

# la fundación

Fundación MAPFRE magazine#43 | June 2018  
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Continuando de la vida  
Continuando la vida



In first person

**WE INTERVIEW  
DR. DAVID MOONEY FROM BOSTON  
CHILDREN'S HOSPITAL**

Art

***Brassaï arrives  
in Madrid***

**SHOMEI TOMATSU**

Prevention

**STOP CYBERBULLYING**

Awards

**VICENTE DEL BOSQUE, 2017 FUNDACIÓN  
MAPFRE AWARD**

Insurance

**TONTI AND THE TONTINES**



**MAPFRE**

# VISITA NUESTRAS EXPOSICIONES VISIT OUR EXHIBITIONS

[www.fundacionmapfre.org](http://www.fundacionmapfre.org)

Fundación **MAPFRE**

Egon Schiele  
*Schlafendes Mädchen [Joven dormida]*, 1909  
Acuarela, pastel y grafito sobre papel  
Colecciones Fundación MAPFRE  
Inv. FM000325  
Foto: © Fernando Maquieira, 2018

## HOMENAJE A MIRÓ. LA MUJER EN LOS DIBUJOS DE LAS COLECCIONES FUNDACIÓN MAPFRE

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

**Fechas**  
Desde el 19/03/2018 hasta el 08/07/2018

**Horario de visitas**  
Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.  
Entrada gratuita con la compra de la entrada a las salas Fundación MAPFRE Recoletos



## HOMENAJE A MIRÓ. LA MUJER EN LOS DIBUJOS DE LAS COLECCIONES FUNDACIÓN MAPFRE

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

**Dates**  
From 19/03/2018 to 08/07/2018

**Visiting hours**  
Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free access with the purchase of an entrance ticket to the exhibition halls of Fundación MAPFRE Recoletos

Brassaï  
*Montmartre. 1930-31*  
Estate Brassai Succession, Paris  
© Estate Brassai Succession, Paris

## BRASSAÏ

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

**Fechas**  
Desde el 31/05/2018  
hasta el 02/09/2018

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



## BRASSAÏ

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

**Dates**  
From 31/05/2018  
to 02/09/2018

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

Joan Miró  
*Trois boules / Tres Bolas*, 1972  
Colección particular en depósito temporal  
© Successió Miró 2016

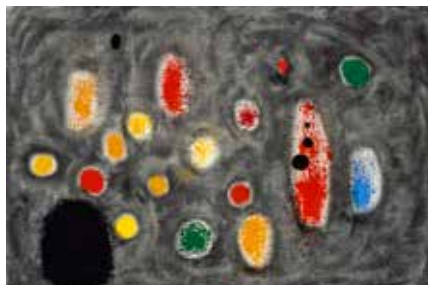
## ESPACIO MIRÓ

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

**Exposición Permanente**

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

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



## ESPACIO MIRÓ

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

**Permanent Exhibition**

**Visiting hours**  
Monday from 2 pm to 8 pm.  
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#EspacioMiro

Shomei Tomatsu  
*Kadena, Okinawa*, 1969  
Colección del estate Shomei Tomatsu-INTERFACE, Okinawa  
© Shomei Tomatsu-INTERFACE/Cortesía de Taka Ishii Gallery Photography/Film

## SHOMEI TOMATSU

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

**Fechas**  
Desde el 05/06/2018  
hasta el 16/09/2018

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



## SHOMEI TOMATSU

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

**Dates**  
From 05/06/2018  
to 16/09/2018

**Visiting hours**  
Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays



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## Encounter with Picasso and Miró in the Mediterranean

The Picasso and Miró, The Flesh and the Spirit exhibition was opened by Antonio Huertas on April 6 at the Grandmaster's Palace in Valletta, where he was accompanied by the President of Malta, Marie-Louise Coleiro Preca (at the picture with Joan Punyet Miró). Within the scheduled celebrations of Valletta as the 2018 European Capital of Culture, it forms

part of the "Picasso-Mediterranean" cultural event. This initiative promoted by the Musée Picasso in Paris, with the participation of some sixty cultural institutions from all over Europe, is designed to highlight the relationship between the Malaga-born artist and the Mediterranean, through those locations that so inspired him. ☒

**la fundación** Fundación MAPFRE magazine Chairman of the Editorial Board Antonio Núñez Tovar Director Javier Fernández González Published by MAPFRE Communication Division Editorial & Advertising Dept. Ctra. de Pozuelo 52. 28222 Majadahonda. Madrid. T 915 815 073. F 915 818 382. comunicacion@mapfre.com www.fundacionmapfre.org Distributed by Fundación MAPFRE Marketing Area. Paseo de Recoletos 23. 28004 Madrid T 916 025 221. informacion@fundacionmapfre.org Editorial Production Moonbook S.L. contenidos@moonbook.es Infographics Gorka Sampedro Printed by Edipack Grafico, S.L. Legal Deposit M-26870-2008 ISSN 1888-7813 The publication of this magazine does not necessarily imply agreement by Fundación MAPFRE with the contents of the articles and works therein. The reproduction of articles and news is duly authorized, provided express authorization is sought from the publishers and the source is acknowledged. Cover image Peter Galassi at the Brassai exhibition. Image: Susana Sáez.

# summary

DAVID MOONEY



© Brian Smith

SHOMEI TOMATSU



Shomei Tomatsu, *Tsuyo Kataoka, a survivor of the bomb, Motoharamachi, Nagasaki, 1961*  
Collection of the Shomei Tomatsu Estate-INTERFACE, Okinawa

© Shomei Tomatsu-Interface/  
Courtesy of Taka Ishii Gallery  
Photography/Film

SOCIAL INNOVATION AWARDS



© Thinkstock



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### VOLUNTEERS ON THE GROUND





STERI

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# Dr. David Mooney:

## “It feels great to be able to help people, despite the seriousness of the illness”

TEXT: NURIA DEL OLMO  
@NURIADELOLMO74  
PHOTOS: BRIAN SMITH

### DAVID MOONEY

Dr. David Mooney is the Director of the Trauma Center at Boston Children's Hospital. He specializes in Pediatric General Surgery, Thoracic Surgery and Neonatal Surgery. Dr. Mooney received his medical education from St. Louis University School of Medicine and completed his training at Medical Center Hospital of Vermont and Children's Mercy Hospital.

More than 29 million children under 15 are treated for some kind of accidental injury in ERs (Emergency Rooms) every year across the United States. Over 4,000 die from their injuries, with the majority stemming from road accidents. In Massachusetts, on the eastern coast of the United States, road accidents take 20 young lives every year. We sit down with the Director of the Trauma Center at Boston Children's Hospital, one of the most innovative and renowned medical centers in the country, where Fundación MAPFRE is developing an awareness-raising program on the importance of accident prevention and road safety.

Not only the teaching hospital of Harvard University, it is also one of the country's leading pediatric hospitals, receiving the most serious and complex cases, those for which no solution can be found anywhere else in the world. And this is a source of pride for David Mooney (Missouri,

1973), who for the last 20 years has been treating the injuries of patients who arrive at the hospital, many of them the result of falls, one of the most frequent accidents among young Americans, as well as road accidents. He is the first to acknowledge that there is much to be done. Half of the children who die on U.S. roadways are not properly restrained in mandatory child seats.

**Trauma continues to be the most serious infant health problem in the United States. What are the challenges faced in reducing this type of injury?**

Most children who die from trauma injury don't arrive at a hospital in time to receive adequate medical care, so working on that aspect and improving response times is critical. However, the real challenge lies in preventing trauma in the first place, and a decisive factor is society recognizing that there are many situations where young children suffer injuries, often with serious consequences, so they need to deal with this as a matter of urgency. I am referring to mistreatment of children, to drownings, and to using



mobiles while driving. Thankfully, progress is being made here: over the last 30 years, the number of teenagers who die in road traffic accidents has dropped by 25%. A contributing factor here has without doubt been better design of roadways, safer vehicles restrictions on teenage drivers and better vigilance.

**What difficulties do you face on a daily basis?**

Hospitals are difficult places for families, especially in desperate situations, as is the case with serious trauma. Many parents blame themselves for the injuries their children suffer from, with some 16% of them suffering some form of post-traumatic stress disorder. One of our core commitments is that they don't suffer.

**“The most difficult moments are when you really wish you could do more for a patient but you just can't”**

**A couple of years ago, sick children faced a very uncertain future. Nowadays, thanks to new treatments such as organ transplants, many of them can**

**lead normal lives. Can you tell us about these treatments in the context of your hospital? What is the success rate like?**

Boston Children's Hospital is an amazing place and I'm very proud that I get to work here. In our Transplant Center, we transplant hearts, lungs, livers, kidneys, small intestines and sometimes multiple organs at once. The hospital even has a hand transplantation program. Many of these operations allow children to live near-normal lives, and it's very heartwarming to see these families come back to the annual reunions.





“We don’t always take child safety into account, or we think about it when it’s too late, after an accident has happened. We often end up muddling through by just putting a Band-Aid on things”



**There are certain operations that require the children’s cooperation after the surgery, for example, the orthopedic ones. Do you think it’s necessary for the child to fully understand all the work they have to do in order to recover?**

Children are amazing, and they quickly adapt to new realities. A child can have a cast on 3 out of 4 of their extremities and will use the fourth one to play video games, even if it’s a foot. We have a large group of pediatric specialists who work with children to provide age-specific information about their condition and to maximize what the children can do. Also, our orthopedic surgeons have developed techniques to fix bones and straighten spines that don’t require the long stretches of time in traction that used to be such a burden for children and their families. It’s become very unusual for a child to need prolonged traction. One innovation has been their ability to insert devices that grow with the child, avoiding later operations.

**Over the course of your career, what have been the most difficult moments so far?**

The most difficult moments are when you really wish you could do more for a patient but you just can’t. It breaks my heart to see a child get to the hospital alive, only to die later on from complications.

**You were also part of the first Disaster Medical Assistance team to arrive in Haiti after the catastrophic earthquake that devastated the country in 2010. What did you learn from that experience?**

In Haiti, where I worked as a doctor, before and after the earthquake, I experienced that same feeling of helplessness when you know you can’t fix a problem. The sense of impotence is magnified and despondency sets in. Our team set up a field hospital in Port au Prince, in very complicated circumstances, because among other things, we didn’t have running water. I had to attend to very young children, suffering from dehydration and terrible infections, like tetanus, as well as youngsters with cancer, who couldn’t be treated and later died. In the space of a few days, I went from being a surgeon to being a pediatric critical care medical provider, and for two weeks after the earthquake, I hardly slept at all. They were real tough days, but I learnt some major lessons.



**How does it feel to save lives?**

It feels great to be able to help people, despite the seriousness of the problem or the final outcome of an illness. This hospital is truly an incredible place, where multiple organ transplant operations allow children to lead almost normal lives.

**You’re currently leading an infant accident prevention program in collaboration with Fundación MAPFRE. How would you rate the first year of this partnership?**

Thanks to Fundación MAPFRE’s commitment, and the training and awareness work done during this time, we’ve managed to double our community participation and this really makes us very happy.

“Parents should provide safe environments for their children.  
Most injuries to children under 4 occur at home”

Prevention is key, and I think initiatives like this are very important. That’s what people who followed the Foundation’s fleet conveyed to us – it was an initiative that shone a light on the importance of respecting the rules, as passengers, pedestrians and cyclists, and which also contributed to families being more aware of the risks at home and how to act appropriately in the case of an emergency.

**Do you believe that most children’s accidents are preventable?**

I think so, yes. You have to start from the base that children almost always end up harming themselves because they act as children in a world that’s designed for adults. Our cars, streets and homes are designed to be efficient, accessible, comfortable and pleasant, but not as safe as they should be.

**“Mistreatment of children and drownings are problems that can and should be dealt with”**

We don’t always take child safety into account, or we think about it when it’s too late, after an accident has happened. We often end up muddling through by just putting a Band-Aid on things.

**What do you recommend families do to prevent accidents?**

I believe that parents play a key role here. They should lead by example and provide safe environments for their children. This is borne out by the number of traumas we witness, which in the United States, varies a lot, according to responsibility and prudence levels within families. Most injuries to children under 4 occur in the home, a startling fact that should drive us to ensuring that we take the necessary precautions with simple things like windows that don’t open



completely. And that children are always seated correctly in the car, and so on.

**Your center stands out for the large number of volunteers that give part of their time to helping the sick. What would you like to highlight about the work they do?**

Our volunteers are the heart and soul of the hospital. They give up an infinite number of hours to fundraising and improving the quality of life of the children. They stay with children whose parents can't be with them for reason or another, and they entertain the little ones to help them forget that they're in hospital in the first place. ✕



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### *In a few words*

**VOCATION:** It came to me one day when I was 14 and I witnessed a traffic accident and tried to help the driver.

**WHAT YOU MUST VALUE IN A PERSON:** Kindness

**BEST CAREER MEMORY:** When parents express their appreciation to me for having helped their child to recovery.

**A PLACE TO REST:** Take me to a nice beach.

**FAVORITE SINGER:** James Taylor

**BEFORE GOING TO WORK:** I always work out at the gym on the opposite side of the street.

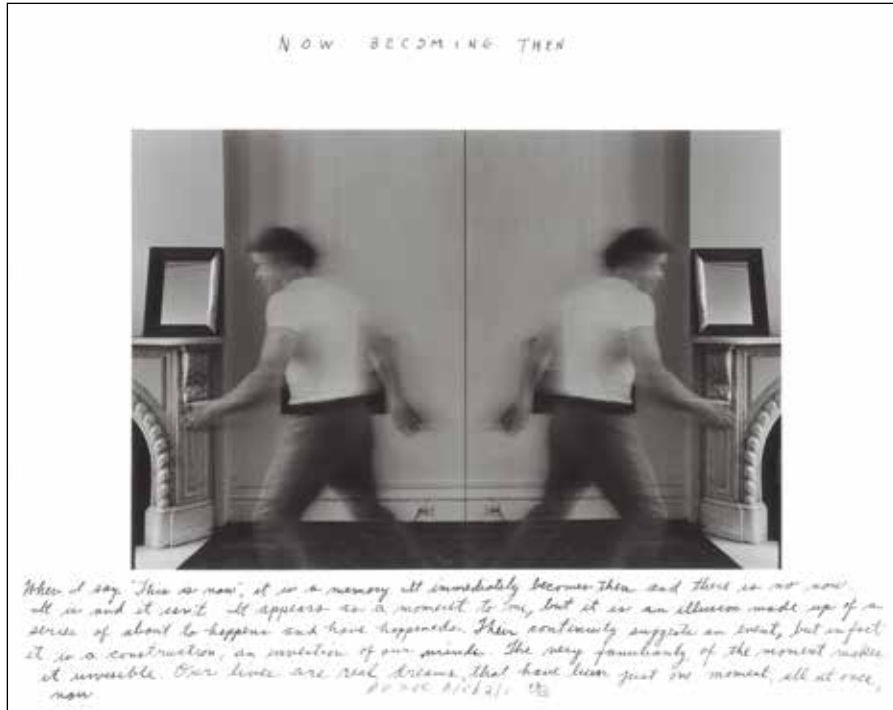
**PAPER OR SCREEN:** I love the tactile feeling of paper.

**LAST MEAL THAT MADE AN IMPACT:** I don't remember what I ate, but I remember where it was - The Farmhouse, in Kings Cross in Sydney. It was unforgettable.

**A JOURNEY IN THE PIPELINE:** I might be going to Liberia this fall, but only if I can sort out a job for wife, who's a nurse.

