

*Strand 2: The Historiography of Art Nouveau*

**Definitive abstract for paper presentation at the *coupDefouet* International Congress**

Drift and Fortune of Modernista Architecture in Barcelona's Touristic Guides  
(1888-1929)

This paper proposes a historical review of diffusion and perceptions of the public image of Barcelona's Modernist architecture, based on the analysis of a set of touristic guides published during the time of the city's maximum urban development. This particular urban narrative allow us to detect the fluctuations, drifts and fortune of Modernisme in a singular context, far away from the academic background and its regular communicative strategies.

Modernism, architecture, Barcelona, tourist guides, drift, fortune, urban image, iconography, Gaudí

**Deriva y fortuna de la arquitectura modernista en las guías barcelonesas (1888-1929)**

A partir del análisis de un conjunto de guías turísticas dedicadas a la ciudad de Barcelona durante el período de su máxima expansión urbana, este trabajo plantea una revisión histórica de la difusión y la percepción de la imagen pública de la arquitectura modernista. El estudio de esta narrativa urbana permitirá detectar las fluctuaciones, las derivas y la fortuna del modernisme en un contexto singular, alejado de cualquier especialización académica y de sus habituales estrategias de comunicación.

Modernismo, arquitectura, Barcelona, guías turísticas, deriva, fortuna, imagen urbana, iconografía, Gaudí.

## Curriculum Vitae

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Mónica Cruz Guáqueta. Architect. PhD Candidate and researcher for Gaudi Chair (Escola Tècnica Superior d'Arquitectura de Barcelona. UPC). Main topics of research and academic activity: Gaudi, Barcelona and modernisme, history of avant-garde architecture, related to domesticity and design. She has published several articles and papers, and teaches in different courses of history of architecture and design.

Carmen Rodríguez Pedret. Art and Architecture Historian. PhD Candidate and researcher for Departament de Composició Arquitectònica (ETSAB, UPC). Main topics of research and academic activity: catalan architecture, history of design, domestic culture, museums, mass media and modern architecture. She has been widely published in these matters; she also has been curator for exhibitions and teacher in several courses of superior studies.