



PREMIS  
SOUVENIR  
ART2026

# L'ARQUITECTURA ESDEVÉ MEMÒRIA



# L'ARQUITECTURA ESDEVÉ MEMÒRIA

This catalogue brings together the works presented as part of the **second edition of the SouvenirArt Awards**, an initiative promoted by the Salou - Costa Daurada Chair in Tourism Innovation and Research at the Rovira i Virgili University (URV), with the support of the Salou Tourism Board and the Tarragona Provincial Council. The project invites participants to rethink the traditional concept of the souvenir and to explore new ways of representing the territory through artistic creation.

A souvenir is an object that serves as a reminder of a place visited, but it is often based on stereotypical images that simplify the identity of the territory. SouvenirArt seeks to move beyond these clichés by promoting more authentic, critical, and contemporary perspectives.

In this second edition, the focus has been placed on the **historical and architectural heritage of Salou**, inviting participants to reinterpret its urban legacy as a living expression of the municipality's collective identity. The selected works offer new ways of recognising and connecting with Salou's past and present, generating more diverse and meaningful visual narratives.

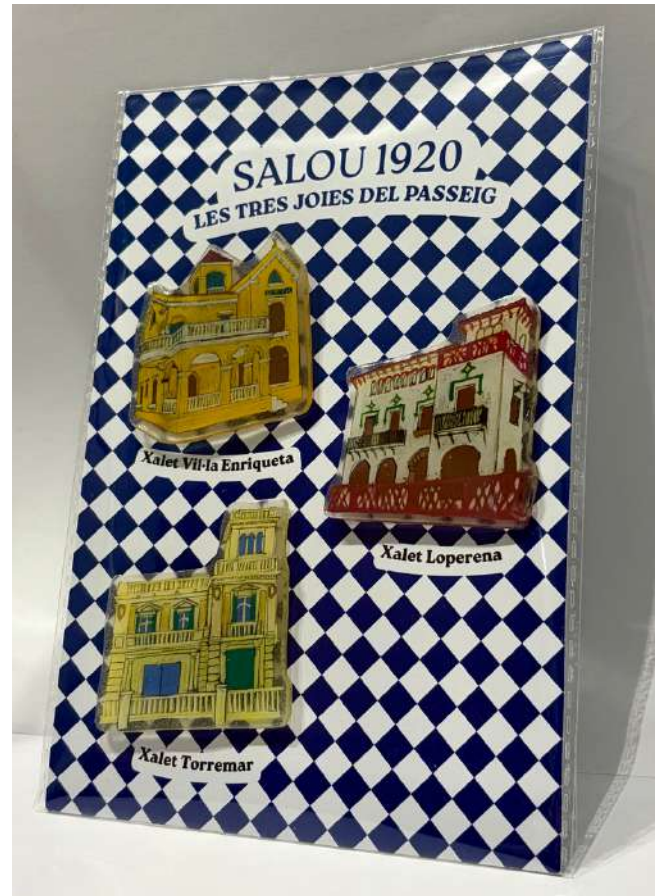
More than mere souvenirs, these pieces become artistic proposals that establish an emotional and meaningful connection with the place visited, and invite reflection on cultural identity and the multiple narratives that shape Salou today.

**Salou 1920: The Three Jewels of the Promenade**

*Aguiló Travé, Laura*

Mixed media

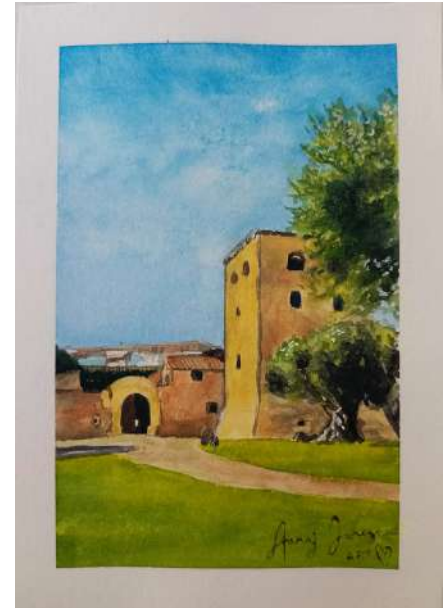
Series of 3 magnets representing the history of three villas on Passeig Jaume I in Salou during the 1920s.



