



la fundación

Fundación **MAPFRE** magazine#37 | December 2016
www.fundacionmapfre.org

Interview

JESÚS VAQUERO

RESTORING
HOPE TO
THOSE WITH
SPINAL CORD
INJURIES

Accident Prevention
HOW TO REDUCE
CHILDHOOD ACCIDENTS

Insurance
DO YOUNG PEOPLE SAVE?

Social Action
WE ANALYZE
THE SOCIAL INTEGRATION
OF PEOPLE
WITH DISABILITIES

The Exhibit
A TOUR OF THE EXHIBITION

The *fauves*

PASSION
FOR COLOR

the picture



The Baroque Orchestra from the Royal Conservatory of Music and Madrid's Escuela Superior de Canto [Higher School of Singing] were the ones entrusted with offering this concert. The 10,000 euros thus raised were donated to Manos Unidas and Aldeas Infantiles [Children's Villages], which will be carrying out two social projects for children in Malaga and San José de Chamanga (Ecuador).

Fundación MAPFRE held its first Solidarity Concert in the Church of San Jerónimo el Real in Madrid on December 1.

Around 30 MAPFRE employees worked as volunteers on the organization of this event

la fundación Fundación MAPFRE Magazine Chairman of the Editorial Board Antonio Núñez Tovar Director Javier Fernández González Published by MAPFRE Communication Division Editorial & Advertising Dept. Ctra. de Pozuelo 52. 28222 Majadahonda. Madrid. T 915 815 073. F 915 818 382. comunicacion@mapfre.com www.fundacionmapfre.org Distributed by Fundación MAPFRE Marketing Area. Pº de Recoletos, 23. 28004 Madrid. T 916 025 221. informacion@fundacionmapfre.org Editorial Production Moonbook S.L. contenidos@moonbook.es Infographics Gorka Sampedro Printed by TF Artes Gráficas S.A. . Legal Deposit M-26870-2008 ISSN 1888-7813 The publication of this magazine does not necessarily imply agreement by Fundación MAPFRE with the contents of the articles and works therein. The reproduction of articles and news is duly authorized, provided express authorization is sought from the publishers and the source is acknowledged. Cover photo André Derain, *Henri Matisse*, 1905. Tate: Purchased in 1958. © André Derain, VEGAP, Madrid, 2016. © Tate, London 2016.

Change for the better

What you have before you, dear reader, is Fundación MAPFRE's flagship publication with its usual quality, yet completely revamped. Starting this issue, we are introducing a cleaner design, with more graphics content to make it even more readable and offer a more up-to-date, attractive image.

We wanted to boost the cross-cutting nature of the contents drawn from every area of Fundación MAPFRE, highlight its transmedia character and thus generate continuous traffic from the print to the digital version and vice versa.

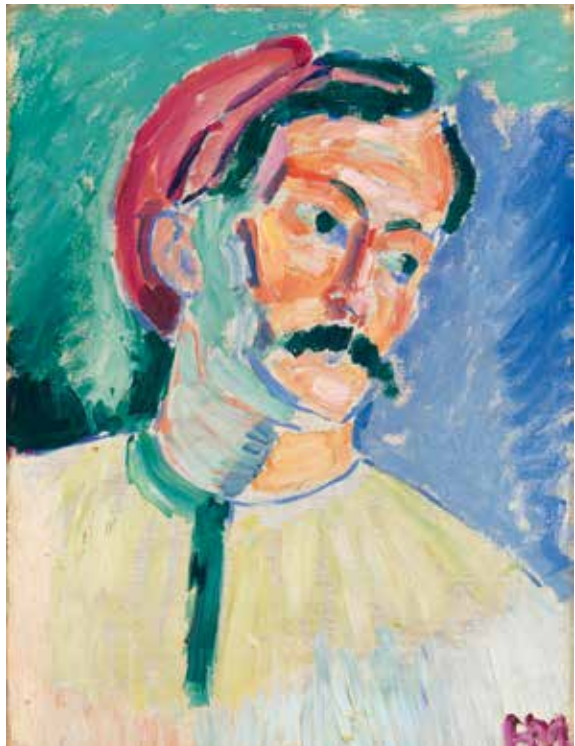
The contents are identified with icons, which enables the reader to access them swiftly and easily.

Throughout 2017, maintaining our commitment to incorporate rich media content, the digital version will include all these innovations.

You can access the digital version at <https://www.fundacionmapfre.org/fundacion/en/publications/fundacion-magazine/>



summary



Portrait of André Derain, one of the most emblematic works of the Fauvism movement, created by Henri Matisse in 1905 in Collioure.



6

Interview

DOCTOR JESÚS VAQUERO

“We have created a cell therapy medicament that is giving many people hope again”

We take a close look at the first clinical trial of personalized cell therapy for patients with spinal cord injury, accompanied by the neurosurgeon pioneering this innovative treatment.



VISIT THE GALLERY OF IMAGES ON OUR WEBSITE

12

The Exhibit

THE FAUVES, PASSION FOR COLOR

“Fauvism was a momentary agreement between a few young artists, starting from the premise that color is imagination”

The most important exhibition on Fauvism organized to date in Spain can be visited at the Recoletos Hall in Madrid through January 29, 2017.



20 Heritage

JOSÉ GUERRERO IN THE FUNDACIÓN MAPFRE COLLECTIONS



22

Social Action

INTEGRATION ON ALL FRONTS

We present our programs for the full integration of people with intellectual disabilities.

26

Road Safety

DO YOU FIT YOUR **CHILD SEAT** PROPERLY?

2016 Report on child safety in the car in Spain and Latin America: child safety seats.

30

Accident Prevention

GUIDE FOR **PARENTS**

We present this practical manual to avoid exposing the little ones to risks and know how to react, without freezing up, when faced with some injury.

34 Insurance

REPORT ON THE MILLENNIALS AND INSURANCE

Discover the attitude to saving of these youngsters, hooked on their cell phones, but also concerned about their future.

38 Fundación MAPFRE Guanarteme

CARTOGRAPHIES OF TASTE EXHIBITION

40

Health

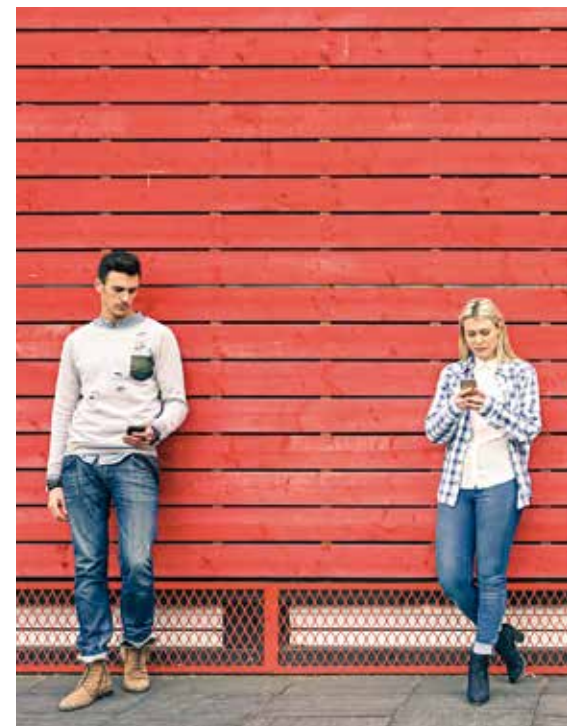
RESEARCHERS DEFY **ALZHEIMER'S** DISEASE

42

International Social Action

PROTAGONISTS OF CHANGE “Thanks to our international development cooperation programs, we manage to break the cycle of poverty and open up the possibility of a genuine social revolution”

46 News



MORE INFO IN
WWW.VOLUNTARIAMENTE.COM



Jesús Vaquero, a specialist in treating brain tumors, recently presented a pioneering research project, initiated 20 years ago, which has discovered a medical solution to improve the quality of life of people with traumatic paraplegia, a cause of severe disability and traditionally irreversible.



Jesús Vaquero: “We have created a cell therapy medicament that is giving many people hope again”



JESÚS VAQUERO

Jesús Vaquero, born in Madrid 66 years ago, has overseen more than 4,000 interventions throughout his professional career and has been a university professor for over 40 years. He is currently the head of the Surgery Department at the UAM (Autonomous University of Madrid), Professor of Neurosurgery, director of the Neuroscience Research Unit at the Puerta de Hierro Hospital in Majadahonda and Director of the Neuroscience Area in the hospital's Biomedical Research Institute. He is also a founding member of a total of 26 scientific societies, as well as member of the Royal Academies of Medicine of Valencia, Granada, Cadiz, Valladolid, Murcia, Seville and Galicia. Throughout his career, he has participated as lead researcher in over 80 projects, obtained 53 awards, directed more than 30 doctoral theses and received over 120 research grants and fundings to further the development of the work undertaken at the hospital in Madrid, where he currently works.

TEXT: NURIA DEL OLMO
PHOTOS: MÁXIMO GARCIA

He has never sought fame, always remaining in the background as he works away in his laboratory, together with his faithful collaborators, and his tiny office full of papers. In recent months, his tremendous enthusiasm, tenacity and generosity have borne fruit. Jesús Vaquero (Madrid, 1950), a specialist in treating brain tumors, recently presented a pioneering research project, initiated 20 years ago, which has discovered a medical solution to improve the quality of life of people with traumatic paraplegia, a cause of severe disability and traditionally irreversible. A Doctor “Cum Laude” in Medicine and Surgery, he knew it was going to be a long struggle, but he never gave up. Many scientists work with stem cells but, to date, no one had ever achieved such an encouraging result.

How did this project come about? Had anything similar been done before?

It all started in 1997, when we considered initiating long-term research into the regeneration and recovery of the spinal cord. The truth is that very little had been done in this area before. Until that time, some studies had been produced with no clear results, especially from the clinical point of view. We felt it was a highly attractive project and one in

which Fundación MAPFRE supported us immediately.

What exactly did this research entail?

For this trial we selected 12 people with a complete and chronically established paraplegia, the majority as a result of a traffic accident. Truth be said we did not expect to achieve significant results; rather, we simply intended to strive for the biosafety of the new medication, which, in this case, consists of stem cells found in the bone marrow of the patients themselves.

What have you achieved after all these years?

Much more than we expected to discover, yet perhaps less than we would have liked. The surprise came when we started to treat these people and saw that, little by little, they were reproducing the same effects we had previously seen in the animals with which we had experimented. The cell therapy medicament also produced no side effects and provided tremendous regenerative capacity. It was indescribable.

What enhancements do these people achieve?

A priori we never know exactly what we're going to be able to achieve, what improvements will be possible. It would be rash of us to tell them that these new techniques are going to cure them. What we do tell them is that we're going to



“Fundación MAPFRE, the soul of this project, has been supporting us for many years”

dramatically enhance their quality of life. In fact, all the patients experience improved sensitivity and at least half of them manage to recover motor activity, not to walk, but to move muscles that were once paralyzed. In addition, eight of every ten have already recovered sphincter control and many experienced improved sexual function.

What were the most critical moments during all these years?

Without a doubt when we moved on from the preclinical experiments with animals to habitual medical practice. It was an abrupt shift, which called for a lot of changes. To begin with, we had to set up a clean room, designed for minimal levels of contamination, and we had to enter the new world of clinical analyses, retraining ourselves to become researchers specializing in cell production. A real challenge. We currently have four clinical trials approved by the AEM (Spanish Drug Agency) ongoing and they are producing highly satisfactory results. We're really pleased.

Restoring hope to spinal cord injury patients must be something very special. What has it been like?

A true joy and highly satisfactory. Working with these people has been really enriching. They see us as their saviors, despite the fact that we must convince them they aren't going to be cured. A most important relationship is forged and you learn a lot. When asked what they would like to recover, many are clear about not wanting to walk again – paradoxically, this doesn't interest them. What they want is to improve other kinds of vital functions such as sphincter control, something crucial for normalizing their lives to a large degree. They develop a close bond with us and, throughout the trials, have proved to be extremely sensible.

What memories do you have?

A patient with whom we have a really close relationship even said recently that, if he had a son one day, I'd be the godfather. [He laughs] The victim of a road accident, this person had even lost hope of ever being a father and now, thanks to the stem cell therapy, is once again able to ejaculate. Many of my patients have also greatly welcomed recovering the ability to feel the caress of their loved ones. What a simple thing, but how exciting at the same time.

Why is treating these patients one of the major challenges facing the medical world today?

Basically because we are dealing with a devastating condition with no effective treatment – at least until now – which affects young patients who are forced to cope with the burden of a severe disability for the rest of their lives. Our current experience shows that these pioneering cell therapy techniques open up new windows of hope for these individuals.

What other trials are you planning to launch? With what goals?

Cell therapy is the future, whether to help people who have suffered spinal cord lesions or brain injuries as the result of some trauma or a stroke. The door is now open and it's most likely that these techniques will benefit people currently suffering from Alzheimer's and other neurodegenerative diseases.

To what extent do you feel you have been pioneers?

I think that, thanks to our work over all these years, many other researchers have started working in this field and become aware that cell therapy can be useful in cases of complete chronic paraplegia, something which, frankly, is most important. We have also shown that, for cell therapy to work well, it has to be personalized. This entails studying every

More than 800 research projects all over the world

The Regional President of Madrid, Cristina Cifuentes, and the Chairman and CEO of MAPFRE, Antonio Huertas, participated September 21 in the public presentation of the results of this clinical trial, which Fundación MAPFRE has been supporting for 20 years and in which it has invested close to 1,500,000 euros. The Foundation, which has promoted over 800 research projects throughout the world in recent years, was the first to announce its staunch commitment to this work, contributing from the outset by financing all those studies and clinical trials that proved necessary. It has also been a privileged witness to the endeavors made and the progress achieved. The event took place in Madrid and was also attended by HRH Infanta Elena and Antonio Núñez, project director and vice president of Fundación MAPFRE, respectively. Antonio Huertas reiterated its support for the project in the coming years and noted that “today marks a clear path to hope for thousands of people with spinal cord injuries around the world.”

“It would be rash of us to tell them that these new techniques are going to cure them. What we do tell them is that we’re going to dramatically enhance their quality of life”

In a few words

VOCATION

I always wanted to go into medicine and, in particular, neurology, a field where there is so much to be discovered. I believe that this profession, the one I feel brings the most satisfaction, requires lots of vocation and ability. I recommend to students that, if they like it, they should throw themselves into it with commitment and dedication.

YOUTH

I have fond memories of my early years at the Jiménez Díaz Hospital in Madrid and, later, at the Puerta de Hierro Hospital, where I had the good fortune to work shoulder to shoulder with Professor Gonzalo Bravo Zabalgoitia, a magnificent neurosurgeon who made his mark on us all. He gave us full freedom to investigate.

