAdvisor, and show that *"TripAdvisor has posted warnings within its 'write a review' section. Carrying the headline 'we have zero tolerance for fake re- views!' members are reassured regarding the site's commitment to credibility..."* (2011; 298). Even though having this statement from TripAdvisor in

mind, Jeacle & Carter still problematize the risk of reviews being biased in treating the reviewed site more positive or negative than actual experienced (Ibid.).

To avoid, in any way, influencing the writing of others or not to contribute to a biased understanding of the place, the research was conducted as a passive lurker (Mkono & Markwell 2014). This approach allows the researcher to observe and take notice of the written, without revealing the identity of the research, nor that research is being conducted at all in this specific travelling site, leaving people to continue as nothing is happening (Ibid.). By not revealing that research is being conducted of a sight, which is home turf of a world known football team, it is possible to not encourage the fandom of FC Barcelona to create an even brighter picture of the place, nor to boost fandoms of rival clubs to produce biased reviews telling the opposite of the place. This will create a richer and more valid study of the TripAdvisor page, without ruling out the possibility of biased fandom reviews are being posted. They were, at least, not encouraged by a researcher. Mkono & Markwell (2014) argue how researchers should be aware of this problem, as well as take precautions on how to deal with these issues. A precaution, taken in this matter, was to check the profile of the one writing the review, and then see if this person seemed legit or merely making biased claims regarding this exact site.

TripAdvisor is constructed with a 1-5 rating system, which according to Jeacle & Carter (2011) works as a symbolic token for the reviewer to score the visited site, hotel or restaurant. It is argued that a *“Symbolic tokens are media of exchange which have standard value, and thus are interchangeable across a plurality of contexts”* (Giddens in Jeacle & Carter 2011; 296), which allows everyone, whom has visited Camp Nou, to score the experience in an equal system. By having this system, TripAdvisor allows the registered users to share not only writings of the experience, but also grade what has been created for them to see, hear and sense with a numerical system. When studying TripAdvisor, however, it was decided to ignore the numerical token system, and solely focus on the written, as one grade of the experience, with a 5-star rating, could deliver one statement just as interesting, surprising or conflicting, as one rating of the experience with a 1-star. Because of this, one of the challenges, of investigating Camp Nou on TripAdvisor, was to separate the relevant posts, commenting on issues within the boundaries of the thesis, from those with an inane content. With

more than 26.000 reviews it was necessary to consider, and limit, the time used to scrutinize the TripAdvisor pages. As there is no aim of making a statistical measure of the answers given in the reviews, a non-probability sampling approach was applied (Saunders et al. 2009). Such an approach can potentially be implicated by bias from the sampler (Bryman 2012), however, this bias was challenged by acknowledging both positive and negative reviews of Camp Nou. This non-probability method relates to the exploratory approach of the thesis, and with the time limit in the collection of data from TripAdvisor, a self-selection sampling was chosen (Saunders et al. 2009). As claimed previously, though, the individuals giving their reviews on TripAdvisor did not know that they were being studied, so their review on TripAdvisor did not need their consent to be applied in this thesis.

The retrieved data from TripAdvisor was obtained through different strategies. Due to the time considerations, and a lack of clear strategy in the beginning of this study, the data was collected firstly by reading one review after another. This, consequently, showed to be a time-consuming strategy, so instead the option of searching among the visitor reviews, through search words, were chosen. Relevant and mundane words such as: walk, mobility, tour bus, restriction, pace, queues, safety, safe etc. were used here. These words were chosen as search words, due to their resemblance of the experienced through the field study done beforehand. The last strategy was clearly more efficient, and hence gave better and richer results.

Time of study

The study of the football stadium of Camp Nou was done as a cross-sectional study (Bryman 2012/Saunders et al. 2009). This type of method is argued to be *“the study of a particular phenomenon (or phenomena) at a particular time.”* (Saunders et al. 2009; 155), and due to time constraints of this thesis, the time of data collection was dammed to a short period of approximately one month, starting with the travel to Barcelona. By having constraints on the timeframe of this thesis writing, it also eliminates the possibility of doing a longitudinal study, which also are called the *“‘diary’-perspective”* (Saunders et al. 2009; 155). Relating to the applied ethnographic method, and hereby observational studies, it would preferably have been useful to undergo a longitudinal study, had this been the only method applied, yet, the application of other methods as interviews and netnography, the cross-sectional study display a snapshot of Camp Nou at the time of this study.

Literature review

In this section I want to account for the literature which are either used directly, or as an inspiring source in this thesis. At first, the new mobilities paradigm (Sheller & Urry 2006) will be scrutinized with the purpose of clarifying connection and relevance to this thesis, and to objectify the frame of which recent mobilities research has been done. Secondly, the spaces, the design and spatial environments, as well as the dynamics within these spaces, will be discussed, as they will bring understanding of the relevance towards the subject of this thesis – the spaces in and outside of Camp Nou. Third, football, stadiums and the importance of familiarity of the area among those visiting stadiums, will be undertaken. Fourth, the staging of tourism and mobilities will be examined, with the aim of getting a clearer understanding within how and why these two subjects are staged from above and below.

“The New Mobilities’ paradigm”

In a historic sense, a great deal of economic historians have considered mobility as a formula of getting from A to B (Colin Divall 2014/Cresswell 2010). In contrast, sociology have considered mobility as a construction of social mobility, where individuals act within the socio-economic scale, with the opportunity to rise or fall within social classes of a society (Mimi Sheller 2014/ Vannini 2010). In extension to this, sociologists have, according to Sheller & Urry, *“failed to consider the overwhelming impact of the automobile in transforming the time-space ‘scapes’ of the modern urban/suburban dweller”* (2006; 209). Within other research fields, such as migration and transport geography studies, the focus has often been one-sided, focussing *“on a particular form of moving”* (Cresswell 2010b; 552). In prolonging of this neglecting to combine different forms of movement, assisted and non-assisted, by mobile object, lead to the consideration by Mimi Sheller & John Urry (2006), contesting the need of a ‘new mobilities’ paradigm’. The need for a new mobilities’ paradigm is a result of the world getting increasingly more mobile, where people are traveling across the globe for all of different reasons. In order to create this new paradigm, the paradigm needed to take contributions from different directions of science, such as *“...anthropology, cultural studies, geography, migration studies, science and technology studies, tourism and transport studies, and sociology...”* (Sheller & Urry 2006; 208). These different approaches to mobilities will enrich this thesis, as a football stadium, such as Camp Nou, is probably not considered a typical tourist

attraction or mobility platform. It is a workplace, a transit point, a weekly cultural meeting point for locals, and a point of situational embodied performances, which cannot be acted out in other spaces (Edensor 2015). Therefore, drawing on different scientific branches allows this thesis to get a wider approach and qualifies deeper knowledge on the subject. Even though, they set a need for a new paradigm, it is still argued that this should not be a “*grand narrative*”, but rather a direction for which “*...questions, theories and methodologies*” are set (Sheller & Urry 2006; 210).

As Sheller & Urry writes in the first sentences of their article: “*All the world seems to be on the move. Asylum seekers, international students, terrorists, members of diasporas, holidaymakers, business people, sports stars, refugees, backpackers, commuters, the early retired, young mobile professionals, prostitutes, armed forces - these and many others fill the world's airports, buses, ships, and trains. The scale of this travelling is immense.*” (2006; 207), but at the same time disputing that social science has neglected to consider the fact that individuals and objects move to create interactions with each other (Sheller & Urry 2006/Vannini 2010). By connecting movement of objects and individuals, the ground basis of researching tourism as a direction in the field of the ‘new mobilities paradigm’ is set, since traveling across the world rise questions about how tourists intervene with social, economic, cultural and practical implications while traveling. This relates to notion of Hesse (2010), contesting “*no single place is economically or socially independent because it is bound up in a network of interaction and interdependency*” (in Shaw & Docherty 2014; 27) and further by Sheller & Urry stressing how everything somehow is connected by “*at least thin networks of connections that stretch beyond each such place and mean that nowhere can be an ‘island’*” (2006; 209). Consequently, cities and destinations are chained with the tourists in a cohesion caused by the ever-stretching mobility and the interdependency linking them together. In the case of football tourism, it will be interesting to discover how the tourists interact with settings and each other, as well as with those living and working in, and around, the stadium as well as those enabling the mobility to and from the stadium.

This interdependency in mobility is often associated with “*immobile platforms*” such as “*transmitters, roads, garages, stations, aeriels, airports, docks*” (Sheller & Urry 2006; 210), but new technology compose an exceedingly larger role, as new modern technology are innovated and invented (Sheller 2014). These inventions, in technology, could be the GPS system, which allows

tourists, on the move, to navigate easily in foreign landscapes. Simultaneously, developing communication systems, allows people to have interpersonal interactions of messages, pictures and information over longer distances (Sheller 2014/Sheller & Urry 2006), which is seen at numerous tourist destinations.

The “new mobilities’ paradigm” appeals to a more fluid research approach, not only focusing on the transport form of driving when moving forward (Sheller & Urry 2006;), but rather seeing the bigger picture, while considering the interdependency of other dynamics and the complexity of what influences how and why we move. Examples of research, on the complexity of mobility, could be seen in the chapter of queues by Gillian Fuller (2014), who contests that queueing is a matter of social, moral dimensions and values, where control and undefined laws of queueing is being scrutinized. In comparable reflections by Peter Adey (2008), he lays the foundation of bringing mobilities together with affect, considering what impact and influence airport design and architecture, security and signage has on the senses of people moving around. This is interesting, since it has been discussed that architects previously have deemed all user of a transit station to be likewise, or even disregarding the importance of taking into consideration, that individuals are different when working on the creation of transit points (Imrie in Bissell 2009; 175).

The ‘new mobilities’ paradigm’ have either been the starting point, or had great influence, on many research projects and will also be of influence in this master thesis, as will the following reviewed theories and models of mobility.

Spaces and platforms of mobilities

The concept of mobilities in the new paradigm covers, as noted in the previous sections, the multitudes of movement and interactions of people and objects. However, what facilitates these movements is often a more immobile creation and design of spatial surroundings. One of the notions, influencing the ‘new mobilities paradigm’, was the spatial turn, where “*there is now a growing interest in the ways in which material ‘stuff’ makes up places, and such stuff is always in motion, being assembled and reassembled in changing configurations.*” (Sheller & Urry 2006; 216). This was in strict contradiction to what spatial capabilities and place surroundings meant to Relph, who described ‘*roads, railways, airports*’ (in Peter Merriman 2014; 200) as places of ‘*placelessness*’,

or a non-place since *"no one is at home in the airport"* (Christiansen 2008; 6). Their simple function was condensed to merely making mass movement of people possible (Peter Merriman 2014/ Bale 1993). This view is contested by Peter Merriman, whom states *"... there is a danger that such sweeping interpretations overlook the diverse ways in which people inhabit these spaces and landscapes."* (2014; 200), and in relation to football stadiums, Edensor show how another football club, Manchester City, have attempted to diminish the placelessness by making the stadium an attraction for social interventions between fans and tourists, developing an environment supporting a sense of place (Edensor 2013). Edensor contests how Manchester City have tried to do this by *"In other measures to cultivate a sense of place, a huge new training complex is being developed adjacent to the Etihad, buskers have been encouraged to play outside the stadium, a superstore has been developed, frequent use is made of the stadium for rock and pop concerts, and players and current manager, Roberto Mancini make travel announcements for those travelling on the city's trams to- wards the stadium. In addition, on match days, there has been a steady increase in the badge and scarf sellers, fanzine peddlers, ticket sellers and burger vans that further imprint City's identity on space and echo the experiences of Maine Road"* (2013; 86-87). This shows that modern stadium managers might be aware of how they facilitate and develop stages, and in doing can encounter the stadium not becoming 'placeless'. Another contesting statement is made by Peter Adey (2008), in his 'Airport, mobility and the calculative architecture of affective control', where it is discussed how an airport design is affecting the way people act during their visit in an airport, and how this design and architecture of space is a political decision. The political considerations of an airport show how the weight of security is heavy, but due to the development during the past years, architects of immobile surroundings now must consider the consumeristic facet of getting visitors to spend more money in tax-free shops, while being on the move (Adey 2008). This is an act of ensuring people feel safe, guiding them in the right direction, while placing stores in easily accessible points of the airport (Ibid.). This is accomplished by not considering airports as placeless, but rather situated spaces for mobility and expenditure. Another aspect contesting the railways as placeless is found in the literature of M. T. Jensen et. al. (2016), which show that places of railways can become more than just a placeless object, but rather a source of enriching travels in diverse rhythms through the experience of different materialities and meetings with the political structure of the organisers behind an interrail pass. The example of Adey (2008), Edensor (2013) and Jensen et. al. (2016)

exemplifies how the notion 'placelessness' can be argued to neglect the multiple facets of spatial possibilities, or are at least be un-critical to the sense of place. As contested by Sheller & Urry, immobile platforms such as "... (*transmitters, roads, garages, stations, aerials, airports, docks*)" (2006; 210) are interdependent to mobility, as they support the movement of objects and people. In the same way, one could argue; football stadiums facilitate movement, interaction and situated performances among the visitors and, in this sense, become an immobile platform.

When contemplating immobile platforms, the design and architecture of such works as important factors. It is stated that the access to the immobile platforms are often being hindered by political decisions, creating unequal terms of mobility regarding "*bodily ability, age, ethnicity, class, gender, and region of residence*" (Vannini 2010; 117/Bissell 2009; 174). Thus, David Bissell (2009) claims that when designing a spatial area, it is important to consider people and groups as different, and not as homogenous entity, since people uses spaces differently. In relation to this, Bale's article regarding 'The spatial development of football stadiums' explains how spaces and people at football stadiums, over time, have been segregated by uneven terms (Bale 1993). This have been shown to happen both due to social status (Bale 1993) and control (King 2010). By this, people of higher social status are being treated different regarding comfort, security and general hospitality, getting less restrictions and surveillance plus receiving more attractive benefits of hospitality. In relation to Camp Nou, it is interesting to see who have special rights on the stadium, how are people segregated and on which terms.

In relation to crowded areas, such as football stadium, one of the issues that can phase people situated in these environments, is the act of queueing (Fuller 2014). This is, as previously mentioned, an act of slow-mobility and moral dimensions where values are often situated in the immobile platforms due to the shape, design and control of space (Fuller 2014). Fuller contests "*If speed and movement is a commodity then delay is the control*" (2014; 212), meaning that when people are in a queue they wait and only move when the authority tells them to.

The queue is disputed to be an undefined law, which often is international recognised and observed meticulously by those involved, watching whether somebody defies the law and become an immoral person, in which the rest can gaze upon with condemning glances (Fuller 2014). In contrast, the notion of 'friction' by Tim Cresswell (2014) tells us how when moving people intersect with

people queuing, the normal reflex would be countered by this lesser movement, simple by walking another way (ibid.), but this intersection of two cadences could also have another effect of slowing people down (Ibid.), resulting in friction becoming a measure of control. Friction can also become a consequence of politics, where certain groups or individuals, due to their status or nationality, get the benefit of cutting the queue, slowing other people down, while accelerating themselves (Cresswell 214). As with business people, or people from higher social class, whom often travels through airports, they do not have to undergo ritual of security clearance in the same fashion as the normal economy class travellers (Bissell 2009 / Cresswell 2010). Today, queues can often be jumped if you are willing, and able, to pay the necessary amount, which causes friction in these spatial environments (Fuller 2014; 212/Cresswell 2014). This could be an opening for a discussion whether it is immoral queue-jumping, or the result of a political decision to facilitate a consumeristic behaviour among the visitors.

Another aspect of spatial design that, according to Allison Hui, often is disregarded in mobility research, is the idea of 'enthusiasm' even though "*Enthusiastic relationships between people, things and ideas shift the capacity and potential for mobilities*" (2014; 173). By using enthusiasm in the design, enables the opportunity of creating special atmospheres among visitors of the spatial environment. Hui presents three types of enthusiasm in mobility: "*...an atmosphere for mobilities within spaces, as a force pushing people through space, and as a lure pulling people to spaces.*" (ibid.), which becomes relevant when discussing football stadia designs; what pushes and pulls, what is happening and how atmosphere surrounding is described. A football stadia is full of atmosphere, rhythms, interactions and movements (Edensor 2013) and as Letherby and Reynolds claims "*it is not just that travel/mobility shapes emotions but also that emotions shape mobilities*" (in Hui 2014; 178). This could draw an image of a football stadia with the potential of creating special enthusiastic feelings.

The spatial opportunities, designing multitudes of sensuous spaces and environments, show how visitors interact with the facilities at Camp Nou. Analysing how the stadia space engages with the mobility, for those on the move in speed and for those strolling in a lesser tempo, such as tourists, show a larger picture of stadia space.

Football, stadiums and familiarity

In relation to the spatial scene of football stadiums, Bale contests how the result of the development of these stadiums have been “.... *colonizing existing land uses, multifunctional landscapes giving way to monofunctional sportscares*” (1993; 125). These monofunctional stadiums have over time gone through development in equal to the game of football, as well as the society attending them (Bale 1993 / Paramio et. al. 2008). Paramio et. al. contests that European football stadiums have gone through a process, from being modern to being postmodern stadiums (2008), and it is argued that “*the operation of stadia beyond match days now matters*” (Paramio et. al. 2008; 531). The realization of the potential in utilising club and stadiums, among the owners, have resulted in stadiums being more multifunctional, now facilitating multiple events, museums and taking a more touristic approach (Ginesta 2016/ Stevens & Wootton 1997). This development to post-modern stadiums could, consequently, result in some clubs moving their stadium to another part of town due to lack of space. This can create tension with the local society and the fans, since these, according to Bale (2000), who introduced the term of ‘topophilia’ (love towards the stadium and place in relation to football stadiums), are not interested in the stadiums moving away from their society. The love of the place has been argued as the reason for FC Barcelona staying in the area of Les Corts, even though a former president of the club suggested otherwise (Shobe 2008; 96). The topophilia towards the space, history of a football club and fandom (Shobe 2008) can result in what Edensor (2001) argues as mediatized spaces, where people travel to a destination to experience what they have seen through different medias.

Edensor contests how a football stadium is a mixture of discursive feelings and atmosphere, where factors of architecture, the individual people and interactions between fans, from both home and away teams, as well as players have great influence (Edensor 2013). These actions bring mobility into the football stadium through cheering, unreflexive movement because of incidents in the football match and coherence with other regulars of the stadium, which have created a familiarity through multiple visits (Edensor 2013). In correlation, this thesis want to contribute to the understanding of how a football stadium, in modern time, have become more than just a football stadium and more a place of experience both on and off match days.

In relation to the mobilities approach of this thesis, it is interesting to see what effect this

‘experience’ have on people, including tourists and others, visiting a football match in Barcelona, since visiting new places can create a ‘disorientation’ (Edensor 2013). Giulianotti contests that the recent upgrades of football stadiums have resulted in a ‘mallification’, which makes them, in relation to architecture, predictable for new visitors (in Ginesta 2016). Taking this into consideration makes it interesting to see if movement around the stadium is somehow easy for visitors, leaving behind the only unfamiliar aspect; the social interactions and movements during the game. It should be noted, how this contention can be generalising when discussing places where tourists have never been before.

Staging tourism space and mobilities

When staging tourist spaces and mobilities, a lot of different factors come into play. Edensor (2000) claims that tourism spaces can be constructed in two different ways, either as enclavic or as heterogeneous spaces. Where enclavic spaces are framed, and staged, towards tourists, the heterogeneous spaces are a more non-developed tourist destinations, hence with less control and staging of spatial surroundings (Edensor 2000). In this context, it is interesting to see how a football stadium is staged from above and below as Ole B. Jensen contests in his ‘Staging Mobilities’ (2013). According to Edensor (2000), the touristic performances are acted out within the boundaries of spatial and social regulations, as well as how there are directed and choreographed by stage managers at the site. This denotes how heterogeneous places will be less choreographed than enclavic places. In the light of a football stadium, it will be interesting to see how the globalised concept of football, and a higher focus on security and risk management, as seen in the airports (Adey 2008) and other public places, has drawn football stadiums and clubs in a touristic enclavic direction, or if the stadium is perceived as heterogeneous space, not pursuing marketing strategies and enhanced consumeristic behaviour among their visitors (Edensor 2000).

Noting the concept of enclavic or heterogeneous place, which can be, more or less, directed from a centre stage, it is contested that gender, social class and ethnicity cannot be neglected when researching tourism behaviour (Edensor 2001). These staged performances in tourism is a combination of social interactions and sensuous experiences, where the spectator explore physical designed scenography, which are affected by directors and choreographers wanting to show the ‘right’ picture (Edensor 2000 / 2001). In relation, Edensor (2013) also argues how football stadiums,

in professional football, is staged through special fan zones, music before, during and after the game, fans creating songs to support the players, as well as using pictures and design to create the right atmosphere. In addition to the atmosphere, enhancing settings are put on to the football stadium towards creating the best experience. Simultaneously, as previously mentioned, the aspect of safety play an important role in improving the stadiums (King 2010). It is argued that after several catastrophes around Europe, caused by bad design and architecture of the stadiums, these stadiums in their design have been subject to rethinking how seating was previously considered best (Ibid.). It is contested by King that *"First, in contrast to the terrace, the seat isolates. ... The atomization of the spectator hinders the group dynamics which lead to crowd activity and potentially to violence. ... Second, by isolating spectators and assigning them a particular seat in the ground, supporters are now subject to highly effective surveillance from the club and police within the ground."* (King 2010; 23). King have, in this chapter, related the construction of the surveillance on football stadiums to Foucault's panopticon view on modern day prisons (King 2010). Today, the focus on modern day stadiums have, according to King, focused more on the mind of spectators, by letting them know that they are being watched, as well as separating them in all-seater stadiums (King 2010). This type of surveillance can, in terms of embodied performances, according to Edensor (2000), restrict tourists and probably also locals' performances at, and in, the football stadium. By putting restrictions, whether it is camera surveillance of the seat where visitors are sitting or through guards monitoring the space, this can have a minimizing effect on the performances acted out by visitors at Camp Nou.

This relates to the work of Ole B. Jensen and his model 'The staging mobilities model' (2013; 6 / Figure 1), where he contests mobilities are staged 'from above' and power plays 'from below' (Jensen 2013), meaning that mobilities from above are decided politically when deciding on a travelling schedule for the metro, train or bus system, while the power plays from below when people on the train coupé intersect and negotiate how to go about each other (Jensen 2015). So, it is argued how considering the embodied performances and social interactions from below, with the physical stages from above, a picture of how mobilities are constructed will show (Jensen 2015). The thesis will adapt, and employ, extracts of the suggested vocabulary by Jensen (2013) such as the 'mobile with', 'negotiation in motion' etc. to explain the experienced and investigated performances at Camp Nou.

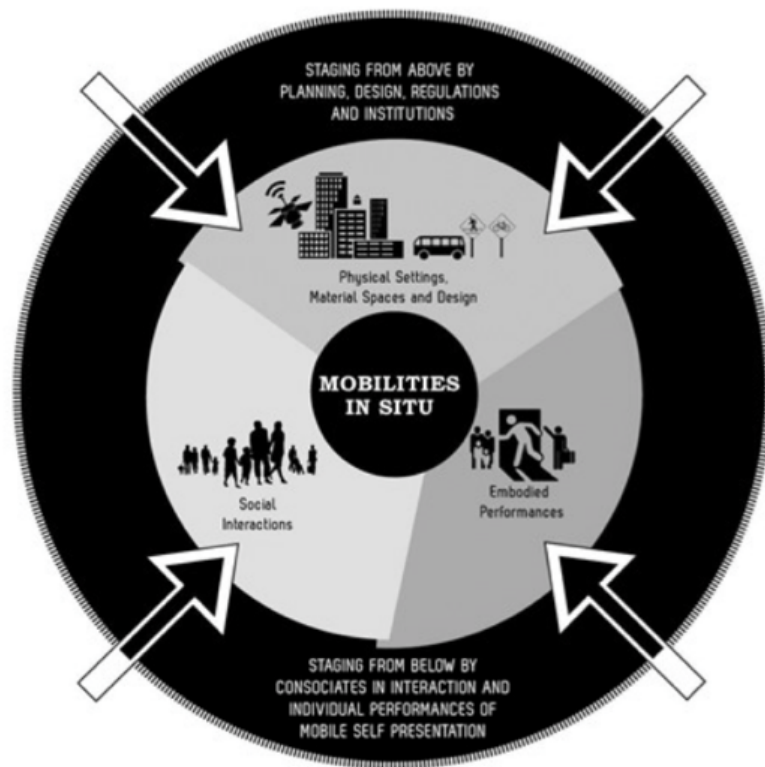


Figure 1 - Jensen 2013; 6 - The staging mobilities model

How literature will be applied

This thesis will prolong the thoughts of the new mobilities paradigm by considering how and why people move, while simultaneously taking the different thoughts and directions of the research fields into consideration. It is agreed how combining different fields of study, will benefit the overall research, and help gaining a deeper knowledge of the investigated, mobilities (Sheller & Urry 2006). This idea will here be transferred to the study of Camp Nou.

As an overall framework for the analysis and discussion, Jensen's (2013) 'The staging mobilities model' (Figure 1) will function, as this model offers the opportunity to study the staging designs of mobilities at Camp Nou, while also considering spatial structure, control, segregation etc.

By pondering upon the different themes of elaboration from above, i.e. spaces, designs, environments, stadium, tourism and platforms for mobile performances, this thesis will look at how these staged settings are perceived and negotiated by visitors. As introduction to the analysis, small sections elaborating on the city of Barcelona, the football club FC Barcelona and history of Camp Nou will be narrated. This will outline the settings and history of the analysed mobilities of the

football stadium. After these small accounts, the analysis will begin by seeing the stadium through another perspective, an airport perspective, splitting up the analysis in the sections of: Pre-departure, Transit area, Departure and Arrival. This perspective is set to give structure on the analysis, just as it will show how the football stadium can be considered and regarded in another perspective than merely a football stadium.

Barcelona – a popular city

The city of Barcelona is a Spanish city placed in northern part of the country, in the region called Catalonia. Even though being part of Spain, Catalonia has its own language, called Catalan. During the suppressing time of dictatorships, lastly under Franco, this language has been forbidden (Web: barcelonaturisme.com – history. Visited 24.04.17). Today, however, the Catalan language is a part of Barcelona's everyday life and are now the primary spoken and written language (Ibid.). The architecture has, as well, been subject of historic development, with the most prominent architect and designer in Antoni Gaudi, who has inspired and designed some of the most well-known buildings, such as the La Pedrera and the church La Sagrada Familia (Ibid.).

Barcelona stretches over an area of 102,2 km² (Web: meet.barcelona.cat – Location. Visited 24.04.17) and has a population of 3 million, including all the suburbs. 1,7 million people live in the inner city (Web: Barcelona.com – about. Visited 24.04.17). In relation to tourism, Barcelona has, within recent years, experienced a rising popularity from tourists around the world. According to Mastercard's Global Destinations Cities Index, Barcelona ranks as the 12th most popular destination in the world, with an increase from 6.91 million visitors in 2012 to 8.20 million visitors in 2016 (Report: Mastercard Global Destinations Cities Index 2016).

One of the key turning points for Barcelona, as a city, came in extension of the 1992 Olympic Games, where this event was *"an opportunity to carry' out extensive urban regeneration in both the city and region of Catalonia, and to tackle some of the city's planning problems and improve aspects of it's environment, especially infrastructure and transport systems"* (Stevens & Wootton 1997; 53). Looking at the infrastructure, this has resulted in Barcelona having several means of transport, benefitting both locals and tourists, including metro, trams, busses, taxis etc. (Web: Barcelonaturisme.com – getting around. Visited 24.04.17). Consequently, these means of transportation makes it possible to transport either via metro, bus, taxi, or drive oneself, to the stadium of Camp Nou (Web: fcbarcelona.com – getting to Camp Nou. Visited 24.04.17/Appendix: Traveling Journal). For tourists, it is also possible to use the two different guided tour busses, whom in their moving the tourists around the city make a stop next to Camp Nou, as this stadium is a part of their sightseeing tour (Web: Barcelonabusturistic.cat – Routes. Visited 24.04.17 / Barcelona.city-tour.com – What to see? Visited 24.04.17). The development is not only transparent within the infrastructure of the city. The stadium and football club has gained from this progress as well. As

mentioned, the stadium of Camp Nou hosts the football team FC Barcelona, and this club will be introduced in the following section.

FC Barcelona – mes que un club

Fútbol Club Barcelona, or as it is colloquially known; Barça (Shobe 2008), is the largest football club in Catalonia (Ibid.). The club was founded as a football club in 1899 (Ahlstrøm 2017), which have over the years grown to be more than a football club and is now present in the sports: athletics, baseball, basketball, futsal, hockey, handball, ice hockey, rugby, roller-skating hockey, ice skating and volleyball (Ahlstrøm 2017).

Through the years, a great part of FC Barcelona has been their political involvement in the segregation battle of Catalonia from Spain, which is why the club has *“functioned as an important vehicle for the expression of Catalan identity and Catalan national sentiments under the authoritarian regime of Francisco Franco”* (Shobe 2008; 87). This battle for independency from Spain by Catalonia and FC Barcelona, have according to Shobe co-created a place-based identity for those living in Barcelona supporting the club, which have also given the club the motto or political synonym of ‘Mes que un club’ (translated as: ‘More than a club’) (Shobe 2008). This political aspect of FC Barcelona has, over the years, generated complications in relation to the Castilian Madrid government. Under the ruling of dictator Miguel Primo de Rivera, the club experienced how their stadium at the time, Les Corts, was ordered to be closed due to whistling from the crowds during a Spanish hymn (Ahlstrøm in EA 2017). Also, under dictator Franco, the club was forced to replace their name of Fútbol Club Barcelona with the Castilian Club de Fútbol Barcelona (Ibid.). Up till this day, it is argued how the election of presidency of FC Barcelona, as much depends of the visions for the club as the political standpoint of the candidate (Shobe 2008).

A strategy helping to make the football club world famous, appealing to millions of people, has been buying world known superstars within football. Examples of these could include Maradona, Cruyff, Stoichkov, Laudrup and Romario (Shobe 2008/Ahlstrøm 2017). This strategy has resulted in FC Barcelona being one of the most successful clubs in the world (Stevens & Wootton 1997), winning Champions League five times (Web: Uefa.com CL History – Visited 25.04.17). Most of FC Barcelona’s

matches are played at the stadium Camp Nou, which will be briefly described in the following section.

Camp Nou – the stadium

Camp Nou is the successor of the previous stadium called Les Corts, which opened in 1921 and had the capacity of 60.000 spectators. It was, however, decided that this stadium did not have enough capacity for FC Barcelona (Ahlstrøm 2017), hence a construction of Camp Nou started in 1954 (Ibid.) and the stadium opened for football in 1957 (Paramio et al. 2008). This stadium has been argued to be *“one of the city's architectural marvels and the largest stadium in Europe with a capacity of 120,000”* (Stevens & Wootton 1997; 53). It was supposed to cost 350.000 €, but ended up costing approximately 2 million € instead (Paramio et al. 2008/Ahlstrøm 2017). The original budget was financed through sold shares, bonds and members buying season tickets for several years in advance (Ahlstrøm 2017), yet as the construction exceeding the original budget, the club had to borrow money from elsewhere and, later in that process, sell the previous stadium Les Corts in 1966 (Paramio et al. 2008/Ahlstrøm 2017). The stadium of Les Corts was then demolished and turned into *“houses, terrace houses and apartment buildings”* (Ahlstrøm 2017; 33).

Today, the football stadium is no longer able to facilitate 120.000 spectators, as it in 1998, due to FIFA/UEFA prohibited standing sections on the stadiums for European games, was significantly reduced (Web: fcbarcelona.com – A five star stadium. Visited 25.04.17/Ahlstrøm 2017). Even though reducing the capacity of the stadium, the stadium is still the largest stadium in Europe, with a capacity of just beneath 100.000 spectators when full (Ginesta 2016), and with seating as high up as 48 metres above the ground (Ahlstrøm 2017).

Besides the stadium, in close surroundings of Camp Nou, FC Barcelona have also build both a multi-arena for handball, basketball, hockey etc. and an ice skating rink (Stevens & Wootton 1997; 53). An overview of the area is shown in the picture ‘Figure 3’, where the names of the multi-arena, Palau Blaugrana, and of the ice skating rink, Pista de Gel, is shown. Also, it is possible to see the FC Barcelona Megastore which is the ending point when taking the FC Barcelona Experience/Museum Tour. This museum tour was introduced, as the first in Spain, in 1984 (Paramio et al. 2008), and had, in 1997, more than 500.000 visitors a year, which mostly consisted of one day tourists from the area of Costa Brava outside of Barcelona (Stevens & Wootton 1997). In 2011, the museum, and the tour,

were refurbished (Web: barcelonaturisme.com – Les Corts. Visited 25.04.17), and a statement from 2013 express how the museum of Camp Nou now had more than 1,5 million visitors, which made it the second most visited museum in all of Barcelona, only exceeded by the Dalí Theatre-Museum and above other museums as the Picasso museum (Ginesta 2016).



Figure 2 - retrieved from Google Maps

As seen in 'Figure 3 - Overview of Camp Nou', the area of which this tour takes place, and where people can go, are marked with blue or orange numbers. The issue of constraints will be further scrutinized in the analysis part. The tour and museum of Camp Nou is fully open almost every day of the year, except on match days in La Liga and Copa Del Rey, and the day before and on match day in Champions League, where only some of the area are open in a limited time (Web: fcbarcelona.com – Opening times. Visited 25.04.17).



Figure 3 - Overview of Camp Nou

The stadium of Camp Nou is rated as a five-star stadium by UEFA, which means that the stadium “...offer the most outstanding standards with respect to capacity (minimum of 50,000 seats), comfort for all types of users, hospitality, technology, safety and access.” (Paramio et al. 2008; 528). Though, having this status FC Barcelona have released plans of Camp Nou undergoing a renovation from 2017. When the restoration is done, the stadium will be given the name of Nou Camp Nou (Ahlstrøm 2017). The new restored football stadium should according to plans be finished in 2021 (Ibid.).

Analysis – seeing Camp Nou in another perspective

Pre-departure – Arriving at the stadium area

Arriving at the tourist attraction – Negotiating the mobility design

Normally, when considering football stadiums, one would think that they are closed for public use and visits outside of match days. This is not the case of a modern football stadium, which now facilitate both football matches and services such as museums and stadium tours focused on tourists (Paramio et al. 2008/Ginesta 2016). As previously mentioned, Camp Nou and FC Barcelona started to offer these services back in 1984, and hereby started what would become a tendency among other major European football stadiums, such as Bernabeu in Madrid, Old Trafford in Manchester, Allianz Arena in Munich, Emirates in London (Paramio et al. 2008/Interview Jonas/Interview Mads). So, the phenomenon of being able to visit a football stadium outside of match days is no longer new, instead it might, in larger cities with a famous football team, be considered more a norm that these football stadiums are a part of the tourist attraction palette.

Having open almost all year around, with more than 1,5 million visitors at the Camp Nou Experience Tour/Museum, this substantiate and enable space for mobile practices on, and around, the stadium located in the area of Les Corts in Barcelona. As with airports, the area of Camp Nou functions within a liminal space (Christiansen 2008), which is contained within the streets of Travessera de Les Corts, Avda. Arístides Maillol, Avda. Joan XXIII and Carrer de la Maternitat. Limiting the area within fences and gates, and with no one residing/living inside the gates, it could be argued to be a non-place or placeless (Christiansen 2008/Relp in Merriman 2014). By interpreting the football stadium, and airports, as such “... *there is a danger of that such sweeping interpretations overlook the diverse ways in which people inhabit these spaces and landscapes*” (Merriman 2014; 200). This would reduce the activity, complexity and desire from the visitors to a non-scaleable figure, which does not include lived experiences, atmosphere, stages and settings in the calculation. These complexities, at the football stadium, will be further shown as mobilities in the football stadium area is analysed.

