



# la fundación

Fundación MAPFRE magazine#53  
December 2020  
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Art

***Jawlensky.  
The Landscape  
of Portraits***

**CLAUDIA ANDUJAR:  
THE STRENGTH  
OF THE YANOMAMI**

Road Safety

**NEAR-ZERO CITIES**

Health Watch

**TAKING CARE OF YOUR HEALTH  
TO BE A BETTER GAMER**

Ageingomics

**THE AGING POPULATION  
AS AN ECONOMIC OPPORTUNITY**

# VISITA NUESTRAS EXPOSICIONES VISIT OUR EXHIBITIONS

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Fundación **MAPFRE**

Tomoko Yoneda  
*Chrysanthemums*  
[Crisantemos], 2011  
© Tomoko Yoneda.  
Cortesía de la artista

## TOMOKO YONEDA

### Lugar

Sala Fundación MAPFRE Recoletos  
Paseo de Recoletos 23, 28004 Madrid

### Fechas

Del 09/02/2021 al 09/05/2021

### Horario de visitas

Lunes de 14:00 a 20:00 h.  
Martes a sábado de 11:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.  
Acceso gratuito los lunes



## TOMOKO YONEDA

### Location

Fundación MAPFRE Recoletos Exhibition Hall  
Paseo de Recoletos 23, 28004 Madrid

### Dates

From 02/09/2021 to 05/09/2021

### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 11 am to 8 pm.  
Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays

Jawlensky  
*Dunkle Augen*  
[Ojos oscuros], 1912  
Óleo sobre cartón.  
68 x 50 cm  
Colección particular  
Foto: Maurice Aeschmann

## ALEXÉI VON JAWLENSKY. EL PAISAJE DEL ROSTRO

### Lugar

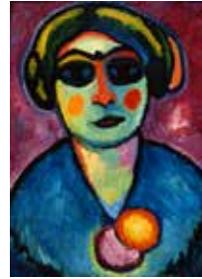
Sala Fundación MAPFRE Recoletos  
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## ALEXÉI VON JAWLENSKY. THE LANDSCAPE OF PORTRAITS

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Paseo de Recoletos 23, 28004 Madrid

### Dates

From 02/09/2021 to 05/09/2021

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Monday from 2 pm to 8 pm. Tuesday to Saturday from 10 am to 8 pm. Sunday/holidays from 11 am to 7 pm.  
Free entry on Mondays

Claudia Andujar  
Yanomami trabajando en las obras de la carretera Perimetral Norte. Roraima, 1975  
© Claudia Andujar

## CLAUDIA ANDUJAR

### Lugar

KBr Fundación MAPFRE  
Ronda del Litoral 30, 08005 Barcelona

### Fechas

Del 26/02/2021 al 23/05/2021

### Horario de visitas

Lunes cerrado  
Martes a domingo (y festivos) de 11:00 a 19:00 h.



## CLAUDIA ANDUJAR

### Location

KBr Fundación MAPFRE  
Ronda del Litoral 30, 08005 Barcelona

### Dates

From 02/26/2021 to 05/23/2021

### Visiting hours

Monday: closed  
Tuesday to Sunday (and holidays) from 11 am to 7 pm.

Autoría desconocida  
*Retrato de familia*, ca. 1840-1860  
Daguerrotipo 1/2 de placa  
Colección Ángel Fuentes de Cía  
© Josep Maria Oliveras

## LA MIRADA CAUTIVA. LA COLECCIÓN DE DAGUERROTIPOS DEL CENTRO DE INVESTIGACIÓN Y DIFUSIÓN DE LA IMAGEN (CRDI) - GIRONA

### Lugar

KBr Fundación MAPFRE  
Ronda del Litoral 30, 08005 Barcelona

### Fechas

Del 26/02/2021 al 23/05/2021

### Horario de visitas

Lunes cerrado  
Martes a domingo (y festivos) de 11:00 a 19:00 h.



## THE CAPTIVE GAZE. THE DAGUERRETYPE COLLECTION FROM THE CENTER FOR RESEARCH AND DISSEMINATION OF THE IMAGE (CRDI) - GERONA

### Location

KBr Fundación MAPFRE  
Ronda del Litoral 30, 08005 Barcelona

### Dates

From 02/26/2021 to 05/23/2021

### Visiting hours

Monday: closed  
Tuesday to Sunday (and holidays) from 11 am to 7 pm.

## ESPACIO MIRÓ

### Lugar

Sala Fundación MAPFRE Recoletos  
Paseo de Recoletos 23, 28004 Madrid

### Exposición Permanente

### Horario de visitas

Lunes de 14:00 a 20:00 h.  
Martes a sábado de 10:00 a 20:00 h.  
Domingos y festivos de 11:00 a 19:00 h.

Acceso gratuito con la compra de la entrada a las salas Fundación MAPFRE Recoletos



## ESPACIO MIRÓ

### Location

Fundación MAPFRE Recoletos Exhibition Hall  
Paseo de Recoletos 23, 28004 Madrid

### Permanent Exhibition

### Visiting hours

Monday from 2 pm to 8 pm.  
Tuesday to Saturday from 10 am to 8 pm.  
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# the picture



## Fundación MAPFRE Ageingnomics Research Center

The new Fundación MAPFRE Ageingnomics Research Center aims to become a leading meeting space and forum in Spain, furthering research and the dissemination of knowledge regarding the economics of aging, always with a positive perspective on the demographic change, and helping raise the profile of entrepreneurial projects related to this field.

The event to launch the center, held on December 10, was attended by Teresa Ribera, fourth deputy prime minister and minister for the Ecological Transition and Demographic Challenge, in the photo next to Antonio Huertas, president of Fundación MAPFRE, Ignacio Baeza, vice president of Fundación MAPFRE, Juan Fernández Palacios, CEO of MAPFRE VIDA, and Iñaki Ortega, director of Deusto Business School in Madrid. ✕

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# summary

MARIANO JABONERO



CLAUDIA ANDUJAR:  
THE STRENGTH OF THE YANOMAMI



Claudia Andujar  
The young girl Susi Korihana thëri in a stream, infrared film.  
Catrimani, Roraima, 1972-1974  
© Claudia Andujar

LUKAS FOUNDATION



## IN FIRST PERSON

### 6 MARIANO JABONERO

The secretary general of the OEI (Organization of Ibero-American States) speaks to us about education in this region.

## ART

### 10 ART FOR ALL

Our exhibitions open to the world.

### 12 JAWLENSKY. THE LANDSCAPE OF PORTRAITS

This exhibition can be visited at Fundación MAPFRE's Recoletos Hall in Madrid from February 9 through May 9, 2021.

### 20 CLAUDIA ANDUJAR: THE STRENGTH OF THE YANOMAMI

Between February 26 and May 23, 2021, our KBr Photography Center in Barcelona is hosting an exceptional collection of documents and photographs by the photographer Claudia Andujar.

### 28 COMMITTED NEIGHBORHOOD SUPERHEROES LUKAS FOUNDATION

We present a pioneering initiative in Spain whereby adults with severe functional diversity can live together with a certain degree of autonomy in supervised accommodation.

## 32 PROFESSIONALS AND MORE

We talk to Eduardo Camacho Collado, treasurer of ADCHoyo and one of the promoters of Zancadas Solidarias.

### 36 INSURANCE SECRETS WHEN INSURANCE IS POETRY

## HEALTH WATCH

### 38

## BRAIN DAMAGE APP, A ONE-STOP DIGITAL WINDOW

Our new app, Brain Damage, supports families affected by acquired brain damage (ABD), enabling them to apply from a cell phone for the resources and grants available.

### 42

## TAKING CARE OF YOUR HEALTH TO BE A BETTER GAMER

Gamers spend many hours sitting in front of the computer screen and, therefore, must take special care of their health and living habits.

## ROAD SAFETY

### 46

## NEAR-ZERO CITIES

We analyze what mobility is going to be like in Zero Cities, in particular the examples of Boston, Bogotá and Móstoles.

## 50 SOCIAL INNOVATION

Meet the winners of the third edition of the Fundación MAPFRE Social Innovation Awards.

## AGEINGNOMICS

### 56

## THE AGING POPULATION AS AN ECONOMIC OPPORTUNITY

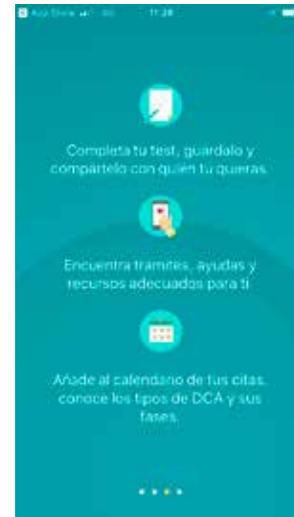
We present our new Ageingnomics Research Center.

## 62 ANOTHER WAY TO HELP

## 64 SEEN ON THE WEB



## BRAIN DAMAGE APP, A ONE-STOP DIGITAL WINDOW



## NEAR-ZERO CITIES



## THE AGING POPULATION AS AN ECONOMIC OPPORTUNITY





**Mariano Jabonero, secretary  
general of the OEI (Organization  
of Ibero-American States)**

**“We must bear in mind  
that there exists a world  
of education outside school”**

TEXT: MARTA VILLALBA IMAGES: © OEI, 2020

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Secretary General of the OEI (Organization of Ibero-American States) since 2018, Mariano Jabonero (Madrid, 1953) is an open book on educational matters. His professional career in this area has covered every level of this field: first, teaching in infant, high school and college education posts; and, later, he held various institutional posts, ranging from provincial education director to executive positions in both the private and public sector. At different times, he has worked on a range of programs in all the Ibero-American countries as a consultant or expert for UNESCO, the United Nations Development Program (UNDP), the Organization of American States (OAS) and the OEI. We talk to him about how the pandemic has affected education in Latin America and the educational challenges facing this region.

**What were the strengths and weaknesses of education in Latin America prior to the pandemic?**

In a quantitative analysis, two figures speak for themselves. One is that, for the first time, enrollment in elementary and middle school education was nearly one hundred percent. This was a historic milestone for the region. Never before had they managed to enroll all the boys and girls. The second is that the length of their schooling is highly variable. If a child spends less than eleven years in school, there is a really high risk of an unsatisfactory social, labor and personal future. That length of time is common in Chile, Uruguay, Argentina and the urban areas of Colombia, but is very rare in countries such as Honduras and Guatemala, where the norm is three or four years, clearly an inadequate level of schooling. Dropout rates in the region are very high, with an average of 50 percent, which is a really alarming figure. Education in the region, in terms of quality and inclusion, was very low and unsatisfactory as regards fairness and equality criteria.

**And how can that educational quality issue be overcome?**

According to the OECD, the factors that most determine an educational system's quality are the training of teachers and school leaders. A school principal is someone capable of making a school work well, average or poorly. Such a person must combine several profiles at once: be a human resources leader

with pedagogical and administrative qualities. This is therefore a complex skill set and, for too long, in many places the post was entrusted to people with no training in those fields.

**And what was the situation for college education?**

One striking result is that enrollment in higher education achieved a world record. In this region, the number of students in higher education reached 30 million in 2019. This is an unusual, yet highly positive fact which reveals two things: firstly, that social and poverty reduction policies – from the 1990s through to 2012-2015 – really worked; and, secondly, that a lower middle class emerged which was able to start thinking that their children could go to college. 70 percent of those 30 million are boys and girls from families where no one had ever gone to college.

**However, quantity does not necessarily mean quality...**

Indeed so. The challenge now is to verify the quality offered by each center, as the situation is really varied throughout the region. In Argentina, Uruguay and Chile, higher education is strictly regulated, somewhat similar to that in Europe, and the number of universities is limited. But in countries such as Mexico, the number of university centers is in the thousands, clearly an excessive supply. Moreover, there is a widespread problem as regards relevance: what is studied in the universities has very little to do



“The curriculum must be overhauled to seek out lessons that are meaningful, relevant and socially valid”

with the real economy and productivity in the region. Despite being a great source of wealth, a mere two percent of students graduate with degrees related to agriculture. On the contrary, Business Administration, Sociology and Communications degrees are commonplace in the region, although the productive system employs few workers with humanities studies.

### **Which countries were more advanced in education before the pandemic?**

There are many nuances to be considered, but school results in external examinations are a fairly reliable indicator. The best performers in this regard are, basically, Chile, Uruguay and Argentina. And, on the Iberian peninsula, Portugal is the European Union country which has improved its quality of education the most over the past 20 years. This amazing example has set the benchmark for the whole world. Moreover, there is also a tremendous difference between the urban and rural areas, although this is the case in general throughout the region.

### **And which were most in need of reinforcement?**

Mexico, Honduras, El Salvador and Guatemala are countries with very poor educational levels, but we must also bear in mind that they are very poor. Sometimes we forget that, until very recently, they were going through civil wars and armed conflicts there, and that leaves really negative aftereffects. And yet another factor. These are lands systematically ravaged by unavoidable natural phenomena that profoundly undermine everything. Each time a hurricane passes through, schools are destroyed. Working there and doing it well is very tough. As for higher education, there are excellent, prestigious universities in all these countries, coexisting with others which perhaps raise doubts as to whether they should be called universities.

### **And, suddenly, the pandemic hit... What effect did it have on education in the region?**

It meant that 177 million students were confined to their homes. And only half of them – the rich ones – were able to continue their education online, thus demonstrating the lack of educational equity in

the region. The other 50 percent were excluded and, in some rural areas this figure exceeded 80 percent.

### **What will this interruption mean for these students long term?**

According to research by the OEI, they will lose between 10 and 50 percent of their lessons and this will mean that, when they are older and start working, they will be less competent youngsters. What's more, we believe that 17 percent will not return to school or college and that percentage of 177 million is a lot of boys and girls.

### **What is the most immediate challenge to avoid this loss of learning?**

The most urgent challenge is to close the digital divide, with Internet access for all. This also happens in Spain and Portugal. In the OEI we have many projects in this area and they don't entail huge investments. There is also another factor: the poor digital skills of teachers. These are professionals who are not used to employing digital skills and they find it tough. In addition, digital contents need to be developed for languages and math. During the pandemic, the OEI produced more than 500 digital systems that we supplied free of charge to teachers.

