



# Be culture!

The Barcelona Institute  
of Culture sponsorship  
dossier



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Millions of people  
take great pleasure  
from culture.  
Collaborate with  
Barcelona Institute  
of Culture and make  
culture happen.

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# The Barcelona Institute of Culture

Barcelona is a benchmark in the defence of Cultural Rights and the promotion of public policies concerning culture. Barcelona City Council's Institute of Culture (ICUB) supports artistic and cultural creation in all its manifestations and promotes cultural and gender diversity, backing cutting-edge proposals and strengthening links with history, science, technology, community and education in the city.



# Why sponsor creation and culture in the city?

How many events, museums, festivals and cultural facilities do we associate with Barcelona? Culture in our city is an affirmation and a hallmark at world level. At the Barcelona Institute of Culture, we work to promote creation and cultural activities, take part in the promotion of emerging talent and support citizen initiatives. Now you too can nurture culture and be an active support in cultural creation and dissemination in Barcelona. You can be part of the festivals and major events, increasing your connection with your target audience. Be ICUB and line up with the creative talent in your city. Sponsor ICUB and connect to Barcelona and culture!

**CONNECT WITH YOUR TARGET AUDIENCE:** Sponsoring the festivals and cultural events that city residents eagerly await and celebrate every year makes your target audience identify with your brand, ensuring that their loyalty and trust is long lasting.

**JOIN OUR COMMUNICATION CAMPAIGN:** Broaden the impact of your brand and associate it with the values of culture through dissemination via our extensive range of online and offline channels.

**POSITION YOUR BRAND:** Generate renown and recognition for your brand, boosting its position by linking it to the values of culture, innovation and creativity, the values of Barcelona.

**SPONSORSHIP WITH VALUES:** Take the next step and sponsor culture. Achieve this added social and creative value and promote your values among city residents. Align with the city's cultural events and get closer to your target audience.



# Festivals and programmes





# Let your heart beat to the magic of the city!

## Three Kings Parade

The Three Kings Parade is the night of the year most eagerly awaited by Barcelona's children. This is where magic and excitement fill the streets with fun and celebration with the Three Kings parade, imbuing the city with joy, music and dreams.

This is one of the busiest nights on the city's streets, with endless wishes and desires awaiting Their Majesties, who will turn the city into a stage for everything possible, a night of dreams and emotion for people of all ages.



### Website

**+154 K**  
Pages viewed  
**+119 K**  
Visits

### Impressions #ReisBCN

**+635 K**  
Facebook impressions  
**+350 K**  
Instagram impressions  
**+145 K**  
Twitter impressions

### Media

**+76**  
Media impacts

### Spectators

**+950 K**  
Attendees

### Audience profile

Families  
Children in Barcelona  
Elderly people

www fb tw ig





# Barcelona Thriller



## BCNegra

BCNegra is the leading crime fiction festival. The programme features prominent figures from the national and international literary scene, and goes beyond the world of narrative by also including interdisciplinary events, such as music, film, theatre and literary tours of the city.

A festival for lovers of this genre, and for those who have yet to discover it. The festival will also feature the Pepe Carvalho Award ceremony, a tribute to the writer Manuel Vázquez Montalbán, and the character that put Barcelona on southern Europe's crime fiction map.





Website

---

**+15 K**

Users

**+24 K**

Sessions

Impressions #BCNegra

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**+140 K**

Facebook impressions

**47.5 M**

Twitter impressions

**22.5 K**

Commitment on Instagram

Media

---

**+132**

Media impacts

Spectators

---

**+12 K**

Attendees

Audience profile

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Adults interested in the noir genre and literature