As a start, the routing or tunnelling of people (Cresswell 2010) at Camp Nou will be elaborated. Having fenced-in the stadium area, the outside areas remains open for the public as it functions as

public roads and pavements, with normal traffic as pedestrians, joggers, taxis, trucks, busses of both public and guided tours, utilising them for everyday mundane transportation (Figure 4/Field notes/Interview Jonas).



Figure 4 - Bus stop outside Camp Nou

Seen from above, the staging of the area is set to facilitate tourism flows toward Camp Nou, using multiple public and private transportation forms, which stop next to stadium, or are at least in walking distance (See section: Barcelona – a popular city). The area in which visitors arrive, at the FC Barcelona Experience, is as previously mentioned, a confined area that restraints visitors from visiting zones not open for the public. These zones are extensively blocked by closed entrance gates and fences of massive steel surrounding the stadium (Figure 5).



Figure 5 - Gates of Camp Nou

This leaves the visitors with the only option of using the open gates on non-match days to enter the desired area. These gates are located and labelled with a red mark and a number on the map showing the areas of entrances and exits (Figure 3). Entrance 9 is the entrance closest to 'the street' and where one of the hop-on-hop-off busses arrive, while entrance 15 is the other bus stop for hop-on-hop-off busses, which together with entrance 15A allows people into the opposite area, which also houses the ticket office (Figure 3). The spatial area of the FC Barcelona Experience has two key entrance areas, which is seen in figure 3, where the entrances open during non-match days is shown. Having stopping points of the tourist busses at the two entrances, creates a natural flow of people through enclosed routes (Cresswell 2010). Engaging in the formation of routes is not only seen as a way to get people into the stadium, but a re-occurring stage setting of Camp Nou. The consequences of this managerial ploy will be further discussed and elaborated upon during the analysis. As Cresswell argues *"Producing order and predictability is not simply a matter of fixing in space but of channeling motion – of producing correct mobilities through the designation of routes."* (2010; 24), which will also come to show as some routes are more desirable than others at Camp Nou. The staging of routes into the stadium area does have, though for FC Barcelona, an appropriate function as it creates a flow, which pushes or drags visitors into the gates towards the stadium, creating what could be categorised as a sociopetal (Jensen 2013).

The sociopetal is, in contrast to sociofugals (Ibid.), a place where people are attracted to go as it proposes *"effective, interesting, stimulating or rewarding facilities for their activities"* (Jensen 2013; 47). The pulling of visitors into the Camp Nou area is considered natural, as the surrounding area lacks activities for visitors of Camp Nou (Interview Mads/Interview Jonas).

In the terminology of the airport, this area within the constraints and 'the street', before going on the experience tour, could be compared to the airports transit area. Here visitors have the opportunity, in a closed and safe environment, to eat at restaurants or consume in the multiple merchandise stores. This transit area of the football stadium also creates what Edensor terms as an enclavic touristic spatial environment (2007) on non-match days, even though it is possible to enter without any tickets. Usually enclavic environment is seen at hotels and resort areas (Edensor 2007), but through the development of the football industry, and here sport stadiums, realizing their full potential (Stevens and Wootton 1997/Paramio et al. 2008/Ginesta 2016), the notion of traditional enclavic environment is challenged. Considering the football stadium as an enclavic environment is

suggested, as a result of the process, in which football stadium managers are not only focussing on match day potential, as the growth potential of these have been reached (Paramio et al. 2008). The reach of this potential is contended as *"...opportunities for increasing revenue from these sources are becoming limited, a situation that has led British and Spanish clubs to explore new marketing, sponsorship and heritage services to maximize the economic return from their stadia on match and non-match days. In fact, the operation of stadia beyond match days now matters."* (Paramio et al. 2008; 531).

The functionality of these enclavic football stadium areas at non-match days are further scrutinized in the section of transit areas. However, before analysing further upon this, it is important to examine the arrival area at the stadium on match days, as the stadium transforms from being closed all the way around to be more of a complex mobility hub, for both tourists and local fans of FC Barcelona going to the weekly football match.

Arriving at the football match – experiencing the atmosphere

In opposition to non-match days, the day of a football match has a more complex assemblage of mobilities (Jensen 2013). Here, a period of the day is allocated for the assemblage of people, mostly with the intend of watching football. The area of activity, prior to the gates opening into the stadium, is contained in the surrounding streets of Camp Nou as noted in the previous section. In contrast to the arrival on non-match days, these surrounding streets are filled with people, both tourists and locals, waiting for the gates to open (Field notes). The ethnographic study showed a situated tactic (Kullman 2009), where people gathered at the stadium gates several hours before the first match whistle (Field notes). Through the interviews, it is shown that especially tourists and first timers at the stadium, arrive early to experience the atmosphere around the stadium (Interview Mads/Interview Nina/Interview Jonas), which Mads mentions in the interview: *"... gives one the time to absorb this..."*. Comparing to the airport, people also arrive hours before the flight. This happens as the tourist are to engage in security measures (Adey 2008), which offers a different perspective of why the tourist arrive early, yet the situated tactic of arriving early are present in both cases. This, both at airports and Camp Nou, have influence on the mobility of the area. As an example, the fluid traffic space is affected (Kullman 2009), which at Camp Nou is revealed as tourist busses are not stopping at Camp Nou on match days (Field notes). As it is argued, *"everyday mobility*

relies on an element of adaptability and spontaneity that cannot be reduced to specific aspects of traffic, such as “infrastructures” or “traffic cultures”” (Kullman 2009; 211). In that relation, visitors have no other option than to deselect the tourist busses, and in the process choosing other means of transport, when travelling to the stadium. This paints a picture of a more complex traffic situation outside the stadium than displayed on non-match days. Instead, people either arrive in their own cars, use public busses to a greater extent, or walk in groups from the nearby metro stations in the leading hours up to the game. This creates a fluid, but increasingly more crowded travelling space, as the match start approaches (Field notes/Interview Mads/Interview Jonas/Interview Nina). This does, correspondingly, increase the pressure of the spatial surroundings, as up to a 100.000 visitors arrive at the area within a few hours.

While people are bound to find other travel mobilities to Camp Nou, the roads are not restricted, other than by the normal traffic regulations (Interview Mads/Field notes). Both in relation to traffic and police outside the stadium, the staging before the game has a sort of laissez-faire approach, with police keeping their distance and traffic moving on as normal, though without causing any kind of unsafe impression among the visitors (Interview Jonas/Interview Mads). The distancing of the police does, in mobilities history, resembles early *“visual readings of immigrants’ bodies”* (Hoskins & Maddern 2011; 155), where the *“immigrant’s right to mobility on a global scale, therefore, became a condition of the micro-mobilities he or she enacted on the ground under the gaze of immigration staff”* (Ibid.). The experience of this approach outside the football stadium is, as Jonas sees it; *“...I was positive surprised about the atmosphere in relation to troubles compared to other matches in Denmark, i.e. when Brøndby visits Esbjerg, then they are followed by police all the way from the station to the stadium, they are being caged and all sets of regulative’s are being put to use to ensure that there would be no trouble. I would have imagined that it would be same at this experience, because it was a big game, it was number one against number 3, but there was nothing at all. People with in Barcelona colours walked next people in Atletico Madrid colours and had a good tone between them”* (Interview Jonas), which also matches the experience of Mads, who had a similar experience at a game on Camp Nou, noting; *“I have never felt unsafe at Camp Nou”* (Interview Mads). This state how mobilities outside the stadium are influenced by a political safety approach, in which the police are able to exclude those they deem unable to match a suitable behaviour, and through this process minimize their mobility, as immigration staff have done in the

previous example by Hoskins & Maddern (2011). The result of this approach seems to create a safe atmosphere, although it has its consequences in relation to mobility, when not staging traffic or segregating measures for the assemblage of people. Engaging up to almost a 100.000 people, for the football match, attracts both legal stalls and illegal touts and beer sellers who must negotiate the space of the surrounding pavement, with the arriving spectators (Field notes/Interview Mads). As seen in video: Pavement outside stadium (<https://youtu.be/Wrb9dPcHXpE>), multiple human and non-human objects are negotiating the space for pedestrians in a calm atmosphere, without obstructing the space for traffic in cars, busses and other mobile vehicles on the road. This engagement of visitors at Camp Nou, outside the stadium prior to entering the transit area, creates a composed atmosphere following 'normal' regulations of traffic. This is only interrupted by an improvisational performance (Edensor 2001) by the visitors when the gates are opening. The result of this performance is; people in a hurry blends with cars on the road to reach the gates as fast as possible, which leaves the cars with no other option than to wait for the people to walk past (Field notes). One could argue, in such improvisational performance, the common norm of traffic safety and behaviour are negotiated and set aside by pedestrians.

Gathering this many people on the pavement, as a result of not taking necessary precautions from above, in relation to non-human objects such as cars, busses, scooters etc., creates a pressured carnivalisue fan atmosphere (Edensor 2015), though without creating an unsafe feeling, generally. It could be argued how this atmosphere emerges from enthusiasm among the visitors (Hui 2014), moving them towards this sociopetal of a football stadium (Jensen 2013). Being a sociopetal is one thing non-match and match-days have in common, and by activating and dragging people together at Camp Nou, for different activities, it generates attracting atmospheres which lasts throughout the experiences. Both non-match days and match days have, what could be called transit areas, which are visited before departing for the actual experience of Camp Nou.

Transit area – Containing visitors before departure

Considering the transit area, a voluntary encapsulation of people inside the area, seems to have its effect on peoples' mobility and their desire to explore the surrounding area (Field notes). Mads describes the area as: *"It was that little street, I don't know what to call it. It was also only there that they had something for the tourists... It seems like everything is put into one area where they want people to go. Here they have made a street which contains merchandise shops, restaurants and the entry of the experience tour... If you started to walk around the stadium you would only see the stadium, nothing else, neither food stands, restaurants, merchandise shops etc."* (Interview Mads). This was elaborated with the sentence that *"There was no question about that it was that area they wanted us to stay and where we should use our money."* (interview Mads), which was also the same feeling Mette had when visiting the place saying: *"There are very strict lines of where you are able to go and where to go. You get in at the same spot and out at the same spot. It is very obvious that this is where they want you to be, in a very small space taking the size of Camp Nou into consideration."* (Interview Mette).

When discussing encapsulated space, the definition of space becomes relevant to analyse, as the term 'space' is a key component in how mobility is enabled (Jensen 2013). The area of Camp Nou is designed to voluntarily confine the visiting people in a spatial zone, containing the designated area as seen in the previous figure 3. In relation to spatial settings, Jensen quotes Lawson, who is both an architect and a psychologist, stating; *"The space that surrounds us and the objects enclosing that space may determine how far we can move, how warm or cold we are, how much we can see and hear, and with whom we can interact"* (In Jensen 2013; 46). A somewhat similar description is given by Edensor, who determines how spaces are constructed of a *"...concrete and sensuous concatenation of material forces..."* which implies that *"...surfaces, textures, temperatures, atmospheres, smells, sounds, contours, gradients and pathways of places encourage humans—given the limitations and advantages of their normative physical abilities—to follow particular courses of action..."* (2007; 206-207). The spatial construction of Camp Nou, on non-match days, is a touristic space place (see visitor numbers in section: Camp Nou – the stadium/Interview Mads). This also places different expectations on the spatial surroundings, as unfamiliar places in contrast to well-known places of space, can create a feeling of discomfort and disorientation, disturbing the tourists' ability to appreciate the area (Edensor 2007). Camp Nou do, however, seem to have an advantage,

as it is a football stadium, and familiarity at football stadiums seems present, as Nina argues “*I think football stadiums are constructed in the same manner almost everywhere, you always have some kind of idea of where the toilets are and where the food stands are placed*” (Interview Nina). Even though there is a familiarity at the stadium, Camp Nou seems to have considered this spatial problematic of making people feel safe even before entering the stadium at the transit area. Inside the gates of Camp Nou, on a non-match day, visitors enter a zone of controlled experiences. People are not yet participating in a Camp Nou experience, however, FC Barcelona ensures their feeling of safety through this environment (field notes).

FC Barcelona strategically knows how their stadium is not solely a venue for visits during the football seasons, as the visitor rates are equally high in the off season, where people are not able to watch football, but still are drawn to this football stadium (Field notes/Interview Jonas/Interview Mads). Having this sociopetal approach dragging people into the perimeter of Camp Nou, FC Barcelona have created a space where people move in a touristic rhythm, or to say a “*leisurely stroll of the flaneur*” (Tester in Edensor 2010; 69). This is a mobile experience free from the unsafe feeling, as well as the absence of the common beggars, experienced elsewhere in Barcelona, presents another situational feeling (Field notes). An example of this is seen in the video: Touristic stroll, where the leisurely stroll is performed by multiple visitors, whom do not show any sign of either confusion, being in a rush, or panic (Video: <https://youtu.be/9LhzrQUVwDg>). Instead, people stroll in a calm manner among each other talking and negotiating paths (Jensen 2013; 152), as some stop while other walks past (Video: Touristic stroll - <https://youtu.be/9LhzrQUVwDg>).

Having created this touristic space with people strolling about, another important figure comes into play. The spatial design and sceneography (Edensor 2001) inside the gates are staged from above, as a commercialized space with the purpose of keeping people moving outside the designated localities of restaurants and cafés. Though, having focus on the commercial aspect of getting people into restaurants, onto the experience, or selling merchandise in the different stands in the area, this has a side-effect. The focus from above on stage-management (Edensor 2001) in the area, have resulted in a design without the opportunity for the visitors to sit down outside the restaurants. This lack of benches affords visitors to use pavements, which is both a hard and cold material generating discomfort (Field notes/Figure 6).



Figure 6 - Sitting on the pavement

This is an example of how people stage the area from below, by capturing space through both a social interaction in a group, or an embodied performance (M.T. Jensen et al. 2015), deciding to rest a tired body. This conquest of space has its implications as it challenges other visitors to consider different pathways around these immobile subjects on the street (Field notes), but it also challenges the stage-managers who *“attempt to ‘create and control a cultural as well as a physical environment’* (Edensor 2001; 66). Despite the safety of the area, in which people can consume and buy both products, food and drinks, the area is not flawless in terms of mobile and immobile conflicts.

Boiling the transit area of Camp Nou, on non-match days down, FC Barcelona, as the managers of this place of space, have created what could arguably be an enclavic tourist space or regulated touristscapes (Edensor 2007). These characteristics relate to the term of enclavic environment, which is presented by Edensor (2007), as the tourists are cut off from the outside surroundings, hence keeping the visitors inside the area (Ibid.). Edensor brings an example, that can be utilised to describe the actions of Camp Nou: *“...litter is quickly picked up and things out of place are swiftly*

returned to their normal position. At many large enclavic hotels, tall fences are built or substantial portions of border land keep the exterior world at a safe distance." (2007; 210). This relate to the transit area, as safety and commercialization of space plays a dense role in the construction of the spatial environment, nevertheless also causes implications for the mobility of visitors.

The transit area, on match days, share some of the more enclavic tendencies with non-match days, and it is also necessary to state that equally to the airports, people need influence in the right manner to mentally ready themselves for consumeristic behaviour (Adey 2008). As Bates argue relating to airports: *"if the correct state of mind is induced in passengers, and all their needs met, then they will spend, spend, spend"* (in Adey 2008; 243). At Camp Nou, on match days, this state of mind is being influenced by both the settings before entering the stadium (see section: Arriving at the football match), safety and security (see sub-section: Security aspects of Camp Nou) and the commercialized space. When gates open, people start flocking the transit area between the stadium and the gates. In contrast to the non-match days, movement all around the stadium is allowed on this day, but to divide people each ticket has, depending on seating section, a designated entrance gate for the stadium (Interview Mads). By allowing people to freely move around inside the area, this provides people the opportunity to settle in the environment by employing hospitality facilities of food stands, toilets etc. In compliance with the enhanced safety and security inside the gates (see sub-section: Security aspects of Camp Nou), as well as relatively easy navigation among signs and pathways of the entrances into the stadium (Interview Mads/Interview Jonas/Interview Nina), it seems the stage managers of Camp Nou have reached a kind of right state of mind. Relating to airport passengers, it is argued that by decreasing *"feelings of anxiousness, fear, nervousness, stress and pain"* (Adey 2008; 446) people will engage in a more consumeristic mood (Ibid.). By structuring these safe spaces of movement, and combining them with possibilities of consumption, FC Barcelona have, both on non-match and match days, created this enclavic environment which underpins the state of mind for consuming before departure on either the FC Barcelona Experience or going into the stadium for a football match.

Departure – Experiencing the stadium

At Camp Nou, people have two different routes of departure, either they can depart towards a football match with the team of FC Barcelona, or they can depart towards The FC Barcelona Experience Tour/Museum.

While the tour is a split experience, containing one part relating to the museum and one part relating to the tour around the stadium, the stadium experience of a football match at Camp Nou is more of a *“one section stadium experience”* (Field notes). What repeats itself, though, both on match days and on the FC Barcelona Experience, although it might have different sceneography (Edensor 2001), is the staged topics of settings concerning mobility. These staged spatial environments are influenced by the overall themes of safety and security, situated social interactions, commercialized space, design within architecture settings. It can be argued that the football stadium, on non-match days, relates to Adey’s assumption of an airport (2008), though some differences comes to show depending on the occasion of the visit. While the commercial aspect weighs equal to the safety and security on non-match day, the aspect shifts when there is a football match being played (Field notes).

Design effects influencing the experience

Though the FC Barcelona Experience are constrained to a limited area of the stadium, which differentiates from time and date relying on the schedule of the football team of FC Barcelona, also non-human settings implicate mobility. With the staged and alluring areas of Camp Nou being situated at different floors of the football stadium (Interview Jonas), the architectural design of both stadium and tour does influence the movement of people (TripAdvisor reviews/Interview Mette/Interview Mads).

On the tour, especially in the zones between the staged areas, which contains walking on multiple stairs between the different floors, are being described as distracting by Mette who argues: *“When having long distances between the spots where there is something and having to walk these stairs, you quickly lose your focus on the tour and kind of mentally leaves the tour in a way, because you are constantly faced with a stairwell with nothing to see”* (Interview Mette). Also, TripAdvisor reviewers have noticed the transport areas, between the points of interest for the visitors, and describes the architecture as being a *“concrete jungle”*, a *“concrete monstrosity”* and *“lots of*

concrete” (TripAdvisor reviews). With Camp Nou being an old stadium, compared to the twenty-first century new and modern stadiums (King 2010), Camp Nou have not yet been undergoing a refurbishment as other stadiums around Europe, like San Siro in Milan, Stade de France in Paris or Old Trafford in Manchester (Ibid.). There is a tendency that major European top clubs have either invested in new stadiums, or renovated the old ones, during the years (Ibid.). FC Barcelona have not yet started this process (See section: Camp Nou – the stadium), which offer the opportunity to refurbish these transport areas, making them more staged and interesting for the visitors.

Another explanation for this dull design, of these areas in the stadium, could be found in Adey’s work on with airports. He describes how some particular areas are designed so *“that by creating an uninteresting, and quite oppressive security environment, the idea in many airports has been to induce feelings of melancholy and, to an extent pressure. They do this in the hope of limiting what people do in these spaces.”* (Adey 2008; 445). As the football stadiums’ most distinguished business, in a historic sense, is handling football fans during a game (Paramio et al. 2008), the thought behind these areas could have been, as with the all-seater stadium (King 2010), to limit the possibility of hooligans creating interactions resulting in violence, and within this strategy enhancing safety on match days (Ibid.). An example of these transport areas of the stadium is seen in the video: ‘climbing stairs’, where narrow steel stairwell leads the visitors up to the next floor (<https://youtu.be/c665zvLrGf8>). The narrow stairwell leaves people to walk in the tempo decided by those in front of them, and leaves no opportunity to have much self-determination, nor to be unnecessarily aroused by the settings around them. Instead the transport area *“let one get a feeling of a football stadium which have been used for several years with the purpose of letting people watch football and not go on an experience tour”* (Field notes). With Camp Nou now having the prominence and ability to offer football fans the possibility of visiting outside of match days (Ibid.), other possibilities to both acknowledge problems relating to violence at football games and still create a staged inspiring setting for the FC Barcelona Experience are present. This is shown at some destination where airports *“are employing methods to de-stress and relax passengers in order to achieve a similar result. They do this by using particular materials such as wood panelling and stone, which are seen as especially natural.”* (Adey 2008; 445-446). By employing another strategy when renovating the old Camp Nou, and making it Nou Camp Nou (See section: Camp Nou – the stadium) show that it is possible, if looking at other mobility localities such as the airport (Adey 2008), to

create environments which are not considered only transport area, but also heightens the mobile experience of those visiting.

The FC Barcelona Experience is, according to Mette, Jonas, Mads and TripAdvisor reviewers, a commercialized experience. However, this does not seem to implicate the visitors in itself as much as the complications caused by these commercialized inputs (Interview Mads/Interview Mette/Interview Jonas/TripAdvisor reviews), which will be further elaborated in the section: A queueing space. Having the experience ending in the FC Barcelona Megastore is somehow concluding the commercial aspect as an important feature of the Camp Nou Experience. The visitors afterwards only have three options of which only two are staged for tourists (Interview Jonas/Interview Mads). Either tourists can stay in the enclavic space provided by FC Barcelona and Camp Nou, or use one of the mobile possibilities to travel away from the area of Les Corts. The last option is staying within the area, though outside Camp Nou, which is argued not to be suited for tourists, as there is nothing staged here (Interview Jonas/Interview Mads).

Security aspects of Camp Nou

The importance of the aspect of security is shown in the priority made by the stadium management, who either closes or minimizes the accessible areas of the FC Barcelona Experience on match days (Web: fcbarcelona.com – Opening times). Safety at Camp Nou has a great influence on the mobility, and this is shown through different focusses, which will be analysed in the following paragraph.

Entering the stadium

At the start of the FC Barcelona Experience, forward movement are put to a hold by safety guards, but in contrast to security at the airport, this safety force is not sweeping for illegal drugs, weapons, explosives etc. (Adey 2008), although the security probably would react should such item appear. Instead their main purpose seems to be regulating streams of people, and within this making sure that only people in the possession of a valid ticket is allowed entrance (Figure 7/Field notes). This is also shown in figure 7, where role of scanning and validating the ticket is meticulously being handled by what Edensor calls the 'stage-manager' which "*...is the work of a host of workers from cleaning teams, stone-masons and other artisans, gatekeepers, police, gardeners and guides who maintain*

its upkeep." (2001; 69). Hence, these stage-managers determine in what velocity people travel through the entrance point (Cresswell 2010). In this way, FC Barcelona politically controls the size of crowd given access to the experience.



Figure 7 - Security handling the tickets

Staying in the flight-terminal expressions, this way of checking the tickets at Camp Nou relates to the ticket validation before boarding the plane in an airport (Adey 2008). For this reason, arguably gate keeping are the focus rather than security check before departing on the route of the FC Barcelona Experience. It does, however, highlight how football stadiums have, as airports (Adey 2008), metros (Cresswell 2012) and many other likewise mobility points (Edensor 2000), become a controlled and regulated environment staged from above. This focus on regulations and safety underlines that football stadiums are not only about football, and are now just as much a hub with focus on establishing control from the first minute of entry.

In contrast, when visiting a football match at Camp Nou, these kind of gate keepers are still in place at the different opened gates around the stadium. Here they are flanked by both a larger number of official security and police, as well as noticeable warning signs at the gates, telling you what you can and cannot bring into the stadium on game days (Field notes/Figure 8). An example of the larger size and focus on security is seen in the video: 'match day outside stadium', displaying the gates

staffed by multiple gate keepers, safety guards with bright yellow overdraft jerseys and heavy armed police (Video: match day outside of stadium - <https://youtu.be/TrNRUFWo2XA>). Interestingly, this high number of security and police, is mainly noticeable inside the stadium grounds, while outside the stadium grounds mobility and security flows on the basics of self-regulation (Interview Mads/Interview Jonas). As Mads mentions “...it was noticeable that when watching a rivalry match against Atletico Madrid, I up to the match walked alongside their hard-core fan group who had maroons, roman candles and shouted and so on. Here there was only four policemen watching this group, had this been in England they would have been placed under strict supervision. I was under firm belief that if the fans would do anything, these four policemen would not be able to do anything about it.” (Interview Mads). A rather similar experience was experienced by Jonas, who also came rather close to the opposing football team’s fans outside the premises of Camp Nou (Interview Jonas), which certainly suggests that the staged settings from above, by FC Barcelona, only consists to the inside of the premises of Camp Nou. Instead, much of the mobility outside Camp Nou perimeter is dependent on the ‘mobile with’ (Jensen 2013). A mobile with is described as “...a group of two or more either co-presently moving together or in mediated contact ‘stretched’ across time and space facilitated by networked technologies” (Jensen 2013; 81). So, by walking in groups towards the football stadium, this creates shared social dynamic among both fans of the home team, FC Barcelona, and the away team, in this case Atletico Madrid, as these have the same intend of reaching Camp Nou. The social dynamic in this ‘mobile with’ show that through the common interest of both parties, a safe space is created outside Camp Nou through the way each group engage with the other.

The inside of Camp Nou do, though, have a main focus on safety and security during a football match, as expected when being a 5-star arena in Europe (See section: Camp Nou – the stadium). This is shown by the high quantity of security forces and police present, whom are implicated in the safety precaution which influence the mobility and experience of a football match. As noted previously, and seen in figure 8, newer signage informs visitors about stadium regulations, as well as how hard it can be fined if violated (maximum penalty; 650.000 €). The problem with the signs around Camp Nou is how they are not consequently written in English, but mostly in Spanish/Catalan (Field notes). This makes it difficult for foreigners to understand the written, (Interview Mads) relying on visitors being able to interpret the figure displayed on the sign. This puts

pressure on the visiting people to understand the pictures, if it should not create a form of confusion or uncertainty among the guests during visits. This possible uncertainty among visitors could relate to what Neumann argues in context to tourists, who are *“rarely left to draw their own conclusions about objects or places before them. Instead, they more often confront a body of public discourse - signs, maps, guides and guide books - that repeatedly mark the boundaries of significance and value at tourist sites”* (in Edensor 2000; 330). According to Edensor, this is due to staging, or directed settings, (Edensor 2001) which can *“minimize disorientation”* (Edensor 2000; 330) among the guests during their visit (Ibid.). By not having taken steps towards making all signage English (Field notes/Interview Mads), or making sure that stage-managers function in this language (Interview Mads/Interview Jonas/Field notes), FC Barcelona are not enhancing either the velocity, experience, or making the routes of mobility easier (Cresswell 2010) among their visitors. As Mads express it: *“...even at the kiosks at the stadium you were almost not able to get anything more than an ‘Okay’ out of them.”* (Interview Mads).



Figure 8 - Security sign

As argued, FC Barcelona do not enhance mobility, and instead cause confusion, which makes it noticeable how visitors do not feel unsafe while visiting Camp Nou on game days, despite this fact

(Interview Mads/Interview Jonas). This could be caused by two things, either familiarity of football stadiums, or the obvious safety precautions taken of visible security, police and video recordings through CCTV on the stadium (Figure 8).

Safety measures on the stadium

As with airport security (Adey 2008), security at football stadiums in Europe (King 2010) has a huge impact on the mobility. An interesting perspective of the safety and security on the FC Barcelona Experience Tour/Museum, is that no guide or director (Edensor 2001) is intended for the visitors. Instead it relies on people walking on their own through pre-decided route, accompanied by different stage-managers such as guards, sales personnel, signs and movable objects such as fences and barriers screening for the non-visiting areas (Figure 9).



Figure 9 - Movable fences

Mette describes the meeting with this staged and shielded area as: *“Camp Nou was mostly a place where its hallways were blocked and you could only go one way. There was no opportunity to investigate the stadium on your own. It was easy to go the right direction because the other ways were cut off... It was shielded in a nice fashion, but rather it feels like something quickly put up for the occasion. When you can see the things behind this barrier tape it almost feels like you pay for*

something that you are not getting..." (Interview Mette). As with airports, Camp Nou seem to be designed to create movement among its visitors. Having limited space, personnel supervising limitations are not being violated and arrows telling people in what direction to move (Adey 2008/Figure 10). Using these moveable fences, and changing routes for different reasons, has the potential of causing confusion and disorientation, however it does instead, as in the airport (Adey 2008), function as a control mechanism for the stadium managers. Pondering on the moveable fence, this exists as an interesting designed artefact (Jensen & Lanng 2017), which has the potential to hinder, enable or direct mobility among those who are exposed for its powers. Through networks, this designed artefact is combined with surrounding objects (Ibid.), where the meaning of the fence become somewhat more relevant for the staging. As seen in Figure 10, the designed artefact becomes a prolonging of the wall, hindering mobility through this otherwise open space. It also become networked with the signage on the wall. This signage show the route is not always the same route, as the arrow points in the direction which is blocked by the fence. While the designated route has one purpose of tunnelling people in one direction, away from what is decided not to be relevant for the visitors (Cresswell 2010), the fence as a mobile artefact supports this tunnelling leading people in what direction needed in that occasion. It does, however, have the potential to cause a conflict between the mobile semiotic of the signage (Jensen 2013) and the mobile designed artefact (Jensen & Lanng 2017), when these are not synchronized directing people the same way. It is argued by Jensen & Lanng that *"... It is in the assemblages of material spaces, infrastructural technologies and human bodies that the agency of artefacts materializes."* (2017; 51), which also tells, without the connection and meeting with visitors of Camp Nou, the notion of the mobile fence had the potential of having another meaning and influence.



Figure 10 - Movable fences and signs

The decision of using movable fences and routing differently should be found in a management decision, and can be traced back to the 'General conditions for purchase and access' which states:

- FCB reserves the right to modify the opening times and route of the Tour and Museum, or close part of the same, in accordance with match kick-off times, training sessions and the holding of other events. We recommend that users check the FCB website before their visit. (Web: fcbarcelona.com – tickets)

The changes of the tour allow FC Barcelona to keep parts of the experience open for visitors in a moderated timeframe on match days, as well as other days decided by the managers (Ibid.). It also causes trouble conflicts, though, as it, with the sentence *"We recommend that users check the FCB website before their visit."* (Ibid.), put the responsibility of updating themselves on to the visitors, on when their movement around the stadium is being hindered by the managers of Camp Nou. This decrease of the tour on certain days has left several visitors of Camp Nou being dissatisfied when not being aware of the minimisation of the route on game days (TripAdvisor Reviews).

Especially game days has, as previously noted, a larger focus on security, not only outside, but also inside the stadium (Ahlstrøm 2017). As Camp Nou being an all-seater stadium, with classification of being a 5-star stadium (See section: Camp Nou – the stadium), this do not only enhance safety, but also conflicts with mobility of those visiting. Even from the beginning, by entering the gates below

the designated seating area, people are confined by only being able to walk in one corridor until reaching the destination (Interview Mads/Interview Jonas/Interview Nina). On this subject, Mads mentions in his comment *"Here it again comes to show that it is mostly a concrete structure. When you went through the entry and heads for the top seating's, you had to use the entry which lead you to this exact area of the stadium. It was just a concrete stairwell to the top, you did not have the opportunity to go into one of the other sections of the stadium on your way until you were at the top. There was no opportunity to go in and check out the field or the middle section of the stadium. It was just a grey concrete stairwell to the top."* (Interview Mads). This narrates how, through the staged settings, a form of segregation among visitors is applied. This segregation and control on the football stadium raises an interesting problematic, while everyone on the tour are equally lead around the designated route, people at a football match is segregated due to control, together with social status playing a role (Bale 1993). In historic terms Bale describes this decision as: *"As the popularity of the sport increased, other forms of segregation could be adopted; grandstands with sections to accommodate directors were built and standing on the terrace was supplemented by seats. The social geographies of the new stadiums came to mirror those of the cities which they were found."* (1993; 124-125). As with airports and flights, spectators are able to pay for more comfortable and exclusive seats and lounges at Camp Nou (Figure 11). As seen in this picture, rather exclusive and comfortable seats are placed in a confined area (Ibid.), which according to visitors of the stadium is rather costly compared to the seating higher up on the stadium (Interview Mads/Interview Jonas).

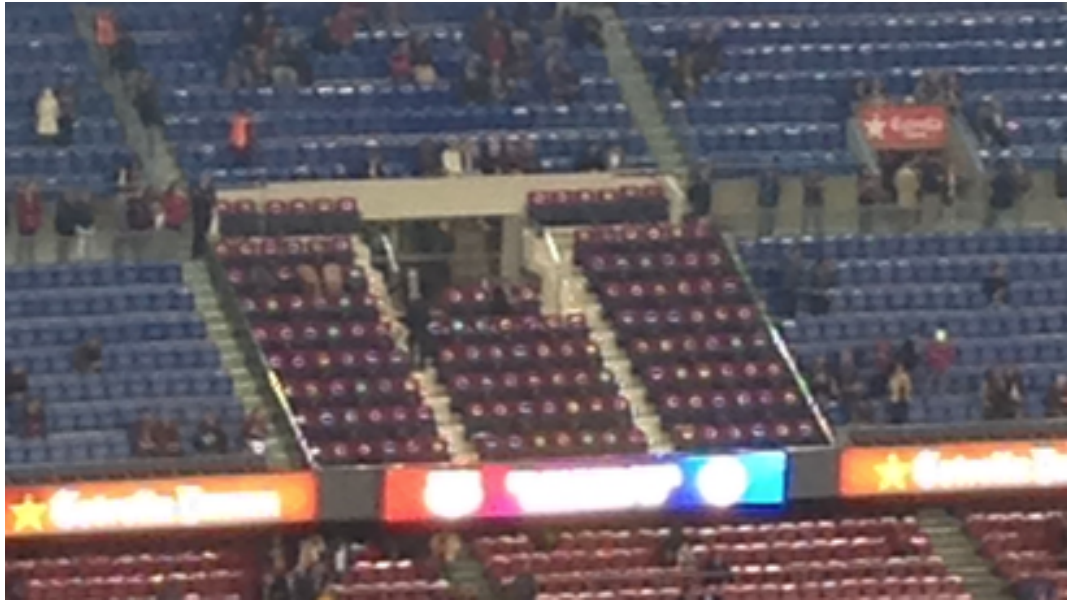


Figure 11 - Better seating at Camp Nou

This segregation at football stadiums, which clearly is still happening, is the result of what Bale argues as *"commodification of space"* (1993; 124). This is mediated through material designs (Jensen 2013), where, in a historical sense, directors and such were given better seats than the working man (Bale 1993). This segregation among people is not an uncommon phenomenon when staying in the airport terminology, which is rather similar to the stadium experience, where the political question of *"how does it feel?"* (Cresswell 2010; 25) becomes relevant. Cresswell describes the airplane journey as *"Upper, first, or connoisseur class provides you with more space, nicer food, more oxygen, more toilets per person, massage, limousine service, media on line. Those at the back are cramped, uncomfortable, oxygen starved, and standing in line for the toilet. And then there might be the body, frozen and suffocated in the undercarriage well waiting to drop out in a suburb of a global city."* (2010; 25). A similar distinction is happening on the football stadium of Camp Nou, as it is possible to see in the Figure 11, which show how there is a clear difference between seats at Camp Nou. One might not experience the comfort in the cheaper seats as those who paid more for their seats. The discomfort of the cheaper seats is also noted in the field notes saying: *"After 15 minutes you have already changed seating position multiple times"* (Field notes). Depending on ticket prices, this also affects the sight of the pitch (Interview Mads/Interview Jonas/Appendix: Screenshot fcbarcelona.com – tickets).

At Camp Nou, the segregation is also a matter of control, as seen in Figure 12, away fans are being segregated from the rest of the fans by a glass cage at the top of the stadium minimizing the

mobility, other spectator on the stadium has (TripAdvisor Reviews). Staying in the terminology of the Airport, the business travellers at Camp Nou are seated in comfort with larger chairs away from the normal traveller, who are seated in ordinary standard seats. While away fans are even poorer treated as they are not allowed among other spectators, the regular or first class travellers, which leaves them categorized as potential fugitives and object of a more massive control (Figure 12).

