



Memory of activities 2025

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I.A.

Closing date
of this report: **January 2026**

Apropa Cultura

apropacultura.cat

+93 247 93 06

apropa@apropacultura.cat

Apropa Cultura with the support of:



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1/We are Apropa

1.1. What is Apropa Cultura

Apropa Cultura is a program that works to guarantee access to culture for people in situations of vulnerability and the field of disability. Through the web www.apropacultura.cat, we connect groups social and health with theaters, auditoriums, museums, unique spaces and festivals.

Born in Catalonia, the program has been progressively expanding: since 2020 it has also been present in the Balearic Islands and, subsequently, in Madrid, Gipuzkoa and Vizcaya, always in collaboration with local associations.

Since the beginning, Apropa Cultura has had the financial support and dissemination of various entities and institutions, which have been involved in the development of the program: the Generalitat de Catalunya (Departments of Culture, Social Affairs and Health), the Barcelona City Council (Departments of Culture and Social Affairs), the Barcelona Provincial Council (Departments of Culture and Social Affairs), the La Caixa Foundation and the Institut d'Estudis Ilerdencs Institut of the Lleida Provincial Council.

Today, Apropa Cultura has established itself as a benchmark program in inclusive culture and cultural rights, recognized for its ability to actively listen and adapt to the needs of people, social entities and cultural programmers. With a vision for the future, the program celebrates the journey already made and maintains the motivation and commitment to continue transforming access to culture for all.

1.2. What do we do and who we are addressing

Access to culture is a right. Culture connects us with ourselves and with the community, allows us to express ourselves and contributes to well-being and health. With Apropa Cultura, more people have the opportunity to experience culture and enjoy all its benefits.

The program offers a wide and diverse proposal that includes:

- Cultural programming with shows from the regular programming of theaters, auditoriums and festivals.
- Visits and workshops linked to the collections and expositions of museums and unique spaces, adapted to the needs of each group of people.
- Affordable prices, with all programming between 0 and 3€ per person.

We ensure that each cultural outing is a satisfactory experience tailored to the interests and needs of people and social groups. For this reason, we periodically organize presentation sessions of the programming aimed at social centers in each municipality.

Apropa Cultura also promotes:

- Artistic training Educa con Arte, aimed at professionals in social and educational action, with online pedagogical resources to work with the arts in social centers.
- Training in accessibility and diversity for the personnel of cultural programmers, with the aim of guaranteeing adequate attention to social groups.

- Artistic Projects shared between entities social and cultural facilities, which bring culture closer to people who, due to their circumstances, cannot enjoy culture in the usual contexts, schedules or formats.
- The cultural transport program, aimed at facilitating transport to social entities that cannot access the cultural offer without this support.
- Cultural social volunteering project, in collaboration with the Catalan Federation of Social Volunteering, which promotes the participation of volunteers to enhance, accompany and enrich the cultural experiences of social groups.
- Specific programs and activities such as A morning of orchestra The Band brings us closer The Museum Approaches or Dance Approaches, as well as matinée sessions during the week and open rehearsals.

In addition, we promote inclusive access policies, such as the use and recognition of the disability accreditation card.



Departure of the Fundació Canigó in CaixaForum Barcelona (2025)

We are aimed at entities and social and health centers. that work with people with intellectual disabilities, with mental health problems, physical disabilities in situations of social exclusion, elderly people (residences, day centers), in deprivation of liberty, migrants and refugees (reception and social inclusion programs), children and adolescents (CRAES and gender and situations of vulnerability), Autism Spectrum Disorder, LGTBIQ+ collective in situations of vulnerability. All of them can enjoy the Apropa Rate from 0 to 3€.

We also provide service to disability entities, sensory, special employment centers, associations of chronic diseases, associations of families linked to syndromes or diseases and homes with services for the elderly. These have the option of a rate that we call Reduced Rate that ranges between €0 and €10. If there are more companions than users, it will also be related to this type of rate.



A group from the El Xop Occupational Center at the Gran Teatre del Liceu.

1.3. What services do we offer?

Access to culture is not a matter of charity, but a universal right. Accessing culture means accessing health and well-being. Culture transforms and should be part of everyone's daily life.

What services do social entities offer?

- Places for all shows, visits, and activities of the usual programming of cultural facilities and programmers.
- Top-level locations with easy access.
- Tickets at very accessible social prices.
- Advice to professionals in the centers to choose the most suitable proposals for group outings, with telephone assistance and the possibility of attending programming presentation sessions.
- Reminders at the center about attendance to reserved activities.
- Evaluation surveys to monitor the quality of activities via email.
- Educa training with Art to discover how to work with the arts.
- Tutorial videos that clearly and pedagogically explain how to book tickets or participate in a call for shows.

What services do we offer to cultural programmers?

Apropa Cultura is a support network for programmers.

cultural resources, where you can find support, resources, and tools to bring culture to all people. Being part of this network means sharing a common goal, exchanging experiences, and establishing relationships of trust with other professionals and entities.

It is a space of belonging and collaboration, where.

combines professionalism with social commitment, with the aim of creating accessible, inclusive cultural activities with a real impact on social groups. The services of Apropa Cultura to cultural programmers are multiple:

- Through the web portal, dissemination of cultural programming and promotion of demand among social entities.
- Advice on accessibility and diversity.
- Customer service: we answer queries, make proposals, and offer constant support.

- Training for staff in each facility on accessibility and diversity (Apropa Cultura Workshops, customized training, introductory training for new members, and online training module).
- Support for the creation and adaptation of activities aimed at social groups.
- Participation in a large annual communication campaign with a presence in multiple prestigious media.
- Evaluation of the experiences of users.
- Programming of inclusive activities involving professionals from the cultural and social fields, with the aim of establishing sustainable links.
- Mediation services in each province of Catalonia, to guarantee close management, adapted to the needs of the territories and with direct knowledge of the local context.

Mediation services in each province

The territorial mediation services are a key piece of the Apropa Cultura program. They provide closeness, knowledge of the territory and a direct relationship with social entities and cultural programmers, facilitating an implementation adjusted to the reality of each province.



Interview with Sara Algar from Assorcam during the Apropa Cultura Event in Tarragona (2025)

In each of the provinces, the territorial mediation service develops a set of key tasks to ensure the implementation, growth and quality of the Apropa Cultura program, in constant coordination with the central team.

These are its main tasks:

1. Presentation of the program to entities and social services to encourage their adherence to the network.
2. Continuous support to entities and social services to facilitate and promote cultural outings through the program.
3. Stimulation of cultural participation through the analysis and monitoring of reservations and attendance at activities.
4. Promotion of new adhesions of cultural programmers, both public and private, in the territory.
5. Training and support in the first experiences with Apropa Cultura, both for social entities and for cultural facilities.
6. Support for the cultural programmers attached to encourage their active participation in the network.
7. Promotion and stimulation of new cultural proposals adapted to social groups.
8. Organization of presentation sessions of the cultural program aimed at the social and cultural sector in each municipality.
9. Management of the Apropa Cultura platform, both in terms of content (front-end) and internal management (back-end).
10. Representation of the Apropa Cultura program in media and territorial dissemination spaces.
11. Support in the implementation of the Educa con Arte artistic training courses in the territory.
12. Permanent coordination with the central team of Apropa Cultura to guarantee a coherent and aligned action throughout the territory.

1.4. Culture as a right: values and commitment

Access to culture is a fundamental human right that dignifies people and facilitates their full inclusion in society. Apropa

Cultura was born in 2006 with the intention of improving the lives of people in vulnerable situations through culture, understanding it as a transformative force that strengthens communities, promotes well-being and weaves a network of relationships based on commitment, diversity, and affection.

It is a living network of cultural programmers, social entities, and facilities that share a common goal: to bring culture to all, establishing bonds of trust, affection, and commitment.

Purpose

- Contribute to a more inclusive and just society, with culture as an engine of social transformation and improvement of people's lives.

Beliefs

- Culture is a universal right, to which it is necessary to guarantee access without exception.
- An inclusive, participatory, and transformative culture is a source of social and individual change.
- Diversity enriches us and helps us grow as a community.

Values

- Creativity and innovation in methodologies, practices, and cultural projects.
- Equity and social justice in policies and activities of the program.
- Affection and commitment in the relationships within the network and with social groups.
- Transforming vocation, to make culture have a real impact on people and the community.

SDGs and Apropa Cultura

Apropa Cultura works in line with the Sustainable Development Goals of the United Nations.

Sustainable Development of the United Nations.

- SDG 1 – Poverty: Culture seeks to eradicate poverty in all its forms.
- SDG 3 – Health and well-being: Culture contributes to the emotional and social well-being of people.

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- SDG 4 – Quality education: Training and cultural resources enhance learning and skills.
cultural resources enhance learning and skills.
- SDG 10 – Reduction of inequalities: We open culture to those who traditionally have less access.
- SDG 11 – Inclusive communities: Cultural activities promote cohesion and community participation.
- SDG 17 – Alliances and collaborations: The Apropa Cultura network drives joint projects and strong alliances.



1.5. An evolving program

We present the story of a program that has been growing year after year, adding people, social entities, cultural programmers, institutions, and city councils.

Apropa Cultura was born in 2006 with the intention of making culture reach everyone, especially

people in vulnerable situations and in the field of disability. The project began with the concerts at L'Auditori, also offering musical training to social educators and establishing the first links with social entities.

Rapidly, the initiative was extended to other artistic disciplines such as theater and dance in Barcelona (2010-2011),

expanded its training program through the creation of the Educa con Arte course (2010-2011), and incorporated museums and new facilities throughout Catalonia (2012-2015)-

Over time, the territorial mediation services also gained importance, which guarantee close management and

with knowledge of the territory; the training in accessibility and diversity, aimed at the staff of the program - cultural programmers; and the artistic projects, which bring culture to people who, for various reasons, cannot access the usual programming of cultural programmers. These initiatives have been consolidated as a pillar

fundamental to the evolution of the program, demonstrating how quality, attention, and inclusion have been constants throughout history.



Apropa Cultura training day at the Teatre Lliure (2025)

Expansion outside of Catalonia — Balearic Islands (2020), Madrid (2022) and Euskadi (2023) — has allowed us to bring this experience to

Today, Apropa Cultura has consolidated itself as a reference program, recognized for its ability to actively listen and

for constantly adapting to the needs of people, social entities and cultural programmers. With a look to the future, it celebrates the journey made and remains with enthusiasm and commitment to continue transforming access to

culture and generating meaningful opportunities for all.



Two women enjoying one of the participatory activities

1.6. How are we organized?

1.6.1. Actions of the central office

From the central office, the Apropa Cultura team coordinates all lines of the program, ensuring that each initiative reaches people and social groups with quality and proximity. With complementary profiles and a strong vocation for service, we lead, accompany and support cultural entities and facilities so that access to culture is inclusive, close and meaningful.

1. Program dissemination

During the year, Apropa Cultura constantly expands its network with new cultural programmers and city councils, offering its programming to social entities. In each adhesion process, we establish solid relationships

and sustainable with directions, managements, councilors or alcaldías, and we offer specific training to the staff of cultural facilities to guarantee the best service possible.

service possible. The accompaniment is continuous, with the objective of promoting and consolidating the program in each space.

We also manage a database of more than 3,400 social centers in more than 280 municipalities in Catalonia working to expand the number of participants, update the data and keep them active. The collaboration with federations, groups, entities and provincial councils allows us to publicize Apropa Cultura and reach new collectives.

In addition, we design and produce an annual communication campaign, in collaboration with cultural facilities and social and health entities, to give visibility to the program and claim that access to culture is a universal right.

2. Management and promotion of cultural programming

Apropa Cultura manages the website

www.apropacultura.cat, a key tool to promote the sale of tickets and channel all reservations for shows and visits to museums. The platform is the result of joint work with the computer company responsible for its development and with the content administrator, always seeking to adapt to the needs of users, both from the cultural and social sectors. Therefore, throughout the year, new implementations are proposed that improve the experience and facilitate access to programming. As a novelty, during 2025 the project of reprogramming the Apropa Cultura website has been developed, incorporating the most current technology and ensuring that the platform is robust, accessible and prepared for the future. This update guarantees a better experience for all users, both from social centers and cultural

facilities, facilitating the management of reservations and the dissemination of the program's cultural programming.

During 2025, more than 130,000 experiential experiences in shows, visits, workshops and other activities of the network programmers.

At the same time, presentation sessions are organized of the face-to-face programming, in the different municipalities, to publicize all the cultural proposals and help social centers to make the best choice.



Presentation session of the programming in Villanueva y Geltrú (2025)

We ensure that cultural facilities offer as minimum 2% of their usual programming to groups in vulnerable situations, and we offer support to the 245 cultural programmers, both in terms of management, care and content. In addition, we advise them so that they can adapt their activities to the specific needs of each group, guaranteeing a full and inclusive cultural experience.

3. Training, education and professional development

Apropa Cultura designs and coordinates the Educa con program Arte, a training aimed at professionals in the fields of social and educational action, with the aim of exploring how the application of the arts and culture can enrich their daily work. Each session is created in collaboration with the educational service of the cultural equipment where it is held, and Apropa Cultura manages the registrations and facilitates subsequent access through videos and pedagogical dossiers.

In addition, we design and organize the Accessibility Days and Diversity, aimed at professionals who work in cultural facilities, and we offer introductory training on diversity and mediation for new facilities that join the network. Our platform online training expands these resources, allowing cultural programmers to improve care for people with diversity or in vulnerable situations.

On demand we also offer a personalized service of advice in activities and adaptations, design universal and pedagogical resources, ensuring that cultural proposals are adapted to the needs of each group.

4. Coordination of cultural projects

Since its creation in 2014, Apropa Cultura coordinates the Choir Apropa Cultura, made up of more than 50 professionals from social and educational action, with more than 10 years of experience.

Since 2012, we have managed the activity A morning of orchestra in L'Auditori, aimed at people with intellectual disabilities, Alzheimer's and other dementias, as well as people with mental health problems. This project has been growing over the years and, in 2024, has reached a total of 11 orchestras throughout Catalonia, organized locally for local social entities.

Since 2018, we have co-organized the concert series La Banda nos Acerca at L'Auditori, with the aim of offering music quality live for adults during weekday mornings, including sessions in the neighborhoods, specifically in the Casino de la Alianza and in the Cotxeres de Sants, to accommodate a large number of people who use wheelchairs.

In collaboration with more than 10 museums in the network, we coordinate the projects El Museu se Acerca and La Danza se Acerca offering visits and participatory activities to residences for the elderly and bringing art and dance closer to people in situations of isolation or dependency.

In addition, the cultural mobility project facilitates that people who cannot travel independently access cultural activities, offering adapted transport and logistical support.

The cultural volunteering project, in turn, allows volunteers to actively participate in activities and projects, establishing direct links with groups and reinforcing the community and participatory dimension of the program.

5. Collaboration

Throughout the year, Apropa Cultura participates in conferences and various events with the aim of publicizing the program and promoting universal access to culture. These collaborations allow us to establish links with other professionals in the cultural and social sector, share

12 experiences and good practices and strengthen the network of people and entities committed to cultural inclusion.

At the same time, during 2025 we have collaborated with inclusive design studios for communication campaigns.



Collaboration with the Casa de Carlota design studio (2025)

1.6.2. The team that makes it possible

The Apropa Cultura team

We are a multidisciplinary team with complementary profiles and a great vocation for service, committed to making Apropa Cultura reach all people. From the central office, we lead and coordinate the different lines of the program, working with rigor, proximity and flexibility to ensure that each cultural initiative has a positive and significant impact. The team manages the program within the structure of L'Auditori, within the Consor-

of the Auditori i l'Orquesta, which provides the necessary general services to ensure the economic sustainability of the project. Likewise, we design and collaborate with the socio-educational projects of L'Auditori, thus reinforcing general services necessary to ensure the economic sustainability of the project. Likewise, we design and collaborate with the socio educational projects on L'Auditori, thus reinforcing the connection between culture, education, and social inclusion.

The Apropa Cultura team includes:



Sonia Gainza, direction



Mariona Galter, communication



Claudia Torner, coordination



Ignasi Cobo, administration

Andreu Puig, administration

The team of collaborators

Apropa Cultura is possible thanks to the joint work with people and external collaborating entities, which contribute knowledge, experience, and diverse perspectives. These collaborations allow us to broaden the vision of the program, reach further, and respond to the specific needs of each area and territory.

We work with expert professionals in culture, social action, education, accessibility, and mediation, who contribute

essentially to the development of projects, training, and initiatives of the program. Their participation allows us to reinforce the quality of the service, add

capabilities and guarantee a specialized and rigorous approach, always with a shared vision: to enable a more accessible, inclusive, and connected culture with people. Below are the most notable collaborators of 2025:

- Teresa Rubio, artistic mediation services and support to the production of training.

- Tere Pérez, coordination The Museu se Acerca and la Danza se Acerca. Expert in Alzheimer's and other dementias.
- Montse Tarridas, freelance strategic marketing
- Oh la là! Comunicació, collaboration in press and social networks.
- Carla Temprano, advice and production of online training videos.
- Catherine Clancy, Giuseppe Pulice, Rut Abela, Orsi Csoma, Antía Prado, Ángela Pino, Alex Carasol, Raúl Hernández, Xavier Martínez, Yago Delàs, Montse Navarro, Judith Soler, Pilar Planavila, Laura Lloreta, Anna Castells, Robert Canela, and Elisenda Fàbregas, music therapists of the workshops Una Mañana de Orquesta.
- Xevi Dorca, Claudia Solano, Montse Iranzo, Toni Mira, and Toni Jodar, dancers of the Danza se Acerca.
- La Casa de Carlota, La Torreta, and Ampans, graphic design companies of an inclusive nature
- Fesoca, Ecom, Acapps, Aprenem Autisme, Agils, Tothom Web, En Bucle, Associació Lectura fàcil, have given support, advice, and services in the field of accessibility.

Apropa Cultura Team at cultural facilities

Apropa Cultura is the joint work between the various cultural facilities, each of them has a responsible person, the Apropa Cultura coordinator, who is responsible for managing the programming, tickets, payments, and attention to the Apropa Cultura groups. In total, there are more than 200 Apropa coordinators who make the program possible, with dedication, professionalism, and sensitivity. program, with dedication, professionalism, and sensitivity.



1.6.3. Rooting and territorial proximity

The territorial mediation service of Apropa Cultura is born to guarantee that access to culture reaches all of Catalonia in a balanced way. Despite the consolidation of the program in Barcelona city and province, attendance data showed that it was necessary to reinforce the presence in the provinces of Girona, Lleida and Tarragona. The objective is to ensure that all people and social entities have the same opportunities to access culture regardless of their territory.

To make this possible, the service has professionals and companies specialized in each province, providing know-local knowledge and constant support:

- Tarragona: Auriga Serveis Culturals
- Lleida: Associació Alba
- Girona: Fundació Ciutat Invisible
- Barcelona: Amesmarmesvela

This territorial team, working in close collaboration with the central office, guarantees that Apropa Cultura reaches the entire territory effectively and equitably, consolidating proximity with social entities and favoring the success of each activity. Thus, the program not only facilitates access to culture, but also contributes to re-enforce links with local communities and cultural roots in each province.



People from the Alt Urgell Occupational Center participating in the Apropa Cultura Si ho vius, ho sents campaign (2025)



Without Filters

Joan Panés de la Cruz

2/The community

Apropa Cultura

2.1. Cultural Programmers committed

The cultural programmers attached to the network are listed below, ordered by municipality. A total of 240 programmers from all over Catalonia, public and private, who offer their cultural programming through the Apropa Cultura platform.

Aiguamúrcia

Royal Monastery of Santes Creus

Alcover

Convent de les Arts, Alcover Museum

Altafulla

Roman Villa of Els Munts

Badalona

Teatre Blas Infante, Teatre Margarida Xirgu, Teatre Zorrilla. Badalona Performing Arts Center

Balaguer

July of music and poetry, Interpretation Center of the Gold of the Segre, Museum of La Noguera, Sala Mercantil, Municipal Theater of Balaguer

Banyoles

Auditori Ateneu de Banyoles, Performing Arts Factory of Banyoles, Monastery of Sant Esteve, Darder Museum.

Interpretation Space of the Estany (MDEIE), Neolithic Park of the Draga, Pesqueres de l'Estany, Municipal Theater of Banyoles, Roman Villa of Vilauba.

Barcelona

ALMA Festival, Arts Managements, Associació Joan Manén, BCN Clàssics, D'A Film Festival - Barcelona. International Author Film Festival, El Meu Primer Festival, Cruïlla Festival, Porta Ferrada Festival, Primavera de l'Hospitalet Festival, Festival del Mil·lenni, Festival Incert, Ibercamera, IN-EDIT, Moritz Feed Dog, Recomana.cat, Antic Teatre, Basílica de la Sagrada Família, CaixaForum Barcelona, Casa Museu Amatller, Castell de Montjuïc, Cementiri de Montjuïc, Cementiri de Poblenou, Centre d'Arts Santa Mònica, Centre de Cultura Contemporània de Barcelona (CCCB), Centre Martorell d'Exposicions, Cinemes Girona, CosmoCaixa, Disseny Hub Barcelona (DHub), El Born Centre de Cultura i Memòria, El Centre Gràcia, Escola Superior de Música de Catalunya (ESMUC), Fabrica de Creació Fabra i Coats, Fundació Joan Brossa, Fundació Joan Miró, Fundació Suñol, Gran Teatre del Liceu, Jardí Botànic, KBr Fundació MAPFRE, La Villarroel, L'Auditori, Mercat de les Flors, Mirador torre Glòries, Monestir de Pedralbes, Museu d'Arqueologia de Catalunya-Barcelona, Museu d'Art Contemporani de Barcelona (MACBA), Museu de Ciències Naturals de Barcelona, Museu de la Música, Museu de les Arts. Performing Arts, FC Barcelona Museum, History Museum of Barcelona (MUHBA), History

Museum of Catalonia, Ethnological Museum and Cultures of the World – Montcada, Ethnological Museum and Cultures of the World - Parc de Montjuïc, Frederic Marès Museum, National Art Museum of Catalonia, Olympic and Sports Museum Joan Antoni Samaranch, Picasso Museum, Tàpies Museum, Orfeó Gracienc, Palau de la Música Catalana, Palau Sant Jordi, Tibidabo Amusement Park, Park Güell, Poble Espanyol de Montjuïc, Modernist Complex of Sant Pau, Sala Barcelona of the Terra Museum, Sala Montjuïc (Fossat de Santa Eulàlia), Sant Jordi Club, SAT! Theatre, Teatre Condal, Teatre Goya, Teatre Grec, Teatre Lliure de Gràcia, Teatre Lliure de Montjuïc, National Theatre of Catalonia, Teatre Romea, Montjuïc Cable Car, Barcelona Zoo.

Bellpuig

Convent of Sant Bartomeu de Bellpuig

Besalú

Circusland

Blanes

Teatre de Blanes

Calella de Palafrugell

Jardins de Cap-Roig

Canovelles

Auditori Can Palots

Cardedeu

Teatre Auditori de Cardedeu, Tèxtil Rase, Fàbrica de Cultura.

Cardona

Castell de Cardona

Castellar del Vallès

Auditori Miquel Pont

Castelldefels

Teatre Plaza Castelldefels

Cerdanyola del Vallès

Fundació Jordi Savall - CIMA, Sincrotró ALBA.

Cervera

Municipal Auditorium of Cervera, CAT - Tourist Information Center, Gran Teatre de la Passió de Cervera.

Cogul

Interpretation Center of the Roca dels Moros del Cogul.

Cornellá de Llobregat

Auditori de Cornellà, Water Museum, Sala Ramon Romagosa.

