

la fundación

Fundación MAPFRE magazine#39 | June 2017
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Art

Duane Michals

*Albert
Renger-Patzsch*

THE PERSPECTIVE
OF THINGS

Committed

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FC BARCELONA FOUNDATIONS:
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Orquídea, 2016

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AWARD FOR BEST ACCIDENT
PREVENTION INITIATIVE
ALSA GRUPO, S.L.U.

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DR. VALENTÍN FUSTER CARULLA

WHAT DRIVE US IS OUR AIM TO HELP

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the picture



The heavy rainfall recorded in Peru since the end of January has taken a dreadful toll in terms of casualties, internally displaced and homeless people, and significant damage to roads and supplies of essential services such as water.

Piura, Trujillo, Huarmey and Chosica are some of the areas in Peru most devastated by the “El Niño Costero” phenomenon. Fundación MAPFRE coordinated and financed the shipment of four water purification plants,

which were installed by the six Spanish volunteer firefighters belonging to the Provincial Firefighters Union of Malaga who flew out to the disaster zone. At present, these plants are providing fresh drinking water to 16,000 people

every day. Peru still needs help. ☒

✓ FOLLOW US ON FACEBOOK AND TWITTER

▶ WATCH THE VIDEO IN THE ONLINE EDITION

In Peru, more than 200 MAPFRE volunteers collaborated in the preparation and distribution of food and medicine supplies to the victims



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 Duane Michals, *Boy in Leningrad*, 1958. Courtesy of the DC Moore Gallery, New York © Duane Michals

summary

RAMÓN LARRAMENDI



Image courtesy of Windsled Project

DUANE MICHALS



Boy in Leningrad, 1958

Courtesy of the DC Moore Gallery, New York
© Duane Michals

ALBERT RENGER-PATZSCH



Eiserne Hand (Iron Hand), Essen [“Eiserne Hand” in Essen], 1930

Museum Folkwang, Essen.
© Albert Renger-Patzsch / Ann & Jürgen Wilde Archive, Zülpich / VEGAP, Madrid 2017



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Through September 10 visitors to our Barcelona exhibition hall can see a retrospective of this American photographer.



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SEEDS, THE NEW SUPERFOODS



Image: © Thinkstock

LIFE-SAVING GESTURES



Image courtesy of Nadeskha Mackenzie

EDUCATION TO COMBAT OBLIVION



Photo courtesy of CESAL





Ramón Larramendi:

“The windsled is the first wind-powered vehicle driven by efficient, zero-emission energy”

**RAMÓN LARRAMENDI**

Born in Madrid in 1965, at the age of 19 he first undertook a 400 kilometer (250 mile) journey across Iceland on cross-country skis and has not been able to stop ever since. He then achieved a historic milestone with the MAPFRE Circumpolar Expedition. For three long years (1990-1993) this explorer traveled 14,000 kilometers (8,700 miles) using only dogsleds and kayaks. From 1998 onward, he used his windsled – the first wind-powered, zero-emission vehicle – in all his expeditions. Author of several books, he also founded and now runs the Tierras Polares [Polar Lands] travel agency.

TEXT: RAFAEL CONDE

PHOTOS: WINDSLED PROJECT

Ramón Larramendi, born in Madrid, is one of the most important polar explorers of the 21st century. Over thirty years he has undertaken numerous trips to the polar regions, most noteworthy being the MAPFRE Circumpolar Expedition (1990-1993) which was to become the most important Spanish geographic expedition of the 20th century. Ever since 1999 he has been working on the development of the windsled, the first polar vehicle driven by renewable energies. We took advantage of this project's presentation at the CSIC (Spanish Scientific Research Council) to chat about his lengthy career.

When and how did your interest in exploring the polar regions arise?

I've had that vocation since I was a child. I believe I was eleven or twelve when I read a book in our library at home about polar explorations and that book sparked my passion for the poles. At the age of 19 I crossed Iceland and that was my first semi-polar expedition. The next year I participated in the first Spanish expedition to cross Greenland.

In 1990, I organized and participated in the MAPFRE Circumpolar Expedition, a major milestone for exploration, in which four of us – Manuel Olivera, Antonio Martínez, Rafael Pechi and myself – traveled 14,000 kilometers, from Greenland to Alaska, mounted on dogsleds in the traditional Inuit fashion.

That was an amazing experience and the expedition received extensive media coverage, even warranting an article in *National Geographic*. Looking back at it today, with the perspective of these past 30 years, I believe that the MAPFRE Circumpolar Expedition marked the end of an era in which, over three years, we got to know most of the Arctic settlements and lived with the last surviving hunters of the whole Arctic.

How did the idea of the windsled arise?

The windsled project is the result of the experience acquired on the MAPFRE Circumpolar Expedition, as we have used all the know-how accumulated throughout those three years in which we learned how to travel through the arctic region in the traditional Inuit fashion. After that expedition, I traveled with the team from the TVE (Spanish state television) program *Al filo de lo*



impossible to the Magnetic North Pole in 1998 and, in 1999, to the Geographic North Pole. It was on this second trip that the idea of solving the last great enigma of polar exploration arose: how to navigate the icy surface as though we were on a boat.

This form of crossing frozen expanses is highly innovative.

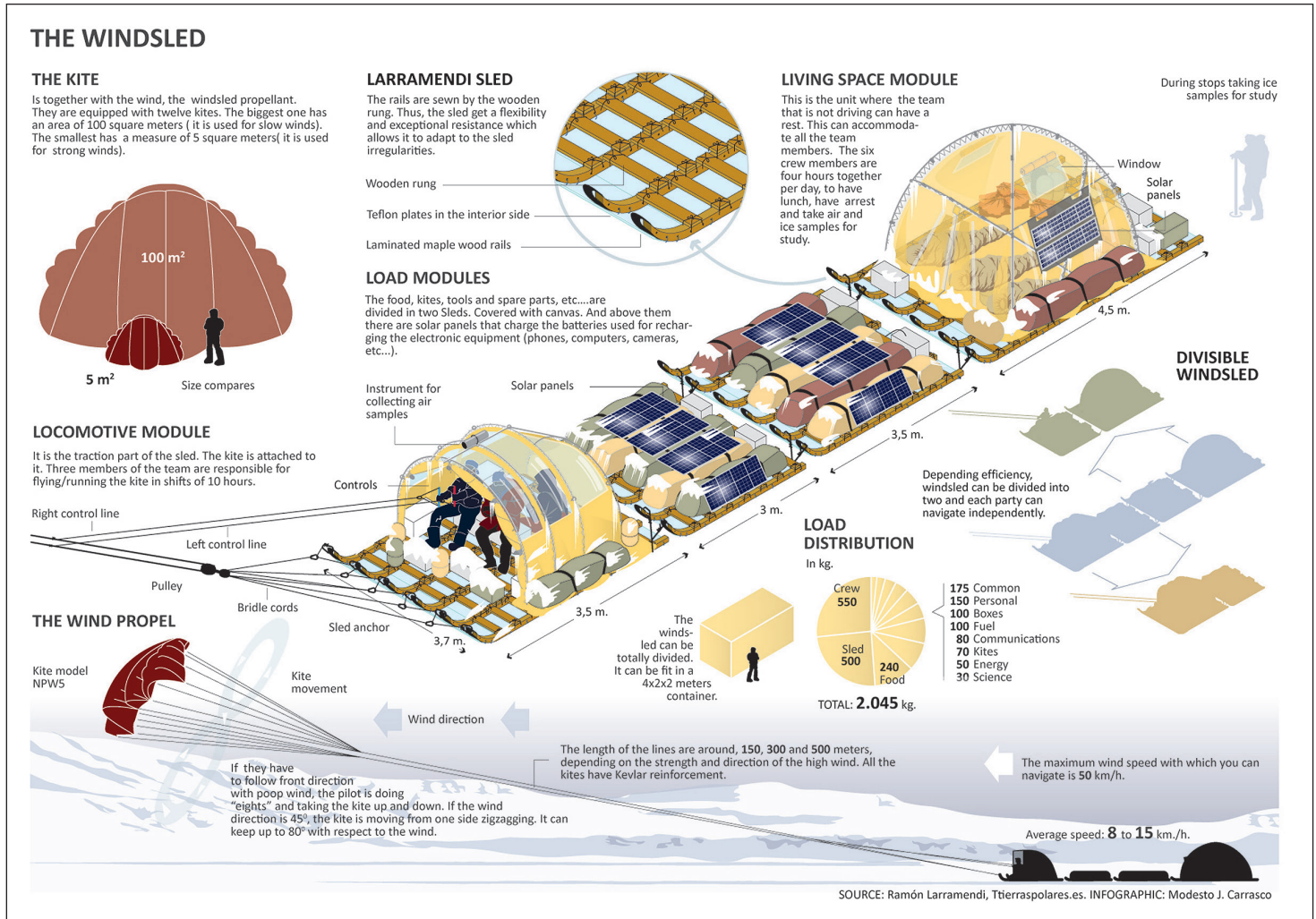
Indeed it is. The windsled is the first wind-powered vehicle driven by efficient, zero-emission energy to travel across Greenland and Antarctica. The idea came about when we combined traditional Inuit techniques with the best of today's technology. We are pioneers in this field. There's no other team in the world currently working on the development of this form of transport.

You incorporated wind power to the traditional Inuit sled.

The Inuit sled is a tremendously versatile means of transport. I added a kite to the construction as a logical way to harness the power of the wind and propel it. We set up a tent on the sled like a ship's cabin, following the tradition of the Inuit who sleep on their sleds. The idea of combining these two elements – the wind and the sled – is very simple and also efficient. Over the years of polar exploration, many systems were employed and the explorers who triumphed, such as Admunsen or Peary, did so because they knew how to take advantage of the teachings of the Inuit. In this project, the key to success is its straightforward, simple nature. The underlying concepts are a blend of



“The MAPFRE Circumpolar Expedition marked the end of an era in which, over three years, we got to know most of the Arctic settlements and lived with the last surviving hunters of the whole Arctic”



survival techniques and a philosophy applied to the travel conditions.

The sled has progressively evolved and ten prototypes have already been built.

Indeed so, and we have carried out eight major expeditions with them, constantly experimenting on a trial and error basis. Each trip showed us the model to be followed for the next one.

The current sled is 14 meters long and comprises four convoys which can transport some 2,500 kilos and carry six people on board. It has a possible range of thousands of kilometers.

Have you experienced any critical moments on these expeditions?

In all this time we haven't suffered any mishap, except for last year when the sled loaded with 2,000 kilos ran over Karin Bouzen, a Danish woman who formed part of our team, but luckily the accident had no serious consequences. But, logically enough, there are times when no progress can be made as there's no wind, or when the wind is too strong or against you. You generally encounter good conditions for making headway 60 percent of the available time. It is essential to select the most



The idea came about when we combined traditional Inuit techniques with the best of today's technology

suitable route with areas where there is a tailwind.

The temperature is extreme.

The temperatures we endure on the sled vary according to the area. In Antarctica it can reach fifty degrees below zero and, in Greenland, where the temperature is relatively mild in polar terms, the average temperature can be around twenty degrees below zero. Particularly in the Antarctic, it's essential to optimize heat and we manage to achieve a greenhouse effect with the tents so that we get the most out of the hours of sunlight.

The windsled has now become a mobile scientific exploration laboratory.

I've been working on the development of the windsled for eighteen years and, of those, seven have been devoted to proving it was possible to cross the ice on it. The first phase culminated

with crossing Antarctica in 2005-2006. Since then we've been working on how to convert it into a mobile polar research platform for teams of Spanish or international scientists. The current model has a modular structure that enables its modules to be configured independently, depending on the equipment to be transported. The idea is to increase the number of researchers who can travel on the sled and enhance the system so that increasingly complex work may be carried out on board. This system is totally ecological and also highly economical. Our ultimate goal is that, in the next few years, thanks to the windsled Spain will be able to set up a national research program in the interior of the Antarctic continent.

On your various journeys, you have witnessed climate change firsthand.

Absolutely, ever since my earliest trips to Greenland thirty years ago now, I've seen the changes and they are enormous.

“To significantly reduce the environmental impact, in my view some 20 years will be needed”



The retreat of the glaciers is a well-known phenomenon but, above all, I've witnessed the shrinking icefield, the floating sheet of ice that forms in the polar ocean regions. The reduction of its surface area has been so great that the route I took in 1990 from Greenland to Alaska is impossible nowadays. I've traveled several times to the Geographic

North Pole and the changes to the icefield in the Arctic Ocean have been truly radical. It's no longer possible to undertake expeditions to the Geographic North Pole. One of the big questions is when will the Arctic Ocean experience its first ice-free summer. We're very close to that happening. This thawing process has occurred very quickly and I've particularly noticed this acceleration since 2004 and 2005.

What can we do to avoid, or at least reduce, the impact of this global warming?

This is a very complicated issue to resolve, as CO₂ emissions haven't fallen. I believe we are seeing a positive change in our energy model, but it's a very slow change. In order to significantly reduce the environmental impact, in my view some 20 years will be needed. However, there are obviously many small positive measures that can be adopted.

What are your upcoming projects? Will you continue exploring?

At the moment I'm still carrying on with the windsled project, which is at a very advanced stage. For me, as an explorer, this is a high point in my career, a way to round off this long history of explorations. Once this project is completed, I'll be more heavily involved in dissemination and conservation initiatives. ❄️



“The digital world is like the Great Library of Alexandria and we are like those monks of the Middle Ages”

SCIENCE AND ADVENTURE, PAST AND PRESENT

The presentation of the Virtual Library of Illustrated Scientific Expeditions and the WindSled in the auditorium of the CSIC (Spanish Scientific Research Council) offered an exceptional opportunity to discuss and contrast the scientific expeditions of the 18th and 19th century with those currently being undertaken. In his speech, the polar explorer Ramón Larramendi highlighted the link that binds together science and adventure, past and present: “You cannot compare the expeditions of the 18th and 21st centuries, but what they do have in common is passion and reason.”

This same passion has led to Fundación MAPFRE and the Larramendi Foundation employing the most innovative digitization methods to present before today’s public the fascinating adventures of those scientists who, full of confidence and guided by reason, set forth in order to discover distant lands throughout the 18th and 19th centuries in an attempt to understand the laws of nature.

Freely accessible to the general public, this is a library which links the digitized works held in different institutions around the



© Thinkstock

world, as well as its own. “The digital world it is like the Great Library of Alexandria and we are like those monks of the Middle Ages; we certify and catalog the works to highlight the exploits of those adventurous scientists,” declared Luis H. de Larramendi, president of the foundation that bears his father’s name, at the presentation. The virtual library, fruit of two years’ work by both foundations, brings together works by Spain’s greatest scientific illustrators, from Félix de Azara or Jorge Juan to Alejandro Malaspina and José Celestino Mutis, among others.

Surely few people know that Jorge Juan, on an expedition to Quito that lasted 10 years, was the one who obtained the length of one terrestrial meridian degree, which made it possible to determine the shape of the Earth with precision and plot new geographic charts. Or that Mutis carried out his first botanical studies in Bogotá, where he studied medicinal plants such as quinine for the treatment of all kinds of diseases; or that Félix de Azara, considered a precursor of Darwin’s ideas, was the one who discovered the Rio de la Plata region and all that this area had to offer in terms of geography, fauna, resources, customs...

Surveying, drawing up new maritime routes and discovering unknown species were just some of the most common goals. However, in many cases, their conclusions were not restricted to purely scientific goals. The scientists were also agents at the service of the crown and, at times, the aim of the expedition went beyond mere exploration or scientific study.

This was the case of Malaspina, who led the last of the great illustrated expeditions to the Spanish colonies of America and Asia, in order to understand the problems that hindered colonial development. To this end, he sought all the information possible from the colonies, its demographics, geography, botany and zoology, and even the means of exploitation, with the idea of completing a global study of the Spanish monarchy’s dominions. His expedition comprised prestigious scientists and excellent draftsmen. For the first time on a scientific expedition, some of the latter employed a camera obscura, which afforded their drawings greater veracity. Upon his return to Spain in 1794, Malaspina submitted a report entitled, *Viaje político-científico alrededor del*

mundo [Political-scientific journey around the world], which was not only scientific, but also criticized the political and economic situation in the colonies, and set forth liberal policies in favor of granting widespread autonomy to the Spanish colonies. The Spanish government decided not to publish it and Malaspina, disenchanted, participated in a conspiracy against Godoy that led to him being jailed.

