

MUSEU NACIONAL D'ART DE CATALUNYA

VISITOR'S GUIDE - ENG

July 5, 2019 - January 12, 2020

1949-1995 **ORIOl**
MASPONS
USEFUL PHOTOGRAPHY



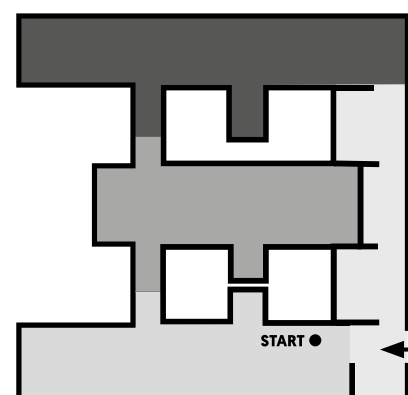


Are you ready to travel through time? This exhibition invites you to take a tour of almost 50 years of our history through Oriol Maspons' perspective, just like flicking through a family photo album.

This visitor's guide will ensure you don't miss any of the essential parts of his work or the key issues he photographed, and some curiosities that will surprise you. Come take a look and enjoy the beauty of his images, his most well-known, as well as some that had never been exhibited until now.

Discover, enjoy, question and if you feel adventurous, participate and share your experience.

We hope you have an enjoyable trip through Maspons' universe!

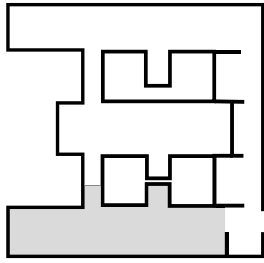


- Amateurism
- Professional practice 1
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- The studio



**PHOTOGRAPHY'S
DESTINY IS
TO BE PRINTED.
THE BASIC
PURPOSE OF
PHOTOGRAPHY IS
ITS PUBLICATION.
IT'S WHAT I
CALL USEFUL
PHOTOGRAPHY**

**BOOKS - RECORDS - BARCELONA - GAUCHE DIVINE - ADVERTISING
ILLUSTRATED MAGAZINES- CINEMA - PHOTOJOURNALISM
FASHION AND MODELS**



Amateurism

GOOD AT CAPTURING MOMENTS



Maspons was mainly interested in people and portraying them in everyday life. His photographs from the 1950s were related to the realistic and humanistic photography seen in Europe and the US after World War II.

“**Good photos, like chickens, roam freely and need to be rounded up. They're like mushrooms; you have to know how to find them. Some people find many, whereas others find none.**



IBIZA, PARIS AND LONDON



Maspons was curious and restless. He took advantage of any opportunity to discover new ways to live that were much freer and more modern than those of Franco's Spain. In Paris, he encountered photographers from the Club des 30 x 40 and AFAL group. He met influential photographers of that era (Cartier-Bresson, Brassai, Iziz, etc) and realised he could devote himself to photography on a professional basis.

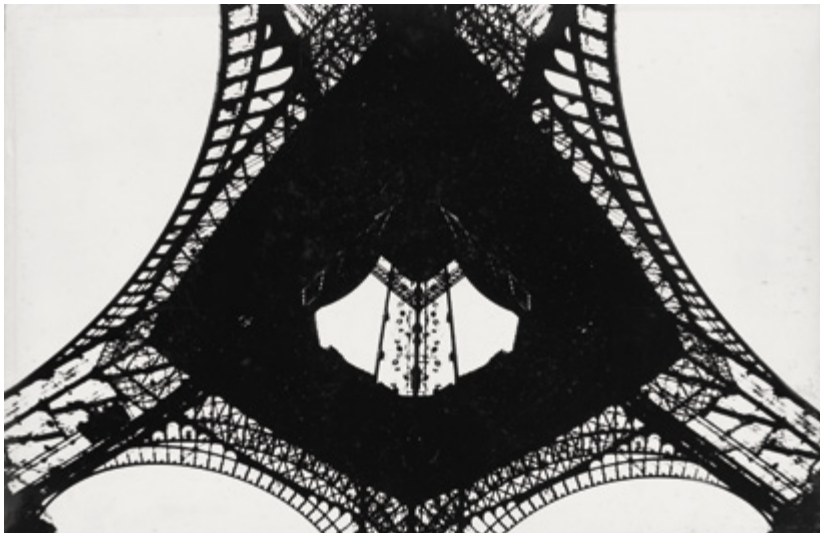
Did you know...?

