

# Adolf Mas

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*The Eyes of Barcelona*

February 18th  
– May 8th 2022



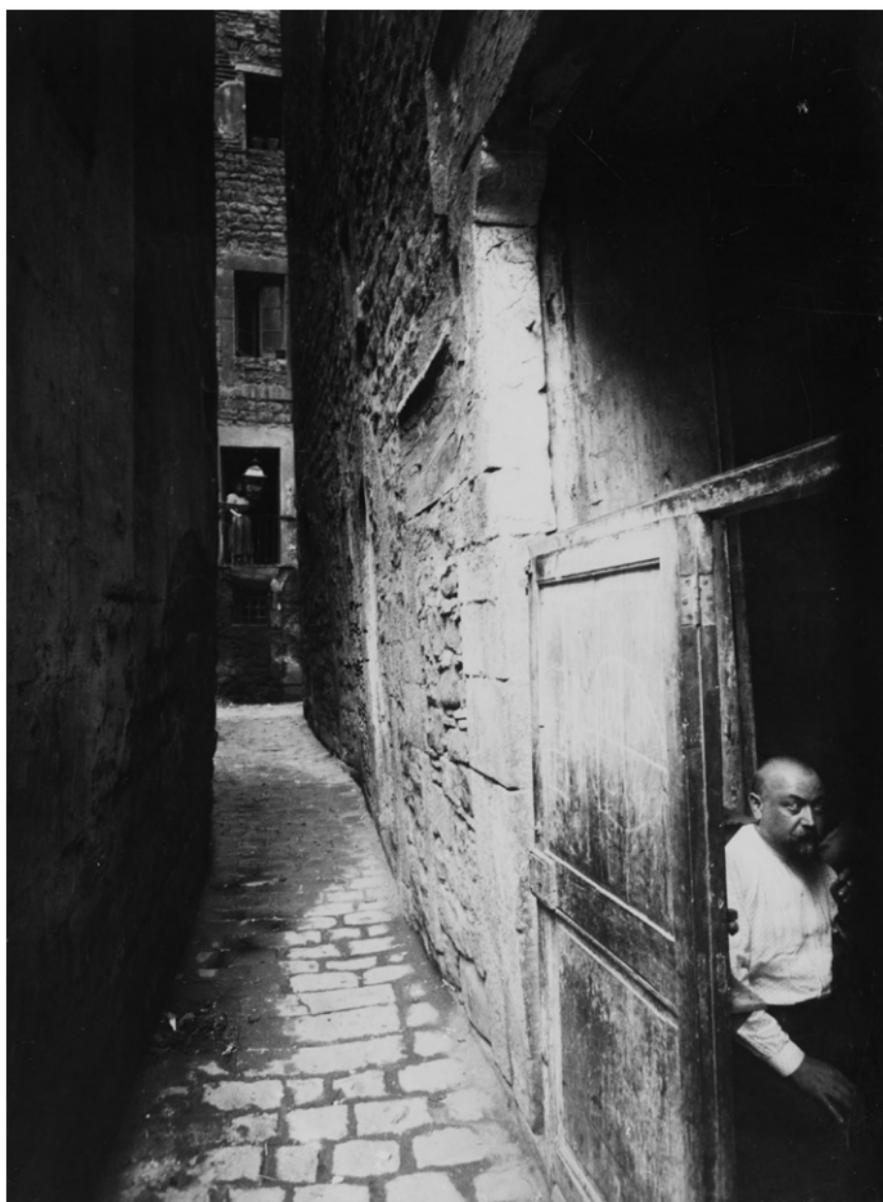


Adolf Mas, *Interior of a tower in the Sagrada Família*, 1905

The exhibition *Adolf Mas. The Eyes of Barcelona* offers a broad overview of this key figure of *Noucentista* photography and includes over 200 photographs and a wide range of documentary material divided into four thematic sections that address the central aspects of his career.

