

Five generations keep the oldest stationery shop in Spain running for 156 years

LOCATION: Seville

DURATION: 1:52

SUMMARY: The oldest stationery shop in Spain is in the heart of the city of Seville. This establishment opened its doors 156 years ago, and since then five generations of the Ferrer family have run the business. Two emigrants from the north of Spain who were heading to America were the founders of this business that was supposed to be opened just until their ship arrived, but as it became successful, they decided to stay in Seville. The key for their survival of this stationery shop against wars of crisis is faithful clients and tourists.

VTR:

More than a century and a half ago, the door of this stationery shop opened for the first time in Seville. It is the oldest in Spain. Its founders, two emigrants from Catalonia who were heading to America started this business on a provisional basis as they were waiting for their boat to depart.

ESTRELLA FERRER
Owner of the stationery shop

"When they started seeing that things went well, well, well and increasingly well they said: 'This is our America', and stayed here."

It was in this stationery shop, named Ferrer, where the painter Gonzalo Bilbao bought the canvas used to paint his famous 'Cigarreras'; and where the Álvarez Quinteri brother bought the paper to write their plays.

ESTRELLA FERRER
Owner of the stationery shop

"There were meetings here, debates regarding writers, painters bought their materials here and had their little discussions here."

Since its foundation, this stationery shop has been in the hands of the Ferrer family, following the same strategy for 156 years to survive.

ESTRELLA FERRER
Owner of the stationery shop

"Working a lot without asking for anything and wait for things to come as they have to. If we have survived to wars and crisis, we should resist against this one too."

Although, of course, clients have had a fundamental role.

ESTRELLA FERRER
Owner of the stationery shop

"We depend a lot on tourism and on the faithful client, the old man that come to tell their grandchildren that they came here to buy when they were kids."

ENRIQUE RODRÍGUEZ
Client

"I have been coming to this stationery shop since I was a child."

A corner of history in the heart of Seville that is still alive thanks to the work of five generations.

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