

REAL ACADEMIA  
DE  
BELLAS ARTES  
DE  
SAN FERNANDO

Art, prestige and exclusivity

PATRONS PROGRAM

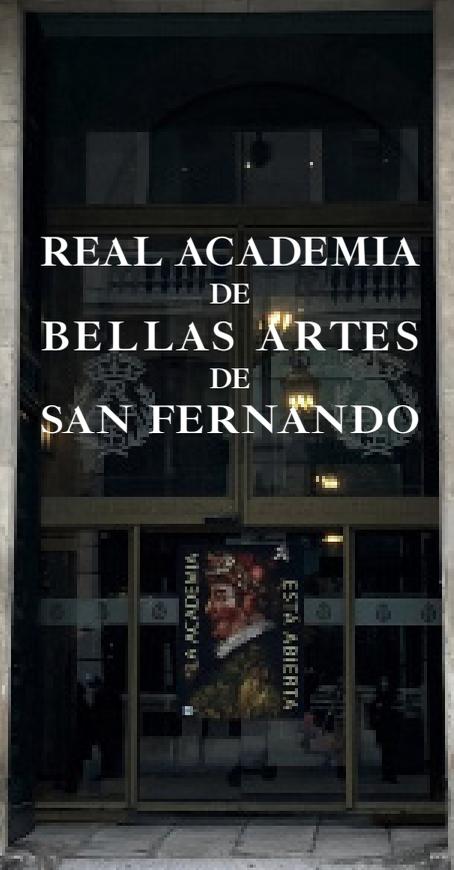


REAL ACADEMIA  
DE  
BELLAS ARTES  
DE  
SAN FERNANDO

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ANNO MDCCLXXIV

REAL ACADEMIA  
DE  
BELLAS ARTES  
DE  
SAN FERNANDO

MUSEO  
DE  
REALIA  
BELLAS  
SAN FERNANDO





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## REAL ACADEMIA DE BELLAS ARTES DE SAN FERNANDO

The Academy, whose first Preparatory Board took place in 1744, with Philip V on the throne, was officially inaugurated in 1752, under the reign of his successor Ferdinand VI. The establishment of academies in 18th century Europe played a key role in the normalization of aesthetic tastes as the Enlightenment was at its peak. In Spain, they acted as centres of expertise and knowledge diffusers in diverse spheres such as literature, humanities, and arts.

The Academy is composed of fifty-six renowned academics in the fields of architecture, painting, sculpture, music, cinema, graphic art, photography, design and art history and theory. It also includes patrons and experts for the protection of historical heritage and cultural management.

Since 1773, the Academy has been located in one of the most iconic buildings in Madrid, the Palacio de Goyeneche, designed by José de Churriguera and updated to neoclassical taste by Diego de Villanueva. Successive renovations of the building have enabled the opening of new spaces, such as its magnificent assembly hall, two temporary exhibition rooms, a conference room and its covered courtyards, which allow the Academy to provide society with a wide cultural offering of exhibitions, conferences, courses, specialised publications, colloquia with artists and concerts of the highest level, endorsed by the oldest and most prestigious artistic institution in Spain.

The Academy's artistic legacy includes more than 1,400 paintings, 1,300 sculptures, 22,000 architectural drawings and plans, 40,000 prints and around 9,000 engraved plates, as well as pieces of furniture, silver and gold ware, porcelain and other decorative arts. The Academy was the only collection of fine arts open to the public in Spain until the opening of the Museo del Prado in 1819.



The artistic funds of the Academy Museum, one of the finest Spanish art galleries, span over five centuries and different schools, offering a comprehensive itinerary through art history from the Renaissance to the 21st century's trends. Its fifty-nine rooms, spread across three floors, exhibit Spanish, Italian and Flemish art masterpieces. The Goya rooms stand out with thirteen paintings by the artist, the second-best collection in the world of works by the Aragonese master. The Museum also holds the only painting by Arcimboldo in a public institution in Spain and works by great masters such as Tintoretto, El Greco, Rubens, Ribera, Zurbarán, Van Loo, Sorolla, Zuloaga, Solana, Rusiñol, Juan Gris, Picasso, Tápies and Chillida, among others.

In addition to the Museum, the Academy has other departments such as the National Chalcography, which was created in 1789 to carry out important engraving projects undertaken within the framework of the Enlightenment policies. Its most outstanding treasure are the 228 etched plates by Goya, masterpieces in the universal history of engraving. The print workshop, with its historical etching presses, has been continuously active since the 18th century.

The Plaster Casts and Artistic Reproductions Workshop shelters important historical plaster casts used as classical models for the training of artists. It maintains a tradition that goes back to the early years of the Academy's foundation and lives on in the New Materials and Plaster Casts Studio, with a collection of moulds gathered by great artists such as Velázquez or Mengs.

