

la fundación



Fundación MAPFRE magazine#58
March 2022
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In First Person

***María Blasco,
director of the
National Oncology
Research Center***

Art

JORGE RIBALTA

***Adolf Mas.
The eyes of Barcelona***

Committed

**THE FRUITS OF
AN EXTRAORDINARY
EFFORT**

Road Safety

**HOME DELIVERY,
A HIGH-RISK ACTIVITY
IN THE 21ST CENTURY**

VISITA NUESTRAS EXPOSICIONES VISIT OUR EXHIBITIONS

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Louis-Léopold Boilly
La lectura, ca. 1789-1793
Óleo sobre tabla, 32 x 27 cm
Colección particular

EL GUSTO FRANCÉS

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

Fechas
Del 11/02/2022 al 08/05/2022

Horario de visitas
Lunes de 14.00 a 20.00 h. Martes a sábado de 11.00 a 20.00 h. Domingos y festivos de 11.00 a 19.00 h.
Acceso gratuito los lunes



THE FRENCH TASTE

Location
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Dates
From 02/11/2022 to 05/08/2022

Visiting hours
Monday from 2 pm to 8 pm. Tuesday to Saturday from 11 am to 8 pm. Sunday/holidays from 11 am to 7 pm.
Free entry on Mondays

Jorge Ribalta
De la serie *Sur l'herbe*
(*En la hierba*), 2005-2008
Copias de plata en gelatina
Cortesía del artista
© Jorge Ribalta

JORGE RIBALTA TODO ES VERDAD. FICCIONES Y DOCUMENTOS

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JORGE RIBALTA IT'S ALL TRUE. FICTIONS AND DOCUMENTS

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Adolf Mas Ginestà
Barrio de la Barceloneta, 1916
Arxiu Mas
© Institut Amatller d'Art
Hispànic

ADOLF MAS. LOS OJOS DE BARCELONA

Lugar
KBr Fundación MAPFRE
Ronda del Litoral 30, 08005 Barcelona

Fechas
Del 18/02/2022 al 08/05/2022

Horario de visitas
Lunes cerrado
Martes a domingo (y festivos) de 11.00 a 20.00 h.
Acceso gratuito los martes



ADOLF MAS. THE EYES OF BARCELONA

Location
KBr Fundación MAPFRE
Ronda del Litoral 30, 08005 Barcelona

Dates
From 02/18/2022 to 05/08/2022

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Monday: closed
Tuesday to Sunday (and holidays) from 11 am to 8 pm.
Free entry on Tuesdays

Lee Friedlander
Montana, 2008
Imagen de plata en gelatina
© Lee Friedlander,
courtesy Fraenkel Gallery,
San Francisco

LEE FRIEDLANDER

Lugar
KBr Fundación MAPFRE
Ronda del Litoral 30, 08005 Barcelona

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the picture



A network of solidarity with Ukraine

According to the United Nations High Commissioner for Refugees (UNHCR), millions of people have crossed the Ukrainian border to escape the war since the outbreak of the conflict, and the number of displaced people leaving their homes in search of a safer place is increasing every day.

The situation in the border countries is very difficult. That is why we are working with Fundación Mensajeros de la Paz at the Siret border crossing in Romania, to provide shelter, basic humanitarian aid

such as food and water, and comfort to those fleeing war. We also helped to organize, together with HM Hospitales and Mediaset, two charity performances of the Ukrainian Virsky Ballet. The proceeds will go towards medical care for sick Ukrainian children arriving in Spain.

On page 58 of this magazine we tell you about other generous initiatives that are being launched to help those suffering the ravages of war. And you, do you also want to join the network? ✕

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. comunicacion@mapfre.com www.fundacionmapfre.org Distributed by Fundación MAPFRE Marketing Area. Pº de Recoletos, 23. 28004 Madrid Editorial production Moonbook S.L. contenidos@moonbook.es Printed by Gráficas Monterreina. Legal Deposit M-26870-2008 ISSN 1888-7813 The publication of this magazine does not necessarily imply agreement by Fundación MAPFRE with the content 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 Jorge Ribalta, #9, 1987, From the series "Untitled", 1987-1990, courtesy of the artist, © Jorge Ribalta, VEGAP 2022.

summary

MARÍA BLASCO



IN FIRST PERSON

6 MARÍA BLASCO

We talk with the scientific director of the Spanish National Cancer Research Center (CNIO), who, together with her team, investigates the causes of the body's aging.

ART



10 JORGE RIBALTA. IT'S ALL TRUE FICTIONS AND DOCUMENTS (1987-2020)

Until May 8, 2022 at Fundación MAPFRE's Recoletos Hall in Madrid.



18 ADOLF MAS. THE EYES OF BARCELONA

This exhibition can be seen at the KBr Photography Center, in Barcelona, until May 8.

ADOLF MAS. THE EYES OF BARCELONA



Adolf Mas
Ramón Casas painting Júlia and Flora Peraire in the presence of Adolf Mas
Photography Studio A. Mas, 1912
© Fundació Institut Amatller d'Art Hispànic



24 COMMITTED

THE FRUITS OF AN EXTRAORDINARY EFFORT

We are working in 18 countries to combat social exclusion aggravated by the pandemic.



32 PROFESSIONALS AND MORE

We interview Junibel Lancho, a volunteer at the Asociación Barandilla Suicide Hotline.



HEALTH WATCH

36 CAN MINDFUL EATING IMPROVE HEALTH?

Mindful eating connects us to both culinary and personal well-being.

CAN MINDFUL EATING
IMPROVE HEALTH?



ACCIDENT PREVENTION & ROAD SAFETY

40

THE FIRST EDUCATIONAL METaverse

Digital technology and gamification for prevention.

44

HOME DELIVERY, A HIGH-RISK ACTIVITY IN THE 21ST CENTURY

We analyze the situation of delivery *riders* in Brazil.

INSURANCE CULTURE

48

WHY **SAVING** IS NOT SEXY (BUT CAN SAVE OUR LIVES)?

Saving is part of our financial training for a calmer, happier life.

52 SOCIAL INNOVATION

SOCIAL INNOVATION: THE AFTER EFFECTS

What is it like afterwards for the finalists in our Fundación MAPFRE Social Innovation Awards?

58 AGEINGNOMICS

WHEN **BEING OLDER** IS A GREAT OPPORTUNITY

62 ANOTHER WAY TO HELP

64 SEEN ON THE WEB



HOME DELIVERY, A HIGH-RISK ACTIVITY IN THE 21ST CENTURY



SOCIAL INNOVATION: THE AFTER EFFECTS



WHEN BEING OLDER IS A GREAT OPPORTUNITY





María Blasco:

“It is already possible to delay aging-related diseases and increase longevity”

TEXT: NURIA DEL OLMO

To eliminate any disease, the first thing to find out is its origin. This is what María Blasco, scientific director of the Spanish National Cancer Research Center (CNIO), says. She, together with her team, researches the causes behind the body’s aging, key to being able to cure the diseases that affect us most today, like cancer, cardiovascular risk and degenerative diseases. We spoke with her a few days after she delivered a keynote lecture at Fundación MAPFRE, to delve into aging as the origin of disease and the relationship between economics and longevity.

More than 30 years have passed since María Blasco (Alicante, 1963) trained as a Molecular Biologist in the laboratory of Margarita Salas, her scientific mother, her mentor, as she describes her. Since June 2011, she has been the director of the CNIO, an institution she joined after her experience as a scientist at the Spanish National Research Council (CSIC), and where today nearly 500 people work on cancer treatment research. Telomerase, a protein that is present in cells and that is essential for delaying diseases and studying aging and longevity, has a great deal to do with her progress. Her latest discovery is a therapy for treating pulmonary fibrosis, based specifically on the activation of telomerase. This development will soon be applied in clinical trials, in other words, on patients for whom there is currently no drug that can cure their disease.

Aging is said to be the reason diseases kill us: what exactly is aging then, and at what point does it occur?

Aging is caused by the accumulation of damage in our cells, damage that is associated with the multiplication of cells to regenerate tissues. One of the most harmful and persistent types of damage associated with cell multiplication is the shortening of telomeres, the protective structures of our chromosomes, similar to the piece of plastic at the end of a shoelace. These telomeres deform as our body undergoes complete regeneration, something which occurs every 10 years. The fact is that each time these regenerations occur, the telomeres are depleted, and as a result aging and diseases occur. The loss of telomeres can start from the very beginning of life, for example, during embryonic development, as well as during the first years of life, since during this period a great deal of cell multiplication is necessary to create the new individual and get it to its final size.



“Whenever I retire, be that sooner or later, I would like to be able to continue my job”

Can it be said then that aging is inevitable? Do current advances allow us to extend our youth in any way?

Not all species age at the same rate, and there are even some that do not seem to do so at all. This indicates that there is no biological or physical limit to life, but rather that different species have developed different longevities, probably adjusted to their ability to survive in nature. In recent years, we have discovered molecular mechanisms that determine how long a species lives. As I said before, one of these is the speed of telomere shortening and in this sense, in my group, we have shown that species that live for less time are those that have more accelerated telomere shortening. Within the same species, if the telomeres shorten faster than normal, for example, due to the absence of telomerase - an enzyme that is capable of lengthening telomeres - this causes the individual to age faster. But, in contrast, if telomeres stay long for longer, we can slow down aging. We are already doing this in mice, so that they can stay young for longer. In this way we delay the pathologies of aging and increase longevity.

You are a pioneer in the study of telomeres, which are fundamental for understanding the origin of cancer and other diseases associated with aging. What do you think the most

important contribution of this research has been? How is this type of research progressing?

We have shown that, if we destroy the telomeres of cancer cells, it is enough to stop tumor growth. This is because, unlike normal, healthy cells, which are mortal and shorten their telomeres, tumor cells are immortal because their telomeres are aberrantly long. On the other hand, we have seen that, if we keep telomeres longer, mice live longer and have fewer diseases, including cancer.

We are moving towards an increasingly longer life expectancy. Do you think that, in addition to living longer, this will involve a better quality of life?

What we see in the research we are doing is that when we get mice to live longer, it is because they suffer less disease and have a better quality of life. We get old mice to look like young mice. Whenever you increase longevity and slow down aging, you so also increase quality of life.

You say that cancer is the result of damage to our cells that occurs simply because we are alive, and this increases as we get older. You also warn that there are certain lifestyle habits that may favor greater or fewer mutations. Can you give us an example?

“Women are still largely responsible for caregiving, which makes the work-life balance more difficult and means there are fewer females in management positions”



Yes, I mean lifestyle habits that involve greater exposure of our cells to toxic agents, such as tobacco smoke, for example, will result in a greater accumulation of mutations in our DNA, greater damage and, therefore, faster molecular aging and an increased risk of disease.

The evolution of longevity will help people between 55 and 75 years of age to continue to contribute to society as a whole. What other elements do you think are necessary for this age group to continue to have opportunities?

These are matters for other specialists, but I certainly believe that the increase in life expectancy will lead to adjustments in the labor force, in educational schedules, and in people’s decisions when it comes to starting a family.

At what age would you like to retire?

Personally, I think that, whether I retire sooner or later, I would like to be able to continue doing my work. I think it is difficult for me to say that, one day, I am going to stop thinking about science and retire.

How is it that 70% of the people working at the CNIO are women? What do you think remains to be done to achieve gender equality in the field of science?

In general, in the world of biomedical research there are more women than men at different educational and career levels. Inequality appears when we talk about management positions, whether in research groups or laboratories. There are fewer women than men in these positions, and I think one of the reasons is that we are still largely responsible for caregiving, which makes it more difficult to reconcile work and family life. ✕

2021 ACADEMIC SEMINAR ON ECONOMICS AND LONGEVITY

“In the next few decades we will begin to cure previously incurable diseases”

“We are sending ships into space and robots to Mars, but we do not know how to cure most degenerative diseases.” With this and other reflections Maria Blasco began her keynote talk as part of the 2021 Academic Seminar on economics and longevity, organized by the Fundación MAPFRE Ageingomics Research Center. The center, set up in 2020, aims to investigate and disseminate knowledge on the economics of aging, as well as promote the necessary debates that will enable society to adapt positively to the coming reality and build a new productive model that takes advantage of the opportunities of living longer.

During her lecture, the scientific director of the Spanish National Cancer Research Center (CNIO), referred to cancer as “a disease that starts to become prevalent between the ages of 40 and 50, ages at which the risk increases greatly” and all this due to

the aging of our cells. “If we find out what this aging process consists of, we will be able to determine which types of people are at risk of developing these diseases, before they actually develop them, as well as being able to prevent them —by delaying this aging process of our cells— and slowing down their progression, because they are all degenerative diseases.”

The 56-year-old biologist from Alicante linked this reality to “an important socioeconomic problem” that has to do with the fact that, as the number of people over the age of 65 increases, so does the incidence of suffering from pathologies such as cancer, cardiovascular and degenerative diseases, like Alzheimer’s, for example. She also referred to the “gargantuan market” that could emerge if there really are medicines or drugs that are capable of preventing or curing these diseases once they appear, and she

mentioned that over the last 10 years they have developed a gene therapy that activates telomerase, which is similar to a vaccine that is introduced into the body.

