



AC/E
 ACCIÓN CULTURAL
 ESPAÑOLA

January 2013 / For more information, please contact:

Berta Corredor (Cultural Office, Embassy of Spain)

berta.corredor@spainculture.us | (301) 742-7788

Mónica Hernández (Acción Cultural Española, AC/E)

monica.hernandez@accioncultural.es | + 34 91 700 4000 / +34 628 26 01 75

Acción Cultural Española (AC/E) and SPAIN arts & culture present

TAPAS. Spanish Design for Food



WHEN

PRESS PREVIEW: Thursday, January 23, 2014 / 9 am

Please confirm attendance to: berta.corredor@spainculture.us

VIP OPENING RECEPTION: Thursday, January 23, 2014 / 6:30 - 8:30 pm

By invitation only. RSVP required: contact@spainculture.us

EXHIBITION ON VIEW: January 24 - March 23, 2014

Gallery hours: Wednesday through Friday from 2 pm to 6 pm; Saturday, and Sunday 10 am - 6 pm.

Free admission.

WHERE

Former Residence of the Ambassadors of Spain

2801 16th Street Northwest, Washington, DC 20009

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2375 Pennsylvania Ave, NW
 Washington, DC 20037
 United States

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 F. +1 202 496 0328
www.spainculture.us





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The exhibition “TAPAS. Spanish Design for Food”, arrives in Washington D.C.

Washington, D.C.- The exhibition “TAPAS. Spanish Design for Food”, organized by **Acción Cultural Española (AC/E)**, and **SPAIN arts & culture** features more than 200 objects and instruments, videos, photographs, and installations to explore the interaction between design and gastronomy, two creative disciplines enjoying a boom in Spain and currently achieving international acclaim. The exhibition opens to the public on January 24th in the Former Residence of the Ambassadors of Spain, and will be on view through March 23th, 2014.

Curated by designer/architect **Juli Capella**, TAPAS showcases imagination and talent targeting the taste buds, where design and haute cuisine go hand in hand. Spanish chefs, designers, architects, wineries and restaurants reflect the last 25 years of Spain’s avant-garde experimental blending of design and food. Legendary culinary icons from Spain are also featured, including the paella pan, traditional wineskins and flasks, the *bota*, *botijo* and *porrón*.

“This exhibition is a tribute to the origins of the word Tapa,” said the curator, **Juli Capella**, *“which also means lid in Spanish. Derived from the ancient custom to cover (tapar) a glass of wine with a slice of bread or chilled meat to keep out dust and insects. During the turn of this century, Spain has led a bold, avant-garde experiment: combining high cuisine with high design,”* adds Capella. *“Culinary creations are matched to their containers, thus going beyond raw ingredients and cooking. This Spanish revolution fosters the partnership between chef and designer.”*

The Tapas’ tradition best exemplifies Spain’s true social nature. When a group of friends gets together at a table to taste portions of widely varying flavors, it’s more than just a way to enjoy food - it’s also a great way to share an experience. This is Spain’s message to today’s world: to bring people together for real social interactions by enjoying Tapas.

Our master chef and tapas ambassador in the United States is **José Andrés**, who has been the Chef Advisor for this exhibition. For the past 21 years, he has been championing this healthy and tasty way of eating in a fun context. José Andrés is a great promoter of Spanish design, upholding a creative and pioneering approach in his restaurants. He claims that *“working with the best ingredients is how we create an astonishing dish, but in order to create a memorable experience, the best elements of design, from the kitchen, to the table, to the plate, all must come together to tell an exciting story”*. This philosophy reflects in the redesign of José Andrés’ **Jaleo** restaurants in DC and Bethesda, recently developed by the architect and curator of the exhibition Juli Capella, who has also designed other José Andrés’ restaurant concepts such as Jaleo Las Vegas, minibar, and Mi Casa.

The curator further emphasizes the role that design plays in this exhibition, and in Spain’s culinary trends: *“In a world without design, we would be sitting naked on the ground, there would be no tables and no chairs, no cameras or wristwatches. Design is synonymous with progress. As our different cultures engage in more permanent contact and we are all influenced by each other, the distinctive features of geographical design by countries or regions are melting away in our inter-connected world. Unlike languages (Spanish vs. English, for example), design is like music: a universal idiom.”*

The exhibition features products designed by Spaniards, even if produced in another country, along with items made in Spain by foreign designers. TAPAS offers a contemporary and cutting-edge perspective via a number of designs produced exclusively for leading restaurants such as **eIBulli**, **El Celler de Can Roca** (named the best restaurant in the world in 2013) and **Mugaritz**.

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Spanish chef **Ferran Adrià**, who asserts, “*cooking is to design dishes*”, began a minor revolution by recruiting industrial designers for his kitchens to present his creations in an exclusive manner.