These and other exciting stories are now within our reach in the 1,000-plus works by 23 authors that offer us an insider’s view of the major illustrated navigation projects.

An overview of the Spanish historical contribution in the 18th and 19th centuries arranged in four groups:

- 1.—Navigation, cosmography, and geography,
- 2.—Mathematics, physics and chemistry,
- 3.—Natural Sciences, and
- 4.—Medicine and pharmacognosy.

The Virtual Library of Illustrated Scientific Expeditions “unveils those forgotten times”, as Luis H. de Larramendi put it, bringing to the present the works of those characters from our past history whose exploits we can now recover. ✖

The scientists were also agents at the service of the crown and, at times, the aim of the expedition went beyond mere exploration or scientific study

Virtual Library of Illustrated Scientific Expeditions

This fabulous, innovative collection forms part of the virtual libraries organized by themes and authors on offer at the Ignacio Larramendi Foundation’s website www.larramendi.es.

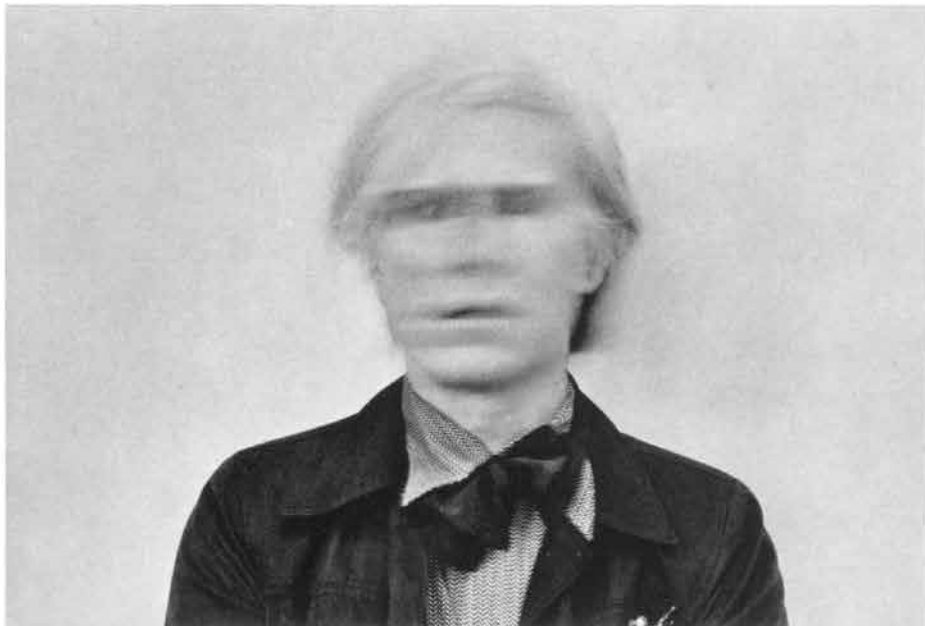
The objectives of this Library are: to publicize Spain’s immense contribution, in both its European territories and the Americas or Philippines, to the Universal Illustrated Science and reflect the great illustrated expeditions, such as those of Celestino Mutis, a fantastic classifier of American flora, Félix de Azara, a precursor of Darwin’s ideas, or Andrés del Río, discoverer of a new chemical element, vanadium.

The virtual library has been set

up with a latest-generation digital library management system that offers new, important features such as geolocation and searching on Europeana and the DPLA, the largest aggregators of digital content in Europe and the United States, among others.

 MORE INFO AT WWW.LARRAMENDI.ES

ANDY WARHOL 1972



Duane Michals

TEXT: BLANCA DE LA VÁLGOMA

IMAGES: © DUANE MICHALS

From May 31 through September 10, 2017 Fundació MAPFRE is presenting in its Barcelona exhibition hall (Casa Garriga i Nogués) a retrospective exhibition dedicated to the American photographer Duane Michals.

An artist blurring the frontiers of photography, painting, theater and poetry, Michals is one of the most prestigious names on the American avant-garde scene. In the 1960s he offered a new approach to photography that does not so much aim to document tangible reality, that “decisive moment” his contemporaries strove to capture, but rather deals with life’s metaphysical aspects. In this way, Michals moves away from photography as a visual memory instrument: what cannot be seen, what remains hidden, becomes the target of his quest.

Born in McKeesport, on the outskirts of Pittsburgh, in 1932, Michals studied art at the University of Denver and design at the Parsons School of Design in New York. He discovered photography in 1958 almost by chance, during a trip to the Soviet Union on which he had taken a friend’s camera. He learned how to say in Russian “May I take your picture?” and began shooting simple, direct portraits that reaped great success when he decided to exhibit them upon his return to New York. This encouraged him to dedicate himself to what was to become his great passion, the focus of his life: photography.

The artist himself says that he was lucky to have never studied photography, as this allowed him to distance himself from the usual practices, without

having to worry at all about limits imposed by traditional photography. In the same way, his most relevant aesthetic references are not photographers, but three painters: René Magritte, Balthus and Giorgio de Chirico, whom he met and photographed, and who were to determine his freedom, playful nature and scenographic vision. The only photographer who truly served as inspiration for him was Eugène Atget, whose views of Paris bordering on surrealism gave rise to the first important series of works by Michals, *Empty New York*.

His series play a large part in the oeuvre of Duane Michals. In the 1960s he started working with sequences, made up of a number of photographs carefully constructed in order to tell a story. With these sequences he manages to overcome the limits of an individual image, which he deems insufficient for expressing his inner world, and create narratives in which the unexpected takes the leading role. These stories allow him to reflect on the major issues that are of concern to him, such as death, love, sexuality or perception, very often through humor, surprise and play.

Another of the major renovations of the photographic language that Duane Michals proposed was to include handwritten texts on top of the

CHANCE MEETING



developed prints, thus breaking with the cliché that a picture is worth a thousand words. These texts, which are sometimes true poetic works, are a complement to what is not visible in the image, but which should be told and shared, a crucial element for full comprehension of the work. Through them he expresses his political ideology in photographs such as *Black is Ugly* or *The Unfortunate Man*, but also reveals his innermost feelings, such as in *A Letter From My Father*, and his most profound philosophical musings, as in the series *Questions Without Answers*.

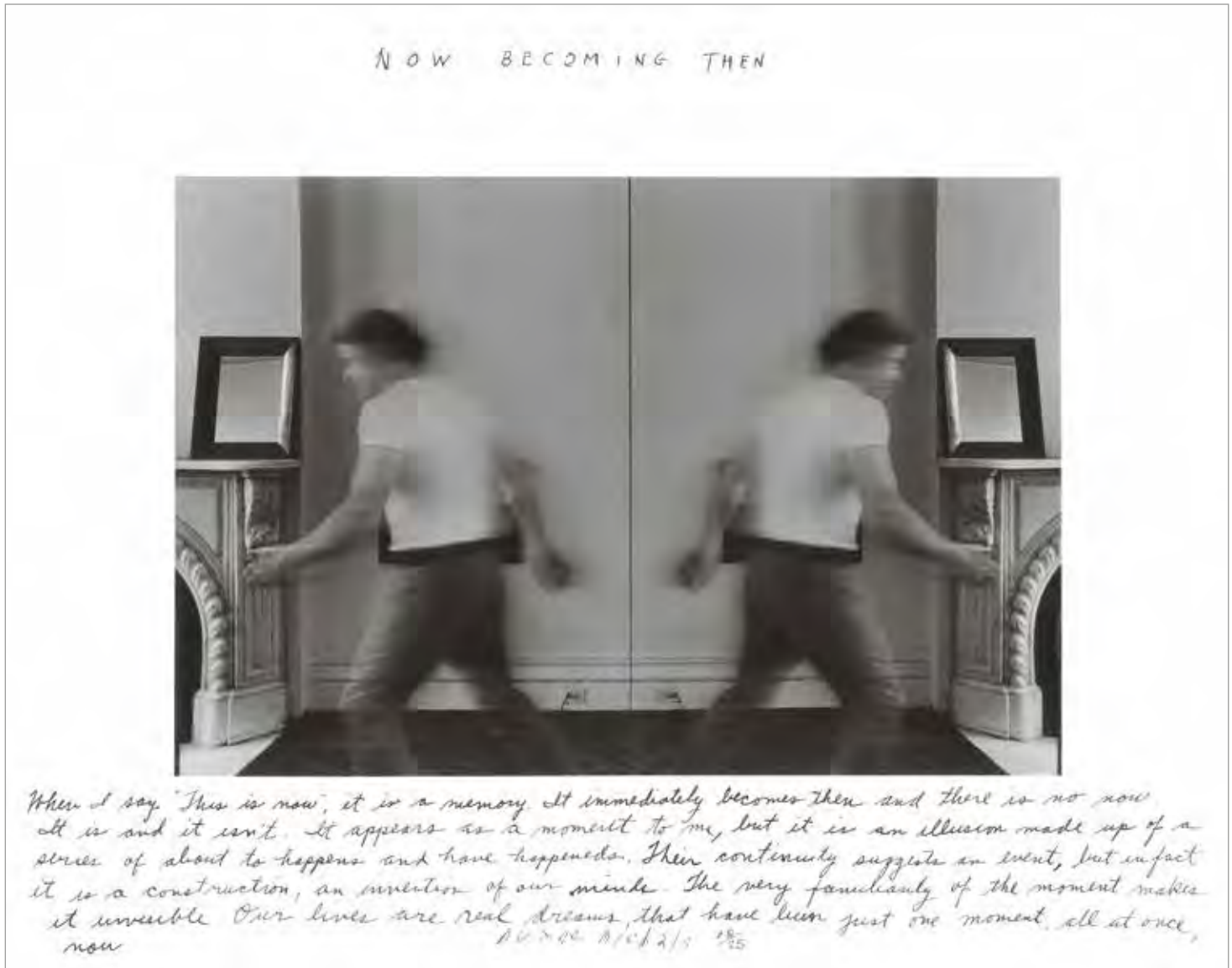
Duane Michals reuses and combines different resources on numerous occasions with the aim of accurately putting across his feelings. So, for example, he turns

to the inclusion of text together with overlaying images, another of his recurring techniques, to reflect on memory, his origins and the family in one of his most personal series, *The House I Once Called Home*. In these photographs, fruit of a visit in 2002 to his childhood home, now in ruins, the artist evokes the history of his family with older images superimposed on contemporary ones, accompanying with verses the story of the characters and places.

Contrasting with this more profound, severe side of his work, many of his photographs are characterized by humor and irony. Their mocking language reaches truly hilarious levels in the series dedicated to contemporary art. Through various photographs in which he mimics several of

Chance Meeting, 1970
Museo Nacional Centro de Arte Reina Sofía, Madrid

Michals says that he was lucky to have never studied photography, as this allowed him to distance himself from the usual practices, without having to worry at all about limits imposed by traditional photography



Now Becoming Then, 1978
Courtesy of DC Moore Gallery, New York

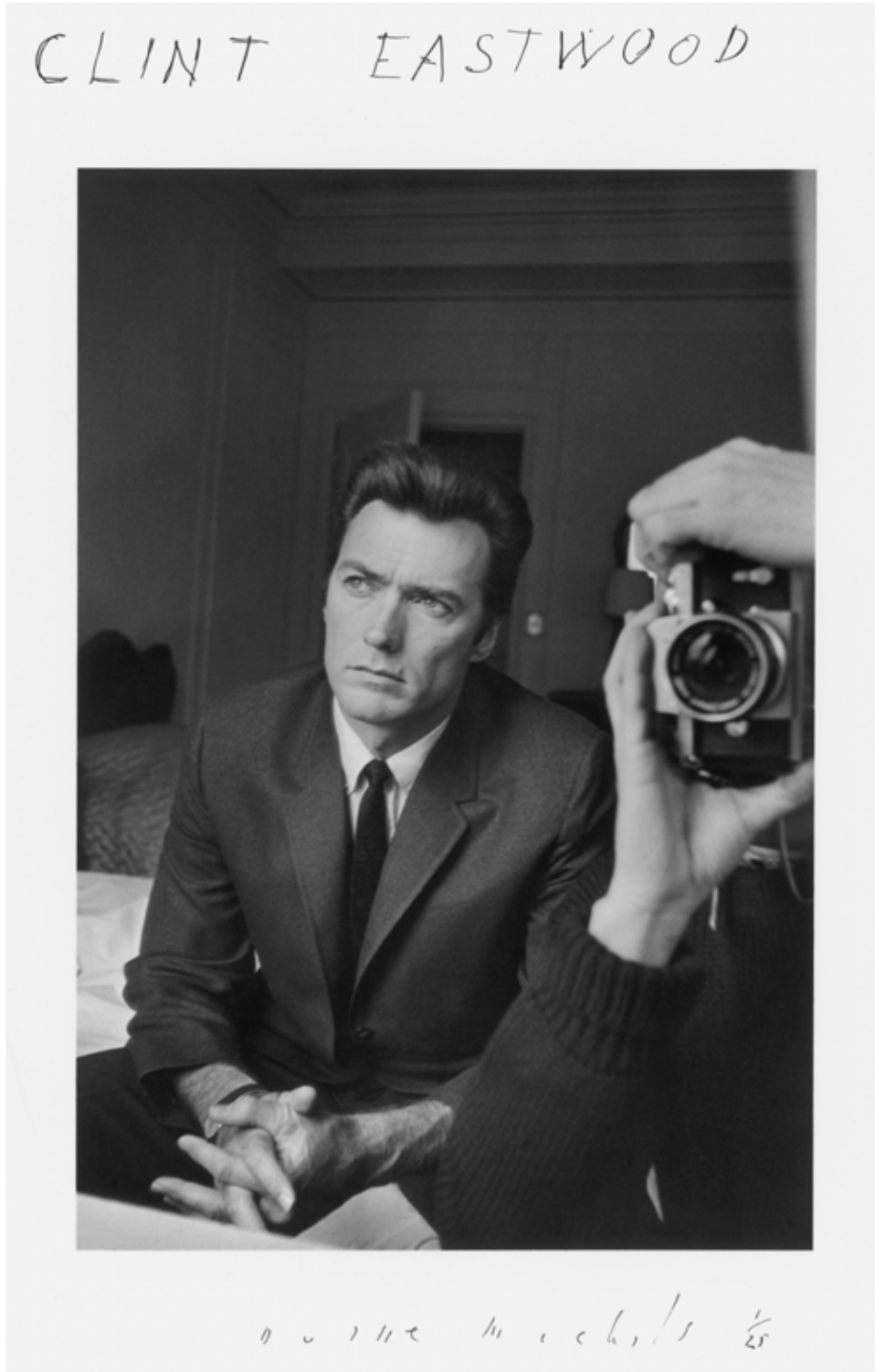
the best-known, most popular artists of the day, Duane Michals makes a witty, yet sharp criticism of the lack of direction of the contemporary art market, where the views of a critic can cause sharp increases in the value of works of little significance in themselves, and where large formats strive to camouflage the lack of content.

Precisely in order not to depend on the art market, in

parallel to his more personal work, Michals has worked intensively as a professional photographer throughout his career. In these more commercial works, linked to the world of advertising, as well as in the portraits of a large number of personalities from the world of culture and art, commissioned by prestigious magazines, Michals stamps his own character and

style, turning them into authentic works of art. This type of work has always allowed him total freedom to carry out his more personal work, without the need to submit himself to the pressure of its having to reap commercial success.

At the age of 84, Duane Michals is still creating, inventing formats and new resources to be able to express himself. Thus, in recent years, he has started producing a series of works in color developed in fan shape, drawing on the popular Japanese tradition *Ukiyo-e*, with a view to exploring the enigmatic, fluctuating nature of contemporary life. In addition to this project, Michals continues reinterpreting old ferrotypes, in which he superimposes signs and words using oil paints. Over the past two years he has devoted his time to directing short movies seven minutes long, which are a natural continuation from his sequences. In these he reflects many of his formal inventions and the major themes that run through all his works. ✕



To mark this exhibition a catalog has been published, with three editions in Spanish, Catalan and Italian. It includes an essay by the curator, Enrica Viganò, extracts from an unpublished interview with Duane Michals in December 2016, and a text by the philosopher José Luis Pardo, winner of the Spanish National Essay Award. The publication also includes images of all the works on display in the exhibition, as well as a chronology of the artist's life by Irene Núñez.

