



For immediate release | Septiembre 2017
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SPAIN arts & culture presents:



WHAT:

A cultural initiative that brings the food and culture of Spain to Washington, D.C. audiences – a journey into Spain and its regions through its foods, culinary traditions and new gastronomic innovation.

WHERE:

Former Residence of the Ambassadors of Spain, 2801th 16 St, NW.

WHEN:

September 21 – October 29

Gallery Hours: Thursday to Sunday 12 pm–6 pm.

Mon to Wed by appointment only at contact@spainculture.us

MORE INFO: [HTTPS://WWW.SPAINCULTURE.US/CITY/WASHINGTON-DC/EAT-SPAIN-UP/](https://www.spainculture.us/city/washington-dc/eat-spain-up/)





Washington, D.C.- SPAIN arts & culture presents “**Eat Spain Up!**, a cultural initiative that brings the food and culture of Spain to Washington audiences at the Former Residence of the Ambassadors of Spain, from September 21 till October 29.

This month-long program explores Spain and its regions through its foods, its traditional cuisine, and its new gastronomic creativity. The program includes exhibitions, discussions, screenings, lectures and much more, accompanied by tastings of regional foods and wines, iconic and avant-garde Spanish dishes. With chefs, producers, designers, food experts and writers we invite you to dive into the country’s most precious cultural expression: its gastronomy.

This year’s program highlights the regions of Madrid, Extremadura and Burgos and includes sessions to Spain’s rich and diverse culinary heritage and to its recent gastronomic revolution, with the participation of renowned chef **José Andrés**. This culinary event includes additional activities around the city: during the weekend of Oct. 13-14 our partner location, Union Market, will be host to culinary demos and exclusive tastings open to the public. Throughout the month of October Eat Spain Up’s partner restaurants in the city will offer special dishes, discounts or complimentary items to celebrate the event.

The event is accompanied by two visual exhibits: **Spain’s Eleven**, dedicated to the iconic foods of Spain, and **Estrada Design Kitchen**, a retrospective of the work with or around gastronomy of renowned graphic designer **Manuel Estrada**, recently awarded Spain’s National Design Award 2017.

ESTRADA DESIGN KITCHEN

Estrada Design Kitchen explores Manuel Estrada’s conceptual work and graphic design. The exhibition presents a selection of his musings around food that illustrate the evocative power of this element.

A recurrent component of his design activity, Estrada turns to food repeatedly -and often unconsciously- as a means to convey powerful and unequivocal messages. The universal experience of food and nourishment, and its transformations throughout time, provide the designer with a rich alphabet of signs, a set of everyday ingredients to cook up new meanings.

The exhibit presents a selection of original designs that were produced for packaging, corporate imaging, print and digital publications. A number of these images were used as covers for the Spanish gastronomic magazine *Spain Gourmetour*, an award winning publication produced by the Spanish Trade Commission and translated into several languages. A selection of unique copies of the magazine, which include additional works by the designer, will be on display alongside the exhibit.

SPAIN’S ELEVEN. ELEVEN GASTRONOMY ICONS FROM SPAIN

Spain’s Eleven is a collection of photographs dedicated to the iconic foods and wines of Spain. Originally commissioned by Foods and Wines of Spain, the exhibit was produced under the artistic direction of Manuel Estrada, one of Spain’s most prominent designers, and features works by a selection of Spanish food photographers.

Spain’s Eleven focuses on the regional character of the foods of Spain, the iconic products that have come to represent the regions where they are produced. The project is a celebration of nature and its fruits, as well as a public recognition of the people who have preserved the local traditions of food cultivation and production.

Spaniards’ longstanding tradition of naming foods after their regions of origin, a practice that was later institutionalized via the Denominations of Origin, is highlighted across the exhibition and draws further attention to the relationship between landscape and food, between nature and culture. From the simple Valencian orange to the intricate saffron from La Mancha, the exhibition provides an edible map of Spain, a guided tour of our land, its foods and its people.