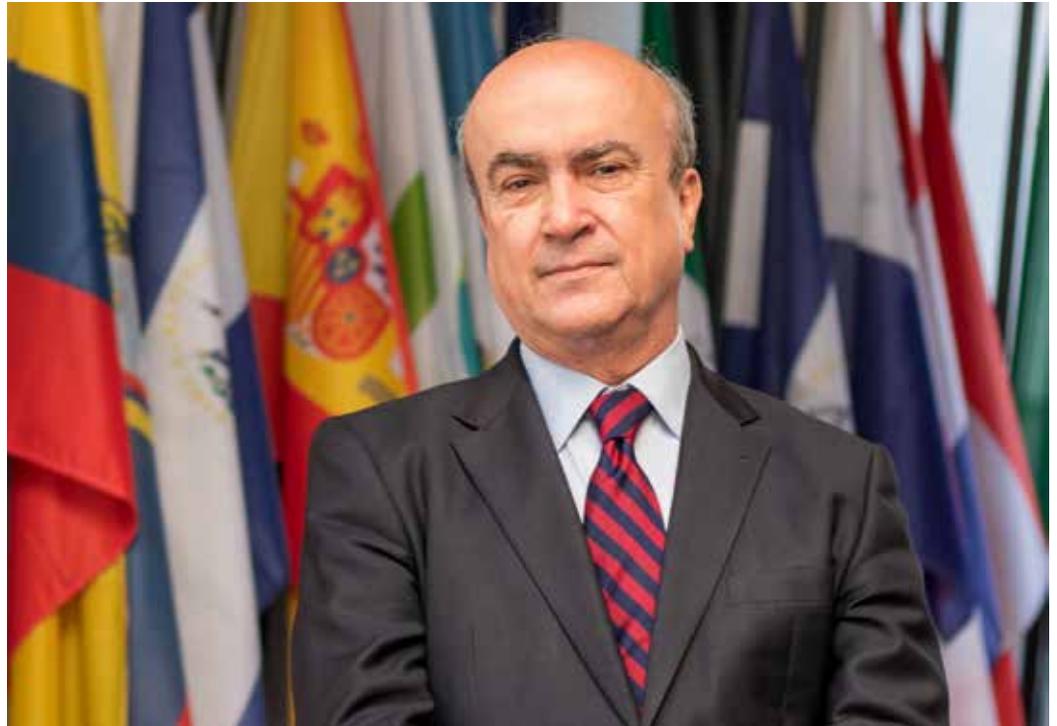
### **Specifically, what projects are you referring to?**

In Peru we carried out an initiative a few years ago – it was called *Luces para Aprender* [Lights for Learning] – to bring connectivity to rural schools in forest areas where there was no electricity. Everything was resolved by simply installing a solar panel and a pole, all connected to several storage batteries so that their computers had Internet access via a satellite system – which is cheap – and that's it. The cost is really low.

### **What do you think of online teaching as a system?**

I'm in favor of hybrid education. I believe that classroom teaching is essential, unless the child is sick, but also distance learning. School is no longer confined within four walls, it is totally ubiquitous. And it's not just a question of giving classes online; you need your own digital production. These days, there are wonderful examples. I'm referring to applications for different subjects that get anyone who sees them instantly hooked, as they are so graphical, highly intuitive and motivating.

“There exists a really wide digital divide and it must be closed so that everyone can have the same opportunities”



**Returning to the pandemic, what has been learned from it?**

That the education we had was much more fragile and inefficient than we believed. We thought that, once we were schooling all the children, everything was fine, and it wasn't so. There was a really wide digital divide and it must be closed so that everyone can have the same opportunities. Secondly, it's necessary to work with hybrid systems and that they become generally available. Thirdly, that the curricula or syllabuses should be revised. Those we are currently using contain lots of things that are of no practical use. They have remained in place over time simply due to administrative inertia. A friend of mine always asks the same question: we all studied square roots at school, but has anyone ever used one in their life? No one. The curriculum must be overhauled to seek out lessons that are meaningful, relevant and socially valid. And a fourth thing: education must not be associated solely with the school. Yes, it is fundamental and indispensable, but there are other educational spheres – sporting and cultural – which generate a great deal of

knowledge. There is a world of education that is not in the school; it's also in the family, and this must be reinforced and supported, as well as the social fabric within which many of our kids are going to learn. Summer camps, for example, where they learn a range of different things, among them living together, which is so important.

**Are you referring to fostering the so-called soft skills, i.e. social and personality traits?**

Indeed, these are skills that are not strictly school-related; that's why I make the distinction between school and education. In surveys conducted by the BID (Inter-American Development Bank) among regional business leaders on education and productivity, they were asked what skills they most appreciated when recruiting a young person. Someone who is able to understand well, interpret, communicate, share, work in a team, be punctual, respectful... When recruiting young leaders in companies, one factor that is highly valued is that they do sports – that scores highly. Because that youngster knows about teamwork, suffering and enjoying together. ⊗

According to the UNESCO, “culture constitutes a fundamental dimension of the development process and helps to strengthen the independence, sovereignty and identity of nations.” Fundación MAPFRE enthusiastically strives to bring art closer to the citizens of the whole world

## Art for all

### Madrid

**TOMOKO YONEDA**

Recoletos Hall (Madrid)

From 2/9/2021 through 5/9/2021



Tomoko Yoneda  
*Chrysanthemums*, 2011  
© TOMOKO YONEDA. COURTESY OF THE ARTIST



### Madrid

**ALEXÉI VON JAWLENSKY.**

**THE LANDSCAPE  
OF PORTRAITS**

Recoletos Hall (Madrid)

From 2/9/2021

through 5/9/2021

Alexéi von Jawlensky  
*Princess Turandot*, 1912  
Oil on canvas  
Paul Klee Center, Bern.  
On loan from private collection Inv. 91389  
Photo: Paul Klee Center, Bern

### Madrid

**ESPACIO MIRÓ**

Fundación MAPFRE Recoletos Hall



## **Barcelona**

**THE CAPTIVE GAZE. THE DAGUERREOTYPE  
COLLECTION FROM THE CRDI  
(CENTER FOR IMAGE RESEARCH  
AND DIFFUSION) – GIRONA**

Fundación MAPFRE KBr Photography Center  
From 2/26/2021 through 5/23/2021



Unknown authorship  
*Family Portrait, ca. 1840-1860*  
1/2 plate daguerreotype  
Ángel Fuentes de Cía Collection  
© JOSEP MARIA OLIVERAS

Nicholas Nixon  
*The Brown Sisters, 1975*  
Fundación MAPFRE Collections  
© NICHOLAS NIXON

## **Barcelona**

**CLAUDIA ANDUJAR**

Fundación MAPFRE KBr Photography Center  
From 2/26/2021 through 5/23/2021



Claudia Andujar  
*Susi Korihana thëri Swimming, Catrimani,  
Roraima, 1972-1974*  
© CLAUDIA ANDUJAR



## **São Paulo**

**NICHOLAS NIXON**

Tomie Othake Institute  
From 1/22/2021  
through 4/18/2021



# Jawlensky. The Landscape of Portraits

TEXT: FUNDACIÓN MAPFRE CULTURE AREA

Co-organized by Fundación MAPFRE, the Musée Cantini in Marseille and La Piscine - Musée d'art et d'industrie André Diligent de Roubaix, this exhibition is curated by Itzhak Goldberg and can be visited in the Fundación MAPFRE Recoletos Hall in Madrid from February 9 through May 9, 2021.

“Everything is as simple as possible. I found myself when I understood that my inner self, my outlook on life and my interest in art are so intense that they call for another way of thinking; in the end, the persistent feeling of the color of nature lives in me. [...] I encounter immense joy at work and I seek my own way of expressing my impressions.”

With these words, written in 1909, the Russian painter Alexei von Jawlensky (1864-1941) expressed the change his work had undergone following his apprentice phase in Saint Petersburg, given that, on arriving in Munich he had found the way to express “feelings, passion and spontaneity” in his paintings.

Jawlensky was one of the artists who participated in the formation of The Blue Rider group in 1911 and, together with his friend and colleague Wassily Kandinsky, is today considered one of the fathers of German expressionism. In both Munich and the town of Murnau, the artist became one of the fundamental figures for the development of a free language, in which color and form served to express the most intimate feelings of the artist.

Despite the profound evolution of his oeuvre, which covers such genres as the still life or

landscape, it is the portrait – and, in particular, his studies of the human face – which most clearly characterizes Jawlensky’s pictorial production, given that it is by way of this genre that the artist believed he could achieve the spirituality he so yearned. From his heads series of the prewar period, up to the *Mystical Heads*, the *Geometric Heads* and the *Meditations*, his paintings reveal a constant tension between the portrayal of the individual and that person’s reduction to an archetype.

There are two events in the life of Jawlensky that seem to have marked this spiritual, almost religious quest, which he relates in his memoirs, dictated four years prior to his death. Regarding the first, he narrates the impression made on him, as a child, when he saw an icon of the Virgin in a Polish church called Kostjol. The second refers to his visit to the Universal Exhibition in Moscow in 1880: “At the end I discovered the section dedicated to art. There were only paintings and I was touched by God’s grace, just like the apostle Paul at the time of his conversion. My life was totally transformed by it. Since that day, art has been my sole passion, my sanctum sanctorum, and I have devoted myself to it in body and soul.”

The association between spirituality and art is particularly evident in the mind of the Russian people, for whom the religious icons do not so much represent the visible reality, but rather an

*Variation: Spätsommer Nachmittag*  
[*Variation: Late Summer Afternoon*], c. 1917  
Oil on board attached to canvas. 36.3 x 27.8 cm  
Kunstmuseum Liechtenstein, Vaduz  
Photo: Kunstmuseum Liechtenstein, Vaduz / Heinz Preute Studio



*Schwarzer Tisch [Black Table]*, 1901  
 Oil on canvas. 90 x 65 cm  
 Private collection, Switzerland. On deposit at Paul Klee Center, Bern.  
 Photo: Paul Klee Center, Bern

abstraction of the divinity. In some way, Jawlensky dedicated a good part of his career to producing modern icons, with which he started out early in his career and to which he returned in his final works, the *Meditations*. The tendency we always have to seek a human form for any representation makes the face an object that is conducive to experimentation. For Jawlensky, it brings together what is legible and illegible, the seen and unseen, and thus, in the latter, manages to combine two areas that have always been considered mutually exclusive in the history of art: imagination – the icon itself – and its formal execution – abstraction.

As pointed out by the exhibition's curator, Itzhak Goldberg, we can see how “the two events that really left their mark on Jawlensky are situated midway between art and religion, something which really indicates the short distance that, for him, separated these two spheres.” With respect to his insistent study of the human face, Jawlensky wrote: “I felt the need to find a form for the face, because I had come to understand that great painting was only possible with a truly religious sentiment, and that could only be captured with the human face.”

The selection of works in the exhibition *Jawlensky. The Landscape of Portraits* which Fundación MAPFRE is presenting in its Recoletos Hall offers a broad chronological overview of the painter's career set out in six

The exhibition offers a broad chronological overview of the painter's career and contrasts his works with those of various different artists who had an influence on him, most notably André Derain, Henry Matisse, Marianne von Werefkin or Gabriele Münter



*Stilleben mit gelber und weisser Kanne [Still Life with Yellow Coffee Pot and White Tea Pot], 1908*  
Oil on board attached to wood. 49.6 x 53.8 cm  
Private collection, Switzerland. On deposit at Paul Klee Center, Bern  
Photo: Paul Klee Center, Bern

sections and contrasts his works with those of various different artists who had an influence on him, most notably André Derain, Henry Matisse, Marianne von Werefkin or Gabriele Münter.

### **The early years**

Landscapes, portraits and still lifes from this period illustrate the first direction taken in Jawlensky's artistic evolution, as they clearly reveal the legacy of his maestro Ilya Repin, but also the first signs of his own

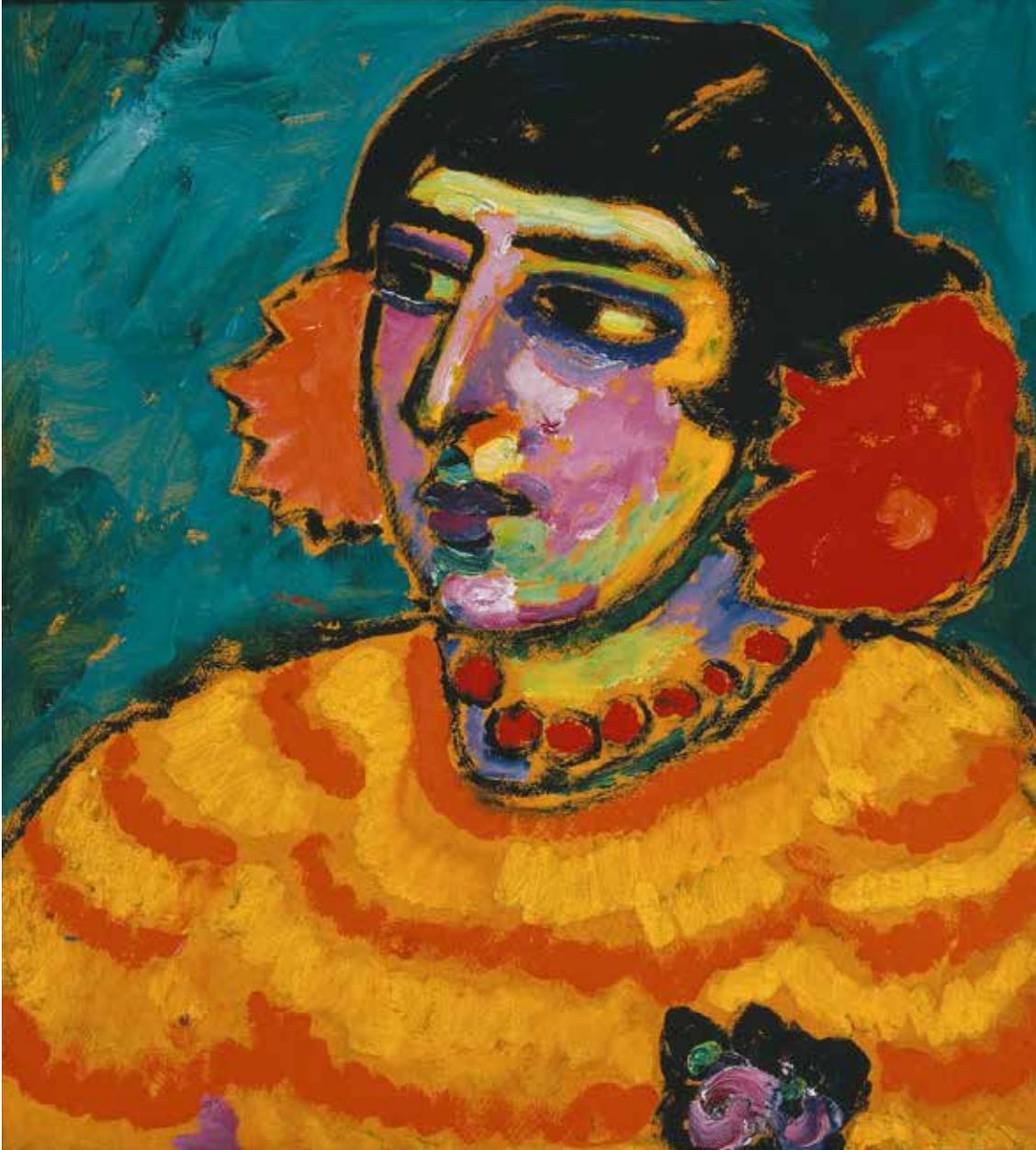
style, influenced by Van Gogh and the Post-Impressionists. In 1905, at the Salon d'Automne in Paris, he was really impressed by the works of «the fauves», who were also exhibiting there. He returned to the French capital in 1907 and encountered paintings by Cézanne, as well as by Gauguin, from whom he took the idea of painting flat surfaces with vivid colors and precise contours.

