

FREE



BARCELOVERS

The magazine inspired by a captivating city

Mobile

The mobile capital attracts talent to the city

Smart City

For a more human and sustainable environment

Factories of Creation

Recovering industrial heritage for creativity

Line UP

The main events and activities in the city

“THINKING BIG MAKES US GROW”

Dídac Lee.
Managing Director of Inspirit
and *Barcelover*.

BARCELONA
A CAPITAL
INSPIRING
INNOVATION

It doesn't matter if it's a startup or a multinational, it doesn't matter if there are small investments or large international ventures. In Barcelona, what matters are big ideas, people, opportunities... Everything has a place in one of the main European capital cities with most projects of international investment. That is why Barcelona makes you grow, makes you dream while keeping your feet on the ground, even further than the horizon.

3rd EUROPEAN CITY WITH MOST PROJECTS OF INTERNATIONAL INVESTMENT.

Source: Ernst & Young European Attractiveness Survey 2012.

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BARCELONA IS YOURS

As proud of its own way of life as it is open to other cultures, Barcelona is a city of contrasts. Bathed by the sea and flanked by the mountain, deeply rooted in its traditions yet embracing innovation, vibrant by night and bustling by day, hard-working and human, entrepreneurial and sociable.

Reflecting this complex and dynamic reality, *Barcelovers* has delved into the city and its stories. Stories about the transformation of an industrial past into new creative enterprises; about putting a new spin on tradition with a large dose of design; about opting for technology to create a more human city.

In the certainty that, during your stay, you'll find the Barcelona you're looking for and be amazed by the Barcelona you did not yet know, I would like to extend a very warm welcome and wish you an inspiring and enjoyable stay with us.

Xavier Trias
Mayor of Barcelona

BARCELOVERS

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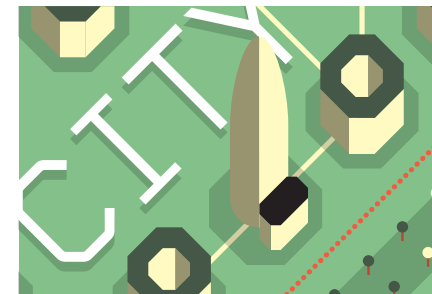
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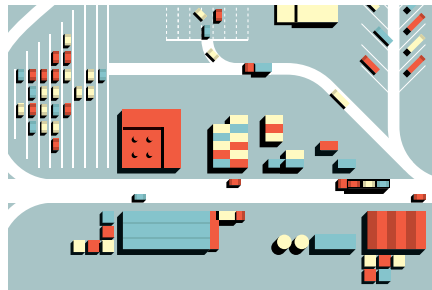
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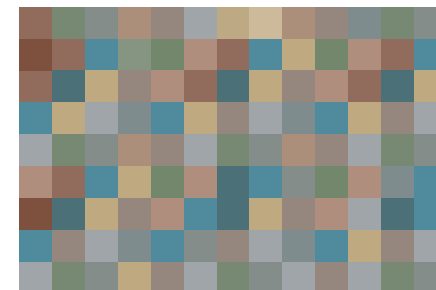
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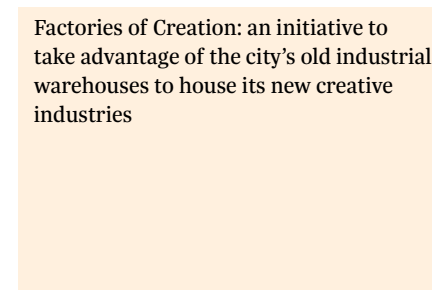
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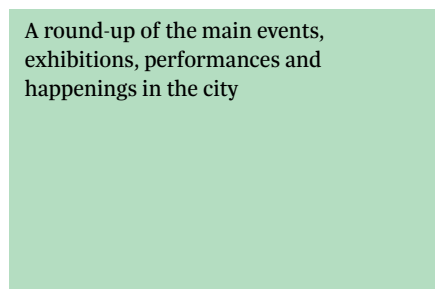


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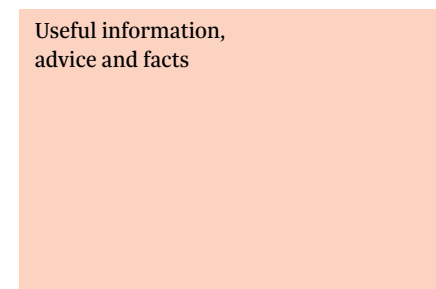


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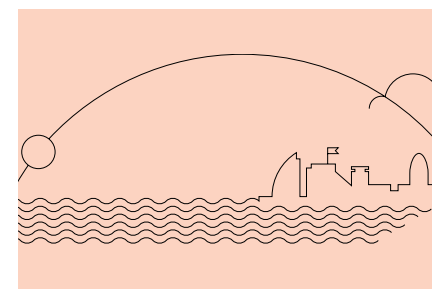


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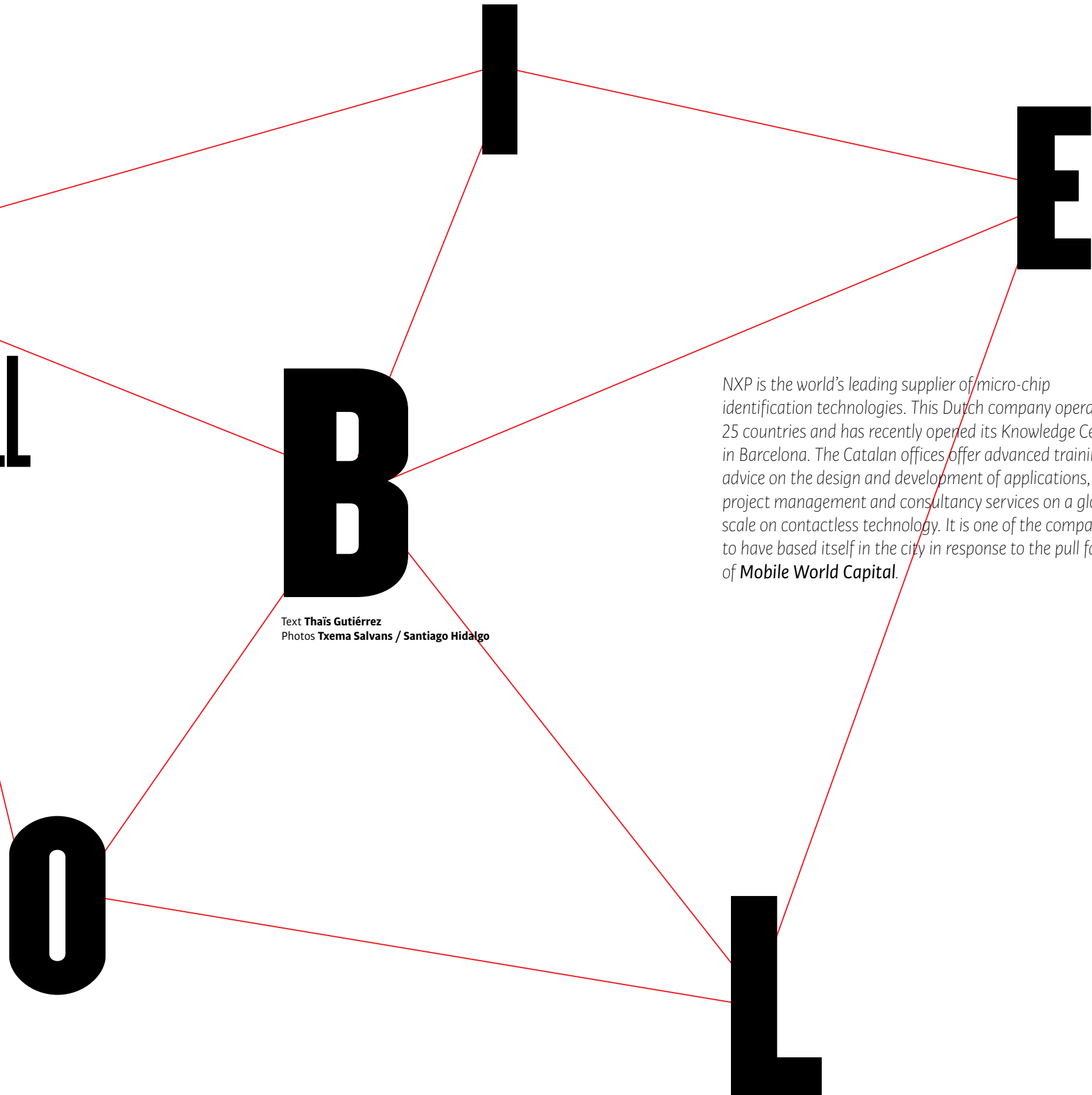


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M THE PULL FACTOR



Text **Thaïs Gutiérrez**
Photos **Txema Salvans / Santiago Hidalgo**

*NXP is the world's leading supplier of micro-chip identification technologies. This Dutch company operates in 25 countries and has recently opened its Knowledge Centre in Barcelona. The Catalan offices offer advanced training, advice on the design and development of applications, project management and consultancy services on a global scale on contactless technology. It is one of the companies to have based itself in the city in response to the pull factor of **Mobile World Capital**.*



NFC technology enables data exchange between devices

The name NXP leapt to the forefront of the technology market in 2002, the year in which the Dutch company launched NFC technology (Near Field Communication), developed in conjunction with Sony. It is a wireless communications protocol that facilitates data exchange between two devices (for example, two telephones or a telephone and a label) simply by placing them close to each other. Increasingly adopted by manufacturers (Nokia and Google Nexus terminals already use it), NFC has applications in areas such as personal ID, retail purchases, buying entrance tickets or making bank transfers.

“There are a host of reasons for our decision to base the company in Barcelona, but one of the most important ones is that the city has become the Mobile World Capital” explains Pedro Martínez, chief executive of the Barcelona headquarters of the Dutch firm NXP. Last May, the company opened an office in the Barcelona Growth Centre (previously known as the Media-TIC building), the emblematic building that also acts as headquarters to the Mobile World Capital (MWC) foundation and the Mobile World Hub. NXP had been looking for some time to open a new base but they weren't clear on the best place to do it. “We had thought of opening a branch of the company in Singapore,” reveals Martínez, but in the end, “the Catalan capital convinced the company's management team because they believed that the facilities, synergies and resources found in Barcelona, based on its status as a mobile capital, could not be found elsewhere”.

The creation of the Barcelona Knowledge Centre is not NXP's first foray into Catalonia; the Dutch company, which operates in 25 countries and last year billed 4,200 million dollars (3,400 million euros), had already developed a pilot scheme for making payments via mobile phones in Sitges back in 2010. NXP have

Barcelona Growth Centre

A green and efficient building

The offices of the MWC Foundation are in the Barcelona Growth Centre where Mobile Hub activity is concentrated into almost 3,000 m² of office space.

This singular building, located in the 22@ district, is one of the nerve centres of the capital and a meeting point for companies and professionals, as well as strengthening collaboration between the Media and ICT clusters. The building has a total surface area of 14,000 m² which the MWC shares with other major entities such as the Open University of Catalonia (UOC).

The Centre was designed by the architectural practice Cloud 9, run by Enric Ruiz-Geli. It has a distinctive cubic shape and consists of huge iron girders with a plastic coating of inflatable bubbles. Not only is the coating attractive and original, it also has a practical function, being used to regulate light and temperature, representing a 20% saving in the building's heating and air-conditioning costs.

M

C

specifically based themselves in Barcelona to spearhead the mWallet programme. The goal is to develop tools that will take us to the next stage of the technological revolution we are all experiencing; turning the mobile phone into a secure and reliable means of payment. Thanks to projects of this nature, the day is fast approaching when we can pay for a coffee or a bus ticket without having to count out change.

Another telecommunications company that has very recently settled in the city is Cronos Group, which opened its own offices at the end of 2013. This Hong Kong firm is a telecommunications supplier which, amongst other services, offers its clients an easy way to send voice and text messages as well as use multi-media services across the whole world. Specializing in multi-cultural markets, Cronos Group has a presence in more than 80 countries and thus from Barcelona it will deliver a global service.

