
INFORMATIVE NOTE

Between 28 December and 27 January, the Parque de la Concordia will recreate the experience of contemplating fifty of the most important paintings in its collection in their life-sized dimensions

The Iberdrola Spain Foundation moves its exhibition 'The Prado Museum in the Streets' to Guadalajara, with reproductions of its most iconic works

- **Organised by the Museo Nacional del Prado and the Iberdrola Spain Foundation, in collaboration with the Regional Government of Castile-La Mancha, the exhibition will tour eight cities in the region with the aim of promoting knowledge and the cultural identity of the country's historical heritage**

The Iberdrola Spain Foundation has relocated its successful cultural initiative 'The Prado Museum in the Streets' to Guadalajara.

This project aims to promote knowledge and communicate the Prado Museum's collections and the cultural identity of its historical heritage by launching educational programmes and cultural outreach activities.

It also aims to virtually recreate the experience of visiting the museum by allowing visitors to contemplate the paintings in their life-sized dimensions, providing an experience similar to that of being in front of the actual works of art.

Until 27 January, the exhibition, that was inaugurated this morning by Alberto Rojo, Mayor of Guadalajara; Andrés Úbeda, Deputy Director of Conservation and Research at the Museo Nacional del Prado; Ramón Castresana, director of the Iberdrola Spain Foundation; and Eusebio Robles, delegate of the Government of Castilla-La Mancha in Guadalajara, and will be showing to provide the people of Guadalajara with the opportunity to see 50 of the most important works in the Madrid collection through full-size photographic reproductions, although some pictures will have to be clipped to fit the dimensions of the exhibition panels (184 x 122 cm) situated in the Parque de la Concordia, one of the city's most iconic locations.

This large, open-air exhibition, curated by Fernando Pérez Suescun, Head of Educational Content at the Prado Museum, enables visitors to tour the different artistic schools covered by the Prado Museum's permanent collections and learn about the history of Spain, Europe and Western art in general, as painted by the great masters. The Spanish, Italian, Flemish, French, German and Dutch schools will be represented through artists from the 12th century to the early 20th century.

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The show also has bilingual information panels on each of the works, as well as bilingual panels with information on the history of the Museum and its collections.

The reproductions are shown at a scale of 1:1. Due to the dimensions of the exhibition stands, this means that some of the larger works are represented by just a detail of one of their most impressive and memorable sections. However, the entire painting will be shown in the explanatory panel.

After the great success of the exhibition during the museum's bicentenary celebrations, 'The Prado Museum in the Streets' began its journey through Castile-La Mancha on 13 July in Sigüenza and will travel to eight cities in Castile-La Mancha over ten months. In addition to Sigüenza, Puertollano, Tomelloso, Ciudad Real, Toledo and Guadalajara the exhibition will visit Cuenca and Talavera de la Reina.

The Iberdrola Spain Foundation is a Protector member of the Prado Museum

Through its [foundation in Spain](#), one of Iberdrola's main areas of activity is cultural development, focusing on the care and maintenance of cultural and artistic treasures.

The Iberdrola Spain Foundation has thus been working in partnership with the Prado Museum since 2010 to support conservation and restoration programmes undertaken by the art gallery, and offers four annual scholarships for young art restorers. The Foundation is also keen to join in the Special Programme for the Prado Museum's bicentenary celebrations, especially with the launch of this travelling exhibition in Spain.

Since 2011, the Iberdrola Foundation has allocated a total of €13 million to art and culture, focusing its resources primarily on the restoration programme to support the restoration workshops of leading museums for the conservation of their pictorial and artistic heritage. The foundation also supports the Lighting Programme, which includes the design, execution and financing of artistic projects to light up iconic buildings and monuments.