

FREE



BARCELOVERS

The magazine inspired by a captivating city

Cinema

Barcelona's relationship with the seventh art

Design Museum

A new venue dedicated to the culture of the object

Creative Patisserie

Closer to works of art than confectionery

Line UP

The city's main events and activities

IT'S NOT FOR ANYTHING IN PARTICULAR, IT'S FOR EVERYTHING.

Traditional and leading, bohemian and open-minded, versatile and adventurous. There are many Barcelonas to enjoy but just one to live. Its streets make it stimulating, its people motivating, its historical and cultural patrimony make it vibrant, its brightness and way of life make it seductive... What is it that this city has? Everybody who discovers it, agrees on the same thing: there are many cities in the world, but Barcelona is really special.

CREATIVITY. BUSINESS. SPORT. RESEARCH. CULTURE. KNOWLEDGE. ENTREPRENEURSHIP. INNOVATION. HAPPINESS.

BARCELONA
A
CAPITAL
THAT
INSPIRES

barcelona.cat/
inspires
#barcelonainspires

BARCELONA
inspires DNA

Barcelona inspires

Barcelovers

PUBLISHED BY Barcelona City Council

PUBLICATIONS BOARD Jaume Ciurana, Jordi Martí i Galbis, Marc Puig, Miquel Guiot, Jordi Joly, Vicent Guallart, Àngel Miret, Marta Clari, Albert Ortas, Josep Lluís Alay, José Pérez Freijo, Pilar Roca

EDITORIAL BOARD Marc Puig, Rosa Romà, Elisabet Garcia, Joan León, Enric Rimbau, Marta Passola

EDITOR Joan León

COPYWRITING Xavier Arnaiz, Borja Barbesà, Iñaki Barco, Txell Bonet, Òscar Dalmau, Tomàs Fuentes, Helena Martínez Guimet, Irene Pujadas, Ariadna Trillas, Oliver Villanueva

PUBLISHER Edicions Clariana SL

DESIGN AND LAYOUT Lamosca

COVER Javier Balmes (with thanks to Grand Hotel Central)

PHOTOGRAPHY Txema Salvans (director), Carmen Secanella, Ferran Izquierdo, Jean Marie Liot, Oriol Rigat, Roman Yllán

ILLUSTRATIONS Lamosca, Lili Schagerl, Candela Ferrández

MAIN FONT Buló and Trola by Jordi Embodas

TRANSLATION AND PROOFREADING Laura Álvarez, Néstor Bogajo, Stuart McLauchlan, Kelly Shimmin

ADVERTISING Primer Segona

PRINTER Direcció d'Imatge i Serveis Editorials

PAPER 100% recycled

IN COLLABORATION WITH THE ADVERTISING BUSINESS ASSOCIATION, THE ASSOCIATION OF ADVERTISING AND PUBLIC RELATIONS AGENTS OF CATALONIA AND THE BARCELONA HOTEL ASSOCIATION

LEGAL DEPOSIT B. 19.129 - 2013
ISSN 2339-8396

barcelona.cat/inspires



BARCELONA IS YOURS

As with any collective endeavour, cities are rooted in an infinite number of stories, desires, developments and aspirations; a diverse conglomerate in a permanent state of evolution yet bearing the hallmark of a unique character and way of doing things.

With its finger on the pulse of this diverse and ever-changing reality, *Barcelovers* delves into the swarm of ideas and projects to demonstrate how our city conceives, researches and then acts. Describing the future challenges of an industry with a solid track record, like that of the cinema, explaining the commitment to technology to improve our daily lives, featuring designs ranging from the classic to those that aspire to become so, or reporting on some of the more futuristic lines of investigation being currently being worked on in the city.

I welcome you in the conviction that you will find the Barcelona you are looking for during your stay and that you will be surprised by the many things you didn't know about. I wish you all a fruitful and inspirational time here.

Xavier Trias
Mayor of Barcelona

BARCELOVERS

04



WHAT'S UP

An unusual race through Barcelona's metro tunnels heads up a selection of recent news items about the city

08



CINEMA

Exploring a cross-section of the connections between Barcelona and different areas of the film industry

10



TALENT

Some are natives and others trained here. For all of them the city has influenced their cinematographic outlook

14



INDUSTRY

The role played by business initiatives is key to producing films

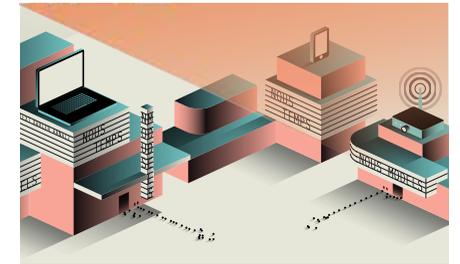
18



FESTIVALS

Apart from the world's leading fantasy film festival, Barcelona has a full calendar of festivals on a variety of themes

20



EXHIBITION 2.0

Three entrepreneurs from the sector discuss the future of how films are viewed

22



PROFILES

Four Barcelovers whose talent and hard work have made them shine in their chosen professions

26



SMART CITY

The challenge of converting new technologies into tools for improving the quality of people's lives

30



INTO THE BLUE

Third edition of the Barcelona World Race, a non-stop round-the-world race aboard 60-foot yachts

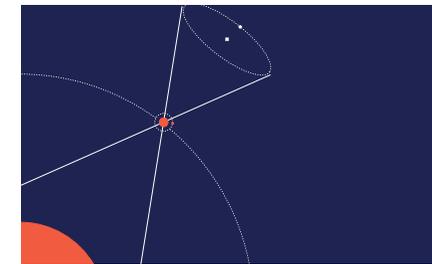
32



DESIGN IS ALL AROUND

The New Design Museum, a new venue dedicated to the culture of the object

38



MAPPING THE GALAXY

The objective of the Gaia satellite is to create a 3D map of our galaxy

42



TRANSLATING INVENTION INTO INNOVATION

Cisco is opening a research centre in Barcelona focused on examining the powers of the Internet of Everything

46



THE HARMONY OF CURVES

A renovated Sant Pau, close to the Sagrada Família and La Pedrera, rounds off the best Modernist architecture tour of Europe

48



ON THE ROAD AGAIN

Bultaco, the legendary Catalan brand, will once again be making motorcycles from 2015

50



SHOP AND THE CITY

Christmas, Barcelona and its attractions as a destination make it ideal for shoppers

53



Report

Creative patisserie. Some of the bakers who have elevated their craft to an art

61



Line Up

A selection of the main events, activities and shows that the city has to offer

75



Wake Up

Practical advice, tips and curiosities

What's Up

SPORT

A night-time race through the city's metro tunnels

To commemorate the 90th anniversary of the opening of the first Barcelona Metro line, some 300 runners took part in a race through its tunnels in the early hours of 29 August, covering ten kilometres between the stations of Universitat and Gorg as part of a unique initiative organized by Discovery MAX.

Photo Carmen Secanella



What's Up

CREATIVITY

BARCELONA, GUEST CITY AT THE LATEST EDITION OF BEIJING DESIGN WEEK

The trade show, held between 26 September and 3 October, has become one of the most important fairs in Asia for design, architecture and urban planning. As the guest city, Barcelona is presenting a programme coordinated by the Ramon Llull Institute – the public body responsible for disseminating Catalan culture abroad – featuring a range of exhibitions, activities, conferences, collaborations with local design centres and visits to local companies by a sales delegation.



BUSINESS

Nissan's new electric van manufactured exclusively in Barcelona is now on sale

The Japanese firm launched the e-NV200 in June, manufactured in Barcelona to sell worldwide. Nissan's new electric van is their second electric vehicle following the launch 3½ years ago of the compact Leaf, the world's bestselling electric car. The e-NV200 boasts the distinction of being the first completely electric van on the market.



INNOVATION

An international team of scientists led by researchers from the Autonomous University of Barcelona (UAB) has developed a material which guides and transports a magnetic field from one location to the other, similar to how an optical fibre transports light or a hose transports water.

LEISURE

The Olympic Ring is to host Open Camp, the world's first sports theme park

The camp is expected to open in July 2015 and will be the world's first theme park entirely dedicated to international sports. The project aims to provide unique experiences thanks to 66,000 m² of facilities equipped with state-of-the-art technology: participants will be able to compete against Usain Bolt, take part in a match or test out their skills in an Olympic discipline.

MOBILITY

The electric version of Bicing, the public bike rental service, to start by the end of the year

The electronic version of Bicing is intended to complement the existing service with the aim of improving its current efficiency, enabling people to make longer journeys and tackle the city's hillier areas and promote the use of electric bicycles.

GR

BARCELONA

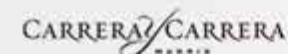
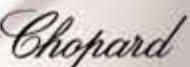
Av. Diagonal, 538
www.gr-bcn.com
Telf.: 93 519 33 03



HARRY WINSTON



BVLGARI



VERTU



CINEMA

Barcelona makes its mark on all aspects of filmmaking: training talented professionals, catering to successful directors and productions, showcasing its own unique destination brand and helping to shape the film industry of the future and its goals. And all with an international scope.

Foto Barcelona Film Commission

TALENT

Text **Borja Barbesà**

Some were born in Barcelona, others are film professionals from elsewhere, but what is true for all of them is that the city has played a decisive role in shaping their cinematographic vision. The following ten cases are all examples of success stories in different spheres of the film industry, some with higher media profiles than others, yet all of them more than worthy of enjoying a reputation that goes beyond our borders



Photo: Jose Haro

Name: J. A. BAYONA
Profession: DIRECTOR
Born: 1975
Selected filmography: The Orphanage (2007), The Impossible (2012).
 Early on in his career he was prominent as an advertising and music video director but his debut feature film, *The Orphanage*, was the highest-earning Spanish film of 2007. These credentials allowed him to approach Ewan McGregor and Naomi Watts for *The Impossible* which enjoyed tremendous international success and won an Oscar nomination for Naomi Watts as Best Actress. This year he has directed two episodes of the US series *Penny Dreadful* and he is currently immersed in the production of a new feature film, *A Monster Calls*, starring Liam Neeson and Felicity Jones.



Foto: Melissa Moseley

Name: EDUARD GRAU
Profession: DIRECTOR OF PHOTOGRAPHY
Born: 1981
Selected filmography: A Single Man (2009), Buried (2010), The Awakening (2011).
 Having trained at the Catalonia Higher School of Cinema and Audiovisual Studies (ESCAC), he quickly realized that he would choose photography as his specialist area. His career changed course when designer Tom Ford put him in charge of lighting on his film debut, *A Single Man*. He now lives in Los Angeles and upcoming productions with his personal stamp include movies starring Michael Fassbender, Meryl Streep and Michelle Williams.



Foto: DDTsFX

Name: MONTSE RIBÉ AND DAVID MARTÍ
Profession: CREATORS OF SPECIAL EFFECTS MAKE-UP
Born: 1972/1971
Selected filmography: Talk To Her (2002), Pan's Labyrinth (2006), Hellboy II (2008), El Niño (2014).
 David Martí founded the DDT studio with David Alcalde and Tato Pons, at a time when the creation of special effects make-up was very unfamiliar territory in Spain. Initially they focused on advertising but little by little they started moving into film. After working with Pedro Almodóvar on *Talk To Her*, their greatest acclaim came in 2007 with an Oscar for Best Make-Up for Guillermo del Toro's *Pan's Labyrinth*.



Photo: Román Yñán

Name: ALBERT SERRA
Profession: SCREENWRITER AND DIRECTOR
Born: 1975
Selected filmography: Honor de Cavalleria (2006), El Cant dels Ocells (2008), Story of My Death (2014).
 One of the most prestigious independent filmmakers, his reinterpretation of the legendary Don Quixote in *Honor de Cavalleria*, his first commercially-released film, managed to get into a competitive section at the Cannes Film Festival, and last year *Story of My Death* won first prize at the small yet highly respected Locarno Film Festival. An audiovisual installation of his filmography will be representing Catalonia at the Venice Biennale in 2015.



Photo: Jose Haro

Name: **CLAUDIA LLOSA** Born in Peru and a niece of Nobel Literature Prize winner Mario Vargas Llosa, Claudia Llosa settled in Barcelona when she came to study a Master's course in screenwriting. Her second feature film, *The Milk of Sorrow (La Teta Asustada)*, won no less than a Golden Bear, the top award at the Berlin International Film Festival. This year sees the release of *Cry/Fly*, her first film with US producers and cast.

Profession: **DIRECTOR, SCREENWRITER AND PRODUCER**

Born: **1976**

Selected filmography: **Madeinusa (2006), The Milk of Sorrow (2009), Cry/Fly (2014).**



Photo: Bernat Vilaplana

Name: **BERNAT VILAPLANA** Another professional product of the ESCAC with an international profile. Film editors scarcely attract media attention despite their essential contribution to the structure of a film. In Vilaplana's case he is the favourite editor of directors such as Guillermo del Toro or J.A. Bayona (winning awards with both of them) and this year he has worked on *Open Windows* starring Elijah Wood and Sasha Grey.

Profession: **FILM EDITOR**

Born: **1977**

Selected filmography: **Pan's Labyrinth (2006), Hellboy II (2008), The Impossible (2012).**

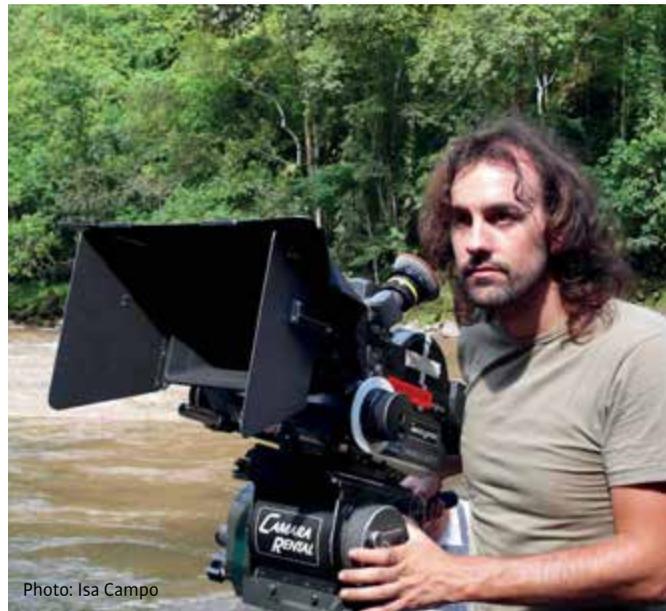


Photo: Isa Campo

Name: **ISAKI LACUESTA** Lacuesta is one of the leading exponents of the talent that emerged from the Master's in Creative Documentary Making at Pompeu Fabra University where he was a student on the very first course. His full-length documentary debut, *Cravan vs Cravan*, successfully revealed his interest in exploring the blurred lines between the genres of documentary and fiction. Subsequent works have won awards at international film festivals of the calibre of San Sebastian.