RESEARCH

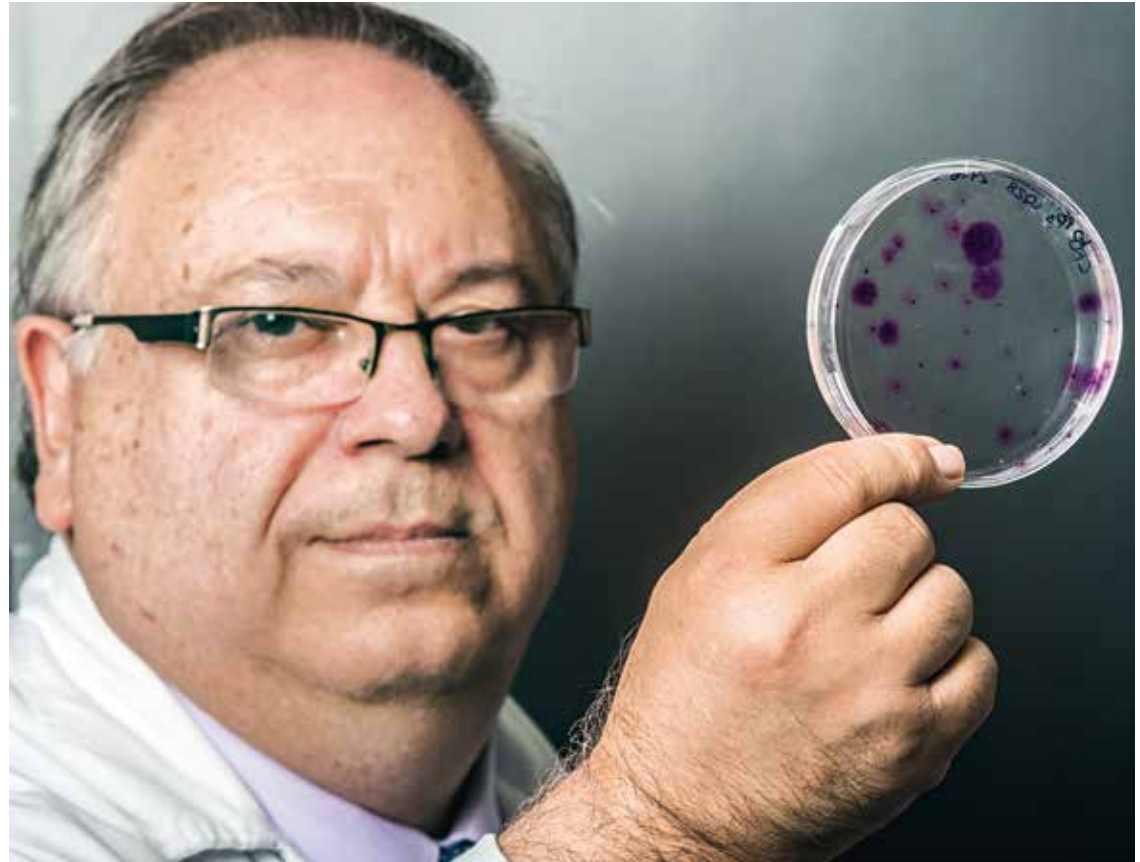
This is work that you not only have to perform, but also create and fabricate. That’s what research is for, enabling you to respond to the true needs of patients and contribute something new to science.

PATIENTS

What they most value is trust, a key factor that exists in both directions, from the doctor to the patient and vice versa. It is also necessary to come clean and tell them everything they need to know without deceiving them.

WISH

Medicine is full of gaps in all fields and any medical breakthrough that is achieved, no matter how small, represents doing your bit when it comes to preventing and alleviating many diseases.



patient’s injury carefully and adapting the treatment accordingly. This approach has indeed been truly innovative.

I imagine you must have a waiting list

The fact is that, at this moment in time, we offer cell therapy consultations in the hospital and they are constantly on the rise, with many people calling us daily from all corners to see if they can participate in our trials. For the time being, we have a list of over 300 people from all over Spain who we believe could benefit from these advances in our hospital, a public center of reference in this field.

Would you like to see greater support for research?

I believe that’s a cliché. I think there’s quite a lot of support, actually. The

problem is the lack of foresight. Our health-care system has its priorities and believes that, instead of investing in projects that are still in the research phase, it is more logical, for example, to commit to consolidated projects, whose effectiveness has been proven. We ourselves are very grateful. Fundación MAPFRE, the soul of this project, has been supporting us for many years and we have also received support from other public and private institutions, such as the Rafael del Pino Foundation.

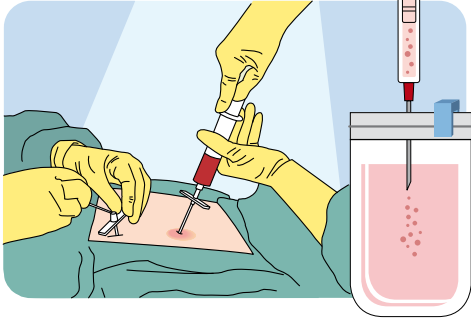
What will neurosurgery be like in the future?

Everything’s changing so much. In the coming years, we’re going to see a regenerative type of neurosurgery, highly focused on biological treatments and on

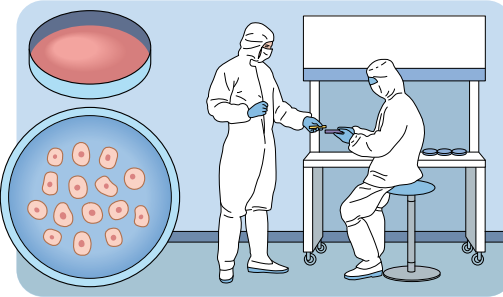
“When I open a brain I feel fear, excitement and a lot of respect. Any distraction can cause a lesion in the nervous system that did not exist before”

Stem cell extraction, cultivation and implantation process

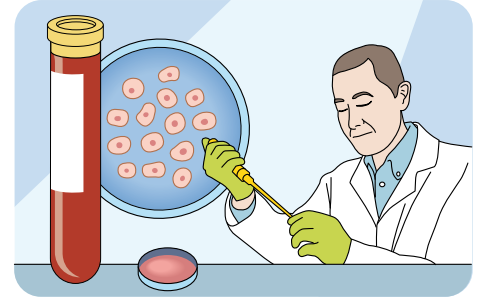
1 Extraction
In the operating room, bone marrow is removed from the patient and deposited in a hermetically-sealed bag. This is then moved to the clean room.



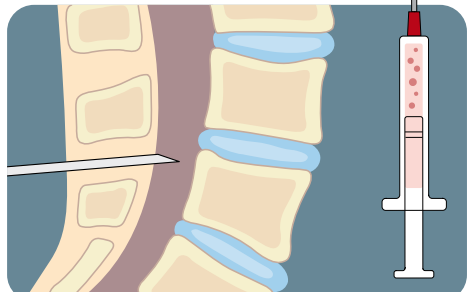
2 Culturing in the clean room
Given its hygienic conditions, the risk of contamination is minimized during the procedures. Here the stem cells are separated and cultured for several weeks so that they divide and multiply.



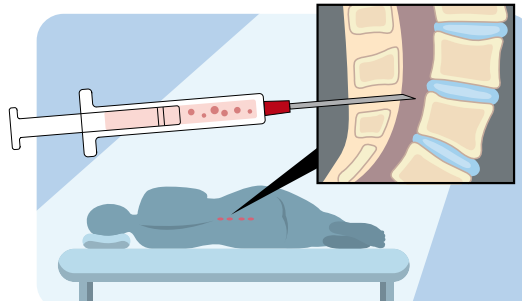
3 Preparation
When the culture is ready, the medication is prepared. This consists of stem cells and the patient's own blood plasma used as a carrier.



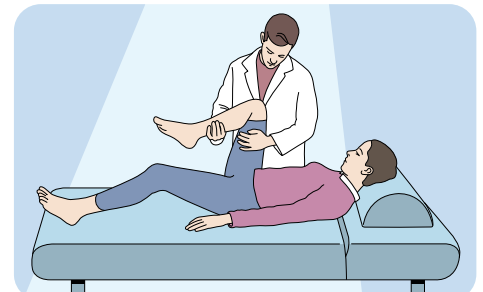
4 Implantation
Syringes are filled with this medicament and taken into the operating room, ready to be injected into the damaged areas of the spinal cord and the surrounding cerebrospinal fluid.



5 The booster dose
Three months later the patient is given a booster dose by performing a lumbar puncture. Thirty million extra cells that will assist the spinal cord regeneration.



6 Rehabilitation
A great deal of rehabilitation will still be required to activate the dormant muscles.



many other fields, such as reversing the sequelae of traumatic brain and spinal cord injuries. Neurosurgery is very complex; that's why neurosurgeons tend to specialize in specific areas, such as cancer or vascular pathologies, and go on to become a researcher to seek advances in various different spheres.

What do you feel when you open a brain?

Fear, excitement and a lot of respect. Any distraction can cause a lesion in the nervous system that did not exist before. I would also say frustration. There are occasions where you operate on malignant tumors and the patients kiss your hand, but, in your heart of hearts, you know they're going to die. We don't cure as often as we would like.

“We are dealing with a devastating condition with no effective treatment, at least until now”



Patient interviews

Marisa Pina (60), **Lydia Domínguez** (38) and **Raúl Otero** (46) suffer traumatic paraplegia as the result of a traffic accident that forces them to live in a wheelchair. Participating in a clinical trial with their own stem cells has had a happy ending. Their body is working again. PHOTOS: JUAN CARLOS BARBERÁ, DANIEL SANTAMARÍA

Marisa Pina

“I want to walk again and I’m going to do it”



Her motorcycle skidded on a rainy day. She was 40 years old, working as a nurse on Formentera. That is the ugly part of the story. “It was really tough. I prefer to forget it.”

Marisa got to know Jesús Vaquero five years ago through watching a TV program. With all the difficulties that being confined to a wheelchair entails, she left no stone unturned to get an appointment in Madrid. And she managed it. Shortly, despite her age, she managed to become one of the 12 names on the list for the clinical trial.

In the summer of 2014, three years after that first meeting, and following numerous tests, analyses, hours in the operating room, rehabilitation and huge doses of willpower, the magic happened. “My muscles move, I can pull my belly in, feel my hips. Each day brings new surprises. The changes are subtle, but truly great at the same time.”

In spite of the medical observations, her hopes remain sky high. “My expectation was always the same – to walk, walk again and I’m going to do it,” declares Marisa.

Her motivation knows no bounds. “I’ve set myself the target of being able to stand up without help within nine months. Maybe it’s just wishful thinking, but I hope to achieve it.”

Lydia Domínguez

“I have a new body. I’ve healed many physical and mental wounds”



“The very next day after the operation, I started to feel new sensations. My body had changed. I no longer need a catheter to urinate, I can digest my food, I can remain upright, I have no wounds caused by poor circulation, my sexual relations are much better and I even dress like the person I was before.” This is her overview of her new reality, a person whose body remained paralyzed from the waist down due to an accident at the age of 21. She was confined to a wheelchair and affirms “this is something you get used to, but it’s tough because of the physical damage, the lack of independence and the innumerable barriers we people with disabilities face each day in our personal and professional lives.”

But everything has now turned around and there is a lot to celebrate. “I don’t miss walking. The desire of any paraplegic is to regain independence, our autonomy. That’s what we miss the most, the only thing we seek.” “I now have a body that works, with sensitivity. I can feel whether it is hot or cold, the water in the shower and even aches and pains – those blessed discomforts. Previously, if something bad happened to my body, I didn’t notice it and couldn’t run off to the hospital,” she declares.

She will undoubtedly head the list of candidates if she is called again.

Raúl Otero

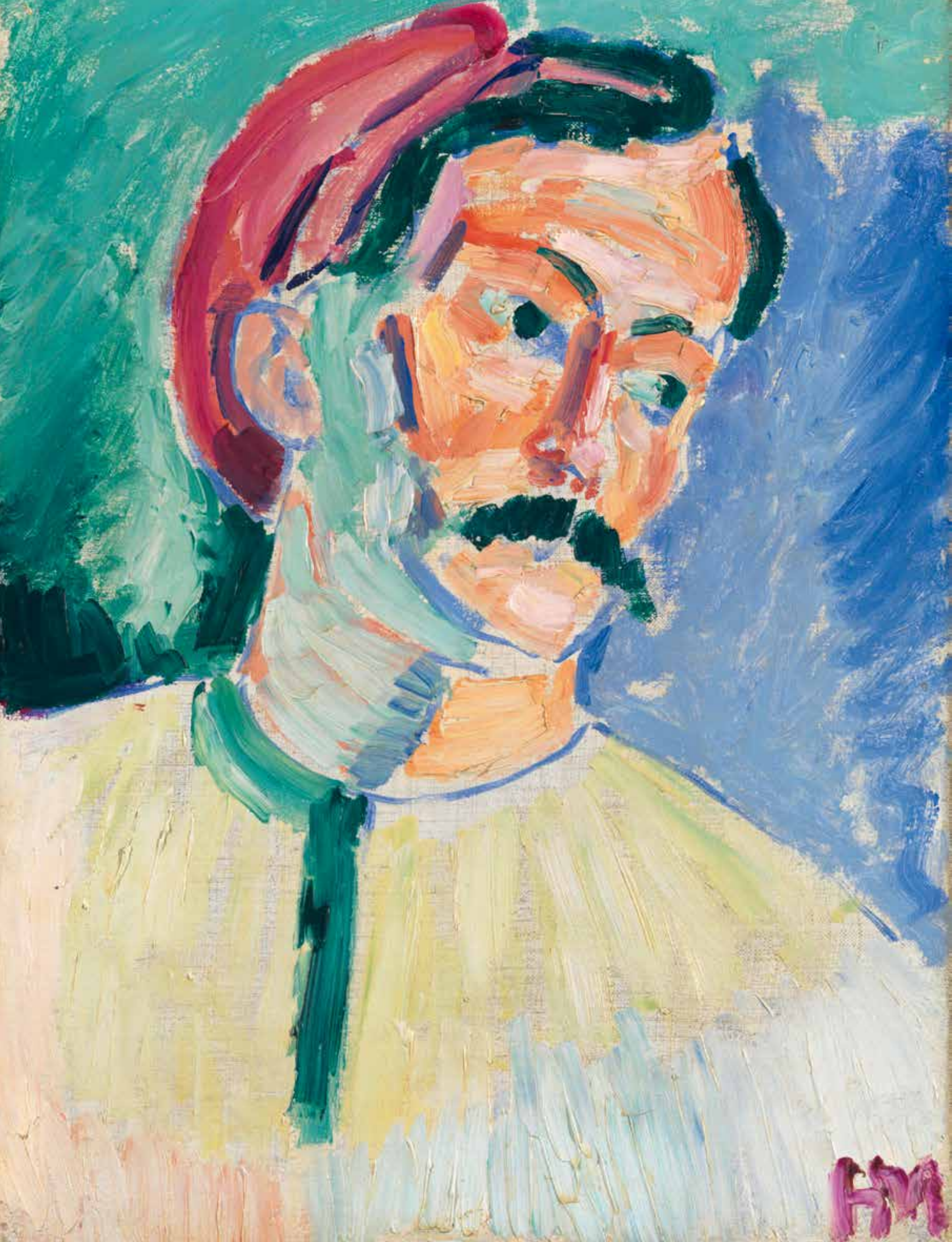
“I’m learning to live. My muscles were asleep”



The car in which he was a passenger went off the road and rolled over several times. That was in April 1991, when he was just 17. His brother, who was driving, was unhurt but he was completely folded in two in the crash, causing a level-five back injury which resulted in the spinal cord nerves ceasing to send messages to his brain. Overnight, the lower part of his body stopped moving.