The Archive and Library holds an exceptional number of documents and prints on artistic disciplines. Its rich funds are a documentary testimony to the Academy's activity since 1752 to the present day. Specialised in fine arts, it also keeps outstanding collections of maps, plans and architectural projects, prints and musical scores.



## THE PRESTIGE OF BEING PART OF THE ACADEMY

The Patrons Program is conceived as an invitation to be part of the Real Academia de Bellas Artes de San Fernando, in order to support one of the most significant cultural institutions and contribute to the development and dissemination of its goals for the benefit of society.

The antiquity of its foundation, its outstanding collections, its involvement in artistic creation, the authority of its judgement and the global character of its mastery as far as fine arts are concerned make the Academy a unique institution in Spain. To maintain it and ensure the development of its activities is an inescapable responsibility. Being part of the Academy's shared project is an honour and a privilege. As a public law corporation, the Academy serves culture and common interests. It constitutes a common institutional heritage that deserves to be supported and endorsed. Therefore, the Academy invites companies, entities and individuals to join the exclusive group of its Patrons.

The economic contributions received will be dedicated to the fulfilment of the Academy's priority functions: the conservation, study and dissemination of its extraordinary artistic collections, the organisation of high-level cultural activities, as well as the promotion of creation, the stimulation of intellectual reflection, and advice to public administrations regarding artistic matters and the protection and safeguarding of cultural heritage.

CORPORATE PATRONS



Francisco de Goya, *Self-Portrait at the Easel*, c. 1785 (Academy Museum)

## CORPORATE PATRONS

### *Contribution*

Annual contribution starting from €7,000.

Minimum commitment of three consecutive years.

### *Benefits*

Title of *Patron of the Real Academia de Bellas Artes de San Fernando*, in accordance with the Seventh Title of the Academy's *Regulation*.

Two Patron Cards (with the corporate name of the company or entity) granting the card holder (representative of the company or entity) the right to visit, free of charge for one year, the permanent collection of the Academy Museum and its temporary exhibitions, as well as to attend all the events included in the cultural programme (academic events, concerts, courses and conferences, presentations, screenings...) with his family unit (another adult and up to three children under 18) and three guests.

Two invitations to the *Academy's Patrons* Event. The event organised by the Academy for its Patrons will open the academic year and be held on the first Monday of October. It will consist of the annual Plenary Session of the Academy, with all its Patrons, followed by a concert and a cocktail party.

Three guided tours for the Patron and its guests (up to 15 visitors): two guided tours during opening hours (Tuesday to Sunday, from 10am to 2pm) and one when the Museum is closed to the public (Monday, between 11am and 5pm).

Free use of the Academy's Assembly Hall and two Courtyards, or other spaces suitable for a smaller number of guests, to hold a corporate event. [Security services, lighting, catering and other organisational costs will not be covered by the Academy].

Express mention of the Patron on the Academy's *Annual Directory*, official website and institutional profile on social networks.

Gift of the print made annually for the celebration of St. Fernando's day.

### *Discounts:*

15% on venue hire at the Academy for corporate event, starting with a first corporate event free of charge.

30% on the purchase of original engravings, casts, publications and other items in the Academy's shop.

30% on the order of sculpture casts (plaster or polyester resin sculptures).

Special edition of prints in the National Chalcography on request of the Patron. Printing costs at the Chalcography workshop will be free of charge, in exchange for the donation of an agreed percentage of prints and of the plate, which will subsequently become part of the Academy's funds. Although Patrons will bear the cost of the engraving of the plate commissioned to an artist, they can avail themselves of the advice of the National Chalcography to choose such artist.

Possibility to include the company executives and associates into the program of Individual Patrons at a reduced rate of 1,500 € per year, for three years.

Tax Relief. The financial contribution made to the Academy is eligible for tax reliefs (deduction of 35 % on the Corporate Income Tax) set out in Spanish Law 49/2002, of December 23rd, on tax incentives for patronage.

INDIVIDUAL PATRONS



Diego Velázquez, *Portrait of Cardinal Borja*, 1643 (Cabinet of Drawings, Academy Museum)

## INDIVIDUAL PATRONS

### *Contribution*

Annual contribution starting from €3,000.

Minimum commitment of three consecutive years.

### *Benefits*

Title of *Patron of the Real Academia de Bellas Artes de San Fernando*, in accordance with the Seventh Title of the Academy's Regulation.

Two Patron Cards granting the card holder the right to visit, free of charge for one year, the permanent collection of the Academy Museum and its temporary exhibitions as well as to attend all the events included in the cultural programme (academic events, concerts, courses and conferences, presentations, screenings...) with his family unit (another adult and up to three children under 18) and three guests.

Two invitations to the *Academy's Patrons Event*: Plenary Session, concert and cocktail party. The event organised by the Academy for its Patrons will open the academic year and be held on the first Monday of October.

A guided tour for the Patron and its guests (up to 15 visitors) outside opening hours, with a glass of Spanish wine and nibbles in the Columns Hall.