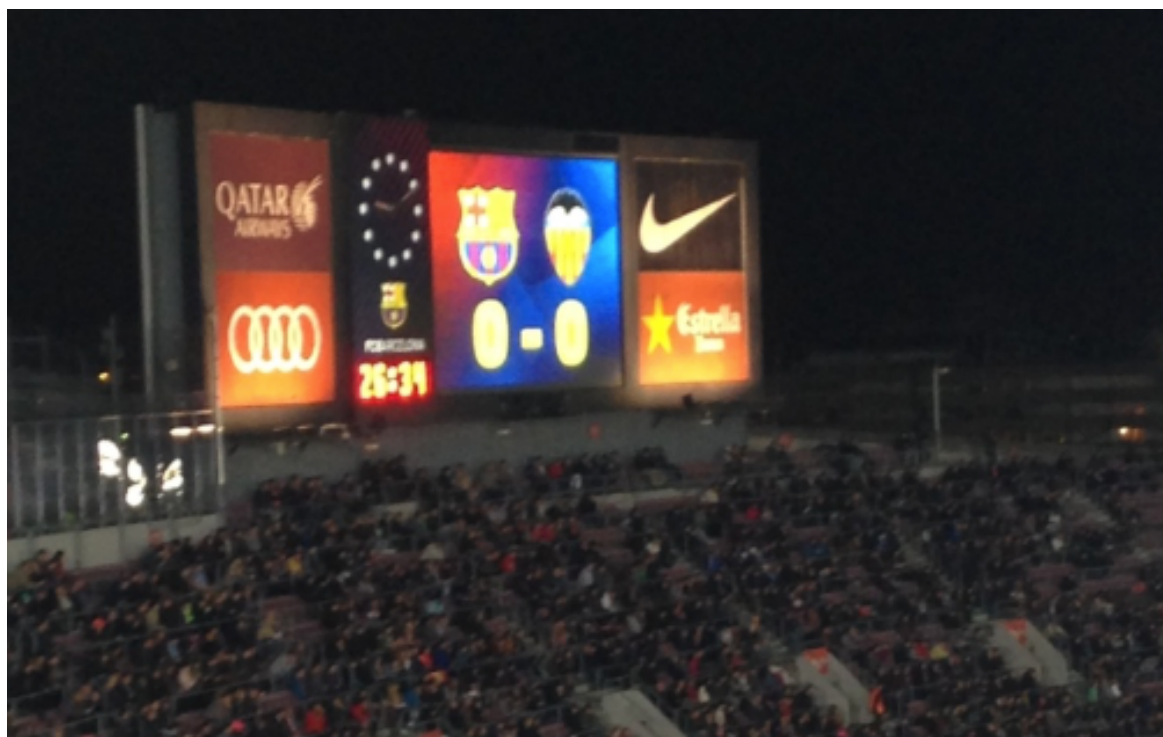


Figure 12 - Cage for away fans (Left side of picture)

Though, other fans at the stadium are not being caged in glass, they are still subject to control by stage managers. Being an all-seater stadium, the seats have been compressed in a way which makes them both uncomfortable, small and close to the spectator sitting next to one (Field notes/Interview Jonas/Interview Mads/Interview Nina). There is, still, a thought behind the decision of using the all-seater stadium, and even though it might not be comfortable for everybody, the idea behind the all-seater stadium works. As none of the interviewed, or the ethnographic study, indicated, any form of violent or unsafe episodes during the matches are present. This feeling of safety relates to both Bale (1993) and King (2010), whom argues that the construction of modern football stadiums could be influenced by Foucault's analysis of prisons, using Bentham's notion on the panopticon. In relation to this, at football stadiums, King argues *"As with the prison cell, the plastic seat disciplines through two basic functions. First, in contrast to the terrace the seat isolates. It, therefore, obstructs*

close physical interaction between fans. The atomization of the spectator hinders group dynamics which lead to crowd activity and potentially violence. ...Second, by isolating spectators and assigning them a particular seat in the ground, supporters are now subject to highly effective surveillance from the club and police within the ground" (2010; 22-23). An illustration of how this function works is exemplified by Jonas, who notes about the seating *"It is not like sitting in your armchair in your living room. ...The first thing you think about when sitting down is 'if I have to pee at some point I will never be able to do this because I will never get out of this row'."* (Interview Jonas). This quote draws a mental image of how small the rows are, as well as how people are isolated from interaction with other individuals not sitting next to them. It also describes how this way of isolating people inhibits their mobility, making it easier to monitor them as a part of the panoptic surveillance. In a historic sense, notion on panopticon prison relates to the architectural arrangement of prisons, where a large tower was centred in middle and the cells positioned in a round structure surrounding the panoptical tower (Schrift 2013). Due to windows in the cells, and lighting positions of the structure, the guards surveilling the cells from the tower had full visibility of the inmates, while the inmates were not able to see if they were being monitored (Ibid.). This way of monitoring visitors is a part of the strategy in surveillance at Camp Nou, in which the visitors are already notified upon entering the stadium (Figure 8). The strategy relates to what Bale quotes Foucault for, in relation to surveillance of inmates, and in his example, spectators of football stadiums in England, saying: *"the inmate must never know whether he is being looked at at any moment; but he must be sure that he always be so"* (Bale 1993; 126). The warning of surveillance, the enhanced security and police force, and other multiple stage managers attending the football grounds for a match, does, along with the segregation and dull settings, frame the security aspect of a football match at Camp Nou. Together they hinder, or minimize, unacceptable mobile non-normative or improvisational performances of the visitors (Edensor 2001). Relating to these performances, situations which occur, both during match days and non-match days, implicate how the mobile experience of place at Camp Nou unfolds. These performances will be elaborated in the following sections, with the different arguments on the decision from above, to not stage the settings with a guide for the visitors on non-match days.

Situated performances in staged settings

Experiences and mobility at Camp Nou are influenced by other dynamics than stage-settings controlled from above. Edensor argues that tourists' performances often are prepared how to act as *"...they are usually informed by pre-existing discursive, practical, embodied norms which help to guide their performative orientations"* (2007; 202-203).

Un-guided tours and friction of mobilities

One of the things that encourages situated performances, is the un-guided tours at the FC Barcelona Experience Tour/Museum. Here, visitors make multiple acquaintances with human and non-human objects, as these stage the experience and direct visitors on a decided route. One of the major disappointments visitors experience during the Experience Tour is lack of human guides, whom can lead the visitors while telling anecdotes relating to the stadium (Interview Jonas/Interview Mads/TripAdvisor reviews). Instead, people are left to investigate the place on their own, or pay an additional fee of 5€ for an audio guide (Travel Journal/TripAdvisor reviews). One TripAdvisor-user criticizes this lack by saying *"Think they have a cheek charging for audio guides, considering the queues and trying to follow the sequence. It is obvious that Barca are only concerned with taking your money rather than having a great experience."* (TripAdvisor reviews), while both Mads and Jonas thought that it was a shame that you were not able to get human narrations, which could broaden their experience at the stadium (Interview Jonas/Interview Mads). As Jonas describes the experience: *"Comparing the tour with one I was on in Munich/Allianz Arena, where we had a guide on our tour, this gave a totally different experience as we only walked around 10 in a group. Here we saw the home teams changing room which to me stood out as an authentic experience. This Barcelona tour instead seems like their only target is to get as many people on the tour as possible and much more commercialized and a money machine. There is no doubt, I would rather do a tour like the one in Munich."* (Interview Jonas). Conversely, this staging approach from above, leaving guidance to the experience up to technology, is not completely seen as a devaluation of the tour. Instead, visitors are able to walk in their own pace while investigating what caught this exact individual's interest. Nina who visited Camp Nou as part of a larger group, saw the lack of guidance as beneficial in this matter, saying: *"Normally I take care of big kids, so we did not have to walk in line of two and two, instead we let everybody walk in their own pace and agreed to meet up at the*

end of the tour. In this way each could go to what were of most interest to one.” (Interview Nina). Hence, the previously mentioned decided route becomes a guideline for the visitors, guiding them in where to go and what to experience, instead of having a human guide leading the way. Edensor state how guides function as a form of director with an example arguing: *“Directors are most evident in guided tours where guides directed tourists to look at particular features, suggest places for photographic performances and provide scripted commentary. ...These tour personnel also choreograph tourists’ movements, chaperoning them along prescribed paths and restraining those who stray. ...Thus, ‘appropriate’ behaviour and performative procedures are regulated by these key personnel, who by synthesizing meaning and action reinforce a common-sense praxis and re-encode enactive norms.”* (2001; 69). By not having guides, or directors, following a group around, one would contemplate that tourists, or visitors, at Camp Nou would be left on their own, figuring out how and what to do at the FC Barcelona Experience. But through staged settings from above, and stage managers as well as designed artefacts, people are still guided in the ‘right’ direction (Interview Mette/Interview Mads/Interview Jonas). Having no guide do, though, enhance the situated performances, staging the experience from below. How the dynamics of un-guided tours, stage managers and settings interact with each other, both on the FC Barcelona Experience and on game days, will be emphasized below.

A photo-extravaganza

With the pathway of the FC Barcelona Experience Tour/Museum leading visitors through spaces of history, fandom and mediatized space (Edensor 2001), which for many have only been seen on TV, a lot of pictures are taken (Interview Mads/Interview Mette/Travel Journal). It is contended by Edensor how *“Not only are such photographs taken with little reflection, but the staging of family members and friends within the frame also follows conventions of deportment, expression and situation”* (Edensor 2007; 203). Here Camp Nou is no different than other tourists’ sights, as noted in the travel journal: *“The realizing of where people are, makes people do one distinctive move, which is reaching down into the pocket of their pants reaching for their smartphone and start taking pictures, selfies, videos...”* (Field notes). Particular areas of the experience attract more attention than others, such as the Champions League trophies or the Ballon D’Or’s (Interview Jonas/Travel Journal/Video: walking in crowded space - <https://youtu.be/Wgp8OKtSu0A> /Figure 13). As seen in

Figure 13, visitors at Camp Nou do not want to interfere with other people taking pictures. Instead, people wait in line behind the person taking the picture, which creates an unused space for mobility of other people. Being a well visited tour, with limited space, this has the potential of creating tension when a lot of people are eager to get their pictures taking around the tour (field notes). This is an example of how the social interaction, between the one posing for the camera and the one taking the picture, minimizes the space of others through their situated performance.



Figure 13 - Person posing for the camera

The issue of situational performances at Camp Nou, regarding photographs taken, do not only resides on the FC Barcelona Experience. The match day experience does, extensively, present photo and video recordings among the spectators (Field notes). Selfies, photos and videos are recorded both before, during and after the game (Interview Nina/Field notes), causing mobile difficulties, as the other spectators are unable to walk past due to a lack of space. At the same time, these photo-sessions the visibility of other spectators (Figure 14). As seen in Figure 14, people move, stand up or whatever it takes to create the right angle, without considering what friction or disturbance it creates for those among them. As noted in the section relating to security at the stadium, people are gathered in small spaces around their seat. Thus, they have no other option than staying in their seat when taking a picture, if they do not wish to cause movement among everyone else in the row, should they desire to go somewhere else in pursuit of the best match photo. Taking photos is, as argued, an immense part of visiting Camp Nou (Field notes), yet it is still not a unique proposition

of this exact stadium. Instead it is rather a 'normal' staged performance at tourists' sights (Edensor 2007). While people at other touristic sights might be directed by the guide in which photos to take, visitors of both match days and the FC Barcelona Experience, though, might have a slightly more complex set of reasons for taking pictures. Some might do it as part of the impression, capturing the size and atmosphere of the place (Interview Nina/Interview Mads). Others might take pictures as part of visiting due to fandom, thus a topophilic love of place (Interview Jonas/Ginesta 2016/Bale 2000). Nonetheless, whatever reasons people take pictures, it is a form of mobile situated performance, with the potential of hindering or minimizing others' mobility. Being in possession of a smartphone, which a lot of people at Camp Nou is, is also an example of how modern technology are not, per se, enhancing and empowering human mobility and instead has the potential of reducing and inhibit movement (Jensen 2013). These multiple situations, photographs being taken at Camp Nou, has two potential outcomes of friction (Cresswell 2014). Either people are being slowed down, maybe almost stopped, or pushed away. This is either by intend, or as the result of people not wanting to wait for others and instead just walks past (Interview Mette/Interview Jonas). This matches how Jonas saw these mobile implications; *"It clearly puts a lot of pressure on you if you walk in a long queue all the way around the tour, then it clearly minimizes experience when you walk close to others and only wait to get past these. When you enter a special area of things that people wants to look at, then a large crowd gathers and I become impatient and just wait for a moment to get past these. I don't want to wait to look at these things then and just walk past. My patience isn't really for that. Instead I jump past these, which is a bit frustrating."* (Interview Jonas). In Cresswell's article 'Towards a politics of mobility', it is argued that *"the more speed increases, the faster freedom decreases"* (2010; 23), which could be argued, at Camp Nou, to be a main reason for this mobile implication. Due to the lack of control regarding peoples' movement, within the contained area, from the beginning of the tour, as well as the high number of visitors admitted on the tour, freedom among these visitors equals slower pace and implications in regard to mobility.

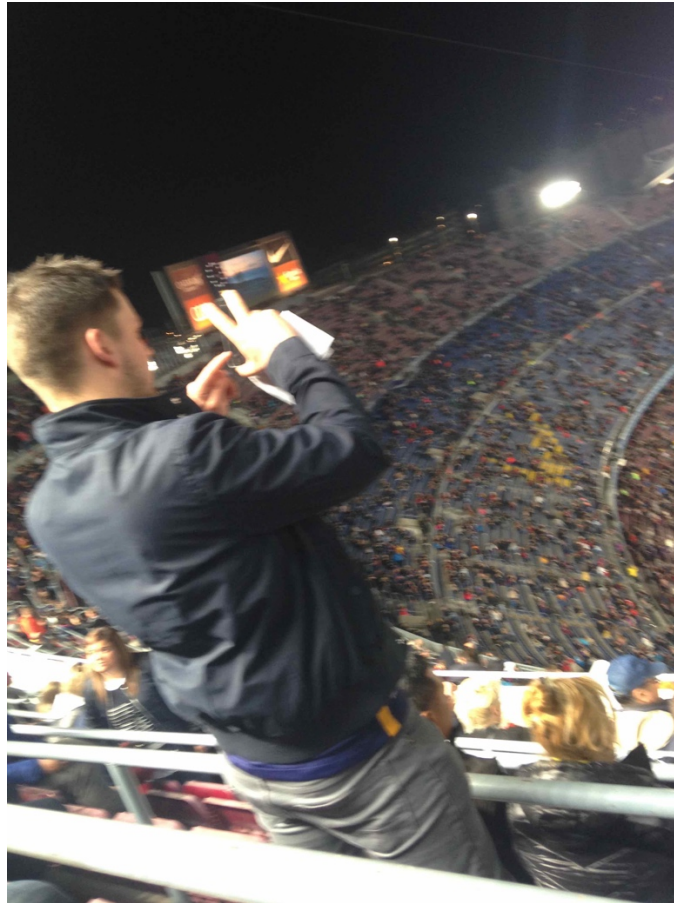


Figure 14 - Finding the right angle

Situated performances at Camp Nou is not only concerning taking pictures, but also how people, from below, in small performances challenges the set of rules provided from above. Having argued how safety and security is broadly announced and monitored at Camp Nou on match days, some of these regulations are challenged by the visiting guests. It is not the major regulations, such as using pyro technique, bringing weapons or running into the field, that are violated. It is rather minor ones, such as smoking during half time, which as noted in the field notes *“seemed like an acceptable compromise between visitor and organizer”* (Field notes), as long as it was done behind the grandstands of the stadium. This negotiation about rules and *“resistance against the directors and choreographers of performance can be reactive to the over-zealous prescription of roles.”* (Edensor 2001; 76), seemed acceptable as a compromise from managers if other more hazardous actions were removed. In contrast, on non-match days, during the FC Barcelona Experience, small situated performances were being pointed out by guards monitoring peoples’ behaviour (Field notes). Small resistances against the pre-decided route, such as walking against stream and pathways would be commented by guards (Field notes), making sure people would not interrupt the design of the

experience. In this way, the choreography of space and settings, revealed a larger role of enclavic (Edensor 2000) staged settings on non-match days, than the one present on match days.

The result of safety regulations, architectural and design structures, combined with situated performances, leaves the consequence of Camp Nou suffering problems with queuing disrupting the mobile experience of its visitors.

A queueing space

Another immense implication of the mobility at Camp Nou is queueing. Being such a popular attraction, do create its own mobility issues and tension among the visitors. This is an implication which is seen not only on non-match days, but also on match days (Field notes).

The issue of queuing starts even before entering the stadium. An example many users on TripAdvisor comments on, in relation to buying their ticket, is that they had to wait for a long period of time, just to purchase their ticket for the FC Barcelona Experience (TripAdvisor reviews). When queueing outside the ticket offices, on non-match days, it is not simply queueing, but also the length of the queue, the number of box-office windows open, and the weather on the day, affecting the overall experience of the visitors. As some of the reviewers argue: *"Too expensive and long queues standing in the rain waiting to buy tickets"* as well as *"I would suggest that they concentrate on servicing their clients by having more than one entrance ticket window open and not having people standing in the sun for exorbitant times"* (Ibid.). The issues, relating to the ticket office queues, is a problem FC Barcelona seem to be aware of, as they offer cheaper tickets for people purchasing them by themselves online (Field notes). This attempt seems to be an initiative towards avoiding queues, but also an attempt to engage visitors in downscaling these possible queues. It is argued by Fuller that *"for some, with smart technologies and good salaries, queues can be jumped, for others they are unavoidable."* (2014; 212), which is both confirmed and disconfirmed at Camp Nou. Here you can both buy cheaper tickets, if you have internet access and a smartphone, but you can also use the Ticket Express machines, which instead demands ability to understand how such a machine works (Field notes). In contrast to what Fuller suggests, it does not require people having a higher income, as it is decided from above how people should be able to save time and money, exactly 1,5€ pr. ticket when not having to pay the service fee at the counter (Field notes). By allowing people to 'skip' the queue, FC Barcelona do cause a form of friction (Cresswell 2014) among the visitors, by

allowing the fortunate owners of a smartphone, hence internet access, to gain a quicker passage around the queues and into the experience. This fortune of a smartphone could be compared to the Cresswell's (2014) argument of 'being the right type of passenger in an airport'. Cresswell gives an example saying: *"As a British (and thus provisionally European) traveller I encounter the UK and EU passport line at Heathrow airport. At least I used to. I have had my iris scanned and, as a trusted traveller, I can now enter the UK without showing my passport but by placing my eyes in such a way that they can be scanned so that the automatic doors will open and let me through without so much as a 'welcome home'."* (2014; 110). If you are fortunate enough to have the required skills to buy your ticket without the help of a ticket vendor, you can skip the line and save money by the friction enabled through electronic devices. In some cases, it might not be solely a matter of being fortunate enough, but also a question of velocity and impatience, when purchase on a smartphone is not the easiest, but the fastest option. An example of this is shown by Mette, who was visiting Camp Nou with a group. They decided to buy the tickets online with the argument: *"We bought them online because there was a huge queue for the ticket office. The most optimal for us a group, since we had to pay individually, would have been to buy them at the ticket office, but since there was this long queue we decided to buy them all together. Did this to not have to wait too long to buy these tickets"* (Interview Mette). Considering norms, it is deemed immoral when jumping queues (Fuller 2014), yet it seems that if you do not stand in line, from a start, the buying of tickets either in advance, or as Mette's group on site through a smartphone, is does not seem as skipping the line.

The example of allowing people to skip the line outside the stadium, is the only example at Camp Nou in which the issue of queuing is being handled, as this is an attempt to enhance the velocity of the visitors' movement. Instead, through both the FC Barcelona Experience, and the match day, queues are being left for the visitors to negotiate. The recurrent aspect of queueing interferes with experiences inside the tour, although having an entrance control at the beginning of the tour. Entrance control does not seem to have an effect, as many complains about the issue of overcrowding at the experience (Interview Mette/Interview Mads/Interview Jonas/TripAdvisor reviews). Due to the designed and staged sceneography, this influences the entire FC Barcelona experience (Interview Mette/Interview Mads/Interview Jonas). Especially the museum part is struggling with the mobility, as noted in a quote by Mads saying: *"You were led into the museum*

and then you just followed a stream of people walking in one big queue” (Interview Mads), and influence people by putting “...a lot of pressure on you if you walk in a long queue all the way around the tour, then it clearly minimizes the experience when you walk close to others and only wait to get past. When you enter a special area of things that people want to look at, then a large crowd gathers...” (Interview Jonas). Queues at Camp Nou appear due to lack of control by the management, who allows entrance of large numbers of visitors at the same time (Interview Mette/TripAdvisor reviews). Simultaneously, the design of the experience could be argued to have its flaws. At several points, around the tour, people undergoes compulsory photo opportunities, managed by the personnel of Camp Nou, hindering the mobility (Figure 15).



Figure 15 - Staged photo opportunity at Camp Nou

These staged photo opportunities give the visitors the opportunity to have a picture taken next to Messi, even though Messi is not present. He is, instead, reproduced by modern technology of a green screen (Figure 15/Interview Mads). This is a key example of stage design from above, which is supported and choreographed by the stage-managers of Camp Nou, helping the visitors or tourists act as instructed (Edensor 2007). This act, reproduced for every visitor at Camp Nou, with four photo opportunities staged by FC Barcelona, could help the managers to “*maintain stages in an organized state so as to minimize any disruptions and reinforce collective norms*” (Edensor 2007; 204). This commercialized induction to the experience results in the possibility of the customers buying a

photo album for an additional fee. Consequently, it furthermore has the result of additional queueing both during and at the end of the tour (Video: Queueing for pictures - https://youtu.be/ZwUEDj_aFyw). It appears not to be the commercialized aspect of the photo opportunities that aggravates people on the tour, but rather the design which do not allow the visitor to decide whether they want to join in on this opportunity or not (Interview Jonas/Interview Mads). As Jonas argues “... *it would have been fine to me if it was communicated that you could go past if you were not interested or if they had made a special hallway for that.*” (Interview Jonas), which challenges how much stage managers can choreograph the spatial surroundings and pathways, before it undermines the experience.

Having focus on commercial aspects, encouraging visitors to consume both on the FC Barcelona Experience and during match experiences, it is interesting how little effort is put into match day execution preventing queues. While non-match day queues could be solved by access control, as well as a broadened access of spatial areas on the tour, match day queues, for the food stalls and toilets, relies more on the lack of resources (Fuller 2014; 211) of either human employees or hospitality amenities. With the staged settings, from above, are not providing enough supply for the demand, it causes a friction among the visitors. This depends on the individual and/or the ‘mobile with’ (Jensen 2015). Here Mads were alarmed by the lack of food stalls saying “...*I was staying in my seat. There was only three food stands for all of the section I was sitting and a lot of people who wanted something to eat or drink. I did not look, but I would imagine that there have been very long queues.*” (Interview Mads), while Jonas and his group of companions collaborated on the matter saying “... *we had a person in the group who weren’t that interested in football, he was only there for the show, so he asked if he should do it instead and of course we did not say no to that.*” (Interview Jonas). Instead Jonas’ group had the opportunity of creating social interactions and share their experiences of the match during half time instead of waiting in a queue (Ibid.). This is two examples of how the queueing, at game days, creates friction among its visitors, by forcing them to consider the best alternative of how to spend their half time break, during their visit. That being said, another perspective is necessary to consider, when discussing queueing on match day. This perspective concerns an ‘acceptance of presence’ in an assemblage of people at a crowded space. This is exemplified by Nina, who is not concerned about queueing by arguing “*I have never tried not*

to queue at a stadium for a toilet ...I don't remember it as a problem, but I am also a person who talks to everyone in the queue and entertain myself" (Interview Nina). This show both an acceptance of situation, and how it depends on the individual's reaction towards possible friction when visiting a stadium such as Camp Nou.

Negotiating space with non-queueers

Because of the staged settings at Camp Nou, both on match and non-match days, implications on the mobility affects those not queueing. An example is the staged area of the ticket offices, where the queues of people puts pressure on both the security and sales persons. This pressure is not necessarily constant, but appears to be assembled in the same speed as tourist busses arrive, which differentiate on the aspect of day of the week and time of the season (Field notes). This pressure in the area, on the ticket office, has some collateral effects on the mobility of others outside the queue which shown in the video: 'negotiating paths' (video: <https://youtu.be/2ruvSCDgJL8>). Due to the design and size of the appointed area, people perform and design their own queue outside the barrier tape (Figure 16), with the result that other moving people have no other option than to negotiate their way through the queue, or create their own pathways (Video: negotiating paths - <https://youtu.be/2ruvSCDgJL8>).



Figure 16 - People queueing for tickets

This notion of negotiation between queueers and non-queueers, is an example of a mobile practise that can occur when the staged environment lacks resources to endure the number of visitors being compiled at one point (Fuller 2014). The expression of negotiating, while moving, has been examined and termed by Jensen as '*negotiating in motion*' (2013; 152), which relates to how people,

or groups, moves in certain ways by looking and signalling each other in certain ways, which will pave the way of walking past each other without touching (Ibid.). This is also seen in the video 'negotiating paths' (Video: <https://youtu.be/2ruvSCDgJL8>), where people do not just barge into the queuers, but instead move slowly past or tries to find other ways. The reason for this could be explained Jensen with the argument: "...the act of avoiding physical contact is predominant in most mobile situations..." (Ibid.). This eager, not to get too close to each other and negotiate paths to get past each other, is seen multiple times at Camp Nou. An example, of staging from below to avoid such situations, is seen among the women at their designated toilet, where a pathway for entering and leaving the toilet are swiftly being negotiated and constructed (Field notes). Similarly, when waiting in line for the food stalls, people allowed passage of other people not waiting in line (Video: queueing at half time - <https://youtu.be/1IndfRpc1R4>). These are examples of how people stage the settings from below, when the stages from above cannot supply the needed resources demanded by visitors.

Arrival – Arriving at the end of destination: Camp Nou

Having travelled through the experience, with both bumps and enthusiasm on the way, the journey at some point comes to an end. On non-match days, the end destination is reached after the having passed through the FC Barcelona Megastore, while on the match days the end of travelling through the football match experience, is reached when the final whistle is blown by the referee.

On non-match days, the visitors go back into 'the street' after leaving the megastore, while on non-match days a more complex travel out of the stadium is beginning. The complex journey out of the stadium is referred to as a somewhat 'chaotic' experience (Interview Mads), Nina describes the experiences as *"It was insane. There were so many people. ... It was a mix of chaos and a fantastic experience at the same time"* (Interview Nina). Visitors are induced to leave, and not allowed to stay on the stadium after the match, by the stage managers (Interview Mads). As seen in video: 'leaving stadium early' (<https://youtu.be/EL0q3MbyB-8>) people started leaving the stadium even before the last whistle were blown by the referee. Two reasons could explain this. Either they see the result of the game as being definite, and thus decide to leave the game before time, or it could be a result of friction. This friction is created by wanting to minimize the distress and chaos it can be, leaving Camp Nou together with the other +90.000 visitors at the same time (Interview Nina/Interview Mads). This foresight, of potential queues, can cause a friction among visitors when leaving the stadium, both in general and within the group of which people are travelling (Interview Jonas). As Jonas mentions about his experience *"You might look at it differently if you are going to every match and have a season ticket, but we were there for the experience and there is nothing more tame than having travelled to another city to watch a game and then leave before it is over to not end in a queue. We just accepted that this was how it was going to be. There was one in the group who suggested that we could go before the last whistle, but he was told that that was not going to happen."* (Interview Jonas). This show how a social dynamic is created in the 'mobile with' (Jensen 2013), but equally how spatial and social control (Edensor 2000) help determine how a group interact and create social rules, concerning how to act in a situation where other people have decided the experience was over for them. As the staged settings of when a football match is over is determined through a set of rules (Bale 1993), the interaction and decidedness among spectators of when to leave is constructed, negotiated and staged from below at Camp Nou.

Even though some try to ease the pressure at the exit, by leaving before the match ends, there is still a huge amount of people leaving the perimeter at the same time. The structured and staged settings of Camp Nou transforms from being a sociopetal to a sociofugal (Jensen 2013), where people are pushed out of the stadium. By opening all gates for exit (Interview Mads/Field notes), the focus seems to be getting people out of the stadium as fast as possible, hence a political decision has been made regarding this process, choosing not to have the same control, structured lines and pathways as before the match. This results in the normal traffic regulations not being upheld. This is staged from below, as people move away from the pavement, contrary prior of the match, and instead utilises both pavement and roads for the movement away from the stadium (Video: Bird's eye view - <https://youtu.be/UnqaFbJ-uGM> /Field notes). Given the design of spatial environment outside the stadium, on a match-day, people must navigate among driving cars, scooters, as well as other people, both inside and outside the stadium perimeter (Figure 17). This illustrates how negotiations between traffic, situated performances by people taking pictures and others leaving the place, obstruct each other's mobility, co-causing the aforementioned chaotic condition outside Camp Nou. This can be argued to be a result of inadequate stage design and management, as the stadium managers have focus on getting people out the stadium (Interview Mads), instead of directing how this exit should be performed by the visitors of Camp Nou.



Figure 17 - Leaving Camp Nou: Negotiating space

As a result of the enclavic conditions inside the perimeter, the outside area of Camp Nou lacks the affordances of hospitality and service for the visitors, looking for an opportunity to extend their experience (Interview Mads/Interview Jonas/Field notes), which was noted by Jonas saying *"We had actually thought that more would hang around the area, but that was not the case."* (Interview Jonas). The little assortment of bars and restaurants drives the movement away from this sociofugal area, which furthermore underpins the start of a conflict between visitors to for the transport options away from Camp Nou. Depending on time and date of the match, the different mobile opportunities can vary (TripAdvisor reviews/Field notes). If a match is played late at night, this limits the mobile opportunities of exiting the area. Local bus routes stop after 10.30 pm and are replaced by shuttle busses driving only into the city (Field notes), leaving people going elsewhere to take the metro. The visitor with such experiences, has described it as: *"Why i said is a one way trip? Well, if you match finish after midnight you gonna be lost in the street because the subway dont work after midnight, buses are fully crowded and the 10.000 taxis in the city becomes ZERO."* (TripAdvisor reviews). This is supported by another user who argues *"We were advised there would be plenty of buses to get us back safely from the ground however this was not the case ... We were not alone with hundreds people trawling the streets trying to flag taxis which none stopped"* (TripAdvisor reviewer). The problem relating to the lack of transport options is not only an issue relating to matches ending to late, but also matches ending earlier. 90.000 people travelling equals pressure on the infrastructure, causing the voluntary or involuntary friction among people (Interview Mads). The high number of people resulted in; *"One night we actually decided to walk from the stadium and home instead of taking the metro because there was a very big number of people who wanted to take the metro, it was hopeless to get down to the metro."* (Interview Mads).

The pressure of people flooding out into the area, with no activities for them to do afterwards, has its mobile consequences, which the staged settings from above is not designed to cope with in a satisfying manner (TripAdvisor reviews/Field notes). The consequence of this is friction, influencing the experience of a match day for the visitors (TripAdvisor). In contrast, at a non-match day, people arriving at the end of their tour, are not implicated by the same pressure, as they would have been at a match-day. The amount people exiting the area simultaneously are not as high, which equals less pressure (Field notes). Regardless, the lack of staging in the area outside the stadium on non-match days, as well on match days, are argued to be a disappointment for those wanting to prolong their

experience in the area (Interview Jonas). But this staging from above, of not designing the area outside the stadium in an inviting manner, could relate to the sociofugal approach, which pushes people away (Jensen 2013), because of political or safety concerns in the surrounding the area.

The arrival section, which rather should be considered the exit section of this analysis, relates to the arrival in an airport after flying. Some people, those who are in a hurry might do what it takes to skip the potential queueing, by walking in a higher pace, which at Camp Nou means leaving before the end of the game, to get through the exit of the gates. But what is similar to the airport, is the fact that when the flight, or experience, are over, people exit the perimeter towards their new destination outside the stadium, or airport.

Discussion - More than a stadium

In this thesis, I have attempted to challenge the ontological perception of what a football stadium is and how it can be viewed. I argue that by looking through a mobilities perspective (Sheller & Urry 2006) and through looking at design, architecture, decision making etc. Camp Nou is more than a stadium in the traditional sense of a football arena. I have attempted to provide a new view on the dimensions at play in football tourism and mobilities literature.

The analysis of this thesis compares, and looks through the glasses of an airport, showing how there are some distinct similarities, such as commercialized spaces, safety and security aspects, and routing through this spatial area. Through the structural decision of dividing the experience in to pre-departure, transit area, departure and arrival, the thesis has a structure which critically analyses 'what is happening' in and outside the perimeter of Camp Nou. By comparing the airport and Camp Nou 'too much', it can, however, be challenged, as the underlying purpose of visitors visiting this stadium and airports are not similar. Today, Camp Nou functions as an end destination, a football stadium as well as a tourist attraction, while visitors of airports visits these as means for travelling to another destination. Hereby, it could be contended that these two are not comparable or even remotely common. Though, some similarities between this thesis and Adey's (2008) work on airports, in aspects of safety and security, commercialization and performances between the football stadium and the modern-day airport, as well as prison like surveillance, is demonstrated.

It is argued by several scholars that airports could be considered as a non-place which suffers from placelessness (Christiansen 2008/Relph in Merriman 2014), as it is confined within liminal space without residing people living there (Christiansen 2008). Yet, I do agree with Merriman (2014) in the argument of this postulating an opportunity to neglect the diversity of space/place considerations. The analysis shows how the football stadium of Camp Nou, is based in an enclavic football environment, which have multiple angles and implications as well as a significant commitment from the visitors, and should not only be disregarded as placeless, as most people visit it to convene in either a touristic or a more mundane football experience and practice. Instead, it is argued how the football stadium should be considered as a multifaceted mobility hub, as well a stage for lived mobile experiences. As with the airport, stadiums as mobile hubs will be enriched by perceiving

them as more than just a place visited as mean of travel to another destination. When looking at football stadiums in the future, it is argued that research will benefit from looking not only at the mobilities, but also at what facilitates and stages the settings, from below and above, to distinguish the rich lived and performed activities, just as well. Triangulating mobilities with what facilitates and stages the settings, a deeper understanding of 'place' will be gained. This will help enhance the whole user experience, potentially creating a more fluid mobile experience, through the consideration of football stadiums being furthermore an attraction as well as a 'topophilic' (Bale 1993) situated place.

I argue, through the scrutiny of Camp Nou, indexing Camp Nou as simply a football stadium should be considered undesirable, since this would be an underestimation of the mobile challenges, implications and potentials of this architectural construction. It should rather, in mobilities research, be considered a mobile hub which will, however, also imply different facets of implications due to design, settings and performance. One of these facets, which is argued to be imminent at Camp Nou, is the notion of friction (Cresswell 2014). The field of mobilities is, by Cresswell (2014), argued to be neglecting the notion and potential of friction, so analysing Camp Nou as a mobility hub, I would agree that it would be a mistake to abandon this concept. This friction, including queues, can function as control instrument, if applied in the right settings, but these instruments does also a have side-effects. The analysis, and the empirical material, show a high number of mobile decisions are made due to friction. Though friction naturally hinder or accelerate peoples' mobility (Cresswell 2014), I argue the potential effect of minimizing the outcome of peoples experience at the football stadium. As the empirical material show, some of the visitors deliberately decide to skip, withstand or postpone their own needs and wishes due to an external pressure on the stadium. The decision to endure this pressure is, nonetheless, also a key difference in the perception of Camp Nou as a mobility hub. Camp Nou is a voluntarily visited destination, instead of a mean of travel to a new destination, as is the case in an airport, and here the difference between the airport and the stadium is shown.

