



Project: Photocall for paediatric oncology

The Vall d'Hebron University Hospital is the largest hospital complex in Catalonia and one of the largest in Spain. It has a team of around 7,000 professionals and a budget of 579 million euros. It is located at the base of the Collserola Mountains, in the north of Barcelona, and its area of influence includes the neighbourhoods of Horta-Guinardó, Nou Barris and Sant Andreu and the city of Montcada i Reixac, with a population of 400,000 inhabitants.



The Vall d'Hebron Hospital hosted a photocall at the busy L'Illa Diagonal shopping centre, where shoppers could pose for family portraits, with all proceeds donated to the hospital's research into paediatric oncology.

Quadpack funded the photocall backdrop, the official photographer's services, and donated numerous framed baby prints to the paediatric ward.