“These have been difficult years, but I’ve had all possible support from my parents who taught me how to be as independent as possible.” This is the testimony of this man who had to start all over again.

A visit to a urologist at the Puerta de Hierro Hospital led to his hearing Jesús Vaquero’s name for the first time. After a month in bed following the operation, he worked closely with a physiotherapist in the hospital’s rehabilitation area, where he had to learn everything all over again, “like a child learning to take his first steps.” The results are indescribable, says Raúl. “I can stand up and speak with someone without having to crane my neck; I can once again feel the back of a chair and I no longer have to take medication to go to the bathroom. You get the feeling that so much effort and suffering has been worthwhile. Things are coming together. Who knows if some day I may be able to ride a bike with my son.”



Fundación MAPFRE presents *The Fauves. Passion for Color*, the most important exhibition on Fauvism organized to date in Spain. The display may be visited from October 22, 2016 through January 29, 2017 at the Recoletos Halls in Madrid.

The *Fauves*. Passion For Color

[@expo_fauves](#)

The *Fauves* were a group of young artists who revolutionized the art world of the early 20th century with their strident colors and energetic brushstrokes. Formed around Henri Matisse, they were called “wild beasts” (*fauves*, in French) when they presented their works at the 1905 Salon d’Automne, causing a great stir among the public and critics alike. Over the next two years, they totally renovated the art of that time, placing color at the center of the artistic debate. Barely two years later, the group’s members set off on independent paths, laying the foundations for such movements as Expressionism and Cubism.

This exhibition proposes a tour of Fauvism from its very inception up to its disappearance. To do so, over one hundred paintings have been brought together, as well as numerous drawings and a selection of ceramic pieces. This collection includes works by all the artists who formed part of the group: Henri Matisse, André Derain, Maurice de Vlaminck, Albert Marquet, Henri Manguin, Charles Camoin, Jean Puy, Raoul Dufy, Othon Friesz, Georges Braque, Georges Rouault and Kees van Dongen.

The *Fauves. Passion for Color* has been produced by Fundación MAPFRE and curated by M^a Teresa Ocaña. The exhibit has proved possible thanks to the support of over eighty lenders. Among these are such major institutions as the TATE, the Pompidou Center, the Musée d’Art Moderne de la Ville de Paris, the Kunstsammlung Nordrhein-Westfalen of Düsseldorf, the Milwaukee Art Museum or the National Gallery of Denmark, which have lent some of their most emblematic works. Another essential factor has been the generosity of more than thirty private collectors, who agreed to lend works which are unknown to the general public, yet of extraordinary quality.

Despite the importance of Fauvism in the birth of modern art, this is a movement that has always had very little impact in Spain. This exhibition therefore offers a unique opportunity to fully appreciate this brief, yet brilliant, movement.

FAUVISM PRIOR TO FAUVISM

The first *Fauves* met in the 1890s in Gustave Moreau’s studio at the School of Fine Arts in Paris. Moreau was a broad-minded teacher, a true free spirit who, simultaneously, inculcated in his students an admiration for the Louvre’s maestros, while advising them to deviate from their criteria. Those frequenting his studio included Henri Matisse, Georges Rouault, Albert Marquet, Henri Manguin and Charles Camoin. The group was soon joined by Jean Puy, André Derain and Maurice de Vlaminck.

Matisse and his colleagues frequently painted together, interpreting the same motif driven by a strong spirit of complicity and emulation. The camaraderie in that shared studio was so important to them that they reflected this atmosphere in their nude studies. Very soon they started experimenting with pure colors and incorporating the artistic innovations of their time into their painting, from Impressionism up to the painting of Van Gogh, Gauguin and Cézanne. This eclecticism is manifested in the still lifes, the indoor scenes and the nude portraits they produced during these formative years.

Henri Matisse, *André Derain*, 1905
Tate: Purchased in 1954 with
the collaboration of the Knapping
Fund, the Art Fund and the

Contemporary Art Society, as well
as private sponsors
© Succession H. Matisse/VEGAP/2016
© Tate, London 2016

They were called “wild beasts” (*fauves*, in French) when they presented their works at the 1905 Salon d’Automne.

THE FAUVES PORTRAY EACH OTHER

Fauvism was not a single, homogeneous movement, but rather a fleeting encounter of several young artists united by strong bonds of friendship and by the same artistic concerns. Thus, the interaction of the personalities and the camaraderie among the *Fauves* decisively influenced the movement’s development. It is therefore no surprise that the artists themselves were the protagonists of many of the works they produced, most noteworthy being the reciprocal portraits painted by Matisse and Derain in the summer of 1905. These portraits not only reflect the bonds of friendship forged between them, but also constitute a complex, iconographic self-definition.

The *Fauves* also did self-portraits and stamped the mark of their personality and most peculiar characteristics on their works. On highlighting their stylistic individuality in them, they were also defining their autonomy, one of the group’s core values.

ACROBATS OF LIGHT

The *Fauves* spent the summer of 1905 on the Mediterranean coast and its golden, shadowless luminosity led them to produce authentic “acrobatic exercises on the subject of light”, as Derain described it in a letter to Vlaminck.

Matisse and Derain met up in Collioure. During the almost two



months they spent together in this small fishing village, both artists overcame the rigid Pointillist style of Signac, which had marked their work throughout the previous year, in favor of greater pictorial freedom. They thus moved away from works characterized by small brushstrokes of complementary colors, such as *Figure à l’ombrelle* by Matisse or *Bateaux à Collioure* by Derain. They progressively abandoned this style for a technique that combined these small “tiles” with uneven brushstrokes and areas of flat color, as seen in *Le Phare de Collioure* and *Le Faubourg de Collioure*. Meanwhile, Camoin, Manguin and Marquet traveled around the Côte d’Azur, painting colorful landscapes at Saint-Tropez, Cassis and Marseille. The southern

André Derain, *Bateaux à Collioure*, 1905
Kunstsammlung Nordrhein-Westfalen, Düsseldorf.
Purchased in 1965 thanks to a donation from
Westdeutsche Rundfunk.
© André Derain, VEGAP, Madrid, 2016
© VG Bild-Kunst, Bonn

The *Fauves* totally renovated the art of that time, placing color at the center of the artistic debate.

light inspired these artists to raise the tone of their palette and create brilliant paintings with vibrant colors.

It was the works produced during that summer, already decidedly *fauves*, that caused a sensation at the 1905 Salon d'Automne.

THE WILDNESS OF COLOR

The scandal caused by the works of the *Fauves* at the 1905 Salon d'Automne soon turned into tremendous success, which consolidated their identity as a group and encouraged them to continue their pictorial investigations. In general, their economic situation – until then, very complicated – improved dramatically. Vlaminck left music to devote himself exclusively to painting, while Matisse was able to support himself thanks to the sporadic purchases of a small, but select, circle of collectors, most notably Gertrude and Leo Stein.

Derain was commissioned by the art dealer Ambroise Vollard to travel to London and take advantage of the success Monet had reaped two years earlier with his series on this city. Derain radically renovated the image of the British capital through the use of vibrant, arbitrary colors and an enormous variety of styles. This gave rise to paintings really close to Neo-Impressionist techniques, such as *Big Ben, London*, and others featuring flat spots of color and more cartoonish strokes, such as *Les Quais de la Tamise*. Marquet, in Paris, also produced an important series of urban views, with more subdued colors than Derain, but



with an amazing ability to put across the vitality and excitement of the city. As for Vlaminck, he continued painting in the vicinity of Chatou. With the constant desire to capture the agitation of the landscape, the artist used increasingly Expressionist brushstrokes, accompanied by an overwhelmingly anarchic, ardent form of execution.

Henri Matisse, *Figure à l'ombrelle*, 1905
Musée Matisse, Niza. Bequeathed by Madame Henri Matisse, 1960
© Succession H. Matisse/VEGAP/2016
© François Fernandez

They frequently painted together, interpreting the same motif driven by a strong spirit of complicity and emulation.

THE FAUVES OF LE HAVRE

The success of the Salon d'Automne drew three other young artists from the city of Le Havre to the *Fauve* group: Raoul Dufy, Othon Friesz and George Braque. Their arrival provided the movement with renewed impetus at a time when Matisse was in full pictorial crisis and his colleagues at the Moreau *atelier* were beginning to tone down the intensity of their palettes.

The Le Havre painters adopted the habit of painting in pairs, as had previously been the practice of the earliest *Fauves*: Dufy traveled with Marquet along the Normandy coast, sharing motifs such as the beach and the jetty at Sainte-Adresse, or the popular July 14 festivities. The contact with Dufy made Marquet temporarily enhance his palette, whereas Dufy tended toward a more synthetic painting style, gradually abandoning the vibration of his brushstrokes in favor of broad areas of flat, arbitrary colors. For their part, Braque and Friesz moved to L'Estaque and La Ciotat, small fishing villages near Marseille, where Derain was also to be found. Once again, the Mediterranean was responsible for inspiring an atmosphere rich in gradations of light, a suggestive patchwork of colors and extraordinary twisty forms, such as those of works such as *La Calanque du Mugel à La Ciotat*, by Friesz, or *Paysage à L'Estaque* by Braque.

André Derain, *Big Ben, Londres*, 1906
Troyes, Musée d'Art Moderne (national collections).
Pierre and Denise Lévy.
Donated by Pierre & Denise Lévy, 1976
© André Derain, VEGAP, Madrid, 2016 © Laurent Lecat

Charles Camoin, *Port de Marseille, Notre-Dame-de-la-Garde*, 1904
Private collection.
© Charles Camoin, VEGAP, Madrid, 2016





Raoul Dufy, *Jeanne dans les fleurs*, 1907
Musée d'Art Moderne André Malraux, Le Havre
©Raoul Dufy, VEGAP, Madrid, 2016
© MuMa Le Havre / David Fogel

THE FAUVE DRAWINGS

This exhibition includes graphic artwork by all the artists who formed part of the *Fauve* group. For them, drawing was not a stage in the pictorial development process, but rather an independent activity with intrinsic value. Its rapid, elliptical nature perfectly suited their constant search for artistic simplification, as

it allowed them to stick to what was truly essential. The complexity of techniques, materials and types of strokes evidence the experimental nature of their graphic work. Even more so than in their paintings, the *Fauves* asserted their distinct individualities through drawing. Marquet, for example, excelled in the art of the silhouette, the result of a single stroke. Derain and Dufy stood out for their large *gouaches* and watercolors, striking examples of the synthesis between drawing and color. As for Rouault, he used his drawings to develop the dark, grotesque figures of his paintings.

CERAMICS AMONG THE FAUVES

The exhibit also includes a small section devoted to the ceramic pieces made by the *Fauves* between the years 1906 and 1907 on the initiative of Ambroise Vollard, who put them in touch with the ceramist André Metthey. In these works the *Fauves*, in a specifically decorative fashion, developed the topics that dominated their painting in that period: the synthetic nude compositions that tie in with the Arcadian paintings of Matisse; the monumental, geometrizing figures of Derain's paintings of bathers; the amalgam of disparate elements, lines and colors of Vlaminck; Puy's delicate female portraits and Rouault's caricature-style female nudes with muted tones.

More than a hundred of these pieces were exhibited at the 1907 Salon d'Automne. Despite the fact that the initiative did not achieve the expected commercial success, it boosted a revival of ceramics as an artistic



Georges Braque, *Paysage de Provence, l'Estaque*, 1907
 Private collection, Germany
 © Georges Braque, VEGAP, Madrid, 2016

medium and paved the way for a dialog between ceramists and painters that was to become extremely popular throughout the 20th century.

FORK IN THE ROAD

The exaltation and innovation that gave rise to Fauvism ran contrary to its durability. Between 1907 and 1908 the *Fauve* artists started rejecting

“that part of Fauvism they deemed excessive, each according to their own personality, in order to discover their own path,” Matisse would recall.

Although the chief interest of the *Fauves* was centered on the landscape, many of them were also attracted by the nightlife, a topic which was typical of the avant-garde. These scenes, produced by artists such as Van Dongen, Vlaminck and Rouault in a tremendously raw, vivacious manner, presents a bleak, sordid vision of the female figure, clearly a forerunner of Expressionism.

The rediscovery of Cézanne’s works after his death, at the end of 1906, led to a rapid abandonment of interest in color in favor of drawing and form gaining greater prominence. This renewed view of Cézanne’s work resulted in a significant production of paintings depicting bathers with considerably more marked volumes, figures of monumental proportions and increasingly muted tones from the palettes. This influence also materialized itself in the form of landscapes characterized by a progressive geometrization of shapes, heirs to Cézanne’s vision of the order and structure of nature. This step is particularly noticeable in the works of Dufy, who, from the slightly geometrized volumes of *Le Port de Marseille*, moved on to a fully Cubist style in his landscapes of *L’Estaque* in 1908. Braque underwent a similar progression, as evidenced by his *Paysage de Provence, l’Estaque*, whose geometric shapes and muted colors are surprising, when compared to the colorful, sinuous works he had produced just a few months earlier. In this way, the last section of the exhibition demonstrates how the Cezannist form of Fauvism coincided with the birth of the Cubist aesthetic.

 VALUATION

COLOR AS THE IMAGINATION AND EXPRESSION OF INNER FEELINGS

MARÍA TERESA OCAÑA

CURATOR OF THE EXHIBITION
THE FAUVES. PASSION FOR COLOR



MARÍA TERESA OCAÑA

Degree in Philosophy and Letters from the University of Barcelona. Director of the Picasso Museum in Barcelona (1983-2006). Director of the Art Museum of Catalonia (2006-2011). Specialist in Picasso and his connections with the avant-garde movements of the 20th century.

The *Fauves. Passion for Color* is presented within the series of exhibitions Fundación MAPFRE is presenting which focus on the artistic movements that developed between the last quarter of the 19th century and the early 20th century, and marked the genesis of the historical avant-garde movements.

