

A treasure trove, a scent bottle... This is how Daniel Giralt-Miracle once described FAD's Copoteca or Cup Collection. And no one could deny that the display cases that have jealously guarded these unique cups since 1917 are also the guardians of FAD's history and spirit. It was Josep Triadó who, at a board meeting in 1916, suggested that the president of the organisation should propose a toast at the end of the annual assembly each year with a new cup, "made of silver", which would be a symbol of agreement, involvement and the same time evidence of the passing of time.

And so it happened. The goldsmith Lluís Masriera designed the first cup in 1917, and every year since then a member of the organisation, and representative of one of the disciplines of arts and crafts that are present in FAD, has accept-

ed the board's commission to create a new cup. In 2002, as part of the move to make FAD more international, Mohamed Farjii created the cup, and in this way the scope of the collection has been extended. The following year, and as an exceptional move to mark Year of Design, two cups were commissioned, one from Ettore Sottsass and the other from Marcel·lí Antúnez. The collection now features cups made by exponents of some thirty disciplines, from goldsmiths to graphic designers, as well as glass-makers, architects, enamellers and more. With the only interruption of the Civil War, the Cup Collection has continued to grow steadily. Today it is a unique testimony to the artistic trends and fashions that have flowed through Catalonia over the last ten decades, and at the same time is a demonstration of the vibrancy that stimulates FAD.

#### FAD

The Fostering Arts and Design is a non-profit association of professionals and businesses connected to design. They believe that design can improve the lives of people. This is why this association devotes its' resources to promoting creative culture, support the new generations and stimulate excellence in product design, architecture, fashion, graphic design and visual communication, the crafts and the arts in general. Coexisting within the FAD are five associations of the different creative disciplines plus a materials centre:

A-FAD: Artists and Artisans' Association

ADG-FAD: Art Directors and Graphic Designers' Association

ADI-FAD: Industrial Design Association

ARQUIN-FAD: Interdisciplinary Association of Space Design

MODA-FAD: Association for the Promotion of Fashion

MATERFAD: Barcelona's Materials Centre

In addition, the FAD offices are home to the Art Directors Club of Europe (ADCE).

#### A great community of professionals

In 1903, concerned about the consequences of industrialization, a group of artisans and architects founded the FAD. Today FAD has more than 1,000 professionals and businesses, continuing the work of those pioneers with identical passion. FAD is a major creative community that brings together different professional disciplines and bridges the boundaries between them, an important breeding ground for ideas and cultural activities. FAD seeks and promote excellence by organizing awards, some of them highly prestigious ones with more than 60 years behind them, an indispensable benchmark for professionals from the different disciplines of design. FAD also organizes awards for students of design, architecture and art which year after year are used as an inspiring springboard for next generations of professionals. FAD is co-organizer of the Barcelona Design Week, with activities open to both the professional public and to the citizenry. Also supports independent designers and artisans with a commercial vocation. FAD works to exchange knowledge and provide solutions for the challenges our society faces, coming up with answers through design in its broadest sense.

At the Disseny Hub Barcelona

FAD's base of operations is the Disseny Hub Barcelona, the meeting point for design in the city and also the headquarters of Barcelona's Design Museum and the BCD.

Lluís Masriera, 1917 · Francesc Tiestos Vidal, 1918 · Pere Corberó Casals, 1919 · Ramon Sunyer Clarà, 1920 · Lluís d'Oms, 1921 · Manuel Valentí Gallard, 1922 · Josep Guardiola Bonet, 1923 · Antoni Urpí Pey, 1924 · Lluís Rigalt Corbera, 1925 · Jaume Mercadé Queralt, 1926 · Ramon Sunyer Clarà, 1927 · Pere Ricart Marés, 1928 · Valeri Corberó Trepal, 1929 · Escola Massana, 1930 · Miquel Soldevila Valls, 1931 · Ramon Sarsanedas Oriol, 1932 →

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FAD's Cup Collection (Various Artists)

100 Cups (1917–2019)

Photos Credit Cups 1917–2002: Jordi Calafell & Rosa Feliu

Photos Credit Cups 2003–2019: Xavier Padrós

Pere Brugués Mir, 1933 · Manuel Capdevila Massana, 1934 · Alfons Serrahima Bofill, 1935 · Lluís Albert de Puig, 1936 · Carles Collet, 1941 · Joan Muntasell Garriga, 1942 · Modest Morató Ojer, 1943 · Enric Clusellas Albertí, 1944 · Jocund Bonet, 1945 · Joaquim Sabatè Nadal, 1946 · Joaquim Campañà Genovart, 1947 · Jordi Valls, 1948 · Amadeu Pomar, 1949 · Rafael Solanic Bàlius, 1950 · Josep Maria Camps Arnau, 1951 · Xavier Corberó Trepas, 1952 · Oriol Sunyer Gaspar, 1953 · Alfons Serrahima Bofill, 1954 · Emili Armengol Gall, 1955 · Montserrat Mainar Benedicto, 1956 · Antoni Serra Abella, 1957 · Josep Mir Virgili & Evarist Mora Rosselló, 1958 · Jaume Mercader Miret, 1959 · Antoni Cumella Serret, 1960 · Manuel Capdevila Massana, 1961 · Josep Maria Subirachs Sitjar, 1962 · Josep Llorens Artigas, 1963 · Jordi Galí Figueras, 1964 →

