

EXPERIÈNCIA





CONTENTS

- ✦ INTRODUCTION

- ✦ GAUDÍ EXPERIÈNCIA
 - 1) Interactive Walls
 - 2) Scale Models
 - 3) 4D Audiovisual Show

- ✦ 10 REASONS TO VISIT US

- ✦ INTERVIEW WITH TONI CRUZ AND JOSEP M MAINAT, CREATORS AND DRIVING FORCE BEHIND GAUDÍ EXPERIÈNCIA

- ✦ PRACTICAL INFORMATION



Welcome!

We are delighted to present this initiative rooted in the magical world of Antoni Gaudí and his sources of inspiration. Over the last year we have imagined how he sought inspiration, transformed it, lived it, produced it and then relished the results.

Gaudí Experiència is our way of seeing Gaudí through today's eyes. This audiovisual exhibition space uses state-of-the-art technology to get inside the mind of a man whose work appears to use computers... long before they had even been invented!

**YOU'LL SEE THERE ARE OTHER
WAYS OF LOOKING AT GAUDÍ.**

Toni Cruz i Josep M Mainat

Gaudí Experiència is a new way of finding out about Gaudí and his work.

Delve into the creative universe of this genius of Modernist architecture and discover what lies behind his innovative architectural language.

1) INTERACTIVE WALLS

Less than five minutes' walk from Park Güell, this new audiovisual exhibition space, Gaudí Experiència, offers visitors a new way of finding out about Gaudí and his work by using three key tools: interactive walls for adults and children, scale models of projects by the architect and a 4D audiovisual show. Together they make every visit a new experience.

1) Interactive Walls

Gaudí Experiència boasts three interactive walls – one 6 x 1.5 m wall and two 3.8 x 1.5 m walls – that act as giant multiuser touch tablets.

Each wall is made up of several touch-operated high-resolution screens and an optical frame.

The contents include all of Gaudí's works and are structured around a menu that users activate by touching the screen to access:

- **Biography:** an introductory display with the main events in Antoni Gaudí's life and work illustrated with half a dozen photographs of the architect from his time as a student until his death.
- **Architectural work:** 27 displays describing all of Gaudí's works, one group with his key projects and another with his lesser-known ones.
- **Decoration and furniture:** 23 displays with information on Antoni Gaudí's work on decoration, furniture and design, one group with his key projects and another with his lesser-known ones.
- **Projects never carried out:** 12 displays with Gaudí's projects that never got to see the light of day.

All the displays on his architectural work, decoration and furniture, and projects never carried out include images of the works then and now and users can arrange the screen themselves by moving its position and changing its size. Each screen also includes three buttons to access additional material and images to help put the works in context:



MISSION FRANCISCANE
(1880-1930)

1880. Antonio Guadalupe incoraggiò il missionario e il sacerdote spagnolo Antonio Guadalupe (Antonio e i fratelli Guadalupe e Teresita) a partire per l'America Latina. In un momento di grande difficoltà, Guadalupe accettò il lavoro, in America il progetto era ancora più arduo. Nel 1881, nel suo viaggio di ritorno, Guadalupe si fermò in un villaggio della Colombia e lì si incontrò con un missionario che gli offrì un posto di lavoro in un villaggio della Colombia.





LIFE: three events in Gaudí's life at the time the work was being built.

ARCHITECTURE: three works by other architects built in Catalonia in parallel to the project in question.

HISTORY: the three main historical events in Catalonia, Spain and the rest of the world in the years when Gaudí's work was being built.

In total, each wall includes 62 displays of works, decoration pieces and projects by Gaudí, along with 243 images and 183 events from his life, 182 buildings by other contemporary architects, and 184 historical events, all illustrated with images.

The three interactive walls share the same content and are available in nine languages: Catalan, Spanish, English, French, German, Italian, Japanese, Chinese and Russian.

In addition, the space is also equipped with interactive tablets for children so the youngest visitors can enjoy Gaudí Experiència as well.

2) SCALE MODELS



2) Scale Models

Other highlights of Gaudí Experiència include the two scale models built for the project. The first model is of one of Gaudí's most popular and most visited works, the Hall of Columns at Park Güell (scale 1:25), and the second model is of a project that was never carried out, the Hotel Attraction on the island of Manhattan in New York (scale 1:200).

The model of Park Güell is realistic, but the wooden one of the Hotel Attraction simply conveys the architect's drawings without speculating about how it might have finally looked. It is quite remarkable how, using only the technology of his time, this genius was able to design a huge 300-m-high skyscraper using the same parabolic forms that today's top architects now use a hundred years later.

A unique feature of the model of Park Güell is the *trencadís* broken-tile mosaic along the bench in the square above the Hall of Columns, which is made out of egg shells.

