

CREATED IN BARCELONA

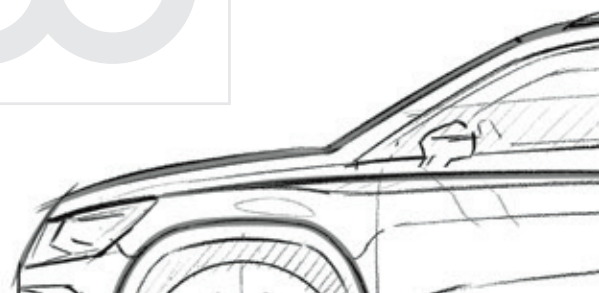
Creative, cosmopolitan, lively, artistic, young, dynamic, ground-breaking... Barcelona is a unique city and a source of inspiration for everyone, especially for SEAT. In the city that has seen geniuses grow such as Gaudí, Picasso, Miró and Leo Messi, life is lived differently and things are also made differently. Barcelona is a place where you breathe creativity, passion and design, but also innovation, precision and perfectionism, and today it is the world's second smart city, after Singapore, the fourth most creative city in the world, the fifth largest digital hub in Europe and the world's mobile capital.

SEAT and Barcelona share something more than just a place in the world. Barcelona is the mirror in which the company has looked at itself since its beginning, more than 60 years ago, and with which it shares values, its philosophy and a way of doing things that is admired throughout the world.



"Barcelona is a never-ending source of inspiration. Especially for us".

LUCA DE MEO, CHAIRMAN OF SEAT



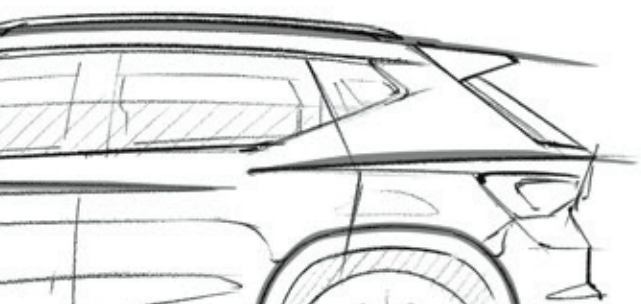
trend and design



TADAO KAMEI

Japanese architect, chairman of the architectural firm Nikken Sekkei, responsible for the design, in collaboration with Joan Pascual – Ramón Ausió Arquitectes, of the future stadium of FC Barcelona 'Nou Camp Nou'

“Barcelona is the largest metropolis in the Mediterranean and a great source of inspiration. It has a spectacular architectural richness; a mix of modernism, contemporary architecture and urban design, and it is the city of architects such as Gaudí and Domènech i Montaner”.





*creative and
cultural*



CARME RUSCALLEDA

Chef with the most Michelin stars
in the world (7), native of the town of Sant
Pol de Mar in the Barcelona area

*“There are cities with
a special personality,
magic and creativity, which
win you over. Barcelona
means ‘love at first sight’.
It hooks you and invites
you to visit it again to live
it... and above all,
to eat it!”*



ALEIX VALLS

Barcelona native, CEO of Mobile World
Capital Barcelona and driving force
of the global platform of entrepreneurs
and startups '4YFN'

"Being the world's mobile capital, a European leader in innovation and one of the powerhouses in the field of digital creation has allowed Barcelona to be a key city at a global level. Between all of us, we have made Barcelona a synonym for talent, but also for challenge, evolution and future".

*enterprising and
dynamic*



*urban,
young and
cosmopolitan*



SARA PI

Singer from Barcelona and model.
Icon of the new wave
of soul and R&B, and one of the greatest
talents of the moment

*“Being able to live in a
city with a good climate
all year round, which is
lively, dynamic and on
the sea is a privilege. You
breathe history and culture
with every step and in
every corner of the city.
Barcelona is a city that I
rediscover every day”.*



innovative and technological



JOHN HOFFMAN

CEO of GSMA, the entity that organises the Mobile World Congress Barcelona, the most important mobility and mobile technology convention in the world

“Barcelona is a ‘living lab’ that illustrates what digital transformation means for citizens, companies and institutions. In just a few years, we have seen how the city has attracted international talent, knowledge, innovative projects and ground-breaking initiatives that have positioned Barcelona as a key player in digital transformation”.

