



For immediate release | March 2017

Contact: Berta Corredor – Cultural Office, Embassy of Spain
berta.corredor@spainculture.us | (301) 7427788

SPAIN arts & culture presents
EXPORT. Spanish Architecture Abroad



Day Center for Children. Selh, Alemania
By Taller DE2 Arquitectos + Gutiérrez- delaFuente Arquitectos
©Photo b Fernando Alda

WHERE AND WHEN

Former Residence of the Ambassadors of Spain, 2801 16th Street NW, Washington, DC 20009

EXHIBITION ON VIEW: April 06–June 4, 2017

Gallery Hours: Thursday to Sunday from 11am to 6pm.

Monday–Wednesday by appointment only at: contact@spainculture.us

Free and open to the public.

FOTOS: <https://www.dropbox.com/sh/g5z1udibd8immum/AADBtirAu1PCrr3LBjwwY0M5a?dl=0>



For immediate release | March 2017

Contact: Berta Corredor – Cultural Office, Embassy of Spain
berta.corredor@spainculture.us | (301) 7427788

Washington D.C.- **SPAIN arts & culture** presents at the Former Residence of the Ambassadors of Spain **"EXPORT. Spanish Architecture Abroad"**. For the first time, a major exhibition is offering a global analysis of the current state of Spanish architecture outside our borders with an overview of major constructions in our country, international firms and tenders, important educational institutions and relevant publications.

EXPORT covers Spanish architecture abroad from an open perspective that takes into account practices organised by profiles (Insiders, Young Achievers, Producers, Scholars, Healers and Outsiders), as well as the role of other agents (Soft Power, Giants of Construction, Publishing and Retail Empire), which help us gain a richer and more plural vision of the sector and serve as the structure for the exhibition discourse

This selection focuses on the time between the constructions of two Spanish architects: *completion of the maritime terminal at Yokohama* (2002) by **Alejandro Zaera-Polo** and **Farshid Moussavi**, and of the new *Rijksmuseum* in Amsterdam (2013) by **Cruz and Ortiz**.

After analysing the figures of over 300 architects, curator **Edgar González** states, "Spanish architects are very highly considered abroad, even in the most demanding markets such as Switzerland."

Edgar González also explains, "architecture is currently reformulating itself, and traditional structures are being replaced by more global and modern thinking..." "In addition to major works, EXPORT addresses other varied aspects of Spanish architecture abroad such as designing furniture, jewellery, fashion, teaching, the work of professionals at major international studios, the efforts of those who have decided to open their own offices outside Spain, cooperation projects, initiatives launched by large textile or hotel multinationals, or regular publications."

The current situation merely corroborates this great moment for Spanish architecture abroad and EXPORT is witness to it. This March 2017 and, for the first time, a trio of Spanish architects has been named 2017 Pritzker Architecture Prize Laureates. After the Pritzker Jury, Practice RCR Arquitectes formed by Rafael Aranda, Carme Pigem, and Ramón Vilalta, *has been awarded by paying particular attention to local surroundings in which they build, the emotional power of the trio's architecture, as well as its site-specific sensitivity and enduring qualities*'.

In the latest tender (still in progress) for the headquarters of the Guggenheim Museum in Helsinki, which has received 1,700 bids, two of the five finalist teams are Spanish. The Serpentine Gallery has selected the SelgasCano studio to build its summer pavilion. **Andrés Jaque** has won the prestigious tender to build pavilion PS1 for the MoMA New York. And in 2016, the Oslo Triennale was led by a team of 5 Spanish curators.

What profiles are analysed at EXPORT?

First, the exhibition focuses on the figure of **Insiders**, professionals at the core of international firms, then follows with **Young Achievers**, who stand out for having won a tender abroad. This is followed by **Producers** who are the architects renowned for creating a unique building and other perspectives such as their presence on social networks or publications, and **Scholars** who are the Spanish teachers and researchers working at foreign universities. **Healers** are young people who use architecture to heal wounds and injustice, and finally **Outsiders** are those who find other ways to create architecture through jewellery, fashion, art, and design.



For immediate release | March 2017

Contact: Berta Corredor – Cultural Office, Embassy of Spain
berta.corredor@spainculture.us | (301) 7427788

Other agents in the sector

The current situation of Spanish architecture abroad does not only depend on the profiles mentioned above. A series of agents also have a direct influence on the situation. Thus, **EXPORT** addresses how the Spanish language helps architecture project its influence through Soft Power, major Spanish constructions (**Giants of Construction**), specialist publications (**Publishing**) and major textile and hotel companies (**Retail Empire**).

Along side this exhibition, SPAIN arts & culture will also present *ALTERNATIVAS / ALTERNATIVES: The Thirteenth Spanish Biennial of Architecture and Urbanism (XIII BEAU)*.

EXPORT exhibition has been produced by Fundación ICO

Public Programs of these exhibits include:

April 26, 2017 6:45 pm @ Former Residence of the Ambassadors of Spain

RETHINKING MUSEUM ARCHITECTURE (lecture)

Founder and President of Dovetail Design Strategists **Susanna Sirefman**, Spanish architect **Juan Herreros** (Columbia University) and urban designer **Daniel Lobo** (Urban Land Institute) will discuss the challenges faced by institutions and architects in new museum design while looking at some of the most ambitious projects in museum architecture.

May 9, 2017 6:45 pm @ Former Residence of the Ambassadors of Spain

TRANSFORMING SPACES (lecture)

Spanish architect **Iñaki Alday** (University of Virginia) and **Kelly Shannon** (University of Southern California) will talk about the singularity of Spanish architecture in the integration of architecture, public space, urban planning and landscape architecture.

May 24, 2017 6:30pm @ Former Residence of the Ambassadors of Spain

THE NEW RIJKSMUSEUM (film screening)

Screening of the documentary *The New Rijksmuseum* about the ambitious renovation of the Dutch national art & history museum by Cruz y Ortiz Arquitectos. In collaboration with the Embassy of the Netherlands. In various languages with English subtitles.

May 31, 2017 6:30pm @ Former Residence of the Ambassadors of Spain

SIDEWALLS (MEDIANERAS) (film screening)

Screening of the movie *Sidewalks (Medianeras)* in collaboration with the Embassy of Argentina. In Spanish with English subtitles.