A figure where the stadium has a common ground with the airport, is the control of space. Where airports, as shown in Adey's (2008) work, have highly qualified calculative and predictive monitoring

systems (2008), what is visible to the visitors of the football stadium of Camp Nou, is that this stadium relies on control and surveillance through security guards and video surveillance. Thereby, I am not concluding that other more 'invisible' surveillance systems are not being applied, though no technological iris scanner (Cresswell 2010) or similar is visible for or informed to the visitors. This might be due to the age of the stadium, but in the analysis, it is argued that Camp Nou through multiple signage, on both match and non-match days, expressing people are to be aware of video monitoring. This, together with the concept of the all-seater stadium, Camp Nou adopt Foucault's thoughts on the panopticon prison (King 2010) on match days. In this way, Camp Nou induce a feeling of being watched among its visitors as well as limiting their movement and social interaction with other visitors, peoples' will to engage in situated performances are being oppressed. Camp Nou has, as the airports, gained control over their visitors, through panoptic surveillance, as well as segregation of visitors, which according to empirical material is success, as most of the visitors have not been feeling unsafe, neither inside or outside the stadium, but it does, however, cause a conflict, as the segregation delimits the mobility of people at the stadium.

Segregation is not seen as a problem on non-match days, though control has a tremendous impact. Utilising a construction and routing of space, through designed artefacts and settings, peoples' movement are controlled in the route desired by stage managers. This trait, however, is not always perceived as beneficial, as this oppression of, and pressure on, visitors is being conceived as a form of disruption of the mobile experience as shown in the analysis. To construct and route the experience, a similar approach to the open wall of airports (Adey 2008) where the experience is designed with no other possible route than the one, is applied from above on the stadium. This design and structure is also seen at Camp Nou, but due to lack of entry control on the stadium on non-match days, this does not have the same effects. The combination of routing and limiting space with little control of the number of visitors allowed entry, delimits the mobility of others as indicated in the analysis. Thus, I argue, that Camp Nou need to enhance their control entrance of visitors, if they are to withstand the arguments, seen in the analysis, of too high focus on the commercial aspects, such as being a cash-cow for the FC Barcelona organization, and more an attraction with the intend of giving a good experience to their visitors.

Being mostly a sociopetal, attracting people, both on match and non-match days, Camp Nou must collect on this popularity. While airports have the benefit of being a necessary mean of transport, people visiting Camp Nou, with FC Barcelona as a football club and a private company, do not have the same dependency of the stadium for their travelling mobility. Therefore, the stadium is more dependent on having a high commercialized space, but it is argued that Camp Nou should be careful that this approach does not interrupt the mobile experience, as it could devalue the attractiveness and popularity.

The analysed and discusses problematics, in relation to mobilities at Camp Nou, underpins that if looking at Camp Nou through other glasses, such as an airport terminology, an analytically promising perception of Camp Nou being more than just a stadium is displayed. To enhance visitor experiences at Camp Nou, it is argued that it is necessary to understand how mobilities are implicated, designed and staged.

Conclusion

Researching Camp Nou through an exploratory study, this has shown how it was necessary to interpret the football stadium through another set of lenses, where a mobilities perspective was adapted with an airport terminology in mind. By looking through these lenses, it reveals how the perspective of perceiving Camp Nou as only a football stadium is obsolete. Hence, this thesis was set to answer the question of: ***By using contemporary mobilities theories, how can Camp Nou be explored as much-more than an iconic football stadium, but a complex mobility hub comparable to the airport?***

As the home of FC Barcelona, Camp Nou, have undergone a massive transformation from the intension of hosting football matches as primary purpose, the Catalanian Camp Nou is today much more than merely a football stadium. Today, the stadium should rather be perceived as a multipurpose construction, a mobility hub and a touristic destination within the city of Barcelona.

The staged settings from above at Camp Nou differs, depending on the occasion and time of the visit for the guest. What is common for all occasions are comparable to looking at an airport (Christiansen 2008), where the experience takes place within a liminal space boundary. This liminal space could be, when put together with no residents living in the area, contended as a non-place, (Christiansen 2008) or suffering from placelessness (Relph in Merriman 2014). Through this thesis, it is argued how this contention is neglecting diverse space/place considerations, such as a football stadium is a multifaceted mobility hub that facilitates both atmosphere, staged settings and experiences for those visiting. Having this liminal space, it does, still, allow stadium managers to clearly stage the routing of place, and combined with an uninteresting surrounding area, as mentioned by visitors, this enables Camp Nou to be considered a sociopetal (Jensen 2013), which drags visitors into are the area of Camp Nou.

This thesis has stated how there is a similarity, within the liminal space, between the focusses of airports and Camp Nou as a football stadium. These focusses highly regard safety and security as well as commercialized spatial design.

Firstly, the safety and security aspect. Here Camp Nou have, from above, adapted some of the same initiatives towards creating a safe environment as the airports, which induce a feeling of safety among visitors while these are 'held encapsulated' within the perimeter of the stadium. Even before entry, on both match and non-match days, visitors are met with signage ensuring that visitors are aware of what is allowed, and not allowed, within the liminal space. By adapting this strategy, the visitors are, from the moment of entry, aware that they are entering a highly controlled environment, with both regulations as well as surveillance. This through visible security guards, police, different stage managers, the oppressing design of strict routing, on both match and non-match days, as well as the segregating all-seater stadium. This stadium design induces visitors with the feeling of the panoptic eye (King 2010), letting each know they are potentially being watched and monitored, constructing a feeling of safety and oppresses tendencies of violent behaviour, inappropriate social interactions or performed activity. In addition to the induction of safety through different measures, the football stadium is, as the airport, also a highly segregating mobile hub. By comparing visitors of the stadium to travellers in the airport, it is evident that spectators at football matches mainly are segregated due to political and control decisions, in the same way as travellers are in the airport (Adey 2008/Creswell 2014). Those who can afford it stand situated with better seating, more mobile freedom than the away-fans, whom are treated almost as refugees in the airport, caged in at the top of the stadium with bad visuals and little space for movement. While regular travellers, or regular spectators, at Camp Nou receive a standard treatment across the stadium, the safety measure shifts a bit from occasion to occasion, as match days are more controlled than non-match days.

Secondly, despite being a controlled environment, a lot of focus at Camp Nou is, as with the airport, on the commercial aspect guiding people in the 'right' direction. Having situated people inside the perimeter within an enclavic environment, the safety precautions are also set to ensure the 'right' mental state for consumeristic behaviour, which is also something airports aim at (Adey 2008). FC Barcelona have reached this state as well as, on non-match days, achieved minimizing disorientation resulting in visitors moving in the "*leisurely stroll of the flaneur*" (Tester in Edensor 2010; 69) outside the stadium in 'the street'. Commercializing space, and being a sociopetal attraction and mobile hub, does however present its flaws. These are present where visitors are not irritated by this approach in itself, but rather the consequences of it. Gathering this many people on match days,

and not controlling amount of people let in on non-match days, this generates different types of friction, which have been shown to be a source of irritation. While this friction can function as a controlling element for stadium managers, it is, from below, seen as a disrupting figure of the experience of Camp Nou. These frictions are caused by i.e. queueing, intentionally as political and controlling element by FC Barcelona around, and in the stadium, for ticket purchases, photo opportunities or food stands. However, it is also, unintentionally, seen as result of spatial limitations, situated and social interactions such as taking a photography. The overall reason for this friction and queueing on Camp Nou, is argued to be lack of resource inside the perimeter, either in spatial, human or design resources of the stadium. Nonetheless, these frictions can either hinder or enhance mobility for the visitors, but is not always perceived as the optimal outcome, as some visitors sets others needs over their own, minimizing their own return of their mobile experience.

When comprising the football stadium of Camp Nou, most of the implications and challenges regarding mobilities, is set within the actual experience, and what happens after this experience is not to be neglected. While having argued that Camp Nou, mostly functions as a sociopetal, dragging people into the area, the opposite happens when leaving. At match days, this platform for mobility transforms from being a sociopetal to being a sociofugal, pushing people away after the last whistle have been blown. As with airports, when the experience, or travel, is over, people move on towards new destinations outside the area. The political decision, of not encouraging people to stay within the area, exhibits a political structured mobile hub, which decides on when and how activities within the perimeter is structured and staged from above.

Through this conclusion, it is argued how the football stadium of Camp Nou should be considered as more than just an iconic football stadium. Through a consideration of *'what if this stadium was seen as comparable hub such as the airport'*, this informs both tourism and mobilities, that many facets, complexities and decisions are necessary to be contemplated when suggesting what this football stadium is, as well as how it should be perceived. The football stadium is indeed a mobile hub, a tourist attraction and a platform for social interactions, embodied and situated performance, with multiple occasions of frictions hindering, slowing or enabling mobility of its visitors.

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Appendix

Appendix: Field notes

Field notes

Friday:

1. Ordinary everyday traffic around the stadium
2. Tourists/fans shows their colour/fandom through their jerseys. Even Real Madrid fans visit Camp Nou in their Real Madrid jerseys. Also fans of Deportivo, Leicester, Wimbledon, Galatasaray and Guatemala is seen.
3. Signs towards Camp Nou first showed when reaching Les Corts
4. Tourists busses putting guests off at Camp Nou
5. Everything around the stadium are closed for everyone other than personal, which could make one feel 'placelessness'.
6. "Obligatory" pictures are taken in front the gate to 'the street'. Mainly men/boys are getting their pictures taken either through selfies or co-travellers who take the picture. A usual pose is with pointing fingers towards the sign. People do also just take pictures of the gate.
7. People rather use selfie sticks than ask other if they could take a picture.
8. People visit either in pairs, smaller groups or big groups.
9. Local people run through the area in front of the gates, making them negotiate the space with tourists.

Small interview with four Danes (A young and old pair):

- One of them was a football fan and fan of FC Barcelona, the rest just followed along because of the attraction.
- Wanted to visit the stadium before going to the match on Sunday.
- Had visited the tour

Kiosk owner in front of the stadium:

- People buy their drinks at his place instead inside the premises.
 - Speak poor English.
 - Even though being cheaper than prices inside Camp Nou premises, the prices was still more expensive than inside the city.
10. Relatively quiet area, which are only broken by the diesel driven tourist busses, which arrives every five-tenth minute. This also affects the air which gets polluted by the diesel.
 11. Signs show that people cannot smoke inside the premises, which results in people smoking right outside the gate. When entering the area, it is shown that people doesn't respect this smoking ban.
 12. At this entrance, most arrive by bus.
 13. Alcohol is also prohibited in the area, but are sold at non-match days.
 14. All type of people visit the area, Asians, Muslims, European, both men and women, but mostly men.
 15. Picture 66 is followed by a non-spanish man saying 'Visca el Barca é Catalunya – Vamos'. Obviously not a Spanish speaking, but a one who has learned a phrase.
 16. A more casual atmosphere at the other entrance opposite the street at the restaurant.

Inside the gates:

17. A casual touristic atmosphere – people don't seem to be in a hurry.
18. Securitas guards functions as well as guides pointing people in the right direction.
19. You can also enter the area in front of the stadium without a ticket.
20. Ashtrays inside the area, even though having signs saying no smoking outside.

21. Big groups like walking next to each other making it difficult for others to get around, minimizing the mobility of others.
22. Not possible to sit anywhere else than at the restaurants. Otherwise you have to sit on the streets.
23. Only possible to buy beverages at the restaurants or at an automat with double the price as in the city.
24. Groups of boys are more loud than other groups.
25. Groups with both boys and girls negotiate a lot more about where to go than other groups. Smaller groups follow a 'leader'. Families, mom and dad negotiate where to go.
26. Quiet area inside on the street around the surrounding only breached by music from the restaurants.
27. Men in suits, who works in the area, breaks the touristic picture.
28. Constant flow of people walking out of the Megastore, not many walking in, but only out of the store.
29. Picture 142: women tries to pose like a statue – not staged, but rather impro.
30. A touristic gaze of the visitors walking around the area.

Area of the stadium:

31. Not touristic, looks like a regular city outside the stadium area. Not many restaurants, people arrive by busses.
32. Not many restaurants around the stadium.
33. No beggars around the stadium in contrast to the city.

Saturday:

Queueing for tickets:

34. A lot of sun, no shadows.
35. In the queues for tickets – people speak in a low tone, except one showing a friend, through facetime on his smartphone, that he is at Camp Nou.
36. A security guard guides people in what queue they should use. If buying tickets for the tour people should, otherwise they go to the street and that ticket office.
37. The closer people get to the end of the queue, the closer people stand to each other.
38. People arrive at the queue in flocks at the same time of the tour busses arriving at the area.
39. Language difficulties makes the purchase of tickets difficult as both the sales person and the credit card terminal only speaks/works in Spanish/Catalan. The sales person only knows the numbers in English, which slows the queue when people asks questions.
- You are able to cut the queue by buying the ticket online, which actually is cheaper than buying them at the office.
40. People don't cut the line even though the line is only screened half the way.
41. People are aware of moving forward even though doing other things.
42. The queue evolves filling the pathway which people should go. See video.
43. Security guard decides to move the queue to the street. See video
44. Much higher amount people Saturday at this ticket office than Friday at the same time.
45. Only 2 of 5 cash registers are used.

The street on a Saturday:

46. A much higher number of people in the street – creates a higher intensity and noise level.
47. Futsal match was going on in Palau Blaugrana. Tourists thinks that their tour tickets give them access for this match.
48. People takes pictures/selfies in front of pictures of players, making other people around needing to walk around or stop.

Access point for the museum:

49. Personal scans ones' ticket. You are not allowed to do this by yourself.

50. An additional fee of 5 euro to buy an audio guide – the price is not shown anywhere, you get the price told when ordering an audio guide making people regret and say no.
51. You are guided into a queue and not allowed to go past this queue to get into the museum. At the end of the queue you notice that the queue is for a photo session, and some personal insists that you get this picture taken, not allowing one to choose on your own. The photographer insists that people poses and say 'Gooooal' when the picture is taken.
52. Picture 45: shut area who says:
- "This is not an important area, it is about the foundation, if you want to see the important things go the other way." – Clearly directing one to what to see.
53. People reach for their smartphone and camera in the second they enter the museum taking pictures of the trophies. This slows down the tempo as the one in the back need to wait until the first are done with taking pictures
54. Museum room is rather cold compared to the outside.
55. Guards watch what people are doing. The atmosphere of a museum though having a louder sound level.
56. Due to small hallways and pathways a lot of negotiation are going on between people who wants to move forward, people who want to read, people who want to take pictures.
57. Only few people use audio guide, those seem more concentrated about listening than what is going on around them.
58. People seem to have consensus about the path direction.
59. Men seem to have a higher recognition of the historic than women, as more men gather around the big screens with historic videos and pictures. Often women walk ahead and wait on the men.
60. Men poses in front of the trophies
61. Compared to the trophy cabinets of the men, the women's were much smaller and did not get as much attention. Even Basketball and Hockey gets more space than women football and the cabinet of women football was a traffic area where people just walked past.
62. Seems like people are drawn towards what is known. People walk past was is unknown like the section about Sunol.
63. Music in the area are broken by a political statement which says that FC Barcelona support children rights around the world.
64. A special section for CL are heightened compared to other sections a receive interest of all the visitors.
65. Because they had this CL section and the Ballon D'Or/Messi section next to each other, it created a big queue slowing everybody down, even though it was possible to go on the other side of the walls. People wanted to see exactly this.
66. Afterwards everybody needed to out of the same door creating enormous queues.

The tour:

67. You are only allowed to go the decided way around the tour. This is shown by arrows and fences.
68. People take more than one picture to make sure that they get the right angle.
69. Steep and small stairwells on the stadium among a lot of other people creating not much room to get around.
70. Everybody takes a panorama picture of the stadium. Staged that people should go this way.
71. Guards try to get out of these pictures.

Conversation with a guard:

- Tour on stadium gets more stressful the day before a match
- As it gets warmer, more tourists arrive
- Locals can't afford ticket prices, so they don't visit the tour
- The more people on the tour also takes on the security, making it necessary that there is more security on the tour, to make sure that people don't go where they are not meant to or in wrong directions.
- All types of nationalities visits, Arabs, Asians, French, Italian etc.
- More action during weekends.

72. Friction is experience around the tour. In the changing rooms it was quiet until a group of boys arrived, which made everybody else walk out of the changing room due to a higher sound level.
73. Staged experience at the stairwell onto the pitch where sounds of a match day stadium was playing in the loud speakers
74. If you tried walking the opposite direction on this stairwell and back into the changing room, you were told to go the right direction.
75. Group of young boys try to enhance their experience near the pitch by play the Champions League hymn with a portable loudspeaker. The created their own atmosphere, but also made it difficult to get around them as they gathered in a big group.
76. Old stadium, where the concrete at some point a replaced with steel plates, making the ground and the feeling shift.
77. The whole tour is guided by guides, portable fences and arrows, making it possible for the managers to shift directions of the tour if needed.
78. Walk around on concrete and steel stairwells to get up and down the stadium. A lot of walking, which sets its requirements for stamina and physical condition.
79. People stop to get their pictures taken in the official photo opportunities with green screens managed by FC Barcelona. This makes it difficult for others to get around if they won't have their pictures taken. A group of Danish guys did not realise what they were waiting in line for, but when realizing it they at the same turned around and walked past the queue.
80. A small merchandise shop with different items stopped everybody, making one face the eager sales person trying to convince one that he was selling some of the real grass of Camp Nou in a small-scale version of the stadium. Some people did not believe him and most just walked past.
81. Only one kiosk was open on all of the tour making people stop for food and beverages, but also stopping those who just wanted to go forward. Also a lounge was open where people were able to sit down or play table football while watching old clips on a big screen tv.
82. When reaching the top of the stadium, people stood in line to get into the press boxes, which were staged with the tunes of commentary and screens showing old clips. It should create an exciting feeling among the visitors, but not all feel the excitement → picture 151.
83. The experience is filled with transport areas, some with pictures, other with nothing but stairwell or hallways in dark areas.
84. The whole tour has a lot of focus on the current big players of Messi, Neymar and Luis Suarez.
85. Gives the opportunity by using technology of sound and motion pictures to let people experience 'Camp Nou'. Either looking at a TV or taking on a pair of headphones and listen to club chant 'El cant del Barca'.
86. Penetrating is the feeling that people should be enjoyed while visiting, telling the story that people should know about Barcelona and the players that they want to highlight. A very commercialised space all around the stadium with ads, pictures, sounds. An experience room more than a historic room. This is also shown in the exit of the tour where you are able to purchase an album with the pictures from the photo opportunities and ending in the big Megastore.

Sunday – Match day:

Søndag 19. marts

87. More local on the bus to the stadium
88. More streets shops selling merchandise around the stadium
89. People selling beers from sixpacks around the stadium
90. People arrive through the different streets around the stadium. Not like the other days, people take public transportation
91. Illegal ticket sellers around the stadium. Tries to hide that they are selling tickets
92. All kind of different nationalities, mostly Spanish, but also French, Italian, German, English, Danish etc.
93. Police kept long distance to the crowd
94. Stadium area opened first at 18.30 – match at 20.45
95. People were Barcelona colours on their jerseys or scarfs

96. People take off jackets to show their Barcelona jerseys, though it being 16 degrees.
97. Traffic not shut down on the streets leaving people on very little space on the pavement, negotiating a lot of the space.
98. More police and security guards inside the gates.
99. Spanish/Catalan newspaper were given to the crowds
100. Media people interviewing visitors.
101. Near the parking underground parking house people stop up looking at the cars driving past hoping to see a celebrity. Had the effect that people walked longer and longer out into the road, making the space for cars to get by smaller and smaller.
102. No official tourists busses driving past this day. People arrive in cars, busses or walk from the metro.
103. When the entrance opens people walk out into the street, neglecting laws and makes cars having to slow down and negotiate the space with the pedestrians.
104. A tense excitement in the queues to get into the stadiums. People stand close due to small spaces at the pavement and gates into the stadium.
105. People still try to buy tickets at the ticket office.
106. The megastore is completely filled before the game.
107. Queues for everything. Toilets, gates, stands etc.
108. People are searched when walking into stadium gates. Inside there are police with automatic rifles and bulletproof vests. People search for their designated gate, some visit the merchandise store, other visit food stalls, but the closer it gets to the game people walk toward their entrance.
109. The rhythm of people is arrhythmic as people push, walk past, and try to cut line everywhere possible to get into the stadium.
110. A scent of food, beer and sweat.
111. People take a lot of selfies.
112. The closer it gets to match start, the bigger the pressure to find seats. Some know where to go, while others are confused.
113. A lot of entrances, but you are only allowed to take the exact entrance which is mentioned on your ticket. No alternative routes are allowed. And big bags are not allowed in the area – see pictures of signs.
114. A lot of dad and son pairs. One pair talked about their tickets, which they had but from an illegal seller in front of the stadium, had sold the fake tickets, which resulted in that they had to buy new ones.
115. The entrance take you exactly to your area. Other routes are shut off by steel fences.
116. Old stadium, difficult to find the row, section and seat number. These were not signed very well. People seemed to have trouble finding their seats.
117. Everything on the screens and the stadium announcer was in Spanish/Catalan. The sound was very blurry making it hard to hear what was being said.
118. The away section was in the top of the stadium contained in glass making the away teams fans not being able to get out of this box during the game.
119. Sections around the stadium had upgraded seats, which seemed like if you paid more money you were able to get a better view and seats. People sitting in these sections wore suits and fine clothes.
120. A sales person walk around the stadium with an old soft drink box, selling drinks and popcorns etc.
121. When the Barcelona players entered the pitch a staged theater was performed with the stadium announcer saying the name of the player leaving room for a big cheer from the spectators. The room got bigger the more famous the player was. Messi got the biggest cheer. But only when Barcelona entered the field.
122. People had to document on Facebook and Snapchat that they were present at the football stadium. Which also created a mass of people taking pictures with the pitch as background.
123. One person observes and comments: seems everyone is a tourist
124. People seem influenced by alcohol even though the signs say it is not allowed.
125. Difficult mobility as the aisles are small and the seats are very narrow. You sit close to the man next to you. You negotiate about the space at all time during the game.
126. Introduction in English wishing everybody welcome using words as the legendary Camp Nou
127. El cant del Barca is sung and people clap at the right moment if they don't know the lyrics.
128. Hardcore Barca fans are compiled behind one of the goals, singing songs throughout the game. Only when singing a recognisable song the rest of the spectators join by clapping, otherwise people speak to each other and react to the game. Some seem to be there for the match other for the experience of watching a game at Camp Nou.

- 129.The result of sitting close is that you at time can't see the pitch. Often when people get up to take a picture you can't see the rest of the pitch unless you get up yourself.
- 130.Discomfort in the seats. After 15 minutes you have already changed seating position multiple times.
- 131.Some experience the whole game through their smartphones recording everything.
- 132.The big screen do not help to show the game, only show ads from the sponsors of FC Barcelona.
- 133.Man sidder så højt oppe at der forvilder fugle sig ind på stadion
- 134.Fans sings chants throughout the game with any interferences from above – performed from below? Staged from above to have the sitting at that exact place where they are visible from everybody else.

Halftime:

- 135.Getting out into the back areas are blocked by people taking selfies in the narrow aisles.
- 136.The smoking prohibition are challenged from people smoking in the back area at half time. No signs saying that they can't smoke on the stadium when getting in.
- 137.Long queues for food stands and toilets. In the food stands only 1/3 of them were open. For the womens toilet they were good at creating queues and follow the rule of queuing, where the men did not do the same, much more chaos.
- 138.Many did not get into the stadium before match start.
- 139.The marketing of Messi have resulted in people are praising him as a god when scoring goals. People took a praying positing shouting 'Meeeeeeeeessi, Meeeeeeessi, Meeeeeeessi'.
- 140.Temperatures at the stadium got lower and lower. Cold when sitting at the top.
- 141.Fans synger med ryggen mod banen
- 142.Mobility movements on the stadium: clapping, shouting, gestures at happiness and anger, shifting position in the seats, keep your hands in front of your eyes, pointing, taking the phone from the pocket, taking pictures (finding the right angle), cheering at goals stretching the arms to the air etc. Most of the mobility during a game is at the pitch, but the interesting is outside the pitch, as that inside is obvious.
- 143.People starting to leave 10 minutes before the game has ended after the victory goal for 4-2. People want to avoid queues, a kind of friction. This is intinsivated until the end of the game. Some want a selfie before leaving the stadium, once again creating queues.

After the game:

- 144.Food stands are closed.
- 145.Slow people causing friction makes other seek opportunities to get past.
- 146.The back area is not staged, rather concrete like and boring.
- 147.Every gate is open, wanting people out of the stadium area.
- 148.Merchandise stands still sell jerseys at ground level.
- 149.At ground level everybody goes in different directions, causing some chaotic scenes. No structure or people directing the crowd, only an expectations that it will go well it seems like.
- 150.The gates are slowly closed as people are getting out of the area. Guards make sure that people don't walk in again.
- 151.Regular city busses have stopped driving, instead people can buy a ticket for special busses driving only to Placa Catalunya for a higher price (3 euro) than normal busses (2,15 euro). Very much pressure on these busses. Or people can take the metro, which stops at 12pm.
- 152.Only a few stay in the area for a beer, most people leave it right away.
- 153.An hour after the game, the area is completely dried out and no people are left except those working at Camp Nou.
- 154.The lightning inside the stadium area was good. Outside the gates only normal street lightning.

Field notes – journal form

17.03.17 – 9.30 pm

Walking towards Camp Nou

On this day, I had decided to walk from the hotel to see if I would be met on the way by other people on foot towards the Camp Nou. Since there was a couple of kilometers I looked at the signage towards Camp Nou, since I have seen they pointed towards other attractions, but not until I reached the of Les Corts signs emerged. As far as other people on foot, I did not observe any obvious on my route even though walking on big streets.

Started by asking the information

To get a clearer image of when it is possible to visit 'the street' I asked the information at the entrance and got the answer in semi-struggled English:

- "we are open from 10 am to 6 pm, but entrance to the experience tour closes at 5 pm., on Sundays it closes at 2 pm and on match-days it is closed"

The sign told that the Camp Nou Experience tour and museum is only closed on the 25th of December and 1st of January.

If you haven't got the possibility of buying the ticket online you will be charged 1,5 euro additional as a service fee.

Term no. 7 - Routes on the tour is decided by FCB, so people cannot walk around the stadium as they want to.

In front of the main entrance

I decided to observe the main entrance into 'the street' of the way into the 'wonderland' of where fans are allowed. Visiting Camp Nou you are met with steel fences surrounding the stadium with only two entrances for the public – making the environment seem a bit placeless in a touristic view when only working people allowed within the area. The fences have been marked with signs pointing towards the entrance, some tell you how many minutes others tell you how many meters.

When viewing the happening in front of the main entrance, it became clear that most people arrive at Camp Nou by bus (tourist city bus), a few by taxi and walking. These busses arrived with intervals of 5-10 minutes creating loud noise from their diesel motors and the air got smelling and polluted (See video). The drivers of the busses also created disturbing noise when using the warning horn at others in the traffic. But at the time when busses weren't arriving it was actually a rather quiet area.

Before entering the area of Camp Nou visitors often take a 'ritual' picture of the gate, either with themselves in the frame or just of the gate. An interesting perspective is the fact that people rather take a selfie or use a selfie stick than ask other people to take the picture.

The front of the of the main entrance is traffic hotspot, where people are negotiating the space how to get in and out. People stopping to navigate around trying to find the bus stop, people going in others out (sometimes these are big groups), somebody smoking, other taking pictures, busses arriving, taxis arriving, locals driving past and small stands of unofficial merchandise sellers.

4 people – 2 men and 2 women (2 in their mid-twentieth and 2 over 50) passed me and I asked them why they had decided to visit Camp Nou and they answered:

“Because we are interested in football and they were also going to watch the game on Sunday, so they wanted to check out the area before coming to the game.”. Only one of these were really Barca fans, the rest were just coming along for the experience.

On the signage in front of the main entrance it says that smoking and drinking is not allowed inside, but as a contrast you can see from the entrance a sign marketing beer, and there are ashtrays inside the perimeter. This seemed a bit conflicting and confusing towards what to believe.

Surrounding Camp Nou

Walking around Camp Nou there is only two entrances and a lot of fence. It is clearly staged where people can go, keeping everyone who do not work there out. To make sure people aren't trying breach that fence, they have written (only in Spanish), that people will be fined with 650.000 € if trying to do so, which clearly is a control grip on the matters.

As mentioned previously the fences are marked with signs telling which way to go, but sometimes between the fences there are entrances used for match days and these are also marked with different signs telling what you cannot bring to the stadium and what you should allow if you want to go further into the stadium. When looking at these signs it is obvious that they are not made for non-Spanish speaking people, as almost every one of them are in Spanish.

Newer signage is with three different languages including English, and looking at them they seem pointed at tourists who brings big bags and suitcases to the stadium.

Another interesting feature of walking around the stadium is the amount of commercialized space and materialities, making it almost impossible not to notice the big ads for Qatar Airways, Audi, Nike etc.

It is only near the other entrance surrounding the stadium you find a gap where it is possible to get in. And at this entrance the other tour busses stop, making one think of the staging not letting every one of at the same entry.

Here you also find a spot for taking the obligatory picture or selfie, with one of them even shouting ‘Visca el Barca e Catalunya – Vamos!’ even though not being Spanish speaking and pointing out his t-shirt and club logo (see below).

The other surrounding area of the stadium was not at all visited by fans – it seemed like it did not have the interest and people where consuming what was staged in front their eyes instead looking

at what the old stadium and the surrounding area had to offer. This might also be the reason why there was not that many cafés, stores and other activities happening in the area. It was seemingly constructed to only act out in the framed area. The area surrounding in one of directions most of all looked like a normal neighborhood, while in the other direction you could see a smaller stadium and a university, but no one looked that way. There wasn't either any attempt of making people go other places than on to 'the street'.

Inside the gate

When entering the area, you get the feeling of being at the touristic place, all sorts of languages are spoken among the visitors, but not in loud voices. Only when you are met by groups of boys or larger groups you feel the interaction among these is a big louder and the rhythm and enthusiasm at another level, sometimes causing trouble for others as the often like to fill up the whole street from side to side. Otherwise people walk around in a touristic rhythm gazing at the opportunities and trying to figure out in which direction they should go.

Inside the gates there is enormous sign of staging as people are not able to buy anything to drink anywhere else than at the Coca Cola vending machine or in one of the restaurants. The price of the on the machine is more than double up to the supermarket with bottle of water costing 2 € in the machine and 0,5 €, and sodas costing 3 € here and 1,5 € in the supermarket. With no supermarkets nearby and over 20 degrees in the air it is necessary to buy drinks at these rates.

In addition to this, seating in the area is only possible at the restaurants, so if you get a little tired after walking the stadium tour, the only possibility of seating is at the restaurants forcing people to sit in discomfort on the cold streets.

All though seeming to be a closed environment where you need a ticket to get, it is actually possible to go into the street without a ticket allowing everyone to spend money at the restaurants, shops and especially the Megastore with merchandise. Only the tour and museum requires a ticket. This show sign of wanting people to consume. In difference of the other attractions in the city such as the La Rambla de Catalunya eller La Sagrada Familia, you don't see any beggars and the area seem very secure with security all over the area, making one think again of Edensor and the enclavic areas of tourism.

The only thing that sticks out of this touristic environment is the men/women walking around in suits or the camera team, which makes one realize that it is a workspace with huge media attention.

A sign of the staged is also found at the statues where people take pictures, but here it is also seen that it acted out in personnel way by an older lady trying to do same as the statue while her husband took a photo.

In the public accessible places, there is all in all a very touristic atmosphere, which is staged by a consumeristic approach from the stadium owner, FC Barcelona. Keeping everything unsafe out of the area, no beggars, pocket thief's or street sellers inside the area, makes people obviously relax. Staging where people are able to sit and drink, they keep people on the path which is decided from above. Then interaction and embodied performances of the visitors is acted out different ways relying of age, gender, groups, ethnicity and so on.

Embodied performances

- Groups only with boys are either very loud or with a lazy expression regarding of age.
- Groups with both boys and girls are negotiating a lot about what to do
- Families with kids are trying to keep each other close and mom and dad are negotiating where to go
- There is clearly a leader taking charge of groups, often walking one step ahead of the others
- Young couples shows affection, older couples negotiate

18.03.17 – 9.30 pm

Taking the bus resulted in taking another entrance than yesterday and this gave me the opportunity to observe the area surrounding Camp Nou again. Nonetheless this showed that people still wasn't visiting the area surrounding. Instead, when reaching the entrance, I could see that there were more tourists this day.

Queuing for tickets

Since I had decided from home to buy my ticket on site a larger queue than queue than yesterday faced me. Picture on the left from Friday and picture on the right Saturday.

In the heating sun people were standing without any sun cover. Taking into consideration that it is only spring it was still a warm day and unfortunately, they had decided to only open two hatches ending up in queues. While standing in the queue everybody minded their own business, not focusing much on anything, much of the talk was quiet or not at all. Only a couple talking on FaceTime with their friend, wanting to show that they stood at Camp Nou, interrupted the silent queueing. In a later observation, it is noticeable that bigger groups talk louder to each other so they are sure that everyone in the group hears them, where smaller groups or couples are keeping their tone down.

A security guard guided and dividing people depending on if their wanted to buy tickets for the tour or the match tomorrow. Most people wanted to buy tickets for the tour/experience, which at a point resulted in a big cluster of people waiting beyond the ribbon of the queue. One of the things that stroke me when buying the ticket, was the same experience as the day before, the person behind the glass window had difficulties communicating in English which ended up taking extra time, as well as the credit card machine only had Spanish as a language, making it hard to find the right buttons to push, slowing the transaction.

When seeing the queue some of the people arriving decided to buy their tickets online instead of at the ticket office. Unlike other places such as theme parks etc., where buying your way out of queueing costs extra money, here you actually have the opportunity to save money buying the ticket online. Giving the opportunity to save money, it is no longer a question social class, but instead, it becomes a control feature to help the queue not developing beyond the ribbon. You could argue that, in some way people with lesser income might not have a smartphone or the money being online outside their own country, but Camp Nou supplies free wifi, leaving it up to

each customer whether they rely on the service, feels safe ordering tickets online or just want the human assistance of a ticket office.

After some time, the security guard decided to split up the queue and take half of it to the other ticket office at the other entrance (Video 1). This was a result of the staged environment not being capable or had been designed to cope with that many tourists wanting to buy tickets at the same time. The result of the queue spreading to a bigger area than designed lead to people had to negotiate the space, either trying to pass the queue asking people to move or just walking through after having bought their ticket. As seen in video 2, the lack of space resulted in people getting creative walking almost through a garbage can instead trying to negotiate the space with those waiting in line.

It was obvious when observing the queues evolvement that people were arriving in streams fitting with the bus schedule seen from the day before.

As a note, it was not possible to get a guided tour by a person, but only walk around on your own.

The street on a Saturday

As seen at entrance number two, the street was also more crowded this Saturday than it was on the Friday. As I talked to a security guard on the Camp Nou experience about, the weekend days, Saturday and Sundays, are usually more visited than other weekdays as well as the high season is close. But at the same time, the entrance of the futsal arena is also placed in this street and a futsal match was about to begin also helped to increase the pressure on the street. This futsal game seemed to confuse the conformity of the visitors, who asked whether their tour ticket also allowed them to watch the match, but disappointingly for them got the answer that they could buy a new ticket at the ticket office. This confusion seemed strange in a place where everything else have seemed so staged.

As seen in video 3 the mood of the street about the same as the day before, people walking around in a touristic rhythm, with a bit more children than yesterday, increasing the sound volume.

The Camp Nou experience and museum

The entry

When entering the Camp Nou experience/museum you are met with security measurements in form of a security guard, two guards in suits, an information desk and an instalment of gates you need to scan your ticket to get past. Much like the entrance of a London Subway station or a football arena, but unlike these two places you are not allowed to scan your ticket yourself, this is administrated by the guards in suits who also look at your ticket to confirm it originality. This 'service' and the different guards seems to be set up to make people feel safer and control the flow of entry, but it rather confused people as they thought that they could scan their own ticket as they were used to at other similar places.

After entry – the audio guide.

