



International Press kit

Aquest és un document breu per alimentar de continguts els diferents materials de comunicació i documents que es distribueixin a la premsa a propòsit de les activitats de l'eix internacional del Tricentenari.

El focus ha de centrar-se sempre en l'activitat mateixa, comunicant-ne els seus aspectes més destacats i atractius per al públic objectiu local. La informació sobre el Tricentenari actuarà, en tot cas, com a informació de context. El missatge del Tricentenari (els fets històrics, la commemoració i els seus valors) viatjarà en el vehicle de l'èxit de l'activitat en el territori.

Adjunts hi ha tres blocs d'informació que fan referència als tres grans àmbits d'interès del Tricentenari, adaptats per al públic internacional. Cas que els promotors de cada activitat o els seus gabinets de premsa n'hagin de fer adaptacions, es prega que els materials resultants puguin ser revisats per l'Oficina Tècnica abans de ser difosos. D'igual manera, cas de necessitar informació ampliada, l'Oficina Tècnica resta a la seva disposició.

Finalment, també es troben en aquest document indicacions precises per a l'ús dels logotips del Tricentenari.



[EN]

The historic events of 1714

Throughout 2014 Catalonia is commemorating the tercentenary of the events of 1714, one of the most decisive periods in our history. On 11 September 1714 the city of Barcelona fell after heroically resisting a 14-month siege, thereby ending the War of the Spanish Succession. This conflict, fought over the right to ascend the Spanish throne, spanned the globe and involved two opposing world views: the defensive, pact-making approach of the Catalans, who supported the Holy Roman Emperor Charles VI, and the absolutism of Philip V of the House of Bourbon. For Catalonia, the defeat of the Austrian faction had a profound impact on all aspects of life, the echoes of which can still be heard today.

The commemoration

This year, Catalans are commemorating the events that took place on 11 September 1714. The date marks one of the most important periods in their history and deserves to be remembered for its significance and its lasting consequences. It marks a time when Catalonia and the Catalan people rose up against the odds and fought to defend their way of life, their beliefs and their identity.

The commemoration of the tercentenary of those events aims to be both positive and imaginative, looking back to the past without rancour and projecting hope for the future. It is a commemoration that expresses the goodwill, creativity and constructivism that the Catalan people have always been known for.

This commemoration is also designed to present an opportunity for the Catalan people to reinvent itself, to set new and exciting goals and to be inspired to achieve them. Its aims are as follows:

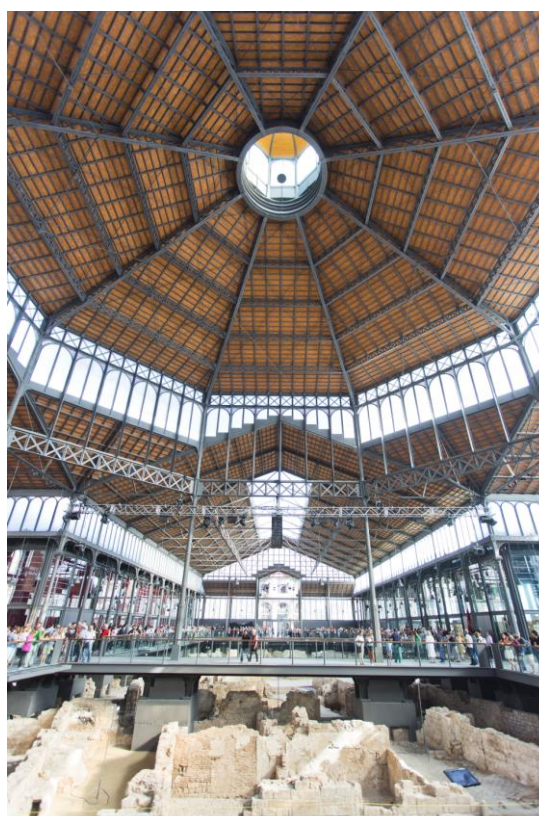
- To commemorate. Remembering the importance of Catalonia's history and way of life.
- To unite. Bringing all of Catalonia together for a common future.
- To reimagine. Analysing potential futures and prompting new challenges in the areas of politics, social wealth, technology and the economy.
- To project. Increasing global awareness of Catalonia and its unique circumstances, and promoting its identity and its culture around the world.

A singular culture with a universal vocation

300 years after the end of the War of the Spanish Succession, the "Case of the Catalans" is once again a topic for debate in the capital cities of the great powers who took part in the original conflict: London, Paris, Vienna and Brussels, among others. Today, however, culture serves as our calling-card around the world.

In each of these cities, various exhibitions will showcase the work of leading Catalan artists of international renown. Through the efforts of these ambassadors, the Tercentenary aims to boost Catalonia's international profile as a country that boasts a singular culture and a universal vocation.

The international aspect of the commemoration of the Tercentenary of the events of 1714 includes a programme that brings together internationally celebrated Catalan figures from different eras, such as Joan Miró, Antoni Gaudí and Joan Fontcuberta, and young exponents of the creativity and diversity of contemporary Catalan culture. Together, these artists articulate the excellence of a culture that has a truly international scope.



The logotype

En un arxiu adjunt s'envien els logotips vectorials.

Per a totes les activitats en què intervé el Tricentenari cal presentar el logotip de la commemoració conjuntament amb el logotip de la Generalitat, harmonitzats segons l'esquema.

En la logomarca del Tricentenari, el text i el símbol sempre seran del mateix color.

Els logotips, cas que sigui necessari, es podran aplicar en negre (preferentment) o blanc (sobre fons fosc). En qualsevol cas, i sempre que es pugui, es mantindrà l'esquema de colors que es presenta.

