

CASA SEAT celebrates its 1+1 anniversary

- **1+1 is the fusion of culture and mobility, co-creation and the exchange of ideas that CASA SEAT has promoted since it opened two years ago**
- **Rosario Flores, Antonio Canales and Steve McCurry will be some of the big names in a celebration that will last throughout the month**
- **In addition, June will see the premiere of the exhibition “Barcelona ‘92: the transformation of a city”, which pays tribute to the 1992 Olympic Games**

Barcelona, 26/05/2022. CASA SEAT opened its doors to Barcelona in June 2020 with the aim of being a space for co-creation and exchanging ideas. Since then, 538 events have been programmed there and it has welcomed more than 242,000 visitors.

The line-up of events for this anniversary month will take the form of 1+1, as a tribute to the fusion of culture and mobility that is part of CASA SEAT's DNA. The “Fusta i Rodes” exhibition on the history of skateboarding and the “Home Street home” display by TvBoy were clear examples of this pairing. Likewise, other combinations have been created throughout these two years, such as art and sport, economy and sustainability, literature and health, global current affairs and local news, among others.

Photography + Current Affairs

On 3 June, the prestigious photographer Steve McCurry will be giving a talk to visitors at CASA SEAT to give insights into his career spanning 40 years. It will be a unique opportunity to get to know the author of “Afghan Girl”, one of the world's most famous photographic portraits, which appeared on the cover of National Geographic magazine in 1985.

Artist + Person

CASA SEAT's anniversary celebration will also feature singer and actress Rosario Flores as a special guest. On the 8th, she will star in the “Meet The Artist” session, the series of intimate conversations with the country's most important artists.

Tradition + Future

Dancer and choreographer Antonio Canales, one of the leading figures in Spanish dance, will be another guest of honour at the great celebration. On 10 June he will share his knowledge of the history of flamenco with the CASA SEAT audience and how he imagines the future of this art form.

Experience + Learning

On 1 June, experts in the blockchain and metaverse sector will give a conference in the auditorium where they will analyse the opportunities and challenges of these new paradigms in the creative industries.

Furthermore, on the 18th, head of Vehicle Physics at SEAT S.A. Ángel Suárez will give a workshop on sustainable mobility where he will talk about the origin of petrol, what CO₂ is and how an electric car works. This will be an opportunity for children aged 5 to 11 to have fun learning about the future of mobility.

“Barcelona ‘92: the transformation of a city”

From 31 May, CASA SEAT will dedicate its three floors of exhibition space to remembering the 1992 Olympic Games. In addition to the recreational and sporting aspect, emphasis will be placed on the public's mass mobilisation capacity, as well as the changes that the city of Barcelona underwent. The exhibition is curated by Claudia Crego, with the participation of the Barcelona Olympic Foundation, which manages the Barcelona Olympic Museum, the Voluntaris 2000 association and SEAT Historic Cars.

The ground floor entrance will welcome visitors with some of the set design elements featured in the opening ceremony of the Olympic Games: the mascot Cobi atop a bull that was restored for the occasion and the original waves that symbolised the sea in the inaugural show “Mediterrani, mar olímpic”, by La Fura dels Baus. A scale-built Olympic stadium, which visitors can enter, will display images and historical memorabilia that will provide context to the exhibition.

The first floor will be dedicated to the urban transformation with a continuously running time-lapse video in which visitors will be able to observe the change that the development plan for the 1992 Olympic Games brought to the city. In addition, the electric SEAT Toledo, the official vehicle of the Games, which led the marathon with a range of 55 km, will also be on display.

Social aspects, gender, inclusive mobility and LGBT diversity will also be addressed in the exhibition. The evolution of how gender and inclusion were considered in sport will be revealed through the example of weightlifting. Photo panels will highlight the exclusion of women in this category in 1992.

Finally, the lower ground floor will be dedicated to all organised volunteer action, whose Voluntaris 2000 association is still active today. There will be display cases with collector’s items donated by Olympic volunteers, together with a collection of iconic Barcelona ‘92 posters.

The exhibition will also include entertainment value with interactive elements such as an Olympic podium or a virtual game that simulates the lighting of the cauldron. In addition, a programme of parallel activities will be organised in the auditorium with some of the leading figures of the great ‘92 event.

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

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SEAT Mediacenter

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. 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 CUPRA and SEAT brands, while SEAT MÓ is the business unit that covers urban mobility products and solutions.

SEAT S.A. exports more than 80% of its vehicles, and is present in 75 countries. The company employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany and the SEAT Alhambra in Portugal. The company also has the SEAT CODE software development centre, located in Barcelona.

SEAT S.A. will invest 5 billion euros through to 2025 to develop new models for the two commercial brands, SEAT and CUPRA, and to electrify the range. The company aims to play a relevant role in the electrification of urban electric vehicles, with a special focus on the transformation of the Spanish automotive industry.