The aim of this exhibition is to present the first movement that propelled the advent of 20th-century avant-garde art, focused on a group of artists, the Fauvists. Over a brief, yet intense, period of time they defied the norms established by the Impressionists and Post-Impressionists in an attempt to transgress the field of color and thus achieve its full expressive intensity. The daring, innovative gauntlet thrown down by these young French painters had an enormous impact on the public and critics who attended the 1905 Salon d'Automne. Specifically, it was the critic Louis Vauxcelles who, reporting on that year's Salon d'Automne, highlighted the contrast between two marble busts by Albert Marquet and the orgy of colors with pure, lush tones of the paintings on show with the expression "Donatello chez les fauves", thus coining the group's name. Fauvism developed in a dazzling fashion between 1905 and 1907. The fleeting nature of its emergence highlights the fact that

it was not formed as a school, nor did it have a system. Rather, it was a momentary agreement between a few young artists, starting from the premise that color is imagination and an expression of inner feelings, a factor that accentuated the individualisms of the group's members.

There have been various monographic exhibitions in Spain of certain group members, particularly those of its principal exponents – Matisse, Derain, Dufy and Vlaminck – but this is the first time that one has been devoted to the movement as a whole. The exhibition not only focuses on the emergence of Fauvism in France between 1905 and 1907, but also on the origins of the formation of this movement, prior to 1900, which can be traced to the training they received in the *atelier* of Gustave Moreau. This teacher was to mark a turning point in the viewpoint of his disciples; in the words of Rouault, he did not attempt to train students in his own image, but rather urged them to reveal their concerns and possibilities through their works. The discourse of the exhibition ends with an epilogue which outlines the disintegration of the group and the subsequent progress of its members. From 1907 onward, they were all to take different paths, in keeping with the new guidelines laid down by the artistic panorama.



Thames

Work: *Thames*

There are a total of 20 works in this acquisition by Fundación MAPFRE, focusing on the series dedicated to London's river (Thames I and Thames II, 2008) – where the urban space is gently modified by the fog and mist shrouding a silent city – as well as a series of photographs taken in the United States in 2011, which capture the immensity of Texas, Arizona, Colorado and New Mexico, depicting open landscapes with earthy hues.

Author: José Guerrero

Born in Granada, Spain, in 1979, he currently resides in Madrid.
<http://joseguerrero.net>



José Guerrero,
Thames #03, 2008
Inkjet print on cotton paper
18 x 24 cm
Fundación MAPFRE Collections

“I’m interested in the landscape itself, but also how we interpret, reinterpret and comprehend it. The landscape is where we live; what happens in that environment whether or not there are humans; what happens if it’s dominated by nature or urban features. Because human beings are always present even when they aren’t there...” JOSÉ GUERRERO





Integration on all fronts

TEXT RAQUEL VIDALES



Promote an independent life, develop tools to facilitate personal autonomy, raise awareness in companies and society as a whole, help families, promote sport... Fundación MAPFRE is working on many fronts to further the social integration of people with disabilities.



One of the things Carmen most enjoys about working for a store and restaurant chain is that it enables her to interact with other people. “I love giving the kids balloons and lollipops after their meal. I welcome customers to the restaurant and accompany them to the table where they are going to eat. I’m always attentive to their every need,” she explains. But it is not only Carmen who is happy with her work, “Employees like her are an example of perseverance and endeavor for the teams they join, and they create a very special atmosphere,” says her boss, Carmelo Diácono.

Carmen is one of the close to 2,400 people with intellectual disability or mental illness who have found a job over the past six years thanks to Fundación MAPFRE’s Together We Can social employment program. This program, created in 2010, has since built up a comprehensive network throughout Spain for putting these people in touch with companies and institutions with job vacancies. Over this time, 5,000-plus organizations have been visited and nearly 3,800 have accepted the proposal to make room for these people in their workforces.

The selection of candidates is done through the disability associations that exist all over the country. They are the ones with firsthand knowledge of the individuals’ capabilities and what kind of work each can perform. And they also have qualified professionals to help them integrate into their new workplace: psychologists, career advisors, social workers, etc. In this way the firms signed up to the Together We Can social employment program can

be sure that the labor integration process is going to be a success.

It was not difficult to convince Dr. Paloma Perez, who runs a children’s dental center in Valencia, to join the program. “Firstly, because in the clinic we cater to many people with disabilities and I know them well, and secondly, because I’m very fond of them. Any of them could have been my brother,” she says as she explains why she decided to hire Naiara, “And I learn from her every day!” she adds. As for Naiara, she loves her job. She sterilizes the implements, files records, develops x-rays, prepares braces... “I meet people, I learn things and I earn money. I’m really happy,” she says.

Carmen, Naiara, Alberto, Andrés, Pilar, Mario, Ernesto... are examples of what this program achieves: it not only provides work, but also integration. And a lot of satisfaction, for both the companies and the integrated workers. Promotional events, conferences, awareness campaigns

and many other actions go to make up the daily work undertaken with associations and companies in order to see to it that, little by little, people with disabilities, who suffer an unemployment rate of around 80 percent, can access the labor market.

Tasks that, in principle, seem simple – such as finding your bearings in the city, getting to work or an appointment on time, putting on the washing machine or making photocopies – may not be so for these people.

Technology in favor of integration

The Together We Can social employment program is not the only project Fundación MAPFRE has embarked upon to contribute to the integration of people with disabilities. Another of its most suc-



Carmen in her work place



Naiara with Paloma Pérez

Successful initiatives has been the development, in collaboration with the GMP Foundation, of an application for cell phones called Soy Cappaz that is of great help in their daily lives. Because tasks that, in principle, seem simple – such as finding your bearings in the city, getting to work or an appointment on time, putting on the washing machine or making photocopies – may not be so for these people.

Daniel Cantero explains this in a video made by the Foundation to show how the application works. “It gives me independence I didn’t have before. I now know that I’m able to do lots of things alone. And those who love me also know it and that’s good, because the fact is that, previously, they never left me in peace. Always wanting to accompany me,” says Daniel, who has been working for 12 years in all kinds of companies as a cleaning worker, painter or kitchen assistant.

As this tireless worker demonstrates in the video, the application is very easy to use. It has four main sections to cater to different needs. As soon as he wakes up, Daniel consults *My Calendar*, which reminds him of the tasks he must complete that day. “I like to get up in the morning and see what challenges await me. And know that I’m going to overcome them,” he remarks. That list of tasks can also be consulted and updated by relatives, tutors and work monitors from any device.

Another Section is *Where Am I?*, which creates maps that show him the most convenient route when moving around. Another block, *My Tasks*, offers a range

of demonstration videos that remind him how to perform everyday chores such as starting up a household appliance or printing a document. “This gives me a great deal of autonomy and confidence, as I don’t have to be asking those around me all the time,” says Daniel. “And if I do have a problem, I just have to press the button *I Need Help* to notify my mother or my monitor,” he adds.

Available for Android devices free of charge through Google Play, in just one year the Soy Cappaz application has been downloaded by close to 2,000 users in Spain. This is a really significant figure, bearing in mind that it is only installed on phones used by people with intellectual disabilities. Their monitors and relatives receive notifications via email.

In addition, this figure may increase severalfold in the coming months as Fundación MAPFRE has just made it much more accessible. Since last month, this application, which until now was only available in Spain, can be downloaded in 19 new countries: Brazil, Bolivia, Chile, Colombia, Costa Rica, Ecuador, United States, El Salvador, Philippines, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, Dominican Republic, Turkey, Uruguay and Venezuela. An achievement that will enable millions of people to

achieve a greater degree of independence and break down barriers that hinder their integration into the labor market.

Soy Cappaz has obtained the maximum score and magnificent reviews from users of Google’s app store. It has also won a Cor-

**“I meet people,
I learn things
and I earn money.
I’m really happy”**

Families with members with disabilities have the opportunity to clarify any doubts and tackle their fears.

responsables award in the Pymes (SME) section, a distinction that highlights the most innovative, sustainable initiatives in the field of Corporate Social Responsibility, not just in Spain, but throughout Latin America. It also received an award last March for the best social and environmental commitment project, given out each year by AUTELSI (Spanish Association for Users of Telecommunications and the Information Society).

Integration begins in the family

But Fundación MAPFRE's work is not limited to working directly with people with disabilities. It also deals with the families, as their role is fundamental: their well-being and balance depends largely on the success of any integration or personal development program. Hence, another important line of work for the Foundation in this area is its Families and Disability School, which offers extensive training contents, advice and support from prestigious professionals with experience in the promotion of personal autonomy and social inclusion.

A fine example of how the Families and Disability School works is the personalized guidance area. This is where families have the opportunity to clarify any doubts and tackle their fears: because fears paralyze and generate more doubts, which hinders their progress and growth as individuals. A great many, highly varied queries are posed and receive a response on the online platform. How to talk to a seven-year-old autistic child about their disability when they start asking questions about it? What to do when a child who constantly needs support for everyday tasks expresses a desire to marry and live alone with his wife? How to get a 25-year-old young man to take more interest in his 26-year-old brother with Down syndrome? How do the psychoactive drugs the younger ones take affect them when they are adults?

The Families and Disability School also has an ongoing training section offering tips on such issues as health, the inclusive school, employment, leisure, social relations and the aging process for people with disabilities. These topics are discussed in various chapters, interviews and success stories, backed up with videos. Moreover, encounters are organized for families in which they reflect on their difficulties and fears, and an analysis is made of the resources they have at their disposal for overcoming them.



Sport, a powerful weapon

Basketball, athletics, handball, tennis, gymnastics, field hockey, pétanque, bowling... The benefits of sport for any person are well known: it increases self-esteem, aids personal development and drives the desire to excel. These beneficial features are multiplied in the case of disability and others are added: it facilitates rehabilitation, helps with social integration, increases autonomy and helps eliminate architectural and social barriers.

That is why Fundación MAPFRE, always on the lookout for powerful tools to support the social integration of people with disabilities, is planning a large number of sporting activities for this social group.

In collaboration with the Special Olympics Foundation, comprising 16,000 athletes and 4,500 coaches and volunteers who participate in 16 disciplines, it runs the 'Juntos lo Logramos' (Together We Succeed) program and organizes competitions in all the Spanish autonomous communities, as well as a national meeting that lasts three days.



Do you fit your child seat properly?

TEXT JOSÉ ANTONIO CASTILLO

Two of every three parents fit their child safety seats incorrectly.

Every year, 500 children are killed daily in traffic accidents around the world. Despite being aware of this figure, the vast majority of drivers do not use their Child Restraint Systems (CRS) properly. This is one of the reasons why Fundación MAPFRE has presented its *2016 Report on child safety in the car in Spain and Latin America: child safety seats*, with the aim of analyzing the most dangerous errors parents commit most frequently when taking their children in the car.

Although we know that child safety seats prevent up to 70 percent of all injuries and up to 90 percent of the most serious or fatal injuries that can occur in a traffic accident, we sometimes still fit them badly. It is of little or no value that we are aware of the need to use child safety seats in cars, if two in three of us fit them incorrectly. Looseness or kinks in the harnesses, belts too high or crossing over the arm are the most dangerous errors that only add to the figures, making traffic accidents the leading external cause of death among children under the age of 14, according to the DGT (Spanish traffic authority).

Thus, 25 children were killed in Spain in 2015, most of them while traveling in a vehicle. Of these, 30 percent were not wearing a seat belt, to which we must add the 300-plus seriously injured children, figures revealed in the *2016 Report on child safety in the car in Spain and Latin America: child safety seats*, produced by Fundación MAPFRE.

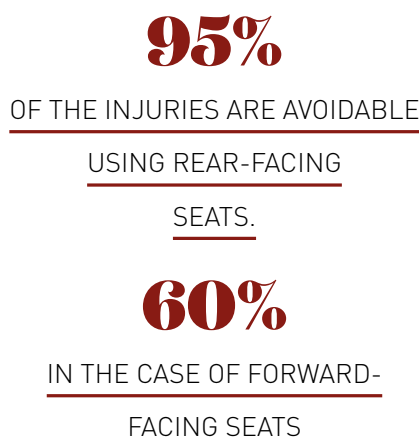
This study which, as well as revealing the most dangerous errors parents most frequently commit

when traveling with their children, demonstrates that the head, face, chest and abdomen are the parts most affected by critical injuries when suitable protection systems are not used. Such systems should be utilized until the vehicle's seat belt correctly adapts to the child's body – generally speaking, until they are 12 years old or 1.5 meters (5 feet) tall.

Correct seat belt use

Parents often try to avoid arguments and give in to the pressure and pleas of preteens, most of whom shun the use of booster seats. In the opinion of Jesús Monclús, manager of Accident Prevention and Road Safety at Fundación MAPFRE, this is a mistake, given that the adult seat belt “doesn't suit kids of that age and is much less effective.”

He adds that “To know whether an adult safety belt is correctly adjusted to a child, we should not place it over their stomach, but rather ensure that it fits correctly crossing over their pelvis and collarbone. We must also check that the child can sit



186.300

CHILDREN DIE EVERY YEAR

IN TRAFFIC ACCIDENTS

OVER **500** A DAY

Crash tests

In order to produce this report, Fundación MAPFRE carried out numerous crash tests, in which various scenarios of the incorrect use of CRS were reproduced. The objective was to ascertain what would happen if an accident occurred with a baby on someone's lap, where a non-approved or old child seat, or a loose-fitting safety seat or harness is used, and even where no restraint system at all is used.

Different parameters were studied for each test, with accelerometers gaging the momentum of the chest and the horizontal and vertical head movements of a dummy. Signals were recorded in the sensors fitted to the dummies in order to assess the risk of injury that could be sustained in the event of an accident.

The crash tests show that allowing the little ones to travel with a slack seat belt

or safety harness results in considerable damage to the head and chest, two areas of the body that also suffer an impact above the established limits when old and non-approved child restraint systems are employed.

It was shown in these tests that the latter, still on sale in regions such as Madrid, can break in an accident, thus rendering the system totally unsafe.

on the seat and bend their legs comfortably. Otherwise, the posture will be uncomfortable and they will tend to slide forward.” But this report goes further and underscores the great risk inherent in the misuse of a seat belt or child safety seat. Thus, while a securely fitted, well-fastened system intervenes actively in the retention of the child and protects them from up to 90 percent of serious injuries, in cases where it is used incorrectly, such protection may be much less.

A worldwide tragedy

Every year, 500 children are killed daily in traffic accidents around the world. According to the World Health Organization (WHO), child restraint systems more than halve the risk of death in the event of an accident. Of these, it is estimated that booster cushions reduce the risk of significant traumatism by 59 percent with regard to safety belts, for children in the 4-7 age group.

In Latin America the figure is alarming. Nearly 5,000 children under the age of 14 die each year in this region. The countries which account for half of these deaths are Mexico and Brazil. The good news is that mortality figures have fallen compared to the previous year, four percent in Latin America and 32 percent in Spain.

To further reduce the accident figures, Fundación MAPFRE launched the Target Zero international program, now present in 24 countries. “This is a call for widespread mobilization, fostering increased awareness and education, but, most notably, zero tolerance with respect to infractions such as speeding and the consumption of alcohol and drugs by drivers,” Jesús Monclús points out.



The good news is that mortality figures have fallen compared to the previous year, four percent in Latin America and 32 percent in Spain.