In Munich, where he lived from 1896, he got to know some

of the most influential avant-garde artists. In the company of Kandinsky, Münter and Werefkin, he spent several summers from 1908 in Murnau, in Upper Bavaria. The next year would prove crucial for the painter, as the strokes of his works were clearly increasingly confident and the strength of the color nearly overpowering.

### **Prewar heads**

These heavily stylized heads with their intense, garish



*Spanische Frau*  
[Spanish Woman], 1910  
Oil on board. 53.7 x 49.6 cm  
Private collection  
Photo: Maurice Aeschmann

colors reveal faces with wide-open eyes and marked pupils that pierce viewers without seemingly looking at them, as though the artist were seeking something beyond the human being.

From 1913 they underwent some changes: the colors started

edging toward brown and ochre tones, chins were more pointed, eyes and nose were increasingly angular, as if he needed to lean toward the icon to reach some kind of serenity that could distance him from previous compositions with more vivid colors.

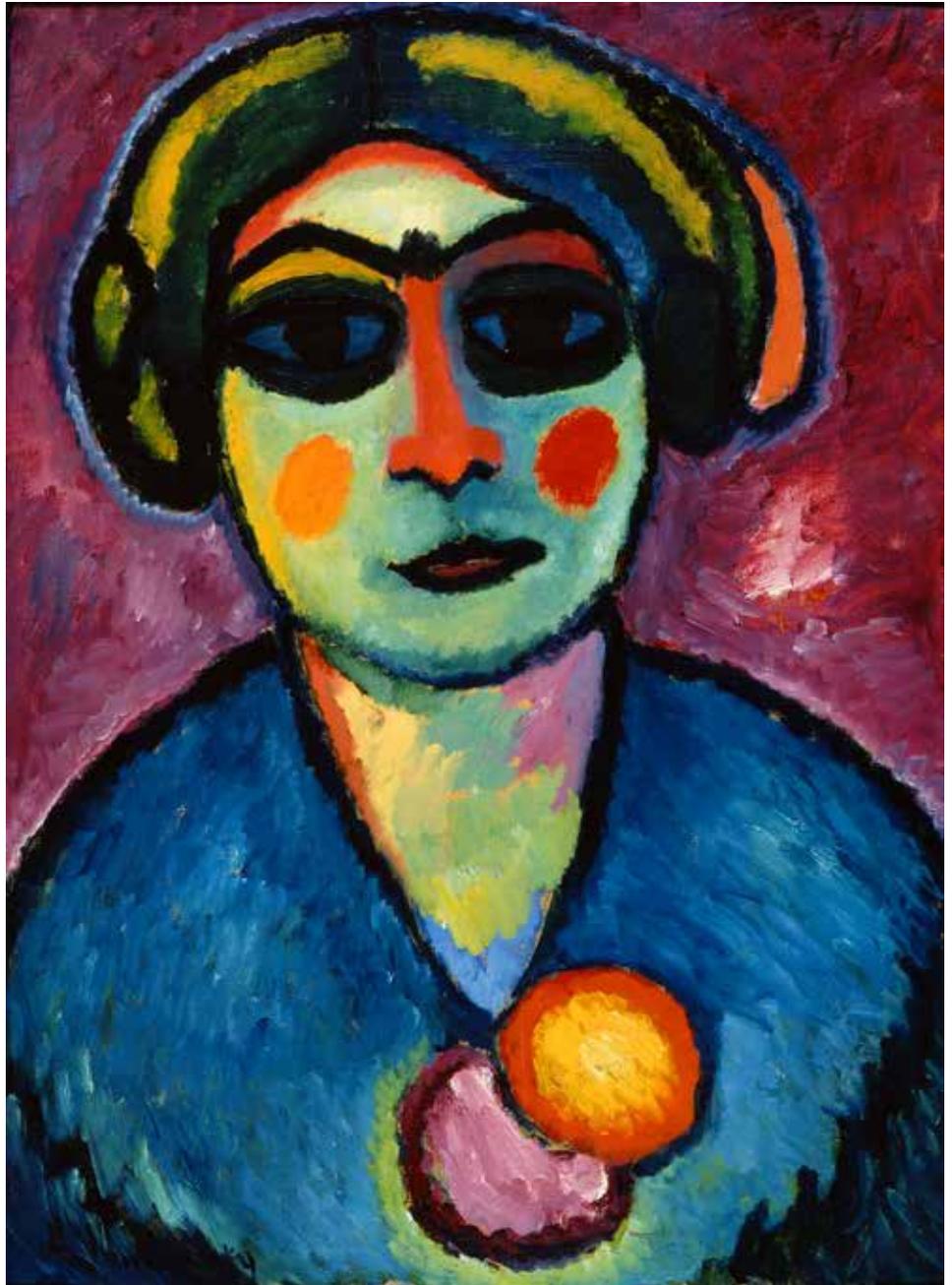
### Variations on the landscape theme

In 1914 all Russian citizens found themselves forced to leave Germany within forty-eight hours. The painter then went into exile with Marianne von Werefkin and her family in Switzerland. There, isolated

from everything, he sought a new direction for his artistic career. He abruptly abandoned the face motif that up to then had been his dominant theme and started depicting the same scene over and over again with tremendous freedom and chromatic experimentation. This marked the start of the *Variations*, whose title suggests the musicality of the works, and the seriality of his production. Small works that, with their vertical format, questioned the horizontal presentation traditionally afforded to the landscape genre.

#### Mystical heads

The *Mystical Heads* coexisted for some time in Jawlensky's work with the *Variations*, whose production he interrupted in 1921. These are stylized faces in which the nose takes on an L shape and the mouth is suggested by a simple line. The ears have disappeared and large, almond-shaped eyes stand out, although they sometimes remain closed. All these characteristics continue in the *Savior's Faces*, which the artist initiated around the same time. Paintings with religious titles that he continued until 1922, in which the faces became increasingly rigid and occupied the entire surface of the canvas.



*Dunkle Augen [Dark Eyes]*, 1912  
 Oil on board. 68 x 50 cm  
 Private collection  
 Photo: Maurice Aeschimann

#### Geometric or abstract heads

In these oval faces – which Jawlensky started in 1918 and on which he worked continuously until 1935 – the eyes are already

I felt the need to find a form for the face, because I had come to understand that great painting was only possible with a true religious sentiment, and that could only be manifested with the human face



*Abstrakter Kopf: Karma*  
 [Abstract Head: Karma], 1933  
 Oil on board attached to wood.  
 42.6 x 33 cm  
 Private collection  
 Photo: Don Ross

sealed. This is the first time that he produced a series of paintings in which open eyes are not present, as though the artist – and also the depicted face itself – were looking inward, toward an inner world without actual contact, but

producing a spiritual connection with the spectator.

The geometrical, inscrutable aspect of these compositions is accentuated by the vertical and horizontal lines that make up the face and suggest the hair, as though the artist were creating

icons, in a process based on this type of artistic manifestation and to which he finally returns. Because, as the artist himself pointed out, “in my view, the face is not simply the face, but rather the whole cosmos [...]. The entire universe is reflected in the face.”

### Meditations and final still lifes

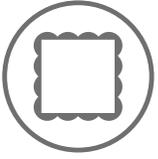
In 1921, in an attempt to force his separation from Marianne Werefkin, Jawlensky moved to Wiesbaden where he held a solo exhibition and participated in a variety of group exhibitions. It would be Emmy Scheyer, a friend and muse, who championed the artist's work in both Germany and the United States, providing relief for the painter's precarious economy and his complicated state of health, since he suffered from crippling arthritis that would prevent him from working in his latter years.

In *Meditations*, the human face undergoes a definitive process of metamorphosis. The forms are reduced to a minimum, contrasting sharply with the color, which maintains tremendously expressive power. The increasingly dark tones are applied with broad, dense brushstrokes. When it has not completely disappeared, the face invades the pictorial surface and, as the chin is cut off by the frame, what we observe is a severely reduced part of the face, in a composition that blends the icon and the cross.

With these works, the evolution of Jawlensky's art comes full circle. It is as though, throughout his whole career, he had progressively divested himself of any narrative and expressive anecdote that might distract him from the very essence of painting and the spiritual, ascetic quest which always haunted him. ⊗



*Grosse Meditation [Great Meditation]*, 1936  
 Oil on board. 25 x 17 cm  
 Muzeum Sztuki, Łódź  
 Photo: Museum Sztuki



Funeral Caskets, infrared film.  
Catrimani, Roraima, 1976

# Claudia Andujar: The strength of the Yanomami

TEXT: FUNDACIÓN MAPFRE CULTURE AREA IMAGES: © CLAUDIA ANDUJAR

Between February 18 and May 16, 2021, the KBr photography center in Barcelona will be hosting the Claudia Andujar exhibition, organized by Instituto Moreira Salles, Brazil, in collaboration with Fundación MAPRE. Curated by Thyago Nogueira, this exhibit brings together an exceptional series of photographs and documents of a photographer, who, for over five decades, has devoted her life and work to documenting and protecting the Yanomami people, one of the largest, most threatened indigenous groups in Brazil. After four years researching the artist's archives, the exhibition brings together around 300 photographs, an audiovisual installation and a series of drawings made by the Yanomami. Moreover, it includes a selection of her earliest photographs taken in Brazil in the 1960s and 70s.

Born in Neuchâtel, Switzerland, in 1931, Claudine Haas grew up in Transylvania, in a family of Protestant and Jewish origin who died in the concentration camps of Auschwitz and Dachau. The girl managed to flee with her mother and, in 1946, arrived in New York, where she changed her name to Claudia Andujar, the surname taken from her first husband, Julio Andujar, a refugee from the Spanish Civil War. An admirer of the painter Nicolas de Stäel, in the city of skyscrapers she tried her hand at abstract painting, while working as a guide at the United Nations. In 1955 she traveled to Brazil for the first time and decided to stay and live in São Paulo, where she found photography to be a method for communicating and interacting with the local population in her new adopted country.

Her work gradually developed into a study of the most vulnerable communities in the country and, in 1962, she started the series *Brazilian Families*.

Some time later she traveled to the state of Pará, where she spent a month living with the Xikrin Indians and, between 1966 and 1971, she worked as a photojournalist and portrayed the underprivileged in society, such as drug addicts and prostitutes. Finally, in the early 1970s, she came into contact with the Yanomami and she devoted her work between 1971 and 1977 to them.

The Catrimani River, which the Yanomami call *Wakatha u* (giant armadillo), starts in the Parima mountain range, on the Brazil-Venezuela border, and is considered the cradle of this indigenous community, who have inhabited this region for a thousand years. Hunter-gatherers and farmers move around an area of 120 km<sup>2</sup> divided between northern Brazil and southern Venezuela. Their population is estimated at 36,000 people, two thirds on the Brazilian side. This is an ethnic group divided into several subgroups and over 200 communities with four different languages, but all



with the same roots. A large part of them live in the highlands, far from rivers, but near streams and springs that provide them, even in times of drought, with a ready supply of fresh fruit and animals. Between the 1940s and the 1960s, various religious missions settled in the region in order to protect, evangelize and offer health care to the inhabitants of the area. Carlo Zacquini was one of the lay brothers who, together with the priest João Batista Saffirio, settled on the banks of the river in 1965 and helped Andujar come into contact with the Yanomami

and their different peoples. On December 17, 1971 the artist landed at Parima for the first time, accompanied by her husband George Love. In April the following year, she returned alone, fascinated by the culture of this isolated community and ready to immerse herself in their daily lives. The pictures of Claudia at that time, taken in the various different sectors she traveled around, reveal a traditional lifestyle: daily routines in front of the *yano*, the communal homes that house dozens of families under the same roof, the women collecting fruit and the men

The Yanomami burn their malocas when they migrate, want to get rid of a plague or when an important leader dies. Infrared film, Catrimani, State of Roraima, Brazil, 1976



Hut near the Catholic mission by the Catrimani River, infrared film. Roraima, 1976

hunting small animals. Andujar photographs in an ethnographic manner, full of respect and curiosity, but maintaining a certain distance. Nonetheless, it is removed from the documentary style to which the viewer is accustomed.

On returning to São Paulo, the artist requested an extension to the Guggenheim fellowship she had obtained some time earlier to take on the Xikrin Indians project, abandoning it for the Yanomami. Shortly after, with the increased interest of the Brazilian public in the Amazon, she presented *O homem da hileia* [The Man of the

Hileia] at the Museu de Arte de São Paulo in 1973. This was an audiovisual presentation employing two projectors, fusion control and small mirrors on the lenses of the projectors that replicated the images on seven screens. This marked the first step toward the invention of a photographic universe of the Yanomami, free of journalistic documentary concerns or the ethnographic rigor of anthropology.

The following year, Andujar returned to the Catrimani River and tried to capture all the stages of the funeral rite or *reahu*, which



can last several days or weeks depending on the importance of the dead person, and of the food offering, translating abstract concepts through her camera. Little by little she began experimenting with different techniques. She applied petroleum jelly to the camera lens, used different flash devices or infrared film with which she created visual distortions, streaks of light and saturated colors, and prolonged exposure times in order to overlay various scenes on the same frame and visually suggest the presence of many people and the spiritual

connection between them. She gives form to the shamanic experience and offers a new understanding of this culture, whose meaning can only be understood through images. She also began a series of black and white portraits of adults and children in front of their collective homes. The choice of chiaroscuro and narrow framing creates an atmosphere of intimacy and highlights the individuality of the subjects. These images celebrate a true friendship, given that the Yanomami welcomed the artist into their community.

