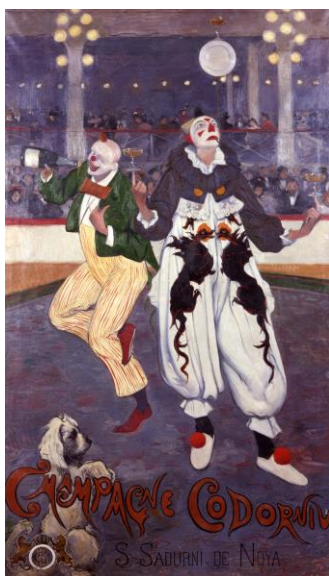


125 YEARS AFTER ITS ICONIC FIRST EDITION, CODORNÍU ANNOUNCES THE SECOND POSTER CONTEST IN ITS HISTORY

- The first poster contest, which took place in 1898, had important historical implications and is part of the cultural legacy of an entire country.
- The contest is open to professionals and creative people from all over the world with works that can be reflected in a poster and is endowed with €18,000.
- A jury composed of national and international professionals of reference in art and design and the management of Codorníu will choose the winner and the 4 finalists: Alessandro Allemandi, Director of Il Giornale dell'Arte; Ainhoa Grandes, President of the MACBA Foundation; Antoni Muntadas, international artist; Stein Olav Henrichsen, Director of the Munch Museum in Oslo; Pati Nuñez, consultant and specialist in art, architecture and communication, and Sergio Fuster, CEO of Raventós Codorníu.
- As happened more than a century ago, Codorníu wants to evoke the golden age of poster art, mobilize artists to represent contemporary forms of hedonism and create another historical cultural landmark.



Images corresponding to a selection of the posters of the first contest, held in 1898.

Sant Sadurní d'Anoia – June, 2022

Almost two centuries after the first modernist poster campaign in the world of cava, which in 1898 revolutionized advertising in our country with the help of artists such as Casas, Utrillo, Tubilla, Junyent and

many others, Codorníu announces the second poster contest of its history: 'Codorníu Ars Collecta Contest'.

The oldest winery in Spain was a pioneer in the world of Spanish art and contributed to the country's artistic legacy by calling the first poster contest, in 1898, with the aim of publicizing its cavas. Such was its historical importance and cultural implication for the artistic and advertising history of Spain, that it will now recreate the poster contest in the 21st century.

Codorníu's link with the world of art and culture dates back to its origins. From the design and construction of the winery by the well-known architect Josep Puig i Cadafalch -a disciple of Gaudí- and its declaration as a National Historic-Artistic Monument, to its recognition as one of the pioneers in cultural patronage, something that has brought, as a result, iconic art pieces such as the work *Ambar y Espuma* by Ramón Casas.

This second edition of its iconic poster contest has the same purpose as the first edition that took place more than a century ago, but is open to professionals and any creative person from all over the world over 18 years of age. Artists, designers, advertisers, illustrators... will be able to participate in the contest with a piece that must be portrayed in a poster. The opening for the presentation of proposals begins on Tuesday, June 21st, and will end on August 21st.

A jury composed of national and international professionals of reference in art and design and the management of Codorníu will choose the winner and the 4 finalists: Alessandro Allemandi, Director of Il Giornale dell'Arte; Ainhoa Grandes, President of the MACBA Foundation; Antoni Muntadas, international artist; Stein Olav Henrichsen, Director of the Munch Museum in Oslo; Pati Nuñez, consultant and specialist in art, architecture and communication, and Sergio Fuster, CEO of Raventós Codorníu.

The jury's decision will be announced in a closing event that will take place in Madrid during the month of October. The winner will receive a prize of 10,000 euros and the 4 finalists 2,000 euros each. All the finalist pieces of art will be exhibited as part of Codorníu's private art collection and will also be exhibited at the closing event. The art pieces will also be reproduced and replicated online and offline.

More information about the 'Codorníu Ars Collecta Contest':

www.codorniu.com/concursocodorniuarscollecta

ABOUT CODORNÍU

The history of Codorníu dates back to 1551, when the city of New York did not yet exist, Jaume Codorníu was already making wine in Sant Sadurní d'Anoia. Josep Raventós Fatjó innovated the family business and created the industry that in 1872 produced the first bottle of cava using the traditional method and became the pioneer of sparkling wine in Spain. In 1885, Manuel Raventós took charge of the company, dedicating it exclusively to the production of cava and beginning its international expansion. It was then that the modernist architect Puig i Cadafalch designed the charismatic and monumental Cava Cathedral.

Passionate about the world of art and culture, Manuel Raventós organized an artistic poster contest in 1898 to find the image that would illustrate the category, class, elegance and Mediterranean genius of Codorníu cavas, which were already being exported to Cuba and Argentina. Great artists such as Casas, Utrillo, Tubilla and Junyent made advertising posters with portraits of female beauties of the moment. The contest became famous and made Codorníu's prestige grow throughout the country and abroad, today

the winning works of art are part of the current cultural heritage of the Codorníu house and of an entire country.

ARS COLLECTA, THE OENOLOGICAL ART OF MAKING BUBBLES

Codorníu Ars Collecta, Codorníu's highly prestigious collection of cavas, a project that the company launched in 2016 and for which it has taken more than a decade to develop.

It is conceived as the fruit of three exceptional, honest, pure lands. The reflection of its climate and its soils, of its spirit and its temperament, the genius of a stubborn bond between three lands.

The exclusive collection is made up of a total of eight cavas: three Reserve cavas (Blanc de Blancs, Blancs de Noirs and Grand Rosé); as well as the emblematic Jaume Codorníu; three cellars from Paraje Calificado -La Fideuera, El Tros Nou and La Pleta-; and 459, considered by many to be the pinnacle of cava, an exquisite coupage of the three qualified sites, which takes its name from the number of vintages of the Codorníu house.

The winery has chosen the Latin name Ars Collecta as a tribute to the love of things which are well done with a touch of madness and Mediterranean genius. Ars Collecta has two meanings closely linked to the history of the house: "the art of collecting" and "the art collection". A statement of intent.

CALENDAR 'CODORNÍU ARS COLLECTA CONTEST'

- ✓ Opening of the participation in the contest: June 21 at 12:00 am.
- ✓ Closing of participation in the contest: August 21 at 11:59 pm.
- ✓ Judgment: September 2022.
- ✓ Presentation winners: October 2022.

Download press materials:

<https://www.dropbox.com/sh/qkq4a6zge5e2dtc/AADR505xwRQ8go1lkwk71QE7a?dl=0>

Press contact:

Mariona Puig | projects@patinunezagency.com | (+34) 682 398 637

Candela Arias-Camisón | digital@patinunezagency.com | (+34) 93 931 240 847