El Vendrell

Pau Casals Auditorium El Vendrell, Pau Casals Museum, OCINE El Vendrell, Portal del Pardo Hall, Àngel Guimerà Theatre

Escala

Escaladei

Escaladei Charterhouse

Esparreguera

Esparreguera Passion Theater

Espluga de Francolí

Caves of Espluga de Francolí, Fassina Balanyà, Terra Museum

Esterri d'Àneu

Esbaïola't Festival, Valls d'Àneu Ecomuseum

Figueres

International Circus Festival l'Elefant d'Or, La Cate, Empordà Museum, Toy Museum of Catalonia, Theatre – Dalí Museum, El Jardí Theatre

Gerri de la Sal

Gerri de la Sal Museum

Girona

Strenes Festival, Girona Great Christmas Circus, Girona Auditorium, CaixaForum Girona, Casa Masó, Girona Cathedral, EspaiCaixa Girona, Girona Great Christmas Circus, MAC Girona | Sant Pere de Galligants, Girona Art Museum, Cinema Museum, Sala La Planeta, Girona Municipal Theatre

Granollers

Roca Umbert FA, Granollers Auditorium Theatre

Guissona

Guissona Municipal Theatre

Igualada

Igualada Fair, Igualada Municipal Theatre l'Ateneu

Isil

House of the Brown Bear of the Pyrenees

Juneda

CAMP Arts and Memory Center of Ponent, Teatre Foment de Juneda

La Morera de Montsant

Headquarters of the Montsant Natural Park

La Pera

Gala - Dalí Castle

Olérdola

MAC - Castle of Olèrdola

L'Hospitalet de Llobregat

Barradas Auditorium, Joventut Theatre

Lladó

Lladó Union Theatre

Llavorsí

Park Office- Paller d'Antonet

Lleida

Lleida Puppet Center, Magnific Fest, Julià Carbonell Symphony Orchestra of the Lands of Lleida, Enric Granados Municipal Auditorium, CaixaForum Lleida, Espai Orfeo, Sorigué Foundation, MORERA. Museum of Modern and Contemporary Art of Lleida, Teatre de la Lotja de Lleida, Municipal Theatre of l'Escorxador

Lloret de Mar

Lloret de Mar Theatre

Manresa

Casa de la Culla, Can Font Water Center, Pla-na de l'Om Space, Infoséquia, Kursaal - Manresa Performing Arts Space, Water and Textile Museum of Manresa, Manresa Conservatory Theatre

Margalef

Margalef Oil Mill. Interpretation Center of the Oil of the Productive Economies of Montsant

Martorell

Historical Heritage Interpretation Center "La Caserna", Via Mètrica Space, Bujons Pharmacy, L'Enrajolada, Santacana House Museum, Vicenç Ros Municipal Museum, MUXART, Space for Art and Contemporary Creation, Martorell Theatre

Mataró

Cultural Center Ateneu, Can Gassol, Performing Arts Creation Center, Casa Coll i Regàs, Monumental Theatre

Miravet

Miravet Castle

Mollerussa

L'Amistat Theatre

Monistrol de Montserrat

Montserrat Rack Railway

Mont-Roig de Montserrat

Mas Miró

Montserrat

Santa Cova Funicular, Sant Joan Funicular
Olesa de Montserrat

The Passion of Olesa de Montserrat

Olot

Crater Space, Garrotxa Museum, Saints Museum, El Torín Hall, Olot Main Theater

Os de Civís

Palafrugell

Josep Pla Foundation, Palafrugell Cork Museum

Palamós

Lluís Barceló i Bou Library, La Gorga Theater of Palamós

Penelles

Galacticat Festival, Peralada, Peralada Festival

Pobla de Lillet

Cement Train

Port de la Selva

Monumental Complex of Sant Pere de Rodes

Raimat

Raimat Winery

Reus

Mas del Jazz Association, Camerata XXI Orchestra, Pitiví Events, S.L., Bartrina Theater, Fortuny Theater

Ribes de Freser

Catalunya Cinema of Ribes de Freser, Núria Rack Railway, Gollut Festival

Ripoll

Inspira Festival

Riudecanyes

Escornalbou Monastery Castle

Roquetes

OCINE Roquetes, Roses, Sons del Món Festival

Rubí

Exhibition Space of the Cotxera de Rubí, L'Espona Center of Traditional Catalan Dance

Sabadell

laSala. Arts creation center for families, L'Estruch, Headquarters of the Vallès Symphony Orchestra, La Faràndula Theater, Main Theater of Sabadell, Sant Vicenç Theater

Terrassa

Performing Arts Pedagogy, Terrassa Auditorium, Terrassa Cultural Factory, National Museum of Science and Technology of Catalonia (MNACTEC), Nova Jazz Cava, Alegria Theater, Terrassa Main Theater

Salt

Black Music Festival, Temporada Alta, Salt Theater

Sant Cugat del Vallés

Ateneu Santcugatenc, Emma Vilarasau Theater-Auditorium Sant Cugat

Sant Feliu de Guíxols

Narcís Masferrer Municipal Auditorium Theater

Sant Feliu de Llobregat

Ateneu Santfeliuenc

Sant Martí de Tous

La Casa del Teatre Nu

Sant Pere de Ribes

Teatre La Bòbila

Santa Coloma de Gramanet

Can Roig i Torres Auditorium, Sagarra Theater

Seu d'Urgell

House of the Pyrenees Parks, Les Monges Cultural Center, Ermengol Space - City Museum, Sant Domènec Hall

Sitges

Maricel Museum, Cau Ferrat Museum

Solsona

Solsona Regional Theater

Soriguera

Discovery Center of Earth Sciences and Rock Garden, El Racó dels Rapinyaires: Aguait de l'Obaga d'Or- teu, Archaeological Site of the Unpopulated Area of Santa Creu de Llagunes

Sort

Prison – Sort Museum “Road to Freedom”

Tarragona

REC Festival, Tarraco Viva Festival, TetaFest Festival, Franz Schubert Filharmonia, Imaginautes, CaixaForum Tarragona, Kesse Youth Space, La Palmera Youth Space, Port Museum of Tarragona, OCINE Les Gavarres, Metropol Theater of Tarragona, Tarragona Theater, Shed 4. TARRACO/MNAT Exhibition

Tàrrrega

Paupaterres Festival, Sardines i Marinada Festival, FiraTàrrrega, Lo Closcamoll Family Music Festival of Ponent, Mas de Colom – Casa Borges, Ateneu Theater

Torroella de Montgrí

Espai Ter Theater Auditorium, Torroella de Montgrí Festival

Tortosa

Chamber of Commerce, Industry and Navigation of Tortosa, Felip Pedrell Theater Auditorium, Cinemagographic Association Front

Tremp

Ullastret

MAC - Ullastret

Valls

Valls Municipal Cultural Center, Valls Main Theater

Vic

L'Atlàntida Performing Arts Center of Osona

Vilabertran

Schubertfada Vilabertran, Canonica of Santa Maria de Vilabertran

Viladecans

Atrium Viladecans

Vilafranca del Penedès

Vilafranca de Penedès Municipal Auditorium, Casa de la Festa Major, Cal Bolet Municipal Theater, VINSEUM Museum of Wine Cultures of Catalonia

Vilanova y la Geltrú

Eduard Toldrà Auditorium Vilanova i la Geltrú, LA SALA Contemporary Art Center, Railway Museum of Catalonia. Vilanova i la Geltrú, Vilanova i la Geltrú Main Theater

Vila-Seca

OCINE Vila-Seca

Villalba dels Arcs

NILAK

Vimodf i Poblet

Poblet Monastery

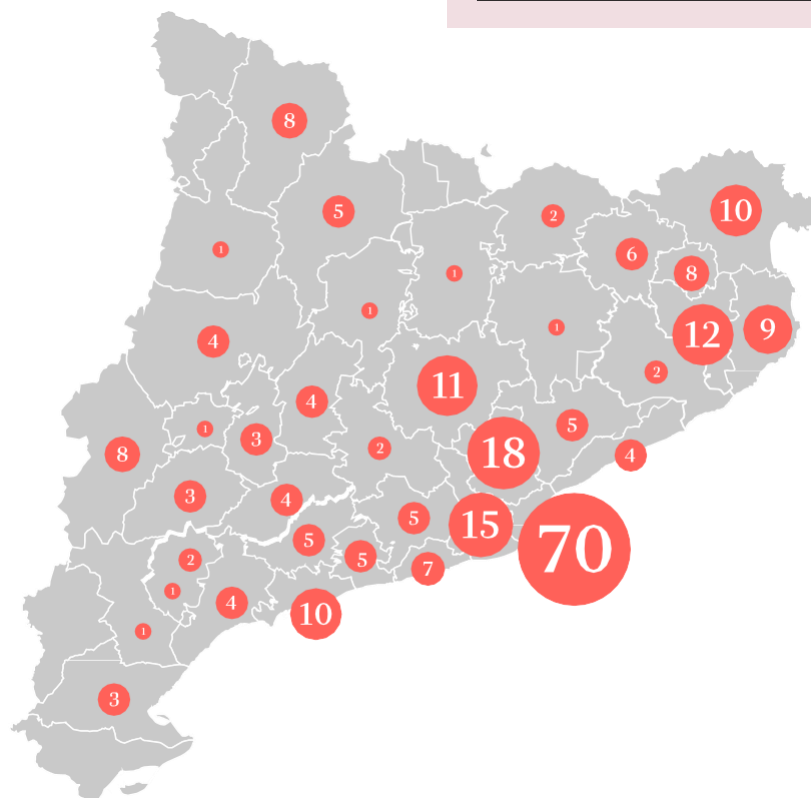


Group photograph of the act of adhesion of the tourist transports of Ferrocarrils de la Generalitat de Catalunya to Apropa Cultura (2025)

Number of facilities per municipality: CATALONIA

Region	Total
Alt Camp	5
Alt Empordà	10
Alt Penedès	5
Alt Urgell	5
Anoia	2
Bages	11
Baix Camp	4
Baix Ebre	3
Baix Empordà	9
Baix Llobregat	15
Baix Penedès	5
Barcelonès	70
Berguedà	1
Conca de Barberà	4
Garraf	7
Garrigues	3
Garrotxa	6
Gironès	12

Region	Total
Maresme	4
Montsant	1
Noguera	4
Osona	1
Pallars Jussà	1
Pallars Sobirà	8
Pla de l'Estany	8
Pla d'Urgell	1
Priorat	2
Ribera d'Ebre	1
Ripollès	2
Segarra	4
Segrià	8
Selva	2
Solsonès	1
Tarragonès	10
Urgell	3
Vallès Occidental	18
Vallès Oriental	5



New programmer affiliations during 2025

New affiliated programmers

42

Programmer	Province
Associació Cinemagràfica Front	Tarragona
Ateneu Santcugatenc	Barcelona
Ateneu Santfeliuenc	Barcelona
Cases Singulares	Barcelona
Castell de Miravet	Tarragona
Centre d'Interpretació de la Roca dels Moros del Cogul	Lérida
Conjunt Monumental de Sant Pere de Rodes	Gerona
Convent de les Arts	Tarragona
Convent de Sant Bartomeu de Bellpuig	Lérida
D'A Film Festival - Barcelona International Author Film Festival	Barcelona
FESTIVAL INCERT	Barcelona
Festival REC	Tarragona
Festival Sardines i Marinada	Lérida
Festival TetaFest	Tarragona
FGC - Ciment	Barcelona
FGC - Montserrat	Barcelona
FGC - Núria	Barcelona
FGC - Patrimoni	Barcelona
Fundació Gala – Salvador Dalí	Gerona
Fundació Jordi Savall - CIMA	Barcelona
Fundació Josep Pla	Gerona
Fundació Orfeo Gracienc	Barcelona
July of music and poetry	Lérida
KBr Fundación MAPFRE	Barcelona
La Passió d'Olesa de Montserrat	Barcelona
Lo Closcamoll Festival de música familiar de Ponent	Lérida

Programmer	Province
Mas de Colom – Casa Borges	Lérida
MORERA. Museu d'Art Modern i Contemporani de Lleida	Lérida
Mostra d'Igualada	Barcelona
Museu d'Alcover	Barcelona
Museu de l'Aigua i el Tèxtil de Manresa	Barcelona
Museu de les Aigües	Barcelona
Museu Nacional Arqueològic de Tarragona	Tarragona
Museus de Martorell	Barcelona
NILAK	Tarragona
OCINE El Vendrell	Tarragona
OCINE Roquetes	Tarragona
OCINE Vila-Seca	Tarragona
Parc Natural de la Serra de Montsant	Tarragona
Regidoria de Cultura de Castellar del Vallès	Barcelona



The Gala - Salvador Dalí Foundation is one of the most outstanding adhesions of 2025

2.2. Social entities and health

Total number of social centers or services

3.423

BARCELONA PROVINCE | Total registered centers: 2,614

Municipality	No. Centers
Barcelona	1213
L'Hospitalet de Llobregat	105
Badalona	91
Sabadell	77
Terrassa	64
Mataró	58
Sant Boi de Llobregat	51
Manresa	42
Santa Coloma de Gramenet	41
Vic	38
Vilafranca del Penedès	38
Granollers	36
Sant Adrià de Besòs	32
Vilanova i la Geltrú	32
Castelldefels	31
Sant Cugat del Vallès	30
Cerdanyola del Vallès	29
Cornellà de Llobregat	28
Prat de Llobregat	23
Igualada	19
Sant Feliu de Llobregat	19
Esplugues de Llobregat	18
Mollet del Vallès	16
Molins de Rei	15
Cardedeu	13
Martorell	13
Rubí	12
Montcada i Reixac	11
Sant Just Desvern	11
Garriga	10
Masnou	10

Municipality	No. Centers
Berga	9
Sant Vicenç dels Horts	9
Franqueses del Vallès	8
Roca del Vallès	8
Sitges	8
Viladecans	8
Argentona	7
Gavà	7
Sant Andreu de la Barca	7
Sant Fost de Campsentelles	7
Sant Joan Despí	7
Castellar del Vallès	6
Malgrat de Mar	6
Pineda de Mar	6
Ripollet	6
Sant Esteve Sesrovires	6
Sant Pere de Ribes	6
Vilassar de Dalt	6
Abrera	5
Alella	5
Barberà del Vallès	5
Canet de Mar	5
Corbera de Llobregat	5
Esparreguera	5
Palafolls	5
Palau-solità i Plegamans	5
Pallejà	5
Premià de Mar	5
San Feliu del Llobregat	5
Sant Quirze del Vallès	5
Santa Perpètua de Mogoda	5

Municipality	No. Centers
Tordera	5
Vilassar de Mar	5
Ametlla del Vallès	4
Arenys de Mar	4
Caldes de Montbui	4
Caldes d'Estrac	4
Canovelles	4
Centelles	4
Llinars del Vallès	4
Manlleu	4
Montgat	4
Montmeló	4
Olesa de Montserrat	4
Santpedor	4
Badia del Vallès	3
Calella	3
Castellví de Rosanes	3
Cubelles	3
Dosrius	3
Hostalets de Pierola	3
Llagosta	3
Montornès del Vallès	3
Parets del Vallès	3
Piera	3
Sant Antoni de Vilamajor	3
Sant Joan de Vilatorrada	3
Santa Maria de Palautordera	3
Teià	3
Tiana	3
Valldoreix	3
Avia	2
Castellbisbal	2
Figaró-Montmany	2
Llïca d'Amunt	2
Mediona	2
Moià	2
Palma de Cervelló	2

Municipality	No. Centers
Polinyà	2
Sant Andreu de Llavaneres	2
Sant Celoni	2
Sant Fruitós de Bages	2
Sant Sadurní d'Anoia	2
Sant Salvador de Guardiola	2
Santa Eulàlia de Ronçana	2
Suria	2
Taradell	2
Viladecavalls	2
Alguafreda	1
Arenys de Munt	1
Avinyo	1
Baga	1
Balenya	1
Balsareny	1
Begues	1
Calldetenes	1
Cardona	1
Castellgalí	1
Castellterçol	1
Cervelló	1
Collbató	1
Fogars de la Selva	1
Font-rubi	1
Gironella	1
Gualba	1
Gurb	1
Llïca de Vall	1
Martorelles	1
Masquefa	1
Monistrol de Montserrat	1
Navàs	1
Olèrdola	1
Papiol	1
Pobla de Lillet	1
Pont de Vilomara i Rocafort	1

Municipality	No. Centers
Prats de Lluçanès	1
Premià de Dalt	1
Sallent	1
Sant Climent de Llobregat	1
Sant Esteve de Palautordera	1
Sant Feliu de Codines	1
Sant Hipòlit de Voltrega	1
Sant Llorenç Savall	1
Sant Pere de Riudebitlles	1
Sant Pere de Vilamajor	1
Sant Vicenç de Castellet	1
Sant Vicenç de Montalt	1
Sant Vicenç de Torello	1
Santa Coloma de Cervelló	1

Municipality	No. Centers
Santa Eugènia de Berga	1
Santa Margarida de Montbui	1
Santa Maria d'Oló	1
Sentmenat	1
Seva	1
Subirats	1
Tona	1
Torre de Claramunt	1
Torreclaverol	1
Torrelavit	1
Torrelles de Llobregat	1
Vacarisses	1
Vallirana	1
Vilanova del Camí	1
Vilanova del Vallès	1
Vilobí del Penedès	1

PROVINCE OF GERONA | Total of registered centers: 320

Municipality	No. Centers
Girona	117
Figueres	29
Olot	28
Salt	24
Banyoles	15
Blanes	13
Sant Feliu de Guixols	11
Palafugell	9
Lloret de Mar	7
Palamós	6
Sant Gregori	6
Ripoll	5
Santa Coloma de Farners	5
Bisbal d'Empordà	4
Puigcerdà	3
Arbúcies	2
Caldes de Malavella	2
Calonge	2

Municipality	No. Centers
Castell d'Empúries	2
Porqueres	2
Roses	2
Sant Feliu de Pallerols	2
Sarrià de Ter	2
Torroella de Montgrí	2
Vilafant	2
Avinyonet de Puigventós	1
Besalu	1
Cabanelles	1
Campdevanó	1
Castell-Platja d'Aro	1
Celrà	1
Esponella	1
Quart	1
Riudellots de la Selva	1
Sant Joan les Fonts	1

Municipality	Nº Centers
Sant Julià de Ramis	1
Santa Cristina d'Aro	1
Santa Pau	1
Serinyà	1

Municipality	Nº Centers
Sils	1
Tossa de Mar	1
Ventalló	1
Viladrau	1

PROVINCE OF TARRAGONA | Total registered centers: 260

Municipality	Nº Centers
Tarragona	65
Reus	54
El Vendrell	21
Valls	19
Tortosa	15
Montblanc	9
Amposta	6
Cambrils	6
Calafell	5
Espluga de Francolí	3
Sant Carles de la Ràpita	3
Selva del Camp	3
Torredembarra	3
Ulldecona	3
Vila-seca	3
Deltebre	2
Falset	2
Gandesa	2
Roda de Barà	2
Salou	2
Santa Coloma de Queralt	2
Secuita	2
Vandellòs i l'Hospitalet de l'Infant	2
Albinyana	1

Municipality	Nº Centers
Alcanar	1
Alcover	1
Alforja	1
Ametlla de Mar	1
Arboç	1
Ascó	1
Blancafort	1
Catllar	1
Creixell	1
Cunit	1
Horta de Sant Joan	1
Llorenç del Penedès	1
Masroig	1
Mont-roig del Camp	1
Móra d'Ebre	1
Móra la Nova	1
Pallaresos	1
Perelló	1
Pla de Santa Maria	1
Pobla de Mafumet	1
Pratdip	1
Riudoms	1
Roquetes	1
Sant Jaume d'Enveja	1
Santa Oliva	1

PROVINCE OF LLEIDA | Total registered centers: 229

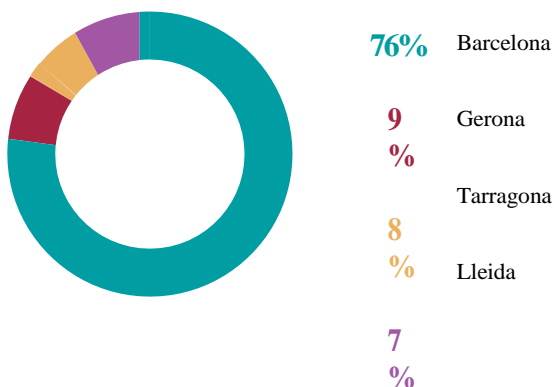
Municipality	No. Centers
Lleida	112
Tàrraga	19
Seu d'Urgell	15
Balaguer	14
Mollerussa	9
Solsona	9
Tremp	9
Juneda	8
Cervera	7
Almacelles	6
Guissona	4
Agramunt	2
Vielha e Mijaran	2

Municipality	No. Centers
Fuliola	1
Ivars d'Urgell	1
Oliana	1
Ponts	1
Raimat	1
Sort	1
Torà	1
Torrefarrera	1
Vallbona de les Monges	1
Verdú	1
Vilanova de Bellpuig	1
Vilanova de la Barca	1
Vilanova de Meià	1



Community creation Tarragona Theater (2025)

Percentage of social centers by province



Number of social centers by group

Group	No. of centers
Seniors	741
Children and Youth	686
Intellectual disability	559
Mental health	380
Migration and Refugees	229
Women in vulnerable situations	165
Poverty	135
Physical or organic disability	125
Alzheimer's and other dementias	99
Addictions	75
Homelessness	67
Chronic diseases	60
Autism Spectrum Disorder	35
Persons deprived of liberty	31
Hearing impairment	12
Visual impairment	12
LGBTIQ+	7
Ethnic minority	5
General total	3.423

Increased attendance to cultural activities by province Comparative 2024—2025

Group	2024	2025	% increase
Barcelona	103.886	108.945	4,87%
Gerona	4.907	7.550	53,86%
Lleida	3.374	5.769	70,98%
Tarragona	5.958	7.201	20,86%

Analyzing the data of ticket sales through Apropa Cultura during the years 2024 and 2025, we observe that, despite the fact that Barcelona has the highest volume of tickets sold, it is the province of Lleida that, despite having a lower volume, experiences the highest percentage increase.

All provinces have seen an increase in the number of cultural experiences, which allows us to conclude the effectiveness of having provincial mediation services Apropa Cultura, to weave communication and links between the cultural and social spheres.

2.3. Cultural experiences 2025

Behind every reservation there is a lived cultural experience an opportunity to encounter culture that generates well-being, connection and participation. At Apropa Cultura, the data not only speaks of figures, but of people who have been able to access shows, visits and cultural activities in conditions of accessibility and quality.

The data presented below collects the number of cultural experiences carried out through the Apropa Cultura platform, broken down by programmer cultural, and allow comparing the evolution of the program between the years 2024 and 2025. These figures show the growth, consolidation and real impact of the program in the territory, always with the will to continue improving and expanding access to culture.