Clint Eastwood, undated.
Courtesy of DC Moore Gallery, New York

THE CURATOR'S CHOICE

ENRICA VIGANÒ*

CURATOR OF THE DUANE MICHALS EXHIBITION

Grandpa Goes to Heaven is one of the most famous sequences by Duane Michals. The sequences are, according to the style of Michals, a series of images that go to make up a short story, putting in question the sacredness of the single shot. The artist builds up stories that have the same relationship with movies as poems do with novels. These extraordinary series of images stimulate thoughts, have no didactic pretensions and offer the utmost freedom of interpretation.

In this sequence Michals represents the death of a grandfather, from his grandson's point of view. What cannot be seen,

what remains hidden, becomes the target of Duane Michals' quest: the human nature of a child who loses his grandfather, with his most inextricable secrets and most shameful fantasies.

The universal mysteries are one of Duane's favorite subjects, although in no way is it easy to speak of these things, given that he understands the human condition as a continuous transformation in which the present has already passed, and everything is no more than a memory, dream or illusion.

Duane Michals himself, when I interviewed him in December 2016, commented that:

"Basically, I'm interested in spiritual matters. I'm interested in the nature of my experience in the most profound way."

This sequence, thanks to its poetry and delicate melancholy, draws us vertiginously toward a universe we also feel is ours, that is going to stimulate our empathy. Simply put, we feel engaged and filled with curiosity. There is something that affects us, something that in its evanescence we struggle to define; we can only feel it, but it is precisely in the intimacy of this interaction that the effectiveness and universality of Duane Michals' work lies. ✕



* Enrica Viganò is a journalist, exhibition curator and an expert in photography. Over the last twenty years she has curated numerous solo and group exhibitions, and has collaborated with international festivals and associations like PHotoEspaña or Foto&Photo.

Grandpa Goes to Heaven, 1989
 Courtesy of DC Moore Gallery, New York



Albert Renger-Patzsch. The Perspective of Things

TEXT: LUCÍA DE LUCAS GONZÁLEZ-VALLÉS

IMAGES: © ALBERT RENGER-PATZSCH / ANN UND JÜRGEN WILDE ARCHIVE, ZÜLPICH / VEGAP, MADRID 2017

This exhibition, which will run from June 22 through September 10, 2017 at Fundación MAPFRE's Recoletos Exhibition Hall in Madrid, includes 185 photographs and a score of books from the career of this 20th century German photographer, from the early 1920s right up to the 1960s. The exhibition is organized with the special collaboration and scientific support of the Ann & Jürgen Wilde Foundation, now based in the Pinakothek der Moderne in Munich.

Albert Renger-Patzsch (Würzburg, 1897-Wamel, 1966) is today considered one of the most influential photographers of the last century. He was one of the leading exponents of the German New Objectivity, an artistic movement that emerged after the end of the First World War. In general terms, and as a reaction to Expressionism, it strove to achieve as objective a representation of the world as possible.

Photography emerged in this context as one of the most appropriate art forms for achieving this end, given that it was a technical, not manual, medium. Therefore, from the beginning of his career, Renger-Patzsch firmly defended his autonomy with respect to the other arts. This finally marked the break with the hybrid experiments of the avant-garde movements and the recent Pictorialism. For decades these styles had explored the most

Shoe Lasts in the Fagus Factory, Alfeld
[Schuhleisten im Faguswerk Alfeld], 1928

Albert Renger-Patzsch Archive / Ann & Jürgen Wilde Foundation, Pinakothek der Moderne, Munich.



Previous page:

A Node on the Duisburg-Hochfeld Truss Bridge
[Ein Knotenpunkt der Fachwerkbrücke
Duisburg-Hochfeld], 1928

Albert Renger-Patzsch Archive / Ann & Jürgen Wilde Foundation, Pinakothek der Moderne, Munich

Two fundamental postulates characterized the work that Renger-Patzsch produced throughout his career: great attention to detail, while highlighting the more formal, structural and material aspects of the objects photographed



Glasses [Gläser], 1926-1927
Berinson Gallery, Berlin

emotional and picturesque facets of the objects photographed, in their endeavor to claim the same privileged status for photography as that enjoyed by painting.

Two fundamental postulates characterized the work that Renger-Patzsch produced throughout his career: great attention to detail, while highlighting the more formal, structural and material aspects of the objects photographed. These resources served to reaffirm the qualities that, for the photographer, afforded a privileged role to the photograph, insofar as the representation (and perception) of reality is concerned: realism, objectivity and neutrality. It is thus a simple, sober style, the product of a conception of the camera as a technical device capable of

rigorously conveying the nature of things and strengthening our awareness of the same. Good examples are the pictures of plants – from his early years – which were published by Folkwang-Auriga; likewise, the full collection presented in 1928 in his book *Die Welt ist Schön* (The World is Beautiful), a paradigm of eclecticism in the choice of subjects that was to characterize the rest of his career.

The fact is that the range of subjects chosen is really varied: there are a great many natural and architectural elements, but, throughout his career, he also turned to the portrait genre and showed interested in capturing everyday tasks inherent in the places he knew. Renger-Patzsch thus always managed to reflect the

genuine relationships established between these territories and their inhabitants, between nature and culture.

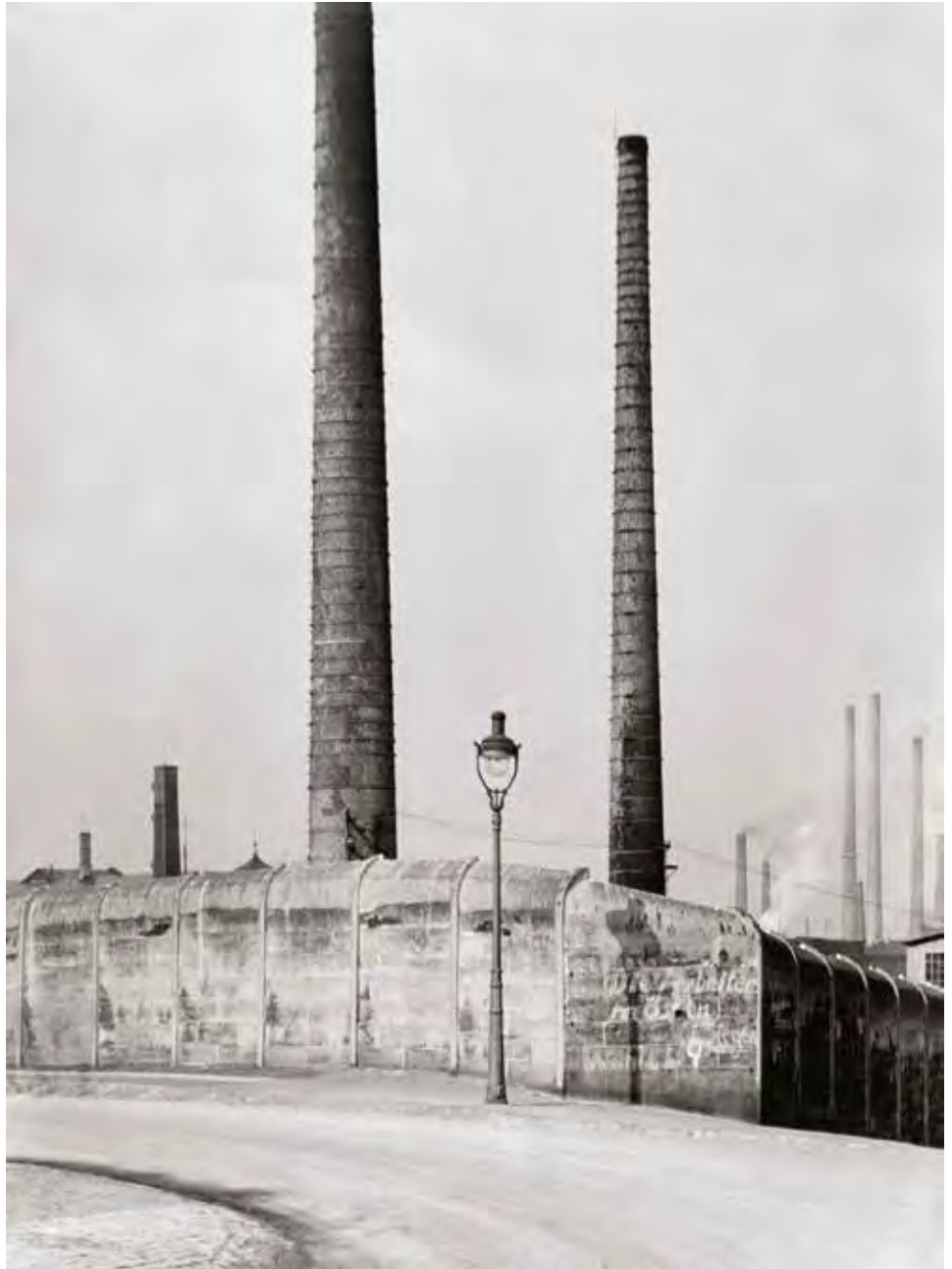
Most remarkable in this regard are the pictures of cities and industrial elements, whereby he captured the unstoppable industrialization process in many German cities in the mid-twentieth century. Veritable examples of New Objectivity photography – as well as possessing unquestionable documentary value for us – in these scenes Renger-Patzsch masterfully captures the qualities he deemed inherent in the new modern city: one in which different historical periods coexist and in which the most authentic cultural aspects are forced to live alongside the impacts of industrialization. The framing – sometimes very tight and

asymmetric – that predominates here, together with the frequent alternation between wide shots and detailed close-ups, become most suitable resources for conveying these ideas.

He worked in this fashion from the late 1920s onward. In 1929 he settled in the Ruhr region, then undergoing a significant transformation process as a result of the booming industrial sector. In his desire to put this across, Renger-Patzsch widened the frames in such a way that the surroundings of the objects could be revealed, thus enabling the relationships between the two to be explored.

Throughout the 1930s, the number of assignments from architects and industrial enterprises also increased considerably. The result is an important series of photographs of industrial objects and buildings, in which Renger-Patzsch demonstrates his ability to combine his personal style with the specific needs of each commission. In these, each element has its own aesthetic significance; the formal, structural nature of these objects is emphasized and yet, despite this, on occasions the artist also seeks to reflect their mass-produced status.

In 1944, following the destruction of most of his archives (deposited in the Folkwang Museum) by allied bombing, the Renger-Patzsch family moved again, this time to the rural area of Wamel. He then turned his attention once again to nature. These pictures undoubtedly engage



Eiserne Hand (Iron Hand), Essen
 [“Eiserne Hand” in Essen], 1930
 Folkwang Museum, Essen



Essen-Stoppenberg, 1929
 Albert Renger-Patzsch Archive / Ann & Jürgen Wilde
 Foundation, Pinakothek der Moderne, Munich

spectators in a more contemplative practice and direct their perception toward a sort of timeless reality, free from the impact of modernity and the bitterness of the war.

Renger-Patzsch also published numerous writings in which he set forth his convictions and disseminated his photographic work. Way back in 1923, *Pflanzenaufnahmen* (Plant Photographs) demonstrated the potential of this medium for depicting nature; he reaffirmed this a year later with the images included in the first two volumes of *Die Welt der Pflanze* (The World of Plants). The most noteworthy publications of the following years were *Die Halligen* (1927), *Lübeck* (1928) and *Hamburg* (1930), but, above all, *Die Welt ist schön* (The World is Beautiful, 1928), today considered his most

important, reaping great success from the moment it came out. In it he selected around one hundred photographs of highly varied genres. They ranged right from the start of his career (including several included in previous books) and, even at such an early date, he laid out what were to become his principal thematic and formal concerns.

Through his work Renger-Patzsch opened the doors to a new conception of photography, insofar as the possibilities of representation were concerned and, therefore, also in aesthetic terms, significantly influencing subsequent generations. His oeuvre and the texts he published when he was alive are undoubtedly the finest testimonies of this process.

Albert Renger-Patzsch. The Perspective of Things is one of the

largest retrospective exhibitions of his work to date. Following its closure in Madrid, it may be visited at the Jeu de Paume National Gallery in Paris.

With 185 photographs and nearly twenty books, it covers his career right from the early 1920s up to the 1960s. It has drawn on works on loan from the following institutional collections: Ann & Jürgen Wilde Foundation, Pinakothek der Moderne (Munich), Folkwang Museum (Essen), Ludwig Museum (Cologne), Berinson Gallery (Berlin) and Georges Pompidou Center (Paris). ⊗

THE CURATOR'S CHOICE

SÉRGIO MAH*

In 1929 Renger-Patzsch moved with his family to the city of Essen in the Ruhr Valley, the largest industrial area in Germany. He struck up commercial relationships there with architects, industries, companies and publishing houses. However, in this period, his most outstanding occupation was not a commission, but rather a project initiated two years before the move, and which was to last until approximately 1935. This was a strictly personal project on the landscape (both natural and urban) in the Ruhr Valley, a unique, distinctive mix of countryside and city, nature and industrial spaces, with an enormous diversity of bourgeois homes and working-class districts, patios, wasteland, mines, foundries, railroad tracks, roads, refuse dumps, streets, gardens and agricultural plots. Renger-Patzsch was not so much interested in the urban centers, but rather in the intermediate zones between the cities, and also the areas between the countryside and the city: spaces undergoing a transformation process.

A change in Renger-Patzsch's photographic eye can be perceived in these photographs. The frames widen and, in many cases, become panoramic views. The images are now focused on a multitude of elements and explore the interpretive relationships and associations these same elements throw up. The landscape emerges as a genre that makes it possible to incorporate and contrast very different elements, and play with the boundaries between rural and industrial territory, between the city and suburbs. The vertical and the horizontal, the high and the low, the near and the far, blend together and are juxtaposed. The relationship between the planes (from the foreground to the background) intensifies to show how industry has molded the landscape and turned it into a heterogeneous territory. One of the most notable examples of this period is the image *Landschaft bei Essen und Zeche "Rosenblumendelle"*, from 1928. A photograph



that conveys the idea of a collage of two layers – two realities, two areas – the contrast between the idyllic serenity of the rural world, in the foreground, and the background revealing the massive, outsized nature of the new industrial complexes, the terrible fate of the modern world. In between, a road, a metaphor of history, an intermediary for two different realities, suggesting the dilemma between tradition and modernity. A dilemma that was already present in *Die Welt ist schön* and which is an indicator of the ambiguous, paradoxical stance Renger-Patzsch adopted with respect to industrialization.⊗

*Landscape of Essen and
Rosenblumendelle Colliery*
[Landschaft bei Essen und Zeche
"Rosenblumendelle"], 1928

Albert Renger-Patzsch Archive / Ann & Jürgen
Wilde Foundation, Pinakothek der Moderne,
Munich

* Sérgio Mah, curator of the exhibition
Albert Renger-Patzsch. The Perspective
of Things, is a professor at the New
University of Lisbon.



Selfless lives



TEXT: RAQUEL VIDALES


Think of others. Seek the well-being of society. Make the world a better place. These are the maxims guiding the people and institutions who are recognized each year by Fundación MAPFRE in its annual awards. This year's winners need little presentation as their merits are only too well known: Valentín Fuster, Luis Rojas-Marcos, Aladina Foundation, and ALSA Group.

Fundación MAPFRE received close to 750 nominations from Europe, the United States and Latin America this year for its annual awards, each accompanied by a cash prize of 30,000 euros. This is good news: many people around the world dedicate their efforts – sometimes their entire lives – to

improving the lives of others. Those selected in this edition have been doing so for years.

The achievements of the winner of the José Manuel Martínez Lifetime Achievement Award are well known. Valentín Fuster is possibly the cardiologist who has received most awards, among them the Prince of Asturias Research Award in 1996, for his contribution to the prevention and treatment of heart diseases. In addition to his constant work, which has helped many people avoid or overcome a heart attack, the doctor has always shown great interest in spreading knowledge. He has been deeply involved in the dissemination of science and in the promotion of healthy diets and living habits to prevent cardiovascular problems.