The young girl Susi Korihana thëri in a stream, infrared film. Catrimani, Roraima, 1972-1974

Claudia Andujar launched a vaccination campaign to protect the health of the indigenous people and took the opportunity to produce numerous portraits of each of them



Yanomami working on the roadworks of the Northern Perimeter Road. Roraima, 1975

In 1974, with the help of Carlo Zacquini, the artist proposed that the indigenous people she had previously photographed should produce drawings on paper using markers. This resulted in 100 drawings, a selection of which are present in this exhibition: “Initially all the indigenous people willing to collaborate participated and they were asked to draw whatever they wanted. Most of them preferred to reproduce their body paint. I asked those who had produced a more interesting work to draw scenes of everyday life. This group then spawned a smaller group

made up of those who showed the greatest interest in the activity. The next step was to ask them to draw characters they considered important for whatever reason. That was the starting point for researching their mythology. They were also asked to include a description and a comment on their drawings,” Andujar stated in 1976.

In the early 1970s, the Brazilian military dictatorship launched a program to exploit the Amazon region. Due to forestry and mining depredation, and to the spread of diseases – given that many people emigrated from the cities

From 2013 onward the artist progressively withdrew from the political scene, solely using her art to maintain the Yanomami cause in the spotlight



to perform these jobs in a territory hitherto isolated – the daily life of this community was seriously threatened. When Andujar denounced this situation, she was prevented from entering the area. From that moment on, she dedicated her life and work to the territorial and cultural defense of the Yanomami through the creation, in 1978, of the NGO Pro-Yanomami Commission (CCPY) together with Carlo Zacquini and the anthropologist Bruce Albert. Moreover, she began traveling around the world with the Yanomami leader Davi Kopenawa

to promote the defense of the rights of this community and restore their dignity as a people. Finally, the government formalized the territorial demarcation of this indigenous group's lands in 1992. During this time Claudia Andujar launched a vaccination campaign to protect the health of the indigenous people and took the opportunity to produce numerous portraits of each of them. Viewed together, these portraits reveal the diversity of this group, those who have received medical assistance and the degree of contact they have with Western society.

From the series *Marked*, double exposure, Brazil, 1983



Nakë Ixima and Marokoi Wapokohipi thëri dancing and singing in the communal hut. Catrimani, Roraima, 1974

After numerous protest campaigns, exhibitions and the publication of several books, between 1993 and 2013 the artist progressively withdrew from the political scene, solely using her art to maintain the Yanomami cause in the spotlight. The Lannan Foundation in Los Angeles (USA) recognized her work with its “2000 Cultural Freedom Prize” and she participated in the 2012 PhotoEspaña festival in Madrid. Today her works can be found in some of the world’s most important collections, such as the Museum of Modern Art in New York or the

George Eastman House, Rochester. In 2004 she received a grant to organize her photographic archive. For Thyago Nogueira, curator of the exhibition, this work over these past four years served to bring together the series of photographs, drawings and documents that make up this *Claudia Andujar* exhibition now presented in KBr Fundación MAPFRE, the new photography center that our Foundation has opened in Barcelona. ✕

Exhibition organized by Instituto Moreira Salles, Brazil, in collaboration with Fundación MAPFRE.



 You can read the full article  
in our digital edition

 More information on the Sé Solidario program's  
Neighborhood Superheroes on our website

# Neighborhood Superheroes

## Lukas Foundation.

### Listen to a voice and travel far and wide

TEXT: FRANCISCO JAVIER SANCHO MAS IMAGES: LEAFHOPPER

Almost every day Obdulia visits her son, who suffers from severe multiple disability, at his home in San Juan de Alicante. You read that right; not a ‘hospice’, but rather a ‘home’. That is the whole idea. To demonstrate that adults suffering from such a condition can live together with a certain degree of autonomy in supervised accommodation. In this new chapter on our Neighborhood Superheroes, we present this pioneering initiative in Spain, run by the Lukas Foundation.

When Obdulia (a 61-year-old nurse in Alicante) calls the cruise company, she always warns them in advance: “We’re bringing someone in a wheelchair.” She does not say that it is Arturo, aged 26, who has suffered severe multiple disability from a young age. Nor that he can still move his hands, albeit with stunted fingers, or that he mainly communicates through smiles and his eyes.

“Can you imagine it? 26 years caring for Arturo full time, as well as two other children.” Now, Arturo (from now on we will simply call him ‘the traveler’), can also count on the assistance of the Lukas Foundation staff. Like José Carmona, a young occupational therapy assistant, who is looking after Arturo and his companions

this evening. And Yolanda Santos, a social educator and program coordinator. And the rest of the center’s eight workers who work morning, evening and night shifts.

A total of 19 foundation personnel ensure that the residential center runs smoothly. There is Inmaculada Grimal, a social worker, who shows you round the facilities smiling all the while. Everything is spacious: rooms, corridors and the bathrooms, each shared between two rooms. There, thanks to the adapted beds (really expensive, by the way) and harnesses, the caregivers are able to bathe all the residents.

During the day, there is also a therapy center which opened in 2014. Last year alone, they provided 1,400 therapies to people with disabilities of various kinds who

come here to receive care and treatment. When evening comes, the six companions move into their home, which started up in 2016. “And look,” Inmaculada says to us, “look!” It is a sensory garden, each section filled with different smelling plants and adapted spaces. The foundation actually started off adapting playgrounds in both Madrid and Alicante, so as to demonstrate that inclusion was feasible if the conditions were right. And “look”, Inma enthuses: the bikes. Bicycles adapted for people with disabilities. The bikes are maintained and fixed by homeless people from the Santa María de la Paz hostel run by the San Juan de Dios order.

“And look!” Inma, the social worker, continues, “come in here”.



We are in a sensory room. You lie down on a water bed, connected to a stereo system that boosts the bass or treble frequencies according to your mood. And you feel the vibrations. “And look!” Up there, on the ceiling, moving lights simulate amniotic fluid.

The founder of Lukas, Anne Marie, is a Dutch lady with jet black hair. She came to live in Spain with her family years ago, because her husband, a textile engineer – who happens to be passionate about renewable energy sources – was transferred to our country. Alphons, her husband, is behind the warmth of the Lukas home. Thanks to contacts and friends, he managed to source 176 photovoltaic panels that make the center 85 percent energy independent.

She had no previous contact with severe multiple disability

prior to starting the foundation. No close relative. It was a friend’s son that inspired her.

Together with a group of like-minded friends, she began to imagine adapted leisure areas. And, from there, came the “integration parks”. After building these parks in Madrid and Alicante, the foundation came about in 2014, with the day center offering all kinds of therapies (sensory stimulation, hydrotherapy, physiotherapy, therapies with dogs, etc.). Later, adapting models already operating in her native Holland, the home where ‘the traveler’ and his companions now live.

But, all this is not easy. You look at this foundation and think about the workers, the bikes, the adapted shower trolleys, trampoline mats, the park and the sensory room. And, of course, you think about money. How much all this costs.

“About half a million euros a year,” Anne Marie tells us.

“That includes all the donations and aid we receive. For example, that fully-adapted electric car was a donation from Nissan. And some 19 people on the payroll and a load of other expenses that would be impossible to meet without the help of many people, of all those kind institutions who come together in solidarity with us. There are so many that it would be impossible to list them all. Even those pictograms that teach people with disabilities to protect themselves from sexual abuse, given that they are especially vulnerable, cost money.”

“The first collaborators are the parents,” says Anne Marie. “Without their help, this would be impossible. They are fully engaged in their children’s care and adaptation. Our personnel is the other element.” One third of the expenses are covered by the regional government of Valencia. Another third depends on the organized events and its members (currently around 300). And another third comes from donations, such as the land provided by the city council, or the aid from sister organizations such as Fundación MAPFRE through the Vidas Cruzadas cause of its program *Sé Solidario*. “And also the collaboration of volunteers and a growing number of organizations such as the Rotary Foundation or the homeless people who maintain their adapted bikes.”

Is this model replicable in other provinces and regions?

“Totally,” Anne Marie affirms. “We would love that to happen. For researchers to come here and study it. Because we know it works. That it undoubtedly enhances the life of individuals with severe functional diversity. Because they live next to us, they are part of us. And people must be more aware of this. Everything else depends on political will and pooling our efforts. We have barely enough time and resources to do any more.”

### Ignacio’s time in the ‘home’

Our other protagonists today are María Palacio and her son Ignacio. He was born 23 years ago, prematurely, with West’s syndrome. “He’s defying the habitual life expectancy limits,” María declares.

María took Ignatius to Alicante, to the Lukas home, during the second half of 2017. This was while she was waiting to be allocated a day center in Madrid, the habitual next step after these youngsters finish their schooling, when they are between 18 and 21 years old. Those six months at Lukas brought about tremendous progress.

What progress did you experience?

“Firstly, seeing him interact with other youngsters of his age in similar circumstances. Not continuing to treat him simply as a child. Well, he is like a child, really. He likes to listen to the radio and children’s songs, but, sometimes, he also has reactions that seem more appropriate to his true age.”

Ignacio is all about smiling. That is the thermometer María employs to gauge his quality of life.

“The day he stops smiling, I’ll start worrying. In the meantime, he needs attention every minute. You have to provide him with stimuli. Not simply sit by his side without interacting with him. He’s really receptive. When he feels he’s been ignored for a while, he starts complaining and gets sad.”

His smile is the thermometer of his life. But also his lung capacity.

“Once he started water therapy at Lukas, his lung capacity increased dramatically and it has not diminished since. It’s been impressive. Here, you don’t see Ignacio move around much, but he’s a diver in the water. Controlled apnea changed his life,” María states.

“He needs attention every minute,” María adds. And you

notice the little tube and syringe on the kitchen table. Ignacio is fed via a tube. Attention every single minute.

All of them – those like Ignacio and Arturo ‘the traveler’ – require so much attention that we tend to forget those behind the scenes, ensuring they can live in dignified conditions and that the scientific and clinical world, as well as the healthcare services, adapt to their needs

Meanwhile, at the home in Alicante, Arturo and his companions are already preparing for their next trip. Do you know where? Guess: The pilgrimage route to Santiago. They will be doing it in September. Riding the adapted bikes. ✕







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## **Eduardo Camacho Collado, treasurer of ADCHoyo and one of the promoters of Zancadas Solidarias**

**“We focus our attention on small associations and organizations which have few other openings for obtaining funds”**

TEXT: CRISTINA BISBAL IMAGES: ADCHOYO

With his own business and an amateur runner, this tax consultant is one of the founders and the treasurer of the Runners Association in Hoyo de Manzanares, a town in the mountains around Madrid where a race is organized each year for running enthusiasts. But this is not just any old race, nor is it restricted to enthusiasts. It is much more than that. Its name says it all. Zancadas Solidarias [Strides for Solidarity] has been organized every Christmas ever since the association was formed in order to raise funds for those most in need. And there have already been eight editions, counting the least orthodox of them all, this one in the COVID era.

### **How long have you been holding Zancadas Solidarias?**

The first edition was held the same year that we created the runners' association, back in 2013. ADCHoyo was created with the aim of promoting sport among those who love running, as well as among the local kids. One of the ideas that arose around the same time was to organize a race and

what better option than to make it a charity run. After all, this is a non-profit association and we felt we could do a great deal with the money we collected.

### **Things have changed significantly between that initial race and the most recent one...**

That's right, and in every sense. The first one was really basic.

We had run in many events, but we had no idea how to organize one. We knew nothing about the logistics involved, for example. Despite everything, it didn't go badly and, with the experience gained, we repeated the following year. And it has progressed really well, given that, in the first one we only raised €2,000, while in the last (not counting 2020, as this



year was inevitably different) we almost reached €7,000. Altogether, we've now raised over €20,000.

**The money you raise comes from the registrations, but what percentage goes to the chosen NGO?**

100 percent of the registration fees, plus the proceeds from sponsors. We usually have a sponsor for the race, as well as for the association's social networks, and these funds are included in full to the amount of the check we hand over on race day. Moreover, we also have the virtual participation number, an alternative like the "row zero" in theaters, which actually raises a fair bit, around €1,000 in each edition. This is actually another way for people to contribute, so that not only amateur runners can participate in this solidarity event. And sometimes we receive further help from other associations which help us raise more money. For example, La Galleta Solidaria, which distributes cookies in exchange for one euro or a kilo of food, with all they raise being donated to our cause.

**So then, how do you subsidize the organization of the race?**

The town council of Hoyo de Manzanares takes care of the costs in terms of logistics, thanks to an agreement we signed with them. In addition, we rely on some 50 volunteers to help mark out the route, control the traffic, offer provisions, etc. They are usually drawn

from our Beginners group and local townspeople. Even the photographers and the person in charge of recording videos are volunteers. From the very outset, we came to that conclusion because it was most important for us that the money raised should go in full toward helping others.

**How do you choose the foundation or NGO which is to receive the money each year?**

This decision is made by the Board or some member of the association, on the basis of what we have heard about – or someone we know who collaborates or benefits from – that institution. In the early days, we chose fairly large, well-known organizations, such as UNICEF, SOS Children's Villages or the Red Cross. But then we realized that our fund-raising – particularly at that time – did not really make a great impact on them. So we turned our attention to smaller associations and organizations, which have few other openings for obtaining funds, but run projects that are well worth supporting. The only characteristic we seek is that they are related to children. In recent years we've donated the money raised to, among others, Surgery in Dangbo, which sends health workers to this city in the Republic of Benin to perform surgical operations; the Ana Valdivia Foundation, dedicated to improving the lives of children with cerebral palsy; and the Juegaterapia Foundation, which

hands out toys to children with cancer.

**What is the most rewarding aspect of organizing each event?**

Actually, simply organizing the race in itself is rewarding. And also seeing how so many people support us and collaborate altruistically. But by far the most emotional thing is when we hand over the giant check to the president of the chosen association. Two years ago there was a truly lovely moment when we collaborated with the Ana Valdivia Foundation, because two of their members came with their wheelchairs to participate and completed the children's run. It's thrilling when you realize that you're doing your bit to improve the lives of other people.

**Within the association, who takes charge of arranging the race?**

All five of us on the Board of Directors: the president, Vicente Grande Duque, who is member of law enforcement bodies and, on one occasion, won the Sahara Marathon; the vice president, Alvaro Garcia-Blanes Ingelmo, finance manager in a large company; the manager, Lucio Antonio Orduña Martínez, who is on the town council, and the secretary, Javier Alvarado San Juan, who works in a fairly important logistics group. And myself, I run my own tax consultancy. All five of us are enthusiastic runners and good friends.