“We are now at a point where we are going to see how all this knowledge is applied, something that will undoubtedly be exciting in the coming decades because we will be able to start curing diseases that have so far been incurable.”



atletica

TOLTECA

A Farmacias del
Ahorro



Jorge Ribalta. It's All True. Fictions and documents (1987-2020)

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

Until May 8, 2022, you can visit the exhibition *Jorge Ribalta. It's All True. Fictions and documents (1987-2020)* in the Fundación MAPFRE Recoletos Hall in Madrid. This is the first retrospective exhibition of the Catalan photographer and shows his transition from staged illusionist photos, which began in 1987, to documentary photography.

Jorge Ribalta (Barcelona, 1963) is a curator, art critic and photographer, activities that he has been combining since he started his career in the 1980s. In 2005, his work underwent a radical change that divided it into two opposing periods, at least in its basic conception. During the first, his work focused on poetically exploring the constructed naturalism of photography, while in the second he has redirected his projects towards a reinvention of the documentary.

Jorge Ribalta's first exhibition was held at the Metrònom Gallery in Barcelona during the Primavera Fotogràfica Festival in 1988. In the late 1980s and early 1990s he enjoyed several stays in the United States, mainly in New York and Chicago, and in 1994 he organized his first exhibition at the Zabriskie Gallery, coinciding with his participation in the *New Photography 10* exhibition, the influential annual

international selection of emerging artists organized by The Museum of Modern Art (MoMA).

As part of his role as a cultural manager, between 1999 and 2009 he was director of the Department of Public Programs at the MACBA (Museum of Contemporary Art of Barcelona) and editor of several books on photography that have become a reference today, including *La fotografía en el pensamiento artístico contemporáneo* (Photography in Contemporary Artistic Thought; 1997) and *El movimiento de la fotografía obrera, 1926-1939* (The Working Class Photography Movement, 1926-1939; 2011). He has also been a regular contributor to the newspaper *La Vanguardia*, advisor to the photography collection of the Gustavo Gili publishing house and regularly publishes articles and essays in various media. His work has been seen in numerous group exhibitions and has had monographic exhibitions in Madrid, Barcelona, New York and Paris, as well as Salamanca and Cáceres.

The exhibition presented by Fundación MAPFRE in its Recoletos Halls on the artist, *Jorge Ribalta. It's All True. Fictions and documents (1987-2020)*, takes its title from the famous but unfinished Orson Welles

Carlos V chocolate street vendor next to the Cuauhtémoc monument, intersection of Reforma and Insurgentes, Mexico City, October 6, 2016.

From the series "Faute d'argent" (Ocho piezas cortas) [Lack of money (Eight pieces short)], 2016-2020

Gelatin silver prints and digital wallpaper

Produced with the support of Fundación MAPFRE (Madrid)

Courtesy of the artist



From the serie «Ártico», 1991-1996
Gelatin silver prints
Courtesy of the artist

documentary *It's All True* (1941-1943), a work that has been the subject of numerous debates in recent decades. The project is his first retrospective exhibition and traces the passage from illusionistic staged photography, which began in 1987, to his documentary photography, which began in 2005 and which he continues to pursue today.

Based on large sets and a serial logic, this chronological exhibition brings together 14 series of work from the late 1980s to 2020, including a screening room and documentary material that offer a broad overview of the artist's work.

First staged works (1980s and 1990s)

In 1987, Jorge Ribalta began to work on his first stagings with miniatures in the studio, a task that took him fifteen years. The results were small-format images with which the

artist criticized representation and in which we find veiled references to the history of photography.

The larger photographic canvases focus mainly on faces, but they also include some landscapes, as in the series "Ártico" (Arctic; 1991-1996), where Ribalta developed a serial logic for the first time.

On his first trip to Chicago in 1994 he visited the Art Institute of Chicago, where he discovered the Thorne Rooms, a collection of miniature rooms that represent a history of decorative styles. After this

trip he began to work on other series such as “Habitaciones” (Rooms; 1994-1996) and “Pacífico” (1996).

In 1997, in New York, he began to use 35 mm color slides to photograph the stagings and then film them with a Super 8 mm camera, which allowed him to create the effect of movement and the passage of time in the still images. In his exhibition *Habitaciones y proyecciones* at the Estrany-de la Mota Gallery

#587. Calle Cadena con Sant Josep Oriol, 7 April, 2000
From the series “La Dalia Blanca” (The White Dahlia), 2000
Color copy type C
Courtesy of the artist

in Barcelona in 1998 he showed these last works, including Super 8 projections, short *loops* of continuous projection, indistinctly in color and black and white.

Last stagings (1999-2004)

The type of camera he uses, an adapted large format camera, allows him to get very close to the subject and increases the verisimilitude of the photographed motif, which often produces a strange sensation of disturbing ambiguity. The spectator is not always fully aware of what they are looking at, not even realizing that they are looking at a staging.

Despite his desire to discontinue the stagings, that same year he actually made more of them, focusing on Barcelona’s Chinatown. He reconstructed places that were in the process of disappearing due to the urban planning operation that was to change the physiognomy of the place for good, while at the same time criticizing the urban history of the area. From this came the series “La Dalia Blanca” (The White Dahlia; 1999-2002), one of his few color works, which takes its name from a flower shop in the neighborhood affected by this renovation and which is also a nod to *The Black Dahlia*, by the



acclaimed crime writer James Ellroy.

His final series based on stagings is “Antlitz der Zeit” (2002-2004), a homonymous quotation from August Sander’s book (in English, *Face of our Time*) published in 1929 with a selection of 60 photographs and an introduction by the writer Alfred Döblin. Ribalta’s portraits, on the other hand, consist of a set

of “anti-portraits” of celebrities and *mass media* personalities, made with miniature figures, a way to self-criticise the photographic practice that he himself had developed up to that moment.

Inflexion, works on Barcelona (2005-2020)

The year 2005 was a turning point for Ribalta, who began

to photograph the urban transformation of Barcelona. Since then, one of the main thrusts of his work has been to critically represent the city’s evolution in the era following the Universal Forum of Cultures in 2004, an event in Barcelona’s urban history that the author interprets as being the symbolic end of the period that began with the Cerdà Plan of 1860 and culminated, a century and a half later, with the recognized “Barcelona model” of the 1990’s. Studying the urban history of Barcelona is his way of bearing witness to the times.

The initial core of his works on the city of Barcelona are “Trabajo anónimo” (Anonymous Work; 2005), which captures details of machinery and tools used during the campaign in the Poblenou neighborhood to preserve the last of its metallurgical factories in Can Ricart; “Sur l’herbe” (On the grass; 2005-2008), which responds to an observation of the audience of the Sónar music festival, one of the paradigms of the new cultural policies; and “Futurismo” (Futurism; started in 2005 and still ongoing). The set of these works also includes others, such as “Litoral” (Coast; 2009), a survey of the surroundings of El Prat airport, and “1888” (2012-2013), which documents the remains of the 1888 Barcelona Universal Exposition and its current uses.

Seth Green / Oz – Scott Evil (double), 1999-2000
From the series “Antlitz der Zeit” (Faces of our Time), 2002-2004
Gelatin silver copy
Courtesy of the artist





Zayer milling machine toolholder

From the series "Trabajo anónimo" (Anonymous Work). Iracheta S. L., Can Ricart, Poblenou, June-July 2005

Silver gelatin copies

Courtesy of Naturgy Energy Group, S. A



Flo6x8, an anti-capitalist flamenco group, known for their détournements involving dancing bulerías in banks; rehearsal room of Paca La Monea, Sevilla, October 1, 2010. From the series “Laocoonte salvaje” (Wild Laocoon), 2010-2011. Silver gelatin copies

Produced with the support of Fundación Cajasol (Jerez de la Frontera) for the project “Intervalo. Ciclo de arte contemporáneo y flamenco” (Interval. Contemporary art and flamenco cycle), Fundación Helga de Alvear (Cáceres) and the Casa Sin Fin gallery (Madrid). Courtesy of the Museo Helga de Alvear, Cáceres

Field works (2007-2020)

In 2007, Jorge Ribalta received an invitation to photograph Tarragona as part of a project on the historical legacy of this city, declared a UNESCO World Heritage Site. This gave rise to the “Petit Grand Tour”, an observation of the various processes, from museographic

to touristic, that converge in the production of discourses on the past and which argues that history is a fabrication.

In this way, the author undertook an analysis and critique of artistic institutions and cultural work. One of these “field works”, as the author himself calls them, is

“Laocoonte salvaje” (Wild Laocoon; 2010-2011), a title taken from a verse of the book *Poema del cante jondo* by Federico García Lorca, which criticizes the folklorizing and neorealist rhetoric dominant in the representations of this art. Another was “Scrambling” (2011), made in the Alhambra

in Granada, through which he intended to represent the production mechanisms of the monument, understood in terms of a factory: the processes of security, restoration and maintenance, gardening and irrigation, marketing and commercial use.

Documentary tragicomedies (2009-2020)

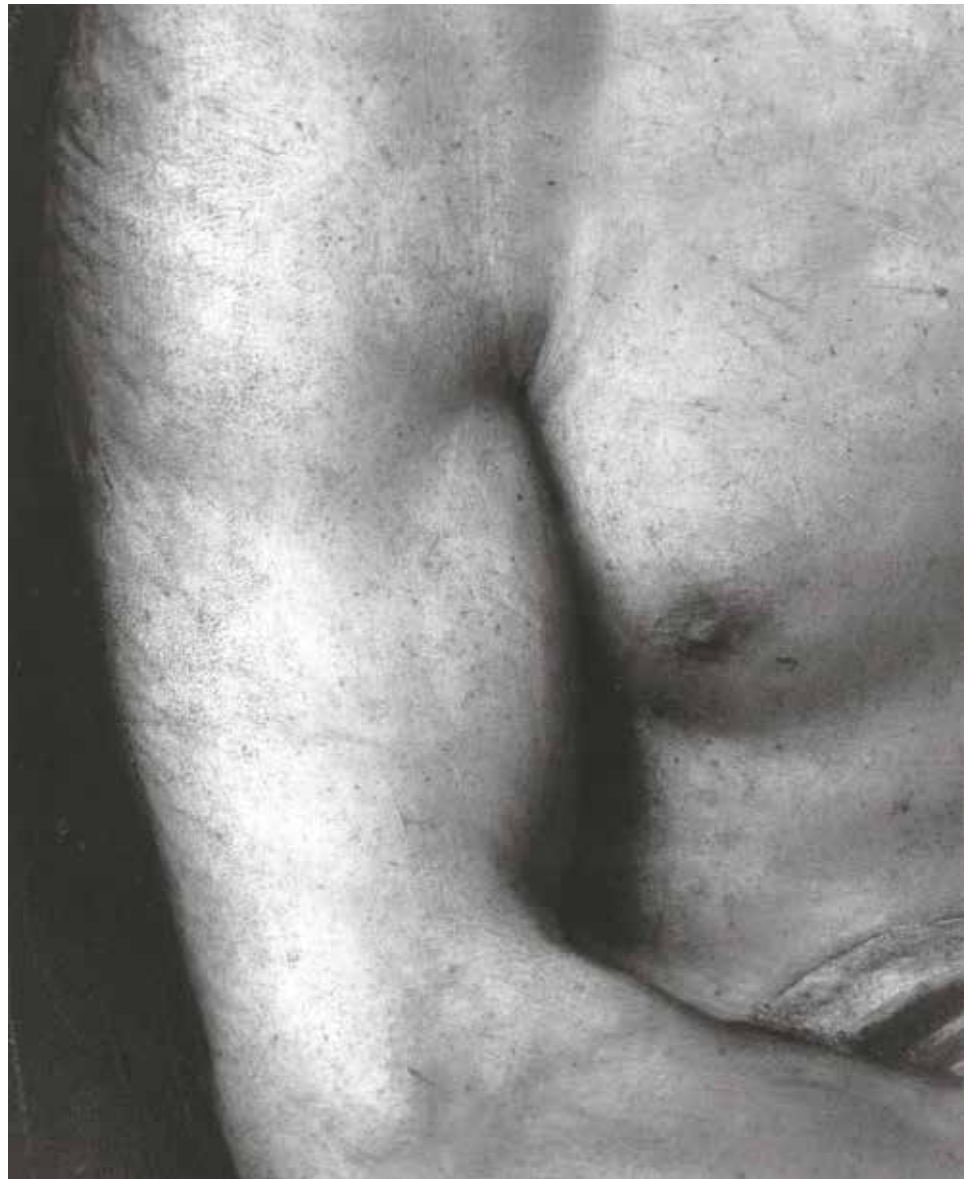
In 2009, after ten years in the position, Ribalta left his post as head of Public Programs at MACBA and began an intense curatorial task in which historical research gained great weight and archival work offered him a new perspective of the role of photography in modern art.

The set in which this condition reached its most radical is the trilogy dedicated to Carlos V, a controversial symbol both from the point of view of the history of the Spanish nation and from the imperial-financial logic of capitalism in Europe. In addition, this work acquired a great deal of importance and current relevance in Spain after the abdication of Juan Carlos I in 2014, and the global crisis that kicked off with the great recession that began in 2007.

This trilogy is made up of the series “Imperio (o K.D.)” (Empire (or K.D.); 2013-2014), which deals with the abdication and retreat to Yuste of Carlos V; “Renacimiento.

