A detailed botanical illustration of a plant with large, vibrant red flowers and green buds. The flowers have a prominent, brush-like center of stamens. The illustration is split across two pages of a book, with the text 'SANT JORDI' centered across the gutter.

# SANT JORDI

## DESCRIPTION

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Sant Jordi, or St. George, is the patron saint of Catalonia and the Diada de Sant Jordi, St George's Day, is a festive occasion that, over the years, has become a celebration of Catalan culture. This is why many balconies in the city are decorated with the senyera, the Catalan flag, as they are on other key national dates. In fact, it is a celebration of culture and love, represented by **books and roses**. The main meeting point in Barcelona is the Rambla, which is packed from end to end with book and flower stalls. On Sant Jordi's day it is normal to find books in every language that talk about Catalonia but there are lots of stalls that specialise in books in Catalan, especially as this day is seen as a time for promoting and defending the Catalan language and culture.



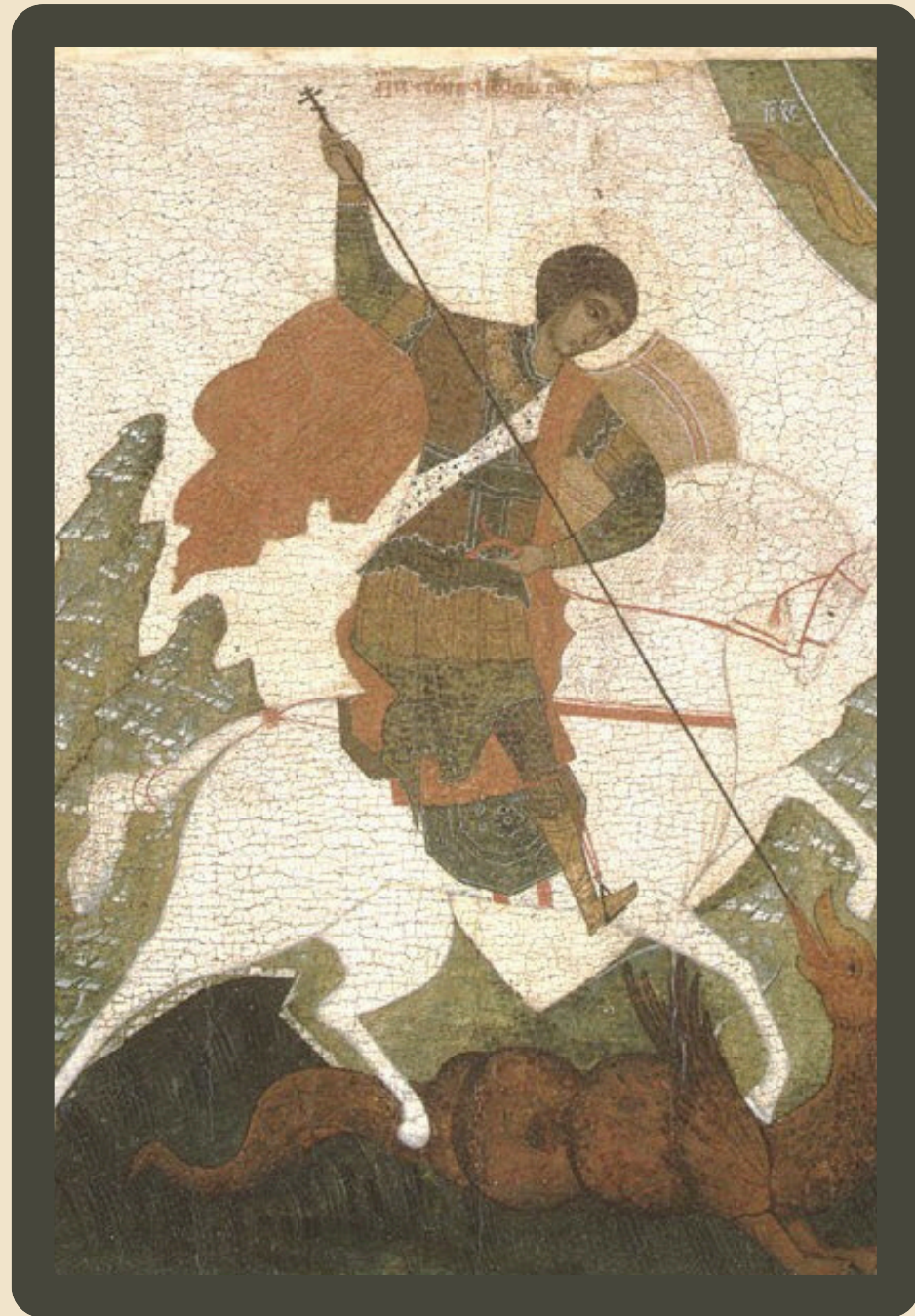
# REASON

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The Festa de Sant Jordi is held across the country on **23rd April**, the day St. George died. He was under the orders of the Roman emperor Diocletian and refused to obey a command to persecute Christians, so he was martyred and decapitated. Very soon he started to be revered as a martyr and fantastical stories about him began to circulate.

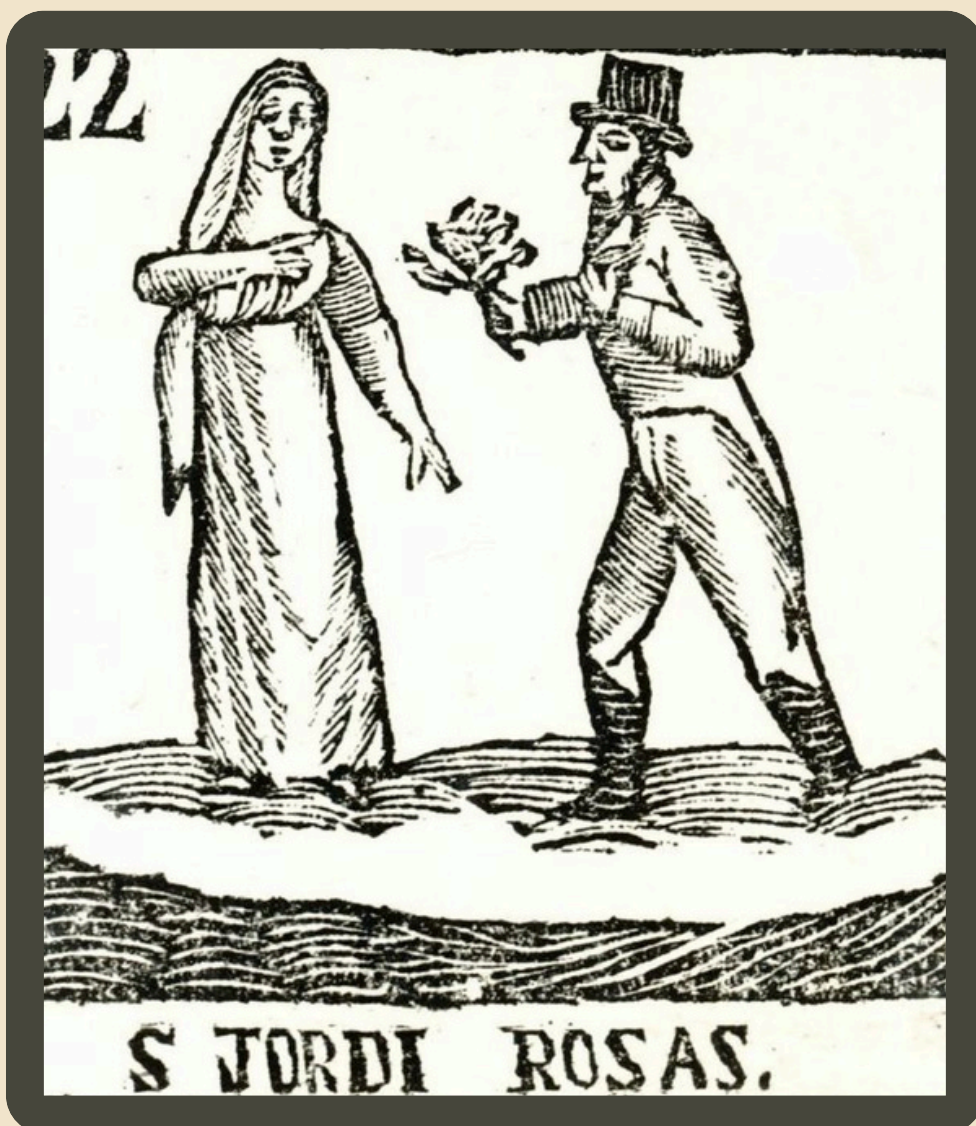
The cult of St. George spread throughout the Catalan Lands in the Middle Ages, though he was venerated as early as the 8th century. And **since 1456 he has been the patron saint of Catalonia.**

