

**PRESS KIT
JANUARY 2009**

E ESPANYOL **POBLE** BARCELONA **E**

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BRIEF HISTORY

Designed by the architect **Josep Puig i Cadafalch**, the *Poble Espanyol de Barcelona* (the Spanish Village of Barcelona) was built in **1929** for the **Barcelona World Exhibition**. Puig i Cadafalch's intention was to carry out an architectural experiment – creating an “ideal” model for a village which would represent popular Spanish architecture. The village was to have been demolished after the Exhibition but, as a result of the impact it had and the many voices who opposed its destruction, the village was left standing. Those behind the project –architects **Ramón Reventós** and **Francesc Folguera** and the artists **Xavier Nogués** and **Miquel Utrillo**–travelled around the Spanish mainland collecting material that was representative of the places they visited. During their travels, they took hundreds of photographs, made copious notes and produced a great number of sketches that enabled them to choose what best suited the idea they were seeking to convey. In all, the “tourists” visited 1,600 cities, towns and villages.

The result was an authentic **walled village covering some 49,000 m² in the centre of the city**. Inside the village is a town hall, a monastery, 117 buildings, streets and squares. Each design's aesthetic suitability was taken into consideration to come up with an overall, harmonious composition that fitted with the original project of creating a “village”.



THE POBLE ESPANYOL TODAY

More than 75 years on, the Poble Espanyol is one of Barcelona's main tourist attractions with **almost 1.5 million visitors every year**. The original idea behind the project still survives today, with the village continuing to be a unique architectural experiment that contributes to preserving tradition and recalling the past.

TOWN OF CRAFTSPEOPLE

The so-called Town of Craftspeople is one of the main attractions of the Village. The **community of craftsmen and women has grown to over 40** in recent years. Their workshops, which are open to visitors, are production centres producing high-quality crafts which are also sold in the Village's gift shops.



A glass blowing oven, workshops for glass painting, glass fusing, embroidery, leatherwork, painting, sculpture, jewellery making, ceramics, polychromy, engraving, toys, masks, puppets, miniature basketwork, etc.

In 2003, the Poble Espanyol was recognised as a **Crafts Zone by the Generalitat de Catalunya (Catalan Autonomous Government (DOGC de 12/08/03) (<http://www.artesania-catalunya.com/>).**

The Village is also the only **Arts and Craft Shopping Centre** that forms part of the Barcelona Shopping Line, a 'shopping axis' promoted by Barcelona Tourism <http://www.barcelonaturisme.com/>.

THE CHILDREN'S VILLAGE

In their attempt to revive traditions, El Poble Espanyol has taken on an educative role which allows little ones to discover their historical and cultural inheritance. The Children's Village reflects this desire. This area is made up of two parts, an **educative programme** in which **more than 185,000 schoolchildren have participated in the last four years**, and an extensive **family activity programme** which takes place mainly on Sundays. Family Sundays **combine shows with craft workshops**.

At the Children's Village, **each month has a theme** according to the season of the year or national holidays and traditions. Each month adopts a theme around which all activities revolve: Workshops, shows and festivals.

Variety is the key in the Children's Village. Variety in **genre** with puppet shows, entertainment, story-telling, clowns, musicals, theatre, magic, dance... for little ones and not so-little ones to enjoy all types of show. Variety in **spaces** which host the shows and workshops: from open-air spaces like the Main Square and Baluard gardens, to closed spaces like the Espai de Teatre, Educational and Family Entertainment Space, the Marqu e, the Vallderoures Town Hall and other previously unseen offerings, so that everyone can discover all the nooks and crannies of El Poble Espanyol.

Since that it is a fully enclosed, pedestrianised complex, El Poble Espanyol offers total security so that the children can run free.

Aimed at families, the complex also offers a **"Gymkhana visit"**. Devised as a treasure hunt, it allows you to discover on your own curious facts about the complex with the help of clues, tools and instructions.