According to UNESCO, “Culture forms a fundamental dimension of the development process, and helps to strengthen independence, autonomy and identity”. Fundación MAPFRE enthusiastically strives to bring art closer to the citizens of the whole world

## Art for all



### Turin, Italy

#### DUANE MICHALS IN TURIN

Ettore Fico Museum

Until 7/28/2018

Duane Michals, *Now Becoming Then*, 1978  
 Courtesy of DC Moore Gallery, New York  
 © DUANE MICHALS

### Valletta, Malta

#### PICASSO & MIRÓ. THE FLESH & THE SPIRIT

Grandmaster's Palace

Until 6/30/2018



Pablo Picasso, *Faune dévoilant une Femme*  
 [Satyr and Sleeping Woman], June 12, 1936  
 Fundación MAPFRE Collections  
 © ESTATE OF PABLO PICASSO, VEGAP,  
 MADRID, 2018

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## Madrid

### BRASSAÏ

Fundación MAPFRE Recoletos  
Exhibition Hall  
Until 9/2/2018

### PERMANENT COLLECTION. ESPACIO MIRÓ

Fundación MAPFRE Recoletos  
Exhibition Hall

### TRIBUTE TO MIRÓ. WOMEN IN THE DRAWINGS OF THE FUNDACIÓN MAPFRE COLLECTIONS

Fundación MAPFRE Recoletos  
Exhibition Hall  
Until 7/8/2018



Joan Miró, *Personnage*, 1977  
Private Collection on temporary loan  
© MIRÓ ESTATE 2016



Brassai, *Bal des Quatre Saisons, rue de Lappe*. c. 1932  
Brassai Estate, Paris  
© BRASSAI ESTATE, PARIS



Egon Schiele, *Schlafendes Mädchen [Sleeping Girl]*,  
1909  
Fundación MAPFRE collections  
Inv. FM000325  
PHOTO: © FERNANDO MAQUEIRA,



Shomei Tomatsu, *Protest, Shinjuku, Tokyo*,  
1969  
Collection of the Tokyo Photographic Art  
Museum, Tokyo  
© SHOMEI TOMATSU-INTERFACE/COURTESY OF  
TAKA ISHII GALLERY PHOTOGRAPHY/FILM

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## Barcelona

### SHOMEI TÔMATSU

Fundación MAPFRE Garriga  
i Nogués exhibition hall  
From 6/5/2018 through  
9/16/2018



# Shomei Tomatsu

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

The Shomei Tomatsu exhibition, produced by Fundación MAPFRE in collaboration with the Tokyo Photographic Art Museum, has been curated by Juan Vicente Aliaga (Polytechnic University of Valencia) and made possible by exceptional loans from the Shomei Tomatsu Estate Collection, as well as other works loaned by the Tokyo Photographic Art Museum, the National Museum of Modern Art (Tokyo), La Colección Per Amor a l'Art (Valencia) and the Taka Ishii Gallery Photography / Film (Tokyo). The exhibition can be visited at the Fundación MAPFRE Casa Garriga Nogués Exhibition Hall through September 16.

Shomei Tomatsu (Nagoya, Aichi 1930-Naha, Okinawa, 2012) is undoubtedly one of the most important photographers of contemporary Japan. His photos cover more than six decades of Japanese history.

Displaying this Japanese photographer's oeuvre for the first time in Spain, this exhibition takes us right through his career by way of 180 photographs divided into eleven thematic sections, corresponding to the diverse interests that attracted his attention. His work is that of an attentive observer of everyday life, as well as the past and present of his country. His commitment is reflected in his choice of topics and expressive visual treatment of them, which was never literal or direct.

Tomatsu was twenty years old when he started to take photos. The technique was not unfamiliar to him: his two brothers were enthusiasts and had even set up an improvised darkroom in a closet. When, later on, a teacher criticized his first photographic work, which was surrealist in tone, and suggested he adopted the path of realism, Tomatsu redirected his focus towards reality. That was where it would always stay, but in an extraordinarily unique way, accentuating and forcing

out the expressive and communicative capacities of the photographic image, exploring its symbolic potential to the point where he created an aesthetic that deliberately distanced itself from photojournalism thus founding, in a certain sense, a new form of documentary photography.

## In post-war Japan

For Tomatsu, who took up photography in the 1950s, his own country presented him with abundant raw material. He was to deal with many issues over the course of the decade, but Tomatsu set his sights on the visible signs of the havoc wreaked by many years of war, on both individuals and the spaces around them.

At this initial stage of his career, many of the photos were shot in Aichi Prefecture and in its capital, Nagoya. Tomatsu captured the devastating consequences of the typhoon that swept through Ise Bay in 1959, but he carefully avoided sensationalism by focusing on images of the subsequent floods that spoke for themselves (lost shoes, a bottle...).

In those years of misery and despair, Tomatsu was able to discover a vivacious undertone in a series of images dedicated to local politicians, reflecting the changes in a country adopting democratic practices following decades of authoritarianism.

Previous page:  
 Shomei Tomatsu  
*Room No. 541. Tokyo, 1971*  
 Collection of the Tokyo Photographic Art Museum, Tokyo  
 © Shomei Tomatsu-Interface/Courtesy of Taka Ishii Gallery Photography/Film

For Tomatsu, who took up photography in the 1950s, his own country presented him with abundant raw material



Shomei Tomatsu  
*Sumako Fukuda, a survivor of the bomb, Siroyamamachi, Nagasaki, 1961*  
Collection of the Tokyo Photographic Art Museum, Tokyo  
© Shomei Tomatsu-Interface/Courtesy of Taka Ishii Gallery Photography/Film

### The American occupation

Despite the fact that the Government of the United States officially decided the fate of Japan until 1952, its influence and military control lasted far longer.

Tomatsu depicted the American presence through the life of the soldiers on the country's most important bases: Yokosuka, Sasebo, Chitose, Yokota and Okinawa. He captured the activity that revolved around the military compounds, in other words, the bars, brothels, travel agencies, souvenir stores, cheap clothing stores... And a range of topics grabbed his attention: the sinister omnipresence of aircraft; the daily activity of the soldiers; and the sexual relations between the troops and some Japanese women.

### Nagasaki, past and present

In 1960, Gensuikyo (the Japan Council against Atomic and Hydrogen Bombs) asked Tomatsu to do a book on Nagasaki. It would be published to generate funds for the campaign against the use of nuclear bombs, as well as to inform the world of their consequences.

Meeting some of the survivors of the atomic bomb (*hibakushas*) had



Shomei Tomatsu  
*Bottle melted and deformed by the atomic bomb heat, radiation and fire, Nagasaki, 1961*  
Collection of the Tokyo Photographic Art Museum, Tokyo  
© Shomei Tomatsu-Interface/Courtesy of Taka Ishii Gallery Photography/Film



an enormous impact on Tomatsu. He portrayed them with great tact and always sought their consent to let the world know the endless suffering that still tormented them. The result is a series of photographs such as those taken of Sumako Fukuda in 1962.

Some of his most iconic photos show the transformation of objects (a clock, a bottle, statues...) affected by the bombing.

### The experience of Eros

Japan was the setting in the 1960s for a series of political and cultural protests, as well as those of a gender-related nature in such a male-dominated society, which would raise the visibility of the discontent smoldering within a sector of the population.

In 1960s Tokyo, Tomatsu proved capable of conveying the latent tension among many young people contrary to the *status quo*. Their nonconformity resulted in sexual acts or practices such as those depicted in the photobook *Oh! Shinjuku* (1969). The title refers to a neighborhood plagued by frenzied urban development with department stores and brothels standing cheek by jowl.

Tomatsu eschews run-of-the-mill depictions when portraying the human body and sexuality. The photographer opts for strange framing techniques in which the body appears visually fragmented, incomplete, thus inducing unease. We are far from a complacent, harmonious vision of reality.



Shomei Tomatsu  
*Oh Shinjuku*, 1963  
 Collection of the Tokyo  
 Photographic Art Museum,  
 Tokyo

© Shomei Tomatsu-Interface/  
 Courtesy of Taka Ishii Gallery  
 Photography/Film



Shomei Tomatsu  
*Prostitute, Nagoya*, 1957  
 Amor a l'Art Collection,  
 Valencia

© Shomei Tomatsu-Interface/  
 Courtesy of Taka Ishii Gallery  
 Photography/Film



Shomei Tomatsu  
*Blood and Roses, Shinjuku, Tokyo, 1962*  
 Collection of the Shomei Tomatsu Estate-INTERFACE,  
 Okinawa  
 © Shomei Tomatsu-Interface/Courtesy of Taka Ishii Gallery  
 Photography/Film

actions, there are also objects, which are extensions of these individuals.

Everyday objects were to be the ones which captivated him, the ones he afforded the greatest importance, given their humble nature, their fragility, their condition as perishable items marked by the passage of time.

In the early 1960s, Tomatsu produced a series entitled *Asphalt*. The images seem to call for a microscopic examination, as they contain tiny objects which appear to have fallen to the ground, before blending into the tar... things of no value that glow in the dark and, in some way, are a metaphor for a society that is wont to waste and contaminate.

Later, at the end of the 1980s, the series *Plastics* centered on the evident fusion of the natural and the artificial. Color enabled him to highlight the contrast of the half-buried debris (bottles, clothes, etc.) lying next to shells and dead animals on the black sand of the beach.

### Fascination with Okinawa and the South Seas

When Tomatsu arrived on Okinawa for the first time in 1969, with a safe-conduct pass, he was really struck by the overwhelming deployment of American troops there.

In 1975 he published *The Pencil of the Sun*, one of his most

### The irruption of the rebels

The 1960s saw many battles fought by students against the Japanese government. They viewed the agreement between Japan and the United States as an offense. The Vietnam war infuriated them; likewise, the corruption cases and the lack of autonomy for the universities. Tomatsu managed to accurately capture the clashes between police and students in the darkness of the Tokyo night.

### Afghanistan, 1963

Tomatsu visited Afghanistan as a correspondent for the magazine *Taiyo* in 1963. At that time the Asian country was under the reign of Mohammed Zahir Shah. Tomatsu was thirty-two years old when he encountered an arid,

desolate landscape where part of the population was nomadic.

This series of photos was unusual for its time, with Tomatsu moving away from an exotic perspective. He focused particularly on simple everyday life reflected through medium, close-up and some audacious low-angle shots in which, for example, with a small plane flying across the sky, what stands out is the presence of the military power.

Fruit of this Afghan trip was the publication in 1968 of the photobook *Salaam Aleikum* which ten years later was to become *Kingdom of Mud*.

### What things are capable of saying

Through his work Tomatsu shows us how, beyond people and their

Through his work Tomatsu shows us how, beyond people and their actions, there are also objects, which are extensions of these individuals

Shomei Tomatsu  
*Hateruma Island, Okinawa, 1971*  
Collection of the Shomei Tomatsu Estate-INTERFACE,  
Okinawa  
© Shomei Tomatsu-Interface/Courtesy of Taka Ishii Gallery  
Photography/Film

successful photobooks. Okinawa had maintained its peculiar animistic traditions, venerated in the most ancient Japanese chronicles, and Tomatsu managed to depict their presence in everyday scenes.

Nature is everywhere in this section; the sea is the true protagonist, but the countryside and animals are also present. And, above all, the rites and objects of ancestral cultures, specific to the region and totally different from the north.

### In pursuit of Japan's roots

On the journey Tomatsu made around his country, he saw for himself the magnitude of the American occupation and how it had led to the disappearance of certain ways of life, due to the advance of the consumer society.

Thus, in the series *Chindon* (1961) we see how Tomatsu turns his camera to the *chindonyasan*, i.e. actors and musicians without resources, humble people wearing costumes typical of characters in the Edo period who played various musical instruments such as the gong, clarinet and saxophone to attract attention. These minstrels offered their services to announce new stores as they paraded through the streets.

Years later he continued exploring the roots of traditional



Japan in the *Kyoto* series (1980s). Produced exclusively in color, in this series the photographer leads us to a scenario rarely seen before in his artistic production.

Shomei Tomatsu  
*Chindon, Tokyo, 1961*  
Collection of the Shomei Tomatsu Estate-INTERFACE,  
Okinawa  
© Shomei Tomatsu-Interface/Courtesy of Taka Ishii Gallery  
Photography/Film



Shomei Tomatsu  
*Minamiyamashiromura, Kyoto, 1982*  
 Collection of the Shomei Tomatsu Estate-INTERFACE,  
 Okinawa  
 © Shomei Tomatsu-Interface/Courtesy of Taka Ishii Gallery  
 Photography/Film

east coast where the currents brush the shore.

Tomatsu worked at different times of the day in order to perceive nuances and changes in nature, such as the textures that resemble mushy slime in *Sea of Mud*, 1996-1997 from the series *Breathing Earth*.

### Modern Japan

As the country grew and underwent what came to be known as the Japanese miracle, the architecture and urban life served as symbols of the regained economic strength and of the – almost blind – faith in technical progress. However, the perspective Tomatsu offers us is rather skeptical, even critical. For example, this can be deduced from those often bleak shots of such desolate places as the mine at Tochigi (1970).

Tomatsu prefers to show us the harsher face of reality: pollution of the soil, the smoke plumes from the petrochemical complexes, or the tangled cables within the structure of a building.

When they are represented in this section, people appear squeezed into a stadium (*Human Pattern*, Tokyo, 1967) or walking ghostlike down stairs in the hustle and bustle of the city (*Rush Hour*, Tokyo, 1981). ⊗

### Beauty and nature

Although Tomatsu intensely lived out urban experiences for a time, he never cast aside his fascination with nature.

In the early 1980s, Tomatsu started a series entitled *Sakura*, *Sakura (Cherry Blossoms)*. This tree

in all its splendor is the absolute protagonist.

Some years later, after suffering a heart attack in 1986, Tomatsu went to live on the Boso Peninsula in Chiba Prefecture. He sought peace there and began photographing the dunes on the

## THE CURATOR'S CHOICE

JUAN VICENTE ALIAGA\*

The 1960s in Japan were fraught with conflicts. The presence of the American bases and the signing of the bilateral security treaty stoked the feeling of humiliation and fear among some sectors of the population, thus leading to all kinds of protests. At the same time there was the so-called Japanese miracle with its rapid economic growth, reflected in particular by the development experienced in the construction industry. On the other hand, discontent among students increased with the overcrowding in the universities, further fired by the climate of opposition to the Vietnam War. There were violent clashes with the police and a student died in Tokyo. The Shinjuku central station was looted. Meanwhile, color televisions broadcast the revolts.

Shomei Tomatsu's photography stems from reality itself, but does so while avoiding the literalness often found in the field of photojournalism. In this image, the artist has captured the effervescence of his country's society in which there exists a – sometimes tense – coexistence between the cult of rampant consumerism, reflected in this case by the advertising of different brands, and the raised flags of protesters next to the helmets of the police, both set against a yellow background.