**Have you not considered organizing another race or some other activity?**

It's not that easy as this is a protected area and there's no possibility of doing more. It's a pity because we love doing this. What we want is to reach ever more people, sponsors and collaborators, given that we are limited to 450 runners physically participating in the Cuenca Alta del Manzanares Biosphere Reserve, a figure we usually reach in each edition.

**Are any of you actively involved in any other solidarity commitment?**

Vincent Grande Duque has participated twice in the Sahara Marathon, a charity race held February each year in the Saharawi

refugee camps in Tindouf (Algeria) with the aim of promoting sport among young people, and financing social and humanitarian aid projects. The first year he went, he was the runner who contributed the most aid – between school materials, medicines and money... – as well as being the winner! The following year, 2017, he couldn't repeat this sporting feat, but he could on the solidarity front, providing eleven boxes of medicines, five boxes of school supplies, computers for the camps' libraries, and close to 3,500 euros for the children.

**And this past year of 2020, how did you resolve the COVID issue for the race?**

In effect, it wasn't possible to hold the race as in previous years. We had to devise a new format which

we called Strides for Kilos. No registration was required, nor any prior payment to participate in the race. But the participants pledged to make a contribution at the end of the challenge, which took place between November 28 and December 18, donating one euro or a kilo of food for each ten kilometers covered. Our objective was to achieve the highest possible volume of food in order to supply the local food bank, whose stocks had been severely hit over the last few months due to the pandemic. This idea of opting for a virtual model made it possible for this edition of the event to be opened up to other sports activities apart from running. In fact, the participants included athletes who practiced different disciplines, such as runners, cyclists, walkers, or swimmers. ✕



# When insurance is poetry

TEXT: ANA SOJO IMAGES: ISTOCK, FUNDACIÓN MAPFRE

Poetry and insurance would appear to belong to two parallel worlds never intended to meet. However, stubbornly set as always, reality makes sure it surprises us every once in a while.



1914 saw the publication in Spain of a unique book entitled *El poema del seguro* [The Insurance Poem]. Written by José Ignacio S. de Urbina, this book devotes over 104 pages to discussing insurance in verse form.

José Ignacio Suarez de Urbina (1856-1928) worked in both the legal and journalistic professions. Catholic, conservative and convinced Carlist, not without reason was he the provincial head of the *Comunión Tradicionalista* in Cordoba and he had a long-lasting friendship with Juan Vázquez de Mella.

*El poema del seguro* was published by the Patronato Social de Buenas Lecturas within its collection *Library of Popular Culture*, a selection of conservative-leaning works. The prologue written by an exceptional figure in Spanish literature, the Countess of Pardo Bazán, was a notable collaboration.

Emilia Pardo Bazán (1851-1921), a remarkable novelist and journalist, considered today a forerunner of literary naturalism in Spain, affords this work its most interesting aspect from a literary standpoint.

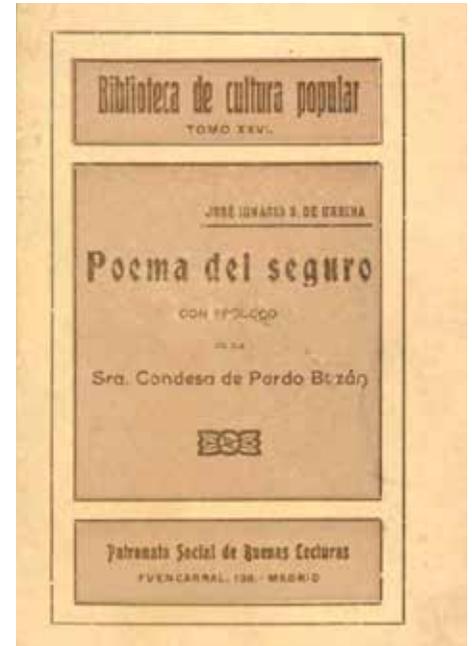
*El poema del seguro* is not the sole example of the fusion of



José Ignacio S. de Urbina

literature and insurance. Mario Benedetti likewise brought these two worlds together in his verses. We are referring to the poem *Ode to Pacification* by Mario Benedetti.

Mario Benedetti (1920-2009), Uruguayan writer and journalist of the so-called Generation of 45, author of over 80 works, some translated into 20 languages, wrote this poem within his collection *Letras de emergencia*. Written between 1969 and 1973, the curious thing is that it mentions both insurance policies and brokers. ☒



Insurance Museum. Fundación MAPFRE

### **Insurance Museum. Fundación MAPFRE**

Located in Madrid, at Calle Bárbara de Braganza 14, it has 600 pieces on display and a total of 1,300 preserved in the institution's collection.

In addition, all of them can be viewed on a virtual tour of the museum at [www.museovirtualdelseguro.com](http://www.museovirtualdelseguro.com). Free guided tours for groups may be reserved in advance by completing the form on our website.

### ***Ode to Pacification (fragment)***

I don't know how far the peacemakers will take their metallic roar of peace but there are certain **insurance brokers** who have already sold **policies against pacification** and there are those who'll seek the death penalty for those who don't want to be pacified when the peacemakers take aim, of course they fire to pacify and sometimes even pacify two birds with one stone clearly there's always some fool who refuses to be pacified behind his back or some idiot who resists a gradual peace process we really are such a strange country that whoever pacifies the peacemakers a good peacemaker will be.



# Brain Damage App, a one-stop digital window

TEXT: ÁNGEL MARTOS IMAGES: ISTOCK, FUNDACION MAPFRE

Following the success of the Soy Cappaz application, Fundación MAPFRE and the Gmp Foundation now present a new app, Brain Damage, which supports families affected by acquired brain damage (ABD), enabling them to apply from a cell phone for the resources and grants available in each Spanish region.

The actress Andrea del Rio is one of the most popular faces on Spanish television thanks to her starring role as inspector Alicia Ocaña in the *Servir y Proteger* [Serve and Protect] police series on TVE. However, in her family life, she feels more like a “secondary character”, at least since her mother Isabel, a social worker, suffered a stroke five years ago, when she was living in Zaragoza. A cerebral infarction is one of the causes of what has been called acquired brain damage (ABD), a group of injuries that affect the cognitive, emotional, behavioral and/or physical performance of individuals. Some victims of industrial or traffic accidents also suffer ABD.

“They took her to the doctor, but, at that moment, they didn’t realize that it was a stroke and they sent her back home... The next morning she woke up with her cognitive skills really mangled,” Andrea recalls in a video testimony – published on the Spanish Platform for Acquired Brain Damage’s YouTube channel – of those first few hours that changed the life of her mother and the whole family. At that time, the verbs in the title of her series, serve and protect, also came to form part of her daily routine. “It’s a good comparison,” the actress recognizes. “It’s a really tough

road, laden with so many feelings to contend with... A constant, tremendous struggle for the patient, indeed, but the caregiver is the one who is always there, who provides company throughout this lengthy process and, of course, has to “serve and protect”.

Today, as Andrea herself describes it, the lives of both of them are “more stable”, following the initial shock of being faced with a highly complex situation, given the range of limitations involved. “89 percent of these people suffer some debilitation that hinders basic activities of everyday life, a percentage which falls when they receive assistance, be it technical or personal,” according to the *Report on Resources for Attending to Brain Damage Patients in Spain* (2019), drafted by the Spanish Brain Damage Federation (FEDACE) and the Brain Damage Observatory. But, how can you access this help, often dispersed among different administrations, or when you are simply unaware of its existence? And, even worse, how can you deal with the myriad of paperwork needed to apply for it in the midst of this pandemic, when going to any physical counter becomes a hazardous situation?

Fundación MAPFRE and the Gmp Foundation came up with the answer in the form of a mobile app: Brain Damage App. “The needs

of a relative with ABD tend to be wide-ranging, multidisciplinary and costly; moreover, no time should be lost before possible solutions are implemented,” explains Francisco Fernández, director of the Gmp Foundation. “Families require specialist guidance, such as that which can be provided by a qualified professional with profound knowledge of the resources available and the steps that must be taken.” This knowledge is now available to anyone who may need it, as they simply have to download an app on their cell phone.

ABD not only affects the patient, but also all those around them and, more specifically, those who have to adopt the role of caregivers, as was the case for Andrea del Rio. On many occasions, caregivers (generally speaking female, as we will now see) have to relegate or completely abandon their occupations, dedicating almost all their time to assisting the person with ABD. In Spain, moreover, this reality mostly affects one sex. The fact is that, according to the Study on the Degree of Knowledge of Acquired Brain Damage among the Spanish Public, conducted by the international consultancy GfK and the Gmp Foundation in 2018, “77 percent of those caring for people with ABD in Spain are women.”

## How can we access this help, often dispersed among various administrations, or simply something we are totally unaware of?

“A large number of grants are available for improving the physical and psychological situation – as well as for the rehabilitation – of people with brain damage, once the pathology is diagnosed,” underscores Antonio Guzmán, Health Promotion manager at Fundación MAPFRE. The sequelae produced by ABD call for a variety of resources, ranging, at first, from medical and rehabilitation treatments

the FEDACE, entitled precisely “Territorial Inequalities in Attending to Brain Damage Patients in Spain”, notes in general terms “an absence of comprehensive public policies for dealing with ABD victims” (except in the Valencian region).

The same study also denounces “the shortage of specialized resources” and highlights “the role adopted by associations attempting to meet

ABD and their families have access to reliable information that is essential for them,” explains Francisco Fernández. According to Antonio Guzmán, this is what makes the Brain Damage app “a living application.” This tool also benefited from the collaboration of the technology firm MO2O and the Polibea Foundation. If the COVID vaccine will put an end to the pandemic and digitization will pull us out of the economic crisis,



to others, over the following years, such as social assistance and measures for inclusion in the community. However, as Guzman acknowledges, “such aid, especially economic grants, varies from one region to another.” The Brain Damage app faced the challenge of centralizing all that information in a nationwide mobile application capable of providing a comprehensive response from any geographical location. In this regard, another study by

the needs of people with ABD and their families, as regards adequate attention.” The Brain Damage App was thus created as a way to optimize all available resources, both public and private, for each specific case, taking into account the type of injury, the geographic location and age of the patient, among other factors. “The application utilizes the inventory of resources on the FEDACE website, which is updated regularly to ensure people with

this mobile application is surely the perfect “digital vaccine” for helping families affected by ABD.

### 100,000 cases of ABD each year

According to the Spanish Brain Damage Federation, over one hundred thousand cases of acquired brain damage are recorded annually in Spain, a shocking figure that does not receive enough attention. It is highly likely that those who suffered it in the past



have completed their quest for information, resources and application forms. As a result, the Brain Damage App primarily targets those recently affected or who may be affected in the future, as well as their families. After their initial stay and discharge from hospital, they will need a reliable guide in this quest, walking them through the steps needed to achieve the best resources available and facilitate any formality. The Brain Damage App was presented on October 26, coinciding with Spain's National Day dedicated to this disorder. In this brief period of time, it has already achieved two thousand downloads on both Android and iOS cell phones. "In absolute terms, this is not a highly significant impact; however, it must be borne in mind that this is an application solely accessed in the event of having suffered an unexpected case of brain damage," Francisco Fernández adds. "It is our hope that it is needed by

the fewest number of families possible."

Would it be possible to replicate this kind of application for other health afflictions? And in other international contexts? The answer to both questions would appear to be affirmative. Within a few days of presenting the app, the Gmp Foundation and Fundación MAPFRE received expressions of interest from organizations working with other disorders, such as, for example, Alzheimer's Disease. And also from organizations caring for patients with acquired brain damage in Latin American countries. "We have been invited to participate this coming year, for example, in an international congress in Puerto Rico to explain exactly how it works," Antonio Guzmán tells us. "What both our foundations are clear about is that we will freely offer all our accumulated knowledge and learning without reservations, placing them at the

service of any initiative striving to improve people's lives," explains Francisco Fernández.

Sometimes it is hard to view the present and the future with optimism. Not so for Andrea del Rio, perhaps "because we've come through such tough times that I honestly believe everything that happens and can happen will be better and more positive," she confessed in her YouTube interview. Etched in her memory is that feeling of being lost "and with so little help that you don't know where to start..." she admitted in an email to our magazine *La Fundación*. Likewise, "how hard it was to do and achieve absolutely everything, the scant means she had and the tremendous misinformation." That is why, when the actress from *Servir y proteger* learned of the existence of the Brain Damage app, she could not avoid images of that past life that could have been much easier for so many people. Now it is a dream come true. ✕



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# Taking care of your health to be a better gamer

TEXT: ISABEL PRESTEL IMAGES: ISTOCK

Gamers spend many hours sitting in front of a computer screen. For this reason, professional gamers are increasingly aware of the importance of taking care of their health and habits in order to get the best results. Now is the time to convey this notion to those who follow eSports, especially teenagers, the ones who tend to find it harder to exercise self-control.

It is possible that many of you reading this article still do not know what exactly eSports are. Nor have any notion of the level of interest and business they generate in our country. So, to give you some idea, we simply need to cite one of the figures mentioned in the *White Paper on eSports in Spain*, published in 2018 by the Spanish Video Games Association. That year alone, this sector moved 14.5 million euros. That same institution states that, at present in Spain, there are between 250 and 300 professional eSports players. But the most surprising aspect of all of this is the number of followers it is calculated who connect to watch others play, between enthusiasts and casual fans: it is estimated that, in 2021, this figure could reach 250 million viewers around the world.

These gamers are, in part, the new idols of the young – and not so young – kids. They earn a lot (some are millionaires), after turning their favorite hobby into a profession with a great future. However, getting to that level involves training for a great many hours to acquire the right skills to stand out from the rest. We are talking about the fact that those who become professionals, those aspiring to do so, and the spectator fans all spend a long time sitting in front of one or more screens. And that, of course, can pose serious health problems.

Luis Delgado Lozano, medical supervisor of the Medical Guidance Area at MAPFRE Spain, believes that this profession adversely affects several aspects of their health: “First of all, the bad postural habits and prolonged gaming sessions without a break:

pain in the hand and fingers caused by tendinitis problems and even arthritis (most commonly in the thumb and index finger), carpal tunnel syndrome (which can cause neuromuscular damage in the hand), epicondylitis (or tennis elbow), headaches and back pain, resulting from muscular contractions at the cervical and lumbar spine level.” Moreover, Delgado points out that the long hours playing without breaks and poor sleep hygiene can lead to “eye fatigue, stress and anxiety, loss of cognitive functions, decreased reflexes, disconnection from reality, social isolation and poor performance in studies or at work.” But the fact is that, in addition, many of these gamers or aspiring professional players are associated with poor dietary habits and a sedentary lifestyle, which produces obesity and



increased cholesterol, blood sugar and blood pressure levels; all this contributes to a greater risk of developing cardiovascular diseases in the future.