People from the Aspropra Foundation on an outing to Montjuïc Castle (2025)

Comparative 2024 — 2025

Programmer	2024 Apropa Rate	2025 Apropa Rate	2024 Rate reduced	2025 Rate reduced	2024 Total	2025 Total	Difference
CosmoCaixa	5.746	6.812	318	401	6.064	7.213	1.149
CaixaForum Barcelona	3.361	6.319	244	843	3.605	7.162	3.557
Grup Focus	4.072	4.841	1.356	1.726	5.428	6.567	1.139
Basilica of the Sagrada Família	4.881	5.194	1.220	1.242	6.101	6.436	335
Poble Espanyol de Barcelona	6.361	5.894	422	326	6.783	6.220	-563
Barcelona Zoo	4.909	5.178	—	—	4.909	5.178	269
L'Auditori	4.396	4.210	718	795	5.114	5.005	-109
Natural Science Museum of Barcelona	4.735	3.708	77	273	4.812	3.981	-831
Gran Teatre del Liceu	4.533	3.242	638	736	5.171	3.978	-1.193
FC Barcelona Museum	3.544	3.586	225	185	3.769	3.771	2
Park Güell	2.136	3.397	201	247	2.337	3.644	1.307
Tibidabo Amusement Park	3.049	3.397	—	45	3.049	3.442	393
Palau de la Música Catalana	2.376	2.222	1.017	1.158	3.393	3.380	-13
Centre of Contemporary Culture of Barcelona (CCCB)	2.651	2.853	167	75	2.818	2.928	110
National Art Museum of Catalonia	2.465	2.442	210	301	2.675	2.743	68
Teatre Lliure	1.755	1.860	216	310	1.971	2.170	199
Museum of the History of Catalonia	1.561	1.464	219	333	1.780	1.797	17
Mirador tower Glòries	1.211	1.379	124	233	1.335	1.612	277
Orquesta Camerata XXI	1.407	1.481	78	116	1.485	1.597	112
Recinte Modernista Sant Pau	1.942	1.362	401	206	2.343	1.568	-775
National Theatre of Catalonia	1.116	1.181	306	357	1.422	1.538	116
Montjuïc Castle	1.621	1.354	305	97	1.926	1.451	-475
Picasso Museum	927	1.237	197	183	1.124	1.420	296
Fundació Joan Miró	911	1.198	78	83	989	1.281	292
Ethnological Museum and of World Cultures	958	1.126	89	86	1.047	1.212	165
Teatre Joventut	618	809	214	291	832	1.100	268
CaixaForum Lleida	726	1.065	—	26	726	1.091	365
Olympic and Sports Museum Joan Antoni Samaranch	1.004	1.005	55	82	1.059	1.087	28
Montjuïc Cable Car	1.235	1.038	40	14	1.275	1.052	-223
MAC - Barcelona	383	996	42	27	425	1.023	598
Teatre Auditori de Granollers	890	909	67	91	957	1.000	43
Music Museum	—	993	—	—	—	993	993
Cruïlla Festival	929	915	38	29	967	944	-23
Monastery of Pedralbes	615	821	104	85	719	906	187

Programmer	2024 Apropa Rate	2025 Apropa Rate	2024 Rate reduced	2025 Rate reduced	2024 Total	2025 Total	Difference
Tarragona City Council	731	584	89	316	820	900	80
Sabadell City Council	568	877	—	—	568	877	309
Kursaal - Manresa Performing Arts Space	810	862	—	10	810	872	62
El Born Culture and Memory Center	828	729	110	130	938	859	-79
Enric Granados Municipal Auditorium	320	676	—	55	320	731	411
Cornellà Auditorium	417	663	93	50	510	713	203
Sat! Sant Andreu Teatre!	816	559	89	114	905	673	-232
Franz Schubert Filharmonia	695	437	238	231	933	668	-265
VINSEUM, Wine Culture Museum of Catalonia	625	541	18	85	643	626	-17
Tàpies Museum	592	548	91	68	683	616	-67
Museu Terra	506	607	137	—	643	607	-36
OCINE Les Gavarres	—	579	—	20	—	599	599
Teatre-Auditori Sant Cugat	1.063	540	14	36	1.077	576	-501
L'Atlàntida Performing Arts Center of Osona	484	545	—	27	484	572	88
Julià Carbonell Symphony Orchestra of the Lands of Lleida	765	530	56	36	821	566	-255
Cinema Museum	393	540	76	25	469	565	96
Mercat de les Flors	850	525	37	31	887	556	-331
Teatre Bartrina	398	431	135	102	533	533	0
CaixaForum Girona	446	524	—	—	446	524	78
Grec Festival of Barcelona	406	366	135	143	541	509	-32
National Museum of Science and Technology of Catalonia (MNACTEC)	299	427	81	50	380	477	97
Olympic Ring	314	470	—	—	314	470	156
Gala – Salvador Dalí Foundation	—	452	—	—	—	452	452
Girona Auditorium	346	375	31	73	377	448	71
Banyoles Museums	63	416	—	20	63	436	373
MAC Empúries	63	344	44	74	107	418	311
Espai Cràter	—	380	—	19	—	399	399
CaixaForum Tarragona	304	258	—	121	304	379	75
Suñol Foundation	337	348	—	15	337	363	26
Terrassa Cultural Factory	306	353	—	—	306	353	47
Port Museum of Tarragona	154	257	—	94	154	351	197
Poblet Monastery	154	339	23	—	177	339	162
Teatre-Auditori Emma Vilarasau Sant Cugat	—	301	—	29	—	330	330

Programmer	2024	2025	2024	2025	2024	2025	Difference
	Apropa Rate	Apropa Rate	Rate reduced	Rate reduced	Total	Total	
Espluga de Francolí Town Council	390	309	44	20	434	329	-105
Barcelona Design Hub (DHub)	333	295	58	30	391	325	-66
Tàrraga Town Council	96	319	—	—	96	319	223
Figueres Town Council	295	280	21	35	316	315	-1
Eduard Toldrà Auditorium Vilanova i la Geltrú	224	253	36	49	260	302	42
Temporada Alta	202	246	42	53	244	299	55
KBr MAPFRE Foundation	—	279	—	19	—	298	298
Inspira Festival	235	287	5	—	240	287	47
Catalonia College of Music (ESMUC)	208	265	13	20	221	285	64
Catalonia Toy Museum	306	283	18	—	324	283	-41
Noguera Museum	146	261	—	20	146	281	135
El Vendrell Town Council	146	213	—	67	146	280	134
Porta Ferrada Festival	229	275	—	—	229	275	46
Ibercamera	187	126	71	124	258	250	-8
Pau Casals Museum	30	227	—	23	30	250	220
La Passió Theater of Esparreguera	97	201	41	49	138	250	112
BCN Classics	111	133	67	113	178	246	68
Unique Houses	—	180	—	65	—	245	245
Cork Museum of Palafrugell	231	245	9	—	240	245	5
Casa Coll i Regàs	153	237	—	—	153	237	84
Barradas Auditorium	154	151	—	81	154	232	78
Girona Cathedral	179	227	—	—	179	227	48
Castelldefels Town Council	271	219	—	—	271	219	-52
Sala Montjuïc - Open Air Cinema	133	99	80	119	213	218	5
Millennium Festival	117	217	—	—	117	217	100
Torroella de Montgrí Town Council	153	209	—	—	153	209	56
Teatre Principal Vilanova i la Geltrú	379	184	7	22	386	206	-180
Vilafranca del Penedès Town Council	204	141	20	49	224	190	-34
Imaginautes	98	188	10	—	108	188	80
Badalona Cultura, S.L	288	171	—	14	288	185	-103
Vallès Symphony Orchestra	181	184	25	—	206	184	-22
Sitges Museums	190	171	20	6	210	177	-33
ALMA Festival	182	176	—	—	182	176	-6
Espai Ermengol	40	143	—	22	40	165	125
Magnific Fest	119	124	10	40	129	164	35

Programmer	2024	2025	2024	2025	2024	2025	Difference
	Apropa Rate	Apropa Rate	Rate reduced	Rate reduced	Total	Total	
Baix Pallars City Council	9	162	—	—	9	162	153
Girona's Great Christmas Circus	173	88	30	71	203	159	-44
International Circus Festival l'Elefant d'Or	385	116	18	41	403	157	-246
Strenes Festival	112	134	—	23	112	157	45
Antic Teatre - Creation Space	45	146	10	10	55	156	101
Sons del Món Festival	156	148	—	8	156	156	0
Teatre Fortuny	177	156	—	—	177	156	-21
Institut del Teatre	43	154	—	—	43	154	111
Teatre de la Llotja de Lleida	73	116	25	38	98	154	56
Monumental Ensemble of Sant Pere de Rodes	—	133	—	20	—	153	153
CAMP center of Arts and Memory of Ponent	70	152	—	—	70	152	82
Pitivi Events, S.L.	—	150	—	—	—	150	150
Atrium Viladecans	166	140	—	—	166	140	-26
Cultural Promotion of the Terrassa City Council	119	137	—	—	119	137	18
Teatre Municipal Girona	72	84	62	45	134	129	-5
Mataró City Council	68	121	—	—	68	121	53
Barcelona History Museum (MUHBA)	231	111	10	10	241	121	-120
MAC Ullastet	130	99	40	20	170	119	-51
Canon of Vilabertran	40	117	20	—	60	117	57
Guissona City Council	45	115	—	—	45	115	70
Torroella de Montgrí Festival	—	108	—	—	—	108	108
Sardines and Marinada Festival	—	103	—	—	—	103	103
Teatre Sant Vicenç	110	100	—	—	110	100	-10
Girona Art Museum	101	80	—	19	101	99	-2
Mas Miró	192	78	20	20	212	98	-114
Joan Brossa Foundation	—	48	—	48	—	96	96
Cervera City Council	57	66	—	28	57	94	37
Sorigué Foundation	26	94	—	—	26	94	68
Paupaterres Festival	113	89	—	3	113	92	-21
Blanes City Council	91	91	14	—	105	91	-14
Teatre Principal d'Olot	102	88	—	—	102	88	-14
ALBA Synchrotron	78	41	24	46	102	87	-15
Valls City Council	148	86	—	—	148	86	-62
The Passion of Olesa de Montserrat	—	70	—	15	—	85	85
Teatre de Salt	38	80	12	—	50	80	30

Programmer	2024	2025	2024	2025	2024	2025	Difference
	Apropa Rate	Apropa Rate	Rate reduced	Rate reduced	Total	Total	
FGC - Núria	—	79	—	—	—	79	79
Juneda City Council	108	58	20	20	128	78	-50
Cornellà City Council	31	74	—	—	31	74	43
Josep Pla Foundation	—	70	—	—	—	70	70
Royal Monastery of Santes Creus	19	45	—	24	19	69	50
El Centre Gràcia	—	68	—	—	—	68	68
Municipal Theatre of l'Escorxador	127	67	7	—	134	67	-67
National Archaeological Museum of Tarragona	—	65	—	—	—	65	65
Lloret de Mar Theatre	38	62	—	—	38	62	24
Cinemes Girona	5	27	10	32	15	59	44
IN-EDIT	—	59	—	—	—	59	59
Cardedeu City Council	67	58	—	—	67	58	-9
MAC Girona Sant Pere de Galligants	30	54	—	—	30	54	24
Olot Museums	60	53	—	—	60	53	-7
Escornalbou Monastery Castle	78	51	—	—	78	51	-27
MAC Olèrdola	—	50	—	—	—	50	50
La Mercantil	81	48	—	—	81	48	-33
Igualada City Council	44	45	—	—	44	45	1
Sant Pere de Ribes City Council	23	37	—	7	23	44	21
Pedagogy of Spectacle	47	44	—	—	47	44	-3
Associació Joan Manén	—	28	—	15	—	43	43
Fundació Orfeó Lleidatà	53	26	30	17	83	43	-40
Esterrri City Council	—	41	—	—	—	41	41
FiraTàrrrega	46	41	—	—	46	41	-5
MORERA. Museum of Modern and Contemporary Art of Lleida	—	40	—	—	—	40	40
Barcelona Ballet	115	38	—	—	115	38	-77
Casa Rafael Masó	70	34	—	—	70	34	-36
D'A Film Festival	—	14	—	20	—	34	34
Incert Festival	—	34	—	—	—	34	34
Cartoixa d'Escaladei	36	33	—	—	36	33	-3
Interpretation Center of the Roca dels Moros del Cogul	—	33	—	—	—	33	33
NILAK	—	33	—	—	—	33	33
Sort City Council	15	32	—	—	15	32	17
Tarraco Viva Festival	85	32	—	—	85	32	-53
Galacticat Festival	16	30	—	—	16	30	14

Programmer	2024	2025	2024	2025	2024	2025	Difference
	Apropa Rate	Apropa Rate	Rate reduced	Rate reduced	Total	Total	
Lo Closcamoll Family Music Festival of Ponent	—	30	—	—	—	30	30
Mas de Colom – Casa Borges	—	30	—	—	—	30	30
TetaFest Festival	—	26	—	—	—	26	26
Olot Cultura - Performing arts and music	—	25	—	—	—	25	25
Banyoles City Council	79	24	—	—	79	24	-55
Tremp City Council	16	24	—	—	16	24	8
Centre Moral i Instructiu de Gràcia	87	23	—	—	87	23	-64
Fundació Orfeo Gracienc	—	22	—	—	—	22	22
Mostra d'Igualada	—	22	—	—	—	22	22
Recomana.cat	—	21	—	—	—	21	21
Ateneu Santcugatenc	—	20	—	—	—	20	20
Miravet Castle	—	20	—	—	—	20	20
Sala La Planeta	5	20	—	—	5	20	15
Balaguer City Council	47	19	—	—	47	19	-28
FGC - Montserrat	—	19	—	—	—	19	19
Water Museum	—	19	—	—	—	19	19
Alt Pirineu Natural Park	35	19	—	—	35	19	-16
Alcover Museum	—	17	—	—	—	17	17
Seu d'Urgell City Council	21	16	—	—	21	16	-5
Black Music Festival	54	15	—	—	54	15	-39
Department of Culture of Castellar del Vallès	—	15	—	—	—	15	15
Convent de Sant Bartomeu de Bellpuig	—	14	—	—	—	14	14
Railway Museum of Catalonia. Vilanova i La Geltrú	184	14	—	—	184	14	-170
Schubertíada Vilabertran	5	14	7	—	12	14	2
Acústica Festival	—	10	—	—	—	10	10
Fundació Jordi Savall - CIMA	—	10	—	—	—	10	10
Water and Textile Museum of Manresa	—	9	—	—	—	9	9
Solsona City Council	—	8	—	—	—	8	8
Associació Mas del Jazz	—	8	—	—	—	8	8
REC Festival	—	—	—	7	—	7	7
Raimat Arts Festival	17	—	14	7	31	7	-24
La Gorga Theatre of Palamós	16	6	—	—	16	6	-10
Peralada Festival	—	5	—	—	—	5	5
MORITZ FEED DOG	—	5	—	—	—	5	5
Arts Managements	241	—	4	—	245	—	-245

Programmer	2024 Apropa Rate	2025 Apropa Rate	2024 Rate reduced	2025 Rate reduced	2024 Total	2025 Total	Difference
Barcelona Cemeteries	59	—	32	—	91	—	-91
Lleida Puppet Center	19	—	—	—	19	—	-19
Circusland	107	—	—	—	107	—	-107
Community Arts Festival of Catalonia	35	—	—	—	35	—	-35
L'Hospitalet Spring Festival	36	—	—	—	36	—	-36
Esbaïola't Festival	6	—	—	—	6	—	-6
Cardona Històrica Foundation	10	—	—	—	10	—	-10
Manifesta 15 Barcelona	1.059	—	142	—	1.201	—	-1.201
Frederic Marès Museum	119	—	—	—	119	—	-119
Patronage of Catequistics / La Cate	10	—	7	—	17	—	-17
Reus Music Festival	53	—	—	—	53	—	-53
Tarragona Youth	5	—	—	—	5	—	-5
Felip Pedrell Auditorium Theatre. Tortosa City Council	6	—	8	—	14	—	-14
Total comparison of programmers	106.079	115.439	12.046	14.631	118.125	130.070	11.945

In 2025, 130,070 cultural experiences are recorded, compared to 118,125 in 2024, with an increase of 11,945 experiences (+9.95%). This evolution confirms a global and sustained growth of the program.

The increase occurs both in the Apropa Rate and in the Reduced Rate, which reinforces the role of Apropa Cultura as a tool for equity and cultural mediation, capable of adapting to different realities and needs.

Finally, the incorporation of new programmers into the network and the increase in activity in local facilities demonstrate greater territorial capillarity and the impact of mediation work. The specific decreases detected mainly respond to situational factors and do not alter the overall positive trend of the program.

The 2025 data confirm Apropa Cultura as a consolidated program, growing and with real impact, which transforms tickets into significant cultural experiences, and which continues to expand its network with a focus on equity, proximity and the future.



A group from the ONCE Foundation visiting the Modernist Site of Sant Pau (2025)



Without Filters

Francisca García Casalleto

3/Commitment with training

Training is one of Apropa Cultura's strategic lines to advance towards a truly accessible, inclusive, and diversity-committed culture. Through various training programs and actions, Apropa Cultura supports professionals from the cultural, social, and educational fields in acquiring tools, knowledge, and perspectives that enable them to enhance care for individuals and expand the social impact of cultural practices.

Apropa Cultura's training proposals originate from the dialogue between culture and social action, placing the arts, accessibility, and mediation at the center, and are developed through collaboration with cultural facilities, specialized professionals, and entities in the area. A continuous commitment to quality, shared learning, and the transformation of cultural spaces.

Below are detailed all the courses, conferences, and training sessions held during 2025.

3.1. Educate with art

Training for social and educational action professionals

Explore art as an educational and social tool

Introduction

Educate with Art is a course that enriches the educational and social tasks through disciplines such as performing arts, music, visual arts, or dance. Each training is an opportunity to experiment and discover how art can transform daily life, leaving a memorable impact on both professionals and the groups they work with.

Objective

The course aims to demonstrate how art can enhance educational and social practice, providing creativity, inclusion, and new approaches that enrich professional day-to-day.

Participants

It is aimed at professionals in social and educational action, namely: social educators, therapists, integrators, coordinators, technicians, monitors, and caregivers without necessarily having specific knowledge in the arts. All of them work in social centers affiliated with Apropa Cultura, although registrations also allow for the inclusion of individuals interested in the theme of each session.

Organization and locations

Each season, the cultural facilities of the Apropa Cultura network host training adapted to their disciplines and spaces. During 2025, in-person sessions have been held at the Joan Miró Foundation, Picasso Museum, Palau de la Música, Mercat de les Flors, El Auditori, Teatre Lliure, Monastery of Pedralbes, Enric Granados Auditorium of Lleida, and Tàpies Museum.

Sessions 2025:

Season and coverage

During the season, Acerca Cultura organizes a total of 12 training sessions spread across Barcelona, Girona, Lleida, and Reus, combining practice, reflection, and joint creation.

Methodology and Calendar

The sessions of Educate with Art are based on three fundamental pillars:

- Theoretical frameworks, to facilitate the understanding of the subject.
- Personal experiences, to enhance individual experimentation.
- Practical methodologies, to apply directly with the different groups.

The training sessions are organized mainly in the mornings during the week and, occasionally, on some Saturdays, with the aim of adapting to the diverse availability of professionals.

Pedagogical resources

All sessions are recorded and published in the Online Resources section of the Apropa Cultura website and on the YouTube channel. A pedagogical dossier is prepared for each session with the main concepts and activities.

The videos have subtitles by Marta de Muga, from the Festival Incluso, and access is completely open. to and free of charge.

Acces resources: <https://www.apropacultura.org/ca/recursos-formacio>



Educate with Art at the Municipal Theater of Girona (2025)

January 18, 2025 | Training Body Affections. Creation interdisciplinary from the Body to the Miró Foundation

During the year 2025, the Educa with Art sessions have invited participants to a creative journey divided into two thematic lines that connect with the body, senses, and perception:

- Celebrate the body (course 2024/25, sessions from January to June): a journey to explore the body as a tool for expression, communication and artistic discovery, combining dance, music, performing arts, and clown.
- Open the senses (course 2024/25, sessions from September to December): sessions focused on awakening and expanding sensory and aesthetic perception, working with visual arts, music, design, and other creative disciplines.

For each course, a graphic line with great personality has been developed, designed to give visual and narrative coherence to all sessions and reinforce the identity of the training.



Poster for the session Open the senses (2025)

Below are detailed all the sessions of each thematic line, with information on the contents and pedagogical resources generated for each training, including dossiers and audiovisual materials available for consultation and professional practice.

39 with Ainara Díaz. 23 attendees (28 Commitment to training)



This workshop proposed an artistic and somatic exploration focused on the nervous system, to reconnect with the body as a source of creation and awareness. Through somatic tools and expressive arts, a dialogue between sensations, image, and word was encouraged. The activities were developed both individually and in groups, in a space of care and shared vulnerability. The works of Matisse and Miró inspired this embodied artistic experience. The objective was to create from the body, inhabiting it with presence and sensitivity.

Centering exercise and discovery of the environment and connection inside out and collective creation from the symptoms.

Link to resource (dossier): <https://www.apropacultura.org/ca/recurs-formacio/afectes-corporals-creacio-interdisciplinaria-des-cos-ainara-diaz-fundacio-miro>



Training Body Affections: Interdisciplinary Creation from the Body (2025)

January 31, 2025 | Rhythm and movement! Training
Ingredients of well-being at the Auditorium with Marta Roma and Montse Roig. 38 attendees (53 registered)



Inspired by the immune system, this workshop used music and movement to foster group cohesion, communication, experimentation, and listening. Activities such as sound massage, orchestra conducting, or object dancing allowed us to introduce ourselves, get to know each other, and get excited in a safe and respectful environment. In a space of healing, play, and celebration of the body, the session combined individual expression proposals with collective creation, such as the realization of an improvisation orchestra from soundpainting.

Listening to the cello to seek introspection, connection with the body or relaxation, and exercise of imagination and movement from paper.

Link to resource (videos and dossier):
<https://www.apropacultura.org/ca/recurs-formacio/ritme-moviment-ingredients-benestar-marta-roma-montse-roig-auditori>



Rhythm and movement training! Ingredients of well-being (2025)

February 6, 2025 | Beat of theater training at the Fortuny de Reus with The Local Artists. 13 attendees (15 registered)



This workshop proposed using theatrical play as a means to connect with one's own body and with the other participants. It was an opportunity to celebrate oneself, recognize the body as an essential support, and discover it as a tool for narrating stories. Through movement and body expression exercises, the body was warmed up and prepared for different improvisation activities, stimulating creativity, imagination, listening, and humor, while working on frustration and error, providing participants with confidence and resources to face them.

Translator exercise: A speaker speaks in an invented language, one translates, and another does sign language. And the public asks questions to the speaker.

Link to resource (videos and dossier):
<https://www.apropacultura.org/ca/recurs-formacio/batec-teatre-artistes-locales-teatre-fortuny>



Beat of theater training (2025)

February 8, 2025 | Dance and movement training at the Fundació Sorigué with Marta Casal. 14 attendees (16 registered)



The locomotor system was the starting point for Marta Casals to explore visual art through dance and creative movement as tools for expression and learning. Through walking and everyday movement exercises, the participants connected with their own body, celebrated expressive diversity, and discovered how it could generate dance and art. The workshop was developed in dialogue with the work of William Kentridge, an artist linked to movement and the body, and through practical proposals, the connections between body and art were explored in a space of free, creative, and collective expression.

Collective composition exercise based on a chair inspired by William Kentridge's video installation.

Link to resource (videos and dossier):

<https://www.apropacultura.org/ca/recurs-formacio/caminar-dansa-marta-casals-fundacio-sorigue>



Walking the Dance Training (2025)

February 12, 2025 | Drawing the Body Training at the Museum Picasso with Bea Ortiz. 37 attendees (43 registered)



Through the connection between drawing and body, we recover the playful and spontaneous gaze of children, exploring drawing as a tool for self-knowledge, expression, and communication. We viewed images of artists who have drawn the body to observe different representation strategies, as well as Picasso's work during the visit to the museum. Next, we experimented with the materials through a series of carefree portraits: quick exercises with a free and creative approach that encouraged immediate expression and connection with one's own body.

Portrait exercise drawing with the paper up to modify perception and collage based on the results of the drawing jam.

Link to resource (dossier):

<https://www.apropacultura.org/ca/recurs-formacio/dibuixar-cos-bea-ortiz-museu-picasso>



Drawing the Body Training (2025)

March 4, 2025 | Training The mask fair at the National Theater of Catalonia with Montse Bonet and Pere Ferran. 28 attendees (43 registered)

La fira de les màscares

MONTSE BONET | PERE FERRAN
TEATRE NACIONAL DE CATALUNYA

4 de març 2025
de 10h a 14h | 5€



At the Mask Fair, we discovered that the mask is much more than a theatrical element: it hides us and, at the same time, reveals us. In an experiential way, we explored different types of theatrical masks —larval, character, and Commedia dell'Arte— that offered us new identities and possibilities of movement, behavior, and action. Through play and the transformation of the body, voice, and attitude, the participants discovered new forms of communication and scenic expression, connecting with other worlds, situations, and imaginaries.