Escenas de reconversión industrial en la cuenca minera de Nord-Pas-de-Calais” (Renaissance. Scenes of industrial reconversion in the Nord-Pas-de-Calais mining basin) (2014), in the Hauts-de-France region; and “Faute d’argent” (Lack of money; 2016-2020), which is presented for the first time in this exhibition. This last series, developed along the geographical axis Augsburg-Seville-Mexico, completes the

symbolic geography of the empire. The first two are set in Spain and Europe, and the latter, along the mentioned Augsburg-Seville-Mexico geographical axis. The series, a reflection on the relationship between Carlos V and the Fugger dynasty of German bankers, also deals, in a discourse not lacking in humor, with the economics of silver and cocoa in the colonization of America. ☒



From the series “Imperio (o K.D.)” (Empire (or K.D.).
 Edited version
 Silver gelatin copies
 Produced with the support of Centro José Guerrero (Granada) and Fundación Helga de Alvear (Cáceres).
 Courtesy of the artist and Galería Angels in Barcelona



Miss Barron



Adolf Mas. The eyes of Barcelona

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

Fundación MAPFRE, in collaboration with the Mas Archive of the Fundació Institut Amatller d'Art Hispànic, presents *Adolf Mas. The eyes of Barcelona*, a journey through the work of this Catalan photographer, known for the importance of his heritage photography and an essential reference when it comes to understanding the social transformation of Barcelona in the early twentieth century. The exhibition can be visited until May 8, 2022 at the KBr photography center in Barcelona.

Known principally for the creation and consolidation of the famous Mas Archive, and for being one of the first heritage photographers in Catalonia, Adolf Mas (Solsona, Lérida, 1860-Barcelona, 1936) was actually a much more complex photographer. His beginnings as a photojournalist went hand-in-hand with an exploration of artistic photography in the form of portraits. These are images that broke free of the usual conventions and took his work closer to that of the artistic circles of the time. Although we cannot include Mas among the pictorialists, there is no doubt that part of his output went beyond what was being done in other contemporary photographic establishments, and this exhibition aims to showcase this facet as well.

In 1901, when he founded his first business selling photographic material, which would become, a few years later, the “Estudi de Fotografia A. Mas”, predecessor of the “Arxiu Mas” (the Mas Archive), he established himself as the photographer of reference for architects such as Josep Puig i Cadafalch, who hired him to create a photographic inventory of their buildings. In this context, the author produced a wide range of reports, most notably images of the Sagrada Família.

María Barrientos. Opera “Carmen”.

Adolf Mas, 1915

© MAE-Institut del Teatre

A pioneer of photojournalism in Catalonia at the beginning of the 20TH century, his commissioned portraits for illustrated magazines provide us with an extraordinary testimony of the intellectual circles of the time. From 1910 onwards, his work focused on recording artistic and monumental heritage, especially after he was commissioned, in 1915, to compile an iconographic catalogue of Spain. His work was thus centered on the administration of a powerful archival structure open to public consultation, which in 1936, the year of his death, contained approximately 100,000 negatives.

The exhibition: *Adolf Mas. Los ojos de Barcelona* (The eyes of Barcelona) examines this artist's work through 200 photographs and diverse documentary material, divided into four thematic sections that deal with the central aspects of his career. It also includes a section dedicated to heritage cataloguing campaigns and the structure of what has been recognized as the most important photographic archive in Europe on Spanish heritage: the Mas Archive.

The person

The start of the itinerary offers us an introduction to the figure of Adolf Mas through documentary materials related to his family, his initial training period in the legal sector and his subsequent entry



View of Puerta del Ángel
Adolf Mas, 1902
© Fundació Institut Amatller d'Art Hispànic

into the photographic guild. The main purpose of this area is to illustrate how Mas left his birthplace, Solsona, and the family profession, surrounded by lawyers, to go to Barcelona and enter the textile trade, finally becoming a leading figure in Spanish photography. This section includes portraits of Adolf Mas and his relatives, original material produced by artists of the time for his establishment, some tools from his studio, and selected reproductions of projection positives from his lectures.



The "Xiquets de Valls".
Adolf Mas, June 29, 1907
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A new guest at *Els Quatre Gats*

Between 1900 and 1904 Adolf Mas photographed Casa Martí, the ground floor of which was home to the *Els Quatre Gats* café. Ramon Casas, one of the founders of the famous establishment, forged a strong bond with Mas and had his portrait taken by him on several occasions. In addition, the author made two photographic reports in the painter's studio, in 1909 and 1912. Casas was not his only subject, and Mas visited and photographed the studios of other artists, including the sculptor Josep Llimona, the brothers José and Francisco Masriera, and the workplace of Antoni Gaudí at the Sagrada Família.

Although the author began to devote himself more systematically to portraiture after 1906, it should be noted that he never specialized

Adolf Mas retouching an image
Pau Audouard Deglaire, ca. 1909
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d'Art Hispànic



in this genre. Instead, his company was dedicated to reporting events and cultural activities, and some of the portraits he took were the result of commissions linked to the illustrated press. Mas's portraits derive their strength from the drastic lighting contrasts, which partially highlight the subject. In addition, his desire to generate intimacy between the sitter and the viewer was created by bringing the camera close to the subject's face, sometimes in an exaggerated manner.

Besides the portraits of famous artists and intellectuals of the time, in 1914 and 1915, Mas dedicated reports to two of the most iconic figures of the time: the dancer Tórtola de Valencia, “one of the

great liberators of dance at that time”, and the opera singer María Barrientos, in which the artist perfectly captures the personality of each.

The Barcelona of Adolf Mas

The Noucentista Barcelona of Mas's early studies was a city where the dynamics of artistic and economic renewal were converging. The city was undergoing a transformation following the implementation of the Cerdà Plan (1860), intended to improve the health standards within the city, hitherto enclosed within its walls, and to provide a new urban model of wide streets and green spaces.

Mas's work as a photographer during the first years of his activity

in Barcelona encompassed all the subject areas susceptible to being photographed, including the houses of Lleó i Morera and Batlló on Paseo de Gracia, Dupont in the San Gervasio neighborhood, Tomàs Santos de Lamadrid (now defunct) on Avenida Diagonal, and Llorach on Calle Muntaner.

The artist also photographed political institutions, new infrastructures like the Casa Provincial de Maternidad y Expósitos hospital complex in the Les Corts district (1890) —which was intended to take in single mothers and abandoned children and was one of the first to introduce the Montessori teaching method—, training workshops for women, public ceremonies and sporting



Casa de lactancia
Adolf Mas, 1903
© Fundació Institut Amatller d'Art Hispànic

events. This repertoire also included Adolf Mas's participation in the municipal competition to graphically document the urban fabric that was destined to disappear due to the construction of Via Layetana. Mas was one of the most successful photographers and part of his series was published in the March 15, 1908 issue of the magazine *Il·lustració Catalana*, exclusively dedicated to the start of the renovation.

The Mas Archive. The great enterprise

In 1915, following the arrival of the first commissions for the Repertorio Iconográfico de España for what would eventually become the 1929 Barcelona International Exposition, photographing artistic assets had become the main speciality of Mas's company. The author then began to delegate his photographic work to his son Pelai and the team he had hired due to the excessive demand for orders. This was a key moment in his career, in which he gradually took on more responsibility as an archive manager than as a photographer. Accepting the commission also meant a new push for the photography studio to move from the regional level and occupy a prominent place on the national scene.

The volume of photographic material also made it necessary to reformulate the methods for



Nuns and children from the Sanatorio Marítimo de San José in the Barceloneta neighborhood
Adolf Mas, 1913
© Fundació Institut Amatller d'Art Hispànic



Photography for a car catalog. Taller Barral Hermanos
Adolf Mas, 1909

© Fundació Institut Amatller d'Art Hispànic



Palau de la Música Catalana
Adolf Mas, 1908

© Fundació Institut Amatller d'Art Hispànic

organizing the collections, so that they could be consulted quickly and easily. The great innovation proposed by the establishment was a hybrid system, based on the commercial nature of the work but also on the public dissemination of the collections: graphic cards meant that anyone who was interested could consult the photographic material in the archive rooms. These cards included a photographic positive of the documented work on the front and basic information about

the piece on the back. It was a unique organizational system in Europe that, in 1925, Adolf Mas presented at the VI Congrès International de Photographie in Paris.

The renown that the establishment had acquired, as a result of its workers touring part of the Spanish territory as “official photographers of the Repertorio Iconográfico de España”, led Adolf Mas to reformulate his own commercial brand, taking advantage of the

fame of the project. *From the 1920s onwards, the Mas Archive began to disseminate its material under the name Repertori Iconogràfic d'Espanya Arxiu “Mas”, Barcelona.*

The Mas Archive is not simply a photographic collection, it is a monumental work developed over more than thirty years in which an avant-garde idea converged with lucrative ends, while keeping in mind the importance of creating and disseminating visual imagery of a shared cultural heritage. ⊗



Cáritas
Quintana Roo



**MUCHAS
GRACIAS**
Fundación
MAPFRE



The fruits of an extraordinary effort

TEXT: ÁNGEL MARTOS

In May 2021, Fundación MAPFRE announced that it was increasing its aid package to Latin America by 10 million euros, to 45 million euros, to combat poverty and social exclusion. Such a substantial figure speaks of great aspirations together with small stories of struggle and success. Here are a few of them from the 18 countries in which they have taken place.

The 2020-2021 biennium has been extraordinary for everyone. Including for Fundación MAPFRE, which responded to the COVID-19 pandemic with an initial budget of 35 million euros, to which it then added a further 10 million euros to help the most disadvantaged groups: some 168,000 people in 18 countries, mainly in Latin America. “No pandemic is going to make us abandon our commitment to social progress”, stressed Antonio Huertas, President of Fundación MAPFRE, regarding the magnitude of the response carried out over that two-year period.

The projects have been implemented thanks to the help of 5,000 volunteers and in collaboration with 167 social entities, such as the food bank network Red de Banco de

Alimentos de México, Fundación Once para América Latina (FOAL) and the Fundación Banco do Brasil, among others. The initiatives have been aimed at reducing malnutrition and social exclusion, as well as promoting employability, education and entrepreneurship. They have also been focused on providing healthcare materials. As Huertas points out, “When solidarity is set in motion, there is no stopping it.”

This article describes some specific ways in which Fundación MAPFRE’s presence is making a real difference for thousands of people throughout Latin America. Argentina, Brazil, Honduras, Mexico, Panama and Uruguay are some of the countries involved, but there have also been activities in Chile, Colombia, Costa Rica, Ecuador, Guatemala, Paraguay, Peru, the Dominican Republic and El Salvador. Some to ensure basic levels of nutrients for

infants and children up to 10 years of age. Others have been aimed at contributing to the economic recovery of the most vulnerable families, especially those headed by women. And to support continued education for the groups hardest hit by the pandemic.

Argentina

There are 1000 critical days in the life of a newborn at risk of malnutrition. From conception to two years of age, infant malnutrition increases mortality caused by diseases and is responsible for 45% of cases, according to the World Health Organization. If it occurs in the early stages of life, “The alterations lead to a permanent and irreversible deterioration of the child’s intellectual development”, confirms Gabriela Sabio, medical director of Fundación Conin in Argentina. “In the medium term, it will



Food box for children in collaboration with Fundación Conin, in Argentina

Distribution of food boxes in Argentina with Fundación Conin

result in slower growth, impaired psychomotor development and reduced learning capacity. And in the long term, there will be fewer years of schooling, lower intellectual performance, less human capital development and less capacity for economic growth (perpetuation of poverty).” It is for these compelling reasons that this organization, which prides itself on having been able to rescue 17,000 children from this circumstance in its 110 centers throughout the southern country, was founded in 1993. “Presumably, the health crisis,

with its social and economic consequences, has aggravated the issues around access to health, as well as to food and physical activity for our children”, says Sabio. To combat this pandemic-related shift, Fundación MAPFRE and Fundación Conin created a food box to support 1,274 children up to 10 years of age, diagnosed with malnutrition, from 77 Conin centers in Argentina, for a period of 3 months. This is the first time that the two organizations have collaborated. “The experience of working together was

wonderful, given the human qualities of the people involved and the opportunity to bring a fundamental and valuable resource such as medication and toys to the most forgotten and remote parts of the country”, emphasizes Gabriela Sabio.

Brazil

“Life in a favela is not easy because we know we will leave home every day, but we are not sure if we will return”, due to the armed violence in the streets. This is the testimony of Michelle, mother of four children and



one of the 6,000 beneficiaries of the #PraFrente education, employability and internet access program, promoted by Fundación MAPFRE in partnership with the Instituto Gerardo Falcões. These slum towns and the most depressed rural populations are the surroundings of these women who dream of creating microenterprises related to food, beauty or handicrafts. The goal? To achieve good financial stability in order to gain independence and support their families. “My society and family told me I would be nobody”, Michelle recalls, but today, after having gone through #PraFrente, “I prove them wrong with my space and my work.”

