REPORT
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The Museu Picasso and the Fundació Palau hosted the 3rd International Congress Picasso in April 2017. Thanks to the initiative of the Musée Picasso Paris, since 2015 the Congress has provided an annual forum in which the most recent works about the work and figure of Picasso have been presented.

In this edition the concept of «Picasso and Identity» was explored, which includes a broad diversity of possibilities, from the popular conceptions of the artist to his political identity, also including a cultural geography or the impact of gender and sexuality in his work. The exhibition which was held during the congress, «Picasso and Identity», allowed us to refer to the topic from various of these perspectives, such as his commitment towards the history of art and the role of portrait in the construction of identifying features.

The legacy of the biographer of Picasso, Josep Palau i Fabre was also taken into account, preserved by the Fundació Palau, who highlighted the role of biographer as constructor of identity and the particular ties of the artist with many of his contemporary biographers, who were at the same time friends and references.

From the museum we would like to thank all the speakers for their contributions, as well as the major task carried out by the selection committee led by Michael FitzGerald. Likewise, we are very grateful to the collaborating entities for their support for this initiative, particularly the Fundació Almine and Bernard Ruiz-Picasso per a l’Art for its major involvement and commitment.

Emmanuel Guigon
Director – Museu Picasso, Barcelona

The first International Congress about Picasso dealt with various perspectives of Picasso’s production, by taking an in-depth look at topics such as the creative processes in all the artistic disciplines of Picasso, the circulation of his works and the understanding of the works of the artist, as well as the relation with his writings and other writers.

In essence, the first international colloquium of Picasso, in which more than sixty speakers participated, represented a good overview of the life of the Picassian institution.

The second International Congress Picasso, focused on Picasso’s sculptures, and placed the emphasis on themes such as the origin of sculpture in the work of the artist, the sources, influences and references in Picasso, the multiple creative processes of sculpture, and finally, Picasso and his contemporary sculptures.

The Congress was developed around the exhibition «Picasso. Sculptures», from March 8th to August 28th 2016, in the Musée Picasso of Paris, with the aim of showing to the public a barely studied aspect of Picasso’s sculpture: its multiple dimension by means of the study of series, variations, copies and enlargements which were done based on original sculptures.
The Museu Picasso is the centre of reference for the knowledge about the formative years of Pablo Picasso. The more than 4,000 works of the permanent collection help us to get to know the evolution of the young artist, as well as his ties with Barcelona. The museum also hosts an important representation of works from other periods, and extensive collection of prints and the complete series of Las Meninas (1957).

The aim of the Fundació Palau is to conserve, exhibit and spread the artistic and documentary collection of Josep Palau i Fabre. Known as one of the most prestigious specialists on the life and work of Picasso, one of whom he was a personal friend for many years, Josep Palau i Fabre also cultivated poetry, essays and theatre. The fundació exhibits, in a permanent way, the works of Pablo Picasso, Joaquim Torres Garcia, Isidre Nonell, Joan Miró, Antoni Clavé, Antoni Tàpies, Perejaume and Barceló, amongst others.

The main goals of the 3rd International Congress about Picasso are:

- To present the most recent works about the work and figure of Picasso.
- To explore the concept of Picasso and identity.
- To reference the topic from very diverse perspectives.
- To attract a major diversity of participants. From students, curators, art critics, artists, writers, etc.
- To reach the largest possible audience, both physical and virtual by means of streaming or real-time reproduction.
- To create a website focused on the 3rd International Congress of Picasso and identity.
- To highlight the role of the biographer Josep Palau i Fabre and to commemorate his centenary.
- To continue with the international annual congresses about the artist Pablo Picasso.
- To not place any limit of the research by the speakers.
- To approach the topic of identity from the creative and non-conventional point of view.
- To appeal to the largest possible amount of information through the social networks of the Museu Picasso of Barcelona.
- To spread the maximum amount of information through the social networks of the Museu Picasso of Barcelona.
- To collaborate in a direct way with other cultural organizations.
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OPEN CALL FOR PRESENTATIONS

The organizing committee carried out a call for presentations, open to all our community, diverse and global, encouraging the participants to present proposals for presentations related to the topic of Picasso and identity. Apart from curators, students and art critics, we wanted to attract the interest of a wide diversity of participants, such as artists, writers and students in general. The presentation deadline was November 15th 2016.