Both models were made at the Malberti family workshop in Barcelona, which has been making models for generations.

3) 4D AUDIOVISUAL SHOW



3) 4D Audiovisual Show

The 4D audiovisual show at Gaudí Experiència takes visitors on a voyage through Gaudí's creative universe. It offers a free interpretation of the Modernist architect's dreamlike inspiration where nature plays a key role.

The audiovisual show was created using state-of-the-art technology: active stereoscopic vision for high-quality 3D effects, moving seats that follow the images, and special effects with air and water. The Tel Aviv company Simnoa Technologies designed this cutting-edge project that allows each seat to move independently and includes additional unexpected special effects.

A large scope-format screen and 7.1 surround sound provide the ideal environment to create a total experience that thrills the senses. The 8-min-40-sec digital show also includes some studio images.

The auditorium seats 70, which makes it possible for visitors to enjoy both an individual and a group experience.

AUDIOVISUAL SHOW PRODUCTION CREDITS

Idea and screenplay: Toni Cruz and Josep M Mainat

Director: Pol Mainat

Original soundtrack: Joan Albert Amargós
and Josep Mas – Kitflus

Performed by: Prague Symphony Orchestra

Music director: Joan Albert Amargós

Assistant music director: Josep Mas – Kitflus

Recording technician: José Vinader

Audio mixing: José Luis Crespo

Sound effects: Nicolás Tsabertidis

Postproduction and stereoscopic vision:

Apuntolapospo

Producer: Coke Ferreira

Assistant producer: Israel Asenjo

Production company: Boolab



The interior design at the **Gaudí Experiència** space at the foot of Park Güell (Carrer Larrard, 41) is inspired by the figure of the dragon found in many of Gaudí's works – Park Güell, Casa Batlló, etc. – and also features a reproduction of one of the benches at Park Güell with the seated figure of Antoni Gaudí under a photograph of the Sagrada Família under construction. **Gaudí Experiència** also offers an information and visitor service and a shop with a selection of Gaudí-related products.

TEN REASONS TO VISIT US



Ten reason to visit us

- You'll see Gaudí through new eyes.
- You'll enjoy an interactive experience centred on the genius of Modernist architecture.
- You'll discover a new way of exploring art.
- You'll find high-quality contents rigorously checked by the director of the Gaudí Department at UPC university, Jaume Sanmartí.
- You'll have architect Antoni Gaudí's whole life and work at your fingertips.
- You'll get a 4D experience through the dreams of a universal genius.
- You'll find out what a multisensory audiovisual exhibition space is really like.
- You'll learn about Antoni Gaudí's sources of inspiration.
- You'll see the Hall of Columns at Park Güell in all its glory and from some perspectives that are impossible in real life.
- You'll see a scale model of the Hotel Attraction in New York, a project designed by Gaudí that never got to see the light of day.

INTERVIEW WITH TONI CRUZ
AND JOSEP M MAINAT, CREATORS
AND DRIVING FORCE BEHIND
GAUDÍ EXPERIÈNCIA



Interview with Toni Cruz and Josep M Mainat, creators and driving force behind Gaudí Experiència

Where did the idea for Gaudí Experiència come from?

Last year we were contractually bound not to compete in the television market, so we explored some ideas we had lying around. The truth is that for some time we'd been wanting to do something about Antoni Gaudí's sources of inspiration and use a fresh, engaging approach to represent the amazing way Gaudí used aspects of nature for his creations.

Why do you think audiovisual pieces are playing a bigger and bigger role in exhibitions?

State-of-the-art audiovisual technologies make it possible to get right inside what you're trying to explain. It's not just a contemplative experience, but one where you're totally immersed and your senses are being fired in all dimensions.

Is this the first Catalan example of what exhibition spaces will be like in the future?

Traditional museums will remain where they are and people will obviously still visit them. But we believe there is also a new way of seeing and understanding some creators, especially the boldest, most imaginative ones. Exhibitions in the future will definitely use the means we're using now at Gaudí Experiència, along with all those yet to be offered by new technologies.



These multisensory audiovisual exhibitions can take us deep into a creator's work in an almost magical fashion using new creative tools unavailable, and indeed unknown, to the creator at the time.

What does Gaudí Experiència aim to offer?

In a few short words, to let visitors see and look at Gaudí through new eyes and delve into his magical world.

Which experts have worked on the project to ensure it is historically accurate?

We were very lucky to have the invaluable support of the Gaudí Department at BarcelonaTech (UPC) and its director, Jaume Sanmartí i Verdaguer. They guided us along the path that provided the exhaustive information on Gaudí's life and times that can be accessed on the multiuser interactive walls at Gaudí Experiència.