Victim numbers fall in Latin America

Latin America is beginning to see modest results with a 3.9 percent decrease in the number of child victims of traffic accidents. The figure has dropped from 5,100 to 4,918 under-15s killed each year in the 18 countries of this region included in the dossier *Fundación MAPFRE 2016 Report on child safety in the car in Spain and Latin America: child safety seats*.

A report which insists that it proves essential to build consensus in these countries regarding common legislation for safety seats in cars, as well as on the need for campaigns to be run continuously on the correct use of child restraint systems.

While the reduction in traffic accident mortality rates is already an encouraging sign, special attention should be paid to those killed each year in Mexico (1,102) and Brazil (1,437), given that, together, they account for around 50 percent of all child victims in Latin America.

Venezuela (414), Peru (342), Argentina (322), Colombia (299) and Ecuador (255) follow them in the list of countries which have to make a greater effort to improve child safety and put an end to the high numbers of deaths among

their child populations. In all of them the legislation is rather lax and drivers are less aware and sensitized with regard to preventive measures than in the other countries in the region.

The Latin American countries with the lowest number of child victims per million inhabitants are Puerto Rico (8), Uruguay (15), Panama (20) and Costa Rica (30).

The average annual infant mortality rate in traffic accidents in Latin American countries is 32 deaths per million inhabitants. This figure is much higher than that of the European countries analyzed in this dossier, where the equivalent average rate is six child deaths per million inhabitants. If the Latin American countries achieved the same rate as these European countries, over 4,021 children could be saved each year in Latin America.



Traveling in a rear-facing seat saves lives

If a six-month-old baby were to travel on an adult's lap, it would be automatically launched forward in the event of an accident and would be severely crushed by that same adult. In the case of a six-year-old child in the rear of the car but without a booster cushion, its safety belt would slip upward in such a way that serious injury to the neck could be caused. The body would then slide under the belt, with fatal consequences.

But if a Child Restraint System – CRS – is used that is duly approved and appropriate to the weight, height and age of the minor, this would not happen, because the safety belt would function correctly and impede the movement

of the child, thus minimizing the risk of injury. It has been shown that the correct use of a CRS reduces injuries by up to 95 percent when used in a rear-facing position and by 60 percent if facing forward. A child of up to four years of age has an 80 percent lower risk of injury with a rear-facing child restraint system.

Children who use a CRS appropriate to their weight, height and age and travel in the rear of the vehicle, facing backward, are much safer and are exposed to a much lower risk of being killed or injured than those who are not securely fastened to their seat. The little ones should not only be secured in rear-facing seats until they are one or two years old, but rather until they are three or four.





Almost all injuries are related to clearly identified risk factors for which there exist effective safety and prevention measures.

A guide to ensure your children live safer

TEXT SUSANA CARRIZOSA

No fewer than 2,300 children die every day throughout the world due to different types of injuries. Given these alarming figures, the AEP (Spanish Pediatric Association) and Fundación MAPFRE are presenting their *Guide for Parents on the prevention of unintentional injuries in children*, a practical manual that teaches us how to avoid exposing the little ones to preventable risks and know how to react, without freezing up, when faced with some injury.

The days go past at a dizzying pace and we have to adapt, be practical and prepared for any possible eventuality. In the same way that no self-respecting kitchen should be without a best-selling recipe book in a drawer, a place should be set aside in our home for the *Guide for Parents*, as a reference work to quickly find out what to do in case of falls, stings, burns, choking or poisoning, as well as to acquire knowledge regarding how to prevent – or react in the event of – a traffic accident or a near-drowning incident. These are just some of the causes of the injuries and deaths of the youngest children.

The fact is that only through prevention education can we parents, educators and caretakers help reduce the dramatic figures of this reality, which reveal that 2,300 children die every day around the world due to external causes.

In the European Union, these injuries represent the prime cause of death among children aged 5 to 18 and, in the year 2014 alone, 149 children under the age of 15 died as a result of traumatism in Spain.

Risks can be avoided

The *Guide for Parents* advocates greater precaution and supervision of what the little ones are doing, without falling into the trap of overprotecting them, so as to offer them a safer life. Avoiding hazardous behavior, increasing vigilance and knowing how to respond to an accident can save their lives, because the good news is that, in most cases, the risks are avoidable.

As explained in this manual, almost all injuries are related to clearly identified risk factors for which there exist effective safety and prevention measures to be able to avoid them. As revealed by WHO data, thanks to the preventive measures introduced between 2000 and 2012, there has been a 22 percent reduction in the number of deaths of under-fives from injuries throughout the world.

Traffic accident rates

According to this guide, coordinated by pediatricians María Jesús Esparza and Santi Mintegi, traffic accidents are the leading cause of death among young people in industrialized countries.

In 2015, 35 children under the age of fifteen were killed on Spanish roads and it is estimated that seventy percent of them were using their child car seat incorrectly. What is needed on our roads, therefore, is responsible behavior that can help to minimize these accidents and reduce the figure to zero. That is one of the reasons why the guide insists on placing special emphasis on five factors directly related to child accidents: suitable protective gear for bicycle and motorcycle riders, the use of seat belts and child car seats, distractions and alcohol and drug consumption by drivers.

Once an accident occurs, we must know how to react. As a first, urgent measure, the report recommends protecting the victim to avoid a further accident and, secondly, calling

112 (or the emergency phone number in your country). The next step is to tend to the injured, protecting their wounds with strips of material, scarves or cloths; press tightly on any bleeding wounds, continuing to do so until help arrives. In the case of a motorcycle accident, never remove the victim's helmet; nor should we remove victims from the vehicle, give them water, drinks or other food, or move their neck or head, as they may have injured their spinal column and we could make matters worse.

Prudence must always govern our actions when offering assistance. We sometimes expose the little ones to risks in an almost unintentional fashion or due to ignorance. For example, as María Jesús Esparza explains, in the case of falls, baby walkers complicate things more than anything else: "the experts emphatically advise against their use, given that the increased mobility and speed of the children can lead to them falling down stairs and suffering fractures." Another focal point of imminent danger is the supermarket cart. Every day in the USA, 66 children under the age of four are taken to hospital emergency departments after falling out of one.

Choking and burns

The home is where children spend the most time and where they are most exposed to risks. This is why the guide particularly focuses on this area. The home is where 90 percent of burn injuries occur, principally in the kitchen or bathroom. When bathing a child, we must check that the temperature of the water leaving the faucet never exceeds 50° C (120° F). In any case, we must always test the water beforehand to ensure it is not too hot for the child. Nor should we neglect other po-



Protect the children

Baby walkers

They increase fourfold the risk of falling down the stairs and double the risk of a fracture.

Stairs

Fit protective systems with vertical bars along the full length of each flight of stairs.

Changing stations

Do not take your hands off the baby at any time. To reach something, take the baby with you.

High chairs

Children fall off because they are not properly restrained. A child should never be left alone on a high chair.

Windows

Move all pieces of furniture away from the windows and fit the latter with safety elements.

Bunk beds

The upper bed (not suitable for children under six years of age) must have a protective handrail and the ladder well secured.

Furniture

Items such as shelving units must be securely fastened to the wall.

Supermarket carts

Falls are caused by a loss of balance. Never leave children alone inside them.

tential sources of burns such as plugs, household appliances or stripped cables, as well as lighters and matches that are particularly attractive to the little ones.

Special mention must be given to looking after babies when they are exposed to the most common risks of choking and poisoning, especially at bedtime. Thus, the experts recommend they always sleep alone, face up in the crib with no other objects (stuffed animals, toys...), that the mattress is firm and the distance between the bars no more than 6 cm (2.5 inches). Similarly, accidental poisoning is an everyday occurrence.

In Spain, one of every five children brought to an emergency department has suffered poisoning due to some household product. It is therefore recommended that they be stored under lock and key and that you keep the telephone number of your National Toxicology Institute at hand.

In any case, we must take every precaution both within and outside the home to ensure that our little ones can live as safely as possible and avoid both the impact and suffering of an accident, and having to live with its possible consequences. So, when we go to the park, we must choose play areas securely closed-off from traffic and never lose sight of the children. When on vacation, we must not let our guard down because this is when the accident figures are the highest, as a result of drowning incidents.

This is the cause of 450 deaths each year in Spain. One of the highest-risk groups are children aged one to four, particularly boys. As the guide explains, many of the drowning incidents could be prevented by greater vigilance, learning to swim or using a life jacket when practicing water sports or boarding a watercraft.



Did you know that...?

- 1.** Falls cause the most frequent injuries in children. They are the third leading cause of death from unintentional injury of those under 19 years of age in the European Union, and the leading cause of hospital admission due to accidental injury.
- 2.** In Europe, 12 people die each day due to a fire in the home. Accidents causing burns are the fourth leading cause of violent death in childhood, and are particularly common in children aged one to two.
- 3.** More than 372,000 people die each year from drowning around the world, i.e. 40 people drown every hour. It is one of the ten leading causes of death in people aged one to 24.
- 4.** Poisoning is the fifth leading cause of death from unintentional injury in the WHO European Region. Each year, some 3,000 children under the age of 14 die from acute intoxication or poisoning, particularly those under five years of age.
- 5.** Foreign body ingestion is a frequent case in pediatric emergency departments, especially in children aged six months to three years. 20 percent of the foreign bodies ingested require endoscopic removal. The most common objects are coins, batteries, magnets, pins, needles and fish bones.
- 6.** Traffic accidents are responsible for the majority of child deaths. Each year 186,300 children are killed in traffic accidents, i.e. over 500 children every day.

What to do in case of..

Falls

If the child is bleeding from a wound, clean it and press with a sterile gauze until the bleeding stops. Consider taking the child to the doctor if they need stitches and ask about tetanus immunization.

Burns

In a fire, put out the flames by covering the child with a blanket or making them roll around on the floor. Never leave them alone. Apply cold water on the affected area for between 10 and 20 minutes, or until the pain goes away, and then cover the burn with wet dressings.

Electrical burn

Before touching the victim, disconnect the current. Call the emergency services and remain on some dry, insulating material, such as a wooden box, a rubber mat or a very thick book. If it is not possible to disconnect the current, try to keep away from it with the aid of a wooden (broom, chair), plastic or rubber object.

Sunburn

Lay the child down, face up, in a cool, well-ventilated place. Apply cool compresses to the head, face, neck, nape and chest. If conscious and not vomiting, give the child liquids, cold water or, preferably, an isotonic drink. Do not resort to an alcohol rubdown.

Drowning

If you cannot swim, avoid attempting a rescue and seek assistance. Call the emergency services. If you can swim, try to reach the child with a boat or by throwing something they can hold on to: a rope, a stick, a float or even a board that

floats.

Intoxication

Take away from the child the bottle and the remains of the medication or the plant leaves in their hands. Open their mouth carefully and remove what remains of the tablets or substances in their mouth. Calculate the amount they have taken and call your National Toxicology Institute.

Foreign body in airway

If the child can speak and breathe, get them to cough until they eject the foreign body. Never slap them on the back.

Traffic accidents

Never move the victim unless they are in danger of a further accident and their life or that of the rescuer is at risk. On the open road, always wear reflective clothing. If the child is conscious, keep them calm until the professionals arrive. However, if the child is unconscious, not breathing spontaneously and without signs of life, you must perform a heart massage.



Millennials and Insurance Report

Hooked on their cell phones, but also concerned about the future

TEXT CANDELA LÓPEZ



The older they get, the more durable assets they acquire and the more they approach the world of insurance.

What does life insurance mean to youngsters? And funeral insurance? Are they getting ready for retirement? What do they expect from their relationship with insurance? A lot of questions arise regarding the so-called generation of the *millennials*. Fundación MAPFRE has conducted research in an attempt to answer these questions.

“After the Second World War the automobile became a symbol of maturity, prosperity and freedom. For young people around the world, buying a car was considered a rite of passage into adult life. And for families, a vehicle was a status symbol, a sign of success in life. Times have changed, however. The car is no longer a symbol of freedom. The emergence of the Internet, mobile technologies and social networks have turned upside down the way in which most youngsters interact with each other and with the world.” This resounding affirmation belongs to one of the largest studies in recent years on the so-called generation of the *millennials*: that is, those born in the last two decades of the 20th century and who are now between 18 and 33 years old. The lifestyle described in the report indicates that, in fact, times have changed a lot. And they are going to keep changing.

The conclusions of this study, commissioned by the Frontier Group think tank in the United States, are repeated in all similar research. The *millennials* are portrayed as well-educated young people, albeit with difficulties to find work, who are individualistic, narcissistic, but at the same time very sociable and concerned about causes such as the environment and sustainability. But, what stands out above any other characteristic is the fact that they are digital natives: they use their cell phones constantly and are always connected to the social networks. One survey carried out

by the McCann advertising firm states that more than half of those under the age of 22 would prefer to lose their sense of smell rather than their laptop or smartphone.

Saving for an uncertain future

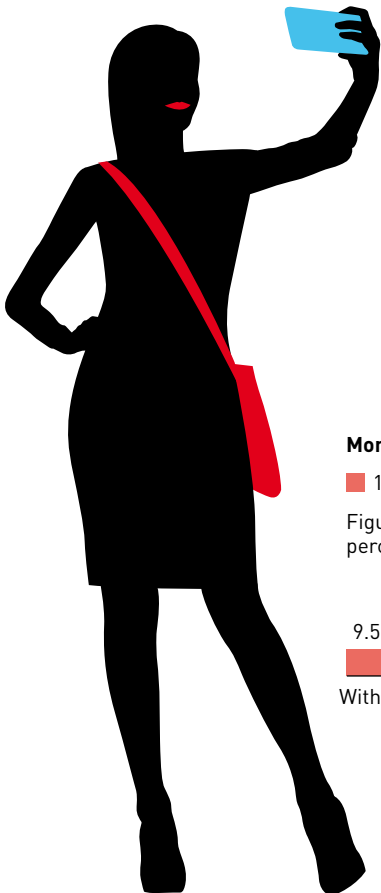
With this general profile, it would seem hard to imagine a *millennial* interested in anything other than their cell phone. But when you dig down a little, you discover these youngsters have much more profound concerns. For example, the report *Millennials and Insurance in Spain*, produced recently by Fundación MAPFRE, reveals considerable concern about the future: 85 percent do not trust the public pension system and over half have thought about saving to complement the pension they will receive from the State.

Given these bleak prospects, it is logical that *millennials* are predisposed to saving in the future, no matter how insignificant their concerns might appear in the present. Nonetheless, according to the Fundación MAPFRE report, this generation is largely unaware of the alternatives offered by the insurance industry for channeling those savings they consider so necessary. Unlike other European countries,

they do not know how the products the sector has to offer actually operate, such as, for example, life insurance and pension plans. In fact, when someone under the age of 30 tells colleagues that they already have a pension plan, they are usually teased about it.

86,5%

THE VAST MAJORITY CONSIDER
INSURANCE NECESSARY.



Who are the millennials?