Josep Maria Gali, a teacher at the ESADE business school and marketing guru, is also an expert in the mobile technology sector and explains that companies moving to Barcelona have a variety of profiles. "You find everything from companies that work with new technologies directed at tourism through to those in the internet world as well as a lot of start-ups." The majority have opted to base themselves in the city's high-tech district, 22@, where they can rely

on the help and support of the MWC. "That also contributes to the city's positive positioning in the eyes of the world, as it is a very powerful technology centre", says Gali.

"Other companies, like us, will be setting up in Barcelona in the near future, attracted by its status as a mobile capital"

Ongoing projects

The Mobile World Hub is the industrial plan associated with the city's status as the world's mobile capital. It is an ambitious project that aims to channel industrial and research initiatives related to the mobile industry (one of the fastest growing in the world; in 2012 telecom operators generated 1.4% of the world's GDP, and in Spanish terms the sector represented, in the same year, 3.5% of GDP) towards areas that can positively benefit society.

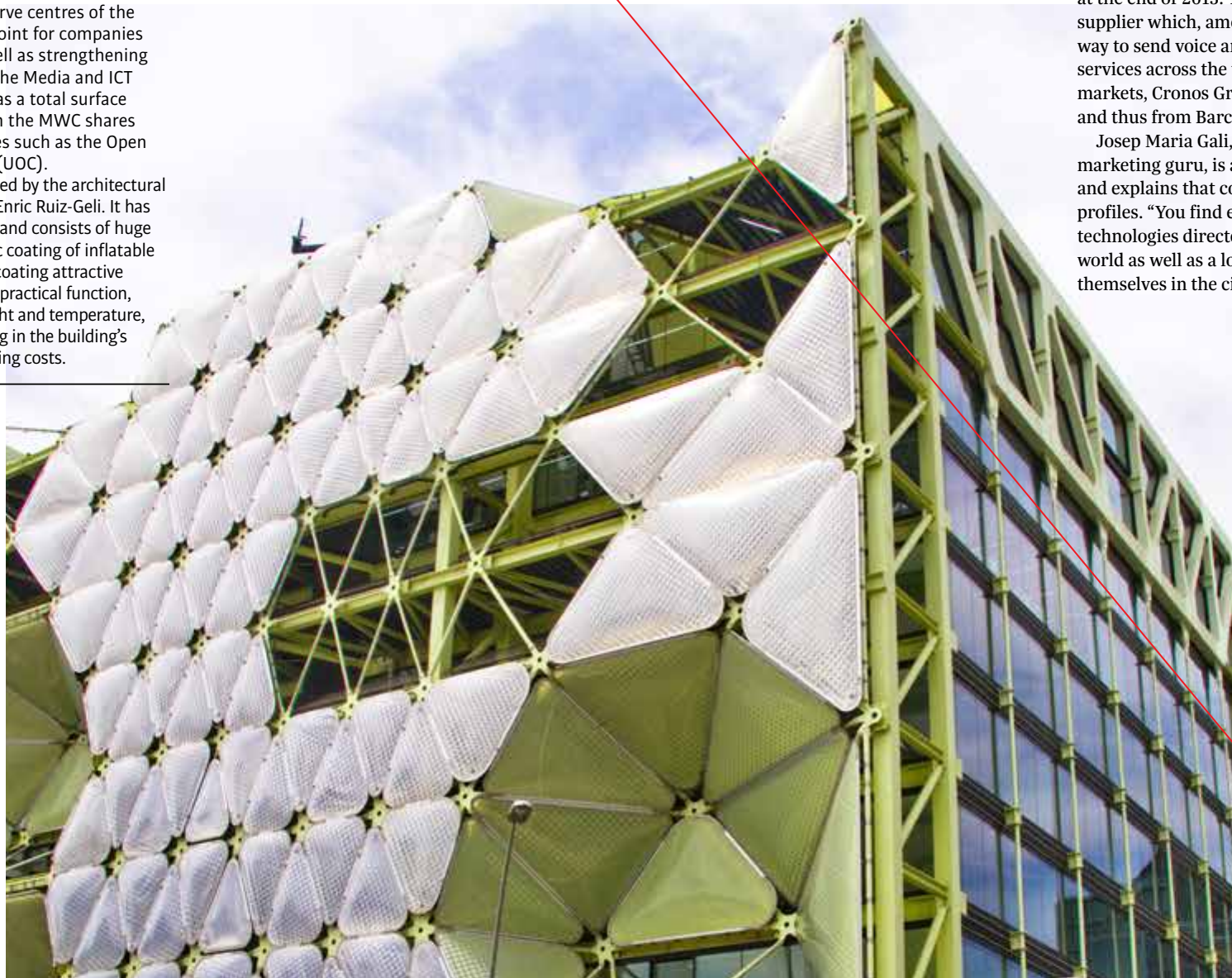
Within the framework of this plan, the mHealth project is exploring the potential of mobile technology in the field of healthcare. Tracking patients, compiling clinical data, monitoring vital signs and managing medical histories are just some of the tasks to which mobile technology could bring a new level of quality to both patient care and the general efficiency of the service. There are three strands to the mHealth project: access to personal health files (medical history), promoting healthy living habits (for example, making it easy to check when child vaccinations are due) and tracking patients with chronic illnesses who therefore require a constant and thorough level of monitoring.

If we bear in mind that, according to a study undertaken by the GSMA (the organization that brings together the world's leading mobile phone operators), nine out of ten students own and regularly use a smartphone, then the challenge is to generate resources that will increase the level of motivation to learn. The educational programme mSchools is working to introduce technological advances into teaching and learning processes. It involves a proposal to develop a curriculum inextricably linked with new technologies and applications in a socio-economic context. This way, mSchool introduces a basic knowledge of programming into the educational curriculum, but also some knowledge of economics and business management.

The whole world connected to the city centre

The centre of Barcelona, Plaça Catalunya, was also the spot chosen to position the Mobile World Centre, the exhibition space designed to demonstrate and disseminate the latest technologies and most innovative mobile solutions to the general public. It was also an information point for following up on the different initiatives undertaken by Mobile World Capital. The organizers estimate that over 7,000 people either visit the exhibition or attend the programmed events every week.

W



The Barcelona Growth Centre is the nerve centre of Mobile World Capital

The best business opportunity

EXHIBITIONS AND EVENTS IN 2014



Fira Barcelona

www.firabarcelona.com

JANUARY

EXPOHOGAR PRIMAVERA

17/20.01
International Trade Show of Gift and Home Articles **M**

FEBRUARY

MOBILE WORLD CONGRESS

24/27.02
Organised by GSM Association **GV**

MARCH

COSMOBELLEZA

8/10.03
International Fair on Aesthetics and Hairstyling
Organised by Gestión de Cosmobbelleza, S.L. **GV**

EWEA BARCELONA

10/13.03
Europe's Premier Wind Energy Event
Organised by EWEA - European Wind Energy Association **GV**

eSHOW

12/13.03
International Expo & Congress for E-commerce, Digital Marketing, Hosting & Cloud, Social Media, Mobile and Digital Signage
Organised by Waterteam, S.L. **M**

SALÓ DE L'ENSENYAMENT

12/16.03
Education Exhibition **M**

FUTURA

14/15.03
Masters and Post-graduate Exhibition **M**

PASSENGER TERMINAL EXPO

25/27.03
International Conference and Exhibition for Passenger Terminal Design, Technology, Security, Operations and Management of Passengers
Organised by UKIP Media and Events **GV**

APRIL

ALIMENTARIA

31.03/03.04
International Food and Beverage Fair **GV**

TURISME - SITC

4/6.04
International Tourism Show in Catalonia **M**

HANDMADE FESTIVAL BARCELONA

25/27.04
A unique Experience about Do it Yourself
Organised by Fira de Barcelona in collaboration with Evident Events **M**

MAY

BCN BRIDAL WEEK PASARELA GAUDÍ NOVIAS

6/9.05
Bridal Fashion Catwalks **GV**

BCN BRIDAL WEEK SALÓN NOVIASPAÑA INTERNACIONAL

9/11.05
Professional Fashion Trade Fair for Bridal Gowns, Suits for Grooms, Party, Communion and Ceremony and Accessories **GV**

BEBÉS & MAMÁS

10/11.05
Mother-to-be, Babies and New Families Show
Organised by Feria Bebé, S.L. **M**

ELA 2014

14/15.05
European Lab Automation
Organised by Select Biosciences, LTD. **GV**

SALÓN INTERNACIONAL DEL CÓMIC DE BARCELONA

15/18.05
Barcelona International Comic Show
Organised by Federació d'Institucions Professionals del Còmic **M**

DENIM BY PRÈMIERE VISION

21/22.05
European Exhibition of Denim Industry
Organised by Première Vision, S.A. **M**

MIHEALTH FORUM

21/22.05
Management & Clinical Innovation Forum **M**

JUNE

S.I.L

3/5.06
International Logistics and Material Handling Exhibition
Organised by Consorci Barcelona Zona Franca **M**

BIZBARCELONA

4/5.06
Solutions for SMEs and Entrepreneurs **M**

SÓNAR

12/14.06
Organised by Advanced Music **M GV**

SEPTEMBER

EUROPEAN CARDIOLOGY CONGRESS

30.08/3.09
Organised by European Society of Cardiology **GV**

SEATRADE MED

16/18.09
The Mediterranean's Premier Cruise Event
Organised by Seatrade Global **GV**

SEAFOOD BARCELONA

22/24.09
The Global Seafood Market
Organised by Diversified Business Communications **GV**

SALÓN NÁUTICO INTERNACIONAL DE BARCELONA

24/28.09
Barcelona International Boat Show **PV**

EXPOHOGAR OTOÑO

26/29.09
International Trade Show of Gift and Home Articles **M**

OCTOBER

EXPOQUIMIA

30.09/03.10
International Chemistry Trade Show **GV**

EQUIPLAST

30.09/3.10
The International Plastics and Rubber Exhibition **GV**

EUROSURFAS

30.09/3.10
The International Paint and Surface Treatment Exhibition **GV**

LIBER

1/3.10
Barcelona International Book Fair
Organised by Consorci Barcelona Zona Franca and Federació de Gremios de Editores de España **M**

BARCELONA TATTOO EXPO

3/5.10
Organised by Pro-Arts Iniciativas Artísticas, S.L. **M**

AVEPA - SEVC

16/18.10
AVEPA National Congress - Southern European Veterinary Conference
Organised by Asociación de Veterinarios Españoles Especialistas en Pequeños Animales **M**

HOSTELCO

20/23.10
International Restaurant, Hotels and Community Equipment Exhibition **GV**

FÒRUM GASTRONÒMIC BARCELONA 2014

20/23.10
Barcelona Gastronomic Forum 2014 **GV**

NOVEMBER

BARCELONA MEETING POINT

29.10/2.11
International Real Estate Show
Organised by Consorci Barcelona Zona Franca **M**

SALÓN DEL MANGA

30.10/2.11
Manga Convention
Organised by Federació d'Institucions Professionals del Còmic **M**

SALÓN INTERNACIONAL DEL CARAVANING

1/9.11
Internacional Caravaning Show **GV**

EXPOMINER

7/9.11
Minerals, Fossils and Jewellery Exhibition **M**

COLECCIONA BARCELONA

7/9.11
The Philately, Numismatics and Collectors Exhibition **M**

SMART CITY EXPO WORLD CONGRESS

18/20.11
Solutions for Better Cities **GV**

EIBTM

18/20.11
The Global Meetings and Events Exhibition
Organised by Reed Travel Exhibitions **GV**

DENIM BY PRÈMIERE VISION

19/20.11
European Exhibition of Denim Industry
Organised by Première Vision, S.A. **M**

DECEMBER

OCASIÓN

28.11/8.12
Second Hand Guaranteed Vehicles Trade Fair **M**

AUTO RETRO

4/8.12
Antique Cars and Motorcycles Exhibition
Organised by Promobil Group, S.C.P. **M**

FESTIVAL DE LA INFÀNCIA

27.12/4.01.2015
Children Festival **M**

Barcelona inspires

THE CITY DATA THEORY



Energy is neither born nor dies. It mutates, as do cities. A mass of fulfilled desires and thwarted projects, of ambitions and treaties. A force that pushes in from the past and projects into the future in a permanent state of flux. An overlapping of layers and strata that are rarely seen with such clarity as in the Born Cultural Centre

Text Iñaki Barco
Photos Txema Salvans

Montjuic Venue **M** Gran Via Venue **GV** Port Vell **PV**

Consult all information and a complete list of exhibitions in:

www.firabarcelona.com - +34 932 332 000 - info@firabarcelona.com



The new centre is located in the old central market, an icon of wrought-iron architecture

Beneath the elegant iron structure of the old central market, the Born Cultural Centre houses a spectacular archaeological site providing a privileged insight into 18th century Barcelona and the resistance to the siege of the city by Bourbon troops in 1714.

