

MUSEU NACIONAL
D'ART DE CATALUNYA

ENG

1949-1995 **ORIOl**
MASPONS
USEFUL PHOTOGRAPHY

#Maspons

July 5, 2019 — January 12, 2020



1949-1995 ORIOL MASPONS

USEFUL PHOTOGRAPHY

“Photography’s destiny is to be printed.
The basic purpose of photography
is its publication. It’s what
I call useful photography”

“A good photographer has to document
today for those who come tomorrow”

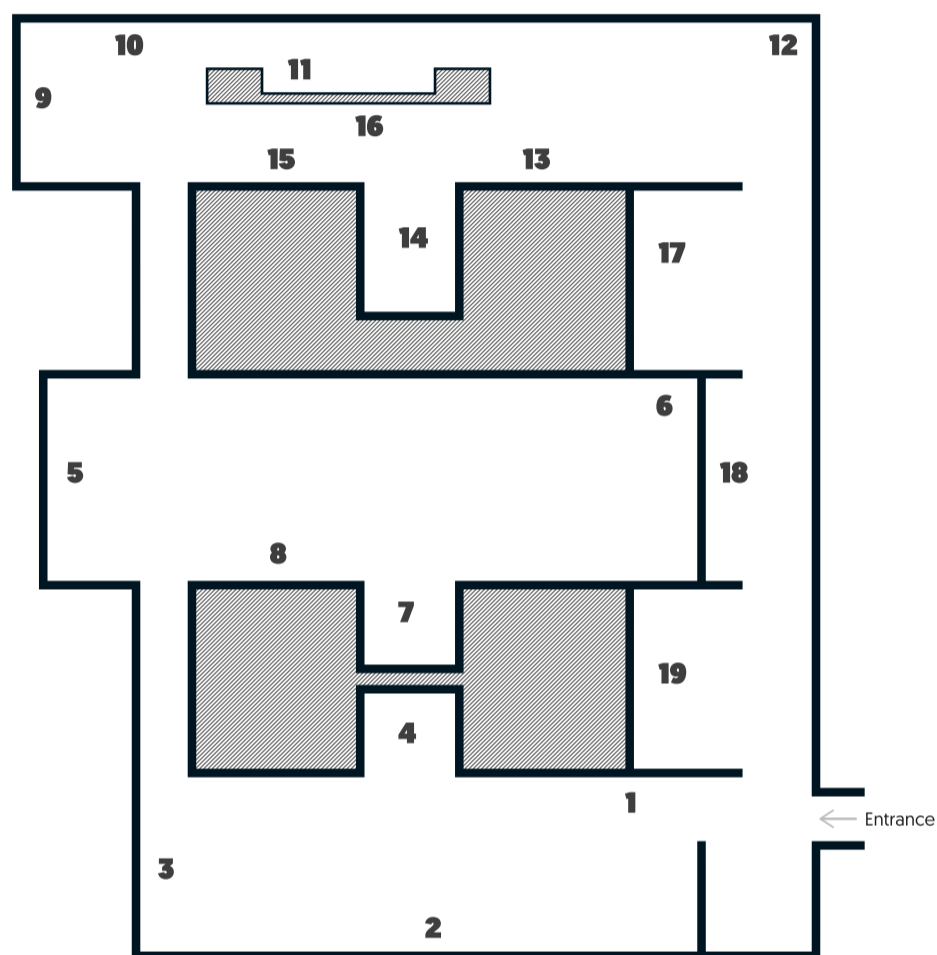


With his camera, Oriol Maspons [1928 - 2013] captured the exponential change that the country experienced during the second half of the 20th century: the impact of the arrival of tourism; the advertising, fashion and illustrated magazines booms; the demands of the Nova Cançó and the glamour of the so-called Gauche Divine. Maspons created a new photographic language and left testimony of the character of his time. He became a ‘notary of his time’.

This is the first major retrospective exhibition dedicated to the Barcelona photographer from the fund he deposited in the National Museum in 2011, and which his family had preserved after his death. An integrated fund of 7,000 printed photographs, which the Museum has been commissioned to digitise and which will lead to the publication of an extensive monograph next autumn.

Through 500 photographs, ordered thematically, and including those that he took before becoming professional, the exhibition invites us on a tour through 50 years of Catalonia’s history.

Come time travelling with us, and be seduced by Maspons’ gaze.



AMATEURISM

- 1 The beginning of a hobby / Barcelona the Fifties
- 2 Ibiza / Paris / London
- 3 AFAL / AFAL Group in Paris / Sala Aixelà
- 4 Artistic Photography vs. Useful Photography

PROFESSIONAL PRACTICE 1

- 5 Biblioteca Breve / Palabra e Imagen
- 6 The image of Barcelona
- 7 Photobooks
- 8 Album covers the Sixties

PROFESSIONAL PRACTICE 2

- 9 Flaminare / Lavanda Puig
- 10 Gaceta Ilustrada / Destino / Triunfo
- 11 School of Barcelona
- 12 Cuba / Managua / South Africa
- 13 Fashion and models
- 14 Interviu and the provocative photo reportage
- 15 Gauche Divine
- 16 Personajes de compañía

THE STUDIO AND ITS PROMOTION

- 17 The studio
- 18 The studio promotion
- 19 Publications

ACTIVITIES

OPENING CONFERENCE

Maspons. Useful Photography
Thursday, July 4th at 6:30 p.m.
By the curator, Cristina Zelich

GUIDED VISITS

Saturdays, 11 a.m. (Spanish) and 12.30 p.m. (Catalan)
As of July 13th (except August)
Included in the exhibition ticket

MASPONS NIGHT

Tuesday, September 3rd
Free entry to the exhibition, gastronomy, jazz and open-air cinema

We are preparing an extensive activities programme for the autumn

Come and participate!

www.museunacional.cat
Become a Friend!

Photografies: Oriol Maspons. Museu Nacional d'Art de Catalunya © Oriol Maspons photographic archive, VEGAP, Barcelona, 2019
Cover: *Bicycle (Ibiza)*. Detail, c. 1954. Long-term loan by the artist, 2011 | Back: *Cadaqués*, 1952. Purchase funded by the Nando and Elsa Peretti Foundation, 2017 / *Women dancing (Paris)*, c. 1956. Long-term loan by the artist, 2011 / Photograph for the book *Caminando por las Hurdes*, 1960. Long-term loan by the artist, 2011 / *Serrat, Núria Feliu and Raimon*, 1967. Given by the artist, 1999 / *Bel Gil-Moreno de Mora*, 1965. Long-term loan by the artist, 2011 / *Gila and Junki*, 1995. Long-term loan by the artist, 2011 / *Jaime Gil de Biedma, Carlos Barral, José Agustín Goytisolo and Josep Maria Castellet in the foyer of the publishing house Seix Barral*, 1961. Purchase funded by the Nando and Elsa Peretti Foundation, 2017 / *Untitled*, 1963 Long-term loan by the artist, 2011

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Parc de Montjuïc
Barcelona
www.museunacional.cat

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