The core of the show covers Adolf Mas's photographic production relating to the city of Barcelona. The author (Solsona, 1860 – Barcelona, 1936) captured the architectural, social and cultural changes in the city through images that combined aspects of documentary reportage with the aesthetic elements of contemporary European artistic movements. Barcelona was a city of contrasts, ranging from the slums of the periphery to the mansions of the Eixample district, and from the luxurious cafés enjoyed by the bourgeoisie to the shanty towns built by panhandlers in the Barceloneta area.

A pioneer of photojournalism in Catalonia, Mas's images document a wide range of happenings and cultural events as well as the new healthcare infrastructures and initiatives that



Adolf Mas, *Carrer de les Donzelles*, ca. 1908

flourished in Barcelona during the early 20th century. Intended for illustrated magazines, his commissioned portraits are an extraordinary testimony of the intellectual circles of the time.

The exhibition ends with a section dedicated to the campaigns of cataloging Spain's heritage undertaken by Adolf Mas and his implementation of what has been recognized as the most important photographic archive on Spanish heritage in Europe: the Mas Archive—a monumental project developed over the course of more than thirty years in which an avant-garde idea brought about by commercial purposes materialized without losing sight of the importance of documenting and disseminating shared cultural heritage. In 1941, after the Spanish Civil War, the Mas Archive was acquired by Teresa Amatller and currently remains as part of the repository at the Institut Amatller d'Art Hispànic.

Works by artists such as Ramon Casas, Alexandre de Riquer and Eusebi Arnau produced in the context of Adolf Mas's studio business will be on display along with Mas's photographs.



Adolf Mas, *Montserrat Blanc*, ca. 1909

*Adolf Mas. The Eyes of Barcelona* is part of the program Fundació MAPFRE has established at KBr Barcelona Photo Center in collaboration with Catalan institutions dedicated to preserving Catalonia's rich photographic heritage. On this occasion, the show has been organized in collaboration with the Fundació Institut Amatller d'Art Hispànic. Likewise, the exhibition has been supported by the Diputació de Barcelona. Arxiu General; the Biblioteca Nacional de Catalunya in Barcelona; the Arxiu Històric de la Ciutat de Barcelona; the Arxiu fotogràfic de Barcelona, Barcelona City Hall; the MAE-Theater Institute; and the private collection of the Pasans Bertolin Family who have all generously loaned their works.

The exhibition brings together the extraordinary visual landscape and collective memory of early 20<sup>th</sup> century Barcelona as seen through the eyes of Adolf Mas, one of the key figures in the history of modern photography in Spain.

## KBr Fundación MAPFRE

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### Dates

From February 18  
to May 8, 2022

### Curatorship

Carmen Perrotta

### Opening hours

Mondays: Closed  
Tuesdays – Sundays  
(and public holidays): 11am-7pm  
Last entry: 6.30pm

#### From April 1

Tuesdays – Sundays  
(and public holidays): 11am-8pm  
Last entry: 7.30pm

Visitors must leave the galleries  
10 minutes before closing time

### Admissions

Standard ticket: 5 €  
Ticket with reduction: 3 €  
Free standard ticket: Tuesdays  
(except public holidays)  
Groups: 3 € / per person

### Audio guide services

Available in English, Catalan  
and Spanish

### Guided tour (cultural mediation service)

Wednesdays & Thursdays: 4-7pm  
Fridays & Saturdays:  
12-2pm, 4-7pm  
Sundays & public holidays: 12-2pm

#### From April 1

Wednesdays & Thursdays: 5-8pm  
Fridays & Saturdays:  
12-2pm, 5-8pm  
Sundays & public holidays: 12-2pm  
(information at the reception)

### Bookshop

Libreria KBr by Juan Naranjo  
Tel. (+34) 933 568 021  
libreria@juannaranjo.eu

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Tell us what you think about  
the exhibition: #KBrAdolfMas

[exposiciones.fundacionmapfre.org/  
AdolfMasKBrExhibition](https://exposiciones.fundacionmapfre.org/AdolfMasKBrExhibition)



Cover: Adolf Mas, *Games. Gran Via de les Corts Catalanes*, 1906

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Fundación **MAPFRE**



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Barcelona Photo Center