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Antoni de Moragas Gallissà, 1965 · Joaquim Carreras Martí (Masiera Carreras), 1966 · Escola Massana, 1967 · Ramon Sarsanedas Oriol, 1968 · Jaume Mercader Miret, 1969 · Margarida Guasch, 1970 · Joaquim M. Capdevila Gaya, 1971 · André Ricard Sala, 1972 · Antoni Pons Cirac, 1973 · Miquel Milà Sagnier, 1974 · Aureli Bisbe Latorre, 1975 · Francesc Ferrando Crexans, 1976 · Elisenda Sala Ponsa, 1977 · Jordi Pablo Grau, 1978 · Jordi Casablanca Muntanyola, 1979 · Raimon Oller Ferrer, 1980 · Maria Bofill Franci, 1981 · Ramon Oriol Nogués, 1982 · Albert Isern, 1983 · Andreu Vilasis Fernández-Capalleja, 1984 · M. Antònia Pelauzy Viñals, 1985 · Aurèlia Muñoz Ventura, 1986 · Javier Mariscal Errando, 1987 · Grup Transatlàntic: Ramon Benedito; Josep Puig; Lluís Morillas, 1988 · Xavier Corberó Olivella, 1989 · Rafael Marquina Adouard, 1990 · Oscar Tusquets, 1991 · Jaume Plensa, 1992 · Joan Brossa, 1993 · Carlos Pazos, 1994 · Sergi Aguilar, 1995 · Emili Armengol, 1996 →

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Susana Solano, 1997 · Ramon Puig Cuyàs, 1998 · FAD and its associations, 1999 · Andreu Alfaro, 2000 · Enric Majoral, 2001 · Mohamed Fariji, 2002 · Ettore Sottsass, 2003 · Marcel·lí Antúnez, 2003 · Antoni Tàpies, 2004 · Elsa Peretti, 2005 · Antoni Miralda, 2006 · Fernando & Humberto Campana, 2007 · Juli Capella, 2008 · Martín Azúa, 2009 · Martí Guixé, 2010 · Montserrat Guardiola, 2011 · Javier de las Muelas, 2012 · Pete Sans, 2013 · Helena Rohner, 2014 · Elías Torres, 2015 · Alessandro Mendini, 2016 · Ana Mir 2017 · Marc Monzó, 2018 · Andreu Carulla, 2019

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27 Copa del FAD de Mariscal, 1987  
Martí Guixé

The FAD is a unionist institution that is a driving force in promoting design and ornamental art. Founded in 1903 in Barcelona, it has been commissioning artists or designers to create a cup, the FAD Cup, of trophy typology, since 1917. These are all displayed in a glass case in the FAD headquarters with their creators' names and dates. This display case is, thus, a visual road-map of the trends and the evolution of decorative art in the last one hundred years. No commission was made during the Civil War.

The Mariscal piece is, to me, the work that best represents Spanish design of all the times. The story goes, and I have not verified this, that when the FAD representative verbally asked Mariscal to design the cup, he responded by grabbing a plastic cup from a water cooler next to him, drew one of his characters on it and immediately handed it over as the FAD Cup.

This trophy possesses an absolutely contemporary immediacy of resolution: it rejects artisanal virtuosity, luxury as an investment on an unnecessary thing and the time required as a rule for the valuation of an artistic work. In a plastic cup we have a nod to the industry, to industrial design and to mass production. Amongst the varied series of cups, this vessel clearly defends a democratizing will and reclaims the idea of accessible design. It has a concept of appropriation through graphics (or graffiti), as well as making an irreverent and rebellious point about all that is institutional and the whole of decorative art's history.

What's more, there are implicit references to Disney in the character he drew, one of the Garriris<sup>1</sup>: a personal and counterculture reading that makes up part of the collective imagination of the comic underground that has been around since the mid seventies. The Garriris were hand-drawn in pencil, a style that would end up establishing itself as a visual identity in the Mediterranean countries in the mid 90s, in the post-Olympic period.



Javier Mariscal's copa del FAD of 1987 - Exhibition copy of 2019

Vase Halle 1. Marguerite Friedländer-Wildenhain, 1931  
Big White Pot. Hella Jongerius, 1997



<sup>1</sup> Wikipedia: Garriris, serie of stories created by Mariscal in 1974 for the fanzine "De Quuommic".