

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

The Camarón de la Isla interpretation Centre (San Fernando, Cádiz)

Regional Government of Andalusia

**Programa Operativo  
de Andalucía**

Año 2022

**Fondo Europeo de Desarrollo Regional**

# THE CAMARÓN DE LA ISLA INTERPRETATION CENTRE (SAN FERNANDO, CÁDIZ)

## Basic Project Description

The conservation and development of the cultural, historical and artistic heritage of Andalusia constitutes, in accordance with Article 37.1.18 of the Statute of Autonomy for Andalusia, one of the guiding principles that will shape the policies of the public authorities of the Autonomous Region of Andalusia. These basic objectives also include, in accordance with Article 10.3.3 of the Statute, **increasing the awareness of Andalusian identity and culture through the knowledge, research and dissemination of historical heritage**. Furthermore, Article 68.1 establishes that the knowledge, conservation, research, training, promotion and dissemination of flamenco as a unique element of Andalusian cultural heritage is the exclusive domain of our Autonomous Region.

UNESCO included flamenco in the Representative List of Intangible Cultural Heritage of Humanity on 16 November 2010. This recognition had already been granted by our Autonomous Region through its inclusion in the current Statute of Autonomy, which considers it as both a guiding principle as well as an exclusive domain of our Autonomous Region. **Flamenco** is a link between the past and the present, and **part of Andalusia's cultural heritage** to be safeguarded and passed down to future generations. As a living and dynamic art, it has evolved and adapted to the times with different styles, schools and performers. It brings together the legacy of tradition and contemporary production. In Andalusia, flamenco is much more than a musical and choreographic genre, an aesthetic and expressive path or an artistic profession. It is a symbol of identity that integrates its territorial, cultural and social diversity. Furthermore, flamenco is also considered a symbol of Andalusia worldwide. Flamenco has been incorporated into Andalusia's cultural policies through institutions and dissemination and promotion activities, such as the **Camarón de la Isla Interpretation Centre in San Fernando (Cádiz)**.

On 16 October 2017, a Collaboration Agreement was signed between the Ministry of Culture of the Regional Government of Andalusia and the City Council of San Fernando (Cádiz), awarding a substantial grant amounting to **3,500,000 euros** to this local entity for the creation of the Camarón de la Isla Interpretation Centre. This grant is to be awarded under the Integrated Territorial Investment ITI Cadiz 2014-2020, with a **contribution of 2,800,000 euros from the ERDF funds**. Of the total investment, 180,000 euros have been assigned for project drafting fees and 3,320,000 euros for the complete execution of the work and the exhibition project.

The activities comprising this operation include **the construction of the Camarón de la Isla Interpretation Centre building and the provision of necessary exhibition equipment** that will facilitate the proper display of both the intangible and tangible cultural heritage generated by Camarón de la Isla's professional and personal work.



The building, which was built from the ground up, contains a visitor reception area; public toilets; a storage area; a multi-purpose room for conferences and musical and stage performances; and a room for temporary exhibitions. The first floor of the building will be used for the permanent exhibition, which will be structured in thematic sections called *Roots, Soul and Myth (Raíces, Alma y Mito)*.

The UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (Paris, 2003) stipulates that intangible cultural heritage consists of the practices, representations, expressions, knowledge and skills – together with the instruments, objects, artefacts and the inherent cultural spaces – that communities, groups and, in some cases, individuals recognise as part of their cultural heritage. In this Interpretation Centre, this intangible heritage, the art of flamenco, is disseminated through the groundbreaking artist Camarón de la Isla.

The Camarón de la Isla Interpretation Centre will allow visitors to learn about flamenco singing, especially in relation to Camarón de la Isla, along with the more tangible elements of his heritage.

The building has two floors with a total constructed surface area of 1,218.41 m<sup>2</sup>. Inside, the different areas of the programme are spread out across the central courtyard, designed in the most Andalusian style and covered with a glass roof.