Valentín Fuster, Luis Rojas-Marcos' Project HELP, the Aladina Foundation and the ALSA Group receive the annual Fundación MAPFRE awards

 WATCH OUR VIDEOS ONLINE

Abandoned on the City Streets: Project HELP is the name of the program that won in the Best Health Promotion Initiative category. Over 10,000 vulnerable, mentally ill people in New York receive assistance each year from this project that began 30 years ago. Directed by the Spaniard Luis Rojas Marcos, it resulted in the creation of the first mobile psychiatric care service in the world. Made up of psychiatrists, nurses and social workers, it has served as a model for many other cities around the world.

Overcoming cancer is not easy for either the patient or their family. Even less so when the person suffering it is a child or teenager. That is why the prize for the Best Social Action Initiative went to the Aladina Foundation, created in 2005 by the businessman Francisco Arango. On a daily basis it helps hundreds of people to deal with this pain. Thanks to its team of professionals, more than 1,500 children and their families receive psychological support at the 12 Spanish hospitals with which it collaborates.

In the Best Accident Prevention Initiative category, the winner this year is the road passenger transport company ALSA for its World Class Driver road risk prevention project. Thanks to this program, from 2010 to 2016 the company reduced the rate of accidents for which their drivers were responsible by 35 percent. The key: education. Its employees received over 55,000 hours of training to ensure they are all aware of, and meet, the required safety standards. ✕



Valentín Fuster, José Manuel Martínez Lifetime Achievement Award



Abandoned on the City Streets: Project HELP, directed by Rojas Marcos: Best Health Promotion Initiative Award



Aladina Foundation, the Best Social Action Initiative Award for its Psychological Care Program for Children and Adolescents with Cancer and their Families



ALSA Group S.L.U., Best Accident Prevention Initiative Award for their World Class Driver (WCD) road risk prevention project



“We who are well-known must take advantage of this to highlight the plight of others”

TEXT: NURIA DEL OLMO PHOTO: DOLORES POSADAS

Carmen Posadas, the 63-year-old Uruguayan author, welcomes us into her home in the center of Madrid. She is happy. She enjoys life to the full. She admits that fate has given her “overtime”, thus enabling her to live at a leisurely pace and solely proffer a minimum of explanations. This “second youth”, as she calls it, also allows her to get closer to those in need, thus getting to know the world’s forgotten citizens better. “Happiness must come about because we are improving, because we are doing productive things,” she asserts.



Our magazine La Fundación wishes to highlight the social work undertaken by many professionals in a silent and, in many cases, unknown fashion. Why do you feel it is important to commit yourself to the most disadvantaged? What drove you to do this?

I've always thought that anyone in the public eye has the duty to use this fame to give visibility to those who are not. I have set myself this task, not because I'm a good person, but simply because I believe it's my duty. I try to help whenever possible and collaborate with all those who ask me, finding time in any way I can. You discover that the act of giving produces enormous happiness. And it actually takes so little. So why deprive ourselves?

In what way do you collaborate with Action Against Hunger. Why did you choose this association?

As a member of their board of trustees, I travel with them at least once a year, getting to know the reality of many people up close. We have already been in the Gaza Strip, a place that is suffering a terrible situation, and in Georgia, in order to find out how life is in the former Soviet republics. In March last year, the country chosen was Peru, where the NGO is carrying out over 1,400 initiatives. The aim of this solidarity trip was to witness firsthand the progress of their projects, which are not only helping to combat malnutrition, but also find jobs for mothers to help support their families.

How was this experience?

It was very interesting. Peru is a country that has progressed a lot in recent years, but where inequalities are increasing every day. It has succeeded in eradicating acute malnutrition, but they now face an invisible, relentless enemy in the form of chronic anemia. Unlike other NGOs, who have tried to incorporate supplements into the diet of the young ones, something which goes against the culture of these people. But the

The saying “Give a man a fish and you feed him for a day. Teach him to fish and you feed him for the rest of his life” sums it all up

Action Against Hunger project came up with the solution. They thought that the best way to add iron to a poor diet was to turn to the ancient Inca recipes, in particular charqui (jerked meat) and sangrecita, which is simply animal blood, just as we in Spain use it to make our morcillas (black pudding). This has succeeded in eradicating this disease, which until recently affected four out of every ten children under the age of three.

How do you think we can help these countries to reduce their levels of poverty and inequality?

The saying “Give a man a fish and you feed him for a day. Teach him to fish and you feed him for the rest of his life” sums it all up. I believe education is the key to development.

What exactly is your role in the initiative “Vidas en progreso” [Lives in Progress] run by Paz y Desarrollo [Peace and Development]?

This is a magnificent project run by a small NGO with which I love to collaborate. It gave me and four other writers – Almudena Grandes, Mara Torres, Rosa María Calaf and Ángeles Caso – the opportunity to present a book of short stories that narrate a tale with a happy ending of five women in the Third World who are inspiring leaders in the struggle to achieve gender justice and social recognition in countries with prevalent discrimination.

What gives you the greatest happiness at this time of your life, what are you most enthusiastic about?

First of all, there is my family. We are one big tribe. Then, there is myself, the period I'm currently going through, a kind of truce that life is giving me. This is a stage I appreciate and enjoy, after so many years in which you (and all women) drive yourself to be the best at your job, the best friend, the best mother and wife. We think long and hard about others, but very little about ourselves. When you reach 50, life gives you a second youth and a completely different sense of freedom. ✕



Chronicle of a novel-worthy disaster

The fire at Grandes Almacenes El Siglo in 1932

TEXT: ANA SOJO

Curator of Fundación MAPFRE's Insurance Museum

One of the most remarkable pieces held in the Insurance Museum is the dossier on the great fire at Grandes Almacenes El Siglo in Barcelona.

This huge department store, whose origin dates back to 1881, was located between Rambla de los Estudios, Calle Xucla and Plaza del Buen Suceso, and had a total usable area of 25,083 m². It is clearly a point of reference as regards the introduction of large-scale commercial premises in Spain, with over 60 specialist sections, which, from 1910, included a café-bar and a grocery store.

The violent blaze broke out on Christmas Day 1932, at 11 o'clock in the morning. It was due to a short circuit, probably caused by a malfunction on a toy train that was set up in a shop window display.

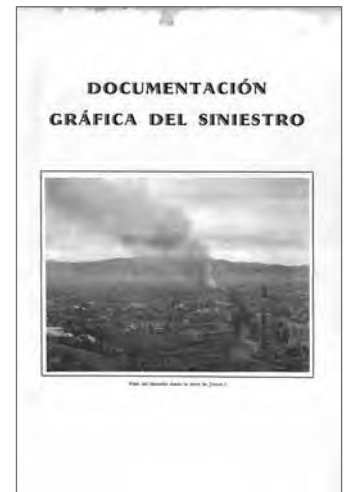
Within two hours of starting, the fire had devoured a large part of the central buildings of the complex, as well as those on Xuclá and Buen Suceso streets. The merchandise and the industrial equipment could be considered a total write-off.

The appraisers were able to evaluate the damages, fundamentally thanks to the recovery of some of the accounting records held at El Siglo.

Fortunately, the department store was coinsured by 22 companies, as detailed in the report produced in order to assess the damage caused by the fire. This was drafted by Narciso Masoliver Ibarra, industrial engineer, and E. Pedro Cendoya, architect, the loss adjusters designated by the insurance companies and the department store, respectively.

This 249-page report, with 22 floor plans and 41 photographs, was produced in just five months, thus enabling the rapid resolution of this case that the insurance companies wanted. The dossier can be seen at the Insurance Museum and consulted on our website, in the digital edition of the *La Fundación* magazine.

The damages caused by the fire were estimated at 11,201,334 pesetas (currently equivalent to some 23 million euros or 3,825 million of the old pesetas). 33 percent of this amount corresponded to the



Front page of the dossier which can be seen at the Insurance Museum

Within two hours of starting, the fire had devoured a large part of the central buildings of the complex



© Image courtesy of the Insurance Museum



© Source: La Vanguardia, Library. 27-12-1932

insured buildings, and 67 percent to the insured industrial furnishings and merchandise. The indemnity was assumed by the 22 insurance companies and the rapid payment of the settlement enabled the department store to reopen in 1934.

The *La Vanguardia* newspaper dedicated a full page to the story on December 27, 1932, which is reproduced above. This indicates the impact this incident made at the time and how it affected Catalan society as a whole:

[...] Grandes Almacenes El Siglo, S.A., has been destroyed by a tremendous blaze. That popular store, right on the Ramblas, was a clear exponent of the

full potential of Catalan commerce. But, on Sunday, it was engulfed in flames and, in little more than two hours, the fire destroyed everything that had been achieved thanks to enormous endeavor and resolute entrepreneurial spirit over the years. The city has experienced hours of sincere, legitimate grief [...]

[...] The voracious blaze spread inexorably and no area was spared. Thus, when the fire service arrived, despite their tenacious, heroic efforts to locate the flames and prevent them from spreading, the three buildings housing the department store were totally gutted, no more than a huge pyre. In its destructive fury the fire



15. — Habit de demi-saison (dos).

16. — Habit de demi-saison (davant).

© iStock

had not only left a powerful company at a critical juncture, but it had wiped out a business thanks to which over a thousand humble families earned their daily bread [...]

Source: <http://hemeroteca.lavanguardia.com>

+ READ THE FULL STORY IN OUR ONLINE EDITION

A novel-worthy disaster

This event has inspired several novelists, such as Care Santos, winner of the 2017 Nadal literary prize, who wrote the novel — and subsequent TV series — *Habitaciones Cerradas* [Closed Rooms]. We had the pleasure of meeting this writer at the Insurance Museum when she was gathering information for her work.

In addition, on the blog she published about her novel, Care Santos included interesting tales about this store, such as the existence of young female workers known as *sigleras*:

The writer Sempronio, chronicler of the city of Barcelona, described how a multitude gathered every day at closing time just to see these women leave the

premises. Not only were they known for their beauty and education, but they wore a uniform and were selected from among the Barcelona middle class, which was synonymous with excellence. For good reason is it said that, among the employees of this establishment, there were even celebrities, such as the wife of the future president Josep Tarradellas, Antònia Macià.

He also highlights the fact that the El Siglo department store was a pioneer in many services which seem so normal to us today:

[...] from mail-order sales to the existence of a cafeteria in the interior of the building. In El Siglo ladies could choose the fabrics for their dresses

and place their order directly in the dressmaking workshop, right in the same building. It was also possible to have your picture taken, write a letter, visit a painting exhibition, acquire mourning dress or purchase fine glassware.

Source: <http://habitacionescerradas.blogspot.com.es/2011/02/grandes-almacenes-el-siglo-un-bazar-que.html>



Practical information on the Insurance Museum

Located in Madrid, at Paseo de Recoletos 23, it has 600 pieces on display and a total of 1,300 preserved in the institution's collection.

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

Free guided tours for groups may be reserved in advance by telephoning + 34 916 025 221



The MAPFRE Tower 1992-2017, the project that was ahead of its time

In all the images of the Barcelona skyline, two neighboring towers clearly stand out, majestically looking out to sea from the coastal limits of the city: one is the Arts Hotel and the other is the iconic MAPFRE Tower.

Having stood proud for 25 years now, in its day the Tower marked a strategic drive by MAPFRE – then headed by Julio Castelo Matrán – to increase its presence in Catalonia.

First, they put in a bid for the terrain at a strategic corner of the future Olympic Village, and then set about building the second tallest building in Spain – the tallest was then the Picasso Tower in Madrid, at 155 meters. People were already sensing the major urban overhaul the city of Barcelona was undergoing, opening up to the sea and installing leisure areas and modern settings that today decorate its shoreline.

The building was designed by two young architects, Íñigo Ortiz Díez de Tortosa and Enrique León García, who drew up a simple, yet highly avant-garde project. They anticipated some of the architectural solutions that today are standard practice for this type of buildings, but which, at the time, constituted a veritable revolution.

Currently the concepts of sustainability and energy saving are essential in architectural projects, but 25 years ago they were just words. We could not say they were unknown concepts, but they were highly unusual in professional circles and this was a time when the quality of construction in Spain was not as advanced as in other major countries.

From the outset, the architects saw an opportunity to bring a series of innovations into the project that could ensure the speed of construction and energy saving, while including the latest trends in architecture, materials and construction procedures. Many of them were to be used for the first time in Spain, some even a first in Europe.

To begin with, the foundations were laid using large-diameter piles reaching depths in excess of 25 meters.

Two basement levels were constructed

below sea level using concrete retaining walls, thus gaining extra space to incorporate parking areas, despite the added complexity given the project's proximity to the coast. The double-deck elevators, designed to increase passenger capacity, were the first in Europe of this type, and the fastest at the time. With the innovative design of the façade, the inclination of the glass not only avoids glare and

THIS YEAR WE ARE
CELEBRATING THE

25TH

ANNIVERSARY
OF ITS CONSTRUCTION

A project with a very simple proposition: to make a top-quality, innovative building at a reasonable cost, one which reflects MAPFRE's principles

reflections, but also affords significant savings in maintenance costs. The tower has a fully approved heliport for helicopters to use and a decentralized power generation system that was also innovative in its day.

All of these aspects, and some others of lesser importance, resulted in the MAPFRE Tower and its leanings to sustainability and innovation being used as a case study in universities and international forums. Even recently, a study was conducted in Italy in which the MAPFRE Tower was shown as an example of architecture that can be easily dismantled and recycled, due to its large degree of prefabrication

and simplicity, with few materials in both the structure and its façades and installations.

What was one of the most innovative buildings in Europe at the time, will be so once again in the next few years, thanks to the profound renovation of the Tower, which is being carried out to modernize it and place it among the top ten of this type of tall office buildings in the European Union.

Apart from its commercial exploitation, the fact is that the MAPFRE Tower is, and will remain, an icon of Barcelona, forming part of all the images of this city that are projected anywhere in the world.✘

Various MAPFRE project managers gathered in Madrid recently with some of the architects responsible for the design of Torre MAPFRE to mark the 25th anniversary of the building's construction. From left to right: Fernando Carvajal, Fausto Rodríguez del Coso, Enrique León García and Íñigo Ortiz Díez de Tortosa.





A symbol of post-Olympic Barcelona

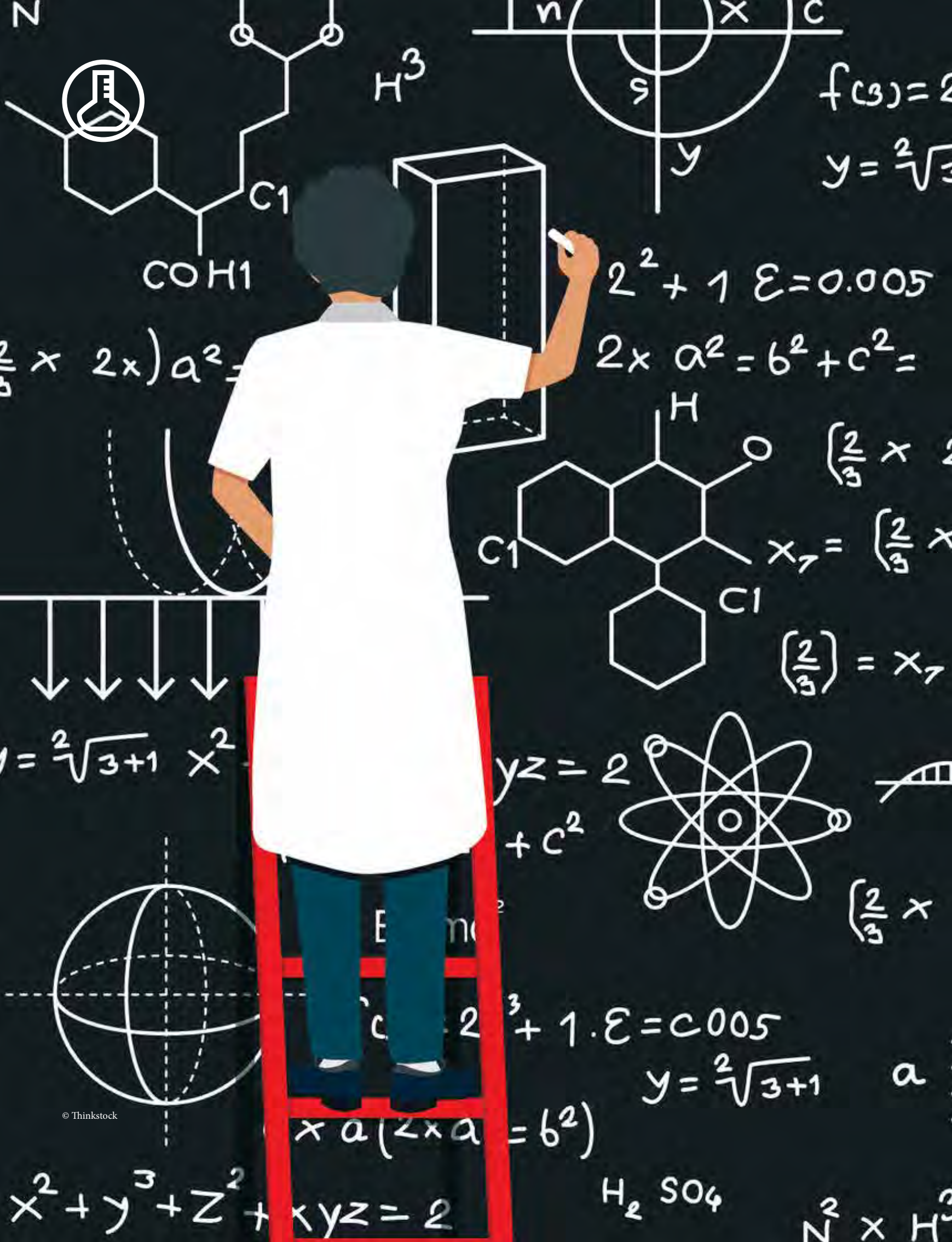
The 1992 Olympics changed the physiognomy of Barcelona. Not only did they take the opportunity to improve infrastructure and regenerate some neighborhoods, but, in addition, the city was opened up to the sea; the Olympic Port was built and accesses to several beaches were enhanced.