It is said that Maspons took Spain's first photograph of a girl wearing a bikini. This was during his time in Ibiza. Did you notice the contrast between the young foreigner woman in the bikini and the two soldiers in the background? This photograph is a good example of Maspons' skill in capturing the moment of change that was taking place in our country.

ARTISTIC PHOTOGRAPHY VS USEFUL PHOTOGRAPHY

A PIONEER WHO REVOLUTIONISED PHOTOGRAPHY

Maspsons liked to experiment with the camera and offer surprising perspectives. Were you aware of his ability to play with forms and framings? He photographed realities in an original and personal way that made them highly familiar to us.



PARTICIPATE AND SHARE!

The frames and titles he often gave his photographs marked his own and unmistakable style... They are the virtues of today's instagramers. If Maspsons had an Instagram account, what photographs from this exhibition do you think he would have uploaded? And what hashtags do you think he would have given them? Post your ideas on Instagram with the hashtag #MasponsInstagramer and let's build the @MASPONSINSTAGRAMER account together.

While most of the country's amateur photographers competed in artistic competitions, entering photos taken only for the pleasure of being seen in galleries and exhibitions, Maspsons stood for professional, useful photography - that is to say, applied onto print media like illustrations. His criticism of photographers pursuing gallery-ism got him expelled from the Catalan Photographic Association.

“**Art is the main enemy of photography. When a photographer wants to make art, he takes the most annoying aspects from a painting, such as the idea of a single piece. I know of two great fashion photographers - a Frenchman and a Spaniard - who have died from «artitis».**

Aa

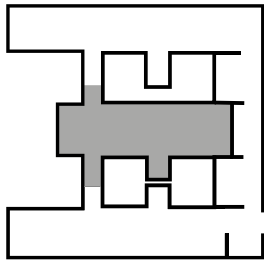
Useful vocabulary

Silver Dry Plate: a silver gelatine and bromide preparation that is highly sensitive to light, and is used to obtain positive and negative photographs.

Baryta paper: photographic paper used as a medium for black and white photographs.

Facsimile: a faithful reproduction of a document (photograph, draw, print, etc.).

Pin-up: “calendar girl” - photos of models reproduced on posters, in magazines, on calendars, etc.



Professional practice 1

A PHOTO IS WORTH MORE THAN A THOUSAND WORDS



In the 1950s, photography replaced drawings for illustrating book covers and inner pages. A good example is Maspons' collaboration with the Biblioteca Breve collection.

Maspons and his partner Ubiña were also instrumental in introducing a new artistic genre into our country: the photobook, in which text and photography have equal narrative value.



Have you seen the photographs for the novel *Caminando por las Hurdes*? Where other photographers highlighted the drama of living conditions, Maspons captured people's dignity and authenticity.



In my day, many photographers were not allowed to be film directors, so we had to specialise in photography and make a whole movie in a single shot.

Observe the pictures from *La caza de la perdiz roja* and *Toreo de salón*. Do you see that photos placed side by side build sequences? They look like a movie without movement.



MASPONS PORTRAYED A CHANGING BARCELONA



In the 1960s, Maspons and Ubiña documented the industrialisation of the city and the construction of large housing blocks in the suburbs. Maspons also illustrated some of the city's best-known guides, such as *Barcelona pam a pam* and *Això també és Barcelona*, in which he, together with Ubiña, portrayed the more unusual and popular side of the city: the entertainment venues, markets, festivities and small urban trades.



PARTICIPATE AND SHARE!

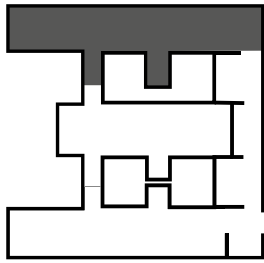
¿Did you know that you might have a Maspons at home? Many of his photographs are present in homes throughout the country on covers of well-known novels, such as *Últimas tardes con Teresa*, or on Nova Cançó album covers. If you have a Maspons at home, share a photo of it with the hashtag **#TINCUNMASPONS**



They say it is one of the strangest streets in Gothic Quarter. Do you know which one it is? Take a picture of this street from your own angle and send it to internet@museunacional.cat. You will enter the competition for 3 double tickets to the exhibition.

#PUNTDEVISTAMASPONS





Professional practice 2

MASPONS AND THE ADVERTISING BOOM



PARTICIPATE AND SHARE!