## Between the Lighthouse and Culture: Salou in Watercolour

Aranda Romero, Anna

Painting



A visual journey connecting the Salou Lighthouse, as a symbol of guidance and maritime tradition; Xalet Bonet, which reflects the area's historical richness and the influence of architectural styles; and Torre Vella, which symbolises the importance of preserving the architectural heritage of the past and cultural life within the local community.

**Ibh Salou**

Barceló, Ivan

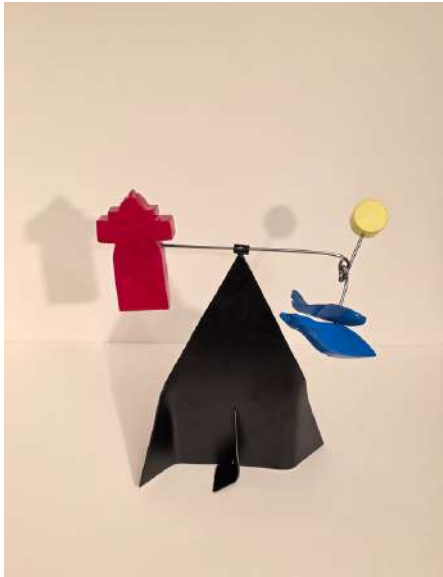
Illustration



## Totemic Architectures – Xalet Bonet

*Bejarano Martinez, Asier*

Sculpture



Symbolic reinterpretation of Xalet Bonet through miniature sculptures that reflect identity and memory:

**Totemic Model:** brings together the modernist architecture and the memory of Xalet Bonet.

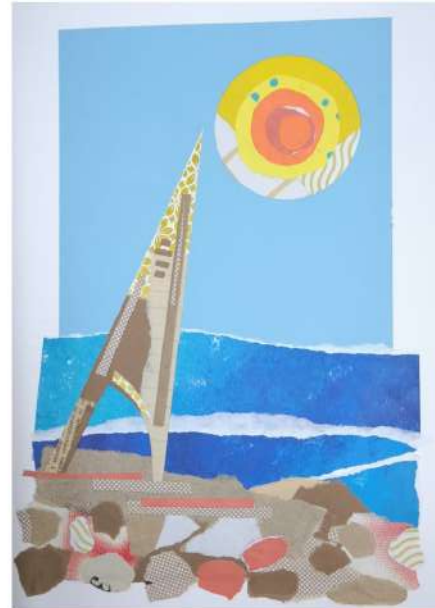
**Xalet Wind Mobile:** inspired by Calder, featuring elements of the sea and the modernist façade.

**Day and Night Mobile:** represents the passage of time through the sun, moon, and details of the doors and façade.

## Between Sails and Lighthouses

*Bergadá, Gallagher, Jasmin*

Collage



A collage inspired by two symbols of the Salou coastline: the sail and the lighthouse. An intimate and contemporary perspective on the maritime landscape, where movement, guidance, and memory are transformed into emotion and remembrance.

## **Artistic Details in Salou**

*Bonillo Martínez, Antonio*  
Photography

A showcase of Salou's  
modernist  
architecture and  
urban sculpture.



**Salou: Between Sea and Memory**

*Bosch Martínez, Esther*

Drawing printed on wood



A Salou skyline that brings together architecture, landscape, and history.

**A Place to Dream**

*Bueno Guinea, Jose Luis*

Illustration and stones

Salou, a city where it is  
very easy to dream.



