

II Symposium of the FHD
DESIGN AND FRANCO'S REGIME
22-23 February 2018
Museu del Disseny de Barcelona



Pérez de Rozas (1954) Blessing of a Biscúter on Saint Christopher's Day. Arxiu Fotogràfic de Barcelona

In the wake of the Spanish Civil War, and the victory of the Francoist troops, a totalitarian regime was imposed on Spain that lasted from 1939 to 1975; a long period of substantial internal and external transformations. This was an era when the idea of design and the institutionalisation of the profession were propagated throughout Europe and the sphere of Western influence.

The second symposium of the FHD precisely seeks to explore the conditions in which the material and visual culture of Spain were developed and how design progressed in a context of so many contradictions. The country was faced by an economy and a society in transition from the precariousness of the post-war period through to financial growth and the autarky of industrial 'development'; a context in which culture happened in a framework of restricted liberties, isolation and also repression. Hence modernisation occurred under conditions of political exceptionality. The design and work of the professionals in this discipline went hand in hand with the dawn of mass communication, tourism and new forms of consumption, while lifestyles were about seeking alternatives to such social realities; both during periods of growth and in the crisis of the seventies.

The issue of Francoism also means considering the complex relationships between the cultural production and innovation promoted by the official authorities and that which was generated in general society. In this regard, the proposed title is limited to suggesting a link between design 'and' Franco, with a variety of interpretations and nuances that could be reflected by such prepositions as design 'under,' 'with,' 'in', 'against' or 'despite' Franco, and which supposes a veritable historiographical challenge in the history of design.

Subjects

- Images of the nation and conflicts of identity
- Repression and resistance: underground materials and censorship
- Consumer products in the autarkic era: precarious designs
- From Developmentism to affluence: design, consumer society and cultural response
- Objects of tradition and modernity: folklore/crafts/design
- Ideologies and representations through visual communication, consumer goods and spatial design (official discourse, gender stereotypes, orthodoxy and religious heterodoxy, etc.)
- Culture and design in exile

Call for papers

We would like to encourage historians to present 20-minute reports in which they clearly identify: a) the subjects and goals of their research, b) the methodology; c) more general causes of interest.

The proceedings (in Spanish) will be published in PDF format on the FHD website.

Candidates must send an abstract, in no more than 300 words, of their research before 9 October 2017. Once accepted, they will receive the regulations for drafting and presenting texts.

An FHD committee will evaluate and rank the entries and put together the definitive schedule. This will be sent out when registrations open.

The symposium will be held at the Museu del Disseny de Barcelona on 22 and 23 February 2018.

Provisional schedule

(Changes may be made depending on the size of the response)

Thursday 22 February 2018

16:00. Special visits to the Museu del Disseny (optional and registrations in advance)

18:00. Presentation of passes and documents

18:30. Opening presentation and conference

19:30. Welcome cocktail reception

Friday 23 February 2018

10:00. Presentations and debates in groups

11:30. Coffee break

12:00. Presentations and debates in groups

13:30. Lunch break

15:00. Presentations and debates in groups

16:30. Coffee break

17:00. Presentation of the group and general conclusions

18:30. Farewell

In collaboration with:

Museu del Disseny
de Barcelona

Ajuntament de
Barcelona



Enquiries:

Fundació Història del Disseny

info@historiadeldisseny.org

Tel: 935 139 729 (Mondays)