In this country, Fundación MAPFRE has also been working with Fundação Banco do Brasil, in the Brasileiros for Brazil program. The idea is to connect small rural producers, who find it difficult to market their produce due to the repercussions of the pandemic, with socially vulnerable families. “They provide food baskets made up of basic items, such as rice, beans, salt, oil, sugar, coffee, and some other basics, as well as organic food produced in a sustainable manner”, according to the organization from Rio de Janeiro. Since its launch in October 2021, the action has already benefited 15,600 smallholder families located in all regions of

the country (more than 62,000 people) and distributed more than 5,500 tons of food to some 982,000 people.

Honduras

During the coronavirus pandemic, we have had to learn the meaning of many words and acronyms. ICU, intensive care unit, is one of these, and in each wave it has served as a dramatic indicator of the human and health disaster. In a country like Honduras, where the main public center, Hospital Escuela, serves 600,000 people yet the ICU has only 7 beds, for many patients this represented “a death sentence, as it prevented adequate emergency care”,



Intensive Care Unit in the Hospital Escuela, in Honduras

explains Óscar Cárcamo, one of the people in charge of the institution. For this reason, Fundación MAPFRE's action in this country focused on the construction of an intensive care ward with 12 beds, which already serves about 150 COVID-19 patients each month. The facility is known as the "Fundación MAPFRE Room", and after the pandemic it will remain active for patients with other ailments.

Mexico

The Amealco doll is a popular Otomí icon in Mexico. Dozens of craftswomen from this ethnic group support their families by making and selling them. This is the case of Lucía Nicolás, mother of a disabled child, who until 2021 could only produce 30 dolls. Today, thanks to the donation of a sewing machine, Lucia can make up to 150 dolls in the same time. "She sells them at better prices because of their finish and

has even been able to receive orders via social media", explains Gabriel Rivera, director of the NGO Altitud, which specializes in integral microcredits. In collaboration with Fundación MAPFRE, 100 of these machines have been distributed to support 100 indigenous women in the State of Monterrey. The action reflects the popular Chinese proverb: "Give a man a fish, and he will eat for a day; give him a rod and teach him to fish, and he



Food delivery in collaboration with Fundação Banco do Brasil



Sewing machines for indigenous women in Monterrey, Mexico, with NGO Altitud

“No pandemic is going to make us abandon our commitment to social progress”, Antonio Huertas, President of Fundación MAPFRE



Inauguration of a community kitchen, in Panama, renewed with Fundación Waved

will eat for the rest of his life.” For even greater impact, this action has been accompanied by training courses in textile skills and entrepreneurship. In Mexico there are 11 million households in which the head of the family is a woman and approximately 50% live in poverty due to the lack of job opportunities that allow them to both generate income and care for their families. “The textile sector has very poor conditions

and is one of the industries with the lowest income for those who make the garments, so we believe that we can generate a more equitable and fairer textile industry for everyone”, explains Rivera.

The other milestone of Fundación MAPFRE’s action in Mexico was the donation made to the country’s food bank, the largest in its history. “With this investment we were

able to support up to 27,000 Mexican families, benefiting more than 108,000 people” for the two-month period, explains Manuel Mendoza, national manager of Social Investment for the BAMX network. The organization regularly serves more than 2 million people throughout Mexico, thanks to its immense task of “rescuing” and distributing food that would otherwise be lost, in addition to

The projects have been carried out with the help of 5,000 volunteers and in collaboration with 167 social entities



Indigenous girl of Ngäbe Bugle region, Panama



The kitchen for the inhabitants of Hato Chamí, Panama

donations from individuals and companies. “In Mexico, more than 24 million tons of food are wasted every year, and at BAMX we manage to rescue less than 1% of this. That is why we need economic support from all sectors, especially the private sector”, says Mendoza. Fundación MAPFRE’s significant donation has meant not only improving the nutritional health of thousands of people, but also “motivation and inspiration for our entire team, both because of the uncertain and unstable times brought about by the COVID-19 pandemic, and also because of the trust they placed in our organization.”

Panama

Seeing the before and after is one of the attractions of television programs dedicated to home renovations. But we get even greater satisfaction when we talk about the rehabilitation of a school kitchen in the Panamanian town of Hato Chamí, where most people live on less than a dollar a

day. “The old school kitchen was a very basic structure, consisting of wooden bars, a zinc roof, and a home-made open fireplace/ stove...”, recalls Bastian Barnbeck, director of Fundación Waved, which carried out this project in collaboration with Fundación MAPFRE. The new kitchen has the capacity to feed 1117 students and more than 60 teachers from the Ngäbe Bugle region, one of the five indigenous areas within Panama. Waved promotes the comprehensive education of students, using surfing as a tool for personal development.

Uruguay

Josefina was a 10-year-old cancer sufferer. During her long hospital treatment, being able to continue her schooling was a great help as it gave her a goal, and she knew that it made sense to keep taking care of herself. “She benefited by concentrating on her studies and not thinking about her illness all the time, as well as maintaining her bonds with friends and teachers”, recalls her mother, Florencia Krall. “She herself used to say, ‘I don’t want to paint, do crafts, or watch clowns any more, I want to study and do math exercises.’” Today she is no longer with us, but her experience as a hospitalized student inspired her parents to create the Fundación Humaniza Josefina. Their program Sanamos Aprendiendo (We Heal by Learning) has taken on even greater importance in times of pandemic and isolation, with the need for virtual platforms that

allow *online* access to studies. “It is tailor-made for each child. The multidisciplinary team from the foundation forges a link with the child’s school”, explains Krall. Thanks to the support of Fundación MAPFRE, 50 children from the public Pereira Rossell

pediatric hospital have had access to this program. “Today we are able to provide the service in this hospital thanks to the financial support of sponsoring companies, but it is very difficult to extend it to other hospitals due to the costs involved.” ✖



Fundación Humaniza Josefina, in Uruguay, helps the hospitalized students

Argentina, Brazil, Chile, Colombia, Dominican Republic, El Salvador, Guatemala, Mexico, Nicaragua, Paraguay and Uruguay

The need to join forces in response to the pandemic has also led to the first collaboration between Fundación MAPFRE and Fundación ONCE para la Solidaridad con las Personas Ciegas de América Latina (FOAL; ONCE Foundation for Solidarity with the Blind in Latin America). A project with an endowment of 100,000 euros that includes a three-month training program, internships in companies for another three months and job

adaptation for the 86 people with disabilities selected from these 11 countries. “We believe that work is the best way to integrate a person into society and assure them their full rights”, says Daniel Restrepo, director of Social Action at Fundación MAPFRE, who also highlights how “People with disabilities have been among the groups that have suffered the most from the pandemic and restrictions.”



Junibel Lanchó, a clinical psychologist and clinical director of the Lajman day hospital for severe mental disorders.

She is a volunteer with the Asociación Barandilla's Suicide Hotline

“Both professionally and as a human being I am prepared to give the best of myself and give back to society what it has given me”

TEXT: CRISTINA BISBAL PHOTOGRAPHS: JUNIBEL LANCHO



Although she had participated in specific initiatives such as soup kitchens, distributing toys to underprivileged children, and telephone counseling during the COVID-19 lockdown, Junibel had not really been involved in volunteering until almost six years ago, when, with 35 years of experience as a clinical psychologist, she decided to join a group of people from different fields related to mental health with the idea of supporting vulnerable groups. This is how the Suicide Hotline was founded in Spain.

The first step was to set up the Asociación Barandilla. While working there, they observed that suicide was still a taboo subject, despite the fact that it accounts for the death of some 4,000 people a year in Spain alone. With the intention of putting this issue on the political agenda, but also to help those who suffer from such strong negative thoughts that they want to commit suicide, the Suicide Hotline was set up, the first telephone-based therapeutic tool for preventing suicide in times of crisis.

Tell us about your volunteer work.

I am a listener and a coordinator for the Asociación Barandilla Suicide Hotline. This involves providing support, doing training, and holding clinical sessions with the other listeners to talk about the different calls and the feelings and emotions that go along with them, always looking for the best way to help the person who calls us in those moments of suffering, distress and loneliness faced with their situation and their thoughts.

The goal of the Suicide Hotline is to help people who are suffering at specific times, but it goes beyond that, doesn't it?

Indeed. We set ourselves another important task: to raise awareness of this public health problem and sensitize and educate society about it, through talks, conferences and events, such as the First Race against Suicide, and the demonstration on September 11, calling for a National Plan for Suicide Prevention. I believe that today we are a reference for the media in this matter.

We are fighting to raise awareness among society, the political class and professionals of the fact that every day 11 people commit suicide and 200 attempt it. We can no longer look the other way.

4,000
PEOPLE
COMMIT SUICIDE
EVERY YEAR IN SPAIN

How has the image of this problem evolved since you set up the Suicide Hotline four years ago?

In this time we have received more than 6000 calls from all over Spain, all dealt with by psychologists; we have been involved in several suicides in progress, mediated by police, firefighters and emergency services; and we have given hope of life to many of the people who have called us. And we are pleased because lately, many of these calls have been from parents, friends, partners, teachers, high school guidance counselors... who want information on how they should act because they have seen signs of suffering in a loved one.

The corporate world is also interested in this problem and that is why we are asked to give talks to employees. These mental health problems have been exacerbated by the pandemic, in both adults and adolescents: uncertainty, anxiety, depression. We professionals know that if there was prevention, with more staff, psychologists and psychiatrists



in the National Health Service, depression and suicides could be prevented.

Is your work very different from your volunteering?

Because of my profession and my work over the past 35 years, I am very aware of all aspects of mental illness and I get very involved in everything I do, so my volunteering at the association is closely linked to my professional work as a psychologist: supporting, listening, offering tools and understanding in times of great suffering when there is no way out. The main difference is that in my work I can follow up on the psycho-rehabilitation processes. In the association,

“I feel rewarded when a person I have cared for calls back to thank me for the fact that they are still there, that they are still alive.”

however, help begins and ends with the call.

And how do you manage to combine volunteering with work and family life?

With work it can sometimes be difficult because I owe my efforts

to my patients and my team, but I still manage to do it. And with my family there is no problem: they support me and take it as read. You have to remember that at this moment in my life I am able to do it and for me it is important. I am a person who is very committed to the most vulnerable and I believe that both professionally and as a human being I am prepared to give the best of myself and give back to society what it has given me. Helping in such difficult times is both necessary and satisfying

What is the best thing about your work at the Suicide Hotline?

The best thing, without a doubt, is the relationship between the team members: we support each

other and share the dream of doing something more. And when some of us get a little down, the others are there to encourage us and keep us going. But what really justifies our existence, the reason for volunteering, the reward, is when, at the end of a call, they thank you for being there; and even more so when, after some time, they call back to thank the person who answered their call for helping them still to be there.

And the worst part?

Finding out that we have no funds to do more things, like hiring psychologists. It is frustrating to have to search for money because public institutions (town councils, autonomous communities, government ministries) do nothing. And in the meantime, people continue to die... There are also moments of great anguish. I remember a call involving a suicide in progress. The person was calling so that someone would witness her death. While she was reading me a farewell letter to her family, I was able to get the phone number of her husband and her daughter who, at just 20 years of age, managed to arrive in time and get her almost unconscious mother to the hospital. Those were very hard times. There are also terrible calls from people with degenerative diseases, with depression, who do not want to keep living in suffering.

After the pandemic, we are in a particularly complicated moment, aren't we?

Yes, we are. Some of the callers are desperate, because many people



have no mental health follow-up, they don't feel listened to, and appointments with the public health psychologist are in 2 or 3 months time, just for a 15 minute consultation. And most of them don't have the resources to pay for a private psychologist... In hospital emergency rooms they don't feel well cared for if they go in suffering a panic attack or with suicidal thoughts...

Children and adolescents are also suffering from various

Due to the pandemic, mental health has hit the streets and society has come to understand that anyone can suffer from anxiety or depression.

disorders and they don't know how to work on managing their emotions. We should try to cultivate more kindness, gratitude, compassion and empathy in our society, because at given moments we can all be agents of change to help others.

What else is needed to help people?

There should be more psychologists in the Social Security system. People suffering from anguish, stress, and anxiety are prescribed an anxiolytic or an antidepressant and are dismissed until the next appointment. I would like to see prevention groups and follow-ups; with psychotherapy treatment or training in relaxation techniques, mindfulness or group therapy, the number of suicide attempts and deaths could be reduced.

Really, mental health is still undervalued...

We are at the back of the line in healthcare because the stigma and taboo still exists, but due to the pandemic mental health has hit the streets and society has come to understand that anyone can suffer from anxiety or depression. In Spain, in the public health system, there are six psychologists for every 100,000 inhabitants. In the rest of Europe, that figure rises to 18, in other words, three times as many. ☒



Can mindful eating improve health?

TEXT: KINO VERDÚ

In a world in which the vortex of the immediate invades us, it is essential to dedicate a pleasant moment to enjoying meals, food and oneself. Mindful eating can complement our diet and lead us to connect directly with both culinary and personal well-being.

Stress, sedentary lifestyle, a hectic pace and anxiety are not good traveling companions. They alter, so to speak, the “karma” that everyone should nurture in order to be healthy and fit. Does our state of mind influence what we eat or do we feel “down” because of what we eat? This is the crux of the matter, and mindful eating focuses on the first option. In short, we have to change our relationship with what we find on our plates. No one said it was easy, but it is crucial.