When having entered the security arrangements, you see a stand where you are able to get an audio guide. Out of curiosity I decided to go over and see how this was managed and I was told that price of an audio guide, which look like an old hand-held phone with the possibility of connecting a headset, but not a handy one to walk around with, cost 5 € for each audio guide. The price was not presented at any place, and it could seem like it was included in the price of 25 € for the entry, but it was not, which resulted in many deciding not to invest in the experience of getting told what you are seeing when walking around. Only a few did purchase it, others decided to do it in their own way by connecting a headset to the audio guide with each person having one of the ear pods. This resulted in what seemed to be an uncomfortable setup as they needed to walk very close on each other throughout the whole tour and agreeing on what they wanted to hear, as you needed to put in the number of what you wanted to hear. Others who had bought seemed to totally disconnected from each other making the tour an individual tour instead of something shared with the ones you entered with.

The start of the tour

Back to the tour, the whole tour constructed as one way path with only a few possibilities of taking your own direction.

All the way through guards/guides are pointing one in the right direction as picture above, where the guide in the orange shirt pointed one to the left even though this line had a queue and one had walked to the right the path had been clear. But as a staged area, this was part of the plan as the left lane led one in to a queue to the first of four opportunities of getting your picture taken on a green screen, which afterwards would put you into a constructed picture with you standing next to Lionel Messi, on the picture of Champions League triumph and so on. These pictures where stimulated by a photographer making people pose in the right manner and encouraging to shout 'Goooooal'.

If not playing along and getting the picture taken, you would be met by a sales speech saying, 'you just need to get your picture taken, it will only take a second and you are not obliged to buy it'. These situated features of the tour showed that this tour had realized some of its potential regarding the consumeristic approach, where it wasn't enough to sell tickets to actual tour, but they also wanted people to spend extra while being on the tour. More examples of this approach will follow in the later sections.

But while queueing for this situated photography, it had been staged so you should not be bored while waiting, as you would be outside queueing for the tickets. You were put through a space situated with pictures of footballers, video and audio frames putting you in a situated enthusiastic mood. This was the entry to the whole tour, which quickly showed a side of enthusiasm and consumerism, but most of all a tour which did not signage really what you as a visitor was heading towards and what was going on.

The museum

Having gotten the obligatory photo taken, you head straight ahead towards a door, which leads you into a dark room. After having oriented yourself, coping with darkness you realize you have reached the museum. You have a security guard on your left cutting you off from going to the left,

in front of you, you are being cut off by barrier tape, so the natural way of walking is to the right towards the big lightened wall full of trophies and desks with different stories regarding FC Barcelona. I could see that there was a constructed area on the left of the security guard, so I asked him, what it was and if it was possible to see, but he answered: 'This is not an important area, it is about the foundation, the important things to see is you should go the other direction'. This clearly pointing towards a staging of what for me as visitor should be interesting, not letting me decide for myself.

The realizing of where people are, makes people do one distinctive move, which is reaching down into the pocket of their pants reaching for their smartphone and start taking pictures, selfies, videos etc. ending up clotting the space. This clotting causes a friction, where some people decided not to see the first part, but rather walking past to the thing to see. Most people though accept the haul and wait for people to take their pictures and then taking their own.

Also, while people poses in front materialities of value to them, people negotiate the spatial room, as people don't want to interfere with this embodied performance of self-promotion.

This museum, like most others, create a mood of wanting to gaze at the historical settings, memorabilia and successes, which leads to a slow rhythm, but unlike other museum the quiet noise is not reflected. People show their enthusiasm creating a sound level louder than seen other places.

Living in a digital age, this museum has used the opportunity to use the digital materialities to make intangible video experiences. Through touch screens people is allowed to select a pre-decided clip of previous football players or successes, to show the glory of the club and the player in just one clip.

This is the opportunity of a museum, who is interested in creating enthusiasm by showing people thing they already know a bit about. Cause interestingly, the section of what people had little recognition of did not create the same interest. The historical space of a former club president, Sunol, and the political aspects of the club did not catch the interest of many people as well as the section regarding the women's football team. The last part about women's football team as well as the other sports of FC Barcelona where not staged in the same manner as the men's football, and especially the big stars, such as Messi and Neymar.

In an aisle where it was possible to go to ways, either to left towards the Champions League trophies or to the left towards the political aspects of the club, it was obvious that they had not thought about this when designing the room. The spatial area of the CL trophies was completely clotted with people wanting to take photos and selfies, while the area of politics in the football club almost was empty, leaving the mobility and rhythm aspect having difficult terms (Video 4). Again, this design and clotting caused a friction of people not having the same interest in CL trophies and Ballon d'or balls to quickly find others paths not seeing all of the museum.

The Camp Nou Experience

- **Getting out into the stadium**

Having moved past everyone and made it through the museum, you get on with the experience tour. Here you notice the result of FC Barcelona, as they have written when purchasing the ticket, can alter the tour to what fits best at that moment. As seen in the picture below, a lot of arrows pointing you in one direction while two fences block this way, making you go opposite of the arrows and the signage.

The spatial surrounding on the football show that it is an arena made mostly for sitting embodied performances, as the aisle in which you walk are narrow space conflicting to people moving past each other.

The one-way path through the 'experience' continued leaving most parts of the stadium inaccessible for the visitors, limiting the mobility to only the pre-decided area with the rest closed by shielding tape, fences and guards. This limitation of space to move within, often caused tensions, frictions and an unpleasant feeling since you had to rub shoulder with a lot of people.

Walking around the stadium you also get the feeling that this stadium was created to fit as many sitting people into and not to be walked around by people investigating, scrutinizing and looking at all the different corners and areas. This created a lot of immobility among people as it wasn't possible to get around each other. With steep stairs, small corridors and a lot of people moving, taking photos, gazing, talk to each other, this looked like a bad combination. But it seemed like people accepted the fact that it wouldn't be any different.

One of the first things noticed when getting into the seating area of the stadium was the ritual of all people having to take their photo with the rest of the stadium as background, and especially the club motto of 'Mes que un club' which is printed into the seating on the other side of the stadium. Having the opportunity to sit on one of the chairs at the stadium was just as well used by the visitors as a sort of ritual while enjoying the view of the stadium.

The level of sound of people in the stadium seemed to be enhanced by being in this giant hollow facility letting the least conversational interaction between people being heard from bottom to top (video: DSC_0088.MOV).

An interesting observation was the guards of the stadium tried, if possible and if they saw it, to get out the frame of photography's. This could either be a situated performance of the guards, not wanting to be part of these pictures or a performance staged to make sure that it wasn't the guards the visitors get a picture of.

- The changing rooms

Having manoeuvred around people, the next bit was getting to a bunch of stairs going down, leading us through what seems as transport areas, some more staged than others towards tourists and the experience tour. Other places on the route towards the changing rooms showed places which seemed only for use at the games with people working, trying to create the right atmosphere for the game of tomorrow against Valencia (19.03.17). What these places had in common was that they all were guarded by people in suits, who makes sure that people weren't taking an alternative route to the next stage of the 'experience'.

Before reaching the changing rooms, we were guided through the press area, which at match days only are public for those with the right credentials. Here people engaged in another ritual sequence of photos/selfies with the background what the normally only see in TV, a commercialised background with logos of some of those having a sponsorship in the club. Through a window in the wall, it was possible to see a TV studio located next to the interview area. The window seemed to be for show, as it was possible to put up sheets covering the window at other times.

The space for press conferences was put to show as well, but with limitations of only letting people watching the podium from a distance and not letting the sit at the chairs in the rooms. This made the room appear as a transit area, just wanting people to move forward and into the next room. Actually, a lot of the places looked to be place of which it was not meant for people to stay longer than necessary.

Reaching the changing rooms, it was clear that it was only the changing rooms of the away team which had been made public, which according to a guard was reasoned to protect the privacy of FC Barcelona's players. This dressing room appeared in rather neutral or bland colours, mostly grey, and if they had not been pictures of previous players from other teams who had used this area, you would have in doubt whether you had entered the local swimming pool or if you still where at Camp Nou. As with most of the tour it did not hinder people from taking pictures, talking about the different stars shown on the pictures or commenting on the facilities, which not all were astonished by. At first when entering this room people where consuming it in small talks with those around, but a friction happened when a larger group entered the space with a much louder voice chasing the people already looking away.

- **Walking through the players tunnel and into the stadium**

This part of the 'experience' was one of the most staged atmosphere of the tour. With triumphant pictures of fans on the wall, people were moved down through the corridors with an audio of encouraging people cheering, making people get an artificial feeling of how the players normally feel when entering the stadium before a match. On the way people pas on the one side a chapel, which accordingly to the guard watching are being used by the players before matches and is not just for show. On the other side is a glass door into the complete opposite of a chapel, the more modern recording area made for televising the build-up studio for the match sending it to the home tv-altar (Video: DSC_0119.MOV).

After this staged experience people were led up through small stair and onto substitute area of the pitch, where it was possible to sit in chairs of the players during a game. Both home and away teams chair were possible to sit in, which were an opportunity sit and take a photo in familiar place which many only have seen in TV or in pictures. This arranged placed were enclosed with fences and guards making sure that people wouldn't run into the playing field disrupting the turf. Some of the visitors, a group of young boys decided to enhance their experience by playing the Champions League hymn from their smartphone and through a small, but big enough so everybody could hear it, loudspeaker which they had carried with them on the tour. You could easily see their enthusiasm of being in the same place as their 'heroes', which led them to play the song multiple times while cheering.

- **A long walk to the top**

Having visited the pitch, you were directed towards a bunch of stairs which took you up a level introducing you to staged area of consuming, where an enthusiastic guy approached you with the opportunity of buying a piece of the stadium, or more accurately the grass. This grass was put into a small-scale model of Camp Nou with a small piece of this grass. This model was sold in masses making sure that every guest could get a piece of Camp Nou. Some of the visitors were a sceptical regarding whether this grass actually was from stadium and was not intrigued into buying this. The shop from where this was sold was encapsulated in to a spatial area making sure that no one could get past without being introduced to the salesman and what they were selling.

This store lead one into the next queue, not introducing what people were waiting for made people step in to line until they realized that this was another queue to get a photo taking by tour organizers. When realizing this some kept staying in the queue as they could get a picture holding the Champions League trophy, where others decided that this was not important enough creating a friction sending some in one direction, while others thought this to be important. As with many other places on this tour, this didn't seem to be something that had been considered from a perspective of non-interrupted mobility, as it created queue further than what was limited by the barrier tape making people having to negotiate the space getting past those waiting.

On this transit towards the top you directed through stairs, into an area where one stadium kiosk was open selling beverages and food, into another set of stairs and into a lounge area with a bar and a restaurant. Having been walking on stairs to multiple levels and rooms, it seemed like a lot of people took the opportunity to use these facilities and get their deposits filled before heading on with tour. Having put this area so far in to the 'experience' didn't seem coincidental, but rather planned.

All these stairs which should leave one to the top took one to the back area of the stadium. Getting one familiarized with not only 'experience' staged settings, but also let one get a feeling of a football stadium which have been used for several years with the purpose of letting people watch football and not go on an experience tour.

Once having climbed all the stairs you finally reach the top floor where you are introduced to the commentary lounge (Video: DSC_0145.MOV). In the same way as the player's tunnel, this should create images in the head of visitors of how commentaries have been sitting, shouting and commented on games through all the years. Through speakers, recordings of Spanish and English commentaries is blasted out accompanied by tv-screens showing footage of the games leaving one to feel the arousal and excitement this room have created both there and in the radios and TV's in people's houses through the years (video: DSC_0147.MOV). This part of the stadium is at the top, leaving people with an overview of the entire stadium, except what is right below.

- The last part of the 'experience'

To get to the last part of the stadium, people must move down a downhill walking path with no stairs and a view of the back area of the stadium and its surroundings. This leads into a mediatized modern space showing some of the history, mostly of FC Barcelona's football team, but also some

of the other sports. It seems like it is a prolonging of the Museum at the very end. This area has history, multiple big screen, a tribute to their own football school which in movie-like soundscape puts these players, and especially Messi onto a God-like pedestal (Video: DSC_0166.MOV). It also allows people to listen to the stadium at match days through headphones hanging from the ceiling and learn the song 'El cant del Barca' hearing it and reading the lyrics from the wall. At this point it seemed like people have had enough impressions leaving the tables with writing and history empty while the big screens were being watched.

Being an old stadium the plans of a remodified stadium is introduced with a small-scale model and area committed only to this purpose. This area seemed to attract people as it showed the forthcoming development of what they had just experienced.

As a very important part of the 'experience' the journey ended with the last organizer introduced photo opportunity appeared before people where let out through a door and into a new queue where it was possible to buy an album with all of these photos that had been taken by FCB through the tour. A lot of people seemed to be interested in buying this book as a lot queue where awaiting people getting of the 'experience' (DSC_0185.MOV). But before being able to enter this queue you had to through a machine making sure that you could not go back in which where in line with the one path mobility strategy of the tour.

- The exit through the mega store

Having bought the photo album or just walked past you end up in a room with a big sign saying thank you for coming and leading through a hall way in blue and red lights with the sounding of the stadium blasting from the loudspeakers (Video: DSC_0189.MOV). Being this consumeristic tour as it was the whole 'experience' ended up in a three-storey tall megastore of FC Barcelona and Nike merchandise intriguing the purchasing gene of fans and people with the interest of buying a souvenir or memory of this tour.

19.03.17 – (written on 20.03.17)

This day I decided as well as the last to take the bus towards the stadium. I wanted to see the stadium a couple of hours before the match against Valencia, so I was at the stadium at 5.30 pm. Already when entering the bus a sight emerged me that I hadn't seen the other days when taking public transport. Multiple Spanish fans had decided to take the bus as well, which created an enthusiastic tension in the bus, all with the anxiety of going the match. You could feel the familiar excitement shared among those in the bus, it seemed like they were heading for the weekly event of a football in company of their friends and companions.

Reaching the stadium, it was clear that people arrive in good time before the match, even before the gates open into the stadium. This space, which at the other days weren't visited, were now filled by people waiting to get in, which created tensions and frictions among those who were trying pass the area to reach another entrance. The enhanced flow was also seen in the roads where a lot of cars, busses and taxis who were putting people off and driving past the stadium. The result of decision not to cut off traffic at the roads near the stadium resulted in the sidewalk being filled with people mingling and negotiating among each other, media people interviewing fans, stalls un-associated with FCB selling merchandise at reduced prices compared with those inside the stadium,

private people not at the stadium to watch the game, but instead sell beers and water from six-packs and unauthorized ticket vendors trying not to be too obvious about selling their tickets.

These shady unauthorised ticket vendors approaching people by whispering 'tickets tickets' and not holding these out to show, but rather advent a disguise in form of a baby carriage or plain simple trying to fit into the crowd and not drawing attention. The setup of these ticket vendors left one with the feeling that you had to be either naïve or have no other options if wanting to buy a ticket from them. Nonetheless, I did stand next to a father and a son who had purchased tickets from these, which unfortunately for them resulted in the tickets being fraud and they had to buy new ones at an even higher cost, which shattered their mood a bit.

Deciding to take a walk around the stadium showed that the areas not being of interest the other days have suddenly become filled with people wanting to enter stadium. Mostly Spanish or Catalan speaking people, but also people speaking French, German, Dutch, Danish, Swedish etc. were standing in the crowds. A lot of these people had of own free will decide to take on their Barcelona shirt or scarf to show their support of the home team.

All around the stadium cars were still driving on the leaving people either to stay within the clotted sidewalk or try to navigate into the road and hope that they would not interfere or interrupt to much of the ongoing traffic on the road. This could potentially be dangerous as the cars did not seem to be slowing down the speed of driving.

Another difference in the surroundings of the stadium was sight of the police and security guards in other places than near the 'street'. On this day, you could easily see the enhanced turnout from the police making sure that should feel safe. But these safety precautions seemed to be located near a few areas outside the stadium and more police inside the gates of the stadium. Especially near the entrance of the underground parking facility, where important people drove into people gathered needing the attention of security for people not to get to close. This was also the only area where they had decided to put up security fences keeping people at a distance on one side of the road. On the other side of the road people were stepping further and further into the road to get a better sight of what was going on. And even though getting closer it did not seem like everyone around knew exactly what they were waiting for, they just stopped because there were cameras, media people and a lot of other people standing and gazing towards the road.

When the gates decided to open and they closed the arrangement in the street, it seemed like chaos had arrived. People started walking across the street not caring about cars driving past, this decision evolved until traffic were completely stopped and continued until everybody had come across the street not letting the cars come by, with the result of great noise from frustrated drivers.

Another difference at this day was that no official guide busses arrived near the street on this day, people had to be mobile in other ways this day.

- The street on a match day

Walking into the 'the street' on a match day you quickly noticed in difference in the situated and embodied performances of people. At the other days it was more casual, but at this match day a higher tension and enthusiasm seemed to be in the air. A lot more people were walking around, drinking beers, eating and shopping creating a total different atmosphere. The megastore where filled with people creating a lot higher noise level, all eager to buy merchandise before heading into the stadium. This created an unpleasant feeling of being inside the store because more and more people were coming in than going out (Video: IMG_2298.MOV). Also, the toilets in the street experienced a bigger mass of people creating queues and not being able support the demand.

All of these people wanting to enter stadium from through the different gates surrounding the stadium created an uneven flow when walking around. People were trying to find the right gate, some stop, other walk past and relying on each individual different flows and rhythms were acted out.

- **Through the gates**

Walking through the gates everyone was frisked and if you were carrying bigger bags they checked at a separate table, even though there had been signs outside saying you cannot bring bigger bags. Some were sent to a deposit room, where these bags should be kept during the match. Having entered you were also met by police officers with automatic rifles and a lot of security guards in yellow vests (Video: IMG_2305.MOV).

Having gone through gates a bigger puzzle arise as people were trying to find the right entrance to the stadium, which had over 100 different doors. Some wanted to buy something from merchandise shop or the food stalls, while others tried to move past each other ending up in a little dance before moving along. Some were waiting for the ones they arrived with in front of the gates causing trouble to get in. With only the possibility of entering the stadium at the number written on the ticket, they organizers have gained a control over people making sure that they wouldn't stay at another part of the stadium than intended leaving a big immobility among people.

When people have found the entrance, which written on their tickets a bigger endurance race to the level of the stadium started. Having only bought the cheapest tickets you were sure to be send on old stairs to top of the stadium, which was located in the same height as the top of the tall buildings surrounding Camp Nou. This journey towards the top resulted in a smell of food, sweat and perfume in one big compilation.

With bad signage toward the area of sitting it was a difficult situation finding the right area. Having found it and even steeper couple of stairs was facing you when arriving at the stadium. With difficulties to find both row number and seat number, due to the old design of the stadium a lot of people, who weren't used to get around this stadium got lost. Small numbers both on the row and the seat did not help.

When having found the seats, you look at the pitch, which is only used for warm up for the players, otherwise the only entertainment is looking at people walking and climbing their stadium to find their seats. Sometime the stadium speaker announces something in Catalan/Spanish for the spectators, but do to the age of stadium and maybe the place which I was seated, the noise was unclear and almost impossible to hear. The only time there was an English announcement was

before the game with a pre-recorded tape saying, “Welcome to the legendary stadium of Camp Nou where historical things happen, we hope you will have a great experience and hope to see you soon again” (video: IMG_2342.MOV) otherwise everything else was in Catalan/Spanish.

During the warm up and the entrance of the players it was clearly staged which team should receive appraisal from the crowd. When Valencia entered the field both for the warm up and as entry to the game the stadium speaker announced this in a monotone voice, while it was opposite when Barcelona entered the field. It was said with an anticipation that people would cheer and clap, and pronounce the last name of the players, especially when the most popular players as Messi and Neymar entered the field. An act that the crowd attended as pursued by the speaker (IMG_2344.MOV). Afterwards, the club song was played with the same anticipation and acted feeling as with the announcement, people clapped and sang ‘Barca Barca Baaaaarca’ when anticipated, but not instructed (Video: IMG_2345.MOV). Here it became clear who was fans, locals or had attended more than one match, since these were able to sing the rest of the song, while those visiting for the experience only followed along singing what was familiar to them and clapping when situation told them to.

- During the game

Having bought the cheapest tickets also meant that you would be sitting as far up as possible, which one other tourists noticed ‘It seems that everyone here is a tourists’ because no-one had any familiarity in their walking around and everyone spoke some kind of foreign language. Another result of the cheap tickets was the fact that when looking at the pitch, they players seemed like matchstick men and not allowing the spectators to locate everyone, only noticing the colours of cloth, hair and skin (Video: IMG_2350.MOV).

One of the rituals for those not attending Camp Nou in at a regular basis, is the photography of the stadium as well as the selfie with stadium and the game in the background. During the match people were mostly attending their seats, but as before, at halftime and after the game, the small corridors made for walking were occupied by tourists wanting their ritual photo taken. This left the mobility at the stadium as something negotiated between people moving around for different purposes.

The use of smartphones with camera also introduces a new phenomenon of watching the football match through the mobile phone live at the stadium, a new form mediatized absorbing of the match. Recording the memory of what you are seeing on the pitch while or instead of memorizing the event on the field in a cognitive way, people records seem to record the events as prove of presence or to keep as a memory for future usage. The sequence of recording could vary from short sequences to sequences of several minutes and situations on the pitch. This situational performance was produced by not only the young spectators, but also elder people have taken this new easily accessible recording device into use making it part of the way of absorbing the action on the pitch.

A football match at Camp Nou is an involving embodied performance if you pay attention and have interest in what happens on the field. The crowd, besides the hard-core fans behind one of the goals who sing and dance throughout the whole game, bases their mobile performances as well as their

outbursts and interactions on what happens on the playing field. Sometimes the crowd gets carried away finding the parri passu with what clapping of the fans behind the goal otherwise it is reactions to playing field which plays the biggest role of the situated performances. At times where nothing crucial is happening on the field and the crowd doesn't find the tune of the hard-core fans, people sit and watch the game, maybe talking to the one sitting next to them otherwise being still is a great part of the theatre.

When something happens on the field, either a goal or rude tackle people get engaged, making gestures, clapping or booing (video: IMG_2351.MOV / IMG_2354.MOV). This results in an interaction between what is happening on the pitch and the perception of those watching, affected by those feelings and the situated performances of the others attending the game. The influence of the performances by others sitting around some have a great deal to say in how some react, at a point a lady started shouting and booing and afterwards she turned to her husband saying, "what was wrong?", which shows that she was just following the general movement of the crowd, being on autopilot, and not considering why.

Another interesting situated performance was when Messi scored his second goal, a god-like appraisal, which also seen facilitated at the museum, was shown by the spectators, who shouted his name like 'Meeeeeeeeeeeeessi, Meeeeeeeeessi' while making a praying like gesture towards him and the pitch (Video: IMG_2375.MOV). This wasn't completely staged from above, but rather interpreted by the spectators as god-like gesture to their football god.

When the goals were scored, the stadium speaker announced the Barcelona players name like before the match, while when Valencia scored the same monotone voice where used and received no appraisal from the spectators.

- Half time

Even before half time people started leaving their seats wanting to be the first in queue for something behind grandstand. First when I got out to watch what people were moving before the game had reached half time I saw that it was to be first in line for the toilets and the foot stalls (Video: IMG_2364.MOV). Here it became clear that the staging of both the queues and the sale of food and drinks was heavily underestimated. For the food stalls people were queuing, as seen in the video, while only two in each stall tried to keep up with mass wanting to buy.

At the lady's toilet, the girls have created a non-instructed system where they went in at right door and out of the left door. This system seemed to function flawless without any queue-jumpers trying to take a shortcut through the 'wrong' door. At the men's toilet, the queue wasn't as long, but men were walking in through both the left and the right door, not having any systems and having to negotiate more about who's turn it was when getting inside the door. This was to opposite ways of negotiating a system that haven't been instructed from above, but very much enacted from below. The result of people having to queue as much as they did during half-time, a lot of people weren't at their seats when the second half started missing some of the main experience which they had attended Camp Nou for. This was even though the stadium had more stalls that just wasn't open at this match.

Another thing that occurred during half-time was the fact that people, according to the signs, weren't allowed to smoke inside the stadium. This was acted and negotiated to the fact that people

weren't smoking at their seats, but only smoked at half time behind the grandstands. This seemed like an acceptable compromise between visitor and organizer.

- **After the game**

Due to the cause of friction and immobility, people started to leave the stadium even ten minutes before the last whistle (Video: IMG_2383.MOV). This must be assumed so that they will have an easier way out of the stadium without having to negotiate, queueing and waiting for other people to be done with their performances at the stadium.

When the last whistle was blown, the Barca song once again was played and people clapped along singing the phrases that they knew, but also quickly moved towards the exist (video: IMG_2386.MOV). This was though disrupted by people who as with before the game, wanted their photo taken before leaving the stadium, which resulted in what other people wanted to avoid be leaving early. The narrow space of the aisles on the stadium, resulted in queueing making people wait for others to get by before moving on, which some accepted and others were irritated. But down the narrow stairs and out into the streets people went. Here there was not the same structure as before the game, the traffic did run as smoothly as before. Instead people walked in every direction and in all different kind of rhythms intersecting with each other (Video: IMG_2387.MOV). To facilitate an easy exit all the gates were open letting people getting easily out into the streets, special busses to take people to Placa Catalunya were driving, but the regular busses stopped driving on Sundays at 10.30 pm, while the match finished at 10.35, resulting in people not being able to take the normal busses and had to pay extra for the special bus. As the only bus driving, this resulted in massive tension and queueing closely to the stop of this bus.

The staging after the match seemed rather chaotic as people walked in different directions, cars were leaving the area, medias interviewing visitors, people buying the last merchandise and the security guards starting to close the gates rather fast, leaving only one hatch in each gate open for passing.

Appendix: Interview Guide

Overall starting questions

- Have you ever been to Barcelona?
- In what connection did you visit Barcelona?
- Have you visited Camp Nou in Barcelona?
- Did you visit Camp Nou to see a football match, or to go to the FC Barcelona Experience/Museum tour, or maybe both?
- Did you make any imaginations of the stadium before arriving at the area?
- Could you expand on your motives to visit the stadium during your stay in Barcelona?
- Have you visited the place more than one time? (If yes – why? If no – move to next question)
- Is it a place that you would consider visiting again?
- Do you see yourself in general terms as a football fan?
- Do you see yourself as a FC Barcelona fan?
- Do you often visit your local stadium?
- Do you in general feel familiar when visiting football stadiums?
- How would you describe your general experience of Camp Nou?

Match day experiences

- Did you go to stadium on your own or together with others?
- How did you buy your tickets?
- How did you arrive at the stadium?
- Would you say that there was a lot of visitors?
- How long time before the match did you arrive at the stadium?
- Would you say that it was easy to navigate around the area?
- How was it to navigate around when entering the stadium area?
- Where in the stadium did you sit during the match?
- How easy was it to find your seating area, your row and your seats on the stadium?
- Could you describe the conditions of and on the stadium?
- Did you use any of the hospitality facilities during your stay – such as toilets, kiosks, stands etc.? And how would you describe your experience with this?
- What was your experience during the game of the atmosphere, view, seating etc.?
- Were there any changes to this experience during the game?
- Did you at any point of the game or during halftime leave your seat?
- How was the experience of leaving the stadium at the end of the game?
- Did you experience any implications while leaving the stadium?
- How do you remember the experience at Camp Nou when thinking back on it?

FC Barcelona Experience Tour/Museum experiences

- At what time of the year did you visit the stadium?
- How did you arrive at the stadium?
- What experience did you have of getting around in the area?
- Who did you visit the stadium with?
- How did you buy your tickets?
- Could you explain what the area looked like and what your thoughts is about the area?

- Could you explain what you saw and experienced during the tour?
- Did you at any point experience implications or restrictions on where you could go?
- What are your thoughts about the construction of the tour?
- Was the tour implication free?
- Did you have a guide on the tour or did you use an audio guide?
- Could you expand on your experiences on the tour?
- Did you experience anything surprising in a positive or negative way?
- What stands most clear in your remembrance of the tour?
- How did you experience the transition of going from the experience tour/museum to a Megastore?
- Did you at any point buy anything in the area? And how was the experience of this?
- Would you recommend this experience tour to others? And why/why not?

Appendix: Interviews

Appendix: Interview Jonas

Business School Teacher, Esbjerg. Conducted 5th of April 2017

Interviewer (I): Have you ever visited Barcelona?

Jonas (J): A couple of times.

I: In what connection have you visited the city?

J: I have visited both with family, friends and on a study trip.

I: Have you ever visited Camp Nou during these visits?

J: Every time, except one where I visited the city with a couple who are friends of ours, because one of them was too cheap, but otherwise I have visited Camp Nou every time.

I: Have your visits been to a football match or was it to go to the experience tour/museum?

J: I have tried both. I have been to a match and visited the tour at Camp, which is quite fun since it doesn't appear to happen that much new from time to time. I was there with a couple of friends, I was there on a study trip during my high school, and I will soon be going again with the class that I am teaching in September. I expect to see the same, but I visit it every time.

I: Have you ever done any considerations before departing from Denmark about the stadium and what you were going to experience?

J: Mostly the first time, but the first time I visited Camp Nou I was only 10 years old. So, this was a huge experience, I am a big FC Barcelona fan, so it could not become any bigger for me at the time, and at that time it was huge to visit this big stadium, and at the time Michael Laudrup had almost just stopped his career in that club. And what I remember was that they had deleted him from the player list, because he had moved to Real Madrid, but he was now back on the list. So, back then I had an idea of what it was, but the second time I had an even better idea of what it was and a lot of years had gone by before I returned to the stadium. I also visited the stadium after my confirmation with my grandparents and at that time I had a better idea of what it was and what I could expect. At that time, I also watched much more football in TV, so this gave me a deeper knowledge of what it all was about than the first time. The only stadium I remembered before this was being on Esbjerg Stadium and comparing these two, Camp Nou is very different.

I: What influence has it had that you had seen the stadium on TV before visiting the last couple of times?

J: I am not sure that it has had a big influence, but you get to know the stadium and have seen it before. It is not the same at all to see it on TV as being present at the stadium in person, but it gives an idea of what you can expect to see. I do believe that even though having seen it on TV, it seems bigger when you are present at the stadium. The game I saw at Camp Nou we sat above where the crows are turning, and they had done that five times before we reached our seats. If we had tossed a ball from where we were sitting, it would

have created an earthquake when hitting the pitch. It felt like you were sitting just beneath the sky's. But then again, you did not, because you could easily see the game, but it was bigger than I had imagined. The same with the atmosphere, you don't get the same perception when seeing it on TV as when being on the stadium. The arousal, the excitement was very spectacular. When I was there it didn't seem like there was that many tourists, but more the residents of Barcelona, and you could not have expected that. But when seeing it on TV you do get an idea of what you are going to experience. This is mostly when talking about watching the game, where when going on the experience tour I had no idea of what to expect. That was fine to see, you see that 'Mes que un club' written and you have seen that from home, but you have no idea of what it looks like when departing from home.

I: What were your general motives when deciding to visit the place again when you had been there once before?

J: It is mostly because I am a big fan of the club. Since I visited the club for the first time I have been a fan, so to me it is always special to stand on that stadium in that city. And then I do think Barcelona is a great city and almost every time I have visited the city I have taken one of those guided tour busses which stops right in front the entrance. Taking these busses, I think that it catches more of my attention to see if something new has happened at this museum and if something new have happened to the stadium, this have a greater interest to me than seeing Gaudi's house or visiting Park Guell. It has probably been because of this, it has just been a fixed part of my visits to Barcelona.

I: When you in general visits football stadium, not just Camp Nou, do you then feel familiar with the circumstances or do think this different from stadium to stadium?

J: It is very different from stadium to stadium. I think that clubs or stadiums try to do what they can to make it easy for the visitors to see were they should go. My experience of being at the match on Camp Nou were good, I did not experience that many problems, I was not hard to find what you were looking for. I was positively surprised about how easy it was to get away from the stadium. I would have thought that we would queue to get out of the stadium, but I didn't really experience that, I almost experienced more difficulties when watching FCK – FC Barcelona at Parken in Copenhagen than what I experienced at Camp Nou. The game we watched was against Atletico Madrid, so it was a full stadium at Camp Nou, I was positive surprised of how easy it was to get out, sometimes it takes longer time to leave Esbjerg Stadium, even though there are probably 90.000 people in difference.

I: What are your general impressions of the architectural and designs at Camp Nou?

J: I do believe it is a modern stadium, but when you look at it now, you can see the difference between this and the new stadiums such as Allianz Arena, which I have also visited. All of the design at Allianz Arena and the ability to switch the colours of the stadium in a matter of a button, where you can go from being an 1860 stadium to being a Bayern Munich stadium. In that matter, Camp Nou is a bit behind, in that matter it is not the most modern stadium, but when talking about the architectural and the excitement, despite being seated in the top section of the stadium, you still get the experience of being at a big stadium. In my opinion it is a well build stadium, even though being bit far to the top section of seating you could still see the game and the players, you didn't miss anything, it was not only the atmosphere you experience. In that way, it is a nice stadium considering how many people they can manage.

I: Did have any influence that the stadium wasn't as modern as the stadium Allianz Arena which you mentioned? Did do anything for the experience?

J: No I do think so. We were there to watch a football match, half of my group were there for the game, where the other half was there for the experience of a life time I think. There it is not what is valued the most, but of course it was nice when watching FC Bayern Munich that every was red and there was a great atmosphere, but I do still think that Barcelona was able to create this experience and atmosphere. The whole area surrounding Camp Nou are bussing before the match, or actually most of the town on a match day. I do not think that it does anything negative for the experience. It is not like it is not a modern stadium, you don't think that you are back in 1950th when entering the stadium, they still have some modern things. The first time I visited Camp Nou they had almost just renovated it, so I still think it is a good stadium.

Question regarding match days

I: How did you buy your ticket for this match?

J: We bought our ticket through FC Barcelona's webpage, their fan-site. We arranged it so we bought them in a good period before the match, I believe 3 months to be sure to get a ticket. We were told that it was impossible to buy tickets if bought them any later, but I actually do think that we would have been able to buy them at the stadium if you had bought them through a black market or at the match day from those selling tickets in front of the stadium. We acknowledged that we would in no way be certain that we would be able to buy tickets if we didn't buy them this long before, especially not against Atletico Madrid. We saw this match in October and we bought the tickets when we had the match schedule, what does it look like and we bought the tickets on the same day.

I: You mention that you saw people standing outside selling tickets – how did you notice that they were selling tickets? Was there a special way they approached you at the stadium?

J: I think it is obvious to see that they are waiving them around and says tickets if you walk past. They did this not only at the stadium, but also as soon as you came of the metro. I don't know if people are in the area if they haven't bought their tickets before arriving, but it seemed like they were sure that they would be able to sell them, maybe people go out into the area with the hopes of buying tickets from these. It is pretty obvious what their target is.

I: How did you get to the game?

J: We used the metro. We lived in the city, so the easiest was to take the metro. You stand in a crowd in the metro, very tight, loads of Spanish people who talks loud and are in a good mood. It was actually pretty interesting to observe, but you do feel a bit 'outside' when standing only ten tourists next to all of them, thinking "what is going on?". It was a cultural experience, because when standing on Esbjerg Stadium, it is at times some of the most boring compared to this experience, so this was pretty neat. When the match was of over we found a bar in the area, sitting close to both Atletico and Barcelona fans and then we took a metro back home.

I: Did you follow along with these local fans from the metro station and to the stadium?

J: Yes, it was obviously the easiest to follow along with the local fans as it seemed like they knew what way to go to the stadium. This following along is something which I have experienced at multiple other stadiums around Europe, you just do what is most intuitive in the moment. But since I had been in the area a couple of times before, I knew the area which also was helpful in this matter. I am pretty good at getting around when I am in big cities, so this was all okay. It gave itself what way to walk.

I: Can you tell a bit about the tension, atmosphere and tempo which you were walking from the metro?

