



# INFLUENCERS IN ART

FROM VAN GOYEN  
TO POP ART

Museu  
Carmen Thyssen  
Andorra



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# CREDITS

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## **FUNDACIÓ MUSEAND**

President  
Vice-president  
Vice-president

Sílvia Riva González  
Carmen Thyssen-Bornemisza  
Borja Thyssen-Bornemisza

## **PATRONS**

Verònica Canals Riba  
Jordi Macià  
Trini Marín  
Montserrat Planelles  
Jordi Bech

## **ARTISTIC DIRECTOR AND CURATOR**

Guillermo Cervera

## **MANAGER**

Pep Farràs Abelló

## **SECRETARY**

Jordi Bech

## **EXHIBITION**

Commissioner  
Coordination

Guillermo Cervera  
Guillermo Cervera  
Núria Parés  
Moles Disseny

Graphic design

## **MUSEUM**

Director  
Coordination  
Team

Guillermo Cervera  
Marta Cudinach  
Raquel Begueria  
Alicia Luño  
Emilie Rodríguez

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# INFLUENCERS

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## PRESENTATION OF THE EXHIBITION

The Museu Carmen Thyssen Andorra presents "**Influencers in the art. From Van Goyen to Pop Art**", the fourth exhibition held in the museum from October 2019 until September 2020. Twenty-seven artworks, three of which are sculptures, in different genres and from different periods of time interrelated by the influence that artists, consciously or not, have had throughout the art history.

Some artworks in particular, and art in general, have generated a strong impact on our perception of life. They have become a source of inspiration for new creations.

Contemporary artists get nourished of that fact, inspired by specific influences to create and develop their own pictorial style.

Starting from this base, the artists of the current exhibition like Jan Josefsz Van Goyen or the prestigious Auguste Rodin, among others, show us their artistic heritage and their influences, towards a new legacy that creates a strong connection between the present, the past and the future.

Influencers seeks to showcase this relationship and goes beyond the first impression, to relate works from different periods in the most current and unexpected vision.



### What we talk about when we talk about "Influencers"?

- Person who has a great credibility on a specific topic, which is why it influences in other's people decisions.
- Person who, through the creation of content, has been able to create a community of followers and influences on it. The Influencers qualification is not defined by popularity, but rather by the ability to influence the audience by producing an imitative effect.
- Artist who through his creations, his personality and his artistic career persist in the History of Art, influencing the creations of his contemporaries or later artists that go further, and that through his works revive them.

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# INFLUENCERS

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## PRESENTATION OF THE EXHIBITION

The Museu Carmen Thyssen Andorra opens a speech in this exhibition to encourage the visitors to find links between the exhibited works, looking at them not from a classical perspective, but from the nowadays society, the point of view based on the transmission of information, images and influences through networks.

In this sense, the MCTA encourages the visitors, once again, to be an active part of the visit, going further from first impressions, in a game of similarities and differences, finding out, for instance, how a religious and Baroque 17th-century work by Francisco Antonlópez y Ochoa, can become an influence in abstract works such as **Caña**, by Antonio Saura or **California Dreams 2** by the Pop artist, Antonio De Felipe. In the same way, the color, so important in the Georg Tappert's work **Variété**, will show the joy and the audacity of the Berlin cabaret, meeting again in Arthur Segal's painting under a completely innovative concept.

The landscaping is not far behind in terms of master influencers, Théodore Rousseau or Charles François Daubigny came out beyond their borders to meet up in paintings by Eliseu Meifrèn, one of the main representatives of the Catalan modernism. As Ramon Casas, whom together with his great friend, the French artist Maurice Lobre, created the work **Portrait in the mirror, Paris** as a sample of the undisputed influence that they have on each other. In parallel, Manuel Hugué's sculpture displays an undeniable relationship with Auguste Rodin's work beyond the subject represented.

At **INFLUENCERS**, the Museum goes a step further, creating an exhibition where art loses all sense of time, through the works of great old and current masters.

