

"Mataró: persones i carrer(e)s" [Mataró: people, streets and races], a collaborative experience based on sports photographs from the Maresme County Archives

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From September 7 to October 21, 2018, in the exhibition halls at Can Palauet (Mataró), home of the Maresme County Archives, a photo exhibition was held that also served as a workshop for identifying images. The activity was designed as a sort of crowdsourcing, in which, with the help of people, the goal was to put names, dates, locations and details in the descriptions of many photographs where previously, the only information known was the author. In fact, the experience was more of a plea to acquire knowledge from the people, and as such, should be referred to more aptly as a sort of "crowd wisdom". More than four thousand people attended the exhibition-workshop: a total success. Using forms that were specifically created for each image, the people were asked to leave their notes and comments. The material, collected in an urn, was ultimately put together and added to the descriptions for each image in the collection database, and at the end, a catalog was published.

Very sports-related collection

The photography collection that was the subject of the exhibition and workshop was the Carreras Photography Collection, which has a chronological scope from 1923 to 1982 and was donated by the Carreras family in 1992 to the Mataró City Council so it could be stored in the Municipal Archives. The collection includes the work of three generations of professional photographers: Santiago Carreras Oliver, Santi Carreras Sajaloli and Santi Carreras Suris. It is the most important photographic collection preserved at the Archives, and is currently being digitized and catalogued, in addition to identifying the people and places that appear in the more than seventy thousand images. The family's passion for sports comes from afar, as seen in many of the photographs, and was largely reflected in the exhibition/workshop.

Although the exhibition was overall quite general in nature, including cultural, political and historical aspects, almost a third of the images put on display and



The poster features a black and white photograph of a vintage car parked in front of a building with a sign that says "Carreras". A cartoon character, resembling Uncle Sam, is overlaid on the image, pointing towards the viewer. A speech bubble from the character contains the text: "No preguntis què fa l'Arxiu per tu, demana't què pots fer tu per l'Arxiu! Ajude'ns a identificar fotografies". Below the image, the text reads: "Exposició i taller d'identificació de fotografies", "Mataró. Fons Carreras, fotografies d'un temps", and "5 de setembre - 21 d'octubre [Inauguració 5 de setembre a les 19 h.] Aniu Comercial del Maresme, carrer d'en Pèlau 32". A list of dates follows: "5 set. a 23 set. 1ª Mostra", "24 set. a 7 oct. 2ª Mostra", and "8 oct. a 21 oct. 3ª Mostra". At the bottom left, there is a logo with the text "PERSONES I CARRER(E)S" inside a stylized bracket. At the bottom right, there are logos for the Generalitat de Catalunya, Departament de Cultura, Aniu Comercial del Maresme, Ajuntament de Mataró, and a small yellow logo.



Generalitat de Catalunya
Departament de Cultura
Aniu Comercial del Maresme



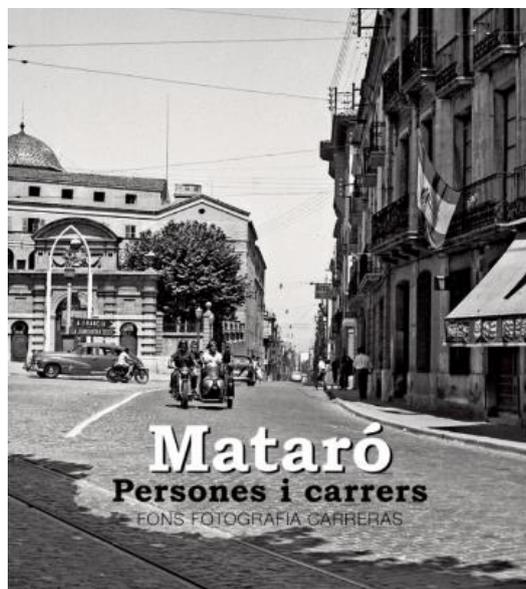
Poster of the workshop-

discussed in the workshop were sports photos, given the photographers' close link to sports.

An example of this link to sports is the last of the photographers in the Carreras family, who was a sports journalist himself for many years and was the head of Sports at Catalunya Ràdio, currently a specialist in the history of sports in the capital of Maresme.

The exhibition and the workshop

It consisted of a permanent part with large-format photographs and a section along the wall of smaller photographs, that had little or no information about them available. This group of unknown photos was made up of fifty pictures, that every fifteen days were replaced with another fifty pictures. This cycle was repeated three times and it allowed us to improve the documentation we had on some one hundred fifty photographs.



Cover of the exhibition catalog.



Some of the sports images from the exhibition-workshop. (Source: ACM. Carreras Photography Collection. Santi Carreras.)

