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*I Jornadas Los Cafés*  
*Patrimonio Cultural a través del Tiempo*  
*Literatura, Música y Sociedad*  
*3, 4 y 5 de Mayo 2018*  
*Fundación Torrente Ballester*  
*Santiago de Compostela*



**Direction**

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**Coordination**

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Sanoguera Comunicación

**Place and date**

Fundación Torrente Ballester, Santiago de Compostela

3, 4 e 5 of may to 2018



## ***The Cafés: Cultural Heritage through out time***

***The Cafés, Cultural Heritage through out time*** is a pioneering initiative within the national territory held on the 3rd, 4th and 5th of May at the Torrente Ballester Foundation in Santiago de Compostela. The event begins with the Café as a base and its history as well as marking the value of these establishments as a heritage, starting from the past, analyzing the present and discussing the guide lines for their future.

Experts in diverse areas of knowledge of international scope will tackle the dynamism of the Cafés from the point of view of the tourist management, the gastronomic offer and the cultural network to the one of business in their premises.

Ehica (European Historic Cafes Association), [www.ehica.eu](http://www.ehica.eu) an entity of continental scope, unique in this field, will be presented officially in Spain along the event and we will have the presence of its director Vasilis Stathakis. It brings together the most emblematic historical Cafes in Europe in order to establish a continental route of places with history.

The project is aimed to professionals and scholars of tourism, cultural promotion, gastronomy and heritage, as well as the business sector related to the Café and the general public. Registration will be free at [www.cafespatrimoniocultural.com](http://www.cafespatrimoniocultural.com) until full capacity.

## **PROGRAM**

### **THURSDAY, DAY 3.**

#### ***Gastronomic morning***

#### ***The gastronomic heritage and the hostelry in Galicia. The new kitchen. The service***

Day of debate on the challenges that currently face entrepreneurs and managers and challenges that the new hospitality and services must face

#### **09.30 h. Welcome and presentation.**

**Fernando Franjo.** Content director of the conference

**Vasilis Stathakis.** Director of the European Historic Cafes Association (Ehica)

**Rebeca Ponte.** Coordinator of the conferences

**10.00 h Breakfast / Tasting coffee** with Galician products. Courtesy of **Galicia Calidade.**  
(By registration in ([www.patrimoniocultural.com](http://www.patrimoniocultural.com)))

**Conducted by: Oscar de Toro.** Barista

#### **11.00 h. *The reading of the coffee consumer in the new gastronomy. The media***

**Presentation: Carina Regueiro:** Journalist and writer. Author of *Estrelas da despensa galega*

**Conference. Miguel Vila.** Journalist and gourmet. *Benbó* magazine's director

#### **11.45 h. *Cooking with coffee in the gastronomy of the 21st century in Galicia***

**Presentation. Ramiro Esparís.** Director CIFP Compostela

**Conference: Alberto Lareo.** Chef Restaurante Manso. Santiago de Compostela.

#### **12.30 h. *Gathering: The implantation of the new gastronomic models. Cooking and service.***

**Moderator: Miguel Vila.** Journalist. *Benbó* magazine's director

#### **Participants:**

**Óscar de Toro.** Barista Café Venecia. Santiago

**Ángel Benavente,** Head of the CSHG Services Department.

**Alberto Lareo.** Chef Restaurante Manso.

**14.00 h. Meal:** Superior Hotel Management Center of Galicia (Management team and guests)

## **Afternoon**

### ***The cultural and historical heritage***

Centenary Café Managers from different cities of Spain and Portugal and members of the Ehica (European Historic Cafes Association) will address the present and the development of the Coffee as a cultural and business entity.

### **16.30 h. Conference: *The Route of Historical Cafés of Portugal.***

**Presentation: *Fernando Franjo*** Director of the conference. Spokesperson of Ehica in Spain. Author of *Fifty Historic Cafes of Spain and Portugal*

**Conference: *Vitor Marques.*** Manager Café Santa Cruz of Coimbra. Member of Ehica.

### **17.15 h Gathering: *Present and future of the Historical Café***

**Moderator: *Miguel Fernández-Cid.*** Director of FGTB

#### ***Participants:***

***Vasilis Statakhis.*** President of Ehica. Manager Café Kipos

***Vitor Marques.*** Manager Santa Cruz Café.

***Antonio Riveiro.*** Manager Café Casino.

***Francisco Novelty.*** Manager Novelty Café.

### **18.00 h. *Coffee-break***

### **18.15 h. *Tea rooms and feminism.***

**Presentation. *Rebeca Ponte:*** coordinator

**Conference. *Trinidad Palacios.*** Director of the Congress of Romantic Literature of A Coruña.

### **19.00 h. *Official opening***

***Martiño Noriega*** Excmo. Mayor of Santiago de Compostela City Council.

***Alfonso Cabaleiro:*** Director Galicia Calidade

***Vasilis Statakhis.*** Director to Ehica

***Miguel Fernández-Cid.*** Director Gonzalo Torrente Ballester Foundation

***Fernando Franjo.*** Director of the event

***Rebeca Ponte.*** Coordinator

**19.45 h. Presentation of parallel exhibitions. Guided tour.**

***The Cafés of Torrente Ballester.***

Vari Caramés photographic selection.

Exhibition of sculpture of Gonzalo Torrente Ballester moved from the Café Novelty of Salamanca (without closing)

Exhibition of books and documents about european Cafés. Private collection (Fernando Franjo)

**20.30 h. Dinner.** CIFP Compostela (management team and guests)

**FRIDAY, day 4**

***The tourist heritage and its reinterpretation:***

Valorization and recognition of the Coffee from the point of view of a news and a different tourism perspective.

