

FREE



# BARCELOVERS

The magazine inspired by a captivating city

## City of Letters

The pillars of a publishing powerhouse

## Dressed in Electronics

The boom in wearable technologies

## A City in Tune

Different ways of feeling and experiencing music

## Line Up

All the main events and activities

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Barcelona inspires

## Barcelovers

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BARCELONA  
inspires

## BARCELONA IS YOURS

Barcelona is a dynamic city, open and full of life. The wide range of activities planned for the spring provides an international showcase of the fact that this is a city of culture, knowledge, creativity and wellbeing. Sant Jordi (St. George's Day) is one of the most important highlights on the calendar; a huge cultural and civic celebration that transforms Barcelona into the global capital of books and roses.

Throughout these pages you will discover that not only does Barcelona excel in the field of publishing but also in areas as diverse as technology, gastronomy, architecture and quality of life. The past and the future are harmoniously combined: historical heritage alongside the avant-garde, and tradition with innovation.

We welcome you to Barcelona and invite you to discover all of the facets that make our city such an inspiration.

# BARCELOVERS

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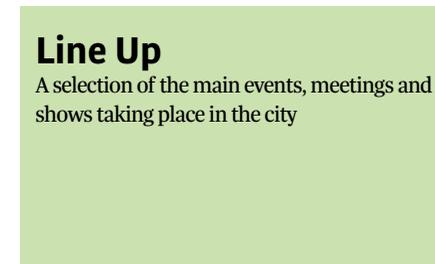
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### Wake Up

Useful information, hints and tips

# What's Up

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**SPORT**

## World Roller Games 2017

In 2017 Barcelona is set to host the first World Roller Games, a new world championship that unifies all the skating disciplines. The competition, which will be held between 9 and 23 July 2017, brings together every world championship in a single event featuring the following roller disciplines: rink hockey, speed skating, skating marathon, artistic skating, inline hockey skating, freestyle, roller derby, inline downhill, skateboarding and inline alpine. Some seven thousand athletes are expected to compete from over 100 countries.

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Photo Institut Barcelona Esports



# What's Up

## INNOVATION

THE UN CHOOSES BARCELONA TO HOST A CENTRE OF EXCELLENCE FOR SMART CITIES

Barcelona will host the UN's Specialist Centre on Public-Private Partnerships in Smart and Sustainable Cities (PPP for Cities). The initiative enjoys the support of the City Council, the Catalan government and the prestigious business school IESE, which will serve as the headquarters for the Centre and its Secretariat.



## BUSINESS

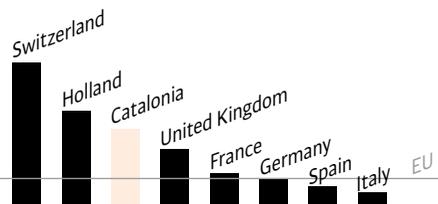
### The Port breaks its container traffic record

The Port of Barcelona recorded total container traffic of 46.3 million tonnes in 2014, an increase of 9% and the biggest volume in its history, surpassing the record it achieved back in 2007 before the economic crisis.

## RESEARCH

### 11 Catalan scientists awarded 20 million euros in grants to develop research projects

The grants, awarded by the European Research Council, recognize the research carried out in Catalonia since they were set up eight years ago. Catalonia receives the third largest amount of research grants behind Switzerland and the Netherlands, and well above the average level of grants issued per country.



## HEALTH

Thanks to the Barcelona Health Association programme, by 2017 every Barcelonan will have a defibrillator no more than 250 metres away, which will be of great help in the event of a heart attack. The project promotes the installation of easily accessible defibrillators in all public spaces.

## CULTURE

### New Cultures of the World Museum

Last February the new Cultures of the World Museum was inaugurated, a centre specializing in the history of different cultures from around the planet. Located on Carrer Montcada, right opposite the Picasso Museum, it occupies the Gothic palaces of Casa Nadal and Casa del Marquès de Llió. With an exhibition area of almost 4,000 square metres, it houses a large section of the Foch Foundation collection, almost 2,400 objects, complemented by the collections of the Barcelona Ethnological Museum and private collections such as the Clos Archaeology Foundation and the Duran Vall-Llosera Archaeology Collection.



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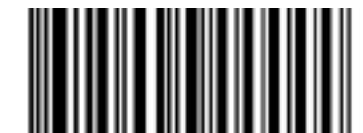


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# CITY OF LETTERS

*There are few festivals that celebrate literature with the fervour of St George's Day in Catalonia (Sant Jordi). Coinciding with International Book Day, every 23 April the streets of Barcelona are thronged with books, roses and passers-by. Collective and individual, recreational and exuberant, Sant Jordi is not the only singular event that underscores Barcelona's fame as a literary capital: the city also boasts a strongly consolidated publishing sector in the Catalan and Hispano-American worlds which is making use of new technologies to take on the future, a rich literary tradition in two languages, a very comprehensive network of libraries and bookshops, a huge range of specialist education in the literary sphere, and a packed calendar of festivals and trade fairs*

**Text** Borja Barbesà & Irene Pujadas  
**Photos** Xavier Cervera & Txema Salvans



# 33,456

was the total number of titles published in Catalonia during 2013. One in three were written in Catalan

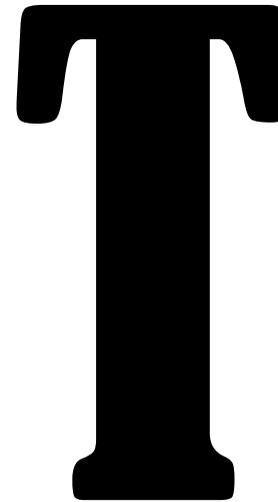
## BUSINESS

Supported and reinforced by numerous institutions, the publishing sector is one of the biggest differentiating factors in Barcelona's literary system. With a large number of agencies, publishing houses and distributors to ensure a streamlined process, Barcelona enjoys a global reputation as a literary powerhouse. It also boasts a unique asset: it is not only the world's capital of publishing in Catalan but also the source of a large proportion of the world's Spanish publishing. Heterogeneous, healthy and internationally-minded, the industry has two major corporations and numerous small publishers which symbolize Barcelona's most effervescent of industries



### TWO EMPIRES

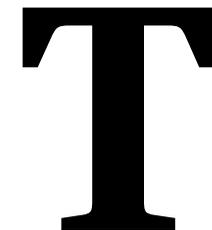
The world's two biggest conglomerates of publishing in Spanish are based in Barcelona: Grupo Planeta and Penguin Random House Grupo Editorial. Having started life in the city, Grupo Planeta combines its eponymous label with other leading companies: Grup 62, historically one of the firms responsible for quality publishing in Catalan, and Editis, the second biggest French publishing house. Since 1952 the company has been awarding the Premio Planeta, one of the most financially valuable awards in the world (second only to the Nobel Prize) whose winners include Manuel Vázquez Montalbán and Mario Vargas Llosa. Penguin Random House Grupo Editorial is the result of a merger between 53% of the German multinational Bertelsmann and 47% of the British firm Pearson. The new group has chosen Barcelona as its headquarters for Spain, Portugal and Latin America. It is also one of the most powerful conglomerates in the world; with head offices in New York, Penguin Random House has more than 250 brands to its name. It publishes around 15,000 books every year, or the equivalent of 41 books per day.



### THE BRIDGE WITH LATIN AMERICA

It's true that the city of Barcelona has always had a very close relationship with Spanish-speaking nations. As well as Planeta and Penguin Random House Grupo Editorial, there are numerous publishers based in Barcelona who have woven a tight-knit relationship with Latin America. This phenomenon can be explained by various factors: the exile of many Spaniards to South America during the Civil War and the Franco years; the excellent relations between Catalonia and Latin America, and the expansion of the Spanish language market.

Firms such as Seix Barral and Anagrama are responsible both for publishing numerous Latin American authors and for exporting international authors to those countries. Seix Barral published Mario Vargas Llosa's first novel, while Anagrama, Roberto Bolaño's publisher, has won itself an enviable reputation thanks to a collection of fiction and essays that has forged generations of readers. This phenomenon is evident in the large number of publishers with a foot in each continent: Edhasa, Acantilado, RBA, Salamandra, Gedisa and Paidós, plus Latin American houses that have recently set up in Barcelona such as Urano, Norma, Ekaré and Libros del Zorro Rojo.



### THE BATTLE OF CATALAN

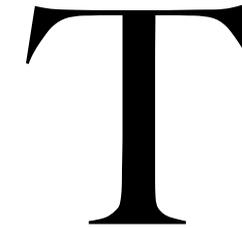
Publishing in Catalan is experiencing a golden age, but this productivity is just a recent phenomenon. The ban on the Catalan language during Franco's dictatorship (1939-1975) silenced and officially destroyed this segment of the publishing industry, which had to survive clandestinely for more than thirty years.

This situation started changing with the creation of Edicions 62 in that same year. Even though the dictatorship was still very much in place and everything seemed to be against them, literary director Josep M. Castellet made a decisive contribution to the resurgence of a Catalan literary ecosystem and published some gems of universal and classic literature. Once the Franco dictatorship ended, houses such as Quaderns Crema and Edicions de 1984 joined the drive to revitalize the language. Little by little, publishing in Catalan embarked on an upward trajectory which continues to rise to this very day.

The sector bills around

# 1,200

million euros per year



### THE RISE OF SMALL PUBLISHERS

In the wake of the resurgence of publishing in Catalan between the 1970s and 1990s, the recent emergence of a large new collective of small-scale publishers has completely shaken up the book industry. Mid-size publishing houses such as Viena Edicions and Ara Llibres kicked off an explosive phenomenon which

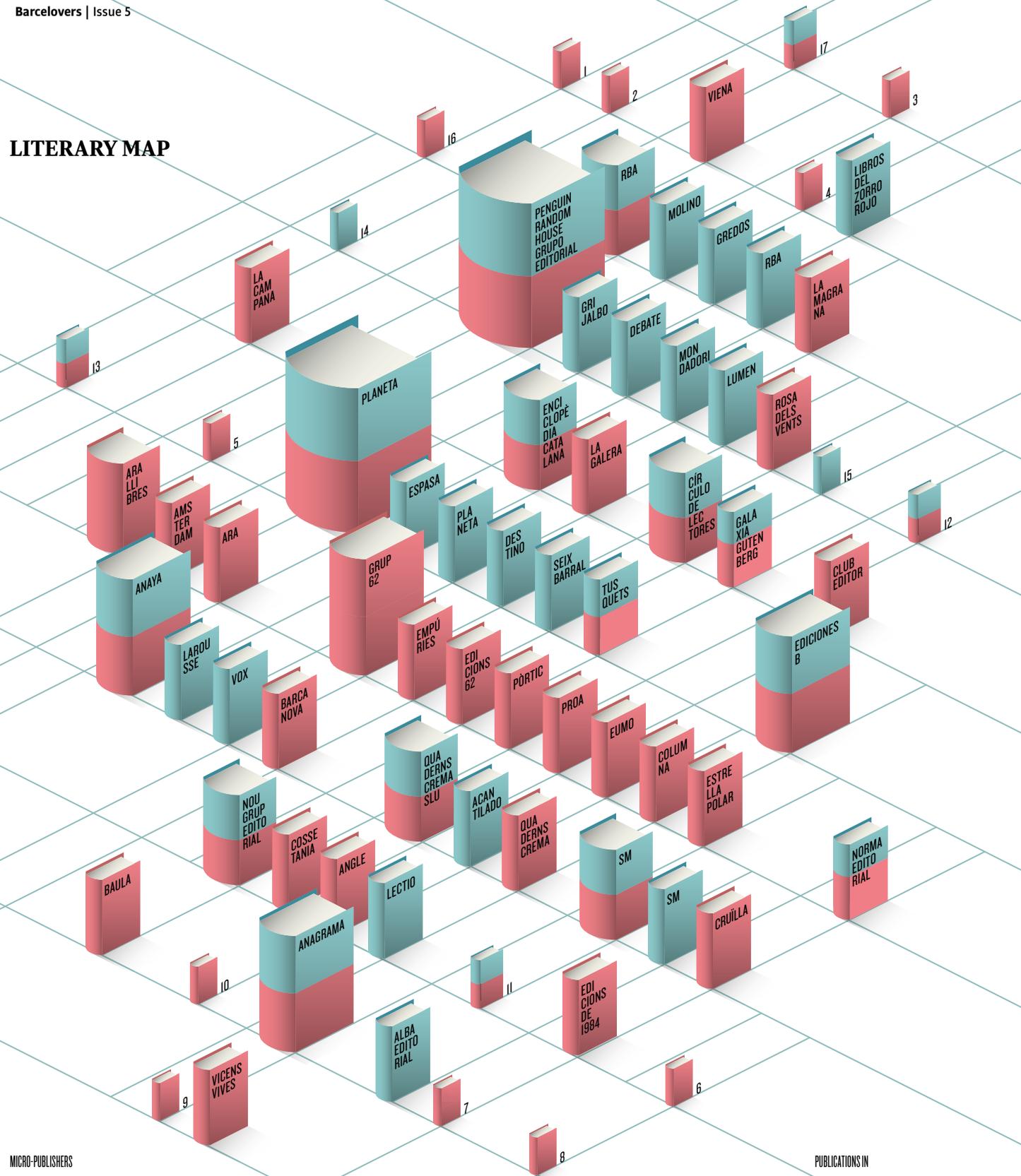
demonstrates the duality of the current situation: the bigger the major groups grow, the more numerous and diverse the micro-publishers become. In both Catalan and Spanish, these small firms constitute a specialist offering where every reader can find the book they are looking for: from the conservative, classic titles of Adesiara to the interest in European culture of Minúscula, the religious and spiritual classics of Fragmenta, the literary journalism of A Contra Vent, the poetry of Labreu and the fiction of Males Herbes, Edicions del Periscopi, L'Altra Editorial and Libros del Asteroide.

## Candidacy as Unesco City of Literature

Barcelona is a literary city and is also keen to be internationally recognized as such. For this reason, the Barcelona City Council is presenting its candidacy this year to be designated a City of Literature as part of UNESCO's Network of Creative Cities.

Set up in 2005, the Network promotes collaborations between member cities to develop literary projects in line with UNESCO's cultural, social and economic development goals. Dublin, Edinburgh, Heidelberg, Prague, Granada, Krakow, Melbourne, Iowa City, Dunedin and Norwich are already part of the network.

