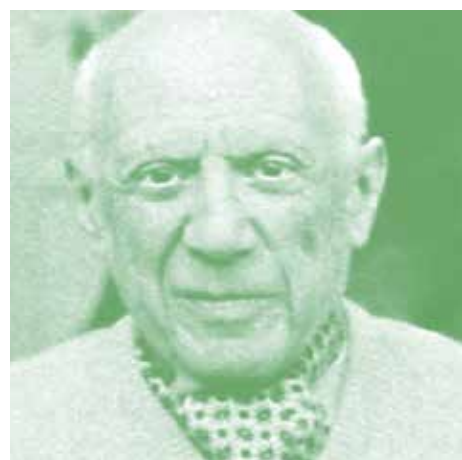




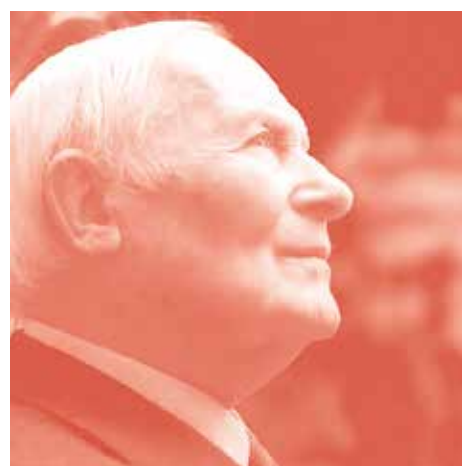
Press dossier

el paisatge dels **genis**

gaudí • reus
miró • mont-roig
casals • el vendrell
picasso • horta



“Everything I know
I learned in Horta”
PABLO PICASSO



“All my work is
conceived in Mont-roig”
JOAN MIRÓ



“The landscape of the
Camp de Tarragona region
is characterized by the
brightness of the atmosphere,
the variety of the landscape
and the presence of the
Mediterranean Sea”
ANTONI GAUDÍ



“This house (in El Vendrell)
is the expression and synthesis
of my life as a Catalan and
an artist”
PAU CASALS

