

EXHIBITION

Guided Tour of the Liria Palace

Madrid, Spain



The Fundación Casa de Alba entrusted ACCIONA Producciones y Diseño (APD) to carry out the design and production of the Guided Tour of the Liria Palace. The project included digitalisation of the floorplan of the building, design of the thematic and chronological journey of the visit and design and development of the contents of the audio guide and its soundtrack, as well as the audiovisual content that supports the tour.

The concept of the tour is based on an experiential and evocative journey through passages of historical narration and spoken episodes of characters linked to the Liria Palace or the Duke of Alba, for which headphones (with commentaries in 5 languages) which accompany them during the tour.

The tour includes 14 rooms containing one of the greatest artistic legacies in the Spanish history, the fruit of 600 years of patronage and collecting by the Casa de Alba. One of the highlights of the tour is the library, which contains more than 18,000 volumes, with documentary jewels such as the only privately owned collection of letters signed by Christopher Columbus.

The most significant works of art include important painting signed by Goya, Titian, Rubens, Velázquez, Murillo, Zurbarán') or El Greco, among other significant artists. Flemish, Dutch and Italian painting also play an important role in this collection.

One of the main challenges APD faced when creating the Guided Tour of the Liria Palace is that it continues to be the home of Carlos Fitz-James Stuart, the Duke of Alba and it has therefore combined the Palace's functionality as a home and as an exhibition space.

Date:
2019

Client:
Fundación Casa de Alba

Services:
Design, production and technical implementation