The MAPFRE Tower is one of the emblems of the urban redevelopment the city

underwent in 1992. Visible from all over the city, it is the tallest skyscraper in Catalonia, along with the neighboring Hotel Arts, which is of identical height. Both face out to sea, between the Nova Icària and Barceloneta beaches, and dominate the Olympic Port. The complex formed by the two towers is rounded off with the Peix d'or (a sculpture in the shape of a fish) which Frank Gehry installed to mark the

Olympic Games and which has become a symbol of the city.

With 40 floors and 152 meters in height, the MAPFRE Tower is already part of the Barcelona skyline. It can be seen from different points of the city and its innovative architecture, with the alternating inclinations of its façade, creates a gigantic mirror effect which reflects the life of the city.





Research to improve our health and quality of life

TEXT: JUAN RAMÓN GOMEZ

Scientific research deals with countless projects that seek to improve our quality of life, in such diverse areas as our diet, artificial intelligence or safety. There now follow some brief, inspiring stories of teams of scientists who, with the aid of the Ignacio H. de Larramendi research grants awarded by Fundación MAPFRE in the 2016 edition, strive each day to enhance our health and future retirement prospects.

The importance of the collaboration between doctor and pharmacist

With age, new diseases sometimes appear that require medications which have to be added to those already taken, and such polymedication may be behind the high rate of readmissions of elderly people to our hospitals. With this premise, detected by a multidisciplinary team of pharmacists and general practitioners at the Doce de Octubre Hospital in Madrid, Dr. Carlos González Gómez has set out to show whether a pharmacotherapy intervention – based on advice, information and monitoring the patient shortly after discharge – could reduce this readmissions rate.

With extensive experience as a clinical specialist in internal medicine, Dr. García – together with two pharmacists specializing in hospital pharmacy and residents of both specialties – detected that many

admissions “appeared to be motivated by alterations of the underlying pathology, due to the medication itself, or to adverse effects of this medication.” This project has a twofold objective which led to Fundación MAPFRE considering it worthy of support with one of this year’s grants: develop an intervention that may have an impact on the health and quality of life of the elderly; and improve the utilization of health care resources.

The first phase of the project has already been completed. It consisted of studying all internal medicine patients who were readmitted four or more times within one year. On the basis of variables such as age, diagnosis, comorbidities, presence of polymedication, type of medications and alterations derived from their use, a statistical analysis is being conducted to identify which of these variables could be related to the readmission. An arduous task

which the team must combine with the everyday workload in a large hospital, in this case considered the fourth best in Spain, and the third in the internal medicine specialty. But Dr. González highlights their motivation: “We are a young, active team, which has dedicated extra time outside normal working hours to make progress on this project.”

The second phase of the study aims to “demonstrate that collaboration between the doctor and the pharmacist is essential, and see to it that this intervention becomes the clinical practice quality standard for polymedicated elderly patients.”

How to choose a pension plan

Mutual funds, pension funds... All in all, a complicated matter for ordinary citizens and also, it would seem, for the managers, financial advisors and savers themselves.

For this reason, the objective of this project is to offer guidance to all of them on the factors they must bear in mind when selecting pension plans.

“Doing research is something I’m really passionate about,” says Luis Otero González, Professor of Financial Economics and Accounting at the University of Santiago de Compostela. With that declaration, it is clear that research is not something new to him. In fact, the project on which he is now embarked, and which has been supported by Fundación MAPFRE, is the continuation of a previous one: “We’ve been working for some time on an analysis of mutual funds and on the determinants of the performance they achieve, and we wanted to expand the analysis to include pension funds.”

Risk management and assessing the performance of financial products are Otero’s chief areas of interest. In this project he has a team of three researchers from the universities of Santiago de Compostela and La Coruña, whose doctoral theses he himself had previously directed.

**As doctors,
our goal is to
enhance the
quality and
length of our
patients’ lives**

Identify the population at risk of a heart attack

With the aim of creating an organizational model offering the optimum care to patients with an acute myocardial infarction, the Cardiology Service at the University Clinical Hospital in Santiago de Compostela (CHUS) decided to compile a highly detailed record of patients admitted to the center with that pathology.

Alfredo Redondo Diéguez, one of the four cardiologists who, together with a statistician, are working on this project, explains: “Our autonomous region was one of the pioneers in the development of an acute myocardial infarction care program, and one of the first to implement the electronic medical record system. All of this information stored for years will allow us to undertake a high-quality, very long-term follow-up of our patients’ health. The value of

these records is key to medicine nowadays. The starting point for improving is knowing where we stand. What’s more, it’s the only way to be able to compare your results.”

These data will prove essential for moving on to the next phase: “An analysis of these records will facilitate the identification of populations of interest, training and dissemination programs, and the publication of scientific articles. In this way, for example, we will be able to develop programs to reduce the time it takes for patients to seek medical assistance when they suffer a heart attack.”

This project has not started from scratch, but rather is in keeping with the history of the cardiology service at the CHUS, which was a pioneer in the treatment of myocardial infarction by primary angioplasty, as well as research and development in the acute coronary syndrome field.

Building the database, the most difficult phase, continues apace and it is expected to reach over 1,700 patients and 200,000 entries. For Redondo, “the reward will come when we start analyzing the data and obtain results, because, as doctors, our goal is to enhance the quality and length of our patients’ lives.”

“We are a young, active team, which has dedicated extra time outside normal working hours to make progress on this project”



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Celiac patients; good nutritional health?

The Working Group on Nutrition and Food Sciences at the CEU San Pablo University, led by professor Gregorio Varela, made headlines recently for having detected an insufficient intake of vitamin D in children and adolescents with celiac disease. The results of their study have served to demonstrate that it is necessary to monitor the nutritional status of these people so as to identify their needs and the shortcomings of a gluten-free diet.

“This is a project which, as is the case with the epidemiology of celiac disease, might be described as the tip of an iceberg,” declares Dr. Natalia Úbeda Martín, a member of Professor Varela’s team. “Given that everyone who suffers from gluten-related diseases must follow a restrictive diet as regards certain foods, we set out to assess the nutritional status of the population that follows

this kind of diet,” she explains with regard to the project.

Dr. Úbeda details the progress made: “So far, we have managed to nutritionally assess a group of 65 children and adolescents with celiac disease. We have obtained highly revealing results that led us think to believe they are in a very good state of nutritional health, virtually on a par with their peers who do not have the disease. However, we have found a slight deficit in vitamin D among girls with celiac disease, but we still need to continue with the research to discover the factors that affect this nutrient.”

This research still has a long way to go, as the doctor explains: “We are currently conducting the same study in the adult population and, depending on the results we get, we will determine how the research should continue. We have a great deal of work ahead of us.”



Life-saving gestures

TEXT: ÁNGEL MARTOS

Get on the bus. Look for your seat number. Place your hand baggage in the overhead storage. Sit down. Fasten your safety belt... There are everyday habits that are worth adopting. That save lives. The direct testimony of a bus accident victim and the results of the *Report on the Use of Seat Belts in Buses* produced by Fundación MAPFRE remind us of the importance of this gesture.

There are news stories that no one wants to read and would never want to experience. “18 dead and 37 injured in a bus accident in Panama,” was the headline of the digital newspapers on March 6. The tragedy had happened the previous day on the legendary Pan American Highway, when a bus from the Caribbean province of Bocas del Toro lost control, careered off a bridge and plummeted 60 meters into the Guabas River. Fifty seasonal workers on the bus were on their way to harvest watermelons. Nadeskha Mackenzie, a MAPFRE operations executive in Panama, read the news that Monday morning and could not help identifying with them: “That accident made the whole country think how vulnerable we are,” she recalls. Her solidarity has profoundly personal roots that date back to one year ago, when an incident on a bus was to change her life forever. “It is inevitable that I think about that moment when I had my accident

and realize that the same thing could happen to any of us, and that, despite the fact that I was seriously injured, in my case there were no fatalities.” A reflection that always leads Ms. Mackenzie to the same conclusion: “We must create a culture of seat belt use in both buses and private cars. No one is exempt from suffering a traffic accident and so it is up to us to take advantage of the tools necessary to prevent them.”



Cover of the report

#teFaltaAlgo campaign

That same spirit has inspired the Fundación MAPFRE campaign in Spain #teFaltaAlgo [something missing?] to make bus passengers aware of the importance of using the safety belts, in keeping with current regulations. In our country, ever more people opt for this means of transport on their long-haul highway journeys, with a 4.3 percent increase in 2016, according to the INE (Spanish National Statistics Institute). One of the reasons for their widespread use is safety: traveling by bus is ten times safer than by car, according to ETSC (European Transport Safety Council) figures. Bus accidents are so rare that, when one occurs, it creates great social alarm, more so when it turns out to be a tragedy with some loss of human lives. One way to reduce this impact is by increasing safety levels through the use of seat belts. This is the overriding conclusion of the *Report on the Use of Seat Belts in Buses*, produced by Fundación MAPFRE with the

collaboration of bus companies like ALSA, Avanza, DBLAS and Esteban Rivas. As in other vehicles, their use may be the most effective way to save lives and prevent injuries, “as they impede both the driver and the occupants striking the interior elements of the vehicle or being thrown out a window in the case of overturning, collision or sharp braking,” explain the authors of the study, Jorge Ortega and Jesús Monclús, both from Fundación MAPFRE’s Accident Prevention and Road Safety Area.

The risk paradox

This list of catastrophic misfortunes describes to perfection the accident Nadeskha Mackenzie suffered on February 6, 2016, leaving her paraplegic. It was Carnival Saturday and she was on her way from Panama City to Colon Island, in the province of Bocas del Toro, to spend a few days relaxing at the beach. She was traveling in a 60-seater bus which, in turn, formed part of a convoy with two other vehicles (around 180 passengers altogether). After 11 hours of a nighttime journey, “I woke up at about 8 a.m. and realized that we were passing through a dangerous area called Cabello de Ángel.” The only thing



Image courtesy of Nadeskha Mackenzie

“Unfortunately I wasn’t wearing a safety belt,” Nadeskha laments

that Nadeskha could see from the bus window were ravines. “It wasn’t the first time I had taken that route, but I was scared all the same and wanted to get past that point as quickly as possible,” she recalls. “Suddenly I heard people shouting, the bus began to swerve from one side to the other, and I could hear another bus braking heavily... The first thing that came to my mind at that time was ‘we’re going to die’. My heart was racing and all I could do was hug my friend, thinking it was all over.” The driver of the bus behind the one Nadeskha was on had lost control when braking and smashed into the right side of their bus, causing it to tip over onto its left

side, while the other bus crashed into the side of the mountain. “The next thing I remember is lying on the road and not feeling 75 percent of my body... I literally felt like I had turned to jelly: I could see my legs but I couldn’t feel them.”

The chances of being thrown out of the vehicle, as happened to Nadeskha, are great. When a vehicle collides, there is a sharp deceleration and the occupants, “in the event that they are not firmly secured in the vehicle by means of the safety belt, will continue to move at the same speed as just

before the incident, smashing against the interior of the vehicle or being thrown out of it,” Ortega and Monclús explain. The impact of a vehicle hitting a fixed object can be compared to falling from a building. Thus, a collision at 30 km/h (20 mph) against a stationary vehicle, a wall or a tree is similar to falling from the second floor or from a height of four meters. “If we are driving at 100 km/h (60 mph), the fall would be from a height of 40 meters or 10 floors,” they point out.

“Unfortunately I wasn’t wearing a safety belt,” Nadeskha laments. “Apart from the fact that the bus did not have any, people in Panama are simply not used

“We tend to think that accidents always happen to others, or to irresponsible drivers”

to wearing one: they have the notion that the bus is much safer than any other form of transport. There is no habit of wearing a safety belt on buses and many don't even have them fitted.” This is what Tom Vanderbilt, author of the bestseller *Traffic: Why We Drive the Way We Do and What it Says About Us*, calls the risk paradox, which he sums up in this sentence: “When you perceive that a situation may be dangerous, it is most likely that it is actually safer than you think; it is precisely when you feel safe that you should be most alert.”

An effective tool

This apparent contradiction is manifested in the Spanish figures for safety belt use: on long-distance routes, only 27 percent of passengers fasten their seat belt, a rate that falls to 0.7 percent on short intercity routes, according to the Fundación MAPFRE report. “It has been shown that the seat belt is the most effective safety tool to prevent the consequences of any traffic accident,” Nadeskha stresses, “using it on the buses would avoid a high percentage of permanent injuries caused by traffic accidents, just like my case.” Jesús Monclús recognizes that “Nadeskha’s accident reminds us of the reason for our foundation’s work, our motivation every day. We tend to think that accidents always happen to others, or to irresponsible drivers, but we are very mistaken.”

Nadeskha is now 30 years old. She studied Marketing and

Advertising and specialized in Graphic Design. “I consider myself a very creative person and I really love my profession.” For this reason, she has been working for four years in MAPFRE Panama, in the Image, Brand and Communication Area. Her smile also lights up when she talks about her solidarity work in Fundación MAPFRE. “I’ve always liked participating in volunteer work and offering my support to any social project. It makes me grow as a person and I learn a great deal from every activity I’ve been involved with.” Support that has been repaid

with interest and has helped her to overcome the tragic consequences of the accident: “They organized lots of activities to raise funds for my medical expenses and operations. It was truly awesome! MAPFRE is my second family and I’m very grateful, as they supported me so that I could adapt my home and be as independent as possible in my wheelchair...,” she recalls. “Witnessing the solidarity of my colleagues and my family was the driving force that filled me with positive energy to keep going.” Nadeskha is a Russian name that means hope. ✕



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A free patent for safety

“The pilots I worked with in the aerospace industry were ready to use almost any element to stay safe... but, in their cars, normal people don't want to be uncomfortable for even a minute.” So says Nils Bohlin. The Swedish engineer created the three-point safety belt in 1959 for Volvo, and the automobile manufacturer released the patent so that all the other automakers could also fit them as standard. Today, it is estimated that they may have

saved more than one million lives. In Spain, the responsibility for wearing a seat belt on buses falls directly on the passengers, not on the driver. But putting out a reminder through a speech or by showing a video “can manage to raise the percentage of use from 24 to 69 percent,” according to Fundación MAPFRE’s *Report on the Use of Seat Belts on Buses*.



Seeds, the new superfoods

Seeds can be purchased on numerous websites on the Internet. But they are now also available in most supermarkets and hypermarkets.

TEXT: CRISTINA BISBAL

PHOTOS: THINKSTOCK

They have formed part of our diet since around 10,000 years ago, when humans began to domesticate animals and grow crops. Nowadays, we also know the benefits they offer us.