Exercise with larval masks that are characterized to be more animalistic, more primary, and elemental in emotions. Next to it, the exercise with masks from the commedia dell'arte that codify archetypes, hierarchies, social classes, or passions.

Link to resource (dossier):

<https://www.apropacultura.org/ca/recurs-formacio/fira-mascars-montse-bonet-pere-ferran-tnc>



Training The mask fair (2025)

May 13, 2025 | Training An extraordinary theater at the Free Theater with Clàudia Cedó and Marc Buxaderas 26 attendees (32 registered)

El teatre extraordinari

MARC BUXADERAS | CLÀUDIA CEDÓ
TEATRE LLIURE DE GRÀCIA

13 de maig de 2025
de 10h a 14h | 5€



What are the main aspects of the creation process of a theatrical show with a diverse team? Based on knowing experiences of adapted dramaturgy lived in the first person, the participants practiced how to incorporate the singularities of each actor and actress with functional diversity, adapting the dramaturgy to their ways of expressing themselves. The session emphasized the importance of adapting learning processes, respecting different rhythms, and introducing figures such as the text coach. It was a space for experimentation and creativity aimed at creating a professional theatrical piece that reflected the real diversity of society.

Exercise of group improvisation and creation of a script based on real situations where inequality or difference has been experienced or suffered.

Link to resource (dossier):

<https://www.apropacultura.org/ca/recurs-formacio/teatre-extraordinari-marc-buxaderas-claudia-cedo-teatre-lliure>



Training An extraordinary theater (2025)

October 25, 2025 | Hundreds of years training in a morning at the Monastery of Pedralbes with Rosa Llop and Gemma París. 17 attendees (26 registered)

Centenars d'anys en un matí

GEMMA PARÍS I ROSA LLOP
MONESTIR DE PEDRALBES
25 d'octubre de 2025
de 10h a 14h | 5€
Inscripcions a
apropacultura.org



Through a bodily, creative and immersive experience at the Monastery of Pedralbes, the meaning of chronoception and non-linear temporalities were explored. The dynamics of silence, meditation and walking awakened a sensitivity towards inner time, rhythm or synchronization. From accumulative drawing and play, the objects in the kitchen were observed and with the practice of slow drawing, observation and presence were expanded. Thanks to practices situated collaborations, a non-productive, more sensitive and creative time was imagined.

Collection of “samples of moments” from the cloister in small boats and result of the creation of a new term related to the time planted in the medieval garden.

Link to resource (dossier):

<https://www.apropacultura.org/ca/recurs-formacio/centenars-anys-mati-rosa-llop-gemma-paris-monestir-pedralbes>



Hundreds of years training in a morning (2025)

November 8, 2025 | Tablemusic training at the Enric Granados Municipal Auditorium with Ual·la (Alba Rubió and Modesto Lay). 9 attendees (16 registered)

Tablemusic, com crear música amb objectes quotidians

UAL·LA I ALBA RUBIÓ, MODESTO LAY
AUDITORI MUNICIPAL ENRIC GRANADOS
8 de novembre de 2025
de 9h a 14h | 5€



With a table and different everyday objects brought by the participants, their sound and expressive possibilities were explored until they were converted into musical instruments. The traditional body percussion song of Las panaderes was learned, exercising memory and synchronization.

Experimenting with the voice, the body and the rhythm, they were created brief collective pieces adding dynamics of humor and physical theater to enhance expression. At the same time, they learned small resources of light and scenography to generate atmospheres.

Sound experimentation exercise from plastic bags on the table and collective creation of a sound piece of expression and body percussion.

Link to resource (dossier):

<https://www.apropacultura.org/ca/recurs-formacio/tablemusic-com-crear-musica-objectes-quotidians-ualla-auditori-enric-granados-0>



An extraordinary theater training (2025)

November 12, 2025 | Click training in body percussion at the Auditorium of Girona with Lu Arroyo. 18 attendees (35 registered)



The training was based on an experiential methodology that integrated music therapy, dance, NLP, and body percussion as pedagogical tools. Through

practical dynamics based on the Click method, the participants worked on self-knowledge, mindfulness, and body and emotional awareness. Music and movement were used to activate emotional states and open channels of communication and learning. Finally, we reflected on the application of these tools in educational and intervention contexts with different groups.

Putting into practice one of the musical and choreographic creation exercises based on Lu Arroyo's Click method.

Link to resource (dossier):

<https://www.apropacultura.org/ca/recurs-formacio/click-percussio-corporal-lu-arroyo-auditori-girona>



Click training in body percussion (2025)

November 20, 2025 | Treure les ales training at the Joan Brossa Foundation with Itxaso Corral Arrieta. 27 attendees (40 registered)



Inspired by the universe of Joan Brossa, the session proposed multisensory exercises to activate the imagination,

attention and poetic skills of the participants. It

explored the relationship between body and thought, presence and movement, gesture and word, and as a result we all made an ode to the armpits. After getting tender and attentive, drawing, poetry and

body exercises were performed on a large piece of paper, randomly choosing cards from the

game "operations on paper". The practice of spells, metaphors and magical processes was also stimulated as a tool for expression and learning.

Insist and remain in the operation of collective and poetic exercises on paper.

Link to resource (dossier): <https://www.apropacultura.org/ca/recurs-formacio/treure-ales-poesia-posar-nos-catxes-itxaso-corral-arrieta-fundacio-joan-brossa-0>



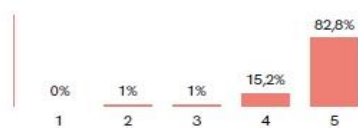
Treure les ales training (2025)

Overall assessment of the training courses

Ratings from 1 (not very satisfactory) to 4 (very satisfactory)

In general, how do you rate the session?

99 responses



Did you find the contents useful?

99 responses



Overall assessment

The training sessions were rated very positively by most of the participants, with usual scores of 5 out of 5 in both the overall quality and in the usefulness of the contents. The comments reflect great satisfaction with the professionalism of the trainers, the quality of the dynamics and the close and participatory environment generated during the activities.

Strengths

- Practical and experiential methodology: The activities combined theory and practice, promoting experimentation, creativity and the involvement of the whole group.
- Connection with the body and emotions: The participants highlighted the ability of the sessions to promote self-knowledge, body expression and emotional management.
- Safe and motivating space: Special value was placed on the creation of one around trust and respect, where you could explore, test and make mistakes without pressure.
- Inspiration and professional applicability: Participants took away resources and ideas that they can apply directly in their work with different groups, from people with functional diversity to children or groups with specific needs.

Aspects to improve

- Time management: Some participants suggested adjusting the duration of the sessions, lengthening certain spaces or reorganizing breaks to optimize activities.
- Space and logistics: Some training courses required more space or different conditions for the activities, especially in sessions with many participants.
- Continuity and deepening: Proposals have been made for additional sessions or sessions structured in two parts to delve deeper into certain contents or methodologies.

Topics and proposals for future training

- Transdisciplinary integration of the arts: theater, dance, music and plastic arts.
- Work on emotions, self-esteem, management of shame and inclusion of people with functional diversity.
- Strategies to adapt activities to different groups, including children and people with special needs.
- New techniques and resources: social circus, object theater, improvisation, video art.

A summary in figures

- Total number of registrations by 2025: 3,380 registrations.
- 12 pedagogical dossiers have been generated.
- More than 50 pedagogical resource videos have been created.
- We have worked with a total of 18 trainers, 84% of whom are women and 16% men.

3.2. Conference

Apropa Cultura 2025

Since 2013, Apropa Cultura annually organizes the Accessibility and Diversity Conferences, a benchmark event that is highly anticipated by the cultural and social sector. These conferences have become an essential space to reflect on diversity in the cultural field, share inspiring experiences and generate alliances between cultural programmers, artists, professionals and social entities.

The Apropa Cultura 2025 Accessibility and Diversity Conferences, under the title "Utopia, memory, capacitism and culture" have focused on reflection on capacitism and culture, combining the utopia of a fairer and more inclusive future with the memory of paths traveled, successes and learning. These conferences have sought to accompany the path of the new Accessibility Code of Catalonia and are part of the biennial season dedicated to people with disabilities Without Filters.

A total of 229 people attended the conferences, professionals from the cultural and social fields, as well as artists and other people interested in the topic.

Objectives

- Analyze how ableism operates in culture and make visible the structures and practices that may exclude people with disabilities.
- Claim the cultural rights of people with disabilities as artists, creators, mediators and cultural professionals.
- Learn about inspiring projects and experiences with a long history in cultural inclusion.
- Promote dialogue and collective memory, recovering learnings from the past to build an inclusive cultural future.
- Generate alliances and meeting spaces between professionals in the cultural and social sector.

Target audience

- Cultural professionals and cultural programming.
- Professionals from social entities, social services and health services who work with people with functional diversity.
- Artists, companies and creators interested in the subject.



The Ampans Foundation talking about its Living Art project (2025).

Accessibility

The sessions included live subtitling, interpretation in Catalan Sign Language, and additional support was offered on demand. The conferences were recorded for later viewing.



Apropra Cultura Conference on November 10 at the Joan Miró Foundation (2025).

Development and content

Monday, November 10, 2025 – Auditorium Fundació Joan Miró.

- Inaugural conference: Ableism and culture: Andrea García Santesmases, PhD in Sociology and social and cultural anthropologist, and Antonio Centeno, activist and professor, addressed structural discrimination and cultural practices that limit the participation of people with disabilities.
- Conference: The reality of utopia – The case of the Lugo Provincial Museum Network: Encarna Lago González and Ángeles Miguélez Martínez. presented a model of social and inclusive museum based on the New Museology, with a focus on functional diversity, gender and equality.
- Workers and professional colleagues: This table showed examples of labor and professional inclusion:
 - Casa Batlló (Ana Acosta and Montse Bizarro) exhibited more than 100 neurodivergent people as part of their visitor service team, thanks to the collaboration with Specialisterne.
 - Esment Guies (Margarita Salvà) offers opportunities for people with intellectual disabilities in guiding and cultural dynamization.
 - Guia'm Project of the Pedralbes Monastery (Jannes Baljet, Susanna Díaz and Gemma Bonet) promotes the participation of people with Asperger's syndrome in cultural entities.
 - promotes the participation of people with Asperger's syndrome in cultural entities.
 - Moderation: Maria del Mar Matas.
- Creation and art centers. The table highlighted spaces of inclusive artistic creation:
 - Debajo del Sombrero (Lola Barrera and Luís Sáez), is a production space for artists with intellectual disabilities.
 - L'Art de Viure – Ampans (Cristina Llohis), creative workshop to promote autonomy and expression.
 - Andar de Nones – Teadir Aragón (Martín Giménez and Cristina Laborda), facilitating artistic processes to people with psychic diversity.
 - La Casa de Carlota (Inge Nouws, José María Batalla and David Matas), inclusive design studio that combines diverse talent in visual communication projects.

- Talk #SenseFiltres: Reflection on the presence of functional diversity in the cultural field with Cinta Torné (Fepccat), Anna Oliva, Martina Millà (Joan Miró Foundation) and Montse Quer (Joan Miró Foundation). Moderation: Teresa González.
- Presentation of the complementary material “Questions that matter”: Teresa Rubio presented a new Apropa Cultura project, a compilation of questions from people with disabilities about access to shows and museums, a tool to improve accessibility and participation.

Tuesday, November 25, 2025 – Teatro Lliure de Montjuïc

- Inaugural conference: Utopia, ableism and culture: Bob Pop, writer and humorist, addressed the relationship between utopia, ableism and culture from a critical and creative perspective.
- Programming with diversity: This table addressed how to turn cultural programming into an inclusive space:
 - Ànima Lliure (Cesc Casadesús) presented the project of the Teatre Lliure to integrate voices and bodies diverse in scenic creation.
 - Centro Dramático Nacional (Fernando Delgado) presented initiatives such as the festival A different look and inclusive theatrical creation projects.
- Train, grow, create: The participants reflected on the training and professionalization of artists with diversity:
 - Amás Escena (Allende López) offers comprehensive training and artistic production for people with intellectual disabilities.
 - ARTransforma (Queralt Prats) promotes participatory projects that combine artistic education and social inclusion.
- Creating with and from diversity: The round table explored the artistic collaboration between people with and without disabilities:
 - Marc Buxaderas, actor and creator, uses humor to promote social inclusion.
 - Clàudia Cedó, playwright and theater director, works with diverse teams and social risk projects.
 - Vero Cendoya, choreographer and dancer, develops inclusive creations in dance-theater.
 - Sonia Molins, actress and student of acting techniques, participating in inclusive theatrical projects.
 - Moderates: Sonia Gainza, director of Apropa Cultura

- Talk #SenseFiltres Music and Diversity: With Lluís Solé, professor of the FETEP, musician and music director of the Inclusive Orchestra of the Uvic and with Dani Royo, music therapist and coordinator of the Bravo musical band. Moderated by Mariona Galter.
- Presentation of the complementary material “Questions that matter”: Teresa Rubio presented the continuity of the reflection tool on experiences and challenges of people with disabilities.
- Guided tour: Museu de les Arts Escèniques – Open doors, raise curtains: Laura Ars led a tour through accessible practices and inclusive creative processes in the performing arts.



Apropa Cultura training day at the Teatro Lliure (2025)

Organization and collaborators

The curatorship and conceptualization were carried out by Claudia Torner Garcia. The conferences were supported by Apropa Cultura and the inclusive graphic design of La Torreta (cooperative El Far and Fundació Pas a Pas).

The 2025 Accessibility and Diversity Conferences have been a space for meeting, learning and inspiration, reaffirming Apropa Cultura's commitment to an accessible, inclusive culture led by people with disabilities.



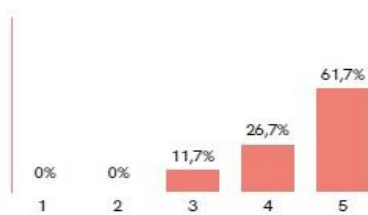
Poster for the Accessibility and Diversity Conference (2025)

Assessment of the conference

Ratings from 1 (not very satisfactory) to 5 (very satisfactory)

Did you find the conference content interesting? Do you think it will be useful to you?

60 responses



Overall, how do you rate the conference?

60 responses



The Accessibility and Diversity Conference 2025 has been very well received, establishing itself as an event of reference and expected by professionals, artists and entities. A survey has been carried out and 60 responses have been obtained, these show a high level of satisfaction: the majority of the participants rated the conference with a 4 or 5 out of 5, especially highlighting the relevance of the contents and the quality of the presentations and discussion tables.

Strengths

- The presentation of real experiences and projects, with the direct participation of people with disabilities, which allowed us to learn about inspiring cases and models of inclusive practice.
- Critical reflection on ableism and culture, especially the inaugural conference and the contributions of professionals such as Andrea García Santesmases, Antonio Centeno or Bob Pop.
- The diversity of projects and entities, which showed different approaches to accessibility and inclusion in cultural and artistic environments, from creation centers to public institutions and companies.
- The organization and accessibility measures, such as live subtitling and resources for the full participation of all, which facilitated learning and interaction.

Aspects to improve

- Need for more time for debate and shared reflection, since the density of content left little room for questions and exchange.
- Adjust the timing of presentations and tables, to balance the number of presentations with the space for dialogue and deepening.
- Improve some logistical and physical accessibility aspects, such as the comfort of spaces for people in wheelchairs and the accessibility of equipment.

Overall, the assessments reflect that the conferences were inspiring, enriching and useful for the professional and personal development of the attendees, consolidating Apropa Cultura as a benchmark in the promotion of inclusion and the visibility of diversity in the cultural world. The positive comments underline the first-person learning, the practical nature of the presentations and the possibility of knowing projects and strategies that can be applied in different cultural environments.

3.3. Accessibility and diversity for programmers

In a constantly changing world, our society encourages us to adapt and evolve. Cultural programmers, in this context, also have the responsibility to adapt, open up to diversity and facilitate access to culture for all people, regardless of their profile.

In order to accompany cultural facilities and programmers in their process of incorporation into the Apropa Cultura network, we organize an introductory training specialized in Accessibility and Diversity.

This is a 4-hour session given by the expert

in diversity Catherine Clancy, the cultural mediator Teresa Rubio with the accompaniment and experience of the different heads of the territorial mediation services of each province.

Objectives of the training

- Know basic concepts: Diversity, Inclusion, Inclusive Culture, Universal Accessibility.
- Make an approach to the groups of: Intellectual Disability, Mental Health, Seniors/Alzheimer and Social Exclusion (Migration, Women, Homeless, Addictions, Justice and Childhood/adolescence).
- Provide professionals with tools and resources to provide the best possible service to the groups.

Who is it for

To the professionals of the cultural facilities:

- Educational service and team of educators.
- Public service staff, security, cleaning...
- Communication, conservation, administration...
- Direction and management.

Methodology

- Training in person or online, giving priority to face-to-face.
- Theoretical framework: the necessary knowledge is provided on the characteristics of the different groups as well as basic guidelines for behavior to assist them.
- Active participation: spaces for reflection, exchange of knowledge and experiences of the attendees, accompanied and moderated by the expert speakers in the matter.

- Practical resources: practical methodologies for attending to the different groups, from the design of the activity to the attention of the group.

Contents

First part with all the staff of the equipment or programmer:

1. Apropa Cultura Program: brief introduction.
2. Approach to basic concepts: Diversity, Inclusion, Integration, Accessibility, Design for all, Inclusive Culture.
3. Introduction to groups in situations of vulnerability and in the field of disability.
4. Practical examples of inclusive activities in museums of the Apropa Cultura network.
5. Questions to reflect on for the next session.

Second part with the education staff and attention to the Apropa groups is recommended:

1. What Activities of the museum can we offer in Apropa Cultura?
2. How will the Activities be? Is it necessary to make adaptations? What problems can we find? What do we need?



Trainings of 2025

The teams of the following equipment have been formed.

- Alt Pirineu Natural Park.
- Interpretation Center of the Historical Heritage “La Caserna”, Espai Via Mètrica, Bujons Pharmacy, L’Enrajolada, Santacana House Museum, Vicenç Ros Municipal Museum, MUXART, Espai d’Art i Creació Contemporanis, Martorell Theatre.
- Monumental Ensemble of Sant Pere de Rodès.
- Convent de les Arts and Alcover Museum Canònica de Vilabertran.
- Amatller House Museum.
- Mapfre KBR Foundation.
- Mnac of Tarragona.
- Textile Museum of Manresa.
- Ateneu Santcugatenc.
- Cornellà Water Museum.
- Josep Pla Foundation of Palafrugell.
- Miquel Pons Auditorium of Castellar del Vallès.
- Institut del Teatre and Museum of Performing Arts.
- Passion Theatre of Espagüerra.



Training in accessibility tools

Cultural mediation advisory service

Cultural programmers in the network are offered the service, and cultural programmers: service of the expert in cultural mediation, receive advice on the activities offered in the Apropa Cultura groups. An accompaniment is carried out in the visits of social groups and it is studied how the experience has been, a report is made and improvements are proposed. A meeting is held with the educator who gave the visit or workshop and an interview with the head of the Educational Service.

3.4. Online training in accessibility and diversity

Since 2021, Apropa Cultura has had an online training module designed to introduce the concepts of accessibility, diversity and delve into the different groups in situations of vulnerability or disability. From 2025, a second specific module on Accessibility Tools of the equipment will be added cultural, which offers practical resources to improve the attention to the public and inclusion within the facilities. The main objective of these modules is to provide continuous training to all staff of the cultural equipment, with a special focus on those people who work directly with the public (ticket offices, security, accommodation, room staff, etc.).

All modules are available free of charge and easy for the workers of the cultural equipment that are part of the Apropa Cultura network.

Module 1: Introduction to Diversity

The first module consists of 10 short videos that include specific indications and tips to improve the attention, as well as additional videos that help to deepen in the topics covered. This training aims to raise awareness, train and bring diversity closer to the professionals that may not be familiar with it, in order to improve care, eliminate invisible discrimination and promote an open and inclusive perspective.

The scripts and presentations of each video have been elaborated by entities, social centers and people linked to the groups that are treated. Among the collaborators have been: the Visual Disability Association Catalonia B1+-B2+B3, the APSO Association, Antonio Centeno, the MAP.

Foundation, Obertament, Tere Pérez, Marta Ausona, XAPSELL (Network of Care for People in Situations of Homelessness in Barcelona), Aprendemos Autismo, Aspace and Accem.

Module 2: Accessibility Tools of cultural facilities

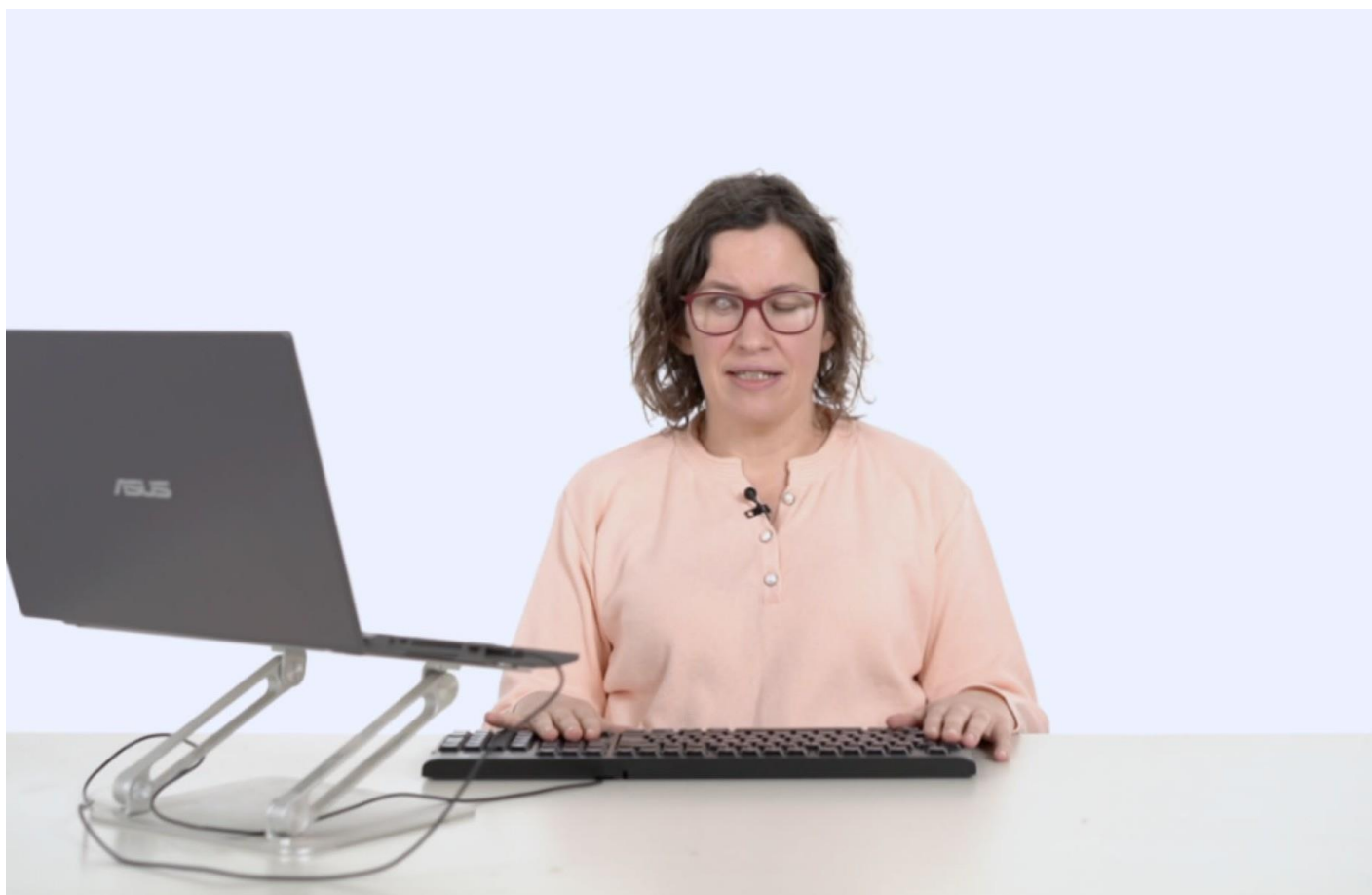
This module has been developed with the collaboration of entities specialized in accessibility and functional diversity to explain in an easy and understandable way which are the most common accessibility tools in cultural facilities, for whom they are designed.

how they work and where to find them. Many cultural facilities and programmers have accessibility resources, but often the team has not received training on what they are, how they are used, or how they can improve care for people who need it.

