

la fundación

Fundación MAPFRE magazine#49
December 2019
www.fundacionmapfre.org



***We interview
Luis Rojas
Marcos***

Art

PÉREZ SIQUIER

Social Innovation

**PRESENTATION
OF THE
FUNDACIÓN
MAPFRE
SOCIAL
INNOVATION
AWARDS**

Road Safety

**THE LOOK BOTH WAYS CAMPAIGN
LAUNCHED IN BOSTON**

Health Watch

THE MILLENNIALS AND HEALTH

VISITA NUESTRAS EXPOSICIONES VISIT OUR EXHIBITIONS

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Fundación **MAPFRE**

Giovanni Boldini
Scialle rosso [El mantón rojo],
c. 1880
Colección particular.
Cortesía de Galleria
Bottegantica, Milán

BOLDINI Y LA PINTURA ESPAÑOLA A FINALES DEL SIGLO XIX. EL ESPÍRITU DE UNA ÉPOCA

Lugar

Sala Fundación MAPFRE Recoletos
Paseo de Recoletos 23, 28004 Madrid

Fechas

Del 19/09/2019 al 12/01/2020

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 los lunes



BOLDINI AND SPANISH PAINTING AT THE END OF THE 19TH CENTURY. THE SPIRIT OF AN ERA

Location

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

Dates

From 19/09/2019 to 12/01/2020

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 entry on Mondays

Eamonn Doyle
K-13 (serie irlandesa), 2018
Cortesía de Michael Hoppen
Gallery, Londres
© Eamonn Doyle, cortesía
Michael Hoppen Gallery, Londres

EAMONN DOYLE

Lugar

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

Fechas

Del 12/09/2019 al 26/01/2020

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 los lunes



EAMONN DOYLE

Location

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

Dates

From 12/09/2019 to 26/01/2020

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 entry on Mondays

Edmond Aman-Jean
Femme allongée. Réverie, 1897
[Mujer tumbada. Ensoñación]
Colección Lucile Audouy
© Thomas Hennocque

TOCAR EL COLOR. LA RENOVACIÓN DEL PASTEL

Lugar

Sala Fundación MAPFRE
Casa Garriga Nogués
Diputació, 250. 08007 Barcelona

Fechas

Del 03/10/2019 al 05/01/2020

Horario de visitas

Lunes: 14:00 a 20:00 h.
Martes a sábado: 10:00 a 20:00 h.
Domingos y festivos: 11:00 a 19:00 h.
Acceso gratuito los lunes



TOUCHING COLOR. THE REVIVAL OF PASTEL

Location

Fundación MAPFRE Casa Garriga Nogués
Exhibition Hall
Diputació, 250. 08007 Barcelona

Dates

From 03/10/2019 to 05/01/2020

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 entry on Mondays

ESPACIO MIRÓ

Lugar

Sala Fundación MAPFRE Recoletos
Paseo de Recoletos 23, 28004 Madrid

Exposición Permanente

Horario de visitas

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Martes a sábado de 10:00 a 20:00 h.
Domingos y festivos de 11:00 a 19:00 h.

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ESPACIO MIRÓ

Location

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Paseo de Recoletos 23, 28004 Madrid

Permanent Exhibition

Visiting hours

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The citizens of Boston more aware of Road Safety

Messages right across the city to raise public awareness in Boston (USA) of the importance of taking into account the needs of all its road and street users, virtual reality simulations to gauge drivers' attention levels, activities to promote prevention, etc.

All this and much more in the major event held in the capital of the state of Massachusetts who marked the launch of the Look Both Ways campaign, an initiative of Fundación MAPFRE, in collaboration with Boston City Hall. ✕

la fundación Fundación MAPFRE magazine Chairman of the Editorial Board Ignacio Baeza Director Javier Fernández González Published by MAPFRE Corporate Communication Editorial & Advertising Dept. Ctra. de Pozuelo 52. 28222 Majadahonda. Madrid T 915 815 359 - 915 815 . comunicacion@mapfre.com www.fundacionmapfre.org Distributed by Fundación MAPFRE Marketing Area. Pº de Recoletos, 23. 28004 Madrid. informacion@fundacionmapfre.org Editorial Production Moonbook S.L. contenidos@moonbook.es Printed by Edipack Grafico, S.I. 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 image Carlos Pérez Siquier, *La Chanca*, Almería, 1957 © Carlos Pérez Siquier

summary

LUIS ROJAS MARCOS



CARLOS PÉREZ SIQUIER: CLOSE IN BLACK AND WHITE, OPEN IN COLOR



Carlos Pérez Siquier
Roquetas de Mar, 1975
© Carlos Pérez Siquier

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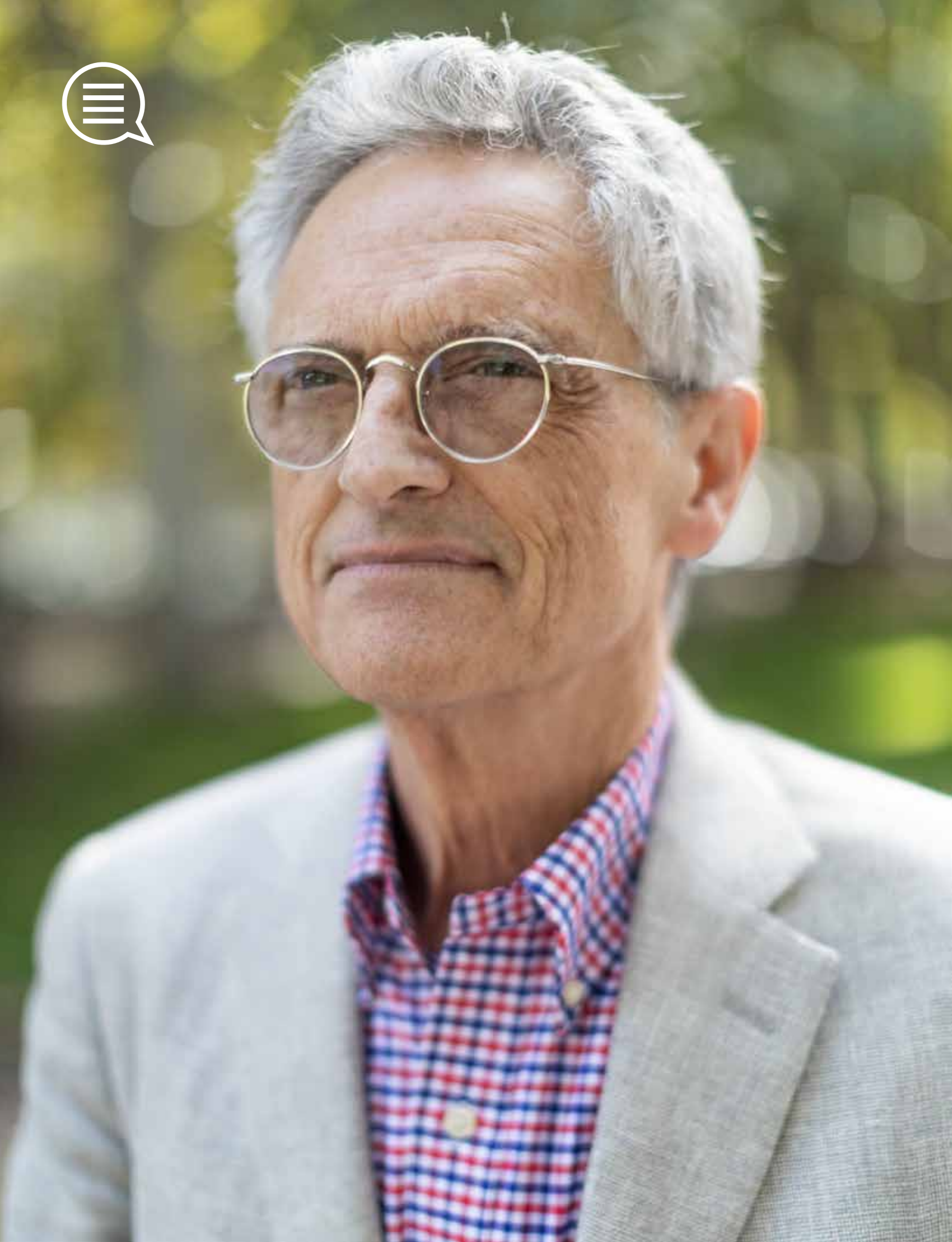


FUNDACIÓN MAPFRE SOCIAL INNOVATION AWARDS



BOSTON AIMING FOR "ZERO"





Luis Rojas Marcos: “Children need to be talked to a lot from a young age”

TEXT: NURIA DEL OLMO. @NURIADELOLMO74 PHOTOS: LAURA MARTÍNEZ

Talking to others and ourselves is positive and therapeutic. It safeguards our self-esteem and promotes our physical, mental and social well-being. So says Luis Rojas Marcos, one of the most renowned psychiatrists in the world and winner of a Fundación MAPFRE award in 2017 for the first mobile medical service to treat and hospitalize severely mentally ill homeless people. His latest research work focuses on the power of the spoken word. He maintains that children raised in chatty environments are more fortunate. They speak more and better, and are more intelligent and supportive. And he leads by example.

He has just arrived in Spain, a country he visits frequently. He is tired because he has barely slept. Nonetheless, he is brimming with vitality. His tone is optimistic and positive. He admits there is still a bit of that hyperactivity he suffered as a child and believes that, despite some traumatic experiences, he has been lucky in life. He owes this mainly to the love he receives, which is a lot, and to that which he gives. Currently, Luis Rojas Marcos (born in Seville 76 years ago) combines his academic work as a professor of Psychiatry and Public Health at New York University, where he has been living for 50 years now, with acting as the CEO of PAGNY (Physician Affiliate Group of New York). This non-profit organization is made up of 3,500 physicians and health professionals who provide their services in seven public hospitals, serving the needs

of nearly one and a half million sick people with little or no income. After numerous books, such as *The Seeds of Violence* or *The Broken Couple*, he has now published *We Are What We Say*. *The therapeutic power of talking to others and ourselves*, a comprehensive analysis of one of the questions that has most influenced his personal and professional life.

What made you write this book? And why now?

I've always talked a lot, maybe more than I should. It's been very important in my life. At home I was told to keep quiet, not to interrupt. And I always had to keep myself in check. It's also been key in my profession, especially when I arrived in the United States. I was just 24 and I had to start working in another language, which I barely knew. With this book I wanted to underscore



the importance of talking to oneself. This has always been frowned upon, as it was associated with madness or hallucinations, yet this actually only affects a minority. Couldn't be further from the truth. When we talk to ourselves, we are answering questions we ask ourselves. It's strange, because from a young age we are taught to speak correctly, to say thank you, to be respectful. However, we are not taught how to talk to ourselves, with love and understanding, so as to accept and help ourselves. We must realize that talking to yourself is highly positive. It must be normalized.

You have always stated that we women live longer because we talk more.

Indeed so, and this has been scientifically demonstrated. When we study people over 100 years of age, of whom there are more than half a million in the world, one of their most evident traits is their extroversion. In other words, that facet of our character that implies a tendency to communicate, to speak and seek connections with others – in short, socializing. Within that ability to talk, the capacity to talk to ourselves also stands out. As I said, this is key to learning how to make decisions and foster self-control. That inner language is very common, for example, among athletes, as they need to encourage themselves. For that reason I feel we need to teach people, especially men, to speak more, as this will also help them to get to know themselves better and control their impulsiveness, which is more a male than a female trait.

You say that everything depends on the color of the words you use. What do you mean?

“There are people who, without having a specific disorder, come to the office just to talk, to share their emotions and concerns. They brag about it, as they see it as an act of maturity, of responsibility to themselves”



“From a young age we are taught to speak correctly, to say thank you, to be respectful, but we are not taught how to talk to ourselves”



Words are so powerful. They reflect feelings. It's no use talking to ourselves from a pessimistic stance, negatively. Hope is the key to thinking that something we want will actually happen, that our headache will go away, that when your daughter grows up she's going to be sensible, and many other situations. Hope helps us feel better and has an added value, which consists in seeking the control center within yourself, i.e. thinking what you can do to solve a difficult problem. Saying to yourself, "it's a question of luck" or "God willing" doesn't make things any easier. You have to be proactive. I see

it constantly with my patients. Those who strive to do their bit and get things done, who are aware that a large part of the solution is up to them, are the ones who manage to succeed.

You admit that the therapeutic power of speech still astounds you.

Psychotherapy or talk therapy is essential for personal development, for understanding and getting to know yourself more and better. And also for getting along better with others. In New York, where I live, there are many people who, without having a specific disorder, come to the office just to talk,

“In general, people who are extroverts, talk more and communicate with others, feel more satisfied with their lives”

to share their emotions and concerns. People there pay to be listened to. Some people even brag about it, as they see it as an act of maturity, of responsibility to themselves. They recognize that, with the right help, they can get better and abandon certain routines that are harmful for them or prevent them from fulfilling their goals. In Spain, as in many countries, the situation is starting to change and people are less reluctant to turn to a psychologist, until recently something considered a sign of weakness.

How can we become more talkative?

We have to shower children with words, talk to them a lot when they are very small, even before they are born, explaining to them what everything we say to them means. And they must hear us talk, especially in their first five years. It's been shown that those who grow up in a chatty environment not only speak more and better, but also feel more satisfied and are more intelligent, extroverted and supportive. And television doesn't work. It has to be the parents, grandparents and siblings who have a real exchange of words.

You once said that we are living in a highly connected, yet increasingly isolated, society. How can we combat this?