At the beginning, diets (especially those touted as “miracles”) offer happiness through recipes that promise to help you shed a handful of kilos in a couple of weeks, but when you stop following them, you gain twice as much back... Happiness for two weeks, a slim body, and then? Everything falls apart. More interesting, and an old friend of mindful eating, is the *Slow Food* movement. It originated in 1986, when Carlo Petrini got angry at the opening of a fast food establishment next to the Spanish Steps in Rome. *Slow food* champions local, fresh, home-made raw materials and, above all, eating slowly, calmly, without stress.

But before we talk about mindful eating, we have to take a look at the Mediterranean Diet, which has been declared Intangible Cultural Heritage of Humanity by UNESCO. The elements advocated by this type of diet include: ensuring that fresh and unprocessed plant foods are selected, such as fruits and vegetables, legumes, nuts, whole grain cereals; moderating the quantity of foods of animal origin; and seeking adequate hydration. And this *Mare Nostrum* diet is much more than that; it goes beyond mere nutrition, extending its focus to anthropology, sociology and agriculture. It is a lifestyle that blends perfectly with mindful eating, becoming the perfect complement to it.

Highlights and challenges

Beyond the fact that it is somewhat fashionable, and viewed as a modern movement or trend, it is possible that mindful eating encompasses a broader and more interesting aspect to help us better understand our relationship with food. *Mindful eating* or *mindfoodness* is a dietary-psychological exercise that particularly addresses the entire nutritional process,

recognizing the sensations of hunger and satiety. This approach proposes that we try to differentiate impulsive consumption associated with emotional hunger, marketing, or advertising, from real hunger. It also involves increasing our self-esteem by being at ease with our bodies, without external pressures and brutal diets.

But we should also not think that mindful eating is a cure-all. For Eduard Baladia, dietitian-nutritionist and a member of the Spanish Academy of Nutrition and Dietetics, “Mindful eating is a double-edged sword: on the one hand, some of its concepts are very interesting, such as becoming more aware of and better managing emotional hunger, having a healthier relationship with the act of eating, and avoiding the use of screens during meals. However, on the other hand, this movement is being hijacked by social media in an attempt to sell smoke screens. It is sold as a method that will work wonders; even the bakery industry has started to corrupt the concept, proposing the mindful consumption of pastries.” For that reason, if you have doubts or need help, it is best to consult a dietitian-nutritionist.



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Mindful eating is based on fostering an appropriate relationship with a healthy eating pattern. For the Spanish Academy of Nutrition and Dietetics, this concept reminds us to keep talking about emotional eating. There are several descriptions in the scientific literature of how emotions have a powerful effect on our food choices and eating habits.

Don't rush

Hold a piece of fruit in the palm of your hand, look at it, smell it, feel its touch and finally, put it in your mouth and savor all its properties, again without rushing. It is about using all five senses in the act of consuming food. You have to be aware of what you are doing and that in the end this will have an impact on your digestion, body and head. Mindful eating avoids

stress and anxiety and supports self-confidence. Reflect on what you have in your hands and mouth, allow it time. It is true that this is difficult in a world based on speed, where companies give you 20 minutes to have lunch, and where it is common to eat in front of the computer (working remotely from home is also doing a lot of damage). Try to sit at a table with your colleagues and family, and chat calmly, without distractions. If you eat alone, make it a pleasant moment without any distractions; avoiding eating, for example, in front of a screen. As the English say, *take it easy*. Connect, by opening doors, with that film by Ang Lee, *Eat, Drink, Love*, in which the ritual of the table at mealtimes entertains the senses. You can even get to taste and smell the dishes, all cooked and prepared conscientiously.

This life project implies that the food we consume has emotional, nutritional and health implications. We must enjoy its sensory characteristics and avoid feelings of guilt. Mindful eating encourages the inclusion of healthy foods, chewing slowly.

No distractions

In the act of eating, the setting is fundamental. No noise. In a society where most homes have televisions in every room, it is difficult to escape from the “sin” of having them turned on. Not to mention tablets, cell phones... how many parents succumb to putting cartoons on their phones so that their children are quiet while they eat? Mindful eating advocates eating in spaces where the noise is not excessive and there are no screens, enjoying meals with other people, reinforcing the positive behavior of children at the table, talking to them about how the sensory features of the foods are perceived, how they have been cooked, where they come from. A reflection of this holistic attitude to food and ourselves is this sentence from the book *Savor*, by Thich Nhat Hanh and Lilian Cheung: “Learning to eat and live consciously is the key to experiencing health and peace. At its fullest expression, mindful eating transforms a simple meal into a spiritual experience, offering us a deep appreciation of all that has gone into the creation of food; as well as a profound understanding of the

relationship between the food on our table, our own health and the health of the planet.”

Final note

At the end of the day, mindful eating is all about a healthy lifestyle, respecting ourselves and our surroundings (not wasting food, not using plastic containers, and so on). Activities, relaxation exercises and avoiding sedentary habits are important aspects. Of course, we must forego alcoholic beverages and stimulants. Because health comes first. ✕



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Ten tips for mindful eating

1.

Pay attention to the entire eating process by recognizing the sensations of hunger and satiety.

2.

Avoid stressful or high-anxiety situations, which can increase food intake in general, particularly of superfluous foods.

3.

Become aware of the foods you eat. This has emotional, nutritional and health implications: you will enjoy the sensory characteristics of the foods; you will not associate eating with feelings of guilt; you will be more likely to select healthy foods and chew better. As a result, the food will have a more positive impact on your health.

4.

Establish a healthy eating plan that fits your work schedule and lifestyle ; avoid long periods between meals as much as possible.

5.

Choose fresh and unprocessed plant foods, such as fruits and vegetables, legumes, nuts, whole grain cereals, a moderate quantity animal-based foods, and ensure adequate hydration.

6.

Differentiate between emotional hunger and real hunger; the former comes on suddenly, while the latter comes on gradually.

7.

Be aware of what you are eating, chew well and appreciate the flavors.

8.

Dedicate the necessary time to the act of eating and do not eat too quickly, you will avoid consuming more than you really need.

9.

Eat in food-friendly environments. Do it in spaces free from excessive noise and screens, and whenever possible, eat with other people. And don't eat while watching TV or in front of the computer.

10.

Do physical activity every day and perform relaxation exercises. As much as possible, avoid sedentary behavior: this will help you have more control over your food. In addition, avoid alcoholic beverages and control your consumption of other stimulants.



ACADEMIA
ESPAÑOLA DE
NUTRICIÓN
Y DIETÉTICA



The first educational metaverse

TEXT: RAMÓN OLIVER

Accidents cause numerous deaths and after-effects in children and young people every year. Prevention through digital technology and gamification can be a powerful tool for instilling safer behaviour in young children.

Childhood is a decisive stage in life, when personality traits are defined and the paths that a person will later take as an adult begin to be shaped. A time of learning, discoveries, games... And precisely because of this, it is also a period full of risks for the children's physical well-being.

According to World Health Organization (WHO) data, 90% of the injuries suffered by children worldwide are due to unintentional accidents that occur at home, at school, on the streets and roads, or at beaches and in swimming pools, resulting in around 2,300 injuries per day and 830,000 deaths among children each year. Injuries are, in fact, the leading cause of death in people between 5 and 18 years of age in the European Union.

The fact is that young people are particularly vulnerable to this type of unintentional injury. On the one hand, their immaturity and lack

of experience make them behave more recklessly in certain potentially dangerous situations, either because they underestimate the risk involved or because they are unaware of it. A child's desire to explore, and the sometimes reckless and rebellious phase in adolescents, are natural and an intrinsic part of their developmental process. But they also represent a clear risk factor that makes these youngsters particularly prone to accidents.

Physical factors also play a role. In traffic accidents, for example, children's smaller stature and body size mean they are less visible to drivers. Their not-yet fully developed body, muscle mass and bone structure also make them more prone to serious injuries than adults.

Play with your family, teach them to protect themselves!

Protecting the family from potentially dangerous accidents

and injuries is no game... Or maybe it is. Because, paradoxically, play is an excellent way for children and adolescents to learn how to stay safe. This is the bold approach of the PLANET SDG educational program, an original initiative launched by Fundación MAPFRE to make children and their families aware of the risks to which they are exposed in their daily lives and how to act when faced with these risks.

PLANET SDG is Fundación MAPFRE's Virtual Safe World, a 100% digitalized, safe and *gamified* universe in which children and young people can enter a simulated environment and discover for themselves the risks hidden in familiar places such as a house or the street.

In a very educational and experience-led way, children learn by "playing" how to avoid these dangers or how to act should they occur. It is an immersive experience that uses

gaming techniques to encourage the learning of safe habits, and it also serves to improve visual accessibility and spatial navigation for users.

This virtual universe presents various interactive scenarios where the user must complete a series of challenges. One of these is the Virtual

user identifies one and places the mouse cursor over the element that could pose a risk of unintentional injury, a menu opens with a warning about the risk involved and advice on how to avoid it.

In another of these virtual settings, Road Safety and Mobility 3S, the user travels

Through this commitment to prevention, education and digitalization as a way to combat unintentional injuries, Fundación MAPFRE seeks to achieve safer behavior and raise awareness among children of the dangers that lie in wait for them in their daily lives. And although we tend to think that we live in a



Home, a scenario that allows the user to navigate through the different rooms of a house and discover the risks hidden in them. In total, there are 47 hidden dangers spread throughout the rooms of this virtual home, including the kitchen, bathrooms, living room and bedrooms. Each time the

through the streets of a city trying to become an expert in healthy, safe and sustainable mobility. On this occasion, the challenge consists of discovering the 30 “safecoins” that demonstrate some of the keys to moving around the city safely and in a way that respects the planet.

perfectly harmless environment, safe from danger to our physical well-being, even simple carelessness can radically change this perception in a second.

The home, hostile territory

Falls are the most frequent injuries in children. And although most of these

mishaps do not have serious consequences, for children under the age of 19 these are the leading cause of injury-related hospital admissions in the European Union (EU). Burns, poisoning, cuts, animal bites and stings, electric shocks, sunstroke, heat stroke and drowning are also part of this list of horrors that threaten the safety of youngsters.

More than half of all infant incidents take place in the home, where stairs, sockets, sharp furniture, small objects or toys on the floor, and open doors and windows are veritable minefields for babies who are just starting to crawl or taking their first steps.

The bathroom is a particularly dangerous place. Slips, cuts with scissors or razors, ingestion of cleaning or potentially toxic products, and drowning in the bathtub are the main risks facing the youngest members of the family when they are in this area. Putting anti-slip pads on bathtub and shower surfaces and making sure that sharp objects are out of reach of children are some of the preventive measures we can apply in the bathroom.

Another potentially fatal area is the kitchen. According to the National Child Safety Association, 70% of the most common incidents involving children occur in this part of the home. Burns, choking, poisoning and cuts are the main risks they face in a room where



adult supervision is particularly important.

Road safety

The road is another major source of accidents for children. A particularly dangerous place where it is often the adult and not the child who commits the careless act that leads to the accident. In Europe, at least 1,000 children die every year and another 80,000 are injured in traffic accidents. According to the Spanish Directorate-General for Traffic, 75% of these child deaths and 90% of serious injuries could have been avoided if basic safety rules had been followed. Traveling in the back seat, properly fastened in, in special seats equipped with restraint systems suitable for each age and size is essential so

that a car trip does not turn into a nightmare.

As far as the driver's attitude is concerned, the usual road safety measures in terms of speed, alertness and, of course, avoiding the consumption of alcohol and other substances incompatible with driving should be taken to the extreme when there are children on board, as well as when driving in the vicinity of schools or parks.

Traffic accidents are also common at this age. It is important to teach children how to read traffic lights and crosswalks properly. Not so that they can cross on their own at first, but so that they learn as soon as possible when they can and cannot go across the road, and so that they can assimilate safe behavior for the future. ❌



Home delivery, a high-risk activity in the 21st century

TEXT: SILVIA MARTINELLI



Today, mobility in cities faces a new challenge: the growing presence of *riders* on public roads. A study developed by Fundación MAPFRE addresses this issue by offering an overview of cycling in Brazil, based on a systemic view of the aspects related to road safety in terms of mobility and the working conditions of cycle couriers.

Every day, Júlia* goes to university in the morning and, after class, starts work as a cycle courier in the center of one of Brazil's main cities, São Paulo. Her hectic routine, which combines her studies and work, has often forced her to go a whole day without eating. This put her health at risk in early 2021. "Food is not affordable for delivery riders, who often make several meal deliveries, but go the whole day without eating properly", she stresses.

Júlia's harsh and contradictory situation is the day-to-day reality for thousands of people who, in recent years, have found delivery services to be an alternative source of employment. Since 2019, the volume of delivery workers riding through the streets of major cities has grown considerably, corresponding with the intensification of the home delivery sector during the pandemic.

An important part of this new contingent of workers is made up of cyclists, who earn their living amidst the traffic, often without adequate

training to allow them to perform their duties safely for both themselves and others. To get an idea, in the first five months of 2021, there was a 30 % increase in serious incidents involving bicycles in Brazil.

Cyclogistics, which has expanded in recent years, with a 94 % increase between 2019 and 2020, consists of performing logistics delivery activities using bicycles, scooters and tricycles. To understand this growing ecosystem, and with the intention of outlining the scenario through the lens of road safety, the study *Road*

Safety and Cycling: Challenges and Opportunities in Brazil was commissioned.

