Hola!

CASA SEAT is opening its doors on 23rd April

- The inauguration will take place on Saint George’s Day, one of the most important dates in the cultural life of Barcelona
- CASA SEAT will promote debate on the mobility of the future and aims to be a reference point in the city agenda
- The building is the work of architect Carlos Ferrater and the interior design is by Lázaro Rosa-Violán

Barcelona, 10/02/2020. CASA SEAT, the company’s new multidisciplinary space in the heart of Barcelona, is set to open its doors to the public next 23rd April. The date coincides with Saint George’s Day and World Book Day and is a tribute to the city where it was founded almost 70 years ago, highlighting the commitment of the new space to be integrated into the cultural agenda of Barcelona.

CASA SEAT has been created with the goal of contributing to co-creating future mobility. The programming of the venue will promote the dissemination of ideas, debate and meetings around sustainability, design, technology and business, among other topics. The new space, located on the corner of Paseo de Gracia and Avenida Diagonal, aims to bring together new trends and urban talent and will feature concerts, meetings with creators, artistic exhibitions and all kinds of cultural events. Visitors will also have access to a restaurant area as well as a working space that is open for participation and innovative projects.

“CASA SEAT is a tribute to Barcelona and we therefore decided to open the space to the public on 23rd April. It is one of the most special days of the year for the city and for culture, and we want to be part of the celebrations”, assured SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths. “CASA SEAT will stimulate the exchange of ideas and the co-creation of solutions to the challenges of mobility and the city of tomorrow. SEAT and CUPRA want to share their vision, and at the same time learn from all that Barcelona has to offer”, said Griffiths.

A space with the hallmark of two icons of architecture and design
For this project, SEAT collaborated with two world-class names in architecture and design: architect Carlos Ferrater (OAB studio), who led the refurbishment of the building; and interior designer Lázaro Rosa-Violán, one of the most internationally renowned professionals who is leading the design of this unique space.

CASA SEAT has 2,600 m² of floor space extending over four floors. Carlos Ferrater and his team conceived the space as a meeting hub in the city by opening it and removing the walls. This purpose is also reflected in its continuous facade, whose one-of-a-kind curved bronze screen-printed glazing will become a visual icon of the city of Barcelona.

Furthermore, Lázaro Rosa-Violán has developed an interior design which creates a welcoming and dynamic space through the use of high quality materials and a wide range of bright, saturated colours. The light of Barcelona will be the main feature of the interior and will enhance the visitor
experience. Both natural light shining through the glass façade and the indirect interior lighting will create a warm, relaxing atmosphere that all visitors to CASA SEAT will enjoy.

CASA SEAT director Gabriele Palma explained that “the location of the new space is emblematic and we want it to be the place where the city moves. From Saint George’s Day onwards, the future of mobility will have a meeting point at CASA SEAT. We will develop content related with technology, innovation and business, as well as with art, design, culture and urban trends.”

CASA SEAT has already opened its doors on the Internet. By visiting the website www.casa.seat, people will be able to learn more about the project and stay abreast of the news relating to the space and its programming.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exports the 80% of its vehicles, and is present in 80 countries on all five continents. In 2019, SEAT sold 574,100 cars, the highest figure in the history of the company.

The SEAT Group employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona and Leon. Additionally, the company produces the Ateca in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii electric, SEAT’s first 100% electric car, in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focused on developing innovation for Spain’s largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and it is currently engaged in the company’s global digitalisation process to promote the mobility of the future.

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