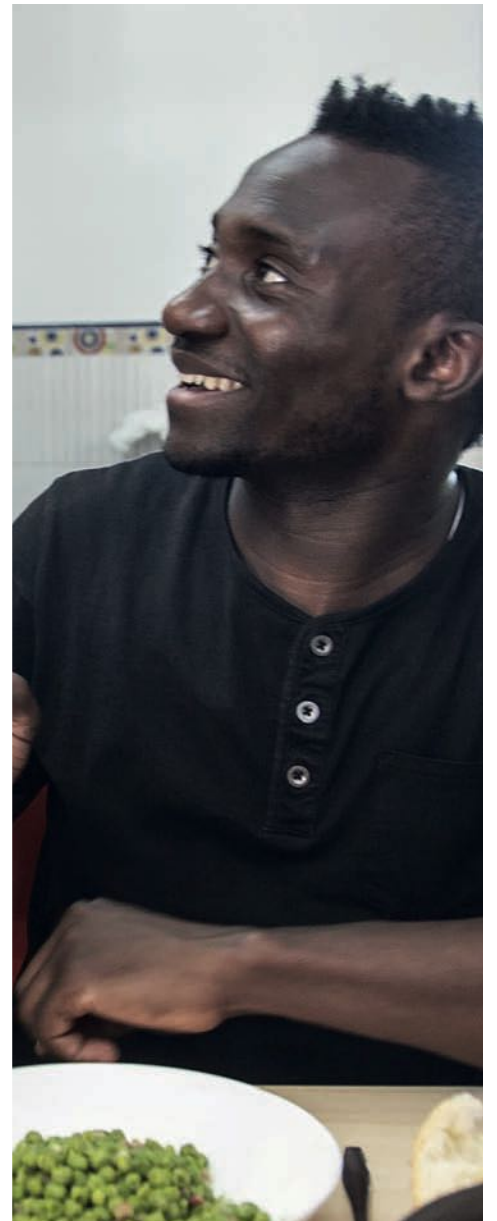


365 DAYS

PERSON BY PERSON



Improving society through knowledge

Culture is a powerful tool for personal growth and social integration. "la Caixa" Foundation collaborates with the world's best institutions to deploy a unique model for disseminating knowledge available to all audiences throughout the country.



CAIXAFORUM

Ten keys of CaixaForum model

”la Caixa” Foundation has consolidated a unique way of making culture accessible to citizens and bringing knowledge closer to all people.

1. Territorial proximity

The CaixaForum model comprises a unique network of centres located throughout Spain. ”la Caixa” Foundation creates cultural content of excellence to be disseminated to all people at its CaixaForum centres.

2. Agreements with major international museums

”la Caixa” Foundation establishes long-term partnerships with the world’s most important museums and collections, such as the British, Louvre or Prado Museums, in addition to specific agreements with institutions to offer the highest quality programming.

3. Diversity of subjects

CaixaForum offers the public a wide range of programming with activities on ancient, modern and contemporary art, archaeology, ethnography, architecture, cinema and photography.

4. Diversity of formats

Our vocation is to reach people of all educational and social levels in order to satisfy diverse cultural consumption demands, so we offer a wide range of cultural activities. In addition to exhibitions, we organise daily educational activities, conferences, courses, seminars, workshops, performing art shows, concerts and film screenings.

5. Quality programming

CaixaForum is structured upon three pillars.

EXCELLENCE in elaborating content from the world’s best collections.

MEDIATING to ensure this content is accessible to all audiences.

RIGOUR in both conceptualisation and museography.

8 CAIXAFORUM AND COSMOCAIXA CENTRES



6.

Public loyalty

One of the founding goals of our institution is to disseminate knowledge among people as a driver of social progress. Cultural consumption habits must be encouraged in order to achieve this, so we constantly undertake actions to create regular cultural participation and thereby nurture society.

7.

School public

In line with the idea of generating cultural consumption habits, we pay special attention to young people. We design activities aimed especially at schools to create future audiences.

8.

Quality tours

We enrich the visits to our centres with targeted activities that add value, increase visitor satisfaction and reinforce the CaixaForum experience.

9.

"la Caixa" Collection and commitment to new talent

Since 1985, the "la Caixa" Contemporary Art Collection has brought together more than a thousand works by national and international artists and is one of Europe's most important private collections. It is on permanent display at CaixaForum and also travels throughout Spain and worldwide, and its pieces are requested to be borrowed by institutions around the world.

We also encourage talent and creativity thanks to two calls we have created: the first is aimed at new curators proposing new exhibition perspectives based on works from our Collection, and the second is open to emerging artists to help them in the production of new works, with a final purchase option for these works to be added to our art holdings.

10.