The exhibition programme goes through the personal life and artistic career of José Monje with more than five hours of audiovisual content both on interactive screens and in the main pieces of the sections "Origin," "Legend" and "Revolution" (*Origen, Leyenda y Revolución*), thus exhibiting a journey through the life and career of the *cantaor* (flamenco singer), completed with a multipurpose room and another room for temporary exhibitions that complement the thematic and exhibitivite discourse of the Centre.

These activities have been developed through a direct and exceptional grant from the then Ministry of Culture of the Regional Government of Andalusia – within the framework of the integrated territorial investment of the province of Cadiz 2014-2020, co-financed with the European Regional Development Fund (ERDF) – to the City Council of San Fernando (Cádiz), which is the body that has executed them through an open procedure which was entirely financed through this direct grant. The drafting work has been supervised by the City Council of San Fernando and the representative of the heirs of "Camarón," who ensure the credibility and authenticity of the content exhibited.

The following arguments qualify this project to be considered be in line with **Good Practice** as it follows the criteria defined for such purpose:

### **Criterion 1. High Diffusion Among Beneficiaries and the General Public**

The project has a high level of dissemination with respect to the contribution of European funds to the economic and social development of this investment, both among the beneficiaries and the general public, and has been broadly shared through various information and advertising channels developed.

Firstly, all of the communication obligations have been fulfilled with the **placement of a temporary information sign** on the project during the execution of the work. Once the work was completed, it was replaced by a permanent commemorative plaque located in a visible place for the public.

In addition, further information and advertising measures have been carried out to increase the diffusion of the action as well as the visibility of the ERDF contribution.



- Several **press releases** have been launched, all of which are widely reported, by local, provincial, national, and international media. These range from the press release of the inauguration day (30 July 2021) to those reporting on the activities currently taking place.

## El Museo Camarón comenzará a levantarse a finales de año

DEB Firmado por Redacción — 18 de julio de 2018 /tiempo de lectura: 3 minutos/



Una primera recreación virtual del edificio planeado junto a la Venta de Vargas



El proyecto del prometido Museo Camarón, en San Fernando, sigue dando pasitos, sin prisas. Acaba de ser publicada la licitación, por hasta 3,3 millones de euros (de fondos europeos), del contrato para que las empresas interesadas opten a hacerse cargo de los proyectos de obra y expositivo. Del total, casi 2,4 millones se destinan a levantar el nuevo edificio planteado en el solar municipal anexo a la Venta de Vargas, y 920.000 euros se reservan al proyecto museográfico. El plazo de ejecución sería de ocho meses como máximo.

AJ SAN FERNANDO

## Nuevo paso para dar forma al futuro Museo Camarón en La Isla

• El Ayuntamiento adjudica la redacción del proyecto de obra y de la propuesta de musealización



Imagen del centro de interpretación habilitado sobre la casa natal de Camarón. / IGAMAN IROS

ARTURO RIVERA

San Fernando, 13 Mayo, 2018 - 07:06h



El gobierno municipal ha dado un nuevo paso para la puesta en marcha de uno de sus grandes proyectos: el Museo Camarón que se levantará en el solar colindante a la Venta de Vargas. El pasado 27 de febrero se formalizó al fin la adjudicación del contrato para la redacción del proyecto, que abarca tanto la ejecución de las obras del edificio de nueva planta que se levantará en este enclave de la plaza Juan Vargas -de la que se encargará Gumerindo Fernández Arquitectos SLP- como la propuesta museológica de este nuevo espacio expositivo, que asumirá por su parte la empresa Reina de Corazones. Este último aspecto era, precisamente, el que estaba pendiente de decidirse desde el pasado mes de diciembre ya que, entre otros trámites administrativos, dependía de la valoración realizada por un comité de expertos, al que se ha consultado y se ha pronunciado sobre la mejor de las siete ideas que se han puesto sobre la mesa. Dicho grupo, tal y como se recogía en el pliego de condiciones del contrato, ha estado formado por el responsable del área de Cultura y Fiestas del Ayuntamiento, José Luis López Garrido; el director artístico del Museo Picasso de Málaga, José Lebrero, y el asesor del Instituto Andaluz de Flamenco, Segundo Falcón Sánchez.