Developed by Fundación MAPFRE and the Sustainable Mobility Laboratory (LABMOB), part of the Graduate Program in Urbanism (PROURB) at the Federal University of Rio de Janeiro (URFJ), this is one of the largest and most comprehensive research projects in the world on the subject, capable of contributing not only to the understanding of the Brazilian reality, but also to that of other countries where the cycling sector has grown exponentially: practically all of them.

"It is increasingly important and necessary to promote debate and transmit information on issues related to legislation, regulations and road safety. In addition to reducing the number of road accidents, our goal is to encourage scientific production in Brazil, contributing to the generation of data and evidence that can help in the development of public policies that make traffic more humane and safer", says Fátima Lima, Fundación MAPFRE's representative in Brazil.



* The names of the interviewees who participated in the research have been changed to preserve their identity.

The study and its dimensions

The goal of the study is to explore relevant aspects related to the road safety of cycle couriers in Brazilian cities.

“The study reaffirms some points already presented in previous research, but it is unprecedented in the fact that it addresses them through the lens of road safety and the “voice” of the delivery riders themselves”, emphasizes Jesús Monclús, director of Prevention and Road Safety at Fundación MAPFRE.

Developed throughout the second half of 2021, this work was based on five dimensions that make up the cycling ecosystem in Brazilian cities:

- Delivery riders
- Bicycles and equipment
- Cyclogistics companies and groups
- Urban infrastructure
- Legislation and public policies

The data was collected by conducting quantitative research (a survey) to which 336 delivery riders (24 of whom were women) working for delivery apps using electric bicycles in the city of São Paulo responded. Several in-depth interviews were also conducted with delivery riders, as well as representatives of companies and groups, in three Brazilian cities: Curitiba, Fortaleza and São Paulo

“In the information collected, road safety appears to be desired by delivery riders, but is secondary to financial

Cyclogistics, which has expanded in recent years, with a 94 % increase between 2019 and 2020

need and the search for efficiency and productivity so that they can meet their daily targets. This study highlights aspects that are often not considered a priority”, stresses Victor Andrade, general coordinator of the study.

Complete results

According to the data collected by the study, the majority of cycle couriers (also known as *riders*) are young (76 % are under 30 years of age), male (92 %), of mixed race (39 %) or black (29 %), with an average level of education (56 % have completed secondary education), and they work about 7 hours a day.

The large majority of this group (85 %) have no personal insurance (health, life or dental), revealing a lack of support as well as the vulnerability of these professionals who work for hours on end in the heavy traffic of Brazilian cities.

The working conditions and the unsuitability of the city, or the perception of the city being unfriendly to their work dynamics and mobility needs, are also common aspects pointed out by the interviewees. 35 % have already been involved in some kind of collision or incident.

The day-to-day life of this group also involves fear, which they say is related to their profession. These fears include traffic accidents, robbery and assault, bicycle theft, the feeling of vulnerability in relation to motorized vehicles and physical aggression.

In relation to safety equipment, 42 % of those interviewed indicated that they wore a helmet and in 36 % of the incidents suffered by delivery drivers in São Paulo a car was involved; in 34 %, a similar proportion to the previous one, no other vehicle was involved; and motorcycles were involved in 6 % of the collisions. The second of these three percentages coincides with recent data for Spain: in 2019 in this country, 41% of cyclists who died in the cities lost their lives in crashes in which no other vehicles were involved.

When asked about changes that could be made in the cities to make them feel safer when riding around, a large proportion of the respondents mentioned driver education, as they do not feel that cyclists are taken into account or respected on the roads.

Another important aspect is related to urban road infrastructures in cities: the suitability of infrastructures for cycling activities is desired, especially the provision of support points that contribute to the intense activity on the street and in traffic.

Segregated infrastructures, such as bike lanes, increase the perception of safety among the majority of the cycling workers interviewed (93 % prefer to ride on bike lanes), but the presence of pedestrians on these routes is also cited as dangerous.

In short, these professionals tolerate a great number of risks. The feeling of job insecurity combined with the risks of the work and the lack of support has a direct impact on their decision to remain in the profession. It was noted that few of them intend to continue working as delivery riders.

Invisibility x visibility

The study also features a survey of existing public policies in Brazil, at the federal and municipal levels. Despite the potential for inclusion in

mobility plans, cycling is still not fully integrated into Brazilian urban and transportation planning.

The city of São Paulo recently approved a municipal cycling policy (not yet in force) that requires logistics companies, delivery companies, platforms and apps to collect and share data with the City Hall, in order to manage this activity and provide training courses and basic infrastructure for bike delivery workers.

In addition, a bill recently passed in São Paulo (Bill No. 358/2021) proposes that companies providing delivery services through apps or platforms offer group life insurance for cyclists and motorcyclists.

According to Renata Falzoni, an architect, journalist and

pioneer of bicycle mobility advocacy in Brazil, the invisibility of cyclists in the eyes of the public authorities and society is an issue that needs to change.

“If bicycles are usually invisible to the general public, imagine the delivery riders, a category made up predominantly of young, black and brown men, who carry a box on their backs for seven hours a day and work in a climate of fear and insecurity. We have to identify the triggers for changing this situation, so that the whole system adapts to the bicycle as a frontier that should be valued as a paradigm shift in cities, so that we have product delivery logistics focused on the needs of the 21st century, which are simpler and more sustainable”, Renata concludes. ✖



Rider in Curitiba, Brasil. Photography: Doug Oliveira / CicloIguaçu, 2021



Why saving is not sexy (but can save our lives)?

TEXT: ÁNGEL MARTOS

Saving is one of those verbs we won't see on Instagram, which encourages splurging rather than restraint, but it is part of our financial training for a calmer, happier life.

Marshmallows are those fluffy candies, usually pink or white, that began to sweeten our childhood in the mid-twentieth century. They are so popular that they even gave their name to some of the most famous research in the social sciences. The study involved placing one of these treats in front of a child, telling them that they could get another one if they waited 15 minutes without eating the first, and then leaving them alone for that time. The Marshmallow test, developed in the 1960s by Walter Mischel, a psychologist at Stanford University, was intended to measure the self-control levels young children and the impact of this characteristic on their future lives. He came to the conclusion that it had a major influence.

To the extent that saving is a form of delayed gratification, many have extrapolated the conclusions of the Marshmallow

test to our capacity for financial self-control and its benefits for a calmer, more orderly life. Each of us can look back to our childhood and think of that piggy bank we were given and in which we hoarded coins to satisfy our small daily desires. But in adulthood that glow of enthusiasm seems to disappear and saving becomes a reaction to the fear and uncertainty of the environment, even more so in the current context of the pandemic and economic crisis.

“In general, saving is seen as an obligation or as something necessary, which we do simply out of fear of what might happen in the future”, explains Adrián Gutiérrez, from Fundación MAPFRE's Insurance and Social Welfare Area. “In other words, it is always has a negative connotation and is not seen as a tool that will help us to fulfill our goals and support us on life's journey. If savings

are viewed from a positive perspective, they will then cease to be an unattractive financial concept and will become part of our way of doing things.”

That is precisely the objective promoted by Fundación MAPFRE when it develops savings-related actions. According to the Bank of Spain, in 2021 families managed to “save” 41,822 million euros and the total volume of capital deposited in banks amounted to almost one billion euros. Although these are important figures, the saving rate in Spain continues to be below the European Union average (15.1% compared to 16.11% in 2020). This is the result of lower incomes and now also due to the effect of the intense growth of inflation, which reduces our ability to save in the present (due to rising prices) and dilutes our ability to spend in the future.



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If saving has a positive perspective, then it will cease to be an unattractive financial concept and will become part of the way we do things.

And yet, “living from pay check to pay check”, “not making ends meet” and all those phrases we use to describe our personal finances cannot be an excuse for not being aware of the vital goals that we can only achieve through saving. To do this, “It is necessary to make saving a habit”, explains Gutiérrez, “and to try to automate it: we must stop relying on the willpower of each individual to save, and the best way to do this is to make it happen automatically, and there are many tools that can help us.”

Digital savings applications such as B-Bites, powered by MAPFRE, offer solutions adapted to the lifestyle of

each user and provide the savings options that best suit them. But how can we save if experience seems to show us that it is impossible? Adrián Gutiérrez answers the question with another one: “Are you familiar with the concept of “ant expenses”, and the “latte factor”? Well, both are related to those small expenses that we do not pay attention to because of how small they are, or because they are “routine”, and in many cases not essential. If we add up how much they amount to over time, it would surprise us. Over a year, they could add up to almost 700 euros, which is a figure that grabs our attention more.”

Another practice that Gutiérrez suggests is pre-saving: “This consists of treating saving as an expense and covering it at the beginning of the month like the rest of our expenses. A widely used counter-argument to this is that our expenses are always greater than our income. Although this is unfortunately true for many people, it is also true that many others could afford it if they planned their finances better. It is about adjusting the amount we save to our personal situations. Ask yourself this question: do you think you will be able to live as well as you do if you spend 10 euros less each month than you do now, and save it instead?”

In general, people's financial literacy is low. This can lead us to make poor decisions or have the wrong attitude

More tips, guidelines and good habits can be found on Fundación MAPFRE's website *Seguros y pensiones para todos*. There you can find everything from savings challenges to help us get started (or take our savings to the next level) to how much money we need to set aside for unforeseen events (spoiler: at least three months of our expenses as an emergency cushion). It also explains the most common mistakes we make with money at different ages, and the answer to that question that many of us are already thinking about: how much will we need to have the retirement we want?

Many studies show that, in general, people have little financial knowledge, which can lead us to making poor decisions or taking the wrong attitude. The aim of this content is to broaden our financial knowledge in order to align our decisions with our personal interests. That is why "saving should always be linked to spending: for example, taking the trip of a lifetime, going to that concert we have been waiting for for so long, or having a calm retirement from a financial point of view. The possibilities are infinite but the goals are always a personal dream. When we save up to achieve them we will end up being happy."

And just as being happy is not a question of age, neither is starting to save. Fundación

MAPFRE's *Seguros y pensiones para todos* website offers financial advice for each decade of our adult life. If you are 20 years old, this is the best time to take advantage of the magic of compound interest, in which time is our best ally: if you invested just 50 euros per month at an annual return of 5%, you would have saved

"right now". If you haven't gotten into the habit, do it as soon as possible. Saving does not depend on age, of course, but it is necessarily linked to the existence of an income", stresses Gutiérrez. And what happened to the Marshmallow test kids? In the 2000s, new studies suggested that, in fact, the ability to wait for the



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101,794 euros by the time you reach the age of 65. At 30, one must be careful not to put everything into the house and mortgage. At 40, one mistake could be to buy a second home without having paid off the first one. And at 50, there is nothing left but to start planning for retirement.

"We always say that the best time to start saving is

second marshmallow is largely determined by a child's social and economic background, and it is this background, not the ability to delay gratification, that is behind a child's self-control. So, do those who have more save more? Evidently, this is backed up by all the data. And at the same time, as Benjamin Franklin would say, "A penny saved is a penny earned." ✕





Social Innovation: the after effects

TEXT: RAMÓN OLIVER

Since 2018, Fundación MAPFRE has been promoting social entrepreneurship through the Fundación MAPFRE Social Innovation Awards. But the momentous work of these socially oriented startups does not end on the day they receive the award. What are the after effects of these projects and how has their participation in the awards helped them keep advancing their important work?

They are not looking to become the next “unicorn” (a startup that reaches a market value of more than a billion dollars), and selling their project to a large multinational or venture capital firm that will make their founders millionaires is not part of their business plan. Even if they are not entrepreneurs in the usual sense, social entrepreneurs are essential in every society. And why? Because they use innovation and creativity to try to solve the problems that really concern people and cause them to suffer.

Aware of the fundamental role that this type of entrepreneurship initiative with a social dimension can play in a complex and constantly changing world, in 2018 Fundación MAPFRE set up its Fundación MAPFRE Social Innovation Awards, awards that recognize and promote innovation initiatives that stand out for their social commitment and technological orientation.

With four editions already completed and the fifth in its final phase, this event is a must for all those entrepreneurs who aspire to generate a truly transformative social impact through innovation. Three categories related to prevention and mobility, health improvement, and e-health digital technology and active aging; three global regions (Europe, Latin America and Brazil); and more than 220 projects presented in each edition are the credentials of these awards that give an important boost to innovation applied to social ends.

In addition to the prize money (40,000 euros for each of the winners), these awards pave the way to interesting opportunities for the companies that make it to the final stages. These include becoming part of Red Innova, a community of social innovators sponsored by Fundación MAPFRE and IE University, an academic *partner*

in the awards. An ecosystem of social entrepreneurship in which these entrepreneurs who straddle the line between business and philanthropy receive support, mentoring and have the opportunity to share experiences and knowledge with participants from previous editions.

In this way, the link between Fundación MAPFRE and these entrepreneurs extends and strengthens far beyond the awards themselves. We wanted to find out how some of the winners and finalists of previous editions have fared after having taken part. Because once the glamour of the awards ceremony, the thank-you speeches and the family photos on stage are over, you have to keep working. And in their case, the work is vital: nothing less than trying to change the world.