Thanks to visually audacious framing, Tomatsu offers us a cinematically-inspired perspective. In the 1960s he kept a close watch on the innovations of the French New Wave (*nouvelle vague*), particularly Jean-Luc Godard's movies. In this piece, Tomatsu plays with the concept of the screen and the idea of projection, conveying the agitation of the student revolt inserted into a skewed rectangle, which adds movement and tension to the image. This geometric figure, which

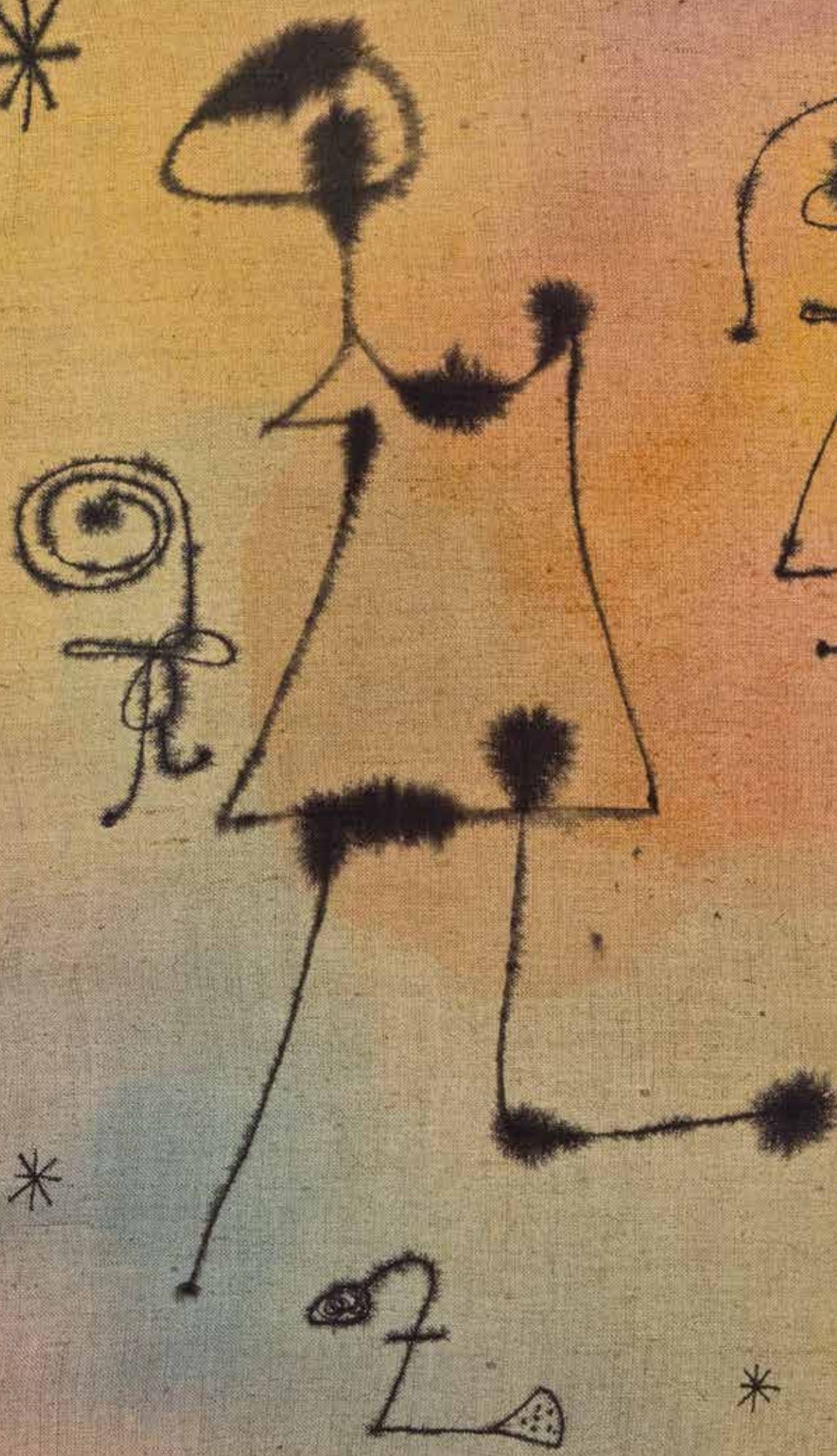


encapsulates the conflict, is surrounded by a host of duplicated brand names (Kubota, Sanyo, Denon...) alluding to the hypnotic control of the consumer society and its technological products.

Tomatsu sympathized with the counterculture and the notion of the protests, and this splendid photograph crystallizes the complexity of the times he was able to capture so well. ✕

Shomei Tomatsu  
*Protest, 1968*  
 Collection of the Tokyo Photographic Art Museum, Tokyo  
 © Shomei Tomatsu-INTERFACE / Courtesy of Taka Ishii Gallery Photography / Film

\* Juan Vicente Aliaga is professor of the Faculty of Fine Arts at the Polytechnic University of Valencia. Author of *Phallic Order. Androcentrism and gender violence in 20th century artistic practices* (2007), he has curated exhibitions such as *Pepe Espaliú* (Madrid, 2003); *Valie Export* (London, 2004); *Claude Cahun* (Paris, 2011); *Akram Zaatar* (León and Mexico City, 2012); *Paz Errázuriz* (Madrid, 2015).



Miró

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# Picasso and Miró, The Flesh and the Spirit

## Fundación MAPFRE collections

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

Pablo Picasso and Joan Miró, *The Flesh and the Spirit* is fruit of an international initiative to bring together for the first time the work of these two great 20th century artists. Presented by Fundación MAPFRE, in collaboration with the Office of the President of Malta and the Fondazzjoni Patrimonju Malti, this exhibition forms part of the “Picasso Méditerranée” cultural event, promoted by the Musée Picasso in Paris. Some sixty cultural institutions from all over Europe have joined forces in this initiative, which aims to pay tribute to the artist from Malaga by exploring his creations and the places that inspired him, offering an original cultural experience and strengthening the bonds between all the Mediterranean countries. The exhibition can be visited at the Grand Master’s Palace in Valletta through June 30.

Pablo Picasso and Joan Miró are two of the most important artists of the 20th century. While the former pioneered Cubism, the latter was an early adopter of Surrealism; beyond the leading avant-garde trends and movements, they both knew how to configure their own universe, thus reserving for themselves a place in the history of art, independent figures at the center of the avant-garde. And it is this independence and uniqueness which makes both a reference for other artists, true protagonists of the renewal of art, no less. Oversimplifying, we could say that Picasso’s contribution to the renewal of art was mainly through

line drawings and illustration, while the most striking aspect of Miró’s work is his use of color and its intensity.

In the *Vollard Suite* prints, Picasso decided not to use color. The contrasts between black and white allowed him to consolidate his return to a more classical form of drawing and to a more reflexive world, making the Suite a key series within his extensive oeuvre. As for the collection of paintings by Miró, which focuses on his work in the 1960s and 70s, not only does it reveal the artist at his most mature and in full possession of all the resources of his craft, but rather, above all else, it shows his passion for color as an expressive element and the true building block for painting.

However, despite the differences in concept and chronology, the works on display here in some way bring these two artists together. In the case of Picasso,

Previous page:

Joan Miró

*Femmes, fillette sautant à la corde, oiseau, étoiles*

[*Women, Little Girl Skipping, Bird, Stars*], 1944

Private Collection on temporary loan

© Miró Estate 2018

Beyond the leading avant-garde trends and movements, they both knew how to configure their own universe, thus reserving for themselves a place in the history of art



Joan Miró  
*Femme [Woman]*, March 3, 1974  
 Private Collection on temporary loan  
 © Miró Estate 2018

the *Vollard Suite* is not only considered one of the greatest creative works of the 1930s, but it also shows us his concern for – and the attention he pays to – the artist himself. Indeed, he and the model are the leading characters in a work which is actually open to multiple interpretations. For Miró, the 1960s were a time for introspection and reflection on his own paintings.

In this twofold consideration, however, we can find a number of differences which are precisely what makes the work of both creators universal today and continues to influence the culture and art of successive generations. In Picasso's case, the approach adopted in the artistic process clearly stems from his own biography and, in the *Vollard Suite*, there appear traits we can identify with the artist's personal life – violence, love, death, lust and tenderness, among others. However, Miró reflects on topics from a much more abstract perspective. In the paintings on show here, there are no references to himself, but rather to the cosmos, to the stars, to nature and to women in all their splendor.

And so, the exhibition Picasso and Miró, The Flesh and the Spirit allows us to admire two of the great creators of the 20th century reflecting on their work and, in addition, doing so as artists. This is particularly interesting, not just



Pablo Picasso  
*Minotaure, une Coupe à la Main, et Jeune Femme [Drinking Minotaur and Reclining Woman]*, May 17, 1933  
 Fundación MAPFRE Collections  
 Estate of Pablo Picasso, VEGAP, Madrid, 2018



Pablo Picasso  
*Minotaure aveugle guidé par une Fillette dans la Nuit*  
 [Blind Minotaur led through the night by girl with  
 Fluttering Dove], November 1934  
 Fundación MAPFRE Collections  
 Estate of Pablo Picasso, VEGAP, Madrid, 2018

because it is one of the best ways to analyze more profoundly the meaning and key aspects of each artist's work, but also because the very reflection on art and artistic creation is one of the chief concerns, as well as one of the central themes, of 20th century art. This exhibition guides you along two paths: from black and white to color, and from violence to the celebration of life, from carnality to spirituality. This is not just a question of looking at significant major works from the career of each of these creators; the paintings we are contemplating here also give us the chance to question the way we ourselves comprehend art and enjoy viewing paintings.

### **Vollard Suite Pablo Picasso**

The set of etchings known collectively as the *Vollard Suite* brings together the 100 copper etchings created by Picasso (1881-1973) between September 1930 and March 1937, commissioned by the art dealer and publisher Ambroise Vollard. The set appeared in 1939 in two formats: one large (760 x 500 mm) on vellum paper, signed by the artist with a red or black pencil, consisting of 50 copies per plate; and a smaller one (445 x 340 mm) on Montval laid paper, with a "Vollard" or "Picasso" watermark, produced in a print run of 250 copies. This second format is



currently dispersed as individual prints in various private or public collections, and solely a few of these sets – such as Foundation MAPFRE's – are fully complete.

The complicated history of the work's origin, its thematic and technical diversity – in which the most varied etching techniques were employed (burin, aqua fortis, aquatint, wash, drypoint and even combinations thereof) – led to its dispersion, with the result that there are currently few known complete collections. The *Vollard Suite* is therefore one of the most important historical and artistic testimonies from the first half of the 20th century.

The complete series includes: three portraits of Vollard; five plates relating to the Battle of Love produced in 1933; forty-six plates reflecting the Sculptor's Studio, the very core of the series (40 etched

from March 20 to May 5, 1933 and six between January and March 1934); four plates on Rembrandt (produced July 27-31, 1934); fifteen plates on the Minotaur and the Blind Minotaur (May 17 to June 18, and September 22 to October 22, 1933); and a further 27 miscellaneous compositions. The etchings do not follow any logical sequence in their images, as their chronology is basically determined by both external events and the artist's personal life.

The *Vollard Suite* participates fully in the Picasso-style dialectic which fluctuates between order and chaos, classicism and modernity, serenity and agitation. All of the artist's stages and stylistic changes are present in his etchings, particularly from 1930 onward, when the artist predominantly turned his attention to etching and sculptural work. The



Pablo Picasso  
*Rembrandt et Têtes de femme [Head of Rembrandt and Heads of Three Girls]*, January 27, 1934  
 Fundación MAPFRE Collections  
 Estate of Pablo Picasso, VEGAP, Madrid, 2018

underlying theme in the *Vollard Suite* is in reality that of aesthetic contemplation, the painter and the model, the man and the woman always at a distance, always separated, in the maze of artistic creation.

### A Space for Miró

The selection of forty-four works that make up this overview of the artistic work of the Catalan painter

Joan Miró shows us a modern professional artist, at the height of his career and reflecting upon his own paintings. Influenced by the innovations in the art world of his day and ever attentive to evolving painting techniques and younger generations of artists, in these pictures Miró reinterprets proposals such as Jackson Pollock's famous drip painting, or those of Informalists such as Lucio Fontana and Manuel Millares, which allowed him to investigate techniques beyond the constraints of conventional procedures and elements. With the passing of the years,

the vocabulary of visual signs that Miró had initiated in 1924 underwent numerous revisions, changes and transformations, yet always kept the same identity and poetic, spiritual intensity. The motifs are not new – women, birds, stars – but the painter grants them a new lease of life, using them as a pretext for studying painting itself and brush gestures: the use of black and harsh, aggressive strokes alternate with arabesques and curved forms “stained” by the drops the acrylic leaves on the canvas. The discovery of oriental characters and street graffiti is once again evident and unites

The exhibition Picasso and Miró, The Flesh and the Spirit allows us to admire two of the great creators of the 20th century reflecting on their work and, in addition, doing so as artists

Joan Miró  
*Peinture [Painting]*, March 29, 1973  
 Private Collection on temporary loan  
 © Miró Estate 2018

different moments of his work, while enabling him to simplify the chosen themes.

Starting in the 1960s, Miró began to refine the motifs of his paintings, as if stripping the works down, leaving them almost bare. This is the approach adopted for the numerous heads featured in this display. Strange creatures, at times mischievous, at times lyrical, in which we can discern human attributes. Solitary heads emerging from the canvas and looking at us questioningly, producing in the viewer a kind of fear mixed with the humor that shines through all his work.

The final section of the exhibition contains a series of pieces that are best understood if we recall the famous phrase according to which the artist desired an “assassination of painting”. This assassination has a



double meaning. On the one hand, waste materials such as mixing boards, resins and globs of paint became the protagonists. On the other, he intervened in the works of unknown painters: he purchased

works found in street markets and painted on top of them, thus creating a blend of both artists' styles. Altogether, Miró produced ten works of this type throughout his career, four of which are on show here.

The collection allows us to see an enthusiastic, funny and, even, happy Miró at the height of his ability and freedom of language, reflecting on his own painting, art and the passing of time. ✕



Joan Miró  
*Personnage dans un paysage près du village [Figure in a Landscape Near the Village]*, July 6, 1965  
 Private Collection on temporary loan  
 © Miró Estate 2018



# Interview for Peter Galassi “Photography always transforms what it describes”

TEXT: ALEJANDRA FERNÁNDEZ IMAGES: SUSANA SÁEZ

Peter Galassi, chief curator of the Department of Photography at the Museum of Modern Art (MoMA) in New York from 1991 to 2011, and curator of the Brassai exhibition, gives us his impressions of this exceptional photographer and an overview of the current state of photography. The Brassai exhibition is currently showing in Fundación MAPFRE’s Madrid exhibition hall, where it will remain until September 2, before traveling to the San Francisco Museum of Modern Art (SFMOMA).

## Who was Brassai?

He was a very intelligent and sophisticated child of the old Mitteleuropa, before World War I who embraced wholeheartedly the adventure of modernism without losing touch with his cultural roots. In that sense he was not

unlike the extraordinary gallery owner Ileana Sonnabend, who was born in Bucharest in 1914 and went on to champion such artists as Robert Rauschenberg and Bernd and Hilla Becher.

## How did he contribute to photography?

Around 1930, on both sides of the Atlantic, a number of young artists discovered that ordinary descriptive photography – small black-and-white images on paper, devoid of all of the traditional signs of aesthetic distinction— could be the stuff of art. Collectively, they launched a new artistic tradition. Brassai was one of them. Within that realm his contribution was an especially blunt and direct style that showed that photography always transforms what it describes, even when it seems to be at its most transparent. And

he gave us the most eloquent and enchanting photographic version of the rich mythology of Paris at night.

## What is Brassai’s relationship with literature like?

Brassai’s father was a scholar of French literature; you might say that he had literary erudition in his blood. After his native Hungarian, his first language was German, and from his early twenties onward, Goethe was his key intellectual and spiritual guide. But Brassai also mastered French, and his literary hero was Proust, and he wrote a very engaging book about photography in Proust’s great novel *In Search of Lost Time*. Among Brassai’s closest friends were French poets such as Henri Michaux and Pierre Reverdy, and it is clear from his library (now at the Centre Pompidou) that he read

voraciously in philosophy and history as well as literature.