Profession: **SCREENWRITER AND DIRECTOR**

Born: **1975**

Selected filmography: **The Legend of Time (2006), The Condemned (2009), Paso Doble (2011).**



Photo: El Deseo, D. A., S.L.U.

Name: **ISABEL COIXET** Having honed her craft in advertising, in 1996 she directed *Things I Never Told You* in the United States, an indie film that received great acclaim. This success increased with the joint Canadian/Spanish production *My Life Without Me* which won plaudits at numerous international film festivals. In 2015 her film *Nobody Wants The Night* starring Juliette Binoche and Gabriel Byrne will be released.

Profession: **SCREENWRITER AND DIRECTOR**

Born: **1960**

Selected filmography: **My Life Without Me (2003), The Secret Life of Words (2005), Elegy (2008).**



Photo: Sara Rebuli

Name: **FELIX BALBAS** Having initially studied Fine Arts, this Barcelona-based Milan-born specialist worked as a 3D animator on the first two films of *The Lord of the Rings* trilogy amongst other global box office smashes. Since 2012 he has run the MINIMO VFX studio in conjunction with Maurizio Biblioli where, from Barcelona, they work on international film productions in the highly specialist area of visual effects.

Profession: **VISUAL EFFECTS SPECIALIST**

Born: **1969**

Selected filmography: **The Lord of the Rings (2001), Harry Potter and the Prisoner of Azkaban (2004), Avatar (2009).**



Foto: Oriol Tarragó

Name: **ORIO TARRAGÓ** Having graduated in 1999 from ESCAC, he is responsible for the sound effects of a large proportion of the most ambitious Catalan film productions. Having won several awards for the feature films directed by JA Bayona, his talent is also evident in films such as *Enemy*, the adaptation of the novel by Nobel prize-winner José Saramago starring Jake Gyllenhaal.

Profession: **SOUND DESIGNER**

Born: **1976**

Selected filmography: **[REC] (2007), The Last Days (2013), Enemy (2013).**



INDUSTRY

Text **Borja Barbesà**
Photos **Barcelona Film Commission**

Film is not only fed by the creativity of screenwriters and directors or by the talent and hard work of film technicians. It also needs a structural support, a business initiative, which believes in new projects and is willing to take risks by providing the financial and human resources necessary to bring films into being, to light up the screen

Barcelona has been interested in cinema since the very earliest days of this medium of expression. While the first public film screening by the Lumière brothers took place on 28 December 1895 in Paris, the following April their partner Alejandro Promio filmed the piece *Place du Puerto à Barcelone* in the city. The fact that two such pioneering film production companies as Pathé and Gaumont each opened subsidiaries in the Catalan capital in 1906 and 1907 respectively provides further proof of Barcelona's involvement in this emerging industry.

Some hundred years on it is obvious that the world and the film industry have changed a lot, not always for the good, but what has not changed is Barcelona's continued commitment to film production in terms of both private initiative and public institutional support.

A FILM SET FOR INTERNATIONAL DIRECTORS

Participation in international productions, often headed by prestigious names, is something that the city's film companies have successfully cultivated in recent times. A prime example of this is Mediapro and its relationship with Woody Allen. The group founded by Jaume Roures, one of the biggest in Europe in the audiovisual sector, convinced the New York filmmaker to base one of his signature movies in Barcelona. That was *Vicky Cristina Barcelona*, shot during the summer of 2007 and starring Scarlet Johansson along with Javier Bardem and Penélope Cruz. The initiative proved to be highly successful and the film won a Golden Globe for Best Comedy or Musical as well as a Best Supporting Actress Oscar for Cruz along with dozens of other awards. This represented an unparalleled boost for perpetuating the relationship between the filmmaker and the production company. In subsequent years, the two of them shot three more movies in London, Paris and Rome: *You Will Meet a Tall Dark Stranger* (2010), *Midnight in Paris* (2011) and *To Rome With Love* (2012). Allen, however, is not the only world-famous director to work with Mediapro. Oliver Stone has also put his filmmaking skills at the service of the Catalan producer with *Comandante* (2003), an intimate portrait of Fidel Castro based on more than thirty hours of conversations with the Cuban leader.

Meanwhile, Lluís Miñarro operates in a different genre: the auteur cinema that so delights film buffs and specialist film festivals. His partner Eddie Saeta has produced films for such acclaimed filmmakers as Manoel de Oliveira, Lisandro Alonso and Apichatpong Weerasethakul. This last example is particularly important: the film in which Eddie Saeta was involved, *Uncle Boonmee Who Can Recall His Past Lives*, won the Palme d'Or at the Cannes Film Festival in 2010.



The world and the film industry have changed a lot, not always for the good, but what has not changed is Barcelona's continued commitment to film production

Benecé, the production company specializing in film, advertising, corporate videos, television and the design of cultural events, is also behind works that have received special mentions at respected festivals, such as the Critics Award at the Festival of San Sebastian for *The Condemned* by Isaki Lacuesta (2009) and two awards at international documentary film festivals in Marseilles and San Francisco for *The Pinochet Case* (2001) by Patricio Guzmán.

While earlier we mentioned Eddie Saeta's involvement in films by acclaimed foreign filmmakers, we should now highlight the fact that he has also supported local talent: Miñarro's production company has been responsible for titles such as *Empty Hands* (2003) by Marc Recha; *In The City of Sylvia* by José Luis Guerín, nominated for a Golden Lion at the Venice Film Festival in 2007; and the unclassifiable *The Mosquito Net* by Agustí Vila which won first prize at the Karlovy Vary International Film Festival in 2010.

FILM FESTIVAL PRIZE-WINNERS

Another aspect which makes the numerous films made in Barcelona stand out is the recognition they receive at film festivals. It's clear that they cannot regularly compete head-to-head with Hollywood's financial muscle, but talent tends to be rewarded, as in the case of *The Milk of Sorrow (La Teta Asustada)* by Barcelona-based Peruvian Claudia Llosa, winner of Golden Bear at the Berlin International Film Festival and nominated for an Oscar in the category of non-English-speaking film. Or *Pau and his Brother* by Marc Recha, which was nominated for the Palme d'Or at Cannes in 2001. Both are Oberon Cinematográfica productions, a company set up in 1990 that is also responsible for films such as *Elisa K* by Jordi Cadena and Judith Collell, winner of the Special Jury Prize at the San Sebastian Film Festival.

Barcelona Film Commission

Institutional support is essential to drive film forward in Barcelona. The Barcelona Film Commission (BFC) is active in various areas: it promotes the audiovisual industry and the city as a location both nationally and internationally with a view to using it for film shoots; it also intercedes between production companies and the various public administrations to help companies coordinate and execute filming. This last summer it has set up a new website which encompasses all the services provided by the Barcelona Film Commission and the Catalonia Film Commission: www.bcnatfilmcommission.com. The site offers all kinds of information about the permits needed for film shoots and contains a directory of almost one thousand companies in the sector and an index of 1,100 film-friendly locations in Catalonia

Other smaller companies which have managed to make their mark at some of the top festivals are Tusitala, which won the top prize at San Sebastian with *Paso Doble* (2011), by the aforementioned Lacuesta. Lastor Media was behind *10,000 km* (2014) by Carlos Marques-Marcet, which won an award at the SXSW in Austin (USA) and was also the big winner at the latest Malaga Film Festival. And finally there is Andergraun films, the company through which Albert Serra produces his own work, including *The Story of My Death* (2013), which won a Golden Leopard at the Locarno International Film Festival.

Nor should we forget the work undertaken by Escándalo Films, the production company associated with the Catalonia Higher School of Film and Audiovisual Studies (ESCAC). Since 1999 it has propitiated more than 200 short films, many of them multiple prize-winners, most notably the award won at the Sundance Festival in 2006 for *Larutanatural* by Àlex Pastor, as well as a handful of full-length feature films. Notable films in the last few years include *Three Days with the Family* (2009) and *We All Want What's Best For Her* (2013), both by Mar Coll, and *Eva* (2011) by Kike Maíllo.



deizigual.com

De'izigual®

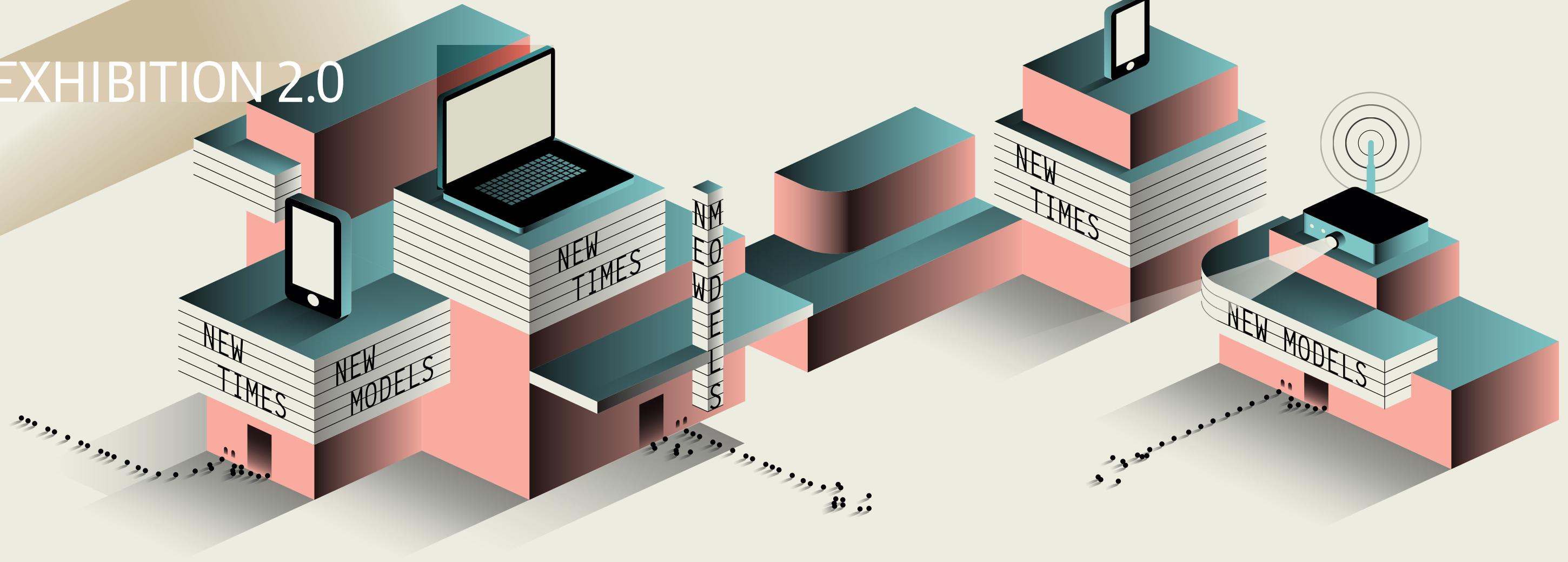
Visit us and get
10% discount



Promotion valid from 1 September to 31 December 2014 and apply to the stores indicated below. This offer may not be combined with other offers or promotions.

Pg de Gràcia 47 | Condal 9 | La Rambla 136 | La Rambla 140 | Portal de l'Àngel - Arcs 10 | Ferràn 51 | Ferrán Sant Jaume | Argentería 65 | Plaça Comercial 6 | Maremagnum Local 32/33 & 104 | Joan de Borbò 57 | Cucurulla 1-3 | Passeig Mane Nostrum 15

EXHIBITION 2.0



The internet has introduced a raft of new online screening platforms. Here we discuss the future of the sector with the people responsible for three initiatives that have already explored the potential of the World Wide Web

Text **Xavier Arnaiz**
Illustration **Lamosca**

FILMIN

Since 2006, Filmin has been offering films and series by streaming from an online catalogue of more than 7,000 titles. The platform, which has yet to expand internationally, has agreements with the main independent distributors and features classic films and new movies outside the major distribution channels, a business sector that is constantly growing.

WUAKI.TV

Wuaki.tv started out with five people and now has around one hundred employees worldwide. Since 2012 the platform has formed part of Japanese firm Rakuten but its headquarters remain in Barcelona. Wuaki-tv has agreements with every Hollywood studio and aims to provide a European alternative to consolidated players in other countries such as Netflix and Amazon.

SCREENLY

Screenly's idea is radically different from those of other online platforms; this new screening option offers a catalogue of à la carte films via the internet for screening in cinemas. The screenings can only be held if there is a big enough demand to make them viable.

The legal screening of films via the internet is growing apace. With new technologies, consumer habits have changed dramatically. Watching movies at home via a variety of different devices is now a regular practice – mobile phones, tablets, etc. – and access is faster and easier than ever through increasingly extensive online catalogues. It also offers many new companies a business opportunity and represents a significant advance in terms of culture. What is the future of screening films? What role will cinemas play in this future? How do these platforms adapt to new audience demands?

“Cinemas must continue operating because the collective experience is irreplaceable, but they need to diversify their product and come into line with current consumer demands,” says Marc Prades, co-founder of Screenly who cites the internet as a way of revitalizing traditional cinemas. According to Juan Carlos Tous, founding partner of Filmin, “there is room for everyone” in this business model, which complements conventional cinema-based screenings. Josep Monleón, the content manager at Wuaki.tv, believes cinemas will continue to exist: “When film first emerged, everyone said it would be the death of theatre and yet both art forms still exist today. The same thing will happen with online platforms; they will coexist, offering consumers a greater choice.”

What about film premieres? Will traditional cinemas continue to provide the first viewing of a film? According to Tous: “Some will be premiered on the same day in cinemas and the internet, others will reach the internet a week later... there'll be much more flexibility.” However, he is sceptical about simultaneous premieres becoming standard practice. “There are already examples of the first screening window being the internet,” says Prades, “which have even produced greater profits than from regular cinema screening.” However, he adds that every film has its own particular audience and needs to adapt to the medium that best suits it.