The telephone saved my life. It was in 2001, when the terrorist attacks on the Twin Towers took place. I was able to call and seek help for myself and for others. Without a doubt, technology is very useful; it helps us communicate at difficult moments. At that time, I was in charge of the NYC Health & Hospitals Corporation. We were able to confirm that all the messages from

the victims were positive. The problem arrives when dependency exists, when people misuse technology and become addicted to their phone, something they can't live without. This creates a problem, a lack of freedom interfering with our ability to communicate face to face. We are ever more removed from having real relationships, a very serious problem, and it robs us of time for enjoying other kinds of activities,



In a few words

CITY: knowledge

WOMAN: love

GIFT: watch

HAPPINESS: mine and everyone else's

MUSIC: fundamental

MONEY: just enough

RELIGION: most believers are calmer when they die

FAMILY: for better or worse

YOUNGSTERS: fantastic

SOLITUDE: chosen

EDUCATION: very useful

ONE WORD: I go for two, "sorry" and "I love you"



such as playing sports, for example. We parents have to lead by example and, of course, set the limits.

How has psychiatry evolved in recent years?

There's been an enormous change. Firstly, because of the research, which has enabled us to discover different ways of thinking, of being, which may be related to brain disorders, discoveries that were unthinkable 100 years ago. Both psychology and psychiatry are modern sciences that have enabled diseases like schizophrenia or depression to be diagnosed and treated much better than years ago. Education has also helped to get people to question themselves much more than before and have no qualms about putting themselves in the hands of an expert when they believe something is not right.

What are people most concerned about?

People no longer speak so much about seeking happiness, which is full of connotations, but rather with feeling satisfied with life in general. Most of my patients ask me for help because they have problems with a child, are unable to enjoy themselves or feel fulfilled in their work, or because they no longer like themselves. Also because they lack something, as they feel that life is no longer worthwhile, and they cannot sleep well or interact with other people. We also treat new ailments such as Alzheimer's disease, for which unfortunately there is no cure, and others, such as attention deficit hyperactivity disorder, which I suffered, or eating disorders such as bulimia or anorexia, something that was not taught at university 20 years ago. ⊗



La Chanca, Almería, 1957
© Carlos Pérez Siquier

Carlos Pérez Siquier: close in black and white, open in color

TEXT: CARLOS MARTÍN¹ AND CARLOS GOLLONET²

From February 14 through May 17, 2020 Fundación MAPFRE will be presenting an exhibition dedicated to the work of Carlos Pérez Siquier (1930) at its Casa Garriga Nogués Hall in Barcelona. This show will offer us a chance to learn more about this creator, fundamental to the forging of photographic modernity and professionalizing this medium in Spain.

From Almeria, this photographer's initial period was driven by postulates closely related to Neorealism, while he later became a pioneer of color photography. In both spheres, Pérez Siquier acts from a privileged peripheral position, with a unique perspective from the sidelines, fully mindful of his sense of authorship, despite having started out with an intuitive concept of photography, more similar to that of a passerby than that of a portraitist.

Pérez Siquier was born and has lived his whole life in the city of Almeria. From the outset of his career in the 1950, he has maintained that condition of an artist who lives in one of the far-flung corners of Spain. Yet this did not prevent violent artistic clashes with the dominant trends of the day, while, at the same time, he emerged as a catalyst for the most influential photo collective of his time, the Afal group, formed around the magazine of the same name and active between 1956 and 1963. Without moving to any of the country's major centers of artistic production (Madrid and Barcelona), Pérez

Siquier became a key figure of Spanish photography, in direct contact with fellow artists such as Joan Colom, Xavier Miserachs or Ricard Terré. All this from Almeria, a province held back by age-old backwardness, with a history and a territory largely cut off from the rest of the Mediterranean coastline and its neighboring provinces, for decades the leading exponent of Spanish exceptionalism and the complex history of southern Europe's abandonment.

From that distant place on the outer reaches, over a career spanning six decades, Pérez Siquier has built up a photographic corpus that, in a tangential, yet profound, incisive manner, participates in topical debates. His photographic series are populated by the social periphery, the visual alterations arising from the Franco-era development policy, the culture shock produced by the massive influx of foreign tourists to Spain and the penetration of a new visual culture, both colorful and sensual, condensed in the slogan *Spain is Different*, superficially attempting to supplant the post-war trauma around the country's coasts, right up to his more recent withdrawal into more personal spheres. This move from an element of social criticism toward a celebration – somewhere between skeptical and curious – of our consumer

¹ Carlos Martín, chief curator of Visual Arts, Fundación Mapfre. Curator of the exhibition.

² Carlos Gollonet, chief curator of Photography, Fundación Mapfre Curator of the exhibition.

Over a career spanning six decades, Pérez Siquier has built up a photographic corpus that, in a tangential, yet profound, incisive manner, participates in topical debates



society, is a reflection on the authentic paradigm shift in the European society of the post-war period: it is undoubtedly that interest which connects his work with the most critical pop art proposals, with auteur cinema of the sixties or with the literature of his generation. This exhibition aims to serve as a comprehensive retrospective of his most noteworthy series produced between 1957 and 2018, complemented by a significant number of unpublished images and documentary material that enriches their themes. We trust

that this exhibit will facilitate the international recognition of an artist who won Spain's National Photography Award in 2003.

La Chanca, Almería, 1960
© Carlos Pérez Siquier

Looking at the world from a corner: *La Chanca* and *La Chanca in Color* (1957 - 1965)

The photographs that make up the *La Chanca* reportage represent the paradigm of an entire era in which photographic humanism was intertwined with the interests of the social novel or travel stories that the best Spanish literature of the time was producing, from Sánchez Ferlosio to Camilo José



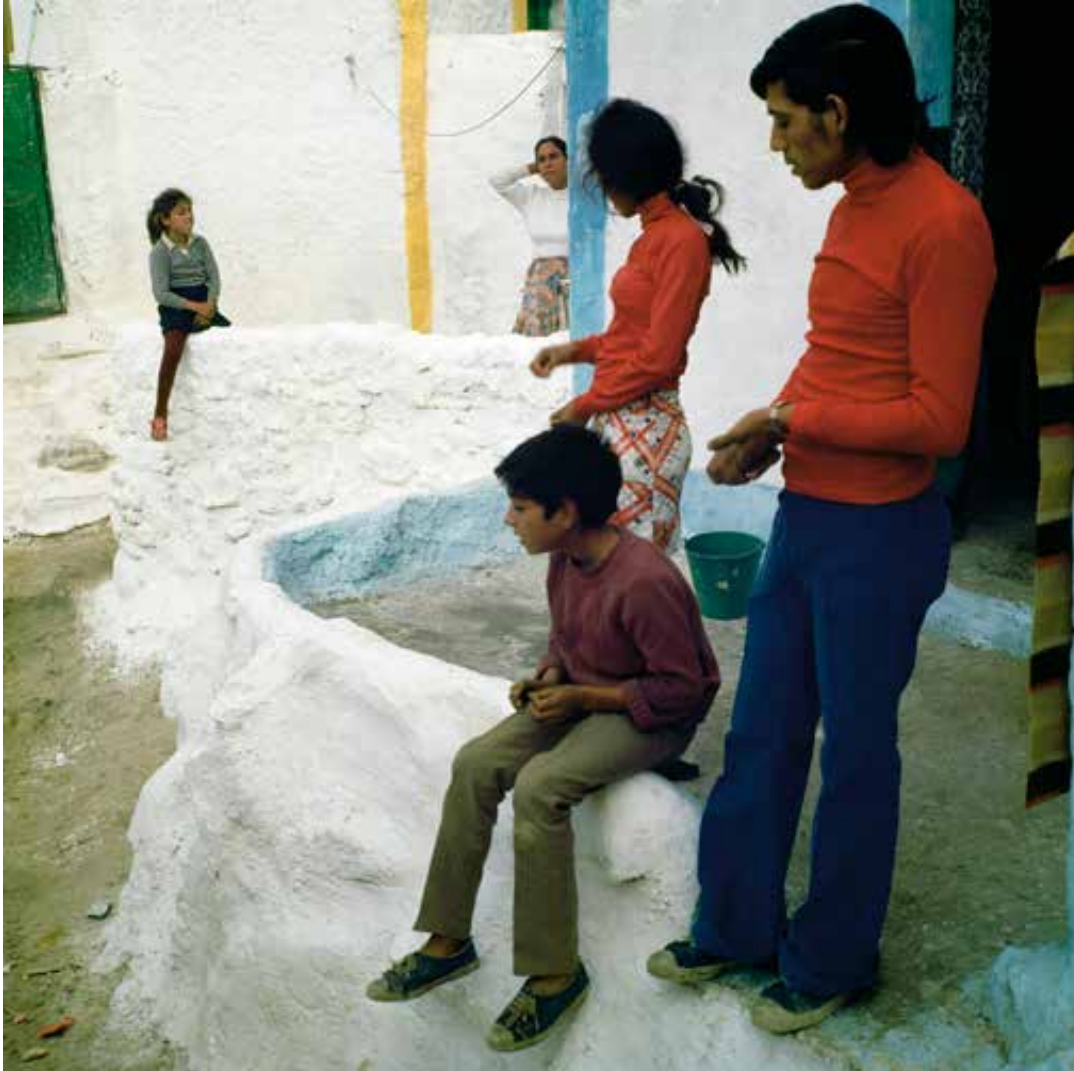
La Chanca, Almería, 1958
 © Carlos Pérez Siquier

Cela or, particularly in this case, Juan Goytisolo. Just like the text of *La Chanca*, by Goytisolo, somewhat posterior to the work of Pérez Siquier and censored in Spain until 1981, the series undertakes a study of this neighborhood in Almería populated by an urban sub-proletariat living in peculiar homes. Pérez Siquier strives to describe, yet also dignify, an age-old way of life and urban sociability that existed prior to the grand rural exodus that was to fill Spain's major capitals with working-class slums. An ultra-local case study which, nonetheless,

universalizes its significance immediately, in direct consonance with the poetic renovators of Italian Neorealist photography and cinema. Here, the urban masses and the “natural actors” star in a poetical depiction that seeks a new truth, a human authenticity through spontaneous gestures, communicative gazes and the body in its environment.

Way back in the 1960s, the photographer himself honed his discourse with *La Chanca in Color*, where he appears to reverse the Neorealist sense of the black-and-white reportage,

Pérez Siquier strives to describe, yet also dignify, an age-old way of life and urban sociability that existed prior to the grand rural exodus that was to fill Spain's major capitals with working-class slums



La Chanca, Almería, 1965
© Carlos Pérez Siquier

pursuing instead a more abstract view of the chromatic sensuality the neighborhood was acquiring and of the human coexistence with its peculiar architectural structures. That move to color sprang from a visual association with the development policy and the constructed optimism that the Franco regime tried to impose from the 1960s onward. But also from an attempt to shun that pitiful depiction of the place, yet without renouncing the

terrible conditions, such as those apparent in the two subsections, each dedicated to a funeral held in the neighborhood. That marked the start of an interest in color he was to develop over the coming years.

The abstract body of the Mediterranean: *The Beach* (1972-1996)

As a photographer employed by the Ministry of Information and Tourism, Pérez Siquier undertook

various trips along the Spanish coast in search of images that could be used to promote tourism; some of them were exhibited in the form of posters and leaflets that truly evoke a period when this industry was taking off with the promise of sun and sand. Together with these images that would be used to showcase the regime's newfound economic openness with a Spain in color, Pérez Siquier took numerous shots of the more carnal aspect

of this new tourism and its colonization of the beaches. These presented a new visual and moral culture that fueled the irony of the country's paradoxes in the 1960s and 70s. In an intuitive way, he understood that there was a more creative ferment in some of these commissioned images and, from the voyeur's perspective, they introduced a new modern world in which the erotica of the human body took on new meanings: while the bikini celebrates youth and femininity in the classic fashion, there also appear on the scene non-exemplary bodies which, in the context of the new consumer

culture, stake their claim to be present in these new, increasingly democratized forms of leisure. They are on the brink of being grotesque, contradictory and even convert the body into a mere plastic exercise. You could say that those images – which reflect the contradictions of a country of emigrants, but which, at the same time, welcomes tourists who guarantee foreign currency income – represent Pérez Siquier's endorsement of Juan Goytisolo's words in *Campos de Níjar* (1960):

That reasonable universe of the newspapers subdued and numbed my senses. The photos of the Queen

of the Fair in Burgos and the sculptural girl advertising Jantzen swimsuits were a timely reminder that anguish is a poor companion, that there is a secret order which governs things and the world belongs, and always will belong, to the optimists.

On the whole, *The Beach* exudes a sense of humor with a restrained Surrealist touch; a celebration of voluminous bodies and the life they lead, with a subtle look at a different ordinariness, based on the relaxation of moral standards propagated among the bathers. This is the viewpoint that links



Marbella, 1974
 © Carlos Pérez Siquier

On the whole, *The Beach* exudes a sense of humor with a restrained Surrealist touch; a celebration of voluminous bodies and the life they lead, with a subtle look at a different ordinariness, based on the relaxation of moral standards propagated among the bathers

Pérez Siquier's oeuvre to the works of visual pop artists such as Tom Wesselmann, John Kacere or Joan Rabascall. And, in a surprising way barely noted so far, it precedes Martin Parr's color photographic work by several years, as the British photographer himself concedes. Few dared to venture into color photography at that time; indeed, few managed to find their own voice with this new medium that seemed to strip the traditional black and white of all its poetic magic. This makes Pérez Siquier a true pioneer on the international stage.