To stroll through the Born Cultural Centre is to be transported back to the Barcelona of 1700; what the interiors of the houses were like, what jobs people did, the games they played, the most common social customs... a journey through the everyday life of the late 17th and early 18th centuries thanks to this vast site of 8,000m² in an optimum state of preservation that is unique in the whole of Europe. But visiting this space also entails walking the streets of the city that resisted the siege of Bourbon troops under Philip V for more than a year following the War of Succession. That European-scale conflict at the beginning of the 18th century pitted France and Spain against an alliance between England, the Austrian Empire and the Netherlands. The Catalans supported the European coalition and, as a consequence, Barcelona was placed under a siege which ended in defeat on 11 September 1714. That outcome led to the abolition of Catalan institutions and, from that time on, the date has held a special significance for Catalans; so much so that this is the date on which Catalans celebrate their national day.

A centre for historical interpretation and an innovative public space, the Born Cultural Centre is a project whose whole is more than the sum of its parts

The building maintains the original structure of the old central market opened in 1876, an emblematic example of iron architecture built on the ruins of a city devastated by the ravages of the War of Succession. The new cultural centre, more than merely showcasing the architectural site and renovating an iconic example of civil architecture in disuse, offers tools for interpreting the past and an extensive programme of activities. It is a museum project that brings together temporary and permanent exhibitions in a common desire to pay homage to the memory of the city's history in an enjoyable, diverse way accessible to everyone.

The centre was designed as a huge balcony overlooking a site that is unique in Europe

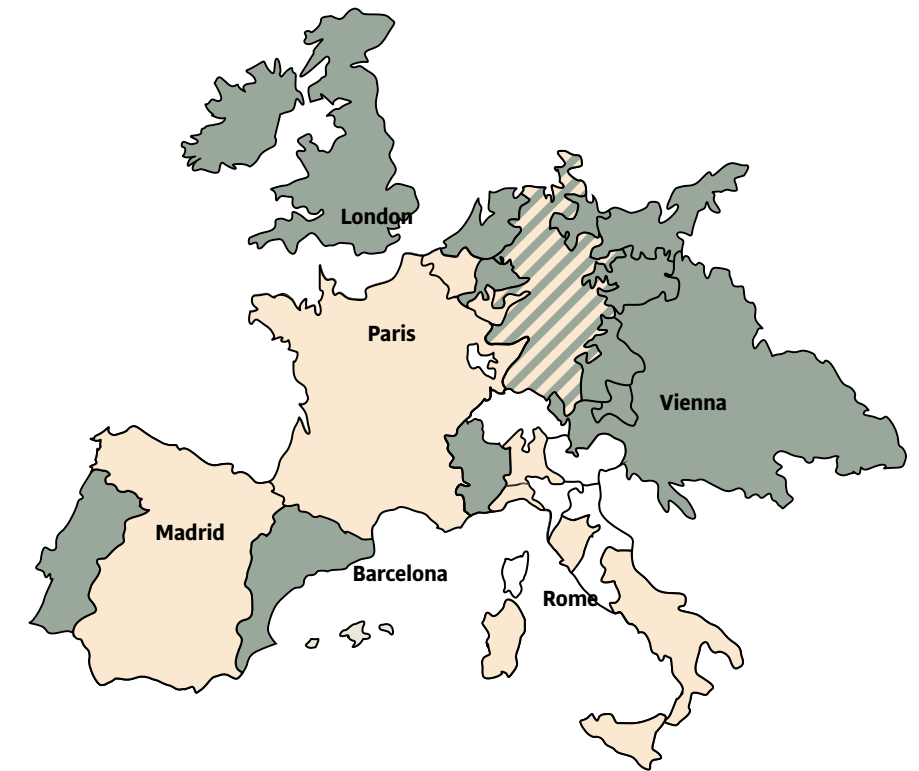


1700-01

War of Succession

King Charles II of Castile, 'the Bewitched', died in 1700 without issue. His will declared Philip of Anjou, grandson of Louis XIV of France, heir to the Spanish monarchies. He was crowned Philip V.

In response to the ominous power bloc being built up by France, the European powers (England, the Austrian Empire and the Netherlands) signed an alliance in 1701 and declared war on France and Spain, supporting the claim of Charles of Austria as claimant to the throne. Thus started the War of Succession, a conflict involving the whole of Europe and in which the Spanish and French armies joined forces against Catalonia.



■ Bourbon territory
■ Habsburg and allied territory

1713-14

The siege of 1714

Catalonia became a cornerstone of the Austrian cause in the face of Bourbon policies that threatened Catalan rights and institutions. When, in 1713, England and the Netherlands signed the Peace Treaty of Utrecht that ended the War of Succession, the allies and the forces under Charles III abandoned Catalonia which was progressively occupied by the Spanish and French. After a long siege, Barcelona surrendered on 11 September 1714. The Bourbon dynasty has held the Spanish throne ever since.

1715-18

Construction of the Citadel

With the aim of keeping the city under control, Philip V ordered an enormous fortress to be built between 1715 and 1718 in the shape of a pentagon. In order to establish a secure defensive zone around the citadel, more than one thousand homes were demolished, about 17% of Barcelona's total housing stock. It is part of this demolished area of the city that can be visited in the Born Cultural Centre.

1771-76

Recovery of spaces

As an emblem of Bourbon oppression, the citadel became a hated symbol for Barcelonans who attempted to destroy it on several occasions. In 1871, Josep Fontserè i Mestre planned out the Ciutadella Park where the Universal Exposition of 1888 was based, and also the Born market building, opened in 1876.

A PERSONAL MATTER

BUSINESS

*A decision taken at just the right time can change your life. Whether during a casual conversation, a trip to another city or a professional dilemma, you always need to be alert: at any moment you might identify the key to opening the door to the rest of your life. **This article introduces four entrepreneurs** who put every effort, and succeeded – sometimes in unexpected ways – into turning a matter of business into something very personal*

Text **Mar Claramonte**
Photos **Txema Salvans**



Julie Sohn
USA
Fashion Designer

Julie Sohn has become a champion of 'slow fashion' and is committed to creating timeless pieces crafted with meticulous care

At the age of just 21, in 1988, Julie Sohn did an internship with the acclaimed designer Purificación García. In a Barcelona that was imbued with pre-Olympic spirit, this New Yorker of Korean origin decided to stay on for another year because “there was so much energy, and lots of cultural things going on.” Around 1993, Sohn took the plunge and created her own collection. Her pieces were shown at the Gaudí (Barcelona) and Cibeles (Madrid) fashion shows and she eventually opened two boutiques.

In her Eixample boutique (Julie Sohn, Diputació 299) her Sand range shares space with other kindred brands (Seventy, Philo and Lebor Gabala). This is about ‘slow fashion’ clothing, pieces produced semi-artisanally in designs that go beyond seasonal trends, crafted with meticulous care and an eye for detail, and aimed at people who appreciate the “quality and hard work that goes into producing garments in Europe.” In other words, the sheer pleasure of well-made clothes.



Marc Ambrock
Germany
Business Manager

In the midst of the internet era, this German entrepreneur is very clear that, in the business world, human contact is vital



A handshake is the best endorsement. This is something that Marc Ambrock knows very well. This German businessman, originally from Dortmund, has in the last couple of years become the main partner in the business networking club Gild. In the midst of the digital era of exchanging emails and video-calls around the clock, Ambrock and his partners are convinced that human contact is the key to success. "In every business there has to be a personal touch; I don't know anyone who's ever signed a major business deal on the internet".

Situated on the select Passatge Permanyer in the Eixample district of Barcelona, Gild International Business Club is part of a new batch of business clubs emerging in Europe's leading cities, all of which have a common goal: putting local entrepreneurs in contact with international investors. This is a pioneering office and one of the few in Europe. Ambrock's experience, with a track record of over 20 years of helping other entrepreneurs to establish themselves in the city, is a key factor in his success.



Ulrich Kölle
Germany
Architect

This German architect loves showing his foreign colleagues the wealth of contemporary architecture in Barcelona

Back in the 1990s, he was here on an Erasmus scholarship – the European programme that facilitates the free movement of university students – and came back in 2002. "I had the idea of staying for a year or two, but I'm still here!" he explains. Kölle had a lucky start: thanks to contacts from his student years, he found work within a couple of days. But from then on, he had to look out for himself. He supplemented his work with freelance projects and in 2008 set up his own company, Pineal Architecture.

During this time he started working as a guide for GA Barcelona, where he is now a managing partner. GA Barcelona was a pioneer in organizing city tours aimed at people working in or studying architecture, with an emphasis on contemporary architecture, the urban landscape and the city's urban development strategies. GA Barcelona is part of Guiding Architects, an international network of guided architectural tours in 34 cities.



Koos Kroon
The Netherlands
Distributor of city bicycles

In 2001, this Dutch photographer was a pioneer in introducing city bicycles

In 2001, hardly anyone mentioned city bicycles in Barcelona. Today, however, they have become a common sight on the city streets.

Koos Kroon's story is one of taking perfect advantage of a business opportunity. In 1999 he left his native Holland to start a new life in Barcelona, and although his initial idea was to work as a photographer he quickly realised that success might come from following a completely different path. "I noticed that although there were a few bicycle shops for weekend or sports cycling, there was nothing specializing in city bikes, for everyday use. And I asked myself: with this fantastic climate and the traffic problems in the city, how come people aren't using bicycles more?"

So in 2001 he opened his own store-cum-workshop, specializing in the sale and servicing of Brompton bikes. Today he is a distributor of this and other international brands. He has moved his shop (BikeGràcia) to bigger premises and is planning a new business of gastronomic tours by bike in Barcelona. You might say that the wheels are turning in the right direction!



MEET YOUR HOST

WELCOME



Text **Gemma Aguilera**
Photos **Txema Salvans**

The president of the Barcelona Hotel Association, Jordi Clos, has been fascinated by ancient Egypt since he was a boy. At the age of 19 he bargained for three days running in Luxor to buy his first antique. For more than 30 years he has been combining his work as a hotelier with his passion for archaeology. At the Hotel Claris, the jewel in the crown of his hotel chain, part of his collection of sarcophagi and statues is on display

Jordi Clos (Barcelona, 1950) is the owner of the luxury Derby Hotels Collection. His exclusive establishments are like museums and he strives to make people aware of the importance of art and culture. His obsession with Egypt has led him to fund archaeological expeditions, found an Egyptology school and amass one of the most important collections of artefacts in the world



What should a visitor to Barcelona be absolutely sure to experience?

I would recommend starting at the top of Passeig de Gràcia and walking down it, enjoying the buildings such as La Pedrera and the collection of Modernist and Neoclassical houses on both sides. When you get to Plaça Catalunya you come to the Rambla, a legendary street that is the embodiment of Barcelona, and the Gothic quarter. Below this is an amazing gastronomic area next to the sea which wouldn't be out of place in Cannes or Monte Carlo. This sensory experience of the city is an absolute must for anyone. I would also urge people to savour the city's gastronomic contrasts by eating in a variety of magical locations, from simple tapas bars through to luxury restaurants. Visitors can stay in Barcelona and experience its essence at much more affordable prices than other European capitals.

Is Barcelona now a firm fixture on the world's tourist map?

Absolutely, and it's not by chance. Barcelona is a big city yet it's also relatively small – you can walk from one end to the other in an hour-and-a-half. It's not a massive urban sprawl like London or Paris, where you need to spend an hour on the metro to go from one side to the other. Plus it's a Mediterranean city with a seafront, an unarguable attraction.

“The true traveller is one who samples the flavour of many cities and then returns to explore them in greater depth”

Lots of other cities have a beach. What makes Barcelona different?

