

focus ABENGOA

Embargoed until 8.00 pm

The Focus-Abengoa Foundation is celebrating a new edition of its Baroque School entitled, “Enterprises and entrepreneurs in the Baroque times”

- Antonio-Miguel Bernal Rodríguez, winner of the National Prize for History, gave the inaugural lecture, “Capitalism and Baroque: money and economic agents in the art market”.
- An organ concert will be given by José Enrique Ayarra, resident organist of the Focus-Abengoa Foundation, on Tuesday 11th.

Seville, 10 November 2014.- The Focus-Abengoa Foundation, in collaboration with Loyola Andalucía University, today opened the 11th edition of its Baroque School, entitled “Enterprises and entrepreneurs in the Baroque times”. The School will bring together renowned national and international specialists from the fields of economics, history, culture and art at the Hospital de los Venerables until Wednesday 12 November.

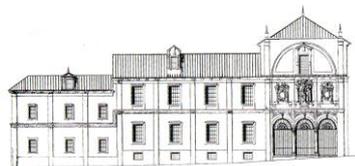
This 11th edition of the Baroque School, which will be broadcast live via the Foundation’s website, will further broaden its international nature beyond the researchers and experts who share their knowledge at the Hospital de los Venerables, by welcoming students from Loyola University, who come from various international centres, for the first time.

All of the enrolled students will have the opportunity to attend a complete program of lectures and round table session as well as guided tours of the General Archive of the Indies in the city of Seville and the Collegiate Church of Osuna, thanks to the collaboration of the archbishopric of Seville. There will also be an organ concert given by José Enrique Ayarra, resident organist of the Focus-Abengoa Foundation.

The opening ceremony was attended by Josep Borrell Fontelles, vice-president of the Focus-Abengoa Foundation; Anabel Morillo León, director general of the Focus-Abengoa Foundation; and Antonio-Miguel Bernal Rodríguez, winner of the National Prize for History, whose profound knowledge of history and economics make him an exceptional director for this latest edition of the School, which has been successfully coordinated by Rocío García-Carranza of the Focus-Abengoa Foundation.

Antonio-Miguel Bernal Rodríguez gave the opening lecture entitled “Capitalism and Baroque: money and economic agents in the art market”. During his talk, he emphasised “the important role of entrepreneurs in relation to mercantile and financial practices, business strategies, the value of money and above all, a new code of business based on social responsibility and economic efficiency”.

He also explained that “this change was driven by changes in the moral theology being promoted by Calvinists and Jesuits”.



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Josep Borrell Fontelles, vice-president of the Focus-Abengoa Foundation, spoke about the work carried out by the Foundation, which has held the Baroque School and the Energy Transition and Climate Change School annually for the last 11 years. The latter is part of the Energy Transition and Climate Change Forum of which Josep Borrell is the director. “The Baroque School, which has brought together more than 100 lecturers and researchers at the Hospital de los Venerables, has become an outstanding and unique event, recognised nationally and internationally”.

In her speech, Anabel Morillo León highlighted the virtues and qualities of the director of this edition saying, “Few people in the sphere of academia and economics history combine such a variety and quantity of skills and aptitudes as Professor Antonio-Miguel Bernal. It was precisely these virtues and qualities that led the Focus-Abengoa Foundation to ask him to direct this edition of the Baroque School”.

This year the School is once again opening its doors to anyone interested in this subject, in addition to the students enrolled on the course. Entry to all the lectures is therefore free while spaces are available. The Focus-Abengoa Foundation has awarded grants to some of the enrolled students.

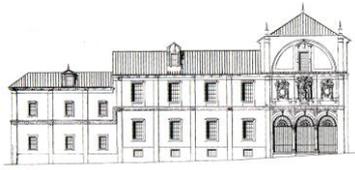
Tomorrow, Tuesday 11th, will begin at 10.00 am with a talk by Antonio M. Macías, professor of history and economic institutions at the Universidad de la Laguna, who will expand on the theme of “Globalisation, commercial internationalism and heritage”. He will be followed by Christopher McKenna, University Reader in Business Strategy and History at the University of Oxford and Director of the Novak Druce Centre for Professional Service Firms at Saïd Business School, who will talk about “The Emergence of the Baroque Corporation and the Counter-Factual Pre-Modern World Outside Europe”.

After a break, the day will continue with a talk on “Enterprise and material culture in the age of the Baroque: trade, samples and marketing *ante litteram*” by Amedeo Lepore, a lecturer in the Department of Economics at the Seconda Università di Napoli, which will be followed by a guided tour of the General Archive of the Indies, led by Manuel Ravina, director of this monument in Seville.

On Tuesday afternoon, Alexander Evers, assistant professor in classical studies and ancient history at the John Felice Rome centre of Loyola University in Chicago, will talk about “Rome, Batavia, Spain, and the VOC: an expression of mercantile pride and independence in Dutch Baroque art”, before Scott Hendrickson S.J., a professor from the same institution, will focus on “Entrepreneurs and merchants in Baroque times: The Jesuits and the educative mission”.