LITERARY MAP



MICRO-PUBLISHERS

- 1. RAIG VERD
- 2. L'AVENC
- 3. A CONTRAVENT
- 4. LABREU
- 5. FRAGMENTA
- 6. ELA GEMINADA
- 7. BASE
- 8. MALES HERBES
- 9. PERISGOPI
- 10. METEORA
- 11. CÒMPLICES

PUBLICATIONS IN

- 12. DÍAS CONTADOS
- 13. MINÚSCULA
- 14. ALPHA DECAY
- 15. BLACKIE BOOKS
- 16. L'ALTRA EDITORIAL
- 17. LIBROS DEL ASTEROIDE

- SPANISH
- CATALAN
- SPANISH AND CATALAN

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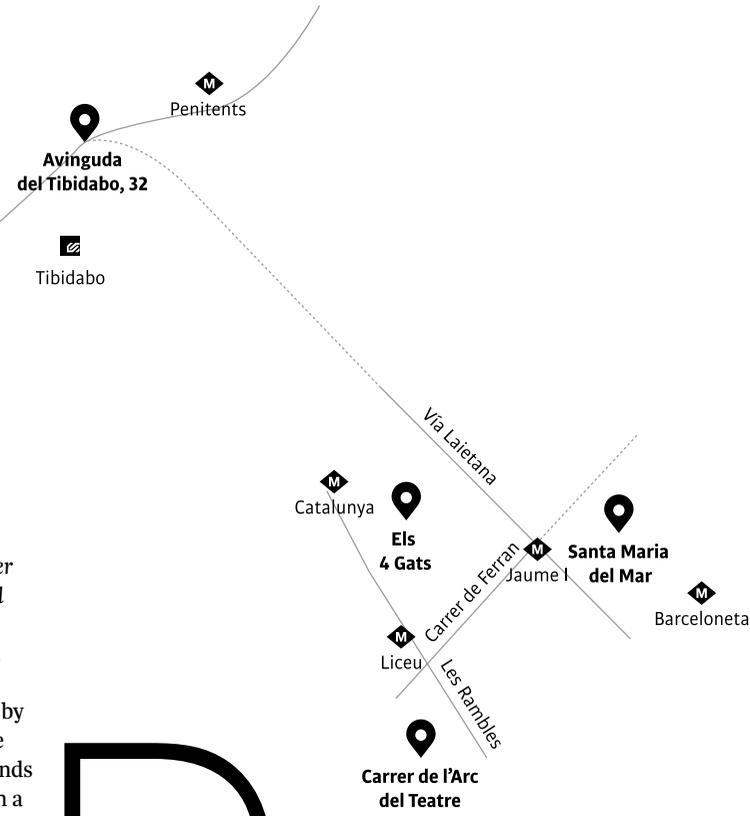
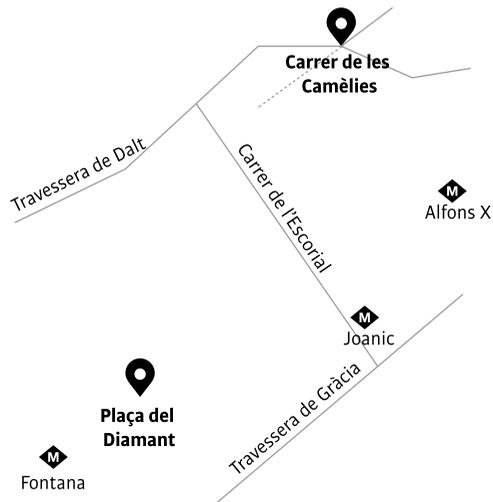


## SETTINGS

Barcelona is also a literary city from the point of view of the inspiration its streets and neighbourhoods arouse and the huge appeal it has exerted over the centuries as a setting for novels. Indeed, it is the only city that Don Quixote visits in Cervantes' novel, one of the masterpieces of universal literature. If the 'knight of the sorrowful countenance' found Barcelona fascinating, it's hardly surprising that it also seduces new visitors year after year. A great way of exploring the city, then, is by following in these literary footsteps

**T HE GRÀCIA OF MERCÈ RODOREDA**  
Two of her novels bear names of the city: *El Carrer de les Camèlies* (1966) and the famous *La Plaça del Diamant* (1962) – which has been translated into more than 30 languages – have both contributed to shaping the literary dimension of the Gràcia neighbourhood and, by extension, Barcelona. The square evoked by the latter book is today one of the most dynamic epicentres of the neighbourhood and a sculpture of Xavier Medina-Campeny reminds us of Natàlia, the heroine of the story. *La Plaça del Diamant* is both a powerful psychological novel and a chronicle of post-war Barcelona and how this historic period marked the life of its inhabitants. In this respect, the book is an unequivocal testimony of a collective tragedy.

Although she spent more than half her life abroad in France and Switzerland, the vast majority of Rodoreda's work is permeated with the lost paradise of her childhood and teenage years spent in this part of the city.



**R EFLECTIONS OF 'THE SHADOW OF THE WIND'**  
Published in 2001, *The Shadow of the Wind* by Carlos Ruiz Zafón was the first big publishing phenomenon of the century in Barcelona, a global hit selling millions of copies that has been translated into 36 languages. It tells the story of a mystery that took place in the mid-20<sup>th</sup> century and, as

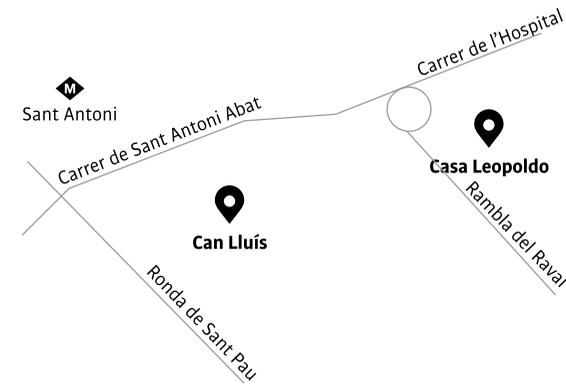
Sergi Dòria explains in the book *Walks Through Literary Barcelona*; "it is a fevered exploration of the ashes of people's memories." It has a disturbing quality, deepened by the descriptions of the alleyways, squares and neighbourhoods in which the story unfolds. Some of its locations are imaginary, like the Cemetery of Forgotten Books, which the novel locates on Carrer Arc del Teatre, just off the Ramblas. The Old Quarter features strongly (El Call, Santa Maria del Mar, Els Quatre Gats, etc.) but there is a less central location that is well worth visiting: the upper part of the city, specifically number 32, Avinguda Tibidabo, where a stately old tower has been converted into a hotel. This is the Aldaya palace in Ruiz Zafón's novel, where the beloved of young Daniel Sempere, the protagonist, lived. It is a symbol of a wealthy Barcelona from another era and well worth discovering in an area that is rarely frequented by tourists.

## T

### HE 'BARRI XINO' OF PEPE CARVALHO

The detective created by Manuel Vázquez Montalbán, the protagonist of 18 novels and around thirty stories, moves in two distinct worlds: he lives in a house up on Vallvidrera, right at the top of Tibidabo, yet his daily routine obliges him to descend to the city centre, and particularly the district we know today as the Raval. Decades ago this neighbourhood used to be known as the 'Barri Xino', a district both repellent and endearing, where Montalbán himself was born and where you can still find some of the iconic locations in his books, often associated with the hospitality industry: Carvalho used to visit Can Lluís on Carrer de la Cera frequently to enjoy their *olleta d'Alcoi*, a comforting Valencian stew; while Casa Leopoldo, on Carrer de Sant Rafael, is a perfect example of the intermingling of the character and the author, as it is also a restaurant that Montalbán visited religiously.

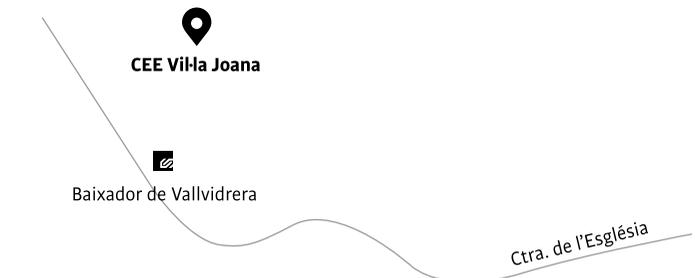
In addition to Montalbán/Carvalho, the rich tradition of detective novels based in the city, with such successful exponents as Francisco González Ledesma, Alicia Giménez Bartlett, Andreu Martín and Jaume Fuster, has led to the establishment of a major festival dedicated to this genre –BCNegra– which last winter was held for the twelfth time amid growing interest.



Between 2003 and 2014 a thousand Catalan literature titles were translated into

# 43

languages throughout  
48 countries

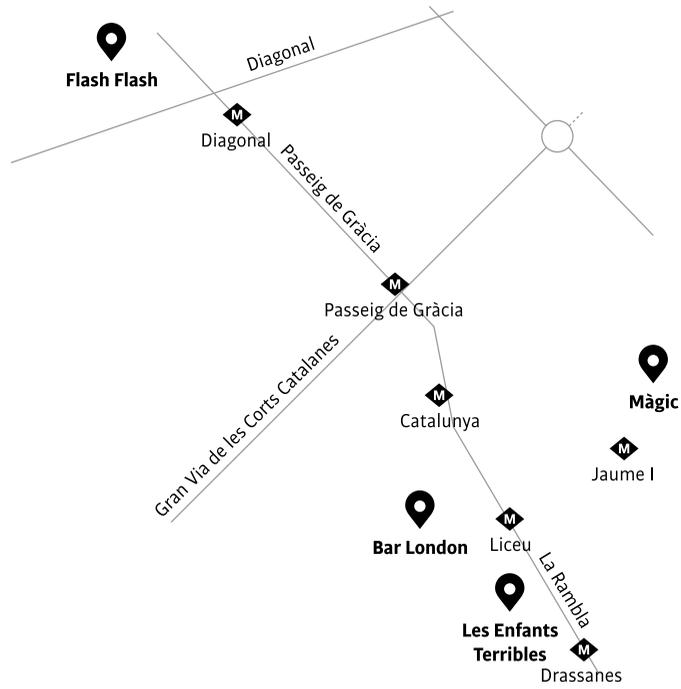


## V ERDAGUER AND THE CITY

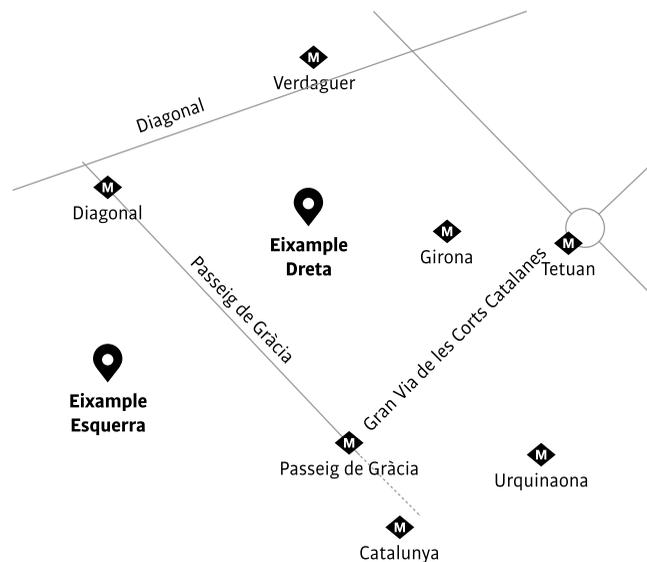
The major exponent of the literary Renaissance of the Catalan language at the end of the 19<sup>th</sup> century was born in Folgueroles but felt strongly linked to the city. Indeed, we might say that he instigated a poetic genre that would later enjoy a distinguished reputation: the *Ode to Barcelona*. The work was recognized with an award in 1883 at the city's Floral Games, a literary event devoted to promoting and disseminating literary language. The poem made him so famous that in that same year the city council produced a print run of one hundred thousand copies for schools.

His last home in the city was Vil·la Joana, where he died in June 1902. This was an old farmhouse in Vallvidrera which, since 1962, has operated as a centre affiliated to the History Museum of Barcelona. It is currently being refurbished and will house a museum based around the figure and literature of Verdaguera, a research and study space in collaboration with different Catalan universities, and also a programme for the general public dedicated to literature.

**T**HE STYLIZING OF THE EIXAMPLE OF VILA-MATAS  
 Although this is a district that was only developed relatively recently – barely one hundred years ago – the Eixample has become a central feature in Barcelonans’ lives and consequently the city’s literature. The grid pattern of its streets might encourage the impression that the lives unfolding there are somewhat dull, but in the right hands they can become first-class material. This area has often been used as a metaphor for a certain outlook on the world. Enrique Vila-Matas, for example, one of our most internationally acclaimed contemporary authors, has often walked these pavements in his award-winning novels. An example of this is *El Viaje Vertical*, which includes an unusual digression that links Barcelona with the lost continent of Atlantis. In his journalistic memoirs *Desde la Ciudad Nerviosa*, Vila-Matas dedicates a text to the district, called ‘The Eixample and Melancholy’, in which he evokes a particular obsession of Jaime Gil de Biedma: he explains that the poet, when very young, used to be attracted by the doorways of the Eixample all lit up at night as he passed by on the tram, and the submarine colours with which the glass of those impressive iron gates seemed to be imbued. “Barcelona is the underwater light of the doorways of the Eixample as you come home from school,” concludes Vila-Matas.

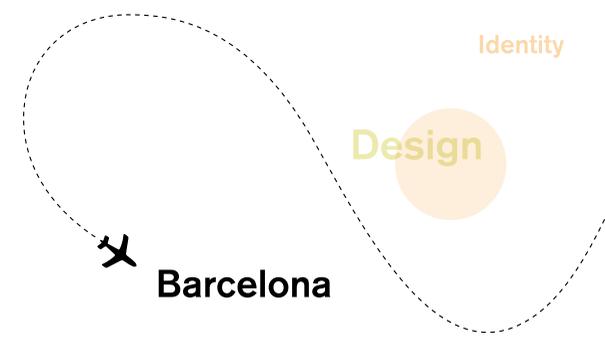
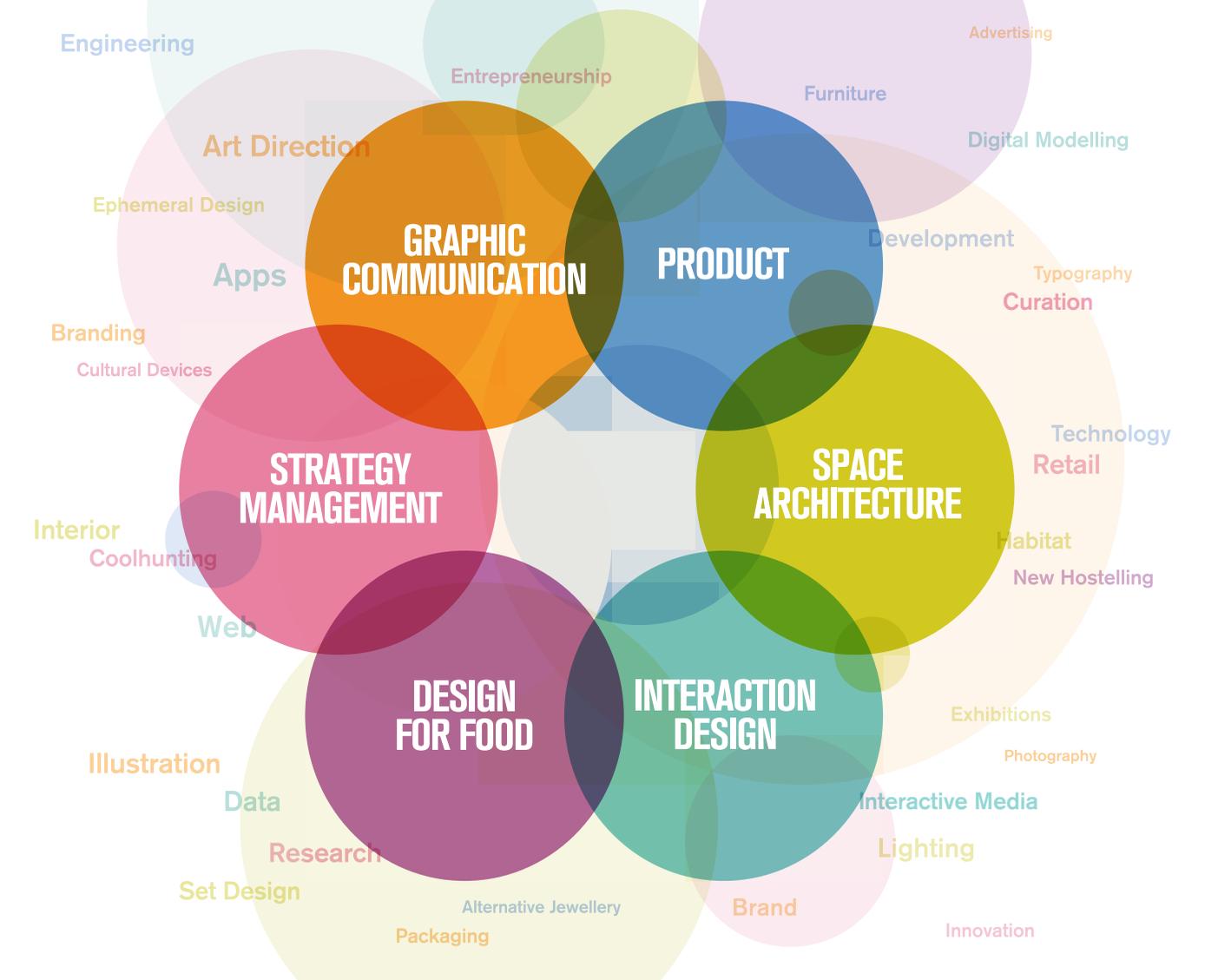