The sea is a vital part of Barcelona's international projection. We're visited by more than 2.5 million cruise ship passengers – Barcelona is the biggest cruise ship port in the Mediterranean – and even though these visitors don't sleep in the city they give it life and fill our stores and restaurants. And when they leave, they help to internationalize the Barcelona brand. They may only have been here for a day, but they'll be back for sure. The true traveller is one who samples the flavour of many cities and then returns to explore them in greater depth. Let's not forget that it's only recently that Barcelona has truly embraced the sea. Young Barcelonans and tourists can't imagine it without the sea, but before the '92 Olympic Games it was a city that had completely turned its back on the sea.

What does Barcelona offer visitors in terms of culture?

The city is a major centre of Modernist architecture, a showcase of Antoni Gaudí, Domènech i Montaner and Puig i Cadafalch. We also have a museum of unique Romanesque art, the best Picasso museum in the world, the extraordinary Miró Foundation and an Egyptian Museum with the most important private collection in Europe. Barcelona offers a journey from ancient history to stark modernity in the National Museum of Art of Catalonia. We may not have a Prado or a Louvre, but we've built a network of highly specialized museums on a smaller and more human scale, which offers greater value in the 21st century.

“After the boom of 1993, we're now entering a new phase of excellence, converting former palaces into boutique-style hotels”

And away from the museums?

This is an ancient city with Roman remains and a Gothic quarter housing some spectacular hidden gems such as the Plaça de Sant Felip Neri which transports you to another era. This is in absolute contrast to the avant-garde architecture of the Forum area and the seafront. This represents the consolidation of an experiment to inject the modernity of the 20th century into an urban development model that is unique in Europe: the Eixample (grid-pattern extension) of Ildefons Cerdà.

Does Barcelona's hotel infrastructure meet demand?

The city has one of the strongest hotel infrastructures in Europe, not just in terms of the number of rooms (fewer than other capital cities, with 60,000), but because of their quality and uniqueness. Barcelona experienced a hotel boom after 1993 so many of its establishments are new, compared to London and Paris which have much older hotels and only the really luxurious – and hugely expensive – hotels offer any kind of modernity. Our hotels offer outstanding value for money. Prices are at least 50% cheaper here than in London or Paris. This is a key factor in explaining Barcelona's success as a tourist destination. Barcelona's hotel stock is definitely better than that of most other European capitals.

In terms of hotels, does Barcelona have anything unique to offer?

In 1992, Barcelona recorded 4.5 million overnight stays and that figure is now more than 15 million per year, showing huge growth in both the standard and luxury segments. We're now entering a new era of excellence, restoring ancient palaces and unique buildings and transforming them into boutique hotels in the Old Quarter. We're also recovering industrial buildings in the Poblenou district that once housed factories and are now being turned into loft-style hotels like in New York's Soho.

The contribution of the hotel and tourist industry to the city's economy is one of the highest in Europe isn't it?

It represents between 13% and 14% of the GDP, an extremely high percentage which to a large extent has protected the city from the most serious effects of the economic crisis. Between 25,000 and 30,000 people work in the hotel sector in Barcelona, and hundreds of thousands of people make their living from tourism. Our great good fortune is that back in 1993 we made a concerted bid for a modern, cosmopolitan city, and today we're reaping the benefits.



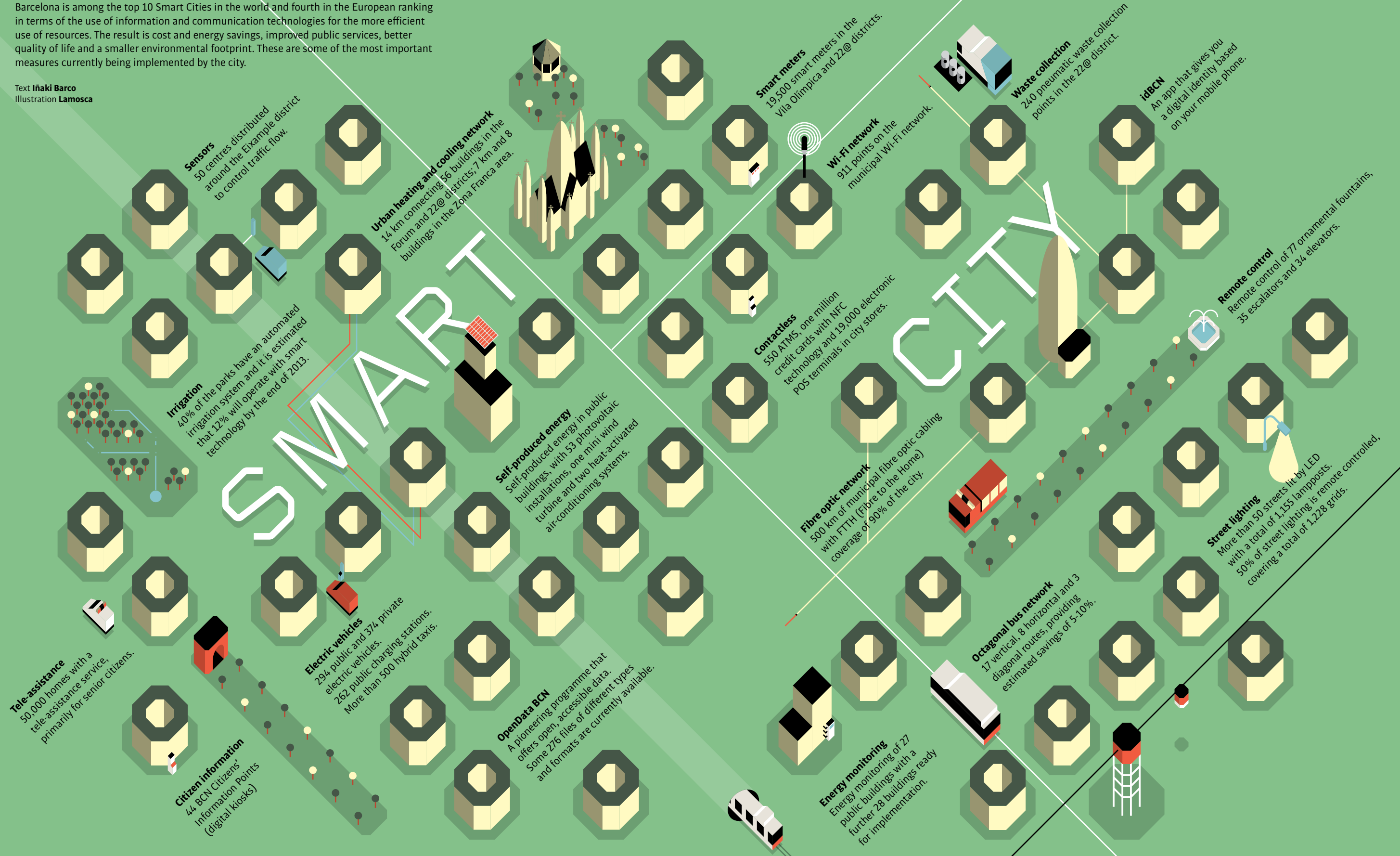
The thousand-plus pieces in Jordi Clos's collection now form the Barcelona Egyptian Museum

Smart technology for a better city

Barcelona is among the top 10 Smart Cities in the world and fourth in the European ranking in terms of the use of information and communication technologies for the more efficient use of resources. The result is cost and energy savings, improved public services, better quality of life and a smaller environmental footprint. These are some of the most important measures currently being implemented by the city.

Text **Iñaki Barco**
Illustration **Lamosca**

Barcelona inspires



Step

1

Their work stands out for its craftsmanship, use of natural materials and admiration for both classical and popular models. But that's just the starting point for breaking the mould. The ground-breaking designs of these **creative, thirty-something women** reference the long-standing leather and footwear industry yet exude an avant-garde modernity. Their creations combine clean lines with imaginative details and combinations of materials. Their shoes already have a legion of fans across Europe and are starting to find a niche in Japan, the USA and Australia.

4

by

2

Step

3

Text **Marta Rodríguez Bosch**
Photos **Txema Salvans**



5

Claudia Pérez, Naguisa

Industrial product designer Claudia Pérez is one half of Naguisa, the footwear brand she founded with an architect partner, which puts an emphasis on research and innovation in sourcing materials for their models. Jute is the protagonist, in combination with other materials: linen, cork, plant-tanned cowhide, seed-stitched cotton... Her first collection proved hugely popular in Tokyo and Hong Kong. Indeed, the brand's name is Japanese and means "the wake left by the waves on the shore".

6

Nunu Solsona, Deux Souliers

Having studied fashion design, Nunu Solsona presented her first footwear creations in an art gallery in Barcelona. With her first official collection she was invited to exhibit at the Première Classe Porte trade show in Versailles, Paris. Last summer she went to Japan to give a course at the Hiko Mizuno College of artisan shoe-making in Tokyo. Her hallmarks include an emphasis on detail and ingenious removable elements that give different looks to the same model. "Moving forward is as easy as placing one foot in front of another. A pair of shoes is all you need" she writes on her website with good humour and good sense.



7

Ariadna Girado, About Arianne

At the age of just 26, Ariadna Girado is the youngest of the group. After studying fashion design, her passion for shoes took her to Alicante, the Spanish shoe-making region par excellence, where she was commissioned to create a footwear collection. However, when the manufacturer saw it, he didn't want to risk going into production, so she set up her own brand which embraces both restraint and delicacy. Her first collection was a success and was bought by the London fashion chain Whistles. She has recently opened a lovely little shop of her own in one of the most vibrant neighbourhoods in Barcelona: the Born.



8



Sara González, De Ubieta

Her knowledge and use of geometry and the behaviour of materials stem from her training as an architect. Her fascination with shoes is also influenced by the immediacy of their construction compared to buildings. Pattern-cutting, stitching, reinforcing... she makes the shoes by hand, in her studio, ascribing to the 'new artisan' trend. Her Gorillas in the Mist collection came from studying the variations of two models which, according to seasonal needs, can be cut back to a summer sandal. The final version of this timeless shoe is decided in conjunction with the customer: the leather, the sole, the details...

These young shoemakers reference the long-standing leather and footwear industry to design their own avant-garde creations



9

Anaid Cano, Anaid Cupuri

Anaid Cano is from Durango, in Mexico, a state with a long-standing leather-making tradition. She settled in Barcelona in 2000 and created her own brand of footwear. "I knew that Barcelona was the perfect place to do it, a city full of artists and creativity." Eclectic and open to different interests, she is attracted by all things retro-folk, country and rustic, but integrates all these references to produce an original and sophisticated mélange. She approaches every model as if she were in an experimental laboratory, achieving a result that leaves no-one indifferent.

10

MEALS



VIEWS

Text **Mar Calpena** | Photos **Román Yñán**



Restaurant Torre d'Alta Mar



When it comes to restaurants, the most important thing is the quality of the food. But if, on top of that, you have the added value of a spectacular view then it becomes a “must visit” venue.

Let us introduce you to a few restaurants that have managed to take full advantage of their setting to offer diners the best possible experience



THE EAGLE'S NEST

Perched atop an old metal tower that forms part of the Montjuïc cable car, 75 metres up, is the Torre d'Alta Mar restaurant, like an eagle's nest with 360° views over the city and the sea. Its menu is based on fish and classic dishes such as rice broths. While the views are stunning throughout the whole restaurant – given its size, it's almost impossible for them not to be good – we recommend requesting a table right by the windows. As an added attraction, a 10-minute ride on the Montjuïc cable car carries you right across the port at a dizzy height.

Torre d'Alta Mar
Passeig Joan de Borbó, 88
Tel: 932 210 007

A TASTE OF AVANT-GARDE

The Dos Cielos restaurant has a Michelin star and has won a number of awards. It's hardly surprising: this gourmet temple offers an unbelievably good tasting menu. In the summer season, however, the star feature, without a shadow of doubt, is its terrace located on the twenty-fourth floor of the Meliá Barcelona Sky Hotel. This majestic glass-clad polyhedral skyscraper, designed by French architect Dominique Perrault, at Diagonal Mar district, which embodies Barcelona at its most avant-garde.

Restaurant Dos Cielos
Pere IV, 272-286
Tel: 932 672 070

A number of restaurants have taken advantage of their natural position to combine gastronomic delights with unique views over the city

DINE IN A PALACE

Located on the first floor of the Museu d'Art de Catalunya, Òleum is the perfect choice for combining two undeniable pleasures: culture and cuisine. Exclusive and elegant, the restaurant's décor reflects both the traditional and the modern. The amazing views through the windows of the Throne Room are enhanced still further by the use of a huge mirror set into the ceiling at an angle which gives the impression of greater space and light. The menu features traditional culinary treasures updated with innovative details, such as the ravioli of leek confit and Catalan style spinach with pine nuts and raisins.