In this fourth exhibition, Silvia Riva González, Minister of culture and sports is in charge of the Presidency of the Fundació Museand; the Baroness Carmen Thyssen-Bornemisza, occupy its Vice Presidency along with the Baron Borja Thyssen-Bornemisza and Guillermo Cervera, is the Artistic Director of the Museum and the curator of "**Influencers in the art. From Van Goyen to Pop Art**".

## CURATOR AND ART DIRECTOR GUILLERMO CERVERA

The academic orientation, the technique acquired, the artistic trends and the historical context of each artist permeate his works. The personal taste of every master, their concerns, their interests and its fascinations ascribed an identity by its own.

However, in the sensitivity of each one of the creators can be found the influences of their peers, teachers, or other authors to whom they admired, originating obvious parallelisms, subtle similarities, close ties, strong connections or some coherence between one artist and another.

This exhibition is about this matter, about the constructive Influences found in the task of the masters in the art history. The visitor will be able to explore this reality through the presented selection of works that includes paintings and sculptures from the 17th century up to nowadays.

  **The Eternal Spring**, RODIN, Auguste  
  **Lady**, HUGUÉ (MARTÍNEZ i HUGUÉ), Manuel

  **Dune Landscape with Cottage and Figures**, GOYEN, Jan Josefsz van  
**The River Touques at Saint-Arnoult**, BOUDIN, Eugène  
  **Low Tide at Varengeville**, MONET, Claude

**The Valley of Artuby**, TOGORES, Josep de  
**Pobla de Segur**, VILLÀ i BASSOLS, Miquel

**The Rest on the Escape to Egypt**, ANTOLÍNEZ y OCHOA, Francisco  
**California Dreams 2**, FELIPE, Antonio de  
**Caña**, SAURA, Antoni

**View of the Plain of Montmartre**, ROUSSEAU, Théodore  
**Moonrise on the Banks of the River Oise**, DAUBIGNY, Charles-François  
**Landscape with Town and River**, MEIFRÈN i ROIG, Eliseu

**Portrait of a Girl**, CABA i CASAMITJANA, Antoni  
**Two Girls in the Light of a Lantern**, GRANER i ARRUFÍ, Lluís  
**Parisian Street**, MIRÓ i LLEÓ, Gaspar

**The Rushing Stream at Argentona**, MARTÍ i ALSINA, Ramon  
**Landscape with a Flock of Sheep**, VAYREDA i VILA, Joaquim

**Still Life with Candle holder and Box**, SEGAL, Arthur  
**Variété**, TAPPERT, Georg

**Portrait in a Mirror, Paris**, CASAS, Ramon / LOBRE, Maurice

**Landscape with a Drove of Cattle**, HAES, Carlos de  
**The Passing of the Train**, REGOYOS y VALDÉS, Darío de

  **Mick Jagger**, WARHOL, Andy  
**Accumulation of Can**, ARMAN (Armand Pierre FERNÁNDEZ)  
  **Marilyn**, HERRERA, Vince  
**Tita, Los Angeles 1980**, LASARTE, Mercedes

# MUSEUM 2.0 : PARTICIPATORY MUSEUM

The Museu Carmen Thyssen Andorra, located on the ground floor of the old hostel Valira, has become a cultural reference in the Principality, and increasingly, a reference at European level. Nominated for best European Museum of the year in 2018 also has been nominated among 20 museums in the world to visit according to the journal The Guardian, being recognised its role as culture diffusor, the Museum has received this year 2019 the Bonnard award, the prestigious Art magazine that remarks the task being done by the equipment since its opening in 2017.

The continuous ongoing implementation of innovations offered by the Museum in order to enrich the visit experience is also part of this pro activity and defines the character of the Museum.



## ANTONIO DE FELIPE AND THE MCTA

For the first time in the MCTA, a contemporary artist paints a work on purpose to an exhibition. Antonio de Felipe, one of the great representatives of Spanish Pop Art and known internationally, creates the work **California Dreams 2** in charge by the baroness Carmen Thyssen-Bornemisza Collection, to be shown at Influencers.

The number 2 in the title is due to the fact that there was a previous work, given to the Association "WW Source" on auction for a solidary purpose, during an exhibition placed at the United Nations headquarters in New York.