**A** HISTORY OF THE CITY BY NIGHT, BASED ON MONZÓ  
 Often viewed alongside Kafka, Borges or Rabelais by European critics, Monzó is probably the most important chronicler in Catalan in recent decades, as well as being an outstanding custodian of literary language. Although his novels usually fly in the face of convention, and are more often than not abstract, depersonalized and delocalized, he also leaves room for totally Barcelonian settings. Recurring features include nightspots (bars, cocktail lounges, music halls, etc.) and through Monzó’s work you get an insight into a timeline of fashionable nightlife from the 1970s through to the present. His early books, such as *The Howl of the Wind on the Edge of the Sewer* (1976) and *Oof, He Said* (1978), proliferate with references to establishments in the Gothic Quarter and the city centre: the London, the Enfants Terrible, Jazz Colon, Zeleste, Màgic, American Soda, Berimbau, the Drugstore on Passeig de Gràcia... some of which have now disappeared. Later on, the fashionable locales became scattered and headed uphill to the back of the city: Merbeyé and Mirabla, still open at the gateway to Tibidabo, picking up the baton of Barcelona nightlife. They appear thinly disguised in *Cacophony*, one of the stories in *Olivetti, Moulinex, Chaffoteaux and Maury* (1980), which also mentions the now-defunct bookshop-bar of Crystal City on Balmes and the iconic Flash-Flash omelette restaurant on Carrer Granada del Penedès.



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## ATTRACTION

Numerous foreign writers have been attracted by Barcelona. Whether during more turbulent periods or at times of peace, the city has hosted some of the great voices of world literature: from Hans Christian Andersen to Ernest Hemingway, from Mario Vargas Llosa to Roberto Bolaño, from George Orwell to Gabriel García Márquez, not forgetting Henry Miller, Jonathan Littell and Miguel de Cervantes himself



# C

### ITY OF THE INTERNATIONAL BRIGADE

As a prelude to the Second World War, the Spanish Civil War (1936-1939) attracted a wave of committed philosophers, writers and intellectuals who were drawn to the Iberian Peninsula to fight against a global phenomenon: the rise of Facism.

Barcelona, the hub of the Republican struggle, became a magnet for writers from around the world.

Award-winning writer George Orwell, for example, described his experiences as a foot soldier in the iconic *Homage to Catalonia*. A bedside book for intellectuals such as Noam Chomsky, *Homage to Catalonia* is one of the reasons why this British writer is the inspiration behind the prestigious journalism award, the Orwell Prize. A similar experience was felt by Simone Weil and Ernest Hemingway, who toured the city in 1937 and had the chance to observe anti-Fascist Barcelona as well as enjoying its cabarets, absinthe and the city's nightlife. Even Antoine de Saint-Exupéry, author of the much-celebrated *Little Prince*, based himself here as a war correspondent.

# T

### HE FESTIVAL OF THE LATIN AMERICAN BOOM

If there is one global literary movement for which Barcelona has been the absolute epicentre, it is the Latin American boom.

With Franco's dictatorship drawing to an end, the Barcelona of the 1970s provided the ideal breeding ground for creativity. Whether visitors or residents, the big names in the Hispanic boom passed through the Catalan capital and wrote some of their most experimental texts here. Their success is largely down to their introduction to the European market by two key figures: Carmen Balcells, head of the most influential literary agency in the Spanish-speaking world, and publisher Carlos Barral.

The Barcelona of the boom really took off between 1967 and 1974. Fleeing the Colombian dictatorship and the success of his *One Hundred Years of Solitude*, Gabriel García Márquez arrived in April 1967 and stayed for seven years. Here he wrote *The Autumn of the Patriarch*, which remains one of the most successful portrayals of the Colombian dictator. Over the years a host of other writers arrived in Barcelona: Mario Vargas Llosa, José Donoso, Carlos Fuentes, Álvaro Mutis, Julio Cortázar... a highly heterogeneous group of Latin American literary figures ended up gathering in the city and mingling with local writers such as Manuel Vázquez Montalbán, Juan Marsé, Jaime Gil de Biedma and Óscar Tusquets.

Mario Vargas Llosa left London to settle in the neighbourhood of Sarrià, very close to García Márquez's house. It was during his time in Barcelona, between 1970 and 1974, that he won the Nobel prize for literature. It was here too that he forged an exceptionally close friendship with García Márquez, which ended very suddenly in a very short period of time: in 1976, at a meeting in Mexico and for completely unknown reasons, Vargas Llosa left him bloodied after a swingeing punch to the face.

# 53%

of Barcelonans have a card for the city's library network



## Literary agencies

Known by Vargas Llosa as 'Big Mama', Carmen Balcells and her literary agency revolutionized relations between publishers, agents and writers from the 1960s onwards. Amongst other achievements, Balcells is famous for getting rid of lifetime contracts between editors and writers and for having temporarily limited book lending clauses. Regarded as the most important literary agent in the Spanish-speaking publishing world, in May 2014 Balcells joined up with Andrew Wylie to create the most powerful agency in the world. Today she continues to exercise her powerful influence from the relative peace of retirement. "Let no-one dare while Balcells is there!" said Vargas Llosa on her retirement. Whatever the case, the example of Carmen Balcells is the tip of the iceberg of a network of literary agencies with international influence based in Barcelona: Casanovas & Lynch, Antonia Kerrigan and the Pontas Agency, amongst many others

**F**

**FROM COLM TÓIBÍN  
TO JONATHAN LITTELL**

Barcelona's international reputation as a magnet for foreign writers is not just a piece of history: even today the city continues to attract writers from around the

globe. After spending time here in the 1970s, award-winning Irish writer Colm Tóibín has become yet another assiduous visitor to these shores, a penchant recorded in his own personal *Homage to Barcelona* (1990). A regular contributor to *The New Yorker* and *The New York Review of Books*, Tóibín speaks Catalan and has deep bonds with the city. His novel *The South*, for example, is based in the Barcelona of the 1950s.

Someone else with a passionate relationship with Barcelona is Mathias Enard, who has lived in the city since 2000 and set the scene for his novel *Carrer Robadors* in the Raval neighbourhood. And he's not the only writer to have settled here: American/French writer Jonathan Littell is another who, in 2006, stunned the literary community with his novel *The Kindly Ones* which won the Prix Goncourt and the Grand Prix du Roman of the French Academy and even secured him French citizenship.



Also written and published in Barcelona was the multi-award-winning *2666* by Roberto Bolaño which, in 2008, was chosen as Book of the Year by Time. This is not the only example of the Chilean writer's bond with the city: regarded as one of the finest Hispano-American authors of the century, Bolaño spent half his life in Barcelona and the surrounding area and also published *The Savage Detectives* here, the novel which catapulted him to fame.

**The works of Colm Tóibín, Mathias Enard, Roberto Bolaño and Jonathan Littell demonstrate Barcelona's continuing status as a magnet for writers from around the world**

The Catalan work translated into most languages is *La Pell Freda* (Cold Skin) by Albert Sánchez Piñol, with a total of

**37**

languages

Meanwhile, the Writers from Barcelona group includes a good representation of the current community of English-speaking writers. Coordinated by Andy Allen and John Bentley, it consists of a group of individuals from very different origins (from Scotland to the US, from Norway to India, and from Kenya to England) who have chosen Barcelona as their literary base. Around 30 writers get together every week in the Eixample to discuss their writing and novels. Under the editorial umbrella of publishing house New Niu Press, Writers from Barcelona has already published two anthologies.





## INNOVATION

*Digital technologies have been a part of the sector for some time now, yet it is only in the last few years that they have had a decisive impact on areas such as book promotion, sales channels, the support on which content is launched and the way people read it. Detailed below are some of the different initiatives which in recent times, and with an eye to innovation, have been set up in the city and its surrounding areas*

The emergence of new protagonists in the publishing sector as a result of technological changes and what might be called a change in the rules of the game (if not a change in the game itself) is without doubt a threat that endangers the very survival of the industry as we know it. But there's no need to be alarmist; it also means we're entering a period full of opportunities: many of these newly-created technological solutions can significantly enrich the consumption of content and the people who most benefit are the readers.

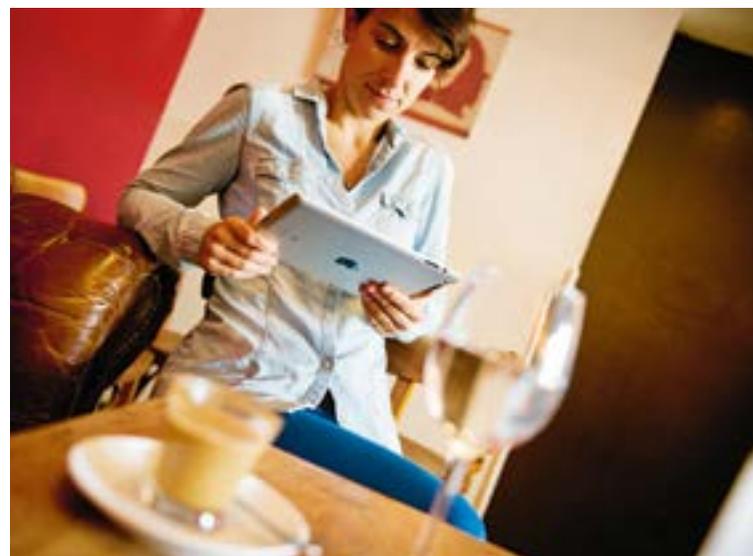
The viability of every actor involved in the sector, whether established or newcomer, is and will continue to be dependent upon their ability to accept and interpret all these processes of transformation taking place in their milieu, adapt to them and identify new business models. Big corporations strengthened their innovation departments some time ago and are operating very much in consonance with this new situation, but this means that smaller enterprises, which are starting from much further down the scale, need to put their cards on the table.

# S

### EEBOOK

Predictions a few years ago that e-books would put an end to hard-copy publications have proved to be unfounded. Figures from 2014 confirm a trend already noted in 2013: that the accelerated growth of books in electronic format was slowing down. Readers are seemingly reluctant to abandon paper and this is giving new life

to initiatives such as Seebook, which aims to offer an intermediate option between conventional books and e-books. The idea is not to eliminate the physical aspect completely: the books are in the form of a card/leaflet which reproduces the book's cover and are sold in 'real' bookshops. They can be gifted, dedicated and left on bookshelves like traditional books yet have an infinitesimal width. Inside are instructions which give access via a smartphone, tablet or computer to a personalized e-book. Seebooks can also be found in libraries – indeed, a collaboration agreement was signed last February – thanks to a Seebook Distribution system that allows each card to be used by an infinite number of readers.



# B

### OOKMOVIES TV

The self-styled "leading booktrailer portal", in both Catalan and Spanish, started out in 2012 with the idea of taking advantage of the overwhelming power of image in favour of the book world and thus attracting new markets. If you can't beat your enemy (and so many times the simplistic claim has been made that TV and the cinema are stealing away book readers), then join them. The concept is a meeting place where authors, publishers and agents can promote their books in an attractive way and where readers (or potential readers) can discover, comment and even buy. As a good audiovisual channel operating on the web it has a hugely important dimension as a social media tool.

# S

### ELF-PUBLISHING

Crowdfunding has now reached many fields of culture and it's hardly surprising: these days, most publishing processes do not need a corporate structure to believe in an author and their potential work and to finance its production and launch it on the market. Technology has slashed costs and the internet is a brilliant tool for reducing the gap between creator and reader, so it's not surprising that there are initiatives

out there for channelling these projects. Realitza el teu llibre, in Mataró, is one such specialist self-publishing portal. Associated with the Llibres a Mida publishing house, it brings the writer and the audience together on its online platform and provides advice on getting funding.

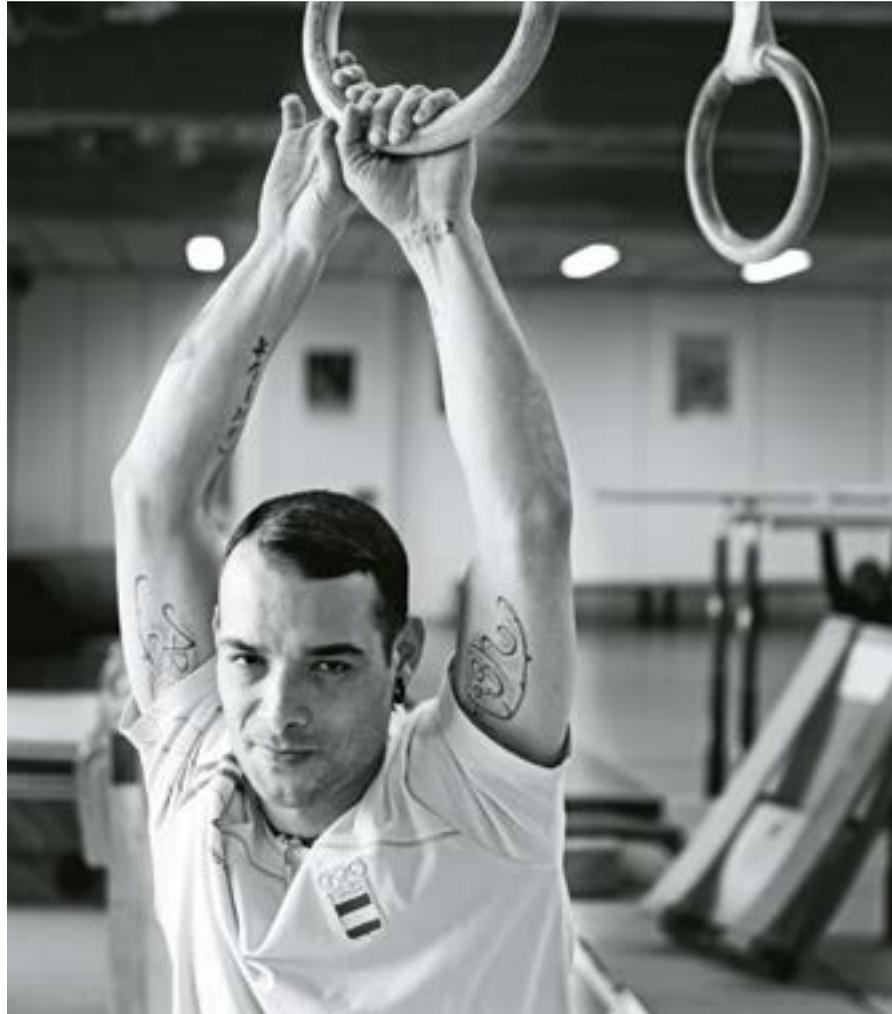
# R

### ØTER

The role played by this Lleida-based firm is different but falls within the same grouping. It offers multi-format publishing software aimed at small and medium-sized publishers and is based entirely in the Cloud: there's no need for new machinery, nothing needs to be installed, and all you need to work is an internet connection. It allows the whole publishing process to be controlled, from introducing the manuscript through to production in commercial formats from the perspective of a desk editor, coordinating every professional involved in the project. Røter describes itself as a publishing hub, "a nexus between raw content and the final commercial format, connecting the publishing circle and adapting the content to market demand and new needs and formats as and when they appear."

