



Music, art and technology during the festival

Barcelona is vibrant with SEAT and Primavera Sound

- / SEAT puts on a technological light show at Torre Glòries
- / The company provides a shuttle service inside the venue
- / A robot DJ inviting visitors to choose songs from the festival's historic lineup livens up the SEAT Village
- / Six international and five local artists fill the Parc del Fòrum with street art

Barcelona, 02/06/2018. - SEAT is celebrating its second consecutive year of collaboration with Primavera Sound, **one of the world's most renowned music festivals which this year** expects to draw over 200,000 visitors. As main strategic partner, the brand is carrying out multiple activities around the festival, covering several thematic areas and actions both inside as well as outside the concert venue.

SEAT global Marketing director Susanne Franz highlighted that “for SEAT, being a strategic partner of Primavera Sound goes far beyond simply sponsoring the festival. We want to create experiences, feelings and emotions for the music lovers and the people of Barcelona”. She added that **“this is the perfect backdrop for creativity and sharing our youthful, innovative spirit.”**

Lighting up the city's night sky

One of the most spectacular initiatives took place last night at Torre Glòries, **the city's iconic** skyscraper, where for the first time people could interact with the lighting of the façade which was synchronised with the music they were mixing live.

A robot DJ and a DJ on demand

The SEAT Village, a dedicated space inside the venue features a new stage this year called Radio Primavera Sound. Unlike others, this stage will feature many artists, as the concept is letting visitors relive the 17 years of history of Primavera Sound Barcelona by acting as DJs themselves. People choose their favourite tunes out of the festival line-up throughout the festival days, and from 1:30 a.m. onwards each day internationally recognised DJs such as Jonathan Villacaña, Karrera or Miqui Puig will be in charge of encouraging the crowds to dance.

The SEAT Village features **the festival's most avant-garde** musical action and technology. Barcelona is a city that promotes culture and collaborative projects, and a result of this has been a three-fold project involving SEAT, the Universitat Politècnica de Catalunya and Primavera Sound. An international multidisciplinary team integrating scientists, creatives and a professional DJ have worked together to develop an advanced robotic system which results in CB77, a DJ robot that replicates the technique of a human DJ to play the song selection



made by the attendees. Besides, depending on the length of the song, the DJ robot performs different movements to motivate the public while waiting for the next track change.

Mobility to the beat of music

As a company committed to offering mobility solutions, this year SEAT aids Primavera Sound in facilitating internal mobility in a venue that is almost 3 km from end to end. For getting around the four-day festival, the **brand's** contribution is a shuttle bus service inside the venue, connecting four key locations along two routes, one being the main stage which is also sponsored by SEAT.

International street art

SEAT goes one step further in integrating urban art at Primavera Sound, this year involving a **“line up”** of 11 local and international street artists, in a move to connect with the artistic, pioneering spirit of Barcelona.

Urban art is present across the festival, but a key initiative is the second edition of the Barcelona Creative Wall, a collaborative work of multicultural street art on a 55 metre long wall located at the entrance to the festival in the Parc del Fòrum created by Axe Colours (Spain), Kef! (Germany), Kashink (France), TV_Boy (Italy), Paola Delfín (Mexico) and Mrcenzone (UK). Each artist will have the chance to express their individual take on topics and distinctive features of the city, such as its light, culture, sound, cuisine and art.

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), exporting 80% of its vehicles, and is present in over 80 countries. In 2017, SEAT obtained an after tax profit of 281 million euros and achieved worldwide sales of nearly 470,000 vehicles.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Leon and Arona. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

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

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