

NOTA DE PRENSA

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ESPACIO FUNDACIÓN TELEFÓNICA HAS BEEN CREATED TO ACCOMMODATE THE NEW CULTURE OF THE 21ST CENTURY IN THE HEART OF MADRID

- **Espacio Fundación Telefónica is a place for debate, reflection, communication, and meeting, in a unique and emblematic location, which grants continuity to historical vanguards, and opens a dialogue to the new participative approach to culture.**
- **Almost a century later, the Company's historic Gran Vía headquarters in Madrid remain at the forefront of social change with a new space where the artistic and technological avant-garde movements of the 20th and 21st century meet.**
- **To commemorate its opening, the Espacio will be showing three exhibitions: "Telefónica's Cubism Collection" on the 4th floor, which uses the work of Juan Gris to evoke the context of technological change of vanguards; a retrospective "Art and Artificial Life: Vida 1999-2012" exhibition on the 3rd floor, looking back at the 13 editions of the International Contest that Fundación Telefónica has been organizing; and the "History of Telecommunications", with a sizable sample of remarkable pieces, in physical and virtual format, belonging to Telefónica's collection, on the 2nd floor.**

Para más información

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Madrid, 7th May, 2012.- Espacio Fundación Telefónica has been created to accommodate the new culture of the 21st century in the heart of Madrid, with the aim of becoming a place for debate, reflection, and communication, a meeting point in a unique and emblematic location, which provides continuity to the encounter between historical vanguards and the current knowledge revolution.

Almost one century later, the Company's historic Gran Vía headquarters in Madrid remain at the forefront of social change, with a new space that is an exponent of 21st Century culture, offering a wonderful occasion to reflect on the adventure of telecommunications and art in the past, the present and the future. The dialogue between art, technology and new forms of communication takes place in different workshops, an auditorium and several exhibition spaces, spanning over four floors of the Group's historic headquarters, in the heart of Madrid.

To commemorate its opening, the Espacio will be hosting three exhibitions: "Telefónica's Cubism Collection", which uses the work of Juan Gris to evoke the technological change context of vanguards, with paintings that are part of Telefónica's most important art collections; the anthological retrospective "Art and Artificial Life: Vida 1999-2012", from the International Contest that Fundación Telefónica has been organizing, with a sample of 23 works chosen out of a total of 1,478 proposals submitted to date, from over 50 countries; and the "History of Telecommunications", with an assortment of pieces, in physical and virtual format that belong to Telefónica's valuable technological collection, built up over its almost 90 years of history.

The Espacio is divided in four floors: the entrance hall and shop on the ground floor; the 2nd floor, accommodating the Auditorium - an innovative stage for our activities, such as conference and debate cycles, educational sessions, film projections, book presentations, etc - and an exhibition area, where the "History of Telecommunications" is on show; the 3rd floor, conceived as a space for exhibitions and different rooms for the conduction of complementary workshops, currently hosting the "Art and Artificial Life" exhibition; and the 4th floor, also intended to host exhibitions, and which currently accommodates the exhibition "Telefónica's Cubism Collection".

Creativity, innovation and technology in a space open to everyone

This new Espacio is born as an exponent of culture in the 21st Century, a culture that proposes a participative way of seeing things and developing knowledge, art, and technology, contributing to its creation and bringing it closer to society. In fact, the techno-artistic change which marked the beginning of modernity also defines the spirit and genesis of Espacio Fundación Telefónica, which proposes a thrilling vision from the vanguards of the 20th century, the authentic melting pot for technological progress and new ways of communicating, to the emergence of the Internet and the *smartphone*, and the social network revolution that they entail, plus a reflexive and interactive journey through the history of this unstoppable process.

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Thus, in the opening exhibitions, users are offered advanced relational search tools that will allow them to become acquainted with the Group's artistic wealth; several Google Play apps and the Apple Store App, consisting of over 1,200 works; audiovisual guides for iPhones and tablets, with artistic, technological and photographic contents, catalogues adapted for Apple and Android; an interactive model of the building, with four information levels; over 170 audiovisual and interactive elements, over 40 touchscreens with information, contexts, interviews, documentaries, and games covering topics such as Juan Gris, the new languages of cubism, the influence of Latin American vanguard, documents, books and letters written by Dali, Gertrude Stein, Albert Gleizes, André Lhote, Daniel Henri Kahnweiler, Joaquín Torres García, Vicente Huidobro, etc. Visitors will also be offered the opportunity to embark on a journey through art and artificial life, with 23 works from 13 countries, addressing subjects such as the cell, robotics, the environment, new urban surroundings, etc. And they will also learn about the history of telecommunications in Spain, represented in a sizable sample, in physical and virtual format, of outstanding pieces from electric telegraphy, to communication guidelines.

Thus, the new Espacio Fundación Telefónica seeks to be, above all, a centre that speaks and listens to its audience, that encourages everyone to get involved, and that provides answers to some questions on artistic creation, artificial life, multimedia communication, videogames, music, conferences and debates, robotics, cinema, design, books, technological innovation, visual arts, interactive exhibitions, entrepreneurial actions, etc. Users of Espacio Fundación Telefónica are active agents, who research, discuss and take part in the generation and transfer of knowledge through the successive activities scheduled.

The artistic and architectural project of Espacio Fundación Telefónica

The Espacio is located in the emblematic building on the Gran Vía of Madrid. The main entrance is located at calle Fuencarral, No. 3. The building, constructed between 1926 and 1929, opened in 1930 as the company's new headquarters, becoming the first skyscraper in Europe, and, for almost a year, also the tallest. Espacio Fundación Telefónica's location was chosen to provide it with a singular setting, within what was, and still is, a historic building with a remarkable architecture, in a state-of-the-art, stylish and modern space.

Throughout its 6,370 sqm., the Space recovers the clear and open spaces envisaged in the original design of the building, connected by the overarching vertical atrium that spans across all four of them, contributing to the versatility in using the halls as museums, the temporary exhibition programs, the meeting and consultation areas, the rooms, the construction work archive, etc., making sure that the spotlight is shone on the original highlights of the building. In this sense, the Espacio has preserved its original industrial look and feel, underscored with the addition of modern "resources", such as the iron in the structure of the spiral staircase, covered with steel plates, the polished concrete and stainless steel floors, the steel pillars, metal ceilings, and oak wood, which

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communicate with the birth of the historic and architectural vanguards of the past century.

One of the highlights is the entrance to Espacio Fundación Telefónica, on Fuencarral street, an overarching atrium that spans vertically across the four floors of the space, and which helps visitors get a more accurate idea of the overall dimensions of the Espacio. This integral vision is reinforced with the panoramic elevator, with its exposed structure, with a capacity for 30 people, in the main hall of the building, and the spiral staircase adjoining the Fuencarral street façade. Behind the elevator, the exposed brick wall is a testimony of the original walls of the building, a glimpse into the essence of the original architectural project.

Fundación Telefónica: knowledge to transform

Fundación Telefónica contributes to social development by accessing knowledge, engaging in its own social innovation programs, based on new technologies and collaborative networks.

Its key social objectives include the eradication of child labour in Latin America, and improving the quality of education and knowledge through the dissemination of art, technology, and digital culture in society. Also, for twenty years now, it has been organizing art and technology exhibitions thanks to which it has become one of the key reference institutions in culture.

Being a global foundation, its actions are developed in the societies of the twenty countries where Telefónica is present, three of which – Argentina, Chile and Peru – also have their own Espacio Fundación Telefónica.

Images and videos of Espacio Fundación Telefónica at www.fundacion.telefonica.com/es/prensa/

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