Furthermore, it was proposed to the candidates that they approach the topic of identity from the most creative points of view, without the restriction of more conventional definitions. With the aim of stimulating the proposals of the participants, different ideas were proposed around the theme of identity, without wanting, whatsoever, to place limits on the research.
### PARTICIPANTS

List of participants in alphabetical order

<table>
<thead>
<tr>
<th>Adrià, Ferran</th>
<th>Antacli, Paulina L.</th>
<th>Avinyó, Gemma</th>
<th>Barón, Ester</th>
<th>Bernadac, Marie-Laure</th>
<th>Bonino, Fabienne</th>
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<th>Casacuberta, Margarida</th>
<th>Chenais, Camille</th>
<th>Cortadella, Margarida</th>
<th>Dodiya, Atul</th>
<th>Doménech, Silvia</th>
<th>Eriksen, Karen Westphal</th>
<th>Follert, Kendall</th>
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</thead>
<tbody>
<tr>
<td>Adrià, Ferran</td>
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<td>Bouvard, Emilie</td>
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<td>Domenech, Silvia</td>
<td>Eriksen, Karen Westphal</td>
<td>Follert, Kendall</td>
</tr>
</tbody>
</table>

### PROGRAMME

#### THURSDAY APRIL 27TH

**Welcome**

**Key Speaker 1**

**Barcelona Lectures 1 - 2**

**Coffee Break**

**Q & A**

**Lunch Break**

**3. National Identity Lectures 3 - 6**

**Q & A**

**6. Global Issues Lectures 20 - 22**

**Q & A**

**Lunch Break**

**63. Methodologies Lectures 7 - 10**

**Coffee Break**

**64. Guernica Lectures 11 - 15**

**Q & A**

**18:00**

**20:00**

**Museu Picasso Visit**

**Fundació Joan Miro Visit**

**Bus Transfer to Caldes d’estrac**

#### FRIDAY APRIL 28TH

**Welcome & Coffee**

**Key Speaker 3**

**Saturday April 29th**

**Bus Transfer to Barcelona**

**Brunch courtesy of Fundació Palau**

**Fundació Palau Visit**

**Saturday April 29th**

**View programme**

#### SATURDAY APRIL 29TH

**Bus Transfer to Barcelona**

**Brunch courtesy of Fundació Palau**

**Fundació Palau Visit**

**Saturday April 29th**

**View programme**
REPORTS

PUBLIC OF THE CONGRESS

SOCIAL NETWORKS REPORT

BROADCASTING REPORT

PRESS CUTTINGS
In this report, we analyze the impact in the social networks of the activity generated by the third International Congress Picasso and identity that the Museu Picasso organized together with the Fundació Palau from April 27th to 29th 2017. From the Museu Picasso the start of the first and second days were covered live. Over the three days we increased the number of organic messages broadcast, above all on Twitter and on Instagram. Furthermore, we carried out a campaign to provide diffusion of the activities of the congress, the result of which led to our publications reaching a wider audience. The chart shows us how, from April 25th to May 2nd, the official tag #PicassoIdentity registered 274 mentions from a total of 62 users; a fact that reflects the major activity of the users, including the profiles of the Museu Picasso itself. On Saturday April 29th in the afternoon, the day the congress finished, the biggest activity was produced with more than 30 mentions, given that various of the users shared conclusive tweets.