Humor and perplexity: *Trampas para incautos* and *Color del sur* (1980-2012)

The interest in surfaces that had already appeared in *La Chanca in Color* is further developed in these series, in which Pérez Siquier seems to travel an increasingly superficial world populated by alternative representations of reality; settings that look like cardboard cutouts, where everyday scenes are frozen in shop windows with mannequins, fairground figures, illustrated parasols or advertising banners. As though immersed in a parallel universe,

these scenes produce a peculiar effect of surprise, freezing in time the flowing movement of those objects and representations which, given their ubiquity and banality, go unnoticed to the habitual casual onlooker. The use of saturated color, however, focuses on the contrasts between the figure and the background, which places the former in an unreal, depopulated, alien and, even, hostile environment such as an out-of-season tourist resort: in that sense, his work is linked to the emergence of kitsch in contemporary culture



Roquetas de Mar, 1973
© Carlos Pérez Siquier



Cádiz, 1980
 © Carlos Pérez Siquier



Marbella, 1983
 © Carlos Pérez Siquier

and hyperrealism in the United States, interested as he was at that time in the polished surfaces of late modernity and the paradoxes of the consumerist world. In the strictly photographic sphere, this is the series in which Pérez Siquier is closest to the proposals developed in the 1970s by Luigi Ghirri or William Eggleston; and, in addition, it brings depth of content and compositional study to what, for other color photographers such as Stephen Shore, was merely a fancy for the instantaneous and superficial. One notes the recurrent theme of increasingly stripped-down surfaces, the silencing of his images, tending toward monochromatic compositions

and a degree of contemplation like that which imbues his most recent work.

The late silence: *La Briseña* (2018)

As a counterpoint and final reference to the recent work of a photographer who is still active at nearly 90 years of age, the exhibition closes with the series *La Briseña*, which suggests a retreat into the inner self in his golden years, a very common gesture among photographers entering the final stage of their lives. In the same way as the colorful exteriors of the vernacular architecture featured highly in *La Chanca in Color* six decades ago, what fills the frame now is the interior of his summer

residence located in the desert of Almería, the small country estate which is the title of the series, taking its name from the winds that blow across that landscape. Winds which, in the words of Aldous Huxley in his *Sonnet to Almería*, have no moving emblems. The materiality of the whitewashed walls and the presence of seemingly insignificant objects indicate an introspective process, a vindication of the material identity of the territory which is dearest to him and a poetic breath which shines a new light on his work and seems to collect all his previous interests in a limited space, charged with an intimate gaze and filled with a warm light. ✕



Small, illegible text on a label to the right of the gallery wall.

Ten years exhibiting photography around the world

TEXT: ALEJANDRA FERNÁNDEZ IMAGES: FUNDACIÓN MAPFRE

Amsterdam, Berlin, Stockholm, Mexico, Paris, San Francisco or Santiago de Chile are just some of the cities that have been able to enjoy the Fundación MAPFRE exhibitions.

Faithful to one of its main objectives — to bring art and culture to the general public through its exhibitions — Fundación MAPFRE has spent the past ten years producing a comprehensive program of traveling exhibitions focused especially on its photographic collections.

In 2009, our Foundation initiated a new line of exhibitions by launching an ambitious project that no other museum in Madrid was offering. The idea was to maintain a permanent program of photographic exhibits throughout the year, with each show presenting a comprehensive vision of one photographer's artistic career. From the outset, the program focused either on photography's grand masters or on contemporary artists who, while they are still in mid-career, have already achieved what might be termed their first artistic maturity and, with it, an early, indisputable consolidation as an international artist, yet have not been afforded a major exhibition in Madrid or Barcelona so far.

Thanks to this approach, the Foundation has become a benchmark institution in this area on the international stage and this has enabled it to forge strong links with other entities such as the Museum of Modern Art in San Francisco, the Morgan Library in New York, the Philadelphia Museum of Art or the Art Institute of Chicago, leading to the co-production of major exhibitions of the oeuvre of Garry Winogrand, Paul Strand, Peter Hujar or Josef Koudelka, to name but a few.

In order to achieve greater international resonance, the Foundation strives to ensure that all

The Foundation has become a benchmark institution in the photographic area on the international stage

its projects travel to other cities once they have been presented in our exhibition halls in Madrid and, since 2016, in Barcelona. For this reason, over the years, the Foundation has established a network of national and international institutional collaborations with centers such as the FOAM in Amsterdam, the Jeu de Paume in Paris, the Fotomuseum in Rotterdam, the George Eastmann House in Rochester, the C/O Berlin in Berlin, the Andalusian Center of Photography in Almería or the Sala Rekalde in Bilbao, among others. In addition, it has given the works of artists such as Manuel Alvarez Bravo, Walker Evans, Emmet Gowin, Fazal Sheikh, Dayanita Singh or Gotthard Schuh the chance to be exhibited in Brazil, Colombia or Mexico.

This fall, for the first time, we have the exceptional case of the Brassai, Berenice Abbott and Richard Learoyd exhibits produced by the Foundation coinciding in Amsterdam and The Hague. Moreover, the Jeu du Paume in Paris will be hosting the Peter Hujar exhibit. ⊗



Nadia Arroyo, manager of Fundación MAPFRE's Culture Area

Cultural institutions of great international prestige have hosted photography exhibitions produced by Fundación MAPFRE in their halls. What does this mean for the Foundation?

The work we undertake to further promote our traveling exhibitions is of tremendous importance to us, as it enables us to boost the national and international repercussion of our activity and also reduce costs. Over the years, we are proud to say that we have risen to become a cultural institution others look up to, given our ability to organize projects that can be adapted and presented in other exhibition halls.

Moreover, thanks to these shows, we have progressively built up and consolidated a network of contacts with other institutions which are potential lenders of works for the painting exhibitions we program in Madrid and Barcelona. The result is that these photography projects also increase the chance of our being able to borrow some exceptional works. This was the case, for example, of Picasso's *Self-Portrait* from 1906, with which we opened the *Picasso in the Studio* exhibition at our Recoletos Halls in 2014, a work which rarely leaves the Philadelphia Museum of Art. This loan proved possible thanks to our collaboration with the Paul Strand exhibit which was to be presented one year later in Philadelphia, Winterthur, Madrid and London.

Which project has been the most relevant over these years?

There have been several, but if I have to pinpoint one in particular, I would mention that of the French photographer of Hungarian descent, Brassai. This exhibition was presented last year at the Foundation's halls in Madrid and Barcelona, before moving on to the Museum of Modern Art in San Francisco (SFMOMA), an institution of recognized prestige worldwide. The Brassai exhibition was on show recently at the Museum of the Palace of Fine Arts in Mexico, where it was really well



received by public and critics alike. Since September, it has been at the FOAM in Amsterdam.

Brassai is a clear example of the extended life all our projects enjoy, once the doors of our exhibition halls are closed on them. All of them travel to at least two or three European or American institutions, thereby multiplying the impact of the Foundation's activity.

What will the most outstanding photography project be in 2020?

In June 2020 we will be opening an international photography center in Barcelona, which will not only host six temporary exhibitions a year, but also several series of seminars on the exhibits and techniques, as well as an educational program for schools and families.

Brassai is a clear example of the extended life all our projects enjoy, once the doors of our exhibition halls are closed on them. All of them travel

Peter Galassi, chief curator of the Department of Photography at the Museum of Modern Art (MoMA) in New York from 1991 to 2011, and curator of the Brassai exhibition

What do you make of the current global scenario of photography?

During the 30 years at MoMA I tried to keep up with current photography. I failed of course, but I tried hard. I do have the sense that the relative rise of photography's status within the contemporary art world may have benefitted some photographers by enabling them to make a living from their work—and that certainly is positive—but I'm not at all sure that it has led to better work in photography. Certainly there are many outstanding artists at work today, in many different places, but I have the feeling that the whole circus is somehow less than the sum of its parts.

For over 10 years Fundación MAPFRE has been carrying out an extensive photography exhibition program. What do you think about its trajectory? And how does it compare to other institutions that develop similar photography programs?

I think that Fundación MAPFRE's photography program has been extraordinarily impressive, and I want to stress that for me, the very beautiful books that accompany the exhibitions are just as important as the exhibitions themselves—in some ways more important, since they don't disappear and can travel anywhere. (I feel honored that I was able to work on one of these exhibitions and books.) In the short space of a decade, Fundación MAPFRE has established itself as one of the leading photography programs, first in Europe, and now throughout the West. It's an astonishing achievement. One possible pathway to future development might be to loosen somewhat the format of full retrospectives of individual photographers. As an example: a project that I'm working on at the moment has led me to recognize (as I hadn't fully before) the extraordinary richness of Irving Penn's career as a portraitist. All



Penn retrospectives include some outstanding portraits, of course, but the need to cover the full range of his work inevitably limits how deep the exhibition can go in any one area. Consequently, as well known as Penn is, there are many excellent portraits that in effect are never seen.

Are there any other great photographers whose work you'd like to see in the Fundación MAPFRE exhibition rooms?

I don't have in front of me a list of the exhibitions that Fundación MAPFRE has already put on, so I may make the mistake of including some names that are on that list. With that said—and with apologies for what I'm sure is an American bias—the people who come to mind are: Robert Adams, Josef Albers, Diane Arbus, Tina Barney, Herbert Bayer, Bernd + Hilla Becher, Gianni Berengo Gardin, Ilse Bing, Bill Brandt, Harry Callahan, Thomas Demand, Rineke Dijkstra, Robert Doisneau, William Eggleston, Hugo Erfurth, Elliott

Erwitt, Larry Fink, Louis Faurer, Frank Gohlke, David Goldblatt, Paul Graham, Jan Groover, Florence Henri, Heinrich Kühn, Russell Lee, Helen Levitt, Santu Mofokeng, Man Ray, Boris Mikhailov, Tina Modotti, László Moholy-Nagy, Gilles Peress, Alexander Rodchenko, Judith Joy Ross, Erich Salomon, Michael Schmidt, Ben Shahn, Charles Sheeler, Aaron Siskind, Frederick Sommer, Edward Steichen, Christer Strömholm, Josef Sudek, Maurice Tabard, Umbo, Weegee, Henry Wessel, Edward Weston and Minor White.

Peter MacGill, president of the Pace/MacGill Gallery

What do you make of the current global scenario of photography?

I think that it's a very exciting time as more people, institutions, and galleries are embracing photography. My sense is that there is a willingness to incorporate photography into broad-based programs as opposed to keeping it isolated. This approach allows photography to be seen alongside painting, sculpture, and video, where it belongs, and this evolution is creating well-deserved scholarship and excitement in the field. Too, the fact that millions of people have sophisticated digital cameras and advanced distribution systems in their pockets has nurtured a huge number of people to use photography as their language for communication on a daily basis.

For over 10 years Fundación MAPFRE has been carrying out an extensive photography exhibition program. What do you think about its trajectory? And how does it compare to other institutions that develop similar photography programs?

I think Fundación MAPFRE's trajectory is nothing short of remarkable and am among the many thousands who thank Fundación MAPFRE for what they are doing. At the very minimum, the Foundation is commissioning extraordinary scholarship, curating wonderful exhibitions, and encouraging countless people to see great works of art and carefully consider the beautifully made books, which chronicle their exhibitions.

I don't think that there's another institution developing such a robust program in photography. Too, I believe the leading cultural institutions in the world rely on Fundación MAPFRE to form supportive partnerships to bring forward exhibition and publication concepts which wouldn't, without Fundación MAPFRE's support, ever be realized.

Are there any other great photographers whose work you'd like to see in the Fundación MAPFRE exhibition rooms?



I would like to see Gilles Peress, Kiki Smith, David Goldblatt, Jim Goldberg, JoAnn Verburg, Henry Wessel, Yto Barrada, and Lucas Samaras

Internationally recognized publications

As a complement to each of its exhibitions, Fundación MAPFRE publishes a catalog which includes a reproduction of the photographs on show and texts by curators or specialists in the field, so as to offer a complete study of each artist and their work. In order to reach the widest possible audience and maximize their impact, on many occasions these are jointly produced with other international publishing houses in several languages. We could cite the noteworthy example of the *Stephen*



Shore catalog in 2014, published in English, French, German and Italian, with a total circulation of over 16,000 copies.



These publications have sometimes gone on to become international reference works, as *The New York Times Magazine*

recently recognized in an article on the ten best books of 2018, which included two of the Foundation's catalogs, on *Shomei Tomatsu* and *Brassaï*. But this was not the only case; that same year, the *New York Review Books* highlighted the catalog for the *Peter Hujar. Speed of Life* exhibit and, in 2017, *The New York Times Magazine* also mentioned in the same ranking the catalog for the *Paz Errázuriz* exhibition.



Inteligencia
FÍSICA
Aprender a ver el mundo
con la mente de un físico
Javier Santibañán

El universo es un libro de
lo que experimenta, dice
Richard Feynman. ¿Por qué
no leerlo?
Mónica Rivas

How a grant can change your life: the case of Javier Santaolalla

TEXT: ISABEL PRESTEL IMAGES PROVIDED BY JAVIER SANTAOLALLA

A physicist by vocation and a telecoms engineer by mistake, Javier Santaolalla is able to blend humor and science in his informative drive that has led him to publish books, create three YouTube channels and do stand-up. And all thanks to being one of the 1000-plus young people from the Canaries who have benefited from the Fundación MAPFRE Guanarteme scholarship program. Without it, he would not have managed to fulfill his dreams.

Born in Burgos – specifically in Briviesca – in 1982, but raised in Gran Canaria, where he moved with his family at the age of nine, Javier has a multitude of talents. Of all of them, one stands out above the others: his ability to continually set himself challenges. Challenges which, thanks to his tenacity, willpower, work capacity and, of course, talent, he usually overcomes. Anyone who talks to him for a few minutes realizes this. But, also, anyone who follows one of his three YouTube channels (Date Un Voltio, Date un Vlog or Date un Mí); has read any of his six books (the most popular, *The Higgs Boson is Not Going to Make Your Bed*); has seen one of the Telecienciaro videos he presents on *El Mundo* online; or has attended any of his monologues in which he blends humor and science, two concepts a priori difficult to combine.