Four geniuses, one landscape



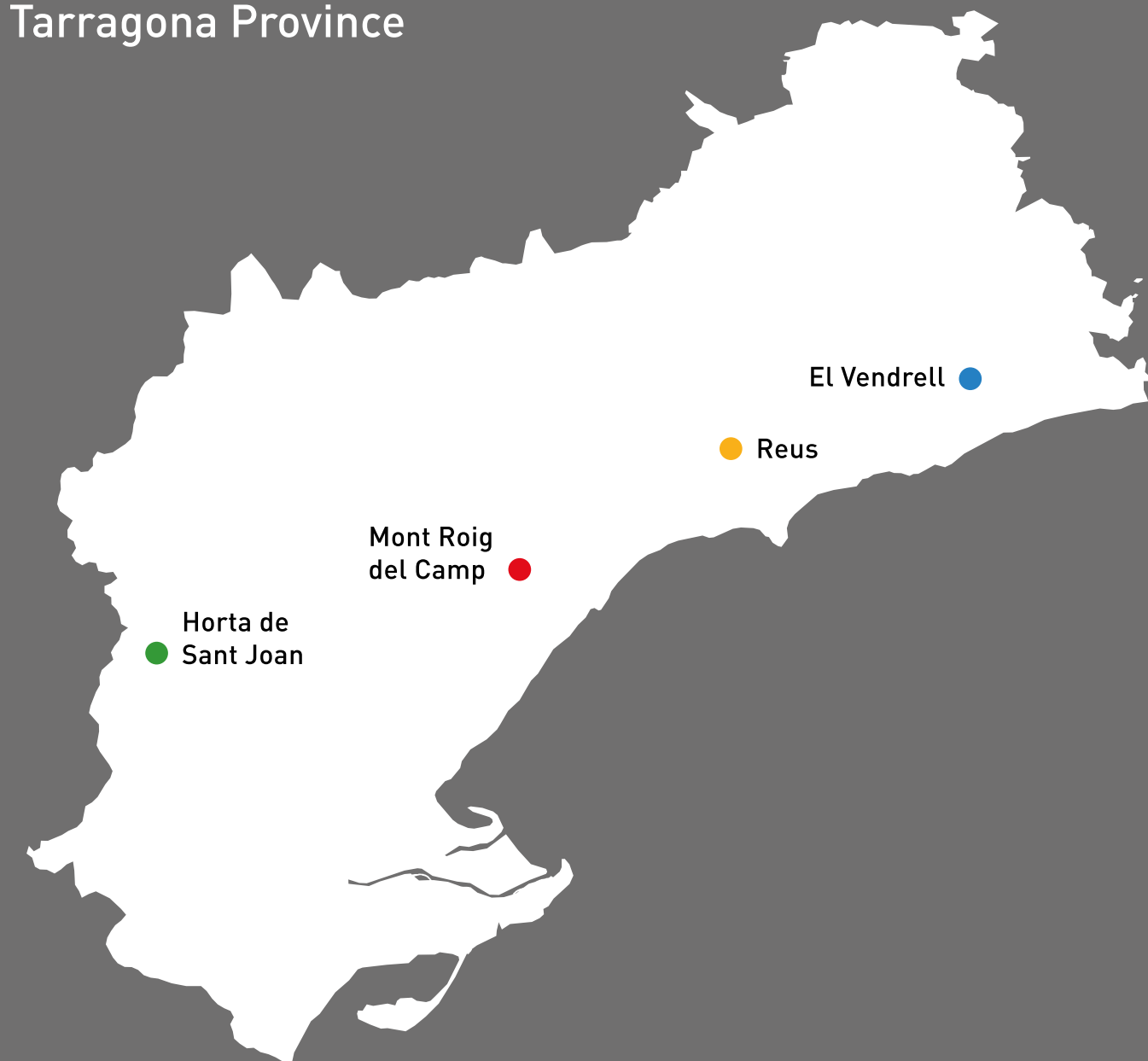
Apart from their genius, what do Pablo Picasso, Joan Miró, Antoni Gaudí and Pau Casals have in common? The answer is: the south of Catalonia, the tourist area we know today as the Costa Daurada (Gold Coast) and Terres de l'Ebre (Lands on the banks of the Ebro river). Within a hundred-kilometre radius, Antoni Gaudí and Pau Casals were born, Joan Miró spent most of his summers, and Pablo Picasso is said to have asserted that it was precisely here that he learned everything. It is “The Landscape of the Geniuses”, a land that inspired the towers of Gaudí’s Sagrada Família, that pushed Picasso towards geometric cubism, where

Pau Casals already gave concerts at the tender age of six, and where Miró painted such famous works as ‘La Masia’ (the farmhouse). Landscapes so close to home and yet often scarcely known, that inspired them, wooed them and marked them for life. Today, their artistic legacy can be traced in all of these places adopted by this group of contemporary geniuses as their own personal sanctuaries: El Vendrell, Reus, Mont-roig del Camp and Horta de Sant Joan. This is an ideal area for discovering by car, so visitors can plan their own route as they please!



CATALUNYA

Tarragona Province



HORTA DE SANT JOAN

Horta de Sant Joan (or Horta d'Ebre, according to Picasso) is a small mountain town of just over a thousand inhabitants, located in inland Catalonia, in a region (Terra Alta) known for its white grenache wines. Picasso spent two summers here, in 1898 and 1909, long enough for him to affirm "everything I know I learned in Horta". The town has a space dedicated to Picasso, and today many of the places and the beautiful natural environment that the Malaga-born artist painted are still recognizable.



MONT-ROIG DEL CAMP

From 1911 until 1976, almost without exception, Joan Miró spent his summers in Mont-roig del Camp, in a farmhouse set in the midst of farmland close to the Mediterranean. It was precisely here that the artist decided to devote himself fully to painting, where he painted such famous works as 'La Masia' and outlined his complex symbolic language. "All my work is conceived in Mont-roig", said the artist. Today, you can visit Mas Miró and explore such sacred spaces as Joan Miró's workshop, his creative temple.



