

PRESS RELEASE

Over the last 10 years, more than 6.3 million people have visited Espacio Fundación Telefónica

ESPACIO FUNDACIÓN TELEFÓNICA CELEBRATES 10 YEARS AS A REFERENCE POINT IN DIGITAL CULTURE, INNOVATION, KNOWLEDGE, DEBATE AND REFLECTION

- Inaugurated on 12 May 2012, Espacio Fundación Telefónica was conceived as a place of debate, reflection and meeting, a showcase for new technological trends in art and culture for the 21st century, an open, inclusive and free space for the general public to connect people with knowledge.
- Very important figures, including architect Norman Foster; videoartist Bill Viola; the multidisciplinary artist Laurie Anderson; thinkers Saskia Sassen, Yuval Noah Harari and Richard Sennett; Pulitzer Prize winner Isabel Wilkerson; renowned chef Ferrán Adriá, and winners of the Nobel Prize for Literature Svetlana Alexiévich, Orhan Pamuk, Mario Vargas Llosa and J. M. Coetzee, have passed through our Espacio and have contributed to analysing the new challenges of the digital age and seeking global solutions through the contribution of their ideas.
- During these 10 years, there have been 60 exhibitions, over 1,500 events, 10,600 workshops and educational activities, 260 publications, 400 podcasts and our YouTube channel has had 15 million views. Today, 10 years later, Espacio is a place of reference in Madrid for anyone who wants to learn and understand what the digital transformation of society in all areas means.

Madrid, 4 July 2022_ Espacio Fundación Telefónica is 10 years old, 10 years in which it has become a place of reference for **knowledge, debate, analysis, reflection and meeting and finding out about, experiencing and understanding technology through new digital experiences**. Inaugurated on 12 May 2012 on Gran Vía, Madrid, Espacio Fundación Telefónica was conceived as an open, inclusive and free space for the general public to connect people with knowledge and digital culture. An architectural project of 6,370 metres, with the focus on digital culture, science, dissemination and technology, through its diversity of expression,

it has had 6.3 million in-person visitors, 60 exhibitions, more than 1,500 events and 10,600 workshops and educational activities throughout these 10 years. Furthermore, the Espacio programme has crossed borders and, thanks to new digital formats, its content has extended further. 15 million views of online conferences, over 4.3 million downloads of 260 publications and over two million listens to our 400 podcasts

The director general of Fundación Telefónica, **Carmen Morenés**, explains how these 10 years dedicated to knowledge-sharing have been: *“Through our forums for thinking, meetings, exhibitions and educational workshops, we wanted to lead the social, educational, cultural and technological debate on ideas that are changing the world, imaging possible futures, always with the assistance of other bodies and people. A future, but also a present, in which we learn to reflect, listen better, and be increasingly more connected. A future and a present in which we endeavour to build a better world, where we manage to reduce all the divides threatening society, be they digital, social or educational, and also those affecting training and new employability”*.

Forums for debate and reflection to think about the future

Espacio Fundación Telefónica has been consolidated as a reference point in generating knowledge in society. It has been the spokesperson for well-known national and international names from the world of humanities, digital culture, critical thinking, ethics and education.

Throughout these 10 years, Fundación Telefónica has filled its space with different initiatives to encourage reflection on ideas that are changing the world, analysing changes in training and new digital competitions requiring new professional profiles, confronting new challenges of the digital age and seeking inclusive, just and supportive solutions for a better world. Among them, we must mention [the launch of 42](#), the most innovative programming campus in the world, and [Foro SDIE 2021; the digital humanities and the future of employment](#), the presentation of the [White Paper on the Digital Transformation of the Third Sector](#) the [Portrait of Volunteering in Spain](#) and the [Volunteering Awards](#).

In addition, committed to being a reference point in the world of training, Espacio became the venue for [#enlightED 2021](#): our global conference on education, technology and innovation, where, along with renowned national and international experts such as the CEO and cofounder of Teach for All, **Wendy Kopp**, the psychologist, researcher and professor at Harvard University, **Howard Gardner**; the founder of Design for Change, **Kiran Bir Sethi** and the writer and education expert, **Ken Robinson**, the huge challenges of tomorrow's education were addressed.