Designers, architects, wineries, restaurants and chefs have contributed with their works for a show which not only features more than two hundred objects, but also a large collection of wine bottles which stand out for their bold and appealing labels. The exhibition includes an audiovisual presentation featuring a selection of interior design in Spanish restaurants. It also features wineries from across Spain, which stands out for the quality of their architecture, including works by **Frank Gehry**, **Zaha Hadid** and **Rafael Moneo**.

More about TAPAS. Spanish Design for Food

The show features three distinct elements: the **kitchen** (preparation and utensils), the **table** (objects used to sample food), and the **meal** (food design).

1. The kitchen: preparation and utensils

This is the working area, a laboratory that blends functionality and aesthetics. The kitchen is an essential element in every home and restaurant. It must be equipped with the accouterments, utensils, apparatus, dishes and furniture necessary to prepare, process, handle and cook food, such as casseroles, cutlery, containers in order to arrange it on the dishes or plates that will be served at the table. This is a space essentially dedicated to work, where functionality previously reigned supreme, although new materials and the fact that the kitchen has gradually taken on an increasingly important role within the home, have led to a change in habits and the aesthetics of the furniture and objects to be found here.

2. The table: objects used to sample food

This is where food and drink are taken in, a shared space combining furniture and architecture with functionality and aesthetics. The section reveals the whole host of objects designed for the presentation and sampling of food. Whether at home or in a restaurant, on a airplane or picnicking in the countryside, the act of eating is accompanied by a ritual made up of objects which will vary depending on the circumstances, and could include anything from the smallest salt cellar to the crockery, cutlery, glassware, table linen, furniture (tables, chairs, lamps) and interior decor, right up to the architecture of famous wineries and restaurants.

3. The meal: food design.

Ingredients, techniques and diet, combining tradition and modernity. This section, divided into several settings, presents food produce which stands out from a formal perspective. It also shows the evolution of traditional Spanish products “devised” by mankind in their form or concept (anchovy-stuffed olives, churros and paella, whose origins are lost in the mists of time) alongside more elaborated and avant-garde techniques by innovative chefs. From Spanish ingredients such as the cured hams of the Iberian pig to the most sophisticated creations dreamt up at elBulli, accompanied by native culinary creations including paella and gazpacho, and such inspired but anonymous inventions as the *pintxo* bar snacks from the Basque Country. This section contains a range of references and historical anecdotes about the origins of Spain's famed tapas, including one of the many possible explanations of the meaning of Tapas, by suggesting that the practice may have begun in the 13th century, when the King Alfonso the Wise suffered an illness and was advised to drink an occasional glass of wine. New designs for new social challenges are also featured in this third setting, highlighting the interest taken by Spanish design in new technologies, its commitment to the restoration of traditional craft techniques in harmony with the values of recycled materials such as cardboard and wood, as well as plants such as bulrushes.



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The exhibition features works by the following designers, architects and artists:

Antoni Miralda | Martí Guixé, Adrià Guiu and Iñaki Remiro (GR Industrial Design) | Brosmind Studio | Amalgama Studio | Ana Hernando | André Ricard | Andreu Carulla | Antoni Arola | Apparatu | Ramón Úbeda | Attua Aparicio | Bankook Design Chambre (Ana Roquero) | Chus Burés | Clara Balmaña | CuldeSac | Curro Claret | Diego Ramos | diez + diez diseño | Emiliana Design Studio | Enoc Armengol | Ernest Perera | Estudi Hac | Estudio Luesma & Vega | Luki Huber | Eugeni Quitllet | Gabriel Lluelles | Gemma Bernal | Mariscal | Gerard Moliné | Guillem Ferran | Héctor Serrano | Jaime Hayón | Jorge Pensi | Josep Llusà | Josep María Jujol | Julia Mariscal | Lluís Clotet | Luis Eslava | Nadadora | Martín Azúa | Lusesita | Javier Mariscal | Marre Moerel | Gerard Moliné | Merry Kawamura Ganjavian | Nadadora | Oscar Tusquets | Papila | Patricia Urquiola | Pete Sans | Rafael Marquina | Ramón Benedito | Héctor Serrano and Santos Bregaña.

The companies Lékué, ICC, Soler Graells, Sargadelos, Arcos, Castej, Pordamsa, Porvasal, Inmarmol, Alessi & Delica and Lladró are also featured.

Pictures and captions available in this link <https://www.dropbox.com/sh/dee3tx8f5kee81t/tyYIksVawL>

Curator Juli Capella will be available for interviews.

