

BBVA, has been awarded the Gold Medal for Fine Arts for its contribution to the development of culture

A medal from the Spanish Ministry of Culture

On 20 February, Spain's ministry of culture awarded the Gold Medal for Fine Arts to BBVA for its contribution to the development of culture in the sphere of plastic arts, restoration and historical heritage, and the promotion of musical creation and its dissemination.



Inauguration of *Rembrandt. History Painter*, organized by the Prado Museum and sponsored by BBVA

Through its department of Communication and Image and the BBVA Foundation, the Group has been developing an ambitious cultural programme for over three decades. Its activities are a model for the sponsorship of art in Spain. They reflect the Group's commitment to Corporate Responsibility, and seek to contribute to the development of the society in which they operate.

The bank's cultural programme is based on three lines of action: the organisation of an extensive programme of exhibitions and support for the conservation of Spanish historical and artistic heritage, the promotion of musical and literary creation and stimulation to scientific research and its

dissemination in society.

Plastic arts and the restoration of artistic and historical heritage

Within its plastic arts programme, BBVA organises its own exhibitions in galleries in Madrid and sponsors others in collaboration with museums and foundations. In relation to the former, worthy of special mention are those held to exhibit the treasures of the BBVA Collection, which have also travelled to other Spanish and Latin American cities. As for the collaboration with museums and institutions, the Bank sponsors projects organized by such prestigious institutions as the Prado National Museum, the Guggenheim Bilbao Museum or the Joan Miró Foundation in Barcelona.

With the development of its programme for historical and artistic restoration, BBVA seeks to contribute to the recovery and conservation of significant elements of Spanish heritage, and acts on landmark buildings and movables with high symbolic value. In the last 15 years it has completed almost 40 restorations and refurbishments in practically all of Spain's Autonomous Communities.

Music

BBVA stimulates support for the creation and dissemination of music through aid to excellent cultural institutions such as the Albéniz Foundation, the Reina Sofía School of Music and the Bilbao Friends of the Opera (ABAO), among others.

It has been sponsor of the Viola Department in the Reina Sofía School of Music for several years. This is one of the main projects developed by the Albéniz Foundation. This school, which pays particular attention to pupils from Spain, Portugal and Latin America, has helped modernise musical education in Spain and is internationally recognised.

Furthermore, the BBVA Foundation has organized the collection "Spanish and Latin American Composers of contemporary music", an ambitious initiative to disseminate music, in which, for the first time, such important creators as Tomás Marco, Antón García Abril, José Luis Turina, Luis de Pablo and Cristóbal Halffter, among others, come together in a common project.

With the Ministry of Culture and the National Institute of Scenic Arts and Music (*INAEM*), it has created the award for musical creation under the name of National Music Auditorium International Composition Contest.

Literature

In the sphere of literature, the BBVA Foundation promotes and provides support for *Sibila*, the art, music and literature magazine which, since its creation in January 1995, has been a true cultural event, as it presents a unique combination of art, music and literary collaborations.

Last of all, one of the Foundation's main initiatives for 2008 was the competition for the BBVA Foundation's International Frontiers of Knowledge and Culture Awards with prize money of €3.2 million. These awards acknowledge, in particular, contributions to vanguard research and artistic creation.