But, make no mistake, reaching this point has not been easy. Javier has worked hard. He has studied a lot and was fortunate to have his talent discovered and recognized, warranting a grant from Fundación MAPFRE Guanarteme, which placed its full trust in his project and ambitions. Obviously, given his academic record, it was easy to intuit his tremendous

potential. For this reason, in 2006 he was able to start out on the path that led to him fulfilling one of his dreams: witnessing the start-up of the largest particle accelerator in the world.

But, let's start at the beginning... Or in the middle. When he decided to study Telecoms Engineering, despite having been born a physicist, as he himself states. "I had always studied thanks to grants and managed to get good grades, even when, in my third year at college, I realized that I liked physics much more. So I started studying online via the UNED in my spare time, combining it with my Telecoms degree, to see what happened." What happened was that he became hooked: "The more I studied, the more I liked it. Indeed, I realized what I wanted was to be a physicist." Despite this, he completed the engineering course. But he wanted more: to attend classes in order to finish his second degree course and, in the Canaries, there was no Physics Faculty. Moreover, he was not eligible for a Ministry of Education grant, as this was his second college degree. And, given the situation of his family, with limited resources, he could not afford it.

His only option was to seek a scholarship from a private institution that would enable him to

I believe there is a huge divide between science and society at large. People do not know what the Higgs boson is because nobody has explained it in a fun way



complete the last two years of his physics degree, followed by a master's degree in Fundamental Physics, in Madrid. "When they saw my grades and my academic record, they decided to offer me a grant. This was really important for me, as I felt supported by Fundación MAPFRE Guanarteme from the outset. They believed in me and in my project. And, thanks to them, I managed to fulfill my dream." On completing his studies in Madrid, the CIEMAT (Energy, Environmental and Technological Research Center) offered him a research fellowship at the CERN. Precisely what he had been preparing for over the past seven years.

"There were many reasons why I wanted to work at the CERN. Located in Switzerland, it is a NASA-like physics laboratory, which has several peculiarities of great interest to me. The first is that it is an international agency, a sort of physics UN. Secondly,

it has been in operation since the 1950s: the greatest physicists in history have worked there. And thirdly, it was precisely in 2008 that the most powerful particle accelerator ever was started up. A huge device they had been designing for over 30 years. It was the milestone project of the decade, aiming to discover a new particle. I wanted to be there. And I was."

As Javier had expected, that trip was a landmark event for him: "The four years I was in Geneva marked the achievement of a dream, a personal fulfillment. I was in a very special environment, at a fundamental moment, working on a truly important project. And I could see how an elite international institution operates, understanding how the world of science works and sharing experiences with top-flight scientists. That's why it was important professionally speaking, but even more so personally." He knows that what he learned there has served him well and will do for the rest of his life.



The project and his scientific training placement ended in 2012. He returned to Madrid and decided to take a break. At the age of 30, he had two college degrees, a master's degree and a PhD, was married (since he was 22) and had spent four years in Geneva. "During my sabbatical year I began to tell people what I had studied and about my experience in Switzerland. And they seemed to be interested. I understood that there was an opening for discussing these matters and doing in an entertaining fashion for the general public. I think part of the success I enjoyed at first was due to the fact that I was a scientist who looked like a real geek, a veritable nerd talking about physics, but with a sense of humor. This contrast drew the attention of the media." Bit by bit, he gained ever greater popularity. That was how he became the communicator he is today, a job he loves.

The main reason he adores this task of spreading the word about science has to do, precisely, with his love for physics, that great unknown: "I studied engineering instead of physics because nobody had told me what it was really all about. I believe there is a huge divide between science and society at large. People do not know what the Higgs boson is because nobody has explained it in a fun way. And I thought that I could do it." This posed a whole new challenge: learning how to communicate. "Frankly, I didn't know how to do it." By devoting time and energy, he finally managed it,

like almost every challenge he sets himself. However, it entailed "making a great effort, putting in many hours planning and prioritizing. When I was 20, my friends would go out or head to the beach, and I stayed in studying."

The truth is that his endeavors and tenacity helped him get to where he is today. But also that grant: "If I hadn't been offered it, I would have started working or sought a scholarship in a lab, preparing a doctoral thesis on something related to physics. In any case, nothing to do with what I finally did." ✕

Fundación MAPFRE Guanarteme supports the talent and education of local youngsters

Living in the Canaries often reduces the chances of young people studying what they like the most: the islands do not offer all college courses, nor all the master's degrees. That was precisely what happened in Javier Santaolalla's case. And it is in those cases that young people have to turn to the Fundación MAPFRE Guanarteme scholarships. They are much more than a financial grant; they offer them the chance to set their sights much higher and achieve whatever they aim for.

So much so that these programs are now firmly established in the Canaries as one of the major boosts for professional development available to young people on the islands. Without these grants, they would be unable to continue their postgraduate studies in various subjects such as science, industrial engineering, nanoscience, technological innovation, economics, industrial ecology or musical interpretation; and in different European

destinations. Or gain professional work experience in countries such as the United States, Japan or Canada.

With these scholarships, Fundación MAPFRE Guanarteme strives for excellence through an action plan that includes the granting of merit, research and specialization scholarships. Moreover, in recent years, they have devoted over ten million euros to them and a thousand youngsters from the Canaries have already benefited, being able to fulfill their dream of completing the pertinent studies for their professional development.

Education, the promotion of talent and excellence, and thus fostering the employability of youngsters on the islands has become one of the top priorities for this institution. In 2019, its educational activity can count on 1,847,000 euros, of which 639,000 euros have been earmarked for the scholarship programs.



AFORO 5

CONSTRUCCION



Education, love and good habits to escape poverty

TEXT: ISABEL PRESTEL IMAGES: LEAFHOPPER

In the Peruvian town of Huachipa, on the outskirts of Lima, Fundación MAPFRE and the CESAL NGO are running an integral education project targeting children from the age of two until they complete their studies. The objective is to give them training, but also self-assurance, so that they study, work and start businesses, so as to forge a better future.

Huachipa, a town a mere 10 kilometers from Lima, is not a pleasant place to live. Extreme poverty, a lack of healthy eating or hygiene habits, the scarcity of public resources and the dust from the bricks they manufacture using the soil in that area, which remains suspended in the air in communities such as Nievería. All this not only makes life difficult for adults, children, and adolescents, but also the chances of managing to lead a better life. This lack of hope is corroborated by this figure: just 7.3 percent of the young people in the area manage to study for a higher technical diploma and just 1.9 percent for a college degree.

Turning around these stark figures is one of the objectives of Fundación MAPFRE, and one of the reasons for its collaboration with the Spanish NGO CESAL. This integral education project targets children and adolescents

in Huachipa, in particular the communities of Nievería, Cajamarquilla and Jicamarca. The project starts in early childhood in the ALECRIM center, attended by children between two and a half and five years old. Sara Flores, CESAL's coordinator of Educational Works in Huachipa, explains: "We started here because the ILO (International Labor Organization) had a program for the eradication of child labor. The next project was to enable moms to leave their kids at this center while they were working in the fields. We also take time to work on nutrition and hygiene questions, so as to improve the kids' overall education."

School tutoring and care

The project was progressively extended as new needs were detected, Flores goes on: "The kids from poor families who had

been working in the fields failed to improve their academic results. For this reason, in 2004 we created a center for extracurricular tutoring." Around 1,000 children and teenagers attend the center, where teachers help them with their school subjects. The result is that their academic performance improves. But that is not the most important thing. Ana Canchari is the center's director: "Our children have many shortcomings at the affective level. Likewise when it comes to communication and habits. And, in the schools they attend, they usually have teachers who are not fully committed to their work and the challenge posed by these kids... We tell our educators that they are acting as a second mother to them. Because they end up teaching the kids essential habits: brushing teeth, washing hands, or even toileting and bathing. They also



help them organize their time, because the sessions are three hours long and the kids must learn to distinguish between the time for playing and that for remedial learning.” As well as studying, they practice sports, learn to socialize, etc. But they are not abandoned at the end of this stage. The young people are also helped with a social program offering technical training or accompanying them in their higher education.

Escaping poverty is possible

The proof that this project works, with the efforts of all those working there, is patently clear for one person: Noelia Sandoval. Always smiling and hopeful, she has indeed changed her

life thanks to these centers. “In CESAL I found a place where peace and tranquility reigned. When I was there, I forgot about all the problems I had at home. From a very young age, I was afraid to interact with people and that place was a haven of freedom for me. It was like heaven. I went there to do my homework, remedial work and also the recreational part, as there were sports and dance or crafts workshops.” With all that support, Noelia managed to complete a technical course. Not only because of what they taught or explained to her, but also what she learned about herself: “My teachers helped me see and understand what my skills were, what career

would be right for me. And I realized that customer care and services was for me...”

Noelia is currently working, but she is also studying and trying to devote some of her time and effort to helping other children from Huachipa manage to change their future. “I work at the airport at night, until 7am. When I finish, I go to my classes – I’m studying German and English – until 10am. I then have a while to rest, until mid-afternoon, when I start the classes I give, which run from three to eight in the evening.” Because Noelia has set up a school to teach languages to the children in the area: “There is no language school near Nievería and I wanted to introduce one using the same

“I’ve met people here who have managed to get a profession and they are truly role models for me.” Augusto Salvador Machuca Enríquez, a law student



teaching methodology as that with which I’ve been learning. And I take care of the materials and tuition fees with the money from my job.” This is a way to give back a little of what she has received.

Noelia is one of so many women in vulnerable situations who have received technical training in CESAL and, today, are working or have started up their own business (as 80 percent of them have done). Another example is Jenny Nestares Rutti, entrepreneur: “I had a business similar to the one I have now, but in another part of Peru. Coming to Huachipa was tough because of the different climate and different customs. Thanks to CESAL, I took an entrepreneurship course on which they gave me a

lot of guidelines for improving the business. They also taught me how to calculate the profit percentage and handle permits and municipal taxes...”

The grants from this NGO and Fundación MAPFRE not only focus on women. Augusto Salvador Machuca Enríquez, a law student, owes a great deal to this program: “First of all, I went to infant school until I was five; and, then, to remedial classes. In the morning, I went to school and, in the afternoon, I came here. And, with the help of the teachers, I was able to understand what I couldn’t at school.” But this project is much more than academic support. It is important to draw out of these kids a constant drive to surpass

themselves. And sometimes the example set by those from previous years is sufficient to encourage the next in line: “I’ve met people here who have managed to get a profession and they are truly role models for me. They insisted that we could not give up studying at school, that we had to aspire to something more and go on to higher studies.” Like him. Like many others. Because, in education, love and self-esteem bring out the strength to strive for a better life. ✕

All the testimonies in this article are compiled in the video you can see in our digital edition. To make this video, we were lucky enough to count on the collaboration of the publicist Jorge Martínez, creator of various solidarity campaigns.



Superhéroes de barrio

Altamar Association.

“Love on the other side of the river”

TEXT: FRANCISCO JAVIER SANCHO MAS IMAGES: LEAFHOPPER

You could be a victim, like María, of (gender) violence and poverty (after being evicted twice). And, like María, you could also escape from this vicious circle. She made it through a love story without borders and thanks to the crucial help provided by the Altamar association. This new offering in our Neighborhood Superheroes series takes us into Malaga’s El Perchel and La Trinidad neighborhoods.

We could sum it all up by saying, for example, that “we visited an academic support project for the social integration of people from a neighborhood at risk of exclusion, in the center of Malaga.” But really, just like love, people’s stories are built up from little hopes and dreams and, one day, we can finally put a face to them. Summarizing them would be as unfair as missing out on the story of María (38).

Her longing to get ahead knows no limits. The Altamar project has meant a tremendous leap forward for her four children (16, 14, seven and five years old) and for herself. The personalized lessons for her children, as well as the support she has received from Altamar’s director, has helped her deal with and, even, overcome the emotional impact of the violence suffered in a prior relationship.

Calle Mármoles marks the diffuse frontier between La Trinidad and El Perchel, neighborhoods people actually identify as one with the very same history. We are in one of those small enclaves that are like a whole universe. María was born in one of the few streets still resisting the inexorable advance of urban development plans that blur the neighborhood’s traditional image – with social housing, higher apartment blocks and huge shopping malls – and join it to the center of Malaga with small bridges over the Guadalmedina river.

María talks about her life in which neither the circumstances nor the neighborhood have ever made it easy. She has been evicted twice and needs rental assistance grants in order to make ends meet. But Altamar’s help has also been key. A group of women set up

this association in 2005, offering support and integral education to nearly 100 children to date, as well as attending to the needs of their families at risk of exclusion. María and her children are an example of the project’s beneficiaries. As on the moon, small steps can represent giant leaps. Small steps, minimal gestures. An afternoon snack, perhaps one of the few meals that day; someone helping María’s son with his homework; or a cooking or road safety workshop. María says that she once attended a workshop given by a beautician who came from Marbella to help the Altamar project. “I used to neglect my appearance,” she says. “No makeup, I dressed badly and didn’t even fix my hair.” And now? “I’ve learned how to pluck my eyebrows.” She did not use makeup because, if she did, her former partner went mad with



jealousy. María started normalizing her fear. Not even when he was out did she dare to look out the window at the street below.

Giant leaps

Today, María lives in Avenida de Barcelona. It is no more than a 15-minute walk from Calle La Puente to Avenida de Barcelona. This place is just a little better. But that move only came after many years of struggle and a history of violence followed by a love story. Many lifetimes to go from one street to another. And if the rental costs continue apace, and her assistance grant is not extended, she will not be able to pay for the apartment she lives in now, not very far from the neighborhood. A long corridor and more spacious rooms than where they used to live. “You’re going to meet him now,” she tells us. She is talking about Christian. She had her two youngest children with him. He has also been a second father to

Ainoa and Germán, the two María had with her former partner. Christian arrived from Nigeria 13 years ago. He has not known anywhere else in Spain apart from Malaga. And he occasionally finds jobs doing manual work. They met at a wedding. Christian transmits tranquility. He is a man with gentle eyes and gestures. He is not yet fluent in Spanish, but they understand each other.

