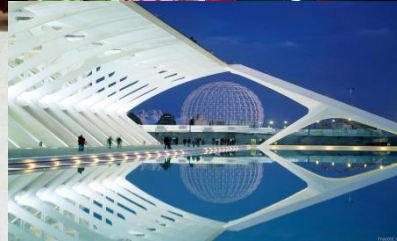
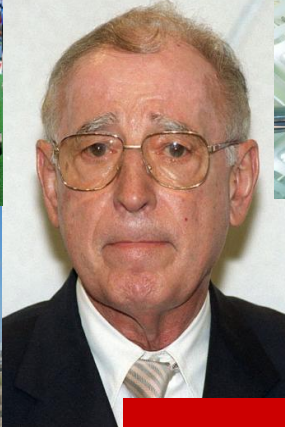




SPANISH



INNOVATIONS



ANTONI GAUDÍ(1852 – 1926)

- One of the best known architects in Spain
- His architectural style is one of the most unique and distinctive styles in the world
- His works greatly influenced the face of Barcelona architecture
- Gaudi's work was influenced by forms of nature – he used curved constructions, twisted iron sculptures and organic-like forms which are traits of Gaudi's Barcelona architecture

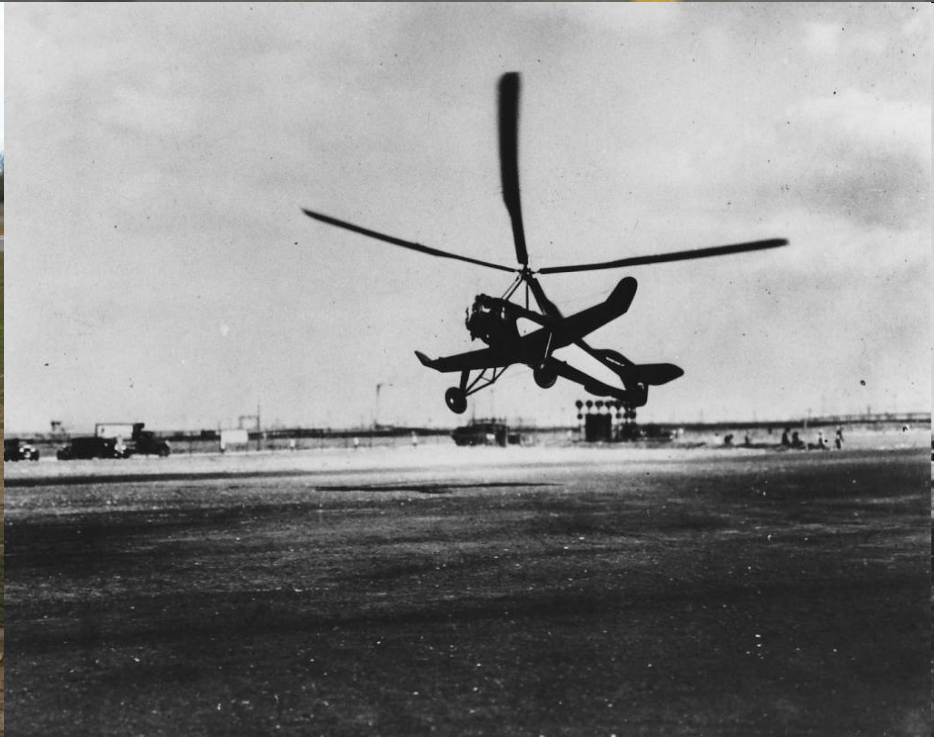


La Sagrada Familia

- Gaudi's most famous work in Barcelona – a giant temple that has been under construction since 1882 and it is not expected to be completed for 30-80 years
- The construction began in Neogothic style
- When Gaudi died only one tower had been constructed
- Member of the UNESCO

AUTOGYRO

- The autogyro is a hybrid aircraft between aeroplane and helicopter
- Invented by Juan de la Cierva
- It is considered to be the origin of current helicopters
- In its first flight in 1923 it was able to fly 200 meters
- Autogyro is mechanically simpler and cheaper than a helicopter, it consumes less fuel, it's easier to pilot and it's completely safe



