



RADIO MUSEUM

Luis del Olmo

· Roc de Sant Gaietà ·

RODA DE BERÀ

Luis del Olmo

Arrival in Roda de Berà

In 1972, the mayor of Roda de Berà, Félix Martorell, accompanied by some of the local residents, decided to visit Luis del Olmo and his wife, Mercedes González “Merche”, at their home, as they wanted to organise a song festival to promote their town. During their conversation, Mr del Olmo said he’d like to visit Roda, so the couple was invited to an open-air lunch. They liked the town and its people so much that they helped them set up what would later become “Expo Canción”, a non-competitive song festival that was held from 1972 to 1985.



Those fourteen editions saw performances by top singers, musicians and comedians from Spain and abroad; to mention but a few: Lola Flores, Julio Iglesias, Demis Roussos, Albano and Romina Power, Mike Kennedy, Raphael and Felipe Campuzano, 114 artistes in total.

Around six thousand people came to the festival every year, a lot when we consider that the official population census of Roda at that time was about a thousand people. Naturally, with such a major festival, there are no end of anecdotes about the experiences of the organisers.

In 1980, the town council, presided over by the mayor, Felix Martorell Virgili, unanimously named Luis del Olmo an “adopted son” of Roda de Berà. In the 1980s and 90s he was president of the Roda de Berà Athletics Club. When he first became president, the club was in the Second Regional Division and during his time there it rose to the Second Division B.

The RADIO MUSEUM



In 2012 the “Protagonistas” Luis del Olmo Radio Museum was founded in the picturesque village of Roc de Sant Gaietà, the result of a series of conversations between the mayor of Roda de Berà, Pere Compte, and the famous radio presenter. The town council commissioned Pere Virgili i Gatell to set up the museum. It was inaugurated on 9 June 2012 and during the opening ceremony, the mayor appointed Pere Virgili as the museum’s director.

The collection began with 140 exhibits. Five years later it had 425, dating from 1820 to the present day. It also had on display the most important awards won by the journalist and presenter during his professional career. It should also be mentioned that Luis del Olmo set up his first Radio Museum in Ponferrada (León), where he was born. The Roda museum has more exhibits and more visitors than that of Ponferrada.

The Radio Museum is in Roc de Sant Gaietà, in a splendid premises known as “La Roca Foradada”, overlooking the Mediterranean Sea and two beautiful coves, La Pallisseta and La Punta d’en Guineu. Various activities are held in the museum, including concerts, talks, debates and weddings (civil ceremonies). It also has a room devoted to the architect and artist Josep M. Jujol, who worked with Antoni Gaudí and is linked to Roda through his restoration of the Mas Carreras chapel in 1944.

12

C.R.C. EMPIRE STATE

1934 | United States

A “chapel”-style radio known as the “Empire State” for its similarity to the famous skyscraper.

**35**

PHILIPS

1959 | Spain

The “stately” radio of the 1950s.

**47**

AKKORD RADIO – JUNIOR

1951 | Germany

Manufactured in the modern plastic much used at that time. It was battery-operated. Dynamic magnetic loudspeaker.



61

BLAUPUNKT – NORA

1933 | Germany

A radio manufactured by the Nazis during the Second World War as a means of transmitting mass propaganda. It could not be tuned into foreign broadcasters.

**65**

MARCONI-PHONE

1922 | Great Britain

A two-valve radio manufactured in a fine-wood case.

**75**

GECOPHONE

1920 | Great Britain

Crystal radio. It needed a ground connection and an aerial to work. It had earphones to pick up the sound and only received broadcasts from within a range of 20 km.



81

MINERVA RADIO

1947 | Italy

Particularly notable for its design. It had a built-in radio, record player and bar.

**82**

DUCRETET

1930 | France

Radio with four valves and external aerials.

**93**

ZENITH

1960 | United States

Superheterodyne receiver. Operates on mains electricity or batteries.



111

ATWATER-KENT

1920 | United States

Ham radio. The loudspeaker is separate.



117

JVC

1980 | Japan

Radio, cassette player and TV.



130

OPERADIO

1925 | United States

Valve radio
powered
by 6 batteries.



131**LAVIS****1960 | Spain**

Transistor radio.
Bold design
with two aerials.

**140****THORENS****1930 | Switzerland**

Portable hand-cranked
gramophone. It closes
completely with all the
parts remaining inside.

**145****GEM****1877 | United States**

Phonograph. Recordings
were made on a wax
cylinder. In that same year
Thomas A. Edison
recorded his own voice
telling a children's story.



168 KIT – LUIS' PARENTS

1945 | Spain

The first radio in Luis del Olmo's parents' house.



214 CABINET RADIO

1950 | Spain

Fine-wood furniture with a marquetry finish.



216 HIS MASTER'S VOICE

1915 | Spain

A popular brand of gramophone with the famous "Nipper the terrier" trademark.



249 MUSIC BOX

1820 | Switzerland

Music box. Tube with 12 tunes. The bee-shaped bell hammers played the melody and the drum marked the rhythm.