MJN Neuro (Spain)

Winners of the first edition in 2018, MJN Neuro is a veteran

of the Fundación MAPFRE Social Innovation Awards and a founding member of the Red Innova network. It grabbed the attention of the judging panel with its mjn-SERAS, a device that assesses the risk of suffering an epileptic seizure thanks to a small headset connected to an app via Bluetooth. The headset detects when there is a high risk of suffering an epileptic seizure and sends visual and acoustic warnings to the user between 1

The project has been evolving steadily throughout this period. At the end of 2018, the company received an injection of funding thanks to the European Commission's Horizon 2020 SME Instrument program. Resources that enabled everything "from the expansion of our clinical studies, to internationalization projects and the technical evaluation of our product, to the creation of a structure and an in-house technical team", enthuses Gutiérrez.

The company, which currently employs 14 people, expects to have 90 employees by 2025. They have already started working on what will another sure-fire winner: DREAMER, a device for the early detection of Alzheimer's. Gutiérrez: "We are still striving to find new solutions for other neurological diseases in collaboration with various clinical and technological centers."

NaviLens (Spain)

NaviLens won the 2019 edition in the *e-Health* category with a smart universal digital signage solution for blind and visually impaired people. The system allows users to orient themselves and obtain information in unfamiliar environments, without the help of third parties and without the need for technological devices beyond their own cell phone.

"Winning the MAPFRE Award gave us the opportunity to meet other companies and find out about projects with a high social impact that are very inspiring and that have been a very important emotional support network for us", says its marketing director, Nuria Fructuoso. This entrepreneur also appreciates the media boost that was generated around the project thanks to the award. "We achieved visibility that would have been impossible for us to get on our own, and it came at a crucial moment because we were just starting out."

Three years after receiving this accolade, NaviLens has made a significant leap



MJN Neuro's mjn-SERAS headset has already been launched.

and 3 minutes before the seizure occurs. This means that the person has time to prepare, and avoid accidents, like falls, that could result from the seizure.

"In the four years since we won the Fundación MAPFRE award we have achieved a great deal. Technological advances, certifications, awards and the launch of the product on the market... The truth is that we have been quite busy trying to deliver an impactful change to society", summarizes Salva Gutiérrez, CFO of MJN Neuro.

The high point came with the launch of mjn-SERAS at the beginning of 2021. The product is CE marked as a medical device and is currently available for the Spanish market. "In the coming months, we are working on a European marketing strategy, mainly for the United Kingdom, the Netherlands, Germany, France and Italy. After that we will move on to the United States, where we are already working on all the regulatory aspects with the FDA", explains the social entrepreneur.

With four editions already completed and the fifth in its final phase, this event is a must for all those entrepreneurs who aspire to generate a truly transformative social impact through innovation



The NaviLens QR code has been included on all Kellogg's products throughout Europe.

forward, both qualitatively and quantitatively. “We have made a tremendous effort to improve the technology, by incorporating new functionalities. This has allowed us to expand throughout Europe, the USA, Canada and part of Asia”, comments Fructuoso.

These technological developments and process improvements have enabled the company to obtain various quality seals and certifications, including ISO 27001 and the EIBT seal, and to undertake ambitious international projects. One of these is the inclusion of its QR code on all Kellogg's products throughout Europe.

Nuria Fructuoso believes that the help provided by Fundación MAFRE and the Innova Network, both educational and emotional, is essential for a project like hers. And, she recalls, social entrepreneurship is a road full of

obstacles. “There are some really interesting ideas and technologies that do not become successful due to a lack of means or knowledge of how to set up a business.”

NaviLens aims to become a universal signage standard. To do this, explains the specialist, they are working on two fronts: “We are increasing our number of users through ongoing work with them and specialized associations, as well as expanding our markets and technological uses.”

MiWEndo Solutions (Spain)

In 2020, this project won the 3rd edition of these awards, again in the *e-Health* category, with a medical device that integrates microwave technology with colonoscopy to improve the prevention, diagnosis and awareness of colorectal cancer. MiWEndo automates polyp detection by issuing an alarm

when it finds one, increasing the field of vision to 360° and providing quantitative tissue classification without any modifications to current clinical practice.

“The Fundación MAPFRE award was a very important step for us, not only in terms of visibility, but also thanks to the knowledge we acquired about social entrepreneurship”, says Ignasi Belda, CEO of MiWEndo Solutions. The great challenge for a social entrepreneur, now just as it was then, continues to be “how to make the social objective profitable so that it can continue to be sustainable and enduring over time”, he affirms.

Red Innova and the community created around it have been key to the company's development. “It has provided us with training in very diverse areas, all of which are important for high-impact entrepreneurship. We have been able to apply many of these lessons to our startup, and some of them have actually marked a turning point for us”, says Belda.

What does this change mean? “Our project is now more mature, we have fewer uncertainties and many of the issues that have arisen along the way have been resolved”, he explains. Ignasi Belda has a clear vision of the immediate future. “The big goal that we are inexorably approaching is the validation of our device for the early diagnosis of colorectal cancer in patients. We want to start the first tests

Social entrepreneurs use innovation and creativity to try to solve the problems that really concern people and cause them to suffer



First patient trials for MiWEndo Solutions' cancer detection device will begin by summer 2022



Practical experience with Medical Innovation & Technology's remote health solutions

before summer 2022, with 15 patients. After that, we are already planning bigger tests for the remainder of 2022.”

Fleximedical (Brazil)

Since 2005, the Brazilian company Fleximedical has been innovating in the field of medical care, thanks to its containers, vans and trailers. Through these customized mobile units and hospital architecture projects, it supports major public health programs in the largest city in South America: São Paulo. A 2021 finalist in the 4th edition of the Fundación MAPFRE Social Innovation Awards, it was recognized for its benchmark social innovation in Brazil, a sign that the efforts it makes to ensure that all people have access to healthcare were on the right track.

“Challenging paradigms and proposing disruptive ways to solve basic issues such as

health is not an easy task. There is still a lot of skepticism surrounding socially oriented business models. However, the popularization of environmental, social, and governance criteria, driven by the financial market itself, shows us that working for the common good is not just a new way of doing things, it is the only way”, says Ricardo Lauricella, head of Innovation & Brand Institutional Development at Fleximedical.

The journey through the Awards and Red Innova has helped Fleximedical to look beyond its borders. “It has helped us to put our internationalization plans down on paper, first for Latin America and, in the future, why not, the rest of the world. Last year we launched a Mobile Telemedicine Stand that will be presented at the end of this year at a startup

event in Miami (USA)”, he points out.

In addition, Lauricella, outlines the company's other immediate plans, which include exploring new patents. “We are working on a new health product aimed at seniors and aging care.”

Medical Innovation & Technology (Peru)

Innovating *e-health* solutions that allow healthcare centers to get closer to people. This is the aim of another of the finalists in the 4th edition of the Fundación MAPFRE Social Innovation Awards, the Peruvian company Medical Innovation & Technology. By developing various remote health solutions, the company has become a strategic ally for national and regional governments, hospitals and companies with Corporate

Social Responsibility programs, so that they can make more efficient use of their resources, carry out preventive diagnoses and optimize their processes.

For Walter Sifuentes, its CEO and founder, entering the awards was a very positive experience at all levels: “The knowledge and experiences that the whole team took away with them were fantastic. There you realize that you are not alone, that there are other social innovators who understand you and speak the same language. Sharing and exchanging experiences with them was very enriching”, he stresses.

In addition, these connections developed within the Red Innova ecosystem

The link between Fundación MAPFRE and these entrepreneurs has grown and strengthened beyond the awards

allowed our team to become more integrated and cohesive. “For a small company like ours, this injection of motivation was fundamental. We are now much clearer about where we are heading and what our objectives are. We are also more

aware of our weaknesses as an organization and the risks we face”, summarizes the project’s CEO.

Is Medical Innovation & Technology a better or different company to the one that entered the awards? “We are more efficient, and we have learned to project our message outward in a clearer way that allows us to connect better with our customers, partners and the other key players in our ecosystem.” In terms of future plans, the company is exploring international expansion and is seeking new funding rounds that will allow it to continue to have a positive impact on the most vulnerable populations. ✕

The finalists for the 5th edition have already been shortlisted

Social Innovation does not know how to, should not and cannot stop. And in this permanent search for viable, inclusive and sustainable solutions that positively impact people’s lives, Fundación MAPFRE has announced the 9 shortlisted projects that will be appearing in the Grand Final of the fifth edition of the Fundación MAPFRE Social Innovation Awards, to be held in May.

Health Improvement and Digital Technology (e-Health)

- **Epistemic (Brazil).** A project that seeks to improve the quality of life of epilepsy sufferers and their families.
- **ANA-Paz Mental (Mexico).** Software platform that helps untrained caregivers provide better care to their patients at home.
- **Tucuvi (Spain).** Tech startup that seeks to make healthcare accessible and efficient so that everyone has the best possible quality of life at home.

Prevention and Mobility

- **Lysa (Brazil).** This is a robot based on the functions of a guide dog. It facilitates safe, affordable and autonomous mobility for the visually impaired.
- **Smert (Chile).** Emergency management system based on reading a QR code.
- **Laddroller (Greece).** This is a mobility device that exponentially improves the lives of people with disabilities, as well as their caregivers.

Senior economy

- **Mais Vivida (Brazil).** Connection platform in which young people, known as “angels”, teach older adults how to use day-to-day technology.
- **NAU (Chile).** Platform focused on the personal growth of people over 50, promoting lifelong learning and multigenerational socialization around interests and affinities.
- **Kuvu (Spain).** Social enterprise with a mission to improve the quality of life of older people by preventing and reducing unwanted loneliness.





When being older is a great opportunity

TEXT: KINO VERDÚ

In a world where it seems that being young is the most important thing, Fundación MAPFRE decided to set up the Ageingnomics Research Center, using a neologism stemming from the words Aging and Economics, to focus on the opportunities of healthy ageing and the impact of this on sectors as diverse as tourism, healthcare, technology and finance.

Iñaki Ortega Cachón is an advisor to the Research Center, in addition to having an enviable resume: “At the personal request of the President of Fundación MAPFRE, Antonio Huertas, and in association with various academic institutions, I have developed intense public activity around the neologism Ageingnomics. This signifies the economics of aging, also known as the silver economy or longevity economics. The book *La revolución de las canas* [The Grey Revolution] that I had the honor of writing together with Antonio Huertas, which has been translated into English and Portuguese, was particularly instrumental in this. But there was also awareness-raising work in the media and on social media, which, beginning in 2018, has sparked a rich debate focused on the opportunities of healthy ageing and its impact on sectors

as diverse as tourism, health care, technology or finance. The Ageingnomics project “attacks” countless segments that track and leverage new business niches and consumer trends for people between 55 and 75 years of age.” Iñaki Ortega continues: The task ahead is huge. It not only involves raising awareness among seniors, but also among companies and the authorities. In fact, although the “gray euro” has been quantified as representing one out of every four euros in terms of wealth in Europe and, in Spain, 26% of the GDP and 60% of all national consumption, there are still situations that make older people invisible or even undervalued. All these stereotypes, this prejudice and discrimination against people because of their age is what the World Health Organization (WHO) has defined as ageism. This is a series of

beliefs, values and standards that justify the unfair treatment of people according to their age. Furthermore, it has been proven that this new stigma has a negative impact on the health of the elderly.”

On the one hand, the expert is saddened by the fact that the silver generation is considered to be a heavy burden, but at the same time he is happy that in Spain we lead the world in life expectancy.

However, in addition to being one of the longest-lived people in the world, it is important to lead the social transformation that is essential for longevity to become a real opportunity. And that is one of the goals of the Ageingnomics Research Center. On its website <https://ageingnomics.fundacionmapfre.org> you can browse through all the activities (micro-stories, conferences, meetings,

seminars, news) that the Center organizes, as well as a long list of publications and surveys that are carried out. The most recent, which was conducted in 2021 and developed in conjunction with Google, “provides insight into the habits of the more than 15 million Spaniards who are more than 55 years old. The reality revealed in this study moves away from the negative clichés about this age cohort and helps to put an end to the worrying ageism. Spanish seniors have more than one income at home (one out of two), help their relatives (four out of ten), and have the capacity to save (one out of two). Most use the internet (six out of ten), shop online (four out of ten), and are better informed than other age groups, especially with regard to sustainability.” If we look back at past initiatives, we can see that for some time the OECD has been focusing on the longevity economy as a phenomenon to be taken into account at the World Economic Forum, but it was the president of Fundación MAPFRE, Antonio Huertas, who wanted to give it a fully fledged boost, by setting up Ageingnomics and turning it into a global benchmark. Iñaki Ortega does not forget small experiments: “There have been pioneering initiatives in this field in Japan for decades, perhaps because that country leads the world in terms of life expectancy and aging. However, at the Center we are following innovative initiatives in Israel, Silicon

Valley in the United States, and Germany. In Spain, some of the most notable initiatives are being run in Barcelona, by Professor Montserrat Guillén, and in Salamanca, by Juan Martín of

50x3: A recent study by Oxford Economics and CENIE confirms that in 2050 in Spain 50% of the population will be over 50 years old.

CENIE (the International Centre on Aging).”