Whatever the case, one of their goals right now is to get more people to familiarize themselves with these new models. “We've got to make it easy for people,” says Monleón. “What I need to do is try to ensure that my legal offering is equal to or better than pirated ones, and this means offering films in high definition as quickly as possible and making them accessible to multiple mobile devices.” Another essential aspect is, of course, a gradual improvement in the offering. As Prades says, it's important that the user can find what they want to view easily on these and other platforms.

In short, Filmin, Wuaki.tv and Screenly are all initiatives which, at a time of uncertainty and constant change in the film sector, are experimenting, seeking out and planning innovative formulas which together will end up configuring the optimum path towards the screening models of the future.

PROFILES

Text **Txell Bonet**
 Photos **Txema Salvans and Roman Yñán**



MARCEL ZAMORA
 Triathlete

An elite sportsman, his long-running career started back in 1996 when he joined the ‘triathlete dream team.’ The upsurge in popularity of triathlons coincided with his own development as a professional sportsman. “There are now 6,000 participants in the Garmin Triathlon in Barcelona, when 10 years ago there were just 300 of us.” So far, he has won the Nice Ironman five consecutive times, the Monaco 70.3 race twice, the Calella Challenge once and five long-distance Embrunman triathlons, “regarded as the toughest in the world.” As far as Zamora is concerned, the “physical effort of training and the pain during the competition is offset by the motivation to win and stretch myself.” Daily discipline and mental preparation are the keys to success, “but for me the real reward is the type of lifestyle I have, the travelling and the events, rather than the prizes themselves.” All of this is recorded in *Marcel Zamora: Living the Dream*, the first feature film on the life of a triathlete, “which shows the whole team that’s behind me, because I could never do it on my own.”



LAURA SOUCEK
 Scientific researcher

Laura Soucek, one of the leading researchers in molecular and genetic biology at the Vall d’Hebron Institute of Oncology, heads up the team that has managed to destroy lung tumours in animal models by inhibiting the Myc protein, with no side effects or subsequent relapses. Following the success of this gene therapy, they are now working on a suitable treatment drug. To do this, they have been awarded 1.7 million euros, “one of the most prestigious and competitive grants, Europe’s largest endowment”, by the European Research Council, “for which institutions from the whole of Europe applied.” Her goal to study combatting cancer started with a degree course in her native Italy followed by post-doctoral stints in the UCSF laboratories in San Francisco. Yet it is “Barcelona where I have my own laboratory and the opportunity for what we do here to move quickly into clinical practice. There is a level of collaboration here with doctors and surgeons from nearby centres of excellence that I haven’t found anywhere else.”



PAU BACH
Entrepreneur

“You get used to being in a wheelchair; what you don’t get used to is not having real mobility.” This was the trigger for Pau Bach to invent a device to move around with total autonomy after a motorbike accident left him tetraplegic at the age of eighteen. He went on to found Batec Mobility, which specializes in innovative products to improve the mobility of people with disabilities. “My prototype changed my everyday life... and I wanted to share this with as many people as possible. I get emails from foreign users saying my appliances for transforming wheelchairs into electric bicycles and motorcycles have changed their lives.” His company is going international, exporting half its production to eight countries. This spring, Pau was a finalist in the Young Catalan Entrepreneur 2013 competition and, as managing director, says that “it’s tough getting a project up-and-running, but I’m really happy to be providing work for 22 people, half of whom have some form of disability.”



PILAR CALDERON
Architect

As a youngster she frequented Fine Arts academies and lived near Park Güell. She imagined that “whoever created that must have had a wonderful time playing with nature.” Now, architecture enables her to “combine art, technology and social responsibility.” After working in architectural practices in Chile and Istanbul, she set up her own practice with Marc Folch in 2000, a venture seeking to implement conscious architecture. “Decisions taken during the creative process impact on the environment and people’s quality of life.” Their architectural projects are both sustainable and environmentally integrated, a respectful approach that favours zero consumption, this being the speciality of her third partner, Pol Sarsanedas, who joined them in 2011. They hope to launch the first ‘disconnected’ house, self-sufficient in water and electricity. They have won the Spanish International Architecture award and a French award for the use of wood and energy efficiency. They are proud to say that “users enjoy our buildings and find them practical.”



SMART CITY

PEOPLE-ORIENTED TECHNOLOGY

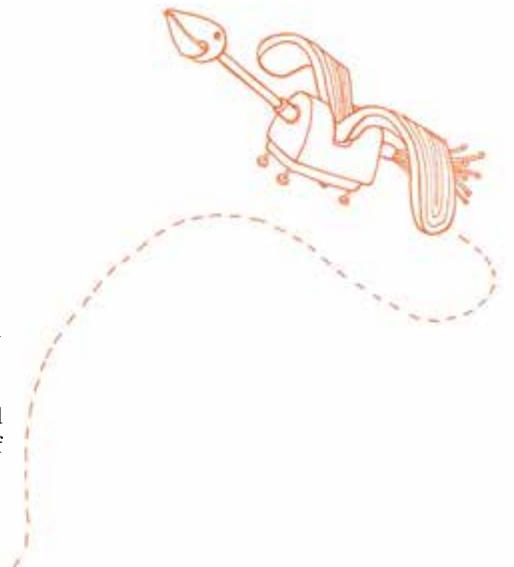
Text **Oliver Villanueva**
 Illustrations **Lili Schagerl**

Between 18 and 20 November, Barcelona is hosting a new edition of Smart City Expo. Over the course of these three days the city will be welcoming representatives of the world's most innovative universities, companies and cities, who will discuss and try to come up with solutions for the new challenges posed by urban life in the 21st century. The term Smart City is intended to embrace a new concept of a city tailor-made for its citizens. A city with a less aggressive profile; one based on efficiency and ecology, where the hyper-connectivity of networks translates into a more human and habitable pace of life. We're taking advantage of the congress to look over some of the initiatives which, in Barcelona, are drawing the outlines of a kinder and more high-tech city

GETTING AROUND EASILY

Since 2012 a new public bus network has been gradually implemented across the city. Known as the orthogonal network, each route is straight (or almost straight) and forms a grid that covers the city from sea to mountain and from the River Besòs to the River Llobregat. This more efficient form of public transport (it is calculated that 95% of trips can be made with just one changeover) is being supported by revamped bus stops (there are currently three 'smart' stops) and a new fleet of quieter and greener hybrid buses.

The Bicing bike network offers a different way of getting around the city: a municipal bike rental service with 420 stations, 6,000 bicycles and more than one million monthly users. Admittedly it works better in some places than others (it's always easier to pedal downhill!) but the incorporation of 300 electric bikes by the end of the year will change this dynamic.



The Ateneus de Fabricació network aims to make 3D printing available to all

TECHNOLOGY WITHIN EVERYONE'S REACH

New technologies can improve people's lives, but they need to be able to access them. This is the aim of the *Ateneus de Fabricació* project: a network of public spaces concentrating on one of the most thought-provoking areas of the digital revolution: manufacturing. From training courses for learning the basics through to 3D printers for materializing objects, *Ateneus* aims to put digital manufacturing within everyone's reach and also to serve as a meeting place for reflection, experimentation and debate. So far, the centre in Les Corts is now up-and-running and the plan is for there to be one in each of Barcelona's ten districts.

SMART STREETS FOR PEOPLE

In some of the areas that have recently been upgraded, such as around the new Born Cultural Centre and Calle Déu i Mata in the Les Corts district, urban fixtures already include smart devices. The lighting is LED and on the side of each lamppost is a sensor that measures different variables.

Sensors are also crucial for other services such as waste collection: a signal can tell a rubbish truck if a container is full or empty; if it's empty, there's obviously no need to stop and empty it. Other districts have chosen a pneumatic system that pushes the rubbish towards a centralized container, which means that rubbish trucks do not even have to enter these streets.

These and other measures are being rolled out over the next few years thanks to the new ICT Master Plan which aims to guarantee that every city project will include smart infrastructures as standard. In addition, several trials are being conducted to evaluate whether it is viable to use sensors to indicate available parking spaces: a significant amount of the total transport time in private vehicles is spent searching for a parking space...

LED lighting and sensors, already installed in some streets, will be rolled out across the city in the next few years



MAXIMUM CONVENIENCE

It's not all about infrastructures: people's relationships with local institutions are also changing. The City Council has embraced the idea of an 'open administration' with mobileID, a digital ID that allows people to handle municipal formalities by mobile device and also free up data (the so-called Open Data).

'Barcelona in your pocket' aims to put all the information about the city onto mobile devices. The project has three cornerstones: the first is the mobileID mentioned above; the second is Apps4bcn – a portal that features the best apps on Barcelona – and the third is BCN Contactless, a service that offers specific and precise information on wherever a user may be and what's going on there. This is achieved – thanks to NFC technology – by holding a smartphone up to a label or capturing a QR code. Libraries already have this facility and it is now being installed in art centres and pharmacies.

All of this is rounded off by Barcelona Wi-Fi, a free network with 461 wireless connection points, one of the most extensive in Europe.

Digital ID allows people to deal with municipal formalities by mobile phone



SMART ENERGY

To be smart, a city also needs to take advantage of its available resources. In a Mediterranean city, this means solar power. Since 2006, new-build apartment blocks in Barcelona have been obliged to incorporate solar panel systems for generating domestic hot water.

Barcelona has also made a firm commitment to electric transport: there are currently 249 charging points for electric vehicles. The aim is that in the future nobody will have to travel more than five minutes to find a charging station.



INTO THE BLUE

Text **Borja Barbesà**
Photos **Jean Marie Liot**

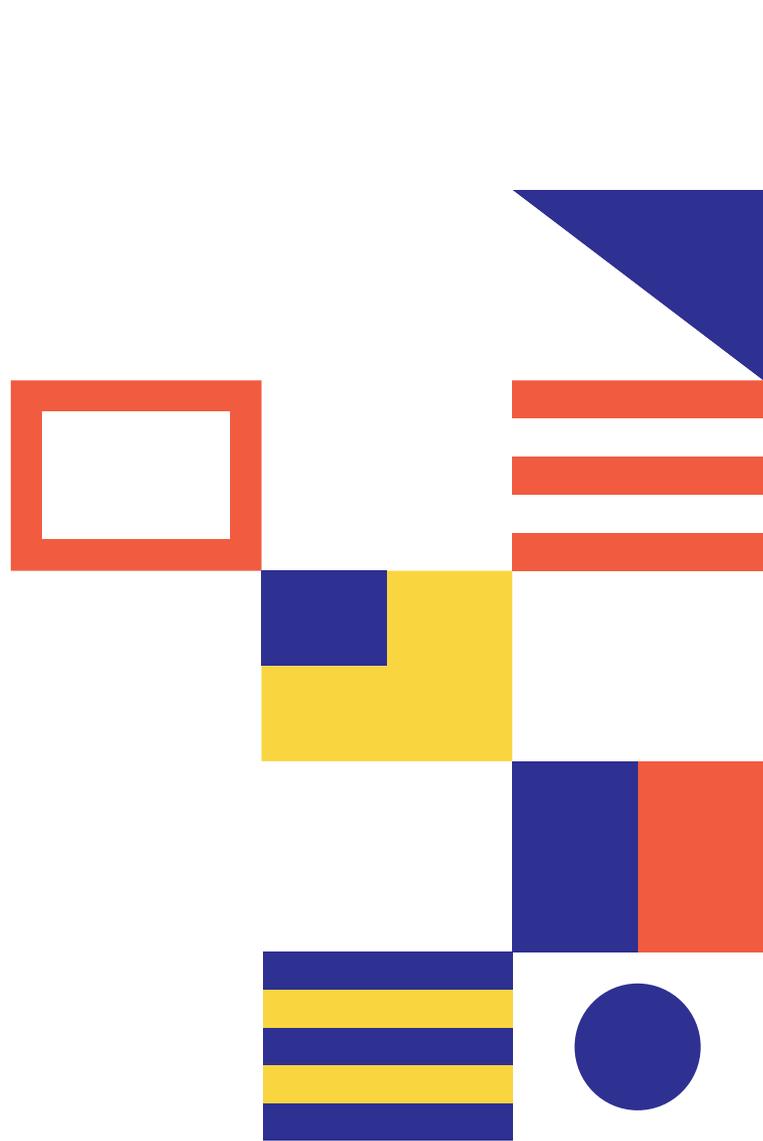
On 31 December the third edition of the **Barcelona World Race** sets sail on a non-stop, round-the-world race in sixty-foot yachts; an adventure lasting almost one hundred days for those who manage to complete it

Embarking on a round-the-world voyage is a challenge with a nineteenth-century flavour, a romantic fancy with evident references to works by Jules Verne. If, on top of this, you add the fact that the voyage is undertaken on a yacht with just two crew members and no ports of call, the adventure becomes practically quixotic. But let's leave literature aside for now: this is actually really happening.

On 31 December, in front of the Hotel W, the regatta that bears the city's name sets sail on a voyage of some 24,000 nautical miles around the globe before returning to this same point towards the end of March or early April 2015. Three months, perhaps a little more, during which three oceans will be traversed in addition to the Mediterranean Sea. From Barcelona to the straits of Gibraltar, then once out in the Atlantic towards the southern latitudes and round the Cape of Good Hope; next, they will have to cross the Indian Ocean, passing Cape Leeuwin in Australia portside, before crossing the Pacific, turning back into the Atlantic after rounding Cape Horn and setting the compass for the Mare Nostrum and Barcelona once again.

