Entrepreneurism is one of the forms adopted by urban regeneration policies motorized through large urban projects that create unique pieces of the city. This new form of governance has had positive results and great failures, fueling a debate about how to judge them. This paper outlines the principles of the new urban entrepreneurialism, collecting the contributions of the recent literature on the subject. Then it postulates that the key axis orienting entrepreneurialism in large projects is located in its production process: it requires joint action between real estate, urbanistic regulations and constructive development, in charge of public and private agents, opening the possibility of create and capture rents and profits. From this perspective the paper critically examines the Puerto Madero project, seeking to understand how entrepreneurialism is expressed and what are their social implications.

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Urban renewal, urban project, real state market.

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