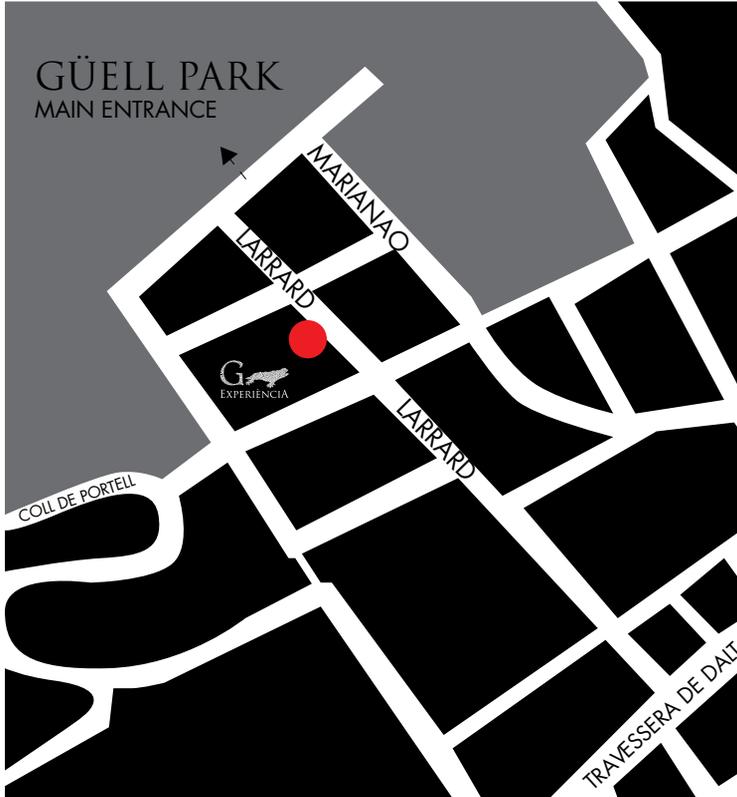
How was the 4D audiovisual show created?

The key idea was to visualise Gaudí's sources of information and this led directly to the screenplay. Some parts are strictly true to life; in others we give free rein to our imagination.

BooLab, a prestigious Barcelona motion graphics production company, handled the project and digital design, and Pol Mainat directed and made the stereoscopic film. We were keen to champion new ways and visions of creating and doing things.

For the music, we teamed up again with Joan Albert Amargós and Josep Mas (Kifflus), great friends and musicians from other times when music was composed on tour playing concerts. They came up with the soundtrack, an original ten-minute orchestral piece recorded with the City of Prague Symphony Orchestra. In parallel, Glòria Martí and Albert Grau designed the exhibition space for Gaudí Experiència, at the foot of Park Güell.

PRACTICAL INFORMATION



PRACTICAL INFORMATION

Opening times

Summer: 10 am to 8 pm

Winter: 10 am to 6 pm

Closed 25 December and 1 January

24 and 31 December: 10 am to 3 pm

*Last 4D audiovisual show half an hour before closing

Prices

Adults: €9

Under-14s and over-65s: €7.50

*Not recommended for children under six

Tickets

Ticket office, partner organisations and **gaudiexperiencia.com**

Information and group reservations:

T 93 285 44 40

info@gaudiexperiencia.com

Information available in the following languages:

Catalan, Spanish, English, French, German, Japanese, Chinese, Italian and Russian.

Where are we?

C/Larrard, 41 (at the foot of Park Güell)



Metro: Vallcarca & Lesseps (L3)



Bus: 24, 31, 32, 74, 92,
Neighbourhood bus: 112



Tourist bus red line

Website and social networks

gaudiexperiencia.com



/g.experiencia



@G_experiencia

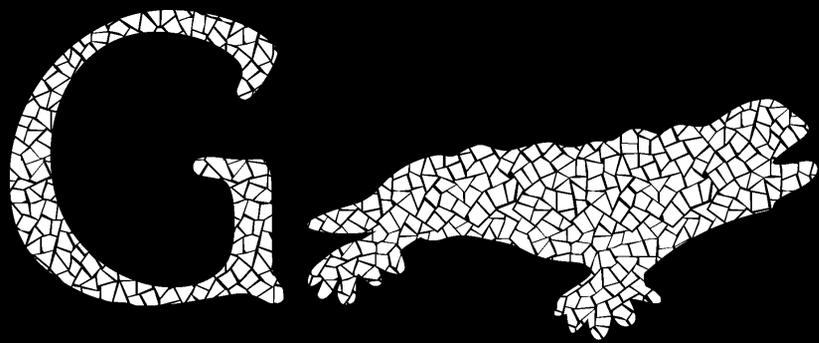
More information:

aPortada Comunicació

Bàrbara Branco

barbara.branco@oportada.com

T. 93 318 26 50 | M. 663 84 89 19



EXPERIÈNCIA

gaudiexperiencia.com