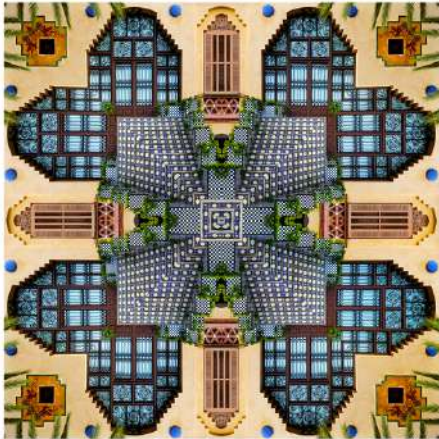
Salou

un lloc per somiar

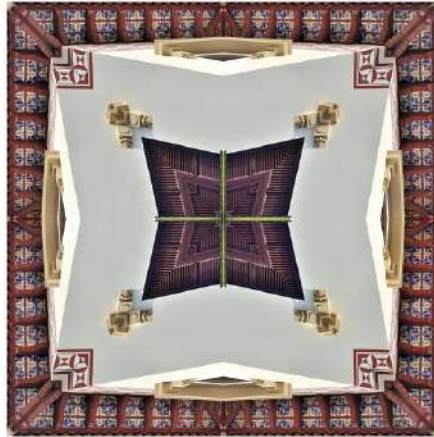
## Kaleidoscope

Canicio Ena, Mireia

Photography



Salou



Salou

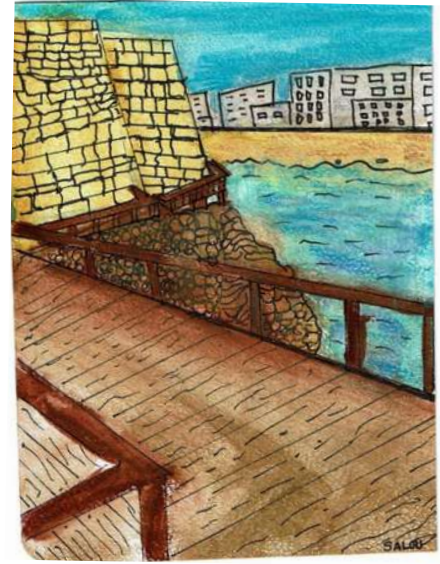


Salou

Stepping into a kaleidoscope is filling the visual field. Inspired by the artistic roots of tiles and paving slabs, the artist has created a series of images of Salou's monuments, rich in architecture, customs, and landscapes.

## The Surprise Envelope

Caparros Díaz, Aina  
Watercolour

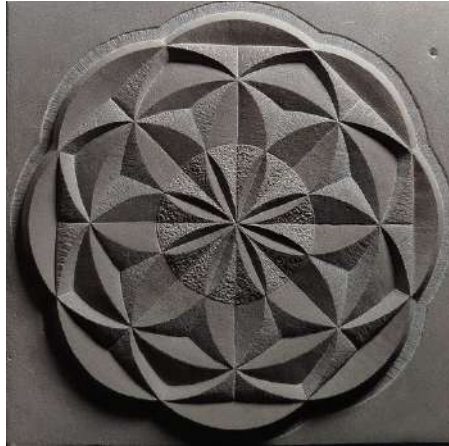
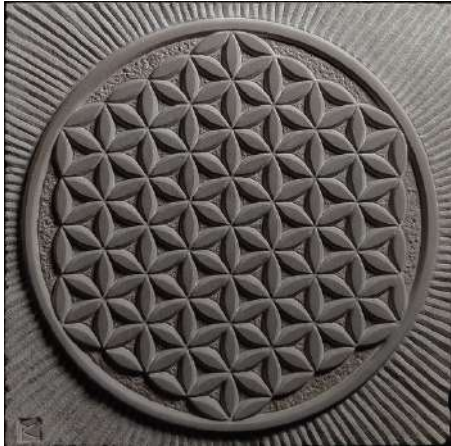


The postcards are presented in such a way that each person receives a different one, as they are selected completely at random. This turns the souvenir into a little surprise that symbolises that every journey is unique.

## **Stones with a Soul**

*Caro Vilanova, Raül*

Sculpture



Sacred Geometry carved in stone.