The professionals generally take care of themselves. They are aware that good health has a positive impact on their results. And they do not like being singled out as an example of bad habits. It is likely that those who went through that phase in adolescence have improved these habits as adults. This is the case of Manute, a content creator and Vodafone brand ambassador: “When you’re a teen, you have your parents educating you; but, even so, you tend to play “just one more game” and then another one. Your daily routine falls apart. Over the years I’ve learned to stabilize all

this and, with the exception of periods of stress, right now I have completely healthy routines for meals, sleep, exercise and posture correction.”

Even so, the gamer admits that he has some weak points, such as his diet: “I’d be misleading you if I didn’t mention the fact that, several times a week, I succumb to junk food. I must keep working on this. I just bought a food processor to see if it encourages me to cook more!” His sleep hygiene also needs working on. But he takes exercise and has a self-imposed work schedule with a limited number of hours in front of the screen. Even so, “stress plays tricks on me, affecting my mood. And, on the physical level, I believe my lower back is the region I most have to watch.

I train and stretch every day.”

Another gamer, David “Champi” Pérez, *League of Legends* narrator and *streamer*, claims that his profession is not the only one guilty of remaining seated for hours on end, scant physical activity and a poor diet. Although he is aware that his bad sitting posture is partly to blame for his backache: “I’ve always had back problems, as I’ve never had a correct seating position. In fact, I was the typical kid always falling off my chair in class for sitting badly. And I notice it in my daily life. My lower back really hurts.”

But the problem goes far beyond professional players who, like Luis Delgado, “are elite athletes with a strict training regime, overseen by physiotherapists, dietitians,

psychologists and trainers who teach them healthy habits so as to be able to combine long hours of training and competition with an adequate personal and athletic development, without falling into behaviors that could prove harmful to their health.” They know that the better their health, the better the results. But the enthusiasts do not see things that clearly. They are not even aware of the possible health problems inherent in spending many hours in front of the screen.

Non-professional players take the video games for what they are, entertainment, but also a continuous challenge. For them, “every achievement, level completed or victory they accomplish is accompanied by a reward incentive at the emotional level. This pleasurable stimulus, produced by the release in the brain of neurotransmitters such as dopamine and serotonin, is the basis of the addictive component of gaming. As the brain gets used to them, gamers play more frequently and for longer in order to maintain the level of those neurotransmitters. The gratifying sensation is associated with the desire to keep playing and this repeats itself over and over again, with the consequent loss of self-control,” Delgado concludes. In other words, they do not worry about a good sleep hygiene or the need for stretching. Nor having the right tools for the job. That is to say, chairs with cervical, lumbar, shoulder and forearm support; a special screen for this activity (at

least 32 inch) with high definition and a high refresh rate, etc.

However, especially in the case of teenagers, making them realize that they should follow health recommendations when they play is not an easy task. Perhaps because, as Manute says, “the person attempting to give advice on the world of gaming often has

no idea what it is and thus finds it hard to empathize.” That’s why it’s so important that the gamers themselves tell them these things. And, in this regard, Manute has no doubts: “In stable periods, I’m a better player. I do my work faster. I communicate better. I do more in less time and, above all, I enjoy what I do much more.” ✕



### ***Feel good, play better, by Fundación MAPFRE***

Aware of the degree to which video games are good, but also bad, Fundación MAPFRE launched the campaign Feel Good, Play Better, which aims to “foster healthy lifestyle habits among young people through the medium of the video game world. The idea is to combine the enjoyment of playing video games with self-care tips,” remarks Antonio Guzmán, manager of the Health & Accident Prevention Area at Fundación MAPFRE. The idea is to reach the enthusiasts, the ones who look after themselves the least, through the

professional world – “the lever to reach young people, because the thousands and thousands of kids playing at home are those most in need of healthcare messages to learn how to look after themselves.”

We counted on the collaboration of the LVP (League of Video Game Professionals), “the best partner for developing this project, given their leading presence in the video game world,” declares Guzmán. And with influencers such as Manute, the kids can be reached much more directly.



# Near-Zero Cities

TEXT: RAMÓN OLIVER IMAGES: ISTOCK

Five years ago Fundación MAPFRE set itself a challenge as ambitious and difficult as it was necessary: achieve the total elimination of serious injuries or fatalities from traffic accidents in Spanish cities by 2030. The challenge, inspired by the Vision Zero movement which emerged in Sweden two decades ago, establishes road safety as one of the fundamental features of our future cities. We analyze what mobility is going to be like in these Zero Cities.

The spectacular record accident figure reductions in such places as Bogotá, Boston or the Spanish city of Móstoles show that, with appropriate measures and the engagement of all parties, Goal Zero is not a utopia. “Of course it’s possible!” Jesús Monclús, Accident Prevention and Road Safety manager at Fundación MAPFRE, states categorically. Among other things, he goes on, “because we know the causes of the most serious accidents and the measures we must put in place to prevent them. With a bit more political will and more resources, and by clearly explaining the measures to the public and why they are needed, Goal Zero could be achieved.”

Significant progress has been made in this direction in recent years. The total number of deaths on both urban streets and interurban highways in Spain fell from 3,100 in 2008 to 1,755 in 2019, this representing an annual decrease of some four percent. The same as for the serious

injuries figure, which dropped from 16,488 hospitalized victims in 2008 to 8,605 in 2019. These are encouraging data, but, nonetheless, still far from being acceptable. In 2019 in Spain, there were over 104,000 accidents with victims, 66,738 of which took place in urban areas and resulted in 519 deaths (30 percent of the total) and 4,484 people hospitalized.



HORIZONTE C3: CIUDADES CASI CERO  
Fundación **MAPFRE**

*Horizon C3: Near-Zero Cities*, report produced by Fundación MAPFRE

## Horizon C3

With a view to erasing those terrible figures from our urban future, Fundación MAPFRE published the study *Horizon C3: Near-Zero Cities*, a report which analyzes the factors that help a metropolis set the Zero benchmark. Some of the data that emerge from the report are indicative of the circumstances specific to Spain. 82 percent of the fatalities on urban streets in 2019 were pedestrians and two-wheeled riders; this really highlights the particular vulnerability of these groups, as well as the road safety challenges posed by the new sustainable mobility options.

The absence of “large” cities near the top of the Zero league table (the largest population is Elche, with 229,000 inhabitants) and the prevalence of “satellite” cities around major urban centers are other characteristic features of the Spanish reality. In total, 19 of the 25 cities with the lowest mortality rates form part of

major metropolitan areas. “In the group of near-zero cities, we are missing any mention of big cities such as Madrid, Barcelona or Valencia,” Jesús Monclús points out. To some extent this is logical if you consider the fact that, the greater the size and number of journeys, the greater the added risk of accidents and serious injuries. However, in general, this expert adds, “the big cities have much more work to do as regards traffic calming measures, paying greater attention to the major thoroughfares, which should not be used for driving at high speed.” Fundación MAPFRE’s Accident Prevention and Road Safety

manager also invites reflection on the way people drive in the big cities. Because “stress, long distances and traffic jams are factors that result in reduced attention or caution on the part of some drivers.”

#### **The speed factor**

Excessive speed is behind a large percentage of accidents with fatalities. Setting a limit of 30 km/h or less on all the calmed streets in the city, implementing sufficient speed controls, or requiring automatic speed management tools on fleets that are publicly owned or require municipal authorization

to operate are just some of the measures mentioned in the report. Road safety education as a lifelong process targeting all population groups and sectors – including children, parents, teachers and the elderly – is also essential in order to avoid fatal incidents.

Goal Zero envisages a new reality for the urban spaces of the future. The fact is that, as Jesús Monclús concludes, “talking about smart cities while, at the same time, admitting that a large number of people die in traffic accidents in them is neither ethical nor smart.” Technology opens up interesting possibilities for achieving the



**The new smart cities are facing the challenge of combining sustainability and technology with road safety**

Speed, road safety education, technology and a calmer driving style are just some of the keys to achieving cities with zero deaths in traffic accidents

desired objective of zero serious injuries and fatalities. Monclús believes that we will see “smart cities capable of detecting dangerous drivers – given the speed at which they drive or their fatigue symptoms – and remotely reduce the speed of their vehicles. Or that, thanks to artificial intelligence, they will be able to predict where the next accident will happen and, most importantly, prevent it. It sounds like science fiction, but we are just one step away from it.” ✕



### ***Three near-zero cities***

In the study, conducted in collaboration with the GEAZA consultancy, Fundación MAPFRE considers “near-zero” cities to be those with a fatal accident rate lower than that of the chosen benchmark city, the Swedish city of Stockholm, i.e. 0.7 deaths per 100,000 inhabitants. These are the experiences of three of them.

#### **Boston**

“Ensuring the streets are safe for everyone is the number one priority of the Boston Transportation Department.” This is how Marty Walsh, the city’s mayor, outlines their commitment to Vision Zero. A commitment which the capital of the state of Massachusetts strives to fulfill through measures such as its Neighborhood Slow Streets Program, the construction of protected bike lanes, or the application of the latest technology to the urban traffic signaling system.

Moreover, the city has signed a partnership agreement with Fundación MAPFRE to help promote the objectives of Go Boston 2030. This integral transportation plan, which aims to ensure safe, reliable, equitable access to the streets of Boston for all users, includes 58 projects and policies developed by the Transportation and Public Works Departments in Boston.

#### **Bogotá**

With the adoption of Vision Zero as the basis of its 2017-2026 Road Safety District Plan, Bogotá joined the group of cities around the world that believe it is possible to eradicate fatalities or serious injuries resulting from traffic accidents. This commitment has made it possible for the city to reduce the number of deaths on its streets four years running. “Bogotá recognizes that, as human beings, we make mistakes and we are vulnerable; and it is working to build a safer mobility system,” declares Nicolas Estupiñán, secretary of Mobility in Bogotá.

“We have to eliminate the false perception that traffic fatalities are perfectly normal and are the price we pay for being a competitive society,” Estupiñán states. And he adds that, working to achieve the goal of a Bogotá with zero deaths has made it necessary “to rethink the distribution of public space so as to promote safe transit using all mobility modes, especially non-motorized alternatives such as walking or bicycles, which, in addition, have proved to offer a resilient response to the pandemic.”

#### **Móstoles**

With an index of 0.10, Móstoles tops the list of Spanish municipalities of 80,000-plus inhabitants with the lowest mortality rate from traffic accidents in its urban center per 100,000 inhabitants over the period 2014-2018. A success which, as Alejandro Martín, Councillor for Security, Coexistence, Culture and Ecological Transition underscores, can only be achieved by engaging the whole city. “Vision Zero cannot simply be an institutional mission; rather, our citizens play a highly important role.”

This Madrid municipality has placed special emphasis on eliminating all the black spots on its urban layout. “Every time an accident occurs, we seek a 360° perspective to analyze all the causes that may be behind it, whether human, physical or the surroundings,” explains the councillor. Intense pedagogical work to achieve citizens truly committed to road safety and specific measures to improve visibility and accessibility – such as lowering sidewalks at pedestrian crossings or speed, alcohol and drug checks – are further measures that are making the road safety miracle possible in Móstoles.





# These are the winners of the third edition of the Fundación MAPFRE Social Innovation Awards

TEXT: CRISTINA BISBAL IMAGES: FROM THE PROJECTS

A health kit to put an end to cervical cancer; a collaborative application to make life easier for people with reduced mobility; and a property rental system designed for non-independent elderly people to enjoy care services are the winners of the third edition of the Fundación MAPFRE Social Innovation Awards.

Within its commitment to promote social innovation, each year – and this is the third – Fundación MAPFRE convenes this important event in an effort to raise awareness and promote projects that enhance people’s quality of life, in three categories: Improving Health & Digital Technology (e-Health); Insurance Innovation; and Sustainable Mobility & Road Safety. As in previous editions, it was a tough process to reach the final. Of the close to 240 projects submitted, 26 got through to the semifinal and, of those, nine reached the final. At the grand final, the excitement of the winners was on a par with previous editions, but circumstances obviously dictated events and so, on October 29, a digital gala was deemed the best option, given the COVID-19 pandemic.

The event was attended by Antonio Huertas, president of Fundación MAPFRE, who commented that the tremendous times we are currently experiencing “teach us that a foundation such as ours, shielded by a company like MAPFRE, can really help build a better world and view people as the focal point of all activity. Moreover, we can see that, from a social point of view, what we do as businesses or as foundations simply has to be linked to enhancing people’s way of life and the environment, and to contributing value to the society in which we operate. The 239 projects submitted demonstrate the enormous interest aroused worldwide by this recognition of social ventures, projects and initiatives which seek to improve our quality of life, putting forward

solutions to the real problems we have to address,” he declared.

Huertas also wished to underscore the importance of Red Innova, the community of social innovators formed by the semifinalists from all three editions of these awards. “This year, moreover, it was their idea to organize a series of special activities to collaborate in their local environments, helping tackle this health crisis we are currently facing,” our Foundation’s president pointed out.

Despite the physical distance that separated us from the winners, we were able to discover firsthand how they felt and what it meant for them to win this prestigious award – including the cash prize (30,000 euros) – but also looking beyond the mere recognition of their endeavors.

### Insurance Innovation: Pensium

Miquel Perdiguer is the CEO of this company for which the most important thing about receiving the 2020 Fundación MAPFRE Social Innovation Award is “the confidence it will raise among potential customers.”

#### What exactly is Pensium?

Pensium is a new way for dependent senior citizens to be able to pay for the care they require. It is based on facilitating economic resources periodically to the elderly who possess their own home, so that they can dedicate them to paying for a private nursing home, or for receiving assistance in a relative’s home. And all this without resorting to mortgages or guarantees, or affecting ownership.

Pensium takes care of renting out the home and advances future rental income so that these families can access the money they need right now to pay for the care of the dependent senior, while maintaining ownership of their home.

#### How did the idea of renting to pay for old age come about?

There are ever more dependent elderly people in need of assistance services, and the pensions they receive are insufficient to cover the cost of continuous care. However, 90 percent of those over 65 years of age own their homes. So our goal was to find a way to obtain resources from the home without jeopardizing ownership. And we came up with renting as a solution. Pensium advances payments and guarantees up to twice the rental



whenever the elderly person needs it. When no longer needed, Pensium continues collecting the rental payments until the amount advanced and any interest is recovered.