FESTIVALS AND CONCERTS

THE POBLE ESPANYOL ANNUAL FESTIVAL

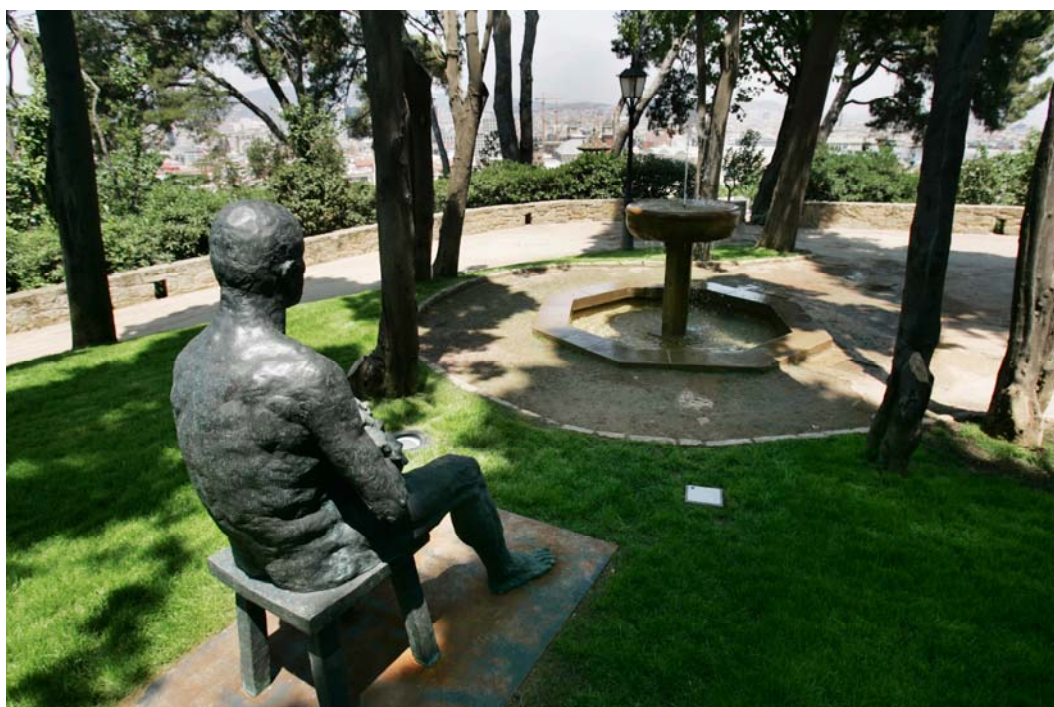
In September, coinciding with “La Mercè” (Barcelona’s annual festival), the Village opens its doors to visitors for a day made up of traditional festival activities: games for children and families, shows, etc. The event also includes guided tours to find out more about the Village’s heritage and history.

SUMMER CONCERTS

The first *Poble Espanyol Summer Concerts*, was held in 2006. The idea for the festival arose from Barcelona’s summer festival, Grec, which held its large-scale concerts at the Village for 15 years. Following the changes to the Grec Festival programming in 2006, the idea was put forward of carrying on with the concerts (<http://www.theproject.es>).

CONTEMPORARY ART

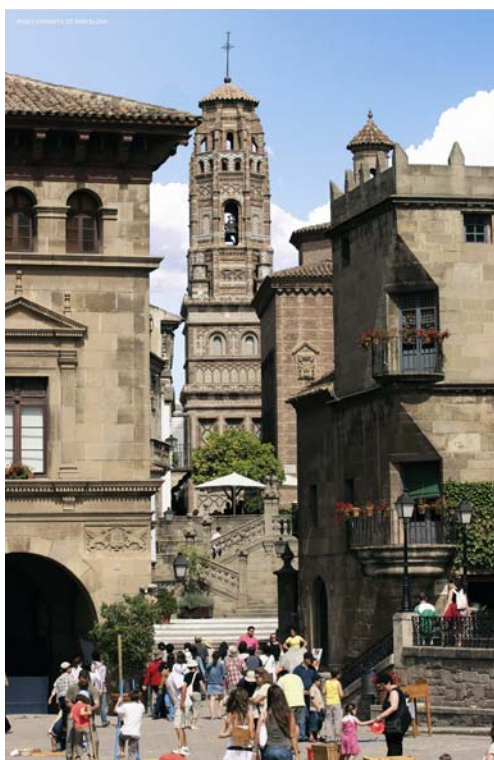
One of the most recent innovations at the Village is art, thanks to the **Fran Daurel Foundation**. The exhibition of privately owned works is made up of **more than 300 pieces by Spanish artists** such as Dalí, Picasso, Barceló, Miró and Tàpies. The Village also has a **Sculpture Garden covering more than 5,000 m²** and containing some 30 sculptures which are also from the Fran Daurel Foundation. And finally, the **Espai Guinovart** includes a giant sculpture entitled Entorn–Contorn (Scene–Outline) by the versatile Catalan artist Josep Guinovart.