## PROFILES

Text **Txell Bonet**  
Photos **Lo peix**



### **GERVASIO DEFERR**

*Trainer and Olympic medallist*

His Olympic medal haul - two golds (Sydney 2000 and Athens 2004) and one silver (Beijing 2008) brought this gymnast global fame. Since he left competitive sport, he has combined his work as a trainer at the High Performance Centre (CAR) with a project to set up a sports centre in a historically-disadvantaged neighbourhood. “I’ve always wanted a gym, and this way I could also have a social impact. Sport has given me a lot. I thought, how can I give something back? Where is it most needed?” Along with three other trainers, he gives gym lessons to children from age five up to teenagers. Known as La Mina Gervasio Deferr Gymnastic Club, it’s the least expensive gym facility in Spain, with the added bonus of having a top-level trainer on hand who, in the mornings, gives advice on gymnastics to competitive athletes and foreign sports federations who visit the CAR to undergo intensive training camps. “Whether they’re championship material or not remains to be seen,” he says about his young students, “but sporting values such as respect for team-mates and senior people, punctuality, discipline, companionship and the desire to succeed are things that have served me for life.”



### **MELIKE LAKADAMYALI**

*Scientific researcher*

“When I was young, I used to watch the TV series *Il était une fois... la Vie* (Once upon a time... Life). I used to love watching those little humans wandering around inside the body. Seeing all the cells and how they worked. It inspired me in the challenge to develop microscopic techniques for identifying anomalies. This is how we generate discoveries to cure diseases.” The childhood dream of this Harvard graduate researcher, originally from Cyprus, is becoming a reality at the Institute of Photonic Sciences (ICFO). “It’s a higher research centre for investigations into light and how to use it to benefit society. I study nanometric measuring elements such as proteins and DNA. Studying means understanding; and understanding means finding solutions – in other words, treatments– if you can discover the causes of neurodegenerative diseases.” She joined the facility in 2010 and now heads up a team of new researchers from all over the world. “Living here gives me a great balance between work and personal life. I’m doing top-level research in a city that I really love for its culture, architecture and food, not to mention the sea and the climate. I could have gone to other centres, but it’s impossible to find this kind of combination anywhere else in the world.”



**JOSÉ MARÍA ROGER**  
Businessman

“Nice Fruit is a prime example of determination and breaking down barriers placed in the path of entrepreneurs.” This is the president’s introduction to a company that offers the perfect blend of research, technology, innovation and the quest for constant improvement. Various universities stated that it was impossible to freeze and defrost fruit without affecting its molecular structure. Yet this has been achieved through the tenacity of his brother Fernando Roger and years of work by the Polytechnic University of Catalunya, patenting a process “which uses no additives, preservatives or chemicals.” Moreover, the fruit is harvested at its optimum ripeness, offering much more flavour. “For the first time a frozen product is better than the fresh one. It’s also more sustainable because by shipping it peeled, we use 100% of the cargo space. Plus it doesn’t go off afterwards.” They have created machinery for the company’s plants in the Philippines and Ecuador, plus the two in Catalunya. With 12 worldwide distributors, the firm has won international plaudits for excellence. But the story goes on: “give me another ten years, then you’ll see!”



**ADA PARELLADA**  
Restaurateur

Original, creative, generous, hyperactive, unique. She’s also an educator, holding cooking and food workshops for children, and a constant media presence. “Being the seventh generation of a clan of innkeepers dedicated to the trade for 300 years, there’s a culinary heritage that I just couldn’t escape.” Her menus may feature exotic ingredients and new techniques, but above all they are a way of savouring true Catalan cuisine. With her partner Santi Alegre, they have five restaurants and a hotel. She opened the first, the operational HQ of Semproniana (Carrer Roselló, 138), at the age of just 25. “I love it as if it were a person. It’s enabled me to develop other areas such as social work, interior decorating and business skills.” Located in a traditional yet non-touristy district, its charm is enhanced by locals attracted by the couple’s charisma and the restaurant’s ambience. “Just because you produce creative cuisine doesn’t mean your restaurant should be a place of worship where you feel you have to whisper. We make a point of avoiding any solemnity.”



## Dressed in Electronics

Text **Oliver Villanueva**  
 Illustration **Danide**

*Wearable technologies are set to become a boom market; if everything goes as predicted, by the time you read this text the Apple Watch will have been launched, a gadget destined to compete, at the very least in terms of media coverage, with the futurist Google Glass. The basic idea is that operations which up to now have required a computer or smartphone will be integrated much more organically into our everyday lives; but there are other views and ideas that point to a profound turnaround in the way we interact with technology. We wanted to talk about this burgeoning revolution with some of its protagonists in Barcelona.*

### GADGETS FOR ALL?

Soft For You is a veteran firm: this software studio has been in the B2B high-tech solutions business for over 20 years, and for the last couple of years it has been including wearables in its offering. At its offices you'll find prototypes of spectacles, different watch models and all manner of sensors. Albert Roca, the developer of Soft For You, explains: "Each device has certain characteristics and adapts better to some needs than others. In a working environment, wearables have the advantage of being hands-free." So, for example, a technician doing a repair job can receive instructions via the screen while documenting the process with the camera. And what about consumers? "We're in quite an uncertain phase. Enhanced reality and virtual apps are still waiting in the wings. But with the launch of the Apple Watch I think that in a couple of years we'll be in a very different place. Nowadays none of us leave the house without our wallet, telephone and keys, but in the future I can see all of those converging into a single device."

Recently, Soft For You reached a collaboration agreement with Itglas to develop software for smart glasses. This Barcelona-based start-up won the first of Google Glass's hackathons in Europe with a tourist guide to London that made the most of enhanced reality and GPS. Jordi Boza, CEO of Itglas, explains: "Like every technology-related business, you run the risk of getting somewhere either too early or too late. In the case of wearables, the benchmark of smartphones is a bit too close. If the new product can't fulfil the same function as a smartphone, then why change?" Even so, Boza is optimistic: "From now on we're going to be witnessing some exponential technological improvements."

### RESEARCH IN MOVEMENT

Anastasia Pistofidou is a researcher at FabLab. The centre is part of the network of digital manufacturing centres supported by MIT to carry out in-depth research into new production media, such as 3D printing. Their slogan, "how to do almost anything", is self-explanatory.



At the FabLab, Pistofidou has been working on various projects to adapt the techniques already used in industrial design, such as 3D modelling and computer design, to creating fashion. Her vision of wearables puts an emphasis on user interaction: for Pistofidou, the important thing is that “the wearable has to speak to the body.” At FabTextile (the FabLab department dedicated to researching new textile possibilities) they are working on garments that can be assembled without sewing, systems for building clothes by assembling various textile modules, the use of 3D printing technology to create garments by computer-aided parametric designs, and even on the total personalization of clothing through a robotic arm that traces the pattern directly onto the body.

**FASHION AND TECHNOLOGY**

The interaction between fashion and technology provides almost endless possibilities. The Jorge & Esther studio, for example, has launched a collection under the evocative name Lúme, comprising a series of pieces embedded with dynamic decorative features that are controlled electronically by a smartphone app. Thus what at first sight appears to be normal clothing can actually be transformed, when the order is given, to reflect your surroundings or state of mind. At the 17th International Symposium on Wearable Computers in Zurich in 2013, Lúme won the Design Exhibition prize in the aesthetic garment category.

CETEMMSA is an applied research centre that has played a key role in various smart textile projects. A specialist in printed electronic circuits, it has served as a technology partner for several companies interested in working with smart fabrics. Mero Aymà, marketing manager of the Mataró-based company, believes that “a company that wants to be innovative has got to think in terms of niche markets.” The truth is, it’s very likely that a good few years will pass before the big names in the fashion sector decide to incorporate these functionalities in mass-produced clothing, but “there are many sectors, such as healthcare and sport, where the inclusion of electronics in textiles is already adding value.” A clear example of this is rehabilitation after a sports injury. At the moment this process is supervised by a physiotherapist, but a garment fitted with sensors could identify whether an exercise is being done properly and provide a real-time response, thus allowing the process to be delocalized and adapting to the needs of the individual patient.

Even though there are still many questions to be answered, the world of wearables is moving forward along with a big creative input. Looking at different aspects and perspectives, from the smart textiles and responsive designs being developed by up-and-coming firm SensingTex (regarded as one of the top Catalan firms in which to invest) to the artistic proposals of the Wearable Fashion Orchestra (a group of dancers who generate music by sensors embedded in the fabric), a whole mass of ideas is breaking down the barriers between the body and technology and challenging our imaginations.



**First V1sion: a first-hand view of elite sports**

First V1sion is an ambitious idea which is on the point of becoming a reality in sports broadcasting. It is a professional system that can broadcast video in Full HD in real time without compression. But it has a rather special feature: the system is embedded in a T-shirt. Thus First V1sion offers the same as GoPro (a unique viewpoint that directly reflects what the sportsperson is seeing) but in a far less invasive way than the popular camera.

“The system is embedded in a breathable T-shirt like those we often see sportspeople wearing, so you don’t feel as if you’re wearing something alien,” explains José Ildefonso, the company’s founder. “The camera lens is 5 cm in diameter and the circuits are distributed throughout the fabric.” In 2013, Ildefonso and Roger Antúnez developed the first idea for this project. They attracted the attention of Wayra (Telefónica’s start-up accelerator) and ended up as finalists in the Make It Wearable competition organized by Intel. The current situation is that after a trial run with Córdoba football club, the Euroliga (the European basketball league) has shown an interest in the idea and is running tests with the system.

# UP

## IN THE AIR

Whenever you visit a city, your radar is always fine-tuned. Any nook or cranny, expression or turn of phrase is a hypothetical experience worthy of being immortalized and remembered for many years. The fifth edition of **'A Vista d'Hotel'** is a fantastic opportunity to broaden the collection of unique moments that you're bound to experience on your visit to Barcelona.

Text **Xavi Arnaiz**  
Photos **Gremi d'Hotels de Barcelona**



1



2



3



4



5

1. Hotel Duquesa de Cardona
2. Ohla Hotel
3. Mercer Hotel Barcelona
4. Hotel Bagués
5. Hotel Omm

Montjuïc, Guinardó, Tibidabo... Barcelona boasts a host of viewpoints from which to admire the city skyline but, taking advantage of the arrival of the good weather, some of the most exceptional ones are enhancing their attractiveness by providing cultural and leisure options. Between 5 and 14 June, **A Vista d'Hotel** invites you to discover little-known cityscapes, such as the views of the terrace of La Pedrera from the Hotel Omm on Passeig de Gràcia, or of the boats clustered in the port from the Duquesa de Cardona Hotel on Passeig de Colom.

The initiative, promoted by the Barcelona Hotel Association started five years ago and involves around sixty hotels – ranging from three-star to Grand Luxe – who offer a programme of more than 200 activities for every age group, combining leisure, culture and gastronomy on a grand scale: live music, swing dance lessons, fashion, magic, wine tasting, chill-out sessions, open-air cinema, talks and dance performances.

The event, which last year attracted more than 26,000 people, is designed to help remind the citizens of Barcelona that these privileged spots are within reach and available to enjoy all year round. For this reason it has become an ideal opportunity for those visiting the city to mingle with the locals.



## Story of a Mural

Text **Carme Batalla**  
 Photo **Txema Salvans**

North American artist **Keith Haring** made a fleeting trip to **Barcelona** in February 1989. During his short stay, and thanks to a fortuitous encounter, he ended up painting a mural in the city in a spurt of selfless generosity. The work, which was once in a run-down square, is now one of the symbols of the Raval, a vibrant district which residents and local organizations are striving to revitalize. Coinciding with the twenty-fifth anniversary of Haring's death, let's revisit the story of this piece

"Haring was coming directly from ARCO and we met in the Prats Gallery at the opening of a Frederic Amat exhibition," says cultural activist and restaurateur Montse Guillén, who had met Haring when he was a customer of her New York restaurant. "He used to come with Warhol and Basquiat. And when we met in Barcelona, I said to him: Why don't you do something here?" It was the night of 22 February 1989, a Thursday, and Haring was leaving on the Sunday. Along with journalist Àngels Yagüe, they managed to complete the formalities at City Hall to get all the necessary permits.

The US artist, who a year earlier had been diagnosed HIV positive, chose Plaça Salvador Seguí, right at the heart of the Raval, which at that time was extremely run-down, because it reminded him of the slums in New York where his career started out. "He started painting on the Saturday at noon and in just five hours he had completed a 30-metre long graffiti. With all the locals watching, he finished it off with this phrase: Together We Can Stop AIDS."

Painted in a single colour – blood red – and in Haring's characteristic outlines, the mural portrays a syringe being strangled by a snake. A couple forming a pair of scissors then chops up the reptile and somebody puts a condom on its tail.

In 1992, due to building work in the plaza, the mural disappeared. Yet the City Council made a tracing in order to reproduce it. The Barcelona Museum of Contemporary Art (MACBA) recreated it on one of its walls between 1996 and 1998. And in 2014, the MACBA, together with the Raval Cultural organization, restored the mural to the wall that links Plaça Joan Coromines and Carrer Ferlandina.

The mural condemns a harsh reality of 1990s society and shows that art is able to send messages that can change the world, with a power to accuse and censure that is still totally relevant today

### Raval Cultural

With more than 300 cultural resources in just over one square kilometre, the Raval is one of the districts with the biggest cultural density in the world. The numerous transformations that have taken place in its urban and social fabric have highlighted the district's rich history and heritage. Its embrace of major institutions and new facilities has given the neighbourhood a fresh impetus and strengthened the vibrant ecosystem of grassroots cultural initiatives.

Since July 2013 there has been a municipal strategy in place – 'Raval Cultural' – designed to boost the joint actions of all the organizations and institutions involved in promoting both the district and culture.