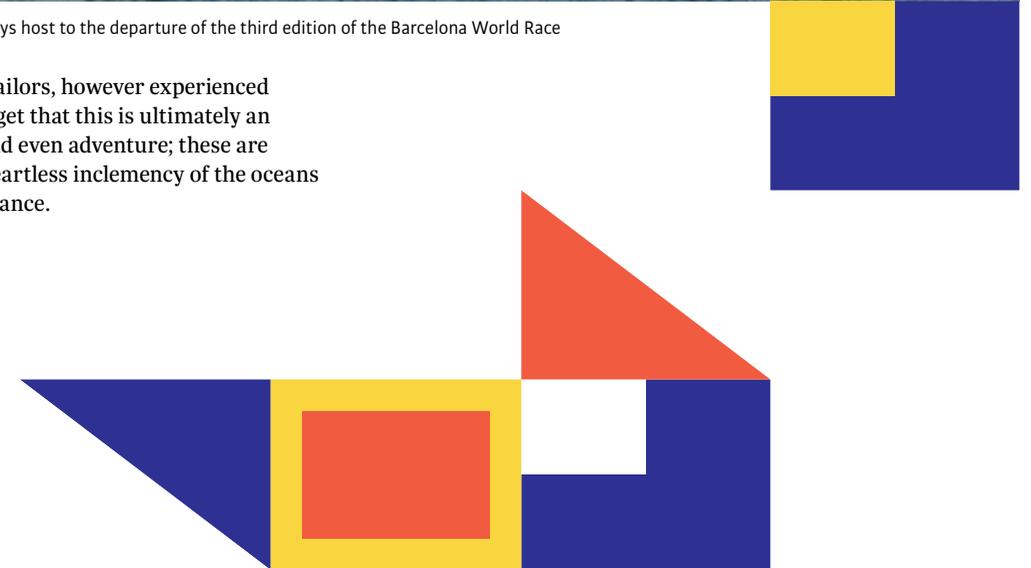
The boats involved in this adventure are IMOCA 60 class yachts, specially designed for solo or pairs ocean sailing; the participants are obliged to live side-by-side for almost a hundred days in a cabin of around ten square metres. The maximum permitted size of the boat is 60 feet long (18.29 metres) by 4.5 metres wide with a mast height of 29 metres above sea level.

Some of the well-known names taking part include Bernard Stamm from Switzerland and Frenchman Jean le Cam, a highly experienced pair who, at the helm of the *Cheminées Poujoulat*, have taken part in six Vendée Globe regattas, nine round-the-world races and sixty transatlantic crossings between them; Catalan sailors Anna Corbella and Gerard Marín, who first joined forces in the New York to Barcelona Race; and the French-German pairing of Jörg Richers and Sébastien Audigane.



On 31 December, the port of Barcelona plays host to the departure of the third edition of the Barcelona World Race

Above and beyond individual sailors, however experienced they may be, we should never forget that this is ultimately an achievement beyond sport, beyond even adventure; these are human beings confronting the heartless inclemency of the oceans and the limits of their own endurance.



AROUND

DESIGN

IS

ALL



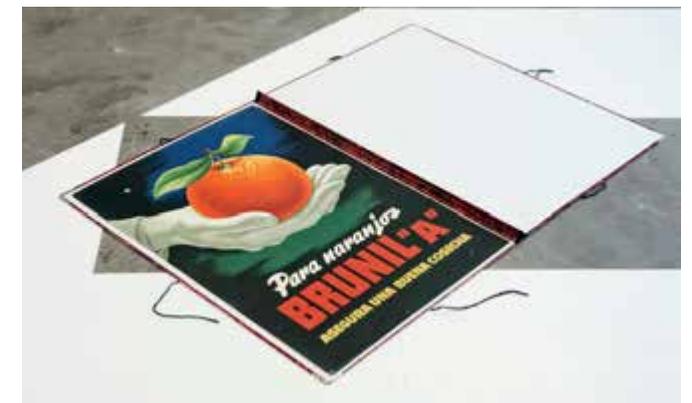
Barcelona inspires

Before the end of this year, Barcelona will be opening a new museum: the **Museu del Disseny** (Design Museum) in the newly-renovated Plaça de les Glòries. The centre opens in December and is dedicated to the culture of the object, often those found in everyday settings. The Disseny Hub Barcelona building, designed by MBM, one of the longest standing and most reputable architectural practices in Spain, will house some 70,000 objects originating from the integration of the Museum of Decorative Arts, the Textile and Costume Museum and the Graphic Arts Office. Here we recommend an in-depth tour of the new centre via some of its most iconic pieces

Text **Òscar Dalmau**
Photos **Txema Salvans**



The museum embraces the past, present and future of design and the art of the object



Pla-Narbona's work has been exhibited in Zurich, New York, Chicago and San Francisco



Designed by Miguel Milà in 1961, this TMC standard lamp has never been out of production since the first model

Among chairs, ashtrays, domestic appliances and two-wheeled vehicles, you'll find lamps designed over half a century ago that still look modern today



Ornamental vase by Antoni Cumella, a key figure in contemporary Catalan ceramics



An armchair that used to form part of a single bedroom suite designed by Joan Busquets i Jané in 1902

The best in Catalan industrial design can be seen in *Del món al museu* (from the world to the museum). Among chairs, ashtrays, domestic appliances and two-wheeled vehicles, you'll find lamps designed over half a century ago that still look modern today, like the ever-popular TMC lamp by Miguel Milà. This standard lamp is turned on and off by pulling on the cable that powers the bulb, and over the last 50 years Milà has perfected it without changing the original concept, which was to be able to vary the height of the light source by moving the shade using an adjustable chrome section.

When walking around the exhibition you'll also come across what is possibly the most international of Catalan industrial designs and also the most copied: the cruet set for oil and vinegar created by Rafael Marquina in 1962. This (i)conical cruet set is still hugely popular because it neither drips nor dirties surfaces thanks to its curved spout.

Aside from industrial design, the Museum also houses an important graphic design collection. It has selected pieces from between 1940 and 1980, featuring the very best of Catalan poster design, a tremendously prolific art form, as well as record covers, stationery and a wealth of advertising work. Amongst the adverts for detergents, coffee and medicines you'll find some of the pioneering names in Catalan graphics: Ricard Giralt Miracle, Alexandre Cirici-Pellicer, Enric Huguet, Josep Artigas, Antoni Morillas, Joan Pedragosa, Amand Domènech, Tomàs Vellvé and Josep Pla-Narbona. Shown here is an image of this last artist's poster for an insecticide to prevent orange-tree beetle dating from the early 1950s.

Ceramics will also be given a prominent place in the Design Museum in the *Extraordinàries* section, a showcase of decorative and signature arts. It ranges from primitive pieces by anonymous 8th century artists to extraordinary pieces by contemporary Catalan ceramicists, one of whom, Josep Llorens Artigas, worked alongside artists such as Joan Miró and Eudald Serra. Another featured ceramicist is Antoni Cumella, the creator of the vase (see photo), who conducted research into monochrome glazes at his Granollers workshop. His son, Toni Cumella, is continuing the family tradition and is responsible for the multi-coloured tiled roof of Santa Caterina market and restoring Gaudí's famous bench in Park Güell.

Decorative ceramics share space with clocks, chests and furniture such as the Modernist chair created by interior decorator Joan Busquets in 1902. It is made from ash and upholstered with embroidered chains, silk appliqués and trimmings, forming part of a bedroom suite that also features a beautiful dressing table.

Our tour comes to an end on the third floor of the Museum where you can admire the art of clothing the human body from the 16th century through to the present day. An 18th century coat shares space with a 19th century crinoline and pieces designed by Balenciaga, Pertegaz, Pedro Rodríguez, Antonio Miró, Josep Font, Miriam Ponsa, Ailanto, Andrés Sardà and Custo Barcelona. This section houses an important collection of 18th century outfits which show how the nobility of that era chose vividly-coloured fabrics with floral motifs to create their garments, usually fashioned from silk and produced on hand looms.



18th century Cirassian-style dress, made from striped faux silk taffeta, with silk edging and ribbons

What's missing in a city that can't stop designing?

Museu del Disseny de Barcelona

Introducing the new Design Museum of Barcelona.

With a collection of over 70,000 decorative arts, industrial and design objects - fruit of Barcelona's long tradition of both collecting and producing design - the new Museum and its Documentation Centre aim to be a dynamic space for study and investigation in the design world. Hosting temporary and permanent exhibitions, it will also program diverse activities such as talks, workshops, education services and courses.

Opening 14.12.14

Coming?

museudeldisseny.cat
facebook.com/museudeldisseny
twitter.com/museudeldisseny

BARCELONA *inspires* DNA

Barcelona
City Council



MAPPING THE GALAXY

The universe and its planets have been a source of fascination to humanity since time immemorial. How big is the Milky Way and what was its origin? Is the universe still expanding? What are black holes? How do the stars and planets influence human life?

Now, the European Space Agency (ESA) is answering some of these questions with the Gaia mission, a satellite whose purpose is to delve into the history of our galaxy and create a three-dimensional chart

Text Irene Pujadas
Illustration Lamosca

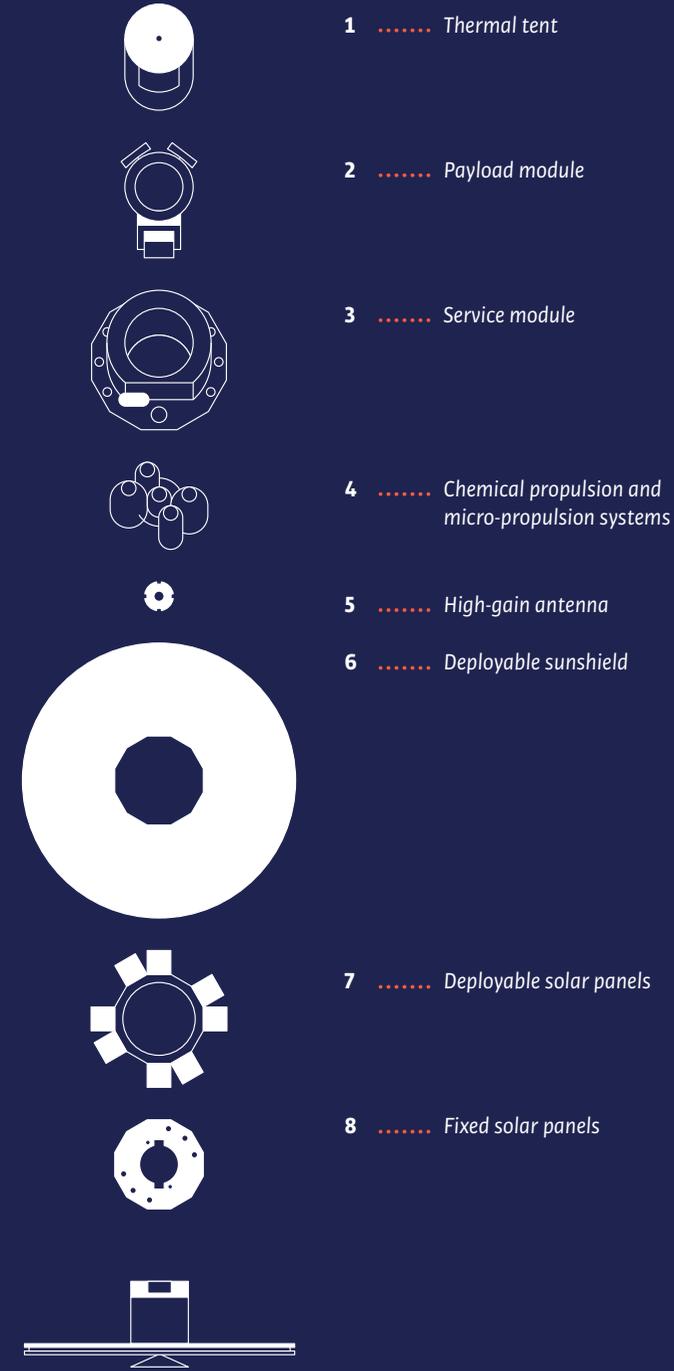


Fig. 1. Gaia is a telescope or, rather, two telescopes which operate jointly in space. Between them they have ten mirrors of different shapes and sizes which gather and focus light towards Gaia's detection instruments

Gaia is a European Space Agency (ESA) mission that aims to study the origin, structure and evolution of the Milky Way through a census of one thousand million stars. This exhaustive mapping process will result in a 3D chart of the galaxy, providing information on the positions and movements of the stars and their physical properties: luminosity, temperature, age and chemical composition. The final observation will cover stellar stages and the different types of celestial bodies.

Since January, Gaia has been orbiting around L2, a point 1.5 million kilometres from Earth. This point was chosen because it is a heat-stable source sufficiently far away from the Earth and the Sun to prevent them from interfering in Gaia's observation of the stars. The plan is for the satellite to gather data until 2018 or 2019 (see fig. 2). Three years will then be needed to process all this data so the whole mission could last until 2022.

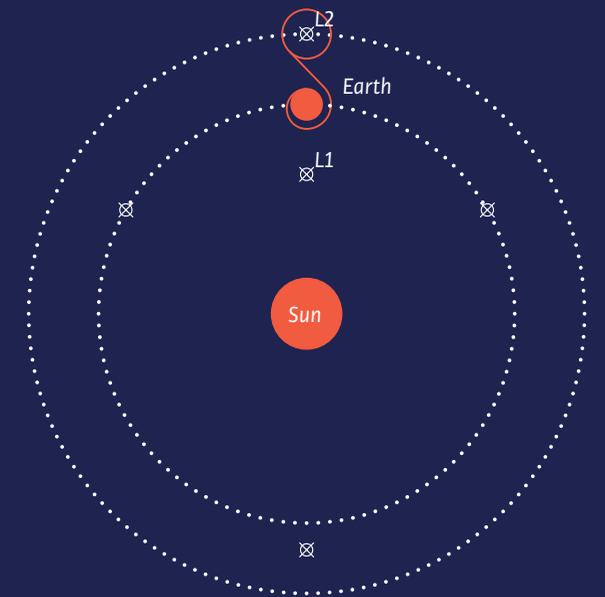


Fig. 2. Operating orbit of Gaia

Gaia has several innovations, most notably a focal plane array of 1,000 million pixels, the largest camera ever built, which is responsible for gathering images and spectrums. The satellite's precision is 10 microseconds of arc, which is equal to measuring the fingernails of a man standing on the moon from the Earth! This is double the capacity of its predecessor. This is the first time that so many stars can be studied with such an unprecedented level of precision.