This enactment is an indication of the painter's commitment to be an active member of our society through his art. **California Dreams 2**, is part of his heritage, showing popular culture elements: the Pink Cadillac, the iconic Betty Boop and the famous avenue in Los Angeles.

Antonio de Felipe's painting creates a non turning point for the Museu Carmen Thyssen Andorra, which for the first time, will offer the visitors the privilege of discovering an artwork never before exhibited. This year Antonio de Felipe will also place others works from his artistic production at the outdoor's Museum square. Varvara Stepanova's Pool Players, that has been part of the urban landscape in front of the museum since its opening, leaves to give it's way to De Felipe's three large format reproductions: **Marylin Lichtenstein, Marilyn Warhol and Marilyn Mondrian.**

The famous actress and icon of PopArt, is represented by De Felipe in a full chromatic and structured composition that shows the direct influences of artists such as Andy Warhol, Roy Lichtenstein and Piet Mondrian have had in the Spanish painter.



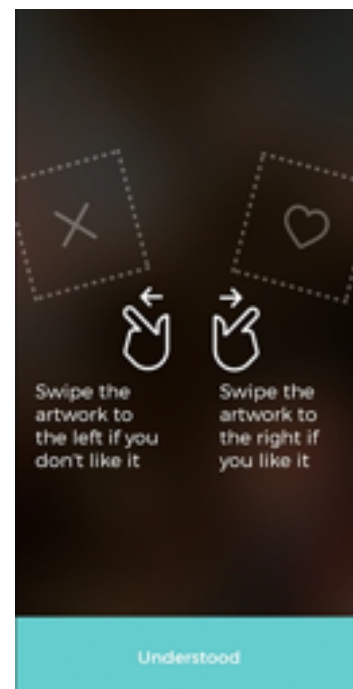
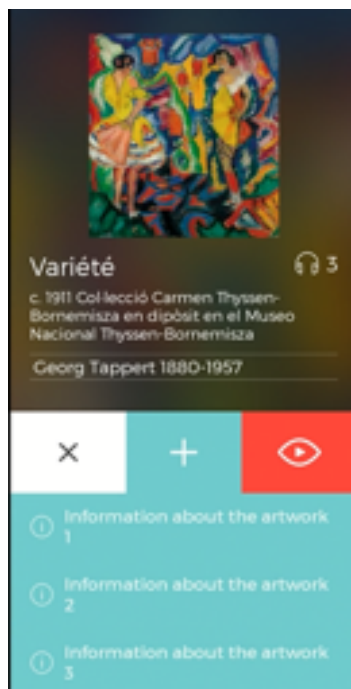
# MUSEUM 2.0 : PARTICIPATORY MUSEUM

## NEW GENERATION AUDIOGUIDES

From October 2019, the MCTA changes the audio guides devices for the latest technology, this service is included in the price of the ticket as usual.

The new generation of audio guides incorporate touch screens to allow visitors, besides of listening the explanation of each work, to have access at images of the artworks, check out additional information such as expert sheets, biographies and information texts about the influences between artists on each block of the exhibition.

With this new contribution to the experience of the visit, the museum continues its commitment to use the new technologies applied to art as a cultural diffuser and mediator between works and visitors.



## THE STORE: NEW PRODUCTS

The Museum shop also seeks to renew its exclusive catalogue of products for Influencers. The new designs of products are based on the artworks of the current exhibition, as **Marilyn** by Vince Herrera or **Tita, Los Angeles 1980** by Mercedes Lasarte.

Sharing ideals about education and sensitization towards models of sustainable consumption, MCTA and Marissa McDonald (Andwear), a craftsman who guides their production to waste prevention, work on the reuse of the museum's advertising piles. The result, products of exclusive design and totally sustainable production that can be found only in the store of the museum.

## NEW COLLABORATION FOR SCREENS

During this exhibition the Museu Carmen Thyssen Andorra incorporates for the first time, additional information at the screens with a sort of artworks images courtesy of the National Gallery of Art and the Réunion des Musées Nationaux. In this sections, the visitors will be able to find out connections among the exhibited artworks and other works outdoors from the collection, this fact reinforces the concept of the influences among authors, times and styles.