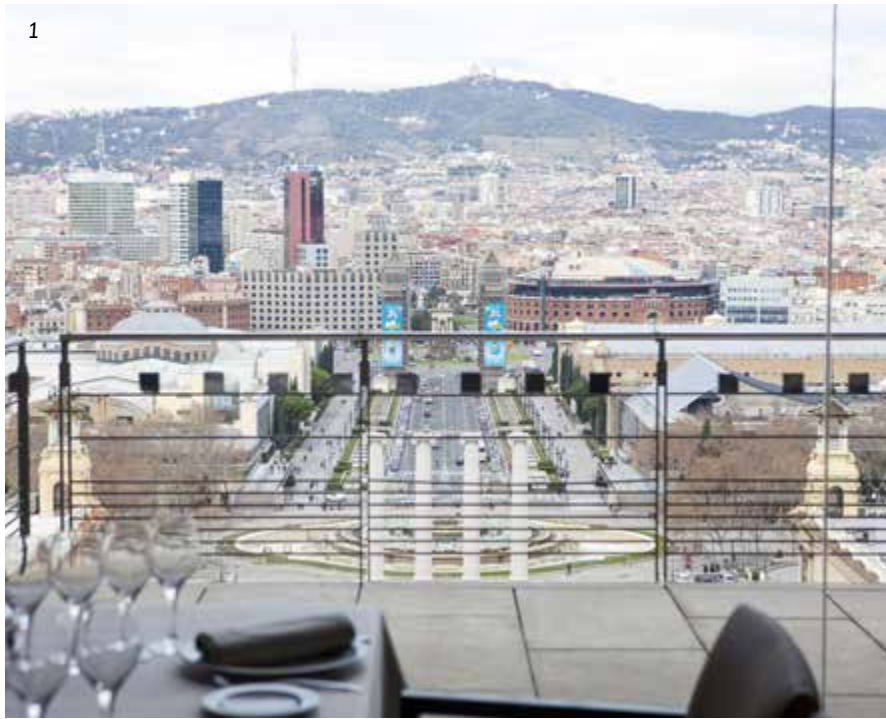
Òleum
Museu d'Art de Catalunya, Montjuïc Park
Tel: 932 89 06 79

PLAYING WITH THE SKYLINE

Over to the right is the sea, and directly in front is a unique perspective of the Eixample district: this is the trump card of El Xalet, which occupies a historical building spread over three floors on the hill of Montjuïc. The grid pattern of streets designed by Ildefons Cerdà in the mid-19th century looks just like a view in Google Maps. From their tables, diners can play a game of identifying Barcelona's emblematic buildings. The menu features fish specialities such as tuna tartare or cannelloni of monkfish and prawns.

El Xalet
Av. de Miramar, 31
Tel. 933 249 270





1

- 1. Restaurant Ôleum
- 2. Restaurant Forestier
- 3. Restaurant L'Orangerie



2

ECHOES OF A BYGONE AGE

The Grand Hotel Miramar was designed by the rationalist architect Ramon Reventós on the occasion of Barcelona's International Exposition in 1929. Enjoying a privileged location in a landscaped area on the hill of Montjuïc, the hotel has been totally renovated after years of neglect but still transmits the atmosphere of a bygone age, with a slightly retro feel that evokes the time when Montjuïc was the main leisure area of the city. Its restaurant, Forestier, offers market-fresh cuisine, an extensive wine list and a large terrace area on which to enjoy the sea breeze and listen to the murmur of activity in the harbour below.

Forestier
 Plaça Carlos Ibáñez, 3
 Tel: 932 811 600

BACK TO NATURE

The Hotel La Florida was established by Doctor Salvador Andreu in 1925. The well-known pharmaceutical industrialist and philanthropist wanted to create a space well away from the growing pollution emanating from the modern city, and decided to locate it at the highest point of Barcelona: in the midst of forests of oak and ilex, the mountain of Tibidabo offered the ideal location for his oasis of calm. Nowadays, its restaurant has the city at its feet and the sea on the horizon. Notable amongst the classic dishes featured on the menu are the steak tartare and the clay-roast lamb.

L'Orangerie Restaurant
 Carretera de Vallvidrera al Tibidabo, 83
 Tel: 932 593 000



3



ON THE SEAFRONT

The W Hotel is a luxury skyscraper that dominates the harbour with its imposing silhouette in the form of a sail. An iconic building in the city's new seafront, the "Sail" (as it is popularly known locally) boasts a variety of food and beverage outlets with views. Particularly worthy of mention is the Salt Beach Club, right on the beachfront and the ideal place to enjoy the sunset with a cocktail. The cuisine is based on a fusion of Californian, Mediterranean and Asian specialities. The evenings come alive to the sounds of some of the city's best DJs.

Salt Beach Club
 Passeig Mare Nostrum, 19-21
 Tel: 932 952 819

Salt Restaurant

5



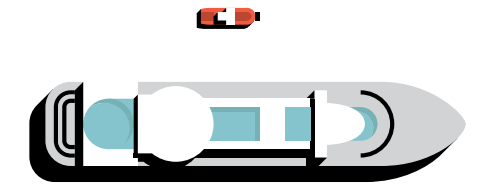
EUROPE'S MEDITERRANEAN PORT

The leading European and Mediterranean port for cruise ship traffic and the fourth biggest in the world (only Caribbean ports handle more passengers), the port of Barcelona is also an important hub for freight traffic

Text Núria Peláez | Graphics Lamosca

Barcelona is one of the European ports equipped to handle giant container ships and benefits from being connected to an extensive European rail network. With more than 3,000 metres of mooring space and maritime connections with more than 850 ports worldwide, the Port of Barcelona is one of the largest ports in the Mediterranean in terms of turnover (160.8 million euros in 2012). During 2012, 42.6 million tonnes of freight were handled from 7,757 vessels and 1.8 million TEU containers.

The port is also the entry point to the city for millions of cruise ship passengers who disembark in Barcelona every year: 2.4 million people – mostly British, Italians and Americans – who arrived on board 770 ships (with 2.6 million predicted for 2013), with an impact on the local economy to the tune of 230 million euros.



Source: Barcelona Port Authority Statistics Report 2012

Cruise passenger arrivals
716,454



Cruise passengers in transit
970,251

Cruise passenger departures
721,929



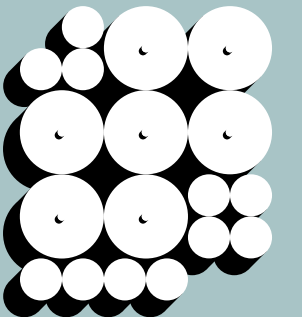
Regular Ferry passengers
1,013,885



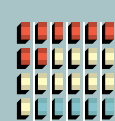
Containers
17,401,082 t



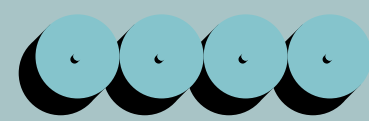
Hydrocarbons
8,110,456 t



Vehicles
664,931 units



Soya, cement, cereals...
4,083,436 t



Oils, chemicals...
2,321,030 t



Scrap metal, salt...
602,307 t



The comfort of strangers

For a short time every summer, a little boy's eyes contemplated a city that was his home yet entirely foreign. His everyday life was in Cologne. Barcelona, the city of his birth, was an engaging enigma. On a film shoot in 2005, that enigma turned into a passion for **Daniel Brühl**.

Text **Sergi Garcia**
Photo **Josep M. López**



In *One Day in Barcelona*, actor Daniel Brühl explains how the city seduced him

Anchovies in the Gothic Quarter, bonfires on the eve of Sant Joan, the *caçotada* (a kind of spring onion cooked on a brazier and served with Romesco sauce), cocktails on the Rambla, hemp espadrilles (both traditional and high-fashion), avant-garde furniture on Passeig de Gràcia, bombs in the Barceloneta district (actually a potato ball in a batter with spicy meat centre), the wide-eyed excitement of an eight-year-old boy at Camp Nou... Daniel Brühl's Barcelona is "a love story with a beautiful woman", an engaging and easygoing city, just the right size – big enough to offer everything yet still eminently walkable, where it's easy to make friends; in his own words, "a city that should avoid using Botox at all costs."

Daniel Brühl (credits include *Good Bye Lenin!*, *Two Days in Paris*, *Salvador*, *The Pelayos*, *Seven Days in Havana*) was born in Barcelona to a Catalan mother and German father in 1978 but his father's job took them to Cologne when he was very small. He spent the summers in his uncle's house in Barcelona, seeing everything through the eyes of a German boy. There were many things he didn't understand: the street life, a certain lack of order, people's reactions... His mother used to tell him that one day all of this would come to fascinate him.

When he was 16 he started realizing that his mother was right, but it was not until he was asked to appear in the film *Salvador* in 2005 that his birthplace really started getting under his skin. He explored every last nook and cranny, making friends, soaking up its aromas and flavours; he met Shakira and Piqué, set up home in an apartment in the Gràcia district, a fusion of bohemian and working-class, where he still lives today; immersed himself in the city's street life... and that was when he embraced the anchovies and the bombs, Barça and the espadrilles, as his own.

Barcelona enchanted him to the point that he wanted to share all his discoveries in a book, *One Day in Barcelona*, which describes what captivated him and what he loves about the city of his birth. He may be an actor in Berlin, but he dreams of spending winter and spring between Gràcia and Barceloneta. As the Catalan saying goes, *roda el món i torna al Born* (there's no place like home).

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THE VESTIGES OF A VISION

Text **Helena Martínez Guimet** | Photos **Archive**



Modernism, the Catalan Art Nouveau, is one of the hallmarks of the Museum

If Paris has the Louvre and London the National Gallery, St. Petersburg the Hermitage and Florence the Uffizi Gallery, then Barcelona has the Museu d'Art de Catalunya. This temple to art overlooks the city from the heart of Montjuïc and houses an extensive collection of masterpieces from different periods with an emphasis on Catalan art as well as exhibits by renowned international artists.

Located in the majestic National Palace which was built for the International Exposition of 1929, the Romanesque collection stands out as being the best in the world for murals and key pieces such as those from the churches of Sant Climent and Santa Maria de Taüll. Supplemented by a Gothic section with its singular Catalan altarpieces, the museum offers an incomparable journey through the world of mediaeval art.

The Museu d'Art de Catalunya houses the world's largest collection of Romanesque murals

Another large section is devoted to Modernism, the Catalan Art Nouveau of which Barcelona is the capital. This section houses paintings and decorative art by Ramon Casas, Santiago Rusiñol, Antoni Gaudí and Jujol. The Modern Art section also features leading artists with different styles, including Picasso, Dalí, Marià Fortuny, Gargallo, Juli González and Tàpies.

The great masters of the Renaissance and Baroque periods are represented by Titian, Tintoretto, Cranach, El Greco, Josep de Ribera, Francisco de Zurbarán, Diego Velázquez, Goya and Rubens.

Yet the Museum is also a dynamic space that is open to cutting-edge international digital projects. Thus, along with other great art centres around the world, the Museum is participating in the Google Art Project. This enormously powerful tool lets you search online for works classified by artist, period or style, and is also a virtual showroom in which you can tour the National Museum and its exhibition rooms; a daunting task that has involved capturing 4,500 images in 360°. Web users can now view 1,464 of the museum's exhibits and access 70 complementary informative videos.

The Museum is participating in two innovative projects for digitalizing artworks: Google Art and Partage Plus

Apart from this digitalized collection, the museum has recently joined the European-based Partage Plus programme which is creating a catalogue of more than 75,000 Art Nouveau works that can be accessed via the portal Europeana. One of the most innovative aspects of this project is that of the 2,020 pieces contributed by the MNAC, 100 of them will be digitalized in 3D. In this way the Museum's most important artists such as Antoni Gaudí, Ramon Casas, Josep Llimona, Josep Puig i Cadafalch, Henri Meunier and Alphonse-Marie Mucha can be discovered.

