

17/12/2019

Final countdown for the opening of CASA SEAT

- SEAT's newest space is opening its doors in the first quarter of 2020
- It will be integrated in city life and host a wide variety of cultural events
- CASA SEAT opens its website: www.casa.seat

SEAT is about to reach the heart of Barcelona. It is scheduled to open CASA SEAT in the first quarter of 2020, and will be SEAT's tribute to the city where it was founded almost 70 years ago. The new multidisciplinary space will be located on the corner of Paseo de Gracia and Avenida Diagonal, featuring 2,600 m² extending over four floors. The name CASA SEAT is inspired by iconic buildings of the city, such as Casa Batlló, Casa Milà or Casa Fuster, all located very close to the brand's new space.

CASA SEAT aspires to become a benchmark centre where the new trends and talent of Barcelona are brought together; the 'place to be' where the citizens of Barcelona will have access to a restaurant area, a working space that is open for participation and innovative projects and an auditorium that will be the venue for all kinds of activities related to urban culture, sustainability, design, technology and business, among other topics.

In this way, CASA SEAT will be integrated in the city's cultural agenda, hosting concerts, art exhibitions, technological exhibitions, pop up stores and all kinds of events and cultural expressions to promote and enhance the talent of both emerging and established creators. CASA SEAT will also embody a unique concept where the company will show the SEAT and CUPRA vision of future mobility and integrate the latest technology to provide customers with a unique product and brand experience.

“Barcelona has been the home of SEAT since its foundation in 1950 and with CASA SEAT we want to pay tribute to the city. CASA SEAT will be the home of all Barcelona locals and of the brand's wholehearted fans, where they can discover the mobility of the future, as well as a meeting point for the city's cultural agenda. The opening in 2020 will be one of the most special moments of SEAT's 70th anniversary”, said company President Luca de Meo.

According to CASA SEAT director Gabriele Palma **“it is a privileged meeting space, in a landmark setting, where we will connect technology and urban culture. We are going to invite the creative and business communities so they can exchange ideas and promote their projects.”**

With just a few months left until its inauguration, CASA SEAT has already opened its doors on the Internet. By visiting the website www.casa.seat, people will be able to learn more about the project and stay abreast of the news relating to the space and its programming.



Press contact

Dirk Steyvers

PR & Content Manager
M +32 476 88 38 95

www.seat-mediacenter.com

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting 80% of its vehicles, and is present in 80 countries on all five continents. In 2018, SEAT sold 517,600 cars, the highest figure in the 68-year history of the brand, posted a profit after tax of 294 million euros and a record turnover of close to 10 billion euros.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona and Leon. Additionally, the company produces the Ateca in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and soon Mii electric production will start in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.