La redacción del proyecto del Museo Camarón se ha adjudicado finalmente por 41.657,12 euros y supone el primer paso en firme que se da desde el Ayuntamiento para la puesta en marcha de este nuevo equipamiento cultural para el que la Junta aportará 3,5 millones de euros de los fondos europeos ITI (Iniciativa Territorial Integrada).

Bienvenido a Singular Bank

Conózanos

Vive Sant Jordi

DENTRO DE CASA

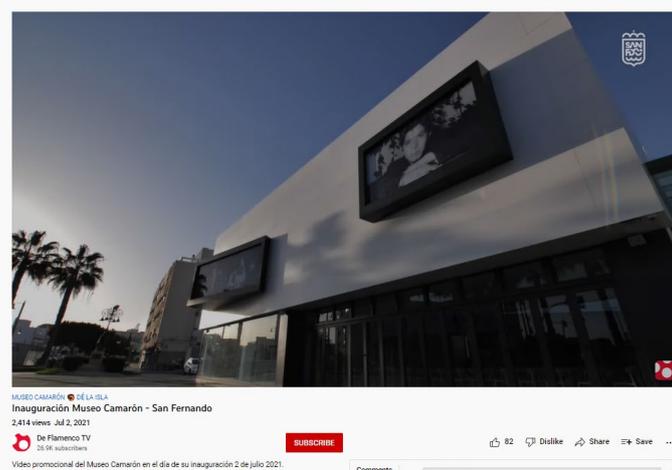
LA PAVILL

Planeta del Libro

Últimas noticias Más leído

- 1 Un recurso puede tumbar la causa contra el marido de la ex directora de la Guardia Civil
- 2 AIRE Ancient Baths tiene

- **Promotional videos** have also been made for the opening of the Interpretation Centre, which were broadcasted at the opening ceremony on 2 July 2021, and throughout the following days, as well as in the media and institutional social networks.



There are two versions: a longer version that recalls the whole process of building the centre and one that talks about the museum content from a touristic point of view.

At the opening of the Interpretation Centre, which took place on 2 July 2021, and was attended by representatives from politicians, civilians, and the media, references were made about the financing through ERDF funds within the Integrated Territorial Initiative of Cadiz. San Fernando City Council broadcasted the inauguration live on its YouTube channel, which is still available [here](#).



- Furthermore, the co-financing of ERFD funds has been widely publicised on social networks.



ITI de Cádiz @ITICadiz · 25 ene.

👉 Recta final de la #ITIdCádiz con el 80% de su presupuesto comprometido

👤 La @andaluciajunta hace balance de los fondos europeos por los que se ha reformado la carretera Paterna-Medina o construido el Museo #Camarón, entre otros

👉 En @LaVozdeCadiz



lavozdigital.es

La ITI de Cádiz entra en su recta final con el 80% de su presupuesto ...  
La Junta hace balance de las inversiones adscritas a estos fondos europeos y reconoce que cuando el PP llegó al poder en 2019 el grad...



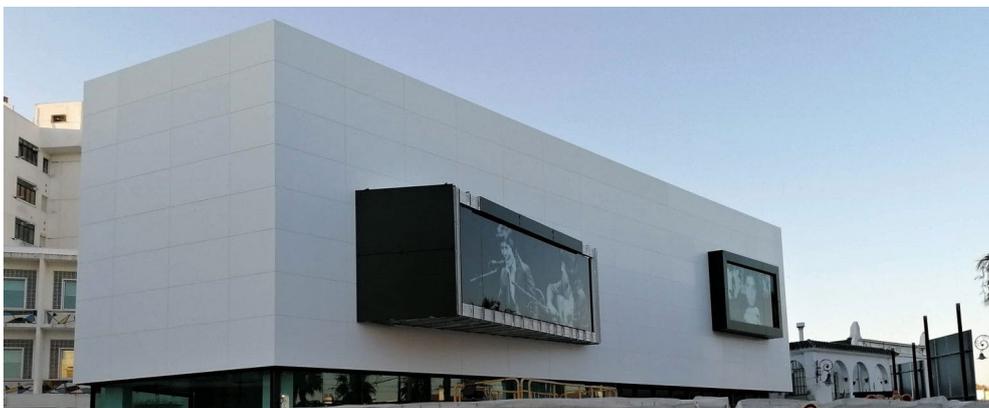
FondosUE Andalucía @UE\_ANDALUCIA · 13 sept. 2017