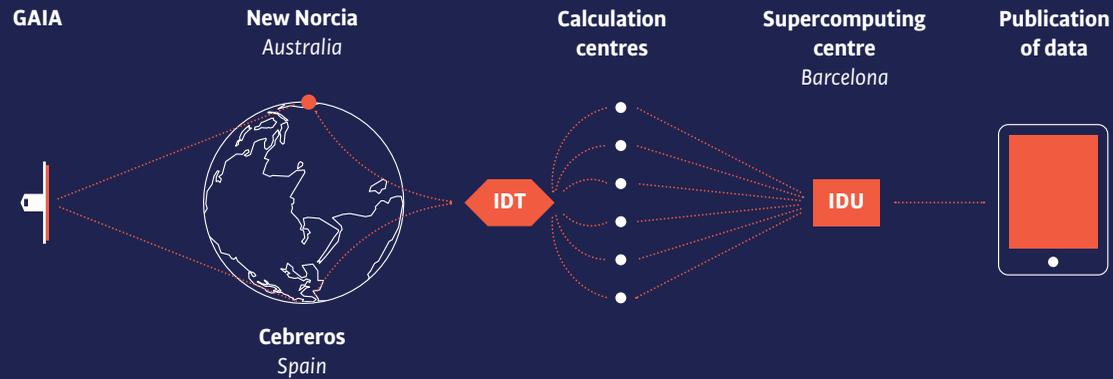


Fig. 3. Diagram showing the transmission and processing of data sent by Gaia

The Gaia project could revolutionize astrophysics as we know it today

A Barcelona-based team is playing a key role in the Gaia project, made up of members of the Institute of Cosmos Sciences at the University of Barcelona (ICCUB) and the Institute of Space Studies of Catalonia (IEEC). Headed up by Jordi Torra, professor of Astronomy and Astrophysics, the team is responsible for various aspects of the mission. Before it started, it had to check if it would be possible to create the hardware to receive such a vast amount of information and the software able to process it. Torra says: "The Barcelona team was responsible for devising and simulating the mission, which demonstrated that it could be undertaken, and marked the starting point of the project."

The same team is also responsible for designing the IDT (Initial Data Treatment) and the IDU (Intermediate Data Updating) systems. The IDT code processes the 50 gigabytes of data that the satellite sends every day and transmits it to various European centres for each of them to study a specific aspect. Later on, the data are unified and fine-tuned by the IDU system which will improve the operation of the satellite while at the same time calibrating the data obtained and comparing them with previous data. The IDU is carried out at the Barcelona Computing Center, a research facility that houses some of the most powerful supercomputers in Europe (see fig. 3).

A group from the Barcelona team will be responsible for studying the photometry, i.e. the brightness, of the stars from the data they receive. The team has also already started preparing the mission's final dossier: a virtual public catalogue which will not only include information on the 1,000 million stars but also on any brown dwarfs, asteroids, planets and black holes which the satellite will also have captured.

The project's progress can be followed on the Gaia Mission mobile app which has also been developed by the University of Barcelona (UB). The app lets you to explore the satellite's operations, peruse the catalogue of stars and keep constantly updated on fresh discoveries and innovations.

The project's progress can be followed on the Gaia Mission mobile app, also developed by the UB

"We don't yet know which will be the biggest question we'll be able to answer," says Jordi Torra, the lead researcher on the UB and IEEC team, and yet Gaia will enable us to answer questions that, up to now, we had no answers for. We'll learn about the distribution of dark material in the galaxy, we'll be able to identify 2,000 new planets, we'll make new discoveries in the field of the Theory of Relativity and understand the origins and evolution of the galaxy in which we live.

However, the quantity and quality of the data that the satellite will provide means that Gaia will force us to think outside the box, because scientists will need to consider nuances which, up until now, technology has been unable to identify. It is in this sense that the Gaia Project will revolutionize astrophysics as we know it today.

91è TROFEU INTERNACIONAL CIUTAT DE BARCELONA

Jean Bouin
23/11/2014

Inscripcions a jeanbouin.cat
Inscripciones en jeanbouin.cat
Registration at jeanbouin.cat



TRANSLATE
INVENTION INTO INNOVATION

Text **Ariadna Trillas**
Photos **Txema Salvans**

Jordi Botifoll, president of Cisco for Latin America, senior vice-president of Cisco and executive sponsor for Barcelona

The network infrastructures giant Cisco is to invest 30 million dollars in Barcelona as one of the multinational's five global centres devoted to investigating and searching for market opportunities related to the Internet of Everything. People, devices, processes... everything can be connected in a smart city. This collaborative project with the Barcelona City Council also includes the multinational Schneider Electric which, along with Cisco, will revitalize the old Ca l'Alíer factory in the technology district of Poblenou

What will Cisco's innovation centre in Barcelona be doing?

In Ca l'Alíer we're going to set up a platform for research and knowledge transfer where there will be spaces for R+D, demonstrations and training as well as leisure and public areas. What do we aim to do there? Translate invention into innovation. A lot of inventiveness gets left behind at university. It isn't transformative and it doesn't create jobs. Innovation changes the world and people's lives.

The activities at the centre will revolve around the Internet of Things. There are more objects connected than people...

Yes, but the things that are connected account for less than 1% of the total. There are numerous things that could be connected even in this room. Whoever discovers this can create new business models. Think about health. The first symptom of a heart attack in most cases is... death. But this could be avoided if we had a sensor on the skin connected wirelessly and the information it provides is monitored by a system that automatically sends an alert that the person is approaching a certain risk level, or else outlines a preventive diagnosis. Sensor technology is an emerging industry without a clear leader yet. And much of its value lies in software, in the apps that interpret the details sent by the sensor. What Cisco does is roll out a smart network in order to take advantage of Big Data so that they can be interpreted for decisions to be made and actions taken.

Why Barcelona? Is it because it's already a benchmark in innovation?

Since the Olympic Games, Barcelona has been keen to demonstrate its willingness to innovate. The transformation of a district like 22@ is a fantastic idea, and the knowledge society is the priority of Xavier Trias' current team which also, in this particular case, wanted to showcase the city's industrial heritage. The investment in the building, in accordance with sustainable building criteria, will cost six million euros which Cisco and Schneider will be providing.



Jordi Botifoll is used to working in different time zones. He is responsible for 44 countries and 44 markets of the world's leading network infrastructure multinational, Cisco



Catalan Jordi Botifoll is responsible for 44 countries

Barcelona is almost certainly better known as a top tourist destination.

Barcelona is a benchmark in tourism. It's beautiful, it attracts people. But it's also an enterprising city. There was still a huge amount of work to do in terms of a knowledge society. The city has started to become a leader, but it needs to go much further. This project, which will be ready in 2016, will bring the city closer to the new service models associated with smart cities.

How do you identify a smart city?

The competitiveness of cities is linked to their capacity to generate social, economic and environmental wellbeing. Smart cities are those that have achieved all this by using technology, modernizing their processes and getting their citizens fully involved. And this entails making decisions.

Such as?

By planning intelligent street lighting systems we can save up to 30% of electricity usage. We also have solutions to help solve cities' traffic problems. Mobility means productivity. Did you know that 30% of the time the average person loses due to traffic is because they're looking for somewhere to park? But there are sensor-based solutions available which, via a smartphone, tell the driver where there are free spaces. A major commitment to fully connected education and health is also crucial, as is engendering an innovative environment which is synonymous with creativity, diversity and the creation of wealth and social wellbeing.

Ca l'Alíer is being planned as a springboard for a new Smart City Campus with the idea of installing start-ups.

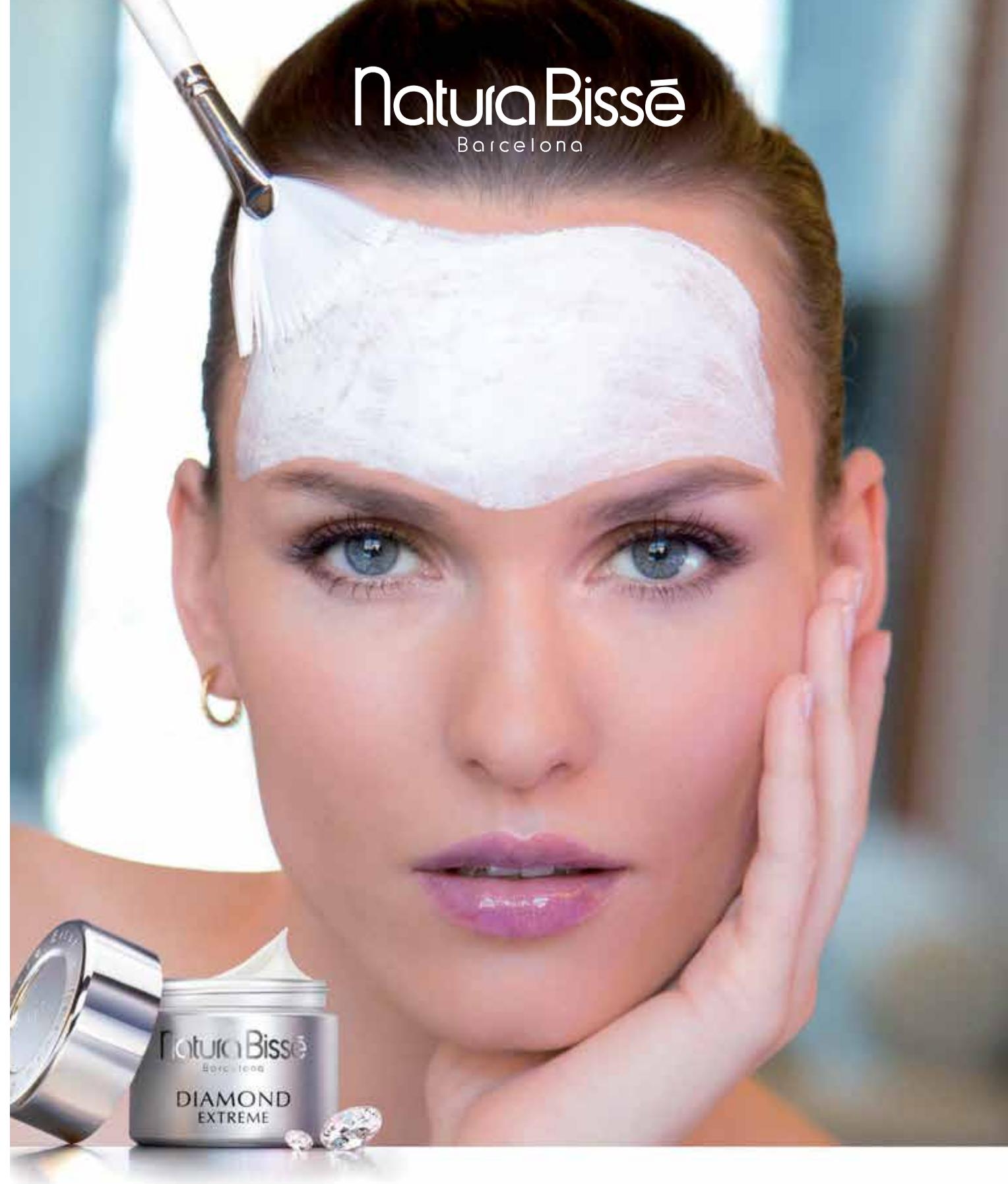
Cisco, and not just in Spain, is working with 2,000 partners who complement our own products and services with theirs. Here, along with us, there will be partners, new entrepreneurs, existing companies, the university... It's about generating a whole ecosystem of collaboration between companies and the public and private sectors. The City Council is also planning to set up a business incubator. We want to get SMEs into a virtuous circle that creates jobs and a less fragile business model within the economic cycle.

“The city is becoming a knowledge society leader, but it needs to go much further”

The new centre will create 160 jobs. Will they all be new ones?
Cisco will account for 100 jobs but the important thing is that for each of these we calculate that another 10 to 16 indirect jobs will be created.

But a little while ago Cisco announced it was cutting its global workforce by 5,000 people.
All multinationals are always looking to optimize and reorganize as well as seeking out new areas for investment and growth. The company has decided that Barcelona is a global benchmark. This investment is a firm commitment: 30 million dollars over five years. And once it has developed, it can become even bigger. In Israel we started off with a little innovation centre but over the years we bought up companies that had essential technology for our portfolio and now there are more than 2,500 people working at the original centre. With investment, determination and commitment the same thing could happen here.

Natura Bissē
Barcelona



Discover the luxury skincare company from Barcelona and find your nearest point of sale at www.naturabisse.com



The harmony of curves

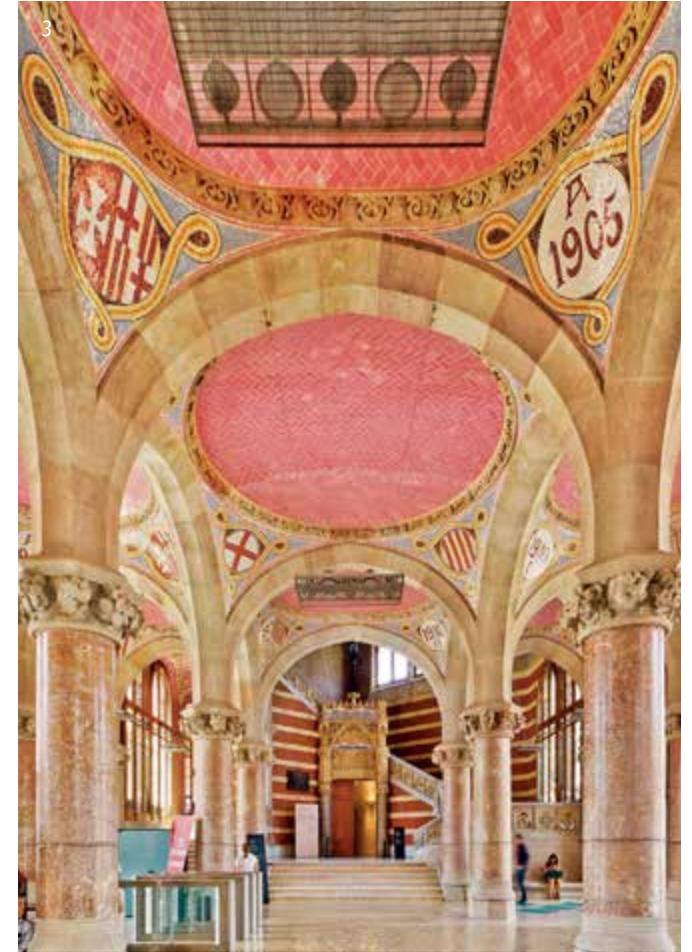
Sagrada Família, Park Güell, Palau de la Música, Casa Batlló, La Pedrera and now, more than ever, we need to add the remodelled Sant Pau complex to the list of 'must see' buildings on any tour based on Modernist Barcelona. Declared a World Heritage Site by UNESCO in 1997, it used to be the headquarters of one of the oldest medical institutions in Europe and currently houses six international institutions that are leaders in their respective specialist fields

Text **Helena Martínez Guimet**
Photos **Oriol Rigat**

The designer of such singular buildings as the Palau de la Música Catalana and Casa Fuster, Catalan architect Lluís Domènech i Montaner was commissioned in 1902 to build the new headquarters of the Hospital of Santa Creu i Sant Pau. This medical institution, one of the oldest in Europe with 600 years of history, needed to develop within a complex that would house its different medical specialities in different buildings. In 1930, the project was brought to fruition in an area equivalent in size to nine blocks of the Eixample district – 90,000 m² – which included 19 buildings, large gardens and one kilometre of underground corridors connecting the different pavilions.