**What capacities does Brassai have in other arts such as drawing and sculpture?**

Brassai's drawings from his student days in Berlin (1920-21) are very impressive, and the best of the ones he made during and just after the Occupation of Paris are quite good as well. He loved to quote Picasso, who disdained photography and encouraged Brassai's drawing, and who said, "You own a gold mine but you are exploiting a salt mine." To my eye the sculptures are somewhat less successful—or perhaps more variable in quality, for the best of them, such as the one from 1971 that is in the exhibition, are quite striking.

**Throughout your professional career thousands of photographs have passed through your hands, but which of them or what photographer remains in your memory?**

A great deal of what I have seen remains in my memory (at least until now). I have vivid a visceral recollection of the first prints that I saw by Diane Arbus—in 1971, when I was twenty—although I don't claim that I recognized her importance right away. (It wasn't an exhibition; someone showed them to me.) And I think I could close my eyes and enumerate for you a very significant number of specific individual photographs in the collection of the Museum of Modern Art, where I worked

for thirty years. Nor would I wish to choose one or even several favourite photographers (or artists or writers). The great thing is that we can have them all.

**What museum is a benchmark for you? (the one you go back to time and time again)**

I would say rather that museums—plural—are an indispensable reference for me. I live in New York, so I have most often visited the Metropolitan Museum and MoMA—though I also regularly visit the city's other great museums, both for their temporary exhibitions and their great collections, to visit old friends such as Bellini's *St. Francis* at the Frick or the Edward Hoppers at the Whitney. When I travel, museums—plural again—are always at the top of my list. Of course, if I lived in Madrid I might feel I could go to the Prado and simply never need to visit another museum. But I do not have that good fortune.

**Digital or analog cameras?**

There is no longer any reason to use analog materials in photography. Digital does everything that analog can do, it does it faster, with a great deal less mess, and it doesn't require a darkroom. (Just in terms of making the initial exposure: a digital camera shows you the image right away and eliminates the expense of film.) I would not go as far as my friend, the late Richard Benson, who insisted that henceforth photographs belong



on screens—a judgment that was all the more stunning since he was such a master of photographs on paper and other fixed supports, which I continue to enjoy deeply.

**What are your expectations/ thoughts about the future of the photography?**

Telephones are no longer just telephones. Televisions are no longer just televisions. Photography is now thoroughly integrated into the digital ether that surrounds us and permeates our lives. What I care about most deeply is the artistic tradition that Brassai helped to establish nearly a century ago. For the first three or four decades it was overshadowed by the magazine industry. Then it was muscled aside by the circus of contemporary art, and now it may be dissolving into the digital soup. And yet it remains a very rich and powerful art. ⊗

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# Tonti and the tontines

TEXT: ANA SOJO, FUNDACIÓN MAPFRE IMAGES: © FUNDACIÓN MAPFRE INSURANCE MUSEUM

Novels, movies, even several TV series and a whole episode of *The Simpsons* deal with this type of insurance. And they say that insurance is not entertaining.

According to the entry in the dictionary of the RAE (Royal Spanish Academy), the second sense of a tontine is “a joint financial arrangement whereby the participants contribute equally to a fund which, together with the accrued interests, is to be shared out at a given date between those surviving participants who are still members of the group.”

The Neapolitan banker Lorenzo Tonti (1602-1684) gave his name to this savings system (similar to current life and retirement insurance policies) which he was commissioned to create by Cardinal Mazarin. Following his participation in a revolt against the Spanish viceroy in the south of Italy, Tonti sought political exile in France. It was there, in 1653, that he devised the issue of a fixed-interest bond for the purpose of financing the public coffers. The subscribers were registered and a fixed amount was paid for the interest to the survivors. On the death of the last subscriber, the capital reverted to the state.

In 1791, during the French Revolution, the ‘tontine Lafarge’ was created, based on the experience of the original tontine.

Tontines went on to become a sort of life insurance with no

scientific basis and were very popular in some European countries, as well as in the United States. The participants lost all their rights to the capital in the event of death, with said capital (in part or in its entirety) and its interests being distributed among the survivors.

The practice of distributing the capital among the survivors had the result of encouraging murders. This was because there was a clear incentive to eliminate participants, as a greater sum then corresponded to the remaining subscribers. Thus, in addition to filling the crime report columns of major newspapers, tontines also sparked the imagination of prominent novelists and filmmakers who used this motive for their plots.

In Spain, the Royal Decree of April 9, 1926 prohibited the creation of new tontines, as well as the establishment of foreign delegations of tontine companies.

But, what happened in other countries? There are countries where several varieties of Tonti’s system continue to this day and there is even some debate as to whether we should return to this type of operation, simply updating some of its main features. Our digital edition includes articles from the *Washington Post* and the Japanese newspaper *Mainichi* on this topic.

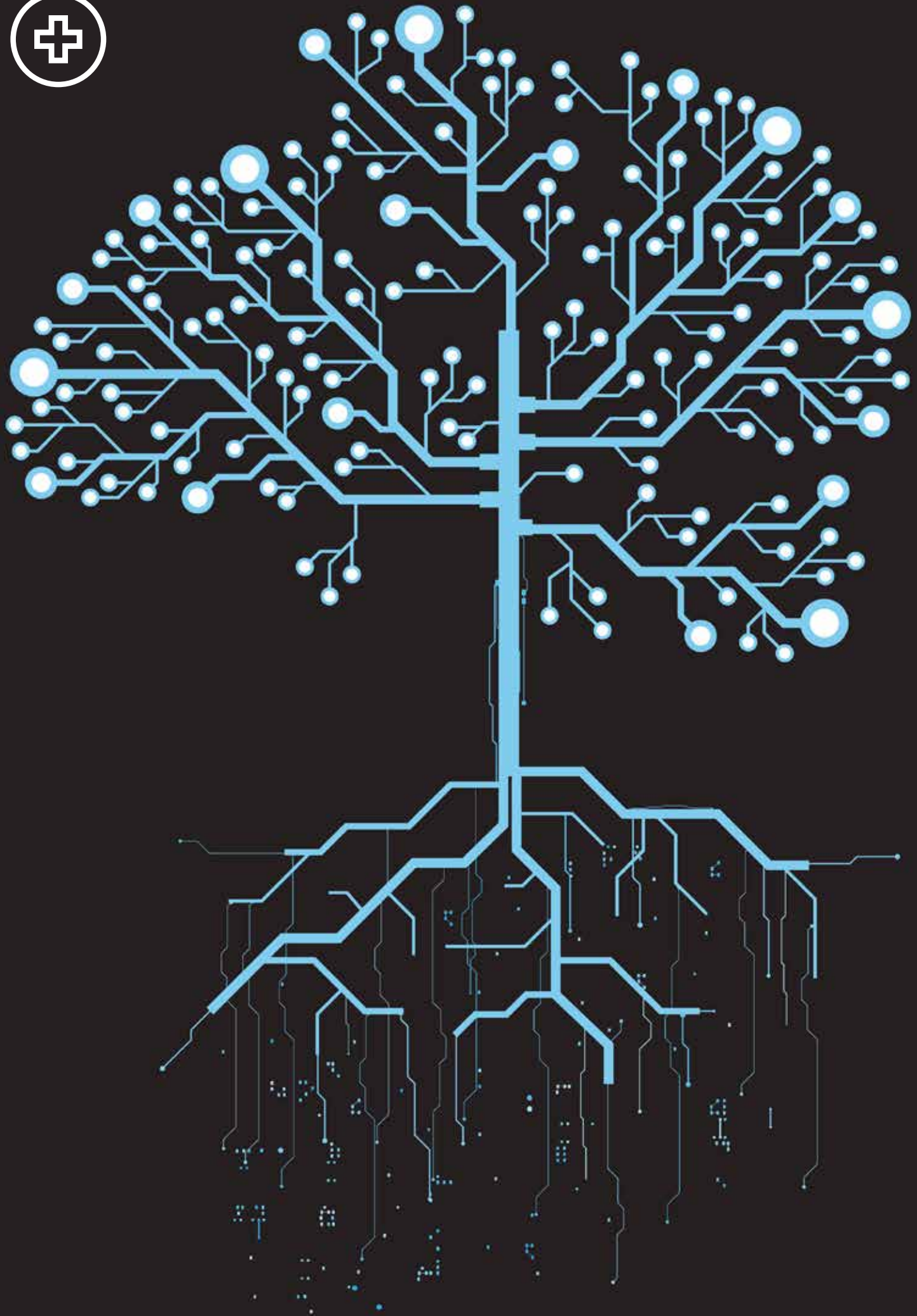
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## Tontines in literature and film

Robert Louis Stevenson’s novel *The Wrong Box* was inspired by tontines. A film adaptation was released in 1966. Agatha Christie dealt with this same topic in her famous novel *4.50 From Paddington* which was also made into a movie in 2014. The *Murdoch Mysteries* series, the *Mash* series and episode 22 of the seventh season of *The Simpsons*, among others, all drew inspiration from tontines to create their plots.





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# Social Innovation to change the world

TEXT: RAMÓN OLIVER IMAGES: THINKSTOCK

Social entrepreneurship projects are striving to tackle the challenges posed by the Fourth Industrial Revolution. With this first edition of the Fundación MAPFRE Social Innovation Awards, we wish to reflect this important trend and support innovative solutions designed to improve the world in which we live.

Social innovation is being put forward as the way to resolve both old and new problems. This is made clear by the interest shown in the first edition of the Fundación MAPFRE Social Innovation Awards, run in collaboration with the IE Business School. The call for applications proved highly successful; close to 500 projects were finally selected and are now being analyzed. The top 27 will compete in three semifinals in Brazil, Mexico and Europe. Later, in October, the nine finalists will do battle in Madrid.

## **But, what is social innovation?**

According to the European Commission, the concept of social innovation is “the development and implementation of new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations.” As so often happens when attempting to summarize a

complex concept in a single phrase, this definition falls short as regards capturing the essence of one of the phenomena that has become the dominant factor in recent years throughout the world. Globalization and the technological revolution are bringing about both economic and social changes. New problems arise as the technology gap, the progressive aging of the population or climate change – and other old ones such as poverty, inequality, health or education – become more pronounced. Problems that call for swift, imaginative response, yet governments and large corporations, with their complex structures and sluggish bureaucratic processes, are not always in a position to offer. This is where the leading role can be taken by a multitude of entrepreneurial initiatives emanating from civil society which focus on solving concrete

problems through technological or organizational innovation.

“Innovation has traditionally been associated with other sectors of activity and we have somewhat left to one side two of the most important: the environmental and social. In recent years, however, the trend has clearly changed and we increasingly see ever more social entrepreneurs and startups committed to socially responsible, green economy projects,” states José Moncada, CEO of Bolsa Social.0> This social impact investment platform, duly authorized by the Spanish National Securities and Exchange Commission (the “CNMV”), puts investors in touch with companies whose values produce a verifiably positive impact on society and the environment.

Víctor Hugo Guadarrama, coordinator of Strategic Science, Technology and Innovation Projects of the Mexican FCCyT (Scientific and Technological

“Every day we are increasingly aware of the fact that ethics and economics cannot be separated,” José Moncada (La Bolsa Social)



Consultative Forum), believes that social innovation entails adopting new approaches to old problems. Created in 2002, among the prime objectives of this body is to promote innovation in all its variants, including the social dimension, in order to encourage improved living conditions for the Mexican population. “Social innovation means being strategic, ambitious and collaborative in the quest for ways in which society can enhance its living conditions, through the mobilization of the necessary resources and partners. Technological innovation is

not enough; rather, enhancing the quality of life of our society with a vision of inclusion and sustainability is fundamental,” he argues.

Countries such as Colombia have also understood that technological innovation alone is not enough and that it is necessary to adapt it to the particular needs and circumstances of the region of the world where it is to be implemented. Social innovation is the tool that enables both dimensions to be connected in a single project. “Colombia is making a great effort to develop

technologies such as robotics, data analytics or artificial intelligence, both from the Government, by promoting a favorable regulatory framework, and from universities through their research work,” explains Valerie Elisabeth Gauthier, of the Faculty of Natural Sciences and Mathematics at the Rosario University in Bogotá. This specialist manages an open innovation laboratories project that puts the focus not only on the technological side, but also on the social aspect. “We Colombians are highly creative and we can be really innovative. But, at the same

“Technological innovation is not enough; rather, enhancing the quality of life of our society with a vision of inclusion and sustainability is fundamental,” Víctor Hugo Guadarrama (FCCyT)

time, the country is in a post-conflict situation and we cannot cut ourselves off from that reality. If we limit ourselves to replicating the experiences of other countries, we won't achieve good results. In order to take an Internet of Things or renewable energy project to a region in which there maybe even is no electric light, it's essential to start by getting to know the people very well and listen to them.”

**Paradigm shift**

While the social innovation concept is not new, it was not until a few years ago that it began

gaining prominence. A changing trend that is due largely to growing awareness in the public opinion of the need to adopt more sustainable models. “The crisis played its part. We began to realize that things have to be done in a different, more transparent fashion,” remarks Casilda Heraso, Entrepreneurs Selection manager at Ashoka Spain. This diagnosis is shared by Tadashi Takaoka, manager of Entrepreneurship at the CORFO (Production Promotion Corporation), the government agency in charge of supporting entrepreneurship,

innovation and competitiveness in Chile, one of the most active countries in regard to social innovation. “Previously, it was believed that if an employer was doing well, then the country was better off due to the taxes, and that this benefit trickled down to the other levels. In practice, however, that has not happened, and people have started thinking ‘what effect can my solution have if I don't simply think about making more money?’”

What are the advantages of this new model? “What really makes countries grow is





disruptive innovation and this has been an inherent trait of social innovation. The most social solutions are probably the most likely to survive in the long term, given that the power of the end customer and public opinion is ever greater. Moreover, they generate a much more scalable impact on societies in which issues such as inequality are becoming a real headache for governments,” Takaoka stresses. The Mexican Víctor Hugo Guadarrama underscores the concept of change of approach. “The interesting thing about social innovation is that it does not envisage problems as such, but rather it focuses on the challenges and opportunities this situation offers for social advancement.”