**Remembering the Past**  
*Chacón Rivera, Ángeles*  
Sculpture

It was a Captaincy watering trough that, at the time, fulfilled its function. Today, it no longer exists or forms part of the visible elements of the city, but this work seeks to recover its memory and prevent it from falling into oblivion.

## Salou in Pages

*De la Vega Hernández, Carilyn*

IFDM 3D Printing



Collectible bookmarks inspired by the iconic Xalet Bonet. Some of the distinctive features of its façade are reinterpreted in a simple and practical object that preserves its iconic character. In addition, they reveal their details when held up to the light.

## Remember Your Moments

*Díaz Gutiérrez, Alicia*

Mixed media



Postcards designed to visit the location shown in the photograph and write on the back any feelings and experiences you would like to remember or share.

## Light of the Legacy

Ershov, Igor  
Mixed media

A collection inspired by the duality of Salou: its history and its vision for the future as a destination for digital nomads.



## Correspondences Through Time – FINALIST

Fernández Marques, Clàudia

Digital drawing



The work proposes a critical reading of the traditional souvenir through postcards that connect Salou's past and present. Through overlapping drawings, architecture becomes a living memory of the social, tourist, and emotional changes in the area. The project understands remembrance as a reflective experience.

## Opening Doors

*Ferrer Casanovas, Sílvia*

Silk painting and batik



Pieces inspired by the Salou Lighthouse, Xalet Bonet, and Torre Vella, highlighting the historical and architectural heritage. These are hand-painted silk works that symbolise light, the sea, and the landscape.

## **Torre Loperena / Els Pilons / Water Tank**

*Forns Gabandé, Montse*

Watercolour and Chinese ink



Detail of the roof. The light reflected by the sea on Els Pilons. The water tank highlights the importance of this resource in our lives and the need for fresh water in contrast with the salt water of our sea.

## Breathe Salou in Motion

Francín Pedrola, Andrea

Digital illustration and graphic design



A collection of three postcards exploring the relationship between architecture, the sea, and Mediterranean identity, capturing the living essence of Salou.

## Salou – Golden Modernism – WINNING WORK

*Frías Peña, Helena*

Digital illustration, digital collage, graphic design, drawing



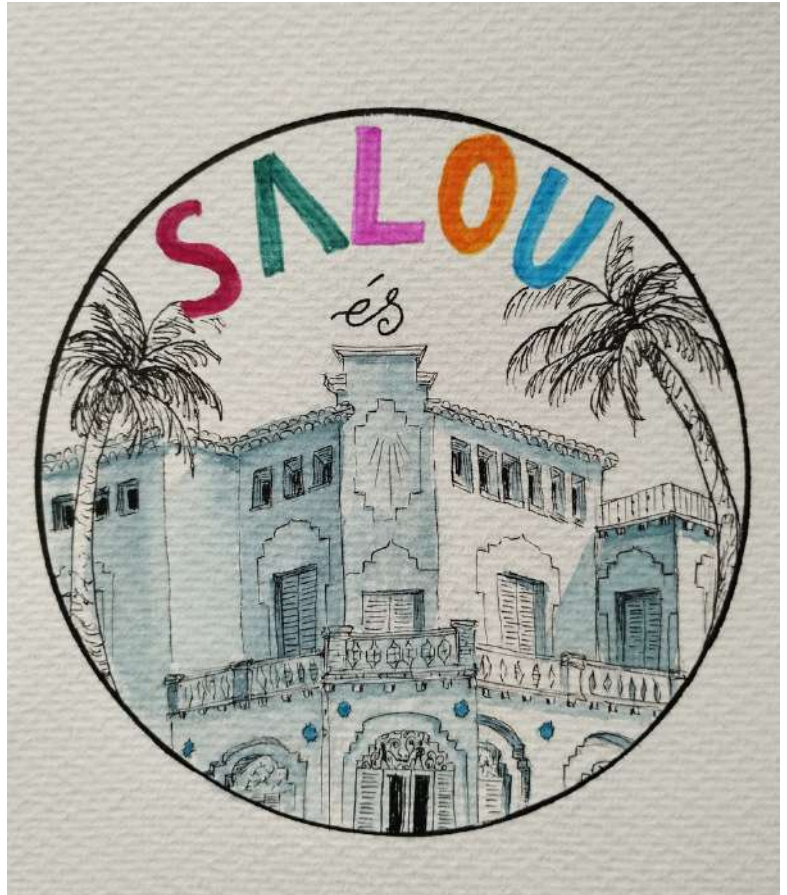
Recreation of the route of the modernist villas along Passeig Jaume I as miniature architecture that extends the experience of the visit. The piece combines a fold-out decorative side with an informative one, featuring data, evocative texts, and a QR code. Thus, the souvenir becomes a graphic work that allows visitors to reconnect with Salou's modernism from home.