*The  
return  
of*

# Real Bread

Text **Josep Sucarrats**

Photos **Paola Becerra Sarrias, Txema Salvans, Helena Salanova and Margot Serrano**

*The latest in a line of four generations of bakers, these four family representatives have put **quality artisan bread** back on the map in Barcelona. Thanks to them, and a great team of professionals working alongside them, the city has rediscovered the time-honoured flavours of this indispensable ingredient in the Mediterranean trilogy, together with olive oil and wine; a product that can turn an everyday meal into a gourmet experience. Traditional, exotic, signature... the roll-call of great Barcelona breads has proliferated and today you can find them in the finest restaurants and most select bakeries, like the ones recommended on these pages*



The rotary oven at Baluard uses a tonne of wood every week to produce farmhouse-style bread along with oat, rye and spelt loaves

## **BALUARD**

The daughter of an industrial baker, Anna Bellsolà became interested in good artisan bread during a family holiday to France when hunting down the best baguette. Back then, she dreamt about what her ideal bakery would be and in 2007 she opened it in the Barceloneta district. She recalls that “I went in the opposite direction to the bread business of those days. In other words, I went back to the past in every sense of the word, using old-fashioned techniques but updating them, and insisting on the best quality processes and raw materials.” Just a few months later, people were talking about Baluard as the best bakery in Barcelona.

The rotary oven, which every week uses a tonne of different varieties of oak and beech, produces not only a round country loaf weighing in at two kilos about which she is inordinately proud but also oat, rye and spelt loaves which, until fairly recently, were unknown to many Barcelonans. Her team is made up of bakers from Ireland, the United States, Great Britain and other countries who she recruits with the aim of introducing other types of bread, hence the new specialities featured every Saturday.

She now has another bakery in a city centre hotel with the unmistakable name of Hotel Praktik Bakery.

## **Forn Baluard**

Carrer Baluard, 38. Tel. 93 221 12 08  
[www.baluardbarceloneta.com](http://www.baluardbarceloneta.com)

## **Praktik Bakery**

Carrer Provença, 279. Tel. 93 488 00 61  
[www.hotelpraktikbakery.com](http://www.hotelpraktikbakery.com)

**TURRIS**

Having first dipped his hands in flour at the age of 14 in the family bakery, Xavier Barriga realized that he needed to travel the world to learn how to make the finest bread. He visited France, Portugal, Italy and Denmark, coming home laden with ideas which, in 2008, materialized as a bakery that would set the benchmark in Barcelona: Turrís. The city, replete with industrial bakeries, suddenly rediscovered powerful aromas, crispy crusts, soft creamy insides and nostalgic flavours: “It reminds us of happiness, then and now,” says the baker. A natural starter dough, a leisurely fermentation process and a spark of creativity give his products their identity.

Today, traditional Catalan breads such as *llonguet* share shelf space at Turrís with really unusual specialities, such as dark chocolate bread with candied orange peel or olive and walnut ciabatta. It’s hardly surprising at peak times in the morning to find a queue in front of the firm’s three bakeries in the city or to see many people emerging with a *barra de quatre punxes* (four-pointed baguette) under their arm, Turrís’ signature loaf.

**Turrís Aribau**

Aribau, 158. Tel. 93 217 96 06

**Turrís Calvet**

Calvet, 7. Tel. 93 414 76 49

**Turrís Gran de Gràcia**

Gran de Gràcia, 34. Tel. 93 237 82 23

[www.turris.es](http://www.turris.es)



Turrís is fighting the onslaught of industrial bakeries by combining tradition with avant-garde



Triticum’s bakery in the Moritz Factory in the city centre



Panes Creativos is the brand of Daniel Jordà, a baker with a Fine Arts degree

**TRITICUM**

“The perfect bread,” says Xevi Ramon, “must have a crust with personality, crispy, golden, slightly bitter and a little damp, flexible, pitted, acidic... and, most importantly, a history. All our breads have a story behind them, and that’s what makes them special.” Xevi, the fifth generation of a family of bakers, had the idea and the opportunity to work directly with some of our greatest chefs and restaurateurs. For example, his collaboration with Josep Roca, the sommelier at El Celler de Can Roca (the 3<sup>rd</sup> Michelin restaurant in Girona) was responsible for his wine bread. And a joint inspiration with Andalusian chef Ángel León, who holds two Michelin stars back in his home town of Puerto de Santa María (Cadiz) and has just opened a restaurant in the Mandarin Hotel on Passeig de Gràcia – resulted in his seaweed bread.

In 2012, Triticum opened a bakery in the Moritz Factory, which sells these and other specialities that hark back to deep-rooted local traditions, such as *pa de flama* – which Xevi defines as the Catalan baguette – and *pa de xeixa*, made from a native wheat variety that is coming back into use.

**Triticum M-Store (Fàbrica Moritz)**

Ronda de Sant Antoni, 39-41. Tel. 93 426 00 50

[www.triticum.net](http://www.triticum.net)

**PANES CREATIVOS**

The descendant of a family of working-class bakers, Daniel Jordà studied Fine Arts and discovered that these two facets of his life could be brought together in a business that is rooted in his home district, Trinitat – from which he’s barely moved – as well as sparking his artistic spirit. He produces unique breads which he initially supplied to some of the country’s greatest chefs and now – thanks to the reputation he has earned in the gastronomic sector – are available to all from his bakery in the Vilapicina i la Torre Llobeta neighbourhood. “You can’t refuse bread to anyone!” is his slogan; a catchphrase which, as of recently, has coexisted with another one: “Love is in the bread”, inscribed on all his packaging. It’s true: Daniel is in love with his product, as much with its traditional elements as when dreaming up the creations he calls signature breads. So while he naturally produces country cottage loaves and bread with oats and nuts, he also creates coloured breads that used to amaze his customers a few years ago. The green bread is made with wasabi, or wasabi and ginger, or basil and thyme; the black bread is made with squid ink, the yellow with curry powder, and the blue with spirulina.

**Panes Creativos**

Plaça Garrigó, 5. Tel. 93 352 04 81

[www.panescreativos.com](http://www.panescreativos.com)



Photograms of *Magma*, an animation piece created by Dvein for the launch of Creative Cloud by the software giant Adobe

# A CERTAIN LOOK

Text Txell Bonet

*They are not audiovisual producers in the classic sense. The variety of their projects is matched only by the multidisciplinary talents of the professionals involved. Advertising, 3D, special effects, animation, stop motion, video clips, projection mapping and installations; everything from the latest in technology to the most traditional of handicrafts. Every production tool available is put at the disposal of creativity, transmitting an idea and making an impact. They are **image studios born in the digital age** and, above all, producers with very individual styles who sign themselves off as collectives. Their work has an international impact but their roots are found in the district of Poble Nou*

## DVEIN

When Kyle Cooper, author of the credits for the film *Seven*, saw the work of Teo Guillem and Carlos Pardo at the OFFF Festival in 2006, he didn't think twice about taking them off to work in one of the biggest studios in Los Angeles. They started their careers in the major league and, after that experience, wanted to have their own studio; smaller, but with total independence and freedom. "Which is what we like for our projects. The more open-ended the brief the better. Commissions from foreign companies have gone well; they understand our work process," says Pardo. Their clients include Canal+, MTV, National Geographic, Nokia and Diesel, which was their first commercial project: "We designed some projections for a fashion show." They always go one step further, "so the film itself reveals new and surprising elements which grab your attention." They put technology at the service of art, prioritizing imagination and the core idea over aesthetics.

## CANADA

The names of many young film-makers and even younger art directors, choreographers, artists and producers revolve around Canada. "More than a brand, it's a clan, one big family, a way of viewing life," comments Alba Barneda, the production director who launched the project in 2008. It's a concentration of talent but also a company with a global reach, capable of combining mega-advertising productions with video clips that depend more on their belief in the artist than budget concerns. They have earned prestige by supporting and encouraging the growth of an alternative scene with a personal style involving a nod to kitsch, eroticism and the 1980s, backed with its own record label. On the professional circuit, the Golden Lions won at Cannes for the *Pay per Laugh* project, the result of a collaboration with the international creative agency The Cyranos-McCann, and the Best Direction prize at the UK Music Video Awards in 2011, all attest to their worth. "The internet has always been an ally for us as our output is distributed by viral marketing." And this is just the beginning.



Canada produced the video-clip *Stay Awhile*, the first single from the *Classics* album (2014) by She & Him, aka Zoëy Deschanel and M. Ward



Advert for the sports firm Nike produced by the MakMac studio

**It's all about all-rounder studios who aren't scared of going into a variety of fields such as advertising, projection mapping, video clips and projections for events**

**MAKMAC**

This new studio echoes the heritage of Physalia, and has two of its partners on board: Mauro Gimferrer and Marcos Coral. Its structure can be expanded according to the demands of the commission, whether advertising, video art or credits. "We come from the world of design and 3D animation and the truth is we find the idea of mixing techniques very appealing. We play around with trompe l'oeil so you don't know what's real or not." They like this aspect of the audiovisual world "because the projects don't last as long as making a film for the cinema. Short pieces allow us to do really different things, jumping from one means of expression to another in a matter of months." They are very happy to have worked with Nike and also for the Italian fashion company La Perla, "doing all the visuals for a catwalk show in which we projected repeating patterns of the sea-bed. Foreign clients really listen to you. They make a point of seeking us out and because of that they are very open to our proposals." They are also assiduous supporters of the OFFF Festival: "A fantastic platform for exhibiting our work and making contacts."

**NUEVE OJOS**

In 2010, the professional paths of Carles Mora, Karin du Croo and Mariona Omedes (National Culture Award winner in 2011 for Audiovisuals) converged to create a versatile production company. "We're very demanding in what we do. Our priority is to make our clients and ourselves happy. We have brainstorming sessions to establish the shape and content of a project. We all have an artistic background but we strive to go beyond just beauty and give an extra twist to set our style apart." They create virtual sets for the theatre and graphics for audiovisuals, advertising and special effects, working for museums and exhibitions, supplying interactive tables, multi-touch screens and interactive stereoscopic installations for the 2010 Shanghai World Expo. They have even done projection mapping on iconic buildings such as Casa Batlló or FC Barcelona's new 'Masia' academy. "We've also done them in Stockholm and Dubai; it's a great experience working abroad. We involve our clients in the art direction and get the feeling they really value and respect our work."



Spot inspired by Gaudi's Casa Batlló by Nueve Ojos



# Harvests of the past, wines of the future

Text **Borja Barbesà**  
Photo **DO Pla de Bages**

*Originality means going back to the origin, as Antoni Gaudí used to say. Revisiting the methods and processes of bygone centuries from a modern perspective is what led the Abadal winery to embark on an unusual project: making wine in a dry-stone vat set in the middle of a vineyard, a technique that would have brought a knowing smile to the faces of our great-grandparents. And along the way, they recovered a piece of unique architectural heritage*

“When it comes down to it, it’s simply an investment in R&D,” says Miquel Palau, the oenologist at Abadal. The clarification demonstrates that this is an initiative which goes above and beyond a romantic notion. On the one hand, there is the winery’s commitment to preserving land in the form of vineyards in Bages, close to Manresa, and some grape varieties that have fallen out of use: Punxafort, Garnaxot, Pansera, Mandó... and on the other, there is their interest in exploiting this asset for oenological research to learn a whole raft of new things by uniting present-day knowledge and technology with the teachings of traditional practices.

These lands, around 60 km from Barcelona, boast an architectural feature that is unique in Catalonia and perhaps even the world: dry-stone vats, a kind of tall, circular stone hut for producing wine in the very same vineyard where the grapes were harvested. With the arrival of the dreaded phylloxera in the late 19<sup>th</sup> century, the plague that devastated countless vineyards and led many people to abandon vine-growing, the vast majority of these structures were swallowed up by vegetation. “We’re using one-third of the volume of the vats, which is already quite a lot. If we can recover more vineyards for the project in the future we might be able to increase production, and even fill the vats,” explains Palau. As everything in viticulture calls for patience, this is a long-term project. “Right now, there’s no interest in commercializing this wine, what we’re interested in is seeing what this ancient technique can contribute to everything we know today. The stainless steel of modern vats is all well and good, but it’s really fascinating to see what will come out of going back to fermenting the wine in a raw, porous element like ceramic.”

This duality of values – the land, heritage and tradition played off against technical and oenological advances – could be joined by a third value: freedom. “It’s allowing us to do things that we’re not used to doing, such as making the coupage in the vineyard itself, mixing white grapes with red ones and so on... combining varieties in situ at the same time means that while many of them are harvested at their optimum point of ripeness, others are not. You need to be adaptable, and it adds some interesting variables to the resulting wine.” The fortunate few who have tasted it have raised their glasses with approval and enthusiasm. Next autumn will bring new answers and almost certainly new questions.

**It evokes values of the land, heritage and tradition at the same time as sparking technical and oenological interest. The result is a wine both primitive and avant-garde, oblivious to market interests**



# Fabricating the future

*More and more people are pointing to 3D printers and laser cutters as the next big revolution. In this respect, Barcelona is promoting a **pioneering public network of 'fab labs'**. This initiative –an international first– aims to provide people with new technological tools and facilitate collaboration in order to build new production models for a future that is already on our doorstep*

Text **Helena Martínez Guimet**  
Photos **Ateneus de Fabricació**



The activities of each Fab Lab focus on a particular theme

Last September, the Manufacturing Fab Lab was opened in Les Corts, the first of a series of fab labs being rolled out across all the city's districts. The network started off with the aim of providing something more than just a service that people would drop in for: the goal is to create a collaborative ecosystem of social innovation where users are the main driving force.

The operation of fab labs is based around three programmes. The first, social innovation, puts an emphasis on sharing talents and knowledge: the centres provide support for developing a project through technology and advice, while users need to offer something in exchange, which could be collaborating in another project, giving a workshop or setting up an activity. With this philosophy of putting individuals, professionals and collectives in contact with each other, the currency becomes the skills that each party brings, extending a genuine collaborative social network across the whole population. In addition, a series of spaces known as Espais Co are being promoted to new entrepreneurs for creating prototypes and getting neighbourhood associations to join in.

The other two programmes are Education and Family, which are structured around educational workshops and other activities aimed at different age groups to ensure this learning is intergenerational. In the future there are plans to offer another service: the repair of things that can still be useful.

Every Fab Lab will focus its activities on a specific theme, which means that the basic equipment common to them all (3D printers, small CNCs and laser cutters) will be complemented with other tools depending on each centre's specialist activity.

## KNOWLEDGE FOR ALL

All the resulting projects are open-coded and are put into the public domain via the cloud with an ambitious system of platforms known as Quarck, the Open Knowledge Management Ecosystem, which will be launched very shortly. The aim is to ensure that the knowledge generated is not lost but can be shared dynamically.



To guarantee intergenerational learning, there are three programmes aimed at different audiences



A collaborative ecosystem in which users are the main driving force

In its first few months of operation, the Manufacturing Fab Lab in Les Corts has already produced interesting results such as the prototype for an inclusive toy, new methods of harvesting renewable energy for an urban allotment collective, medical moulds for immobilizing limbs instead of using traditional plaster, and an innovative technique for fabricating architectural structures in wood.

The city's second Fab Lab, which opened in Ciutat Meridiana last November, focuses on employment and has just trained the first batch of eco-builders in the city, who will be working on implementing energy-saving improvements to buildings and offices.

By the end of 2016 all the other Fab Labs in the first phase should be up-and-running: Parc Tecnològic (Enterprise), Fàbrica del Sol (Energies), Guinardó (Youth), Casa del Mig (Technologies), Nau Ivanov (Performing Arts), and Gràcia, Eixample, Sarrià and Sant Martí (Hard Space), which will be complemented with other privately-managed Fab Labs. Most of these are taking advantage of abandoned spaces such as old factories which have gone from the clatter of weaving machines to the silence of new technologies, where the only sound heard now is people's voices.