Throughout this module, examples and good practices provided by the entities with which we have worked are introduced: the Federation of Deaf People of Catalonia (FESOCA), which represents and defends the rights of the deaf community and promotes resources such as Catalan sign language and interpreter services to facilitate communication; ACAPPS (Catalan Association of families and people with deafness), which works for the social inclusion of people with hearing disabilities and the visibility of their needs; the TOTHOMweb team, specialists in digital accessibility who help us understand how to make websites and digital content accessible to all; professionals such as Mònica Surís and Maria José Anía, authors of materials and guides to incorporate accessibility in

events and communication; and organizations such as the TEB Cooperative Group, which works for the inclusion and autonomy of people with intellectual disabilities and provides perspectives on adaptations of spaces and individual care. We also have contributions from the ECOM Federation, a movement of people with physical and organic disabilities that defends social inclusion and the elimination of barriers in all areas of daily life.

This module offers concrete tools to recognize, activate, and apply physical, sensory, and digital adaptations, such as communicative support, inclusive signage, assistive technologies, web and information accessibility, guidance for accessible spaces, and other resources that facilitate the cultural experience of all people. The objective is for all cultural facility staff to understand why these tools are important, how they work, and how they can use them effectively to provide more inclusive and conscious care.



Txell Aymerich from Tothom Web giving training on web accessibility

Without Filters

Iris Fernandez Galera

4/The culture that is lived

Apropa Cultura works for an active, accessible, and participatory culture, which goes beyond merely attending cultural events. We are proactive and listen to the needs of individuals and social entities, aware that the usual cultural programming often creates barriers that hinder access and participation.

We defend the right to access culture and that guaranteeing it is a shared responsibility between programmers, institutions, and society. For this reason, we develop initiatives with sense and sensitivity, adapting formats, spaces, and schedules to transform obstacles into opportunities for participation and meaningful cultural experiences.

With this approach, Apropa Cultura contributes to building an inclusive, diverse, and co-responsible cultural offer, where culture is not only contemplated but is lived and shared with all audiences, without exception.

New formats and ways to access culture

Apropa Cultura promotes universal access to culture not only by eliminating economic barriers, but also by promoting the adaptation of show formats and participatory activities so that everyone can enjoy them fully and warmly. With this objective, we promote accessible formats that take into account the needs of people who, for various reasons, cannot enjoy shows in the usual way.

In this framework, we are committed to workshops, relaxed sessions, open rehearsals, shows in morning hours, and other specific formats, so that the cultural experience is comfortable, safe, and meaningful for groups with sensitivities or special needs.

With these formats, Apropa Cultura transforms access to cultural programming into an experience adapted to the diversity of audiences, helping to realize the cultural rights of all individuals.

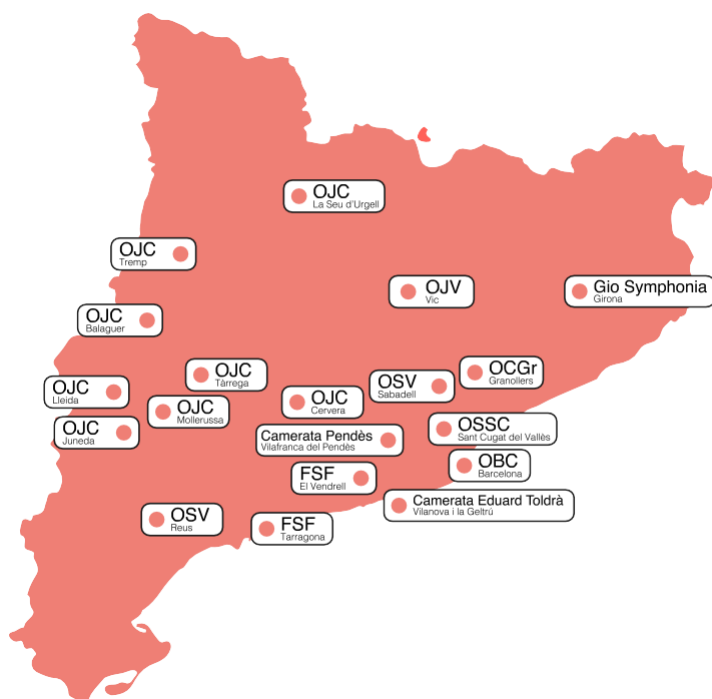
4.1. An Orchestra Morning

An Orchestra Morning is an activity with over 15 years of experience, originally created by the Social Department of the Barcelona Auditorium, in collaboration with the Barcelona Symphony Orchestra and the National Orchestra of Catalonia (OBC) and the Educational Service of the Auditorium. The project was born with the desire to create a significant musical experience for people with intellectual disabilities, Alzheimer's and other dementias, as well as individuals living with mental health issues, focusing on active participation, attention, and emotional experience.

The activity begins with listening to a symphony orchestra live, but goes beyond the traditional concert: it incorporates participatory dynamics and the use of instruments as tools for communication, sensory stimulation, and expression. It provides participants with an experience in the

that, not only listen, but also understand, feel, and fully benefit from the transforming power of music.

An orchestra morning, a brief history



2012 | Origin of the project

An Orchestra Morning is created at L'Auditori de Barcelona, with the participation of the OBC and the Educational Service of L'Auditori. This is an innovative proposal that focuses on music therapy as a tool for accompaniment and cultural inclusion.

2018 | Territorial expansion

The project is launched with the Julià Carbonell Symphony Orchestra of the Lands of Lleida (OJC).

2019 | New alliances

An Orchestra Morning arrives at the Granollers Theater Auditorium with the Granollers Chamber Orchestra.

2020 | Consolidation in Vallès

The activity is implemented in Sabadell with the Simfònica del Vallès Orchestra.

2022 | Project growth

The Franz Schubert Filharmonia joins the project. The Simfònica de Sant Cugat Orchestra also joins the Sant Cugat Theater Auditorium.

2023 | Expansion of the network of orchestras

The project continues to grow with new orchestras and territories:

- Camerata Penedès, in the Municipal Auditorium of Vilafranca del Penedès.
- Camerata Eduard Toldrà, in the Eduard Toldrà Auditorium of Vilanova i la Geltrú.

2024 and 2025 | Consolidated network throughout the territory
Two new orchestras are incorporated:

- Camerata XXI, in Reus.
- Orchestra de Cambra de Vic, in L'Atlàntida de Vic.
- Kamerata Castellar.



A Morning of Orchestra (2025)

What is the activity A morning of orchestra like?

1. Music workshop:

A participatory time and from the hand of a specialist in music therapy. With orchestra instruments, we look for experimentation and enjoyment.



Music workshop A morning of orchestra (2025)

2. A meeting with a couple of musicians who:

In a close and pleasant way, they talk about their instruments and play exclusively for the people attending.



Meeting A morning of orchestra (2025)

3. Attendance at the orchestra rehearsal:

They enter the concert hall without an audience and listen to a while of the live rehearsal of a concert. You enjoy the space, the acoustics and the experience of living an orchestra of quality in the first person.



Rehearsal A morning of orchestra (2025)

Equipment and orchestras An orchestra morning

Equipment	Orchestra	Collectives	Music therapist	Support
L' Auditori	OBC and ESMUC	Intellectual disability, Alzheimer's and Mental Health	Catherine Clancy, Ruth Abela	Giuseppe Pulice, Orsi Csoma, Antía Prado Ángela Pino
Spaces of 6 cities of Lleida	OJC	Intellectual disability and Alzheimer's	Pilar Planavila	Robert Canela
Granollers Theater Auditorium	OCGr	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Mateu Aregay	Eva Chaparro
Headquarters of the Vallès Symphony Orchestra	Vallès Symphony Orchestra	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Raúl Hernández	Óscar Lanuza
Àngel Guimerà Theater	Franz Schubert Philharmonia	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Alex Carasol	Guillem Mora
Sant Cugat Theater - Auditorium	The Sant Cugat Symphony Orchestra	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Juan Aguiar	Aurèlia Sebastià
Mpal Auditorium of Vilafranca del Penedès	Penedès Camerata	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Roser Rios	—
Eduard Toldrà Auditorium	Eduard Toldrà Camerata	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Xavier Martínez	Mercè Soler
Girona Auditorium	Gio Symphonia	Intellectual disability and Alzheimer's	Yago Delàs	Nerea Cudinach
Spaces of 6 cities of Tarragona	Orchestra Camerata XXI	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Montse Navarro	Guillem Cabré, Ariadna Torner
L'Atlàntida Performing Arts Center of Osona	Vic Chamber Orchestra	Intellectual disability, Alzheimer's, Mental Health and persons deprived of liberty	Judit Soler	Sara Lladó

Participation summary 2025 for the activity A morning at the orchestra

Programmers	Total attendance
L'Auditori	684
Orquesta Simfònica Julià Carbonell de les Terres de Lleida	304
Teatre Auditori de Granollers	282
Orquesta Simfònica del Vallès	184
Auditori Eduard Toldrà Vilanova i la Geltrú	111
Orquesta Camerata XXI	105
Franz Schubert Philharmonia	101
L'Atlàntida Centre d'Arts Escèniques d'Osona	86
Auditori de Girona	83
Ajuntament de Vilafranca del Penedès	58
Teatre-Auditori Sant Cugat	22
Regidoria de Cultura de Castellar del Vallès	15

4.2 Relaxed morning sessions

Relaxed morning sessions are cultural events

designed for people who, due to different situations and needs, lack the facilities to attend a func-

conventional function. Whether because the usual evening hours make outings difficult, because they need a more flexible format where the body can express itself freely, or because they require sensory adjustments such as lighting that is not completely turned off or a more moderate sound level, relaxed sessions offer a different and accessible way to experience culture.

These sessions take place in a welcoming environment

and predictable, where it is allowed to enter and leave the room, move freely or express themselves verbally or corporally without judgment. Both the attending public and the professional and artistic teams of the facilities are

previously informed of the characteristics of the session, which contributes to generating a climate of respect, safety and coexistence.

Apropa Cultura promotes and accompanies relaxed sessions as a strategic line to advance

towards a more inclusive culture that is attentive to the diversity of bodies, rhythms and ways of being. The program works side by side with cultural facilities to facilitate their implementation, share criteria and guarantee a quality experience for both the people attending and the professional teams.

During 2025, Apropa Cultura has promoted relaxed sessions in the morning, a particularly suitable time for many social entities. These sessions have been carried out in collaboration with L'Auditori, Teatre Nacional de Catalunya, Poble Espanyol, CaixaForum, Antic Teatre, Mercat de les Flors, Auditori de Cornellà, Auditori Eduard Toldrà de Vilanova i la Geltrú, Auditori de Girona, Auditori Enric Granados and OCine Les Gavarres, expanding the accessible cultural offer in diverse disciplines and formats.

In this same year, the program has had the advice of the Aprenem Autisme association, which has accompanied the facilities in the design and implementation of relaxed sessions, providing specialized knowledge and criteria to guarantee an adequate response to the sensory and communication needs of the people attending.

Relaxed sessions thus contribute to reducing barriers to access, normalize diversity within cultural spaces and open new ways of participating in culture, putting care, listening and adaptability at the center of the artistic experience.

Notable relaxed morning sessions

1) A morning at the cinema | OCINE, Tarragona

On May 30, 2025, Apropa Cultura Tarragona organized an adapted morning cinema session in OCINE Les Gavarres, a pioneering initiative in the province that allowed 293 people -including professionals, users/arias and 6 CaixaBank volunteers- to enjoy the cinematic experience in adapted conditions.

The activity consisted of two parallel cinema sessions:

- Relaxed session: 137 people registered (7 PMR), with adaptations of lighting, adjusted sound volume and open doors to facilitate access and comfort, especially for elderly people and those with hypersensitivity. 14 wheelchairs were enabled in the front row. The projected film was "Wolfgang (extraordinary)"
- Session in normal conditions: 148 people registered (4 PMR), with the projection of "Robot Salvaje", maintaining the traditional conditions of cinema.

A total of 10 social entities participated: Fundación Santa Teresa, Residencia Ponente, STO Aprodisca La Selva de Camp, Residencia Horts de Miró, Residencia Marià Fortuny, STO Fundación Estela (elderly people and people with intellectual disabilities), STO Fundación Estela, Fundación La Muntanyeta, STO Aprodisca Montblanc, UEC El Taller Reus, Proyecto Home Tarragona (people with intellectual disabilities, youth and addictions).

The activity had 3 adapted buses provided by Hife to facilitate the displacement of the participants. In addition, CaixaBank volunteers supported the accompaniment and accommodation of the elderly in the movie theaters.



A morning of cinema at OCINE de las Gaverres, Tarragona (2025)

2) Relaxed piano concert at the Auditori de Cornellà

On March 7, 2025, a relaxed performance was organized with pianist Miquel Gusi at the Auditori de Cornellà, de-signed to make classical music more accessible and inclusive. This format adapts light, noise and movement to facilitate the participation of people who, due to various needs, cannot enjoy regular concerts.

The repertoire was the same as that offered to the general public two days later, complemented with brief and accessible explanations for all. The session was special-

ly aimed at Apropa Cultura entities, with a total of 290 places requested, and provided a close and adapted experience to the needs of the attendees.

3) Morning concert by the National Youth Orchestra of Catalonia (JONC) in Vilanova i la Geltrú

On April 14, 2025, the Eduard Toldrà Auditorium in Vilanova i la Geltrú hosted a morning concert in the format of a relaxed session of the National Youth Orchestra of Catalonia (JONC), exclusive for the entities of Apropa Cultura.

This session, with an attendance of 90 people, was especially aimed at nursing homes and day centers, day, although all the entities of the network were welcome. The concert offered a close and accessible experience, with soft lighting and more flexible silence rules during the hour that the performance lasted, guaranteeing the comfort and inclusion of all participants.



Morning concert of the National Youth Orchestra of Catalonia (JONC)

4) Open rehearsal – Julià Carbonell Orchestra (OJC)

Throughout the year 2025, the open rehearsals of the Orchestra Julià Carbonell (OJC) in La Caparrella, in Lérida city, have invited entities to discover how a symphony orchestra works symphony orchestra with more than 20 instruments and 40 musicians. The activity, free and in morning format during the week, offers a relaxed and accessible environment, facilitating participation and fitting in with the routines of the entities. This proposal has been consolidated as a stable activity within the Apropa program and is complemented by the Apropa buses to facilitate access for the participants.



Open rehearsal of the OJC in La Caparrella de Lérida (2025)

5) Open rehearsal of Amandine Beyer and the EEEmerging Academy

On July 3, at Espai Ter, a rehearsal by the violinist Amandine Beyer within the framework of the EEEmerging residence, with the participation of the EEEmerging Academy. The activity brought together 100 attendees, from various groups of the Baix Empordà, who were able to approach classical music and learn about the artistic work process in an accessible and inclusive environment.

6) Open rehearsal of the play A Brilliant Imperfection:

On December 14, at Espai Ter, the rehearsal was carried out open of the play A Brilliant Imperfection, by the company of Vero Cendoya, a scenic proposal in which the most of the actors and actresses have functional disabilities.

The activity had the participation of 80 attendees, mainly groups of people with intellectual disabilities generating a meeting space between creators and the public and promoting cultural participation.

7) Open rehearsals with the GIO Symphonia at the Auditorium of Girona

The days November 13 and December 19, in the Auditorium of Girona, open rehearsals were organized with the GIO

Symphonia within the framework of the Auditori Obert project. With the collaboration of the orchestra, the first rehearsal, corresponding to the Hallscape production, had the participation of 90 attendees from various groups, while the second, of the Soirée production, was held in a small committee for 20 young migrants, offering a close and adapted cultural experience to the participants.



Open rehearsal with the GIO Symphonia at the Girona Auditorium (2025)

4.3. La Banda nos Acerca

The Barcelona Municipal Band, in collaboration with Apropa Cultura, created the season the cycle La Banda nos Acerca, a concert program weekday morning designed to bring music

symphonic to older people in situations of dependency or with difficulties in attending conventional hours. The project takes care of the conditions of accessibility and comfort —such as adapted spaces and adequate schedules— so that musical experiences are welcoming and meaningful for all audiences.

Throughout its journey, La Banda ens Apropa has consolidated itself as a proposal highly valued by the entities social and participants, thanks to the combination of quality musical repertoire, adapted formats and the close and inclusive atmosphere that is created in each session. It is a concert also open to the general public, becoming an inclusive experience.

In L'Auditori, we have the collaboration of the company theatrical Els Pirates, which brings personality, fun and at the same time with a strong pedagogical component to each concert. The project in L'Auditori is carried out thanks to the support of the ARTIS+ project, which is part of the European Interreg POCTEFA 2021-2027 program. A total of 580 people have attended throughout the different sessions of 2025, which have taken place in L'Auditori and in the Cotxeres de Sants.

NEW: La Banda nos Acerca in Lleida and Tarragona.

Municipal Band of Lérida in the Auditorium Enric

Granados

On October 21, 2025, the Enric Gra Municipal Auditorium of Lleida hosted the first edition of the La project Banda ens Apropa, to bring live music closer to people and groups in situations of vulnerability or with disabilities. The concert, performed by the Municipal Band of Lérida, was held in relaxed session format, with adaptations of light, sound, schedule and rhythm of the activity so that everyone could enjoy the experience with comfort and freedom. The repertoire included well-known pieces such as Les Misérables, Mamma Mia! and The Lion King, fostering a dialogue close between musicians and public.

The initiative brought together 431 people from 31 entities from 9 different municipalities, turning the auditorium into a space of intergenerational coexistence and community well-being. To facilitate access, adapted transport options were offered. This

project consolidates the presence of Apropa Cultura in the Lérida demarcation, highlighting the music as a tool for inclusion and social transformation and reinforcing collaboration with cultural facilities to deploy accessible cultural experiences and adjusted to the needs of vulnerable groups.



Concert of La Banda nos Acerca in the Enric Granados Auditorium of Lérida (2025)

Orquesta Camerata XXI in the Celler de Vila-Seca

On December 18, 2025, Apropa Cultura, in collaboration with the Orquesta Camerata XXI and the City Council of Vila-seca, organized the second edition of the concert of Accessible Christmas within the La Banda s'Apropa project. The activity sold out all places in just two days, attracting 335 people from 12 social entities (with a cancellation of 23 people from the Ponent Residence due to health restrictions related to the flu).



Concert of the Camerata XXI on December 18 (2025)

The event was organized in a relaxed session format, with access to the venue one hour before the concert to facilitate transfers and prior accommodation. In the hall, four rows adapted for people with reduced mobility and a PMR space in front of the stage for 34 wheelchair users were enabled, thus ensuring the accessibility and comfort of all participants.

The mobility device included four adapted coaches three coordinated by Apropa Cultura and Hife and a fourth vehicle provided by the Social Action of CaixaBank, which also provided 12 volunteers to reinforce the accompaniment, reception and accommodation of social entities. This team guaranteed a smooth entry, safe mobility and personalized attention throughout the event.

Assessment of the entities participating in La Banda nos Acerca

A total of 29 evaluations have been collected corresponding to 25 different social centers and entities that have attended the activities La Banda ens Apropa, La Camerata XXI s'Apropa, Apropa't al Jazz and Les històries d'en Jeff.

The evaluations collected from the social centers and entities that have attended the activities La Banda ens Apropa, Apropa't al Jazz and Les històries d'en Jeff show a high degree of overall satisfaction. The proposals have been very well valued both for the artistic content and for the organization, reception and accompaniment received by the equipment and the Apropa Cultura team.

The entities especially highlight the inclusive character and adapted activities, the accessibility of the spaces, the care in the treatment of the participants and the positive impact of music and the performing arts on the emotional well-being, socialization and cultural participation of diverse groups. The experiences have been described as enriching, exciting and generating connection, both for users and for professional teams.

From time to time, some improvement proposals related to logistical aspects have been collected, such as schedules, small delays in the start of some sessions or certain accessibility barriers, which are taken into account to continue advancing in the continuous improvement of the program.

4.4. Apropa Cultura Choir

The Apropa Cultura Choir is an initiative that is part of the Apropa Cultura project and that since its birth has become a space for cohesion, learning and expression for people linked to the social and educational.

The Choir emerged spontaneously in 2014, promoted by Apropa Cultura, with the director Pep Prats, the collaboration of L'Auditori and a group of professionals who participated in the Apropa Cultura training. They all discovered in choral singing a way to grow personally and professionally, meet people with common interests and share experiences in an enriching environment.

Currently, the choir has 55 singers who meet once a month in L'Auditori to rehearse, disconnect from the daily routine and enjoy music in community. Recently, the Choir is directed by Magalí Sala, recognized director and pedagogue, who combines musical direction with a firm commitment to inclusion and the creation of an environment of trust and collaboration. He is accompanied on the piano Víctor Valls.

The rehearsals and dedication of the members translate into performances that connect with the public and spread musical

culture. During 2025, the Apropa Choir has celebrated two outstanding concerts:

- Spring Concert: June 13, in Room 3 of L'Auditori, with the Women's Choir of Xamfrà as guest choir, with an attendance of 150 people.
- Christmas Concert: December 19, in the Church Mare de Déu del Carme, with an estimate of 100 attendees.

This year has also been key for the evolution of the Apropa Choir: it has been constituted as an independent entity, maintaining the relationship with Apropa Cultura but consolidating its own structure. This new stage allows to manage resources, program activities and establish collaborations with other entities and institutions, opening new opportunities for growth and social impact.

The Apropa Cultura Choir is thus consolidated as a reference in social inclusion through music, where artistic expression becomes a tool for personal and community transformation, and the passion for choral singing is transformed into shared experiences that enrich both its members and the public.



Concert of the Apropa Choir with the Women's Choir of Xamfrà in the Auditori (2025)

4.5. The Museum Comes Closer and Dance Comes Closer

Program of artistic activities organized by programmers from the Apropa Cultura network in residences for the elderly.

Introduction

The Museum Comes Closer and Dance Comes Closer are two programs promoted by Apropa Cultura based on a commission from the Municipal Institute of Social Services (IMSS) of the Barcelona City Council, with the aim of bringing art and culture closer to elderly people who live in municipal residences and who, for health, mobility or age reasons, have difficulties leaving and enjoying the cultural offer of the city.

The project was born during the Covid-19 pandemic, a moment in which the situation of social isolation experienced by many institutionalized elderly people becomes especially evident. In the fall of 2020, El Museu s'Apropa begins with the participation of six museums that transfer their artistic proposals to the residences, offering workshops adapted to the needs of the group. In this period, the project reaches more than 600 people.

Since then, more than twenty museums have participated in The Museum Comes Closer, consolidating a line of work that uses art as a tool to improve mood, stimulate cognitive processes, promote interpersonal relationships and facilitate the aesthetic experience as a source of emotional well-being and mental health.

It is worth highlighting the key role of the project with the IMSS, which has been its driving force and has allowed a natural evolution of the initiative. Thus, beyond the activities aimed at municipal residences in Barcelona, the proposal has progressively expanded to the rest of the social centers of the Apropa Cultura network. This expansion has made it possible for museums outside the metropolitan area of Barcelona to also incorporate El Museu s'Apropa as a regular and fully normalized activity.

This expansion has made it possible for museums outside the metropolitan area of Barcelona to also incorporate El Museu s'Apropa as a regular and fully normalized activity.

