

Proposal to deliver a paper or address at the Congress

***Please fill in as indicated: remember that the deadline for
submissions is 15 October 2014***

Your **full name** *(please highlight surname in CAPS)*

Pau Medrano Bigas

Institution to which you belong *(if appropriate)*

Universitat de Barcelona

Your **contact email**

Your **phone number** *(please remember to add your country code!)*

Theme strand in which you wish to include your paper *(click and type an X
where appropriate, only one strand please: if you wish to submit more than one
paper, please fill in another document for the other paper)*

Main strands:

1. Women Artists and Artisans of Art Nouveau
2. The Eye of an Era: Art Nouveau Interpretations of the Feminine
3. The New Frontiers: Unveiling Art Nouveau Cities
4. Research and Doctoral Theses in Progress

Title in English of your presentation

Alexandre de Riquer and the pin-up of the “Salon Pedal” poster.

This is a provisional title; you may change it later on when you send us the complete presentation text

Abstract in English of your presentation (*maximum 1,000 characters, in Arial 12 font*)

The famous "Salon Pedal" poster by Alexandre de Riquer, realized in 1897 to announce a Madrid-based business, is regarded as one of the greatest graphic exponents of Modernisme. In the frontal portrait of a turn of the century cyclist woman, has wanted to see the reflection of a new space –the bicycle races– conquered by the women against the conventions and prevailing gender roles. It might seem that the poster expressed the message of freedom and progress offered by this individual and self propelled transport ... or maybe not. This article provides unpublished documentary sources that outline the story of the "Pedal Room" poster, of the activities of the announced establishment and of the paper assigned to the women in sports and games room events, contributing to offer a distinct and novel interpretation. It is analyzed, in addition, the iconographic representation of frontal cyclist women in the different international variants of Art Nouveau, and its influence on the resources used by de Riquer in formalizing the emblematic poster.

If approved, your presentation may be later written and delivered in any of the official languages of the Congress (English, Catalan, French and Spanish)

Your **Curriculum Vitae** (*maximum 1,000 characters, in Arial 12 font*)

Pau Medrano Bigas (Barcelona, 1965) is an Associate Professor in the Design and Image Department at the Facultat de Belles Arts Sant Jordi, Universitat de Barcelona. Holder of a Degree in Fine Arts, he is a member of the Grup de Recerca en Història de l'Art i del Disseny Contemporani. He has been working as a professional graphic designer and art director in the publishing sector during the last eighteen years, and is currently combining his teaching and researching activities with his doctoral thesis in “Design, Illustration and Advertising in the Pioneering Tire Companies (1900-1930), under Dr. Anna Calvera Sagué’s tutelage.
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own name (please; we don't want to end up with 100 documents called "congressbarcelona.pdf"!)). Then go to

<http://www.artnouveau.eu/callforpapers>

and fill in the blueprint you will find here with your details and upload your saved PDF file with this paper proposal.

IMPORTANT

*All papers delivered at the Congress may be **recorded on video** and made available to the general public on the Internet. **Submitting a paper implies your explicit agreement to such recording and its later use.** You will be required to formally sign acceptance of this before your paper is included in the definitive Congress programme.*

Remember: final deadline for submission is 15 October 2014