La @CulturaAND destina 3,5 millones, cofinanciados por el #FEDER para el Museo de Camarón #ITI @AytoSanFernando ow.ly/mzsb30f7fYs



## Criterion 2. Incorporation of Innovative Elements.

This new exhibition space dedicated to Camarón de la Isla boasts modern, innovative and interactive installations, with a new visual and graphic concept that complements its features. To this end, it has technological projection elements that make it more functional, modern and durable.



In terms of its architecture, the Camarón de la Isla Interpretation Centre is a global point of reference with a very thought-out aesthetic. For its design, work has been done to build an innovative, revolutionary and

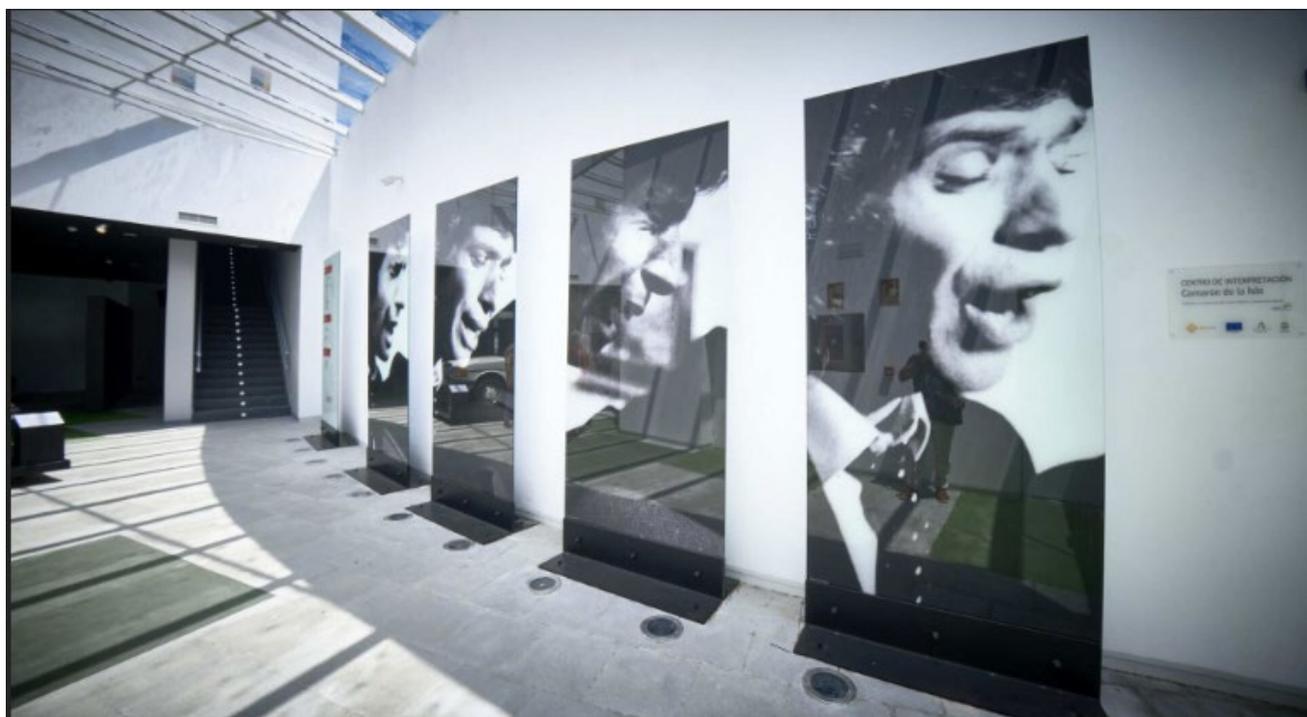
groundbreaking space, which makes it a very interactive site, with a new visual and graphic concept in accordance with new audiences that demand this content, and which will take visitors on an emotional and intimate journey through the life and career of the *cantaor* (flamenco singer).