In this commitment to reflection, the generation of ideas, debate and knowledge, we must emphasise:

- **TELOS magazine**, with the new 2017 design, and the **‘TELOS Forum’**, where thinkers like **Amber Case, Isabel Wilkerson, Carissa Vélez, Niall Ferguson** and **Antonio Muñoz Molina** explore the great contemporary insights to build a more technological and sustainable, more human and just world.
- **Cycle ‘Rethinking Tomorrow’**, a forum where, through high-level expert voices from different fields, **Saskia Sassen, Richard Sennett, Daniel Innerarity, Margarita del Val, Gerd Leonhard and Facundo Manes**, among others, we analyse what lies ahead and place ourselves at the service of society in this new scenario of uncertainty we are facing with COVID19.
- **Cycle Tech & Society**, in collaboration with Aspen Institute España a forum for plural and illustrated reflection around the big issues of advances in digital technology and its influence on human relationships, education, culture and the economy. The programme has featured **Nick Srnicek, Evgeny Morozov and Sherry Turkle**, to name a few.
- The **‘Digital Culture Forum’**, with its two editions, reflects on how new ways of bringing cultural content closer to the public are being created from the digital transformation; how narratives and experiential solutions are being generated that can assist in transmitting information to society in innovative ways such as the metaverse, NFTs or cryptoart. The forum has included creators and professionals from institutions such as the Prado Museum, the National Thyssen-Bornemisiz Museum, Cervantes Institute, the Juan March Foundation and the Museum of Modern Art in Mexico City.

The head of knowledge and digital culture at Fundación Telefónica, **Pablo Gonzalo**, asserts that *“over the course of the years, the principal value I believe that we have contributed to society has been the chance to share the knowledge and the ideas of everyone who has passed through Espacio and, in this regard, I would highlight the high standard of them all, and also the plurality of visions and disciplines, a component we believe to be crucial. Incidentally, if we look at the stature of our guests, I can point to the fact that the hundreds of experts who have joined us include six Nobel Prize winners, four Cervantes Prize winners, nine Pulitzer Prize winners and 21 Princess of Asturias Award winners”*.

Exhibitions to make sense of the world

Over the past 10 years, Espacio has scheduled 60 [exhibition projects](#), alongside artists, curators, technologists and top-level experts who encourage visitors to contemplate, rethink future challenges and seek answers for a changing world.

In 2012, the exhibition [‘Art and Artificial Life 1999-2012’](#), kicked off with a discussion on art and new technologies. The ambition to see future possibilities and to rethink our role as humanity in a technological tomorrow continues with [‘We, robots’](#), [‘Mars. Conquest of a Dream’](#), [‘Beyond 2001: Odyssey of Intelligence’](#), [‘The Great Imagination. Histories of the](#)

[Future'](#), with the exhibition dedicated to the work of architect [Norman Foster](#) and how the future and past can inspire the present.

Digital art and video art have been two of the main protagonists in the most immersive and sensory exhibitions, displaying the creative, artistic and most scientific power of technology. An example of this are the exhibitions by artists such as [Joanie Lemercier](#) and [Jennifer Steinkamp](#), the maestro of video art, [Bill Viola](#), the Japanese collective [teamLab](#) and the current exhibition by [Liam Young. Worldbuilding'](#). In addition, Espacio welcomed to Spain for the first time in 2018, 'Chalkroom', a virtual reality installation by [Laurie Anderson](#), visual artist, electronic guru and genuine living legend.

There has also been space, in a more general way, for visionary minds, pioneers and inventors who knew how to anticipate their time, and open the door to other ways of seeing and doing things. With [Jules Verne](#), we discover the power of imagination and anticipation; with [Houdini](#), wonder, magic and illusion; with ['Ballerina of the Future'](#) we immerse ourselves in the story of seven women who created new forms of expression and freeing the female body; with ['Radical Curiosity'](#), we take a fascinating journey through the ideas of Buckminster Fuller, the man who dedicated his life to imagining a more sustainable world; in the exhibition [Alfred Hitchcock](#), we discover the history of the cinema revolution; with the inventor [Nikola Tesla](#), we discover visionary technologies, and with the chef [Ferran Adrià](#), we learn how to apply creativity to any discipline.

All this in a space where Telefonica's historical heritage has been present looking at the future with the permanent exhibition ['History of Telecommunications'](#), and the different exhibitions dedicated to spreading the legacy of the Telefonica Collection with proposals in the pipeline such as ['Connections in the Telefónica Collection'](#), and others including 'Contemporary Photography in the Telefónica Collection' and ['Untitled. The Telefónica Collection as never seen before'](#).

