

CASA SEAT dedicates its April programme to literature and mobility

- The mobility hub celebrates Sant Jordi with an anthology in audiobook format entitled *Mobile literature for a new millennium*, available from 22 April
- The *Literary Cafés* continue with Juan Pablo Villalobos, Antonio Muñoz Molina and Andrés Neuman, and on 16 April the second Meet *The Artist* with Rozalén is taking place
- Within the framework of the Barcelona ReAct conference organised by the City Council, on 14 April CASA SEAT is hosting a debate on the future of mobility in Barcelona
- There will also be guided tours of the exhibition *Campaña. The aesthetics of mechanical modernity* by professor and co-curator Arnau Gonzàlez i Vilalta

Barcelona, 30/03/2021. This April, CASA SEAT's commitment to the city's cultural agenda continues through debates on mobility and activities that explore various artistic disciplines, with a special focus on literature. For Sant Jordi, the space will feature an anthology in audiobook format entitled *Mobile literature for a new millennium*, consisting of a prologue and 21 fragments of books written by authors such as Miguel de Cervantes, Virginia Woolf, Mercè Rodoreda and Najat El Hachmi, in which movement is explored as a transformative element of the characters and the cities they live in. The audiobook will be available free of charge from 22 April on the website www.casa.seat, Spotify and iVoox.

This April will also see three of the events in the series of conversations with writers in the *Literary Cafés*. On 15 April, the CASA SEAT auditorium will be visited by writer Juan Pablo Villalobos, whose works include such acclaimed works as *Si viviéramos en un lugar normal* or *I don't expect anyone to believe me* (Herralde Novel Prize 2016). On 21 April the guest writer will be Antonio Muñoz Molina, 2013 Prince of Asturias Award winner and author of *In the Night of Time*, *Prince of Shadows* and *Like a Fading Shadow*, among others. Finally, on 29 April the last guest of the month will be the celebrated Argentinean writer Andrés Neuman, author of *Bariloche* and *La vida en las ventanas*.

Activities to explore the future of mobility

While the anthology *Mobile literature for a new millennium* will explore mobility from a literary point of view, several activities will look at it based on the exchange of opinions and knowledge. On 14 April, CASA SEAT is hosting a round table on the future of mobility in Barcelona as part of Barcelona ReAct, the conference organised by the Barcelona City Council to revitalise the city's economy. Participants include Rosa Alarcón, Barcelona Council member for Mobility; Daniel Serra, Director of EIT Urban Mobility; Judit Batayé, founder of Six-Ter, and Gabriele Palma, CASA SEAT Managing Director. In addition, on 17 and 27 April, the public can learn all the details of the new SEAT MÓ eScooter 125 electric scooter and try it out.

Activities for CUPRA fans

On 9 April, CASA SEAT is hosting a meeting with Xavier Serra, head of Racing and Technical Development at CUPRA, who will explain in detail the e-CUPRA ABT XE1, the vehicle with which the ABT CUPRA XE team is taking part in the Extreme E electric SUV competition and whose showcar version is on display at CASA SEAT until 10 April. Serra will also review the work done by the CUPRA team to develop what was the world's first 100% electric racing car, the CUPRA e-Racer, which brought the brand to the forefront of racing and broke new ground.

In addition, on Saturday, April 10, CASA SEAT will be the setting for the program 'Barca LIVE' on the Classic between Real Madrid and FC Barcelona. From the heart of Barcelona, original content created by FC Barcelona will be broadcast live worldwide through Barca TV+ and the Club's official Youtube, Facebook and Twitter channels, which add up to more than 170 million followers. Finally, on 28 April, *ADI Making of: Mobility* will take place, a meeting between design managers from different companies to promote public recognition of products that stand out for their innovative character. As part of this event, one of the designers responsible for the CUPRA Formentor project will explain the keys to the successful model.

A meeting point for music, art and gastronomy

The April agenda will be rounded out with events related to music, gastronomy and art. On 16 April, the second session of the *Meet The Artist* cycle will take place, a series of meetings organised together with the Guitar BCN music festival where visitors can get to know great musicians beyond their professional activities. On this occasion, the guest will be Rozalén, who is scheduled for a friendly chat with the festival's artistic director Judit Llimós. The singer, who recently won a Goya award for her song *Que no, que no*, included in the soundtrack of *Rosa's Wedding*, will perform a couple of songs in acoustic format after the session.

As far as gastronomy is concerned, on some Saturdays in April, the public will be able to take part in a showcooking session by master pastry chef Christian Escibà. The activity will take place in the café-restaurant Ametller Origen Mercat d'Autors at CASA SEAT. Finally, in April the first guided tours will be given of the recently inaugurated exhibition *Campaña. The Aesthetics of Mechanical Modernity*, which brings together more than 200 snapshots taken by photographer Antoni Campaña that reflect the changes in the social and urban fabric brought about by the arrival of the car in the 20th century. The visits, which are free of charge, will be conducted by Arnau González i Vilalta, History professor at the Barcelona Universitat Autònoma and co-curator of the exhibition.

All activities at CASA SEAT are free of charge with prior reservation of admission at www.casa.seat.

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 café-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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