Born in years of economic prosperity and technological change, they shun mortgages and prefer to earn less, but live better. Although it is difficult for them to find a job, their self-assurance and optimism in the face of the precarious economic situation makes them a fearless generation.

Born between
1983
and
1997



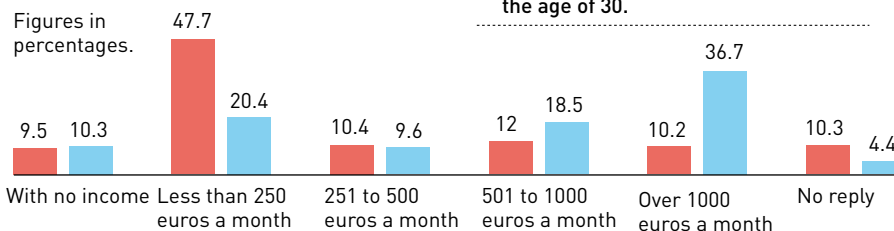
Difficulty understanding the insurance language

It is difficult to know what is and what is not covered by a policy – the language is too technical.



Monthly income by age groups

Figures in percentages.



- They are digital natives.
- They communicate using mobile technologies and social networks.
- They travel via their smartphones.
- They are concerned about causes such as the environment.
- They embrace the collaborative economy.
- They prefer Internet over television.
- They stretch out adolescence up to the age of 30.

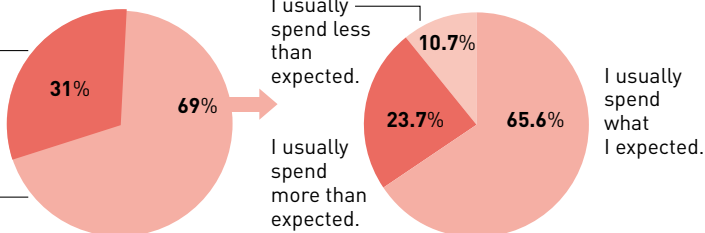
To cope with possible contingencies, what do you think is the best option to feel protected?

- Save so as to be able to remedy the damage or consequences. 62.6 %
- Have an insurance policy. 35.1 %
- Do nothing and accept the consequences. 2.3 %

Expenditure planning

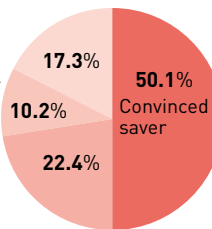
No, I spend as and when I need to.

Yes, I usually plan my expenditure.



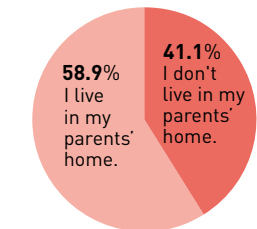
Saver Profile

Short-term
Future saver
Saver out of necessity



Domestic situation

58.9% I live in my parents' home.
41.1% I don't live in my parents' home.



Source: Fundación MAPFRE. Study on Millennials and Insurance, 2016.

Another trait which is often attributed to *millennials* is that they do not like traditional banks or entering their offices. For them it is better to operate online through smartphones, tablets and computers. It is also often said that they prefer to spend their money on experiences (trips, sporting, musical or artistic events, and partying), living in rented accommodation and getting around in public transportation or shared cars, rather than acquiring traditional assets such as

houses or vehicles. However, the study *Millennials and Insurance in Spain* reveals other data: while the younger ones generally view renting accommodation more advantageous, given that it affords them greater mobility and does not tie them to a mortgage, as their age increases, so does the desire to buy a home as a way to start building up equity and saving. 76.6 percent wanted to buy a house in the future, while 23.4 percent felt that they would always rent.

The prime objective of insurance: protecting assets

It is true that the age range in which *millennials* are included is highly complex, as this is a phase in which perhaps the most important changes in a person's life take place. A time defined by starting university, accessing the world of work, entering into stable relationships (with the possibility of one ending up in marriage) and, finally, the creation of a family. And this is directly related to one of the main conclusions of the Fundación MAPFRE study: the older they get, the more durable assets they acquire and the more they approach the world of insurance, since, for them, protecting their assets is the prime objective of insurance. In other words, it is not that they reject insurance, but simply that they put off considering it. In fact, the vast majority – specifically, 86.5 percent – consider it necessary.

And which policies do they feel are most necessary? Well, those whose purpose is precisely protecting the assets they hold dearest: automobiles, home and health. Beyond these products, they have little interest in knowing how the other products, such as life or funeral insurance, actually work. In many cases, life insurance is totally confused with funeral insurance, and both are often solely associated with “compensation” for the family.

A curious case is that of cell phone insurance: although *millennials* cannot conceive life without a smartphone, the majority do not consider this product as relevant as those covering possessions of greater economic value like the home or car.

There are many *millennials* and they are all different. In Spain alone there are over eight million. More or less 17 percent of the population. Their apparent disinterest in insurance not only has to do with the fact that the majority leave home later than their parents and grandparents (six out of ten live with their parents), but it is also a symptom of how this generation is not growing up with sufficient education or information to allow them to make a personal, objective assessment of the industry: 82 percent admit not understanding very well the language of contracts. However, despite this general ignorance, they are aware that, in the future, they will need to take out insurance policies. More the more assets they have and more responsibilities they assume. Just like any other generation.



Car and motorbike, star products

The distance with which young people view the insurance industry has a lot to do with their current economic situation and how hard it is for them to find work. How can they save when over 60 percent of them earn less than 1,000 euros a month? And how can they take out insurance when they still depend on their parents and only 17.5 percent are able to cover all their costs?

However, as the Fundación MAPFRE report points out, this current inability does not mean that they are not ready to take out insurance if their economic situation improves. In fact, this generation's level of insurance increases as they get older, reaching an average of 1.7 policies per individual by the time they reach the age of 33. The most common product taken out in all age groups is motor or motorcycle insurance.

Is it compulsory to insure your dog?

The low level of knowledge *millennials* possess about insurance is reflected in their confusion on the compulsory nature of certain products. The most illustrative example is that of pets: over 10 percent of young people mistakenly believe it is obligatory. However, only in the Autonomous Community of Madrid and the Basque Country is a third-party liability policy required for dogs, in order to cover any possible damage or injury they might cause. Only those breeds deemed potentially dangerous must be covered in the whole of Spain.



Cartographies of Taste. A collection with no name

James English Leary,
Grinds (detail), 2014

TEXT: JUAN FRYBORT

Thanks to the generosity of an anonymous collector, we can enjoy an interesting journey through some of the most characteristic artistic movements of the 20th and 21st centuries. The exhibition *Cartographies of Taste*, organized by Fundación MAPFRE Guanarteme, can be visited at the foundation's headquarters in Las Palmas de Gran Canaria through January 13, 2017.

Despite the arrival on the art collection scene of some companies which, in the boom years, decided to invest their profits in purchasing works of art, the private collector remains the mainstay of a market that moves many millions of euros each year. We do not know exactly what the motivation of these people is, but they make great economic efforts to satisfy a passion that, in most cases, is only enjoyed in their private sphere. However, we greatly appreciate when one of them shows tremendous generosity and decides to share the fruit of their efforts with all of us. This

is the case of the owner of the works that make up the exhibition *Cartographies of Taste*, who, for the second time, has loaned part of his collection to be put on display at Fundación MAPFRE Guanarteme. As on the previous occasion, with one condition: to remain anonymous.

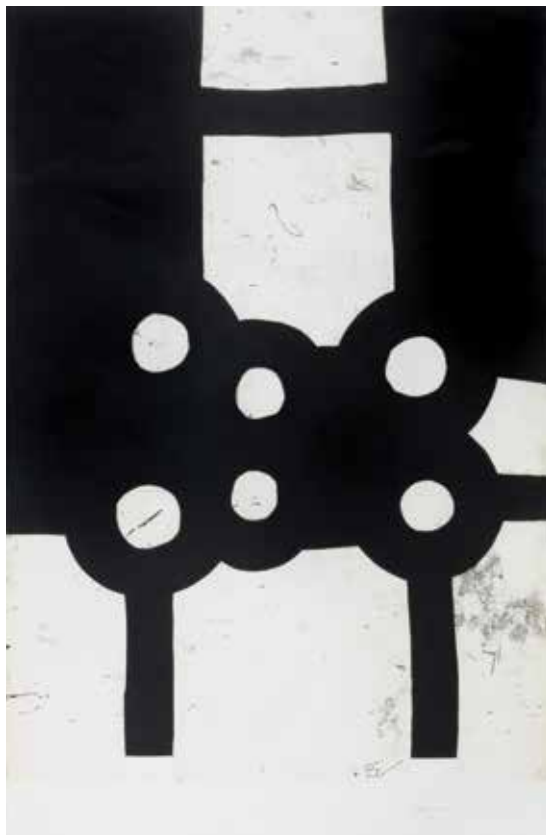
During a tour of the exhibition, we can imagine the young man who, in his student years of the 1970s and 80s, began visiting art galleries in which he purchased graphic works or small drawings. Subsequently, in the 1990s, now an adult guided by a friend who was a fine art connoisseur, he turned to acquiring those works he fell in love with, with no restrictions as regards techniques or formats.

Our fascination with this collector does not prevent us from realizing that the result of his passion is an amazing collection containing works by Canary Island artists such as Juan Bordes, Carlos Chevilly, Pepe Dámaso, Gonzalo González, Juan Gopar or Juan Ismael, among others. The national and international art world is likewise well represented by Francis Bacon, Miquel Barceló, Fernando Bellver, Amaya Bozal,

Brendan Cass, Eduardo Chillida, Fawad Khan, James English Leary, Walter Meigs, Lucio Muñoz, Andrés Nagel, Ángel Otero, Andrés Rábago and Antoni Tàpies.

A collection in constant metamorphosis

This is probably the last time we will be able to see all these works together, not only because they will be returning to their private sphere, but also because it is highly unlikely that they can ever be compiled again in an exhibit. In the words of Alejandra Villarrea, art historian and author of the text in the exhibition catalog, “the works that enter his collection are not condemned to languish on the walls of his home. Indeed, many of them once again become merchandise to be used as payment for new acquisitions that captivate his attention and displace those that no longer seem to blend in, once he has discovered a new infatuation.” The growth of the collection is limited by the available space and so, each time a new work of art arrives, another has to be returned to the vagaries of the marketplace.



Eduardo Chillida, *Leizarán*, 1987



The exhibit, a faithful reflection of the collector's taste

Within the exhibition, certain traits can be identified that reveal the collector's taste: a tendency toward the sinister; a great predilection for engravings and drawings; an interest in the work of young American artists and the significant presence of the artistic avant-garde of post-war Spain.

We can see an offset etching by Francis Bacon, another of the Lanzarote series by Miquel Barceló, the Leizarán etching by Chillida, a woodcut by Tàpies and the etchings by Fernando Bellver. As Villarrea relates in the catalog, “the graphic work was the amniotic fluid in which, due to pecuniary limitations, this collector started training his fine eye in his early encounters with the art market, when he was still a student.”

The collector's commitment to young American artists, facilitated by his proximity to art galleries on the Canary Islands and on the mainland, is reflected in the works of the Puerto Rican Angel Otero and the American James English Leary (2014), considered by critics as two of the most important emerging artists on the international contemporary art scene.

This magnificent journey through some of the most characteristic artistic movements of the 20th and 21st centuries – Abstraction, Informalism, Abstract Expressionism, Neo-Figurative art, etc. – can be enjoyed in Las Palmas de Gran Canaria, at the headquarters of Fundación MAPFRE Guanarteme, through January 13, 2017.

Teaching how to view

Close to 15,000 Canary Island schoolchildren have visited the exhibitions organized by FMG between January and October 2016.

The aim of these visits, based on the methodology of interpretive reasoning, is to establish and share a dialog between the monitor and the pupils, through questions and answers, thus compelling them to look, think, interpret, compare and, perhaps also, investigate.

Through its exhibitions, Fundación MAPFRE Guanarteme not only seeks to encourage and stimulate the creativity of young people, but also to bring art and music closer to all the social sectors, support local artists and musicians, and foster new values.

As well as its own schedule of exhibitions such as this Cartographies of Taste, the Foundation puts out a call each year for exhibition projects so as to help spread the word about the works of creative artists in the Canaries. The proposals selected in each edition are incorporated into the schedule of its exhibition halls for the following year and, in addition to the organization of the exhibition, a catalog for the exhibit is also produced.



Researchers defy Alzheimer's disease

In Spain, the Queen Sofia Foundation estimates that there are currently just over 717.000 cases and expects this figure to reach 1.100,000 by 2030.

TEXT JUAN RAMÓN GÓMEZ

Since 2006, the Queen Sofia Foundation-MAPFRE Research Grant has been supporting young researchers working on neurodegenerative diseases such as Alzheimer's. The grant helps them consolidate their training in international centers of reference and contributes toward studies targeting the prevention, early detection and palliative treatment of increasingly prevalent diseases in the developed world due to the aging population.

The increasing life expectancy in the 20th century revealed the existence of ailments associated with an advanced age that were scarcely known. Medicine had to face a new challenge, that of quality of life, just as important as survival itself. In this context, degenerative diseases – a great unknown in the past – have been gaining prominence and, today, they are among the leading causes of death in the developed world.

Described in 1906 by Alois Alzheimer and Emil Kraepelin, the ailment named for the former consists of a chronic, progressive deterioration of the brain and affects such functions as memory, orientation, calculation and language itself. Together with the deterioration of the patients, this disease stands out for the physical, psychological and socioeconomic impact on their families. According to data from the Queen Sofia Foundation, dementia affected 46.8 million people around the world 2015. The figure is expected to double every 20 years reaching 74,7 millions in 2030 and 131.5 millions in 2050. In Spain, this foundation estimates that there are currently just over 717.000 cases and expects this figure to reach 1.100.000 by 2030. The economic impact on society translates into a cost that, in 2009, was estimated at more than nine billion euros.

While the public coffers support much of the cost associated with patient

care, in the research field the work of institutions such as Fundación MAPFRE and the Queen Sofia Foundation is essential for promoting and funding projects whose aim is to discover the mechanisms of this disease, prevent its occurrence, design early detection methods and halt its development in those people who suffer from it. They also contribute with no less important projects ranging from the development of alternative therapies to raising awareness in society as a whole.

Today, the main advances have been made, on the one hand, in early diagnosis and, on the other, in improving the quality of life of patients with techniques such as cognitive stimulation that slow down the progression of the disease. The study of brain tissue removed post-mortem is also very important for understanding the progress of the disease up to its final stage.

In line with its goal of combating Alzheimer's, this past month of September HRH Queen Sofia handed over the ninth research grant bestowed by the foundation that bears her name, with the sponsorship of Fundación MAPFRE. Among other advantages, those selected enjoy postdoctoral studies in prestigious research centers around the world to facilitate the exchange of knowledge and synergies in the fight against this ailment.