In 2009, to coincide with the progressive transfer of the old hospital to a new one, a process of renovation began under the direction of Frederic Crespo. Adhering to criteria of sustainability combined with the use of state-of-the-art technologies, a working complex for the 21st century was created out of the old one for its new residents. Today, the renovated buildings house six major international institutions: the Institute of the United Nations University on Globalization, Culture and Mobility; the Global University Network for Innovation; the Global Water Operators Partnerships Alliance; the European Forestry Institute; the office for the City Resilience Profiling Programme and Casa Asia.

Five years after the renovation project started, San Pau has finally opened its doors to offer visitors the biggest Modernist-style architectural complex in the world, acclaimed for its singular structural features and artistic beauty; a spectacular space that looks toward the future from a unique perspective, connecting the academic, economic and social sectors.



1. Panoramic view of the Modernist complex of Sant Pau
2. View of one of the new meeting rooms created by Frederic Crespo's renovation
3. Entrance hall of the architectural complex
4. Exterior of one of the buildings
5. Detail of an example of the typical Modernist *trencadís* (broken ceramic mosaics)

On → The
Road
 Again

Mention the name **Bultaco** and the iconic Spanish motorcycle of the 1960s and 1970s immediately comes to mind, now in the hands of private collectors worldwide. Three decades after production lines came to a halt, the Bultó family firm has announced its return to the motorcycle market with a series of electric models

Text **Txell Bonet**
 Photos **Txema Salvans**

When the factory on the outskirts of Barcelona closed down back in 1983, “from that very moment we never stopped thinking about getting back into motorcycle production,” says Curro Bultó proudly, or Paco Junior as people have lately started calling Bultaco’s managing director. “I guess it’s because I’ve picked up the reins of the project from my father along with my brothers.” At the new plant in Montmeló, right next to the Formula 1 and Moto GP racetrack, the firm is using its own technology to manufacture new models that will be launched in early 2015, creating 150 jobs.

Back when the brand was created in 1958 it was already an innovator, featuring a two-stroke engine which made these motorcycles ideal for trial use, winning numerous championships. That innovative approach and quest for excellence is still in evidence today. The company is making a commitment to electric motorcycles which “will involve a cultural shift, not just a technical change. We need to accept that the bikes will no longer make any noise, but also that our cities will be less polluted, quieter and with a better quality of life.” Aesthetically, these new models are a perfect blend of fresh, contemporary design that harks back to the Bultaco legacy though in a much more urban style. The Rapitán bike, which also has a sports version, pays homage to Paco Bultó himself, who came up with the name but never actually used it. There will also be a lightbike, a hybrid product difficult to categorize, bringing sustainability into the firm’s sports-focussed philosophy.

At its peak, the brand was sold on all five continents. This international vocation has been maintained with a product line featuring watches, clothing and helmets inspired by this latest phase. The company’s export plans are “comparable to our early years, when we were world leaders of the motorcycle industry in terms of both quality and quantity. We were winning the championships and setting the trends, and we’re ready to take on that role again.”



1. Curro Bultó with the new Rapitán Sport model
2. Style and performance down to the very last detail
3. Contemporary design with references to the legacy of this legendary firm
4. The brand remains loyal to its original sporting spirit





Shop and the city

Text Iñaki Barco Illustration Candela Ferrández

Shopping will never be the magic solution to all our problems. Yet shopping can be just as valid a therapy as any other. A huge array of products, expert advice, courteous service and easy access are all essential but not quite sufficient. As in every song, the intangible elements also play a part: that extra something you can't explain but recognize as soon as you see it. Shopping in Barcelona means having access to all the major brands and exclusive boutiques, but it also means immersing yourself in a vibrant city which during the festive season is brought alive with Christmas lights that are both traditional and innovative. This year's are the result of a competition among architectural practices and other creative firms worldwide. The official switching-on ceremony will take place on 23 November to coincide with a new Shopping Night, when the stores on Passeig de Gràcia will be open until 1.00 a.m. and the boulevard will be bursting with activities in a magical atmosphere.

TheProject[®]
LIVING LIVE MUSIC

Voll-Damm 46 | FESTIVAL INTERNACIONAL JAZZ BARCELONA

FROM 10 OCTOBER TO 29 NOVEMBER

John Legend Paolo Conte **Chucho Valdés** Wayne Shorter

Vicente Amigo **Zakir Hussain** Joshua Redman **Dave Holland**

Branford Marsalis **Medeski-Scofield-Martin-Wood**

Chris Thile-Brad Mehldau Von Oswald-Tristano **Lovano-Douglas** Cristina Pato & OSV
Chamorro-Motis-Datzira-Fernández-Payés **Kurt Rosenwinkel** La Locomotora Negra **Arto Lindsay**

And many more!

barcelonajazzfestival.com



TICKETS SALE
TheProject.es

Voll-Damm LAVANGUARDIA Festival de Música de Jazz Coca-Cola Gran Hotel Havana EL PALACE Nivel Premium L'Esplai de la Barceloneta 75 Aniversari Departament de Cultura inaem

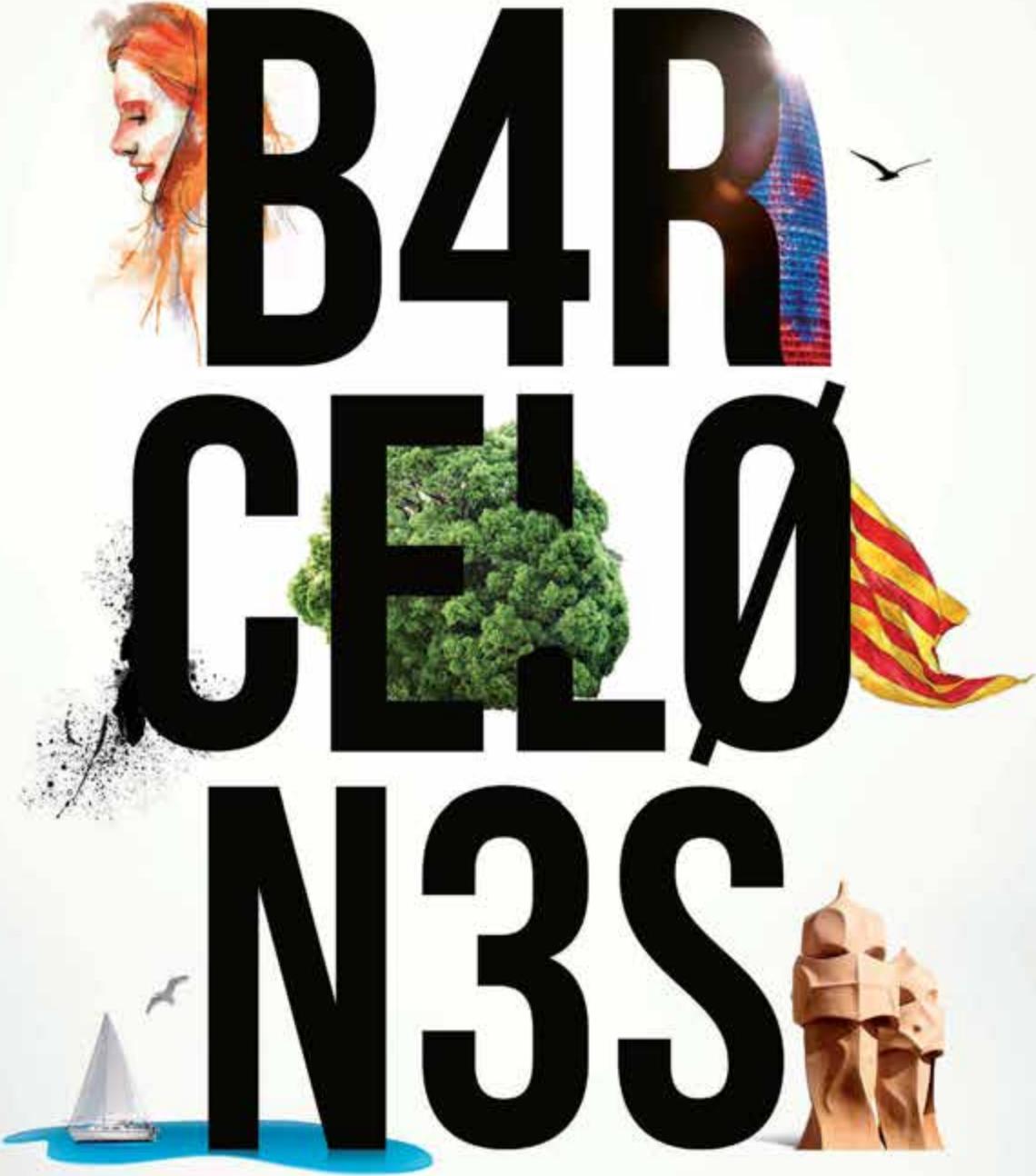
BARCELONA *inspires* DNA

Creative patisserie

Photos Ferran Izquierdo and Txema Salvans



Acid, spicy, crunchy, astringent, bitter, herby and, of course, sweet. The palette of flavours used by pastry chefs is increasingly sophisticated



EXPERIENCE ONE CITY. **DISCOVER 10**

C1UTAT VELLA / EIXAMP2E / SANTS-MONT3UÏC / L4S CORTS / SARRIÀ-5ANT GERVASI / 6RÀCIA /
HOR7A-GUINARDÓ / NOU 8ARRIS / SANT 9NDREU / SANT MART10 /

BARCELONA.CAT/INSPIRES #BARCELONAINSPIRES

BARCELONA *inspires* DNA





Creativity is the key to reinventing time-honoured ingredients



A creative activity in which the finishing touch is provided by hand



As in any other artisan craft, the tools of the trade are a basic element



Unique creations in limited series



A process that requires meticulous, individual care



In 2011, José María Rodríguez Guerau won the prestigious 'Coupe De Monde de la Pâtisserie' along with Jordi Bordas and Julien Álvarez. Today he heads up his own business, La Pâtisserie Barcelona (Aragó 229 and Via Augusta 166)



After twelve years at L'Ecole de Grand Chocolat Valrhona, Yann Duytsche opened his own patisserie in Sant Cugat at the end of 2006: Dolç (Josep Puig i Cadafalch, 50)

Carles Mampel's creations are inspirational in terms of the detail in their look, taste, texture and aroma. Find them at Bubó (Caputxes, 10; Pg. de Gràcia, 55; Av. Diagonal, 609-615)





In Barcelona since 1980, Takashi Ochiai prepares tasty Catalan, European and Japanese patisserie at his bakery (Urgell, 110)



A pastry chef by vocation, Oriol Balaguer has been distinguished with some of the highest distinctions awarded to pastry chefs both nationally and internationally (Pl. Sant Gregori Taumaturg, 2 and Travessera de les Cortes, 340)



In 2000 Jordi Butrón created Espai Sucre (Princesa, 3), a new restaurant concept dedicated exclusively to desserts



Temptations that will delight the most discerning palates



Line

A selection of the top events, meetings and trade fairs taking place in the city

Up

Live! / Innovation / Knowledge / Meeting Point / Sports



Line

*A selection of
the top events,
meetings and
trade fairs taking
place in the city*



Up

**Live! / Innovation / Knowledge /
Meeting Point / Sports**

(((Live!)))



In-Edit Beefeater

Twelfth edition of the festival dedicated to the very best musical documentary films.
Aribau Multicines and Aribau Club
23 October – 2 November



‘My Perfect Mind’

Fresh from London’s Young Vic Theatre, acclaimed actor Edward Petherbridge and the Told By An Idiot company bring to life a personal tale in which Shakespeare is not the playwright but rather the protagonist.
Teatre Lliure
Passeig de Santa Madrona, 40-46
20 – 21 November



Morrissey

The former lead singer of The Smiths gives his first solo performance in Barcelona presenting his latest album: *World Peace Is None of Your Business*.
Sant Jordi Club
Passeig Olímpic, 5-7
10 October



Ai Weiwei

Designed by Ai Weiwei exclusively for La Virreina, this extensive exhibition reveals the artistic trajectory of the Chinese artist and activist. The show features previously unseen work and an installation designed specifically for the exhibition.
La Virreina
La Rambla, 99
28 October – 1 February



Lady Gaga

Songs such as *Just Dance*, *Bad Romance*, *Telephone* and *Born This Way* have earned her international acclaim from public and critics alike. Extravagant, provocative and controversial, the New York songstress is coming to Barcelona with her latest extravaganza, *The Artpop Ball*.
Palau Sant Jordi
Passeig Olímpic, 5-7
8 November



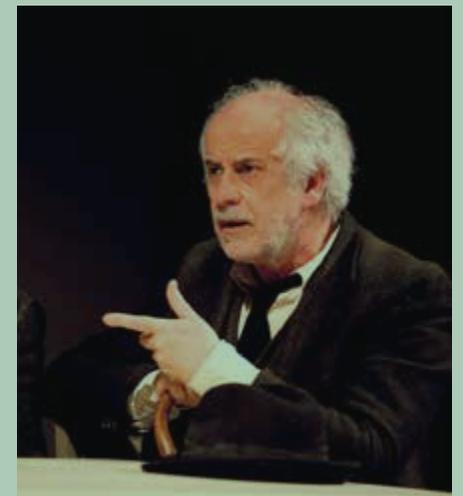
L’Alternativa. Barcelona Independent Film Festival

The festival offers the chance to enjoy the less widely distributed work of both emerging and established film-makers. It also provides a platform for international independent film professionals.
CCCB
Carrer de Montalegre, 5
17 – 23 November



Mil·lenni Festival

John Mayall and Marianne Faithfull are just two of the must-see performers in a festival that will once again provide memorable moments.
Various venues
From November onwards



‘Le voci di dentro’

Toni Servillo, star of the film *The Great Beauty*, directs this piece by the Italian playwright Eduardo de Filippi all about envy, moral corruption and hypocrisy.
Teatre Lliure
Passeig de Santa Madrona, 40-46
10 – 13 December



'La Traviata'

Giuseppe Verdi's opera comes to the Liceu courtesy of musical director Evelino Pidò and the magnificent staging of Scotsman David McVicar.