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# MUSEUM 2.0 : PARTICIPATORY MUSEUM

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## EXTENSION OF CONTENT AT THE RESTORATION SECTION

The visitor's experience during the previous exhibition, has lead the Museum to produce a wide offer of content dedicated to the visitors , so they could discover all the secrets behind each artwork.

The restoration pannel in the interactive screens, offers new possibilities of interaction, playing with the before and the after, to show the full restoration process of paintings.

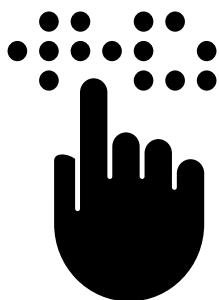
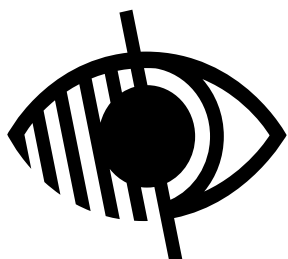
The information about restoration in Influencers is the result of an exhaustive study of the artworks taken by the restortion team at the Museo Nacional Thyssen-Bornemisza. With this system, the museum shows his will to continue growing at the development of new techs.

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# MUSEUM 2.0 : PARTICIPATORY MUSEUM

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## BRILLE: INTERACTIVITY AND INCLUSION



Along this exhibition, the Museum takes a step forward to be inclusive in terms of art diffusion, by adding multisensory products for artworks interpretation. Four paintings are reproduced (by Van Goyen, Monet, Herrera and Warhol) with their marked reliefs in different heights to highlight some elements from their composition, and the two sculptures, by Manuel Hugué and Auguste Rodin, reproduced in 3D will be layed on beside their originals to be appreciated with closed eyes.

In addition of these reproductions and their posters in Braille language, visitors with visual limitations and those who want to experience the works from a sensorial perspective, will also have at their disposal the audio guides additional information, to perform the artworks in a fully way. The Museum emphasize the social awareness and the educational nature of this new contribution that has been designed together with a specialized company for months of work.

(+ information: <https://touchgraphicseurope.com>)

# SHARED PROJECTS

The Museu Carmen Thyssen Andorra seeks joining forces to create links with different institutions that share similar cultural and social interests, for this reason we give a lot of importance to new shared projects that will continue during the exhibition Influencers.

## LA CASA DE CARLOTA

La Casa de Carlota, a design and advertising company settled in Barcelona and the MCTA are developing a revolutionary inclusive project in the world of art which starts with the design of an interactive exhibition. The exhibited works are created by part of its creative team: people with different capacities who reinvent the concept of creativity, showing an awesome plastic quality.

Through this exhibition the visitors will be able to find incredible similarities among the grandmasters of the universal painting and the works of these “outsider artists”. Out of the limits and prejudices the artistic discourse is a new way to understand the ongoing art.



## SRCA AND HOSPITAL DE DÍA

The MCTA and SAAS have started an important collaboration project that will continue in the next exhibition, Influencers, seeking to approach the Department of Community Rehabilitation for youth (SRCA) and the Daytime Hospital for kids and young people's department (SAAS/ Nostra Senyora de Meritxell) to the Museu Carmen Thyssen Andorra.

The students become, during this educational program, an active part in the learning process of artworks and art creators at the same time. Special guided visits and workshops inviting to think about materials, artistic techniques and hidden details behind art pieces.



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# SHARED PROJECTS

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## BOMOSA

The Museu Carmen Thyssen Andorra will also keep collaborating with Bomosa, a philanthropic company taking different nonprofit actions of social character. In order to give continuity to the agreement with activities such as that carried out this year, on the responsible holding of animals, recreational and educational activity, awareness about the responsible holding of domestic animals, giving visibility to the dogs of the Official Kennel Andorra to promote its adoption.

## UNIVERSITY OF ANDORRA

The MCTA is directly committed to the education, for this reason, the collaboration with the University of Andorra is key in our educational project.

Through different approaches, the third year students of Bachelor in Education Sciences, the museum proposed a challenge, that has become curricular in the university. Both parts seek to enhance the creativity of students, motivating them through the opportunity to create a real project, adapted later under conditions and needs of the museum that will be carried out on the activity #ThyssenFamilia.