The feast day has been celebrated to a greater or lesser extent since the 16th century but in the 19th century, the rise of the political and cultural movement known as the *Renaixença* saw it become the most celebrated civic, cultural and patriotic day in Barcelona and Catalonia.



# ORIGINS

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Barcelona was already holding a Sant Jordi **rose fair** in the **15th century**. It was especially popular with **engaged couples, newlyweds and young married couples**, which makes us think that the custom of giving a rose started at the fair, held at the **Palau de la Generalitat**.

We can trace the feast day's association to books back to the 1920s, when Vicent Clavel i Andrés, a writer from Valencia and the director of the Cervantes publishing house, suggested organising a **festival to promote books in Catalonia** to the Cambra Oficial del Llibre de Barcelona and the Gremi d'Editors i Llibreters - respectively the Barcelona Official Chamber of Books and the Publishers and Booksellers Guild. They chose 7th October 1927 to hold it on.

During the International Exhibition held in Barcelona in 1929, booksellers decided to set up stalls in the streets, to present their new publications and encourage reading. **The initiative was so successful they decided to change the date and establish 23rd April as Book Day**, because that is the day when two of the great names in the history of literature died: **Cervantes and Shakespeare**.

From the very beginning this festive occasion has given a big boost to the output of Catalan publishers and that is still its essence today. But such has been the impact of Catalonia's book day that, in 1995, **UNESCO's General Assembly declared 23rd April World Book and Copyright Day**.

# DID YOU KNOW THAT...?

In Catalonia, **Valentine's Day** is  
**April 23rd**

Last year, more than **70,250 different titles**  
were sold

**11.98 MILLION BOOKS SOLD**

With a total turnover of **€25.4M** (accumulated during  
the week of April 23, 2024)

**7 MILLION ROSES**

**2% OF THE ROSES PRODUCED IN SPAIN.**



Colombia leads the ranking with 63% of the total, and  
the Netherlands (20%) and Ecuador (15%) close the top  
three positions.

# AT UPF-BSM

## “GIREM FULL!”

Read as many as you want, the more the better and enjoy reading!

Share your experience by writing a review:

-filling in the book slot at the school reception

-filling in the online review: [HERE](#)

We will count and transform all the books read into research hours!

Each review = 20 euros that Clínic Barcelona transforms into research time.

**1 book read = 10 minutes of research**

In the 2024 edition: 6,435 reviews were converted into 1,073 hours of research against cancer!

**Can we exceed 2,000 hours together?**



## “READCYCLE”

We're launching a physical book exchange point, where both students and employees **can freely leave and borrow books.**

This space will also feature **a board** for sharing **literary recommendations.**

On Sant Jordi Day, we inaugurated this point with a small bookstore installed in the building's lobby. The **bookstore will later move to the Koiné room and remain open year-round**, promoting culture and the exchange of knowledge among our community.

We count on your support to bring this cultural exchange space to life!

## “THE CAMPUS GETS A FESTIVE LOOK”

To make this celebration visible, we decorate **the doors of the building** with a special design for the day. An intervention that transforms our space into an inspiring and festive environment on such a special day as this!





**CONTACT :**  
**CULTURA@BSM.UPF.EDU**