Gran Teatre del Liceu
La Rambla, 51-59
14, 15, 17, 18, 20, 21, 23, 24, 26, 28 and 29/10



Sàlmon<Festival. European Talents Upstream

This dance festival is intended as a space to watch, promote, exchange and discover artistic talent from across the whole of Europe.

Mercat de les Flors
Carrer Lleida, 59
27 November – 7 December



Mitsuko Uchida

Musically trained in Vienna, the Japanese pianist Mitsuko Uchida will showcase her talent with a performance of Beethoven's *Diabelli Variations* and Schubert's *Impromptu D.935*.

Palau de la Música Catalana
Carrer del Palau de la Música, 4
13 November



Kylie Minogue

With global record sales of 70 million, Kylie Minogue has gone from being the girl next door to conquering the global market. This October she lands in Barcelona to present her new album, *Kiss Me Once*.

Palau Sant Jordi
Passeig Olímpic, 5-7
14 October



Voll-Damm Barcelona International Jazz Festival

Diana Krall, Paolo Conte, Wayne Shorter Quartet and Arto Lindsay are just some of the artists performing at an international jazz festival which has now reached its 46th edition.

Various venues
10 October – 30 November

World Press Photo

With more than 90,000 images entered for the competition, World Press Photo has positioned itself as the top exhibition of international photo-journalism over the past year.

CCCB
Carrer de Montalegre, 5
6 November – 8 December



Jordi Savall

Winner of numerous international awards, Jordi Savall is one of the leading exponents of recovering early music. This November he performs a recital for *viola de gamba* featuring the work of leading French composers from the Enlightenment period.

L'Auditori
Carrer de Lepant, 150
17 November



Elton John

Regarded as one of the finest vocalists of all time, his classic compositions include *Your Song*, *Daniel* and *Don't Let the Sun Go Down on Me*.

Palau Sant Jordi
Passeig Olímpic, 5-7
6 December

Innovation



Factorial

The first edition of an event that promises to become an international platform for 'creation factories' and their role in promoting the creative fabric of cities.

Fabra i Coats
Carrer de Sant Adrià, 20
29 – 31 October



MIRA. Live Visual Arts Festival

The fourth edition of a festival that has managed to consolidate an attractive range of bold ideas in contemporary electronic creation, both visual and audio. The event also provides an area for artists and professionals to meet.

Various venues
6 – 15 November



Urban Beers Meetup Barcelona

A open gathering for sharing ideas on the future of cities and the relationship between technology and urban life.

CCCB
Carrer de Montalegre, 5
23 October



Gastronomic Forum

The first congress to feature a trade fair for gastronomy, the Gastronomic Forum has consolidated itself as a serious, credible and prestigious event. A promotional platform and trend-setter, its past presenters have included top chefs such as Ferran Adrià, Carme Ruscalleda, Joan Roca and Yukihiko Shidara.

Fira de Barcelona – Gran Via
Avinguda de Joan Carles I, 64 (l'Hospitalet)
20 – 23 October



Networking & Innovation Day

A meeting place for researchers from the University of Barcelona group and the business world to explore opportunities for developing innovative projects.

Parc Científic de Barcelona
Carrer de Baldiri Reixac, 4-8
27 November



1st European Creative Festival – ADCE Awards

Comprising professionals from the worlds of design and advertising, the Art Directors Club of Europe (ADCE) promotes and enhances the profile of Europe's creative collective.

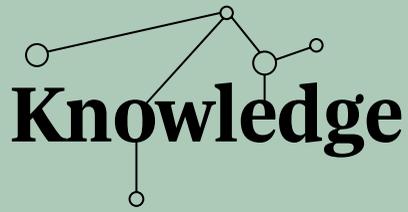
Museu del Disseny de Barcelona
Plaça de les Glòries Catalanes, 37
6 – 8 November



Mobile World Congress

With more than 85,000 visitors from about 200 countries last time round, the MWC is the worldwide benchmark event for the mobile communication and global technology sector.

Fira de Barcelona – Gran Via
Avinguda de Joan Carles I, 64 (l'Hospitalet)
2 – 5 March



Knowledge



Southern European Veterinary Congress

The leading European event in the field of veterinary treatment of pets, the SEVC is supported by more than 100 global experts.
Fira de Barcelona – Montjuïc
Avinguda de la Reina Maria Cristina
16 – 18 October



26th EORTC-NCI-AACR Symposium on Molecular Targets and Cancer Therapeutics

Considered the most important scientific forum for developing the drugs of the future, the congress will bring together close to 2,000 participants who will discuss the latest discoveries in the field of pharmaceutical development and molecular biology.
CCIB
Plaça de Willy Brandt, 11-14
18 – 21 November



IACSIT Conferences

The International Association of Computer Science and Information Technology (IACSIT) is holding a series of six conferences that will cover topics such as nanotechnology, artificial intelligence and network engineering.
Hotel Avenida Palace
Gran Via de les Corts Catalanes, 605
18 – 24 December



2nd International Ocean Research Conference

UNESCO's Intergovernmental Oceanographic Commission, the Oceanographic Society and the Barcelona Foundation for Ocean Sailing are joining forces with a dual objective: to explore the progress of maritime science over recent years and to plan for the future.
CCIB
Plaça de Willy Brandt, 11-14
17 – 21 November



13th International Congress of Educating Cities

With the slogan 'an educating city is an inclusive city', this event draws together experiences of inclusion, participation and creativity from 102 cities spread over 16 different countries.
Palau de Congressos
Avinguda Diagonal, 661-671
13 – 16 November



World Sustainable Building 2014

The leading global conference in the field of sustainable construction, World Sustainable Building attracts speakers of the stature of Stephan Kohler, executive director of the German Energy Agency (DENA).
Palau de Congressos
Avinguda Diagonal, 661-671
28 – 30 October



We Node!

A full-day seminar featuring talks on node.js, server-side technologies and embedded JavaScript.
Mobile World Centre
Carrer de Fontanella, 2
4 October

Meeting Point



BCN & Cake

The essential meeting point for lovers of creative baking, this trade fair presents the latest national and international trends in imaginative cakes and pastries.

CCIB
Plaça de Willy Brandt, 11-14
28 – 30 November



Boat Show

Held in a privileged location, the Barcelona Boat Show presents an extensive range of products and activities related to sailing for sport and leisure.

Port Vell
15 – 19 October

Smart City Expo World Congress

At this international event, more than 300 international experts deal with topics such as smart societies, shareable cities and the relationship between technology and sustainability.

Fira de Barcelona – Gran Via
Avinguda de Joan Carles I, 64 (l’Hospitalet)
18 – 20 November



European Regions Airline General Assembly 2014

Comprising more than 50 airlines and 120 European service providers, the ERA represents the aviation industry within Europe.

Palau de Congressos
Avinguda Diagonal, 661-671
30 September – 2 October



Expoquimia

The applied chemistry meeting also includes a variety of events such as the Science and Cooking seminars given by the University of Harvard.

Fira de Barcelona – Gran Via
Avinguda de Joan Carles I, 64 (l’Hospitalet)
30 September – 3 October

Denim by Premiere Vision

The world’s leading trade fair for the creators of denim-related products.

Fira de Barcelona – Montjuïc
Avinguda de la Reina Maria Cristina
19 – 20 November

Sports



Espanyol live

Be there to experience all the passion of one of soccer's top leagues.

- 4 or 5/10 Espanyol-Real Sociedad**
- 25 or 26/10 Espanyol-Deportivo**
- 8 or 9/11 Espanyol-Villarreal**
- 29 or 30/11 Espanyol-Levante**
- 13 or 14/12 Espanyol-Granada**

Jean Bouin Race

The Jean Bouin race is open to the public and has been held in the city since 1920. The name was chosen in honour of a French long-distance runner who was a medallist at the Stockholm Olympic Games of 1912 and died in the First World War.

Starting from Avinguda de Rius i Taulet
23 November



Barça live

Be there to experience all the passion of one of soccer's top leagues.

- 18/10 FCB-Eibar**
- 21/10 FCB-Ajax**
- 1 or 2/11 FCB-Celta de Vigo**
- 22 or 23/11 FCB-Sevilla**
- 6 or 7/12 FCB-Espanyol**
- 10/12 FCB-París Saint-Germain**
- 20 or 21/12 FCB-Córdoba**



Garmin Barcelona Triathlon

Considered the third best triathlon in Europe, this year's competitors will include Javier Gómez Noya, the world champion in 2013.
Starting from the beach of Nova Mar Bella
5 October



RallyRACC Catalunya - Costa Daurada

The RallyRACC Catalunya-Costa Daurada is on the calendar of the World Rally Championship. The event has now reached its 50th edition and once more Barcelona will host the departure ceremony.

Avinguda Maria Cristina
23 October



CSIO Barcelona

The 103rd edition of the International Show Jumping Competition will also play host to the final of the Furusiyya FEI Nations Cup, the most important event on the international equestrian calendar.

Royal Polo Club
Avinguda del Doctor Marañón, 19-31
9 - 12 October



Superprestigio Dirt Track

This pulsating competition will feature champions such as Marc Márquez and Brad Baker.

Palau Sant Jordi
Passeig Olímpic, 5-7
13 December



Final of the ISU Figure Skating Grand Prix

The best of the season's skaters in each of the four categories of this sport (men, women, pairs and dance) are set to compete in the final in Barcelona.

CCIB
Plaça de Willy Brandt, 11-14
11 – 14 December



Barcelona World Race

The third edition of this regatta in which two-man crews sail non-stop round the world.

Departure from in front of the Hotel W
Plaça de la Rosa dels Vents, 1
31/12, return anticipated towards the end of March 2015



Barcelona New Year's Swim

The hardest amongst us see in the New Year with a communal dip.

Sant Sebastià Beach
1 January

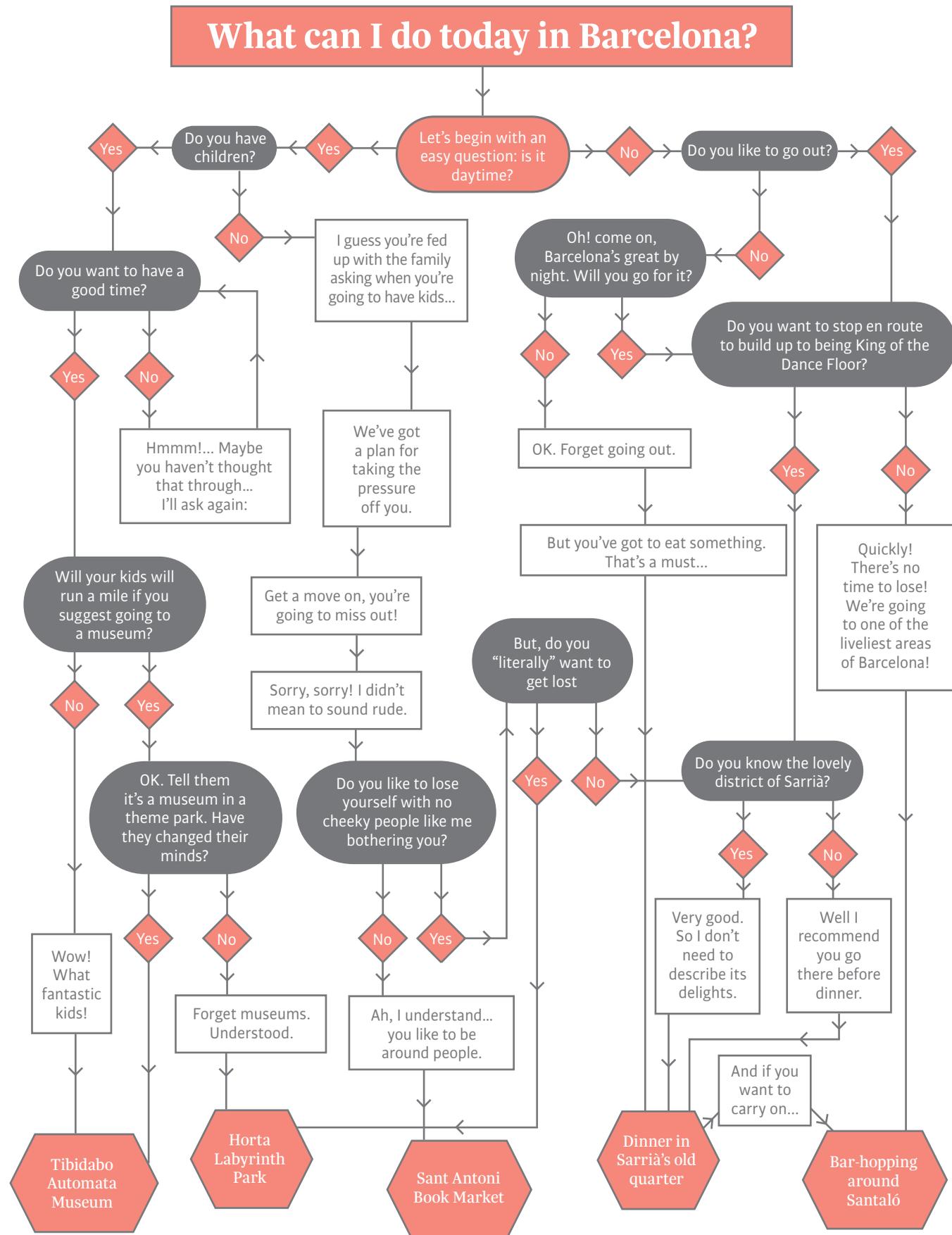
Wake Up in Barcelona

What can I do today in Barcelona? / Christmas / Hints and Tips / Barcelona on your mobile / Things that could happen to you in Barcelona

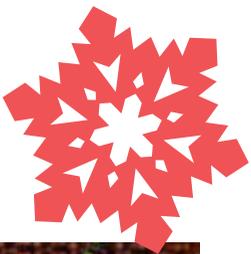
Christmas

From religious rites to pagan origins or nature worship, every country has very different Christmas customs. Here we describe some of the more singular local traditions for celebrating this holiday

Photos barcelona.cat and irbarcelona.com



NEW YEAR'S EVE. To see in the New Year. Barcelona puts on a huge party at the fountains of Montjuïc with the performing arts very much to the fore.



