

CASA SEAT closes the year with 170,000 visitors thanks to Merry Days and the vaccination campaign

- It consolidated its position as a mobility hub and meeting point for national and international industry experts
- It has become part of Barcelona's cultural ecosystem, collaborating with organisations such as the Gran Teatre del Liceu, 48h Open House BCN and Manga Barcelona
- It has become involved in solidarity initiatives by hosting events such as #Yomecorono and has become a new official vaccination point to help immunise the population

Barcelona, 04/01/2022. CASA SEAT consolidated its standing in 2021 as a meeting point in Barcelona and as a prominent space for current issues such as mobility, innovation and sustainability, as well as culture and leisure.

2021 closed with a total of 170,022 visitors thanks to the 253 events held since its opening in June 2020. The busiest day was 11 December with 5,015 people who, on the occasion of Merry Days, came to discover how the spaces were transformed into a world of fantasy thanks to the skills of master pastry chef Christian Escribà.

CASA SEAT and mobility trends

The year's programme included conferences and debates with national and international experts such as John Moavenzadeh (Director of Urban Mobility at MIT), Mohamed Mezghani (Secretary General of the UITP) and Alice Charles (from the World Economic Forum).

In addition, the hub has become the headquarters of BNEW Mobility and it is one of the spaces for debating the main issues that are shaping the sector. Another major focus was road safety, thanks to the Enjoy your drive programme, a series of training sessions with a rollover simulator run by the RACC and the Fast Parcmotor school in Castellolí.

A place dedicated to supporting culture and talent

Culture played a leading role in the evenings at CASA SEAT through exhibitions, concerts and literary presentations. Artists such as Sara Baras, Antonio Orozco and Bad Gyal gave performances in an intimate, personal format. The calendar also included outstanding names such as Marco Mezquida, Chicuelo, Santi Balmes and Sopa de Cabra, among others.

The cycles shared with the Village of the Jardins de Pedralbes Festival and BCN Z Fest also made it possible to support young talent. Finally, thanks to the collaboration with the Gran Teatre del Liceu,

CASA SEAT offered a masterclass given by orchestra conductor Daniele Callegari days before the premiere of the opera Rigoletto.

CASA SEAT also participated in major events such as the 48h Open House BCN, Manga Barcelona and Serializados Fest, successfully becoming part of the city's cultural agenda.

Exhibitions where urban and cultural aspects converge

The exhibition spaces throughout the building hosted the photographs of Antoni Campañá and "Home Street home", the first official exhibition of Tvboy with more than 50 original works, which blended art and mobility.

From CASA SEAT to the world

Last November, CASA SEAT hosted the presentation to the international press of the CUPRA Born, CUPRA's first 100% electric car, which brought together 440 journalists from 27 different countries over a period of four weeks.

International brand ambassadors such as Alexia Putellas, the "best female footballer in the world", Marc Ter Stegen, padel player Fernando Belasteguín and actor Daniel Brühl also made appearances in the space.

A space for solidarity

In the challenging context of the pandemic, CASA SEAT supported solidarity projects such as the #Yomecorono event, featuring singer Miguel Poveda and an appearance by Dr. Bonaventura Clotet, president of the Foundation for the Fight against AIDS. The Foundation and CASA SEAT also promoted the annual World AIDS Day commemoration event on 1 December. In addition, CASA SEAT was one of the spaces that the Catalan Government promoted as a mass vaccination centre with the aim of minimising the spread of the pandemic during the holiday period.

A gourmet space

The CASA SEAT - Ametller Origen restaurant is a meeting point in the city centre that offers a gastronomic proposal made up of the best seasonal products of Ametller Origen. The tasting menu features proposals from renowned chefs who took part in the "Metamorphosis" exhibition, which included the participation of several other greats such as Ferran Adrià, Nandu Jubany, Hideki Matsuhisa and Carme Ruscalleda.

And in 2022...

The January calendar is now available at www.casa.seat, which among other activities includes the exhibition "Fusta i Rodes: Skate Exhibition BCN", curated by the collector Soren Manzoni, in which mobility and urban culture meet.

CASA SEAT, el emblemático espacio de la compañía en el corazón de Barcelona (Paseo de Gracia, 109 / Avenida Diagonal 446), abrió sus puertas al público el 19 de junio de 2020 con la voluntad de ser un *hub* en el que cocrear las soluciones de movilidad del futuro. En las tres plantas públicas del edificio, los visitantes pueden disfrutar de zonas de encuentro y de trabajo, un café–restaurante gestionado por Ametller Origen, un innovador *brand experience center* en el que se exponen los últimos lanzamientos, y un auditorio que acoge la programación cultural del espacio. La agenda actualizada de actividades de CASA SEAT está disponible en www.casa.seat.

SEAT S.A. es la única compañía que diseña, desarrolla, fabrica y comercializa automóviles en España. Integrada en el Grupo Volkswagen, la multinacional tiene su sede en Martorell (Barcelona) y vende vehículos bajo las marcas CUPRA y SEAT, mientras que SEAT MÓ es la unidad de negocio que cubre los productos y soluciones de movilidad urbana.

SEAT S.A. exporta más del 80% de sus vehículos y está presente en 75 países. La compañía emplea a más de 15.000 profesionales y tiene tres centros de producción: Barcelona, El Prat de Llobregat y Martorell, donde fabrica el SEAT Ibiza, el SEAT Arona, la familia del León y el CUPRA Formentor. Además, SEAT S.A. produce el Ateca en la República Checa, el SEAT Tarraco en Alemania y el SEAT Alhambra en Portugal. La compañía también cuenta con SEAT:CODE, el centro de desarrollo de software ubicado en Barcelona.

SEAT S.A. invertirá 5.000 millones de euros hasta 2025 para desarrollar nuevos modelos para las dos marcas comerciales, SEAT y CUPRA, y para electrificar la gama. La compañía tiene el propósito de jugar un rol relevante en la electrificación de los vehículos eléctricos urbanos, con un foco especial en la transformación de la industria española del automóvil.

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