

## **Strategic alliance between the tourism and cultural sectors in Barcelona**

Partnership agreement between Grup Catalonia, H10 Hotels and the Fundació Joan Miró

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### **Press release**

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#### **Grup Catalonia, H10 Hotels and the Fundació Joan Miró are forging an alliance between tourism and culture to contribute to the recovery of the city of Barcelona**

**These three organisations have signed a partnership agreement covering the years 2022, 2023 and 2024 that will see the tourism and cultural sectors join forces in an initiative of enormous strategic importance to raising Barcelona's international presence.**

**This alliance is a clear manifestation of Grup Catalonia and H10 Hotels' commitment to the economic recovery of the city and of culture.**

**The agreement will make it possible to launch new artistic initiatives at the Fundació Joan Miró and to develop the cultural amenities in the Parc de Montjuïc.**

**Barcelona, 26 April 2022.-** The cultural and tourism sectors in Barcelona are launching an alliance to foster new and unprecedented frameworks of collaboration and to contribute through art to the city's recovery from the Covid-19 pandemic. The agreement between Grup Catalonia and H10 Hotels and the Fundació Joan Miró will make it possible to support proposals of significant strategic value to promoting Barcelona around the world by incorporating actors in the hotel sector into efforts to ensure the sustainability of the artistic ecosystem in the city. The initiatives, which will involve and add new connections between various sectors, will advance the recovery of



the city's economic, social and cultural vitality. The goal of this alliance is to increase the attractions that contribute to quality tourism and to the transformation of spaces in the city, such as the Parc de Montjuïc and its cultural and sports fabric.

From left to right, Guillermo Vallet, Executive VP Grupo Catalonia, Sara Puig, President of Fundació Joan Miró and Jordi Espelt, General Manager H10 Hotels.

# Fundació Joan Miró Barcelona

This commitment provides an opportunity for collaboration between two key sectors in the city over the next three years, during which Barcelona will host major cultural events, among them the *Miró-Picasso* exhibition in 2023 and the fiftieth anniversary of the Fundació Joan Miró in 2025. Grup Catalonia and H10 Hotels will be contributing €50,000 euros to the foundation in each of the coming three years, thereby making it possible to pursue artistic and social initiatives that will help to strengthen the city's cultural fabric and raise its visibility.

## **Catalonia Hotels & Resorts**

Catalonia Hotels & Resorts is a family hotel chain founded by the Vallet brothers. After its early days, when it focused on the real estate business, the company opened its first hotel in 1983. Just a few short years later, it had become one of the leading hotel chains in Catalonia. Today, the company has seventy-three establishments in more than twenty different destinations: fifty-six hotels in Spain, one in Brussels, one in Berlin, one in Amsterdam, one in Porto, twelve resorts in the Caribbean (six in the Dominican Republic and six in Mexico) and an urban hotel in the city of Santo Domingo.

Catalonia Hotels & Resorts opened its first establishment in Barcelona in 1983. Today, it is one of the leading chains in the city, with thirty establishments that between them offer over 7,000 hotel beds. They have mounted major refurbishment projects in Barcelona, transforming iconic buildings of historical importance into charming hotels. The most notable examples are the Catalonia Eixample 1864, a venerable building that was among the first residential edifices in Barcelona and which is today listed as a Historical Monument; the Catalonia Plaça Catalunya, a Modernista building dating from the late nineteenth century; and the Catalonia Portal de l'Àngel, a mansion in the neoclassical style built in 1872 and included in the list of artistic heritage in Barcelona.

## **H10 Hotels**

H10 Hotels is a Barcelona-based hotel chain that has been operating since the late 1960s. The chain runs more than sixty hotels in twenty-two destinations, with a total of 17,937 rooms, most of them owned by the company. H10 Hotels is the seventh largest hotel chain in Spain and is growing in its home country, where it has fifty-two hotels (fifteen of them in Barcelona), as well as worldwide, with fourteen establishments located abroad. The chain aims to continue its international expansion in capital cities in Europe, where it already has hotels in Rome, Venice, London, Berlin and Lisbon, as well as in the Caribbean, where it has establishments in Punta Cana, Riviera Maya and Jamaica.

# Fundació Joan Miró Barcelona

Most of H10 Hotels' portfolio consists of four-star and four-star superior establishments, followed by five-star and three-star. H10 Hotels is renowned for its excellent locations, specialised services to suit guests of every kind, fine cuisine and facilities that are constantly renovated to ensure they meet the highest standards of quality. The chain has received numerous awards and accolades over the years from international tour operators and websites such as TripAdvisor and HolidayCheck, where clients rate hotels on the basis of their own experiences.

The H10 Hotels chain collaborates actively in a number of social and environmental projects with not-for-profit associations, hospitals, schools, orphanages and NGOs that contribute to the sustainable development of our establishments. In our commitment to society and the environment, we are supported by collaborators, clients and staff who enable us to ensure the success of these projects.

## Fundació Joan Miró

The Fundació Joan Miró in Barcelona works to raise the understanding and knowledge of the work of Joan Miró and of contemporary art. Founded by Miró himself with initial holdings consisting in the main of his private collection in order to establish an international centre of excellence specialising in his art in Barcelona, the foundation offers an opportunity to take a tour of the landscapes of Miró's life and work, while also engaging in an enriching dialogue with other artists of the twentieth and twenty-first centuries.

One of the priorities of the Fundació Joan Miró ever since it opened its doors in 1975 has been to share Miró's work and legacy with the world. The foundation takes an interdisciplinary approach and combines organising temporary exhibitions with academic activities and projects mounted in collaboration with other institutions and organisations. Through its programme of exhibitions and its educational outreach, it presents areas of research related to themes connected with Miró's work and new art. The foundation is housed in a building designed by Josep Lluís Sert and is one of the few museums in the world in which the artist and architect have forged a rapport between the works and their exhibition spaces.

For further information:

**Fundació Joan Miró**  Barcelona

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