Free use of the Museum's Portrait Gallery for a private dinner party. [Security services, lighting, catering and other organisational costs will not be covered by the Academy].

Specific mention of the Patron on the Academy's Annual Directory, official website and institutional profile on social networks.

### *Discounts:*

15% on venue hire at the Academy.

30% on the purchase of original engravings, casts, publications and other items from the Academy's shop.

30% on the order of custom sculpture casts.

**Tax Relief.** The financial contribution made to the Academy is eligible for tax reliefs (deduction of 35% or, on the third year, of 40% of said contribution in the Personal Income Tax ) set out in Spanish Law 49/2002, of December 23rd, on tax incentives for patronage.



Pablo Picasso, *The Fruit Meal*, 1904 (Cabinet of Drawings, Academy Museum)

## BESPOKE SPONSORSHIP

The Real Academia de Bellas Artes de San Fernando develops a wide cultural offer in various fields.

Many of the planned initiatives require project sponsorship contributions in order to be carried out. Therefore, the Academy is open to set up “bespoke” sponsorship programs which relate the corporate brand or personal identity of the sponsor to the action developed in order to acknowledge the generosity of its contribution, to promote its visibility and to highlight its bond to the Academy.

### *Fields of action*

Artwork cataloguing and digitalising.

Cultural heritage restoration.

Temporary exhibitions.

R&D projects.

Concerts and musical activities.

Courses, conferences, seminars and symposiums.

Artistic creation awards and competitions.

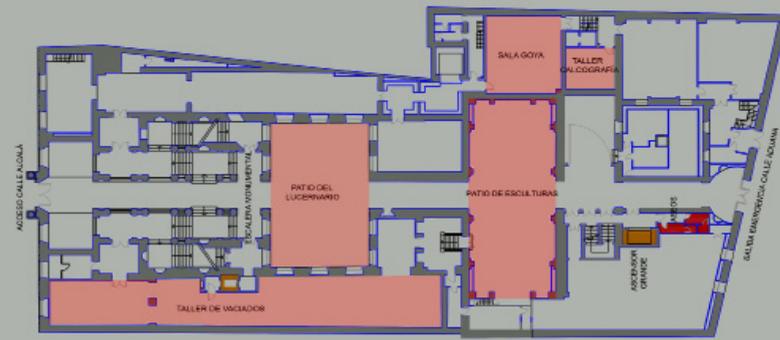
Original prints edition and commissions from graphic artists.

Specialised publications.

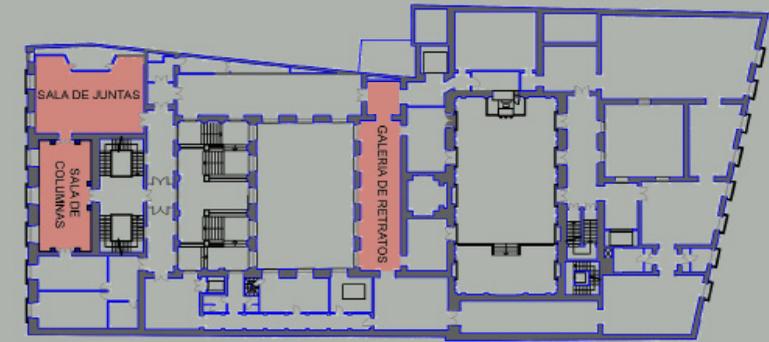
Audio-visual dissemination of the Academy’s contents and activities.

Any offer to collaborate aligned with the statutory aims and objectives of the Academy, though not falling within the fields mentioned above, is suitable for a specific sponsorship program.

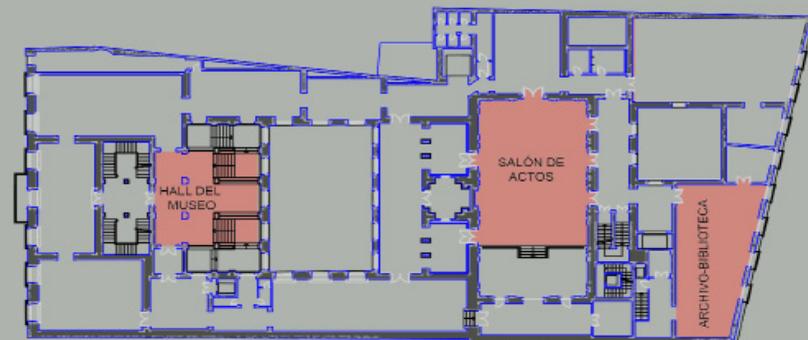
VENUE HIRE FOR EVENTS



Ground floor



Second floor



First floor



Third floor





**INFORMATION AND ENQUIRIES**

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[www.rabasf.com](http://www.rabasf.com)



Antonio Joli, *A View of the Calle de Alcalá*, c.1750 (Academy Museum)



Arcimboldo, *Spring*, 1563 (Academy Museum)



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