Whether it be quinoa, chia, flax, poppy seeds, etc. Recently, seeds have become an essential element in the pantries of half of the world's population. So much so that you could be forgiven for thinking that their nutritional properties have more to do with a fad than reality. That is why it is important to see things as they really are. For example, in no way is this a fad. This is made clear by Ana Luzón, a doctor and Vice President of the Spanish Gastronomy and Nutrition Association: "As an unprocessed food product, thanks to the discovery of writings on clay tablets, it is known that mustard, sesame and cumin seeds were already present in the Sumerian

diet as far back as 3000 BC." And she adds: "They have always been used. In each area, those which prove easiest to grow. But globalization also affects these foods and, as word spreads about their properties and good "communication" techniques are employed in this regard, some practically acquire magical status."

Many nutrients in little volume

Miraculous or not, "without a doubt these are interesting foods as they contain the nutrients that will sustain the plant in its first phase, which implies a high concentration of elements in very little volume," Ms. Luzón comments. Practically all seeds stand out for their high content of vegetable fiber, recommendable fats, minerals, trace elements and vitamins, which means they are a good component of a complete, well-balanced diet.

In addition, each has its own peculiarity, which makes it suitable for some particular ailment. For example,

chia seeds have a high content of Omega-3 – “they must be crushed in order for it to be more easily absorbed” – fiber, zinc, selenium, calcium, magnesium, iron and phosphorus. Sesame seeds are ideal for those who need vitamins, given that, in addition to calcium, iron, fiber and zinc, they provide group B vitamins and vitamin E. And flax seeds are excellent for maintaining good bowel function, although they should be avoided in case of diverticulitis or ulcerative colitis; and should be eaten with caution in the case of diabetics undergoing insulin therapy due to the risk of hypoglycemia.

From all this, it can be deduced that seeds are beneficial to health. Ana Luzón: “Pomegranate seeds, thanks to their high antioxidant capacity, help prevent cancer and cardiovascular accidents. Sunflower seeds are beneficial for muscle performance, given their high magnesium content. Cumin seeds for slow digestions. Sesame seeds help control our cholesterol...”

In small amounts, apt for diets

As not everything can be positive, seeds have a minor drawback. “Most of them have a high energy content (between 500 and 600 kcal per 100 grams),” says the creator of the Luzón Diet. But this usually does not cause a problem as they are not consumed in large quantities. “In general, some 20 or 30 grams taken mid-morning or mid-afternoon; or as an ingredient in a breakfast will not pose any danger to a diet,” concludes the nutritionist.

A further advantage is the multitude of possibilities when it comes to consuming them: “They can be added to salads, yogurt, cooked dishes (sesame, pine nuts, almonds, etc.), as the crust of some meat or bread, as a snack between meals, accompanying a dessert...” Just one more recommendation. When it comes to storage, it must be borne in mind that heat may cause some of their components to degrade and lose part of their beneficial effects. ✕

Practically all seeds stand out for their high content of vegetable fiber, recommendable fats, minerals, trace elements and vitamins

Quinoa, food of the year in 2013

Quinoa is one of those foods that everybody has been talking about for less than five years. These are vegetable seeds native to the Andes consumed by the indigenous peoples for some 7,000 years. They stand out for their high nutritional value. Ana Luzón: “They contain all the amino acids the human body needs.” The FAO says of this seed: “It can be compared to foods such as beans, maize, rice and wheat. Moreover, it is a good source of high quality protein, dietary fiber, polyunsaturated fats and



Despite the nutritional benefits of seeds, Ana Luzón warns of the negative consequences of its popularity for long-standing consumers in the countries of origin. “The increased demand also results in an increase in its price.”

minerals.” It also has the ability to adapt to different ecological environments and climates. “Faced with the challenge of increasing the production of quality food to feed the world’s population in the context of climate change, quinoa offers an alternative for those countries suffering from food insecurity.” These are some of the reasons given by the United Nations Food and Agriculture Organization when it decided to promote 2013 as the “International Year of Quinoa.”



Healthy eating is also fun

TEXT: CRISTINA BISBAL



Eat more fruit and vegetables. Take more exercise. Quit smoking... How often do we fail to keep New Year's resolutions? It is not easy to change our habits once we are adults. But children are another story: they learn quickly and adapt more easily. That is why it is better for them to acquire healthy habits at an early age. And that is the goal of Fundación MAPFRE's Healthy Living program.

How often should a child eat sweet snacks and candy? How healthy are frozen potatoes? Why is it important to cook eggs properly? Up to what age is it necessary to drink milk? How should I thaw out meat or fish to keep it in good condition? At what age should we start drinking coffee? Should vitamins be given to a child who feels tired?

A large proportion of the population is unable to reply correctly to these seemingly straightforward questions. This can be a source of health problems: food poisoning, cardiovascular diseases, insomnia or obesity. According to a 2016 report by the World Health Organization (WHO), some 42 million children worldwide are overweight. "And this is not the children's fault," the report's authors stress. "It is due to several factors: biological factors, inadequate access to healthy foods, a decrease in physical activity in their daily lives, etc. All this calls for a global, coordinated response," they clarify.

The report is unequivocal in its conclusions and warns all countries that they must adopt urgent measures to combat obesity. Among them, "educate children, parents, teachers and leaders on the importance of eating healthy food and reducing the intake of sugars and fats. In addition, they must promote physical exercise and combat sedentary habits," the document recommends. According to the WHO, if action is not taken swiftly and current trends continue, the number of overweight children will reach 70 million by 2025.

The organization also reminds us that overweight children are more likely to become obese adults and, compared to children who are not overweight, they are more likely to

suffer diabetes and cardiovascular diseases at a younger age. These are ailments, which, in turn, are associated with an increased probability of premature death and/or disability.

Simplifying the complex

Fundación MAPFRE has been working for several years along the lines recommended by the WHO with a specific program called Healthy Living, which is run in both Latin America and Europe, including Malta and Turkey. The aim of this project is to promote healthy living habits from an early age by targeting the two most important scenarios of childhood: the family and school. In what way? Above all, by running workshops for children and by providing parents and teachers with all manner of educational resources: nutritional and health-care handbooks, physical activity guidelines, audiovisual material, tips from experts and even radio programs.

All of these resources are produced according to a basic premise: simplifying what seems complex. For example, how to instill healthy eating habits in children? "Prepare meals together, whether lunch, afternoon snack or dinner; go shopping together and, in the market itself, teach them about the different types of food; explain which are healthier and show them which ones are only available at certain times of the year," explains the educational guide for families.

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MILLION CHILDREN
WORLDWIDE ARE OVERWEIGHT
ACCORDING TO THE WORLD
HEALTH ORGANIZATION

Family and school, essential factors

The role of the family is of vital importance for learning healthy habits and distinguishing risky ones. As regards dietary guidelines, this is the most suitable setting for

transmitting healthy habits: “if we are able to promote a varied, well-balanced diet, teach them to eat slowly and chew their food well, we will then be enabling our children to acquire good eating habits,” experts from the Healthy Living program explain. “It is highly beneficial if the whole family keeps active. Suggest physical activities to your children with which they can have fun and strive to achieve goals. It does not matter if they have to try out different activities until they find the one they like the most. Physical activity helps us to share time and experiences together and keep the whole family in shape,” the specialists add.

The school and education professionals are likewise very important in the formative years of childhood and adolescence, a period during which many of the habits that will be ingrained for life are acquired. And how can teachers convince their pupils of the importance of taking exercise, for example? The Healthy Living program proposes stories, comics, songs, games and videos to help them convey this message in a fun way, so that the children can assimilate the ideas almost without realizing it. And it provides them with a series of animated characters capable of attracting the attention of the little ones: like Professor Lunatus, a magician of youthful appearance who explains to the

children everything he knows about which food is the healthiest and how often they should practice sports.

In addition to these educational resources, Fundación MAPFRE runs highly dynamic, play-based recreational workshops for elementary pupils right in their own school. For an hour or so, children are engaged in activities that help them understand the importance of sticking to a healthy diet, discover the dangerous consequences of incorrect nutrition and a sedentary lifestyle, correctly interpret the food pyramid and assess the need for rest, among other things.

Thousands of children attended the Healthy Living workshops throughout 2016. In Spain the figure reached 30,103 pupils; in Brazil, over 70,000 and, in Mexico, more than 100,000. Other attendance figures included Panama (5,400), Malta (2,400), Turkey (1,246), Puerto Rico (8,405) and Paraguay (2,061).

Early results

There is still a long way to go, but some encouraging data reveal that the educational work carried out in recent years is starting to bring results. In Spain, for example, excess weight among children aged six to nine fell by 3.2 percent between 2011 and 2015, according to the 2015 Aladino Study (Monitoring Growth, Nutrition,



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“It is highly beneficial if the whole family keeps active. Suggest physical activities to your children with which they can have fun and strive to achieve goals”

Physical Activity, Child Development and Obesity in Spain) conducted periodically by the Ministry of Health, Social Services and Equality, and AECOSAN (Spanish Consumption, Food Security and Nutrition Agency). Overweight children fell from 44.5 percent to 41.3 percent.

In the 2011 study, it had not proved possible to reduce the childhood overweight figures for ten years. In 2013, the number of children affected began to fall, from 45.3 percent to 43 percent. “The data are good, but insufficient. We must therefore continue working all together to ensure this trend continues,” the current Health Minister, Dolores Montserrat, warned last November, during the presentation of the study. ✕



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The value of sport

Last March Infanta Elena de Borbon, as Fundación MAPFRE project director, and Javier Fernández, president of Sporting de Gijón soccer club, signed a collaboration agreement to run 150 workshops in Asturias within the Fundación MAPFRE Healthy Living program which will benefit some 2,500 elementary schoolchildren. The aim of the courses is to promote sport and healthy lifestyle habits among children.

Following the presentation of the agreement, Infanta Elena and representatives from the Asturian club attended the first of these

workshops, which was held in the cafeteria of the Escuela de Fútbol de Mareo, the sports complex that serves as Sporting de Gijón's headquarters and training facilities, apart from being the training ground for the next generation of soccer players.

The training provided in these facilities is not limited exclusively to physical fitness and technical skills, but also seeks to teach them social and human values. The agreement with Fundación MAPFRE falls within this context.

The consequences of bad habits

The main consequence of leading an unhealthy lifestyle (poor diet, sedentary habits, lack of hygiene) in the developed countries is obesity. But this is not the sole consequence: according to the World Health Organization, people with a high body mass index have a greater risk of suffering noncommunicable diseases such as cardiovascular diseases (mainly heart attacks and strokes), which were the main cause of deaths in 2012; musculoskeletal disorders (especially osteoarthritis, a degenerative, highly disabling affection of the joints); some cancers (endometrial, breast, ovary, prostate, liver, gallbladder, kidneys, and

colorectal) and diabetes.

Childhood obesity is associated with a greater likelihood of premature death and disability in adulthood. In addition to these major future risks, obese children experience breathing difficulties, increased risk of fractures and hypertension, and reveal early signs of cardiovascular disease, insulin resistance and psychological effects.



Physical activity and the workplace: on the health podium

TEXT: ISABEL PRESTEL



An ever-increasing number of companies are implementing programs to promote physical activity among their workers. And they get back much more than they put in. This was discussed at the 2nd Health and Company Forum organized by Fundación MAPFRE, which was attended by the Spanish companies Cofares, Mahou San Miguel and Red Eléctrica Española.

“When I see an adult riding a bicycle, I no longer despair for the future of the human race.” This quote from the writer H. G. Wells sums up the opinion of many health and sport professionals, a winning combination in the workplace too. The reasons for this are very simple: physical activity has many benefits for our health and well-being. On the contrary, a sedentary lifestyle is linked to obesity and to a whole range of rheumatic joint complaints, hypertension, cardiovascular disease, respiratory diseases, diabetes mellitus, cerebrovascular disease, and osteoporosis. This is the view of the American College of Sports Medicine and the American Heart Association.

Carmen Atero Carrasco, adviser to the President’s office at the CSD (Spanish Sports Council), is of the same opinion: “It is clear that health is intimately linked to physical exercise. And a very high percentage of the population does not take any exercise on a regular basis.” All this in a country with one of the highest rates of absenteeism in Europe. Last year 4.5 million workdays were lost in Spain, which means that goods and services to the tune of 64,603 million euros were not produced or provided. Fortunately, ever more companies are aware of this close relationship. And they are ready to encourage their employees to be physically active on a regular basis. And, according to Ms. Atero, there should be even more of them, bearing in mind that: “each euro invested produces a saving of three euros in prevention in the future.”

A healthy strategy

In most cases, it is the large companies which take seriously the need to tackle the sedentary lifestyle of their employees. For

example, the electricity supply company REE (Red Eléctrica Española), where the initial goal of its executives was to achieve a good work environment. Its Health & Safety Coordinator, Victoria Marín Úbeda, explains: “At first encouraging the practice of sports in REE (tournaments, padel tennis, cycling trips) was a communication and integration tool for after-work activities, designed to improve the work environment and interpersonal relationships.” Support was offered in the form of economic aid for those who participated in the various sports groups. With the development of the Healthy Company model, sport went on to become another company strategy for improving health. They currently offer talks, awareness programs, internal communication and sporting events, in addition to undertaking individual initiatives to identify particular needs in the state of health of each worker: “In that sense they are provided with personalized proposals and periodic evaluations, in which exercise can have a positive impact.”

A strong point

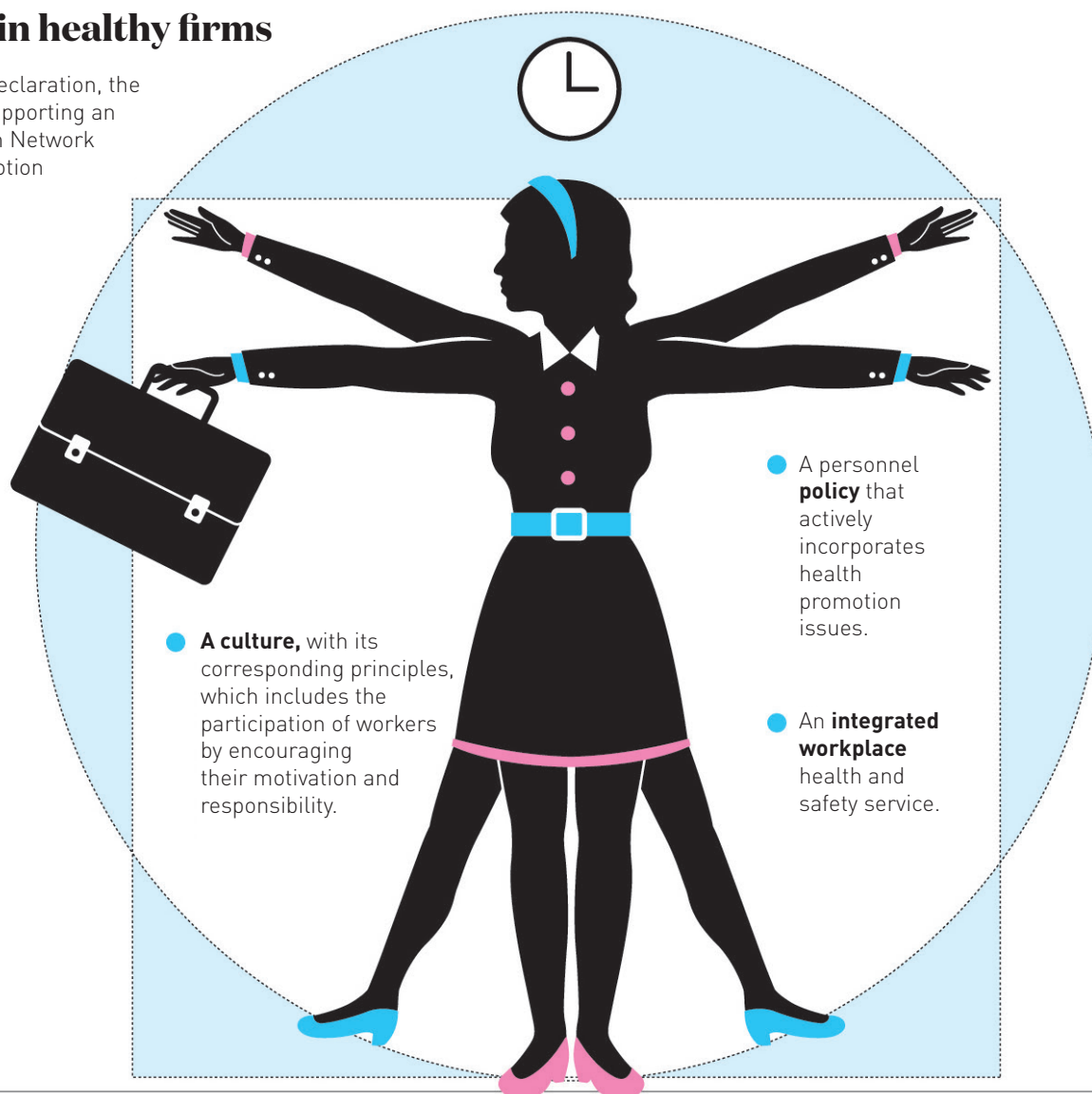
Personalization is also one of the strong points of A tu Salud [For Your Health], the program run by the brewer Mahou San Miguel. Manuel Palencia, its head of Health & Well-Being explains it thus: “The health of individuals attained and certain specific functional tests added (anthropometry, maximum heart rate and blood pressure, body composition and energy expenditure, consumption of oxygen, test of strength and elasticity, functionality test of the spinal column) allow the recommended dose of exercise to be prescribed (intensity, duration and weekly sessions), both aerobic

**Experience shows
that everyone
benefits from
these projects –
employers and
workers alike**

Healthy people in healthy firms

Through the Luxembourg Declaration, the European Commission is supporting an initiative to form a European Network for Workplace Health Promotion (WHP). The Declaration advocates a series of measures for Workplace Health Promotion whose implementation will have a direct bearing on workers' health. These include:

- **Principles and methods** stemming from company management to recognize that workers are a necessary element within the organization and not merely a cost item.
- **Work organization criteria** designed to provide workers with a balance between the demands of the job and control over the work, their training and the resultant social recognition.



