

Workshop
Get Real! (Open your eyes!)

Alejandro Cartagena

*Building New Meanings
Through the Photobook*

KBr

Fundación **mapfre**

[Terms and conditions](#)

Organizing entity

Fundación Mapfre (hereinafter, "the Foundation"), a Spanish non-profit entity with registered office at Paseo de Recoletos 23 in Madrid (Spain) and with CIF G 28520443, is announcing the sixth *Get Real! (Open your eyes!)* photography workshop, a biannual program that will take place at the KBr Fundación Mapfre photography center (Avenida del Litoral, 30, 08005, Barcelona). Through this, the Foundation reaffirms its support for training in the field of artistic photography, with the help of renowned photographers.

Candidates

This sixth workshop, entitled "Building new meanings through photobooks" and led by photographer Alejandro Cartagena, is open to national and international artists of legal age who are interested in addressing and working on some of the most pressing themes in contemporary photographic practice.

Applying to participate in the workshop

The workshop will have a maximum of 15 participants. Candidates interested in participating must submit their own application in digital format using the online form available on the KBr Fundación Mapfre website [kbr.fundacionmapfre.org], to which the following documentation must be attached:

- Photocopy of the candidate's valid national identity document, passport or identity card.
- Contact information (email, address and telephone number).
- Short paragraph answering two questions: *Why are you a photographer? Why do you want to attend the workshop?* (300 words maximum).
- Selection of images (between 20 and 30) from a completed project, whose author is the candidate, and which can be transformed into a photobook mock-up during the workshop. The images must be accompanied by an explanatory paragraph.

The candidate's projects must be original and therefore they must vouch to Fundación Mapfre for the authorship and originality of the work, declaring that they are the sole and exclusive owner in full ownership and without any limitation whatsoever.

The candidates are responsible for complying with the legal provisions in force regarding intellectual property and the right to one's own image, and must ensure that third parties cannot claim any rights with respect to the project submitted to the competition. In any event, the candidates will be responsible for any claims arising from image rights and third party rights.

The documentation must be submitted in PDF format in a single delivery. Maximum size 10 MB.

The application may be submitted in Spanish, Catalan or English.

The period for the presentation of applications is 24 days, from March 27, 2026, to April 19, 2026, inclusive.

Applications that are incomplete on the closing date of the above-mentioned submission period will not be accepted.

Fundación Mapfre reserves the right to disqualify applications that do not comply with these terms and conditions, especially those that contain inaccurate information.

Participant selection and notification process

Fundación Mapfre, with the help of its designated experts, will review all the applications and select the most suitable to participate in the photography workshop entitled "Building new meanings through photobooks". During the deliberation process, the experts appointed for this purpose by Fundación Mapfre will have access to all application documents.

Shortlisted candidates will be notified by Fundación Mapfre via email on April 30, 2026, and must expressly accept their participation in the workshop by the same means (i.e., by sending an email to the Foundation) within a period of no more than 5 working days following receipt of this communication.

In order to formalize their place, each of the pre-selected candidates who have expressly agreed to participate in the workshop must pay the registration fee, as described below, in the point entitled "Workshop".

Fundación Mapfre may, exceptionally, extend the deadline for application submission, provided that this decision is taken before the shortlisted candidates are notified. This extension would be notified through the Fundación Mapfre website and its profiles on social networks.

Fundación Mapfre reserves the right not to assign or offer all of the 15 places open for the workshop, in the event that the projects are not of sufficient quality or do not meet the specifications of these terms and conditions.

Fundación Mapfre may adopt any initiatives it deems necessary to verify the information on the entries submitted.

Fundación Mapfre may withdraw the status of a selected photographer and designate a replacement in the event that they do not formalize their participation in the workshop.

No further correspondence or communication will be entered into with unsuccessful applicants.

Likewise, no information about the selection process or the other applications received will be provided.

Documentation from incomplete or unsuccessful applications will be destroyed within three months of the publication of the participant list.

Workshop

Successful candidates will be offered a place on the four-day workshop taught by Alejandro Cartagena, which will take place from May 21 to 24, 2026, inclusive, at the KBr Fundación Mapfre photography center (Avenida del Litoral, 30, 08005, Barcelona)..

Over those four days, the participants will share an intensive session with the photographer Alejandro Cartagena and will receive personalized feedback on their work from him.

By agreeing to participate, the selected candidates undertake to:

- Pay the registration fee, by credit card, of the amount of 200 € (TWO HUNDRED EUROS). This payment can be made through the link that will be provided to the selected candidates once they have been notified of their participation in the workshop. From this notification, the selected candidates will have 5 working days to confirm their participation and make the payment. Once payment has been made, the candidate becomes a participant in the workshop. However, if after this period, the pre-selected candidate has not paid the corresponding registration fee, it is understood that they have withdrawn and Fundación Mapfre may either award the vacant place to another candidate or leave it vacant.
- Attend the entire workshop, over the course of the four days, by participating in it, carrying out the proposed activities and taking part in the practical sessions, as well as in all the activities suggested by the photographer teaching the workshop. Upon completion of the above, Fundación Mapfre will issue a certificate evidencing participation in the workshop.

Data protection

Participants are informed of the processing of the personal data provided, as well as their image and voice, and of any data obtained during the course of the Workshops. *Get Real! (Open your eyes!)* for the purpose of managing this call and their participation in it, as well as its promotion in the media and on social media, with Fundación Mapfre being the entity responsible for the processing. Communications to third parties or transfers to third countries will only be made when these are essential for the fulfillment of the purposes indicated, and in any case under the terms indicated in the Additional Information. No information about the selection process or the other applications received will be provided.

If the data provided relates to persons other than the participant, they guarantee that they have that person's consent before providing such data, previously informing them of the data protection terms established in this document. They also guarantee the accuracy and truthfulness of the personal data provided, undertaking to keep such data duly updated and to inform Fundación Mapfre of any changes to the data.

The participant declares they are over eighteen years old. In the event that the submitted report or documentation contains data on minors, the participant, as the parent or guardian of the minor, expressly authorizes the aforementioned processing and transfer of this data for the purposes mentioned above.

You can consult the additional information on data protection at [en https://www.fundacionmapfre.org/politica-privacidad/](https://www.fundacionmapfre.org/politica-privacidad/)

The interested party may exercise their rights of access, rectification, erasure, limitation of processing, opposition, portability by communicating to DPO Fundación Mapfre Pº Recoletos 23, 28004, Madrid or by e-mail to DPO@fundacionmapfre.org or to privacidadyprotecciondatos@fundacionmapfre.org.

Exemption from liability

Fundación Mapfre is not responsible for any malfunction, mistransmission or error in the transmission or reception of any information by the interested parties in the context of this call, nor for any technical traffic errors, failure or congestion in terms of internet connection.

Acceptance of the terms and conditions

Participation in this call for participants implies full acceptance of these terms and conditions, of the decisions made by Fundación Mapfre through its designated collaborators, as well as the explicit waiver of any subsequent claim.

If you require additional information about this call, please send a request to infokbr@fundacionmapfre.org, indicating "Get Real Workshop with Alejandro Cartagena" in the subject line.

Applicable law and jurisdiction

These Terms and Conditions are governed by the laws of Spain. In the event of any divergence or controversy arising in relation to the interpretation or execution of these Terms and Conditions or the imparting of the course, the Courts and Tribunals of the city of Madrid shall have jurisdiction, and the applicants and students expressly waive their own jurisdiction, if any, for any actions and claims that may arise.

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