Ainoa, the eldest daughter, does not remember very well, but she found out what her mother had been through when searching in a box for a photo of when she was little. Among those keepsakes, she came across a complaint filed for domestic violence. Ainoa was one of the first girls to come to the project and, today, she is studying to get ahead. Her mother María also studied, but only finished basic education. “And I got really good grades,” she adds. “But, as I was the eldest child, I had to start working when I was 14.” As we walk around

the neighborhood, Ainoa answers our questions while texting with someone at full speed. We ask her who her guiding light is. “My mother,” she replies without hesitation. We ask her what she learned from her mother. “To never give up.”

But let me tell you another love story. That of Victoria Marín, although no one here calls her that. She is the director of Altamar and, to a large degree, the life and soul of this project since she joined in 2005. Let’s stop calling her Victoria. She is “Peque”. That is how she is known in the district. And, in her large family, with her parents going through various names before getting hers right, it was easier to use that nickname. She could be taken for a local; only her accent betrays the fact that she came from Malaga ten years ago, in love with a Malaga man with whom she has already had six children. Peque is an educator and, from a young age, worked on volunteer educational projects. She knew no one in Malaga and Altamar was the key to the city for her. Today, not only is she the director, but she is also a friend and companion of many families that have passed through its doors over the years, like María’s.

On the second floor of the San Pablo Nursery, in a building belonging to the Santa María de La Paz Foundation, where Altamar is based, Peque opens a photo album depicting the project’s history. It offers an overview of the facilities and the changing faces of the children who have now left their adolescence behind, like Ainoa. With “the personalized schooling support, the children make much greater

This project is highly important for ensuring many children can mentally escape from the confines of exclusion and crime.

progress, especially those who cannot afford private classes. We currently assist a total of 44 children aged 5-16, who belong to some 25 families,” Peque explains.

Evenings at Altamar

“Here they come,” Peque warns us. A racket can be heard coming up the stairs and the temperature rises every evening Monday through Thursday in this part of the neighborhood. Ten-year-old Ezekiel comes in, his open notebook revealing a grade within a circle. It is 6.5. He makes faces to draw attention to himself. He is clearly proud of his Language exam.

The evenings at Altamar are simple, in three phases, Peque explains. The first is the afternoon snack at 5:30. “For some of these children, this is one of the few meals they receive each day.” They alternate between fruit, sandwiches and, occasionally, pastries. The second is the academic support, at 5:45. “The key is that it is personalized,” Peque stresses. And, thirdly, the workshops, which begin at 6:45. Today, they are going to a cooking workshop run by another association – Alacena del Corralón – which, with the energy of a group of nine women, is rescuing the culinary heritage of Malaga and these neighborhoods. Its president is Yolanda Batalla. And, with her energy, she lives up to her surname (battle in Spanish). With her girl-like face, she is barely over 30. No one knows the neighborhood’s anecdotes better than her and she relates them to the tourists, especially in the fairs and cultural weeks.

“It’s a question of responding to needs,” Peque explains, regarding



Victoria Marin, “Peque” is the director of Altamar and, to a large degree, the soul of this project

the other sorts of assistance the project offers. “For example, we have a small store of foodstuffs and household products to make up for what these families cannot obtain from other organizations. Olive oil, for example, toothpaste or detergent. Other times, we need a podiatrist for the children and we just go out and look for one. We seek solidarity. And, luckily enough, this is a charitable city.”

Many of the families Altamar serves have one or more members in prison or suffering from drug dependency. That is why this project is so important for ensuring many children can mentally escape from the confines of exclusion and crime. And that is why that tremendous 6.5 in Ezekiel’s Language exam is like a 10 for him and for all those who collaborate here.

The La Trinidad and El Perchel neighborhoods form part of today’s Spain where, far from the front-page

headlines, thousands of people are struggling to deal with multiple forms of violence brought on by social exclusion, unable to continue their studies or even enjoy three meals a day.

Altamar also has to get by with the bare minimum. Its annual budget is just 37,000 euros, which it receives thanks to contributions such as that from Fundación MAPFRE, through its Sé Solidario program. But, were it not for the enormous passion of the volunteers and monitors, many of the 100-plus children and their families helped over these years would be living in a more difficult neighborhood. Today, there are no frontiers for its inhabitants. Here, love never surrenders. It proves its worth, achieving miracles by turning around the lives of those abandoned by society. And this is accomplished by everything that money cannot buy. ❌



Actuaries to bring certainty to an uncertain world

TEXT: RAMÓN OLIVER IMAGES: ALBERTO CARRASCO

The actuary is one of the profiles most in demand and with the greatest employability rates these days. But the chances of completing higher studies specialized in this discipline in Latin America are very limited. For this reason, Fundación MAPFRE collaborates with the Carolina Foundation to grant fellowships to students in LATAM so they can pursue postgraduate actuarial studies at different Spanish universities.

Hari Seldon, a famous mathematician who lived between 11,988 and 12,069 of the Galactic Era, was the creator of psychohistory, a branch of science capable of predicting future events with astonishing accuracy based on a study of large data sets. This character, fruit of the imagination of the grand master of science fiction Isaac Asimov, anticipated in his monumental *Foundation* series the predictive power of large-scale data analysis, long before we would hear talk of Big Data or Analytics. Actually, there is a professional specialty which, for a long time now, has been doing precisely this in the field of insurance and financial products, and which perhaps served as an inspiration to Asimov himself. We are referring to the actuary profession.

According to the Society of Actuaries (SOA), one of the functions of an actuary is to assess

the probability of future events by using numbers, mathematical models and computational technologies. “The actuary is a professional who quantifies risk in different environments, one of which is the insurance business. They are the experts who perform statistical calculations for determining the premium, gauging technical provisions or modeling the insurance risk,” is how Laila Krause, from MAPFRE’s Corporate Actuarial Area, summarizes their role.

The work of actuaries is not new at all. Its origins date back to 1774, the year in which the English insurance company The Equitable hired the mathematician William Morgan as an assistant actuary. The technological developments in recent years have revolutionized actuarial methods, raising this discipline to previously unimaginable

levels. “Actuarial techniques have become more sophisticated with the introduction of Big Data and artificial intelligence into their statistical models,” explains Krause. These new capabilities have enabled these professionals to transcend mere statistical or mathematical quantification, bringing added value to a host of different fields.

Studies confirm that the actuarial profession is one of the careers with the greatest employability, a trend that is presumably set to increase in the next few years. Over 300 actuaries are currently working in MAPFRE. The fact is that, by its very nature, the insurance industry needs people with mathematical and statistical profiles able to monetize its analyses.

But the actuarial science is not only useful for insurance companies. “New niche markets are opening up for our profession



Laila Krause, actuary in MAPFRE's Corporate Actuarial Area

in sectors other than insurance, where many companies are seeking data scientists to offer them support in their decision-making processes," Krause points out. However, the current volatility of the markets means that the work of these professionals is increasingly complex. In this context, continuous training is vital to ensure that these data-fueled oracles remain effective as the guarantors of optimum business decisions.

Fundación MAPFRE is committed to training

"From our very origins, and over all these years, we have developed a full range of specialized insurance study programs: from

short courses to graduate and postgraduate programs, including doctorates" recalls Mercedes Sanz, manager of Fundación MAPFRE's Insurance & Social Protection Area. Within this context, in 2015 Fundación MAPFRE launched a collaborative project with the Carolina Foundation consisting in granting fellowships to students in LATAM to enable them to pursue postgraduate actuarial studies at different Spanish universities.

The Carolina Foundation fellowships are an initiative that, since the year 2000, strives to "promote cultural relations, as well as educational and scientific collaboration, between Spain and Latin America," explains its coordinator María José Sáez. At present, the immediate horizon for this program is the United Nations 2030 Agenda for Sustainable Development. These fellowships therefore provide educational and research opportunities in all the fields of the 2030 Agenda. One of them focuses on improving the regulation and supervision of the international financial institutions and markets, as well as strengthening the application of these regulations. And the actuaries have a big part to play in achieving this objective.

The close relations MAPFRE maintains with Latin America, where it is present in virtually the entire continent, places it in an enviable position to contribute to the advancement of actuarial studies in that part of the world.

Despite the fact that, in some countries such as Mexico, Brazil or Argentina, there indeed exists actuarial activity at the professional level, the possibilities of taking higher education courses specializing in this discipline in Latin America are highly limited, and practically non-existent when it comes to postgraduate studies.

Thanks to this collaboration between Fundación MAPFRE and the Carolina Foundation, the selected Latin American students are benefiting from fellowships for postgraduate studies in Actuarial Sciences at the Universities of Alcalá, Barcelona and Carlos III in Madrid. One of the requirements of these programs, which have a duration of two years, is that, upon completion, their beneficiaries must return to their countries of origin and apply their newly-acquired knowledge there. As María José Sáez explains, we can thus ensure that "this cooperation is more effective and is of real value to these countries."

Fundación MAPFRE supports the development of these professionals as a tool to help the professionalization of the sector and, through the contribution of the insurance industry, contribute value to society. Because, as Mercedes Sanz concludes, "we want to do our bit in favor of quality education, fully in line with the United Nations Sustainable Development Goals, and the actuary is a profile in great demand, with a tremendous future, a 21st century profession in this Big Data era." ✕

The views of those concerned

Sebastián Uribe

29 years old. Colombia: Industrial Engineer.
1st year fellow. Carlos III University in Madrid

I was always really drawn to the financial-economic area, yet linked to engineering and mathematics, and the actuarial activity ties in very well with that. In my country, I launched a project as an entrepreneur to tackle the difficulty of predicting behaviors based on the uncertainty of the available data. My objective is to continue with my entrepreneurial project and implement a lot of know-how that is not fully developed in my country. Colombia is a growing economy with many opportunities, and many areas remain unexplored. This master's degree offers us a fabulous opportunity to delve deeper into them.

Nelson Yáñez

32 years old. Ecuador. Mathematician.
1st year fellow. Carlos III University in Madrid.

The first person who recommended the actuarial specialty to me was my thesis director. I had not heard about it, but, as chance would have it, I ended up working in the Ecuadorian Social Security Institute, precisely in the actuarial division. I gradually became more involved in the statistical and data area. I specialized in life tables and I loved it. In Ecuador there are no courses in this specialty, and yet companies need these professionals. That's why I believe this is a great opportunity, in both labor and academic terms. One of my goals, as I stated in my letter of presentation to Fundación MAPFRE and the Carolina Foundation, is to be a pioneer in this field in my country, paving the way for other compatriots to complete actuarial studies in Ecuador.

David Valdivieso

24 years old. Mexico. Electronic and Telecoms Engineer.
1st year fellow. Carlos III University in Madrid.

This experience marks a real turning point in my life. In fact, they offered me a scholarship for one of the best universities in my country and I turned it down, as studying in Spain was my dream. My college professors had spoken to me about Spain and the actuarial specialty. When I received this fellowship, it was as though I'd won the lottery. For me, this opportunity really opens the door to personal advancement and a better future. Things are complicated in my country. Of the 50 most violent cities in the world, 15 are in Mexico. One of them is mine, Tijuana. On completing this master's degree, I'd like to return home, teach what I've learned here, give classes and participate in projects which can help society.

Alex Efrén Pérez Tatamués

29 years old. Ecuador. Mathematical Engineer.
2nd year fellow. University of Alcalá.

Regarding this course, I'd underscore the tremendous expertise of my professors, on both the academic and the practical application front. What we see on this course is what we're going to be implementing later in our work. I'll take away valuable insight as regards how to apply actuarial know-how to an insurance company or in a Social Security or social protection institution. I believe that ensuring the sustainability of pension funds or retirement schemes is crucial for all countries. Another aspect that concerns me – and motivates me – is the need to create laws that better regulate the insurance industry. One of my professional goals for the future is precisely to try to implement these regulations and thus address the social protection problem in my country.





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Three projects that will help change the world

TEXT: CRISTINA BISBAL IMAGES: ALBERTO CARRASCO

One Spanish, a Columbian and a Brazilian project were the winners of the second edition of the Fundación MAPFRE Social Innovation Awards in the three categories: Improving Health & Digital Technology (e-Health); Insurance Innovation; and Sustainable Mobility & Road Safety. Before collecting their awards, they had faced stiff competition from another 229 projects. There now follow details of the grand finale of this second edition of the Fundación MAPFRE Social Innovation Awards.

Last October 10, the Auditorium of the Museo Nacional Centro de Arte Reina Sofia was the venue for the final of the second edition of the Fundación MAPFRE Social Innovation Awards, organized with academic support from IE (Instituto de Empresa). Nine finalists were competing for the awards, all passionate about their projects, which were created and developed with the aim of changing the world.

Throughout the event, the nervousness of the participants was evident, mitigated by the atmosphere created by the cheery female presenter and the fine music. Those present were treated to jazz played live by a group from the Música Creativa Foundation, which helped to relax the nerves of the finalists. Because getting this far had not been easy. The projects that reached the final had passed through a tough selection process. Of the 230-plus projects

submitted to this second edition, 26 went on to the regional semifinals held in São Paulo, Mexico City and Madrid. They competed at these three venues in three categories: e-Health or Improving Health & Digital Technology); Insurance Innovation; and Sustainable Mobility & Road Safety.

The representatives of the finalist projects arrived at the Reina Sofia museum hoping to take home the international recognition inherent in this award and the congratulations of the personalities present: Infanta Elena; Antonio Huertas, president of Fundación MAPFRE; and Cristina Gallach, the UN High Commissioner for the 2030 Agenda. And, of course, the €30,000 cash prize accompanying each of these three awards, enabling them to give their projects a definitive boost and go beyond the prototype stage. Not forgetting the tremendous visibility in the media,

reaching both potential investors and clients.