Social transformation

The "la Caixa" Art for Change programme promotes cultural projects fostering social inclusion and improvement that have a space in the CaixaForum network. The programme generates artistic creations led by a professional artist in which groups in situations of vulnerability or social exclusion participate.

ACCESSIBILITY by favouring equal access to culture for all.

PARTICIPATION by promoting artistic projects in which groups in situations of vulnerability or social exclusion participate.

AWARENESS by creating meeting spaces for reflection and raising awareness about the inequalities in accessing culture.

CAIXAFORUM TOTAL (2019)

2.6

MILLION
VISITORS

32

EXHIBITIONS

10,825

ACTIVITIES

CaixaForum Barcelona

CaixaForum Barcelona hosted eight exhibitions this year, all of which offered guided tours for all audiences and an additional programme of educational conferences and workshops. The first exhibition is the result of an agreement between "la Caixa" Foundation and the Centre Pompidou: *Camera and City: Urban Life in Photography and Film*.

As for its new activities, it is worth noting *Literary Universes*, a series of conferences coordinated by Martí Sales, including guest writers and creators such as Màrius Serra, Espido Freire, David Trueba and Roger Mas explaining what inspires them and what their beginnings were like. Our *Microconcerts* allowed people to enjoy a wide range of musical styles while discovering the groups selected in the call for musical performances in CaixaForum 2019. There was also a premiere of the school and family concert *Papageno & Cia*. The *Re-stories* school workshop provided youngsters with an introduction to the world of literature based on enjoyment, interaction and creation.

The Art Nouveau style building of the former Casaramona factory houses the headquarters of CaixaForum Barcelona.



➔ CAIXAFORUM BARCELONA 2019

674,594
VISITORS



CaixaForum Madrid

CaixaForum Madrid consolidated its position as a leading sociocultural centre in Spain. It hosted six exhibitions in 2019. The most visited was *Toulouse-Lautrec and the Spirit of Montmartre*, a unique display of late 19th-century French radical art based on more than 300 works from collections around the world, with a total of 146,208 visitors. Followed by *Opera: Passion, Power and Politics*, an exciting journey through eight premieres in the main theatres of Europe, attracting 107,514 people.

Also worth noting were the excellent numbers of its *music season* and new music presentation format, *Microconcerts*, with which the public was able to enjoy a wide ran-

ge of musical styles. In addition to the success of these two activities, the series dedicated to romantic relationships, *The Logic of Love*, as well as the *Filmed Opera* music series and now essential Summer Nights event.

Visitors to the exhibition *Toulouse-Lautrec and the Spirit of Montmartre* at CaixaForum Madrid.

➔ CAIXAFORUM MADRID 2019

719,584
VISITORS



CaixaForum Palma

CaixaForum Palma once again consolidated its position as one of the island's leading cultural centres. The exhibition *Agon! Competition in Ancient Greece* attracted 45,860 visitors, who enjoyed the opportunity to see pieces from the British Museum without having to leave their island, such as a fragment of the frieze from the Halicarnassus mausoleum that had never left the museum before.

Its educational activities have become the perfect complement to the island's schools. Its new *Light and Colour* science workshop and series of talks *The (Re)volution of Batteries: What Will Batteries of the*

Future Be Like? are two commitments to science, art and the environment.

Encounters with... and *Literary Universes* filled our spaces with a very appreciative public. Those who participated found it valuable to be able to interact with leading creators.

Families also discovered another way of experiencing CaixaForum in the form of its daily programme of different activities, adding a quality plus to leisure time.

The exhibition *Agon! Competition in Ancient Greece* at CaixaForum Palma.



CaixaForum Zaragoza

CaixaForum Zaragoza has now been in operation for five years ever since it opened in June 2014. A concert with more than 400 spectators – the most popular to date – put the icing on the cake of its anniversary. Unusual spaces in CaixaForum hosted *Microconcerts*, programmed by the "la Caixa" Foundation Music Department and providing a stage for local talent. Social reflection arrived in the form of *Macaya 361º: Discussions on Diversity and Solidarity*, activities that travelled away from Palau Macaya for the first time, specialising in knowledge and social transformation.

CaixaForum Zaragoza was also the first centre to set up the workshop *The Double Life of Things*, a project by "la Caixa" Art for Change. Aimed at people with serious mental disorders and dependent elderly people, it promotes access to art for people in vulnerable situations so that they can express themselves. In this case, by means of everyday objects.

CaixaForum Sevilla

The second anniversary of CaixaForum Sevilla, which has continued to consolidate itself in the area. Myths, scientific and technological changes and modernism are just some of the subjects covered by its major exhibition labours. Special attention was given to *Tintin and the Moon*, a "la Caixa" Foundation production that has enabled Sevilla to celebrate the 50th anniversary of the landing on the moon, and *Pharaoh: King of Egypt*, produced in collaboration with the British Museum, a magnificent show on symbolism and power in ancient Egypt.