REUS

Reus is a medium-sized, dynamic commercial town which, in the mid-19th century, saw the birth of Antonio Gaudí, who spent his childhood and adolescence there. But that's not all. The natural and agricultural landscapes of the surroundings of Reus ended up being decisive in his work, which is full of the textures, forms and light that shape his creative and architectural language. In Reus today you can discover and delve into this universe at the Gaudí Centre, the space where the town pays homage to him.



EL VENDRELL

El Vendrell is a well-linked town, close to Barcelona and Tarragona, near the beach, which has never forgotten the figure of its most illustrious son: the cellist Pau Casals. Despite the passing of the years, Casals remains a veritable institution in El Vendrell, where people knew him as "El mestre", or the master. In his hometown, you can follow his footsteps in two places: the house where he was born and Vil·la Casals, on the seafront, which the artist had built as a summer residence and is now a museum dedicated to him.



PICASSO CENTRE IN ORTA

The Picasso Centre in Orta de Sant Joan reveals (via facsimile) the extensive work that Pablo Picasso created in this small inland town where he lived major life experiences, today scattered across museums and private collections all over the world.

The reservoir, Horta, 1909.

© Descendants Pablo Picasso, VEGAP, Madrid. 2018.

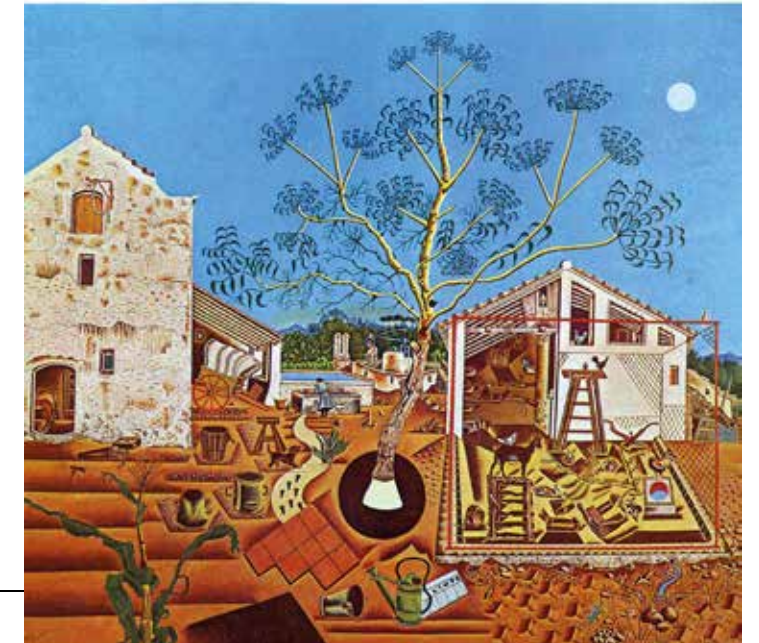


MAS MIRÓ

At Mas Miró, visitors can discover not only the physical space in which Joan Miró lived, created and painted but also the land that influenced his own particular creative universe and shaped the complex symbolic language that characterizes his work.

La Masia, 1921-1922.

© Descendants of Miró. 2018.



Picasso "and his friends of Horta d'Ebre".

PICASSO'S PARTNER

In 1909, Picasso did not come to Horta de Sant Joan alone but was accompanied by his first formal girlfriend and model to painters in Paris, Fernande Olivier. Fernande, a beautiful young woman, caused quite a stir among the men of the parish, as is reflected in the letters she wrote to her friends. In one of the first, she tells of the village "idiot" who had fallen in love with her and that the mayor and the schoolteacher courted her at all hours. At the end of the 70s, it was Picasso's companion that some of the more elderly residents of Horta remembered first and foremost when recalling his stay there.

