



Eduard, Lluís and Mercè Ausió i Camino with their mother Fileta and some friends in the first decades of the 1900s. Donation: Eulàlia Ausió i Ferrés.

- Portraits of the Barcelona businessman Eduard Ausió i Miquel and his family in the first decades of the 20th century. Donation: Eulàlia Ausió i Ferrés.
- Advertisement of the Ausió Medals Factory, in the catalog of the *Vlth International Art Exposition of Barcelona*, 1911. Joaquim Folch i Torres Library.
- Family tree of the Ausió: in shading, the members with direct responsibility in the medals business. Prepared by Albert Estrada-Rius.
- Organizational contract of the company Ausió, hermanos y Compañía, promulgated by Eduard Ausió Miquel, Eduard Ausió Camino, and Lluís Ausió Camino, Barcelona, March 28, 1945. Donation: Eulàlia Ausió i Ferrés.

Concept, selection of pieces and texts: Albert Estrada-Rius, Chief Curator of the Numismatic Cabinet de Catalunya.

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The Ausió medals factory of Barcelona

A national heritage industry recovered
November 2018 – April 2019

BIBLIOTECA JOAQUIM FOLCH I TORRES

Vitrine 1

THE FAMILY

Eduard Ausió i Miquel (Barcelona, 1878-1968), the founder of the Ausió Medals Factory, was the patriarch of a Barcelona family connected with medallic production. He was educated in trade school as an engraver and, truly a “self-made man,” he established and made his business grow from a small engraving shop. Following a common pattern in Catalonia, the factory passed through three successive generations of the same family until its closure in 1973 as the result of a combination of various factors – principally, the economic crisis and exorbitant rise in the price of gold at the time, as well as the decreasing use of medals due to social changes.

In recent years, Eulàlia Ausió i Ferrés, the last living direct representative of the line of Ausió shop operators, donated to the Museu Nacional a grouping of medals, production tools, and documentation of all kinds relating to the family business. The celebration of the XVIth National Numismatic Congress, also made possible thanks to Sra. Ausió i Ferrés’ continuous sponsorship of the Numismatic Cabinet of Catalonia, has been considered a fine opportunity to bring this Museum resource to public attention, to reclaim Barcelona’s rich past in medals production and, in addition, to remind modern businesses in this sector of the importance of safe-guarding their rich artistic and industrial patrimony.

Vitrine 2

THE FACTORY

The origins of the Ausió medals factory are found in the engraving workshop that Eduard Ausió i Miquel opened in 1902, in his third floor home at no.1-3, Calle del Veguer (Barcelona). Later, from 1911, a proper factory was set up on the lower level at no. 340, Calle Valencia. Finally, around 1922, the factory was definitively installed on the ground floor at no. 376, Calle Provença, in the brand-new Ausió establishment where, according to customary business practice of the era, the founder constructed his living space at the same time as the new industrial plant.

Various plans, inventories and some production tools permit us to reconstruct and envision the departmental organization of the shop, combined with the placement of the several machines – the pantograph, the friction screw presses, etc. At length, the Ausió trademark emblem adapted to the times, but was always faithful to the modernist anagram created by the founder.

- Sign announcing the first shop; punch with the code B/8, corresponding to the Ausió establishment and a business card with

Vitrine 3

PRODUCTION

The production of medals was the principal, although not the only, activity of the Ausió Factory during the whole of its existence. Pieces of all kinds were coined, among which those of a devotional, sporting, and commemorative character stand out. Some of these resulted from the house’s own initiative, and others, from orders by public organizations and religious institutions.

Sculptors such as Eusebi Arnau, Antoni Parera, Pau Gargallo or Enric Casanovas prepared some of the models that the Ausió Factory minted. Such were the official medals of the *Barcelona International Exposition*, of 1929, or the *Gold Medal of the City of Barcelona*, of 1932. Like all modern businesses, it promoted itself through advertizing, and also published catalogs and samples by means in which their extensive production was collected and offered. In reality, these are rare documents that are very useful for identifying the shop’s medals because individual production pieces were not marked with the house’s proprietary emblem.

- Catalog of the Ausió Medals Factory devotional medals, circa 1911-1920. Donation: Eulàlia Ausió i Ferrés and boxes from the Ausió Medals Factory



Company announcement featuring a friction screw press, in the *Anuari de Foment de les Arts Decoratives*, 1920. Joaquim Folch i Torres Library.

the same number; a punch and an appliqué bearing the anagram trademark of E. Ausió and a newspaper ad clipping; punch for the medal dedicated to the Massana Library of Barcelona, circa 1915 and token or medal die of the Generalitat of Catalunya, 1931-1939:

works by the Ausió Medals Factory. Donation: Eulàlia Ausió i Ferrés.

- Company advertisement in the *Anuari de Foment de les Arts Decoratives*, 1920. Joaquim Folch i Torres Library.
- Plan of the shop located on the lower level of the Ausió establishment (Calle Provença, 376), 1953. Donation: Eulàlia Ausió i Ferrés.
- Inventory of the factory machinery, 1936. Donation: Eulàlia Ausió i Ferrés.



Antoni Parera, *Medalla de la Exposición Internacional de Barcelona*, 1929.

with sample pieces representing the *Virgen of Montserrat* and the *Virgen* called *Ave Vel*. Donation: Eulàlia Ausió i Ferrés.

- Advertisement by the Roldós Agency publishing the official medals of the *Barcelona International Exposition* of 1929; two punches and two dies of the same pieces. Donation: Eulàlia Ausió i Ferrés and the collection of the Museu Nacional d'Art de Catalunya.
- Antoni Parera, three official medals of *Barcelona International Exposition* of 1929. Donation: Eulàlia Ausió i Ferrés and the collection of the Museu Nacional d'Art de Catalunya.
- Enric Casanovas, model of the obverse and an example of the *Gold Medal of the City of Barcelona*, 1932. Donation: respectively, of the City Administration of Barcelona and the family of the sculptor Josep Llimona (1864-1934).
- Commemorative Medals produced by the Ausió Medals Factory: Pau Gargallo, *Coronation of Our Lady of Mercy in Canet de Mar*, 1907; Antoni Parera, *National Assembly of Publishers and Booksellers*, Barcelona, 1909; and official medals of the *International Exposition of Painting, Sculpture, Drawing and Engraving*, and of the exposition *El Arte en España*, Barcelona, 1929. Donation: Eulàlia Ausió i Ferrés and the collection of the Museu Nacional d'Art de Catalunya.
- Preparatory silver gelatin prints for a catalogue-sample book of sports medals, circa 1920. Donation Eulàlia Ausió i Ferrés.