250 INTERNATIONAL

1980 | Japan

Type of radio-cassette very popular in the 1980s.



258 ESPRESSION GATELY

1900 | United States

Music box with a paper roll.



272 MELODIAL

1950 | Spain

Leather-covered
portable radio.



295 GENERAL ELECTRIC

1934 | United States

The first car radio.



296 DE WALD

1960 | Spain

Combined radio
and record
player.



300 ONDIOLA – 4 VALVES

1930 | France

Ondiola radio notable for the singularity of its valves.



405 INGRA TAPE RECORDER

1961 | Spain

Twin reel-to-reel portable tape recorder in a case.



409 WEBSTER CHICAGO

1940 | United States

Wire recorder.
Precursor to the
tape recorder.



427 WILCO

1964 | Japan

Superheterodyne
transistor in
general 5 circuits
AM with case.



439 TEP-LION-PAZ

1960 | France

Portable record
player in a
leather-covered
case.



SHURE DYNAMIC MICROPHONE

The mythical
microphone.
Designed for vocal
applications.



Roc de Sant Gaietà



A typical Mediterranean-style fishing village in an idyllic setting on the coast of Roda de Berà. The idea came from a developer, Gaietà Bori Tallada, and a builder, Josep Maria Fortuny. Together they built this village on the town's coast overlooking the rocks and the sea. Its different architectural styles are taken from various regions of Spain and the Mediterranean.

A Hispano-Belgian company belong to René Vandemeuter and Pedro Sureda purchased several plots of land on which to build the residential estate. Their original idea was to build a fishing village on the rocks. The village was built between 1964 and 1972 and was named "Roc de Sant Gaietà": "Roc" for attractive rocks and "Gaietà" after its developer.

On the waterfront they built residences inspired by Ibiza and Mediterranean fishing villages and inland, with the aim of enhancing them, Andalusian and Sevillian patios that they complemented with



Romanesque, Gothic, Arabic and Renaissance-style constructions and ornamentation.

Of particular note are the wrought iron grills and gates and the stone of the pillars and façades from the Roman quarry of El Mèdol in Tarragona. The window frames were salvaged from old farmhouses and other abandoned buildings. They were in very poor condition due to their age and were restored by the artist Pep Gasol.

Guided tours for groups around the alleyways of the village can be arranged through the Radio Museum.



Mas Carreras Chapel

Restored in 1944 by Josep Maria Jujol, who worked with Antoni Gaudí. It is a small chapel decorated with Jujolian symbols.

Of note in the interior are the borders and Biblical inscriptions in Latin in which vivid dominant blues and reds stand out. Other

singular features include the lamps, a crucifix and six polychrome wrought iron candelabra made by Jujol himself and the image of the Sacred Heart. Please ask at the Radio Museum if you would like to visit it.



Coastal Footpath

A footpath that runs along the southern slopes of the Berà hill connecting Platja Llarga beach with Roc de Sant Gaietà. It is a wonderful walk with spots full of charm and magnificent views.

It is an enchanting area in which to stroll and enjoy the countryside in a privileged setting of cliffs and extraordinary beauty all year round.



Chapel of Mare de Déu de Berà

Near the sea and the coastal footpath, the Chapel of Our Lady of Berà is a traditional Renaissance-style building of masonry and polished stone. The façade has a semi-circular embossed arch portal and is crowned by a simple gable bell tower. Behind the altar, stairs lead to the shrine where the image of Our Lady of Berà is displayed.

The site of this hermitage was previously occupied by a church dedicated to Saint Peter and documented in the 12th century. We know that the foundation stone for this chapel was laid in 1718 and that the first mass was officiated in 1727. In 2018 several cultural events were held to celebrate its tricentenary.

The hermitage of Berà has traditionally been a venue for festive events; for example, every Easter Monday it hosts a get-together of sardana dancers.



Arch of Berà

A semi-urban honorary arch built on the ancient Via Augusta thanks to a bequest in the will of Lucius Licinius Sura. The most recent research, based on an analysis of the typological and constructive elements, dates it to the late 1st century BC. The current appearance of the monument is the result of various restoration attempts over the centuries.

The arch has a rectangular ground plan and is supported by two podiums with a plinth. It is 12.28 metres high, 12 metres long and 2.34 metres wide. The central opening is 10.15 metres high and 4.87 metres wide. Each of the two pillars of the arch is adorned with pilasters with Attic bases, fluted shafts and Corinthian capitals.

Proclaimed a national monument by Royal Ministerial Order in 1926, today it is one of the four historical elements in the municipality categorised as Cultural Assets of National Interest.



It is also part of the monumental complex of Tarraco declared a UNESCO World Heritage Site in the year 2000.



VACANCES PARK
PLAYA BARÀ

Autopista AP-7
Sortida
a 4 km.

ARC DE BARÀ
URB. VIVES

Platja Llarga



RADIO
MUSEUM
Luis del Olmo

Costa Daurada
MEDITERRANEAN SEA



Luis del Olmo Radio Museum

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