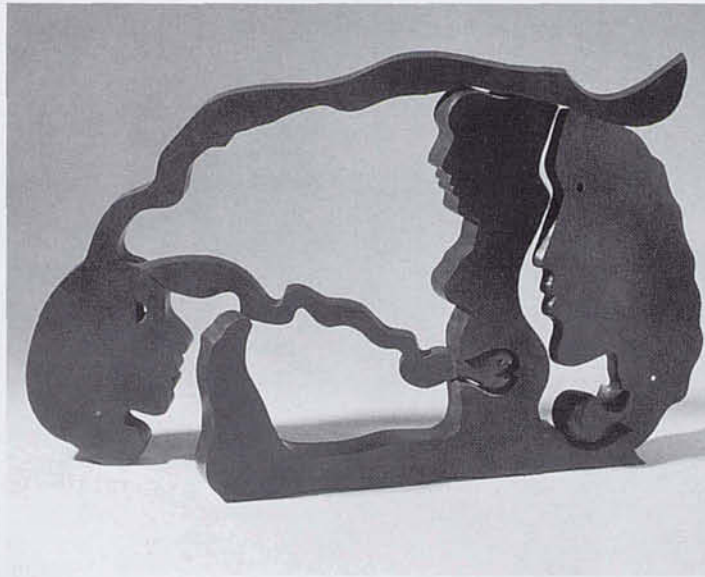


# THE CATALAN CONSORTIUM FOR THE PROMOTION OF CULTURE ABROAD



JORGE CASTILLO. *MARIENZA*. 1985. NEW YORK

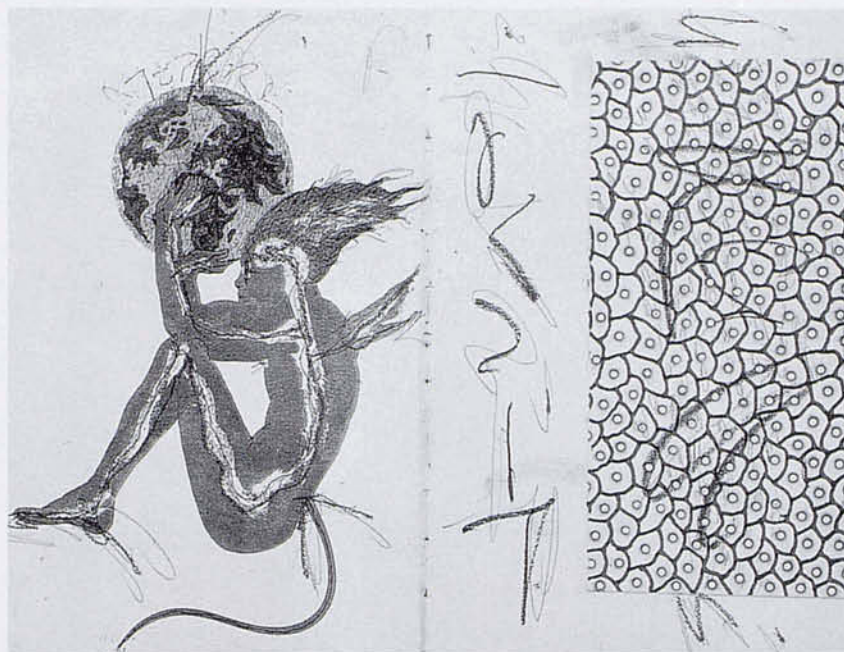
THE CATALAN CONSORTIUM FOR THE PROMOTION OF CULTURE ABROAD WAS SET UP IN NOVEMBER 1991; SINCE THEN IT HAS BEEN WORKING ON TWO MAIN FRONTS. ONE OF THESE AIMS TO GIVE AN OVERALL PERSPECTIVE OF THE VARIOUS DIFFERENT CULTURAL INITIATIVES AND THE OTHER CO-ORDINATES THE WORK OF PROJECTION ABROAD CARRIED OUT BY THE DEPARTMENT OF CULTURE OF THE GENERALITAT DE CATALUNYA.

JOSEP M. HUGHET

**C**atalan culture has always been open to the world, and thanks to this it has shared in the most important cultural trends of each moment of history without losing its own identity. The Catalan people therefore have their own collective history, cul-

ture and temperament. But no culture can live enclosed in itself, it must try to widen its sphere of influence as much as possible so as not to lose its capacity for creation and so as to keep in touch with the most innovatory activities. Aware of this need for the internation-

alization of the cultural market, the Department of Culture of the Generalitat de Catalunya has wanted to provide Catalan culture with the instruments and means it needs to make itself known and be able to compete. To this end, in November 1991 it set up



ZUSH. EVRUGO ACS. *THE BOOK OF EVOLUTION*. 1981-83.  
CAMILLE VON SCHOLZ COLLECTION. BRUSSELS.

the Catalan Consortium for the Promotion of Culture Abroad, which since then has been working on two main fronts.

One aims to give an overall perspective of all the different cultural initiatives forming part of the foreign projection carried out by the different offices of the Department of Culture since 1980. The COPEC, which is legally an independent organ, brings together the interests of the different bodies it is made up of: the Art Barcelona Gallery Association, the Catalan Association of Cinematographic and Audio-visual producers, the Association of Catalan-language Publishers, the Association of Art Galleries of Catalonia, the Association for the Diffusion of Folklore, the Catalan Music Council, the Council for the Promotion of the Decorative Arts and the Publishers' Guild of Catalonia.

The help of all the member associations, its international vocation and the urge to present our culture all over the world have opened up new doors that allow a greater and more varied external promotion. One almost indispensable development has been the opening of delegations in the chief European capitals. The COPEC has set up branches

in Germany and France in the offices of the COPCA (an organ of the Generalitat de Catalunya working in the field of commercial promotion) in Berlin and Paris respectively. The COPCA has also made available to the COPEC its Copenhagen offices for whatever cultural activities it considers appropriate. This joint effort has contributed to giving Catalonia an image of uniformity and quality abroad. In charge of these offices are Francesc Puértolas in Berlin, Virginie Lefèvre in Paris and Ma. Àngels Colom in Copenhagen. The addresses of the delegations are:

COPEC Delegation in Berlin  
Friedrichstrasse 180  
10117 Berlin

COPEC Delegation in Paris  
33, Quai de la Seine  
75019 Paris

COPEC Delegation in Copenhagen  
Jerbanegade, 4 sidehuset st tv  
1608 Copenhagen

The three COPEC offices follow a joint plan of action to promote Catalan culture abroad. The plan includes a series

of main points such as market studies of the target country, the presentation of Catalan groups and artists in their area of influence so as to make them known to the country's cultural circles and the transmission of information to Catalonia on cultural events in the country which could include a Catalan contribution in the programme.

As well as the joint plan of action, each delegation works individually to become an important element in the cultural circuits of its corresponding area of influence. These activities have included co-ordinating the participation of Catalan groups in the Leverkusen Jazz Festival, organising the tour of Roth, Heidelberg and Berlin by the dance group Nats Nus, supporting the event "Lletres Catalanes" at the Pompidou Centre in Paris, co-ordinating the exhibitions by Carles Arnal and Xavier Cuencaiturat at Orsay, organising the event "Katalank Höst" at the Swedish towns of Malmö and Lund and taking part in the seminars for Copenhagen Cultural City 96.

All that remains is to trust that the work carried out by the COPEC will help to reinforce the presence and the image of Catalonia all over the world. ■