### A global phenomenon

As well as helping to respond to problems, social innovation has a global spirit. One of the institutions that personifies this transnational character is Ashoka, created in 1981 in the United States by Bill Drayton. Today, this non-profit organization provides economic and organizational support to 3,400 social entrepreneurship projects in 90 countries, making it the largest network of social entrepreneurs in the world. Among its objectives is to multiply and accelerate the impact of these initiatives, 32 of which are in Spain. “We seek projects that are systemic, that is to say those that are truly transformative throughout their sector and are scalable at both the

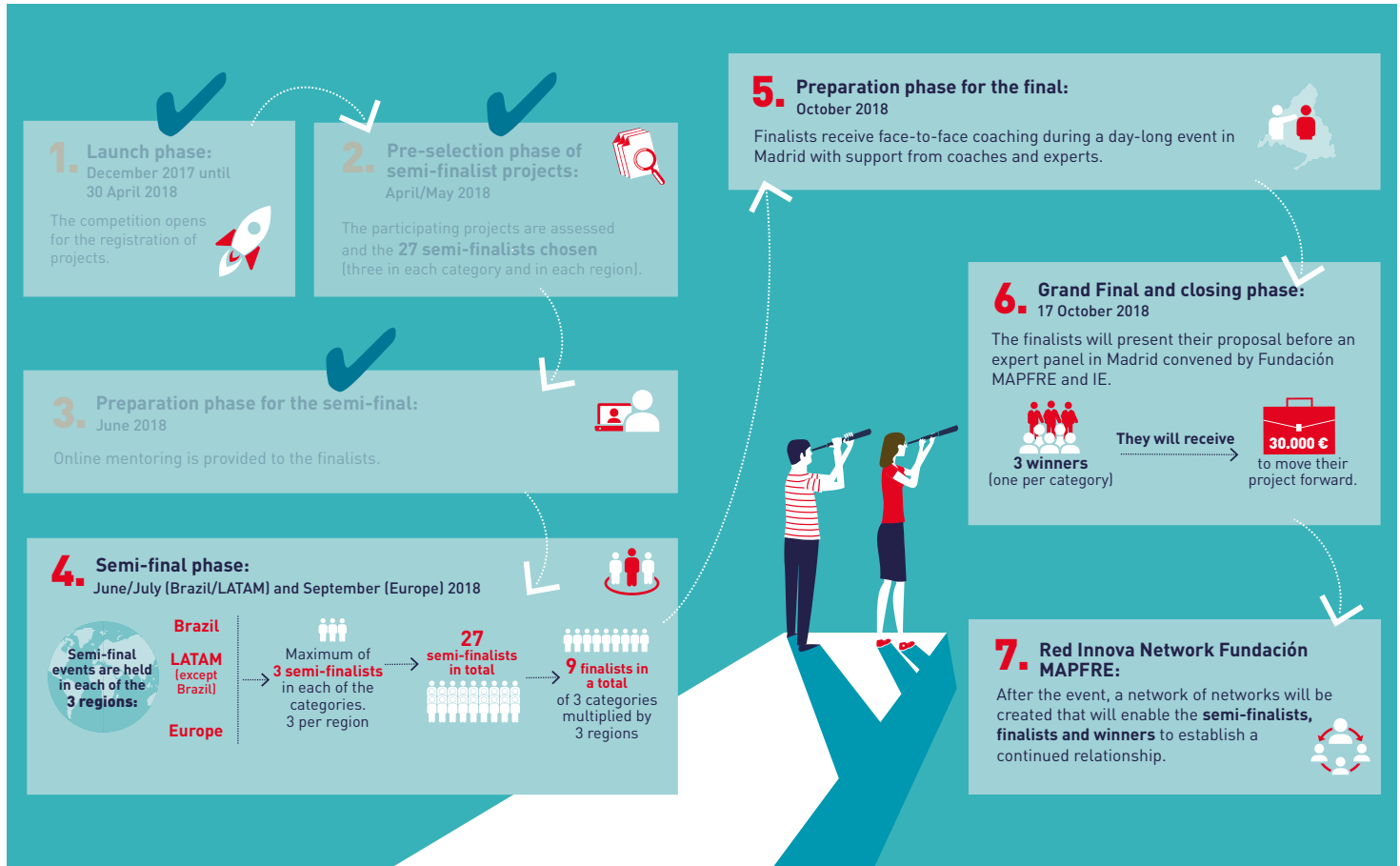
national and international levels,” explains Casilda Heraso. For this expert, there is no typical profile for a social entrepreneur, but there is a common denominator in all of them: “They are people who have detected a social problem, often because they have suffered it firsthand, and are thus determined to – and almost obsessed with – finding a solution,” she declares.

This is the case of Luz Rello, a Spanish researcher who, at the age of 34, has already received numerous national and international awards for her work in the field of dyslexia. Her project, Change Dyslexia, is fruit of her own experience. Dyslexic, yet undiagnosed, when she was a child, for a long time she frequently experienced academic failure, until one of her teachers realized what the real problem might be. Since then, she has endeavored to help other children struggle with a disorder that affects between 10 and 15 percent of the population and which, in many cases, remains undetected. This is why, together with Samsung Dytective Test, she developed an app that detects the risk of pupils suffering dyslexia by means of a simple 15-minute test. The application is free and has already been used by over 130,000 children in 55 countries. “I set up Change Dyslexia for two reasons. Firstly, because after eight years of research I felt those results should not remain in a laboratory, but rather it was my obligation to make them available to the general public.

Secondly, because I realized that good intentions are not enough, that I needed a structure offering technical support. This is essential to avoid the problem with some of the earliest applications we developed, namely that the app ceased working correctly – or simply died – every time there was a software update. The project needed funding and resources to ensure that all these developments reached users in optimum conditions,” Rello says.

Dytective Test is a clear example of the importance of gaining support for these initiatives from both the public and private sectors. However, it is the latter which is forging ahead as regards social innovation. “People tend to think that social innovation and profitability are opposing concepts, but this is not the case; investing in ethical, impactful values also generates a significant economic return,” José Moncada explains. The companies and investors who are committed nowadays to social innovation are seeking a twofold return, he goes on. “As well as the monetary gain, they wish to contribute to the generation of a positive impact on society and the environment, fostering equal opportunities, enhancing quality of life and boosting sustainability.” ✕

“What really makes countries grow is disruptive innovation and this has been an inherent trait of social innovation,”  
Tadashi Takaoka (CORFO)



## The top 27 compete in the semifinals

At the start of the year, Fundación MAPFRE, in collaboration with the IE Business School, launched the first edition of the Fundación MAPFRE Social Innovation Awards. This initiative aims to identify, support and afford visibility to innovative solutions with great potential for social impact in Brazil, the rest of Latin America and Europe. These awards are seeking those projects with the greatest capacity for social transformation, as well as initiatives that resolve and improve specific aspects in each of the three categories:

- Improving health and digital technology (*e-Health*).
- Insurance Innovation *Insurtech*.
- Mobility and road safety.

### Phases and prizes

The call for applications, which closed at the end of April, was a resounding success, with 462 projects presented. The competition was open to all those projects from the social innovation community in general: students from universities and business schools, scientists, university researchers and faculty, as well as entrepreneurs with innovative ideas.

Currently at the semifinal stage, the event will be entering the final phase next October, when the finalists present their proposals before a panel of experts in Madrid. The evaluation criteria the jury will be applying to choose the three winners will take into

account aspects such as the potential social impact of the projects presented, their innovation and feasibility, the capacity and experience of the team developing it, the maturity of the idea and associated legal aspects.

Both semifinalists and finalists will receive support, guidance and assistance through mentoring and coaching processes. Likewise, direct funding will be forthcoming for the winners of each of the three categories in the form of a 30,000 euro cash prize from Fundación MAPFRE, in addition to greater visibility before potential funders.



# Health, genes or habits?

TEXT: **ÓSCAR PICAZO**

Dietitian-nutritionist with a degree in chemistry.

Fundación MAPFRE

IMAGE: **THINKSTOCK**

**The discovery of the structure of DNA by Watson and Crick in 1953 marked the start of a new era in medicine. Heredity could explain the origin of some diseases. However, subsequent advances in research have shown that the environment has a decisive influence on our health. Genes or habits?**

It was in 1953 that James Watson and Francis Crick published their great discovery – the structure of DNA. This molecule, present in all the cells of our body, stores all the information needed to “build” a human being. From basic traits such as our eye color or height, through to our predisposition to baldness or to suffering cancer.

The DNA revolution led to a certain degree of euphoria and was partly responsible for “genetic determinism”,

i.e. the belief that our future health is written in our genes and there is little we can do to change it. However, something did not tally. It was observed that some people with a predisposition to developing a certain disease did not do so and, on the contrary, others who were not predisposed did become ill.

## **The relevance of habits**

When we speak of predisposition, we are referring to the so-called non-communicable diseases – obesity, diabetes, cardiovascular diseases, etc. – all of which are on the increase in the Western world. Although attempts were initially made to explain this in terms of our genes, science has shown that our habits have a lot to do with aspects such as our body weight.

One example is a gene called FTO. Its discovery in 2007 sparked great enthusiasm, as it appeared to be closely linked to body weight gain (a 70 percent greater risk in those individuals with

two copies of the gene). However, subsequent studies examined in greater detail its interaction with our lifestyle. It was thus found that, while someone may be a carrier of the obesity-related variant of this gene, their eating habits will be the determining factor.

This is what is called epigenetics, the interaction between genes and the environment. Our lifestyle – including habits such as our diet, physical activity, rest patterns, stress, consumption of alcohol or tobacco – can, in some way, turn certain genes “on or off”. Dr. Elliot Joslin summed this up well in his phrase: “genetics loads the gun, but the environment pulls the trigger.”

### **The force of destiny**

Nonetheless, we are not including here some metabolic diseases, marked by one or several genes, which can have an irremediable effect on our health. These could range from alterations such as lactose intolerance or PKU (phenylketonuria), controllable through our diet, to others such as Huntington’s disease, which appears progressively and for which there is currently no treatment other than palliative measures.

In other cases, there are genes that do not necessarily lead to the development of the disease, yet they are so clearly associated with it that some people make drastic decisions. This is the case of the famous actress Angelina Jolie, who decided to undergo a mastectomy after discovering she was a carrier of a variant of the BRCA gene that increases the risk of breast cancer.

### **The heredity of habits**

Maintaining healthy lifestyle habits is always worthwhile. We cannot fall back

on such excuses as “it’s in my genes.” Moreover, we would be doing our children a disservice.

Recent studies have shown that not only do we pass on to our offspring the genetic information contained in our DNA sequence or instill bad habits in them. Our way of life also leaves epigenetic marks on them, which can affect the health of the next generations. This has been seen in mice treated with certain substances, whose effect was still present up to two generations later, even though they had not been exposed to them.

These discoveries are leading to a resurgence of Lamarckism, the idea that organisms can pass on to their offspring characteristics acquired during their lives, in their interaction with the environment. This theory was abandoned in favor of Darwin’s theory of evolution.

The question is therefore obvious: are some of the epidemics we currently suffer the result of a snowball effect? Are we predisposing future generations to these scourges? It is still too early to tell, but we cannot wait for the answer or it will be too late. Let’s not pull the trigger. ☒

## ***The market for tests***

In 2007 the American company 23andme launched its genetic test targeting the general public, a test which estimated the genetic predisposition to certain diseases. A few years later, in 2013, the FDA (U.S. Food and Drug Administration) requested the withdrawal of the test, given its doubts about the reliability of some results. In particular, there was concern about the possibility of a false positive or false negative, which

could lead to some people making poor decisions about their health, such as preventive mastectomies, or the modification or abandonment of treatments on the basis of the test results.

Currently 23andme is authorized to market tests which indicate the risk level for ten diseases very clearly linked to different genetic variants.

**Our lifestyle can, in some way, turn certain genes “on or off”**





# Obesity, a public health problem

TEXT: ISABEL PRESTEL IMAGE: THINKSTOCK

Linked to serious illnesses ranging from diabetes to some cancers, overweight and obesity are already one of the leading causes of death around the world. A true pandemic which has increased threefold worldwide over the last 40 years. The WHO and other national and international institutions are striving to raise public awareness of the gravity of this problem.

Around the world 2.8 million people die each year as a result of being obese or overweight. These are figures from the World Health Organization, which defines overweight and obesity as “abnormal or excessive fat accumulation that may impair health.” While it might seem of little importance, this simple phrase nails this problem on the head. Being overweight or obese is not an aesthetic question, but rather a health issue. And no fewer than 1.9 billion adults over the age of 18 are affected, 650 million of them obese. Given these alarming figures, it is no wonder that overweight is currently referred to as a global epidemic that must be combated with “a population-based, multisectoral, multidisciplinary and culturally relevant strategy,” in the words of the WHO.

Indeed, action needs to be taken quickly. Even though,

at this stage, few doubt the relationship between a high body mass index and certain health problems, some studies have broadened the scope of the bleak outlook for the human body due to overweight and obesity.

## Obesity = Illness

Decades ago the clear impact of obesity on heart disease, hypertension, strokes or respiratory problems was verified. This is confirmed by Dr. Francisco Tinahones, president of the SEEDO (Spanish Society for the Study of Obesity): “A huge list of illnesses are linked

to obesity: type 2 diabetes – and, with it, 25 percent of kidney failures – would be dramatically reduced if we could achieve a normal weight in the general population; many types of cancers are associated with obesity, for example of the digestive tract, uterus, pancreas, ovary, etc.; joint problems; respiratory diseases; hypertension; lipid alterations; and even a significant decline in fertility.”

In fact, some studies (one of the most recent was published in *The New England Journal of Medicine*) establish a clear relationship between excess kilos and some cancers: “We have identified 11 types of cancer in which there is a direct relationship with obesity, among them breast, endometrial and liver cancer. Although the exact mechanism remains unknown, the direct correlation has been identified.

**2.8**  
MILLION PEOPLE  
DIE EACH YEAR AROUND THE  
WORLD BECAUSE OF OBESITY OR  
OVERWEIGHT

“In Spain one in four of the population is obese,” Tinahones remarks. And he goes on: “We are undoubtedly facing the great pandemic of the 21st century. The incidence of obesity is on the rise around the world, with obesity and overweight now affecting over half the population in the vast majority of the developed or developing countries.” Likewise, in Spain, a report published in the *Revista Española de Cardiología* last September indicated that 39.3 percent of the Spanish population aged 25-64 are overweight, and 21.6 percent are obese.

In addition, this research reveals that “those people who live in the most densely populated cities and, at the same time, enjoy a higher socioeconomic status reveal a lower prevalence of overweight and obesity.” This is the conclusion of Dr. Gregorio Varela-Moreiras, director of the CEUNUT (Nutrition and Food Sciences Research Group), Professor of

Nutrition and Bromatology at the CEU San Pablo University in Madrid, president of the FEN, and coordinator of this scientific work. On the occasion of the presentation of a study on childhood obesity in 2009, Varela also stated that “obesity is already a problem in the rural and semi-urban areas. In smaller towns and villages, there is now greater inactivity than in the urban areas, where there is a greater awareness of the need for physical exercise. In a very short time we have seen a really rapid change; previously, it was just the opposite. The increased quality of life has reached the rural environment much later and the obesity and overweight figures have not yet peaked.”

#### How can we prevent it?

The key to controlling this pandemic is prevention, as the World Health Organization (WHO) stated in its 2016 report on childhood obesity. Varela

confirms this: “It’s essential, given that, at present, there is no medicine capable of curing obesity. Until very recently, more importance was afforded to our diet, but we now know that a lack of exercise is just as important.” But prevention must start right from childhood: “An obese child is highly likely to grow up to be an obese adult and develop type 2 diabetes. We are already even seeing such cases of diabetes in adolescents. We can categorically state that an obese child will become a less healthy adult than a normal weight child,” the president of SEEDO declares emphatically.

Despite this clear decline in the quality of life of the child and, later, the adult, the WHO reminds us that, around the world, there are some 170 million children (under 18) who are overweight. Most correspond to upper middle-income countries, and the least to the group of low-income countries. However, the overweight issue is on the rise in almost all countries, and the prevalence is rising more swiftly in low middle-income countries. This is the reason why our institution encourages and urges governments to implement strategies to prevent childhood obesity. ✕

## What are the shopping habits of the Spanish?

Last March, Fundación MAPFRE and the CEU San Pablo University in Madrid published the report whose title in English is *Diet, Society and Food Decisions in 21st Century Spain*. The aim was to discover the impact of lifestyles on the shopping and consumption habits of the Spanish nowadays. Some of this report’s results show that there is now more widespread concern for our diet, as well as increased interest in “healthy” eating.