- **A culture**, with its corresponding principles, which includes the participation of workers by encouraging their motivation and responsibility.

- A **personnel policy** that actively incorporates health promotion issues.
- An **integrated workplace** health and safety service.

and toning exercise. This is a program scheduled for 24 weeks with periodic controls. At the end, an assessment is made and new goals are set.” The activity can be undertaken at the Health Workshops set up within the company’s head offices or at subsidized sports centers.

In the same fashion, the drugs distributor Cofares possesses a comprehensive sports club that is not limited to coordinating and running the sporting activities of its personnel. Rather, it functions as an activity, training and advice center for all things related to health, physical fitness, nutrition, etc. The response of the workers is proving really positive, with

enrollments increasing each year, which is a success story for those in charge at Cofares. In the words of Angel Javier Vicente Pérez, its Human Resources and General Services manager: “Not only has it served to promote sport among our employees, but also to generate spaces for informal communication, furthering mainstreaming through mutual knowledge, helping to foster teamwork, improve the work environment, etc. I sincerely believe that the company has gained a great deal with these organizational well-being policies.” And it has done so, not just for the present, but also thinking of the future: “In

A very high percentage of the population does not take any physical exercise on a regular basis

the current situation, given the future problems as regards collecting a pension – due to the aging Spanish population (in a couple of years we are going to be the second oldest country in the world, behind Japan), the low birth rate, and the difficulty in the rotation of workers – we must ensure that our employees reach retirement age in the best possible condition. I believe it is an obligation for the companies, going far beyond the occupational health and safety regulations,” concludes Mr. Vicente Pérez.

Everyone benefits from this projects

Of the same view is Ms. Marin Úbeda, for whom this type of project is “a social need”. She argues: “Given the progressive increase in cardiovascular risk factors and their associated pathologies, as well as the number of cancer cases and complaints that are psychosocial in origin, without forgetting the high degree of sedentary work, it proves necessary to adopt measures that encourage physical exercise to enhance our health.” Even more so when experience shows that everyone benefits from these projects – employers and workers alike.

The head of Health & Safety at Red Eléctrica Española is clear about this: “The company gains personnel who are healthier, happier and more committed to the organization. I’m convinced that this set of measures is extremely beneficial for individual workers and, by extension, their companies, where people are the principal asset.” Manuel Palencia is of the same view: “For Mahou San Miguel this is a great investment, given that it has a major impact on the reduction of absenteeism and increased productivity.” And something else: “Intangible factors such as motivation and personal satisfaction. This means that they perceive the company as the best place to work.” So much so that the ROI (Return On Investment) is between 2.2 and 2.9 euros, according to a study conducted by the company on its Physical Activity & Health program. This same study revealed that 94 percent of the participants believed that their health and physical condition had improved; and 86 percent that their emotional well-being too.

FEMEDE (the Spanish College of Sports Medicine) produced a report on this subject entitled *Sport in the*



Image courtesy of Red Eléctrica

Fundación MAPFRE’s Choose Health Program

In order to ensure that an increasing number of companies promote healthy habits among their workers, Fundación MAPFRE has designed the Choose Health program in order to facilitate tools completely free of charge that help design, implement and run continuous health promotion programs. Antonio Guzmán, manager of Fundación MAPFRE’s Health Promotion Area: “The program was officially launched in January 2017, following a test phase throughout 2016. Despite its short life, over 20 companies have already signed up, although we expect a significant growth in this

number over the course of this year. Our objective is to provide an excellent service to all the companies in the program and increase the number of firms participating and the catalog of services.” Yet always bearing in mind that each company has to start up its own program, in keeping with the personnel on the payroll and their relatives, the type of business activity and how to engage the workers. “The most important thing is consistency, in other words that the activity actually takes place and continues over time,” Guzmán concludes.

Workplace. It states that regular exercise can bring great benefits to both the individual and the company, such as stress reduction and an improvement in depressive states. Of course it also deals with the reduction of sick leave and absenteeism, and enhancing the work climate. Now all that remains is to make companies understand this and set about promoting it. There is a lot to be done yet. ☒



A solidarity derby

TEXT: ÁNGEL MARTOS





They are probably the two best soccer clubs in the world. And the protagonists of an already legendary sports rivalry disputed in a derby match known as the “Clásico”. But, off the pitch, Barcelona and Real Madrid are champions when it comes to educating children and teenagers in values through their foundations. Moreover, they have the support of Fundación MAPFRE.

“Passes to Iniesta, Iniesta to Piqué, Piqué spins around and flicks the ball through to Rakitić, Rakitić looks back and sends the ball to Sergi Roberto on the right wing, he seeks out Messi, Messi on to Casimiro, plays off Busquets, back to Busquets, Rakitić is inside the area, slips it through to Messi, Messi gets the ball... What dribbling skills! What moves and feints! But what a goal! Goal goal goal... Goal goal goal... Goal, goal, goooal...» The Cadena Ser radio commentary on its *Carrusel Deportivo* program related thus the winning goal for FC Barcelona’s victory over Real Madrid (2-3) on Sunday, April 23, the day of the Catalan patron saint, Sant Jordi. It was the 92nd minute, the second of the three the referee had added to the last league match between the two. A soccer showpiece event that, in this globalized media world, has achieved universal sporting extravaganza status.

Both teams faced each other in competition for the first time on February 17, 1929, ending in a 1-2 victory for the team in the white livery. However, the return match turned up a 0-1 victory for the Catalan team. A decades-long rivalry that has escalated this century, with encounters warranting the “clásico” title. The term stems from this long history and is applied here to the high spot of the annual soccer calendar. An event that raises passions among over 600 million viewers in 180 countries, tripling the audience of the Super Bowl (American football final), and solely surpassed as a sporting event by the World Cup final (700 million) and the opening ceremony of the Olympic Games, which draws just over one billion.

Participating in sports activities can bolster health in childhood, improve school performance and help reduce delinquency levels

But there is another “clásico” starring both teams, less visible yet with a greater impact in the long term, played on the field of solidarity and education, in which the values of sport form the basis for preparing hundreds of thousands of boys and girls in 75 countries for their future life. We are talking about the socio-sporting schools run by the foundations of FC Barcelona and Real Madrid, each with their own model. These reflect the Catalan team’s slogan of being *much more than a club* and the words of the Madrid team’s President, Florentino Pérez, who says they are “a demonstration of striving to excel and dedication”. A match in which Fundación MAPFRE is on the team for projects in eight Latin American countries and in the Philippines.

A better future

Roberto is a healthy, active seven-year-old, “a champion goal scorer”, according to Fernando López, coach at the socio-sporting school run by the Real Madrid Foundation and the Cesal NGO in Oaxaca, Mexico. “He was four years old when he first came to the school. His mother worked all day and so he was looked after by his grandmother. She was the one who came to apply for him to join. He looked so sad [...], he had language problems, was overweight and so other children made fun of him. When he first came, he was very insecure, introverted, his physical performance was poor, he fell over when he kicked the ball, he felt ashamed and wanted to leave; but he always received support

The regular practice of sports and games from childhood right through adolescence is essential for physical, mental, psychological and social development



Image courtesy of Real Madrid Foundation

to overcome his fears.” Today he is a happy, healthy child: “He completely lost his fear and his soccer skills are really good. He is very punctual and participates in all the activities. He’s really very happy...” Short testimonies of hope that, on occasions, avoid dramatic outcomes. Emilio Butragueño, director of Institutional Relations at Real Madrid recalled this when talking to the digital newspaper *El Español* about his visit to this Mexican school. A girl who was on the program approached him and said: “Thank you, because I know that my future will now be better, not prostitution...”

The regular practice of sports and games from childhood right through adolescence is essential for physical, mental, psychological and social development. As set forth in Article 31 of the Convention on the Rights of the Child, States “shall recognize the right of the child to

rest and leisure, to engage in play and recreational activities appropriate to the age of the child, and to participate freely in cultural life and the arts.”

Participating in sports activities can bolster health in childhood, improve school performance and help reduce delinquency levels. According to UNICEF, this activity is particularly beneficial for girls, as they help break down gender stereotypes. It is also an effective means of reaching out to those children and adolescents who often suffer from discrimination or exclusion, “such as orphans, the disabled, those who have been child soldiers, refugee and internally displaced boys and girls, those who have been victims of sexual exploitation, and children from indigenous communities.”

Respect, values and sport

Both sporting foundations cite these parameters and objectives in the form

There is another “clásico” starring both teams, this one played on the solidarity and education pitch, in which the values of sport form the basis for preparing hundreds of thousands of boys and girls in 75 countries for their future life



Image courtesy of FC Barcelona Foundation

Sport to read

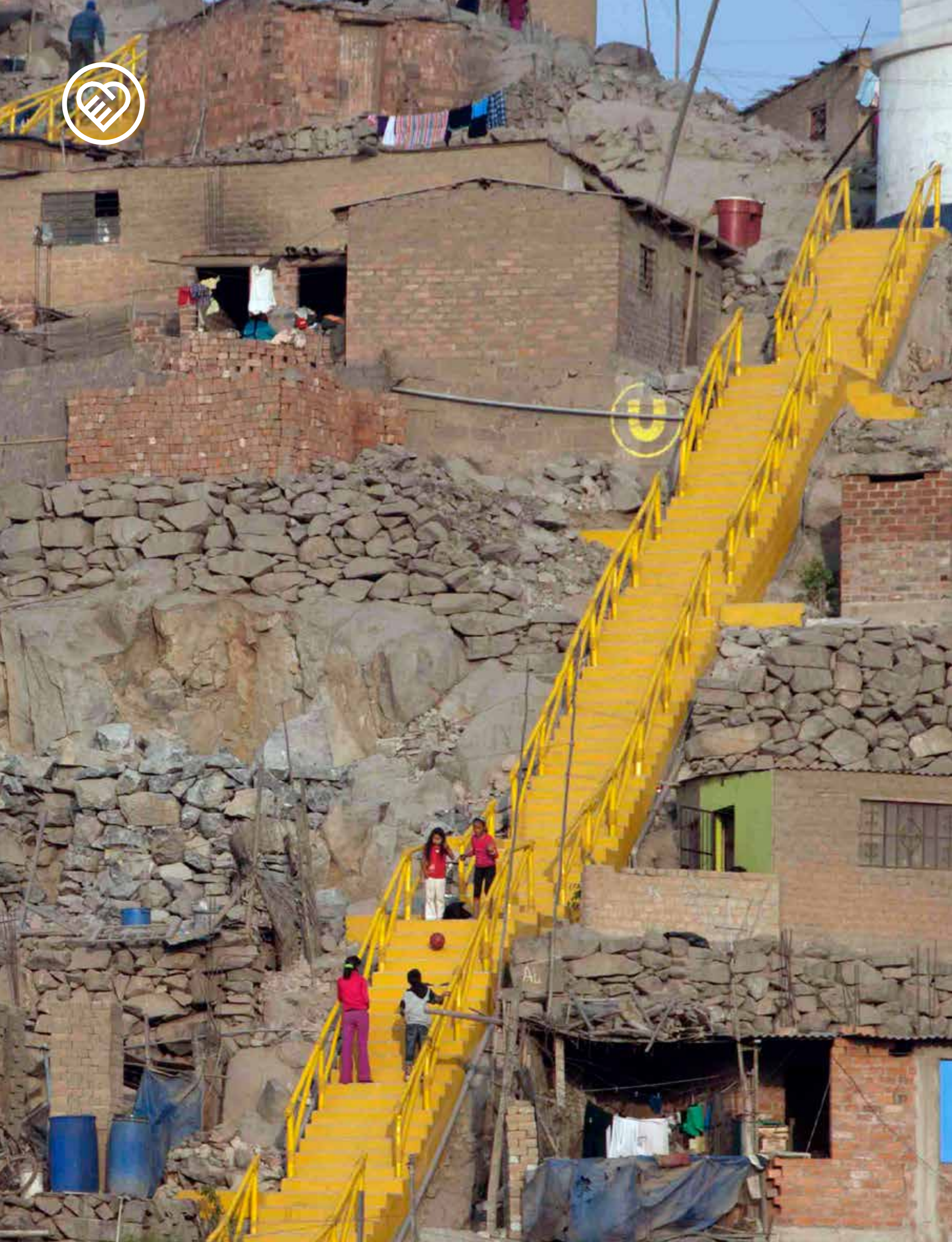
In the Real Madrid Foundation, sport is understood as an educational vehicle for transmitting values and channeling the integral development of people. A vision that is reflected in the *Training Soccer, Teaching Values* manual, which helps the teachers in the soccer socio-sporting schools all around the world with their training and their daily work with the pupils. Another interesting text is *The Match Begins at Home*, which informs the families of the basic aspects on which the institution works: the basic characteristics of the educational sports practice and the fundamental principles underlying the project *For a Real Education: Values and Sport*. Next season will see the introduction of new educational games for interior use, focusing on this occasion on pupils and other children in hospital.

of a patented methodology. In the case of the FC Barcelona Foundation, this formula is called FutbolNet and boasts an investment of close to 10 million euros. The key is dialogue: “Through this tool, the boys and girls not only start up a relationship of mutual respect and understanding, but they also gain self-confidence and a sense of responsibility,” is the explanation on the club’s website. After a successful local introduction, FutbolNet initiated its international venture in 2012 in Brazil, in one of the most violent favelas in Rio de Janeiro. And it has also grown with the aid of some of their stars – such as Neymar Jr. in both Rio de Janeiro and São Paulo, and Leo Messi in the Argentine schools of Rosario – and now reaches 55 countries and over 500,000 beneficiaries. The expansion of its success speaks volumes for its ability to adapt to different contexts and combat violence, seeking to improve the school

performance of the children and, in short, social cohesion.

In the case of ‘the whites’, the program is entitled ‘For a REAL Education: Values and Sport’ and also includes basketball, with a budget of over 10 million euros. The teaching methodology stresses teamwork, self-esteem, equality, solidarity, healthy habits, motivation and endeavor...

“Of all the values of sport, I always underscore the respect, commitment and comradeship that we try to instill in our pupils, boys and girls, and our concern to improve the living conditions of children,” Butragueño emphasized. At the international level, the program for the 2016-17 season consists of 271 projects in 75 countries, with more than 35,000 beneficiaries, as well as the involvement of its most popular figures, such as Keylor Navas, Jesse, Modric, James, Marcelo or Cristiano Ronaldo. ⊗



Education to combat oblivion

TEXT: RAQUEL VIDALES PHOTOS: CESAL

Huachipa was a forgotten place. It is a peripheral district of Lima, Peru's capital, with few direct access roads and scant public transportation connecting it to the big city. Fundación MAPFRE and the Spanish NGO CESAL run an integral education program there.