The jury had seen and assessed the projects the previous evening, but the result was not made public. A representative of each of the nine finalist projects came on stage for three minutes to tell the audience about their project, how it has innovative and how it contributed to social improvement. Because, as Antonio Huertas stated in his speech, “innovators do not simply want to create an innovation model; they also want to create new capacities for addressing problems and seeking social and technological growth.”

These words are confirmed if we take a look at the solutions that were presented and – given that viability is another of the requirements to opt for one of these awards – are clearly capable of: improving the quality of life of people who suffer from diseases



Antonio Huertas, president of Fundación MAPFRE, during the grand finale held in Madrid on October 10.

(Neurobots; Ecglove; Rithmi); furthering the autonomy of the elderly and those with disabilities (Speakare; Navilens); creating safer environments for children in large cities (Carona a pé; Caminito a la escuela); providing access to essential services – health, leisure, education, insurance – to vulnerable people (MiBKClub); and boosting the livelihood of small-scale farmers (Manejebem), essential actors when it comes to feeding the world, by offering them technical assistance and remote support for the risks to which they are exposed. After a few tense minutes, the envelopes were opened, disclosing the winners Neurobots (e-Health; Brazil), MiBKClub (Insurance Innovation; Colombia) and Navilens (Sustainable Mobility; Spain).

Following the presentations, and given the quality of the proposals, Cristina Gallach stressed how “happy” she was. “You have given us hope for the future through your commitment to the present. This is the 2030 Agenda. It is essential to organize ourselves to ensure that, every day and in every aspect of our lives, we advance toward a fairer society and can live on the planet we want and which we must leave to our children. Innovation is on our side,” she declared.

The success of this second edition has reinforced Fundación MAPFRE’s commitment to social innovation in general, and to these awards in particular. “We were already ambitious last year. And we remain so. The

underlying factor is the need for companies to make an impact, to act differently in order to achieve change. Fundación MAPFRE is fully committed in all the regions where we operate, because we also want to be leaders of change,” Huertas stated. And he went on: “We must make a real call to action and adopt the Sustainable Development Goals as something inherently ours. It’s not enough to just spread the message without taking concrete action.”

One such concrete action, proof of the commitment Antonio Huertas espouses, is the announcement of the third edition of the Social Innovation Awards, “because there are so many social impact projects just waiting for an opportunity.” ✕

A stroke is the disease that causes the greatest number of mobility disability issues in the world and Neurobots could help many of them recover part of that lost life

Three innovative proposals



Category: *Improving Health & Digital Technology (e-Health)*

Neurobots (Brazil)

“We are a neuroengineering startup working to rehabilitate stroke patients,” is the straightforward description offered by Julio Dantas, CEO of Neurobots, of their winning project. “We ask patients to think or imagine what they want to do, capture the brain signals that the software identifies and manage to get the exoskeleton to move accordingly.” In this way, patients are able to move their hand again. Dantas goes on: “This work actually enables the brain’s plasticity to be increased by making new connections and restoring the function that had been lost.” This rehabilitation process enables around 30 percent of the motor capacity of the upper limbs to be recovered in as little as two weeks. At the end of the therapy, patients no longer need the neuroconnector as they have relearned the movement.

This project arose from the need to tackle the sequelae of a stroke, a serious problem in Brazil, as everywhere else. Each year, some 300,000 people suffer a stroke. 75 percent of patients survive, yet 70 percent of them never walk again. This is the disease that causes the greatest number of mobility disability issues in the world and Neurobots could help many of them recover part of that lost life. A true revolution accomplished by a young biomedical company (its CEO is only 24 years of age) for whom winning this award has meant a lot: “Fundación MAPFRE is a highly respected institution and it has chosen us over numerous great projects from all over the world. It’s been so motivating, made us feel really good and shows us that we’re on the right track.”

The Navilens app, based on Artificial Vision, achieves maximum accessibility for people with visual disabilities using a cell phone



Category: *Sustainable Mobility & Road Safety*

Navilens (Spain)

This app achieves maximum accessibility for people with visual disabilities using a cell phone. Able to read a QR-type code and based on Artificial Vision, it detects multiple markers at significant distances in milliseconds, even with the device in movement, and without needing to focus on objects. Javier Pita, CEO of Neosistec, the firm that developed this project, tells us how the idea came about: "We were wondering how a cell phone could help people with a visual disability. We thought that the camera could read signage to help them get their bearings, especially in places they have no prior knowledge of. What was available on the market was no use to us. So we met up with the University of Alicante to set them the challenge. It took us five years to develop this code."

Their goal is for it to achieve widespread use: "Just as there are signage elements in all public spaces, we believe that there should also be Navilens codes so as to make them more accessible for the blind."

Pita is of the opinion that technology "should have a social impact on people's lives." And that is precisely why this award is so exciting for them "given that, in its second edition, it's already one of the most prestigious on the international stage. This is a major step toward being able to extend this system that helps people with visual disabilities move around more independently in their daily lives." And without forgetting that it may be of use to many more than just this population group – "to all passersby. A visitor in Asia can have signs translated in real time to their own language."

It has already been tested in such crowded places as the bus and metro services in Barcelona, the trams in Murcia or the Atocha train station in Madrid.

MiBKClub is a low-cost subscription model program that combines insurance with other products and services which we refer to as poverty ‘shock absorbers’



Category: *Insurance Innovation*

MiBKClub (Colombia)

Maribel Torcatt is one of the founders of this project. But she is no newcomer to social innovation. She has dedicated over 20 years to this field from Fundefir (Rural Finance Foundation), a non-profit association responsible for MiBKClub. This is “a low-cost subscription model program that combines insurance with other products and services which we refer to as poverty ‘shock absorbers’. They are distributed through community advisors, local women who manage to minimize the reluctance to purchase insurance,” Torcatt explains. And she goes on: “It’s like an incentive to get people to purchase insurance, which is in our interest as a development organization; but we package it up with other services and benefits such as education, leisure, housing and health. We obtain discounts in travel agencies, dental clinics, etc. And, in the event of some contingency, they are insured. In this way our target population – vulnerable groups and low-income families – can enjoy insurance cover almost without realizing it.”

In Fundefir they know that “poverty is not only determined by a lack of income, but also the lack of a regular income, with periods where economic revenues drop or simply disappear. It is at these moments that a shock absorber is needed. Without this safety net, a crash is inevitable.” Maribel gives the example of a lady who makes cakes at home. “If she catches the flu and misses eight days’ work, this is a very serious problem.”

Winning this award has meant a lot: “In the first place, it’s recognition for 20 years of hard work, producing products and services that help vulnerable populations. The cash prize will help us boost their impact and develop the technology that we need. This award will help us bring this product to more populations.”

They are all winners

The quality of the projects submitted made it extremely hard for the jury to pick the winners. The nine finalists presented highly valid, amazing solutions for various problems related to the three award categories. These are the finalist projects which, while they did not come away with an award, are also winners so far as Fundación MAPFRE is concerned.

Category: Improving Health & Digital Technology (e-Health)

Rithmi (Spain)

This is a wearable device (specifically, a bracelet) which can monitor the wearer's heart rate 24 hours a day, so as to be able to detect cases of one of the most common arrhythmias, atrial fibrillation, which can lead to a stroke. "This smart bracelet warns users that they need an electrocardiogram, which the bracelet itself can perform and then share the results with a relative, or even with their doctor via our platform." This is the explanation of Oscar Lozano, CEO and founder of the project, which he started up with his father, the cardiologist José Vicente Lozano, an expert in cardiovascular studies. Designed for individuals and medical centers, including public and private hospitals, the aim of those responsible for Rithmi is "to keep growing so as to get to market and help prevent strokes. Our hashtag is #porunmundosinictus». They already have a prototype and just need a little more effort to get the product to market.

Ecglove (Mexico)

Daniel Aragón, co-founder and the project's Chief Technology Officer presented this glove which is placed on the patient's chest to start measuring the heart's condition and obtain the data equivalent to that from an electrocardiogram. It is thus possible to make better decisions in emergency situations and increase a patient's chances of survival. "What we are seeking is to be able to empower doctors from the very first contact, so that they can swiftly diagnose patients and refer them to cardiologists. We want them to be able to detect cases of arrhythmia that could indicate a possible heart attack in the future. Moreover, it can be used in ambulances to rule out heart attacks or cardiac alterations. Or it could even help decide whether defibrillation or cardioversion is called for. Over time, it might even mean that patients could have one at home, so as to be in constant contact with their doctor," Aragón adds.

Category: Insurance Innovation

Manejebem (Brazil)

Caroline Luiz Pimenta is an agronomist only too well aware that family farming plays an essential role in the world's food supply. "More than 70 percent of the food consumed in the world is produced by small family farmers. And they are precisely the ones who are most unprotected, the most vulnerable to potential disasters or simply a bad harvest." She knows this as she worked with them while she was studying. She also noted that they have no technological skills, but they do make good use of social media. That is why she and her partner, the biologist Juliana Mattana, decided to create a startup, a social media app that "connects farmers with other producers and technical experts. They are thus offered remote technical advice on risks and experiences that help them achieve sustainable rural development. It also performs a diagnosis of pests and deficiencies in their crops."

Speakare (Spain)

The idea of this project was born out of Marta Carruesco's personal experience. Her grandfather fell at his bedside when he was going to bed and could not let anyone know. "He was not found until my mother came the next day. He had spent over ten hours alone, collapsed on the floor, which led to a series of health problems and a lengthy hospitalization from which he could not recover. From that moment on, he was a totally dependent person." Speakare is a permanent monitoring service for the elderly which seeks to avoid cases like this with an assistant that can be activated should they suffer an accident or fall sick: "It's an intelligent, non-intrusive system that enables elderly people living alone to be looked after, by learning their normal behavior patterns in order to be able to notify relatives whenever some anomaly is detected in their behavior: failure to get out of bed or return from a walk, or suffering a fall. This makes it possible to offer prompt assistance."

“You have given us hope for the future through your commitment to the present,” Cristina Gallach declared



Category: *Sustainable Mobility & Road Safety*

Caminito de la escuela (Mexico)

This is a web platform offering georeferenced information to indicate the degree of danger in the vicinity of each school, with actual data on kids knocked down at the start and end of the school day near basic education centers around Mexico City. Sergio Andrade is its Public Health coordinator: “This is a project based on citizen participation, data mining and linking up with governments. The first phase of the work was to map all the schools and kindergartens, and cross-reference them with data on people knocked down between 2010 and 2012.” But they want to go further. “That’s why the platform provides tools to assess the surroundings and urge the pertinent governments and institutions to enhance safety.” This is not a trivial issue, when you realize that vehicle-pedestrian collisions are the leading cause of child death in Mexico City. “Our goal is to make our cities safer, healthier, more sustainable and more equitable for people,” Andrade declares.

Carona a pé (Brazil)

“Road safety is a really serious problem in Brazil. Vehicle-pedestrian collisions are the leading cause of child death. Despite this, there is no program dedicated to ensuring children can get to school safely.” These are the words of Carolina Padilha, a teacher who walks around two kilometers each day to get to the school where she works. Along the way, she comes across many of her pupils walking alone to the same school. One day she decided to form a group to walk along together. That was the start of Carona a pé, “an association that trains and prepares school agents (parents, teachers, volunteers) to organize safe routes and accompany the boys and girls to their schools, according to a pre-established schedule and following a given route. The initiative aims to raise awareness of the importance of walking and building a different relationship with the city.” After four years, they are now well on their way to making this a reality.



Mafalda Soto, pharmacist and founder of the Beyond Suncare NGO

**“It’s thrilling to see
the transformation of those
working with people
with albinism”**

TEXT: CRISTINA BISBAL IMAGES: MAFALDA SOTO

The broad grin, honest gaze, energy and vitality of this Galician pharmacist born in 1982... this is the best possible presentation of Beyond Suncare, the NGO she founded in 2017. Since 2008 Mafalda has been deeply involved in improving the quality of life of people with albinism, the most marginalized population on the African continent. Together with her team, she has produced a sunscreen product suited to their needs and skin type.

What first drew you to Africa?

Although it seems contradictory, a trip to Iceland. When I graduated, I was awarded a scholarship for scientific studies in Reykjavik. At that time, just before the crisis, it topped the world human development index ranking; the richest nation, offering most possibilities... everything was easy. There was a huge level of consumerism and that made me think.

Was that when you decided to go to Africa?

I took charge of my grandmother's pharmacy in Santiago de Compostela while I trained to be an aid worker and tried to save money. I wanted to get involved, but from the inside, knowing how things worked. A year later I went to Barcelona to do an MSc in Tropical Medicine and International Health. It was an environment of Africanist teachers and students and I got hooked. I decided to try my luck and I headed off with the África Directo NGO for nine months, which turned into nine years (laughs). Right now, this is a life project in which it's hard to draw the line between the personal and professional spheres.

Because you got caught up in the situation of those with albinism. How did that love story start?

I was working in Malawi on a socio-medical community project with groups at risk of exclusion. One of these groups was the population with albinism. That was where I suddenly discovered it... it really impacted me. In the project, I monitored their

skin health, but there was also an education and awareness aspect... After two years in Malawi, I moved to a dermatological hospital in northern Tanzania to work with people with albinism.

What is special about people with albinism?

First of all, their major threat – cancer. In Africa, skin cancer is the leading cause of death among people with albinism, ending their lives in a dramatic fashion: 90 percent die before they reach 30. Prevention is essential. In Africa, sunscreen saves lives. They are also discriminated against for their appearance, persecuted and killed due to the influence of violent superstitions: their bones are used to make potions that bring good fortune. It's horrible!

While you were there, you came up with the idea of creating a sun blocker.

Yes, and I came back to Spain to learn how to do it. We started a tiny production run in a ship container (laughs). It was then that a Canadian NGO learned of our project and decided to support it, help it grow and maximize its impact. And so, with more financial resources and people involved in these productions, the years went by and the project progressively expanded.