The following museums collaborated during 2025:

Barcelona

- Fundació Antoni Tàpies
- Disseny Hub Barcelona
- Museu d'Història de Catalunya
- MACBA
- Monestir de Pedralbes
- Fundació Brossa
- Museu d'Arqueologia de Catalunya
- Vinseum
- Museu de Ciències Naturals
- Museu Frederic Marès
- Museu Etnològic i de les Cultures del Món
- Museu Nacional d'Art de Catalunya
- Museu del Ferrocarril de Vilanova i la Geltrú

Lleida

- Museu de Balaguer
- Ecomuseu
- Museu de Gerri

Tarragona

- Mas Miró
- Museu Terra

Gerona

- Museu del Suro de
- Palafrugell Museu del Joguet
- de Catalunya Museu del
- Cinema MAC Ullastret



The Museum Comes Closer in the Balaguer Museum to the Residència Sant Domènec

Dance Comes Closer is born as a natural evolution of this project, with the collaboration of the Mercat de les Flors. Through weekly dance sessions led by professional choreographers and dancers, the program proposes movement as a tool for expression, communication and connection with one's own body.

The participants have an average age of 85 years and often have cognitive and mobility difficulties, which makes dance an especially valuable practice for working on physical, emotional and relational well-being.

Objectives

- Improve mood
- Promote personal relationships and connection between the participants.
- Work on hope and optimism.

The year in figures

During the year 2025, 200 activities have been carried out within the framework of these two programs:

- The Museum Comes Closer: 68 activities
- Dance Comes Closer: 132 activities

As for La Danza se Acerca, the following dancers have participated during 2025:

- Xevi Dorca
- Claudia Solano
- Montse Iranzo
- Toni Mira Toni
- Jodar

Extraordinary activities

Throughout 2025, two extraordinary activities have been organized for all residents of two municipal residences. These activities, which take place once a year on dates such as International Dance Day, have a more celebratory character and allow for the expansion of the project's scope.

On May 20, the dancer Xevi Dorca offered a performance at the Parc del Guinardó residence, with the participation of 18 people (7 men and 11 women). The activity is

structured in three parts: a first solo performance, a second part of shared movement and warm-up, and a third part in which the dancer danced with several users.



Performance in the Parc del Guinardó with Xevi Dorca (2025)

On May 26, the dancer Montse Iranzo performed at the Francesc Layret residence, with the participation of 27 people

(13 men and 16 women). The performance, inspired by the show *Viatge al fons del mar*, created by Dansalut, combined different choreographic moments and culminated with the active participation of the residents who wished to.



Performance at the Francesc Layret residence by Montse Iranzo (2025)

The Museum and Dance come together in the media

During 2025, the program has had a prominent presence in the media, contributing to giving visibility to the role of culture and the arts in promoting the health and well-being of the elderly.

- Culturas 2 Program (RTVE) – February 5: Report on the Mu-Dansa activity, carried out in collaboration with the Museum of the History of Catalonia and the dancer Toni Jodar, with the participation of a group of residents from Parc del Guinardó. <https://www.rtve.es/play/videos/culturas-2/carla-ritcher/16433525/> (minute 25'10")
- Telenotícies TV3 – July 22: Report in the TN Migdia, recorded at the Fort Pienc residence. <https://www.3cat.cat/3cat/telenoticies-migdia-22072025/video/6351764/> (minute 00:41:17)
- Informativo y Telediario (RTVE) – October 1: Report registered in the residence Parc del Guinardó issued both at the territorial and state level. <https://www.rtve.es/play/videos/informatiu/residencia-avis-dansa-terapeuticaresidencies-barcelona-apropa-cultura/16752641/>

Other actions

The program has been included in the directory of the Healing Arts Barcelona, held in October 2025, an initiative from which a mapping of health arts activities in Catalonia will be developed.

In this same framework, the Blancafort Foundation of Vic requested the realization of a sample activity of La Danza se Acerca at the Residencia El Nadal de Vic, which took place on October 25, by the dancer Xevi Dorca.

4.6. Participation in the project Musethica with ESMUC

Apropa Cultura has participated this year in the Musethica project with ESMUC. The project has reached its eighth edition in Catalonia and, for the first time, has been promoted in collaboration with our entity.

Musethica is an educational and artistic initiative promoted by the violist Avri Levitan that conceives music as a shared experience. The project places special emphasis on the less common audiences of classical music, who become an active part of the development of young performers. This experience enriches the learning of musicians and humanizes musical practice, generating a direct and meaningful connection between artist and audience.

Between October 6 and 10, four student violinists from the ESMUC, accompanied by the violinist and professor Helena Satué, offered 10 musical sessions in different centers in Barcelona attached to Apropa Cultura. The interpretations were performed in quartet format

of violins and combined works by J. S. Bach, Telemann, Lachner, Bacewicz, Bartók and Dancla, adapting to each space and context. The performers were: Bárbara Martínez, Diego Elia Mira-valles, Martí Bravo Requena and Paula Ros Izquierdo.

The participating social centers were:

- 10:00 h — Intercultural Women's Dialogue Association — 30 participants
- 12:30 h — Bayt al-Thaqafa Private Foundation — 25 participants

Tuesday, October 7

- 10:30 h — Fort Pienc Residence — 30 participants
- 12:00 h — Josep Miracle Residence — 25 participants

Wednesday, October 8

- 10:00 h — Fòrum Center (Parc de Salut Mar – Mental Health) — 25 participants
- 12:00 h — Child and Adolescent Day Hospital (Parc de Salut Mar – Mental Health) — ? participants

Thursday, October 9

- 10:30 h — Can Serra Residence — 30 participants
- 12:30 h — El Tamariu Residence — 30 participants

Friday, October 10

- 10:00 h — Montserrat Beltriu Residence — 30 participants
- 12:30 h — Mercat dels Encants — ? participants

The project culminated with a final concert at L'Auditori Hall 4 Alicia de Larrocha, on Saturday, October 11 at 6 p.m., with free admission, offering the public an open and accessible musical experience.



Mushetica Activity at the Women's Dialogue entity in Barcelona (2025)

4.7. Project of Cultural Transport

The barriers to accessing culture go far beyond economic, communication, architectural or attitudinal aspects. Often, these barriers begin even before considering a cultural outing, when social centers encounter logistical difficulties or lack resources for transportation. This conditions and limits significantly the participation of users in cultural activities outside their usual environment.

63 Apropa Cultura works to focus on these initial barriers through concrete initiatives, such as facilitating adapted buses and other mobility solutions, with the aim of facilitating access and cultural participation. During 2025, this line of action has been reinforced with a research and collaboration project promoted by In-Move, which seeks to analyze the needs, identify obstacles and propose sustainable solutions that ensure that culture reaches everyone.

4.7.1. Outings with Apropa Cultura buses

For the fourth consecutive year, Apropa Cultura promotes a project that facilitates adapted buses and minibuses for residences and day centers. With the collaboration of transport companies, the objective is for the elderly or people in vulnerable situations to be able to leave their centers and enjoy cultural activities, making access to culture possible despite mobility difficulties.

During 2025, this service has been expanded and offers transport adapted to all types of centers and social services of Catalonia that have difficulties accessing the culture. This initiative allows citizens to connect with cultural spaces and contributes to inclusion and active participation.

- Services performed: 80 adapted bus services
- People benefited: 2,222 (users and companions)
- People in wheelchairs: 295

The centers have been able to visit a wide variety of cultural spaces, among which are:

- Auditoriums and theaters: L'Auditori, Auditori de Cornellà, Auditori de Girona, Auditori de la Diputació de Tarragona, Auditori Municipal Enric Granados, Teatre Auditori Camp de Mart, Teatre Auditori de Granollers, Teatre Bartrina, Teatre Tarragona, Sala Coliseum
- Museums and interpretation centers: Museu d'Història de Catalunya, CosmoCaixa, CAMP – Centre de les Arts i la Memòria de Ponent, Espai Cràter, Recinte Modernista de Sant Pau.

- Heritage and natural spaces: Monastery of Pedralbes, Monastery of Poblet, Miravet Castle, Estany Fishing Grounds, Poble Espanyol de Montjuïc, Park Güell, Botanical Garden, La Caparrella, Mas de Colom – Casa Borges, Casa Coll i Regàs, Casa de la Festa Major, NILAK – Horta de Sant Joan.
- Other facilities and recreational activities: Wine Cellar la-seca, OCINE Les Gavarres, Tibidabo Amusement Park, Draga Neolithic Park, Basilica of the Sagrada Família.

This project consolidates Apropa Cultura as a benchmark in accessibility and cultural inclusion, bringing music, art and culture to people who would otherwise have limited access to these experiences.

The participating centers during 2025 have been:

Province of Barcelona	Residència i Centre de dia Porta
Apartamentos Orpea Ciutat Diagonal	Residencia Jaume Nualart
Associació Arteterapia Artenea	Residencia Los Sauces
Associació Univers Penedés	Residència Maria Auxiliadora
CAP Casernes	Residència Montigalà
Centre Assistencial Geriàtric Benviure	Residència Mussol II
Centre de dia de Gent Gran de Ca n'Anglada	Residencia Rius i Virgili
Centre de dia Martin Ariza	Residencia SANTA RITA (Dr. Dou) - GRUP Santa Rita
Centre de dia per a la gent gran Les Arenes	Residencia Vitalia Sants
Centre Ocupacional Sant Just	Servei de Rehabilitació Comunitària SRC
Dia Actiu Centres de Dia SL	Sta Coloma de Gramenet
Hospital de día Benito Menni	Taller Ocupacional Ariadna
Hospital Universitari Mutua Terrassa	Vida Gran Centre de dia Terapèutic
Pre-Tallers Sant Josep SCCL STO	
Refugi D'Obreres Fundació Privada	Province of Girona
Residència Barcelona Horta	Associació per a l'Atenció de Serveis i Solidaritat (AASS)
Residència Barcelona Sant Adrià	ATART/ Centre de dia
Residència Can Monic	Càritas/ Pla de l'Estany
Residencia Domusvi Can Buxeres	Càritas/ Programa de formació laboral
Residencia El Racó de Cardedeu	Fundació Hospitalàries
Residencia Francisco Padilla	Fundació TREC
Residencia Fuentes Carrionas	IAS/ Servei de Rehabilitació Comunitària
Residència i Centre de día Alchemika	SRC Salut Mental de Blanes
Residència i centre de dia Jericó	IFE Hostaleria i turisme de Girona
	Institut Pere Alsius i Torrent - Grup IFE
	Punt de Trobada de Gent Gran de la Bisbal d'Empordà
	REIJ - Referents d'Emancipació i Inclusió Juvenil
	Residència Geriàtrica Sant Salvador D'Horta
	Residència i centre de dia Tursia
	Residència Torreblanca

Province of Barcelona

Magraners and Santa Clara Municipal Day Center

Betula Alba Residential Complex
(residence for the elderly)

Multiple Sclerosis Foundation of Lleida

Residence and Day Center Balafia II

Residence and day center Parc del Segre

Residence and day center for the elderly Lleida - Balàfia

L'anunciata Residence

Residences Sant Joan de Dèu and Sant Nicolau

Community Rehabilitation Service SRC of Lleida

Support Service for Autonomy in One's Own Home



Groups accessing the bus, in Lleida and Tarragona (2025)

Summary of evaluations 2025

The activities of Apropa Cultura with adapted buses have received very positive evaluations from the entities participants, with overall scores of 5 out of 5. The comments highlight the punctuality, professionalism and kindness of the drivers, as well as the comfort and adaptation of the vehicles to the needs of the participants. The centers value especially the safety and personalized support, which favor an accessible and enriching cultural experience.

Some experiences of the groups

Community Rehabilitation Service (SRC) Reus: *"There are activities that are very interesting, but difficult to carry out due to the issue of transport. The fact that Apropa Cultura offers adapted buses exclusively for groups is the breaking down of barriers in access definitively. Very happy with the experience."*

Can Monic Residence: *"Everything great, the residents had a great time, a beautiful experience."*

Sant Just Occupational Center: *"A very successful, appropriate, and interactive activity."*

Association for the Attention of Services and Solidarity (AASS): *"The transport has allowed the group to enjoy an experience beyond Girona. The management of the entire service has been very easy."*

4.7.2. Participation in the project Cultural Transport of In-move

Apropa Cultura has been part of the Transport Cultural project, an initiative promoted by the Clúster In-Move by Railgrup and financed by ACCIÓ, with the aim of facilitating access to culture for groups in situations of vulnerability or risk of social exclusion through solutions of transport on demand.

Our participation has consisted of contributing the experience of Apropa Cultura in connecting social entities and cultural programmers, contributing to identify

mobility barriers and proposals to overcome them. This collaboration has allowed us to innovate in the services of cultural transport and reinforce our commitment to accessibility and social inclusion.

Province of Tarragona

ASPERCAMP Association. Asperger -
TEA of Camp de Tarragona

Kilometer Zero Association

Blancafert Day Center

El Porxo Social Club

Tosquelles Social Club (Cambrils)

Colla de la Geganta Frida de Tarragona

Planning and Management Office. IMSST

Fem Pinya Project (Empowerment and autonomy workshop)

Amavir Reus Residence

Horts de Miró Nursing Home

Marià Fortuny Nursing Home

Santa Teresa elderly residence

Sophos Els Pallaresos Residence and Day Center

Ibera Residence and Day Center - APASA

Ponent Residence

Vila-seca Residence

Community Rehabilitation Service of Reus

Occupational Therapy Service - Estela Foundation

Occupational Therapy Service - Pas a Pas Foundation

The project has been developed in collaboration with other partners such as Tandem Social, Cinesi, Bable Smart Cities and AppTown, generating synergies between the cultural sector, the social entities and the mobility companies and sharing good practices that can be replicated in future actions of Apropa Cultura.



Meeting of the Cultural Transport project at the World Trade Center of Barcelona

4.8. Project of Cultural Volunteering

Apropa Cultura promotes a cultural volunteering program aimed at promoting access to and enjoyment of culture among co-collectives in situations of vulnerability or with disabilities. This volunteering is designed for people who want to combine their passion for culture with a social commitment, offering their time and knowledge to enrich the cultural experiences of people served by social entities.

Volunteers collaborate with participating entities to support various tasks related to Apropa Cultura's cultural activities, such as:

- Connect with the needs of the entity and propose new meaningful cultural outings or experiences.
- Support the planning and organization of cultural and artistic activities.
- Accompany / facilitate access to organized cultural outings.
- Follow up and reflect after visits and activities, providing tools so that these experiences are more profound and rewarding for the participants.

Guia pràctica per preparar i gaudir les sortides culturals

Si ho vius, ho sents.



Image for the practical guide to prepare and enjoy cultural outings

This volunteering is carried out with the support of the Catalan Federation of Social Volunteering and Apropa Cultura, which provides resources and access to the volunteer pool so that interested people can register and collaborate with social entities within the framework of the program. On November 28, the first meeting of volunteers was held at the Teatre Nacional de Catalunya, which ended with a guided tour of the theater.

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During 2025, support materials have been created such as the



Meeting of volunteers at the National Theater of Catalonia (2025)



Without Filters

Santi Romero

5/Presentations and participation

5.1. Apropa Cultura Event

The Apropa Cultura Events are meetings designed to bring together the different agents that are part of the Apropa network, both from the cultural and social fields, as well as institutions that support the program and friends of Apropa Cultura. These spaces promote exchange, mutual recognition and strengthening of the bond between the different groups involved in the project.

Since 2024, the events have been organized with a decentralized focus, structured by provinces with the aim of bringing the program closer, facilitating participation and generating closer relationships between cultural, social and social and institutional agents in each area.

During 2025, the Apropa Cultura Events have been held in the provinces of Girona and Tarragona, consolidating this format and reinforcing the connection of Apropa Cultura with the different local contexts.

5.1.1. Apropa Cultura Girona Event

On May 22, 2025, the Casa de Cultura de Girona hosted the Apropa Cultura Event in the Girona region, a meeting that brought together more than a hundred attendees among social entities, public institutions and cultural facilities to celebrate 14 years of experience and reflect on the progress and challenges in cultural accessibility. More than 100 people attended.

The event highlighted the social transformation that culture can generate, highlighting the importance of collaboration between the cultural, social and health sectors, and the need to continue working towards a more collaboration between the cultural, social and health sectors, and the need to continue working towards a more just, inclusive and accessible culture for all.

The day was presented by Bárbara Julbe, journalist, and Roc Nocette, actor and member of Escenaris Especials. In the institutional opening intervened:

- Mr. Miquel Noguera i Planas, president of the Provincial Council of Girona
- Mr. Jordi Camps, fourth vice president and deputy of Culture of the Girona Provincial Council
- Ms. Isabel Sierra, director of the Mental Health Pact of the Generalitat of Catalonia
- Salvador Sunyer, director of the Temporada Alta Festival (2004-2024)
- Claudia Torner Garcia, coordinator of Apropa Cultura

During the meeting, the video "Apropa Cultura in Girona" was presented and four transformative projects were announced:

The Cork Museum of Palafrugell s' Apropa, with workshops of memory adapted for residences of elderly people.

- Migratory Birds. Culture and diversity in Figueres, cycle of co-creation and performing arts that connects culture, territory and diversity.
- A morning of orchestra with the GIO Symphonia, which offers to the users of social centers the experience of living the music from inside the orchestra, with rehearsal and musical workshop.
- Culture in the field of health, with the participation of the psychiatrist Claudi Camps, who shows how art contributes to therapeutic processes and emotional well-being.

Social entities also had a space for participation with testimonies from the Ramon Noguera Foundation and the Convent dels Franciscans Reception Center.

The final parliament was given by:

- Mr. David Álvarez, director of the Territorial Services of Social Rights and Inclusion in Girona, Department of Social Rights
- Ms. Maite Tixis, deputy of Social Action and Equality of the Girona Provincial Council

The closing was conducted by Mr. Xavier Fina, director general of Cultural Promotion and Libraries of the Department of Culture, and featured a performance by RUMBA 4G, a rumba and flamenco cover band created by a youth project from the Font de la Pólvora neighborhood in Girona.

The event was an opportunity to recognize the work of the local network, share inspiring experiences and reaffirm the commitment to the cultural rights of all.

local network, share inspiring experiences and reaffirm the commitment to the cultural rights of all.



Apropa Cultura Girona Event (2025)

5.1.2. Apropa Cultura Tarragona Event.

On October 9, 2025, L'Auditori Diputació de Tarragona hosted the Apropa Cultura Event in the Tarragona region, a day that brought together more than a hundred attendees, including professionals from the cultural field, social entities, and public institutions, to take stock of 13 years of Apropa Cultura's trajectory in the regions of Tarragona and Terres de l'Ebre.

The event, co-organized with the Tarragona Provincial Council, emphasized social transformation projects through culture and recognized the value of collaboration between the cultural and social sectors, highlighting the need to continue paving the way towards a more just, accessible, and inclusive culture.

The meeting was presented by Guillem Estadella, comedian, and by Núria Giné and Marc Farré, presenters of the Capacitats program of Espluga FM Radio. The institutional opening included the participation of Mr. Óscar Sánchez, deputy delegate of Social and Cultural Promotion of the Tarragona Provincial Council, and Mrs. Sandra Ramos, counsellor of Culture and Festivals of the Tarragona City Council.

During the speeches, a tour was made of the growth and consolidation of the Apropa Cultura network in the region, emphasizing the links created between the social and cultural fields, and the inclusion challenges still pending. This part was accompanied by the projection of the video "Apropa Cultura in Tarragona", which served to collectively recognize the cultural and social community of the region.

Within the "Construïm Futur" block, four transformative projects were presented:

- Accessibility at the Camp de Mart Festival in Tarragona: the measures implemented in several concerts have allowed the participation of groups with diverse needs. The testimony of ASSORCAM (Association of Deaf People of Cambrils) showed how deaf people can enjoy concerts with a more inclusive experience.
- La Camerata XXI s' Apropa: Christmas concert in morning hours in the Celler de Vila-seca, with attendance of more than 420 people, 50 of them with reduced mobility. The activity had the support of the voluntary cultural of secondary school students from the Institut Vila-seca and with the participation of the users of the Residencia Vila-seca, highlighting the value of youth volunteering and community collaboration.
- Un matí de pel·lícula: relaxed film sessions programmed in the working mornings in OCINE Les Gavarres, designed to create a comfortable and accessible environment. The activity was presented by the users of the Fundació Estela together with the cinema manager.

- Mas Miró s' Apropa: initiative that, in collaboration with the Fundació Mas Miró, transfers the proposals of the museum to residences for the elderly. The presentation included the testimony of the users of the Residencia Sophos Els Pallaresos.

The video of the #sensefiltres campaign was also screened, which gave way to various experiences to highlight access to culture for people with disabilities, with the participation of:

- Aleix Solà and Neus Càrdenas, former student and teacher of the INSERLAB project of Rovira i Virgili University.
- Julián Alcón and Francesca Gomis, actors of the play Assaig plural and members of ASSIDE (Association for the Integration of Disabilities of l'Ebre).

The final speech was given by Mrs. Mònica Alabart, director of the Territorial Services of Rights.

Social Affairs and Inclusion in Tarragona, and the closing was conducted by Mr. Xavier Fina, general director of Promotion.

Cultural and Libraries of the Department of Culture of the Generalitat de Catalunya. The day culminated with a dance performance by the Vero Cendoya company.

The event was an opportunity to share inspiring initiatives, recognize the effort of the entire cultural and social network of the region, and reflect on 13 years of commitment to accessibility and cultural rights for all.

Link to the video:

https://www.youtube.com/watch?v=LydYZliNg_o



Apropa Cultura Tarragona Event (2025).

5.2. Presentation Sessions of the programming

Apropa Cultura accompanies social entities in the selection of the most suitable cultural activities for their groups. For this, we organize periodic meetings between the cultural and social fields, with the aim of informing, training, and listening to the needs of social centers.

These sessions are free and open to professionals, users, family members, and volunteers. During the meetings, the representatives of the cultural facilities present their programming within Apropa Cultura firsthand and offer personalized guidance to ensure that the choice of activities is as appropriate and enriching as possible for each group.

This year in the city of Barcelona a new presentation session format has begun as the Apropa Cultura Programming Fair, where each programmer had their space to talk and interact directly and personally with the people representing social entities, with the aim of advising them as best as possible and strengthening the relationship and links between the cultural and social spheres.