#### What made you think about the seniors in our country?

Spain is a country in which projections suggest that, by 2035 – in just 15 years – one in four of the population will be over 65 years of age. This is a very important population group with specific needs that need to be addressed.

#### How do the elderly benefit from this system?

The main benefit is gaining immediate access to assistance. In three or four weeks from the

moment the family contacts us, they can start receiving the payments. Even if the home requires some refurbishment or takes a few months to be rented out, the family has the money to pay for the elderly person’s care. Pensium takes charge of any works required (the minimum to be able to rent it out, no more) and all the rental arrangements. This is all included in the program.

#### Who is Pensium?

Pensium was created by a team of professionals from the nursing home sector – economists, lawyers and social workers – who were seeking a solution for senior citizens who need financial resources to pay for their care. Moreover, we wanted to benefit

society as a whole and, for this reason, we've always followed CSR and social impact criteria.

### **What other projects does the company have?**

We have identified that families with a dependent elderly member have a great many doubts about how they should handle this situation: whether they can receive grants or should arrange powers of attorney, guardianships or incapacitation processes, such as transferring the dependent person to another autonomous region... And we've launched a new project to offer advice to all these families: Pensium te Guía.

### **Aside from the idea itself, I imagine that what sets you apart is how you treat those who need comprehension as well as money...**

Indeed so. That's why the team's human touch is so important. The people dealing with these families tend to be social workers who understand perfectly well the situation the families are facing; they empathize with them and not only offer them an economic solution, but also emotional support in the whole process.

### **Sustainable Mobility & Road Safety: Guiaderodas**

The Technology Director at Guiaderodas, João Marcos Barguil, states that this prize has made them "feel really happy and proud."

### **What exactly is Guiaderodas?**

We are a company developing a network of people and companies

that work together for a more accessible, inclusive world. We do this through our collaborative accessibility map (available on both the App Store and Google Play as "Guiaderuedas" in Spanish, "Guiaderodas" in Portuguese or "Wheelguide" in other languages), which enables people with reduced mobility to search for and review any location in any country around the world. For companies, we offer

a certification program that helps them achieve excellence in dealing with customers (and employees), including architectural assessment and specialized staff training.

### **How did the idea come about?**

Bruno Mahfuz has been a wheelchair user since 2001 and has experienced firsthand the challenges faced by those suffering from some disability and those with



reduced mobility. The idea emerged in 2015, thinking it would be really good to have an accessibility guide. And, as there was no good one for Latin America, we created it.

**It is a collaborative app. Why do you believe people are going to participate?**

Our work on social media and our communication channels is primarily to spread the message that accessibility is good for everyone. People with disabilities, parents and those looking after infants and young children, those with injuries, the elderly... everyone benefits from accessibility.

**Is Brazil pretty much insensitive to wheelchair issues?**

Obviously, our cities were not built with accessibility in mind.

**Does the company have more projects?**

We are working on new features that offer greater value to our users, even during the pandemic, when it's not safe to leave the house. We're also working on a game and a web version, so that people can use the platform without having to download the application.

**In what sense do you feel like social entrepreneurs?**

Our business model is strictly related to generating value for our beneficiaries (people with disabilities and/or reduced mobility, their friends and their families). Therefore, the more we grow as a for-profit company, the more people we can reach.

**Right now, in what parts of the world are you?**

Our headquarters are in Brazil; and our team works remotely in three cities. But our users are distributed right around the world. They are on every continent.

**What is the most satisfactory aspect of the project?**

Feedback from our users, stories they tell us and how they engage with us on our social media channels. One example: some time ago we received an email from a lady wondering if our application worked on the Cayman Islands. We explained to her how it works and forgot all about it. About a month later we found around 100 reviews of ours about Grand Cayman (the largest of the Cayman Islands). We wrote to her to express our gratitude and she told us that her son is a wheelchair user who loves the application and has told everyone he knows about it. In this way, the Cayman Islands became the country with the highest number of reviews per inhabitant on our platform.

**What does winning this award mean for your project?**

It shows us how relevant and important the work we've been doing is, something we couldn't even have dreamed possible when we started.

**What projects do you have in mind for the prize money?**

We will use it to produce more informative and educational contents for our social media and to

support further development of the platform.

**Health Improvement & Digital Technology (e-Health): Hope**

Dr. Patricia J. García is a professor at the Cayetano Heredia University in Lima (Peru) and the visible head of Hope. For her, this award has provided "a ray of hope, proof that we are on the right path."

**What is Hope?**

It is a molecular test to detect the human papillomavirus, which causes cervical cancer. In countries such as Peru, this still represents one of the leading causes of death in women. What we do is incorporate cutting-edge technology to make the diagnosis, a technology whose cost has fallen drastically, but which doesn't always reach countries such as ours due to a series of interests. But it is good, stable, safe and doesn't even need refrigeration. Once the test is analyzed, the women receive the result by email or cell phone.

**What is the incidence of this pathology in Peru?**

In our country, a woman dies every five hours from cervical cancer. Of every two women diagnosed, one dies. This mortality rate of 50 percent is not to be found even in countries with fewer resources.

**Was there a problem detecting the virus prior to the arrival of Hope?**

Before Hope came on the scene, no one spoke of molecular testing or screening for the human papillomavirus, because the

existing systems are extremely expensive. In Peru they do not form part of the daily practice of medicine or prevention measures. Our idea with Hope is precisely to introduce the notion that molecular tests do not have to be so expensive, since they are not complex and can be performed with a self-sampling kit. An additional benefit is therefore that women can be empowered by screening themselves and helping others to do so. This is what we call Lady Hope, women who guide others through the test process.

**But there is also a solidarity component, isn't there?**

That's right. The social part consists in the fact that, for every test a woman acquires, we help another destitute woman to take the test too. This multiplies the prevention of cervical cancer and saves more lives. In a single social innovation project we are pushing for the elimination of a disease that we should not have; empowering women to take health into their own hands; pushing the technology, as we are introducing low-cost, high-sensitivity molecular tests; and doing solidarity work, because every purchase made by a woman enables another with fewer resources to be tested.

**How reliable is this kit and how much does it cost?**

This molecular test has a sensitivity of over 93 percent. In Peru we sell it for 150 soles; but for women with scant resources the kits are distributed free of charge – or at a subsidized price, given that, in



some communities, something free is deemed not to be trusted. In addition, each Lady Hope receives one dollar and becomes a cervical cancer health agent.

**Is it already available in Peru?**

The kit is distributed in several areas of Peru. With regard to the social aspect, this is taking place in the outlying areas of Lima, and we are also expanding to some rural areas, although the pandemic has hit us hard. Despite this, we know that 7,000 women have already received the test. Among that number, 10 to 15 percent tested positive. And we are monitoring the process to ensure all of them receive treatment and can thus prevent the cancer.

**Does that feeling of gratitude from the women you help reach you?**

Yes, especially from the Lady Hope women. I remember one in particular who asked our permission to come with her daughter, who was just finishing compulsory education and still hadn't decided on a career. After the experience she had with us, the girl told us she wanted to be a doctor, that we had inspired her.

**What projects do you have in mind for the prize money?**

The pandemic hit us hard and left us with barely any kits. This will enable us to get back on our feet and keep going. ☒





# The ageing population as an economic opportunity

TEXT: JAIME SOLÍS IMAGES: ISTOCK, FUNDACIÓN MAPFRE

The Ageingnomics Research Center provides a positive view of our ageing population, enabling us to identify the opportunities offered by this demographic reality, in both economic and social terms, so as to proactively manage this transformation toward a digital, fully-connected, sustainable society, with our seniors playing a key role in its economic growth.

Over the last 50 years, the average age of the Spanish population has increased by ten and a half years, from 32.7 to 43.3. In less than thirty years, the number of people over 65 has doubled and, at present, they represent 26 percent of the population; moreover, according to the projections of the INE (Spain's National Statistics Institute), this will rise to around one third of the population by the year 2050.

These data are but a few examples of the accelerated ageing of the Spanish population, which is mainly due to two factors: greater longevity – Spain has the second highest life expectancy in the world – and a drastic decrease in the birthrate registered in the last few decades.

A widespread phenomenon in those countries with greater economic development, this trend poses a huge demographic challenge for our country. This is true to the extent that it puts huge

strains on the sustainability and maintenance of our welfare and pension system – with increased healthcare and dependency spending, a greater number of people receiving state pensions and increasingly fewer workers supporting the public pension system with their contributions.

However, there is another viewpoint that sees this trend in an optimistic light, offering tremendous value, given that it enables us to identify quite a few opportunities in economic and social terms. Spain must learn how to anticipate matters and plan correctly, so as to take full advantage and proactively manage this transformation toward a digital, fully-connected, sustainable society, with our seniors playing a key role in its economic growth.

This so-called gray-haired generation comprises those aged between 50 and 75, people who enjoy good health and a quality

of life that lets them continue contributing to society with their talent, social work, experience and, in general, high savings and consumption capacity. Two figures demonstrate this: 40 percent of consumer spending worldwide corresponds to the over-65s and, in Europe, those between 50 and 75 years of age have 12 percent more purchasing power than any other population cohort. This reality should make corporations sit up and take notice, duly adapting their products and services to these new consumption habits. Numerous spheres of activity must be transformed in order to serve this growing sector and new entrepreneurs – many of them seniors – will emerge, relying on technology to take advantage of any opportunities that arise and adapting to this new scenario of longevity.

In the same way, the public authorities should take this

information as a reference source in order to appropriately determine the volume of resources devoted to public services – health, dependency, etc. – and bolster the sustainability of the state pension system. For nearly four years now, this is the notion that MAPFRE – in collaboration with Deusto Business School – has been analyzing with regard to the

was the publication of the book *La revolución de las canas* [The Gray Hair Revolution], co-authored by the MAPFRE Chairman and CEO, Antonio Huertas, and the director of Deusto BS Madrid, Iñaki Ortega. Now in its seventh edition, it is available in Spanish, English and Portuguese.

Over the last few years, a space for reflection and debate on Ageingnomics matters has

Other aspects addressed include such questions as sustainable mobility, digital health, the new professional profiles, the challenges faced by the pension system, entrepreneurship, social innovation and the inclusive economy.

Thanks to these endeavors, MAPFRE has helped introduce a positive economic and social perspective of ageing, with its inherent opportunities, on the public agenda in our country, setting forth the enormous possibilities that the growing importance of this so-called *silver generation* can offer our society.

### **Fundación MAPFRE creates the Ageingnomics Research Center**

With the aim of expanding the scope of this initiative, in 2020 Fundación MAPFRE set up the Ageingnomics Research Center. Under the direction of Juan Fernández Palacios and the academic assessment of Iñaki Ortega, it plans to continue working and developing the knowledge accumulated to date in a permanent, systematic fashion. The aim is to go on to become a leading meeting space and forum in Spain, furthering research and the dissemination of knowledge regarding the economics of ageing, always offering a positive slant on this demographic evolution and helping raise the profile of entrepreneurial projects related to this field.

Launched with the intention of helping Spain lead the way in designing a global strategy



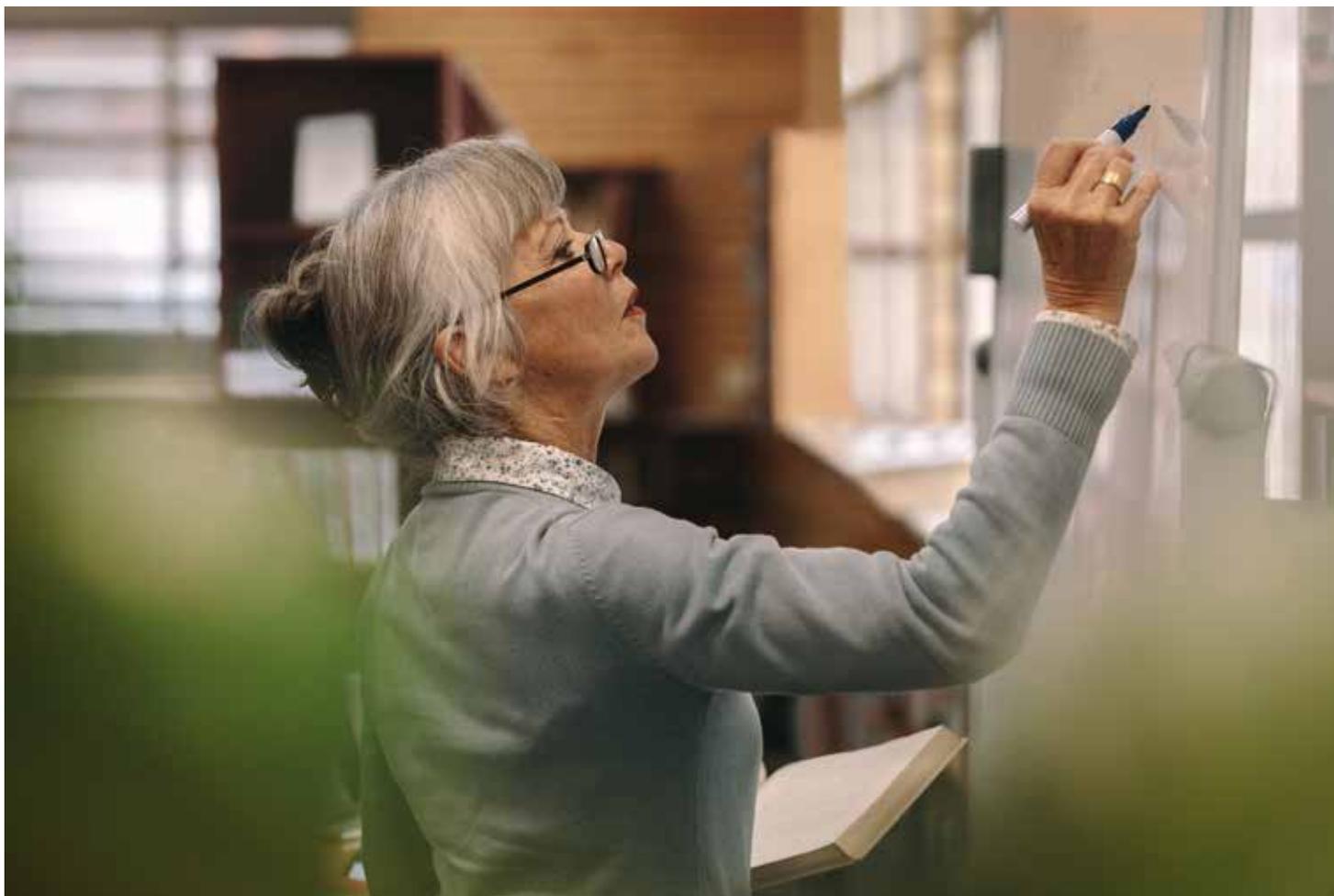
The new Fundación MAPFRE Ageingnomics Research Center was officially presented on December 10. The event was attended by the Fourth Deputy Prime Minister and Ecological Transition and Demographic Challenge Minister, Teresa Ribera

concept of Ageingnomics, a neologism designed to define in a single word the so-called economics of ageing.

