

el Periòdic News

2ND EDITION OF ANDORRA CREA

Starts with 20 programmers interested in artistic talent

The edition offers three exhibition days with the aim of giving visibility to Andorran creations

SFGA



The show 'Xant de cabrota', which has given the starting signal to Andorra Crea.

EL PERIÒDIC
ANDORRA LA VELLA

The second edition of Andorra Crea started this Thursday with three days dedicated to artistic creation and exhibition. The initiative, promoted by the Ministry of Culture and Sports in collaboration with the municipalities, continues the project that was launched in 2023 with the aim of giving visibility to the scenic proposals created in the country.

On this occasion, the exhibi-

on will be attended by 20 cultural programmers mainly from Catalonia and Andorra, among which are representatives of renowned festivals, distributors and producers such as El Terrat. "This year we have managed to bring around twenty programmers from all over Catalonia and also from Andorra, with the aim of getting to know first-hand the artistic work that is created here and being able to program it in their events", declared the Minister of Culture and Sports, Mònica Bonell. The Minister high-



MÒNICA BONELL

MINISTER OF CULTURE AND SPORTS

«This participation allows us to achieve the challenge of internationalizing our art and giving tools to creators»

lighted that "this participation allows us to achieve the challenge of internationalizing our art and giving creators tools to make the professional leap".

In response to the request from some artists regarding the need for broader institutional support, the Minor Consul of Andorra la Vella, Olalla Losada, remarked that "at the Municipality we try to program every work that comes to us and provide spaces so that the work done can be shown. This does not end with creation, but it also needs to have a path". In addition, she stated that the municipalities "want to avoid overlaps and add synergies in order to guarantee a continued presence of local talent throughout the territory".

During the presentation, the minor consul recalled that the initiative is an opportunity to strengthen collaboration between the seven municipal administrations. «It is a project that allows for the joining of efforts between the municipalities and ensures that similar works are not scheduled on the same day, giving more visibility and scope to the creations,» she explained.

On the other hand, it was recalled that Andorra la Vella is immersed in the preparation of its next theater season. According to Losada, «we are looking forward to seeing which proposals fit into the theme that we want to give to the autumn season, but we are also open to looking for other spaces if necessary.» ●

NATURAL HERITAGE

Andorra is shown to the world with a National Geographic documentary

The production seeks to strengthen the country brand beyond commercial tourism

ANDORRA TURISME

EL PERIÒDIC
ESCALDES-ENGORDANY

Andorra has taken another step towards projecting its identity to the world. This April 10th, Andorra al Natural – Patrimoni de la Humanitat was presented, a new audiovisual production resulting from the collaboration between Andorra Tourism and National Geographic. The project, made up of three capsules that travel the Sant Joan Falles festival, the Ordino Biosphere Reserve and the Madriu-Perafita-Claror valley. With these capsules, the aim is to show the purest essence of the country through the people who keep its heritage alive.

The Minister of Tourism and Commerce, Jordi Torres, has emphasized that this initiative aims to give visibility to Andorra, which is often little known to the general public. "We don't want to be seen just as a commercial or tourist destination. We are much more than that: nature, tradition, landscape, livestock farming... and this is also part of



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our identity," he explained. Torres emphasized that the project reinforces the country's brand image and will be disseminated through international channels such as National Geographic and Disney, although the main focus will initially be on the Spanish market.

Photographer and visual storyteller Javier Corso, responsible for the creative direction of the documentary, was deeply moved

by the experience. "For us, it was an opportunity to discover Andorra from a different angle, connect with its people and understand how nature and culture co-exist so closely," he emphasized. Corso acknowledged that, before the project, he had never experienced the Fallas festival live, and that being able to film with a drone over the old town has been an unprecedented experience. "Visually it is already impressive, but knowing the personal stories behind it makes it even more valuable," he added.

This is the third collaboration between Andorra Tourism and the National Geographic group, which in previous editions had focused its objective on the country's biodiversity and forms of sustainable tourism. However, the current project opens a new stage in which cultural and intangible heritage takes the leading role. Both Torres and Corso agree that there is still much to explain about Andorra, and that initiatives like this are an open window to do so. ●

The project includes three capsules on the falles, Ordino and the Madriu valley

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