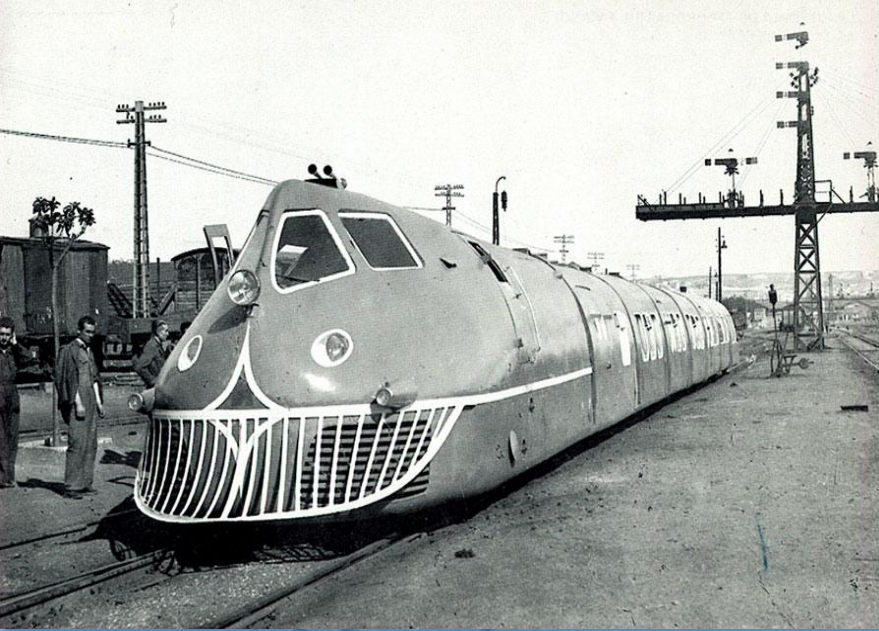
THE HUMAN ONCOGENE H-RAS

- Mariano Barbacid was the first man in the world to be able to isolate the oncogen human gene which can cause cancer
- This was very important in the development of cancer treatment



TALGO

- Once, the fastest train in the world
- Designed by Alejandro Goicoechea and was financed by José Luis Oriol Urigüen
- Renfe, the National Spanish Railway incorporated TALGO in 1942, it was a big improvement of Spanish transport, the train was able to reach 115 km/h
- In 2007 Renfe made an improvement of TALGO, creating AVE (TGV) that was able to reach 330 km/h



© 2001 Fernando Monroy Peña



**WHICH OF
THEM IS
THE
BEST???**



CANDIES...

**...SWEET PLEASURES OF
DIFFEREND COLOURS,
DESIGNS AND TASTES...**

**...SOMETHING WHAT
MAKES US ALWAYS**

HAPPY



**DO YOU LOVE
CANDIES?**

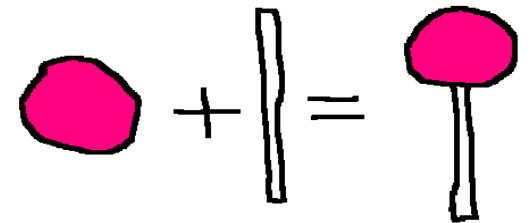
**HAVE YOU
EVER TRIED**

ChupaChups?

The birth of a lollipop

In the 1958 the Spaniard **Enric Bernat** had a great idea. The world needs a sweet which would make children and their parents happy, something like “kind of sweet with a stick” ...

...and the lollipop
has been founded!



Enric Bernat (1923 – 2003)

- Was the child of confectioner family and started to work in his parent's cake shop
- In 1950s he went to north Spain to revive an apple jam factory, renamed in 1958 to **ChupaChups**
- He gained the ownership of **Gaudi's Casa Batlló**
- In 1991 he passed formal control of ChupaChups to his son Xavier
- With his wife Nuria Serra they have three sons and two daughters

Enric Bernat



The early years

At the very beginning was the name of the lollipop GOAL. It looked like a football ball and the opened children's mouth like a goalmouth. Bernat knew that this name was not attractive so he engaged a company which invented the name -

CHUPS!



CHUPA

IN SPANISH

MEANS TO SUCK

CHUPA + CHUPS = . . .

The logo

The universal and supertemporal design of the logo was painted in 1969 by world famous painter Salvador Dalí.

It lasted to him to draw it on a piece of Paper less than one hour. The model of the logo was a daisy.

THE ACTUAL DESIGN OF THE LOGO
WAS FORMED IN 1988:



Chups®



CHUPA
Chups®



CHUPA
Chups®



CHUPA
Chups®



Chupa
Chups®

International success

- Nowadays The ChupaChups are the second best selling candies in the world
- Another factories for producing these lollipops were opened in France, Russia, China, Mexico, Vietnam and India
- They have sold over 13 bilion lollipops in 125 countries

Chupachups move the world

- In last 50 years ChupaChups move the world
- The company celebrated the 50th anniversary in 2008 by birthday parties as Schülerparty in Germany, Skyblog in France or The Suck Luck in Philippines
- The summit was held in Barcelona by huge performance of MTV channel





*Famous people like
Mariah Carey,
Harrison Ford,
Spice Girls,
Giorgio Armani
have starred in
campaigns,*

*and have been
seen in public
places enjoying
ChupaChups*

Thank you for
your
attention

