

José Cruz Herrera

He was born in La Línea de la Concepción on the first of October in 1890. His interest in painting motivated him to study in his home town, and later in Seville with Master Gonzalo Bilbao and in Madrid at the San Fernando Fine Arts Academy. He earned a scholarship from the Circulo de Bellas Artes (Fine Arts Association) in Madrid to complete his education in Rome and Paris. He travelled extensively in Europe, Morocco and South America, to finally set up studios in Casablanca (Morocco, 1927), Neuilly (France, 1929) and San Roque (Spain, 1949).

In 1939, he was appointed member of the Royal Academy of Fine Arts of Saint Isabel of Hungary of Seville. Four years later, he became a member of the Royal Academy of Fine Arts San Fernando in Madrid and an Honorary Member of the Circulo de Bellas Artes (Association) in Madrid.

A wide range of topics were covered by the artist, with religion, daily life, nudes, Moroccans and feminine portraits being the most outstanding. Throughout his extensive career, he earned many awards and honours. These include:

- 3rd class medal at the National Exhibition in Madrid (1915)
- Silver medal at the International Exhibition in Panama (1916)
- 2nd class medal at the National Exhibition (1924)
- 1st class medal a at the National Exhibition (1926)
- Illustrious Son and Honorary Citizen of La Línea (1926)
- Medal of the Arts, Science and Humanities in Paris (1930)
- Honorary Member of the Fine Arts Salon in Paris (1936)
- Grand Cross of Medahuia (1939)
- Knight's Cross of the Order of Isabel the Catholic (1940)
- Medal of Honour. 1st Exhibition of Painter from Africa (1950)
- Gold Medal from the Association of Painters and Sculptors (1950)
- Adopted Son of the City of San Roque (1950)
- President of the Velazquez Group, Madrid (1956)
- Medal of Honour: 28th Autumn Trade Fair in Madrid (1957)
- Commander of the Civil Order of Alfonso X, the Wise (1958)
- Commander of Civil Merit (1959)
- Commander of the Order of Africa, Governor of Spain (1961)
- "Princess Sofía" Medal: 36th Autumn Trade Fair in Madrid (1964)

José Cruz Herrera died in Casablanca, Morocco, on the 11th of August in 1972



Museo **Cruz Herrera**

LA LÍNEA DE LA CONCEPCIÓN



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de La Línea

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Área Municipal de Promoción
Sociocultural, Juventud y Deportes

Ayuntamiento de La Línea

DELEGACIÓN DE CULTURA

SCHEDULE

SEPTEMBER/APRIL

*mornings from Tuesday to Sunday,
from 10 am to 2 pm*

*afternoons, from Tuesday to Friday
from 5 pm to 8 pm.*

Closed on Mondays

MAY/AUGUST

*mornings from Tuesday to Sunday,
from 10 am to 2 pm*

*afternoons, from Tuesday to Friday
from 6 pm to 9 pm.*

Closed on Mondays

Museo Cruz Herrera

LA LÍNEA



Museo **Cruz Herrera**

LA LÍNEA DE LA CONCEPCIÓN

First Epoch 1

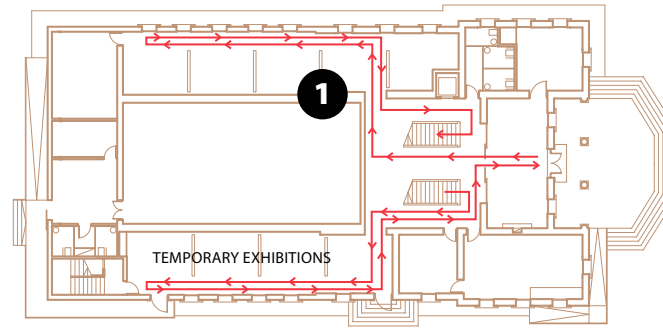
A visit to the Cruz Herrera Museum begins with the pictorial efforts of an artist from La Linea. The exhibition hall offers paintings produced by him as an adolescent and later works that already showed his skills. As is common practice among academic painters, he copied historic painting at the onset of his career. He also cultivated other genres, including still life art. His work from this era was well defined, with a clear predominance of a range of darker colours, in which the scenes were predominated by darker colours. The painter's original palette is also on display.

Sketches 2

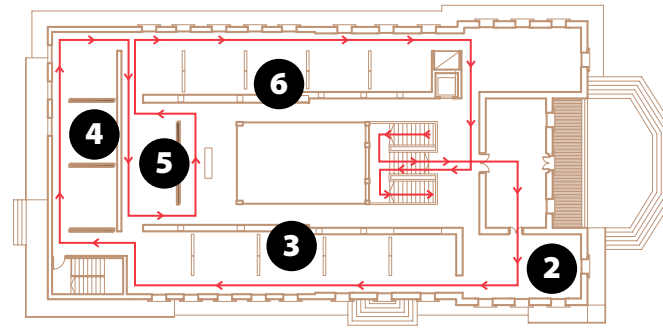
This hall is a counterpoint in the museum, as it exhibits some of the notes that Cruz Herrera used for his oil paintings. Visitors can enjoy the sanguine landscapes, the charcoal nudes or scenes from Morocco. The sketches abound in personality and interest per se, but are enriched when perceived within the whole body of the artist's work.

Costumbrismo 3

Throughout Jose Cruz Herrera's extensive artistic career, one of the genres in which he flourished in the depiction of everyday life painting. This exhibition offers a selection of beautiful women wearing typical Andalusian outfits, as well as those costumes commonly seen in other regions of Spain. Some of the Andalusian paintings having been used in the production of show posters for local fairs and local festivities in La Linea de la Concepcion. Female figures prevail in his paintings, but his subject matter also



LOWER FLOOR



TOP FLOOR

includes bullfighters, local musicians and a salesman for the Zaragoza Almanac (Painting titled "Vendedor del Zaragozano").

Nudes 4

In this hall, visitors will encounter his most personal work in the

museum exhibition, comprising of feminine nudes. Cruz Herrera is one of the most outstanding Andalusian artists of his generation in a field, for which a special sensitivity is required. Evidence that this artist from La Linea has that sensitivity is to be found in the quality of paintings, such as "Belleza en Reposo" (Resting Beauty). Likewise, these canvases show more fluid brushstrokes, ones that are more akin to the impressionist style.

Male Portraits 5

This extremely interesting exhibition hall places the accent on some of the artist's lesser known works within the scope of a painter who was best known for his images of beautiful women. Male portraits include members of his family and a friend, magician Richardi, a hermit, and an Israeli, among others. His brushstrokes show great ease and smoothness to be found in a mature artist. This hall includes other examples of religious and daily life portraits.

Arabian 6

Cruz Herrera spent much of his life in Morocco, a country that left a profound mark on his artistic production. A masterpiece within his impressionist style was "Lluvia en Marrakech" (Rain in Marrakech), which is but one example of his highly developed technique. Likewise, this hall houses his work titled "Las Tres Morritas" (The Three Moroccan Ladies) that earned the Princess Sofia Award at the 36th Trade Fair. The Arabian exhibition offers two main genres: portrait and landscape. In addition to Moroccans, Cruz Herrera also painted Jews, as evinced by the artwork on display.