This is made clear by the fact that, in the past two years, Spanish households have increased their food budget. Seven

out of every ten Spaniards set aside between 150 and 450 euros a month to spend on food, which represents a slight increase compared to 2015. This trend is also reflected in the fact that families currently spend more time shopping and consume fresh products more frequently. Almost four of every ten families (38 percent) usually buy vegetables and fruit daily, or three or four times a week. This shows that, generally, they are seeking healthier food options (92.6 percent).

# Obesity around the world

## OECD

In the OECD countries, one in two adults and nearly one in every six children are overweight or obese.



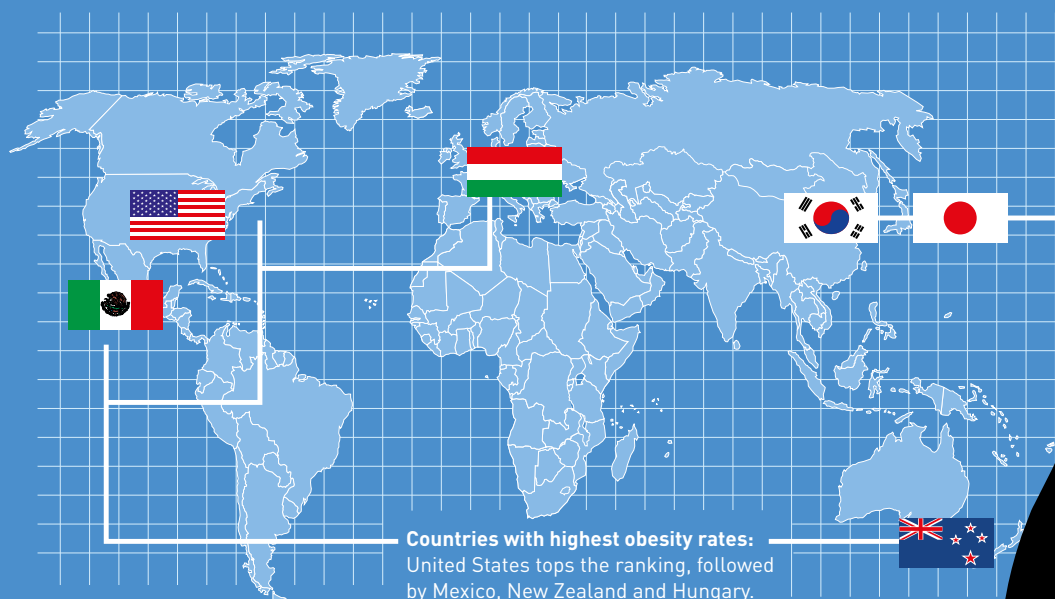
## OECD forecasts

Countries where the obesity rate will keep increasing until at least 2030

### Greatest increases:



### Lowest increases:



Countries with lowest obesity rates: Japan and Korea.

Countries with highest obesity rates: United States tops the ranking, followed by Mexico, New Zealand and Hungary.

It is estimated that by the year **2030** 2030 obesity rates will rise further.

Switzerland and Korea are the nations where they will rise at a faster pace.



**2.8**

Each year at least 2.8 million people die as a result of being obese or overweight.

Source: Obesity Update 2017, report published by the OECD.

## How do I know if I'm overweight?

Divide your weight by your height squared, using the metric measurements kilograms and meters: kg/m<sup>2</sup>. This table from the Spanish Society for the Study of Obesity will let you know how you fare.

< 18.5	Underweight
18.5-24.9	Normal weight
25-26.9	Overweight grade I
27-29.9	Overweight grade II
30-34.9	Obesity type I
35-39.9	Obesity type II
40-49.9	Obesity type III (morbid)
> 50	Obesity type IV (extreme)

## This is how your health is affected

The U.S. CDC (Center for Disease Control and Prevention) links the following conditions to overweight and obesity:

- Coronary disease.
- Type 2 diabetes.
- Cancers (endometrial, breast, and colon).
- Hypertension (high blood pressure).
- Dyslipidemia (e.g. high total cholesterol or triglycerides levels).
- Cerebrovascular accident (stroke).
- Liver and gallbladder disease.
- Sleep apnea and respiratory problems.
- Osteoarthritis (degeneration of protective cartilage and bone of any joint).
- Gynecological problems (abnormal menstruation, infertility, etc).



PREMIOS  
AWARDS

Fundación  
**MAPFRE**

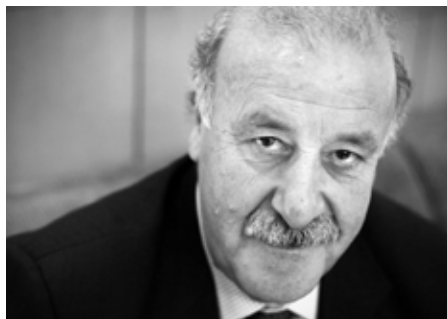


# We salute social commitment

Once again this year, we wish to acknowledge the work of those who, in a selfless, really generous manner, devote their lives to others. Vicente del Bosque, Turma Do Bem, EHAS Foundation, the OAF (Organization of American Firefighters) and the Policy Incubator project are the winners of the 2017 Fundación MAPFRE Awards.

A great many applications were received, all hoping to win one of the Fundación MAPFRE Awards, with each category opting for a 30,000 euro prize. The fact is that there are many people around the world who

devote their time and effort to improving the lives of their fellow citizens. The winners of this edition are clear examples of this dedication.



## **Vicente del Bosque González**

**José Manuel Martínez Martínez Lifetime Achievement Award**

Everyone knows Vicente del Bosque for his significant career in the Spanish soccer world. But, on this occasion, the jury wanted to recognize his work promoting values such as generosity, humility, endeavor, teamwork, good sense or sportsmanship, as well as the humanitarian work he has undertaken throughout his life on behalf of children with disabilities.

PHOTOGRAPH: © Lupe de la Vallina



### **O dentista do Bem de Turma do Bem Project**

#### **Award for Best Social Action Initiative**

O dentista do Bem (dentist for good) is the largest network of specialized volunteers in the world, with over 17,000 volunteer dental surgeons who open the doors of their facilities to children and youngsters with limited economic resources aged 11 to 17, providing them with free dental treatment until they are 18 years old.



### **EHAS Foundation, for its Healthy Pregnancy initiative**

#### **Award for Best Health Promotion Initiative**

The EHAS Foundation has won the award for their project which, in just five years, has treated more than 14,000 pregnant women in the Guatemalan departments of Alta Verapaz and San Marcos, and has reduced maternal and infant mortality rates in these rural areas with little or no health care. To achieve this, the Spanish NGO has trained over 50 nurses in the use of a portable prenatal care kit, with an ultrasound scanner, a system for analyzing blood and urine samples, and software that compiles health data which can then be studied remotely by a physician.



### **Organization of American Firefighters (OAF)**

#### **Award for Best Accident Prevention Initiative**

The world's largest organization for international cooperation between firefighting institutions has been running programs in Latin America since 2006 to raise awareness on the importance of prevention and the professionalization of their services, having already trained over 20,000 firefighters from 37 countries. The OAF is currently made up of over one million firefighters, mostly volunteers. In addition, it collaborates with Fundación MAPFRE in the organization of the Fire Prevention Week and the largest annual congress on forest fires in the region.



### **Policy Incubator Project**

#### **Julio Castelo Matrán International Insurance Award**

Fundación MAPFRE has recognized the work of the Wharton Risk Management and Decision Processes Center of the University of Pennsylvania (USA) with its Policy Incubator, whereby experts and researchers from a range of disciplines turn innovative ideas into real solutions. The project is being applied to areas of great relevance for insurance, such as coverage for natural disasters, linking risk reduction and risk transfer, upgrading flood insurance, equitable resilience and policies for dynamic coastal risk.

The awards are to be handed out on June 14, in a ceremony held at the Casino de Madrid and presided over by Her Majesty Queen Sofia. ⊗



# Why, how and where accidents occur

TEXT: ÁNGEL MARTOS

Are you more likely to die in a fire or choking on food? Why are there fewer accidents in Madrid than in Catalonia? The *Atlas de la accidentalidad en España* published by Fundación MAPFRE clearly spells out the hazards we constantly face in our daily lives.

Mark Twain was not just the wonderful author of titles such as *The Adventures of Huckleberry Finn* or *A Connecticut Yankee in King Arthur's Court*. He also really loved science and fostered this interest through his friendship with one of the most important researchers of his time, the great Nicola Tesla. Their hours together in the Serbian scientist's laboratory led to one of his most famous quotes: "Name the greatest of all inventors. Accidents." X-rays or Velcro are examples of discoveries that can be put down to a happy coincidence. But what in the laboratory of a genius is a Eureka moment, in daily life is an incident that can end up causing injury and, in more tragic cases, even death.

An accident is not when we burn our toast at breakfast (that's because we're still half asleep) or when, if it falls on the floor, it always lands buttered side down (that is Murphy's Law). Between 10,000 and 11,000 people die each year in Spain due to unintentional injuries – in other words, accidents. That is nearly 30 deaths a day, more than one every hour, many of them involving youngsters. The outlook is even bleaker when we look at the figures of those hospitalized due to injury, a mishap one out of every 150 of us will experience.

These are figures from the *Atlas de la accidentalidad en España. Accidentes, mortalidad y lesiones*, produced by Fundación

MAPFRE following a thorough analysis of the INE (Spanish National Statistics Institute) database for the period 2011-2015. Despite how striking some of the percentages are, this report reveals that Spain is in a relatively better position than other European countries. It also seeks to highlight the most relevant combinations as regards sex, age and place of residence on which to focus prevention policies.

"A few days ago, an American colleague who was visiting Madrid remarked that he felt much safer walking around Madrid than in many other cities in other countries. And, frankly, he was right", Jesús Monclús, Accident Prevention and Road Safety manager at Fundación MAPFRE added to round off this anecdote. "Objectively speaking, Spain is very safe, both from a

public safety viewpoint (robbery, assault, etc.) and in relation to incidents that produce unintentional injuries," which is the question we are dealing with here.

### The accident as a spectacle

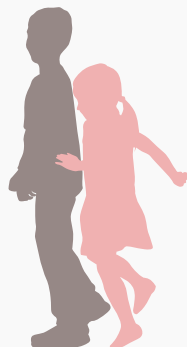
Because life is not the sum of its eccentricities, but rather the lowest common denominator of its misfortunes. So, in Spain, what accidents result in the most deaths? This is the (unordered) list of the causes. But what would the correct ranking be?

- Traffic and transport accidents.
- Poisonings, particularly those caused by an overdose of stimulants, drugs or medications.
- Falls.
- Drowning and obstruction of the airways (choking).
- Fires.

Before discovering the correct order of these causes of accidental death, we must first talk about how to avoid them. "Accidents do not occur due to bad luck or fate, but rather are the result of unsafe conditions and conduct," such as failure to comply with safety standards, mistakes and oversights, which can be corrected, Monclús contends. It must be assumed that hazards will always be present. But adequate prevention measures can help us get closer to that goal of zero serious injuries or deaths. "More State policies, more nationwide accords, larger budgets in line



Cover of the *Atlas de la Accidentalidad en España*



**Ages  
0 to 14**

**736 FATALITIES IN ACCIDENTS**  
BETWEEN 2011 AND 2015

63%   
boys

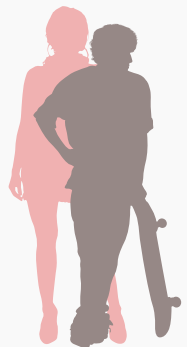
37%   
girls

**Principal causes of death:**

- Ages 5 to 14: traffic and transport accidents.
- For children under five: choking and drowning.

**Advice:**

- Always use a seat in your vehicle adapted to the physical characteristics of the child (weight and height), even for short distances.
- Make sure that the kids wear a helmet and reflective material when riding a bike.
- Keep a close eye on young children in aquatic environments.



**Ages  
15 to 29**

**15,314 FATALITIES IN**  
ACCIDENTS BETWEEN 2011 AND 2015

80%   
boys

20%   
girls

**Principal causes of death:**

- Traffic and transport accidents.

**Advice:**

- Always wear a helmet and reflective material when riding a bike, moped or motorcycle.
- Always wear a safety belt in the car.
- Zero alcohol and other drugs when driving.

Source: *Atlas de la Accidentalidad en España*, Fundación MAPFRE.

# ATLAS OF ACCIDENT RATES IN SPAIN



**Ages  
30 to 64**

**15,314 FATALITIES IN**  
ACCIDENTS BETWEEN 2011 AND 2015

81%   
men

19%   
women

**Principal causes of death:**

- The principal cause of death is traffic and transport accidents. Followed by poisonings and falls.


**Advice:**

- Always wear a helmet and reflective material when riding a bike, moped or motorcycle.
- Always wear a safety belt properly buckled up.
- Do not drive while under the effects of medication.
- Check with your doctor. And, of course, do not consume drugs or alcohol.

**33,219**  
FATALITIES IN  
ACCIDENTS

BETWEEN 2011 AND 2015

48%   
men

52%   
women

**Principal causes of death:**

- Traffic accidents.
- Falls.
- Choking.
- Poisoning.
- Fire and smoke.
- Drowning.

**Advice:**


- Even on short journeys, always wear a safety belt. For children or those less than 1.35 m tall, use the pertinent retention devices.
- The under-fives are safer when traveling in a rear-facing seat.
- Check with your doctor the effects of medicines on your driving and go for regular checkups.
- Install smoke detectors in order to survive a fire.
- In aquatic environments, take precautions, respect the rules and heed the indications of the lifeguards. Avoid reckless diving.



**Over 65  
years old**

**33,219 FATALITIES IN**  
ACCIDENTS BETWEEN 2011 AND 2015

48%   
men

52%   
women

**Principal causes of death:**

- Over 70 years old: falls.
- Between 65 and 70: traffic and transport accidents.

**Advice:**

- To prevent falls at home, remove rugs and any other loose item you may trip over.
- Keep rooms well lit. Use handrails and, in the case of difficulty walking, a cane.
- Take special care when having a shower or bath.
- In aquatic environments, do not bathe alone, exercise caution and follow the indications of the lifeguards.



with the magnitude of the problem [...] and, above all, more mass accident prevention campaigns based on the cost-effectiveness of interventions. These are just some of our proposals at this point,” the report states. And yet, why does this debate not seem to be on the social agenda?

### The danger paradox

The answer, as is increasingly the case, lies in Big Data. In one year in the United States there is an infant death by drowning for every 11,000 private swimming pools. If there are six million pools in the country, “this means that approximately 550 children under the age of ten drown each year.” At the same time, for every million or so firearms, a child dies as a result of a gunshot. It is estimated that there are 200 million guns in the USA and, therefore, around 175 children under the age of ten die annually from this cause. Looking at these figures, we can see that the probability of dying in a pool (one in 11,000) compared to dying from a gunshot (one in over a million) is not in the same league. And yet, we are all longing to have our own pool so our children can splash about and, at least in many countries, we would never think of keeping a gun at home. The reference may be too Far West, but it exemplifies to perfection a great truth: that the dangers that scare us and the dangers that actually kill us

**30**  
 DEATHS ARE RECORDED EVERY DAY  
 IN SPAIN,  
 ALMOST ONE EVERY HOUR AND  
 MANY OF THEM  
 INVOLVE YOUNGSTERS.

can be very different. And this affects our motivation to do something about it.