The 8,000-plus participants registered thus far are a testament to how well the initiative has been accepted by Barcelonans and to the success of the slogan crowning the entrance to all the centres which serves as a mission statement: "Realizing ideas; building our community together." What's more, 65 cities from all over the world have visited the Les Corts Fab Lab to discover this model for public fab labs at first hand. The initiative already has its first disciple: Sao Paulo in Brazil is in the process of launching its own network of manufacturing fab labs inspired by those in Barcelona.

**Most of the centres are in spaces such as former factories, where digital silence has replaced the clatter of weaving machines**



The large number of participants demonstrates Barcelonans' interest in the initiative

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**25<sup>TH</sup>**  
**FORMULA 1**  
GRAN PREMIO DE ESPAÑA  
1991-2015

# The power of ingenuity

Text **Iñaki Barco**  
 Illustration **Cristina Spanò**

*When you strip a boat of everything superfluous, the result is a ‘patí català’: two floats just over five metres long, five cross-benches, six-plus metres of mast and twelve square metres of sail. That’s it: no rudder, no centreboard, no boom*

In the 1920s, the water off the coast of Barcelona was not exactly crystalline. Before water treatment plants came into existence, bathing off the beaches was not a particularly pleasant option. Yet despite this there was still a flourishing swimming tradition with clubs that encouraged the sport. This meant that, back then, simple boats propelled by oars were an almost essential item for keeping the sport going. Ingenuity and a healthy spirit of competition did the rest. First and foremost, with the addition of a sail. By the 1930s the patíns had taken off and sailing took over from swimming in terms of popularity. But at the time there were two different monotypes, so in 1942 it was decided to hold a regatta to identify which was the better sailboat. The outright winner was a boat designed by the Monglé brothers. One year later, the official rules and dimensions were laid down based on this design and have remained in force ever since.

Following on from these particularly local beginnings, the patí català spread throughout Europe without ever relinquishing its original purpose as a boat for using off the beaches. The combination of different types of wood may have been perfected, but the essence has remained intact: it’s a recreational boat that can be launched from and run aground on beaches easily because it doesn’t have a rudder or a centreboard and is managed by the weight of the sailor and the tension of the sail.

This means that sailing on a patí is an experience as organic as it is rewarding. When the sailor moves on the ‘deck’ he becomes one with the boat and is a key element of its progress: if you move towards the prow, your weight makes the boat turn into the wind. On the other hand, if you move back to the poop, the boat opens up to the wind. Trimming the sail to make it tauter or looser is the other element that helps to steer the boat. A loose sail means the patí sails before the wind, while a taut sail turns it into the wind. These two simple principles are the essence of handling this vessel.

**Born on the beaches of Barcelona, the ‘patí català’ is a unique sailboat with a simple, stylish design that has proved its worth for over 70 years**

Sailing out to sea from the beach on a patí is an experience that takes you back to the very origins of sailing: using the energy of the current, relying on the thrust of the waves and the force of the wind to move across the water and get wherever you want to go. The patí lets you do all this with the minimum fuss. There’s no doubt that the stylish lines of this little catamaran will continue to form part of the scenery of many Catalan beaches for a long time to come.



# IT'S NOT FOR ANYTHING IN PARTICULAR, IT'S FOR EVERYTHING.

Traditional and leading, bohemian and open-minded, versatile and adventurous. There are many Barcelonas to enjoy but just one to live. Its streets make it stimulating, its people motivating, its historical and cultural patrimony make it vibrant, its brightness and way of life make it seductive... What is it that this city has? Everybody who discovers it, agrees on the same thing: there are many cities in the world, but Barcelona is really special.

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## A City in Tune

Photos Txema Salvans



The gateway to the universe of music has no age limits. Above, a group of students at the Sant Gregori school



The Oriol Martorell school of performing arts is a public centre that provides high quality education in the performing arts for primary and secondary students



The Musicians' Workshop started life as a school but it also has its own record label, production studio and jazz club. It enjoys an international reputation for excellence



Music teaching runs parallel to the general educational syllabus



Since 1980, the Tallers de Música (Musicians' Workshop) has organized an annual international seminar on jazz, flamenco, Mediterranean music and Afro-Caribbean fusion



Playing at l'Auditori is the end result of tireless practice over many years



The facility on Carrer Lepant is the headquarters of the Barcelona Symphony Orchestra and the National Orchestra of Catalonia (OBC)



Luthiers are artisans who make, repair and restore string instruments. In the above photo, the respected luthier David Bagué

Entering his Gràcia workshop is like stepping back 200 years in time



Casa Parramon, luthiers since 1897, have supplied such internationally-acclaimed musicians as Pau Casals, Joan Manén and Gaspar Cassadó



The current venue of the Museum of Music, which opened in 2007, houses some 500 instruments from different eras and cultures

# Live Up

*A selection of  
the main events,  
shows and activities  
taking place  
in the city*

**Live! / Innovation / Knowledge /  
Meeting Point / Sports**

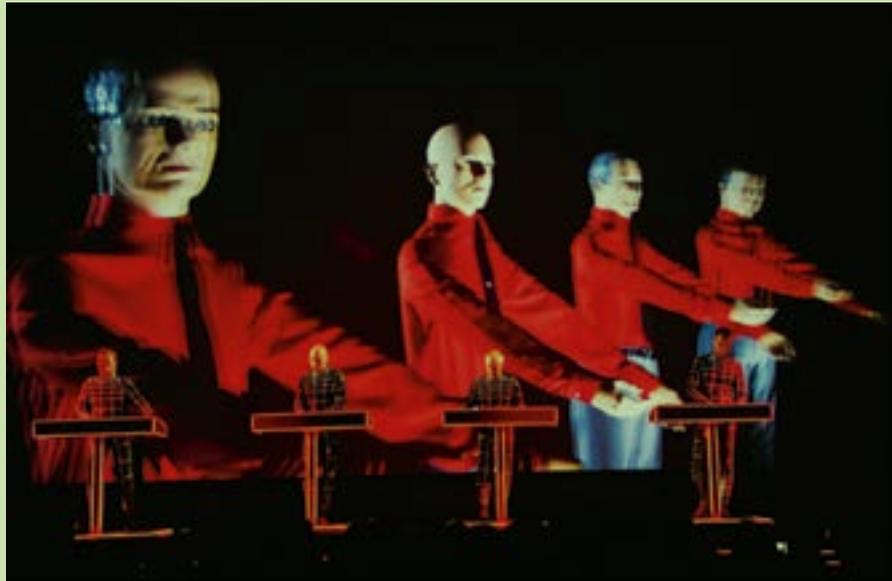
# ((( Live! )))



## Murray Perahia

The natural talent of the prodigious pianist combined with his extraordinary musicality and passion have made him one of the greats of this instrument.

**Palau de la Música Catalana**  
**Carrer del Palau de la Música, 4-6**  
**13/05**



## Kraftwerk

Pioneers of electronic music, the sound and image of Kraftwerk were a huge influence not only on music but also on the world of contemporary visual art.

**Gran Teatre del Liceu**  
**La Rambla, 51-59**  
**22/04**



## Picasso/Dalí. Dalí/Picasso

The exhibition examines the relationship between two key figures in 20th century art for the first time in a series of paintings, engravings and sculptures by Pablo Picasso and Salvador Dalí from more than 25 art museums and private collections around the world.

**Picasso Museum**  
**Carrer Montcada, 15-23**  
**20/03 – 28/06**



## D'A – Auteur Film Festival

Every spring, the D'A festival offers an extensive selection of the most nonconformist and ground-breaking contemporary film.

**Various venues**  
**24/04 – 03/05**

## Round About Midnight

Avishai Cohen, Dhafer Youssef, Jane Monheit, Dianne Reeves, Imany and Blues Brothers make up the select billing of the stylish programme Round About Midnight.

**Teatre Coliseum**  
**Gran Via de les Corts Catalanes, 595**  
**20/03 – 23/05**



## 25 years of animation

After a successful stint at the MoMA in New York and an international tour, the exhibition dedicated to the brilliant Pixar now comes to Barcelona. The works on display showcase the talent and creativity of the company's artists who work with both traditional methods –hand-drawing, painting, pastels and sculpture– and digital resources.

**CaixaForum**  
**Avinguda de Francesc Ferrer i Guàrdia, 6-8**  
**06/02 – 03/05**



## International Comic Show

International and local authors will be presenting the latest publications at this major annual date with the world of comic books.

**Fira de Barcelona-Montjuïc**  
**Avinguda de la Reina Maria Cristina**  
**16/04 – 19/04**



## Viking Music BCN

The Scandinavian music scene is the star of a programme that ranges from the folk of José González to the electronics of Bugge Wesseltoft and Jay-Jay Johanson, not forgetting top names from the current jazz and pop scenes such as Maia Hirasawa, Emiliana Torrini, El Perro del Mar and Rebekka Bakken.

**L'Auditori**  
**Carrer Lepant, 150**  
**20/02 – 11/06**



### The Sebald Variations

In this exhibition, the German writer, author of some of the most significant books about the turn of the 21st century, acts as a guiding thread for a dialogue on the history of the 20th century and his predictions for the 21st century.

**CCCB**  
**Carrer de Montalegre, 5**  
**11/03 - 26/07**



### Nick Cave

“The aim is to try to create a unique show, something special and out of the ordinary.” That’s how Nick Cave announced his new tour, which brings him to Europe this spring.

**CCIB**  
**Plaça de Willy Brandt, 11-14**  
**21/05**



### Così fan Tutte

Damiano Michieletto sets Mozart’s opera in a boutique hotel. What should have been an enjoyable holiday ends up being an experience that leaves everybody scarred

**Gran Teatre del Liceu**  
**La Rambla, 51-59**  
**20, 21, 22, 24, 26, 27, 28, 29 and 30/05**



### Kiss

With 28 Gold Discs in the States and worldwide album sales of 100 million, the band led by Gene Simmons and Paul Stanley comes to Barcelona with a dazzling production of light and sound.

**Palau Sant Jordi**  
**Passeig Olímpic, 5-7**  
**21/06**

### Primavera Sound

The Black Keys, The Strokes, Interpol, Belle & Sebastian, Antony and the Johnsons, Patti Smith and the return of cult rockers The Replacements are just some of the big attractions on a programme featuring almost 150 names of both emerging artists and consolidated bands.

**Parc del Fòrum**  
**28/05 – 30/05**



### AC/DC

Rock or Bust confirms that the veteran Australian band is still very much a force to be reckoned with.

**Estadi Olímpic**  
**Passeig Olímpic, 17-19**  
**29/05**



### Design for Living

The exhibition features almost one hundred objects created especially to provide solutions to everyday challenges, improving the environment and, in short, society.

**Barcelona Design Museum**  
**Plaça de les Glòries Catalanes, 37-38**  
**19/02 – 17/05**

# Innovation



## FADfest

A celebration of creative excellence, the festival provides a showcase for discovering all that was great in international design last year: from industrial to graphic, including architecture, interior design, craftsmanship and fashion.

**Edifici Disseny Hub Barcelona**  
**Plaça de les Glòries Catalanes, 37**  
**29/06 - 5/07**



## Barcelona Design Week

In 2015, Barcelona Design Week is celebrating its tenth anniversary with a special programme that combines activities for the general public alongside trade-related events..

**Edifici Disseny Hub Barcelona**  
**Plaça de les Glòries Catalanes, 37**  
**8/06 - 14/06**



## Connected Beings

The Internet of Things is the key to an exhibition that combines performance art, documentary work and experiential installations in presenting the challenge of living in an ultra-connected world.

**Mobile World Centre**  
**Carrer de Fontanella, 2**  
**2/03 - 1/07**



## Sónar

The must-go event for lovers of cutting-edge and contemporary electronic music and new media art will be featuring some top names including Skrillex, The Chemical Brothers, Jamie xx and Duran Duran. Since 2013 the international conference Sónar+D has brought together companies from all over the world to explore the relationship between creativity, technology and business.

**Fira de Barcelona – Montjuïc**  
**Fira de Barcelona – L’Hospitalet**  
**18/6 - 20/06**



## Off Festival

With the slogan *Let's Feed the Future*, it's now 15 years since the festival first started inviting big international names in the world of design, creativity and inspiration. The event is a melting pot of advertising, cinema, music, television and art.

**Edifici Disseny Hub Barcelona**  
**Plaça de les Glòries Catalanes, 37**  
**28/5 - 30/05**



## Health 2.0 Europe 2015

The leading conference for presenting the state-of-the-art technologies that will be transforming the world's healthcare systems.

**AXA Auditorium**  
**Avinguda Diagonal, 547**  
**18/5 - 20/05**



## TEDxBarcelonaWomen

Short for Technology, Entertainment and Design, the TED events aim to showcase the most advanced ideas in each discipline. This year's TEDx, the biggest one the city has ever hosted, puts an emphasis on the key role of women and the potential of a more balanced and inclusive society.

**Casino l'Aliança del Poblenou**  
**Rambla del Poblenou, 42**  
**10/06**

# Knowledge



## Setac Europe Annual Meeting

Setac is a worldwide non-profit organization comprising 6,000 professional and institutional members from the worlds of academia, business and government. The challenges of science, industry and legislation to protect the environment will be the core themes of this European congress.

**CCIB**  
**Plaça de Willy Brandt, 11-14**  
**3/05 - 7/05**



## Spirituality and Creativity in Management World Congress

At ESADE, one of the world's top business schools, they are convinced that spirituality and creativity are key concepts when it comes to training the executives of the future.

**Esadeforum**  
**Avinguda de Pedralbes, 60-62**  
**23/04 - 25/04**



## Lecture by Roger Myerson

Winner of the Nobel prize for Economics in 2007, Roger Myerson will be speaking as part of the Barcelona Graduate School of Economics Lecture Series.

**Auditori Banc Sabadell**  
**Avinguda Diagonal, 407**  
**3/06**



## Conference on Molecular Targets for Predictive and Personalized Medicine of Cancer (IMPPC)

The sixth annual IMPPC conference will bring together some of the world's most distinguished scientists to discuss the recent advances in studies on molecular targets for predictive and personalized medicine of cancer in humans.

**Casa Convalescència**  
**Carrer de Sant Antoni Maria Claret, 171**  
**08/04 - 10/04**



## Conference by Skylar Tibbits

A member of MIT's Department of Architecture, Tibbits recently won the 2013 Architectural League Prize and The Next Idea award at Ars Electronica 2013.

**Institute of Advanced Architecture of Catalonia**  
**Carrer de Pujades, 102**  
**22/05**



## International Academy on Nutrition and Ageing Symposium

The symposium aims to help develop scientific activities and their industrial applications as well as setting up information-gathering and informative programmes on nutrition and ageing.

**Hospital de la Santa Creu i Sant Pau**  
**Carrer de Sant Antoni Maria Claret, 167**  
**18/06 - 19/06**



## Negotiating (In)Visibility: managing attention in the digital sphere

Academics, professionals and students debate whether the strategies and habits users employ in the public digital sphere to manage attention and their public profile gives them more visibility and plurality or else more invisibility and uniformity.