Why make sunscreen there if you could import it from Europe?

Two reasons. Firstly, the goal was to develop a formula adapted to their needs, to their skin type, and

get them to try it. They had to accept it, because they won't use what they don't like. In fact, the formula has improved a lot, as we have added better filters, with better adherence and cosmetic elegance. And secondly, we wanted to go for local production and, therefore, the ingredients and manufacturing processes had to be simple.

But the project goes beyond photoprotection?

Yes, indeed. Hand in hand with the National Albinism Association and United Nations, we conducted a study in 2017 to identify the challenges faced by people with albinism as regards accessing dermatological or educational services, among others. We currently offer a package of services that includes the product adapted specifically for them – easy to produce locally so that people with albinism are hired; the distribution is accompanied by education and a primary care dermatological checkup so that, in the future, this may be included within Malawi's national health system. We also carry out projects to normalize albinism, demystifying everything that surrounds it. The idea is to achieve social inclusion.

What are the challenges for the future?

In the short term, our objective in Malawi is to bring all these services to 1,000 people with albinism and, in the medium term, to create another production unit and get the government to purchase the product, so as to reach all those with albinism in the country. And everything is going quite well. ✕



Compañía Hispano Americana de Seguros y Reaseguros

RECAUDACIÓN de PRIMAS en 1943
PESETAS 100.680.779'05

SEGURO POPULAR del CICLISTA



Este seguro le AMPARARÁ de
TODOS sus RIESGOS como ciclista.

Those female cyclists

TEXT: ANA SOJO & ROCÍO HERRERO RIQUELME. FUNDACIÓN MAPFRE

Bicycles were the most commonly used means of locomotion during the 1950s, save perhaps motorized two and three-wheelers, both in Spain and in other countries. At that time, automobiles were luxury items and only within the reach of a chosen few. It was not until the appearance of the utility vehicle in the 1960s that we started to see the bicycle gradually replaced by the automobile. As well as providing an endless source of leisure and fun activities, it was also an important means of locomotion, and even a basic work tool which, for many, offered the possibility of earning a fixed income.

This is reflected perfectly in the cinema of that era and we all remember the example of that quintessential film from 1948 *Bicycle Thieves (Ladri di biciclette)*, an authentic masterpiece of Italian neorealism by director Vittorio De Sica. The film tells the story of Antonio, who manages to find a job which requires him to have a bicycle, but it is stolen during his first day on the job. Likewise, a noteworthy example in Spanish literature is the sincere tribute Miguel Delibes paid to this means of transport in one of his most endearing tales, *Mi querida bicicleta [My Beloved Bicycle]*, in 1988.

Compañía Hispano Americana de Seguros y Reaseguros was founded by the Millet brothers

in the early 1940s. This company, known in the insurance world as CHASYR, for its initials, would soon specialize in transport insurance. In 1943 it held third place in the ranking of Spanish insurance companies by premium volume and it was not until 1988 that the British company Eagle Star took control of the company.

Insurance for cyclists was offered by most of the companies at the time. It covered the risks arising from damage that could be caused to third parties, as well as the damage the bicycle itself could sustain.

This poster from the Hispano Americana company was made in the 1940s, during what is known as the Spanish autarky period, when the economy suffered a severe economic depression and the living conditions of most of the population were characterized by their tremendously precarious nature, with a marked decline

in overall levels of well-being. These were difficult years that lasted from the end of the Spanish civil war right through to 1959, when the National Economic Stabilization Plan was approved. The shortage of goods, the lack of production and consumption, the total absence of a middle class and international isolation defined two decades of Spain's history. This was totally disastrous for the economy and for the country's much-needed modernization process.

In this poor, stagnant environment, radically opposed to the normal context in which the principles of advertising operate, these posters were on display to passersby. Given these circumstances, the illustrations advertising products had to produce a "comforting" effect, with optimistic images and messages. The result, for the most part, was a prevalence of

◀ Signed by "José María" and printed by Gráficas Marina in Barcelona. With the seal of the DGS (Spanish Insurance General Directorate) from 1945. The bicycle is based on BH brand models of the 1940s.
© Fundación MAPFRE. Insurance Museum.

As well as a means of transport, the bicycle was a work tool and a true symbol of freedom



conservative themes, often based on national hobbies and pastimes, such as bullfighting, movies and nascent tourism based on religious festivals and local traditions.

However, on observing this example of these posters, which is on show at the Fundación MAPFRE Insurance Museum, we find some exceptional peculiarities that make it a piece eminently worthy of study, given that there are several aspects that distinguish it from other advertising creations. For example, the product it advertises is

insurance for cyclists. This is due to the fact that, in a Spain with its infrastructure destroyed and restrictions on the importation of raw materials, the bicycle became the transport vehicle par excellence. But, far from depicting the bicycle as a vehicle necessary for getting around, Compañía Hispano-Americana de Seguros y Reaseguros presented it as a recreational product within an absolutely rustic, and clearly idealized, setting. Moreover, the advertisement features a young woman fully dressed in pristine

white: headscarf, skirt, blouse, gloves and shoes. The intention is obvious: clarity, light and safety in a Spain with an uncertain future.

We also observe how the layout coding elements have been carefully chosen. One of the fundamental principles of billboard advertising is brevity of the text, given that their natural location is on the public highway and, therefore, in a transit area. In addition, it is vital that, in a few seconds, the spectator can grasp the idea – the product being promoted – and, in order to

achieve this, it is imperative that the poster contains enticing elements that fulfill two purposes: communication and aesthetic quality. This is the reason why the phrase at the bottom of the poster – “This policy will PROTECT you against ALL your RISKS as a cyclist” – is written using letters of different sizes and colors. This is because it is too long for a slogan and so the company highlighted the most important words in its message: PROTECT – a verb that verges on exaggeration, but that should come as no surprise given the historical context – ALL and RISKS.

However, strange as it may seem, the fact that it features a woman is actually nothing new. There are many advertising posters related to the world of cycling that feature a young woman as the central figure. One of the most important is the *Salón Pedal* poster by the artist Alexandre de Riquer, in which he depicted a modern female cyclist wearing those famous baggy bloomers. With this drawing, Riquer was able to transform a not very poetic theme into a decorative work, full of arabesques and flowery details that hark back to the great Mucha or Privat-Livemont.

Women and the bicycle constitute a whole genre of



Alexandre de Riquer, *Salón Pedal*, 1897

early advertising. The theme is repeated because, for women, it was much more than a means of transport – it was a true symbol of freedom. The two-wheeled vehicle placed within reach of the female population the possibility of moving around independently and fairly rapidly in a world that tended to confine them to the family home. A real milestone that helped present the female cyclist as the new woman, able to conquer terrain that was previously a no-go area.

There is nothing more modern than the old. We are currently witnessing a significant boom in the use of bicycles, both as a sustainable means of transport and as a fundamental vehicle for work, leisure and sport. ☒

Practical information on the Insurance Museum

Located in Madrid, at Calle Bárbara de Braganza 14, it has 600 pieces on display and a total of 1,300 preserved in the institution's collection.

In addition, all of them can be viewed on a virtual tour of the museum at www.museovirtualdelseguro.com.

Free guided tours for groups may be reserved in advance by completing the form on our website.



YOU'VE ARRIVED AT

LOOK BOTH WAYS VR DRIVING EXPERIENCE



Fundación **MAPFRE**



B

Mayer Martin J. Walsh



Boston aiming for “Zero”

TEXT: DAVID LOSA IMAGES PROVIDED BY MAPFRE USA

This U.S. city, the Massachusetts state capital, has implemented a comprehensive, multi-pronged safety plan that links the transformation of its citizens’ mobility with the total elimination of traffic-related fatalities. Pedestrians and cyclists, the most vulnerable, are at the center of the strategy.

There can be no treatment without a diagnosis. Cities around the world are immersed in complex transformation processes to deal with mobility issues. Why is this? There is no single cause, but there are several problems: traffic jams, environmental pollution, excessive reliance on private vehicles – and the social exclusion that generates – and, of course, accidents.

Last October, the NHTSA (National Highway Traffic Safety Administration), the maximum traffic authority in the United States, published its annual report on accident figures, with data up to 2018. Most noteworthy among its statistics are those corresponding to pedestrians, cyclists and motorcyclists, i.e. the most vulnerable users: the number of pedestrians killed in urban centers has risen 69 percent since 2009 and currently reveals the highest fatality rates of the last three decades. This situation is particularly serious in the poorest neighborhoods,

according to the Governors Highway Safety Association (GHSA), the association of highway safety representatives from the different states, which laid the blame for this on such unacceptable reasons as deteriorated infrastructure in these areas. In addition, the NHTSA report reflects the fact that cyclist deaths have also soared in the cities, up 48 percent over the last decade.

At the end of 2015, the City of Boston – the Massachusetts capital with a population of 4.5 million (including the metropolitan area) – presented an ambitious action plan designed to reverse the accident statistics for the city’s roadways and streets, entitled *Vision Zero Action Plan*. Interestingly, one year earlier, in 2014, Fundación MAPFRE had presented its Goal Zero campaign. The ultimate goal of this “action plan” is now a challenge for all Bostonians: to achieve “zero fatalities” in traffic accidents by the year 2030.

Vision Zero Action Plan is working. So far, the numbers clearly endorse the initiatives being implemented: in 2015, year zero of this plan, 20 people were killed on the streets of Boston. By 2018, just three years later, the number of fatalities had been halved: 10 people, seven of them pedestrians and no cyclists. With 2019 coming to a close, the data are similar to those for 2018 in terms of fatalities, albeit with a considerable reduction in the number of crashes, confirming the downward trend. The key to this success is made clear by the words of the city’s mayor, Marty Walsh: “Ensuring the streets of Boston are safe for all is the number one priority of our Transportation Department.”

What is Boston’s plan for putting an end to crash victims? Inspired by the Vision Zero concept created in Sweden in the late 1990s and adopted by many other cities around the world, the idea starts from the premise that even one human



life is an unacceptable cost for any urban mobility system. Moreover, while human error is unpredictable, it is felt that fatal accidents are preventable. As stated by the city's mayor, it is a matter of prioritizing. And, in Boston, they have no doubt that there is no better mobility than that which causes no victims. On this basis, the major lines of action adopted by Boston's Transportation Department are related to speed reduction measures, the design of safer streets, special protection of the most vulnerable road users, the application of the latest technologies to road signs and data collection, and engaging the city's citizens to meet this challenge of achieving "zero victims". Without forgetting the basic underlying question,

namely the equitable application of all the actions to prevent the existence of "marginalized street" zones.

Of all the lines of action mentioned, reducing speed limits is the most important. A report from the International Transport Forum estimates that a speed reduction of just five kilometers an hour reduces the risk of fatal accidents by 28 percent. The mayor of Boston and the Massachusetts governor have been working on this matter. Thus, since 2016, there exists a law permitting all cities in this state to reduce the maximum speed limit to 25 miles per hour (mph) in the most densely populated areas. That legal framework allowed Marty Walsh to apply the 25 mph (40 km/h) limit to the entire city of Boston

in January 2017. The results were not long in coming: a study presented in 2018 by the *Insurance Institute for Highway Safety (IIHS)* concluded that, following the introduction of the speed reduction, the chances of a vehicle reaching 35 mph (56 km/h) had fallen by 29 percent.

In addition, appealing to community engagement, the City of Boston has created the Neighborhood Slow Streets, urban areas where the speed limit is just 20 mph (32 km/h). The difference is that, in this case, it is the communities themselves which request the speed reduction on their streets. Each year, out of all the applicants, the Transportation Department selects new neighborhoods to be integrated into this initiative, according to the needs of the inhabitants and traders in that district. There are currently 12 "slow" or "calmed traffic" zones in Boston, although the city government plans to create 15 new slow areas over the next four years.

Since the action plan to prevent traffic-related fatalities was designed, those responsible for implementing it have clearly focused on aspects such as compiling traffic data and sharing it with the population in real time, the need for residents to participate in a simple, instantaneous manner, and continuous analysis of those statistics. Bostonians are therefore able to consult – and download – data on the Vision Zero website of all the traffic accidents that have

taken place in the city – involving the intervention of the emergency services – in recent years by user type (pedestrian, cyclist, motorist, etc.), with the precise location, date and time of the crash. Moreover, they can access an online interactive street map where they can report dangerous situations or suggest concrete improvements. They can even compete with other city residents to see who is the safest driver thanks to an app (*Boston's Safest Driver*) that uses gamification to fulfill a twofold objective: collect data on driving habits and engage the citizens.

The detailed analysis of all the crashes and the enormous success in terms of participation have turned Boston's "Vision Zero" plan into a "living" project which takes into consideration hundreds of parameters before any action is taken, whether this be: creating pedestrian safety areas at the most dangerous intersections or priority corridors for pedestrians, cyclists or motorcyclists; designing protected, two-way bike lanes in areas with the highest accident rate; installing more visible pavement markings; establishing protective areas for school-age children or the elderly, etc. A comprehensive plan which, since April 2018, has received renewed public investment to the tune of five million dollars and dreams of a user-friendly city for everyone, including the vulnerable or the more deprived. A city with zero crash victims. ❌



“Look Both Ways”, Fundación MAPFRE signs up to the Boston challenge

Fundación MAPFRE and the city of Boston maintain a fruitful relationship, with ongoing projects such as the collaboration with the Boston Children's Hospital (BCH) for the prevention of accidents involving minors and their consequences. That relationship went one step further last September with "Look Both Ways", an initiative created by Fundación MAPFRE, the City of Boston and the Transportation Department, whose objective is to promote empathy among those sharing the city's streets.

