



2011

BRAVOS

GROUNDBREAKING SPANISH DESIGN

PRESS RELEASE



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BRAVOS: Groundbreaking Spanish design

The most talented and successful creations of young Spanish designers of today, now in Washington, D.C.



Photo: Martín Azúa

When: Friday, April 1, 2011, 10AM: Press Preview and walk-through with Juli Capella.

Where: American University Museum, Katzen Arts Center
4400 Massachusetts Avenue, NW, Washington, DC 20016

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BRAVOS: Groundbreaking Spanish design

Washington, DC, March 25, 2011- The Spanish Agency for International Cooperation (AECID), in collaboration with the American University Museum, The Spain-USA Foundation and the Embassy of Spain are pleased to present the exhibition BRAVOS: Groundbreaking Spanish design, from April 5th to May 15th.

BRAVOS is an innovative design exhibition that portrays the innovation and diversity of the new Spanish design scene. It includes the work of twenty-one of the most talented and successful young Spanish designers of today, and represents the best industrial design creations of the Spanish Design Boom.

American University Museum in Washington will host the world premiere of BRAVOS. The exhibit will then travel throughout the U.S. during 2011 and 2012, Chicago, San Juan Puerto Rico and Houston... before travelling through Europe, Asia and Latin America.

After an important design history with figures such as Gaudí, Dalí, and 20th century masters as important as Ricard, Milá, Tusquets, Mariscal, the 21st Century has unravelled a new generation of Spanish designers that stands out just like Scandinavian, Italian and Dutch Design did in previous decades.

This exhibition is part of Spain Arts & Culture 2011, a cultural program that includes more than 100 events all over the US featuring the most cutting-edge works of internationally renowned Spanish artists in fields such as design, urban culture, architecture, visual arts, film, performing arts, literature and music. This exhibition is in collaboration with Apartment Zero locally, www.apartmentzero.com.

BRAVOS: Groundbreaking Spanish design

April 5 to May 15, 2011. Monday, April 4, 6:30-8:30 VIP opening and reception including a walk-through by Bravos' curator Juli Capella.. RSVP for you and a guest by March 30th at 202-728-2334 or contact@spainculture.us



Facts of interest:

- A heterogeneous generation that share essential traits.
- Most of them have studied and worked abroad.
- They network with the international design community.
- They cover all fine arts and blend disciplines.
- They have a strong environmental awareness.
- Their proposals are humorous and playful.
- Many of their projects are conceptual, pragmatic ideas, critique, leaving behind the shape and function dichotomy, in order to explore other values of design that are more symbolic.
- They are also practical, approaching the industry sector to create mass-produced products that are conceived to fulfill new needs.
- They are not interested in being part of an artistically uniform group.
- They do not want to create a common style. They do not want to represent Spain or lead a movement.
- Each designer follows their own rules and looks for their own singularity and individuality.
- The most relevant feature of this new generation is the fact that they have no features in common. It is the first generation of globalization and the Internet.

Artists:

Antoni Arola (Tarragona, 1960 / www.estudiarola.com)

Martín Azúa (Vitoria-Gasteiz, 1965 / www.martinazua.com)

Nacho Carbonell (Valencia, 1980 / www.nachocarbonell.com)

Curro Claret (Barcelona, 1968 / www.curroclaret.com)

CuldeSac (Pepe García, Valencia, 1974 y equipo / www.culdesac.es)

díez+díez diseño (J. Díez, Madrid, 1966 y José L. Díez, Madrid, 1968 / www.diezmasdiez.com)



El Último Grito (R. Hurtado, Madrid, 1966 y R. Feo, Londres, 1964 / www.eugstudio.com)
Emiliana Design (A. Mir, Valencia, 1969 y E. Padrós, Barcelona, 1969 / www.emilianadesign.com)
Luis Eslava (Valencia, 1976 / www.luiseslava.com)
Guillem Ferran (Tarragona, 1983 / www.guillemferran.com)
Joan Gaspar (Barcelona, 1966 / www.joangaspar.com)
Martí Guixé (Barcelona, 1964 / www.guixe.com)
Jaime Hayón (Madrid, 1974 / www.hayonstudio.com)
Lagranja (Gabriele Schiavon, Padua, 1973, & team / www.lagranja.it)
Ernest Perera (Vilanova i la Geltrú, Barcelona, 1974 / www.ernestperera.com)
Diego Ramos (Barcelona, 1978 / www.diegoramos.es)
Mario Ruíz (Alicante, 1965 / www.marioruiz.es)
Héctor Serrano (Valencia, 1974 / www.hectorserrano.com)
Stone Designs (C. Mazuelos, Madrid, 1973 y E. Prego, Logroño, 1974 / www.stone-dsgns.com)
Ramón Úbeda (Jaén, 1962 / www.ramonubeda.com)
Patricia Urquiola (Oviedo, 1961 / www.patriciaurquiola.com)

The portrait of each designer in the exhibit has been taken by the photographer Rafael Vargas.

High res images found here:

<http://homepage.mac.com/capellagarcia/filechute/EXPO BRAVOS PRESS.zip>

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And also on www.facebook.com/SpainArtsCulture / Twitter www.twitter.com/SpainCultureUSA

*The Government of Spain —through the Embassy of Spain's Cultural Office in Washington, D.C. and its network of General Consulates and Cervantes Institutes in key cities— promotes Spanish culture and art in the United States and strives to strengthen bilateral cultural, artistic and academic exchanges. Spanish-American cultural cooperation aims to create multiple links between the creative sectors of both countries and promote Spain's contemporary artistic expression with special attention to Americas Hispanic Community, striving to emphasize plurality expression and opinion, in line with Spain's own diversity in language, creativity in the arts and unique cultural heritage.

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