**09.30 h.** Reception. Documentation.

**09.45 h. *The touristic interpretation of café for its dynamization.***

**Presentation. Professional Association of Tourist Guides of Galicia**

**Conference: M<sup>a</sup> Elvira Lezcano González.** Professor at CENP. Tourism School. University of A Coruña.

**10.30 h. *Social meaning of the Café: faladoiro, sede e espectáculo.***

**Presentation. Fernando Franjo,** Director of the event

**Conference: Luis Cuntín.** Social researcher

**11:15 h Presentation by Ethica. European Association of Historical Cafes**

**Vasilis Stathakis.** President of Ethica

**Maria Mystakidou.** Spoken of Ethica

**Antonio Riveiro.** Café Casino Manager

**Fernando Franjo.** Representative of Ethica in Spain and director of the event.

Association of European scope ([www.ethica.eu](http://www.ethica.eu)) constituted in 2014 in Crete, has as its goal, on the one hand, to preserve the cultural, architectural and artistic heritage of the Historic Cafes. One of its objectives is to boost tourism interest and research the sector to create a European route for these establishments. It is currently composed of 22 establishments



Café Quaddri. Venecia  
Café La Calcina. Venecia  
Café Nueva York. Budapest  
Café Les deux Magots. París  
Café Central. Viena  
Café Stefanka. Bratislava. Slovaquia  
Café De L´Ópera. Barcelona  
Café Central. Málaga  
Café Iruña. Pamplona  
Café Zurich. Barcelona  
Café Santa Cruz. Coimbra  
Café Dell´Usero. Pisa.  
Café Kipos. Creta  
Café Bistró Casino. Compostela.  
Café Torinese. Trieste.  
Café S.Gonzalo. Amarante. Portugal  
Pastelería Versailles. Lisboa  
Pasteis de Belem. Lisboa  
Pastelaria Gomes. Coimbra  
Café Vlissinghe. Brujas  
Café Al Bicerin. Turin  
Café San Marco. Trieste.

### **Video presentation**

**12.00 h. Coffe-break**

**12.15 h. *Territorial marketing to put in value a viable minimum tourist product to achieve correct promotion and subsequent commercialization***

**Presentation. *Susana Formoso*. Journalist**

**Conference: *Sandra Touza*. Manager of Ponle Cara al Turismo.**

**13.00 h. Gathering: *The Café as an art gallery and trampoline for new creators.***

Speaker and moderator: ***Belén Baños/Rebeca Ponte***

They participate:

**Ana Valentín.** Valentine's Café. A Coruña  
**Juan Luís Flores.** Café Bar Picasso, Juan Luis Flores. A Coruña  
**Xavier Freire.** Café Airas Nunes. Santiago de Compostela

Accompanied by plastic artists:

**Óscar Cabana.**  
**Vari Caramés**  
**Xabier Carrasco.**  
**Vanessa Lodeiro**

**Lunch.** Tasting of Galician products, courtesy of **Galicia Calidade.** (Management team and guests)

#### **FRIDAY Afternoon**

**16.30 h. *Café in the public collections of Galicia: museums.***

**Presentation.** **Miguel Fernández-Cid.** Director FGTB

**Conference.** **César Llana.** Director of the Ethnological Museum of Ribadavia

**17.15 h. *The Café de Compostela as a musical forum.***

**Presentation:** Henrique Alvarellos. Editor

**Conference.** **Beatriz Cancela.** Musicologist

**18.00 h. Gathering: *The phenomenon of the gathering. From the arm chair and divan to the fast coffe.***

**Moderator:** Antonio Fernández Maira. Federation of booksellers of Galicia.

#### **Participants:**

**Miguel Fernández-Cid.** Director FGTB

**Fernando Franjo,** director of the event.

**Trinidad Palacios.** Dtora Congress of Romantic Literature. A Coruña

**19.30 h. End of the day. Dinner in Café Casino. Gathering and coffe.** (management team and guests).

**21.00 h. Guided nocturnal tourist** visit in the historic center of Santiago de Compostela, courtesy of the Association of Professional Guides of Galicia.



## **SATURDAY, 5. Morning**

### ***The promotion and cultural management in the Galician Cafés***

Discussion table on Café as a combination of vectors to achieve a cultural and leisure offer with quality service, a springboard for artists and a stage

#### **9.30 h. Presentation**

10.00 ***The Cafés as private dealers of collective culture***

***Conference. José Víctor Carou. Cultural manager***

10.30 **Gathering: *The Café, cultural space and leisure offer.***

**Moderator: *Rebeca Ponte.***

Participants:

***José Víctor Carou.*** Cultural Manager

***Vitor Belho.*** Cultural manager Casa das Crechas. Asociación Cidade Vella

***Pub Sónar***

***Mardi Gras.***

***Uxia Castro.*** Rúa da Música Association. Sarria

#### **11.30 h. Coffee-break**

11.45 h. ***Tasting of Coffee Liqueur***

***Sonia Otero.*** Enologist

By courtesy **Regulatory Council of the Geographica Indication of Traditional Liquors of Galicia.**

13.00 h. ***The Café, improvised stage.***Gathering and concert:

***Silvia Penide, Sandra Piñeiro, Robert Pier, Dani Royo, Al Vila*** (Confirmation pendent)

14:00 p.m. **Closing of the event**

14.30 h. **Meal.** Tasting of Galician products, courtesy of **Airas Nunes catering** (Management team and guests)

