

#IN  
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Una  
experiencia  
inmersiva





The most solvent "immersion" created to date in Spain.

Ángela Molina, Babelia, El País

#INGOYA is, basically, an emotional experience.

Ayanta Barilli, A Media Luz, Libertad Digital

It maintains fidelity to the originals, but proposes to new paths of enjoyment and understanding.

Andrea Farnós, El Confidencial



The **Fernán Gómez.Centro Cultural de la Villa** de Madrid will host, from **5 October 2021 to 16 January 2022**, an **immersive experience** around the work of **Francisco de Goya**. This arrival in the capital comes after its successful run at the **Palacio de Congresos de Granada** in spring 2021 and before continuing its itinerancy to **Spanish cities** - such as Valencia or Seville - and making the international leap to **Europe, Asia and Latin America**.

With a production that has been painstakingly produced using cutting-edge technologies, **#INGOYA** offers visitors an immersive audiovisual experience to enjoy the work of the Aragonese master in a unique way. In **#INGOYA**, more than a thousand images envelop the public thanks to forty state-of-the-art projectors which, synchronised with music by classics such as Albéniz, Falla, Granados and Boccherini, create a perfect alliance between **art and technology** to bring the talent of the brilliant painter to audiences of all ages.

The historical and cultural rigour 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 travellers who want to delve deeper into the painting of the master of masters before visiting other great museums in Spain.

Thanks to the use of cutting-edge techniques in **computer graphics and post-production**, as well as colour 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 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 Goya.



## THE EXPERIENCE

The experience begins in the **Didactic Room** where the essential keys are given, in English and Spanish, to get to know the figure of the artist and understand his painting from various points of view:

**1. Goya, universal artist.** This section introduces visitors to the universal importance and relevance of the artist, the aspects that made him stand out from 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 looks at his official pictorial production in the service of the social elite, from monarchs to the ecclesiastical hierarchy, the nobility and the gentry.

**3. Censorship of human vices.** This section emphasises the artist's critical capacity, 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 (cartoons, drawings, series of engravings, black paintings) and is highlighted in this section because of its direct and original expression and where, without taking sides with any of the opponents, he 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* in his cartoons and the prostitutes in his drawings, whom he shows as victims, but also as executioners.

**6. Life and work of Goya and historical context.** This section frames Francisco de Goya in the time in which he lived, together with the most relevant historical events of his time (18th - 19th centuries).

**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 enveloping the visitor and introducing him fully into the scenes he painted. The public can see classic works such as *The Family of Charles IV*, *The Naked Maja* and *The 3rd of May in Madrid (The Firing Squad)*, among many others, as never before. Enlarged fragments in which the texture of the brushstrokes, the unnoticed aspects, the expressions of the characters and the stories that underlie each work can be appreciated. This immersive experience is accentuated by synchronisation with an exquisite selection of musical pieces by classical composers such as Falla, Albéniz, Granados and Boccherini.

At the end of the exhibition, visitors can enter the **Shop**, where they can see a bibliography on Goya, as well as a collection of objects conceived by the same creative group that generated the exhibition.



## TEAM

### **Director: Yolanda Bergareche**

Producer with more than 20 years of experience in the audiovisual sector and cultural management. She has held management positions in companies such as Antena 3 Televisión, Molinare and Telson, where she was General Manager. She has also been CEO of Madrid Arte y Cultura, MACSA, currently Madrid Destino belonging to Madrid City Council.

### **Artistic direction: Juan Delcán**

Prestigious audiovisual artist based in Los Angeles for over 20 years. His recent work includes the design of audiovisuals and screens for the Emmy's Gala, and the conception of the audiovisuals and stage graphics for the last U2 and Aerosmith tour.

### **Musical direction: Mario Gosálvez**

The selection of the musical themes has been made by Mario Gosálvez, a renowned orchestra conductor and great connoisseur of the music of the period.

### **Postproduction: Jorge Calvo**

Member of the Film Academy and the prestigious American Visual Effects Society. Nominated for a Goya for Pedro Almodovar's film Talk to Her. After working at Molinare and Telson, he founded Mad Pix and now runs his own post-production boutique, Chelsea 22.

### **Technical Director: Carlos Sánchez**

Technical director with more than 30 years of experience in the audiovisual sector. He has been in charge of audiovisual technical support for awards galas such as the Los40 Music Awards and Premios Ondas, among others, as well as having won a Grammy in 2016.

### **Institutional relations: Isabel Oliart**

Music producer and editor, with more than 20 years of experience in cultural management, who formed, under the direction of Margarita Cavestany Bastida, the first Art investment department in BANIF.

### **Producer: Alfonso Mardones**

A professional with more than 20 years of experience in the audiovisual sector, he has been General Manager of Globomedia in Spain and CEO of Promofilm in Latin America. He is an architect by UPM, Executive MBA by Instituto de Empresa and Master in Digital Business by ISDI.



## PROMINENT APPEARANCES IN THE MEDIA

### International media

[The Korea Herald - How art and technology combine for a deeper experience of Goya](#)

[Associated Press - Spain Goya exhibition](#)

[The Atlantic - Photo by France Press](#)

[Anadolu Agency](#)

### National media

[El País - Goya's humour, violence and women leave the museum El Cultural de El Mundo - Goya's world in 40 minutes](#)

[ABC - Family plan to discover Goya in detail with an immersive technique Telediario TVE1 6 October 2021](#)

[Telecinco, midday news. 27 October 2021 Cadena](#)

[SER. Hoy por Hoy Madrid. 9 October 2021 Zoom net](#)

[RTVE](#)

[Attention works, RTVE](#)

[In sign language, RTVE](#)

[Babelia, El País - Immersive exhibitions: all for Van Gogh, but without Van Gogh](#)