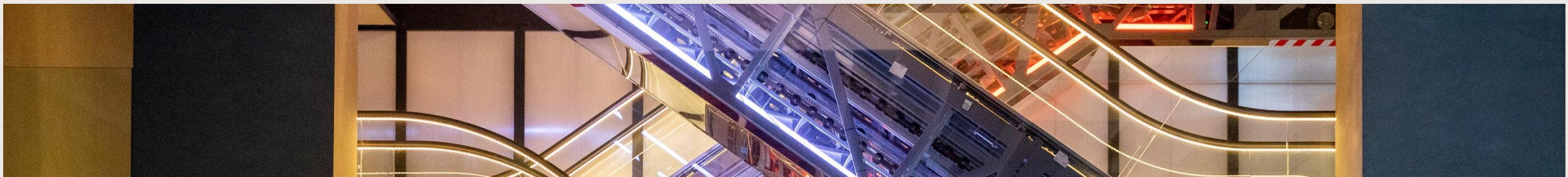


# CASA SEAT

## Press Kit

June 2020





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# Welcome to CASA SEAT

CASA SEAT, the company's new space in the heart of Barcelona, has been created to pay tribute to the city that witnessed the birth of SEAT 70 years ago and, at the same time, with the commitment to be a unique place to look to the future. In this way, the space is positioned as a hub in which to redesign tomorrow's mobility and face today's challenges through the co-creation of solutions together with different key players.



# A tribute to the city of Barcelona

Barcelona has been the home of SEAT since its foundation in 1950. A dynamic, creative, open, and innovative city that has contributed to SEAT's visibility to citizens and visitors from all over the world and to which the company now wants to pay tribute with CASA SEAT.

The building, which aims to be an icon for the city, is located in at the crossroads of two of its main traffic lanes: Avenida Diagonal and Paseo de Gracia.

This intersection is the exact point where, 160 years ago, the project for a new Barcelona began. From now on, it can be the starting point for the new mobility, created and shared with the city and its inhabitants at CASA SEAT.





# A mobility hub

The mobility of the future will be very different from that of today, and Barcelona is an exceptional example of how cities are rethinking their mobility models in the face of the demands of the new generations.

In recent years SEAT has developed a mobility strategy focused on micromobility solutions that are adapted to citizens' needs. The creation of a new brand, SEAT MÓ, is a demonstration of this.

CASA SEAT, due to its strategic location, allows us to receive all the inspiration to develop these projects and therefore to turn this space into a mobility hub where the city moves.