AN ENTIRE VILLAGE AT YOUR SERVICE

VISITS

Visitors are invited to design their own tour around the Village combining different ingredients according to their tastes. We offer the audio guide service (English, French, Italian, Spanish and Catalan) and the Gymkhana activity day for families, a fun way to discover the Poble Espanyol (English, Spanish and Catalan).



TOUROPERATION

PACKAGES: GROUPS AND FITS + TEAMBUILDING

The Poble Espanyol has created a **range of appealing and original ideas**. There are **four different tour routs that have been put together for groups**: Architectural, Fun, Gymkhana, and Nordic Walking. And we **offer the possibility of creating tailor-made packages**

Teambuilding activities have proved to be effective and are increasingly in demand. Besides the possibility of taking part in fun events such as gymkhanas (held in the Village's traffic-free streets and squares), the Village offers an original activity that is typically Catalan: *castellers* (human towers).

For more information and reservations: inforeserva@poble-espanyol.com

INCENTIVES – VENUES

The Poble Espanyol is able to offer, all under one roof, **13 venues of different styles and capacities along with restaurants seating 1,110** spread over 12 restaurants offering Mediterranean, Catalan and 'creative' cuisine. Its 49,000 m² of pedestrian areas are located close to the Montjuïc Fountains and the Fira de Barcelona. Everything that is offered by the Village is managed in a coordinated way by a team of professionals working under a new commercial philosophy. The objective: to ensure complete customer satisfaction from the reservation until the end of the event. To help reach its objective, the Poble Espanyol has set up a **central reservations department specialised in incentives**, along with a **production department** experienced in a wide range of every type of show and event, and a **customer services team that is available 365 days a year**.

For more information and reservations:

incentives@poble-espanyol.com



P.E.M.S.A. (POBLE ESPANYOL DE MONTJUÏC SOCIETAT ANÓNIMA)

P.E.M.S.A. is a private company that acts as sole manager of the Poble Espanyol de Barcelona. P.E.M.S.A. runs the Village as a business, aware that one of the benefits of its management is the conservation and improvement of the Village along with its commercial promotion.

Manager – Jorge Bernárdez

Areas:

Activities and Projects

Administration

Customer Service

Communications and Press Office

Conservation and Maintenance

Commercial Department

FACILITIES

40 craft workshops

22 shops

12 restaurants

12 associations, foundations and companies

4 music bars and discos

3 schools

2 restaurant-venues

GENERAL SERVICES

Parking

Cash point

Left luggage office

First aid

Audio-guide service

Information and customer service

Parenting room

Security

Taxi service

Public telephone

Picnic area

OPENING HOURS

Monday: 9am – 8pm

Tuesday, Wednesday and Thursday: 9am – 2am

Friday and Saturday: 9am – 4am

Sunday: 9am – 12am

The tickets sale will end one hour before the venue closes.

Christmas Opening Hours

24 December: 9am – 8pm

25 December: 9am – 2pm

26 December: usual opening hours

31 December: usual opening hours, until the end of the New Year's Eve celebrations

1 January: 1pm – 8pm

Workshops and shops (opening times)

Winter and Spring: 10am – 6pm

Summer: 10am – 8pm

Autumn: 10am – 7pm

Some of the restaurants, shops and craftshops may be closed for holidays during January and February.

PRICES

Individual ticket: €8,50

Under 4 year olds: free

Children 4-12: €5,50

Students, concessions and OAPs (over 65): €6,50

Family (2 adults + 2 children aged 4-12): €20

Combined Poble Espanyol + MNAC ticket: €12

Family Friends Pass (2 adults + 2 children, year round): €49

Night ticket: €5

HOW TO GET THERE

Metro

L-1, L-3: Espanya

FGC: Plaça Espanya

Bus

'Plaça Espanya' stop: 9, 13, 27, 38, 50, 52, 53, 55, 56, 57, 61, 65, 91, 209, 127, 141, L52, L90, L93, EA, EB

'Poble Espanyol' stop: 13, 50

'Poble Espanyol' stop: tourist bus



CONTACT

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