## **Salou is History and Art**

*Garcia Jornet, Carolina*

Mixed media

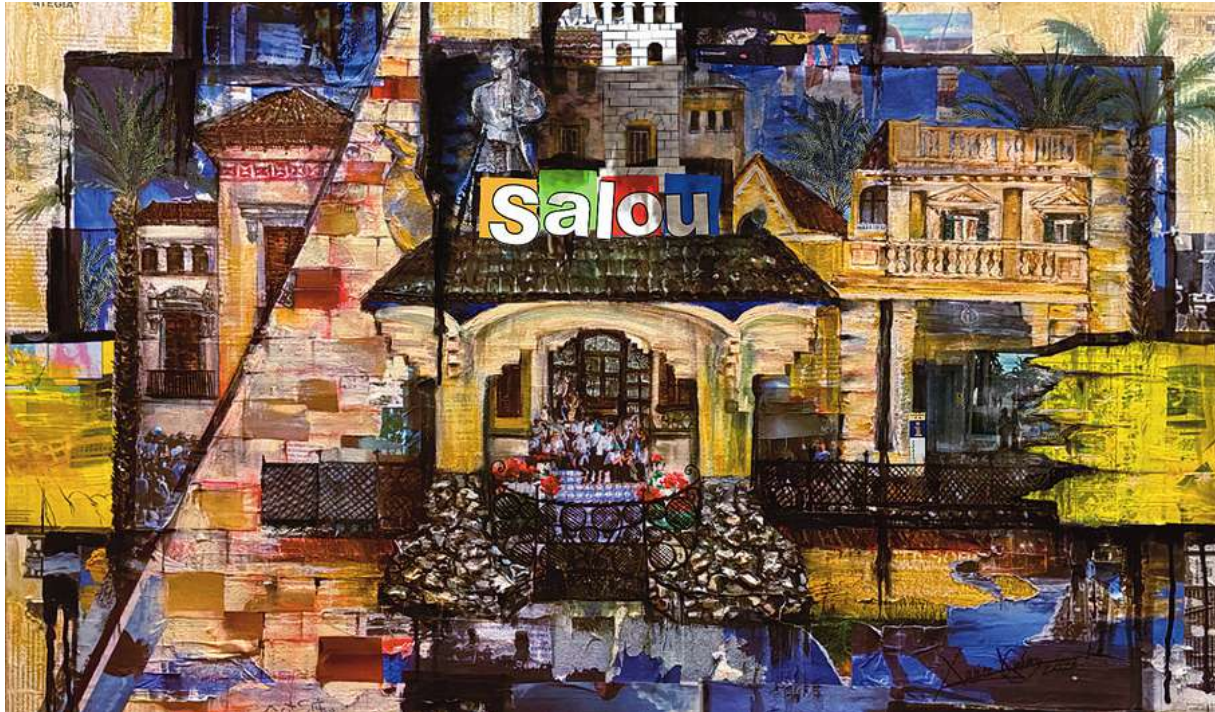
Salou is an architectural and historical setting thanks to its privileged surroundings, where the light, climate, and sea make it a picturesque place.



