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# HOME MECHANIZATION

## A DESIGN STORY

Colección Alfaro Hofmann

Centro de Historias, Saragossa (Spain)  
October 1 - January 9

Una exposición de Contemporánea  
Comisarios: Andrés Alfaro Hofmann y Remedios Samper Villalba



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A chronological journey through the history of the household appliance through a hundred mythical pieces that show the rapid technological evolution that we have experienced and the importance that design has acquired over time.

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Radio Patriot, 1940, Geddes, Norman Bel (1893 - 1958),  
Emerson Radio and Phonograph Corporation, Estados Unidos



Teléfono Ericofon, 1954, Thames, Gosta (1916),  
Ericsson Co., Suecia



Plancha ECN 8, c. 1920, AEG, Alemania



Cafetera Atomic, 1947, Giordano Robbiati,  
Bon Trading Co., Italia



Robot de cocina Star Rite Magic Made  
Model D, 1930

## HOME MECHANIZATION A DESIGN STORY

Centro de Historias de Zaragoza and Contemporanea present the exhibition “La mecanización de la casa. Una historia del diseño” which includes a selection of key-pieces of the best Design of the 20th Century from the Alfaro Hofmann Collection. The aims of the show is introducing the impact of technology in the home life from the growing importance of the electricity supply. A visit to the history of our daily household behaviour through fridges, kitchenettes, blenders, kettles, toasters, washing-machines, irons, vacuum cleaners, pick-ups, radios, televisions, telephones, etc. The chronological tour allows us to value the fast evolution of the household appliances and the importance of an attractive design.



Radio TS 502, 1964, Richard Sapper (1932), Brionvega, Italia



Cafetera Gilda, 1952, Achile Gaggia, Gaggia, SPA, Italia



Exprimidor MP 2004, 1960, Siemens

The exhibition includes a series of sceneries with different objects that recreate scenes from the house, as well as period advertising, which helps to contextualize the objects on display.

## Información sobre la Exposición

**Dates:** October 1 - January 9, 2022

**Opening:** October 1 de octubre, 5 pm

**Address:** Centro de Historias de Zaragoza  
Plaza de San Agustín, 2  
50002 Zaragoza  
Tel. 976 721 885

**Precio:** Acceso gratuito

**Schedule:** Tuesday to Saturday, 10 am - 2 pm and 5 - 9 pm  
Sunday and Holidays, 10 am - 2.30 pm

**Telephone:** +34 686 265 924

**Email:** [info@contemporanea.org](mailto:info@contemporanea.org)

**Organized by** Servicio de Cultura Ayuntamiento de Zaragoza, Contemporánea & Colección Alfaro Hofmann  
**Curated by** Andrés Alfaro Hofmann y Remedios Samper Villalba  
**Local Production** Centro de Historias de Zaragoza

# Contemporánea

Contemporanea was founded in 1996 as an entity which promotes art through activities and culture programs in Spain and worldwide.

Mario Martin Pareja and Dumia Medina are the Directors.

He has produced more than 50 exhibitions such as “Apocalypse. Keith Haring & Williams Burroughs”; “Seguir vivo. Michel Houellebecq y Masbedo”; “Warhol & The Factory”; “USA Today”; “Gráfika. A Collections of Prints by the Artists of Beautiful Losers”; “Lee Miller Surrealist”; “Lydia Lunch. A Retrospective”; “Gráfika. 30 Artistas de la España Joven”; “Duffy. Retrospective”; “Ryan McGinley. Yearbook”; “Richard Kern. Naked and Famous”; “Frida Kahlo. Photographs of Leo Matiz at La Casa Azul”; “Shadi Ghadirian. Like Every Day”; “Nadia Lee Cohen. Not a Retrospective”; “Juanjo Guarnido. Blacksad. Algún lugar entre las sombras”; “Nirvana. 20 Years”; “From Sex To Punk”; “John Lennon & Yoko Ono: Suite 1742”, among others.

As editor it has also produced books (Lydia Lunch, Michel Houellebecq, William S. Burroughs) or limited edition prints and objects (Richard Kern, C215, Tim Biskup, Miss Van, Lydia Lunch, Jim Houser, René Peña, Victor Castillo, Chema López, Jacobo Castellano, Joan Brossa, Boris Hoppek, Sergio Mora, etc.).

Contemporanea also collaborates with other Museums and Art Centers in musical, spoken word and performing activities. It has worked with entities such as Centre de Cultura Contemporanea de Barcelona (CCCB); La Casa Encendida (Madrid); Fundación para las Artes (Valladolid); DA2-Domus Artium (Salamanca); MUSAC (Leon); Espai D’Art (Castellon); Es Baluard (Majorca); José Saramago Foundation, Joan Brossa Foundation (Barcelona); Telefonica Foundation; Audi Foundation (Beirut); etc.

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## Contacts

For further information / Use of pictures / Interviews

Contemporánea: +34 686 265 924

Mario Martín Pareja: info@contemporanea.org

## Websites

[www.contemporanea.org](http://www.contemporanea.org)

[www.zaragoza.es](http://www.zaragoza.es)

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