CaixaForum Sevilla has positioned itself in the territory as a centre that promotes dialogue and reflection on sociocultural and scientific experience. It is also noted for its acceptance among schoolchildren, as well as offering a host of activities to make knowledge more accessible for young and old alike. The centre has promoted musical Sundays, with opera and filmed dance activities as well as live music.

The *Tintin and the Moon* exhibition coincided with the 50th anniversary of the landing on the moon.



The spectacular CaixaForum Zaragoza building is located in the city's so-called "Digital Mile".



CaixaForum Sevilla increased its visits by 30% to coincide with its 2nd anniversary

➔ CAIXAFORUM PALMA 2019

300,038
VISITORS

➔ CAIXAFORUM ZARAGOZA 2019

230,818
VISITORS

➔ CAIXAFORUM SEVILLA 2019

345,484
VISITORS

CaixaForum Lleida

A visitor viewing a piece on display in the exhibition *Pharaoh: King of Egypt*.



This 2019 was an important year in the history of CaixaForum Lleida. Firstly, it celebrated the 100th anniversary of its building, designed by the architect Francesc de Paula Morera i Gatell, who filled the structure with Art Nouveau details. Secondly, the centre celebrated 30 years since this former cinema was converted into the leading centre for cultural activity in Lleida and surrounding areas thanks to "la Caixa" Foundation.

To celebrate these anniversaries, an extensive repertoire of cultural activities was programmed, including two major exhibitions: the scientifically based *Experiment Year 2100*, on the adventure of exploring what our future can be like, and *Film and Emotions: A Journey to Childhood*, on the relationship between film and childhood. At the same time, a series of talks were organised, including *Spying Between the Wars* and *Encounters with...*, including creators and artists from various fields. A range of activities was also programmed for family audiences.

CaixaForum Girona

Pharaoh: King of Egypt, jointly organised with the British Museum, has become the most popular thematic exhibition at the centre since it opened in 2011. In addition, the series dedicated to Fantastic Art by the Friends of the Prado Foundation was also staged as a result of the collaboration between the two institutions. At the same time, a commitment has been made to new models of action, such as meetings to discuss the concept of sovereignty, an initiative promoted by the European School of Humanities and CIDOB Foundation.

Music always occupies a prominent place. So this year, the renowned pianist and composer Marco Mezquida participated as part of the *Intimate Auditions* programme. Its science activities also enjoyed great success, such as the family workshop-show *Surprising, But It's Science* and several weekends featuring EXPLORA. CaixaForum Girona actively participated in city initiatives such as the Girona, Temps de Flors flower festival or the International Festival of Amateur Theatre in Girona.

CaixaForum Lleida commemorated the 100th anniversary of its building, filled with Art Nouveau details.



CaixaForum Tarragona

Arising from a collaboration with two prestigious institutions, CaixaForum Tarragona hosted two exhibitions on visual culture: *Robert Capa in Colour*, with the International Centre of Photography in New York, on photography, communication and photo-journalism, and *Film and Emotions: A Journey to Childhood*, with the Cinémathèque Française, on the relationship between film and childhood. The second edition of *Literary Universes*, with Eva García Sáenz de Urturi, Nuria Gago, Víctor Amela and Boris Izaguirre, and the series of *Encounters with...* Claire O'Keefe, Xavier Mañosa (Apparatu), Flavita Banana, Cinta Vidal and Mucho have both become successful formats.

Science played a leading role in the International Year of the Periodic Table of Chemical Elements. *The Frontiers of Chemistry* series of talks and family activities made scientific knowledge more accessible for all audiences. Participation in FITT, Minipop Festival, REC Festival or Mystery in Museums helped the centre to forge partnerships with the city.

Robert Capa in Colour exhibition at CaixaForum Tarragona.



The future CaixaForum Valencia will measure 6,500 m².

UNDER CONSTRUCTION CaixaForum Valencia

With an extensive programme aimed at all audiences, CaixaForum Valencia intends to become a leading socio-cultural centre in the capital of the Levante region. Located in the Agora of the City of Arts and Sciences complex, the architectural project is the work of Cloud 9 studio, directed by Enric Ruiz-Geli. The facility will have a useful surface area of 6,500 m² and two large exhibition halls, an auditorium, multi-purpose classrooms, family and educational space and restaurant. Construction work will commence in 2020 and expected investment is some 19 million euros.



➔ CAIXAFORUM GIRONA 2019

160,265
VISITORS

➔ CAIXAFORUM LLEIDA 2019

92,360
VISITORS

➔ CAIXAFORUM TARRAGONA 2019

73,204
VISITORS