## **Between Walls and Memories**

*Gómez Colás, Javier*

Mixed media



The work explores the photographic journeys of the artist's childhood, transforming a collection of memories into a unique experience lived in Salou.

## Memory

*Leitão, Jordi*  
Mixed media

The work reflects the feeling of returning home after travelling and how the brain reconstructs memories of the places visited.

It seeks to represent the memory of a person who has been to Salou and assimilates its culture, history, and architecture.





## Salou Modernism in Light

*Llopart, Mireia*  
Digital illustration

It showcases the  
expression of  
Modernism in all its  
splendour in the city of  
Salou.



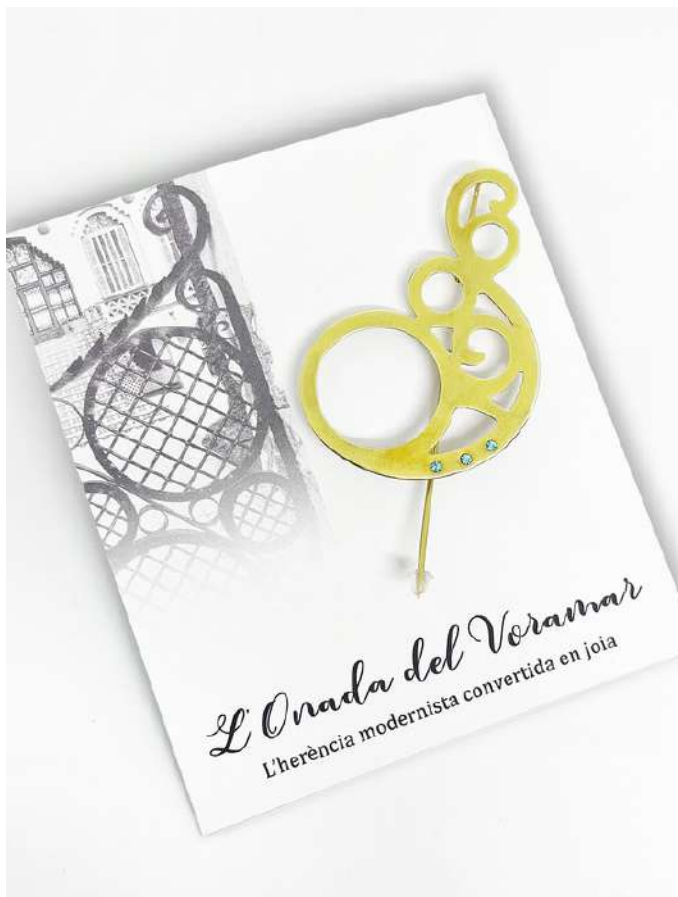
## Visual Narrative of Historic Salou

Luis Suari, Anna

Sublimation

The waves in the work represent a sensitive perspective on Salou's architectural heritage, understood as a continuous narrative of memory, identity, and transformation. The buildings are arranged in a harmonious and interconnected way, symbolising the passage of time and the evolution of the municipality, from its origins to its current identity. They invade a space illuminated by the light of a town. A unique point in the Mediterranean.





## **The Voramar Wave**

*Martí Vernet, Sònia*

Jewellery

The work transforms Salou's architectural heritage into an intimate and portable object, inspired by Xalet Bonet. It reinterprets modernist forms in brass, adding warmth without losing their essence. The aquamarines symbolise the Mediterranean and encapsulate the landscape of Salou.

## **Salou in the Heart**

*Martínez Mondejar, Rosa M.*  
Mixed media

"Salou in the Heart" evokes the beginning of a personal story linked to memories of the journey. The monument to Jaume I becomes a symbol of departure, adventure, and lasting emotion.



## **Architectural Jewels**

*Masana Bofarull, Lina  
Jewellery*



Façades, windows, and colours: geometric forms that accompany the stroll and captivate the eye.