With regard to the profile of the users, it is worth highlighting that more than 65% were women; it is a reflection of the offline public of the congress. Moreover, it is also worth mentioning various cultural entities such as the Fundació Palau and the Museo Picasso of Malaga, even though there are not many mentions from international entities.
As follows, we will show the most significant highlights that were made of these three intensive days. The messages received a limited reception. In Instagram we have used the albums to show the different talks and, given the response we obtained, it seems we can confirm the trend that they generate less engagement than just one image. On the other hand, it should be highlighted that there are some interesting exceptions to this trend, such as the image on Instagram of activities on the first day of the congress, which was the entrance that worked best of #Picassolidentity, with more than 300 likes; a tweet of the beginning of the congress with a link to streaming, and a conclusive link and acknowledgement broadcast in Catalan on Saturday 29th. We can see so, as follows:
TWITTER CAMPAIGN

Four advertisements were designed to provide diffusion of the International Congress Picasso. However, as the capacity was already complete, we decided we would only dedicate a campaign to announce the fact that the conference would be broadcast live by internet. Furthermore, we also elaborated a final campaign for the diffusion of the videos with the summaries of the congress and the blog entries. Two of the advertisements that we did for the congress we will destine to other activities of the Museum. We will therefore focus on the diffusion campaign of the International Congress Picasso that, as we have seen in the graphics, we launched from April 25th to 28th. With the aim of generating link clicks towards the website of the congress, we published three advertisements, in Catalan, Spanish and English.

In total, during the last days, a total of 920 link clicks were generated towards the website of the congress, as can be seen in the chart. With regard to impressions or visualizations, it is worth highlighting the version of the advertisement in English, given that it achieved greater scope with a total of 23,353 visualizations, while the version in Catalan came second, quite far behind with 9,143 visualizations; with a similar volume to the Spanish version.

FACEBOOK CAMPAIGN

As we had already done on Twitter, in Facebook we also carried out a campaign to provide diffusion in real time and live from the congress. In this case 1,033 clicks were generated (a similar volume to those of Twitter). Thanks to this campaign, over a period of four days, we impacted on 41,851 people from audiences in Catalan, Spanish and English, given that it was an advertisement aimed at our public as a whole according to their language.
Broadcasting from the COAC, April 27th and 28th 2017

GLOBAL VISUALISATIONS OF THE CHANNEL

Visualizaciones

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GLOBAL TRAFFIC (GB) OF THE CHANNEL

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### PRESS CUTTINGS

#### WRITTEN PRESS

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<tr>
<td>28/04/17</td>
<td>Portada / Ara</td>
<td></td>
</tr>
<tr>
<td>28/04/17</td>
<td>La generositat de Pablo Picasso amb l’exili republicà / Ara</td>
<td></td>
</tr>
<tr>
<td>28/04/17</td>
<td>Inglada aborda la relación del Guernica’ con el cerco de Numancia’ de Cervantes / Sur</td>
<td></td>
</tr>
<tr>
<td>01/05/17</td>
<td>Málaga acogerá la cuarta edición del Congreso Internacional Picasso en 2018 / Europa Sur</td>
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<td>29/04/17</td>
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#### RADIO

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<td>Museu Picasso de Barcelona</td>
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</tr>
<tr>
<td></td>
<td>RÀDIO 4 -RNE — El Matí de Ràdio 4 — 00:00 h—00:00:00</td>
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<td></td>
<td>Interview with Malén Gual, conservator of the Museu Picasso, on the occasion of the 3rd Congress Picasso and of the anniversary of Guernica.</td>
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<tr>
<td>28/04/17</td>
<td>Museu Picasso de Barcelona</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Catalunya Radio - El mati de Catalunya Radio — 07:23 h—00:00:37 #politics. Space ’ The view of the others’ Reading of newspapers. Ara newspaper: the EC denounces the spanish state about the mortgages. The newspaper Ara also includes on the front page an image of Pablo Picasso, it says that two researchers have proviede details about the political commitment of the painter with exiled republicans.</td>
<td></td>
</tr>
</tbody>
</table>
Museu Picasso de Barcelona
Barcelona Tv (local barcelona) — BTV notícies vespre — 20:16 h
– 00:02:12 #culture. The crème de la crème of the experts in Picasso here in Barcelona until saturday. The third edition of the International Congress dedicated to the artist from Malaga has got underway. declarations from Silvia Domènech, Head of Research Museu Picasso.

