



**DAY-LONG CONFERENCE RELATED TO THE PHOTOGRAPHIC EXHIBITION  
“DISTINCTION. A CENTURY OF FASHION PHOTOGRAPHY.”**

**Date:** 1 December.

**Time:** 11 a.m.

**Location:** Cristóbal Balenciaga Museoa, Getaria.

Entry free. Limited spaces. Registration required.

The exhibition *Distinction. A century of fashion photography* is based on fashion the Design Museum of Barcelona, composed of more than 30 artists with photos in a range of sizes from between 1903 and 2013.

The purpose of the exhibition is to understand the meaning and function of fashion photography, which has been an important instrument used to promote fashion, since the second half of the 20th century in particular, and explain its function throughout a century through talk that is both chronological and thematic. The exhibition includes major names from fashion photography in Spain such as Ramon Batlles, Oriol Maspons, Manel Esclusa, María Espeus, José Manuel Ferrater, Antoni Bernad, Manuel Outumuro, Txema Yeste, Eugenio Recuenco, Sergi Jasanada and Javier Vallhonrat, to name a few.

Cristóbal Balenciaga Museoa, in collaboration with Kutxa Kultur Moda, presents this conference that aims to delve into the importance of visual communication in the fashion world, as well as in the conclusions introduced in the exhibition, the result of the research carried out by several specialists involved in the exhibition project.

**PROGRAMME**

**11 a.m.** Presentation of the conference. Miren Vives Almandoz, Director of the Museo Cristóbal Balenciaga, and Mikel Mendarte, Director of Kutxa Kultur.

**11.10 a.m.** First talk. “The fashion system and photography”. Silvia Ventosa. Head of the Department Textile and Fashion of the Museu del Disseny de Barcelona [Design Museum of Barcelona], and assistant curator of the exhibition

**12 p.m.** Second talk. “Photography and fashion: From 1903 to 2013”. Juan Naranjo. Curator of the exhibition *Distinction. A century of fashion photography*

**12.50-1.10 p.m.** Break.

**1.10 p.m.** Third talk. “Photography, generator of artistic value through image”. Daniel Riera. Photographer.

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**2 p.m. Free tour of the exhibition.**