

Press Release

Unveiling Masats

12 September – 21 December 2024



Seminario, Madrid, 1960.

“The photographs of Ramón Masats are a profound, complex and elegant account of Spain and its people in cultural and political transition.

Gentle, empathetic and possessed of an eye for truly remarkable compositions, he found in photography a way to balance the ephemeral and the eternal.

As a poet of the human condition, he made pictures with the potential to resonate far beyond the borders of his country.”

David Campany
Writer and Curator

We are thrilled to announce our upcoming exhibition: "Unveiling Masats".

This show provides an opportunity for audiences to immerse themselves in the exceptional photography of Ramón Masats, a pioneering figure in documentary photography in Spain during the 1950s and 1960s.

The primary aim of the exhibition is to internationalize Masats' work, emphasizing its exceptional quality and significance within the global art community.

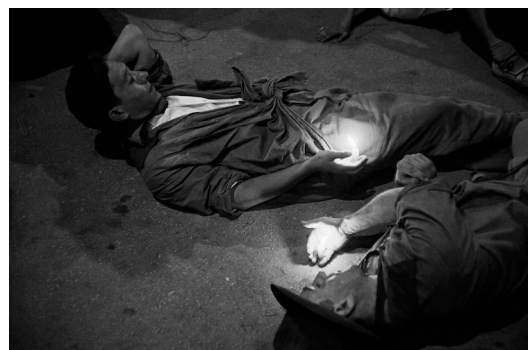
Despite being largely unknown outside of Spain, it is time that his significant contributions receive the international recognition they deserve.

"Unveiling Masats" seeks to enhance understanding of his artistry by showcasing his remarkable work and shedding light on his significant contributions to the world of art and photography.

This exhibition will not only highlight Masats' artistic legacy but also encourage a deeper understanding of the cultural and historical contexts that shaped his work.

Ramón Masats was born in 1931 in Caldes de Montbui, Barcelona, to a family of salted fish merchants. His career started as a photojournalist in 1953, capturing the social and political realities of Spain during a period of significant change and transition.

Masats documented the lived experiences of the Spanish people without limitations or prejudices, providing a distinctive perspective on their arduous struggle to reconnect with the world during the oppressive Franco dictatorship.



Sanfermines, 1963.



Neutral Corner, 1962.

His photographs provide a vivid account of life in Spain, focusing on the rural world, work and leisure, traditional fiestas and rituals, and the urban landscape and its cultural and religious facets.

This body of work not only showcased his talent for visual storytelling but also contributed significantly to the integration of photography into the cultural realm of the time.

Masats took a hiatus from the medium in 1965 to explore filmmaking and documentary production, only to return to photography in 1981 with a renewed focus on color.

His work has garnered significant recognition, earning him numerous prestigious awards, such as the National Photography Prize in 2004.

His photographs have been showcased in prominent institutions, including the Museo Nacional Centro de Arte Reina Sofía and the Instituto Valenciano de Arte Moderno (IVAM).

Masats' work is also part of the collections of major institutions in Spain, solidifying his position as a prominent figure in the art world.

In 1962, he published his acclaimed photobook "Neutral Corner", which featured texts by renowned writer Ignacio Aldecoa.

His seminal work "Los Sanfermines" (1963) documented the famous San Fermín festival in Pamplona.

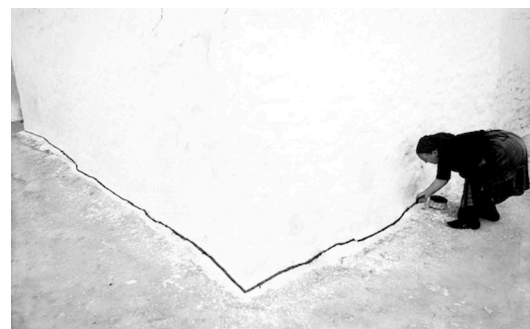
Another notable book was "Viejas historias de Castilla la Vieja" (1964), which included texts by acclaimed author Miguel Delibes.

Most recently, Masats' "Visit Spain" (2020), already in its third edition, offered a unique perspective on Spain in the 1950s and 1960s with texts by writer and curator Chema Conesa.

Ramón Masats passed away on March 4, 2024, in Madrid, at the age of 92, leaving behind a legacy that continues to inspire and influence the world of photography.

Alta and the Estate of Ramón Masats are thrilled to announce the upcoming publication of a book on the work of Masats in 2025, overseen by celebrated writer and curator David Company.

Shaped by his editorial vision, this publication is poised to become the definitive reference on the work of Ramón Masats.



Tomelloso, Ciudad Real, 1960.

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