**Blanquerna-Universitat Ramon Llull**  
**Plaça de Joan Coromines**  
**04/06 and 05/06**



## Conference by Mitchell Joachim

Acclaimed for his contribution to environmentally-friendly design, architecture and urban design, this researcher and educator has adapted the principles of physical and social ecology to architecture, urban design, public transport and environmental planning.

**Institute of Advanced Architecture**  
**Carrer de Pujades, 102**  
**28/04**

# Meeting Point



## International Motor Show

A benchmark event at an international level with a history going back 96 years, this show presents the latest technological advances in the automotive sector: adapting to new trends, promoting sustainability and responsible consumption, and offering much more to exhibitors, partners and visitors alike.

**Fira de Barcelona – Montjuïc**  
**Avinguda de la Reina Maria Cristina**  
**09/05 – 17/05**



## Bta.

This year, over 500 exhibitors will be gathering at Europe's biggest and best trade show in the world of food technologies to showcase the latest solutions in innovation, machinery and technology for the food industry.

**Fira de Barcelona – Gran Via**  
**Avinguda Joan Carles I, 69 (l'Hospitalet)**  
**21/04 – 24/04**



## Bizbarcelona

An unmissable diary date for discovering new ideas and how to grow businesses. With more than 12,000 participants, Bizbarcelona is the perfect setting for inspiring and boosting SMEs, self-employed professionals and entrepreneurs.

**Fira de Barcelona – Montjuïc**  
**Avinguda de la Reina Maria Cristina**  
**01/07 – 02/07**



## Barcelona Bridal Week

As the global epicentre of the wedding industry, the trade show is supported by 16,000 professional buyers and 200 different brands. This year it celebrates its 25<sup>th</sup> anniversary with the USA as guest country, a new programme to attract VIP buyers, upscale catwalk shows, professionals from all five continents and a thoroughly deluxe programme.

**Fira de Barcelona – Gran Via**  
**Avinguda Joan Carles I, 69 (l'Hospitalet)**  
**05/05 – 10/05**



## Beyond Building Barcelona

As a hub of relationships between Europe, the Mediterranean, Latin America and Africa, this international trade fair takes the world of construction one step beyond with a focus on the key topics of the future: design, innovation, renovation and sustainability.

**Fira de Barcelona – Gran Via**  
**Avinguda de Joan Carles I, 69 (l'Hospitalet)**  
**19/05 – 23/05**



## SIL

With more than 3,600 participants registered, SIL reaffirms itself as the logistics and maintenance trade show that offers a business bridge between Europe, Latin America, Africa and the Mediterranean.

**Fira de Barcelona – Montjuïc**  
**Avinguda de la Reina Maria Cristina**  
**09/06 – 11/06**



## B-Travel

This show is inspired by new consumer experiences and showcases the innovations, challenges and trends in the travel world. With more than 27,000 visitors, it extends throughout the whole year thanks to the B-Travel Community, a point of reference for travel experiences and news updates.

**Fira de Barcelona – Montjuïc**  
**Avinguda Reina Maria Cristina**  
**17/04 – 19/04**



## Global E-Commerce Summit

Established seven years ago, this is now the leading international event in the field of global e-commerce, cross-border trading and omni-channel retailing. Three days combining networking opportunities, case studies and business strategies as well as the European E-Commerce Awards.

**Hotel Arts**  
**Carrer de la Marina, 19-21**  
**08/06 – 10/06**

# Sports



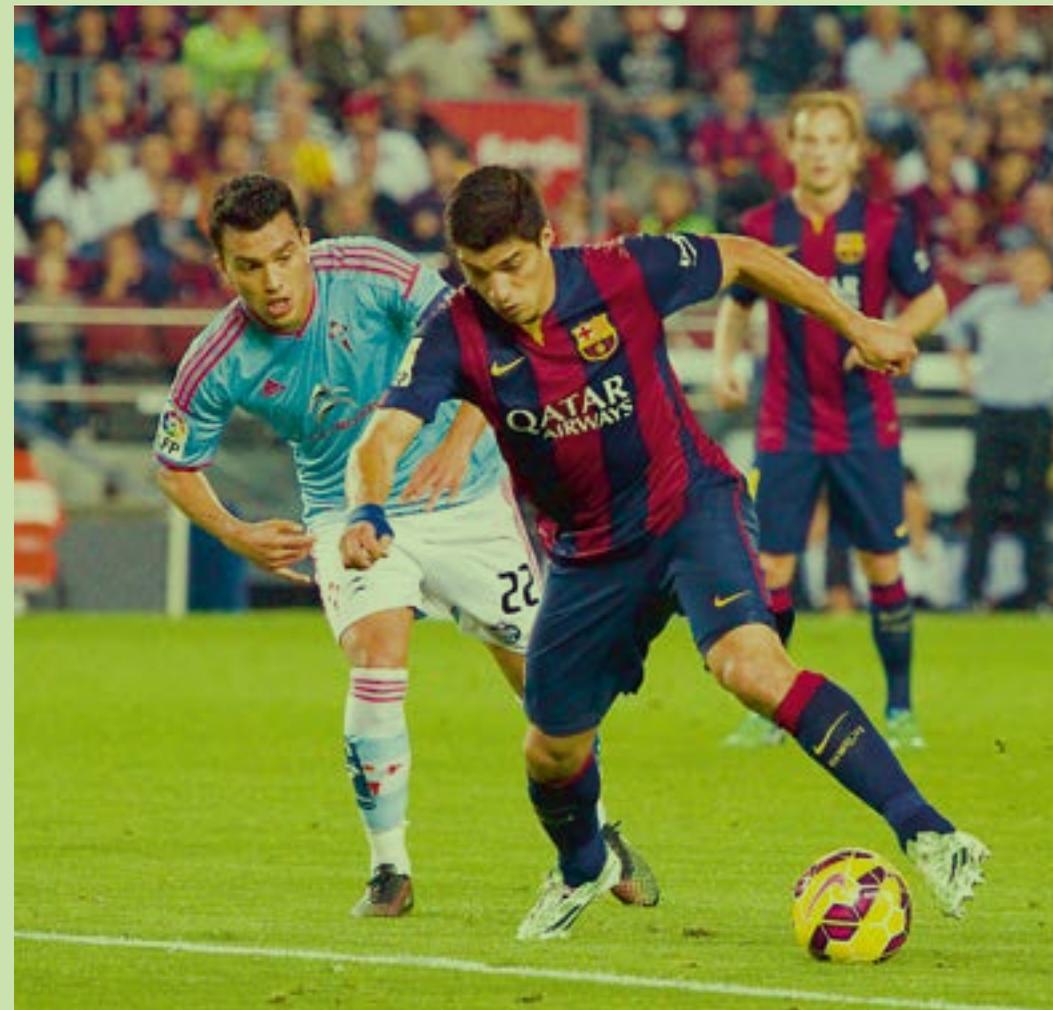
## Monster Jam

Monster Jam trucks, four metres high and weighing in at five tonnes, are the biggest and most awe-inspiring vehicles on four wheels.  
**Olympic Stadium Lluís Companys**  
**Passeig Olímpic, 17-19**  
**20/06**



## Barcelona Polo Challenge

The power and elegance of the horses combine with the skill and technique of the riders. This competition attracts some of the leading international players of this spectacular sport.  
**Royal Polo Club Barcelona**  
**24/04 – 03/05**



## Barça live

Be there to experience all the passion of one of soccer's top leagues.  
**8/04 FCB – Almeria**  
**19/04 FCB – Valencia**  
**29/04 FCB – Getafe**  
**10/05 FCB – Real Sociedad**  
**24/05 FCB – Deportivo de La Coruña**

## Water Polo Final Six

For the second consecutive year, Barcelona hosts the Final Six, Europe's top competition for water polo clubs.  
**Bernat Picornell Swimming Pools**  
**Avinguda de l'Estadi, 30**  
**28/05 – 30/05**



## Espanyol live

Be there to experience all the passion of one of soccer's top leagues.  
**05/04 Espanyol – Elche**  
**12/04 Espanyol – Athletic de Bilbao**  
**26/04 Espanyol – FCB**  
**03/05 Espanyol – Rayo Vallecano**  
**17/05 Espanyol – Real Madrid**



## Formula 1. Spanish Grand Prix

Formula 1 returns to Europe with the Grand Prix at the Barcelona-Catalunya Circuit.  
**Circuit de Barcelona-Catalunya**  
**Montmeló**  
**08/05 – 10/05**



## Golf's Spanish Open

The Real Club de Golf el Prat, one of the Platinum Clubs of the World, welcomes the Spanish Open, one of the leading tournaments of the European Tour, for the tenth time in its history.  
**Real Club de Golf el Prat**  
**Plans del Bonvilar, 17 (Terrassa)**  
**14/05 – 17/05**



## Conde de Godó Trophy

Among the list of players vying for this prestigious trophy is the eight-time winner Rafael Nadal, David Ferrer, Milos Raonic and the current champion Kei Nishikori from Japan.  
**Royal Tennis Club Barcelona**  
**Carrer de Bosch i Gimpera, 5-13**  
**18/04 – 26/04**



### Extreme Barcelona

The sixth edition of LKXA Extreme Barcelona offers a wide range of competitions including Skateboard, Longboard, BMX, Freestyle Motocross, Inline and Scooter as well as amazing facilities for taking part in these and other examples of the latest in extreme sports.  
**Parc del Fòrum**  
**13/06 and 14/06**



### Garmin Barcelona Triathlon

The 2015 edition of the Barcelona Triathlon has moved up in the calendar and this year will take place in June rather than October.  
**Mar Bella and Nova Mar Bella Beaches**  
**21/06**



### Barcelona ORC World Championship

A fitting spectacle for a world championship: more than 1,600 participants, 120 sailing boats and two regatta courses.  
**Barcelona Royal Yacht Club**  
**Moll d'Espanya**  
**27/06 – 04/07**



### Gran Premi Monster Energy de Catalunya de MotoGP™

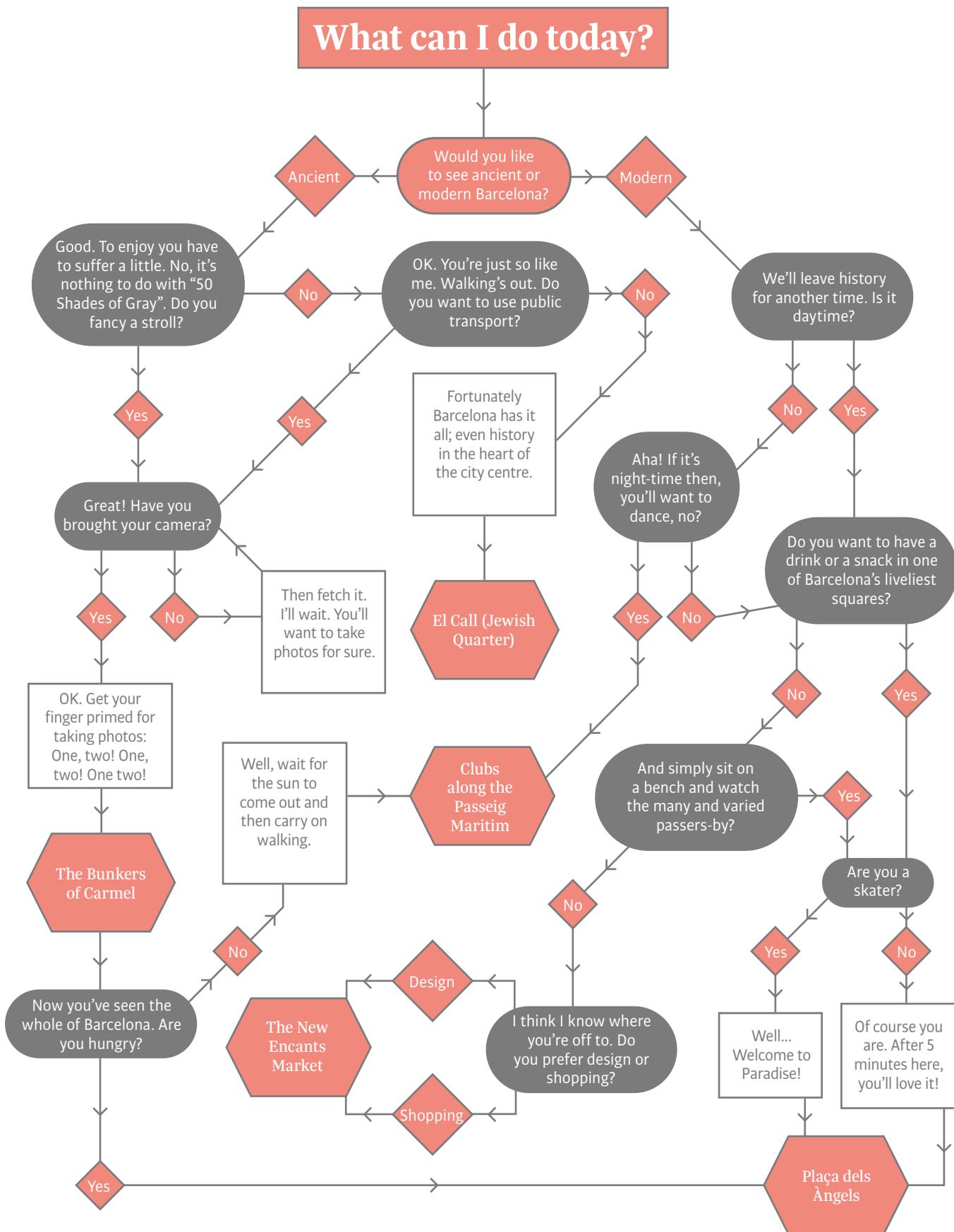
Márquez, Pedrosa, Espargaró and Viñales race in front of their home crowd.  
**Circuit de Catalunya**  
**Montmeló**  
**12/06 – 14/06**

# Wake Up in Barcelona

What can I do today? / Mobile Barcelona / Hints and Tips / St John's Eve / Things that could happen to you in Barcelona

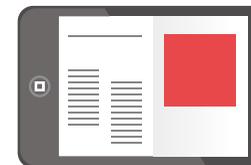
# Mobile Barcelona

On the Apps4bcn website ([www.apps4bcn.cat](http://www.apps4bcn.cat)) you'll find the best apps for enjoying the city



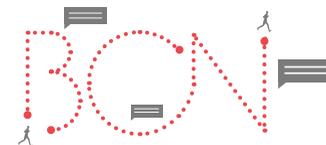
## BARCELOVERS ON THE NET

If you like the magazine, you can now enjoy it digitally. There's a new web version ([meet.barcelovers.cat/barceloversmag](http://meet.barcelovers.cat/barceloversmag)) and another in the form of an app available for both iOS and Android tablets. These new formats give you access to up-to-date content in three languages (Catalan, Spanish and English), all of the previously published paper editions and all the multimedia advantages supported by these devices to complete the reader experience.



## BCN CORRE (BCN RUNS)

An app designed for keeping fit by running on the city streets. There are 23 routes divided into three sections: general routes, themed routes and challenging routes. For each one there is information about distance, running surface, gradient, green zones, drinking fountains and levels of difficulty. BCN Corre also offers practical advice on training and a sensible diet along with a list of races that take place in Barcelona.