Let’s return to our ranking to see if there are any surprises: the leading cause of accidental death are falls, with 12,723 deaths in the last five years for which data are available (24.3 percent of the total), suffered primarily by the over-65s. This figure rose from 20 to 25 percent between 2011 and 2015. Surprised? Well, there’s even more... This was followed by drowning and choking, with 11,707 deaths (22.3 percent), a figure that has been steadily growing. For each drowning, by the way, there are four choking incidents: this is why Fundación MAPFRE has both a drowning prevention campaign and the SOS Respira initiative, which combats choking risks. Also noteworthy are the transport and traffic accidents, with 10,806 deaths (20.6 percent). Poisonings kill 4,221 people (eight percent), principally due to overdoses among those aged 25-50. Finally, there are fires, which accounted for 826 deaths (1.6 percent) over the five years studied. On reading

these figures, we come to the conclusion that being over 65 years old is a hazardous sport.

Like any good Atlas, this Fundación MAPFRE report also segments the figures geographically, revealing regional differences. The lowest mortality rates are found in Madrid, Murcia, Canary Islands, Andalusia and Extremadura. In contrast, the highest figures were recorded in Asturias, Cantabria, Catalonia, Galicia and Castile & Leon.

However, wherever you live, it must be borne in mind that small gestures can achieve great results. Thus, to combat falls, Fundación MAPFRE recommends the use of handrails and, in the case of difficulty walking, a cane. In aquatic environments, take precautions and follow the indications of the lifeguards. Take care when using a pedestrian crosswalk. Make sure that children wear a helmet and reflective materials when riding a bike. Always wear a safety belt and consult your doctor about the effects of medicines on driving... These are just a few recommendations to highlight those everyday hazards that can take us to the grave. ☒



# Stop cyberbullying

TEXT: CRISTINA BISBAL IMAGES: THINKSTOCK

Cyberbullying, sexting and grooming are terms that are starting to be only too familiar among adolescents, parents, and educators all over the world, as they realize that the new technologies also have their dark side. To deal with this, what is needed is information, caution, and reporting incidents.

The data for 2016 from the American Cyberbullying Research Center are overwhelming: 33.8 percent of pupils between the ages of 12 and 17 have been victims of online harassment in the United States. In Europe, according to the *EU Net Children Go Mobile Report*, it seems that the data are not yet so chilling, with the figure standing at around 12 percent, although rising each year.

Statistics can be a little confusing and contradictory, depending on the source of the data. However, a spokesman for the Spanish National Police Force, whose Citizen Participation Central Unit runs the Master Plan for Peaceful Coexistence and Enhanced Safety in Educational Centers and their Surroundings, states that, “we must appreciate the fact that, behind these stark figures, are real children who may be suffering really complicated situations.” This is not a question to be taken lightly, taking into account the fact that numerous studies have linked various forms of cyberbullying to harmful effects on the mental health

of those suffering it, such as depression, self-harm and suicidal tendencies. This is in addition to other effects such as poor academic performance, violent behavior, difficulties with their peers, risky sexual practices and drug use.

Curiously, despite the seriousness of the consequences of such practices, young people are not as aware as they should be of them. The Master Plan points out that: “Children are often unaware of the risks they run when performing certain actions on social media.”

They feel invulnerable to the danger, as they believe they know more than the adults warning them about potential risks.

Only when they experience – or are firsthand witnesses to – such events do they understand that they can have negative consequences, not just for their digital image, but also in their real life.

Cyberbullying is such a serious issue partly because the different types of harassment are interrelated, as the police

are at pains to explain. “The circumstances sometimes result in one of them causing others. Thus, for example, sexting (sharing sexually explicit material electronically), which is a situation accepted and encouraged by the minors themselves, can be the gateway to a case of grooming (deception on the part of an adult to obtain sexual favors from a minor) or cyberbullying; in the same way, after suffering online harassment, which is when children are most vulnerable, a pederast or pedophile could befriend them to offer support, thus also giving rise to a situation of grooming.” A self-perpetuating snowball effect.

All these types of harassment are nothing new. Back in 2012, the Council of Europe launched the initiative Youth Against Online Hate Speech to combat racism and discrimination in cyberspace, as many of the harassment cases are due to race or sexual orientation issues. But it is true that this problem has grown worse over the years, as the use of mobile devices with Internet access has become

more widespread and the age at which children use them has fallen. A 2016 WHO study – which places our country in seventh place as regards cyberbullying – argues that school bullying tends to decrease with age. Among boys, the peak is at around 11 years of age, while, among girls, it is between 11 and 13 years of age; in both cases, it falls off at the age of 15.

With all these data, it is plainly evident that educational efforts are increasingly necessary to strive to prevent these cases. The police believe that there are two “clearly differentiated, but intrinsically linked” lines along which work has to be intensified. Firstly, work on fostering empathy to prevent the commission of crimes by children: “Usually, children are

they know the person with whom they are communicating,” they clarify. “It’s not a question of stopping them from striking up friendships on social networks, but rather getting them to understand that they should be suspicious when they are asked for compromising details or images,” they conclude.

To achieve these two objectives, the Citizen



Although there are exceptions. Sexting, for example, is more common among older adolescents, according to a meta-analysis which appeared last February in the journal *JAMA Pediatrics* an American Medical Association publication. This same publication warns of “preadolescents aged 10-12 initiating the practice of sexting.” This is an age at which children are extremely vulnerable.

not aware that their games or jokes may cause real harm to others. Stressing this and getting them to understand how the other person feels is fundamental in any attempt to prevent aggressions of any kind being repeated.” Secondly, try to get the kids to develop their rational distrust so as to avoid becoming victims, because “they can never be one hundred percent sure

Participation Central Unit of the Spanish National Police Force focuses its efforts on prevention. And they do so through awareness raising, information and advice, targeting youngsters, their parents and the rest of the educational community. In fact, of all the talks given by the Citizen Participation delegates, the topic of Risks on the Internet is the one most often requested

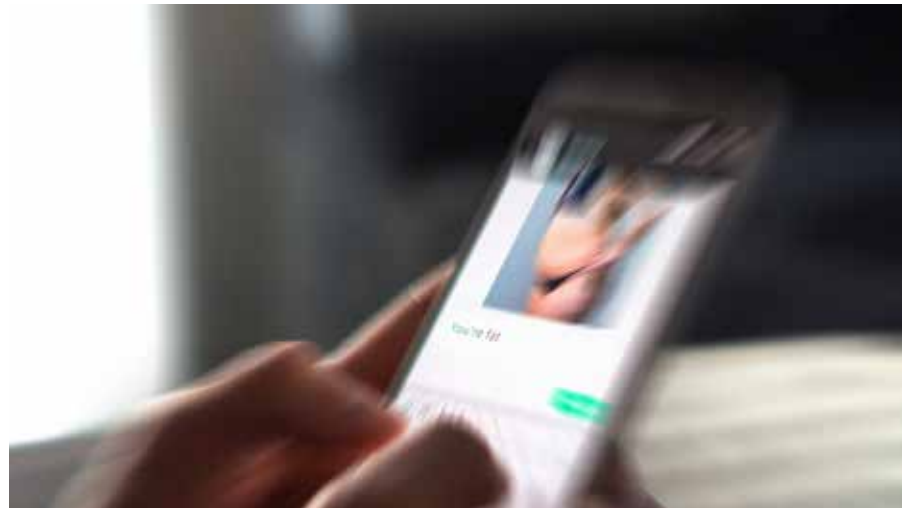
by the educational communities: 14,200 throughout Spain last year. While the results are difficult to quantify, they reflect the reality of the fear of parents, teachers and pupils alike.

Internet-related issues go far beyond what others can do. Another serious question cannot be ignored: technology addiction among adolescents. In 2016 the Autonomous University of Barcelona published a study on this issue which found that the Internet use of 13.6 percent of the respondents was problematic. And 6.2 percent in the case of video games. It is estimated that, over the past two years, these figures have risen. To such a degree that, in its recent revision of the International Classification of Diseases (ICD 11), the WHO recognized the addiction to video games as a mental illness. “Health professionals must recognize that gaming disorders can have serious health consequences,” Vladimir Poznyak, head of the Mental Health and Substance Abuse Department at the WHO, stated categorically to the journal *New Scientist*. On this question, Antonio Guzmán, Health Area manager at Fundación MAPFRE, adds that “the WHO has been warning for some time that a quarter of the population has some problem with an addiction to the new technologies.” It is not easy to control. Not even to know when you are addicted to your cell phone. But, it seems clear that this will be one of the challenges in the future. ☒

## ***Fundación MAPFRE, for a network under control***

Controla tu Red [Control your Network] is the name of the project run jointly by the National Police and Fundación MAPFRE. Its objective is to address the risks associated with Internet use and to prevent bullying in schools. “The main idea is to promote the responsible use of technology among minors, but also among parents and teachers, due to the increase in crimes being committed over the Internet” is the view of those running the National Police’s Master Plan for Peaceful Coexistence and Enhanced Safety.

With this goal in mind, several guides and pamphlets have been produced offering a series of safety guidelines designed to prevent young people from becoming victims of certain crimes, teach them how to protect their privacy and realize the need to report any and all cases of bullying and cyberbullying they may witness. The material is adapted to two different elementary school age groups, with one series catering to grades 3 and 4, and another to grades 5 and 6.



## ***Better safe...***

The Fundación MAPFRE/National Police project offers these recommendations to teenagers using the Internet:

- Access material appropriate for your age.
- Think before you click.
- Use secure, secret, complicated passwords.
- Protect your identity.
- Check the privacy settings on your social networks.
- Check and verify your information.
- Cover the webcam to protect your privacy.
- Report cyberbullying.
- Don't let your smartphone control your life.
- Don't share compromising pictures or videos.
- Don't trust strangers.
- Not everything is on the Net: there's a lot of life out there.



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# “The Santa Fe effect”

TEXT: ANTONIA ROJO IMAGES: CENTRO COMUNITARIO MAPFRE-UP SANTA FE

The MAPFRE-UP community center in the Santa Fe district of Mexico City is celebrating three years caring for the most disadvantaged. A project which has managed to exceed all its targets and may become a model for other such experiences around the world.

In the world of culture, architecture and urban planning, the so-called *Guggenheim effect*. In 1997 Bilbao culminated the construction of a groundbreaking museum of modern and contemporary art that transformed the city and its surroundings. The success of the experience has been the subject of studies at universities around the world and many other cities were keen to replicate the process (not always with the same happy ending).

There are other less ambitious buildings from an architectural point of view, yet created with the same resolve to be catalysts for a process that can transform the environment. Spaces which, rather than converting the titanium into gold (given the museum’s unique cladding material chosen by the architect Frank Gehry), achieve a miracle that could be even greater: convert precariousness into hope, subsistence into sustainability, education into a future. This is the case of the MAPFRE-UP community center in the Santa Fe district of Mexico City, a place

that warrants its own recognition, *the Santa Fe effect*.

The first stone was laid in November 2015. On that sunny, mild Mexican winter morning, the President of Fundación MAPFRE, Antonio Huertas, stressed the fundamental goal of the project: “Lay the foundations for a more just society” so as to “be able to carve out a better future with equality of opportunity.” This is the case, for example, of José, a healthy-looking, friendly child who, at just ten years of age, was the star of the institution’s informative video. In it he relates how his mother picks him up from school every day, together with his one-year-old brother, José Luis: “We go to the community center, which is really near here,” he says.

With its functional architecture, the building stands out for the intense red color of its main façade, its privileged location in a less-favored area of a middle-class district with a truly powerful university at its core – the UP (Panamerican

University) – an essential partner in this project. 750,000 people live in the district, with three out of every ten living in poverty and 18,000 of them in extreme poverty.

## **Much more than a plate of food**

“We are really hungry when we get here,” little José confesses, “and head straight for the Santa Maria dining hall, which is for children.” Alicia Ortega, a worker at the center, tells how that space serves “334 children aged four months to 16 years, as well as pregnant and nursing mothers, offering them a balanced meal every day.” All of the children who come here suffer food insecurity, Ortega stresses. But the goal is also to develop the capacities of all of them and help the young ones create a life plan: “Every month we take a look at a different value; this month we’re looking at the value of emotions, through phrases and songs,” she explains.

Nutrition is just the first pillar of their work which extends to many other facets and ages, ranging from health, education



and training to entertainment, psychology or legal support. And seeing how little José struggles in the video to say the word “judicial”, we predict that, with the help of the MAPFRE Community, he could well end up, precisely, in the legal profession. He could thus be one of the success stories fruit of the *Santa Fe effect*.

We are reminded of another case by Nydia Valenzuela, director of the MAPFRE-Panamerican University Community: “Maite, a nine-year-old girl with Down syndrome. The change in the way she socializes has been tremendous,” she declares. “She joined in the development

activities and became part of the Club, taking classes in IT, household chores, values, arts and crafts, and she eats at the Santa Maria dining hall... her case has marked me,” Valenzuela confesses.

In its first year, the center managed to help out nearly three thousand people directly, and over 14,500 indirectly. The goal for 2018, when it reaches 100 percent capacity, was originally to attend the needs of 5,000 people with limited resources in the region. However, in 2017, the beneficiaries already numbered 8,000. “Our aim is not to solve the population’s problems from a paternalistic standpoint,” Valenzuela stresses, “but rather to place at their

disposal elements that enable them to develop skills and thus get on in life by their own means.”

#### **A rewarding experience**

This center, funded and managed by Fundación MAPFRE and the UP-IPADE Foundation, is run by professionals from the UP with the help of some 400 volunteers. It provides the following:

- Cafeteria service for children aged 0-16, as well as pregnant and nursing women, managed by the Santa Maria Dining Hall.
- Law office, offering legal advice on family, civil, criminal and commercial matters.



“Our aim is not to solve the population’s problems from a paternalistic standpoint, but rather to place at their disposal elements that enable them to develop skills and thus get on in life by their own means”



- First-class health care, preventive medicine, pharmacy and psychological care and counseling, all provided in the center’s clinic to improve their health.
- Education and Development, with classes in English, IT, household chores, martial arts, music, cooking, crafts workshops, professionalization of domestic work, reading circle, a school for parents and much more.

“Being at the helm of this center is a rewarding experience in many ways,” Nydia Valenzuela explains. “You face a different challenge every day and that

motivates you to return the next day. I learn more from others, they help you know yourself better,” she stresses.

In a similar vein, MAPFRE’s Chairman and CEO, Antonio Huertas, explained that “Mexico is the first country in the world where MAPFRE has launched a project of these characteristics. We are proud to be working hand-in-hand with such a prestigious university, whose values include developing an educational community at the service of the common good.”

This awareness of really making a difference is particularly important in a project of this nature. And this comes across.

As the director Nydia Valenzuela tells us “take the results of the so-called Regularization Program; of the 13 sixth grade children who enrolled, 100 percent fulfilled their secondary education aspirations.” This may seem to be just another figure; nonetheless, it is charged with future promise and significance.

“Working in the Community Center has made me reflect on the impact you can have on others,” confesses Francelia Lule, coordinator at the MAPFRE-Panamerican University Community. “I’m more committed to performing my work to the best of my ability, as I know I’ve set an example and can inspire others.”

Millions of women around the world come up against many barriers, such as unequal access to job opportunities and credit, lack of education and training, and a lack of support from their communities. In Fundación MAPFRE we are working to further

## Women, the driving force to change the world.



### GUATEMALA

#### Manabi Association (since 2017).

The overall objective is to reduce female poverty and marginalization by increasing their capacities and job opportunities. The specific objective is to train 40 women from a marginal neighborhood in Zone Seven of Guatemala City.



