

## Colouring the history of SEAT

- **The first colour film dates back to 1935, but this technology did not become popular worldwide until much later**
- **Today’s technological advances make it possible to colourise black-and-white videos and give new meaning to old images**
- **After some hard work adding colour, SEAT videos from the second half of the 1950s can now be seen in the true colours of the time**

**Martorell, 25/08/2020.** Everything we look at from the distant past is always seen in black and white; this is largely due to our collective audiovisual imagination. Although the first film to use the newly developed Technicolor production dates back to 1935, *Becky Sharp*, this colour technology did not become widespread until years later. For example, it arrived in the United Kingdom and much of Europe in 1967, with the television broadcast of the Wimbledon tennis tournament, and two years later the Eurovision Song Contest was broadcast in full colour in Spain. Until then, video cameras only recorded in black and white, so many of the videos in SEAT’s documentary archive are devoid of any colour. That too is now a thing of the past.

**A historic archive.** 193,739 documents, photos and videos fill the SEAT archive, and the material is stored using specific protocols. **“We have everything from paper and slides to audiotape and film, so we must control their appropriate atmospheric conditions with certified processes for their preservation”**, explains Isidre López, the head of SEAT’s Historic Car Collection. The archive continues to grow with inputs of a multitude of documents, so work is underway to digitise all the material, taking advantage of technological breakthroughs. In turn, these very advances have made it possible to add colour to videos that were previously in black and white, and this material is now seeing the light for the first time.

**The power of colour.** Colours enable us to clearly appreciate the details that used to go unnoticed in black and white. We see shades, expression and light and discover a range of colours far beyond the blacks, whites and greys we remember. They also help to reveal change, evolution and the differences between eras. The Zona Franca factory, formerly with darker tones, contrasts with the brightness of today’s workshops of the Martorell plant, where light tones predominate. **“In terms of car models, SEAT’s early days saw a shift from the black, moss green, dark blue, milano red and Havana tobacco of early vehicles to brighter colours such as moon grey, water green, ivory, mustard and beach beige”**, says Isidre, although it is almost impossible to make them out on the old black and white reels.

**The magic of transformation.** The latest technology, which is so deeply rooted in SEAT, is also behind the project of colourising the company’s old images. The company Sinedie is adding colour to archive videos from the brand’s early years in the late 1950s. The production company, based in Madrid and specialised in post-production, is applying a time-consuming tinting technique that consists of two parts, one digital and one manual: first, using an algorithm, the resolution of the image is increased and an artificial intelligence code interprets it to obtain colour information; then comes the manual work. **“To better define the actual colour of each element in the video, we separate it from the clip, mask the rest and tint it frame by**

**frame**”, explains Pablo Cambronero, a project manager at Sinedie. This lengthy technological process is clearly reflected in the end result. **“This is how we achieve greater definition and a historically accurate colour”**, he adds.

**Keeping it real.** This desire for historic fidelity was the main requirement for the colourising. All prior documentation, with colour photos and real archives of the time, as well as the advice from Isidre López, have been key in the final result. **“The most difficult thing is to maintain the naturalness and authenticity of the image; it’s important that the colours are true to reality”**, says Pablo. Meanwhile, Isidre is well aware of the significance of these images: **“The accuracy regarding the colour adds invaluable historical and emotional value to them.”**

**A story of evolution.** Either in black and white or full colour, time goes by and technology advances. Thanks to these advances, we can now see the grey images of the past in a new light, but at the same time discover much of the present in them. At SEAT, this change is evident - in its first year of production, five cars were made daily and the factory employed just over 900 people. Today, in addition to much higher production, design and innovation are props for the brand. **“Investment in R&D&I, with the Technical Centre at the forefront of innovation, and a clear internationalisation strategy are all a step forward in SEAT’s consolidation efforts.”**, explains Isidre. But some things will never change - the values, the capacity to adapt and the spirit of improvement remain intact.

If you want to incorporate the interactive gallery in your web, you can do it in two easy ways:

**Option 1. Responsive web design:** so that the web elements adapt according to the device used and its resolution.

1. You must create an html file with the following code:

```
<style>

.responsive{

position: relative;

max-width: 1050px;

max-height: 600px;

}

.responsive:after{

content:"";

display:block;
```

```
padding-bottom: 57.14%;
```

```
}
```

```
.responsive iframe{
```

```
position: absolute;
```

```
top: 0;
```

```
left: 0;
```

```
width: 100%;
```

```
height: 100%;
```

```
}
```

```
</style>
```

2. Then, in the same html file, copy the code of each interactive image where you want it to be (they are differentiated by the link):

```
<div class="responsive">
```

```
<iframe src="//muma.cat/seat/linea" width="1050" height="600" style="border: 0;"></iframe>
```

```
</div>
```

```
<div class="responsive">
```

```
<iframe src="//muma.cat/seat/rodando" width="1050" height="600" style="border: 0;"></iframe>
```

```
</div>
```

```
<div class="responsive">
```

```
<iframe src="//muma.cat/seat/transporte/" width="1050" height="600" style="border: 0;"></iframe>
```

```
</div>
```

```
<div class="responsive">
```

```
<iframe src="//muma.cat/seat/calle/" width="1050" height="600" style="border: 0;"></iframe>
```

```
</div>
```

```
<div class="responsive">
```

```
<iframe src="//muma.cat/seat/conduciendo/" width="1050" height="600" style="border:
```

```
0;"></iframe>
```

```
</div>
```

3. In case of using Wordpress, you can directly copy the code without creating an html file

**Option 2. Non-Responsive web design:** so that the web elements maintain fixed measures without adapting to the device used and its resolution.

1. You must create an html file and copy the code of each interactive image where you want it to be (they are differentiated by the link):

```
<iframe src="//muma.cat/seat/linea/" width="1050" height="600" style="border: 0;"></iframe>
<iframe src="//muma.cat/seat/rodando/" width="1050" height="600" style="border: 0;"></iframe>
<iframe src="//muma.cat/seat/transporte/" width="1050" height="600" style="border: 0;"></iframe>
<iframe src="//muma.cat/seat/calle/" width="1050" height="600" style="border: 0;"></iframe>
<iframe src="//muma.cat/seat/conduciendo/" width="1050" height="600" style="border: 0;"></iframe>
```

2. In case of using Wordpress, you can directly copy the code without creating an html file

**SEAT** is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), sells vehicles under the SEAT and CUPRA brands, while SEAT MÓ covers urban mobility products and solutions. SEAT exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the 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. These plants are joined by SEAT:CODE, the software development centre located in Barcelona.

SEAT will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specially to electrify the range, and to equipment and facilities. The company aims to make Martorell a zero carbon footprint plant by 2050.

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