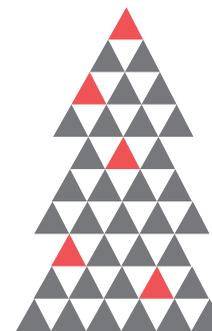
FIRA DE SANTA LLÚCIA. A few weeks before Christmas every year, the square in front of the Cathedral is decked out and filled up with dozens of stalls appropriately decorated for the time of year. It's great for shopping but also for strolling around and taking in the Christmas spirit.

'GALETS' (PASTA SHELLS). Christmas lighting in the streets and squares often takes on bold shapes going way beyond conventional strings of hanging bulbs. Among the most notable examples are the giant "galet" pastashells which replicate the ones used in traditional local *escudella* broth.

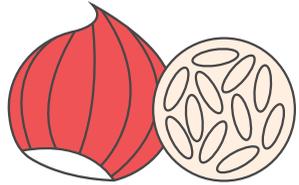


TIÓ. A log with a face that produces presents if you hit it repeatedly with a stick and sing the right song? A step beyond the Three Kings and the international Santa Claus, here we have this cheery log which, once you've got over the initial amazement, will delight the kids.

THE THREE KINGS. Melchior, Caspar and Balthazar, who came from the East. In the old Testament they offered gold, frankincense and myrrh to the baby Jesus and these days it's the last opportunity to receive gifts over the Christmas period. On the evening of 5 January the city comes out onto the streets to welcome the Kings during the iconic Parade. The next day, the little and not-so-little ones wake up excited to find the presents they wanted...

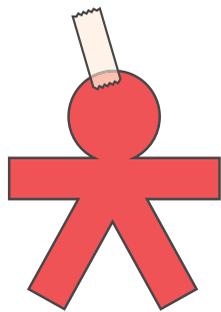


Hints and Tips



CHESTNUTS AND 'PANELLETS'

In October, throughout the city streets, little stalls begin to appear dedicated to roasting and selling chestnuts. Although traditionally associated with All Saints' Day (1 November), nowadays it goes on for several weeks. The other star product over this period is *panellets*, small pastries in a variety of versions although the ones made with pine nuts are the most traditional. Dessert wines are the ideal accompaniment to chestnuts and *panellets*.

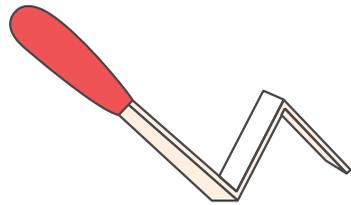


"HOLY INNOCENTS" (ALL FOOLS' DAY)

On 28 December it's best not to believe everything you read. You don't quite have to leave home being suspicious of everything but almost: this day is the equivalent of the UK's April Fools' Day or the French version 'April Fish'. The day is characterized by all types of pranks, joke news stories in the media and little figures cut out of paper known as 'llufes'.

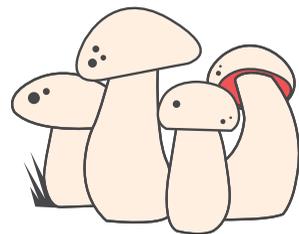
THE BIGGEST MATCHES IN THE WORLD?

Barcelona boasts a number of interesting urban sculptures, but few are as unusual and entertaining as the Matchbook, which these days is hardly ever visited. Created by Swede Claes Oldenburg, one of the pioneers of Pop Art, and Coosje van Bruggen, it is located at the junction of Avinguda Cardenal Vidal i Barraquer and Carrer Pare Mariana in the Park of Vall d'Hebron. The sculpture was inaugurated in 1992, a few months before the start of the Barcelona Olympics, and consists of five giant matches still attached to the matchbook and five more scattered around.



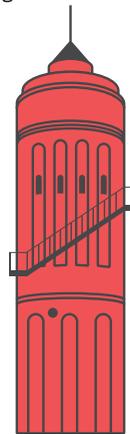
CRAZY FOR WILD MUSHROOMS

Autumn is the season for wild mushrooms, a much-loved product in both the city and in Catalonia in general, which over a number of weeks induces a veritable obsession for tramping through the woods trying to find them. Visitors, however, are probably better off leaving the search to the experts but should not miss out on the chance to savour them. They are available for purchase in the city's best markets and feature on the menu of almost every restaurant.



ALL SAINTS' DAY CULTURAL ACTIVITIES

The Catholic holiday of 1 November is dedicated to the memory of one's ancestors, associated with the following day which is known as the Day of the Dead. This is a time when the city's cemeteries are especially busy with local people paying their respects to family members, leaving flowers, etc. It is also a good time to visit these places from a cultural point of view: the Cemeteries of Barcelona website (www.cbsa.cat) offers a variety of tours and a small museum with a collection of Funeral Carriages.



A 19TH CENTURY TOWER IN A MODERN DISTRICT

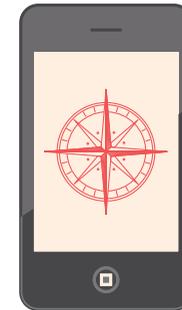
There are numerous interesting examples left behind from the industrial heritage of the late 19th century. One of them is the Torre de Besòs, a construction in Poble Nou now surrounded by ultra-modern buildings which was used to supply the city with water. Thanks to its restoration, you can now visit inside the tower and climb up to the roof, a privileged lookout point from which to enjoy a unique view of the coastline. At the moment tours are done for a maximum of 15 people on weekend mornings, with midweek visits by prior appointment only.

Barcelona on your mobile



BCN CITY APP

Thankfully, when knowledge lets you down, technology steps in. Those who are not in the know about the attractions and services the city has to offer can get instant location-specific information from a very practical app. BCN City App is free and gives access to everything that might be of interest to visitors, making it an essential tool for tourists and locals alike. Themed tours, a calendar of what's on in the city and a wide range of bar and restaurant suggestions are just some of the contents of this app, which also lets you book services in the hotel in which you are staying.



BCN MUSEUMS

A complete listing of all the city's museums as well as other places of interest such as The Aquarium and the Botanical Gardens. Information on temporary and permanent exhibitions as well as activities. The app also offers easy and intuitive access to useful information such as addresses, maps, opening hours and ticket sales.



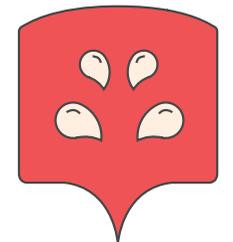
APPS4BCN

Apps4bcn (www.apps4bcn.cat) gathers together all the apps for experiencing and enjoying Barcelona on a single website, giving Barcelonans and visitors easy access to the mobile apps that best meet their needs. Selected and assessed by experts, the apps are ordered into sixteen different categories that range from culture, health and sport through to finance and education.



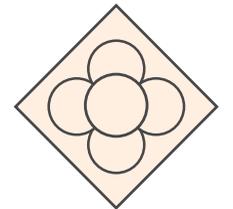
BARCELONA RESTAURANTS

This app, with its selection of 170 gastronomic establishments, features an up-to-date guide of the city's culinary offerings. It also lets you refine searches by a variety of selection criteria, gives detailed information on each place, shows its exact location, shares this position with your list of contacts and suggests a time to meet, or else highlights the restaurants you like best as "favourites".



BCN LANDSCAPES

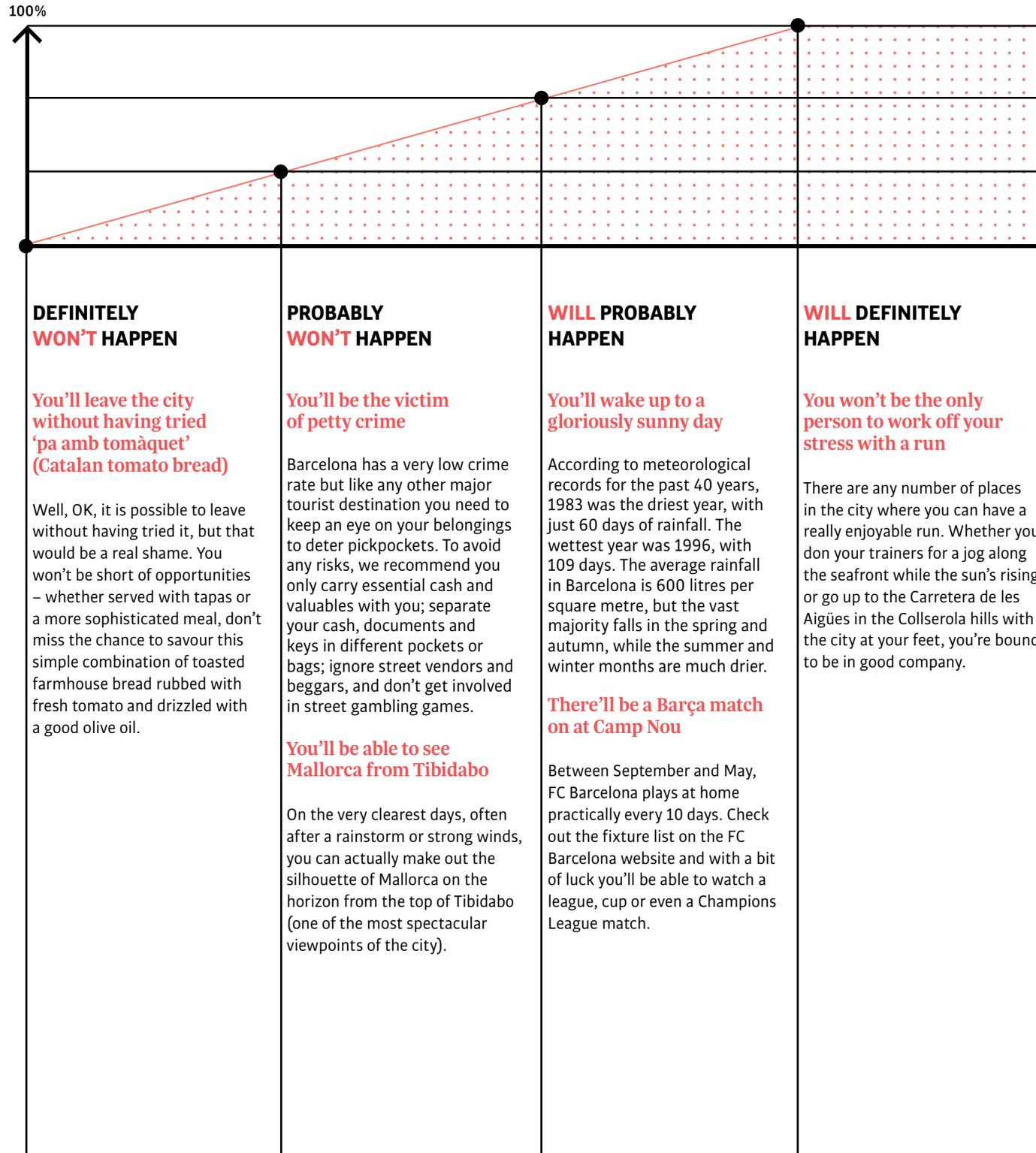
The Meridiana City aqueduct, a giant prawn on a rooftop, a blue tram, or the story behind a party wall peopled by popular Catalan figures. These unusual features in Barcelona's urban landscape and more will be revealed by this app. A quick and simple tool for discovering a variety of hidden spots and shops that are often overlooked but help to shape the character of the city.



AN INSPIRING CITY

Have you found the content of this magazine interesting? Do you think of yourself as a true *barcelover*? You'll find additional information on the Barcelona Inspira website (www.bcn.cat/inspires). Divided into seven sections (creativity, innovation, research and knowledge, events, business, quality of life and "live it"), it features a wealth of evidence of the inspirational potential of the city.

Things that could happen to you in Barcelona



500 METRES' DEPTH

The Tudor Pelagos plunges the depths and resurfaces with confidence thanks to its helium escape valve, titanium middle case, ceramic bezel and auto-adjustable bracelet. Combining technical excellence for cutting-edge style. A quest without end.

TUDOR PELAGOS
Self-winding mechanical movement, waterproof to 500 m, titanium and steel case 42 mm.
Visit tudorwatch.com and explore more.


TUDOR
WATCH YOUR STYLE

GR
BARCELONA

Av. Diagonal, 538 08006 Barcelona
T. 93 519 33 03 / www.gr-bcn.com

IF YOU CAN COMBINE IT ALL, YOU'LL LIVE IT TO THE FULL.



Barcelona City Council appreciates the generous support of the Gran Hotel Torre Catalunya.

Barcelona is a synonym for business. Barcelona is also a synonym of quality of life. Both combined turn it into the city of ideal opportunities to build contacts, make agreements and deals, investments... and smiles too. Dynamic, enterprising, hospitable and competitive, Barcelona is one of the main European cities for international congresses and conventions. Business is done here, even outdoors.

**EUROPEAN CITY WITH THE BEST QUALITY OF LIFE FOR EMPLOYEES AND
3rd EUROPEAN CITY FOR INTERNATIONAL INVESTMENT PROJECTS.**

Sources: European Cities Monitor, Cushman & Wakefield 2011
and European Attractiveness Survey, Ernst & Young 2012.

barcelona.cat/inspires [#barcelonainspires](https://twitter.com/barcelonainspires)

BARCELONA
· A CAPITAL ·
INSPIRING
BUSINESS

[barcelona.cat/
inspires](http://barcelona.cat/inspires)
[#barcelonainspires](https://twitter.com/barcelonainspires)

BARCELONA
inspires