

## PRESS RELEASE



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## Barcelona's 18th Hat Stroll

Wear your hat and join us!

Sunday 8th of May 2022 12h (press 11:30 to 12:00)

More than a thousand hat lovers will take to the streets in Barcelona on the 8th of May. The Passejada amb Barret (Hat Stroll) is one of the most surprising, fun, and extravagant events in the city. Open to everyone, young and old, the only requirement is to wear something atop your head. After two years of virtual celebrations, everyone is looking forward to meeting face to face and a record attendance is expected.

### When?

The 1<sup>st</sup> edition took place in 2005.

Virtual editions in 2020, 2021.

18<sup>th</sup> edition on Sunday 8<sup>th</sup> of May 2022 at 12h (noon).

### Where?

Rambla de Catalunya, Barcelona, Spain.

Meeting point: The Flirty Giraffe sculpture (Rambla de Catalunya/Diagonal)

Ending at Plaza de Catalunya at 13:30

### How to participate?

You must wear a hat\*, that's the only requirement. The more elegant and spectacular the better, although you can participate wearing a baseball cap if you wish. No matter what you wear you will have a great time.

\*hat, in the widest sense of the word: fascinator, beach hat, bowler, cap, big or small, made of straw, felt, cardboard, feathers...

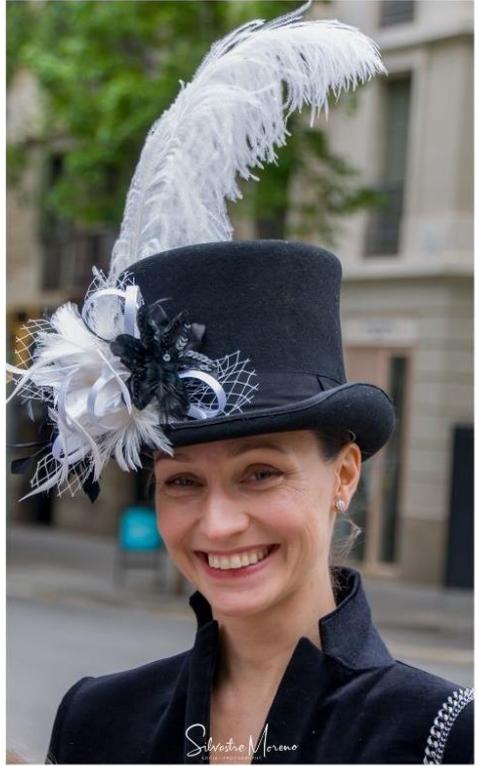
### How does it work?

The Hat Stroll does not follow a set plan. In the area around the meeting point, volunteers hand out the free commemorative badges (sponsored by [www.hatmags.com](http://www.hatmags.com)) that ever since 2008 are given to everyone who wears a hat. At their own rhythm everyone starts walking down the Rambla de Catalunya.

### Who?

Cristina de Prada and Nina Pawlowsky are the Spanish milliners who organize this event with the support of the [Spanish Millinery Association](#). But to be honest, there would be no Hat Stroll without all the wonderful people who join in.





## Why?

The organizers wished for Barcelona to have street event that was fun, uplifting and, of course, full of hats. The Stroll with a Hat was initially inspired by New York's Easter Parade, but over the years it has come into its own, becoming the inspiration to similar events around the globe\*.

\*Marbella, Murcia, United Kingdom, Italy.

## Figures:

With an attendance ranging between 1500 and 2000 in later years, on its first year only a hundred people joined in.

Participation grew exponentially starting 2011, when the website was launched in three languages (one of them English) and the event joined social media.

## Changes for 2022:

Thanks to the collaboration with the Rambla Catalunya Association of Businessmen and Professionals, as well as the City Council, this year the event will have a photocall and photographer as well as live acoustic music.

## Online presence:

Web: [www.ambbarret.com](http://www.ambbarret.com) (in English, Spanish and Catalan)

Instagram: @amb\_barret (1500 followers)

Facebook: facebook.com/ambbarret (2700 followers)

## More information about the organizers:

**Cristina de Prada** is a milliner well known for her whimsical designs and elegant hats. In 2021 she was officially recognized as master craftsman in the field of millinery in recognition of her more than 20 years of professional and educational work in the field. She devotes most of her time to the research of hat-making history and millinery techniques. She promotes hat culture through the popular Barcelona Hat Stroll of which she is a co-organizer

**Nina Pawlowsky**. From being self-taught to learning from great masters like Stephen Jones, London, and Lola Ehrlich, N.Y.C., she has made of millinery a passion and a profession. Specialized in hats for the stage she also creates hats of her own design for all kinds of occasions. As a milliner one must be a sculptor, feather and flower expert, tight rope walker, inventor, alchemist... and much more! In 2013 she was awarded the millinery master craftsman charter. Currently she is the President of the Spanish Millinery Association and co-organizer of the Stroll with a Hat since 2005.

## Contact



We love talking both about hats and about the Hat Stroll.

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# Barcelona's 18th Hat Stroll



Illustrator: Susana Loureda

## Wear your hat and join us!

Sunday 8th May 2022 at noon - Rambla de Catalunya/Diagonal



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*Hatlines*



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Illustration: Susana Loureda