

#INGOYA

 **FERNÁN GÓMEZ**
CENTRO CULTURAL DE LA VILLA

Madrid welcomes #INGOYA, a state-of-the-art immersive experience to delve into Goya's paintings



#INGOYA in Madrid. Photo: Jesús Varillas.

Madrid, October 5, 2021-The **Fernán Gómez. Centro Cultural de la Villa** in **Madrid** hosts, from **October 5 to January 16**, an immersive experience around the work of **Francisco de Goya**. With a careful production and using cutting-edge technologies, **#INGOYA** offers visitors an immersive audiovisual experience to enjoy the work of the Spanish master in a unique way.

In **#INGOYA**, **more than a thousand images** surround the public thanks to forty state-of-the-art projectors that, synchronized with music by classics such as **Albéniz, Falla, Granados** or **Boccherini**, create a perfect alliance between **art and technology** to bring the talent of the brilliant painter to the public of all ages.

The historical and cultural rigor will allow art lovers to enjoy an experience that, at the same time, places particular emphasis on introducing Goya's work and vision of the world to **young audiences**. Moreover, coinciding with the progressive reopening of borders to tourism, **#INGOYA** is the perfect prelude for travelers who want to delve into the master of masters' paintings before visiting other major museums in the capital.

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Thanks to the use of **cutting-edge techniques** in computer graphics and post-production, as well as color correctors that take maximum care of the original palette, #INGOYA immerses the visitor in the paintings in a **precise and faithful way**, perfectly combining the quality of its production with the **maximum sensory enjoyment** and the emotion of being part of the universe of this great artist.

#INGOYA is **produced entirely by a Spanish company** and is the result of collaboration with **more than twenty museums around the world**, whose collections include the works that make up #INGOYA. The project has been developed with the advice of the best specialists in the painter's work.

#INGOYA is a **travelling exhibit** that arrives in Madrid after its success at the Palacio de Congresos de Granada during the spring of 2021. It will later travel to Spanish cities such as Valencia, Malaga, and Zaragoza, before making the international leap to Europe, Asia, and Latin America.

#INGOYA in figures

- **40** state-of-the-art laser projectors.
- Projection of **almost 200 paintings**, drawings, and engravings by Goya from the collections of more than twenty museums around the world.
- The first immersive project about a Spanish artist promoted by a **100% Spanish company**, with a multidisciplinary team of **10 people**. A tool to promote the Spain Brand in the world through a universal artist such as Francisco de Goya.
- A soundtrack composed of **18 musical pieces** combined in a unique way to create an emotional experience around Goya's work.
- **More than 25,000 visitors** at the Palacio de Congresos de Granada in the middle of the pandemic.
- **More than 1,000 students** of all educational levels visited #INGOYA in Granada and studied Goya afterwards through the didactic booklets.
- **1,300 people from groups and associations** with special needs and profiles (children, women, people with disabilities, unemployed, ...) visited #INGOYA in Granada thanks to the sponsorship of Fundación La Caixa.

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The experience

The experience for the public begins at the **Didactic Room**. In that initial contact the essential keys are given, in English and Spanish, to know the figure of this artist and understand his painting from several points of view:

- 1. Goya, universal artist.** A section that introduces the visitor to the importance and universal relevance of the artist, the aspects that made him stand out among his contemporaries and the relevance of his message in the century in which we live.
- 2. Goya at the service of the Court.** This section reviews his official pictorial production at the service of the social elite, from the monarchs to the ecclesiastical hierarchy, the nobility and the high bourgeoisie.
- 3. The censorship of human vices.** This section emphasizes the critical capacity of the artist, especially through his drawings and series of engravings, in which he reflected the miseries of the human condition.
- 4. Goya and violence.** Violence is an aspect present throughout the artist's production (tapestry cartoons, drawings, series of engravings, black paintings) and it is intended to highlight in this section for its direct and original expression and where, without taking sides with any of the opponents, clearly reflects his opposition to it.
- 5. Goya and women.** Women have an extraordinary presence in the artist's work that deserves to be highlighted. From the best-known portraits such as the ladies of the Osuna family or the Countess of Chinchón, whom he portrayed over several decades, to the Duchess of Alba, or the majas of his paintings.
- 6. Life and work of Goya and historical context.** Section that frames Francisco de Goya in the time in which he lived, along with the most relevant historical events of his time.
- 7. Details of some of the works included in #INGOYA.**

Next, the Didactic Room is transformed into the **Emotional Room**. Goya's best works are shown surrounding the visitor and introducing him fully into the scenes he painted: tapestry cartoons, portraits, power, the people, war, bullfighting, black paintings, the end of his days... The public can see as never before classic works such as *The Family of Carlos IV*, *The Naked Maja* and *The 3rd of May in Madrid or The Executions*, among many others. Enlarged fragments in which one can appreciate the texture of the brushstrokes, the small aspects that go unnoticed, the expressions and movements of the characters and the stories that underlie each work. This immersive experience is accentuated by the synchronization with an exquisite selection of musical pieces by classical composers such as Falla, Albéniz, Granados and Boccherini.

At the end, visitors can access the **shop**, where it is possible to approach bibliography on Goya, as well as a collection of objects conceived by the same creative group that generated the exhibition.

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An experience to enjoy culture safely in front of COVID-19

The #INGOYA team and the Fernán Gómez. Centro Cultural de la Villa have taken **all health measures** to ensure that the experience can be enjoyed safely, reducing the risk of contagion as much as possible:

- Mandatory use of masks during the entire tour.
- No tactile elements.
- Hydroalcoholic gel available to disinfect hands at entrance and exit.
- Adequate ventilation.
- Safety distance due to reduced seating capacity and sufficiently large spaces.
- Entry and exit of the rooms in a gradual and orderly manner.

#INGOYA in Madrid has been made possible thanks to the collaboration of **Fernán Gómez. Centro Cultural de la Villa** de Madrid and the support of **Hammam Al-Ándalus** and **Renfe**.

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