Have you seen how drawings continue on from the images in Lavanda Puig's advertisements? Take a photo of an image in the exhibition with your phone. Can you add a drawing of your own on from it? Or would you prefer to design your own advertisement by making a montage with images from the exhibition? Send your creations to internet@museunacional.cat and we will share them on the Museum's social networks. **#MASPONSUBLICITAT**

“To make a good advert, it is essential that there is full agreement and collaboration between the advertiser, the photographer and the graphic designer.

Did you know...?

The photographs of Cuba in this exhibition have never been on public display until now. Maspons took them during the summer of 1967 to illustrate a book containing text by Agustín Goytisolo that was never published.

MASPONS, THE PHOTOJOURNALIST



At the end of the 1950s, illustrated magazines like *Destino*, *Triunfo* and *Gaceta Ilustrada* became popular. Maspons published several photojournalism pieces covering important events of the time. These included the 1962 Vallès floods and the 1972 US presidential election campaign.

“For me, reporting is the quintessence of photography, as it allows you to travel around the world and come into contact with different cultures, people and environments.



THE MORE POLEMIC MASPONS

MASPONS AND THE MODELS



Throughout his life, Maspons photographed many models as a way of selling products through advertising and fashion catalogues. His images would change over time: from sensual, modern women to depersonalised mannequins and simple objects of desire.



THE GAUCHE DIVINE PHOTOGRAPHER

Given the choice between experiencing a moment in time or taking a photo of it, Maspons always preferred experiencing the moment. He liked to meet people and keep up with the latest trends and international fashion. This is why he is connected to the cultural and social elite of the time. He was a member of the Gauche Divine and would photograph the group whenever they met for celebrations and events.



Maspons loved to provoke. But... How far?

Look at his pictures for the magazine *Interviú* and his use of women's bodies. They reflect the sexist mentality of the time. How would today's public react to these images?

Aa

Useful vocabulary

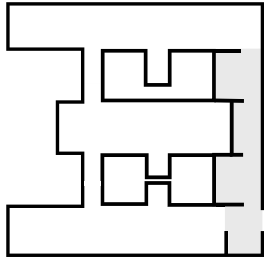
Autarky: economic and political system adopted by a country, based on the principle of self-sufficiency and the absence of contact with the outside world.

Still photo: photographs of highlights taken during filming that are used to document or promote a film.

Mary Quant: British fashion designer considered the inventor of the miniskirt in the 1960s.

Interviú magazine published an advertisement in 1977 to find women who had become pregnant from being raped. Did you see the photographs from the groups of feminists protesting in front of Maspons' studio? They launched a campaign against rape and against aggression towards women in general.





The studio

A PHOTOGRAPHER WITH A GREAT SENSE OF HUMOUR



*A good photographer
must have a certain
sense of humour;
photographs need to
make us smile.*



PARTICIPATE AND SHARE!

In the final part of the exhibition, Maspons' sense of humor bursts through the photo comics. What do the people who appear in these three images of the exhibition say and think? Use them to create a comic strip and share it on your social networks with the hashtag **#MASPONSFOTOCÒMIC**

ACTIVITIES

INAUGURAL LECTURE

“Maspons. Useful Photography”

Thursday 4 July at 6.30pm

Given by the curator, Cristina Zelich

MASPONS NIGHT

Tuesday 3 September from 8pm

Open doors to the exhibition, food, jazz and open-air cinema

GUIDED TOURS

Saturdays at 11am (Spanish) and 12.30pm (Catalan)

From 13 July (except August)

Included with your entry ticket to the exhibition



EDUCATIONAL PROGRAMME

The Museum has invited students from ten schools in Barcelona to use photos to describe their surroundings, interests and experiences. During this creative photographic process, the students will be supported by professional photographers. The selected images will be published and presented to the Museum at the end of the project.

GUIDED TOUR FOR TEACHERS

Thursday 17 October at 6pm

Aimed at teachers of all levels of education

Information and registrations on bit.ly/MasponsProfessors

PHOTO CREDITS

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page 10 (top)

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**Photographic fund from the deposit of Mr. Oriol Maspons, in 2011,
with the collaboration of The Nando and Elsa Peretti Foundation.**

TAKE MASPONS HOME

In the shop of the Museu you will find...



Quadern Maspons | 48 pages | 8 €



Accessories, complements and objects
inspired by the exhibition

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FOR EVEN MORE...

The Museum's themed guide. Books, articles, audiovisual resources and press collections so you can learn everything about Maspons.

bit.ly/Guies_Tematiques



#Maspons





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