The 70,000 people who live in the various settlements that go to make up Huachipa are almost as isolated as those who live far up in the Andes mountains. A mere 3.7 percent of the houses have running water and there is scarcely any street lighting.

The majority of its inhabitants are families with an average of four children, whose income rarely exceeds 200 euros a month. They are mostly engaged in the extraction of clay for making handcrafted bricks, sowing and selling grass, raising pigs, recycling garbage and informal trading activities. Three percent of the children suffer from chronic malnutrition and 48 percent have a high probability of contracting infectious diseases such as tuberculosis.

The Spanish NGO CESAL has been working in Huachipa since 1998. The situation of children in the area at that time was alarming: malnutrition, learning disorders, child labor and a lack of hygiene due to scant resources in the homes. The children were also victims of dysfunctional and violent homes, and a dearth of adults taking an interest in them. They immediately started up some concrete projects: they built a day nursery, a health center and a water network, which are still fully operational.

Integral support strategy

But it was in 2010 that the NGO, in collaboration with Fundación MAPFRE, started designing long-term programs to tackle the root cause of most of the

problems: the lack of education. According to local statistics, eight percent of children in the 6-11 age group cannot read or write, a percentage that rises to 20 percent among adolescents aged 12 to 17, yet falls to 7.9 percent for those over 18. It is a vicious circle: without education there is no chance of getting a good job and, without a good job, families cannot afford to send their children to school. Close to 45 percent of the population left school due to a lack of money.

Over the years they have been working in Huachipa, the workers and volunteers of the programs run by CESAL and MAPFRE have realized that, in order to remedy this situation, occasional workshops or training courses are not enough. What is required is an integral educational support strategy starting at preschool age (both in the classroom and offering advice to the families), continuing throughout childhood, and on into adolescence with technical vocational training to give the youngsters skills and thus improve their employment prospects. This whole process must be accompanied by education on nutrition and health issues, while conveying parenting guidelines to avoid violence and machismo.

2010 saw the first activities within this integral strategy which has already borne great fruits: after-school remedial classes, family counseling, entrepreneurship and vocational training courses offered at the La Rosa Blanca center (dressmaking, cosmetology, educational aide, trade...). And a further



program along the same lines is already underway, boosted by the collaboration of CESAL and Fundación MAPFRE, which will benefit 1,750 people from all over the Huachipa district.

This new program will provide, among other things, out-of-school educational services for 285 boys and girls in the 6-12 age group, as well as 480 adolescents aged 13 to 17. Moreover, educational consultancy services

Without education there is no chance of getting a good job and, without a good job, families cannot afford to send their children to school

will be offered to public schoolteachers in the area and complementary workshops will be run for such subjects as IT, English, traditional craftwork, cooking, handicrafts, music, Peruvian

dances and sport, the latter in collaboration with the Warma Yachay socio-sporting school of the Real Madrid Foundation, which is managed by CESAL and financed by Fundación MAPFRE. In addition, around 300 young people

“I now have greater self-confidence and I hope to continue my studies at university,” says Amelia Karina Morales Condori

aged 18 to 29 will receive training at La Rosa Blanca and over 500 families will receive advice for their everyday lives.

A real result

The result of all these actions is irrefutable. “I have benefited from the programs since I was a little girl, when I started attending remedial classes they were offering. I qualified at the age of 18 as an educational aide and currently work at an early education school. I’m happy because I’ve been able to fulfill myself as a person and discover my vocation working with children. I now have greater self-confidence and I hope to continue my studies at university,” says Amelia Karina Morales Condori, now 20, one of the young people who have received vocational training at the La Rosa Blanca center over the last few years.

Another example is that of Mirko Siuce, aged 15, who attends extracurricular activities at the Real Madrid socio-sporting school. Close to 200 pupils like him are happy, as they have been able to grow up together with their families. His mother, Rayda, specialized in cosmetology at La Rosa Blanca and has started up her own business.

María Palomino, a mother who attended a Catering and Bakery workshop, offers another testimony of success: “I’m from Ayacucho and I came to Lima in the year 1975. All my life I had worked at home but, thanks to these courses, I’ve learned how to make cakes, pies and *chiffon*. That marked a turning point in my life: I now spend more time with my children and help with the household expenses.” ✕



Women, driving development

Illiteracy in Huachipa is higher among women, because right from school age their domestic chores take precedence over their education. The majority marry and have children at a very young age, which definitively closes the door on their chances of training for work. Stuck at home, many of the women in this area are cut off from their surroundings, with no possibility of interacting with others, even other women.

The integral education strategy designed by CESAL and Fundación MAPFRE is very much aware of this factor as one of the main obstacles to progress in Huachipa. That is why the program includes sessions to encourage women to interact through mutual support networks or groups. The objective is to get them motivated, encourage each other to seek training, look for work or start up a business, so as to have their own income and independence. In addition, this helps reduce misogynist violence and domestic violence in general.

Details

Name of project:
Huachipa Integral Educational Support Program. MAPFRE-CESAL community

Town:
Huachipa (Nievería, Cajamarquilla & Jicamarca in the Lurigancho-Chosica

District). Department of Lima. Peru

Target group:
Boys and girls under the age of 14, young people aged 15 to 18 and adults.

Lines of action:
Education, nutrition, health, access to the

labor market and entrepreneurship

Amount contributed by Fundación MAPFRE:
200,000 euros

Website:
www.cesal.org/peru



Walking to curb diabetes

TEXT & PHOTOS: **MELISSA GREEN**
MAPFRE INSURANCE. United States
Since 2007 Melissa Green, from the technical area of MAPFRE INSURANCE, has been devoting her free time to helping the American Diabetes Association. In this way she does her bit to help combat this disease which took the life of the father of her child at the early age of 31. Her concern for the health of her child and the support she received made her want to offer the same help, in turn, to other people. The motivation behind her struggle is to find a cure for this disease.

Diabetes is one of those diseases that you hear about often, but might

not really know much about. That was me until it came into my life. Diabetes has not physically affected me but it has permanently altered my life in so many ways. I never knew how serious Diabetes was until the father of my son suffered from it and ultimately lost his life to it.

For many years I was a part of someone's life with Diabetes. The complications that came about as a result of his disease included Glaucoma, Neuropathy (nerve damage), Gastro paresis, heart issues and seizures all in addition to the Diabetes itself. I watched his quality of life decrease more and more over the years. After undergoing multiple surgeries including a pancreas transplant, and years of fighting this disease, the Gastro Paresis is what

eventually took his life at the young age of 31, leaving our son without a father at six years old. Diabetes runs in my son's family, and this is what I have thought about day in and day out, since my son was just an infant. This is why I am committed to helping the American Diabetes Association find a cure for this life-altering disease.

In 2007, I reached out to the American Diabetes Association. I knew that I wanted to be a part of finding a cure. I didn't want my son to ever worry about his health or his every day activities. Since then, I have volunteered countless hours for the American Diabetes Association including the Step Out and Walk to Stop Diabetes event. I've put together several events myself to support Diabetes and taken part in a number of activities that raise money for this cause. When my son's father passed away, I was truly touched by the outpouring of love from family and friends. I appreciated this support so much that I fell in love with the feeling of helping others

“I do volunteering work and participate in as many events as I can to raise funds to finance the research needed to find a cure for diabetes”

because I know how amazing it was when others helped me in my time of need. So I volunteer and I take part in as many events as I can that raise funds to support the research needed to find a cure for Diabetes.

While Diabetes is near and dear to my heart, I believe that volunteering and making a difference in someone else's life, just like others have made a difference in mine is worth all the time in the world. ✕



Another way to help

Too young to be a bride: the dangers of child marriage

UNHCR, the UN's refugee agency supports the initiative of this young Syrian girl living in the Zaatari refugee camp in Jordan who is asking for help to continue fighting for the protection of women and girls around the world. While, according to Jordanian law, the minimum age for marriage is 18 years, Sharia or Islamic law may authorize marriages with children as young as 15. Despite this, the economic difficulties of many refugee families in Jordan lead to cases of unofficial marriages with girls aged 14 or even less.

When Omaima saw how her best friend was getting married before turning 14, she decided to help change this and combat child marriage. "My friend was one of the best students in our class. She didn't want to get married, but her

parents thought it was the best option for her," Omaima recalls.

As in most child marriages, her friend left school after the wedding and Omaima never saw her again. This led her to strive to prevent this continuing to happen to other girls in the camp.

She explains how the support of her parents is what gives her the strength to speak with other girls and convince them to keep going to school. After talking with them, her efforts are already expected to bear fruit and Omaima dreams of going to college one day.

More information: <https://www.youtube.com/embed/3AtLLYMQSM4>

"12 and 13-year-olds came to class to say they wouldn't be back"



Image courtesy of ACNUR

Auara, water with values

The Auaras are sandstorms that occur in the Afar desert in Ethiopia, one of the driest areas on the planet whose population is one of the most threatened by water shortages.

Auara is also a brand of mineral water whose company bylaws reflect its commitment to invest 100 percent of its dividends in drinking water projects in developing countries. These projects are carried out with local partners, engaging the local communities so that they take greater responsibility for maintenance work.

Its natural mineral water is drawn from the Carrizal II spring, in the province of León (Spain). Through its commercialization it is managing to ensure that places suffering from extreme poverty have access to this basic element, so necessary for reducing famines and diseases, and enabling development. As well as its good conscience, the brand uses a 100 percent recycled PET plastic (rPET) to produce its bottles. And its careful design allows 20 percent more bottles to fit on each pallet.

Further information on this initiative and where Auara may be purchased can be found on its website www.auara.org



Image courtesy of AIPC Pandora

Transformative international experiences

How would you like to live with an albino refugee community in Tanzania? Or support female entrepreneurs starting up businesses in Nicaragua? Can you imagine building a latrine system together with people from tribal communities in southern India? With destinations as diverse as Cuba, Guatemala, Kenya, India and Nepal, the NGO AIPC Pandora makes its micro-projects program available to anyone interested in participating in a cooperation project. The participants, who pay their own travel costs, can choose between various different destinations the NGO offers, always to countries of the southern hemisphere. They will spend 21 days participating in a project with predetermined goals and results. No prior knowledge of cooperation is required, as the organization itself offers on-site training. What they do ask of them is to have an interest in cultural exchange, respect for local cultures, flexibility to accept the unexpected and empathy to comprehend the situations they may encounter. Since 2008, over 1,000 people have been able to participate in this experience. You can find more information on their website www.aipc-pandora.org



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Seen on the Web

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

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THE BEST TWEET

@fmapfre
22 Mar.

Peru needs you. The torrential rains have left over 100,000 people homeless. bit.ly/2nxy4Y3 #EMERGENCIAPERÚ



Discover beauty

Discover the exhibition Return to Beauty and watch our video that has already been viewed over 100,000 times



Together We Can receives the Stela Award

Our program 'Juntos Somos Capaces' [Together We Can], which promotes the access to the labor market of people with an intellectual disability or mental health disorder, has been recognized by the Madrid Down

Syndrome Foundation at the 2017 Stela Awards. We really appreciate this recognition and will continue striving to enhance this social group's employment situation and the social involvement of businesses.



mapfrecultura We want you to view Miró in a different way. Come to the Miró Tuesdays, 15-minute visits just for you.

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#EspacioMiró #Madrid #Arte #Cultura#exposiciones #fundaciónMAPFRE#JoanMiró #MartesMiró

saradelval Until what date is this on? Many thanks

mapfrecultura@saradelval Hi Sarah, this is our Permanent Collection and these visits will be taking place every Tuesday. See you there!



International Museum Day

It's time for celebration! We celebrated with our followers the #DíaInternacionalDeLosMuseos and access to our exhibition halls was free on May 18. We also joined in the Night of Museums on May 22.

#RetornoALaBelleza
#EspacioMiró
#expo_lewisbaltz
#exposiciones
#Cultura
#FundaciónMAPFRE
#Arte

2016 Fundación MAPFRE Awards

Thanks to all the winners of the 2016 Fundación MAPFRE Awards for their efforts to improve society day by day. For their consistency and enthusiasm. In this video we express our gratitude. Don't miss it!
<http://bit.ly/2qqQb3M>

408 views



Short story contest

New edition of the contest for the little ones in your house to imagine a world with greater solidarity and put it into words.

Short story contest. Over 100 prizes up for grabs! If they have a thousand stories to tell, we are looking forward to hearing them. Encourage them to participate!
<http://bi.ly/2pR100V>

6,210 views



The Fourth Global Road Safety Week is from May 8-14. We welcome this UN initiative to help raise awareness about the need to curb speeding on our roads. Join up and help save lives. Share your message!

#SlowDown
<http://bit.ly/2pT96CK>

#TeFaltaAlgo?

Remember to fasten your safety belt on the bus too. What about you? Are you missing something?

bit.ly/2oXC07



#SlowDown

Thank you for making this 4th Global Road Safety Week a way to inform and raise awareness about the dangers of speeding. We all have a role to play and the safety of others is in our hands.

#SlowDown
<http://bit.ly/2pT96CK>





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Hands of solidarity

TEXT: ÁNGEL MARTOS

The green province. This is what the Ecuadorians call Esmeraldas, a land richer in landscapes than in stones. Quito's inhabitants bathe at its beaches and enjoy its natural parks with the tallest mangroves in the world, while its forest is still home to indigenous communities, such as the Cayapas, Epera or Awa. A natural exuberance that revealed its cruelest facet in 2016, with the earthquake of April 16, which registered 7.8 on the Richter scale, and the successive aftershocks throughout the rest of the year. None of the 670 people who died in the catastrophe belonged to the fishing population of San José de Chamanga parish, one of the areas most affected by the earthquake.

However, 90 percent of their homes were razed to the ground. The collapsed buildings included the Monsignor Enrique Bartolucci school, where 400 under-14s studied.

Today classes are being offered in makeshift tents, in the hope that international aid will enable the school – once a benchmark in the region – to be rebuilt. Manos Unidas (literally Hands United), the NGO of the Catholic Church in Spain, is leading this project, with Fundación MAPFRE readily lending a *hand*.

An alliance between the music of Bach and traditional carols formed the repertoire performed last December by the baroque orchestra of the Royal Conservatory

of Madrid. This solidarity concert, held in the church of the Jerónimos, was honored with the presence of Infanta Elena and managed to raise 10,000 euros.

But the relationship between Fundación MAPFRE and Manos Unidas in Spain goes back many years, with the greatest manifestation being the Manos Unidas Awards. These are designed to recognize works which sow the seed of solidarity in the neediest of countries. Fundación MAPFRE promotes the Special Manos Unidas Award which, in the latest edition, went to Julián del Olmo, a priest, journalist and director of the program on Spanish state television called *Pueblo de Dios*. ✕

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Fundación **MAPFRE**

Duane Michals
Boy in Leningrad [Chico en Leningrado], 1958
Duane Michals. Cortesía de DC Moore Gallery, Nueva York
© Duane Michals

DUANE MICHALS

Lugar

Sala Casa Garriga-Nogues
Diputació, 250. 08007 Barcelona

Fechas

Desde el 30/05/2017
hasta el 10/09/2017

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



DUANE MICHALS

Location

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

Dates

From 30/05/2017
to 10/09/2017

Visiting hours

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

Albert Renger-Patzsch
Hormas en la fábrica Fagus, Alfeld [Schuhleisten im Faguswerk Alfeld], 1928
Albert Renger-Patzsch Archiv/
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ALBERT RENGER-PATZSCH. LA PERSPECTIVA DE LAS COSAS

Lugar

Sala Fundación MAPFRE Recoletos
Paseo de Recoletos 23, 28004 Madrid

Fechas

Desde el 22/06/2017
al 10/09/2017

Horario de visitas

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



ALBERT RENGER-PATZSCH. LA PERSPECTIVA DE LAS COSAS

Location

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

Dates

From 22/06/2017
to 10/09/2017

Visiting hours

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

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.
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ESPACIO MIRÓ

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Permanent Exhibition

Visiting hours

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