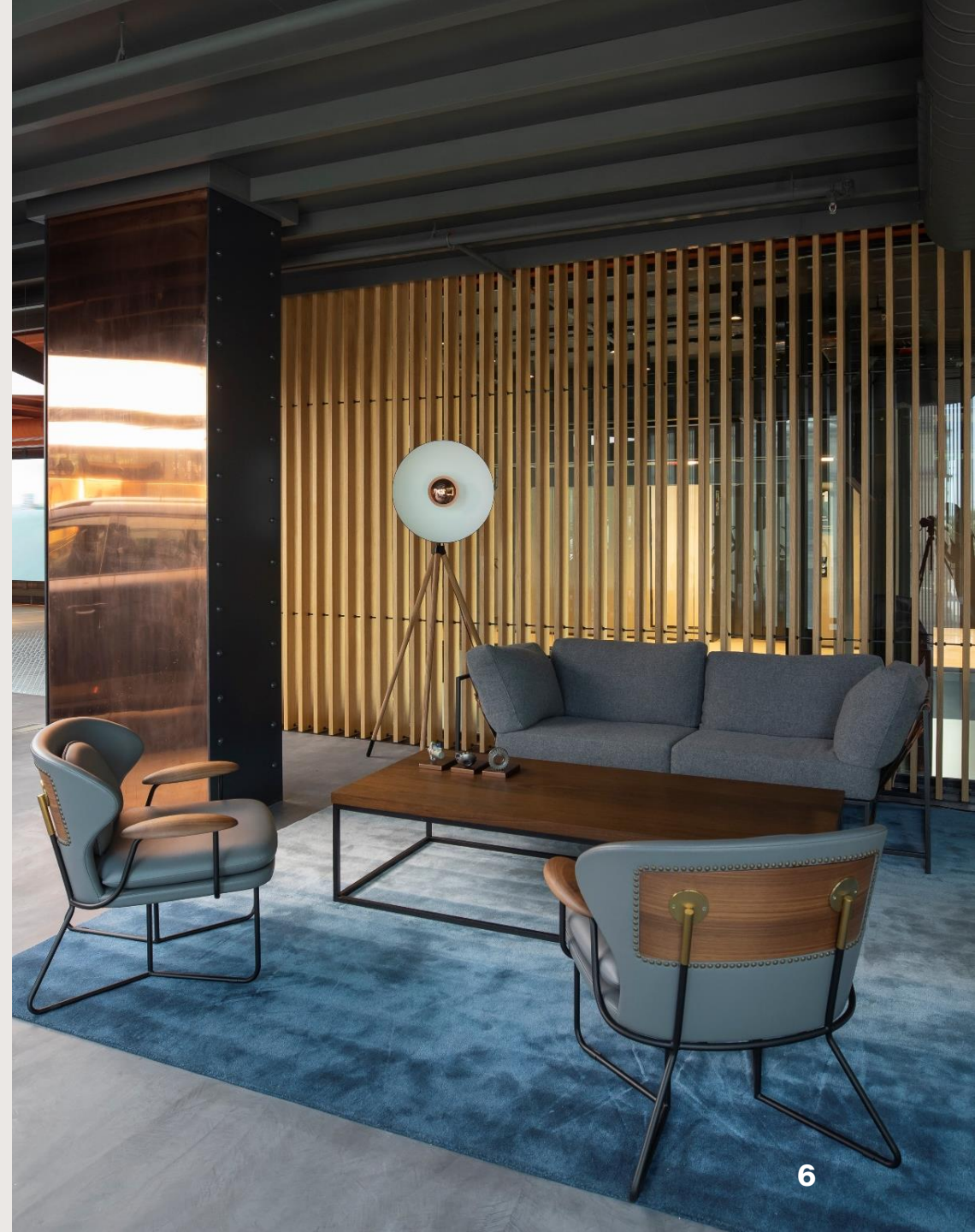




# The place to be for promoting debates and sharing ideas about the future

With 2,600 m<sup>2</sup> distributed over four floors, CASA SEAT has the ambition of becoming a reference point in the city's cultural ecosystem, as well as presenting projects inspired by Barcelona's vibrant mobility and urban culture.

CASA SEAT is the home of all Barcelona residents and visitors to the city. A place to be in which to exchange creativity and business ideas, start conversations and face the challenges of mobility and sustainability of the future together.





# Urban culture

The mobility of the future will be closely linked to urban culture, which is why CASA SEAT was created to become a meeting point between the two worlds through co-creation and participation.

In order to stimulate the city's urban culture, CASA SEAT has a wide calendar of physical and digital activities through which to discuss topics such as mobility, sustainability and technology, as well as to promote design, creativity and art.

Through its diverse cultural agenda, CASA SEAT wants citizens, partners, creative communities and professionals from the most diverse sectors to feel invited to share their views on the future and its challenges.



