

CASA SEAT dedicates its February programming to listening and city soundscapes

- **Bruno Giussani, writer and global curator of TED, is giving a talk on 17 February on detecting trends and new paradigms**
- **This month's agenda explores the theme of listening through concerts by Magalí Sare and Dani López, conferences and an audiovisual exhibition by Edu Comelles**
- **On 16 February, visitors can find out why the new Leon is SEAT's best-selling car at a gathering with Product and Design managers**
- **Cultural activities are free of charge, subject to prior reservation at www.casa.seat, where live broadcasts and recordings are also available**

Barcelona, 28/01/2021. CASA SEAT is dedicating its February programme to listening from a broad, multidisciplinary approach. Thus, through talks, concerts, performances and an exhibition, the act of listening will be addressed as a means of detecting what is happening and an essential attitude so that debates on future challenges are fruitful and contribute to generating new scenarios.

One of the most prominent activities is the talk that Bruno Giussani is giving on 17 February. In it, the writer and global curator of TED, the organisation that produces the famous talks on innovation and culture, will address the importance of listening to the present to be able to imagine the new trends of tomorrow, commenting on current issues such as the climate emergency, the new challenges of Big Data, the future of post-Brexit Europe or the new paradigms of mobility and teleworking. Giussani has been the European director of TED for twelve years and is currently also the co-organiser of *Countdown*, the organisation's climate initiative. He was previously a columnist for The New York Times, head of Online Strategy at the World Economic Forum and a visiting professor at Stanford University, among others.

On 13 February, singer and multi-instrumentalist Magalí Sare and the musician Dani López will be presenting listening as a means of co-creating musical pieces in a concert where improvisation will be the protagonist. Those attending this event will be able to enjoy a very unusual combination of two young talents from different musical backgrounds and techniques, and will be able to influence the musical pieces that will be performed. On 27 February, pianist and mathematician Laura Farré Rozada will give a lecture on symmetry and fractals in music, which will show the public the connections between the two disciplines through examples of different composers and piano performances.

A hub for thinking and living the future of mobility

CASA SEAT is the meeting place for culture and mobility in Barcelona. For this reason, the February agenda will include other essential events to invite citizens to think about and delve into the mobility of the future. On 6 February, experts from the RACC Foundation will be offering a workshop on safe ekick scooter riding. Thanks to this workshop, participants will learn about the regulations and advice they should follow when operating their personal mobility vehicles and will have the opportunity to put the knowledge they have acquired into practice and ride the SEAT MÓ eKick scooters on a street circuit. In addition, on 10 February, CASA SEAT will host a workshop organised by ESADE Creapolis that will invite citizens to reflect on how city infrastructures should evolve to adapt to new needs and forms of mobility.

On 16 February, meanwhile, visitors will have the opportunity to discover in depth the innovations featured in the new Leon, SEAT's best-selling car, in a session with the company's Design and Product specialists. Finally, on 26 February, the public can learn about the work of the Acoustics department at the SEAT Technical Centre from its division head, Ignacio Zabala, who will explain how the acoustics of the company's vehicles are worked on to ensure comfort and reduce the noise produced by cars in cities. This meeting is part of a sound exploration that will also be addressed in the exhibition that CASA SEAT will be hosting from 4 February. Through various audiovisual pieces created by artist Edu Comelles, the public is invited to reflect on the soundscapes of cities and their possible evolution.

All the CASA SEAT activities are free of charge with prior reservation at www.casa.seat, where live broadcasts and recordings are also available, and visitors can subscribe to a newsletter to stay informed of all CASA SEAT programming and news.

Below is the schedule of activities for CASA SEAT in February. This programme will be complemented by other activities, details of which will be communicated soon:

4 February. Inauguration of the exhibition of pieces by the artist Edu Comelles

6 February. Electric kick scooter riding workshop with the RACC Foundation

10 February. ESADE Creapolis Workshop: *Infrastructures of the future*

13 February. *Impresession* with Magalí Sare and Dani López

16 February. Design and Product experts present the new SEAT Leon

17 February. *Listening to today to imagine tomorrow* with Bruno Giussani

26 February. *The sound of cars* with Ignacio Zabala, Head of SEAT Acoustics

27 February. *Maths and music* with Laura Farré Rozada

CASA SEAT, the new space of the company in the heart of Barcelona (Paseo de Gracia, 109), opened its doors to the public on June 19th, 2020 with the aim of being a hub in which to co-create the mobility solutions of the future. On the three public floors of the building, visitors can find meeting and work areas, a cafe-restaurant managed by Ametller Origen, an innovative brand experience center in which the latest launches are exhibited, and an auditorium that hosts the space's cultural programming. The updated agenda of CASA SEAT activities is available at <https://casa.seat>.

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 more than 80% of its vehicles, and is present in 75 countries.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, the SEAT Arona, the CUPRA Formentor and the Leon family. Additionally, the company produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany, the SEAT 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, specifically to electrify the range, and in equipment and facilities. The company aims to make Martorell a zero-carbon footprint plant by 2050.

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