Big Names, Big Moments

Leading national and international writers have passed through the Espacio auditorium, including [visits by Nobel Prize winners](#) **Svetlana Alexiévich, Orhan Pamuk, Mario Vargas Llosa, J. M. Coetzee and J. M. G. Le Clézio.**

[Well-known international voices](#) have also shared their reflections, these include **Paul Auster, Siri Hustvedt, Vivian Gornik, Lucy Sante, James Ellroy, Ken Follett, George R.R Martin** etc., as have [highly acclaimed](#) Spanish writers like **Juan José Millás, Elvira Lindo, Almudena Grandes, Dolores Redondo, Fernando Aramburu, Rosa Montero, Eduardo Mendoza, Fernando Marías, Inés Martín Rodrigo and Isabel Allende.** Thinkers of the stature of palaeontologist **Juan Luis Arsuaga**, mathematician **Kathy O'Neil**; historian **Mary Beard**; top

expert in quantum computing, **Juan Ignacio Cirac** and the director of the Spanish National Cancer Research Centre, **María Blasco**, to name a few have also shared their thoughts.

Education, a lever for social development

The education team at Fundación Telefónica has organised **over 10,600 workshops and activities**, with more than 225,000 participants and 200 artists and experts.

The [above-mentioned visits](#) and [workshops](#) linked to the exhibitions have been consolidated as an education pillar and, thanks to the innovation with new formats such as training cycles, literary competitions and educational concerts, it has been possible to learn about science, technology and audiovisual creation directly from **scientists** — **Ester Lázaro, Carlos Briones** and **Marta Macho-Stadler**—, **experts in technology and programming** **Margarita Padilla** and **Alex Posada**—, **photographers** — **Isabel Muñoz, Joan Fontcuberta** and **Bleda y Rosa**—, **artists** — **Marina Núñez, Alicia Martín** and **Montserrat Soto**— and **writers** —**César Mallorquí** and **Fernando Marías**—.

New Formats and Narratives

The commitment to creativity, innovation and digital trends has, in the past 10 years, been applied to new formats and narratives, which have brought these reflections and debates closer to the public in another way: from immersive experiences, computer graphics, podcasts, social networking and interactive publications.

One of our clear commitments has been to complement the exhibitions beyond the physical space, so that the visitor understands and complements the content. Visual tools such as the [HAL 9000 radiograph](#), the computer on board the Discovery for the exhibition '[Beyond 2001: Odyssey of Intelligence](#)' or homage to the [most charismatic robots](#) in history for the exhibition '[We, Robots](#)' or the interactive to understand how [the curious characters of the artist Theo Jansen](#) worked, are some of these examples.

Another of the main protagonists has been audio, which has held a privileged place in our Espacio. During these years, we have produced the podcasts '[Martian Wave](#)', '[Radical Curiosity](#)' and '[Synaesthesia](#)' to complement the exhibition content of Mars, Buckminster Fuller and Colour, as well as '[Encounters](#)', Espacio's own podcast, which brings together all the debates, forums and interviews held. With these, we have achieved over 2 million listens from 400 podcasts.

Espacio has opted for digitalisation beyond its boundaries, with seven virtual exhibitions in Spain and Latin America, including the show 'Highlights. The Telefónica Collection' and '[Intangibles](#)', a digital exhibition from the Telefónica Collection that, inspired by emblematic pieces <https://espacio.fundaciontelefonica.com/evento/destacados-virtual-coleccion-telefonica/> from the Collection, generated simultaneous digital experiences in six Latin American cities. This challenge by digital format innovators has given depth to exhibition projects, and has brought our proposals closer to our followers in different parts of the world.

Our digital commitment has also moved to social media. We have scheduled a series of live feeds on Instagram from our galleries with experts and leaders from different disciplines as another way of sharing knowledge and bringing us closer to the public. A challenge that has been consolidated in the audiovisual world. Over these 10 years, the content on our YouTube channel has received over 15 million views. Furthermore, another key to offering quality content has been our [free publications](#), 260 in 10 years with 4.3 million downloads, with emphasis on '[TELOS](#)', '[sdiE](#)', 'The Economic Value of Spanish' and 'The 20 Educational Keystones for 2020'. What should education be like in the 21st Century?

Fundación Telefónica, the social side of the digital age

Fundación Telefónica has been working for more than 20 years to be a catalyst for social inclusion in the digital age and to contribute to creating a more inclusive, just and supportive world. True to its technological background, it relies on the limitless capabilities of new technologies to improve people's lives and connect them to the opportunities of digital progress. With that vision, it acts in 41 countries in a transformative capacity to connect society with [education](#) to reduce the educational divide; with the [new employability](#) to generate digital profiles demanded by the job market; with [knowledge and culture](#) to spark shared thinking on the ideas that are changing the world; and with [solidarity](#) spearheading social action by Telefónica employees so that the most vulnerable people get equal opportunities for development. It does all of this through global and inclusive initiatives with a digital soul, joining forces with more than 500 organisations and 100 government agencies.

www.espacio.fundaciontelefonica.com

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