Since 2016, both companies have been intensely involved in publicly analyzing and disseminating the tremendous opportunities the ageing population has to offer society at large. One of the major landmarks

also been firmly consolidated through a series of public encounters. This has allowed us to discover the views of various experts on aspects related to talent, training, corporate trends, new business niches, and the evolution of consumption in relation to this age cohort, which represents an increasingly broader segment of the population.

The aim is to go on to become a leading meeting space and forum in Spain, furthering research and the dissemination of knowledge regarding the economics of ageing



to ensure increased longevity represents opportunities in economic terms, helping citizens and institutions make the right decisions to extend working lives, improving the living conditions of the elderly and promoting greater development of both public and private social protection systems.

**The demographic challenge, a central issue on the public agenda**

The Ageingnomics Research Center was launched last December 10 in a public event

that was closed by the Fundación MAPFRE President, Antonio Huertas, and by the Fourth Deputy Prime Minister and Ecological Transition and Demographic Challenge Minister, Teresa Ribera.

During her speech, the deputy prime minister underscored the enormous relevance of this demographic challenge for Spanish society. She listed the prime objectives of the National Demographic Challenge Strategy and set forth how these goals are to be aligned with the key pillars of the

Recovery, Transformation and Resilience Plan. This plan is to be sent shortly to the European Union, as a prerequisite for obtaining funds to the tune of 140 billion euros envisaged for Spain as part of the European recovery plan, through the NextGenerationEU temporary recovery instrument.

This event also saw the presentation of the first research study undertaken by the center, the Seniors Consumption Barometer. This first wave, with a sample of 1,100 respondents, yielded highly interesting data on

the consumption patterns of the *silver generation*, revealing that the elderly are a generation with purchasing power, active, highly technological individuals who take care of themselves and offer a guarantee of consumption in times of crisis.

Among the Research Center's upcoming activities is the organization of a series of academic seminars – the first on ageing and COVID-19 took place on December 16 – informative forums and workshops, as well as the publication of further reports, and an annual call for proposals

to support research projects on ageing-related matters that have a meaningful social impact.

Moreover, a specific category has been incorporated into the Fundación MAPFRE Social Innovation Awards which, in their fourth edition, will add a prize for an innovative project designed to offer solutions to the 55-75 age cohort in areas such as health, leisure, mobility, training, finance, insurance, or technology, among others. With projects from Europe and Latin America competing together, these awards will be presented next May. ✕

You can follow the activities of the Ageingnomics Research Center at:



@FM\_Ageingnomics



[www.ageingnomics.fundacionmapfre.org/](http://www.ageingnomics.fundacionmapfre.org/)



Arrival of the participants for the presentation of the Ageingnomics Research Center in Madrid.



## *10 keys that define senior consumers (over-55s)*

### **Income**

55% of senior consumers live in households in which at least two people contribute a monthly income, which means that this generation has greater purchasing power than previous generations.

### **Wealth**

9 of every 10 live in their own house, with 74 percent being homeowners free of loans or mortgages.

### **Savings**

Over half (56 percent) of the members of this generation manage to save every month. 43 percent save between 11 and 30 percent of their income.

### **Optimism**

6 of every 10 seniors are optimistic and do not believe their economic situation will get worse.

### **Technological**

78 percent use technology on a daily basis to satisfy their banking, consumption, leisure and training needs. 41 percent are active on social media.

### **Home**

82 percent wish to continue living in their current home, although only one third have adapted it for dependent individuals.

### **Health**

Over 90 percent of those surveyed say they watch their diet and 77 percent take regular exercise. Solely 17 percent visit the doctor once a month.

### **Tourism engine**

8 of every 10 seniors travel at least once a year. 42 percent travel between two and four times a year.

### **Spending priorities**

Food, housing and technology are the three leading items on their list of expenses.

### **Increased spending in 2021**

Senior citizens expect to increase their spending on food, leisure and health next year.

# Another way to help

TEXT: LAURA SÁNCHEZ IMAGES: OF THE PROJECTS

## Sponsor an ice-cream grandparent

Over the years, those known as “ice-cream grandparents” roamed the streets of the historic center of Guatemala offering families and tourists alike their sweet, refreshing products. Some of them had been pushing their carts around for over forty years when the pandemic abruptly disrupted their lives. Without customers they could sell to on the streets, and being a particularly delicate age group given the risk of them contracting the virus, the livelihood of these men and women disappeared overnight. It was then that María Isabel Grajeda, a local resident, published a message on Facebook accompanied by a photograph of premises with really poor hygienic conditions. “There is a group of 11 ice-cream vendors, most of them seniors with physical disabilities, who work (and some live) in this ice-cream warehouse in Zone 1. (...) They are all very grateful, hard-working people, struggling to earn enough to eat. They sometimes push their carts around for over ten hours and



@ iStock

are unable to sell anything (...)” María Isabel asked for donations of food, money or sleeping material, but never imagined that her post would go viral. Together with the organization Sé Feliz Guatemala, they have managed to administer hundreds of donations that are transforming the ice-cream warehouse in the “alley next to the Cerrito del Carmen” into a home

for the Ice-Cream Grandparents. The project has also succeeded in creating an online sales service for their ice cream and offers the possibility of sponsoring one of these endearing grandparents. More information: <https://abuelitosheladeros.org>

## Crypto-solidarity

Philanthropy using cryptocurrencies continues to grow. In addition to disrupting the financial system, bitcoiners also wish to contribute to the well-being of the community. However, they find that not all social action entities are ready and willing to accept this kind of donations. This was the reason behind the creation of The Giving Block, based in Washington, which tries to rectify precisely this question: connecting the philanthropic spirit with the blockchain world, thus helping organizations transform this virtual money into concrete projects. In fact, both NGOs and donors can reap many benefits from the “cryptoworld”: firstly, blockchain technology offers NGOs a reduction in their costs, as it avoids banking intermediaries in donations; secondly, donations can be seen and traced by anyone, as the prime feature of the blockchain is its total transparency. Donors thus have the security of being able

to track their contribution and see its ultimate destination. A paradigmatic case was that of the Italian Red Cross which, in April this year, managed to raise 32,000 euros through a cryptocurrency platform to build an emergency medical care facility for COVID-19 patients. For this reason, The Giving Block organized “Bitcoin Tuesday”, operational throughout the month of December and which aims to become the greatest cryptocurrency-based charity event in history. The goal is to raise one million dollars. “We believe that the pandemic is serving as a tremendous catalyst and reminder for blockchain companies to develop Corporate Social Responsibility strategies and for many people – who wish to help with a guarantee of transparency, but were unaware of this technology – to get to know this world.” For more information: <https://www.thegivingblock.com/bitcoin-tuesday>



## They do want to go back to hospital...

Analyzed, tried and tested: hospital clowns improve the emotional state of patients and their families, help reduce their stress levels, and are a therapeutic weapon, not just for children, but also for adults. But hospital clowns are feeling a little sad these days. The health emergency closed the hospital doors to magicians and clowns who put on shows for the inpatients. “Before the health crisis, we went to some 30 centers across Spain” the Theodora Foundation explains. “Bit by bit we’re restoring our hospital activities, but it’s a slow process. We have no doubt that right now is when we may be needed the most, especially as a result of the isolation situations. We are prepared, we know the protocols and we can help a lot.” However, despite the limitations imposed by the pandemic, the clowns have not been standing idly by; rather, they are now virtually present in the hospital rooms. Through the VIVIR [LIVE] program, these medicine, art, education and psychology professionals, trained in clown techniques for dealing with patients admitted to hospital, bring a moment of escape, laughter and joy to what they call “their little im-patients”.

More information:  
<https://es.theodora.org/es>



## Seen on the web

Learn about all our activities on social media. In this section you will find a selection of the best posts on Facebook, Twitter and Instagram.

### f FACEBOOK

@FundaciónMapfre  
@fundaciónmapfreultura  
@FMgoalzero

### 🐦 TWITTER

@fmapfre  
@mapfreFcultura  
@FMgoalzero  
@FMculturaCat

### 📷 INSTAGRAM

@mapfrefcultura

### THE BEST TWEET @MAPFRE

Solidarity does not rest at such a special time. 26 tons of food are already on the way! Here we see #VoluntariosMAPFRE and @WCKitchen volunteers with @JMINCHA CEO of @MAPFRE\_ES and Pepa Muñoz @QuencodePepa loading menus they have so lovingly prepared these days



Fundación MAPFRE @fmapfre

Today we are at the Santa Eugenia Market (Vallecas), preparing something very special with our volunteers in the @WCKitchen. Will you accompany us?

New thread open! #FMXmasDinner



Fundación MAPFRE @fmapfre

Thank you so much to volunteers and all collaborators. Thanks for the happiness and the giving.



#FM\_togetherapart  
#FMXMASDINNER  
@WCKitchen  
@chefjoseandres



fmapfre Fundación MAPFRE volunteers



You are important, make these festivities a time to be fondly remembered.

This is how our volunteers spent December 24, helping distribute 30 thousand dinner to those families most in need.

#FM\_WithYou #FMXmasDinner  
@chefjoseandres @wckitchen  
#Solidarity #xmas #navidad #alegria



fmapfre Beatriz (volunteer)



Beatriz is one of the volunteers who participated in the preparation of the 30 thousand dinners for families in need. In this video she tells us about her experience.

Beatriz is one of the volunteers who participated in the preparation of the 30 thousand dinners for families in need. In this video she tells us about her experience.

#FMXmasDinner #FM\_WithYou  
@chefjoseandres @WCKitchen #solidarity  
#volunteering #Xmas #navidad



**FM\_ageingnomics**  
@FM\_Ageingnomics

Start of the presentation of the Fundación MAPFRE Ageingnomics Research Center. You can follow the event by streaming from @Fmapfre via this link: <https://twitter.com/i/broadcasts/1RDxIPDnjVrxL...>

Welcome!



**Fundación MAPFRE**  
@fmapfre

If you work for a long time sitting down, you are likely to suffer back pain. Heed these tips to take care of your posture and avoid these annoying aches.

#FM\_WithYou #Health #PosturalHabits



**Fundación MAPFRE Ageingnomics Research Center**

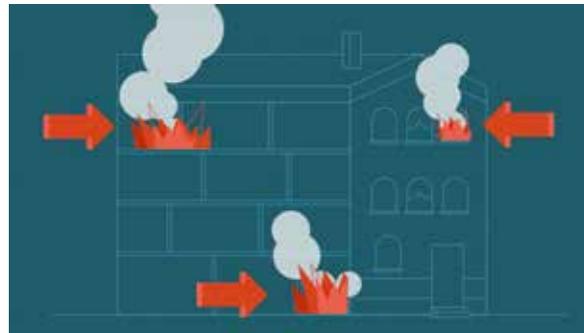


Do you know what Ageingnomics means? It is a portmanteau coined by Fundación MAPFRE and Deusto Business School, a contraction of the words “ageing” and “economics”. Together we build new opportunities. Let’s talk about the silver economy.

#Future  
#EconomíaPlateada  
#SilverEconomy



**Fundación MAPFRE**



If a fire breaks out at home and you cannot get out, shut yourself in the room with a window furthest from the fire. Take a look at this video and take note of these indications to evacuate your home safely.

#FM\_WithYou  
#FirePrevention

Gamers can improve their reaction capacity if they include exercise in their daily routine and get enough rest. Do you know how many hours gamers should sleep to enhance their performance?

<https://bit.ly/3obSaTl>

#FM\_WithYou  
#GAMERS  
#esports  
#health  
#FeelGoodPlayBetter

— with Jesús Green



#FM\_Contigo

**f** Goal Zero

Do you know what white canes with red stripes mean? They are the ones used by blind people who also have hearing impairments. Pay attention in case they need assistance!



#FM\_WithYou  
#RoadSafety

**t** Fundación MAPFRE  
@FMgoalzero



Storm coming. If you are going to travel by car this weekend, pack these essential items in the trunk.

Have a good trip!

#FM\_WithYou #RoadSafety

**t** mapfreCultura  
@mapfreCultura



A face, a reflection, a shadow. That is how Friedlander's self-portraits look.

#ExpoLeeFriedlander  
#SafeCulture  
#FM\_WithYou

**i** mapfrecultura

The print vinyls in our elevator make you feel you are within the works and we are delighted you can enjoy them that way.

#Repost  
@panterachus

For a few minutes I am taken back to my beloved Manhattan thanks to the #LeeFriedlander exhibition in @mapfrecultura!

For a few minutes I am taken back to my beloved #manhattan thanks to the wonderful Lee Friedlander exhibition in @mapfrecultura.

#mapfre #mapfrecultura #cultura #arte #photography #fotografia #amazing #panterachus #instagood #aboutalook #fashion #moda #fashionista #bonnet #whiteoutfit #fashioninspo #fashionideas #artexhibition #exposiciondefotografia #laculturaessegura #wearamask #pontelamascarilla





## New Brain Damage app

# All the support you need, whenever you need it.

Help is at hand when you install our **virtual assistant on your mobile**. The new **Brain Damage app** is a digital solution created to help all brain injury patients and their families. **To guide and accompany you every step of the way, right from the moment you leave the hospital.**

With the collaboration of:

GmpFundación

FE  
DA  
CE  
Federación Española de Daño Cerebral

C20  
DIGITAL BUSINESS & TRANSFORMATION

fundación polibea

Fundación  
MAPFRE

Fundación  
**MAPFRE**

[www.fundacionmapfre.org](http://www.fundacionmapfre.org)

**ESP**/CONSULTA NUESTRA REVISTA ONLINE

**ENU**/CHECK OUR ONLINE MAGAZINE

**PTB**/CONFIRA NOSSA REVISTA ON-LINE

[https://www.fundacionmapfre.org/fundacion/es\\_es/  
publicaciones/revista-fundacion/](https://www.fundacionmapfre.org/fundacion/es_es/publicaciones/revista-fundacion/)