The main event of this campaign took place on September 19-20 at the City Hall Plaza, right in the center of the city, and gave all those who came along the opportunity to enjoy an interactive experience that was both fun and educational. Using virtual reality systems to offer a series of experiences, the citizens of Boston were able to put themselves in the shoes of other road users (pedestrians, cyclists,

motorists, people with disabilities...), the idea being for them to learn how to interpret traffic hazards from a different perspective than their usual viewpoint.

Chris Osgood, Boston's Chief of Streets, supported the event with his presence and stated that "this campaign will help us advance toward the Go Boston 2030 goals of ensuring safe, equitable access to our streets for all users." For his part, Alfredo Castelo, chief representative of Fundación MAPFRE in the United States, stressed that "road safety is one of the most critical issues we face today as a society" and expressed how "proud" our Foundation is to be able to collaborate actively with the City of Boston on a project that shares the Vision Zero goal.



The millennial concept of health

TEXT: RAMÓN OLIVER IMAGES: ISTOCK

This is the best-educated generation in Spain's history (51 percent have university or higher education degrees), the first digital native generation and the one that has forever changed the way people work and interact in a global, digitized world. Thanks to the *Millennials and Health* study, the so-called millennial generation (born between 1981 and 1993) is the one which is the most aware of the importance of, and actively engaged in, their own health care.

In Spain the demographic group known as millennials consists of 8.2 million individuals (17.6 percent of the population). An online survey conducted with a random sample of 1,600 individuals from the 20 to 35 age group served as the basis for the research undertaken by the firm Salvetti Llombart, market study specialists, for Fundación MAPFRE. One of the initial conclusions of their study is that, in stark contrast to what happened in previous generations, today's youngsters do include health on their list of priorities. "There is an ever-increasing concern for health matters. We see it in the media, on the street, on the news... Healthy eating or exercise are trendy and there is a growing consensus that alcohol consumption or smoking is not something to be approved," according to Antonio Guzmán, manager of the Health Promotion Area at Fundación MAPFRE.

This research reveals that happiness is one of the main motivations for this generation (two out of three millennials say they are happy) and, in that pursuit of happiness, health is a key element. However, theirs is a concept of health in which the emotional factor is just as important – if not more – as the physical or mental aspects. In that regard, 91 percent of those surveyed declare that, mentally, they are fine; 86 percent say they are physically healthy, and 85 percent, likewise, on the emotional front.

This three-dimensional view of health held by the millennials is precisely one of the characteristics that make this generation different from every previous one. "For the baby boomers, health was a purely physical question, and their health care consisted in curing any ailments they might suffer. Generation X added a new mental

or cognitive perspective to that dimension. The current generation extends this further to three dimensions: physical, mental and emotional," explains Victor Morte, a Salvetti Llombart executive and one of those responsible for the study.

Prevention is one of the leading healthcare issues for this age group, given that the symptoms of a possible illness are not always immediately visible. "The habits that we adopt today will affect our health in the future," Antonio Guzmán stresses. "Smoking, for example, can have consequences that are only visible in the long term, with the gradual appearance of respiratory insufficiency or more serious illnesses such as cancer. Therefore, while young people may believe they have ironclad health, the sooner they start looking after themselves, the better," is his advice.

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Significant Differences

The study shows that the millennial generation has fully taken on board healthy habits, with a clear focus on a wholesome diet and physical activity, but attaching growing importance to factors such as getting sufficient sleep or emotional well-being. Nonetheless, there are significant differences within the group, depending on their age or sex. Victor Morte notes that concern for their health grows as they get older. “Those aged between 30 and 35 attach greater importance to this question than those in the 20-25 age group.” In gender terms, the principal differences are apparent in the approach adopted by men and women to their health care. “Women are more concerned about watching their diet and their rest, while men focus much more on incorporating physical activity and sport into their daily routines,” Morte points out.

72 percent of the millennials say they usually cook healthy meals, and 69 percent say they strive to stick to a wholesome, balanced diet. The reduction or elimination of fats and sugars from their diet is a priority for women, while men tend to rely more on protein-rich diets or the incorporation of nutritional supplements.

For millennials, physical activity plays a major role in looking after their health. Two out of three of these youngsters practice sports two or three times a week. Jogging or going to the gym are two of their favorite activities. As for their motivations, watching their

health, improving their physical appearance, and the recreational and socialization component are the three major reasons that encourage them to practice sports. Luis Delgado, medical coordinator of the Medical Guidance Area at MAPFRE Spain, stresses that physical activity is an effective antidote to a large number of health problems. “It improves blood pressure and reduces cholesterol and blood sugar levels, thereby reducing the risk of cardiovascular diseases. It’s also an effective

The emotional factor is just as important – if not more – as the physical or mental aspects in the millennial concept of health

measure for reducing obesity and provides physical and mental well-being, thus reducing stress and anxiety levels,” he argues.

The Invisible Enemy

Emotional well-being is one of the major concerns for this segment of the population. 85 percent of respondents had suffered a mood disturbance at some stage, and three out of every ten tackled it unaided. Stress (54 percent of respondents admit having suffered an episode over the last year), despondency (44 percent)

or anxiety (39 percent) are the greatest enemies of millennials, especially among women. “This generation is more prone to this kind of pathologies than their predecessors,” Dr. Delgado warns. Among the underlying reasons, this specialist points to factors such as “placing high demands on themselves, competitiveness, the imperious need for social acceptance and the constant frustration at not being able to cope with responsibilities that their parents were indeed able to handle at their age.” As a result, this medical professional concludes that, “there is tremendous psychological stress, low self-esteem, a sense of dissatisfaction and frustration that submerges these young people in a state of sadness.”

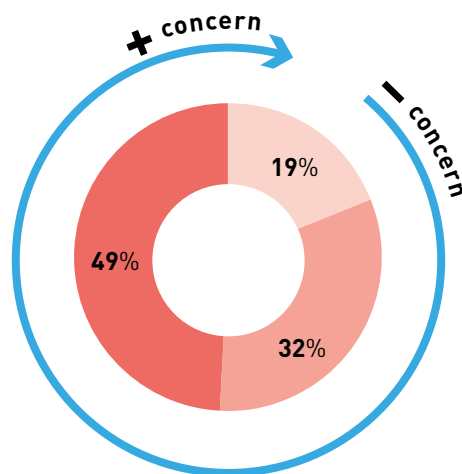
The frenetic pace of modern life does not help. “The lifestyle, particularly in large cities, where the demands of their work schedules are compounded by time spent commuting, makes it difficult to adopt healthy lifestyles. The key lies in making healthy choices and being careful about our habits every day, and that is totally possible with a little willpower and organization,” Antonio Guzmán remarks.

Digitized Health

Digitization can prove to be a powerful ally in this need for organization. Many young people say they use applications that help measure and regulate all kinds of health-related parameters: number of steps taken, calories ingested/consumed, exercise

Are millennials concerned about their health?

While all the millennials surveyed show some concern about leading a healthy life, the study segments them into those from less to more concerned about health matters. Whether or not they do anything about this is what differentiates them: the **Relaxed** are the ones who put healthy habits into practice the least; and, at the other extreme, the **Conscious** are the ones most concerned about their health and well-being.



Source: Salvetti Llobart

— concern

Relaxed

This is the segment of the generation least concerned about their health. The ones who watch their diet, practice sports or adopt healthy habits the least. 6 of every 10 are male.

BELOW AVERAGE CONCERN ABOUT THEIR HEALTH

Half-Hearted

While they are concerned about health, it is more a question of following those around them, rather than pure conviction. In fact, they keep a low profile as regards sports practice or watching their diet.

Conscious

This is the segment of the millennials clearly interested in their health and well-being from every point of view, although there is some diversity within this group regarding the motivations that make them look after themselves.

ABOVE AVERAGE CONCERN ABOUT THEIR HEALTH

+ concern

intensity, heart rate, wholesome recipes, etc. Technology is also leading to this generation having to manage a volume of information their predecessors did not have. In fact, they find themselves bombarded with an infinite number of messages encouraging them to follow healthy habits and warning them of the dangers of certain foods and practices.

Today's young people are undoubtedly better informed – and are more aware – of the need to take care of their health. But they do so without getting obsessed about it. After all, they are still youngsters. “There’s a great deal of awareness about exercise and nutrition. They know the consequences of transgressing those good habits and how to limit

those exceptions. As regards other habits such as smoking, acute alcohol consumption, sufficient sleep or sexually transmitted diseases, there is probably still room for improvement,” Antonio Guzmán observes.

As for Víctor Morte, he believes that there is something contradictory about this generation. “On the one hand, they are aware of the benefits of taking care of yourself, but also that socializing and fun is very important in this concept of health as overall well-being. So they often take care of themselves, eating healthily and sleeping well Monday through Thursday, but then, when the weekend comes, they go out partying and allow themselves some excess.”

For that reason, Antonio Guzmán stresses, it is very important to not let down our guard and target this population group directly with specific awareness messages. “It seems that most campaigns target the elderly or those in their forties, which is when the first signs of chronic health problems most often raise their head. But, precisely, if we wish to foster prevention, we must strive to make young people aware of the tremendous individual and social importance of taking care of our own health. In this regard, new leisure models such as gaming could hamper the adoption of good habits. We must be imaginative and try to reach out to the youngsters through their own channels.” ❌

Another way to help

TEXT: MARTA LÓPEZ IMAGES: ISTOCK

Reality, denouncing the suffering of children living in war-torn countries

Within the commemoration of its centenary and its global campaign Stop the War on Children, Save the Children has made the short movie *Reality*. This is a continuation of *Stories to Keep You Awake*, featuring the Spanish actors Lydia Bosch and Dani Rovira. With this project, the organization wishes to engage the spectator in the defense of children suffering firsthand the horror of bombs and gunfire. The overriding goal is to improve national and international legislation to protect children living in war zones.



“In the world today there are 420 million boys and girls living in areas of armed conflict. We must be capable of empathizing with that pain if we want to put an end to it. Never before have there been so many children who are war victims. They urgently need us,” declared Andrés Conde, CEO of Save the Children Spain.

For this reason, Save the Children wants this campaign to give a voice to the boys and girls who are currently suffering from the ravages of armed conflict. In addition, the organization has made a renewed appeal for states not to sell arms to parties involved in armed conflicts, whenever children may become targets for the warring parties.

In 2017, thousands of boys and girls were left alone or separated from their families as a result of armed conflicts, and many of them proved to be highly resilient, with a tremendous capacity for fully recovering if given adequate support.

To view this short movie, visit the Save the Children Spain website: <https://www.savethechildren.es/>



Drones for planting trees

The world loses more than seven hectares of forest each year, around 27 soccer fields per minute, according to the World Wildlife Fund. Trees are essential for storing greenhouse gas emissions, filtering the air and water, nourishing the soil, providing food and shelter, and fostering ecosystems.

Because of this, the British company BioCarbon is already using drones to plant tree seeds in devastated forests and, according to the company, may be able to plant a billion trees each year. A figure that would undoubtedly help to compensate for the rate of industrial deforestation nowadays.

The knife that reuses plastic bottles

Climate change and the increasingly worrying levels of pollution are forcing us to really sharpen our wits in order to recycle or reuse the vast amount of plastic we throw away to landfills or the sea. Created by a new company based in France, this utensil is called *Plastic Bottle Cutter*. It is a knife that converts plastic bottles into strips of plastic several meters long. This is not classic recycling as we still have plastic, but it is what is known as *upcycling*, or creative reuse. The resulting plastic strips are so tough they are capable of towing a car without breaking. If they are heated, they melt and so they can be used to bond wood or other materials. They can even be used for decorative purposes.



Producing water in extreme conditions is now possible

Enrique Veiga is the creator of a machine capable of producing 3,000 liters of drinking water a day, even under the most extreme conditions, in the middle of the desert. This machine can mitigate the lack of water in extreme situations such as refugee camps and natural disasters, with water that is free of contaminants.

Its operation is very simple: it extracts moisture from the air and causes it to condense. The result is water droplets that fall at nearly 30° C and a relative humidity of 17 percent. Thanks to the in-built filters, the water can be made drinkable and then stored in a tank ready for consumption.

The government of Namibia, a country with serious drought problems, has commissioned the production of 1,500 units.

Seen on the web

Learn about all our activities on social media. In this section you will find a selection of the best posts on Facebook, Twitter and Instagram.



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THE BEST TWEET

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If you're feeling bad, don't overdo it. Identifying and recognizing the symptoms of a heart attack could save your life. Here we show you what to look out for.

#MujeresPorElCorazón
#Salud #Prevención



Fundación MAPFRE Cultura

Boldini

Cleo de Mérode and the "reclining girl in Scottish attire" embody a whole era. The perspectives of Boldini and Benedito offer us two totally different, yet sublime portraits of this incredible dancer. Are you going to miss this experience? Come or return. Repeat. Discover. Share.

<http://bit.ly/2o3NSEf>

#ExpoBoldini #PlanesMadrid #Pintura #Arte #Cultura



Fundación MAPFRE



Depression is a very common disease nowadays. Sometimes our mind betrays us and we lose sight of what we have around us. Take care of yourself, devote time to those you love, to your hobbies and, if things do not improve, do not hesitate to turn to your doctor.

Remember: You are worth it and are not alone.

#Salud #Bienestar #Depresión

Fundación MAPFRE

Paula lost her boyfriend in a motorcycle accident, on a poorly signposted bend. All the future projects they shared were cut short. Her words help us understand the responsibility held by all of us when on the road.

#WDoR2019 #SeguridadVial #Prevención



fmapfre

María Elena's niece was really looking forward to visiting Acapulco. The driver of the car she was in was tired and drunk, and finally lost control. Her niece was not wearing a seat belt that would have protected her from the crash they suffered.

"Life is a decision tree."

#WDoR2019
#SeguridadVial
#Prevención



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They use color. They are color.

#TocarElColor #Exposició #PlanesBCN
#Cultura #Pintura

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