Barcelona tv (local Barcelona) — BTV notícies migdia — 14:16 h
– 00:01:21 #culture. The crème de la crème of the experts in Picasso here in Barcelona until saturday. The third edition of the International Congress dedicated to the artist from Malaga has got underway. declarations from Silvia Domènech, Head of Research Museu Picasso.

INTERNET

Málaga acogerá la cuarta edición del Congreso Internacional Picasso en 2018 / Europa Sur

Málaga acogerá la cuarta edición del Congreso Internacional Picasso en 2018 / Huelva Información

III Congrès Internacional. Picasso i identitat / Capgros.com

Málaga acogerá la cuarta edición del Congreso Internacional Picasso en 2018 / Malagahoy.es

El IV Congreso Internacional Picasso tendrá lugar en 2018 en Málaga / Hoy Digital República Dominicana

Málaga será sede en 2018 del IV Congreso Internacional Picasso / Yahoo! Finanzas
Especialistes reconstrueixen aspectes inèdits sobre el Guernica de Picasso / La Vanguardia

¿Era Pablo Picasso més francès que espanyol? / El Confidencial

Especialistes reconstrueixen aspectes inèdits sobre el Guernica de Picasso / El Confidencial

Especialistes reconstrueixen aspectes inèdits sobre el Guernica de Picasso / Diario Sur

Especialistes reconstrueixen aspectes inèdits sobre el Guernica de Picasso / El Día

Especialistes reconstrueixen aspectes inèdits sobre el “Guernica” de Picasso / ABC

El eterno dilema sobre identidad española o francesa de Picasso, a debate / La Vanguardia

La identidad artística de Picasso, objeto de debate en su III Congreso Internacional / Republica

El eterno dilema sobre identidad española o francesa de Picasso, a debate / El Confidencial

El eterno dilema sobre la identidad española o francesa de Picasso, a debate / España Portada

El eterno dilema sobre identidad española o francesa de Picasso, a debate / El Día

El eterno dilema sobre identidad española o francesa de Picasso, a debate / El Periódico

Expertos mundiales en Picasso debatirán sobre el artista en un congreso / La Vanguardia

El eterno dilema sobre identidad española o francesa de Picasso, a debate / El Periódico

Agenda Cultural / Nova Conca
Throughout the present edition of the Congress, we have been able to confirm that there are a large number of young researchers who are contributing a new vision to Picasso’s historiography and that enrich the work of the more veteran and relevant historians. One of the most notable aspects of the congress has been the mix of generations in the same colloquium and with one shared interest; Picasso and his identity.

During the first day, after the magisterial presentation of Brigitte Léal, this led us to the relation between Picasso and Barcelona, by contributing unpublished data that reinforce the idea of the friendship of the artist with his old friends and with the city of Barcelona. The duration of the opening of the congress was just right.

The second session, dedicated to national identity, highlighted the partiality of the traditional historiography of the 20th century, given that Picasso was awarded the French nationality, and it turned out to be testimony of the rectification by current historians and biographers.

Continuing on with the third session, focused on methodology and research, it is worth highlighting the major interest generated thanks to the diversity of approaches made by the speakers.

Finally, in terms of the speakers of the fourth session of the first day, dedicated to Guernica, new references were provided regarding the reasons for the inspiration of the artists, unknown until now, as well as the impact of the painting in Spanish exile and the impasse of its return to our country.

The second day opened with “the paella of Picasso” with Ferran Adrià, who highlighted the importance of understanding the creative process of any artistic discipline. Even though it broke the dynamic of the Congress, it served as a stimulus to continue with the following talks.