## Little Jewels in Interchangeable Earrings

*Mata Ferraté, Misericòrdia*  
Costume jewellery, drawing,  
painting

The proposal reinterprets construction and decorative details from Salou's iconic buildings. Elements such as trencadís, ceramics, and wrought iron are transformed into contemporary jewellery pieces.



## **Casa Bonet and Villa Enriqueta**

Nadal Lizabe , María Antonia

Drawing



A series of three postcards featuring modernist villas in Salou that highlight the beauty and uniqueness of the municipality's modernist architecture.

## **The Light of the Way**

*Pla Domingo, Regina*  
Sculpture

The proposal symbolises it as a path towards the light, visible both from land and from the sea.

The lighthouse becomes a guide and a symbol of identity, as well as a romantic element characteristic of seaside towns.



## **An Image to Remember**

*Ponti Cazador, Arantxa*

Digital art



An image that brings together the most iconic places in Salou, conceived to evoke and preserve the memory of each location in detail.

## **Salou Calendar 2026**

*Ramirez Saladie, Esther*  
Graphic design

Each month features an emblematic element of Salou's heritage, history, and architecture, accompanied by a brief explanation and an illustration.

The aim is to bring the city's identity closer to both residents and visitors.





## **Mediterranean Symbol**

*Rozzio, Aldo*  
Sculpture

The "S" of Salou is inspired by the waves that shape its form on the stones, the golden light of the Mediterranean, and the urban development that grows alongside the sea, coexisting with coves and coastline. A symbol of the encounter between nature and Mediterranean life.

**217**

*Sánchez Torres, Ana*  
Sculpture

The piece offers a symbolic interpretation of Salou's identity through its historical, agricultural, and maritime heritage.

The composition incorporates elements such as the church, Torre Vella, and a hoop symbolising the transformation of the territory through the vineyards. It also features the narrow-gauge railway, a sailboat, and a fish, evoking the sea, mobility, and the growth of the municipality.





**At Casa Bonet, or Casa  
Voramar**

*Suárez Heredia, Florinda*  
Graphic design

A gazebo at Casa Bonet,  
with a stormy sky and a  
tree from an era  
predating the palm  
trees.

## **Summer Holiday Days – FINALIST**

*Tort Fresquet, Elisabeth /*

*Barber, Isabel*

Ceramics

Villas from Salou's  
Modernist and Noucentista  
Route. Testimony to a time  
of summer holidays, where  
architecture, the sea, and  
modernity define the  
identity of the town.





**Old Train Station**  
*Vidal Penco, Montserrat*  
*Sculpture*

Tribute to the "lights" of  
the past, to the people  
who arrived in Salou to  
visit or to stay.

## CREDITS

### Editors:

Dr. Marta Nel·lo Andreu

Dr. Noemí Rabassa Figueras

Constanza Grasso

Salou – Costa Daurada Chair in Tourism Innovation and Research. Rovira i Virgili University.

<https://www.urv.cat/ca/societat-empresa/catedres/innovacio-recerca-turistica/>

**Layout:** Constanza Grasso

**Cover art:** Brandoon – Creative Agency.

**ISBN:** 978-84-09-89602-8

**How to cite:** Nel·lo Andreu, M., Rabassa Figueras, N. & Grasso, C. (Eds.). (2026). *Architecture Becomes Memory. SouvenirART Awards 2026 Catalogue*. Salou – Costa Daurada Chair in Tourism Innovation and Research, Rovira i Virgili University. ISBN: 978-84-09-89602-8

All rights reserved for this edition.

This publication is part of the 2nd edition of the 'SouvenirART' Award 2026, framed within the project "RESEARCH, TRAINING AND KNOWLEDGE TRANSFER ACTIVITIES IN TOURISM ON THE COSTA DAURADA" of the Salou - Costa Daurada Chair in Tourism Innovation and Research at the Rovira i Virgili University.



UNIVERSITAT ROVIRA I VIRGILI  
Càtedra d'Innovació i Recerca  
Turística Salou - Costa Daurada

**SALOU**



**Diputació Tarragona**