### PANAMA

#### Voces Vitales (since 2015).

The goal is to enhance the quality of life of teenage mothers aged 15-19, as well as that of their children aged 0-18 months, through comprehensive health care, psychological care and training for a profession. In 2017 they attended 40 young mothers and their babies.



### ECUADOR

#### Sor Dominga Bocca (since 2016).

The foundation works with girls and young women who have suffered ill treatment, whether psychological, physical or sexual abuse. They work with 25 girls.



### PERU

#### Manos Unidas Peru (since 2015).

The project focuses primarily on women who suffer violations of their rights and, to this end, strives to empower them economically and boost the development of their life skills. In addition, they provide training and raise awareness among young men of trafficking and the various forms of gender-based violence.



### COLOMBIA

#### Juan Felipe Gómez Escobar Foundation (since 2014).

They comprehensively address all the issues associated with teenage pregnancies. Their work therefore includes education, job training, health, nutrition and sexuality, among others.



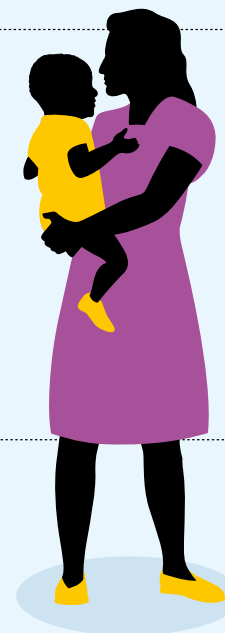
### ARGENTINA

#### Jesus and Mary Community Center (since 2014).

Training courses and workshops to teach trades. Health care for poverty-stricken pregnant mothers.

#### Marianist Mission Foundation (since 2017).

They take in 11 girls from rural areas of General Roca and Rio Negro so that they can complete their secondary studies and 11 young people so that they can continue their university or tertiary studies.



the empowerment of women in those countries where we are present. If we want sustainable social development for our world, it is essential to help ensure women make progress.



**PUERTO RICO**

**Cupey home for battered girls (since 2014).**

Through an educational grant program, quality education is provided to girls who have suffered ill-treatment or are in a vulnerable situation.

**Teresa Toda Homes (since 2014).**

The project serves 25 girls aged 6-17 who reside in the Teresa Toda Homes. Its overriding goal is to provide them with the education necessary to avoid their dropping out of school and the negative factors that impede their optimal development on the academic, social and personal fronts.



**VENEZUELA**

**Society of St. Vincent de Paul Home (since 2014).**

The Society of St. Vincent de Paul is a non-profit institution, which takes in 60 elderly women between 64 and 100 years of age, with little or no economic resources, who generally have no home, family or the ability to support themselves.



**BRASIL**

**Sociedade Beneficiaria Brasileira Hospital Albert Einstein (since 2016).**

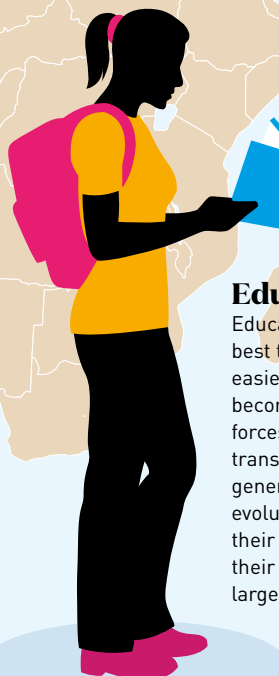
Its work centers on women's health and motherhood, in both its physical and psychosocial aspects. The project consists of three core building blocks:

1. Women in childbirth, mothers and pediatrics.
2. Common areas for the community, educational spaces.
3. Enterprising labor insertion in the community.



**Health**

Women are the best transmitters of good hygiene and eating habits which can facilitate the well-being of the family. Through information and training we create a health domino effect.



**Education**

Education is the best tool to make it easier for women to become the driving forces of social transformation and generate an evolution in both their family and their community at large.



**Employment**

Escaping from social exclusion requires resources and, without a job, is almost impossible to achieve. We help women out of poverty and facilitate their integration into the labor market.



# VOLUNTARIOS

Fundación **MAPFRE**



## “Participating in Fundación MAPFRE’s volunteering program helps you be a better person”

TEXT & PHOTOS: MAPFRE COLOMBIA

Angela Paola Polania Ruiz is one of the most active Fundación MAPFRE volunteers in Colombia.

Angela has been working at MAPFRE COLOMBIA for ten years – this last year as an underwriter – within the Industrial, Aviation and Marine Risk area. She could be considered an ambassador for the organization, given her participation and hearty recommendations for others to join the Corporate Volunteering program. In her own words, “you not only help others or the environment, but you also help yourself to be a better person.”

This MAPFRE employee has participated in a wide range of activities. These include delivering gifts to neglected children, organizing thematic activities, accompanying children under the age of ten on kite-flying excursions with the Fana Foundation, adopting trees to see they receive the necessary treatment and can thus live longer, constructing prefabricated homes for low-income families, or teaching within the ‘Brindando Oportunidades para la Vida Laboral’ program headed by MAPFRE COLOMBIA to train people with disabilities, vulnerable youngsters and single mothers through various programs designed to enhance the employability of these segments of the population.

As for her favorite activity, Angela stresses that “it’s really hard

to choose one, as all the programs are so different.” However, two are of particular relevance for her: the activities with children and the construction of homes for low-income families. This is because “a child hugging you and saying that it’s the best day of their life, or seeing a family cry with joy because you’ve built a roof over their heads, is truly priceless.”

**Fundación MAPFRE makes you an “agent of change”**

MAPFRE COLOMBIA’s Corporate Volunteering program enables Angela to see the needs that exist in society and make her contribution. And it is not just her, but her relatives and colleagues also become “agents of change”. “Volunteering in MAPFRE is an invitation to take off our blindfolds and not limit ourselves to worrying about our own obligations, but also feel the needs of others as our own.”

Angela is proud of the MAPFRE volunteering program and highlights the fact that it is “ever stronger and more important within the company, but, above all, the significant impact it makes on those institutions they turn to.” “MAPFRE is planning to participate in even more programs and this is important, given that the more people we help, the better the result will be.” ✕



# Another way to help

TEXT: MARTA ROZPIDE

## Dedicated to raising smiles

1995, noon in Cambodia and dozens of children were sifting through garbage. Christian and Marie-Franedes Paillères, a couple who had already spent two years running an aid program to rebuild the elementary education system for poor children, were totally shocked by this scene, despite the fact that, unfortunately, this is an everyday, unremarkable activity for hundreds of out-of-school children in that Asian country.

A year later, on May 20, 1996, the PSE – Pour un Sourire d’Enfant [For the Smile of a Child] – Association was born. PSE was shortly funding vocational training and higher education centers, duly adapted to suit local needs.

The Spanish branch of the Association was set up in 2003 by Marisa Caprile, who met the French couple during a trip to the Phnom Penh region. The three organize a summer program to help the kids switch from the garbage dump to classes.

This is how the School Continuity program was set up in Cambodia in 2004. Over 150 volunteers from all over the world – mostly from Spain, France and the United Kingdom – work as monitors to coordinate the program each summer. On a daily basis, they attend over 2,000 children in four different provinces of the Asian country with food aid and educational programs. Further information at: <http://www.psnecamboya.org/index.htm>



Photo: Spanish Facebook page of For the Smile of a Child



## The example of professional solidarity exists and you could join in

Dr. Pablo Gutiérrez and Dr. Eva García are university professors and dentists who work in Valdemoro (Madrid) and wish to give back to society part of the opportunities it has given them throughout their lives. Now, in the Las Aguas dental clinic, they provide free regular checkups and treatments to children from underprivileged families. These families belong to the personalized sponsorship project of the Tengo Hogar Foundation, which forms part of the Fundación MAPFRE project #SeSolidario. They both learned of the initiative this year and did not hesitate to collaborate by volunteering their time, services and facilities.

This project aims to improve the dental health of children in the short term, and maintain it in the medium and long term. In addition, the initiative seeks to motivate other professionals to collaborate with the project, so that these people with difficulties to access basic services are not only helped on the dental front, but can also have other basic needs covered thanks to the solidarity of various different sectors. More information at: [https://www.fundacionmapfre.org/fundacion/es\\_es/donaciones/conoce-los-proyectos/ayudanos-a-mejorar-su-futuro/](https://www.fundacionmapfre.org/fundacion/es_es/donaciones/conoce-los-proyectos/ayudanos-a-mejorar-su-futuro/)

## Bokatas offers warmth

Sandwiches, hot soup and coffee for the 500-plus homeless people helped by the Bokatas NGO, an organization set up in Madrid in 1996 thanks to six volunteers from the Sacred Heart of Jesus parish. Since then, neighbors of different Spanish communities go out on the streets each week, taking different routes to offer food, drink and some company to homeless people. Moreover, the Bokatas association went one step further in 2016, with the opening of its first Bokatas Tandem center offering company in Madrid. Its mission is to offer an opportunity for change to the thousands of people who live on the streets of Spain. Some of its initiatives include engaging different collaborating companies and institutions, as well as group workshops, guided visits to museums, sporting events or medical checkups. In Spain, it is estimated that, on average, homeless people experienced a string of seven or eight traumatic events over two or three years. This, together with a lack of social and family support, creates a situation of vulnerability that can lead to that person living on the streets. Bokatas works daily for the dignity of these people, using the sandwich as a symbol and a means to approach them, create honest personal relationships and be able to serve as a bridge to social, public and private entities.

Further information at: <http://bokatas.org/personas-sin-hogar/>



## Seen on the Web

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

### f FACEBOOK

@FundacionMapfre  
 @fundacionmapfrecultura  
 @EducatuMundo  
 @FMobjetivocero

### t TWITTER

@fmapfre  
 @mapfreFcultura  
 @FMobjetivocero  
 @FMculturaCat

### ig INSTAGRAM

@mapfrecultura

### THE BEST TWEET

@fmapfre

Do you know what to do if a fire breaks out at school? Don't stop to grab your things. Heed your teachers and, if anyone is missing, tell them.  
[bit.ly/2dRGUbP](http://bit.ly/2dRGUbP)



### BugaMAP Competition, The Final

All the finalists of the #bugaMAP competition share a common view: they can take away from the experience all they have learned and would not think twice about repeating.



<https://twitter.com/fmapfre/status/988737230645727232>



### Do you know what to do if a fire breaks out at school?



Don't stop to grab your things. Heed your teachers and, if anyone is missing, tell them.  
[bit.ly/2dRGUbP](http://bit.ly/2dRGUbP)



### Drowning prevention campaign

Once again this year, the Drowning Prevention Campaign will be visiting beaches around Spain to teach you how to prevent accidents. This summer, play safe.

[Bit.ly/2u3SBme](http://bit.ly/2u3SBme)  
 #ceroahogamientos

<https://twitter.com/fmapfre/status/990959347802017792>





**in Social Innovation Awards**  
fundacionmapfre.org

The first edition of the Fundación MAPFRE Social Innovation Awards proved to be a great success! We received a total of 462 proposals for innovative solutions with a potentially tremendous social impact.



<https://www.linkedin.com/feed/update/urn:li:activity:6399190925569986560>

**in Social Employment Program**  
fundacionmapfre.org



Since its very inception, Fundación MAPFRE has striven to promote and boost access to the labor market, a goal we are committed to day by day through our Social Employment Program. Don't miss out on our projects: Accedemos, Together We Can and Discover VT.

<https://www.linkedin.com/feed/update/urn:li:activity:6390528945388810240>

**Instagram Brassai exhibition**

In September 1937, Brassai wrote in his journal: "The time has come: it's absolutely necessary that I be able to tempt fate in the coming months." What happened next?



#expo\_brassai  
#brassai  
#fotografia  
#Barcelona  
#exposiciones

♡ 840 Likes

<https://www.instagram.com/p/Bh6f0-Vn2Pn/?taken-by=mapfrefcultura>

**Instagram Duane Michals**



"I believe in imagination. What I cannot see is infinitely more important than what I can see."  
Duane Michals

♡ 1,226 views

#expo\_duanemichals  
#fotografia  
#cultura  
#exposiciones  
#DuaneMichals

<https://www.instagram.com/p/Bi1tvT4n0jf/?taken-by=mapfrefcultura>

**f** Balthus



135,000 views

“Time gone by: Is this not, perhaps, the best definition of art?” At the age of 14, Balthus went on a ‘pilgrimage’ to Arezzo to contemplate and copy the works of Piero della Francesca. Throughout his life, it would be a reference he was drawn to again and again, like a beacon.

<https://www.facebook.com/fundacionmapfrecultura/videos/1828991217151564/>

**f** Ed van der Elsken

“I sing life’s praises. As simple as that. But I celebrate absolutely everything: love, courage and beauty, but also anger, blood, sweat and tears.”

Over a career that spanned four decades, Van der Elsken amassed a body of work that celebrates life.



123,000 views

<https://www.facebook.com/fundacionmapfrecultura/videos/1845182225532463/>

**f** 3. 2. 1... Start the car!  
Tips for safe driving

Did you know that using a phone while driving makes an accident four to nine times more likely?

Take heed of these tips and drive safely.



<https://www.facebook.com/FMobjetivocero/videos/2075155192512472/>

**f** Professional volunteers working for the program #SéSolidario



Pablo and Eva are professional volunteers who, in an altruistic fashion, are improving the dental health of children from underprivileged families through our program #SéSolidario in collaboration with Fundación Tengo Hogar.

<https://www.facebook.com/FundacionMapfre/videos/2095929860432003/>

# AWARDS FUNDACIÓN MAPFRE

WE WISH TO SHINE A LIGHT ON WHAT YOU DO FOR ALL OF US.  
LET US THANK YOU FOR IT.



Plumby Award  
Orquidea, 2017

AWARD FOR A PROFESSIONAL CAREER  
JOSÉ MANUEL MARTÍNEZ MARTÍNEZ  
D. VICENTE DEL BOSQUE GONZÁLEZ

AWARD FOR BEST HEALTH  
PROMOTION INITIATIVE  
FUNDACIÓN EHAS

AWARD FOR BEST SOCIAL  
ACTION INITIATIVE  
TURMA DO BOM

AWARD FOR BEST ACCIDENT  
PREVENTION INITIATIVE  
ORGANIZACIÓN DE BOMBEROS AMERICANOS

JULIO CARTELO MATRÁN  
IX INTERNATIONAL INSURANCE AWARD  
WHARTON RISK MANAGEMENT AND DECISION  
PROCESSES CENTER, UNIVERSITY OF PENNSYLVANIA

WHAT DRIVES US IS OUR AIM TO HELP

# Fundación MAPFRE

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Fundación  
**MAPFRE**

[www.fundacionmapfre.org](http://www.fundacionmapfre.org)

**ESP/CONSULTA NUESTRA REVISTA ONLINE**  
**ENU/CHECK OUR ONLINE MAGAZINE**  
**PTB/CONFIRA NOSSA REVISTA ON-LINE**  
[www.fundacionmapfre.org/revistalafundacion](http://www.fundacionmapfre.org/revistalafundacion)

**ESP/SUSCRÍBETE A LA EDICIÓN DIGITAL**  
**ENU/SUBSCRIBE TO THE DIGITAL EDITION**  
**PTB/INSCREVER-SE PARA A EDIÇÃO DIGITAL**  
[www.fundacionmapfre.org/suscripciones](http://www.fundacionmapfre.org/suscripciones)