Alzheimer's disease has become one of the major lines of work of the Queen Sofia Foundation over its 40-year history, with its own research center and a fruitful collaboration with the CIEN (Center for Neurological Disease Research) Foundation. It is there that Ana Rebollo has benefited from the 2015 Queen Sofia Foundation-MAPFRE Research Grant. She underscores the importance of the Vallecas Project in which she has participated, "a longitudinal investigation focused on the detection of early markers of Alzheimer's disease in order to learn how this disease develops before the first symptoms even appear." In fact, she explains, "once we know this, we will be able to act before the disease appears, because, until now, once it starts, it cannot be stopped."

Her Majesty Queen Sofia awarded the IX Fundación Reina-Sofía-MAPFRE Research Grant to Olatz Arteaga, researcher at the University of the Basque Country. Left, Antonio Guzmán, manager of the Health Promotion Area of Fundación MAPFRE.



Ana Rebollo, awarded the grant in 2015 by the Queen Sofia Foundation and Fundación MAPFRE

What has the grant meant to you?

I've been able to work with great professionals at the CIEN Foundation, from whom I've learned a lot and I'm still learning. I knew it was a highly reputable research center and I can now say that it's even better.

"Many studies have witnessed better performance from bilingual people"

When did you begin investigating Alzheimer's?

It drew my attention when I was studying psychology and I devoted my end-of-degree project to it. That was what encouraged me to take a Master's degree course in Neuropsychology. But it was at the CIEN Foundation that I started doing serious research work.

In what areas have you worked during your time there?

Above all, I've participated in the Vallecas Project, which is looking for early markers of the disease and works with healthy volunteers who have already spent more than five years on this, because it's most important to observe its evolution

before it develops into a neurological disease. I've also collaborated in other investigations that have already been published and others to which I remain associated. In fact, I'm preparing my intervention at the upcoming congress of the SEN (Spanish Neurology Society) on bilingualism as a protective factor against cognitive impairment. I wish to continue on this line of work. Many studies have already witnessed better performance from bilingual people than monolingual individuals.

How has our knowledge of Alzheimer's advanced?

Much progress has been made on the knowledge front, but there's still no cure. I believe it is important to focus on the studies being carried out at the CIEN Foundation with their Vallecas Project.





Thanks to Fundación MAPFRE's international development cooperation program, 53,628 children from 23 countries received nutritional support in 2015. A further 55,797 children and young people enhanced their education, 27,717 people had professional training and 35,016 received medical treatment.

+ MORE INFO IN WWW.VOLUNTARIAMENTE.COM

Protagonists of Change

TEXT ÁNGEL MARTOS

A clown's nose for a child's smile. That was the first barter achieved by Jaqueline Moreno, founder of Laudes Infantis, during her first immersion in the "belt of misery" communities of Bogota's outskirts. It was 1999 and the Bellaflores district did not live up to its Spanish name, having neither flowers nor beauty, but rather dusty streets and corrugated iron shacks. Streets filled with those displaced by the armed conflict in Colombia and the capital's marginalized population. This was the setting for launching a project that, today, is an essential part of the lives of over 16,000 inhabitants.

"The idea was born out of playing," Moreno recalls. Her flowing red hair is one of her distinguishing features. As is the clown's nose that she sometimes proudly wears around her neck, as both an accessory and a charm. Because, from that first exchange when she obtained a smile (and later many more), the idea emerged: if money was the problem, then barter could be the solution: social skills for community services "such as a kindergarten, occupational training (IT, cooking, sewing), beauty treatment sessions, library support... You give me something and I give you something," is the motto of Laudes Infantis.

Integral education as the objective

The verb give is precisely the very essence of Fundación MAPFRE's international development cooperation program, which supports projects like Laudes Infantis in 23 countries. Giving, with integral education as the objective. "This is the backbone of all our work," explains the head of the program

and manager of the Social Action Area, Daniel Restrepo, "as it takes into account the most basic primary needs (food, health and education), prerequisites for our development as individuals."

"Combining food, health, education and training, we manage to break the cycle of poverty and open up the possibility of a genuine social revolution," Restrepo proclaims. In the words of Jaqueline Moreno, this is mainly to avoid "begging continuing to be the enslavement of the poor... People may be economically poor, yet rich in options to rebuild their lives, to dream, to learn."

In Nicaragua, an association supported by Fundación MAPFRE summarizes these notions in its very name: Pan y Amor [Bread and Love]. It started its mission in 2000, with a dining hall for 40 children of the workers from the Oriental Market in Managua, the largest shopping center in Central America. A cross between a flea market and a bazaar, 20,000 registered traders live and work there, as well as an indeterminate number of street vendors. Up to 100,000 people swarm through this jumble of precarious stalls and

aisles each day. Chaotic and frenetic, it is one of the most dangerous places in the capital. This is where Pan y Amor provides food and free education to 480 pupils. Its pedagogical program covers both academic training and education in social and civic values, environmental awareness and sex. To round off the comprehensive care provided to the children, there is also a school for parents, which offers vital support to these deprived families.

Offering food, health, education and training, we manage to break the cycle of poverty and open up the possibility of a genuine social revolution.

“I’ve known them since they were little and I see them grow into intelligent youngsters, with all kinds of talents,” one of the Pan y Amor volunteers relates. “What I most like is seeing their hope and willpower grow – the hope that, one day, they may break out of this cycle and study the career they want, if they have the strength and courage to get ahead.” Few of them manage it. According to the child labor statistics, nearly 400,000 children under the age of 18 had a job in 2012, paid or otherwise (latest official figure in Nicaragua). But there are also examples of success: “I was a youth at risk when I decided to enter the boarding school,” says Nietsel Bucardo, now 28. Despite growing up in that market, he is now an English teacher and an Industrial Mechanics technician, thanks to this organization’s work.

Testimonies like his and that of so many others justify the commitment of Fundación MAPFRE’s Social Action Area, with an annual budget of almost 10 million euros, half of which are earmarked for international social programs. “Beyond this impressive figure, we must be comforted by the realization that, with each plate of food, we are changing the life of a person, their family and those around them,” Restrepo stresses.



Laudes Infantis Project

Breaking out of the poverty trap

This is the same path of social change trodden by Voces Vitales [Vital Voices] in Panama. This association is part of an international network promoted from the United States in the 1990s under the leadership of Hillary Clinton and Madeleine Albright. Its Las Claras Center, another project supported by Fundación MAPFRE, is located in the community of Felipillo, one of the most afflicted by poverty and gang violence. It is home to 25 teenage mothers and their babies. The goal is to empower these young people so that they can develop their personal and professional talent in the best possible conditions, thus ensuring their future and that of their children. “It is sad to see a 13-year-old girl forced to prostitute herself to feed her child,” says Angeleene Núñez, a social worker at the Center. “Having several children without a stable life generates poverty and other problems such as crime and prostitution,” she adds.

To avoid this fate, Voces Vitales proposes restoring a life project for these youngsters. How? By taking care of their health, helping them accept their motherhood, reinforcing the affective bond with their children and reintegrating them into the educational system. Following this, the girls from Las Claras become agents of social change with-



Aprender sin miedo Project

Beyond this impressive figure, we must be comforted by the realization that, with each plate of food, we are changing the life of a person, their family and those around them.

in their communities. “They are empowered, able to advise others, convey prevention measures to their families and turn into role models,” Núñez declares. “We try to break the cycle of poverty,” says its president, Gisela Alvarez de Porras, because “it has been shown that, the more information the girls have, the more they respect their body and the more they put off starting up a relationship.” A ‘postponement’ that has a dramatic motivation in Panama: in 2015, minors accounted for 31.9 percent of all pregnancies. This year the figures point to a rate of 33 percent being reached: one third of pregnancies will be to teenagers.

Minors are also targeted by the project Aprender Sin Miedo [Learn Without Fear], undertaken by Plan International Brazil in schools in the state of Maranhão. Supported by Fundación MAPFRE, the program came about in response to the high levels of school violence detected, with cases of abuse among pupils and, especially, toward female pupils. “Girls cannot be forced to live in fear, they need to learn and realize their dreams,” decries Anette Trompeter, director of Plan International Brazil. And she has no qualms about stating that: “The situation here is not good for them.” No surprise then that Brazil ranks 102 out of 144 countries analyzed by Save The Children in its report Every Last Girl. It analyzes the equality of opportunities for their development and points to violence as the prime obstacle.

Learn Without Fear tackles precisely three of the most common, harmful kinds of violence in schools: sexual harassment, bullying and corporal punishment. “Bullying can occur in different environments and must be countered at all levels, because it affects us all: the bully, the victim, the teachers and parents... Acts of violence can be avoided and it is important to address the issue in the classroom,” says Trompeter. For her part, Cleo Fante, adviser to the program, explains that “intimidation is a learned behavior” and, given this, schools must teach pupils to excel in other spheres, such as sports or the arts, and thus be able to leave violence behind.

Education, nutrition, health, access to the labor market... These are the basic tenets of the integral education promoted by Fundación MAPFRE’s international development cooperation. But it is the people and their ability to transform the community that must stick to these guiding principles. “We have many examples of people who have benefited from our projects and gone on to become social leaders,” Restrepo underscores, “thus exponentially multiplying the impact of our actions.”



4,400 MAPFRE Volunteers

“If everyone did their bit in our volunteering projects, we could achieve tremendous results.” These are the words of Savik Arosemena, a MAPFRE employee in Panama. She is one of the 3,200 people who, in the first nine months of 2016, participated in the corporate volunteering program run by Fundación MAPFRE, with resounding success: 60 activities undertaken in 23 countries in the Americas and Asia, as well as Spain, have benefited over 600,000 people.

Savik heads the volunteers from the Voces Claras organization in Panama helping out at the Las Claras Center, which offers shelter and education to 50 teenage mothers and their babies. In her case, motivation is a determining factor: “I am the daughter of a teenage mother; my mother went through many hardships with me and had no help from anyone – even her family turned their back on her... I can identify with them in that sense.”

Improving people’s lives is the goal of these programs, targeting the neediest, but also enhancing the lives of the MAPFRE employees themselves and those around them. “I share my experiences with colleagues and they are often encouraged to participate. I do the same with my family and friends, and they have accompanied me to several activities. Volunteering is a truly wonderful experience,” Savik confesses. So much so that, for example in Spain, MAPFRE was the company with the largest number of volunteers participating in the 2016 Companies Solidarity Day.

Concern for retirement

Nearly half of all Spaniards do not believe they will receive a pension.

This pessimism is also reflected in other replies included in the study *Opinion of the Spaniards on the Pension System*, the result of a survey conducted by Fundación MAPFRE among more than 2,700 people. Most noteworthy among the report's conclusions is the fact that 81 percent of those surveyed believe that the pension they will receive will be insufficient to maintain their standard of living when they retire. Despite this reality, at present only one in three is putting money aside for their retirement, in addition to their contributions to finance the public pensions. In Europe there are voluntary, compulsory and/or semi-compulsory savings schemes. The report reveals that about 60 percent of those surveyed prefer a voluntary system, compared to 27 percent who feel it should be compulsory. The report also highlights the fact that almost 9 of every 10 people would like the Social Security authorities to offer them a periodical estimation of their future public pension. As a result of this concern among the Spanish population, Fundación MAPFRE has distributed one million



copies of its *Guide For Your Retirement*. In a straightforward fashion it explains how and when a person can retire, the factors that may have a bearing on the amount of their state pension and the benefits of certain savings/retirement products. The guide can be downloaded free of charge from: <http://www.fundacionmapfre.org> Mercedes Sanz, manager of Insurance and Social Protection at Fundación MAPFRE, and Juan Fernández Palacios, managing director of MAPFRE VIDA, presented the study in Madrid on December 7

New trustees of the Foundation

José Manuel Inchausti and Francisco Marco will be joining the Board of Trustees from January 1, 2017.

Fundación MAPFRE's board of trustees is currently made up of a total of 14 members. The full composition may be consulted at the following webpage: <http://www.fundacionmapfre.org/fundacion/en/gettoknowus/governing-bodies/>



José Manuel Inchausti has a law degree and is CEO of MAPFRE's Iberia Territorial Area. He has worked in the MAPFRE Group for over 27 years.

Financial Literacy Day

We were actively involved.

October 3 was the date chosen for this initiative which consisted of various activities to raise awareness about the importance of citizens acquiring an adequate level of culture regarding insurance and retirement planning, key when it comes to tackling financial challenges and risks they face on a daily basis. In order to reach the largest possible number of groups and individuals, numerous entities such as the Bank of Spain, the CNMV and Fundación MAPFRE scheduled conferences, workshops, round tables and online courses.



Francisco Marco Orenes has a degree in Medicine and Surgery, and his professional career in MAPFRE extends to over 24 years. He is currently corporate general manager of the Business Support Area.

World Day of Remembrance for Road Traffic Victims

This global initiative took place on November 20 in remembrance of the victims and to raise awareness among the public.

On the occasion of this commemoration, held the third Sunday of November, Fundación MAPFRE organized a large number of activities worldwide to promote education, training and research in this field. One of them was the distribution to all MAPFRE employees around the world of a solidarity wristband, together with an information leaflet outlining what measures are essential for preventing a traffic accident. This date was also chosen for the premiere on social networks and the www.fundacionmapfre.org website of the tribute video *One Minute's Silence*. Fundación MAPFRE did not turn to actors or extras to make the video: it was our employees themselves who kindly lent their image to produce this small tribute. Through this kind of initiatives, Fundación MAPFRE aims to raise society's awareness regarding the importance of road safety for preventing traffic accidents, which cut short the lives of 1.3 million people throughout the world each year. *Day in Support of Road Traffic Victims in Chile (left) and Panama (right).*



Advertising and the Automobile

Conference to analyze its social and cultural importance.

Fundación MAPFRE and the Eduardo Barreiros Foundation organized the 9th International Conference on Advertising and the Automobile, which was honored this year with the participation of Luis Bassat, one of the most influential people in the Spanish advertising world. It was opened by the General Manager of Fundación MAPFRE, Julio Domingo, and the President of the Eduardo Barreiros Foundation, Mariluz Barreiros. Over two days, renowned writers, journalists, architects and advertisers analyzed the social and cultural importance of advertising and the automobile throughout history. *Opening of the 9th International Conference on Advertising and the Automobile.*

Fundación MAPFRE Solidarity Month

Volunteers in 21 countries signed up to the initiative.

Through its Volunteers program, Fundación MAPFRE launched its solidarity month for the fifth straight year, focusing in this edition on the SOS Respira campaign. This campaign, run by the Foundation's Health Promotion Area, is designed to reduce deaths caused by airway obstruction. The volunteers, all MAPFRE employees, carried out activities and workshops to inform on

the guidelines for action in the event of choking incidents, especially on hotel and catering industry premises. The MAPFRE volunteers unveiled the free smartphone application SOS-Respira, which uses videos and supporting texts to teach people how to perform the Heimlich maneuver properly. *MAPFRE volunteers teach people how to perform the Heimlich maneuver*



Cooperation and sport

Cooperation, a key element of Brand Spain.