A moment of the Apropa Cultura Programming Fair in autumn at the Gran Teatre del Liceu (2025)

During 2025, 36 sessions have been held

Session	Date	Space where it was organized	Registered	Province	Region
Reus	09/01/2025	Teatre Bartrina	60	Tarragona	Baix Camp
Gerona	10/01/2025	CaixaForum Girona	50	Gerona	Gironès
Barcelona	10/01/2025	Palau de la Música Catalana	120	Barcelona	Barcelonès
Tarragona	14/01/2025	CaixaForum Tarragona	60	Tarragona	Tarragonès
El Vendrell	14/01/2025	Auditori del Tívoli	60	Tarragona	Baix Penedès
Manresa	15/01/2025	Kursaal - Espai d'arts escèniques Manresa	20	Barcelona	Bages
Cornellà de Llobregat	15/01/2025	Auditori de Cornellà	35	Barcelona	Baix Llobregat
Lérida	15/01/2025	Fundació Sorigué	40	Lérida	Segrià
Igualada	21/01/2025	Teatre Municipal l'Ateneu d'Igualada	30	Barcelona	Anoia
Palafrugell	23/01/2025	Museu del Suro de Palafrugell	40	Gerona	Baix Empordà
Vilafranca del Penedès	28/01/2025	Escorxador de Vilafranca del Penedès	40	Barcelona	Alt Penedès
Vilanova i la Geltrú	28/01/2025	Teatre Principal Vilanova i la Geltrú	50	Barcelona	Garraf
Figueres	30/01/2025	Museu del Joguet de Catalunya	40	Gerona	Alt Empordà

Session	Date	Space where it was organized	Registered	Province	Region
Palma	11/02/2025	Es Baluard Museum	200	Mallorca	Badia of Palma
Tremp	04/04/2025	Cultural Space La Lira	50	Lérida	Pallars Jussa
Barcelona	15/05/2025	KBr MAPFRE Foundation	100	Barcelona	Barcelonès
Tarragona	22/05/2025	Tarragona Theatre	60	Tarragona	Tarragonès
Gerona	22/05/2025	Cultural House of Girona	30	Gerona	Gironès
Vic	10/09/2025	The Atlàntida Arts Centre Performing Arts of Osona	30	Barcelona	Osona
Figueres	15/09/2025	The Garden Theatre	30	Gerona	Alt Empordà
Vilafranca del Penedès	16/09/2025	Municipal Auditorium of Vilafranca de Penedès	30	Barcelona	Alt Penedès
Lérida	16/09/2025	Orfeo Space	60	Lérida	Segrià
Barcelona	17/09/2025	Great Theatre of the Liceu	160	Barcelona	Barcelonès
Manresa	17/09/2025	Kursaal - Performing Arts Space Manresa	30	Barcelona	Bages
El Vendrell	17/09/2025	Angel Guimerà Theatre	40	Tarragona	Baix Penedès
Badalona	18/09/2025	Zorrilla Theatre, Arts Centre Performing Arts of Badalona	30	Barcelona	Barcelonès
Cornellà de Llobregat	18/09/2025	Auditorium of Cornellà	30	Barcelona	Baix Llobregat
Vilanova i la Geltrú	23/09/2025	Main Theatre Vilanova i la Geltrú	30	Barcelona	Garraf
Gerona	23/09/2025	MAC Girona Saint Peter of Galligants	40	Gerona	Gironès
Balaguer	25/09/2025	Mercantile Hall	60	Lérida	Noguera
Palma	26/09/2025	Theatre of the Sea	200	Mallorca	Badia of Palma
Tàrraga	30/09/2025	Ateneu Theatre	90	Lérida	Urgell
Seu d'Urgell	02/10/2025	Ermengol Space - City Museum	60	Lérida	Alt Urgell
Juneda	08/10/2025	CAMP center of Arts and Memory of Ponent	60	Lérida	Garrigues
Tremp	28/10/2025	Cultural Space La Lira	60	Lérida	Pallars Jussa
Gerona	12/12/2025	CaixaForum Girona	50	Gerona	Gironès

The Barcelona sessions are video recorded to facilitate the work of professionals from social centers who for various reasons cannot attend the session.



Presentation session at the Bartrina Theater in Reus (2025)

5.3. Participation in Conferences and Congresses

Apropa Cultura actively participates in congresses, conferences and festivals in the cultural, social and educational sector because we consider it essential to be present where culture is reflected, decided and built. These spaces allow us to share our point of view, highlight the experience accumulated in the program and contribute to raising awareness about cultural accessibility and the inclusion of people in vulnerable situations. The presence of Apropa Cultura in these environments favors the exchange of knowledge, the creation of alliances and the impact on cultural policies and practices.



Round table Culture and Human Rights at the Ateneo Barcelonés (2025)

INCERT / OFF Incert 2025 – “Culture and Human Rights: Challenges and Transformations”

On March 13, 2025, in Barcelona (Sala Verdaguier of the Ateneo Barcelonés), Apropa Cultura participated in the conference

professional Culture and Human Rights: Challenges and Transformations, framed within the OFF Incert space of the Incert Festival 2025. This event brought together institutions such as the facilities and professionals of the sector to reflect on the role of culture as a tool to enforce human rights, share good

practices and explore challenges and opportunities from a critical and transformative perspective. The coordinator of Apropa Cultura, Claudia Torner, participated in the dialogues to contribute the program's perspective and contribute to raising awareness towards a fairer and more inclusive culture.

Ex Abrupto Festival: Culture belongs to us: How to make it accessible to everyone?

On July 2, 2025, in Moià (Ex Abrupto Festival), Apropa Cultura took part in the conference Culture belongs to us: how to make it accessible to everyone?, framed within the cycle of conversations Culture is making community promoted by KULT and the Strategic Culture Table of the Cooperative Ateneo of Central Catalonia. This space

promoted debate and collective reflection on how to ensure that culture is truly accessible and participatory for all people, emphasizing practices

cooperative, community and proximity to transform hegemonic cultural models. The participation

of Apropa Cultura helped to put on the table experiences and real challenges to make effective and inclusive cultural rights a reality within the Catalan cultural fabric.

Presentation of the Ritmes en Companyia project – Healing Arts Barcelona

On October 22, 2025, at the Gran Teatre del Liceu (Barcelona), Apropa Cultura participated in a conference of the Healing Arts Barcelona festival with the presentation of the Ritmes project

en Companyia, within the framework of the Music Therapy session in the

field of mental health. Sonia Gainza, director of the Apropa Cultura program, presented this initiative that brings together arts, health and well-being, and that uses music as a tool for connection, expression and cultural participation for people in vulnerable situations, contributing to raising awareness of the cultural and social sector about the potential

transformative of the arts in care contexts.

Gertu Kultura 2025 Conference – Round table and project presentation

On November 13, 2025, at the Kursaal Congress Palace in Donostia / San Sebastián, Apropa Cultura

participated in the 3rd edition of the Gertu Kultura 2025 Conference: Bodies on stage. Creative processes from cultural rights, a space that reflects on the creation cultural as a right and tool for social transformation, as well as on accessibility and cultural mediation to combat exclusion.

In the presentation block *When we open our eyes: other stories, voices and practices*, Sònia Gainza, director of Apropa Cultura, intervened sharing experiences and challenges from the perspective of a program that works to make effective the cultural right for all and promote more inclusive and diverse cultural models. This contribution frames the work of Apropa Cultura within the professional debates on cultural participation and cultural rights.



Participation in the Gertu Kultura Conferences (2025)

Course Accessibility to ephemeral performing arts, musical and audiovisual: first-person experiences

On November 13, 2025, at the ONCE headquarters in Barcelona, Apropa Cultura participated in this training day of the Business Development Service (SDE) of the Catalan Institute of Cultural Companies. Clàudia Torner, coordinator of Apropa Cultura, moderated the table of experiences "Accessibility in the first person" where users and technicians from the La Sínia Occupational Center and the Maresme Foundation, as well as two users of the Association of Deaf People Assorcama, shared their experiences in festivals and street shows. The table allowed to highlight the importance of the measures of accessibility and the direct impact they have on the cultural participation of people with disabilities, contributing a practical and first-person view to the debate on inclusion in the performing, musical and audiovisual arts.

Symposium Cultural Participation and Voluntary Engagement as Keys to Integration for People with Refugee Backgrounds and Disabilities – KulturLeben Berlin

From December 5 to 7, 2025, in Berlin, Apropa Cultura attended the international symposium *Cultural Participation and Voluntary Engagement as Keys to Integration for People with Refugee Backgrounds and Disabilities*, organized by KulturLeben Berlin – Schlüssel zur Kultur e.V. This three-day event

days brought together professionals and organizations from culture, politics, civil society and migration to discuss how participation cultural action and voluntary action can be key to the integration of people with refugee backgrounds and with disability, exploring good practices and international perspectives in accessibility and cultural inclusion.

Within the framework of the symposium, Sònia Gainza, director of Apropa Cultura, participated in various work and dialogue spaces, including the Fishbowl Discussion and the Panel Discussion *Europe in Focus – Cultural and Social Participation*, where the experience of Apropa Cultura was shared within a European context and reflected on how to promote equitable cultural participation and inclusive access for groups with disabilities and displacement experiences.

VIII International Conference on Audiovisual Translation (CITA8) – Round table on accessibility

On November 21, 2025, at the Faculty of Translation and Interpretation of the University of Las Palmas de Gran Canaria (Gran Canaria), the VIII International Conference on Audiovisual Translation (CITA8) took place, organized by ATRAE (Association of Audiovisual Translation and Adaptation of Spain), a professional meeting point to discuss trends, standards and practices in audiovisual translation and accessibility.

Participating in one of the first sessions of the day, Clàudia Torner, coordinator of Apropa Cultura, intervened as a speaker in the round table entitled "Museum accessibility:

it is not only a matter of love for art" together with other professionals of the sector such as Jaime Prada (British Museum), Pedro Gonzalo Méndez Hernández (ONCE) and Silvia Soler Gallego (Kaleidoscope Access), moderated by Iris C. Permy. This intervention allowed to address the importance of accessibility and inclusion in cultural and audiovisual contexts from different professional and expert perspectives.

Cousas Nosas Conferences: Cultural rights in action – Provincial Museum Network of Lugo

On December 2 and 3, 2025, in the spaces of the Provincial Museum Network of Lugo (Lugo) the *Cousas Nosas: Cultural rights in action* conferences were held, a series of activities aimed at promoting rights cultural, the culture of peace and social inclusion from the museum as a space for debate and coexistence in the territory.

During these days, Clàudia Torner, coordinator of Apropa Cultura, together with Maria del Mar Matas, director of Apropa Cultura in the Balearic Islands, attended and participated as speakers in a presentation table, sharing experiences and reflections on inclusive and community cultural initiatives in the museum and social field, contributing to the debate on how museums can be active spaces to make effective the cultural rights of all people.



Presentation of the Apropa Cultura program at the Provincial Museum Network of Lugo conference (2025)

Closing Inclús Festival 2025 – CaixaForum Barcelona

On December 15, 2025, Apropa Cultura participated in the closing of the Inclús Festival with the screening of *Sorda*. Claudia Torner interviewed actor Marc Tapia, creating a space for dialogue on functional diversity and cultural accessibility.



Without Filters

Esther Vinas

6/Memory of Communication

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1/ Contents

Once again, the biennial communication campaign is carried out, launched with the intention of giving visibility to the Apropa Cultura program, and which for 7 years has been formalized in the Apropa Seasons, now biennial, so that the objectives, messages and actions have greater continuity and effectiveness over time. These campaigns focus on:

- Reinforce the idea of Apropa Cultura as a bridge that links entities that work with people at risk of social exclusion and cultural facilities. Apropa Cultura facilitates the access of these people to cultural initiatives that feed the soul and improve their quality of life.
- Focus the campaign on a specific group in order to promote this aspect of a bridge between entities and cultural facilities, in addition to making visible the benefits that access to culture can have in a specific group. For the second biennial season, the 2024/2026 season, it has been decided to focus on making people with disabilities visible, highlighting the need for full and equal accessibility.
- Encourage belonging to the Apropa program to be a source of pride for the facilities and their workers #SomApropa.
- Transmit to the workers of the facilities the importance of the program and create personal and emotional involvement.
personal and emotional.
- Explain to the public of the facilities that the cultural institutions they attend are committed to inclusive culture and are an active part of the program.
- Explain to society that everyone needs culture and that public and private facilities make it possible through the Apropa Cultura program.
- Involve those responsible for social entities (not only educators) and administrations to increase their involvement.

This 2025 has been the continuity of the biennial season started at the end of 2024 and which will continue until the autumn of 2026, thus consolidating the new format of biennial seasons of Apropa Cultura which, on this occasion, is dedicated to people with disabilities, focusing on the need for full accessibility, which allows people with disabilities

sensory, organic, intellectual or physical disabilities to exercise their cultural rights equally.

In addition, throughout the year, other communicatively important scenarios have taken place on which Apropa Cultura has placed special emphasis when transmitting and communicating: the continuation and expansion of the El Museu s'Apropa project, the consolidation of projects such as La Dansa s'Apropa in municipal residences for the elderly and the continuity of the #MaiSoles outings (with adapted buses) in the 4 provinces for those residences for the elderly who cannot

travel and have mobility difficulties, as well as the progressive growth, but with strength and commitment, of Gertu Kultura (Apropa Cultura in Basque) in Guipúzcoa and the incorporation of Bizkaia this 2025. this 2025

1.1. Season #Sensefiltres 2024/26

1.1.1. Thematic axis

We continue with the Apropa Cultura awareness campaign. This will be the second biennial season that will allow us to focus attention on the particular needs of people with disabilities.

Why people with disabilities?

Because in order for culture to be truly accessible, it is necessary to modify the environment to ensure that all people, without exception, can access cultural

proposals. We are talking about full accessibility, which allows people with sensory, organic, intellectual

or physical disabilities to exercise their cultural rights equally.

For this reason, we dedicate the second biennial season to this commitment: to give a boost so that all cultural facilities, proposals and services naturally and habitually include accessibility needs and tools. This means guaranteeing the accessibility chain: that anyone can access information on activities to decide freely, reach spaces, enjoy services and fully experience cultural programming. Accessibility goes beyond norms and regulations; it creates more pleasant and human spaces, where links and communities are generated.

Regarding figures for people with disabilities within the framework of the Apropa Cultura program: of the Apropa Cultura program:

- Since 2006, social entities that work with people with disabilities have enjoyed more than 213,000 cultural experiences through the Apropa Cultura program.
- Currently, there are 1,073 social centers registered in Apropa Cultura that work with people with disabilities.



Banner Season 25/65 dedicated to people with disabilities

1.1.2. Conceptualization of the campaign

The season carries the motto #Sensefiltres, an expression that synthesizes —both literally and in a more abstract sense— the objective of the season: to speak openly and without restrictions about the needs of people with disabilities. We want to be clear and direct, without fear of saying what is needed for culture to be more accessible, and to offer tools so that cultural spaces become truly inclusive. With #Sensefiltres we want to empower cultural facilities so that they feel more capable of carrying out accessibility measures that are still little known and applied today. We also seek to amplify the voice of the entities that work with people with disabilities, both those with visible and invisible disabilities.

Here is a sample of the image that accompanies us during the campaign:

1.1.3. Promotional video

The promotional spot for the campaign was created in 2024, for the entire biennial season, with the aim of giving voice to people with disabilities. For this reason, it collects the testimonies in the first person of Marc Buxaderas, Mabel Clavell, Iris Fernández, Paquita García, Elena Jacinto, Anna Morancho, Jordi Pachón, Joan Panés, Santi Romero and Esther Viñas.

It has been shot at the MNAC, the Gran Teatre del Liceu and the Teatre Goya and has been made by Marc Juan. It has had the collaboration of the entities: ACAPPS, Associació Aprenem Autisme, Associació discapacitat visual Catalunya B1+ B2+ B3, FESOCA, Fundació ASPACE, Fundació Integralia, Servei d'Inserció Laboral TAINA, Taller Escola d'Arts Sumptuàries.

The promotional video can be seen in full [here](#).

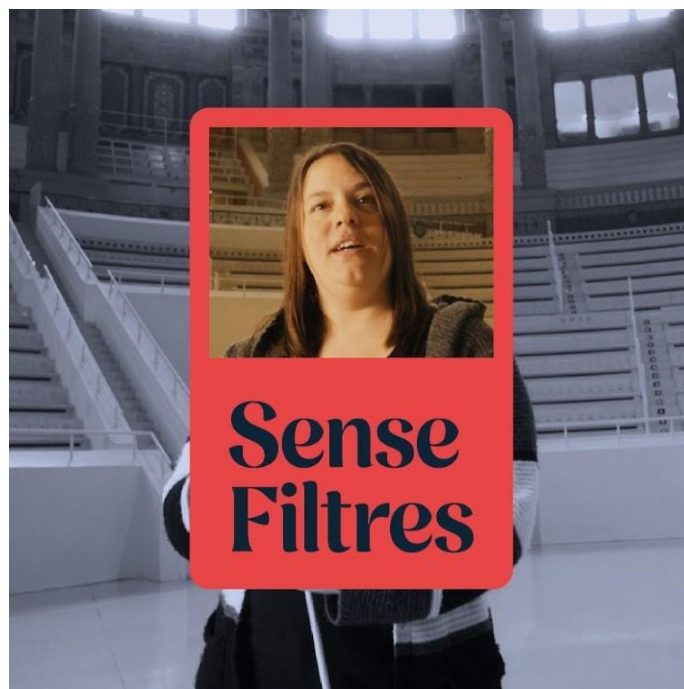


Image of the #Sensefiltres campaign (2025)



Promotional video of the #Sensefiltres campaign (2025)

1.1.4. #Sensefiltres activity program

The activities of the 2024/2026 season focus on social entities that work with people with disabilities. These are centers, associations, foundations, services and social centers that face many challenges to improve the quality of life of these people.

With the collaboration of social entities and cultural facilities, we have started to design a program of activities with the aim of giving visibility to the work carried out by these social entities and how culture can help to achieve a more inclusive society. These activities will be aimed at professionals from cultural and social fields. In each activity we will create a group of people to share experiences related to people with disabilities.

Among other activities and actions, we find:

- “If you live it, you feel it” Campaign with Casa de Carlota - Transversal campaign of Apropa Cultura developed with La Casa de Carlota, which values the collaboration with Apropa Cultura, gives physical visibility through a poster that records the participation of the entity with Apropa.
- Graphic design of the program of the 2025 Conference: Utopia, memory... with La Torreta - Design of the program graphic map of the Accessibility and Diversity Conference 2025, created jointly with La Torreta, integrating an artistic, community and inclusive perspective.
- Christmas card with the L’Art de Viure project of Fundació AMPANS - Creation of the Apropa Christmas card
Culture with works made by the artists of the L’Art de Viure project of the AMPANS Foundation, reinforcing the link between culture, creativity and social inclusion.
- Accessibility and Diversity Conference 2025: Utopia, memory... - Celebration of the Conference on the 10th and 25th of November, with sessions in different cultural spaces, as a space for reflection, training and exchange around accessibility and cultural diversity.
- Impacte Cultura - Launch of a new series of short videos for social networks focused on the positive impact of culture on social entities, with the participation of federations such as DINCAT, ECOM, ECAS, COCARMÍ and the Federació Salut Mental Catalunya.
videos for social networks focused on the positive impact of culture on social entities, with the participation of federations such as DINCAT, ECOM, ECAS, COCARMÍ and the Federació Salut Mental Catalunya.
- Screening of the film “Sorda” at the Inclús Festival - Screening of Eva Libertad’s film on December 5 at the Inclús Festival, with moderation of the subsequent round table by Claudia Torner, coordinator of Apropa Cultura.
- Trainings and online capsules on accessibility - Organization of trainings and online capsules aimed at cultural facilities, developed in

collaboration with social entities, to promote the implementation of accessibility measures and good inclusive practices.

- The disability card - This card facilitates discounts and advantages for people with disabilities or specific needs and their companions.
counts and advantages for people with disabilities or specific needs and their companions.
- Accessibility referent - A figure in charge of proposing and pursuing small changes so that each cultural space moves towards greater accessibility.
- Accessibility training for cultural facilities - From Apropa Cultura we offer training aimed at the teams of cultural facilities as a first approach to diversity, inclusion and accessibility.

These sessions aim to expand knowledge, raise awareness and equip professionals with basic tools to improve the reception and care of different groups, advancing towards more accessible and inclusive cultural practices.



Video cover for the Impacte Cultura campaign (2025)

1.1.5. Morning functions project

For this season dedicated to people with disabilities, Apropa Cultura continues with the morning sessions aimed at audiences who, due to their characteristics and needs, may often not feel comfortable or may not be able to attend the same functions as the general public. During 2025, L'Auditori opened its doors to entities that serve people with disabilities, offering them access to the OBC rehearsals. Thus, these people can enjoy concerts in a comfortable environment adapted to their schedules and that, otherwise, they could not enjoy. The project will continue during this season, with the aim of continuing to add complicities between the equipment.

The creation of specific projects to meet the real necessities of the users of the social entities responds to a dynamic that Apropa Cultura has practiced during the last years. For example, "The Museum is Closer" (program of artistic activities organized by a dozen museums of the Apropa Cultura network in residences for the elderly), "Dance is Closer"

(collaboration with the Mercat de les Flors, which takes dance sessions to the residences) and the "Sortides #MaiSoles" (adapted bus service to go to cultural facilities in collaboration with the company Moventis).

1.2. Territorial approach

This 2025, we continue with the objective of decentralizing Apropa's action outside of Barcelona at a communicative level, and we continue with the strategy of carrying out communications focusing on certain territories of Catalonia, as well as on their facilities and social entities, to increase the incidence of the Apropa project and add new registrations.

In addition, we continue to focus on the activities and projects promoted from the four provinces. A task that implies complicity and communication with the mediators of each territory to offer relevant and updated communication that values each branch.

In this sense, we highlight the relevance of the events in Gerona and Tarragona.

1.2.1. Apropa Cultura Gerona Event

14 years opening doors in Gerona

With the aim of giving visibility to the project, the Act of Apropa Cultura of the Gerona demarcation has served

to take stock of the program's journey since it began in the province in 2011. The event has brought together professionals from the cultural, social and health fields, highlighting a network that already has more than 55 cultural facilities

and festivals in 22 municipalities, as well as more than 300 social and health centers registered.

The meeting has been presented by the journalist Bàrbara Julbe and the actor Roc Nocette, member of Escenaris Especials, and has included the participation of Mr. Jordi Camps, fourth vice president and deputy of Culture of the Diputació de Girona; Mr. Miquel Noguera i Planas, president of the Diputació de Girona; Mrs. Isabel Sierra

director of the Mental Health pact of the Generalitat de Catalunya; Claudia Torner, coordinator of the Apropa program Cultura; and Salvador Sunyer, director of the Festival Temporada Alta 2004-2024.

During the interventions, a tour has been made of

the growth and consolidation of the network in Gerona, emphasizing the links created between the social and cultural fields, and the inclusion challenges still pending. In addition, the importance of continuing to work in community to achieve a truly inclusive culture has been underlined.

To continue the event, within the Construïm Futur block, four transformative projects have been presented that have served as inspiration to the attendees. Thus, as representatives of the El Museu del Suro project de Palafrugell, Laura Requena has intervened as Head of Education and Cultural Action of the Museu del Suro de Catalunya; Susana Sáiz, representative of the Museu

del Suro; and Jaume Roca, resident in the Residencia Geriàtrica Sant Salvador d'Horta. Regarding the Ocells Migratoris project. Culture and diversity in Figueres, we have

had the presence of Aina Baig, director of the

scenic facilities Servei de Cultura de l'Ajuntament de Figueres [Figueres Escena]; and Nadia Sekali, technician of Amunt i Crits, Dones Referents Comunitàries de l'Alt Empordà. On behalf of Un matí d'orquestra con la GIO Symphonia, Edgar Casellas of the GIO Symphonia has intervened; and Natàlia Sanchez, representative of the Auditori de Girona. Finally, and closing the Construïm Futur block, we have had Claudi Camps, Assistant Director Xarxa de

Mental Health and Addictions of the Institut d'Assistència Sanitària of the Department of Health of the Generalitat de Catalunya, talking about the project Culture in the field of health.

Next, it was the turn of the social entities, with the

intervention of Laura Martínez Caminal, technical director of the Reception Center Convent dels Franciscans; Ester Roura, technician of the Occupational Therapy Service of the Fundació Ramon Noguera; and Rafael Ginés and Estefi Gualde, users also of the Fundació Ramon Noguera. This moment was accompanied by the projection of the video Apropa Cultura a Girona.



Family photograph of the Acte Apropa Cultura Girona (2025)

Press materials from the event in Girona

On the day of the Apropa Cultura Act in Girona, the media were invited and the following press release was sent with the headline Apropa Cultura celebrates fourteen years weaving cultural and social alliances in Girona, with a link to the press dossier.

Consult the press release here and the [press dossier here](#)

1.2.2. Apropa Cultura Tarragona Act

13 years opening doors in Tarragona

With the aim of giving visibility to the project, the Act of Apropa Cultura of the Tarragona region has served

to take stock of the program's journey since it began in the province in 2012. The event, co-organized with the Tarragona Provincial Council, has brought together professionals from the cultural, social and health fields, highlighting a network that already has more than 45 cultural facilities and

festivals in 16 municipalities, as well as more than 250 registered social and health centers.

The meeting was presented by Guillem Estadella, humorist, and Núria Giné and Marc Farré, presenters of the Capacitats program of Espluga FM Ràdio; and the opening included the participation of Mr. Óscar Sánchez Deputy Delegate of Social and Cultural Promotion of the Tarragona Provincial Council, and Mrs. Sandra Ramos, Councilor of Culture and Festivals of the Tarragona City Council.