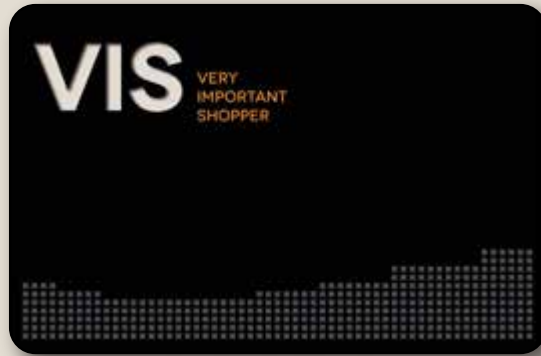
Getting back to the real space, visits to the museum do not just involve its interior; connected to the magnificent exterior lobby area, two panoramic viewing terraces give a spectacular dimension to the visit. One terrace runs alongside the main façade of the building and the second is accessed through a passageway between the domes and towers of the Museum. A total of 1,200 square metres offering 360° views to contemplate the Barcelona skyline, rounding off the attractions of a museum whose art, scenic setting and innovation place it firmly amongst the top ten must-do visits in Barcelona.



The views over the city are another of the attractions of a visit to the Museum

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Factories of Creation

Photos **Gunnar Knechtel**
Text **Iñaki Barco**

Talent is intangible but it can only be manifested in physical form: by a design that solves a need, a product that forces a latent demand to emerge or an artistic creation that gives shape to an emotion, for example. Innovation is an attitude but certain contexts or factors are facilitators, and interdisciplinarity is one of the most important of these.

From the most traditional industrial past to the new creative industries: The Barcelona City Council, through the Institute of Culture, is rolling out a programme known as the 'Factories of Creation'. Former derelict factories are being revamped to house the community of artists and other agents involved in creation.

The Factories of Creation are the city's commitment to ensuring that talent has somewhere to express itself; to make innovation the norm rather than the exception.



Fabra i Coats

Around 5,000 square metres of a former textile-manufacturing factory complex now houses cultural projects whose hallmark is their versatility and cross-cutting nature: a magnificent repository for the visual, performing, musical and audiovisual arts.





La Central del Circ
Located in the Forum Park, this 3,000 m² platform offers a venue for circus professionals to train, practice, rehearse and research.



Sala Beckett / International Theatre Workshop
A prestigious international centre for theatrical creation and experimentation; a benchmark of contemporary theatre and a meeting place for playwrights, other theatre creators and the general public.





La Seca
A former mint which today houses the most avant-garde performing arts. Situated in the Born district, the centre puts on performances by young creators, writers and dramatists who diverge from traditional theatre to offer an openly contemporary, multidisciplinary viewpoint.



Graner
A creative centre for the in-depth study of body language and movement. It hosts residencies of dance creators and develops art cooperation projects with other cultural agents.





Ateneu Popular 9 Barris

The circus is the flagship of this cultural centre, which also promotes the participation and cooperation of neighbourhood associations. Radically committed to its neighbourhood and to society in general, it foments creativity and artistic training.



Nau Ivanow

Specializing in the performing arts, and with a definite vocation for social intervention, Nau Ivanow drives artistic projects by young creators and covers every phase of the production process.





Hangar
Housed in the former Can Ricart factory in the Poblenou district, visual art creatives have their own space in this open centre which fosters research and production.

LINE UP

Live! / Innovation / Knowledge /
Meeting Point / Sports



A round-up of the main events, exhibitions, performances and happenings in the city

(((Live!)))



Le Corbusier

A comprehensive retrospective of this international icon of 20th century architecture in a joint production with New York's MoMA.
CaixaForum
Avinguda Francesc Ferrer i Guàrdia, 6-8
29 January – 11 May



Danny Lyon: 'The Bikeriders' / 'Uptown'

Two iconic collections from American photographer Danny Lyon: 'The Bikeriders' (1962-66) describes the author's time with the Chicago Outlaws motorcycle club and reveals the lifestyle of the American Mid-West, while 'Uptown' (1965) portrays life in an immigrant neighbourhood of north Chicago.

Fundació Foto Colectania
Carrer Julián Romea, 6
23 January – 17 April



Millennium Festival

Van Morrison's concert at the Liceu Opera House on 21 December was the main event of a programme replete with great names: Vinicio Capossela (11/12), Manel (2/02), Ute Lemper (7/12), Nana Mouskouri (21/12) and Goran Bregovic (29/04), amongst others.

Various venues
21 December – 23 May



A Cop d'Ull (At a Glance)

Conceived as a huge panoramic snapshot, *A Cop D'Ull* presents a retrospective of the contribution made by photography in the last 10 years to visual culture in Barcelona, both within and outside the city. The journey starts off with a look back at some of the great photographers of the past (Català-Roca, Maspons, Miserachs, Massats, Colita, etc.) before putting the spotlight on creators from recent generations (Manolo Laguillo, Txema Salvans, Toni Catany, Humberto Rivas, etc.).

La Virreina. Centre de la Imatge
La Rambla, 99
5 December – 23 February



Michael Bublé

The Canadian singer presents his sixth album, *To Be Loved*.

Palau Sant Jordi
Passeig Olímpic, 5-7
30 January



Mariinsky Theatre Symphony Orchestra of St. Petersburg

Mahler's Fifth Symphony, conducted by Valeri Gergiev.

L'Auditori
Carrer de Lepant, 150
11 February



Depeche Mode

The pioneers of the post-punk era present their new album, *Delta Machine*.

Palau Sant Jordi
Passeig Olímpic, 5-7
15 January



Davant l'Horitzó (On the Horizon)

From the horizons of the Renaissance through to post-Modernism. The exhibition includes works by Marc Chagall, Max Ernst and Claude Monet, amongst others.

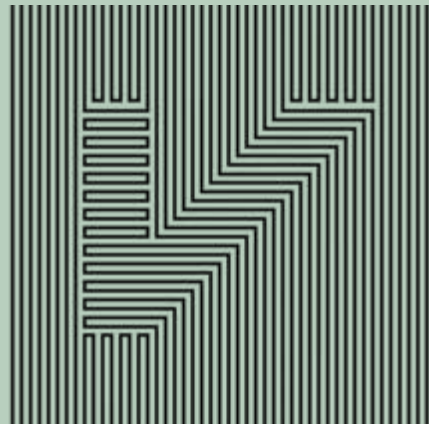
Joan Miró Foundation
Montjuïc Park
29 October – 16 February



La Belle: Les Ballets de Monte Carlo

A dreamlike, sensual, glittering ballet which won the Nijinsky Award for Best Choreography in 2001. Jean-Christophe Maillot revisits the symbolism of Perrault's traditional story of *Sleeping Beauty* and enhances the exquisite score by Tchaikovsky with excerpts from *Romeo and Juliet*.

Liceu Opera House
La Rambla, 51-59
13, 15 and 16 February



Micro Mutek

The fifth edition in Barcelona of the offshoot of the prestigious Quebec festival Mutek, dedicated to avant-garde sounds and multimedia art.

Various venues
5 – 8 March



Tosca: Giacomo Puccini

Paco Azorín stages this renowned opera by Puccini.

Liceu Opera House
La Rambla, 51-59
8 – 25 March



Lorin Maazel and the Munich Philharmonic Orchestra

An acclaimed master of Sibelius' and Strauss' work, conductor Lorin Maazel returns to the Palau de la Música to lead the Munich Philharmonic Orchestra.

Palau de la Música
Carrer Palau de la Música, 4-6
19 February



Guitar Festival

The British band Crystal Fighters, Andrés Calamaro and Ivan Ferreiro are the first confirmed names on the programme of this eclectic festival dedicated to the guitar.

Various venues
From 20 February



Primavera Sound

The benchmark festival on the contemporary Indie scene, Primavera Sound boasts an enviable line-up that combines edgy new bands with established artists. Some of the big names on this year's programme include the Pixies, Neutral Milk Hotel and Arcade Fire.

Forum Park
20 – 31 May



D'A: Barcelona International Festival of Auteur Cinema

A stimulating programme featuring some of the most edgy, nonconformist independent films.

Various venues
25 April – 4 May

Seuls: Wajdi Mouawad

A play written, directed and performed by the author of *Incendies*, in French with Catalan subtitles.

Teatre Lliure Montjuïc
Passeig de Santa Madrona, 40-46
27 February – 2 March

Innovation



International Conference on Innovation in Economic and Business Sciences (ICIEB)

The conference brings together leading researchers, engineers and scientists to present new advances and research results in the fields of theoretical, experimental and applied innovation in economics and business sciences.

Hotel Avenida Palace
Gran Via de les Corts Catalanes, 605
21 – 22 February



Mobile World Congress

The biggest global event in the mobile communications sector will be smashing the record set last year with 73,000 visitors. Under the slogan 'Creating what's next', delegates will have the chance to get first-hand experience of the mobile technology that is revolutionizing business and transforming the daily lives of millions of people around the world.

Fira de Barcelona - Gran Via
Av. Joan Carles I, 64
L'Hospitalet de Llobregat
24 – 27 February



European Wind Energy Association (EWEA)

This benchmark European event and international platform serves to present the main innovations in the wind energy industry.

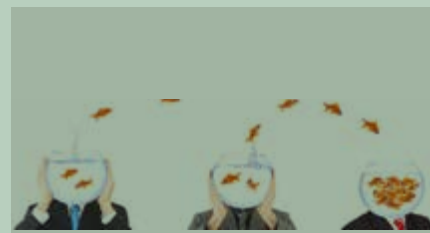
Fira de Barcelona - Montjuïc
Avinguda Reina Maria Cristina
10 – 13 March



Sonar

Created in 1994, the International Festival of Advanced Music and New Media Art is an international benchmark for contemporary electronic music and its interactions with other disciplines. A pioneer in bringing creativity and technology together, this year it features artists such as Massive Attack and Richie Hawtin.

Fira de Barcelona - Montjuïc
Avinguda Reina Maria Cristina
12 – 14 June



Breakthrough Innovation

This itinerant meeting offers an insight into some of the world's most innovative companies and how their innovation maps lead them to this prestigious position.

Hotel Barcelona Princess
Avinguda Diagonal, 1
27 – 28 February



080 Barcelona Fashion

Creativity and innovation are the concepts that inspire 080 Barcelona Fashion. A benchmark in avant-garde design and fashion, this year's winter edition of the Catalan fashion show is moving to the most bohemian neighbourhood in Barcelona, the Born. The summer show takes place in July.

Born Cultural Centre
Plaça Comercial, 12
27 – 31 January



Barcelona Design Week

Design, innovation and business are the drivers of this annual event organized by the Barcelona Design Centre.
DHUB Barcelona
Plaça de les Glòries Catalanes, 37
2 – 14 June



OFFF Barcelona

Advertising, film, music, television and art come together in the most important cultural meeting for the digital sector.
DHUB Barcelona
Plaça de les Glòries Catalanes, 37
15 – 17 May



IMS World Forum 2014

The only dedicated global IMS event in the market will once again be tackling the most important issues facing the industry: cloud services, WebRTC, app development, the OTT challenge, Voice over LTE (VoLTE) and fixed-mobile convergence.
Hotel Fira Palace
Avinguda de Rius i Taulet, 1.3
29 April – 1 May

“BARCELONA NOURISHES CREATIVITY”

Ferran Adrià.
Chef and *Barcelover*.

From Gaudí to Ferran Adrià, creativity has always been associated with Barcelona. Lively, stimulating and adventurous, it is one of the best capital cities at combining architecture, design, culture, technology and gastronomy. The result of a way of being, of feeling the colours, of expression through smells, shapes, sounds... To walk its streets is to awaken inspiration with all our senses.

4th MOST CREATIVE CITY IN THE WORLD.

Source: Survey on the Barcelona City Brand by BCD.



Knowledge



Open City

Smart technologies are transforming our world. Evgeny Morozov, an expert researcher into the implications of technology on contemporary society, has been charged with inaugurating a series of conferences on this subject with the participation of Bruce Bégout, Rafael Chirbes, Erri de Luca, Richard Sennett and Kamila Shamsie, amongst others.