MIRÓ'S CAROB BEAN

Joan Miró himself explained that, when travelling, "I always carry a carob from Mont-roig in my briefcase", and added that the carob bean gave him the strength of a tree. It was his transcendent way of not losing his roots. All this tells us about the artist's emotional bonds with Mont-roig and its agricultural landscape. For Miró, the carob tree had a certain religious meaning of deep rootedness. This is so much so that in November 1975, in the presence of the artist, the Miró Foundation in Barcelona was presented with a carob tree from Mont-roig that was planted in the eastern courtyard which, believe it or not, is today known as "carob tree courtyard".



GAUDÍ CENTRE REUS

The only interpretation centre on the life and work of Gaudí. A space equipped with the latest technology devised so that visitors can live an experience that enables them to discover the figure and the creative universe of this great architect.



GAUDÍ'S FLOWER

It is well known that the architect Antoni Gaudí observed nature when creating forms, figures and architectural elements. Gaudí scholars have spent a lifetime analysing his creative originality and discovering his undisputable sources of inspiration. The similarities that exist between nature and Gaudí's work are quite surprising indeed. Such is the case of the flower of the stonecrop (of the genus Sedum), which is found in the Reus area (Baix Camp) and looks incredibly like the pinnacles of the towers of the Apostles of the Sagrada Família, although to be precise should say that the towers resemble the stonecrop flower. It is no coincidence that this kind of stonecrop is known by some as "the Reus stonecrop".

PAU CASALS MUSEUM

Located in Vil·la Casals, the residence that Pau Casals created as a synthesis of his work, this museum rekindles the family atmosphere of the artist in his heyday, and at the same time allows you to delve into his highly intense life.



CASAL'S BUS

For many people of El Vendrell, Pau Casals will always be "El mestre", a master of music and of life. In the collective memory of El Vendrell, Casals is far more than a cellist; he is a kind of ideology, despite the fact that he went into exile in 1939, with the war lost, and was only once able to step foot again in his house in the Sant Salvador seaside district, his paradise in El Vendrell. The popular worshipping of the "master", who was a staunch republicanist, resulted in pilgrimages to France, where he lived in exile, first by individuals, and as of the 1960s, collectively. The first group trip to visit Casals in exile was made by bus in 1964 and required a strict government permit and a special group passport.



The Cuisine of the Geniuses

Savour the Landscape of the Geniuses Itinerary

The geniuses have left such a mark on the landscapes they loved that their tracks can be followed in local kitchens and pantries. This is so much so that today they inspire chefs and artisan food crafters who offer culinary delights and tasty local products based on the anecdotes, life and work of Picasso, Miró, Gaudí and Casals.

These gastronomic experiences enable the Landscape of the Geniuses Itinerary to transcend the purely artistic to also invite you to delve into the cuisine, food, history, culture, roots and the land that seduced these four universal artists.



CURATIVE CHICKEN SOUP

Regarding two visits by Picasso to Horta de Sant Joan (1898 and 1909) there are several snippets of news concerning the relationship between the artist and cuisine. In fact, during his first stay, Picasso envisaged recovering from his health problems by eating a comforting chicken soup, and there are even details of the diet he followed while painting the Els Ports mountain range. With regard to his trip in 1909, there is a record of the lamb and saffron soup that was served at hostal del Trompet, where he stayed with his companion, Fernande Olivier.

A PORRON AMONG FARMERS

Joan Miró had a transcendental connection with the land around Mont-roig del Camp. Apart from the fact that he always carried a carob pod in his suitcase when travelling, the artist often identified with the land at its purest and most essential. Joan Miró said he was happier "donning a sweater and sharing a porron with farmers from Mont-roig than being in Paris among duchesses in large palaces". As a rural property with a long-standing agricultural history, today Mas Miró is farmed organically and has fruit trees and a wide variety of garden vegetables.

HAZELNUTS IN HIS POCKETS

Antoni Gaudí was an austere man in all respects. Towards the end of his life he lived almost like a hermit and at the table practised vegetarian habits. A great observer of nature, which he used as a source of inspiration in all regards, he consumed simple, natural products that today we could call "minimally processed". Historians who have studied his everyday life explain that he always used to carry hazelnuts in his pockets, the dried fruit *par excellence* of the Reus and Tarragona area, which Gaudí knew inside-out since his childhood.