## UNIVERSITY OF MÁLAGA

Since its beginnings, the museum enhances its social involvement.

Every year at the University of Málaga, the museum team prepares an educational program destined to the students that attend Certificate of Assistant Technician in Cultural Environments.

The educational contribution of the MCTA is based on presenting its organization, values, commitment and the whole range of activities it proposes to bring art into a fun and innovative way to all audiences.

During two days, the creative and imaginative will has been the focus of the activities, where the museum has placed special emphasis on the participatory part and the pro activity to show students some of the key elements that form part of their "core".

For the Museu Carmen Thyssen Andorra is a privilege to share our experience with the students of auxiliary Technician degree in Cultural Environments, which is specially designed for people with diverse intelligences and allows them to work in all kinds of cultural institutions.



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# SHARED PROJECTS

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## UNICEF

The MCTA is the first museum in the world to become Unicef's friend, at this respect the cooperation goes beyond the confines of the Museum, as the benefits of all the activities created together are donated to the Association for social projects. Recycling workshops, charity dinners, concerts or auctions are an example of the diversity of proposals that the Museum has developed to offer its implication highlighting the importance that Unicef has in our society, making people aware about the its key role.

The auction also allowed other entities in the country, in this case, art schools, to become part of the solidarity project, giving their students the opportunity to create a work inspired by the current exhibition, which was auctioned in the benefit of Unicef.

## ENTORN THYSSEN

The Museu Carmen Thyssen Andorra wants to continue with local collaborations, in this sense Entorn Thyssen, became a link between culture and commerce at the Principality. The net of friend's shops has not stopped growing during this year, uphill towns as Soldeu, the Tarter or Pas de la Casa have been included in the Entorn Thyssen's list.

The establishments of the surroundings, with a sticker located in the showcase, are identified as part of this community and receive the Friend's card for the Museum, with free of charge access to the company members as well as discount tickets (price € 5,00 instead of € 9,00) that can be given to their customers according to their criteria. These tickets allow the carriers to access the museum with a discount of 44%.

The Museu Carmen Thyssen Andorra also collaborates with different entities of the country in specific actions or by providing support such as the MoraBanc basketball team or the FIBA in the project that seeks to promote women's sport: Her world her rules.

## SCHOOLS AND ALOMA EDITORS

The role of cultural mediator is one of the main targets of the Museum, in this sense schools are essential partners, helping children access to the art world in a fun way. The activities designed by the MCTA come always alongside an interactive guided tour, where the student can bring their own perspectives without prejudice and connect with the artworks of many different styles.

Going beyond the classroom, the Museu Carmen Thyssen Andorra in collaboration with Aloma publishers, captured the feelings of the students of the Escola Andorrana de Santa Coloma facing 4 artworks from the collection Carmen Thyssen-Bornemisza, in a book of short stories, linked one another and creating an unexpected story, entitled "Chained". With the cooperation of the publishing house, the school and the creativity of students, the Museum hopes to repeat this amazing experience throughout Influencers, to create and strengthen the role of cultural diffuser as well as stimulate the imagination of the little ones.

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# ADDITIONAL INFORMATION

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## How to arrive?

The museum is located at Avinguda Carlemany num. 37, d'Escaldes-Engordany.  
Bus : L1, L2, L3 i L4

## Open hours

Tuesday to Saturday from 10H00 to 19H00.  
Sunday 10H00 to 14H00  
Closed on Mondays.

## Price - includes the audioguide

9 €: general ticket  
5,00 € - + 65 years or - 26 years or with youth card  
Free: - 18 years  
Unicef rate: +1,00 € to donate with the ticket purchase  
Last entrance: 30 minutes before closure

## Where can you find us?

The Museum is in constant communication with the visitors through the different social media. The Museum uses digital platforms to announce the news and to inform about the additional programming. The contact with the followers is basic to solve their enquiries.

[www.museucarmenhyssenandorra.ad](http://www.museucarmenhyssenandorra.ad)



@cthyssenandorra



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