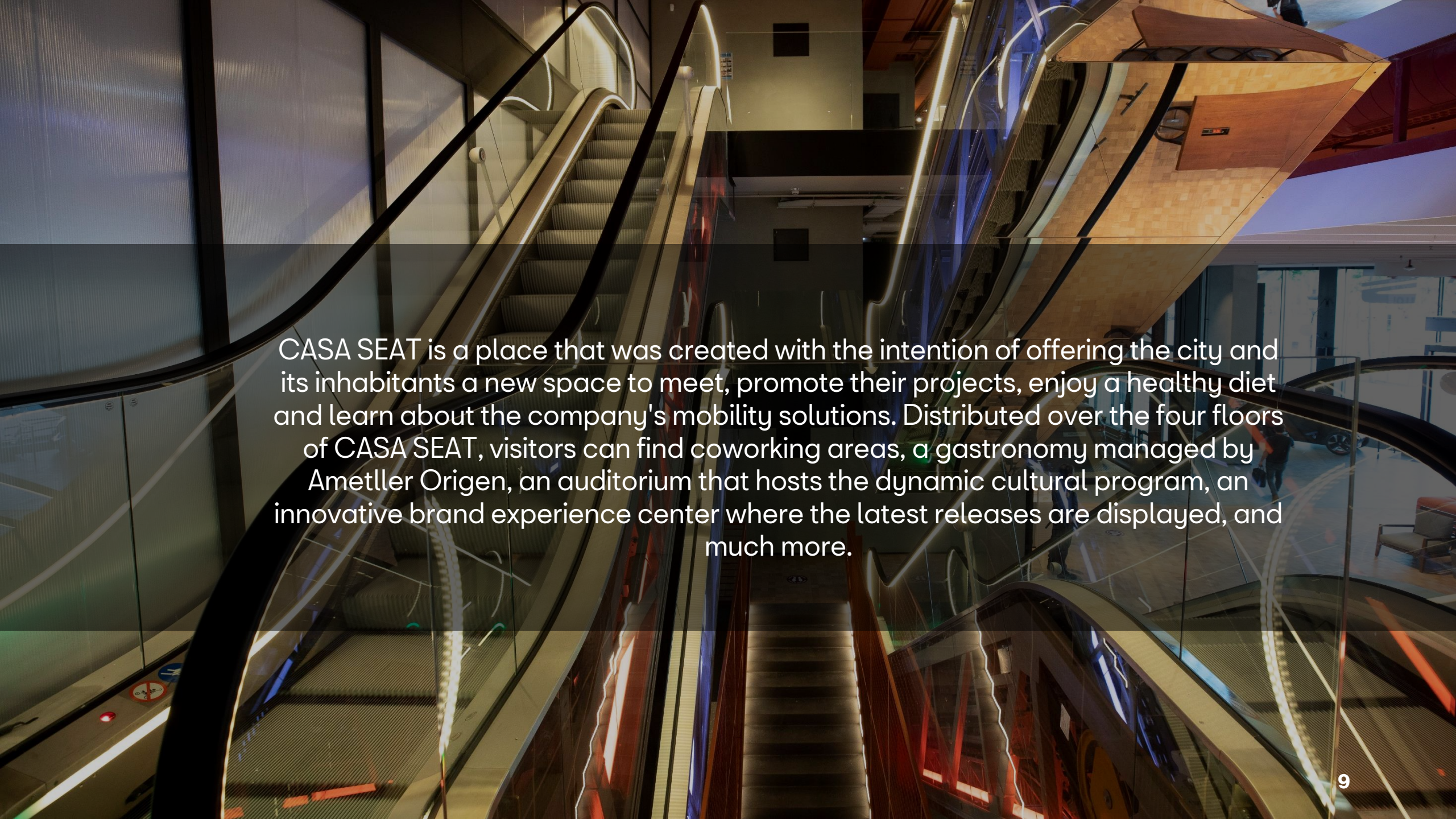




# **A tour through CASA SEAT**

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CASA SEAT is a place that was created with the intention of offering the city and its inhabitants a new space to meet, promote their projects, enjoy a healthy diet and learn about the company's mobility solutions. Distributed over the four floors of CASA SEAT, visitors can find coworking areas, a gastronomy managed by Ametller Origen, an auditorium that hosts the dynamic cultural program, an innovative brand experience center where the latest releases are displayed, and much more.





## **Floor *menosuno***

The *menosuno* floor is the place where the CASA SEAT agenda and program is dynamized. The auditorium is located on this floor, an agora that has a capacity for almost 300 people and is the stage for debates, talks and presentations by national and international experts, as well as concerts, performances and other cultural expressions of all kinds.





# Floor 0

The floor 0 has a large area where one can discover the latest prototypes and concepts of the company, or meet and develop new projects in the area of coworking in collaboration with young and emerging companies. In addition, the restaurant area managed by Ametller Origen, a gastronomic meeting point with views of the city and its movement, is also located on this floor.





# Floor 1

The floor 1 of CASA SEAT hosts an innovative brand experience center where the latest generation of SEAT, CUPRA and SEAT MÓ products are displayed.

In this hybrid space, visitors and fans of the brands can learn about the company's latest news and releases.





## Floor 2

The second floor consists of an open-plan office space in which various departments of the company work in a transversal way to share their knowledge. This floor also houses the Concept Lab, where the company's designers develop the most innovative proposals inspired by the light and the vibrant lifestyle of Barcelona.





**Where the city  
moves**

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## **The future of the automobile**

The future SEAT, CUPRA and SEAT MÓ models are displayed at CASA SEAT. Many of these future models will begin to be designed on the second floor of the building, where the CASA SEAT Concept Lab is located. In this area, the designers of the company work on the initial phases of the new models.

The concepts developed are exhibited on the ground floor of the building, which, thanks to a glass façade, anticipates the future of the automobile to all those who pass through the space.

The brand experience center on the floor 1 displays the latest SEAT and CUPRA launches, as well as a specific area for SEAT MÓ.





# Where the city

## The **CASA SEAT** agenda

In order to be integrated into the city's cultural, artistic and business community, CASA SEAT has an extensive calendar of activities, talks, concerts and workshops where urban culture, mobility, sustainability and technology are the main topics.

A program that is inspired by the processes of co-creation and dialogue and that has been conceived with the aim of promoting local and international talent, as well as encouraging diversity and innovation.