On the other hand, the innovative and unique façade is also a sustainable and climate-action element that will help lower San Fernando's carbon footprint.

### **Criterion 3. Adequacy of the Results Obtained to the Established Objectives.**

Andalusia's cultural heritage is rich and fundamental to local development. Thanks to the support of the ERDF, the value of the cultural heritage of an area with high unemployment levels has been recognised. Through this project, the awareness of a cultural heritage dear to the local population, but little known from a heritage point of view, has been increased. In addition, it is an economic revitaliser, being an element of attraction for both the local population as well as domestic and international tourists.

The implementation of this infrastructure has provided the municipality of San Fernando with a unique and cutting-edge centre for cultural activities, which has become a dynamic element in the cultural life of the region and a point of reference in the Autonomous Region of Andalusia.



### **Criterion 4. Contribution to the resolution of a regional problem or weakness.**

The grant to finance this Interpretation Centre has been provided by the Integrated Territorial Investment ITI Cadiz 2014-2020, in collaboration with ERDF. With the highest unemployment rate in Andalusia, this area will benefit greatly from this grant as it aims to facilitate the area's revitalisation through the implementation of a holistic cultural infrastructure. This infrastructure will promote a form of cultural tourism that will generate wealth in the area and serve as a complement to traditional sun and beach tourism.

This project reconnects Camarón, an internationally renowned figure of flamenco, to his roots and draws global attention to Camarón's homeland, generating wealth for one of the most impoverished areas of Andalusia.

### **Criterion 5. High degree of coverage of the target population.**

The CI Camarón de la Isla opened to the public on 7 July 2021. The extensive visitor logs held by the San Fernando Town Hall are a clear testament to the significant interest in the centre both within the local population and at an international level.



The figure of Camarón de la Isla, a benchmark in *flamenco*, attracts a large audience interested in learning about both the figure and the environment within which he lived and developed his art. As such, the Camarón de la Isla Interpretation Centre has become one of the most important cultural references in the province.

In particular, the centre's guided tours are in great demand among schools, not only in the area, but throughout the province of Cadiz. The centre's library-phonotheque room stands out, with a modern and attractive design, equipped with a screen, display case and graphic elements that are highly functional and adapt to the visits of schoolchildren; it also houses a research room.

There is also a multi-purpose room with a large projection screen inside, making it a functional space for hosting events, lectures, presentations and small shows. The space is completed by a rooftop terrace that can also host all kinds of outdoor activities.

#### **Criterion 6. Consideration of horizontal criteria of equal opportunities and environmental sustainability.**

From the outset, the aim of the Camarón de la Isla Interpretation Centre was to create a unique and groundbreaking building, and this is not only evident in its design but also in the fact that it is a wholly sustainable construction using only the most sustainable and eco-friendly of materials.

This project has opted for innovative construction solutions that, in turn, improve the environment. The krypton façade panels stand out, representing a new generation solid surface with a catalytic character due to the light they receive, simultaneously serving to help reduce pollution levels, purify the air and achieve aesthetic finish.

The composition of Krypton also makes it hygienic, anti-mould, easy to clean, practically fireproof and easy to maintain and repair, with multiple modification possibilities and a high level of resistance to degradation by chemical agents, steam or weathering thanks to it being non-porous.

#### **Criterion 7. Synergies with other policies or instruments of public intervention.**

This project aligns with San Fernando City Council's agenda to utilise the figure of Camarón as a crucial fount of tourism for San Fernando, within the larger Camarón de la Isla project, "La isla de Camarón" (Camarón's Island).

It has also contributed to the urban development of the area where Camarón was born and lived, which is also one of the most impoverished areas of San Fernando.

All in all, the influx of visitors that come to San Fernando to discover the figure and legend of Camarón de la Isla both stimulates the economic development of the area and serves as a driving force for the economic growth of the entire province of Cádiz.



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