The Spanish Chamber of Commerce in Mexico hosted a meeting organized by the Leading Brands of Spain Forum to highlight the work of the Real Madrid Foundation in the country. Those participating in the round table discussion included the CEO of the LATAM NORTH Regional Area and of



MAPFRE MEXICO, Jesús Martínez Castellanos. In his speech, Mr. Martínez Castellanos explained that Fundación MAPFRE collaborates with the Real Madrid Foundation in eight countries (Mexico, El Salvador, Panama, Dominican Republic, Brazil, Peru, Paraguay and the Philippines), benefiting over 2,000 children and young people, providing them with academic, nutritional and psycho-pedagogical assistance. The objective is that “through the practice of a sport – which also provides health benefits – they can promote such fundamental values as discipline, respect, equality, endeavor and camaraderie, among others, helping youngsters improve their individual and social skills.



Share with your heart

On December 16-18 Fundación MAPFRE ran the fourth edition of its Solidarity Market in Madrid.

The participation of a large group of MAPFRE volunteers helped to raise funds designed to offer support to children with long-term illnesses, whether chronic or terminal. What was new this year was the presence throughout the market of stands set up by different NGOs. This year saw the second edition of the Children’s Market which was attended by “Pequeños Solidarios”, a group of children aged four to sixteen, who are being educated on solidarity-related topics.

Portraits in the Fundación MAPFRE Collections

The exhibition can now be seen in Spain.

Following its success in Mexico and in collaboration with the Esteban Vicente Contemporary Art Museum in Segovia, Fundación MAPFRE recently presented the exhibit Portraits in the Fundación MAPFRE Collections. Made up of a selection of over one hundred snapshots whose central theme is the portrait and which reflect both the traditional way artists depict their subjects and their more intimate side, namely the family. Curated by Carlos Gollonet, photography curator at Fundación MAPFRE, the exhibition includes works by 18 authors of different nationalities and are organized into two sections: “Cities”, with such well-known works as Blind Woman (1916) by Paul Strand and “Artists and Models”, with snapshots such as Edith Chincoteague (1967) by Emmet Gowin, through which visitors travel in time and space to discover the influences



and parallels between the artists within a time frame that ranges from 1916 right up to 2013. **Paul Strand, Blind Woman, New York, 1916**

Best Idea of the Year 2016

Award for our Drowning Prevention Campaign.

For the second year running, Fundación MAPFRE was a winner at the 15th edition of the Best Ideas of the Year for the National Health System. This is a competition organized by the publication *Diario Médico* to recognize the work of professionals, administrations, institutions and companies that have brought enhancements to both medical research and to the healthcare assistance and management sectors in Spain. In this edition, the Foundation received its award for its Prevention Campaign targeting Drowning and Other Risks in the Aquatic Environment, which it undertook together with the University of La Coruña and ADEAC Blue Flag Spain during the summer months. This campaign will be run again in 2017.



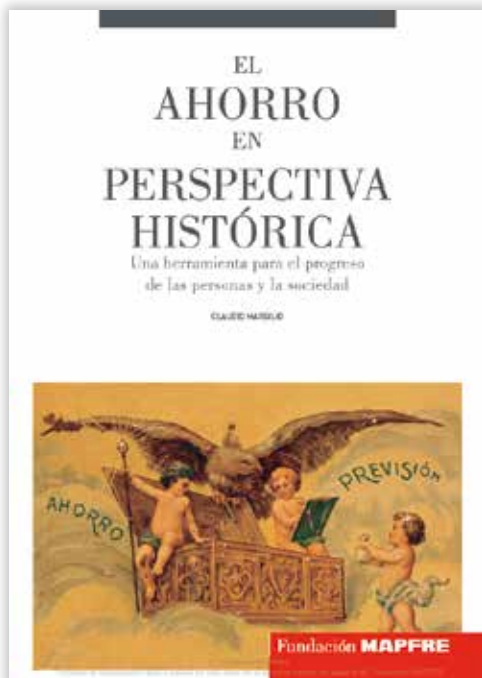
Fundación MAPFRE Short Story Contest

Yet again, tremendous participation this year.

Over the nine months that the Fundación MAPFRE Short Story Contest lasted, 3,895 stories were received from elementary and high school pupils assisted by more than 2,369 tutors at 1,995 schools in 19 Latin American countries. The participants imagined a better world by dealing with subjects such as accident prevention and road safety, social action (development cooperation and social inclusion), art as a form of knowledge, the insurance culture, and healthy lifestyles. Now that the selection of the winning stories is completed, Fundación MAPFRE will be delivering over a hundred prizes to each country, including bicycles, laptops, tablets, sports cameras and educational material for the winners, not just the pupils, but also their teachers and the educational centers they attend. The stories (in Spanish) have been published on <https://concursodecuentos.fundacionmapfre.org/>. We are already looking forward to the next edition!

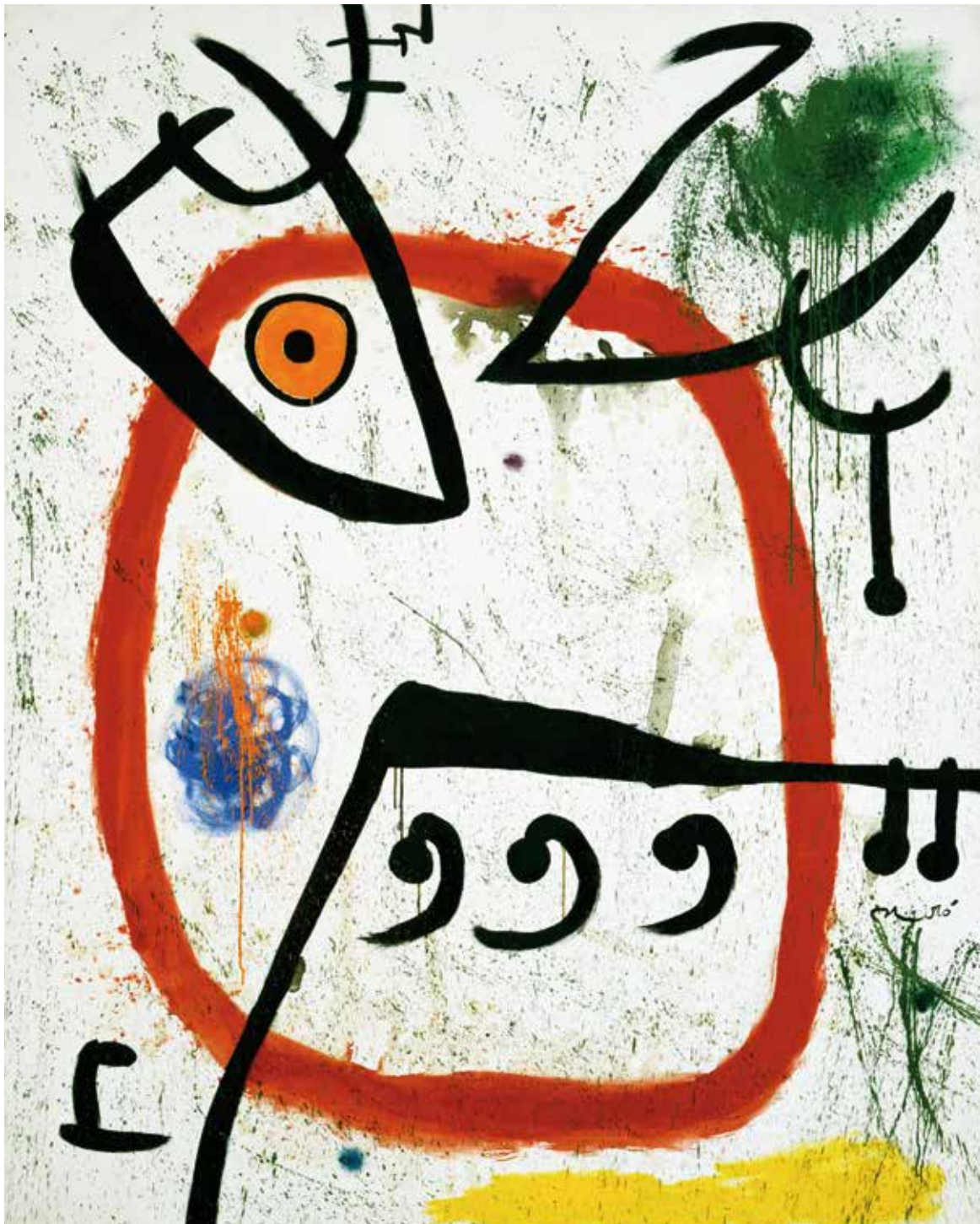
Historical Perspective of Saving

A new work published by Fundación MAPFRE.



“These are not easy times for traditional savers” declared MAPFRE’s Investment Corporate General Manager, José Luis Jiménez Guajardo-Fajardo, on the occasion of the presentation of *Historical Perspective of Saving. A tool for the advancement of people and society*, a work published by Fundación MAPFRE, which was presented in Madrid on November 22. During his speech, the author of the work, Claudio Marsilio, doctor in Economic and Social History from the Bocconi University of Milan, stressed that “private savings are encountering great difficulties as they strive to recover from the financial crisis”, and that an economic reading of recent months has highlighted a new scenario. “Saving in times of very low – and even negative – interest rates will be the true challenge in future,” he pointed out. His book is one of the few existing works that analyzes in depth the history of saving in different periods of history: from the Greek and Roman civilizations right up to the present day. The work can be downloaded in Spanish from the following link: https://www.fundacionmapfre.org/documentacion/publico/i18n/catalogo_imagenes/grupo.cmd?path=1089956





Joan Miró, *Spanish Woman*, 1972.
© Successió Miró 2016

ESPACIO
MIRÓ
PERMANENT EXHIBITION

A new permanent display

Paseo de Recoletos, 23. Madrid

T 91 581 61 00

Monday from 2 pm to 8 pm.

Tuesday to Saturday from 10 am to 8 pm.

Sunday/holidays from 11 am to 7 pm.

Guided tours from Monday to Thursday: 4, 4.30, 5, 5.30 pm.

www.fundacionmapfre.org

FM Fundación **MAPFRE**

VISITA NUESTRAS EXPOSICIONES

VISIT OUR EXHIBITIONS

www.fundacionmapfre.org

Fundación **MAPFRE**

Maurice de Vlaminck,
*Restaurant de la Machine
à Bougival* (detalle), ca. 1905
Musée d'Orsay, donación de
Max y Rosy Kaganovitch, 1973
© Maurice de Vlaminck,
VEGAP, Madrid, 2016
© RMN-Grand Palais
(musée d'Orsay) /
Hervé Lewandowski

LOS FAUVES LA PASIÓN POR EL COLOR

Lugar
Sala Fundación MAPFRE Recoletos
Paseo de Recoletos 23, 28004 Madrid

Fechas
Desde el 22/10/2016
hasta 29/01/2017

Horario de visitas
Lunes de 14:00 a 20:00 h.
Martes a sábado de 10:00 a 20:00 h.
Domingos y festivos de 11:00 a 19:00 h.



THE FAUVES PASSION FOR COLOR

Location
Fundación MAPFRE Recoletos Exhibition Hall
Paseo de Recoletos 23, 28004 Madrid

Dates
From 22/10/2016
to 29/01/2017

Visiting hours
Monday from 2 pm to 8 pm.
Tuesday to Saturday from 10 am to 8 pm.
Sunday/holidays from 11 am to 7 pm.

Lewis Baltz,
Monterey, de la serie
The Prototype Works, 1967
Galerie Thomas Zander, Colonia
© The Lewis Baltz Trust

LEWIS BALTZ

Lugar
Sala Fundación MAPFRE
Bárbara Braganza
Bárbara de Braganza, 13. 28004 Madrid

Fechas
Desde el 09/02/2017
at 04/06/2017

Horario de visitas
Lunes de 14:00 a 20:00 h.
Martes a sábado de 10:00 a 20:00 h.
Domingos y festivos de 11:00 a 19:00 h.



LEWIS BALTZ

Location
Fundación MAPFRE
Bárbara Braganza Exhibition Hall
Bárbara de Braganza, 13. 28004 Madrid

Dates
From 09/02/2017
to 04/06/2017

Visiting hours
Monday from 2 pm to 8 pm.
Tuesday to Saturday from 10 am to 8 pm.
Sunday/holidays from 11 am to 7 pm.

Peter Hujar,
Boy on Raft, 1978
Gelatina de plata
The Morgan Library & Museum,
The Peter Hujar Collection.
Adquirida gracias a The Charina
Endowment Fund, 2013.108:1.97
© The Peter Hujar Archive, LLC.
Cortesía Pace/MacGill
Gallery, Nueva York, y Fraenkel
Gallery, San Francisco.

PETER HUJAR "A la velocidad de la vida"

Lugar
Sala Casa Garriga-Nogues
Diputació, 250. 08007 Barcelona

Fechas
Desde el 27/01/2017
hasta el 30/04/2017

Horario de visitas
Lunes: 14:00 a 20:00 h.
Martes a sábado de 10:00 a 20:00 h.
Domingos y festivos de 11:00 a 19:00 h.



PETER HUJAR "Speed of life"

Location
Casa Garriga i Nogués Exhibition Hall
Diputació, 250. 08007 Barcelona

Dates
From 27/01/2017
to 30/04/2017

Visiting hours
Monday from 2 pm to 8 pm.
Tuesday to Saturday from 10 am to 8 pm.
Sunday/holidays from 11 am to 7 pm.

ESPACIO MIRÓ

Lugar
Sala Fundación MAPFRE Recoletos
Paseo de Recoletos 23, 28004 Madrid

Exposición Permanente

Horario de visitas
Lunes de 14:00 a 20:00 h.
Martes a sábado de 10:00 a 20:00 h.
Domingos y festivos de 11:00 a 19:00 h.

Acceso gratuito con la compra
de la entrada a las salas Fundación
MAPFRE Recoletos



ESPACIO MIRÓ

Location
Fundación MAPFRE Recoletos Exhibition Hall
Paseo de Recoletos 23, 28004 Madrid

Permanent Exhibition

Visiting hours
Monday from 2 pm to 8 pm.
Tuesday to Saturday from 10 am to 8 pm.
Sunday/holidays from 11 am to 7 pm.

Free access with the purchase
of an entrance ticket to the exhibition
halls of Fundación MAPFRE Recoletos



¡¡COMPRA TUS ENTRADAS!!
BUY YOUR TICKETS!!

Fundación
MAPFRE

www.fundacionmapfre.org

ESP/CONSULTA NUESTRA REVISTA ONLINE

ENU/CHECK OUR ONLINE MAGAZINE

PTB/CONFIRA NOSSA REVISTA ON-LINE

www.fundacionmapfre.org/revistalafundacion

ESP/SUSCRÍBETE A LA EDICIÓN DIGITAL

ENU/SUBSCRIBE TO THE DIGITAL EDITION

PTB/INSCREVER-SE PARA A EDIÇÃO DIGITAL

www.fundacionmapfre.org/suscripciones

