

Isabel Coixet and Antoni Campañà, headliners of CASA SEAT's March agenda

- **Filmmaker Isabel Coixet and Alfonso de Vilallonga, author of the soundtrack for *My Life Without Me*, talk about the relationship between music and film**
- **Carlos Sadness opens the *Meet the Artist* series of meetings before his concert at the Palau Sant Jordi, and the Literary Cafés continue with Martín Caparrós and Mathias Enard**
- **In the cycle of exhibitions, *Spectre: Towards a New Sound of the City* continues, and an exhibition begins on 24 March dedicated to the photographer Antoni Campañà**
- **This month's featured vehicle is the CUPRA Formentor, which the public can discover first-hand alongside the company's product specialists**

Barcelona, 25/02/2021. In March, CASA SEAT explores the relationship between sound and image through the union of culture and mobility in various proposals aimed at encouraging actively listening to, reflecting on and showcasing talent. One of the month's highlights will feature filmmaker Isabel Coixet and composer and singer Alfonso de Vilallonga, who will be talking on 25 March about the relationship between music and film through their respective artistic careers. Having collaborated on countless films and projects such as *Things I Never Told You*, *My Life Without Me*, or Coixet's most recent film, *It Snows in Benidorm*, the talk will focus on the working method between the director and the composer in order to create an original soundtrack. During the talk, the audience will be able to enjoy fragments of the filmmaker's films and live piano performances by Vilallonga.

Meanwhile, singer Carlos Sadness will be in charge of opening *Meet the Artist*, a new series of informal meetings and conversations with great artists moderated by Judit Llimós, artistic director of the Guitar BCN festival. The event takes place on 11 March in the CASA SEAT auditorium just a few days before Carlos Sadness' performance at the Palau Sant Jordi, which will be the first concert at the iconic venue since its reopening. In the field of literature, the CASA SEAT Literary Cafés continue with writer Martín Caparrós (10 March) and Mathias Enard (19 March). The series, organised in collaboration with the Master in Literary Creation of the Pompeu Fabra University-Barcelona School of Management and presented by the cultural critic and writer Jorge Carrión, has already showcased the reflections of Clara Usón on literary creation and the relationship between writing and mobility.

For CASA SEAT, March will be a month in which to celebrate consolidated and emerging female talent. On the Saturdays following the celebration of 8 March, the space will host three workshops by

three professionals under the age of 30 who are recognised in their respective fields: Anna Grau, head of sustainability at ESADE Creapolis; Sofia Janer, former MasterChef contestant and chef at the celebrated AbAC, and photographer Marta Mas.

Art and exhibitions. From sound to image with Edu Comelles and Antoni Campaña

Until 17 March, the public can continue to visit the exhibition *Spectre: Towards a New Sound of the City*, in which the sound artist Edu Comelles imagines a soundtrack for the city of tomorrow and which offers guided tours. If this exhibition explores the sound of the future, the next exhibition at CASA SEAT will instead explore the images of the past. *Antoni Campaña: the aesthetics of mechanical modernity* opens on 24 March and will bring together some of the Catalan's most iconic photographs of vehicles, showing one of his artistic sides and offering the public a reflection on the change in the urban landscape, the surge of speed and the structuring of the territory through the eyes of one of the great photographers of the 20th century.

The CUPRA Formentor, the protagonist of this month's Up Close

This 2021, CASA SEAT has launched *Up Close*, a new cycle of activities where motoring enthusiasts can learn first-hand about the company's vision of mobility through meetings with the brand's product specialists. Following the public presentation of the new SEAT Leon on 16 February, this month it will be the turn of the CUPRA Formentor, celebrated as one of the best cars of the year by the public, design experts and trade media. The meetings will take place on Wednesdays and Fridays in the first two weeks of March and will also offer attendees the opportunity to test drive the vehicle.

Debates to encourage reflection on current social and business challenges

Finally, the space will also host a series of meetings and talks to reflect on today's social and business challenges. On 18 March, a new *TEDxBarcelona Salon* will take place at CASA SEAT, in which Carlos Hernández-Echevarría, coordinator of Public Policy and Institutional Development at the fact-checker Maldita.es, will talk about the proliferation of fake news and provide strategies to fight it. On 16 March, a new *Godó Trends* will take place in which Carlos Bosch, media director of Danone; Vanesa Nieto Cadalso, managing partner and growth director of Arena Media; Carles Navarro, digital & media marketing manager at NSBU of Affinity Petcare, and Pablo de Porcioles, deputy general director of Godó Strategies, will discuss the challenges and opportunities of new audiovisual formats in the scope of marketing.

All activities at CASA SEAT are free of charge with prior reservation of admission at www.casa.seat, where live broadcasts and recordings of these events are also available.

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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