For additional information and materials, please contact: berta.corredor@spainculture.us

<http://www.spainculture.us/city/washington-dc/tapas-spanish-design-for-food-in-washington/>

http://www.accioncultural.es/en/tapas_spanish_design_for_food

Credits

Organized by Acción Cultural Española (AC/E) and SPAIN arts & culture. With the support of the Embassy of Spain in Washington, D.C. and the Spain-USA Foundation.

About SPAIN arts & culture

SPAIN arts & culture features the most cutting-edge works of international renowned Spanish artists in fields such as design, urban culture, architecture, visual arts, film, performing arts, literature and music. A series of exhibitions, conferences, showcases, and performances take place every year at the most prestigious American cultural institutions bringing a taste of all the creativity, history, and talent of Spanish artists to the American public. This program is organized by the Embassy of Spain's Cultural Office in Washington, D.C. and its network of General Consulates and Cervantes Institutes in the United States together with the Spain-USA Foundation. The Spanish-American cultural cooperation aims to create multiple links between the creative sectors of both countries and promote modern Spain's fertile spectrum of contemporary artistic expression.

Follow us on www.spainculture.us / www.facebook.com/SpainArtsCulture / www.twitter.com/SpainCultureUSA

About Acción Cultural Española (AC/E)

Acción Cultural Española (AC/E) is a public institution whose purpose is to further and promote Spain's culture and heritage within and beyond our borders through a wide-ranging program of activities including exhibitions, conferences, cycles of lectures, cinema, theatre, music, audio-visual productions and initiatives designed to encourage the mobility of professionals and artists. Boosting the internationalization of Spanish creators and artists is one of the strategic courses of action of AC/E. It also supports projects of Spanish institutions by taking part from the outset in their design, endeavoring to give them an international dimension or to link them to both national and international commemorations. Other lines of action also include the participation in overseas commemorations and in international and universal exhibitions, acting as a launching pad for projecting Spain's image abroad. www.accioncultural.es

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PUBLIC PROGRAMS

Inaugural Lecture: TAPAS. Spanish Design for Food, Juli Capella in conversation with Linda Hales.

Saturday, January 25 from 1.00 p.m. to 2.30 p.m.

Former Residence of the Ambassadors of Spain. 2801 16th Street NW, Washington, D.C. 20009

Free Admission. Limited space. RSVP to <http://inaugural-lecture-tapas.eventbrite.com>

On the inaugural lecture of *TAPAS. Spanish Design for Food*, architect and designer Juli Capella, curator of the exhibit, and journalist Linda Hales, former design critic of the Washington Post, will discuss the interaction between design and gastronomy, and how this discipline applies to cuisine across a variety of fields including food design, food preparation, interior design of restaurants and wine labeling among others.

Conversations in Culture: TAPAS. Spanish Design for Food.

Tuesday, February 11 from 6.00 to 7.30 p.m.

Delegation of the European Union to the U.S.A. 2175 K Street NW (22nd St. entrance) , Washington, D.C. 20037

RSVP & more information: <http://www.euintheus.org/events/tapas-spanish-design-for-food/>

As part of the series *Conversations in Culture* organized by the Delegation of the European Union to the U.S.A., **Douglas Burton**, owner of Washington-based design platform Apartment Zero, will discuss the art behind today's Spanish product designers and how Spanish tabletop design and cuisine have taken the world by storm. The talk will be followed by a live demonstration of contemporary tapas by the **Executive Chef Javier Romero**, from Taberna del Alabardero.

TAPAS. Spanish Design for Food: Guided Tours with Douglas Burton.

Saturday, February 22, 12:00 p.m.

Free Admission. Limited space. RSVP to <http://tapas-tour-feb.eventbrite.com>

Former Residence of the Ambassadors of Spain. 2801 16th Street NW, Washington, D.C. 20009

Saturday, March 15, 12:00 p.m.

Free Admission. Limited space. RSVP to <http://tapas-tour-mar.eventbrite.com>

Former Residence of the Ambassadors of Spain. 2801 16th Street NW, Washington, D.C. 20009

Douglas Burton, owner of Washington-based design platform Apartment Zero, will present a panorama of the avant-garde and top notch Spanish design as applied to gastronomy on a guided tour to the exhibit *TAPAS. Spanish Design for Food*.

Film Series on Spanish Cinema & Food: Films TBA

Thursday, February 6, 6.30 p.m. / Thursday, February 20, 6.30 p.m. / Thursday March 6, 6.30 p.m.

Embassy of Spain. 2375 Pennsylvania Avenue NW, Washington D.C. 20037.

In conjunction with the exhibit *TAPAS. Spanish Design for Food*, SPAIN arts & culture Cine-club will feature a series of Spanish films in which cuisine plays a central role. For more information and films, visit www.spainculture.us