The day will conclude with a round table session, rounded off with an organ concert by José Enrique Ayarra Jarne, resident organist of the Focus-Abengoa Foundation, which will start at 7.30 pm in the church, the same venue as the lectures earlier in the day.

The Baroque School is an important project that is central to the Foundation’s cultural and educational program, turning the Focus-Abengoa Foundation into a forum for discovery and reflection, articulated through internationally renowned lecturers and



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researchers. It addresses the Foundation's main objective to become a leading international centre for studying the Baroque period.

Supplementary information

Antonio-Miguel Bernal Rodríguez

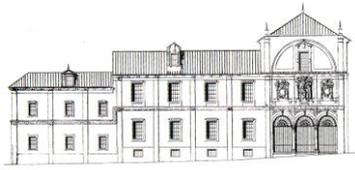
Antonio-Miguel Bernal Rodríguez graduated in philosophy and humanities from the University of Seville. He subsequently continued his education at the Sorbonne and the École Pratique des Hautes Études in Paris. He obtained his PhD in history with the extraordinary prize in 1973, and for seven years was an independent member of the Casa de Velázquez as a researcher for the CNRS (Centre Nationale de la Recherche Scientifique). He was supported by research grants and scholarships from institutions such as the March Foundation, the Institute of Spain, the Chamber of Commerce, the Royal Academy of History, the ICO Foundation and the Bank of Spain, among others. For several years he worked as a teacher at the Istituto Internazionale di Storia Economica "F.Datini" in Prato (Italy) and has taught classes in several Spanish, European and American universities. He is also a founder member of the Spanish Association of Economic History, and sits on the editorial boards of the journals "Histoire Economique et Sociale" (Paris), "The Journal of European Economic History" (Rome) and Editorial Marcial Pons Historia (Madrid). He has worked as a teacher of Economic History in universities such as the Complutense (Madrid), La Laguna (Canary Islands) and Seville, where he was made full professor in 1982. His most notable publications include "Economía e historia del latifundio" (Economy and history of the *latifundio*), "La financiación de la Carrera de Indias" (Financing the race for the Indies), "Dinero, moneda y crédito en la monarquía hispana" (Money, currency and credit in the Hispanic monarchy), "Monarquía e Imperio" (Monarchy and Empire), and "España, proyecto inacabado" (Spain, an unfinished project), which earned him the National History Award.

Wednesday 12 November

The third and final day of the Baroque School 2014 starts at 10.00 am with a talk by Isabel Lobato, professor at the University of Seville and doctor in modern history from the University of Barcelona, entitled Family as enterprise: heritage and commercial strategies.

This will be followed at 10:45 am by a talk by María Jesús Muñoz, professor of history of art in the Department of History of Modern Art at Complutense University, on the subject of the "Art Market in the Spanish Baroque Age: intermediaries, merchants, bankers and entrepreneurs.

At midday there will be a visit to the permanent collection in the Foundation's Velázquez Centre, which –to mark the participation of the Focus-Abengoa Foundation in a major exhibition on Velázquez in Vienna and Paris with its works "Santa Rufina" and "La Inmaculada"– has been enhanced by the loan of "Christ tied to the column with Saint Peter" by Pedro de Campaña, one of the finest paintings of the Sevillian Renaissance, loaned by the Archicofradía Sacramental de la Exaltación religious



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association of the church of Santa Catalina in Seville; and “La Inmaculada”, by Francisco Pacheco, on loan from the Archbishopric of Seville.

The series of lectures will conclude with a talk by Antonio Bonet Correa, director of the San Fernando Royal Academy of Fine Arts, on the subject of “Osuna, ducal city: heritage and university patronage”.

After the presentation of the diplomas at 1:30 pm, enrolled students will have the opportunity to visit this emblematic city and its collegiate church, bringing this latest edition of the Baroque School to a close.

All the talks offered by the Focus-Abengoa Foundation as part of the School will be re-broadcast on the Foundation’s and Loyola Andalucía University’s websites (www.loyolaandnews.es). In addition, all the details and full information on the Baroque School can be found at www.focus.abengoa.es

Focus-Abengoa Foundation

The Focus-Abengoa Foundation was created in 1982 as a result of the cultural work begun in 1972 by Abengoa with the publication of the works *Temas Sevillanos* (Themes of Seville) and *Iconografía de Sevilla* (Iconography of Seville). A collection of documents, books and engravings on the Kingdom of Seville and by Sevillian authors was created during the same period. This initial cultural work showed Abengoa’s directors the importance of the company’s involvement in activities that directly benefit society, beyond the firm’s core technology work, which led to the creation of the Seville Cultural Fund Foundation. The Hospital de los Venerables, a 17th century monument and the headquarters of the Focus-Abengoa Foundation in Seville, has housed the Diego Velázquez Research Centre, a leading institution for studying and disseminating the Baroque era and the Sevillian period of this universally renowned artist, since the acquisition of Velázquez’s *Santa Rufina* by the Foundation in 2007.

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