## MEET.BARCELONA

The space for those who really want to know what Barcelona is all about; that's how this section of the redesigned municipal website ([www.Barcelona.cat](http://www.Barcelona.cat)) positions itself. The idea behind the content is to give information on the attractions of the city, its personality and the strategic sectors that make Barcelona such a great destination for investment, study or tourism. The website currently has versions in Catalan, Spanish, English and French but more languages are planned for the future.



## PUBLIC ART

Sculptures, fountains, façades, plaques, mosaics... The Barcelona Public Arts app provides a complete listing of the artistic features on view in the city's public spaces, showing how over the last eight centuries civic institutions have erected monuments to posterity. They can be located using a map, a photo gallery and a list. Each item has a file on it giving the location, creator, year of construction and/or renovation, along with its history and expert critiques.

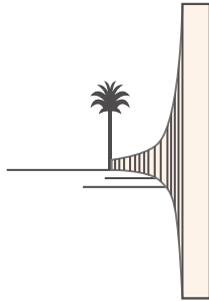


## BCN CITY APP

Fortunately for us, technology can fill the gaps in our knowledge. Anybody unaware of the attractions and services available in the city can get instant information relevant to their physical location through the BCN City App. It's free and gives access to everything that might be of interest to visitors on a single app, making it an indispensable tool for tourists and even locals. Themed routes, a calendar of the city's main events and a wide selection of bars and restaurants are just some of the content. It also allows you to request services from the hotel you're staying in via your mobile device.

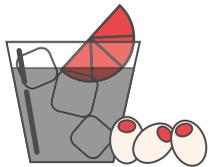


# Hints and Tips



## THE SQUARE WITH THE WALL

In the Plaça del Palmera in the Verneda neighbourhood there is an enormous sculpture comprising two undulating blocks of white concrete, each fifty-three metres long and three metres high. It's easy to work out that its name is 'The Wall', created by the American artist Richard Serra, considered to be one of the 20<sup>th</sup> century's leading sculptors. Opened in 1984, the square itself was designed by the architects Pedro Barragán and Bernardo de Sola. As well as Serra's piece, there is a spectacular streetlamp, a chimney from an old factory and a bandstand.



## IT'S TIME FOR A VERMOUTH

As a popular and pleasant tradition, the aperitif is, for many Barcelonans, the ideal midday plan. It consists of meeting up with friends to spend time before lunch on the terrace of a bar or wine-shop for a vermouth and a chat. The word 'vermouth' comes from the German word 'wermut', referring to the sweet and aromatic wine normally drunk at these get-togethers, even though some opt for other drinks. Whatever the case, accompanying your vermouth with a snack of olives, clams and crisps is a magnificent way to set yourself up for the rest of the day.

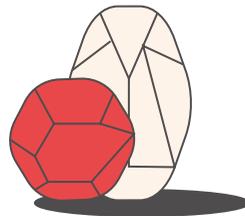
## NIGHT AT THE MUSEUM... EGYPTIAN STYLE

What did the ancient Egyptians eat? Was their gastronomic culture very different to ours? Have they passed down any food items or recipes to us? Barcelona's Egyptian Museum organises evening visits to discover the culture of Ancient Egypt from a new perspective. From May, you can taste the cuisine of those times through the Eternal Banquet, combining a tour of the exhibition rooms of the museum's collection and a tasting menu of what the ancient Egyptians used to eat: hummus, stuffed dates or fresh figs with duck ham.



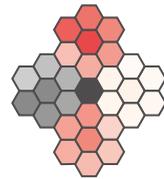
## THE GEOLOGICAL PATIO

Stroll among rocks that are 500 million years old. The patio of the Faculty of Geology of the University of Barcelona provides a route through stone from the Paleozoic, Mesozoic and Cenozoic periods. Ordered by age, the pieces come from different areas across the Iberian Peninsula. This unique space is the prelude to a more ambitious project, a geological garden that will be built next to the faculty.



## THE TÀPIES FOUNDATION, 25 YEARS OLD

The Fundació Antoni Tàpies opened in 1990 with the aim of promoting the study and understanding of modern and contemporary art. Located within a modernist building by Lluís Domènech i Montaner, it boasts one of the most extensive collections of this universal Barcelonan artist. Apart from the permanent exhibition of Tàpies' work, the museum offers numerous temporary exhibitions covering all artistic genres.



## A ROOF WITH SIXTY-SEVEN DIFFERENT COLOURS

Construction of the Santa Caterina market began in 1844 and was the city's first covered market. Located close to the cathedral, 2005 saw the beginning of its spectacular renovation designed by the architect Enric Miralles. The new roof made with steel, concrete, wood and ceramics floats above the original structure and has become its most iconic feature: 325,000 pieces of glazed tile in sixty-seven colours symbolizing the colours of the fruit and vegetable stalls.

# St John's Eve

A fiesta of witches and fire, the eve or 'revetlla' of St. John (Sant Joan) is as much to do with ancient tradition as it is rooted in the present. The night of 23-24 June is the shortest of the year and offers the best possible excuse for celebrating the arrival of summer; a unique night that imbues the festivities with magic. In bygone times the celebrations were full of rituals to ward off evil spirits and worship the sun. Today there are no spells cast, but the 'revetlla' continues as a deeply entrenched and festive event that brings family and friends together

Photos **STVCR** | **Jordi Hernandez** | **Pep Herreo**



**FIREWORKS AND BONFIRES.** The start of the *revetlla* is heralded by pyrotechnics: for young and old alike, bangers and fireworks are an essential part of St. John's Eve. In squares and at street intersections, bonfires made from old furniture attract neighbours to the warmth of the flames.



**THE CANIGÓ FLAME.** In the early hours of 22-23 June, the Canigó Flame is relit at the summit of this Pyrenean mountain and hundreds of volunteers distribute it around the whole of Catalonia so it can be used to light all the St. John's Eve bonfires.

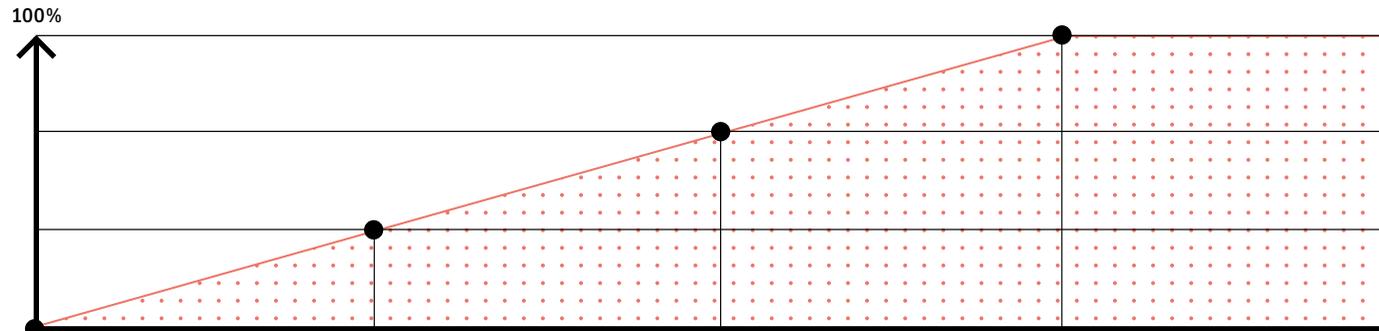


**'REVETLLES'.** In addition to the officially organized celebrations, many people use the shortest night as a way of getting together with family and friends on terraces, balconies and patios at home.



**COCA.** This is the traditional *revetlla* treat – a flat sponge cake studded with candied fruit – but there is also the *coca de llardons*, a flatbread made from suet pastry and pine nuts.

# Things that could happen to you in Barcelona



## WHAT DEFINITELY WON'T HAPPEN TO YOU

**That you will leave without having tasted 'pa amb tomàquet'**

Well, OK, it is possible to leave without having tried it, but that would be a real shame. You won't be short of opportunities - whether served with tapas or a more sophisticated meal, don't miss the chance to savour this simple combination of toasted farmhouse bread rubbed with fresh tomato and drizzled with a good olive oil.

**That on 23 April you won't end up with a book or a rose in your hand**

St. George's Day has become a unique 'fiesta' when the whole city pays homage to reading. It's like another version of St. Valentine's Day, when it's customary to give a rose or a book or both to your loved ones. The streets are filled with stalls selling books or flowers. And the gift of a rose isn't necessarily just for your partner but also for children, mothers, grandmothers, work colleagues, etc.

## WHAT PROBABLY WON'T HAPPEN TO YOU

**That you will be the victim of a robbery**

Barcelona's crime figures are very low but, as in any tourist centre, you have to watch your belongings to discourage pickpockets. To avoid risks we recommend: only carry the absolutely minimum of cash and valuables; distribute your money, keys and documents throughout different pockets and bags; beware of street vendors and don't stop to watch gambling games in the street.

**That you will leave the city without having visited a museum**

The Miró Foundation, Picasso Museum, National Art Museum of Catalonia, Tàpies Foundation, MACBA, CCCB... there are endless museum possibilities providing a fascinating journey from the finest Romanesque art through to the geniuses of the 20th century. And if art is not your thing there are plenty of alternatives: the Ideas and Inventions Museum, the Museum of Natural Science, the Chocolate Museum, the Museum of the History of the City, the Barça Museum, etc.

## WHAT PROBABLY WILL HAPPEN TO YOU

**That there will be a Barça game on at Camp Nou**

Between the months of September and May, Barça play a match practically every 10 days in Barcelona. Check the fixture list on FC Barcelona's website and, with a little bit of luck, you are sure to find a League, Cup or Champions' League game.

**That you'll wake up to a gloriously sunny day**

According to meteorological records for the past 40 years, 1983 was the driest year, with just 60 days of rainfall. The wettest year was 1996, with 109 days. The average rainfall in Barcelona is 600 litres per square metre, but the vast majority falls in the spring and autumn, while the summer and winter months are much drier.

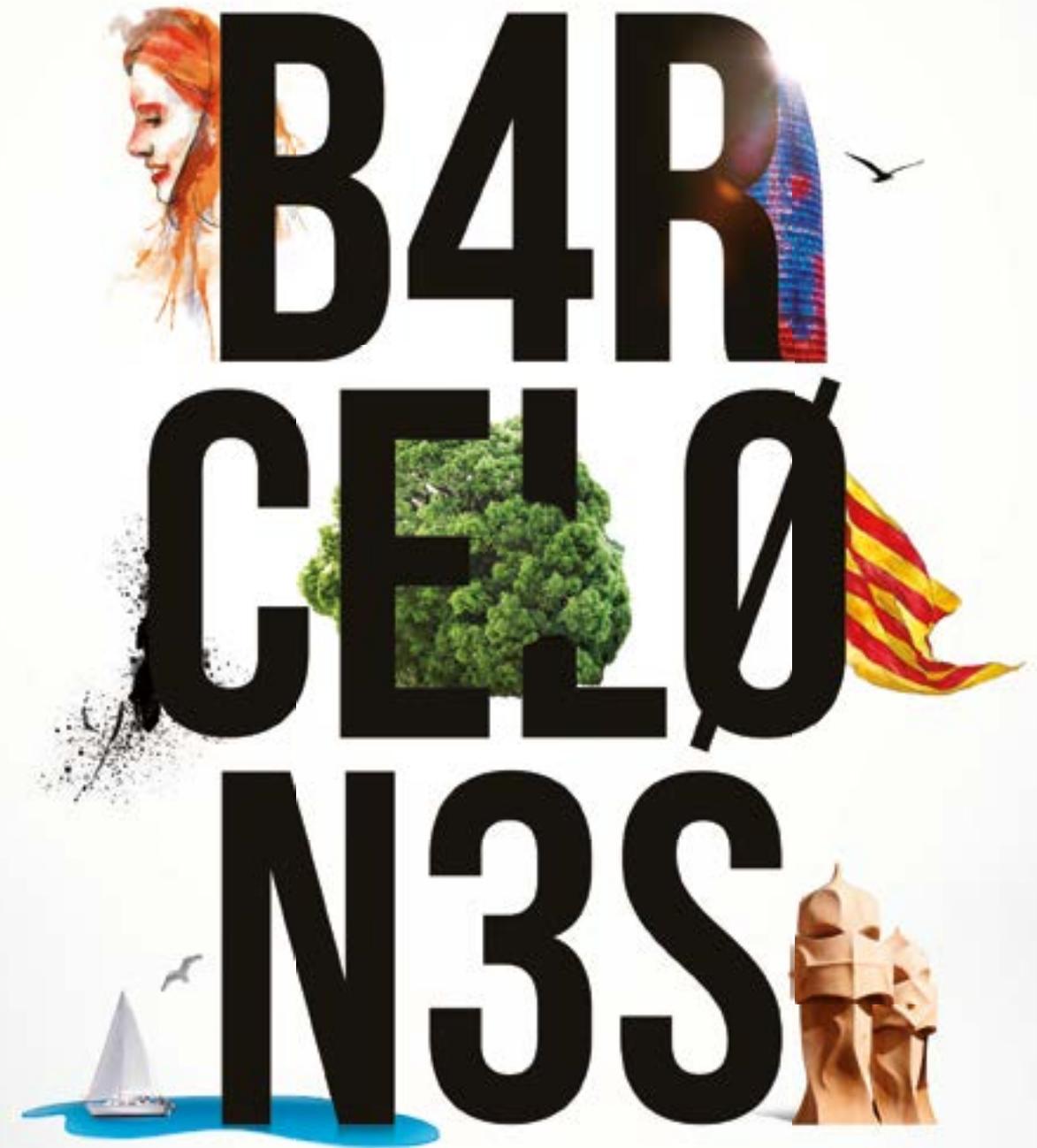
## WHAT DEFINITELY WILL HAPPEN TO YOU

**You won't be the only person to work off your stress with a run**

There are any number of places in the city where you can have a really enjoyable run. Whether you don your trainers for a jog along the seafront while the sun's rising or go up to the Carretera de les Aigües in the Collserola hills with the city at your feet, you're bound to find yourself in good company.

**That you will find the exit from the Horta Maze**

Despite its convoluted passageways, up to now everyone who has visited the Horta Maze has managed to find the exit. The maze forms part of Barcelona's oldest garden which was developed along neo-classical lines starting in 1791 and ending up as a romantic garden in 1853. It is an emblematic landmark of the Horta-Guinadó district.



**EXPERIENCE ONE CITY .DISCOVER 10**

**C1UTAT VELLA / EIXAMP2E / SANTS-MONT3UÏC / L4S CORTS / SARRIÀ-5ANT GERVASI / 6RÀCIA / HOR7A-GUINARDÓ / NOU 8ARRIS / SANT 9NDREU / SANT MART10 /**

[BARCELONA.CAT/INSPIRES](http://BARCELONA.CAT/INSPIRES)

[#BARCELONAINSPIRES](https://twitter.com/BARCELONAINSPIRES)

# “BARCELONA NOURISHES CREATIVITY”

Ferran Adrià,  
chef and *Barcelover*.

From Gaudí to Ferran Adrià, creativity has always been associated with Barcelona. Lively, stimulating and adventurous, it is one of the best capital cities at combining architecture, design, culture, technology and gastronomy. The result of a way of being, of feeling the colours, of expression through smells, shapes, sounds... To walk its streets is to awaken inspiration with all our senses.

4<sup>th</sup> MOST CREATIVE CITY IN THE WORLD.

Source: Survey on the Barcelona City Brand by BCD.

[www.barcelona.cat](http://www.barcelona.cat)

#barcelonainspires



BARCELONA  
inspires