During the interventions, a tour was made of the growth and consolidation of the network in the Tarragona region, emphasizing the links created between the social and cultural spheres, and the challenges of inclusion still pending. In addition, the importance of continuing to work in community to achieve a truly inclusive culture was highlighted. This moment was accompanied by the screening of the Apropa Cultura video in Tarragona.

To continue the event, within the Construïm Futur block four transformative projects have been presented that have served as inspiration to the attendees. Thus, as representatives of the project Mesures d'accessibilitat del Festival Camp de Mart de Tarragona and the experience of ASSORCAM have Núria Gurrera, culture technician of the City Council, intervned of Tarragona; Mariona Prunera, accessibility technician of the Tarragona City Council; and Sara Algar, member of AS- SORCAM. Regarding the project "La Camerata XXI s'Apropa" we have had the testimony of Guillem Cabré, director of the orchestra; Jaume Fraga, cellist of the orchestra; the experience of Marta Bellón, social educator of the residence Vila-seca; Judit Aresté, user of the Vila-seca residence; and the testimony of Raquel Gancholas, professor at the Institut Vila-seca. On behalf of "Un mati de pel·lícula" Josep intervned Eduard Princep, manager of OCINE Les Gavarres; Sara Real psychologist STO-SOI Estela; and two users of the Fundació Estel·la, Yassine El Harrak Younossi and Juanjo Vicente Parra. Finally, and closing the Construïm Futur block, we have had Aida Marin, educator of the Fundació Mas Miró; and the testimony of Encarna Balaguer, social educator of the Sophos Els

residence Pallaresos, talking about the project "Mas Miró s'Apropa."

Next, the video of the Apropa Cultura #sensefiltres campaign was shown, which served to give way to various experiences that showed how access to culture is for people with disabilities. Thus, Aleix Solà and Neus Càrdenas, former student and professor of the INSERLAB project of the Rovira i Virgili University; and Julián Alcón and Francesca Gomis, actors of the play "Assaig plural" and members of ASSIDE (Association for the Integration of Disabilities of l'Ebre).



Family photo of the Apropa Cultura Tarragona Act (2023)

Press materials from the event in Tarragona

On the day of the Apropa Cultura Act in Tarragona, the media were invited and the following press release was sent with the headline Apropa Cultura celebrates 13 years weaving cultural and social alliances in the regions of Tarragona and Terres de l'Ebre, with a link to the press dossier.

Consult the press release [here](#) and the press dossier [here](#)

1.2.3. Gertu Kultura in the Basque Country

This 2025, Gertu Kultura continues its growth process and consolidation in the Basque Country, expanding its territorial

Finally, and closing the Construïm Futur block, we have had Aida scope and starting to walk also in Bizkaia under the same name. This expansion reinforces the model of inclusive cultural access promoted from Catalonia, adapting it to the Basque context and expanding the network of cultural facilities and social entities committed to the right to culture.

1.3. Campaign #SiHoViusHoSents

1.3.1. Awareness campaign on cultural rights and inclusion

The campaign Si ho vius, ho sents is an initiative of Apropa Cultura that aims to raise awareness and sensitize about the importance of an inclusive culture and access to the arts and culture for people in vulnerable situations.

Apropa Cultura, as a platform that works to facilitate access to the arts and culture, promotes this campaign with the desire to show that all people can enjoy and actively participate in different cultural manifestations, regardless of their conditions.

The project focuses on the cultural experience as a full, meaningful, and accessible experience, and on the right of all people to be part of cultural life.

The slogan *Si ho vius, ho sent* conveys the idea that art is not only perceived visually, but must be lived in an integral way, with all five senses, generating a profound experience that can transcend physical limitations and contribute to well-being, personal empowerment, and social cohesion.

In this sense, the campaign reinforces the positioning of Apropa Cultura as a network that works to break physical and social barriers and to guarantee cultural

rights from the real experience of people, placing culture as an essential element for a dignified life.

1.3.2. Campaign Conceptualization

The conceptualization and creative development of the campaign have been carried out in collaboration with La Casa de Car-

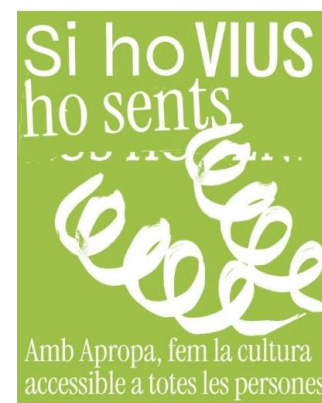
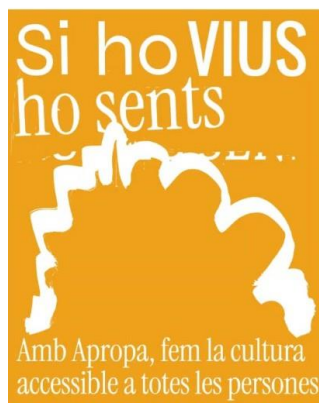
Lota, an agency recognized for its inclusive work and for the integration of people with disabilities in their design and creation processes.

This collaboration has allowed the development of visual

and communication materials that are accessible, emotional, and impactful, aligned with the values of Apropa Cultura, and reinforces a key principle of the project: inclusion is not just a message, but also a way of creating. Through this joint work, Apropa Cultura and La Casa de Carlota convey that culture is for everyone and that barriers must be broken down to fully experience it.

Within this framework, the Apropa Cultura team participated in a joint creative workshop with neurodivergent artists, with the aim of collectively conceiving and creating some of the graphic elements of the campaign, highlighting collaborative processes and shared experience as part of the communicative narrative.

Here is a sample of the campaign image:



1.3.3. The Campaign as a Story

Cross-cutting Communication

Si ho vius, ho sent is not conceived as a one-off action, but as a cross-cutting narrative that accompanies the communication of Apropa Cultura and reinforces its mission. The campaign is also a call to society to recognize the right of all people to access the same cultural opportunities and to experience culture as a shared experience.

With this approach, Apropa Cultura consolidates a line of communication consistent with its values and its trajectory as a network, putting people at the center and reinforcing the commitment to an accessible, inclusive, and lived culture.

1.4. Creative and Social Alliances: La Torreta and AMPANS

Throughout 2025, Apropa Cultura has strengthened its networking through alliances with creative and social projects that share the same view of culture

as a right and as a tool for social transformation. These collaborations allow the incorporation of inclusion not only in the contents, but also in the processes of cultural creation and production.

1.4.2. La Torreta: Graphic Design

With an Inclusive Approach

Within the framework of the Accessibility and Diversity Days 2025. Utopia, memory, ableism and culture, the graphic design of the program and communication materials has been carried out by La Torreta.

La Torreta is a creative studio promoted by the El Far cooperative and the Fundació Pas a Pas, made up of adults with functional diversity. Their participation has brought an inclusive and social perspective to the design, generating a graphic image consistent with the contents of the conferences and with the values of Apropa Cultura. The joint work highlights how design can also become a tool for participation, representation and visibility of diversity.



Accessibility and Diversity Conference Banner (2025)

1.4.3. AMPANS: creativity and expression artistic in Christmas actions

At the same time, Apropa Cultura has collaborated with Fundació AMPANS within the framework of Christmas actions, through the L'Art de Viure project. This collaboration has materialized in the creation of the Christmas card, prepared from collective artistic processes with the artists linked to the project.

The initiative has made it possible to value creativity and artistic talent of people with disabilities, integrating artistic

communication and reinforcing the link between culture, community and inclusion.



Christmas postal collaboration with AMPANS (2025)

1.4.4. Networking and coherence with the values of Apropa Cultura

The collaborations with La Torreta and AMPANS exemplify Apropa Cultura's willingness to add alliances with agents

expression as a central element of institutional that share a way of doing, based on inclusion, participation and recognition of diversity. Through these projects, Apropa Cultura consolidates a coherent practice between discourse and action, and reinforces its commitment to an accessible culture also from creative processes.

1.5 Own projects

The Apropa projects group together a set of stable initiatives aimed at making the right to culture effective, adapting formats, schedules, spaces and services to people's needs. Through these actions, Apropa Cultura promotes more accessible, inclusive and continuous cultural participation, in collaboration with cultural facilities, social entities and agents in the territory.

Consolidated projects

- Morning sessions at the Mercat dels Flors. Relaxed sessions in which the body feels comfortable, the space is not so dark or the sound so loud; and it is allowed to enter and leave or express oneself.
- Matí d'Orquestra. A participative musical activity in the morning. It is already a reality in 12 Catalan orchestras.
- The Museum Comes Closer and Dance Comes Closer. Programs of artistic activities organized by a dozen museums of the Apropa Cultura network in residences for the elderly, as well as a collaboration with the Mercat de les Flors, which brings dance sessions.
- Outings #MaiSoles. Organized excursions to museums and other cultural facilities through a service of adapted buses for the elderly and PRM, in collaboration with the company Moventis and Hife.

New in 2025

- Social cultural volunteering: the new initiative promoted with the complicity of the Federació Catalana de Voluntariat Social, which aims to incorporate cultural volunteers to support social entities and facilitate access to the cultural activities of the Apropa program.

1.5.1. Outings #MaiSoles

Within the framework of the #MaiSoles initiative, the #MaiSoles outings project continues to be promoted, which puts buses adapted available to residences for the elderly so that their users can make outings cultural events and are not limited by physical barriers. It is an increasingly consolidated project that guarantees access to culture for people with mobility difficulties, most of whom are in wheelchairs.

Thus, in 2025, 80 outings have been carried out in collaboration with the companies Moventis, Calella, Izaro and Hife: to the Auditori de Cornellà, Auditori de Girona, Auditori de la Diputació de Tarragona,

Enric Granados Municipal Auditorium, Basilica of the Sagrada Família, CAMP center of Arts and Memory of Ponent, Casa Coll i Regàs, Casa de la Festa Major, Castell de Miravet, Celler de Vila-seca, CosmoCaixa, Coves de l'Espuga de Francolí, Espai Cràter, Jardí Botànic, La Caparrella, L'Auditori, Mas de Colom – Casa Borges, Monestir de Pedralbes, Monestir de Poblet, Museu d'Història de Catalunya, NILAK - HORTA DE SANT JOAN, OCINE Les Gavarres, Parc d'atraccions Tibidabo, Parc Neolític de la Draga, Park Güell, Pesqueres de l'Estany, Poble Espanyol de Montjuïc, Recinte Modernista de Sant Pau, Sala Coliseum, Teatre Auditori Camp de Mart, Teatre Auditori de Granollers, Teatre Bartrina, Teatre Tarragona and Zoo de Barcelona.

The objective was to launch the message that Apropa Cultura continues working to guarantee the cultural rights of people in vulnerable situations, not only opening the doors of cultural facilities, but also responding to their particularities and breaking down the barriers they may encounter (in the case of older people, mobility barriers).

Contest on social media #gaudimApropa

The #gaudimApropa contest was conceived as an action participatory and community revitalization with the aim of facilitating access to culture and, at the same time, generating shared content that highlights the experiences lived through Apropa Cultura.

The contest focused on the challenge of transportation—one of the main barriers for many social entities—offering as a prize a bus for 30 people to attend a cultural activity available on the Apropa Cultura website. Participating entities had to share a photograph of the group on social media during an Apropa outing, accompanied by a brief explanatory text of the experience, tagging the Apropa Cultura profile and the visited equipment, and using the hashtag #gaudimApropa.

The contest was held between April 7 and June 15, and each publication counted as an entry in the draw. This action helped reinforce the sense of community, give visibility to the participating entities and equipment, and promote culture as a shared, accessible, and transformative experience.



Creativities for the #gaudimApropa contest (2025)

1.5.2. The Band Brings Us Closer

The Band Brings Us Closer is a project promoted by Apropa Cultura jointly with the Barcelona Municipal Band, which was born in the 2018/2019 season with the aim of bringing music closer to older people in situations of dependency, isolation or social vulnerability, through accessible concerts adapted to their rhythms and needs.

The year 2025 marks a turning point in the project, with a clear strategic decision: The Band Brings Us Closer leaves L'Auditori to get even closer to the people and the territories. This new stage consolidates a line of work based on decentralization, proximity and the use of community spaces, reinforcing the link between culture, environment and social fabric.

The concerts are programmed in accessible neighborhood spaces—such as cultural facilities and civic centers—that allow generating new complicities with social entities, residences, day centers and other local agents, facilitating the attendance of people with reduced mobility and promoting community participation.

During 2025, the project has continued offering concerts in the morning and during the week, with proposals such as Històries JEF at the Cotxeres de Sants or Apropa't al jazz at the Casino l'aliança del Poblenou, which maintain the artistic excellence of the Barcelona Municipal Band while focusing on the shared experience, accessibility and the right to culture.

With this evolution, The Band Brings Us Closer reinforces its role as a leading project within Apropa Cultura, demonstrating that cultural access also involves rethinking the formats, spaces and the relationship with the territory, placing people at the center of the cultural experience.



The Band Brings Us Closer in Cotxeres de Sants (2025)

2/ Press

2.1. Clipping 2025

You can consult the press compilation with all the 2025 appearances in PDF format [here](#) ; and the valuation economic in XLS format [here](#)

As a summary, the figures on the presence of Apropa Culturán the media in 2025 are as follows:

1. Total impacts: 510 impacts
(Television: 8 / Radio: 9 / Written press: 108 / Online: 385)
2. Approximate reach (audience) of the impacts: 13,566,510 people
(Television: 1,685,249 / Radio: 920,200 / Written press: 2,477,296 / Online: 8,483,765)
3. The approximate economic valuation of the total appearances amounts to:
(Television: 116,609 / Radio: 12,100 / Written press: 81,530 / Online: 137,175)

2.2. Featured Appearances



Trobada a Tremp amb Apropa Cultura

L'espai cultural La Lira de Tremp va acollir una trobada del projecte Apropa Cultura, que busca donar difusió i promoure l'oferta dels equipaments culturals de la zona, aplegant professionals del sector cultural, entitats i persones usuàries.



FOTO, Apropa Cultura. La cita va aplegar professionals del sector cultural, entitats i persones usuàries

Deu equipaments de l'Alt Pirineu de Lleida se sumen a la xarxa Apropa Cultura

Formació per a professionals d'aquests centres

L'AJUNTAMENT d'Apropa Cultura ha organitzat una jornada de treball amb els professionals dels deu equipaments culturals de l'Alt Pirineu de Lleida per presentar el projecte Apropa Cultura i la plataforma que els connecta.



Professionals dels deu equipaments culturals de l'Alt Pirineu de Lleida amb el projecte Apropa Cultura.

CULTURA INCLUSIVA Apropa Cultura ja implica 55 festivals i equipaments gironins

Xavier Castellón GIRONA

"Som una xarxa de programadors culturals que s'unixen per facilitar l'accés a la cultura a les persones en situació de vulnerabilitat social." Així es presenta al seu web el programa Apropa Cultura, que va néixer el 2006, ara fa 19 anys, però que a les comarques gironines va començar a desplegar la seva xarxa ara fa 14 anys.

Per fer balanç d'aquests 14 anys "aixínt, aliances culturals i socials" a les comarques gironines, Apropa Cultura va fer ahir un acte a la Casa de Cultura de Girona, al qual van assistir més d'un centenar de representants d'entitats socials i culturals i d'institucions públiques, els quals van constatar "la necessitat de continuar obrint canals cap a una cultura més justa, accessible i inclusiva".



Coloquio donde se relataron experiencias en el acceso a la cultura de personas con discapacidad.

Prop de 450 persones en situació de vulnerabilitat gaudeixen d'un concert accessible a l'Auditori de Lleida

La iniciativa Apropa Cultura organitza la primera edició de 'La Banda ens apropa' amb horaris i accessos adaptats



Gairebé 450 persones que es troben en situació de vulnerabilitat gaudeixen d'un concert accessible a l'Auditori de Lleida

Apropa Cultura celebra tretze anys d'inclusió cultural

Xarxa 0 La jornada reunirà més d'un centenar d'entitats a Tarragona per fer balanç

Redacció
Apropa Cultura se celebra aquest divendres a l'Auditori de Lleida la primera edició del programa 'La Banda ens apropa' que va començar amb un concert accessible a l'Auditori de Lleida el 2012. La iniciativa, impulsada per Apropa Cultura, té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals. Aquesta iniciativa s'emmarca dins del projecte 'La Banda ens apropa' que té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals.

Concierto accesible en el Auditori de Lleida para personas en situación de vulnerabilidad

La iniciativa Apropa Cultura organitza la primera edició de 'La Banda ens apropa' amb horaris i accessos adaptats



Aquesta és la primera edició de 'La Banda ens apropa' (Apropa Cultura)

36 DIMENYIS 2025 FEBRER DE 2025 • La Mallorca

Gran èxit a l'Auditori al primer 'La Banda ens apropa' a Lleida

El projecte impulsat per Apropa Cultura dona accés a la cultura a col·lectius vulnerables o que requereixen entorns més adaptats

Redacció
Aquesta és la primera edició de 'La Banda ens apropa' a Lleida. La iniciativa, impulsada per Apropa Cultura, té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals. Aquesta iniciativa s'emmarca dins del projecte 'La Banda ens apropa' que té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals.



Propar la cultura a persones en situació de vulnerabilitat

FGC y Apropa Cultura facilitan el acceso a la cultura a personas en situación de vulnerabilidad



Redacció
Aquesta és la primera edició de 'La Banda ens apropa' a Lleida. La iniciativa, impulsada per Apropa Cultura, té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals. Aquesta iniciativa s'emmarca dins del projecte 'La Banda ens apropa' que té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals.



El Celler de Vila-seca va acollir el concert de Nadal accessible 'La Camerata XXI s'apropa'

FGC s'uneix al programa Apropa Cultura per garantir l'accés a transports turístics i patrimoni a col·lectius vulnerables

Ferrocarrils de la Generalitat de Catalunya obrirà els seus ferrocarrils i espais museístics a persones en risc d'exclusió, reforçant així la xarxa d'inclusió cultural nascuda a L'Auditori el 2006

Redacció 17 de novembre de 2023



CATALUNYA AL DIA
Catalunya al dia, de 13 a 14 h - 21/10/2025

3000
cultura una porta a la inclusió

3000
Berta Cervantes educadora social residència Fort Plenc

La Camerata XXI s'apropa' ofereix un concert de Nadal accessible al Celler de Vila-seca
Més de 350 persones de 12 entitats del Camp de Tarragona

Redacció
El Celler de Vila-seca va acollir el concert de Nadal accessible 'La Camerata XXI s'apropa' que va començar amb un concert accessible a l'Auditori de Lleida el 2012. La iniciativa, impulsada per Apropa Cultura, té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals.

Redacció
El Celler de Vila-seca va acollir el concert de Nadal accessible 'La Camerata XXI s'apropa' que va començar amb un concert accessible a l'Auditori de Lleida el 2012. La iniciativa, impulsada per Apropa Cultura, té com a objectiu garantir que totes les persones, independentment de les seves condicions físiques, intel·lectuals o sensorials, tinguin accés a la cultura i a les activitats culturals.

INICI A LA NOVA
Més de 350 persones de 12 entitats del Camp de Tarragona busquen el Celler



3/ Social networks

Below are the main organic results of Apropa Cultura's profiles on social networks in relation to the analytical data of followers, impressions, and global interactions.

3.1. 2025 Results

This 2025, Apropa Cultura has worked in line with the new strategic objectives proposed to improve its online communication. The monthly content plan that is reviewed before publication has been followed. In addition, work has been done to adapt the content to different formats (videos, photos, creatives) and channels (feed, reels, mail, WhatsApp), facilitating the reconciliation of information sources and the preparation of updates on activities, highlighted events, and collaborations.

Likewise, new content has been created to generate more network and interaction, such as contests for entities, the 'Impacte Cultura' reels, and collaborations with creative workshops for various materials. This strategy has brought improvements in the coordination and efficiency in the communication of Apropa Cultura.

improvements in the coordination and efficiency in the communication of Apropa Cultura.

Instagram

- Followers: the profile grows with 1,174 new followers since January. In total, 7,066 followers are reached.
- Publication and "likes": as the new strategy is implemented and a frequency of 12 monthly posts is set, the "likes" experience a progressive and stable increase: 476 (January) > 655 (June) > 949 (November).
- Reach: the publications reach an average of 656 users.
- Content: reels are the content with the highest reach. A quarter of those published since the beginning of the year exceed 1,000 views, with two peaks of 6,972 in June and 4,922 in September, for videos such as Impacte Cultura (the case of Víctor Galmés from DINCAT) or testimonials (in this case, Marc Buxaderas). It should be noted that both DINCAT and Marc Buxaderas are collaborators in the reels.

Featured posts



Featured posts from Instagram Apropa Cultura (2025)

LinkedIn

- The views of the Apropa Cultura page are stable during the year: 126 (January) > 128 (May) > 132 (November).
- Followers: 444 new followers since January, with the most outstanding peak being 60 in November. In total, 1,596 current followers.
- Interaction: presents peaks in May (156), September (254), and November (132). It must be taken into account that in November more publications (17) were made compared to the general average (7).
- Clicks: an indicator of users' interest in our content, which varies from the average (66) and often exceeds it, a sign that the new strategy works: 65 (January) > 110 (May) > 273 (November).

Featured posts



Featured posts from LinkedIn Apropa Cultura (2025)

4/ Newsletters

In total, in 2025, 256 newsletters have been created and sent, aimed at the different types of diverse audiences interested in the Apropa project. In total, the reach has been 133,356 unique users.

The content combines interviews, training, entertainment, recommendations, etc. Subscription is free through the web: www.apropacultura.cat/ca/butlleti.

Regarding the statistics, a total of 44,161 openings have been generated, that is, 33.12%: a very positive figure that indicates the interest of users in our content. And, to finish, a total of 6,109 total clicks are obtained, 4.58%.

In reference to the newsletters under subscription, Newsletter Apropa, a total of 5,941 shipments have been made with an opening rate of 35.85%, 8.95% lower than the same period of 2024, and a total of clicks of 6.73%.

Sign up to our newsletter!

Through this digital newsletter you can follow our activities and become part of the Apropa Cultura community

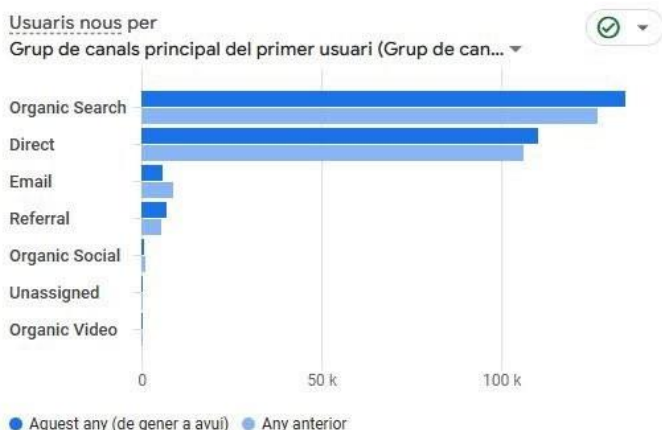
**SUBSCRIBE IN
CATALUNYA**

**SUBSCRIBE IN
BALEARS**

5/ Web visits

Regarding visits to the website apropacultura.org, the data from 2025 compared to 2024 show good results. The total user parameters increase by 4.81% and new users by 4.19%, with an average engagement time per active user of 9.34 minutes.

In addition, the good organic positioning of the page is observed, since more than 259,000 new users reach apropacultura.org through organic search in search engines. The second largest source of traffic is direct access, that is, when the user types the web domain directly in the search bar because they know it and enter it regularly.



Grup de canals ...predeterminat) +

MOSTRA TOTES LES FILES

Total

Total d'usuaris	↓ Usuaris nous	Usuaris recurrents
94.854	259.196	24.060
vs. 90.499	vs. 248.780	vs. 22.765
↑ 4,81 %	↑ 4,19 %	↑ 5,69 %

Data graphs of visits to the Apropa Cultura website (2025)



Memory of activities

apropa

cultura
una porta
a la inclusió