

## CASA SEAT celebrates its first anniversary with artists such as Antonio Orozco, Tvboy and Bad Gyal

- **CASA SEAT continues its commitment to dynamising culture in the city with headliners the likes of Bad Gyal, Ainhoa Arteta, Antonio Orozco and Sara Baras in its anniversary month**
- **The mobility hub takes to the streets with the newest creations by the urban pop-artist Tvboy**
- **For the first time, the new CUPRA Born will be on display during the anniversary celebrations of CASA SEAT**
- **The programme also includes a retrospective look at historic motorbikes from the 50s to today**

**Barcelona, 09/06/2021.** CASA SEAT is celebrating its first anniversary with a multitude of exhibitions and cycles programmed throughout June, and with four days of special events and celebrations beginning on the 16th. The series of activities will highlight the essence of the hub located on the corner of Paseo de Gracia and Diagonal, which aims to boost culture in Barcelona and showcase new trends in mobility, innovation and technology.

On 16 June, Barcelona's Antonio Orozco will kick off the anniversary events taking place at CASA SEAT. This evening, by invitation, will be attended by personalities from all sectors of society who have been part of and driven SEAT's disruptive project in this first year of operations.

CASA SEAT's anniversary celebration will also feature a very special guest. Visitors will be able to admire the new CUPRA BORN on public display, and also take part in a private presentation of the CUPRA brand's first electric vehicle.

### **The passion, instinct and consistency of Ainhoa Arteta**

The soprano from Bizkaia is another of the special guests at CASA SEAT's first anniversary celebrations. Her visit on Friday 18 June will be open to the public and will provide an opportunity to get to know one of the most internationally renowned artists in Spanish opera.

### **Bad Gyal will rock CASA SEAT with urban tracks**

That same weekend, on Saturday 19 June, Bad Gyal's dancehall style will shake CASA SEAT with

Jamaican-inspired rhythms and her irreverent, urban tracks. This is a must-attend event where the singer, producer and composer will present her latest EP *Warm Up*, which will appeal to the most youthful minds in Barcelona.

## **A focus on empowerment with Sara Baras**

On 22 June, flamenco will be the highlight of the last of the four events in which the commemoration of CASA SEAT's anniversary will be concentrated. The Gold Medal for Merit in Fine Arts recipient Sara Baras will dazzle the audience with the wisdom of an artist who was raised in the tradition, bringing her perspective on the popular art form at a time when flamenco is reflected in the new generation's country's cultural roots more than ever before.

## **Tvboy's street museum**

CASA SEAT returns to the street and the street returns to CASA SEAT. This synergy will be clearly seen in the first exhibition by urban artist Tvboy in Spain. 50 artworks will fill the different spaces and floors of the meeting point of multidisciplinary talent located on the corner of Paseo de Gracia and Diagonal. The exhibition can be visited from 21 June to 31 July.

## **A look back at historic motorbikes**

How have urban motorbikes evolved from the legendary Vespa or Bultaco of the 1950s to the current SEAT's eScooter, MÓ 125? From Friday 4 June to Saturday 19 June, an outstanding display of motorbike models loaned by the Bassella Moto Museum and Eusebi Marcó will be open to the public free of charge in an exhibition that traces the evolution of urban scooters through emblematic models, all of them manufactured in Spain by brands such as the pioneering Rieju, Bultaco, Ducati, Montesa and Derbi. From their beginnings in the 1950s to the present day, with the SEAT MÓ proposal, the retrospective looks at how motorbikes have been one of the most successful solutions for agile, economical mobility in Spain, becoming one of the epicentres of scooter culture. Today, SEAT MÓ – along with its partner Silence- takes over from some of the defunct Spanish brands, becoming the new proposal for sustainable urban mobility for motorbike lovers.

Visit [www.casa.seat](http://www.casa.seat) to book your free tickets for the activities offered by the space in June.

**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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