Opening reception on Thursday, September 21 at 7 pm.
Tastings will be offered by partner Spanish restaurants: Jaleo, Taberna del Albardero, Boquería, Pamplona Mola and the *Eat Spain Up!* guest regions.
Free, [RSVP required](#).



Eat Spain Up! Events At the Former Residence of the Ambassadors of Spain

SPAIN'S ELEVEN. ELEVEN GASTRONOMY ICONS FROM SPAIN

- **September 21–October 29.** Free.
- Exhibition. A journey across Spain's geography through its most relevant foods, from cheese and wine to olive oil, its fish preserves or its coveted ham.

ESTRADA DESIGN KITCHEN

- **September 21–October 29.** Free.
- Exhibition. A retrospective of Spanish designer Manuel Estrada, exploring his work on and around food.

FOOD AND DESIGN. SLOW COOKING THE CREATIVE PROCESS

- **On Thursday, September 21, at 6 pm.** By invitation only.
- Presentation + Lecture + Tasting.
- On the occasion of the Eat Spain Up! opening, Spanish designer **Manuel Estrada** shares with the public his personal creative process and reflects on the similarities between graphic design and cuisine.

TASTING SPAIN: CUISINE, CULTURE, AND HERITAGE

- **On Tuesday, October 3, at 6:45 pm.** Tickets available at www.spainculture.us
- Lecture + Tasting.
- As part of Smithsonian Associates Program, *Eat Spain Up!*'s Director, **Gloria Rodríguez**, guides us through the regions and tastes of the country, the traditions that make up its culinary heritage, and the contemporary innovation that transformed its gastronomic landscape. The evening includes a tasting of regional foods and wines from the guest region of Burgos.

LANDSCAPE TO TABLE. EXTREMADURA, THE ACORN MEADOWS, AND THE IBERIAN PIG

- **On Friday, October 6, at 6:45 pm.** Tickets available at www.spainculture.us
- Screening + Discussion + Tasting.
- A conversation with US food expert and scholar, **Fabio Parasecoli** (The New School), Iberian Ham Producer **Diego Pastor** (Montaraz Ham), and Distributor **Jonathan Harris** (La Tienda), moderated by **Janet Chzran** (University of Pennsylvania) on the value of traditional food knowledge and respectful food production. Includes exclusive tasting of Iberian ham, regional cheeses and wines from the region of Extremadura.

FOOD MARKETS OF THE 21ST CENTURY. NEW DEVELOPMENTS FOR A NEW SOCIETY

- **On Monday, October 16, at 6:45 pm.** Tickets available at www.spainculture.us
- Round Table + Tasting.
- A discussion with **Montserrat Valle** (Founder, Mercado de San Miguel, Madrid), and **Richie Brandenburg** (Director of Culinary Strategy, Union Market, DC), moderated by **Tim Carman** (Food Writer, *The Washington Post*), on the evolution of food markets and their role as places of exchange, consumption and socialization. Followed by tasting of regional products and traditional recipes from Madrid.

CHEFS AND INNOVATION. THE GASTRONOMIC REVOLUTION OF SPAIN

- **On Thursday, October 19, at 6:45 pm.** Tickets available at www.spainculture.us
- Screening + Discussion + Tasting.
- Renowned Chef and Restaurateur **José Andrés** will discuss the past, present and future of the Spanish gastronomic revolution' with Food Writer and Scholar Anne McBride, following the screening of the culinary documentary *Snacks. Bites of a Revolution*. The evening concludes with a sample tasting of Spanish wines.

The following restaurant will participate in EatSpainUp: **Jaleo**, **Taberna del Alabardero**, **Pamplona**, **Boquería** and **Mola**.
More info: <http://www.eatpainup.com/restaurants/>



ABOUT MANUEL ESTRADA

Manuel Estrada started studying architecture but soon shifted to graphic design by creating, with five other members, the association Sidecar, at a moment when design did not exist as a discipline in Spain. In 1989, he founded his own firm, Estrada Design.