J: Actually, I was positive surprised about the atmosphere in relation to troubles compared to other matches in Denmark, i.e. when Brøndby visits Esbjerg, then they are followed by police all the way from the station to the stadium, they are being caged and all sets of regulative's are being put to use to ensure that there would be no trouble. I would have imagined that it would be same at this experience, because it was a big game, it was number one against number 3, but there was nothing at all. People with in Barcelona colours walked next people in Atletico Madrid colours and had a good tone between them, which was the same when I entered the bar after the match where it was half and half with these to fan groups. Barcelona won the match big, but there was nothing negative in relation to this, no bad moods or tensions among them, that was a positive surprise. It was the same when riding the metro to the stadium, no bad looks were given to each other. It was a good football day.

I: So, it was not made more unsafe that there was not much police or safety measures surrounding the stadium and the area?

J: That was not my experience at all. I had no need at that point that there should be any more police or guards surrounding us. I would think that it might be different if it was against Real Madrid instead, but then I would say it is still more unsafe to be at an Esbjerg game when they are playing against SønderjyskE.

I: How long time before the game were you at the stadium?

J: I think we were there about one and a half hour before the match. A lot of those in the group had never been at Camp Nou, so this was also an opportunity for them to experience the stadium a bit before entering it. It was a great opportunity for them to feel the atmosphere surrounding the stadium. And then we were also under the assumption that we were to go out and get some beers before the game and then we could spend time doing this – we could just not do this, they were only selling alcohol free beer.

I: Was this on the stadium area?

J: Yes, it was. We were sitting at our seats an hour before the match. It was actually a very good experience because then we were able to watch how the stadium slowly was being filled, how people slowly took their seats and just before the game you could just look around and think “wauw, are we sitting 90.000 on this stadium right now?”

I: How do you feel the signage and the communication was at the stadium?

J: Most of it is in Catalan or Spanish. The school group we were attending the match, has had Spanish as a course, so we had no trouble handling this issue. I have also had enough Spanish to be able guide myself around this. I have never considered the trouble that could there could be with this. Today it might be a bit more problematic, and it is only when they start to speak Catalan I get in to big troubles. I did not see this as a problem at the time.

I: What did it do for the experience that it was only in Spanish/Catalan, when you are a tourist visiting a football stadium?

J: It makes it more authentic, it was actually cool. I think I would find it a bit strange if I visited a Danish football stadium and the stadium speaker only spoke English, because we would be at a football game in Denmark. First, the stadium is a football stadium, so it can be good to consider tourists in this matter, but FC Barcelona is still a football club for the city in the country. I think I would feel it less authentic if they did not speak Spanish/Catalan. I was not there to understand the stadium speaker, I was there to see an authentic

football experience and try to understand a bit more of what would it say to live and watch football in Barcelona. This weighed higher than understanding the speaker, it would probably have been disrupted if it had been more international in the approach, not in my opinion.

I: You mentioned that you were sitting high above ground – how was the experience of ‘climbing’ this stadium to reach your seats?

J: We were near the railing looking down, and I am probably better at heights today than I was back then, but we were pretty high up. When I visited as a little boy, on the tour, looking down from the commentary boxes I was a bit shaky, but during this match we had the opportunity to gaze at the city and see the great view. The stadiums were you a not so high up, you are probably also closer to the field and have a better view, but experience of the atmosphere wasn’t lost.

I: Was it easy to find your seating area, rows and seats?

J: We had no troubles finding these, but before going to the stadium I had checked up on where we were supposed to sit, what area and so on. I did not want to end up walking three times around the block to find the right entrance. That was pretty simple.

I: When you were sitting at the stadium, how would you describe your seating?

J: It was pretty cool, because you embrace all of the atmosphere and you are absorbing the tension and the nerve of the stadium. You hear the singing, the booing and all of that, but you are sitting tight, you do not have much space to move. It is not like sitting in your armchair in your living room, you sit close to the one next to you and the two sitting next to me were not the smallest guys in the world. So, we got close during this match, but the fact that people sitting so close is a result of wanting this many people on the stadium and still let people be able to see something and keep the atmosphere. I don’t believe that they will be able to build a stadium which has the same comfort as you do back home, then you have to build a stadium that is so big that those sitting at top are able to touch the moon. You can’t be afraid of touching other people and big crowds when you walk into a stadium like this because you do sit close to each other. The first thing you think about when sitting down is “if I have to pee at some point I will never be able to do this because I will never get out of this row”.

I: What did this do for the whole comfort experience of the stadium?

J: That is not present, but again, this is not why I visit the stadium. Football is about the atmosphere and the tension, and not about the comfort. I don’t which football stadiums I think have that as a primary focus, the seats might be better at Esbjerg Stadium, but Esbjerg Stadium also have a stadium with the capacity of 15.000 and only fill 1/3 on match days. Barcelona has a stadium with a capacity of over 90.000, which is almost always packed. I don’t know how much more space there are for one in the seats, but sometimes you can sit on your stick, it is basically a stick, in the back of the stadium thinking why aren’t you sitting in those nice VIP seats almost next to the pitch, but we weren’t interested in paying 3000 kr. For a ticket, so it gives itself why was not sitting there.

I: When you mention the VIP seating – what are your opinion on the subject that you are able to pay more for better seats?

J: It has never said anything to me to pay more for those tickets, I think that no matter how much money I have I would never buy them. It is the same with the lounges when going to a concert – when I visited a Metallica concert in Royal Arena, you were also able to buy a skybox, but I will never think it was a great

investment, because you won't get the same experience and nerve. It is a bit the same at the stadium, when you look at people in the lounges, people often spend half the time at the bar drinking beers. This has attracted me, I always had football as the priority, and also the excitement of people. You can of course also get that in a VIP lounge, but the feeling of walking around normal people have been a priority to me. I shall be honest to say that I have never been sitting in a VIP lounge, because I have never wanted to pay the money needed to do it. It is a matter of priority, because some people find that more interesting, than sitting where we were sitting, but it is not for me.

I: How would you describe the conditions of the stadium in general during a football match?

J: Besides not selling alcohol in their beers, there was an OK amount of kiosks and food stands, toilet facilities was OK, and it was easy to get in and out under the circumstances. Of course if you head out during half time you can expect to wait in line for toilets or food and drinks, it is the same as with other sport matches or concerts.

I: So, you were queueing during half time?

J: No, we actually didn't, we had a person in the group who weren't that interested in football, he was only there for the show, so he asked if he should do it instead and of course we did not say no to that. Instead we could use the break for talking about the whole experience and what we had seen, and that was great because before we realized it the game was underway again. But a fun thing was, that the guy who weren't that interested in football at the end was the one cheering the most making people behind him having to jump to just be able to see something of the game. The reason for staying inside the stadium was because I had once at Allianz Arena experienced that going out for drinks at halftime resulting in missing two goals because the game was started.

I: So, this experience made you not want miss anything?

J: Yes, I don't want that to happen again. I don't want to leave my seat before the halftime and I don't want to miss the start of the second half because you never know you are going to miss, a goal or a red card etc. Then I will rather miss a beer or a drink than a goal.

I: Did you stay at the stadium all the way to the end of the match?

J: Yes, of course. We did sit that high up so we would probably anyhow not be the first out of the door anyway. We had decided that we were not in a hurry. You might look at differently if you are going to every match and have a season ticket, but we were there for the experience and there is nothing more tame than having travelled to another city to watch a game and then leave before it is over to not end in a queue. We just accepted that this was how it was going to be. There was one in the group who suggested that we could go before the last whistle, but he was told that that was not going to happen. He was allowed to do it himself, then he could wait in front of the stadium, because we were going to stay.

I: How was the experience of leaving the stadium?

J: It was the same as going into the stadium. People were in a good mood, and if you just are a little bit patient then you will get a long way. Of course you can't just walk out the door because there are around 90.000 people leaving the stadium at the same time as you. But there was a good atmosphere, people were happy and smiling, I was also able to speak a little Spanish to a guy who started to speak Catalan resulting in the conversation ending. We ended up not understanding each other, but there was a good atmosphere. This was all the out of the stadium and into the local area. Most of the people got into busses or cars or went straight to the metro. We had actually thought that more would hang around the area, but that was not the

case. Anyway we found a little area with a couple of bars where we met other fans of both clubs. When people realised we weren't from Spain, they became interested in knowing why we had attended this match and where we from and who we supported and so on, there was a genuine interest and good mood.

I: So, the security aspect was not considered a problem after the match?

J: Not what I saw, which was surprising to me, as problems with this has been seen elsewhere. We did not experience any of this. There were no trouble walking next to fans of the other team even though we had Barcelona jerseys on. It was a very calm atmosphere.

I: What form of transportation did you use moving away from the area of the stadium?

J: We took the metro again and there was no trouble because it was a bit after the game. This was a Sunday afternoon and we took the metro away around two to three hours after the game, so we did not experience any troubles. The mass of people had disappeared at this time.

I: The time of the game, did that influence your feeling of safety?

J: I have nothing to compare with, but I will assume that if it was dark that we would have experienced it differently. Especially as tourists, because you don't know the circumstances of the surroundings. But my instincts tell me that there would not be any troubles in that matter. I never saw any troubles or experienced any trouble, of course the hard-core FC Barcelona fans were screaming and shouting, but nothing that seemed scary or terrifying. You never saw any big groups of police facing people, as I saw in Munich where we once experienced a big group of police standing next to us, but we were also sitting in the zone of away fans.

Questions regarding the experience tour and museum

I: At what time of the year have you visited the FC Barcelona experience tour and museum?

J: I've been there both in October, September, July and August.

I: Did you experience any difference in the number of visitors in the area in the given months?

J: I remember the first time that I visited the area, which was in a July, it was very packed with people. This time there was tourists all over the place, actually I think that every time that I have visited the place there have been a big crowd of tourists. Even when we visited in the month of September, there was a lot of visitors. From the perspective of tourism it was clearly in July where there was most pressure on the area. It is an actually interesting as the football season is not started yet. People took the opportunity to see the stadium as there was no games.

I: What effect has it on your experience that there are a lot of visitors?

J: It clearly puts a lot of pressure on you if you walk in a long queue all the way around the tour, then it clearly minimizes experience when you walk close to others and only wait to get past these. When you enter a special area of things that people wants to look at, then a large crowd gathers and I become impatient and just wait for a moment to get past these. I don't want to wait to look at these things then and just walk past. My patience isn't really for that. Instead I jump past these, which is a bit frustrating. In October and September, it is a little easier to get to read and watch these things, as the pressure is a little less at these times.

As a reason of this I have also prioritized to visit the tour at moments where I think that a little less people will be in the area, so not showing up in the prime time, but instead when other people eat their lunch, and then I will just have my lunch at another time of the day.

It is clear that you don't want to walk in a straight line all the way around. Especially in the changing rooms, where you only get to see the away teams changing room, and try think about how the players behave and prepare for the match, it is a bit difficult because you will never be a 100 hundred in a changing room when you are a player. That is the part where think it becomes a bit too bad.

I: When you visited the area, how did you arrive to the place?

J: It is very different. It has been with the guided city tour bus, with metro, and walked.

I: How did you regard the area which Camp Nou and the tour is?

J: It seems like it is located in a bit upscale area with banks, fashion store, residential etc. and in middle of it all a football stadium is placed. It is not an area which oozes of football, only the street of the stadium, but otherwise there isn't as much. I think that is fine since I love the city as it is, also for all the other things, such as the Rambla, the beaches and the other attractions.

When I arrived at the stadium I am there for the stadium, but when leaving the stadium, I don't need football all around me. Here it is a bit different than what I saw I Munich where the stadium is placed next to nothing and only focusses on the football, which gives it something else as you then know that it is only about football. The area of Camp Nou seems a bit coincidental.

I: When you arrived at the area, how easy was it to get around and find the right place?

J: As previously mentioned this was ok, if you arrive with metro you get to see the residential area surrounding, but if you take the guided tour bus you will just get off right at the entrance. This entrance let you into a closed area with restaurants, merchandise shops, I think there was a skating range and a handball hall, you can see the spare stadium in the back, and then you have Camp Nou to your left. It is not like an Olympic park like I have seen in Munich, but instead a smaller area where you can buy tickets for the tour etc. and only see what is shown to you in this area. It is rather centred about this small street.

I: When you arrived did you buy your tickets for the tour on site or had you bought your tickets before?

J: We bought them on site.

I: How was the experience buying them on site?

J: The last time I was there, there was a consensus in the group, that since I was the one who have had Spanish in school I was also the one who should buy the ticket. So, I went up and bought three tickets in English.

I: Did you experience any long queues?

J: I am not that patient, so every queue to me is long. It was not that bad the last time I was there. If there was a queue of 15-20 minutes it might make me rethink if I really wanted to visit this attraction if I did visit this attraction on a regular basis. But, it has never had that consequences for me.

I: So, the experience was still more important to you than the time you needed to spend waiting to get in?

J: Yes, I do think so. You are there for the experience and you are in a good mood. You should not visit such a popular attraction if you are not prepared to spend the time needed. The last time I visited Camp Nou it was with two friends and our intention was to see what we could see and we were not in a rush for anything. So, if we needed to spend 10 minutes waiting in line, we would probably also live with that.

I: When you say you bought your tickets in English, what are your general experience of the general communication in the area?

J: The area is probably one the area where I have experienced the best English, but this doesn't make them experts in communicating in English. I have also tried that sometimes it was necessary to use a bit Spanish or use gesticulations to understand each other. It seems like they have understood that a lot of their visitors are tourists, since it is possible to communicate in English at the ticket offices. At these ticket offices, they might not be experts, but they know how to understand order of three tickets and how much the price will be. If they don't understand, then I will just try again in Spanish. I don't expect that they will be able to speak English on a perfect level, as this isn't part of the culture or the area. I don't weigh this much influence in my experience. I have tried this as well in other countries such as Germany where understanding is left to gesticulations more than language.

I: So, this haven't been something you would consider disrupting to the experience?

J: No, not to me. It might to others, people who aren't as good in language or who are insecure in language, but I feel that I have travelled so much that I can make my way in many different countries and languages.

I: Could you try to describe which elements are part of this tour/experience?

J: It is a tour where you feel like you follow some arrows around telling you where to go. It is not a tour where you feel like you ever will get lost. On this tour, you see a lot of different pictures, some of the old players and some of the new players. Beside this you see a trophy closet, you see the away teams changing room, you see the chapel where players are able to pray before the match, the press area, you are on the stadium both on the pitch and from the top. It is a tour where you get around, some it is museum other are something which should try to be an authentic experience without no way of being it.

In the museum part there can be really packed with people, but it is actually fun to see because I have followed the team for a lot of years, so it is fun to remember the different players who have played for FC Barcelona. Then you see a picture of a guy who was a top player in 2002 or something like that, one you might have forgotten, since the players are changed almost all the time.

Then there is their famous merchandise store where there are all kind of merchandise.

I: How big an influence do you feel the commercial aspect has on the tour?

J: It doesn't influence me that much, but that might also be because I an education in marketing and teaches at a business school – I know that it is about tourism and making money more than it is about showing the club from its best side. If that was what they wanted then might have removed some of the commercial aspect, and then they might have removed their fan-shop or downsized and placed it somewhere else. Instead they might have given more space to what the club have done over the years, here it is very commercial. It is the stars they use, not the common team-player, it is not interesting to hear about one who was really good in the 70th or 80th, because you can't sell this to a 10-year-old boy today – he wants something with Messi. It would be fun to see a less commercial part of FC Barcelona, but I think I expect that I am not going to see that, I expect an industrialised club. I might not had expected this the first time I visited, but back then I wasn't as old and I perceived more as a museum more than something they are making money

from. But having grown older and educated myself in this field, then I do notice a lot of sales elements of this tour.

I: What did this commercial approach do to your experience?

J: I don't think that it has devaluated the tour, but then again it has a little when they have decided to do it in a busy tourist season, then it seems like it is more important to them to earn money on their visitors than give people world class experiences of FC Barcelona. This I think do interrupt the experience a bit.

Comparing the tour with one I was on in Munich/Allianz Arena, where we had a guide on our tour, this gave a totally different experience as we only walked around 10 in a group. Here we saw the home teams changing room which to me stood out as an authentic experience. This Barcelona tour instead seems like their only target is to get as many people on the tour as possible and much more commercialized and a money machine. There is no doubt, I would rather do a tour like the one in Munich. This might also be the reason why, when I recently visited Barcelona, we did not do more of an effort to do the tour again when one of my friends said he did not want to spend the money for that tour – I had seen the tour and when it didn't matter to him, we decided not to do it. Had we had a guide on the tour who could tell anecdotes or something like that, then I might have been more interested or pushy to go on the tour again, because then it would have been more interesting. Instead here you often stand in really crowded places with no room to move, just queueing a lot of the tour. So, you could say that the commercialized aspect has had some kind of effect on the experience.

I: When you talk about the guide, have you ever bought one of the audio guides?

J: Never. I will never do that. It might be a good idea, but it is not the same. Then I rather just read or see it with my own eyes. Having a guide who knows the place, who can tell things, one who actually often have visited the stadium, seen a lot of game, one who is a fan and can tell passionate about the place makes sense to me. But an auto-guide with a GPS or something like that gives me not something extra to the tour.

I: When you mention standing close in crowded spaces – what influence has this had on your experience of the tour?

J: You are in a good mood when you visit the place, but this makes you think when leaving the place: 'that was fine, I don't have to visit this place sometime soon'. This might be because when having to stand so close it doesn't make you feel comfortable, it makes you instead keep an eye on your belongings and people push and walk into each other and so on. It is not all the tour which is like that, but there are certain areas where it is more than other i.e. the press area. Again, comparing it to Munich where you have a lot of time to take in the experience, be able to sit down, where in Barcelona you stand totally packed, and since I am not the tallest person, this do influence what I can see when standing around a lot of people, which is not the best experience.

I: Did you ever experience something that was surprising to you in either a positive or negative direction during the tour?

J: I don't know. I think the place is cool to see, but this might also be influenced by my relationship to the club. Had it been another club such as Valencia or something, then it might not have had the same value to me, and then I might have thought – 'I have seen this, now I don't need to do that again'. The part with the old players was interesting to me because then you create association and interaction with you friends talking about those times.

I: What are your opinion about the stops during the tour where you are able to buy some merchandise or something like that?

J: That's annoying. Not something for me at all. But I could imagine that others feel different. I do understand why they are doing it from a sales perspective, and it doesn't destroy my experience trying to sell me a picture of Messi or a piece of the grass from the pitch. Instead I might think to myself: 'God, is some really being a piece of the pitch?'. But is an industry and they might earn a lot of money on this, and I cannot say that I haven't bought more than one jersey during me visits. When I visited the first time in 99' I brought home a FC Barcelona football which was the best ever. In that way I do understand it, but it is not something that I think much about. What annoys me a lot is the places where you queue just to get your photo taken, that they pack and direct people in to these queues in that way.

I: So, you would have preferred to have the opportunity cut the queues if you are not interested?

J: It is fun to see, and I have got a photo taken at Madam Tossaud with Ronaldinho, and that was a fun gimmick, but standing in line to get your photo taken with cardboard figure or a green screen is something for me, but other tourists might think that is fun to them. But it would have fine to me if it communicated that you go past if you were not interested or if they had made a special hallway for that.

I: When you mentioned that you ended up in the Megastore when the tour was over, what did you do after leaving the Megastore?

J: We decided to leave the area. The last couple of times we took the tour bus to the next stop on the tour. It is typically not an area where you stick around after having visited the tour, instead you move on. The reason why we did stick around after the game we watched was because we thought that that would be the norm and a lot of people would do this, but not much people did this. Instead I do believe that it is something you visit and then you move on. I would imagine that it is not something that leaves its mark on the rest of the area. It is not like there is a lot of cafes and restaurants in the neighbourhood. Thinking about how many people who visit this attraction, it is surprising that not more restaurants etc. are in the area. In my opinion there should a street nearby packed with cafes and restaurants, but people doesn't seem to want to walk out into the area. Everybody seem to arrive in busses, once I have visited with a charter bus from a camping area who drove us around to the six most important sights in Barcelona. With this bus we were driven onto the grounds and picked up after the tour, so we never gets past the walls of the area. A lot of people do this and never visit the surrounding area.

I: So, you visited to experience the stadium and not the area?

J: Yes exactly, and even though the area is OK, then I would rather visit the area near Park Güell or Mont Juic or the rambla or the beach, there a lot of other area which are more interesting than this area, because it is an area of a lot of apartment buildings and banks. It is not a part of the most charming Barcelona. We have thought that it would be an idea to walk around the area, since it doesn't invite for it.

Appendix: Interview Mads

Public school teacher, Ølgod. Conducted 6th of April 2017

Interviewer (I): Have you ever visited Barcelona?

Mads (M): I have. More than once.

I: In what connection have you visited Barcelona?

M: It has both been as a tourist and as with a stay abroad during an internship.

I: Have you in connection to these stays visited Camp Nou?

M: Yes, in both my tourist visits and my stay abroad. I visited Camp about five times.

I: Have you then visited the experience tour or a match, or maybe both?

M: I have done both things. The first time I visited Barcelona it was outside the football season, so I had settle for the experience tour. Later, I have been to three football matches on this stadium.

I: Did you do yourself any imagination of what the stadium would be like before arriving at the stadium for the first time?

M: The stadium of Camp Nou have always been something that you in some way could picture for yourself as I have seen it many times in TV. It has always been a stadium where you thought to yourself, 'this is a stadium I someday have to visit'. I did imagine that it would be something big, also because it has some kind of value for one as a football fan, and I was in no-way disappointed when you entered the stadium.

I: When you mention you have seen it on TV, how did it differ from what you have seen on TV, since you often see the pitch most of the time on TV?

M: You can split it up into two parts. You have always known that it is a big stadium, but I will still say that you will be overwhelmed when entering the stadium and realizing how big it really is, because it is really huge. But what you don't see on TV and something that I did not anticipate was the age of the stadium and how it appears at the surroundings of the stadium, it was a lot older than what I thought and expected. The stadium was grey and dull, and here I expected that it would be more up to date.

I: The grey and dull expression was this something that influenced your experience?

M: Yes. Even though it is in city, it is still placed in some what a sterile area of the city. The area surroundings are very concrete all around, you don't get a wauw-feeling when walking around and walking up to the stadium. Instead you got this feeling when being on the stadium.

I: Is Camp Nou a place that you expect to be visiting again in the future?

M: Yes, no doubt I will. It is not only because of the stadium, but more because of the city of Barcelona. When visiting Barcelona, it is a must to me to visit the stadium as well. As a football fan, you can't go to Barcelona without visiting Camp Nou.

I: Why do you feel that this is a must see?

M: It's because I have always watched and followed football, I am a big football fan, and to me there are only a few places that stand out from the mass and one of these is Camp Nou. Every time I will get the chance I will visit Camp Nou. Even though, as I mentioned previously that it is a grey and dull, it is still a big experience.

I: Would you characterize yourself as a football fan in general?

M: Yes, a big one.

I: Would you then characterize yourself as a FC Barcelona fan?

M: In no way. Maybe complete opposite. This is due to their political engagement in the area of Catalonia, this part of the football club am I not that pleased about.

I: What is it about the political engagement that you are not that fond of?

M: It's because they are very involved in the separatist movement in Catalonia and their activist approach to this subject, which I don't think suits a football club.

I: So, this draws you away from being interested in the club?

M: Yes, that is also why I don't buy any merchandise from the club.

I: Have you visited other stadiums around Europe?

M: I have also been in England and watched football on Emirates Stadium. Other than that, I have visited multiple Danish stadiums. Of big international stadiums, it is Camp Nou and Emirates.

I: Do you in general feel at home at football stadiums?

M: I do, I feel like I am able to navigate around in stadiums. This might also be because I have visited multiple big sport arenas in other branches of sport.

I: Do you think stadiums are similar to each other when visiting them?

M: They are different from each other, but whether it is numbers or letters there is a relatively easy and understandable way these are written. If comparing Emirates and Camp Nou it is pretty similar, and when visiting Camp Nou I also had my physical ticket with an overview of the stadium and the different gates I was supposed to use.

I: When you mention numbers and letters, could you tell me how you saw the signage and the communication at Camp Nou?

M: Comparing Emirates and Camp Nou, then it was way easier on Emirates than Camp Nou. It seemed like the amount of information and the visibility of them were much more accessible in England than in Spain. The thing about the signage in Spain is that much of it is in Spanish and I also tried to ask a steward about something in English, since I am not speaking Spanish, but this steward wasn't able to respond, since he did not speak English. So, this made it clear that when they communicate to someone who doesn't speak Spanish there are some troubles.

I: Is this something you have had trouble with more than this one time?

M: This was a general tendency, it was also at the food stands, on the museum tour etc. On the museum tour, they were though a little better, but even at the kiosks at the stadium you were almost not able to get anything more than an 'Okay' out of them.

Questions regarding match days

I: Have you been at football matches alone or with someone?

M: I have had one game alone and the rest was with others.

I: How did you buy your tickets for these matches?

M: In the period I lived in Barcelona, I bought the tickets in the centre of Barcelona where FC Barcelona has a merchandise store where you could buy official tickets. There are also a lot unofficial tickets sales spots where they charge a big fee, so we were aware of avoiding this.

The game I attended on my own as a tourist where I did not have as much time, I decided to buy my tickets online on FC Barcelona's homepage.

I: Have you ever tried buying your ticket from one the touts in front of the stadium?

M: No. We were very aware of not buying from these people, to avoid standing in an unpleasant situation. We bought our tickets from official sources.

I: Was this to avoid being scammed or what was the reason?

M: It was exactly because of this. Not being able to go to the game.

I: How have you arrived at the stadium when you have visited it?

M: I have also used the metro where I got off at a station around 400 meters away from stadium. I have always taken the metro from the Rambla to the station near Camp Nou.

I: Have you ever experienced a big crowd of travellers on the metro to the stadium?

M: Going to the stadium on match, there are a bigger period of time where people travels to the stadium. I have never experienced problems with this, but going home from the match is another issue. One night we actually decided to walk from the stadium and home instead of taking the metro because there was a very big number of people who wanted to take the metro, it was hopeless to get down to the metro.

I: Is your experience that this could be a problem to get away from the area?

M: Yes, very much. This might relate to Spanish mentality, if I should draw some parallels to England, where it is very organised with police controlling all the traffic. In Spain, you just move forward and try to push yourself into the metro which created huge queues, it was chaotic.

I: So, this resulted in you skipping the metro?

M: Yes. First, it was not possible to say how long time we would have to wait. Second, there was a lot of pushing, which made it pleasant to just walk past instead.

I: When you mention you didn't see a lot of police, how did this affect your experience?

M: I have never felt unsafe at Camp Nou, but it was noticeable that when watching a rivalry match against Atletico Madrid, I up to the match walked alongside their hard-core fan group who had maroons, roman candles and shouted and so on. Here there was only four policemen watching this group, had this been in England they would have been placed under strict supervision. I was under firm belief that I the fans would do anything, these four policemen would not be able to do anything about it. But regarding the traffic scenario, it was mostly at this time the need of control was the biggest problem.

I: How did this come to show regarding the control of traffic?

M: After the game, the stadium is close to a heavily trafficked road, 90.000 people walk out of this stadium and onto the roads. Most of these needs to go back to Barcelona, and maybe they had cut off traffic around 200 meters, but otherwise the traffic was just left to regulate itself. People walked out on the street between cars, taxis, scooters, it was a bit chaotic.

I: How long time before the matches did you show up on the stadium?

M: I am usually at the stadium a quite a while before match start. I usually sit in my place 45 minutes before the game and then I might also have spent 45 minutes walking around in the stadium area to absorb the atmosphere and the spirit. The first time I visited the stadium I was there four hours before the match, because I wanted to see the busses arrive. Usually I am there in good time.

I: Could you tell about what you have experienced when being at the stadium in such good time?

M: It has given me the experience of seeing other fan groups, the excitement and the atmosphere it brings to the game. It gives one the time to absorb this, and makes one not having to queue at the gates to get in and on the stadium, so you are ready when the match begins. It makes me calm to be able to take in the impressions.

I: How does it make one feel when being around this many people?

M: To me it is great because you then are able to feel that it is a big experience that you are going to see. One of the things that FC Barcelona are good at is to sell a lot of jerseys, you really feel that you are in a FC Barcelona football party. There is merchandise all over the place and a good feeling.

I: How was the experience of getting around and finding the right place to be inside the stadium area?

M: As I mentioned previously, besides everything being written in Spanish, then it is put in alphabetical or numerical order going upwards or downwards, and that was what you had to navigate from. On the ticket, I had overview map with the numbers, so it was okay, but if I had not had this and should ask stewards where to go, you could as previously mentioned get into trouble due to difficulties with the language. There are a lot of entrances and your ticket only allows you to go in through this entry point, so it is very important that you find the right entry at this point, it is not that easy.

I: Where did you sit on the stadium, in what area?

M: For all my matches, I have been sitting in the most inexpensive section, which is at the top of the stadium.

I: Is this a choice your valuation of the experience or is it a choice of your own economic capacity?

M: The biggest reason, because if you could choose on your own, then you would have chosen a seat down close to the field and in the middle of the pitch, but ticket prices of FC Barcelona compared with my personal finance is very high. One the things that makes me visit the stadium is to experience the atmosphere and sometimes you are more able to absorb all of this from the top of the stadium, since if you sit at fifth row you can't see what is going on behind you.

I: How did you experience your journey from the ground and up to your seats?

M: Here it again comes to show that it is mostly a concrete structure. When you went through the entry and heads for the top seating's, you had to use the entry which lead you to this exact area of the stadium. It was just a concrete stairwell to the top, you did not have the opportunity to go into one of the other sections of the stadium on your way until you were at the top. There was no opportunity to go in and check out the field or the middle section of the stadium. It was just a grey concrete stairwell to the top.

I: So, you were shielded from the rest of the stadium?

M: You had no opportunity to get into the rest of the stadium. You had only access your own section.

I: What do you think about this?

M: Personally I think this is a shame since it would have been great to be able to see some of the other sections when visiting. Also, to see how the view was from other sections of the stadium.

I: How was the section you were sitting in and what type of people sat next to you?

M: The matches against the lesser profiled teams, especially the matches at the start of the season in July and August, it was very much tourists. It was easy to sense this as people were more concerned about taking selfies and everyone was speaking English, which also is a good indicator that they are tourists. In comparison the match against Atletico Madrid in the quarter-finals of Champions League, it was easy to sense that this was a big match in Barcelona, there was no doubt that it was mostly locals. They were speaking Spanish and you could easily sense the passion for football, that was a great experience.

I: When you had reached the area where you should sit, how easy was it to find your row and seats?

M: It is okay signalled with signs, and when you get up with the stairs into the stadium, you face two sections, and I always take the wrong the section. It was not that easy with the information.

I: Does this happen due to the signage or is more your own fault?

M: Of course, I would argue that it was due to the signage, but I did not feel that there was any intuitive approach of this signage. And here again, there was no steward around to ask where you were supposed to go.

I: How did you feel the comfort was at the seats?

M: There wasn't much comfort. The stadium and the seating was characterized by being of an older date, it is old plastic seating. Comparing it to Emirates, which is a newer and more modern stadium, here there are pillow-seating, the seating on Camp Nou was just plastic.

I: How did you see the other conditions of the stadium relating to food stands, toilets etc.?

M: My impression of the stadium was that it is old and so was the conditions on the stadium. They had not done much of using the spaces for advertising, more food stands etc. – it was most of all a lot of concrete.

I: Did you use the facilities during the match?

M: The first two times I was there I wanted to use the food stands, but since I am a naïve Dane I only had my credit card, which was accepted as payment method. I learned this for my third visit.

I: Was this during the match, halftime or before?

M: It was before the game on the stadium.

I: Did you leave your seats during half time?

M: No, I was staying in my seat. There was only three food stands for all of the section I was sitting and a lot of people who wanted something to eat or drink. I did not look, but I would imagine that there have been very long queues.

I: So, the thought of queueing keeps you away from the food stands?

M: Yes. I prefer to walk straight to the check-out.

I: Could you describe the atmosphere during the game?

M: This is a situation where it is very different which game you attend. When you are at the games with a lot of tourists this also come to show in the atmosphere, compared to the other games where you could feel the atmosphere of the locals. When the locals were there, there was another buzz at the stadium from the players get on to the field and to the end of the game, it was an amazing atmosphere. The other games had not the same chants, a little clapping and a good indicator of the vague atmosphere was that there was made a 'wave' in the crowd, which I don't think belongs on a football stadium. It is something tourists does because then you try to create an atmosphere without paying attention to the game.

I: How was the view from where you were sitting?

M: You could see all of the playing field, but there is a long way down to the pitch. You can easily follow the game, but if you really want to see the game and get a more sensuous feeling of the players, then you cannot sit at the top.

I: Have you any other comments to the experience of leaving the stadium, you have mentioned a bit about it?

M: They open every gate and allow people to get out, which allows you to easily move out of the stadium. One of the games we would have like to stay a little on the stadium after the match to see the view of Barcelona, but we were met by a steward telling us we could not stay and we had to get out, they did not allow this. But about leaving the stadium and on to streets was easy. When entering the street chaos arrives.

I: Have your games been in the day or in the evening?

M: It was evening games all three.

I: Did that influence your ability to get around?

M: It was not something I remember as being a problem.

Questions regarding the experience / museum tour

I: What time of the year did you visit the tour?

M: I have visited the tour 3 times, where 2 of the times has been in July and once in April. Where there was more pressure on the tour in July than in April.

I: Did you arrive to the tour by metro as well?

M: Yes

I: Was it your impression that most people took the metro?

M: Most of the people using the entrance most far away from the tour and mega shop seemed to come from the metro, where most of the people from the other entrance used the tour busses.

I: Could you describe how the area of the stadium looks like?

M: When arriving from the metro you walk around this huge stadium, and here you have this tension of seeing this big construction. Next to the stadium the handball arena is placed. It seems like everything is put into one area where they want people to go. Here they have made a street which contains merchandise shops, restaurants and the entry of the experience tour. If you would feel like taking a walk around the stadium, they are really strict about where you are able to go.

I: So, your feeling of the place was that it structured where they wanted you to go?

M: There was no question about that it was that area they wanted us to stay and where we should use our money.

I: How about the area surrounding the stadium, was this something that you saw other tourists use?

M: That was not my experience. It was that little street, I don't know what to call it. It was also only there that they had something for the tourists. If you started to walk around the stadium you would only see the stadium, nothing else, neither food stands, restaurants, merchandise shops etc.

I: Have you visited the tour alone or together with someone?

M: First time I was actually alone, and the other times with family or friends.

I: Were they all as interested in football as you?

M: No. In my family, I am clearly the one with most interest in football.

I: Did they do the tour for your sake or was it because they were interested in this attraction?

M: It was clearly because they also wanted to see the place. It is a giant tourist attraction and no matter what book you open of visit Barcelona etc. you can't miss Camp Nou.

I: Could you tell about what you experienced during the tour and what impressions you get?

M: There are two impressions which stands out when entering the tour. First, as a football fan, you can feel that this place has a lot of history, big trophies and big matches. Second, there are loads of people at this place. When entering the museum, you did not have the opportunity to walk around on your own. You were led into the museum and then you just followed the stream of people walking in one big queue. It was almost dictated how to get around by the masses.

I: When mentioning the stream of people and that there was only one direction to go – was it your overall perception that this tour was directed in the matter of where to go?

M: The tour is split up; the first part is the museum part where you are able to see trophies and history of the club. After this you moved on to the stadium experience where you walk into the stadium. There is a route where you enter the stadium and move around until you end up in the merchandise store. The first time I apparently took the wrong way around in the museum, so here there has clearly been a lack of signage.

I: How did you notice that you had taken the wrong way around?

M: It was because I took a side where you could read about FC Barcelona's corporate social responsibility which I was the only one who took this way. When reaching the end of this hallway I bumped into a lot of people moved towards me from the other hallway next to.

I: Did you feel that it was you who had taken the wrong way?

M: It was not something that did that it wasn't possible for me to go on the tour around the stadium, and I could have walked towards these people and seen what was behind them, but I decided not to. I had the feeling that I needed to follow the flow from that point on.

