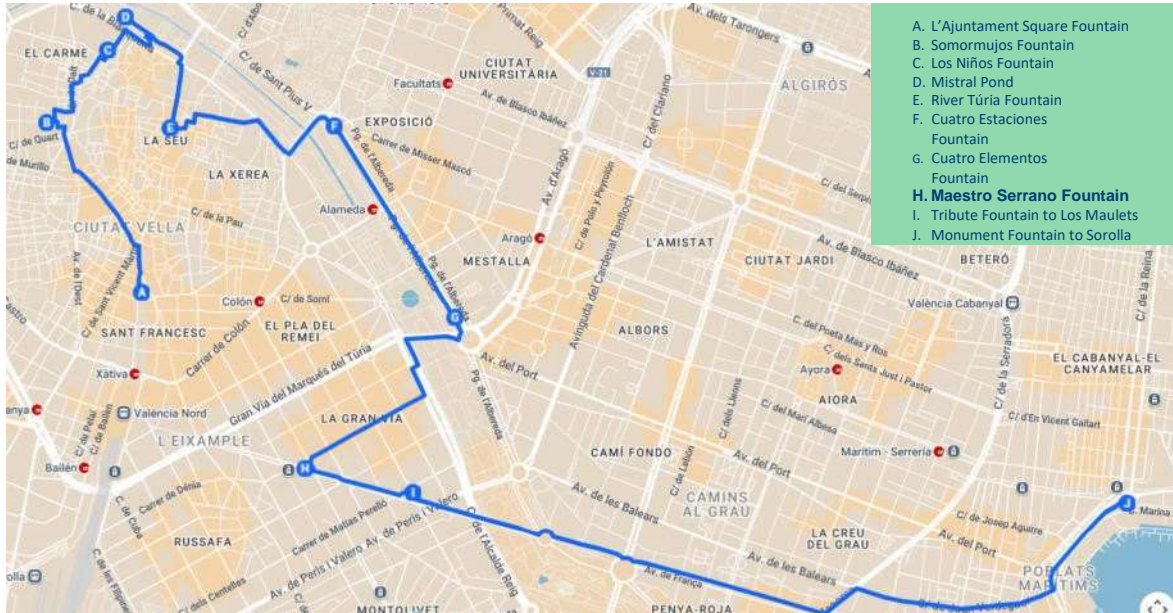




MAESTRO SERRANO FOUNTAIN

ORNAMENTAL FOUNTAIN TOURIST ROUTE

GENERAL ROUTE PLAN



Erected in honour of Valencian composer and musician José Serrano Simeón, known as Maestro Serrano. His best-known work is the Regional Anthem of València. Other famous works include 'El fallero' —ever-present during the Fallas Festival in València— and 'València, canta', dedicated to the Our Lady of the Forsaken.

When Maestro Serrano died in Madrid (1941), València wanted to pay tribute to the illustrious musician with a monument that would conserve his memory. It would take the shape of a monumental fountain inaugurated on Sunday, 28 February 1965, on what was then José Antonio Avenue, now Regne de València.

The idea of erecting a monument to Maestro Serrano in such a prominent location in the city was proposed circa 1953 by the director of *Pentagrama* music magazine, journalist García Planas, a reporter at Radio Valencia and writer for *Las Provincias* newspaper. For twelve years, the persuasive and tenacious García Planas worked to prepare all kinds of festivals that would help build the monument, which was eventually commissioned from Salvador Octavio Vicent, creator of the fountain in Colegio del Patriarca Square in 1964, a sculptor, religious image artist and fallas artist from València who died in 1993.

The final cost was high for that time, one million pesetas, of which the City Council contributed 250,000. The rest came from donations from the public and the many systems used by the *Junta pro Monument* (Board for the Monument) to raise the funds needed.

Located on El Regne de València Avenue, at the height of Borriana Street, the monument to José Serrano is part of a fountain and features a bronze statue of the musician. Behind him is an 8-metre-wide, fan-shaped frieze in Carrara marble, with 17 women semi-nude or dressed in a classic style symbolising allegories of symphony, chamber and popular music, while some of them are playing instruments. The back of this almost eight metre frieze features the titles of Maestro Serrano's most famous compositions. The marble frieze is also by Octavio Vicent. Fountains and spouts complete the ensemble.

Thirteen music bands took part in the inauguration before an impressive crowd carrying flags and banners of various official entities, corporations, artistic institutions, etc. Heartfelt words were read to remember and pay tribute to the inspired Valencian composer. The event was chaired by Mayor Adolfo Rincón de Arellano. And the finishing touch: the anthem composed by the genius musician for the famous Valencian Exhibition, fondly accepted by the people and declared as the Regional Anthem of València. It was played by the Municipal Music Band and directed by Maestro Palanca. Valencian singer Cora Raga was entrusted with an emotional solo of the composition prepared by Maestro Serrano in 1909 with Maximilià Thous for the Valencian Regional Exhibition.

On front of the Valencian musician's pedestal are the words: *'València al maestro Serrano / MCMLXV'* and on one side: *'Junta Monumento MCMLIII - MCMLXV / Excmo. Sr. D. Adolfo Rincón de Arellano'* and, under this, a list of members of the board for a monument dedicated to José Serrano, which was funded by donations from the public.

GENERAL INFORMATION

Address: 31 El Regne de València Avenue.

ACCESSIBILITY

Access: Accessible square with dropped curbs.

Parking: No spots reserved for PRM nearby.