In line with SEAT's mission to facilitate access to mobility solutions, CASA SEAT aims to provide access to quality cultural programming. Therefore, with the exception of activities organized by third parties or where access is by invitation only, all the activities of CASA SEAT are free and open to the public.





## Healthy cuisine

CASA SEAT features a café-restaurant managed by Ametller Origen, located on the ground floor of the building and at street level.

At this gastronomic meeting point, diners can have breakfast, lunch or a snack while enjoying the views and movement of the city.

The restaurant area constitutes one more attraction of the space through a healthy gastronomic offer.





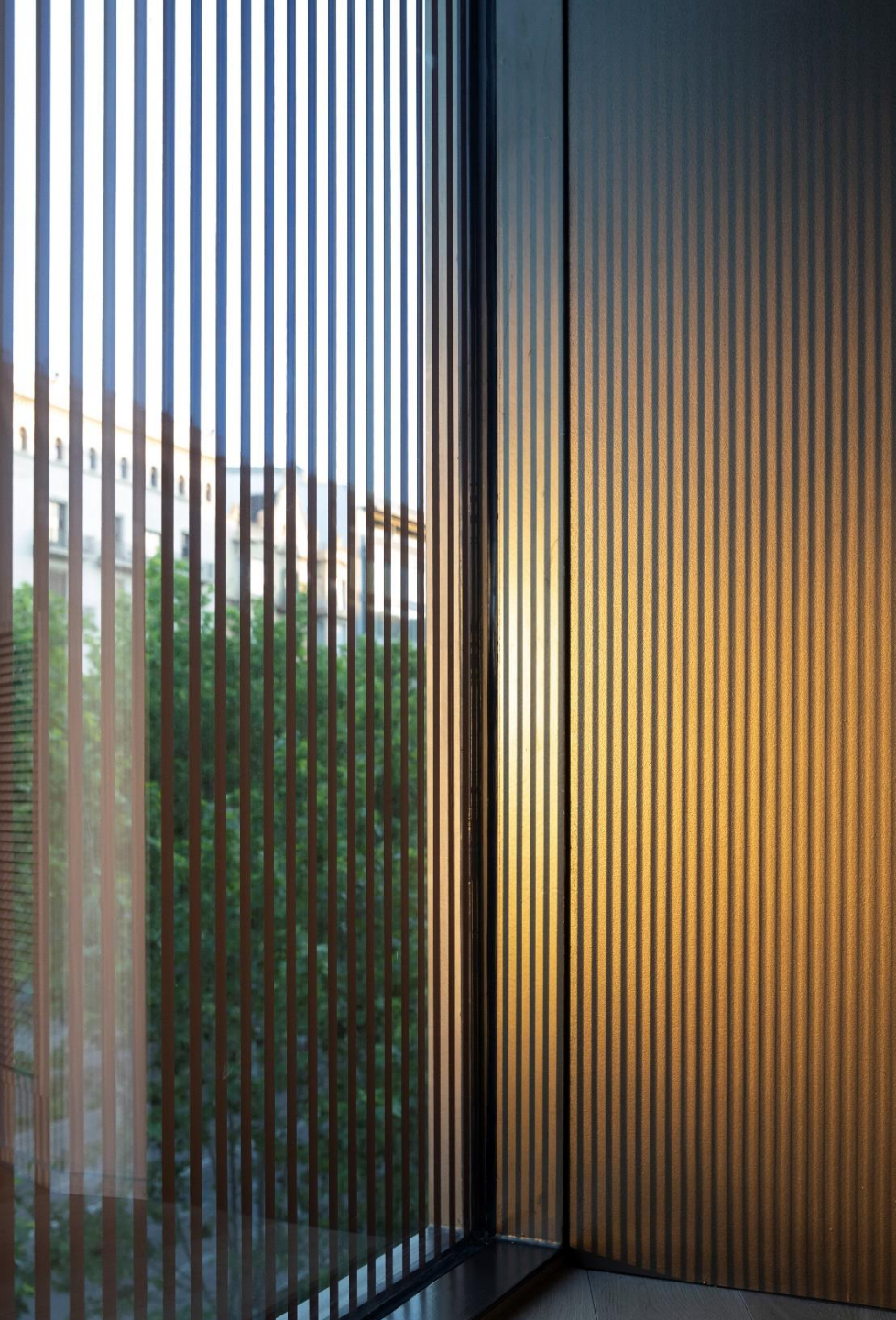




# **Architecture and interiors**

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## An icon by Carlos Ferrater

The prestigious architect Carlos Ferrater and his Office of Architecture in Barcelona (OAB) studio took on the project of remodeling the building that is home to CASA SEAT. The refurbishment project conceives the building as a gathering place and a showcase for the city thanks to its emblematic location where, as a result of dividing the building into two independent volumes, a passage is formed from Paseo de Gracia to the Pompeia Church across the street.