I: After leaving the museum, where did you go next and what did you see?

M: First of all you go out into the stadium where you have a view of the stadium, where people took their pictures. After that, which also was something I was determined to see, was the changing rooms, which disappointingly only was the away teams changing room. After this you went through the players tunnel and onto the field and up to the commentary boxes. This was one the things I can say that did not expect to look this way.

I: Had the tour around the stadium an authentic feeling to you as a visitor?

M: You get to see the stadium, but it also bear the mark of wanting people take some pictures and it was very much a tourist pleaser. There was not that much story to be told, you were very much left to yourself to figure out what to see. There was no one to tell you anything about where you were and what you saw.

I: When talking about wanting to know more, was it a problem for you that there weren't any guides on the tour?

M: I would have liked a guide on the tour. As previously mentioned, it is a stadium that has a lot of history and football to that interests me.

I: When talking about accessibility and mobility, did you notice anything people did that made it more difficult to get around on this tour?

M: It is clear that the fact that everyone needed to take a picture as the first when entering the stadium created bottlenecks to move along. The second thing is when reaching the substitution area and the playing field people also stop wanting to take their picture creating another bottleneck.

I: Talking about pictures and photos – how did the official photo opportunities and stands make you experience the tour?

M: It is a fun feature, but as I mentioned previously it is not in my interest to get any official merchandise from the FC Barcelona organization. To me it was an irritation that you were obliged to get a photo taken, you could not say no, afterwards you could say yes or no to whether you wanted to buy the pictures. But you had to stand in line for the picture.

I: Was there anything surprising either in a positive or negative way that you remember from your visit?

M: The only surprising thing I saw was the religious chapel in the player tunnel.

I: What stands the most clear to you, the museum or the stadium tour?

M: These are two different things. There is something amazing about getting into this huge stadium, which you have seen on TV since you were a little boy, you have a lot associations with this stadium. This is always overwhelming. And then there is something great about seeing their trophy collection and they are very good at paying tribute to their big stars, which I think is great, especially to Laudrup and the former Dutch players etc.

I: How do you feel about the commercial aspect of ending the tour in the Megastore?

M: It relates very well to the fact there are not that much story after leaving the museum. After this it is more about getting people to take a lot of pictures and show what people should see. I would rather that I should do it, but plays well into the fact that you are not in doubt that it is a cash cow for FC Barcelona.

I: Did you buy anything in the area?

M: Not merchandise, only the food stands. No jerseys or such.

I: Would you recommend this experience to others?

M: Definitely, it is a pretty universal experience, you don't need a pounding football heart to visit this place or think this is a good experience.

Appendix: Interview Mette

Student and waitress, Esbjerg. Conducted 7th of April 2017

Interviewer (I): Have you ever visited Barcelona?

Mette (M): Yes.

I: In what connection did you visit Barcelona?

M: On a study trip in connection to my education in service management.

I: Did you visit Camp Nou during this visit?

M: Yes, we visited with the Sport and Event group.

I: Was it to see a football match or was it to see the experience and museum tour?

M: It was to see the stadium and the museum. We did check out if there was a game while we were in town, but there wasn't.

I: Would you have liked to see a match if it was possible?

M: Yes, not as much for the sport, but more for the experience and the atmosphere.

I: Had you made any imaginations about how the stadium was before arriving?

M: I underestimated how big it actually was and how many people who were there and how big of an attraction it really is. In that I was surprised.

I: What influence did it have on your experience that there was a lot of people?

M: It was very difficult to contain all of the impressions when there was this many people. You were often disturbed by people who took pictures if you were reading something in the museum or if you were looking at something on the stadium there were always someone who pushed themselves in front of you.

I: What were your motives for visiting the stadium in the first place?

M: I think it was just something looked upon as something you need to do when being in Barcelona. Especially as part of our education.

I: Was it the first time you visited Barcelona and Camp Nou?

M: Yes to both.

I: Is it something that you would like to visit again in the future?

M: Yes, but then it should be to watch a football match. When having visited the experience tour, then you don't need to do that again. But it might also be because I am not the biggest fan of FC Barcelona, maybe others get more out visiting the tour again.

I: Do you see yourself as a fan of football in general?

M: No, I think I follow the home team of Esbjerg and that is it.

I: So, you have not become fan of FC Barcelona during your visit?

M: There is a form of interest created while visiting, but it disappears when leaving the stadium.

I: Do you often visit football stadiums?

M: Not really, maybe once a year.

I: Would you then consider a football stadium as something that is easy to navigate around at?

M: In general I think football stadiums are foreseeable, but that might also be easy to say as I most often visit small stadiums in Denmark. Camp Nou was mostly a place where it hallways were blocked and you could only go one way. There was no opportunity investigate the stadium on your own. It was easy to go the right direction because the other ways were cut off. At a football match at Camp Nou it might not be just as easy as on the tour.

I: When talking about restrictions – how did these influence your experience?

M: At some points there was barrier tape, not allowing one to go some places. It was shielded in a nice fashion, but rather it feels like something quickly put up for the occasion. When you can see the things behind this barrier tape it almost feels like you pay for something that you are not getting – you don't get the full experience as you are shielded from something of the stadium. In that way, it influenced how I saw the whole experience.

I: Did you notice anything else than barrier tape shielding you from going places?

M: The fact that there was this many people made you make decisions on where to go and deciding on things you don't need to see as there were to many people.

I: So, there was things you did not see because there was to many people?

M: Yes, I skipped a lot of the things and saw a little more of the things that others did not want to see. This might have caused that I missed some of the more exciting things to see, because it was there the rest of the people were.

I: What did this do to your experience?

M: My first thought is that it is a money making machine. It was a good experience, but then again, it was most of all too many people in too little space, where you could only follow the stream. It seemed like they wanted too many people through the museum making it too crowded.

I: What would have made the tour more optimal for you as a visitor?

M: If I didn't feel that I was pushed through the tour by the other visitors it might have been a more pleasant experience. Limits on how many people were let in at the time might be an idea. Maybe it should be possible to book a tour, so you visit the place at a certain time of the day, limiting the pressure.

I: Did you have a guide on the tour or did you buy an audio guide?

M: There was no guides and we did not spend money on an audio guide.

I: What time of the year did you visit Camp Nou?

M: Late March/start of April.

I: Were there a lot of people at the time?

M: Yes. I think so.

I: What day of the week did you visit Camp Nou?

M: It might have been a Sunday, Monday or Tuesday. I think Monday or Tuesday.

I: How did you arrive at Camp Nou?

M: By Metro and walked the rest of the way.

I: Was it easy to navigate around when arriving at Camp Nou?

M: Yes. We walked from the metro and there was signs all the way. The signs look like the ones with street names so you needed to be very aware of the different signs. When arriving at Camp Nou it became easy because you could just follow the rest of the people.

I: How was your experience of the area of Camp Nou?

M: There are very strict lines of where you are able to go and where to go. You get in at the same spot and out at the same spot. It is very obvious that this is where they want you to be, in a very small space taking the size of Camp Nou into consideration.

I: What did this do to your experience?

M: You feel like you are forced to be one place and you do not feel that you see all there is to see at the stadium when you aren't allowed to go everywhere.

I: Did you buy your tickets before arriving or did you buy them when arriving?

M: We bought the tickets online when standing in front of Camp Nou. We bought them online because there was a huge queue for the ticket offices. The most optimal for us as a group, since we had to pay individually, would have been to buy them at ticket office, but since there was this long queue we decided to buy them all together online. Did this to not have to wait too long to buy these tickets.

I: Could you tell how you experienced the tour and what you saw and felt?

M: I remember that you started with the museum, then you saw the press rooms, then you saw the stadiums and then you ended up in a merchandise shop.

I: How did you feel about ending the tour in a merchandise shop?

M: It also makes me feel like they are trying to hassle the last couple of money out you as a visitor. But you do get captured by it, and there is a lot of fancy things, it is not to blame people if they buy something before leaving as a memory, but I did not buy anything.

I: Did you see, feel or hear anything specific during the tour?

M: The museum in particular highlights what you should see regarding lights etc., the lights were toned down and those things you should see had like a spot on it. The stadium was very quiet, you did not feel that this was a place of multiple thousands when walking around on it other than what you could see.

I: Did you feel any implications during the tour?

M: When walking around the stadium it was very difficult to get past people, because there were so many people who wanted to have their photo taken. Especially this picture taking was a problem because the walking area was very slim, so if one wanted a photo taken everybody else should stop and until the photo was taken. The stairs, it wasn't very handy or convenient to get around the stadium.

I: What did it do to the experience that you had to walk a lot of stairs on stadium?

M: When having long distances between the spots where there is something and having to walk these stairs, you quickly lose your focus on the tour and kind of mentally leaves the tour in a way, because you are constantly faced with a stairwell with nothing to see.

I: So, it is a space without purpose?

M: Yes, it is a break from the rest of the tour, you get interrupted on your tour.

I: Did this make it feel like a transport area?

M: Yes, I felt a lot of the tour was like 'go this way, now you have to go that way'.

I: Would you have liked more openness?

M: You could not make your own decisions on where to go and what to see. You were guided all the way through. It can be positive, but this was negative to the experience.

I: Did you notice security guards in the stadium?

M: I did notice them yes, but mostly they were monitoring people and guiding them the right way. They put an arm out and pointed in the direction where people should go.

I: Did you ever talk to any of those working in the area, like in the food stands, the guards or something?

M: No, actually I did not feel like the communication was very good from those in the area. And I was not in the ticket offices, so I did not seek the communication.

I: Did you experience anything surprising in a positive or negative way?

M: When taking this many people into one sight every day and everybody wanted to have their pictures taken, I am surprised that it was so bad. The most positive was that there was sunshine while standing on the stadium.

I: What has imprinted the most clear picture of the tour in your mind, is it the museum and the history, or is the material of the stadium or commercial aspect?

M: To me it is clearly to see the stadium which stands most clearly, and the museum and all the trophies is all a clear memory. Denmark have also had some players who has played for FC Barcelona which you were able to see, this stands clear to me. But it did not interest me that much, speaking of football in general. I think what impressed me the most is that the stadium is as big as it is.

I: Would you like to visit this again?

M: If I was going with someone who had not seen it before, I would do it for their sake, but I do not need to see it again. I would say that it is a lot of money for just getting directed around something where you have no self-control of where to go.

I: Would you recommend it to other people visiting Barcelona?

M: Yes, if they are visiting Barcelona, I would tell them to go visit Camp Nou, but it should be people who had a little interest in football, but if they don't have that interest I might not. I had a little trouble of keeping the interest while walking around the museum.

Appendix: Interview Nina

Pedagogue and Chairperson of Fløng-Hedehusene Fodbold, Hedehusene. Conducted 8th of April 2017

Interviewer (I): Have you ever visited Barcelona?

Nina (N): Yes

I: In what connection did you visit Barcelona?

N: In connection with a football trip, as a football club we go abroad with our U13-14 players, and when I was team leader of year group 1998, we visited Barcelona in the autumn break.

I: Did you visit Camp Nou during this visit to Barcelona?

N: Yes, we both visited the stadium for a match and to see the stadium and the shop.

I: Did you make any imagination of the stadium before going?

N: Yes, because we were travelling with a big group of children and to be responsible for them while visiting the stadium takes a lot of preparation. But it did surprise me that it was that big.

I: What did this do to your experience that you were so surprised of the size?

N: It made it an even greater experience. One thing was that we had gotten tickets behind the Barcelona goal at the match and were sitting next to locals feeling the atmosphere. That atmosphere I will never forget. Whenever I see football in TV I remember how it was to be at that football stadium at that exact time.

I: When talking about being in big group of kids, how easy was it to get around and keeping everyone under control during your visit?

N: We were there in good time before the match, so we did not experience the circus surrounding the stadium before the match. But when leaving the stadium after the match I was surprised.

I: What surprised you?

N: That there were so many people. It was almost like when Denmark became European champions in 1992, and the celebration in Copenhagen. There were just as many people here, it was insane to get out of the stadium four adults with the responsibility of 30 kids. I was panicking a little bit in that moment.

I: What caused this panic besides the big amount of people?

N: All of the sensuous impressions for the kids, because there was people everywhere, different stands, talking and amusement everywhere. To keep them in focus on the mission to get to the bus.

I: Is it a place you would like to visit again?

N: Yes, very much.

I: How can this be?

N: Because my memories of the atmosphere and the excitement and all of the circus, fantastic football, fans who are that passionate about their football team, I think that this was an amazing experience.

I: Would you in general characterize yourself as a football fan?

N: No not all. I am not a FC Barcelona fan either.

I: Do you often visit a big local football stadium?

N: No.

I: How do you feel when visiting a football stadium, are you able to navigate your way around?

N: It is a new experience every time. I like the atmosphere on football stadiums. I think football stadiums are constructed in the same manner almost everywhere, you always have some kind of idea of where the toilets are and where the food stands are placed. When being in Barcelona for some years ago and experience the sales people walking around the crowd, that is something that we in Denmark just recently have started to do. It was fascinating at Camp Nou that the locals on the stadium had a their own packed lunch and crash helmet under their arms on the stadium.

I: Was the stadium as expected?

N: No, it was bigger. Because it is insanely big, we were very lucky to have gotten those seats that we got, were very lucky. But when looking at those miniature people sitting at the top of the stadium under the sky's, it made you realize how big it actually is. We were very lucky to get these seats, I don't think the experience would have been the same if I had been sitting at the top of the stadium.

I: How was the experience where you were sitting?

N: We were sitting with the locals, we were sitting next to those who had season tickets and we did not understand anything they were saying because we weren't able to speak Spanish. But the fact that they were speaking and you could feel they were fans who usually visits the stadium made it very special. We did not sit in tourist section.

I: Did this make you feel that it was more a real experience?

N: Yes very very much. I can't say in a more general picture, because I have only seen this one game, but I do believe that this is how it is.

I: Relating to the tickets for the match – was this something that was part of the tour or did you buy them yourself?

N: It was part of tour for an additional fee, which also included busses from Costa Brava who drove us to the stadium.

I: So, you arrived at stadium by bus – could you tell how it was to arrive at the stadium?

N: We arrived as some of the first at the stadium and we got pretty good seats, but there was a six-track street which was closed for the event and filled with the busses. We did not think much about it and we were at the stadium to see all of the warm up from the players. When leaving stadium we saw how big it was.

I: How easy was it to find the seats where you were supposed to sit?

N: I don't remember it as being too hard, we got in where we were supposed to and found our seats, and at no time I was insecure about handling the kids who wanted to buy something to drink and so on, they were just allowed to do that, because I haven't realized the size of it all.

I: How did you experience the conditions relating to stands and toilets?

N: I never experienced a need for anything more, so they were good.

I: Did you experience any queueing when using these facilities?

N: Yes, I have never tried not to queue at a stadium for a toilet.

I: How did this influence your experience?

N: I don't remember it as a problem, but I am also a person who talks to everyone in the queue and entertain myself.

I: How was the experience of where you were sitting in relation to visibility?

N: It was amazing, you could see all of the player's facial expressions, gestures and so on. You could see if the goalkeeper picked his nose if you wanted to. Before the game there was big inflated figures and all kind of activity. We could see everything and we were part of the atmosphere.

I: How about the seating, was there enough space and comfort and was it easy to get to your seats?

N: You are sitting very close to each other, but I think the seating were in a good place. The kids were down in front getting their pictures and selfies taken.

I: Did you ever move around the stadium?

N: No, we were just sitting in our seats absorbing what was going on around us all the time.

I: At halftime, did you move out of your seats and that point?

N: We were down to take more selfies at half time.

I: After that match, how was the experience of leaving the stadium?

N: It was insane. There were so many people. All of these people had arrived after we arrived at the stadium before the match. It was a mix of chaos and a fantastic experience at the same time.

I: Was it harder to get out of the stadium than to get in?

N: It was harder because you needed to locate yourself in the masses along with all of the other sensuous experiences.

I: At what time of the day was the match?

N: It was in the evening.

I: Did it have any effect that it was in the evening?

N: It was not dark outside of the stadium, there was a lot of light and our bus was just outside, so that was not a problem.

I: Did you notice any safety constellations that was put in place for the match?

N: No I don't even remember seeing any police at the time. Not like you see in Copenhagen at some time, but it might also be because I was too astonished by everything that I did not notice them.

I: How do you look back on the overall experience?

N: When I see it on TV and are able to feel the excitement from the stadium, so I remember it as something great. Maybe I am not supposed to go visit again if it won't live up to what I remember.

The tour

I: Was there a lot of people at the time of your visit?

N: Not really.

I: How did you arrive to the tour?

N: We had rented a bus to drive us around the whole day in Barcelona from Costa Brava.

I: Was it easy to navigate your way into the museum?

N: The bus parked almost in front the museum, so this was pretty easy.

I: Did you experience any problems regarding the purchase of tickets?

N: No we had bought them from home and showed them at the gates and was let in. No problem.

I: Did you notice anything in particular of interest when arriving at the stadium?

N: No, there was a big square, where you have the museum and the stadium on one side and the ice skating ring on the other.

I: How did you experience the tour and did any implications happen during the tour?

N: We had no guide on the museum and in the shop, so as I recall it, we just walked in. Normally I take care of big kids, so we did not have to walk in line of two and two, instead we let everybody walk in their own pace and agreed to meet up at the end of the tour. In this way each could go to what were of most interest to one.

I: How did you know where to go?

N: There were arrows telling one in which direction to go, it was the direction that they would like one to go. I'm such a person who they cannot tell where to go, so sometimes I walked in the opposite direction and I do not recall anyone telling me not to.

I: As the last question relating to the merchandise shop, did you buy anything when ending up in that?

N: Yes, the kids bought something, it was probably some shirts. It was football kids in their best age, so it would wonder me if they had not.

Appendix: TripAdvisor reviews

“Area safe to walk around at night ”

This is only a review of the neighborhood and not the stadium or tour experience. I walked around this neighborhood, circling the stadium at 10pm at night and found the place quiet and well lit. The H8 drops you off near by. There's not much to see at night (looks like a regular stadium and behind fences) but nonetheless checked off a stop for me!

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r473486423-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Not badt”

This place is huge and initially there are lots of staff showing you were to go and ushering you along. Then it felt a bit of a let down and you were on your own. Only staff around to help were security which one person in particular was no help at all. You couldn't always hear what was being said on the audio so felt not as connected as it should. I didn't like that we had to pay extra for headsets after already paying for the tour. Being told you won't understand the tour without buying them. If thats the case then include it in the entrance fee, which is high enough.

Having said all that. If you are a football fan I think you will love it. There is plenty to see and lots of memorabilia to photograph. It was very interesting reading about the special academy they run at Barcelona, very impressive.

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r471117667-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Match & Tour”

Went to watch a match on a Saturday night, they won 5-0, the god that is Messi getting 2 goals. Quite a few empty seats but still a great atmosphere. We did the tour next morning which I found disappointing, as I have been on the Manchester United stadium tour, which was guided and this is not. You are not allowed to view the home players dressing room, because THEY the players consider it to be their own private space. Prime example of stuck up, super rich footballers not thinking about the fans that help pay their wages and fund their lavish lifestyles. Match was great, tour was very average.

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r465544645-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Plan ahead!!!”

It's great. Go and visit the tour. BUT plan ahead! When there's a match the main tour is closed! The day before a champions league match it's also closed!! And then you actualy see less than half of what there is to see... plan ahead!!

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r465309421-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Nothing special”

Ok tour. You get to see lots of the stadium but can't actually get onto the pitch. Despite being expensive in the first place, they try to find many opportunities to take more from you. €20 for a photo!!!

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r462552930-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Not a Fan of Football”

We popped here to see the grounds as we were in Barcelona and even though we are not football fans my husband wanted to go.

There is a tour which is €25 per adult which we didn't pay for as, as I I said we are not football fans and would be a big expense for something we are not passionate about.

There are quite few eateries here and there is a large mega store for fans which has official merchandise I did nearly choke when there was a top in there for €100 for my daughter who is 10 and wouldn't last her 4 months, but again I'm sure there are passionate people out there who wouldn't mind paying this.

It was a lovely experience walking around the outside and took some nice photos but to pay to go on I think you need to have the love for the sport.

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r450403511-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Was ok - museum portion smelled”

I'm not a major football fan, so from my perspective this was all right. The museum portion really reeked the day I was there, maybe due to a smelly individual or bad air circulation, but overall it is impressive. You could easily spend 2-3 hours here

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r449857305-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Worth a visit”

It's a good way to use up a few hours. A lovely stadium but abit dated now. The museum is okay but the real money maker is when you look out over the pitch, a great view! It should be a little cheaper as at the end of the day..... You are only walking around.

“Enjoyable experience”

My partner and I visited Camp Nou on the stadium and museum tour experience. We enjoyed being able to walk round at our own pace and in the order we chose. Atmosphere is relaxed and unhurried. We paid 5 euros each to have the audio guide but to be honest, I don't think they are necessary as all the information is there to read anyway. You have to have your photo taken on arrival however there is no pressure to then purchase these at the end of the tour. You can take photos of everything throughout without restriction except the Champions League cup which you have to pay for if you want to have your photo taken with it. There is a glass case with five Champions League cups on display which you can photograph yourself. I liked seeing the Balon D'Ors and Golden Boots and a REAL Messi shirt :)

We enjoyed being able to sit in the dug out and also in the press box. We were there for over three hours and still could have stayed longer as there is so much to see.

A good day out for all ages and football fans regardless of who you support. For us it was Camp Nou on 31st of March and will be The Stadium of Light, Sunderland on 15th April- no difference there then !! :)

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r473819135-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Simply The Best”

....

Go by metro or get a cab direct to your 'Access' number and save a hike round the stadium looking for the right one. El Corts is a short walk from Access 19 if that helps. 15 is by the Museum.

Getting home afterwards, with 90 plus thousand others, requires a bit of stamina unless you've got accommodation nearby.

If only in town for a night or two it might be best to stay in this part of town and use the excellent metro or fair priced taxis in and out for other things. After a game metro queues are mega and taxis are not to be had anywhere nearby. You need to walk away from the area and sort yourself out from there somehow. It all feels very safe.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r473195961-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“interesting even for a non fan”

I went with hubby (now there's love for you!). He enjoys his footie. I prefer cake. While he does not support Barcelona as his home team (him being Scottish & all that), he will happily cheer them on against England etc.

Anyway, it's a shortish walk 15-20mins (depending on your level of fitness) from the nearest metro station.

Once there you can't really miss it. We did try to find discounted tickets but were unable. Initially I thought 25 euros per person was pricey. However, there is quite a bit to see.

The attraction is made up of exhibitions, pictures, videos and reallife experience - e.g. being able to go out on the football arena terraces & take photos, being able to go out on ground level and stand near the pitch, being able to sit in prem seats, going up and sitting in press box area etc.

Having bought the tickets from the area outside you then wander across carpark area, wander around a bit (like many others) trying to figure out a way into the arena, before you notice a cafe & the Barcelona FC shop, then you notice another bit that says about the tour & museum, you try to go in thru theses doors but they are not an entrance, so you have to wander around the side of the building, where you will find a queue to get in. Also another ticket booth & some more cafes.

The visit is pretty much laid out in a one way trail, tho it is not clearly marked in some places, and this is something that could really be improved on to ensure people do not miss out.

e.g. When we had seen the cups and read about the intial social/educational history of the club within the first room we followed the trail to go on to the terrace to see pitch & take photos. We then followed other people back out into the exhibition room we had just been in. I then saw a couple of people leave, however I told my husband that THAT could simply NOT be the whole of the experience for 25euros each. Asking a guard/guide/staff we were then redirected back to the terrace to **walk** up and along and back down the next exit to continue the tour. As said it wasn't really clearly marked on the terrace that this is what you should do, so can imagine people missing out on a lot. From there we were able to see the changing rooms, press boxes and so on. There is plenty of information in English & we were quite happy to wander around taking in things without the use of the audioguide equipment.

There are plenty of toilets dotted thruout the tour. There are many, many stairs during the tour, not all with hand rails. This meant that on occasion I felt a little unsafe (I have a minor mobility disability, I don't use aids but I can be slow & wonky). When we visited it seemed quite quiet, I'm sure in summer moths it would have been busier & more bustley & I think with people trying to push past I could have fallen. I merely mention this because others who have mobility issues may want to bear it in mind for their visit. There are lifts within the building, but only once were they including in the tour. At all other times they were sectioned off. However, I am sure that if you were in a wheelchair that they would be made available (?)

There are photo places at beginning and end of tour for your picture to be taken & edited into place with team players etc. We posed for the pictures, but did not buy them. There is no pressure to buy them. They are kinda expensive, but no more so than your kids annual school photos I guess. But because I look like a demented wart hog in almost every single photo of me, I did not feel the need to pay for the trauma.

All in all it was a good attraction. I enjoyed it and I generally find sport quite uninteresting, despite the husband's many attempts to convert me into a fan. I really do prefer cake. But this was ok. I would def recommend to all footie fans visiting the city.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r469593394-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Take a look ”

Took the hop on hop off bus to the stadium even though we didn't go in we took a **walk**round the grounds and had a drink in the bar area much recommend for any football fan

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r468075733-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Last minute decision”

We decided to visits camp nou as a last minute thing not expecting to be able to just **walk** straight in, it is great value for money at €25pp on the door price, it is dark in the museum and very busy at times, you are free to **walk** around on your own so you don't have to stay with a tour guide, we got to see the ground very close and got some great pictures from VIP panoramic views.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r449368793-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Nice Visit But our bag was stolen..beware!”

I and my friends visited this place on 26th Dec 2016 and we really enjoyed our entire tour and the stadium view and different exhibits that were displayed there. We were bunch of friends not very fond of football and still we enjoyed the entire experience of it.

However, BEWARE and BE VERY CAREFUL OF YOUR BAGS!!!

As soon as our tour was over and we exited, we went to the Cafeteria within the compound of Camp Nou. When we were ordering food, my friend placed his bag on a table and was away from it just for few secs and the bag was stolen!!! The bag had Canon DSLR camera, his resident permit, credit cards, cash etc. We had a torturous 2 hrs of running to security to get help ..but this was not of any use, we were given address of nearest police station which was a good 20-25min **walk**(as we were not aware of the place). It took us long time to get the incident reported to local police...luckily, the police got call from someone and told they had found the bag without the cash and camera!!! It was such a BIG relief to get back our travel documents. We never expected that such things will happen inside Camp Nou with so many security guards in that area...highly disappointing :((

When we were at the Police station, there were 2 more Chinese guys, who reported that their bag was also stolen containing DSLR camera, from

the same location in Camp Nou, and the guy even lost his passport in the bag!!

So guys..have a good Camp Nou tour..But PLZ PLZ be careful.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r446985435-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Happy Boys”

We visited here because the men wanted to see the ground . Place was amazing , bit disappointed you only get to see the away team dressing room ,we visited with an adult with learning disability and **mobility** problems and were shocked at no lifts apart from 1 to take you to the gods , he struggled a fair bit here but was a dream come true for him

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r390840991-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Lots of steps!”

Interesting tour with far more history to the club than I realised. The tour is very popular with fairly large queues on the day we visited. We pre booked tickets but you still had to queue to exchange vouchers. The tour involves lots of stairs as you go from pitch level to press boxes which are in the gods. If you have **mobility** issues you will find it difficult.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r376832900-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Expensive for what it was and not very accessible if you havemobility problems- so many steps, lack of access to lifts”

Have just got back from a family trip to Barcelona. As a 'must see ' destination we visited Camp Nou - or should that be Camp 'old' had to pay an extortionate €23 to look around just parts of the stadium and to be encouraged at every opportunity to have photographs taken in various poses - to the extent at one point we had to queue for over 10 minutes to get to the next part of the tour because we had to go through the photo point - even though we didn't have to have the photo taken there was no other way through - ridiculous !! Yes, though dated the stadium is impressive but the blatant attempt to make even more money at every opportunity - including an additional €5 for an audio headset (what's that about?) is appalling. It left a sour taste and actually left us thinking less of Barca as a football team. When you consider a visit to the number one tourist attraction in Barcelona, the Sargarda Familia, is €15 and they're actually covering building costs for this amount I'm not convinced this is anywhere near value for money. This could be an even more expensive visit with young football fans in tow. With pester power to buy all of the photos and merchandise opportunities - beware young families!!! Stick with the free entry Olympic stadium.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r362826669-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Great experience ”

Not a huge football fan but knowing how big the Barcelona team are couldn't miss the opportunity to go whilst we were here...

We prebooked our tickets was around £90 for the 2 of us.. which wasn't bad for the price.

We arrived here by metro, "les corts".. the metro service and the walk from the metro is so easy to use so I would highly recommend this...

The museum tour is fascinating seeing all the trophies, pictures, balls, boots etc. Even got some information on the Barcelona basketball team - which is interesting.

The grounds, the museum, visitors changing room, vip box, commentary box etc - all fascinating! However there is much walking and many many steps so be warned - wear comfortable shoes and isn't a practical tour for those with **mobility** issues which is a shame!

The only thing we didn't like was the fact that there are many photo opportunities - if that is what you enjoy then it's fab! But we don't we would rather take our own photo's and not even waste time posing for photos that are going to be changed via computer... we tried to walk past at each one, some staff allowed this and were happy enough to let us go through where as others were very rude and tried to force us to have our pictures taken... I had to firmly tell them no - if I am paying for something and the pictures are included in the price it is my decision if I want them or not - this should not be for a member of staff to decide.

Brilliant tour for those who enjoy football and like the team! I'm glad that I can say I've done it but now I've done it once it'd be pointless to do it again.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r357390620-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Despite of the hefty entry fee, it's a heaven for football lovers”

My husband is a hardcore football fan, so Nou camp was a must during our Barcelona trip. And honestly, though I am not a football fan, but liked this place. The entry fee is quite high (as far as I remember it's around 30 euro pp) and I would not recommend unless you are a football fan. The Stadium is easily accessible by metro. We took one from Sagrada Familia station and got down at Collblanc, then the stadium gate is approx. 10 min walk. You can purchase a single journey ticket in metro, which is around 1.30 euro I think.

Souvenirs are costly, as like any such places and you can get it cheaper elsewhere. We took the audio guide, but believe me its not necessary as description is written everywhere. And remember, if you have accessibility issue, camp Nou is a problem as most of the areas, specially dressing room, stadium, pressroom are not wheelchair accessible, and involve lot of stairs. We have really struggled with our pushchair and hence would not recommend someone with reduced **mobility/prams**.

“More of a showpiece than a tourist spot”

FC Barcelona is one of the biggest brands in world soccer and for Barcelona, thanks to the success of the club and players like Messi, Neymar Jr. and Suarez. If you are not a soccer fan, that may be the only reason to visit Camp Nou. And, if you are a Barcelona or a soccer fan, than this will be on the top of your list anyway.

The museum is quite something - a collection of trophies and other memorabilia since the start of the club, not only related to soccer but surprisingly other sports the club is involved in.

There is a **restriction** on the areas you can access in the stadium. It's an imposing stadium but I'm sure there are better ones around the world. It is very crowded and with everyone trying to take photographs and selfies, it may take more than the normal time for the visit.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r336047758-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Too many people just rushing through taking photos”

Although we were not aware at the time of the visit, we went to the Nou Camp on the day the Barcelona legend Johan Cruyff died, which made this very poignant.

As an avid football fan, I was really looking forward to the visit to the Nou Camp, but there were crowds of people just pushing past to take photos of everything and not taking the time to take in the atmosphere or the history of this great club. This meant that there was a lot of jostling when trying to read or view items within the museum. The museum itself did not have a defined layout, which also added to the jostling when people were having to go round the exhibits.

The tour takes in the museum, stands, pitch side, away dressing rooms and press area with queues everywhere. To get to the stands, this could again be better organised, with visitors being encouraged go go up one set of steps and down the other side and prevent bottle necks, but instead people just mill about everywhere. I have arthritis and found difficulty in walking up and down the steps, but people were more interested in just pushing past than allowing me to walk **safely** at my own pace.

At one point, we were held in a queue for almost 15 minutes, just so that the staff could take your photo by a green screen, to which they would add a background to enable you to purchase a memento of your tour. Despite not wanting the photo, you are forced to stand in the queue and shouted at if you deign to try to step outside the line and bypass the photo point. Even when we were at the front of the queue, the staff were almost arguing with us that we could not proceed until we had had our photo taken. This was a real down point of the tour, as standing had caused great pain to my joints.

The away changing rooms appear very plain, which is probably to be expected, but I am sure that any professional footballer would be proud to have had the chance to change here. From here you walk down pitch side which is really quite impressive, as from here you can take in the vastness of the stadium. I am sure it would be a really intimidating atmosphere on a match day.

Overall, it is understandable why this is one of the richest clubs in the world, but too many people are packed in at any one time to allow visitors to be able to take in the sights and atmosphere at the tour of the Nou Camp.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r360399461-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Most disappointing Tour EVER!!!! From an FC Barca fan.”

Let me start off by saying the club has an excellent opportunity with all the traffic in Barcelona to bring in people who are not FC Barca fans, yet, and convert them to club fans.... But no, FC Barca goes the opposite direction and totally turns a site visit into a ripoff. \$60 for an adult and a child to enter the 'tour' which in reality is entrance to wander around limited sections of the stadium and to view some moderate artifacts of the

club history. There is no tour, no tour guide, just an empty stadium to view. Now, for a reasonable fee sure it would have been a fun outing as I am a fan. But in the end the staff were very rude, the experience was a total disappointment, the worst of all trips to Europe and especially after visits to Barcelona. As my son and I were leaving the only sensation was one of being 'robbed' and not being able to call anyone to help..... To top it all off, the goods at the store have many of the prices scratched out and re-priced higher. I went to buy 2 jersey's and had checked on the FC Barca store prior and at the stadium store the prices were significantly higher, sale items were not on sale and when inquiring with store staff he just smiled and said "this is different from online, we are not the same pricing" No Shit!!!!. The most interesting aspect of the 'tour' was how new and updated the walkway, rooms were, but only on the very defined and controlled pathway they allow you to walk. Imagine a trail through a park with barriers all around, and you get the picture. We ended up outside of this 'path' on a couple of occasions and the condition of the stadium was beyond repair, almost to the point of a **safety** issue. Tiles broken and missing, railings rusted and weak. This was in numerous locations and not under repair, it clearly was set up so you would think the stadium was in good repair and 'fresh'. Not the case at all. I have reviewed other attractions and never have I felt so poorly about the sense of being ripped off, that is the only way I can sum it up. Again I am a fan and had been looking forward to the tour as for the first time I had free time and my son was excited. Also, the staff had to be imported from France, anyone who travels knows what I mean by that..... Advice, do anything in Barcelona but this and you will have saved yourself the feeling of being robbed in broad daylight.....

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r214132819-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Too much tourist, not enough atmosphere."

Barcelona vs Valencia. Brilliant game.
4-2 defeat to Barcelona.

The stadium itself is extremely impressive. We had a perfect view of the pitch from our seats.

However, I would never return to watch a game at Camp Nou again. The atmosphere was diabolical, and at times embarrassing. Some guy at the front lower part of the stadium facing the crowds, microphone to hand, jumping up and down trying to get the crowds chanting. There was nothing authentic about it.

All that match day buzz, walking up to the stadium, with the rest of the fans anticipating a big win? None of that. It was all a little too much tourist.

To sum it up. Amazing stadium, world-class players and an incredible game. Just a shame the fans don't display the same love and passion of the game as the players.

Stick to premier league if you're after match day buzz and atmosphere.

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r470844771-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Probably will watch at a pub next time"

Got VIP tickets that were on special for Father's Day. Be aware, you don't get any VIP treatment. The 'catering' is outside the stadium, and if you never been here, be advised alcohol is only served before the match..... and what a line that was for average wine. The food was so so. The seats were terrible. Too tight. So pay the full price and make sure you are not in the panoramic section.

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r468878818-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Barça game"

I bought tickets to Barcelona x Leganés.
The place is not that thing I had in my mind. Few places to eat inside.
Crowded. It was impossible to find a taxi after the game.

https://www.tripadvisor.dk/ShowUserReviews-g187497-d271009-r462061107-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Great experience but spend some money on stadium please"

The whole experience of watching a match at Camp Nou is fantastic but it is soured by the **walk** from ground to seat.