To surgically dissect the research tackled by the Ageingnomics Research Center would require more time than we have in this article, but we should point out that it highlights a number of aspects that many people, especially younger individuals, are unaware of: the economic situation of the “gray-haired”, digitalization, travel, leisure, consumption, ecology and sustainability, depopulated Spain (or empty Spain, as many call it), entrepreneurship, new opportunities, and so on.

“Our reports measure the state of the population aged 55+ in Spain, not only as consumers but also as producers. On the first point, we can confirm that despite the pandemic, Spanish older adults have maintained

their high level of purchasing power and their capacity to save. They still intend to live in their homes for many years, although they will need to renovate them because most are not adapted to dependent living. They are optimistic about their future and the overwhelming majority plan to travel in the short term. As a novelty, we have detected a trend towards economically supporting their close relatives. In turn, perhaps as a result of the end of lockdown or structural issues, housing and energy has displaced food as the largest expenditure for seniors. We have also noticed that the number of seniors who are active on the internet has not stopped increasing since 2017. The pandemic, as in other areas, has been an incentive for their digitalization, and the number of users has reached 10 million, going up by one million in 2020 to now include 60% of all members of this age cohort. As for seniors as producers, we can safely say that senior talent finds possibilities for development in the job market. This is good news, but there is more because in the commercial sphere, through senior entrepreneurship, many adults over the age of 55 are undertaking productive activities, and it should not be forgotten that volunteering is another channel through which the talent of these people can contribute to society. However, senior unemployment has almost tripled since 2008, self-employment as a result of necessity has continued

There are no excuses for not making urgent decisions to allow senior talent to contribute more and in an improved way to the Spanish economy



Iñaki Ortega at the 2021 Academic Seminar on Economics and Longevity organized by the Ageingnomics Research Center.

to grow, and a trend of early exit from the labor market has been consolidated”, says Iñaki Ortega.

There is a fundamental fact. A recent study by Oxford Economics and CENIE confirms a figure known as 50x3: by 2050 in Spain, 50% of the population will be over 50 years of age. It’s called longevity and health-related advances. Iñaki Ortega, advisor to the Ageingnomics Research Center of Fundación MAPFRE, does not want to dismiss this report without making a very accurate conclusion: “Today the advantages of what is known as the silver, or senior economy,

unfortunately, are not sufficiently exploited by Spanish companies. It is worth remembering that Spain has the ideal conditions to be the benchmark country in terms of the silver economy, due to its leadership in longevity, health and the dependency system, as well as openness to the outside world. However, this opportunity will slip away if seniors are not present in the workforce, and it would also bring a new diversity perspective to companies. There is no excuse for not making urgent decisions to enable senior talent to contribute more and in an improved way to the Spanish

economy. But this wake-up call affects not only the public sector, which sets the framework for the labor market, but also companies. The number of unemployed seniors has almost tripled since 2008. Entrepreneurship or self-employment is often the only way to remain active as a senior in Spain. Workers’ representatives must understand, with the new population pyramid, that extending the working life of older adults does not harm young people, because there are not enough young people to take over from the previous generation.”

Hey, being over 50 does not mean we should be shelved!✘

Another way to help

TEXT: LAURA SÁNCHEZ

Booking accommodation in Ukraine as a way to help

It all started on social networks as a spontaneous gesture of moral and financial support for Ukrainian citizens whose homes were part of the Airbnb network. “Are you still in Kyiv? Can you get the money if I make a booking?” a female traveler from the UK asked a web host. “I am still in Kyiv. I can collect through Western Union or directly from a bank.”

Evidently, none of the people booking intended to travel to Ukraine. The idea was to find alternative and quick ways to send money to

citizens who are currently not receiving any wages and who need secure access to the most basic goods in order to survive. “At the moment we have no source of income. We can’t ask our country because all it’s resources are earmarked for war”, explained Ekaterina Martiusheva, one of the hosts in Kyiv, who has received help from the general public through Airbnb.

In the first days of the war, and in just 48 hours, nearly 70,000 nights were booked in Ukraine, representing nearly

two million euros for the hosts. Bookings continue to go up. Through the Airbnb.org foundation, the company is offering temporary accommodation, free of charge, to 100,000 refugees fleeing Ukraine to neighboring countries such as Poland or Romania. Browsing Airbnb, it is possible to book a room or an apartment in Kyiv, for example, for 30, 40, 50 or 60 euros a night.

<https://www.airbnb.es/ukraine/stays>
<https://es.airbnb.org/>



The screenshot shows the Airbnb.org website with a yellow header. On the left is a profile picture of a woman. The main text in the header reads: "Ayuda a los refugiados que huyen de Ucrania" (Help refugees fleeing Ukraine). Below this, it says: "Muchas personas necesitan alojamiento temporal de emergencia urgentemente debido a la crisis humanitaria en Ucrania. Únete a Airbnb.org y ofrécéles tu ayuda." (Many people need emergency temporary accommodation urgently due to the humanitarian crisis in Ukraine. Join Airbnb.org and offer them your help.) There is a link for "Más información" (More information). Below the header, there are three buttons: "Participa" (Participate), "Quiénes somos" (Who we are), and "Haz un donativo" (Make a donation). The main content area features the large text: "Abrimos nuestros hogares en tiempos de crisis" (We open our homes in times of crisis).



Convoy of Hope

Since the Russian invasion of Ukraine began on February 24, solidarity initiatives to support its citizens have been constantly emerging. One of these is “Convoy Esperanza”, or Convoy of Hope, a solidarity caravan organized by fifty anonymous people who have come together to help the Ukrainian people. The convoy, consisting of seven vans, is transporting basic necessities to the Polish border. The return trip will be used as an opportunity for 48 Ukrainian citizens with ties to Spain to travel to our country.

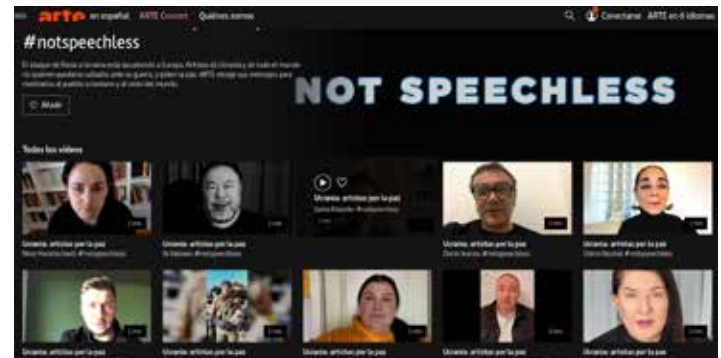
The charitable campaign has exceeded expectations in the three days since its launch, according to one of its promoters, Santiago Marugán, who is a member of one of the seven teams that have been formed from among the more than fifty participants coordinated by Fundación Ángel Niego and Hambre Cero (Zero Hunger).

The initiative has had a tremendous impact as well as support on social networks. The well-known faces collaborating in this initiative range from pilots to decorators, television producers, and businessmen from all over Spain. In addition, Instagram personalities including the influencers Tomás Páramo and María Pombo have mentioned Convoy Esperanza on their respective profiles, to try to lend a hand and raise more money so that this first trip can be repeated.

<https://www.instagram.com/convoyesperanza/>

Art for peace

“Hello. My name is Oleg Sentsov. I am a film director in Ukraine. Now I am a territorial defense fighter in the Armed Forces of Ukraine. I am very grateful for the support of the international community, which is doing everything possible to support Ukraine. The whole world has realized who Putin is and that he is a threat to everyone. Thank you so much for your support. We will win because we are fighting for the survival of Ukraine, our people, and the whole world. Thank you. Glory to Ukraine.” This is one of many video messages that artists from around the world, including Ukrainian artists now in military uniforms, are posting on the ARTE platform.



“Russia’s attack on Ukraine is shaking Europe. Artists from Ukraine and around the world will not remain silent in the face of war, and are calling for peace. ARTE is collecting their messages to show them to the Ukrainian people and the rest of the world”, they explain on this channel created in 1990 through a treaty signed by the French and German governments. The channel is subject only to the supervision and control of its members, “excluding any intervention by the public authorities, as well as the independent authorities responsible for regulating broadcasting in the country in which it is located”. All the videos have English subtitles. The initiative “Ukraine: artists for peace” can be seen at <https://www.arte.tv/es/videos/RC-022239/ucrania-artistas-por-la-paz/>

Seen on the web

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

FACEBOOK

@FundaciónMapfre
@fundaciónmapfrecultura
@FMgoalzero

TWITTER

@fmapfre
@mapfreFcultura
@FMgoalzero
@KBrfmapfre
@FM_ageingnomics

INSTAGRAM

@mapfrecultura
@kbrfmapfre

THE BEST TWEET

"After 30 years of trying to introduce #SeguridadVial (road safety) into the school curriculum, we have finally succeeded. This is great news for the whole of society!" Pere Navarro @DGTes inaugurates the III Forum on Commitment to Road Safety Education.



Fundación MAPFRE

Laurel, turmeric, cumin, pepper, parsley...

What spice can't you do without in your "patatas con choco" recipe?

#UnaRedDeBienestar
#Practicooking



Fundación MAPFRE



More than 13 million Ukrainians have already had to flee their homes.

Many of them have made their way to the Romanian border, where Mensajeros de la Paz España and REMAR España are counseling them and offering them shelter and food.

This is also possible thanks to your generosity.

Thank you!

<https://bit.ly/3NugxZW>

#ContigoSomosRed
#UnaRedQueNosSostiene
#Ukraine

Fundación MAPFRE Culture

Judith Joy Ross Expo

Maria Herreros, a visual artist and illustrator, was inspired by the works of Judith Joy Ross *Deborah Rose, advisor to Cardiss Collins, Democratic Congresswoman, Illinois, 1987; 305 North 10th Street, Allentown, Pennsylvania, 1983 and Dorrance, Pennsylvania, 1985* to create a series of pieces. She is particularly interested in the author's ability to create emotional photographs, the father figure and her soft, gentle aesthetic, which is not devoid of an enormous capacity to create very powerful images.

"I wanted to create this triptych seeing that Judith is good at portraying emotions and not only in her portraits" M. H.

#FM_WithYou #ExpoJudithJoyRoss



Goal Zero



FM-Gas

Did you know that there are gas detectors?

They work just like smoke detectors.

They warn you if they detect a leak.

#FM_WithYou
#HomeSecurity

 **kbrfmapfre**

Still not familiar with the American society photographed by Friedlander for over 60 years?

Don't miss the exhibition "Lee Friedlander" where we take a chronological look at all his work and highlight some of his most significant projects, including "The Little Screens", "The American Monument" and "America by Car", along with a group of photographs taken in Spain that are being exhibited for the first time.



#ContigoSomosRed #UnaRedDeInspiración #KBrFriedlander

 **fmapfre**



The goal of zero road casualties is possible...

But to achieve this we need everyone's cooperation.

With the new Traffic Law, which comes into force today, we are one step closer.

#ContigoSomosRed #UnaRedDePrevención #CirculaSeguro
#SeguridadVial #Coches #Motos #Camiones #Furgonetas
#Peatones #Carreteras #Tráfico #LeydeTráfico

 **Fundación MAPFRE**

Today three of our female voices want to tell you something...

Elena Sanz, Fundación MAPFRE patron, reflects on how the programs of organizations like ours help to transform the lives of hundreds of thousands of women.

Clara Bazán, director of the Insurance and Social Welfare Area, tells us her story and highlights the

importance of training and aspiration at all levels of life.

And Nadia Arroyo, director of the Culture Area, pays tribute to her fifteen teammates and champions the transformative power of art.

You can read their words here:

https://lnkd.in/e_QkDgw6



#WomensDay #March8 #UnaRedParaElMañana #UnaRedDeInspiración #UnaRedQueNosSostiene #FemaleLeadership



Fundación MAPFRE

@fmapfre



Rehabilitation is key to improving the quality of life of people with multiple sclerosis.

They helped Silvia at [@FundacioEM](#) so much that now she now works with them.

<https://fundacionmapfre.org/accion-social/proyectos/nacionales/se-solidario/conoce-los-proyectos/cadena-de-solidaridad/...>

#FM_WithYou
#SéSolidario



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Lee Friedlander: Marko Las Vegas, Nevada, 1976. Imagen de paso en gelatina 23 x 25,5 cm. Cortesia del artista y de Presetnik Gallery, San Francisco © Lee Friedlander, courtesy of Presetnik Gallery, San Francisco

Lee Friedlander

18.02.22 – 15.5.22

Centro de Fotografia KBr
Fundación MAPFRE
Barcelona

Lee Friedlander has been a photographer practically since he was a teenager, and he has developed an extensive body of work that records what he himself called, in the 1960s, the "American social landscape".



mapfreCultura

@mapfreCultura



With "España Negra" (Black Spain), José Gutiérrez Solana captured the resonance of society in a defeated Spain. Discover his vision in our collection of 20th century works and in the exhibition at Unicaja in Malaga.

#FM_WithYou
#ColeccionesFM



Fundación MAPFRE

@FMgoalzero

Can you imagine if there were no traffic regulations?

It would be chaos!

We must respect them.

#UnaRedResponsable
#RoadSafety



*BUILDING A
MORE HUMANE
FUTURE
#IBELIEVE*

VOLUNTARIO

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