Then, the fifth session was dedicated to the construction of the image of Picasso, either by himself, by his friends or by the first collectors of the artist.

During the sixth session we were able to see the impact of Picasso on the world and the admiration he awoke from among very different civilizations, such as, for example, the Japanese artistic community, with whom he established two-way relations.

With regard to the seventh session, we listened to the opinions of three notable artists and their own experiences about how they had got close or distanced themselves from Picasso and his work; and how, thanks to the artist they had understood art and how they had to forget him if they wanted to develop their artistic trajectory with their own personality.

To conclude the second day of the Congress, throughout the eighth session we talked in general terms about the work of Picasso, by placing emphasis on the idea that the artist was much more than a painter, given that he embraced an infinite number of artistic disciplines.

Saturday was the last day of the Congress in the Fundació Palau of Caldes d’Estrac, and during the ninth session we focused on the biographers and first critics of Picasso, especially Palau i Fabre, whose centenary is being celebrated this year - 2017.

In conclusion, in very general terms, of the 3rd International Congress about Picasso and Identity, we would like to highlight the high level of participation and the quality of the interventions in the debates, emphasizing above all the little time available to the speakers. Overall, there was a very good level of research, with innovative contributions, and very good archive work, with various visions of the same topic. The result was highly satisfactory, and there were very notable interventions, which contributed to bringing to light new aspects and relations in the work of Picasso.
LOCATION

Barcelona, April 27th and 28th 2017:
Lecture hall of the Col·legi Oficial d’Arquitectes de Catalunya (COAC)
Plaça Nova, 5
08002 Barcelona

Caldes d’Estrac, April 29th 2017:
Hotel Colón Thalasso Thermal
Plaça de las Barques, s/n
08393 Caldes d’Estrac, Barcelona

SECRETARY PICASSO CONGRESS
congress@aopc.es
Tel. +34 933 027 541

TECHNICAL ORGANIZER
AOPC- Professional organizer of congresses

DESIGN AND ADAPTATION FOR WEB
Todojunto.net

WEBSITE
museupicassobcn.org/
congres-internacional/en

SOCIAL NETWORKS
Managed by
ZINKDO Digital SL.

Tag used during the Congress:
#PICASSOIDENTITY

STORIFY
By means of #Picassoidentity we collected everything which was published on the social networks and on the website about the 3rd International Congress Picasso and identity on the social networks and the website: storify.com/museupicasso/picassoidentity

FACEBOOK
facebook.com/MuseuPicassoBarcelona

TWITTER
twitter.com/museupicasso

INSTAGRAM
instagram.com/museupicasso/

FLICKR
flickr.com/photos/museupicassobarcelona/
sets/72157680419076944

CREDITS ACKNOWLEDGEMENTS

The 3rd International Congress of Picasso held in Barcelona from April 27th to 29th was possible thanks to the invaluable collaboration and participation of all the speakers and attending public, without whose involvement the congress would not have been able to become a success. Furthermore, we would like to highlight the importance of the help of each member of the scientific committee in achieving the good results of this event.

Moreover, we are very grateful for the support and collaboration of the Col·legi d’Arquitectes de Catalunya, with a special mention to Lluís Comerón and Fernando Marzá. Thanks also to the Musée Picasso de Paris, to the Fundació Palau and to the Fundació Miró for their collaboration. From the Museu Picasso we would like to congratulate you on your involvement and support, who have been the true creators of the success of the congress.

We would also like to highlight the support of ZinkDo Digital SL., AOPC Congress, Todojunto.net, Hotel Catedral, Hotel Colón and StreamingBarcelona. To all of these organizations, thank you very much for making this project possible.

And very especially we would publicly like to pass on our gratitude to the Fundación Almine y Bernard Ruiz-Picasso para el Arte (FABA) for the collaboration.

Museu Picasso
de Barcelona
www.museupicassobcn.org/congres-internacional/en/