The actual stadium before you get to your seat is dark and dirty. Definitely in need of an upgrade. All that money paid for expensive seats needs

spent on the stadium.

View from seats was great and team won 3-0 so kids were happy.

“Great experience!”

We pre-booked tickets for a match and also bought the 'Foodball' option for 45 euros for tapas and free drinks in the Paris Lounge beforehand. If we went again, we would probably give the Foodball a miss - it was quite good, food was OK but it was quite busy so had to queue for drinks and there wasn't really anywhere to sit. The match however was brilliant and I'm not by any means a football fan. The atmosphere was amazing and it was very much a family-oriented event with lots of couples and children. It's about 15 mins walk from the nearest metro - we did have problems getting back to our hotel only because of the queues for the metro after the match, and ended up walking for another hour or so to Placa Espanya to get on to the same packed train that we could probably have queued for!

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r466699779-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Highlight of our trip”

Did the stadium and museum tour the day after the Champions League win against PSG. It was extremely busy and there was a cleanup operation in the stands at the time although this didn't affect our enjoyment and the viewing of the stadium. The trophy room was impressive as was the museum. From the 'away' dressing room it was great to walk through the tunnel to pitch side and the view from the press box is very impressive. We found it was quieter as we were leaving around 1300 hrs. If you are interested in football this is a 'must visit' venue.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r466516246-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“No transport on match nights”

I was lucky enough to watch Barcelona play Roma whilst on holiday. This was an absolutely amazing experience and more so that they won 3 - 0. We got to see Suarez, Messi, Neymar etc all play. The opening ceremony was spectacular and the whole experience was something that my family and I will not forget.

The only downside was that the game didn't kick off until 10.30pm which meant that the game didn't finish until well after midnight. Before booking tickets for the game I had read on other reviews that transport was laid on with the metro staying open to ensure that all fans got home. This was not the case. The metro was closed and there were no buses. Everyone was fighting to get a taxi. We literally had to walk for an hour and a quarter before we could flag down an empty cab (we were staying in the Ramblas. My wife has mobility issues and we really struggled to get home.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r299661161-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Amazing stadium, appalling transport”

The actual stadium itself is very impressive and the tour was very good. However when we attended the game the following night the lack on information and help to enable you to get home safely with the metro closes at midnight and the game not finishing till 1:45am is appalling. We were advised there would be plenty of buses to get us back safely from the ground however this was not the case and all the stewards we asked said contrasting things. We found ourselves making over a 2 hour walk back to the Las Ramblas from the ground in the early hours of the morning unsure of where we were. We were not alone with hundreds of people trawling the streets trying to flag taxis which none stopped and young children were asleep in parents arms. I am deeply disappointed that with the amount of money the club generates and the support given from the fans that are repaid in this was leaving them no way home other than foot. I feel this needs to be addressed as it would put me off going to any further games unless I had a guaranteed return.

It should be clearly stated on the website or when you purchase the tickets that you need to pre book a transfer or on game nights the metro could be kept open an extra hour.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r408790023-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Ok!”

Visited from England to watch Barcelona v Arsenal in the Champions League.

I was buzzing to visit Camp Nou, one of the worlds most known stadiums and football clubs but I left feeling a little disappointed.

This was in the away section of the stadium, whether the home section is any better is beyond me.

The crowd control and stewarding was horrendous getting in. There was no organisation or control. Plus the awful bridge we had to walk over to gain access to the stadium was surely a massive health and safety risk. It was rocking side to side far too much and with the heavy rain as well, it

was awfully slippery. Plus I really didn't see the need for that bridge to be there anyway. If that is there for every game then that is wrong! Not safe at all.

The facilities on offer were awful, barely any refreshment outlets and the one that was open looked like a backstreet market stall with really dodgy looking food on it! I don't expect the best food at a stadium but you at least expect the environment it's in to be clean and of some standard.

The stadium itself is just a big concrete bowl. In the concourse, you just feel you're in a car park or something.

The next day, we went on a tour of Camp Nou. It was good, for the price you do get to see a lot of the stadium. And it is nice to see the stadium from a lower level/pitchside. But the home dressing room was a let down, no players shirts out or anything to have pictures next to.

Walking down the tunnel and up the stairs into the stadium is definitely a highlight.

The club shop is just overwhelming! I didn't purchase anything, but you can't fault the choice you have in merchandise!

I am glad I have experienced and visited Camp Nou, it is a must do.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r360300612-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Camp Nou"

A wonderful experience last Saturday night for 4 of us at the match against Sevilla. FCB really turned on with a Messi hatrick in a 5-1 romp. Tickets behind Gol Nord cost 95 euros but the experience was fantastic. We arrived 2 hours before kickoff and found crowds already there waiting for the players. Easy to get to on the metro to Palau Real station but only carry as much money as you can afford to lose cause pickpockets are everywhere and boy are they good at it. Going back to the hotel,, we walked up to the Universitaria terminus station slowly to let the crowd get away a bit and also to guarantee a seat (safer). Otherwise you have to put up with absolutely horrendous crammed bodies on the metro train for at least 5 or 6 stations down the line back towards Catalunya Square. It is a potential health and **safety** nightmare and also a pickpocket's paradise both on the train and in the station as you wait for it. Stadium is brilliant - easy access and exit via many gates and the steep tiers give great pitch views. Plenty of easily accessible refreshment areas everywhere in the stadium. You can buy tickets from FCB or Ticketmaster and print them out yourself like you do for airline boarding passes. We had a great safe night with 73,000 others as we travelled light. Just get there early and take your time leaving to miss the crowds. And keep your eyes open!

"Unfair."

Be careful before you book a ticket for the tour because if there's gonna be a match not only the time table will be affected but also what you'll be able to see. Although you can see only a little part of the stadium you have to pay the full prize. When we pointed out to the staff that it was incorrect they agreed with us and said that they were sorry but we could have come another day it was a pity that we had to leave the city the same day so our experience was ruined by the incompetence and the lack of clarity and precision in the tickets section on the site.

Visited March 2017

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r465904223-Camp_Nou-Barcelona_Catalonia.html#REVIEWS

"Really let down"

My husband is a massive football fan and after booking this trip, booked tickets online for here for 23 euro. Just a general entrance ticket, didn't say anything online about dates with limited access to grounds. Well turned up today on last day of holidays to find out as a match tomorrow there is limited access, eg can't go to changing rooms etc. This is after we queued for ages to get in, then also told the tickets printed off their website were wrong and needed to rejoin ticket queue to get reprinted, then queued again to get back in, second time round and third queue said we could be owed 20 euro refund for lack of open facilities, but would need to surprise surprise queue again for refund and then queue back to come in! After 30 mins of queuing already even though we had 'beat the queue tickets' I really couldn't face it, so we went in for a tour that should have only cost us 13 euro. Lesson to take away website is poor, no real information, tickets printed off there wrong and queues are ridiculous, staff generally unhelpful.

Visited April 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r361607215-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Ran down - not worth it"

Visited & it's just an old ran down stadium, terrible seats, rude fans & the stadium tour by tour guides who don't care about how much money you spent, just that they 'had to do a job' - I'm a very honest reviewer & 9/10 reviews are positive, I rarely do negative but FC Barcelona is ran down & the staff have much to be desired for. Boo !!

Visited February 2017

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r463301758-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"waste of money avoid "

2 adults 3 children €95 and all you see is the pitch and a very big nike store overpriced waste of time you can't see the changing rooms of the home team as they are above having common people enter there air space staff are so rude this tour was utter rubbish save your money and tour Wembley instead...

Visited October 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r431620642-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"It rains in Barcelona"

I went to watch a game, bought VIP tickets, trudged around Barcelona to find the ticket office which was well hidden, was given tickets in worse seats than those promised, trudged across Barcelona to the so-called hospitality venue which was an area outside a sports shop, was bussed to a massive coach park near the Ground, trudged to the Ground, entered a so-called VIP area which had no seats, went to our seats and, because the stadium is not covered, spent 90 minutes in the pouring rain getting drenched, did not return to the hospitality area because our coach said it was leaving straight after the game, trudged to the coach (which it took a miracle to find as there was no signage of any description) and was deposited as a sodden, sober and grumpy ex Barcelona fan in the centre of a desolate and wet Barcelona.

Visited April 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r367329577-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Waste of money go to match instead"

Having been to old Trafford and a few other stadium tours before myself and my partner were really looking forward to this one, we were so disappointed. It felt like just a queue after queue of photos which by they way were 50€ in a book at the end, so expensive and the quality wasn't great so we didn't purchase any. The audio audio guide was charged extra inside five euro each, every other attraction we visited had this included in the price. The museum lacked interaction and direction we felt a little lost. The good part was visiting the pitch, but the locker rooms were the visitor ones so we didn't even see the teams rooms... As it was my partners birthday I booked tickets for a match and found this so much more enjoyable, I highly recommend doing this and skip the tour and save your money for a beer at the game!

Visited January 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r338421499-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Disappointed"

The stadium is not very well cared for. The people who worked there barely speaks other language than Catalan, could not explain how to get to the closest subway or even where the facilities were inside, and I speak Spanish. The experience of watching a Barcelona game is really something, even though very expensive. There are not a lot of signs to direct someone who never been there.

Visited September 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r317543647-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Nothing to see"

the price is extremely expensive in comparison with what you could see. i see a field of gras, a fake cloakroom of the players and many stairs.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r137113342-Camp_Nou-Barcelona_Catalonia.html#REVIEWS

"Family holiday"

Too expensive and long queues standing in the rain waiting to buy tickets. Very difficult to get to by public transport. Train is miles away from the stadium and NO signage on how to get there.

Visited October 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r431664693-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Pricey to visit a football stadium with no match!"

It was good to go and see it; but €23 to visit a football stadium with no football did not appeal to me. There is a large space in front of the stadium, it has a light industrial feel; and there is a whopping big shop, with an extensive range of FCB items. We all know how expensive club branded paraphernalia is, and Barcelona is the same. Really expensive.

There is a large outdoor cafe too, plenty of space; and again not cheap. Football clubs love money, so no surprises here.

Visited May 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r423735364-Camp_Nou-Barcelona_Catalonia.html#REVIEWS

"No 'new' in nou camp"

Visited mid September 2016.

Entry price not too bad if you use the vouchers from tour bus.

Lots to read about the club from its infancy to date.

Cabinets and cabinets of cups and trophies.

Very dark inside so if your sight is not too good it could cause problems.

Loads of steps. There are lifts but one needs to find staff to assist.

Very tatty treatment room and bathing/shower area. Also the press area above the seating area in the arena was a disgrace. Unbelievable - This is a major world club!

There are staff taking photos of you with various backdrops of the club. Each photo costs 20 euro. It's just a money making machine.

Can't say we were impressed at all.

Visited September 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r421840129-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Too Busy"

We purchased tickets in advance which included the audio tour. There were no signs or directions telling you where to start the tour and it just ended up with everyone following the person in front.

Not the best - but if you are a footie fan you may wish to visit.

Visited August 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r419277553-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Boring"

This is perhaps an unfair review as I don't like football! But for ladies accompanying their family, be warned! Take it slow, keep expectations low and take plenty of water. There are lots of steps, lots of concrete and lots of glass cabinets etc (yawn). I think children under 7 would struggle to be engaged. Not the most child friendly attraction. The only bit I enjoyed was walking out onto the terrace overlooking pitch, but my awe was shortlived and was soon looking for something else to do. Very expensive, as you might expect and don't be conned into buying the photos.

Visited September 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r409693255-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Football Stadium (seen one, you've seen 'em all) "

OK, so it's big, and yeah, there's a lot of trophies on display, but it's a sporting venue, and that's it..

No way worth the entry fee, the money generated from Nike should more than cover it..

The slogan says 'More than a club' and it's true, it's a corporate business..

Avoid unless a true die-hard fan

Visited February 2017

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r462957529-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"a money making racket"

Have done tour of Liverpool and Manchester United which were excellent - an im not a football fan but their tours were made interesting by interacting with fans and guided tours. and there is no comparrrison, Camp Nou was boring and we were left to our own devices to wander around. Wouldnt recomment it.

Visited November 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r441353696-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Waste of time"

Highly commercialized venue and not much to see. After all it is only a football ground. Very disappointing.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r427935488-Camp_Nou-Barcelona_Catalonia.html#REVIEWS

"Over priced disappointment - don't bother"

We are a football family that was really looking forward to seeing this stadium. What a complete underwhelming experience. The stadium is like a concrete jungle. There was no atmosphere. The away changing rooms didn't even have any shirts hung up and there was no access to the home changing rooms. The only good area was the commentary box which had an excellent view of the pitch. The megastore is overpriced and only there to rip people off - 120euro for a shirt is disgusting. My advice is to stay away and save your money. Visit a local market and get a shirt there instead. One extremely disappointed family.

Visited August 2016

"Don't visit in the summer"

Despite its size the pace was absolutely jam packed. Obviously no control on the numbers allowed in at any times. This created massive queues just to try and get around, which was impossible, you were basically forced to shuffle really slowly behind every one or get barged out the way. People shoving each other and children to get to displays or views. Not that this bothered any of the staff or security.

Place was an absolute joke so left after 10 minutes.

Think they have a cheek charging for audio guides, considering the queues and trying to follow the sequence. It is obvious that Barca are only concerned with taking your money rather than having a great experience. Avoid it if you can and get a match day ticket, a much better experience.

Visited August 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r410391707-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Disappointed. Not worth the effort"

Extremely disappointed with the stadium tour experience. Expected it to be busy, it was extremely busy. It was constant trudge of a mass of bodies. Even putting that aside whilst the museum was full of things to see it was a challenge to get near to read & view. The tour itself was disappointing compared to other footy stadiums I've been round. Good view of the ground & pitch from both stands & pitch side, but dugouts roped off so couldn't see in them & the only dressing room viewable was the away one with nothing to see. Was expecting to walk through the home dressing room with shirts on display, etc. Press room was none description. At this point had there been an exit I would have taken it. Just one big money making machine. If you have kids who want to experience some sport take them to the Olympic stadium where for a small price they can have a go at a few different activities. I was really looking forward to the barca stadium tour. Turned out to be a waste of 2 hrs.

Visited August 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r407498958-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Don't waste your money"

It was crazy, thousands of people all getting in each others way. Couldn't look at the memorabilia because there were too many people and then we were moved like cattle though the stadium.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r401825223-Camp_Nou-Barcelona_Catalonia.html#REVIEWS

"Waste of money"

Absolute waste of money, not a patch on stadium tours like Stamford bridge etc. I actually flew home from Ibiza via Barcelona purely to take my son to camp not. Very disappointing, we queued to get in, which I'd expect only to realise we were queuing for photos that we didn't want, however this is the only way into the museum, you then walk round museum into stadium which to be honest I thought a bit rundown apart from yellow Nike seats so after a few photos you go out other side into where you buy photos and mega store, and that's it!!!!!! No tour around changing rooms, press room photos, tunnel dug out, absolutely nothing. Which lets face it is what the kids want to see and do. Very disappointing and an absolute rip off

Visited July 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r395993687-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"No idea why its €23!! Safe your €€ for match ticket!"

Well dont bother to book online as there isnt much of a wait in the queue. It is jammed backed and really irritating in the SMALL museum. They need to control numbers as its way to crowded and people trying to take pictures from yards away and just causing obstructions. The pitchside picture was closed due to resurfacing of the pitch. The stand thats open for you to take a photo is again way to crowded and people quite literally push each other to get the perfect SELFIE. The club shop is ridiculously pricey, €195 for a Messi Jersey!!! I know now how this club pays his extortive salary!! If you have kids safe your money for a match ticket instead. Wish i did.

Visited July 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r395071924-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"A big let down"

Wanted to do this tour since i was a boy and really wish i hadn't now as it has really changed my view on FCB. The tour was just a money spinner for them. Queued for ages before getting in to a mass unorganised rabble. No tour guide to tell you anything, no home dressing room, not allowed to dugouts. Done the Manchester United stadium tour last year and it was absolutely brilliant which made me think this one would be excellent. How wrong i was. Would advise anyone who has always wanted to do this tour not to. And the tops were very expensive in the shop!!!

Visited July 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r393484307-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Camp Nou Photography Extravaganza"

The stadium was impressive and the museum was OK. I would suggest that they concentrate on servicing their clients by having more than one entrance ticket window open and not having people standing in the sun for exorbitant times. The main focus of the staff appears to be to sell as many photos as possible and maximizing the sales in the team equipment store.

Visited July 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r390514653-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Rip off i would give it negative rating if i could!"

Although my son was thrilled to see the stadium and the memorabilia I thought it was an outrageous money grab. Only go if you must. Your money could be much better spent giving to a charity that helps kids play sports. It was crowded, literally a oack of people that you had to push through, you were forced to wait in line to get a photo taken (that you later could choose to pay for)

Visited April 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r371521894-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Just okay"

We took the hop on, hop off bus and stopped at camp nou. It was a do it yourself tour with the option to rent headsets. As the entry fee was already quite high we decided to go without the headsets. There was very little information provided so really it was just a walk through the stadium.

Visited April 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r367554655-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Disappointing "

We went on a day with a game and they informed us that the barca experience was not available, only museum and stadium!

Entrance fee was only 3 euros decreased! We waited one hour in line to buy a ticket, only 3 cashiers open in the entrance!

For what we saw 14€/person is outrageous!

And then I got really upset! My son wanted to buy something from the store, we had to wait 75 minutes in line since only 2 cashiers open to serve these hundreds of people who wanted to buy souvenirs and clothes! People were frustrated, I asked someone to complain, they told me no more staff was available since they had to work in the night for the game!!! The worst service ever and obviously the worst management! Barcelona has way too many places to be, than spending 50 euros for a family on something terribly organized!

Visited December 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r335156376-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Great football club but disaster tour organisation"

I do not doubt that this is the place to go for Barca fans or any football fans in the world. Stadium in itself is fantastic. However, the tour organisation was really a disaster. Never seen or been to a worse tour than this one.

We went there on a Tuesday - so not even on a weekend. Tour was packed. No limit for how many people can enter at any one time. This meant that we did the whole tour just queuing behind people - literally you couldn't even walk 2 steps without bumping into another person.

Completely spoiled the experience. No doubt people will still visit but a club such as Barcelona should really think how they can add value / experience to those who visit.

Very disappointing!!

Visited July 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r291866916-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Great value? Ha!"

The walk-through reminded me of the Heineken brewery tour in Amsterdam; throngs of people, a focused brand experience, a behind the scenes look at where the magic happens, and a few photo-ops. But at the end of the Heineken Experience you get not one, but two free beers; at the end of the Camp Nou you get to wait in line to purchase the photo that was snapped as you entered the tour.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r393079090-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Concrete monstrosity"

Absolutely nothing to see apart from huge swathes of concrete. No halftime refreshments available to away fans...who are stuck so far up away from the action behind a massive perspex wall...no atmosphere whatsoever...There are about 100 Barca fans behind each goal that sing for 10 mins and the whole stadium has an orgasm if Messi scores...but for the remaining 80 mins...its as dead as a funeral.

Can say i did the Nou Camp...but it really wasn't worth it at all.

Visited October 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r448817318-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Unwelcoming"

Have done the tour and taken in Spanish league games before I thought that it would be a good idea to take in a champions league game Bad move , away supporters are treated like animals in a zoo, caged in behind perplex limited view area and over policed by stewards and riot police, not helped by the fact that the seating allocation on the tickets were disregarded by the stewards and allocation was on a first come first served sit anywhere you want basis , meaning that parties with children could not sit together...

The idea of holding fans back after the match is understandable to segregate them but after being marched through the 200 yard gauntlet of heavily armed riot police openly armed to the teeth with automatic high velocity rifles and glock 9mm pistols were were allowed to go on our merry way to any metro station or bus stances , passing bars and restaurants still thronged with Barcelona supports ..Hmmm not quite the idea of keeping so called opposing supporters apart... I just wonder if all attending away support Spanish or otherwise are all treated the same way

Visited October 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r432262656-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Football match"

Went to see the Barcelona v Celtic match as we were on holiday and don't go to football matches generally. Great build up to game very friendly atmosphere between fans then when it was time to go to our seats we find we are put on the top tier of the stadium as were the rest of the Celtic fans then find we are behind 6 foot aluminium structure with clear perspex sheets with a six foot net on top of that is this football in the 21st century

Visited September 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r418570280-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Rip off"

Have been to a number of stadium tours in the U.K. and in comparison this was very disappointing and very expensive. The museum is dark and comprises of trophy cabinets and a number of tables that tell the Barcelona story. There is also a tribute area to Messi. The layout was poor and it was very busy which impacted on what you were able to read. The stadium was impressive but once again there was no real structure. Previous tours have had a guide which gives a much better insight into the club and history. We paid over 20 Euros per head and also took the audio tour which was an extra 5 Euros so for a party

of 7 this was not a cheap day out. We all came away feeling disappointed. This is supposed to be the people's club, and had we paid about 10 euros each then it would have been good value. However, it is just big business scamming the ordinary punter and I would suggest spending money on other attractions in Barcelona.

Visited December 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r448036387-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Cannot feel the stadium experience"

We took the unguided tour. The price was too high for a tour that does not include seeing the main changing room of the players. Would be better if there were checkpoints that could give us a brief description of the room, or the history or facts about the stadium and club. There were many spots where staff would take pictures of us- like with a trophy and welcome picture and in the end the pictures were overpriced.

Visited December 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r446143454-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Crass money grab"

I am a football fan but I am not a Barcelona fan. Be that as it may, I've been to tours at Old Trafford and the Bernabeu and this experience pales in comparison to those in particular. (And no, I'm not a fan of either of those clubs.) The museum is poorly laid out, dark and with little to no interactive displays. The tour is also hard to follow and around every corner it seems as if the Camp Nou brethren are trying to sell you something be it a photo or a piece of turf. (Not to mention the tour ending at the Barcelona super store! Here, spend some money on really-overpriced items! Yay. Not.)

Anyway, other disappointing items: no chance to visit the home locker room, sit in either of the field-level dugouts, or learn about what makes this club such a worldwide, household name. In the end, too much effort at trying to market the club instead of making it a world-class fan experience left me disappointed. Spend money on watching a game at Camp Nou and not on this tourist trap.

Visited April 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r363737348-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Camp Snooze"

I went to Barça's first game of the season and it was a total bore. I was expecting a packed stadium (it was half full at best) and passionate fans chanting (there weren't any). Even at 6-2 up their fans were complaining. A very expensive 90 minutes with little reward. For an authentic football experience with real fans, see elsewhere.

Visited August 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r439198577-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Pathetic excuse for a soccer stadium"

- 1- The gates were only opened 30minutes before the match, causing great confusion outside
- 2- There are almost no food/drink options inside, and all the food was sold, so if you don't grab something at the beginning of the match, you will be hungry.
- 3- Low quality "tv" screen
- 4- Really expensive tickets and products at the store

Visited May 2012

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r131861134-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Disappointed"

I have been to a lot of games in the US, never a soccer game through. I was really disappointed with the stadium and atmosphere. First off, only alcohol free beer... If the small fan section wasn't doing chants it would have been silent. I wouldn't pay that money for that again.

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r434379798-Camp_Nou-Barcelona_Catalonia.html#REVIEWS

"Myth greater than fact"

We are true football supporters, attending games every week, having visited over 7 of the English league grounds and others in Europe, central and South America. We go to watch a game and that's where we found the Nou Camp a problem. The tourists, people we call "fans" rather than "supporters" whose sole interest is a selfie to say "I was there" are actually very annoying. I want to see the game, not their back or scarf waving in my face as the pose. The number of this type of person at the game was distracting for true football fans. So tourists will obviously love it, get the picture and still not know what the offside rule is (although neither did the linesman in this game).

The stadium itself is big, grand and old. Concrete and not well lit, uneven floors, it is showing it's age and does not meet the standards of modern grounds like the Emirates but there's more leg room than Old Trafford. Based on the price of shirts one would assume they could fund some better lighting.

No programmes was notable – as was the lack of away fans. These we saw were pushed to the very top of the far stand and probably had a view similar to watching table football. Only having one team takes away part of the atmosphere and that was noticeable.

Visited October 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r433609659-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Barca - Ath”

Managed very well for the amount of people who attended. Not a long wait to get through the barriers. Staff should speak a little bit of English. A big problem was seating. Many people had the same seats as others. Tickets need to be organised.

Visited January 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r341498202-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Waiting for the atmosphere to turn up”

Such a weird experience this, was so hopeful of so much more but in the end we left felt we'd been short changed (only reason this wasn't a 1 was down to the quality of the goals from Neymar & Suarez and the speed at which we were able to exit the building at the final whistle). I've summed up my experience in quick bulletpoints:

Bad:

- surprising lack of food facilities.
- terrible queuing system for food (locals just barge in).
- limited toilet facilities with the toilet I visited having only small amount of urinals/loos.
- scary lack of atmosphere, with often the home crowd only finding their voice whenever Messi is tackled or stopped (fair non-foul tackles I might add). My group who were all footy mad all looked/said they were bored.
- lack of outlets around ground to buy scarf/shirt/merchandise.

Good:

- seeing Messi/Neymar/Suarez.
- able to exit ground swiftly (despite 90k people).
- the surrounding setting is quite stunning, we were fairly high up and got some amazing pics.

Perhaps if we'd booked sooner and got seats a little nearer the pitch this may have been more enjoyable, instead we were sat up next to the away fans (normally quite fun back in England) trying to keep each other awake.

Visited November 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r330381412-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Overrated”

A very small museum.

Tour Lack of passion and information.

Too many spaces closed due to a formal visit.

Press area and lockers are restricted which is not ok.

Visited November 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r437785553-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

“Stadium Tour - Soulless Experience”

Apparently one of the must see places in Barcelona. But unless you really are mad about this team, skip it.

This is a boring self guided tour through the Museum and the Stadium. You are herded like sheep around the place. There is zero interactivity.

I have previously visited the Chelsea stadium Tour and that was amazingly good. The difference is that was actually guided and you are made to feel welcome. For example at Chelsea you get to sit in the press managers chair, whereas here at Barcelona the area is all roped off.

Do yourself a favour and spend your time more wisely in this lovely city.

Visited August 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r358673692-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"It is not a tour - Money making factory"

Not worth it! A lot of people getting in at the same time do to the 'Tour'. It is not a tour. Nothing but a paths style - follow the arrows and stay in the queue kind of thing. A lot of staff just to make sure you don't get to unauthorized parts, none to explain any thing what so ever. Staff available for you to spend more money as well - paid photos and food and drinks. Disappointing, nothing like the proper tour I took in a UK stadium.

Visited July 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r290082278-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Poor for disabled visitors"

Disabled visitors can only go on the museum tour and not round the stadium. They don't tell you this until you get there, and then want €23 for the pleasure.

Not worth it if you're disabled.

Visited July 2014

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r220053016-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Only for avid fans!"

We visited Camp Nou Experience just before Christmas. Cost approx £20 per person, for this you didn't really seem to get a great deal!

Shop, museum (best bit) which is full of silver wear, bits of kit along with an explanation of why it is there, as well as an area dedicated to Messi.

Once inside the ground you just follow a predefined route which takes you to away dressing room (bare, no shirts hanging, just lockers, shower area, jacuzzi and physio tables), press room used for pre match interviews, prayer room, tunnel, pitch side which was covered (no goals up) upon the press area for match commentary and out!

My partner has been and toured a few English clubs and said that you see far more.....

Unless you are a die hard fan, don't waste your money!

Visited January 2014

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r190914020-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Just ok."

For a club that is so well financed, this tour is a let down. I work for a professional sporting organization at the same level as Barca so I have an appreciation of all things that go into something like this.

The museum and interactive pieces were well done and do highlight the clubs history, culture and successes well.

Outside of this, nothing else stands out. Why you would want to see the opposition dressing room, which is as sterile as a hospital room. Isn't the point of visiting to see Barca's rooms and where people's heroes sit?

Also the vantage points to take good photos of the stadium aren't very good or very well managed.

If you're a diehard fan then you're probably going to go anyway. But if you're just a sports fan, probably not worth the admission in my opinion.

Visited December 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r441387204-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Horrendous morning !!"

Having a football mad husband and sons, we thought they would love a tour of the Nou Camp. It cost £75 for 4 of us and we felt it was a complete waste of time and money.

We were herded up into the top tier in a small section with 1000's of other people. The rest of the stadium was empty ??? There was no pitch and a tractor was ploughing it up. We couldn't go down into any lower sections. We asked if we could see the changing rooms and the security guy said NO. The Trophy area was vast, but jam packed and we weren't prepared to fight through the masses to get closer.

We didn't stay long , but on the way out the souvenir book with our photo in was £35 !! they couldn't understand why we declined. Better photo opportunities outside the ground

Visited July 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r432606365-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Overpriced and busy"

We visited this a few years ago and had a totally different experience to this time. My son is Barcelona FC mad, and couldn't wait but even he said the tour of Wembley is better.

There are no times on the tickets so try to visit at quieter (ha) times.

When you go in you are now subjected to the enforced fun of themed photographs (a minimum of 40 euros at the exit!).

There is no guide, you follow a hastily erected (tied and ripped hazard tape is in abundance) path through the stadium, but if you want a photo of any particular area you're going to have to wait your turn.

Have you ever been on the Wembley stadium tour? It's worlds apart. They make it an experience. Line you up in the tunnel and play crowd noise as you walk out into the stadium in two lines. It gets the hairs on your arms standing up.

This is nose to tail shuffling.

Oh, and don't forget the tour spits out (Disney style) into the club shop so don't forget your credit card.

Visited August 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r416926551-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Disappointing....."

Expected it to be a guided tour like Wembley/Old Trafford.....little bit disappointed as was my partner who is a big football fan!

No access to the dugouts

Changing rooms literally all roped off so you couldn't sit in any seats

And at every single point they wanted to take a picture of you with a background behind only for you to get to the end and they try and charge you 50€.....a single photo was 30€ I think!

Very disappointing visit!

Visited April 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r365724468-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"Pretty disappointing"

We are football fans and after visiting the real Madrid tour 3 days earlier and having a great time there we had some high expectations, unfortunately these were never met. First it's expensive 23€ per adult. I recommend buying your tickets online as we waited about 25 mins in line (reading other reviews that's not very long).

The museum part is interesting as it gives concise and interesting facts about the club and it's achievements. The trophy room is impossible to take pics with every kid or die hard fan pushing in or taking 3 pics of themselves in front of every trophy. Inside the stadium was nice and it is an impressive stadium with less crowds here u can get a pic.

Then you must get a pic taken on a green screen and then move to a press conference room where you can't sit at the interview desk. You move to the visitors change room but you're not allowed in the home teams nor are you allowed in the substitutes seats.

In summary if you are going to Madrid do that tour as it's cheaper and u can see everything u can't in the barca tour with far fewer crowds as well

Visited November 2015

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r323958197-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"One way trip, be carefull"

Its the most actual famous football field due to the stars playing there. Mr Messi, Neymar, Soares and others.

To buy tickets for the match its easy, go on-line and in minutes you print your ticket.

To arrive there is also easy...subway, bus, walk, taxi. Dont go by car as parking space is non exhistig during match day.

Why i said is a one way trip? Well, if you match finish after midnight you gonna be lost in the street because the subway dont work after midnight, buses are fully crowded and the 10.000 taxis in the city becomes ZERO.

First: how a match could start at 23h, knowing that the subway closes at midnight.

Second: why the football club and the city of Barcelona dont get prepared to move 100.000 people leaving the stadium at once?

Its really a place to visit and a nice program with friends and family, but the thousand of tourist lost on the street at 1am is a shame for the club and for the city!

The Match 1 x 0 The Transportation back.

Visited August 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r407037329-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

"COLD WET VISIT""

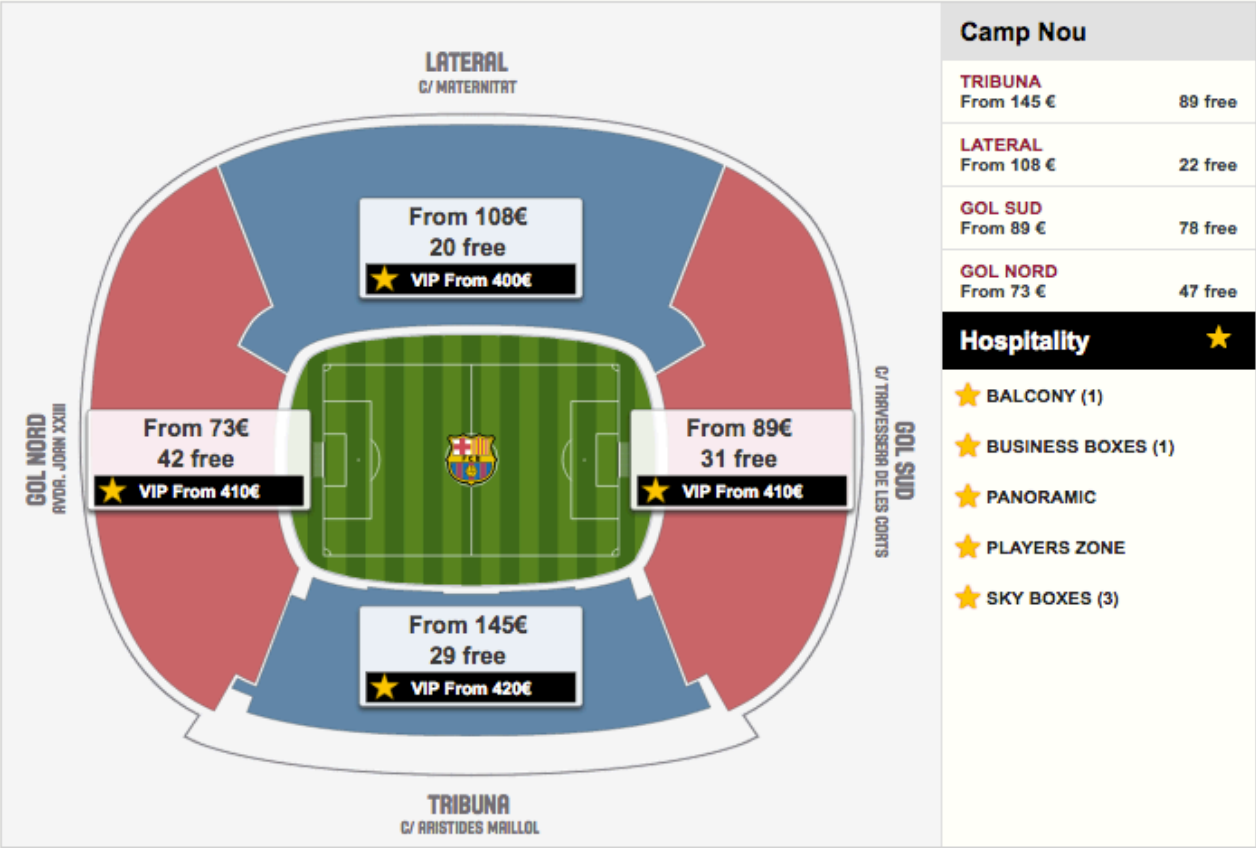
We were so looking forward to Visiting Camp Nou to watch a match. we went last week and as we stepped out of the metro the heavens opened we were soaked we couldn't believe that a club with so much money didn't have a roof on!!!! We were up in the gods so couldn't c the players very well and left 15 mins into the second half as we didn't want 2 get caught in the crush at the end. Not a very enjoyable visit.

Visited March 2016

https://www.tripadvisor.co.uk/ShowUserReviews-g187497-d271009-r368463312-Camp_Nou-Barcelona_Catalonia.html#CHECK_RATES_CONT

Appendix: Pictures and figures

Appendix: Screenshot – fcbarcelona.com – tickets



Appendix: pictures & videos from field study

See all videos and pictures online at:

<https://www.dropbox.com/sh/0152ik8i4sw7dg8/AACfGWrGO6AEWn88Knz6sffSa?dl=0>