

Definitive abstract for paper presentation at the *coupDefouet* International Congress

Art Nouveau Commemorative Medals: Image and Desire for City

The commemorative medal has an important communicative and advertising intention, where the reality, often, appears transformed. This manipulation becomes mainly by two causes, the first and main is the intention of the promoter, which uses the medal as an element of propaganda to explain his interests. The second is relative to the artist, his taste, and character.

Therefore, the medal, since before the Art Nouveau but also during this period, was an image and a wish of the city, that means his exactly or intentional representation. This paper proposes a double classification of the medals from how is represented the city: visible or invisible.

TAGS: Medal, numismatic, city, Art Nouveau

MEDALLES COMMEMORATIVES MODERNISTES: IMATGE I DESIG DE CIUTAT

La medalla commemorativa té una inherent intenció comunicativa i publicitària, on la realitat, sovint, apareix transformada. Aquesta manipulació es deu principalment per a dues causes, la primera i principal és la intenció del promotor, que usa la medalla com un element de comunicació o propaganda per a explicar els seus interessos. La segona és en relació a l'artista, el seu gust, caràcter i decisió en la reproducció de la realitat. Per tant, la medalla, des d'abans del Modernisme però també durant aquest període, era una imatge i un desig de la ciutat (la seva representació exacta o intencionada).

Basant-se en aquesta dualitat, la present comunicació proposa una doble classificació de com les medalles han representat la ciutat: visible o invisible.

ETIQUETA: Medalla, numismàtica, ciutat, Modernisme

CURRICULUM VITAE

Rosend Casanova i Mandri

Rosend Casanova is doctor in Art History by the University of Barcelona. Works as a curator at the Barcelona's Museum of the Decorative Arts, in the collection of Product design. He is member of the Societat Catalana d'Estudis Numismàtics (Catalan Society of Numismatics Studies) of the Institut d'Estudis Catalans (IEC), in what takes part studding medals. Studios of the Catalan Modernisme, in concrete of the architect Lluís Domènech i Montaner, he has published articles about this period and has curate the exhibitions *Portrait of the maritime Barcelona* (2009), *El Castell dels Tres Dragons* (2009) and *Wallpapers* (2010). Since 2004, he collaborates with the newspaper *La Vanguardia* as a critic of exhibitions.