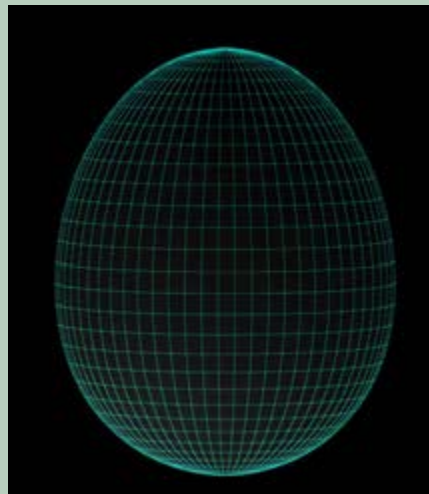
CCCB
Montalegre, 5
27 January – 24 March



BCNegra 2014

The ninth international festival of detective fiction.

Various locations
1 – 8 February



International Conference on Computer Modelling and Simulation (ICCMS)

The ICCMS is the main annual research conference in this field and every year presents the most important ongoing research activities.

Hotel Avenida Palace
Gran Vía de les Corts Catalanes, 605
20 – 21 February

International Congress on Nutrition and Growth

Paediatricians, neonatologists, nutritionists and other experts will be meeting to discuss the challenges involved in the interaction between nutrition and growth.

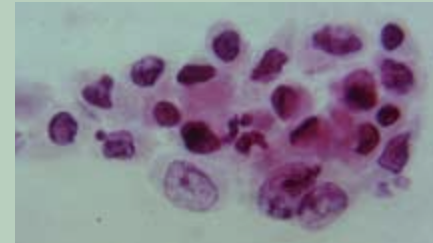
Barcelona International Convention Centre
Plaça de Willy Brandt, 11-14
29 January – 1 February



World Generic Medicines Congress Europe

Showcasing global-scale solutions for the generic medicines industry.

Hotel Rey Juan Carlos
Avinguda Diagonal, 661-671
1 – 4 April



European Neuroendocrine Tumour Society

The almost 1,000 members of the Society bring a huge breadth of knowledge to the table in fields such as oncology, radiology, nuclear medicine, endocrinology, surgery and gastroenterology.

CCIB
Plaça de Willy Brandt, 11-13
5 – 7 March



Barcelona Breast Meeting

The latest cutting-edge techniques in oncoplastic and cosmetic breast surgery.

Hospital of Santa Creu i Sant Pau
Carrer Sant Quintí, 89
5 – 7 March

We Are Our Brains

Renowned international neurologist Dick Swaab has recorded in the book *We Are Our Brains* much of his thirty years of knowledge and experience as the Director of the Dutch Institute for Brain Research.

CosmoCaixa
Isaac Newton, 26
13 February



1st Meeting on Transport Economics and Infrastructure

Experts and academics discuss recent research into issues such as price-setting, investment and competition in this sector.

Faculty of Economics and Business, University of Barcelona
Avinguda Diagonal, 690
14 February

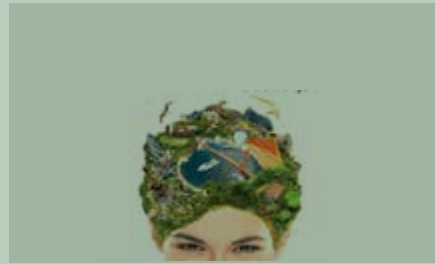


19th Congress of the European Association of Hospital Pharmacists

An outstanding opportunity to share the latest advances in the profession of hospital pharmacist and learn about the latest industry innovations.

Barcelona International Convention Centre
Plaça de Willy Brandt, 11-14
26 – 28 March

Meeting Point



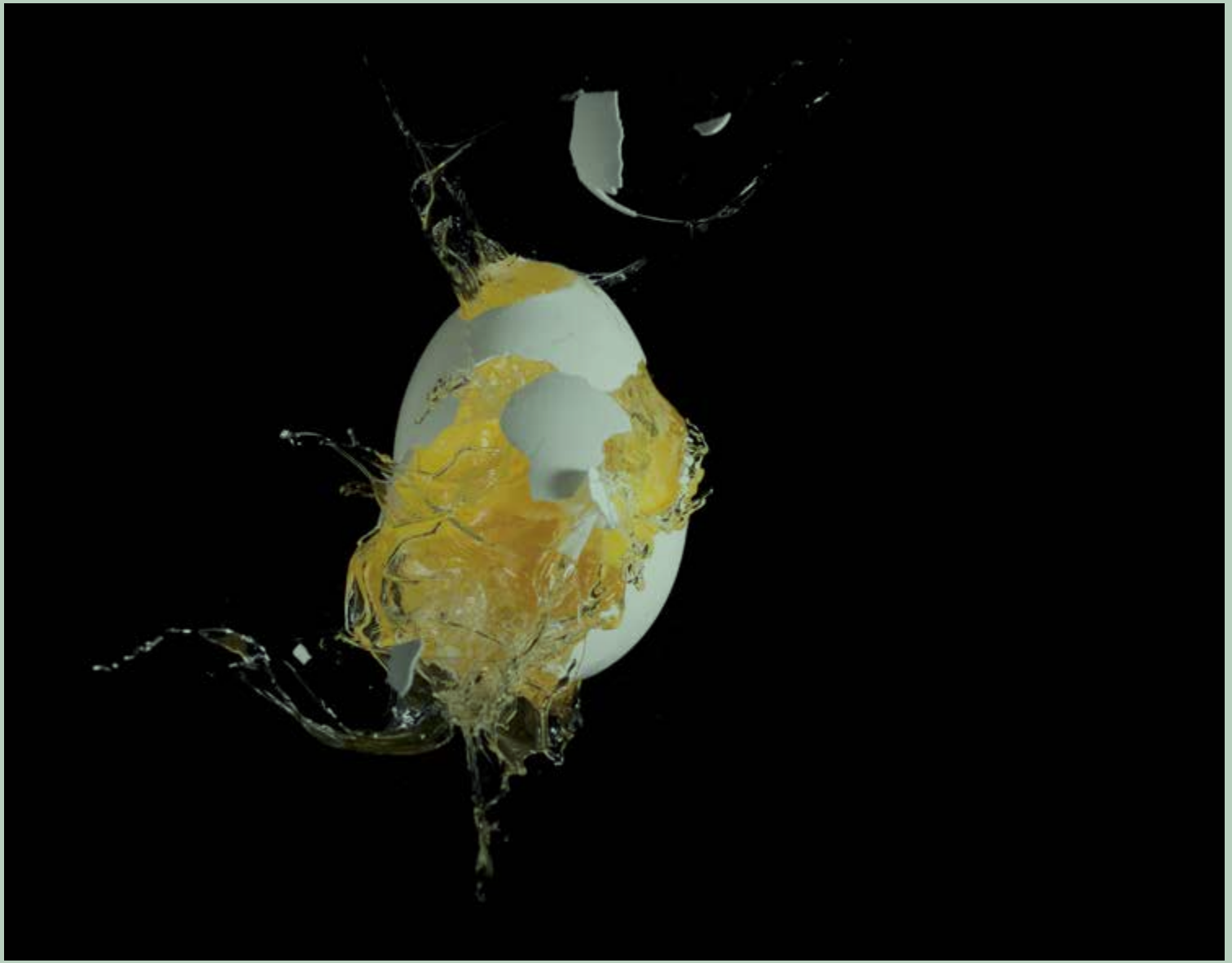
International Tourism Show in Catalonia

The SITC showcases the latest trends in tourism for à la carte vacations.
Fira de Barcelona-Montjuïc
Avinguda Reina Maria Cristina
4 – 6 April



Eyeforpharma

The world's biggest meeting of pharmaceutical company sales executives.
Barcelona International Convention Centre
Plaça de Willy Brandt, 11-14
18 – 20 March



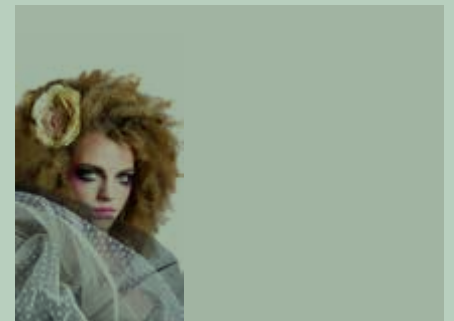
Alimentaria Trade Fair

Alimentaria is one of the biggest food and beverage trade fairs in the world, a fact acknowledged by the leading international operators in the sectors of industry, trade and distribution. This landmark event is a hub of innovation, specialist products and has a keen eye for internationalization.
Fira de Barcelona-Montjuïc
Avinguda Reina Maria Cristina
31 March – 3 April



Expo Sports

A trade show dedicated to the world of running, held at the same time as the Barcelona Marathon.
Fira de Barcelona-Montjuïc
Avinguda Reina Maria Cristina
14 – 15 March



STS Beauty Barcelona

The trade devoted to beauty, personal image and quality of life.
Barcelona International Convention Centre
Plaça de Willy Brandt, 11-14
8 – 10 February



eShow

The international event for internet business: ecommerce, online marketing, cloud hosting and the social media.
Fira de Barcelona-Montjuïc
Avinguda Reina Maria Cristina
12 – 13 March



The Comic Fair

The major annual event for the comic world is back with the latest new publications, international and local authors and a series of exhibitions.
Fira de Barcelona-Montjuïc
Avinguda Reina Maria Cristina
15 – 18 May



World Wine Meeting

WWM Barcelona provides a venue for importers from the main wine buying regions to meet local producers, offering a unique market research opportunity.
Hotel Majestic
Passeig de Gràcia, 68
20 – 23 February

Sports



Formula 1 Spanish Grand Prix

In May, the Formula 1 championship returns to Europe at the Grand Prix event hosted by the Circuit de Catalunya racetrack.

Circuit de Catalunya
Montmeló
9 – 11 May



Peter Dale Cup

Barcelona has been chosen as one of the five venues for this prestigious equestrian competition: the European Pony Mounted Games.

Barcelona Royal Polo Club
Avinguda del Dr Marañón, 19-31
12 – 13 April



Barcelona 37th Indoor Trial and 14th Enduro Indoor

A spectacular event, top-level competitors, an incredible atmosphere and, above all, a passion for motorcycles!

Palau Sant Jordi
Passeig Olímpic 5-7
9 February



Barcelona Marathon

A very central route that passes some of the main tourist sights of the Catalan capital, including La Pedrera, the Arc de Triomf and the Agbar Tower, as well as the seafront promenade and the Gothic quarter. Runners – whether amateur or professional, veterans or beginners – will be stretching themselves to complete the epic distance of 42 kilometres and 195 metres.

Avinguda Reina Maria Cristina
(Start and Finish line)
16 March



Barcelona New Year's Swim 2013

Hardy souls defy the chill and welcome in the New Year with a group plunge into the Med.
Sant Sebastià beach
1 January



Barcelona Banc Sabadell Tennis Open: Conde de Godó Trophy

This historic tennis tournament is part of the ATP World Tour 500.