Influenced by designers such as Paul Rand (New York, 1914 – 1996) or Daniel Gil (Santander, 1930 – Madrid, 2004), graphic designer Manuel Estrada rejects the concept of a personal “style” in favor of a design that puts itself entirely at the service of solving a given problem. His work is characterized by his extensive use of illustration and montage (of photographs, surfaces, and objects). For him, drawing and collage are not mere formal elements but actual thinking tools. His process is deeply speculative, using images to generate and interconnect ideas and shapes which keep on metamorphosing until reaching a synthetic resulting form. Regarding Mr. Estrada’s relationship with images, his good friend and fellow designer Frank Memelsdorff states that Manuel “could iconize anything,” that is, transform any concept or process into a coherent, synthetic image (Manuel Estrada, *El diseño no es una guinda*, 2003).

For Estrada, typography is yet another palette, both an essential plastic element and a repertoire with which to continue drawing and composing images. This becomes literal in certain cases, like the Cervantes Prize, in which the letters in “Cervantes” compose the portrait of the writer. Clean, defined lines and silhouettes as well as bright, flat colors are often present in his designs, yet he is also fond of the boldness and clearness provided by black and white and of disarraying compositions by introducing “foreign” elements, such as thick color hand strokes or playful pencil doodles.

Manuel Estrada’s work has been included in recent design surveys, such as Meggs’ History of Graphic Design, by Philip B. Meggs and Alston W. Purvis (5th ed. Hoboken, N.J.: John Wiley & Sons, 2012), and the upcoming (March, 2013) Design Firms Open for Business, by Steven Heller and Lita Talarico.

In addition to his work as a designer, Manuel Estrada is Chairman of Asociación de Diseñadores de Madrid (Association of Designers in Madrid (www.dimad.org); member of the Consejo Superior de Enseñanzas Artísticas de España (Higher Arts Education Council of Spain, www.educacion.gob.es), and Executive Chairman of the Steering Committee of the Latin American Design Biennial (www.bid-dimad.org).

His work has been awarded with prizes such as the Laus Award (Barcelona, www.fad.cat), AEPD award (Madrid, Asociación Española de Profesionales del Diseño (www.aepd.es), and the award from the ADCE (Barcelona, Art Directors Club of Europe, www.adceurope.org). Estrada has received this year the **National Design Award 2017**.

More info: <http://www.manuelestrada.com/>

ABOUT EAT SPAIN UP

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Eat Spain up! is a joint initiative of two non-profit associations: the cultural association El Ojo Anónimo (ACEOA) and the Federation of Chefs and Pâtisseries of Spain (Facyre). The project was founded in 2013 with the mission of sharing Spain’s food culture with the public abroad. Eat Spain Up’s ultimate goal is to create greater understanding of Spain’s culture, promote sustainable and responsible tourism, and support the efforts of the businesses who communicate Spain’s foods and cuisine abroad: the Spanish food and wine exporters, importers, distributors, and restaurants.

Their efforts take the form of a cultural event that takes place in a different city around the world each year. The project is a multi-partner initiative that seeks to engage the main players in the fields of culture, food, and tourism, both in Spain and in the host country and both public and private. This partnership enables us to work collaboratively, share resources, and put together an event that is adapted to the local audience and that fulfills the objectives of all the partners involved.

They count with the financial support of the General Secretariat for Culture of the Ministry to Education, Culture and Sports of Spain as well as a number of other Spanish and local institutions and businesses. The participation of a wide array of partners from different sectors is essential to their mission and a guarantee that no perspective will be left behind. This self-imposed requirement enables them to present the audience with a rich and varied (albeit always partial) summary of what Spain’s food and culture is. The number and diversity of partners that we have had the privilege of working with in the four editions of Eat Spain Up! has been a continuous source of knowledge for the project, and has equipped them with a unique set of tools to communicate the rich, diverse, and dynamic gastronomic heritage of Spain. More info: <http://www.eatpainup.com/>