Ferrater's project views CASA SEAT as a central meeting point in the city. For this reason, the architect reinforced the street's side pillars, freeing up the corners of the structure and smoothing all the angles of the façade; three modifications that result in a rounded, continuous façade, giving the building an open, unique, friendly character.

This is possible thanks to the use of a kind wavy bronze screen-printed glass windows, which also enhance the transparency of the building, whose character and cultural activity will be clearly visible to all passers-by. CASA SEAT has the largest curved glass windows installed in Spain and they are destined to become a visual icon of Barcelona. As a whole, CASA SEAT is a contemporary reinterpretation of the characteristic buildings of Barcelona's Eixample district; a building that celebrates the history of Barcelona's urbanism while projecting it into the future.





## Just like home

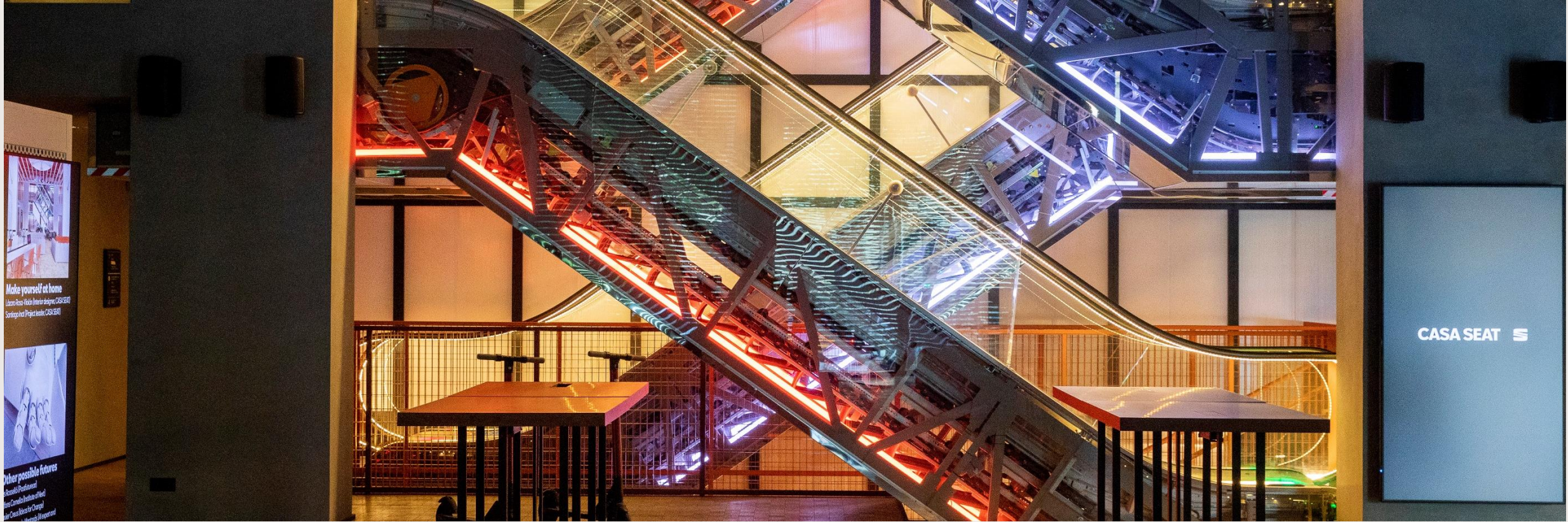
Lázaro Rosa-Violán and his studio have created an interior design for CASA SEAT that allows visitors to enjoy the space as if it were their own, so that CASA SEAT is a welcoming place that shows the link between SEAT and Barcelona and its distinctive values as an open, modern, creative and inspiring city.

The studio conceived an interior design which prominently features a broad, lively palette of saturated rust, light green and blue to make the space dynamic and welcoming. This saturation also makes it possible to accentuate the quality of the locally sourced materials.

The star attraction of the space is its light. On the one hand, the light of Barcelona, which filters through the large glass façade, equipped with a motorized shutter system that makes CASA SEAT a sustainable building by reducing air conditioning needs. On the other hand, the interior is bathed by carefully worked indirect light through designer and antique lamps to create a warm, welcoming atmosphere.

The light of the city and of the space coexist with singular features such as springy stools or decorative murals related to mechanics and movement, creating a connection between the space and the automobile sector.





# CASA SEAT

Where the city moves