Barcelona Royal Tennis Club
Bosch i Gimpera, 5
19-27 April



Catalan Motorcycle Grand Prix

Marc Márquez, Dani Pedrosa, Pol Espargaró and Maverick Viñales will all be racing for their home fans.
Circuit de Catalunya Montmeló
13 – 15 June



Barcelona World Race

The third edition of this two-crew, non-stop, round-the-world race.
31 December



FC Barcelona at home

Don't miss the thrill of watching one of the world's greatest champions – live!
05/01/14 **FC Barcelona – Elche**
26/01/14 **FC Barcelona – Malaga**
02/02/14 **FC Barcelona – Valencia**
16/02/14 **FC Barcelona – Rayo Vallecano**
02/03/14 **FC Barcelona – Almería**
16/03/14 **FC Barcelona – Celta de Vigo**



RCD Espanyol at home

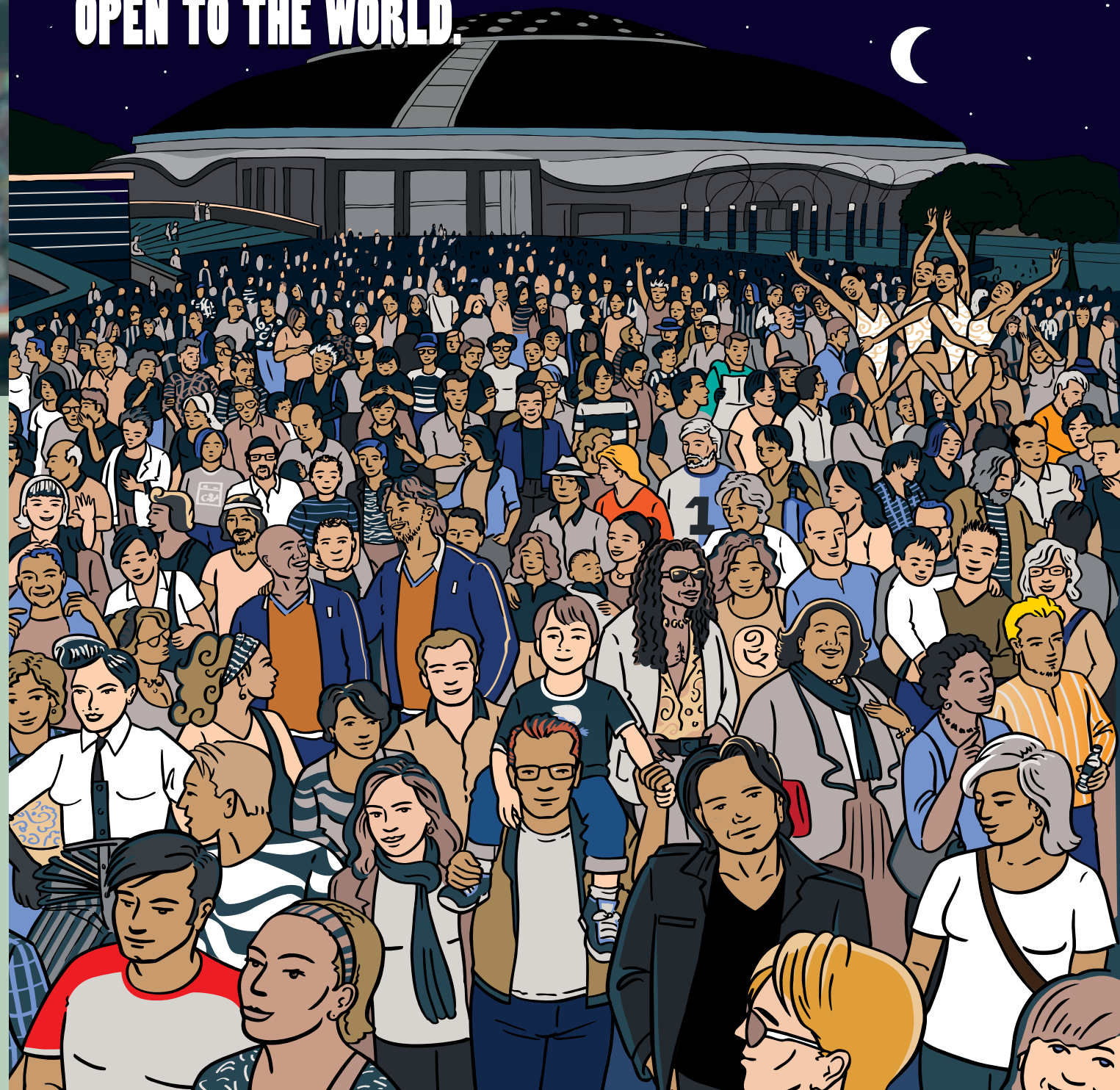
Experience the excitement of a live 'La Liga' match!
12/01/14 **RCD Espanyol – Real Madrid**
19/01/14 **RCD Espanyol – Celta de Vigo**
09/02/14 **RCD Espanyol – Granada**
23/02/14 **RCD Espanyol – Villarreal**
09/03/14 **RCD Espanyol – Elche**
23/03/14 **RCD Espanyol – Levante**
30/03/14 **RCD Espanyol – FC Barcelona**

A MANSION OPEN TO BARCELONA. A BARCELONA OPEN TO THE WORLD.

PALAU SANT JORDI. WHERE EVERYTHING IS POSSIBLE.

Sports, concerts, shows and corporate events. Public and private events. And everything you could possibly imagine.

bsmsa.cat

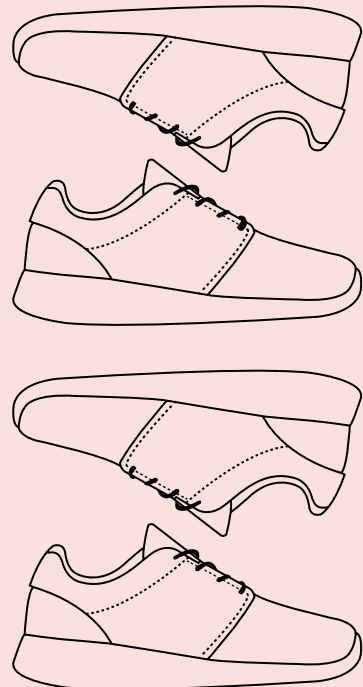


Wake up in Barcelona

WILL DEFINITELY HAPPEN

You won't be the only person to relieve your stress with a run

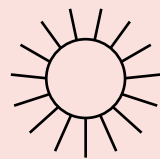
There are any number of places in the city where you can have a really enjoyable run. Whether you don your trainers for a jog along the seafront while the sun's rising or go up to the Carretera de les Aigües in the Collserola hills with the city at your feet, you're bound to be in good company.



WILL PROBABLY HAPPEN

You'll wake up to a gloriously sunny day

According to meteorological records for the past 40 years, 1983 was the driest year with just 60 days of rainfall. The wettest year was 1996, with 109 days. The average rainfall in Barcelona is 600 litres per square metre, but the vast majority falls in the spring and autumn, while the summer and winter months are much drier.



There'll be a Barça match on at Camp Nou

Between September and May, FC Barcelona plays at home practically every 10 days. Check out the fixture list on the FC Barcelona website and with a bit of luck you'll be able to watch a league, cup or even a Champions League match.

PROBABLY WON'T HAPPEN

You'll be the victim of petty crime

Barcelona has a very low crime rate but like any other major tourist destination you need to keep an eye on belongings to deter pickpockets. To prevent any risks, we recommend you only carry essential money and valuables with you; separate your cash, documents and keys in different pockets or bags; ignore street vendors and beggars, and don't get involved in street gambling games.

You'll be able to see Mallorca from Tibidabo

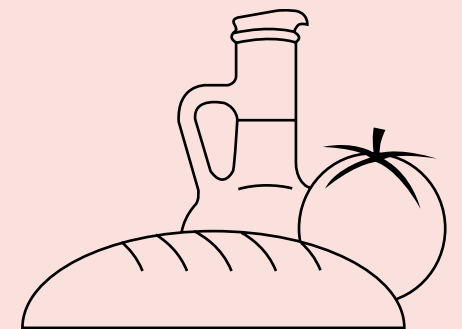
On the very clearest days, often after a rainstorm or strong winds, you can actually make out the silhouette of Mallorca on the horizon from the top of Tibidabo (one of the most spectacular viewpoints in the city).



DEFINITELY WON'T HAPPEN

You'll leave the city without having tried *pa amb tomàquet* (Catalan tomato bread)

Well, OK, it is possible to leave without having tried it, but that would be a real shame. You won't be short of opportunities, whether served up with tapas or as part of the most sophisticated meal, so don't miss the chance to savour this simple combination of toasted farmhouse bread rubbed with fresh tomato and drizzled with a good olive oil.



Look Up

FOOD & DRINK

Barcelonans are used to eating a little later than the rest of Europe. Lunch is usually between 13.30 and 16.00 and dinner between 20.00 and 23.00.

Restaurants

The huge range of eateries is one of the city's big attractions. Gastronomy is a key element of Catalan culture, with a range of culinary specialities that enjoy international acclaim. Restaurants are usually open from 13.00 to 16.00 and 20.00 to 23.00 but many are open all day and others stay open until 2.00. Most restaurants close one day a week.

Bars and cafés

These generally open around 7.30 and many stay open until 2.00. After this you can go on for a drink at one of the many clubs or discos, some of which even offer food.

SHOPPING

Shops open from Monday to Saturday from 10.00 to 20.30. Major chains and shopping centres open longer (21.00 – 22.00) while smaller retailers close down at lunchtime (14.00 – 17.00).

Shopping zones

Shops are part of the city's life, and while you're bound to discover some hidden gems you'll also find international brands, modern designer boutiques and classic long-standing establishments. The big luxury-brand stores are generally found on the stylish Passeig de Gràcia and the surrounding area. You'll also find classy shops on Rambla Catalunya, the area around Avinguda Diagonal and Plaça Francesc Macià and the Illa Diagonal shopping mall. The Born and Gràcia neighbourhoods are home to dozens of local independent retailers featuring exclusive creations.

TRANSPORT

Barcelona and its metropolitan area boast an excellent public transport network. There is a wide variety of tickets available to help you get to your chosen destination.

Metro

The eight metro lines, each with a different colour, and the city's railway network (FGC) are the best way of getting around Barcelona.

Tram

The city's modern trams offer high quality, safe, accessible and environmentally-friendly public transport.

Bus

More than one thousand buses, all disabled-accessible, reach every corner of the city. The ticketing system covers the metro and tram network as well as the bus system.

Taxi

In their unmistakable yellow and black livery, the city has some 11,000 taxis at your disposal. The minimum flag-down fare is 2.10 euros during the day. There are supplements for night-time use, suitcases and trips to and from the airport. Not all taxis accept credit cards so it's worth taking cash. A green light means they are free to flag down.

Bicycles

Barcelona has 160 km of dedicated cycle lanes separated from the general traffic. Given Barcelona's lovely climate, bikes are a fantastically healthy and sustainable option for moving around the city.

For full information on the public transport network, go to:
www.bcn.cat/mobilitat
www.tmb.cat

ACCESSIBILITY

The buses, trams and more than half the metro stations are adapted for people with reduced mobility.

APPS4BCN.CAT

A portal featuring the best apps for people living in or visiting Barcelona. Arranged in categories, the apps have been checked and selected by experts in the relevant fields.

CULTURE AND LEISURE

Art, culture, science and entertainment are essential elements of this very culturally-aware city. The MACBA, CCCB, Picasso Museum, Museu d'Art de Catalunya, Miró and Tàpies Foundations are just some of the notable art galleries. The Teatre Nacional de Catalunya, the Liceu Opera House and the Teatre Lliure host major theatrical and operatic performances. For classical music, Barcelona boasts iconic venues as the Palau de la Música and the Auditori.

The city is a benchmark on the international electronic music scene and dances to the rhythm of Europe's top DJs. Lovers of jazz, rock, Latin music and pop will also find their niche in Barcelona. Some of the liveliest nightlife can be found in the Olympic Marina, the Born district, up on Tibidabo and on the streets of Tuset and Santaló.

EMERGENCIES

If you fall ill or have an accident, Barcelona has an excellent network of public health centres which are open to all. The main hospitals are: Clínic, Sant Pau, Hospital del Mar and Vall d'Hebron. For any emergency, call **112**.

FURTHER INFORMATION

www.barcelona.cat/inspires

N Y T T



devotion

Spring-Summer Collection 2014. More at www.munichsports.com



BARCELONA - CASA MUNICH (Antic de Sant Joan, 4) / C.C. L'ILLA DIAGONAL (Avinguda Diagonal, 557) / El Corte Inglés Portal de l'Àngel El Corte Inglés Plaça Catalunya / C.C. MAREMAGNUM (Moll d'Espanya, 5) / MUNICH SPORTS (C/Rec, 22) / LA ROCA VILLAGE Outlet Store
VALENCIA - JORGE JUAN (Jorge Juan, 10) / C.C. AQUA (Av. Menorca, 19)
ZARAGOZA - C.C. ARAGONIA (Avda. Juan Carlos I, 44) / El Corte Inglés Puerto Venecia
MADRID - El Corte Inglés Preciados / El Corte Inglés Castellana / LAS ROZAS VILLAGE Outlet Store / **SEVILLA** THE STYLE OUTLETS

A CITY THAT BRINGS OUT THE BEST IN YOU.



When a new day begins in Barcelona, so do thousands of projects and aspirations. Awake and hard-working, committed and enterprising... A city where businesses find success, where things are done for today and not tomorrow, where challenges are born as opportunities. There really is only one secret to being one of the first European cities in business creation: believing in oneself.

1ST EUROPEAN CITY WITH BEST QUALITY OF LIFE AND 6TH EUROPEAN CITY FOR BUSINESS.

Sources: European Cities Monitor, Cushman and Wakefield 2011.

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· A CAPITAL ·
INSPIRING
BUSINESS

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