

Your city is full of pianos

'Your city is full of pianos' fills the main squares of Madrid with music

The 'Your city is full of pianos' initiative organised by **Fundación Occident** —part of GCO (Grupo Catalana Occidente)— and the **Maria Canals International Music Competition** will return to the capital on 24 October with the support of the Association of Merchants of the Barrio de las Letras.

'Your city is full of pianos' is coming to Madrid once again this year with 10 pianos located in some of the city's main squares, such as Plaza de Murillo, Plaza Santa Ana, Plaza de las Cortes and the emblematic Plaza Mayor. The pianos will be available from 11 am to 8 pm to professional musicians, music students, amateurs, children and anyone else who wants to experience the joy of playing a piano in the streets of Madrid.

The ten pianos will be located in the following spots:

- 1.- Plaza de Murillo
2. Plaza de Platerías
- 3.- Plaza de Juan Goytisolo
- 4.- Plaza Santa Ana
- 5.- Plaza de las Cortes
- 6.- Plaza de Canalejas
- 7.- Metro Sevilla Alcalá
- 8.- Plaza de Sta. Cruz
- 9.- Plaza Mayor (Felipe III statue)
- 10.- Plaza Mayor (Casa de la Panadería)

The day's highlights can be shared on social media with the hashtag #PianosMadrid.

This initiative is part of the 'Your city is full of pianos' project, which aims to promote the dissemination and universal practice of music through the citizens' involvement. It is one of the leading activities organised jointly by Fundación Occident and the Maria Canals Competition to bring music closer to the entire Spanish population and is materialised through five annual actions.

"We expect the residents of Madrid, once again, to enthusiastically embrace the initiative and come early to enjoy this experience. 'Your city is full of pianos' is an initiative open to all: from professional and amateur musicians to those who have never had the chance of playing a piano but would love to experience playing it on the street, which is where music truly comes to life", says Ignacio Gallardo-Bravo, director of Fundación Occident.

The director of the Maria Canals Competition, Jordi Vivancos, adds, "The 10 pianos will be available for anyone who wants to watch, play and listen to the piano. We want it to be a diverse initiative where we can listen to professionals, amateurs or anyone who enjoys music and feels like experiencing it."

About Fundación Occident

Fundación Occident, formerly Fundación Jesús Serra, is a private non-profit entity, created in memory of Jesús Serra Santamans, a renowned businessman and patron, who was the founder of GCO (Grupo Catalana Occidente). Its activity consists of developing and supporting initiatives in the fields of research, business and teaching, social action, sport, and promotion of the arts, with a common objective: responsible commitment to society.

The close collaboration between Fundación Occident and the Maria Canals Competition has allowed this cultural activity to take place in cities all over Spain, including Barcelona, Madrid, Bilbao, Seville, Cádiz, Málaga, Salamanca, Toledo, Santiago de Compostela, Valencia, León, Granada, San Sebastián, Zaragoza, Cáceres, Santander, Córdoba, Palma de Mallorca, Valladolid Girona and Oviedo. After Madrid, the initiative will be taking place in Valencia on 14 November.

About Fundación Occident

Fundación Occident, formerly Fundación Jesús Serra, is a private non-profit entity, created in memory of Jesús Serra Santamans, a renowned businessman and patron, who was the founder of GCO (Grupo Catalana Occidente). Its activity consists of developing and supporting initiatives in the fields of research, business and teaching, social action, sport, and promotion of the arts, with a common objective: responsible commitment to society.

Ana Isabel Palacio
apalacios@agencia-sim.com
Tel. 617 364 435