THE SIMPLICITY OF THYME SOUP

Pau Casals adored thyme soup, a simple dish, a sort of quintessence of the Mediterranean, perfectly matching his personality. A champion of the humble working classes and workers, this modest soup, 'poor man's food', perfectly sums up the thinking of the maestro. Simple cuisine and a simple life that allowed him, in El Vendrell, to enjoy views over the sea and the Penedès vineyards, which he so missed during his forced exile in Prada de Conflent and in Puerto Rico.

la **cuina**
dels **genis**



gaudí • reus
miró • mont-roig
casals • el vendrell
picasso • horta

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TECHNICAL OFFICE

The Landscape of the Geniuses is a tourism initiative promoted by Reus, Mont-roig del Camp, el Vendrell and Horta de Sant Joan, together with the Tourist Board of the Provincial Council of Tarragona and Rovira i Virgili University, through the Department in Tourism Innovation of Eurecat.

This project is managed of *The Landscape of Geniuses* Technical Office, by the Department in Tourism Innovation of Eurecat, placed in Vila-seca.

The Landscape of the Geniuses encompasses the tourism brands Costa Daurada and Terres de l'Ebre, under the umbrella of Catalonia.

PHOTOS AND INFORMATION

We have a photo archive of activities in the landscapes and cultural centres of *The Landscape of the Geniuses* Route. Please let us know which activities and municipalities you are interested in so that we can send them to you in high resolution by writing to:

info@delpaisatgedelsgenis.cat
(Technical Office)

eurecat-premsa@eurecat.org
(Communication)

You can also find information about the Route at www.elpaisatgedelsgenis.cat

Social networks

📷 @delpaisatgedelsgenis

📘 facebook.com/ElPaisatgedelsGenis

📺 ElPaisatgedelsGenis

🐦 @paisatgegenis

INFORMATION DESKS AND PROMOTIONAL MATERIAL

The cultural centres and tourism offices of Reus, Mont-roig del Camp, el Vendrell and Horta de Sant Joan are the information desks of the Route.

They are provided with the supporting promotional material for visiting the Route.

MUSEUMS AND CULTURAL CENTRES

Gaudí Centre
Pl. Mercadal 3. Reus
977 010 670
gaudicentre.cat
info@gaudicentrereus.cat

Mas Miró
Finca Mas Miró s/n. Mont-roig del Camp
977 179 158
masmiro.com
info@masmiro.com

Pau Casals Museum
Av. Palfuriana, 67. Barri Marítim de Sant Salvador . El Vendrell
977 684 276
paucasals.org
info@paucasals.org

Birth house of Pau Casals
C. Santa Anna, 4. El Vendrell
977 181 819
elvendrell.net (culture-museums)
visitesmuseus@elvendrell.net

Picasso Centre in Orta
Antic Hospital. Horta
977 435 330
centrepicasso.cat
info@centrepicasso.cat

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TOURIST OFFICES / INFORMATION DESKS

Reus
Edifici Gaudí. Plaça Mercadal, 3
00 34 977 010 670
reusturisme.cat

Mont-roig del Camp
Ctra. N-340, km 1.139 (Mont-roig)
00 34 977 810 978 – 00 34 977 179 468
mont-roigmiami.cat

Miami Platja
Pl. Tarragona, s/n

Centre BTT Mont-roig
C. Aureli M. Escarré, s/n

El Vendrell
Av. Brisamar, 1. Coma-ruga
00 34 977 680 010
elvendrellturistic.com

Horta de Sant Joan
C. Picasso, 18
00 34 977 435 686
hortadesantjoan.cat

Tarragona
Oficina de Turisme de Catalunya. OTC
C. Fortuny, 4
Tarragona
00 34 977 233415
catalunya.com

Barcelona
Oficina de Turisme de Catalunya. OTC
Passeig de Gràcia, 107 (Palau Robert.
Centre d'Informació de Catalunya)
Barcelona
00 34 93 238 80 91 / 92 / 93
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Descendants of Miró
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Mas Miró Foundation
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Landscape of Geniuses



Arts i Cultura



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