www fb tw ig





# Barcelona is light

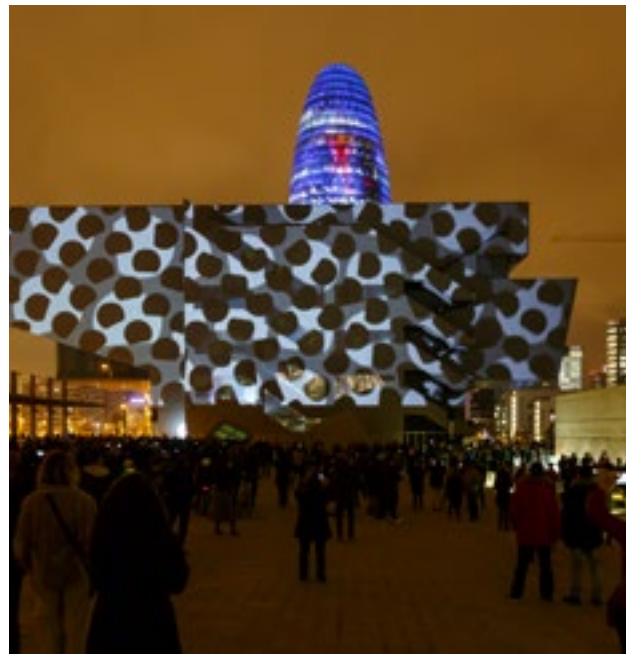
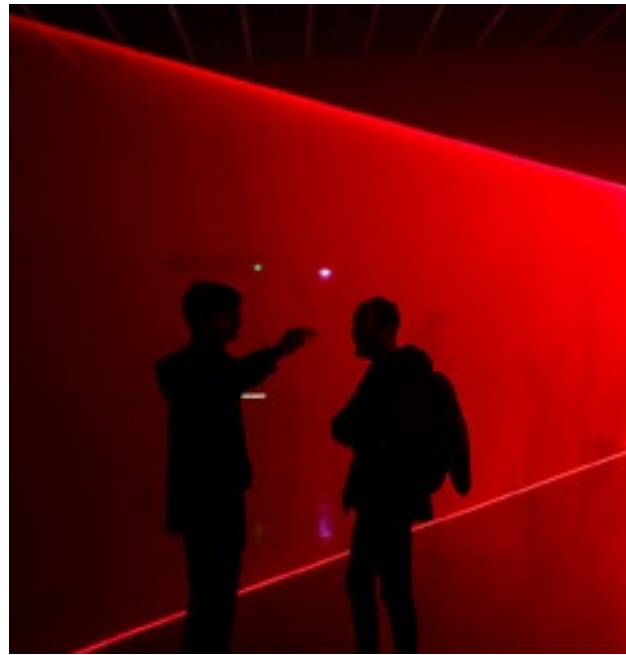


## Llum BCN

Llum BCN is the festival of light arts that makes the city's architecture sparkle, giving buildings, squares, streets and unusual spaces in the neighbourhood of Poblenou a new look. The event is open to everyone, and is a meeting point for the talent of renowned national and international artists, young creators from the city's design and architecture schools, social agents, researchers,

and businesses that experiment with new technologies and narratives. This transformation of urban space using the avant-garde language of light provides an unrivalled life experience. The internationally renowned Llum BCN festival now works in association with other major light festivals, such as those of Helsinki, Lyon, Eindhoven, Prague and Sydney.





Website

---

**+109 K**

Users

**+168 K**

Sessions

Impressions #llumbcn2022

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**1.33 K**

Commitment on Instagram

**42 M**

Twitter impressions

Media

---

**+58**

Media impacts

Spectators

---

**+200 K**

Attendees

Audience profile

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All audience types

www fb tw ig





# Make traditional culture your own!

## Santa Eulàlia

St Eulalia is Barcelona's annual winter festival and a huge celebration of popular culture rooted in tradition. Dance performances, castells [human castles], bestiari [representations of animals], sardana dancing, Catalan folk dancing esbarts, colles bastoneres [stick dance groups], choral singing and correfocs fire runs. A huge range of events for enjoying festive traditions with friends and family.



### Website

**+37 K**  
Users  
**+57 K**  
Sessions

### Impressions #SantaEulàlia19

**359 M**  
Instagram impressions  
**38.6 M**  
Twitter impressions

### Media

**+131**  
Media impacts





# Delve into the B-side of the museums

## In Museu

What can you find in a museum's private rooms? Would you like to find out in detail from the people who work there? The city's specialist museum professionals will be devoting a day to satisfying the public's curiosity in exclusive sessions showing those things that are usually hidden away from us.

In Museu is a unique opportunity to discover the museums' best kept secrets in the best possible company: conservation, restoration and archive specialists, and the specialist guides, all willing to share their work and their passion.

In Museu is a journey into the soul of the museums.



### Website

**+12 K**  
Users

**+19 K**  
Sessions

### Impressions #InMuseu

**8.57 M**  
Twitter impressions

**2.02 K**  
Instagram impressions

**+28 M**  
Facebook impressions

### Spectators

**+3 K**  
Attendees





# Open up to the world of dance



## Dansa Metropolitana

The Metropolitan Dance Festival is all about movement and coming together.

A display of dialogue, unity and the joint creation of twelve metropolitan cities. The festival programme successfully brings dance and its immense range of disciplines to everyone, facilitating dialogue among critics, artists and the public. The top quality local, Spanish and international proposals to be included are

eagerly awaited.

The Metropolitan Dance Festival fills streets, theatres, civic centres, squares and other public places, creating bonds between cities and their inhabitants. And it does so by creating hybrids of the various styles and origins of dance, enriching the cultural heritage of cities and their metropolitan areas, building ties and inviting everyone to experience dance.



Website

**+37 K**

Users

**+52 K**

Sessions

Impressions #dansametropolitana

**1.5 M**

Twitter impressions

**+1.7 M**

Instagram impressions

**+227 K**

Reach on Facebook

Media

**+138**

Media impacts

Spectators

**+50 K**

Attendees

Audience profile

**49%**

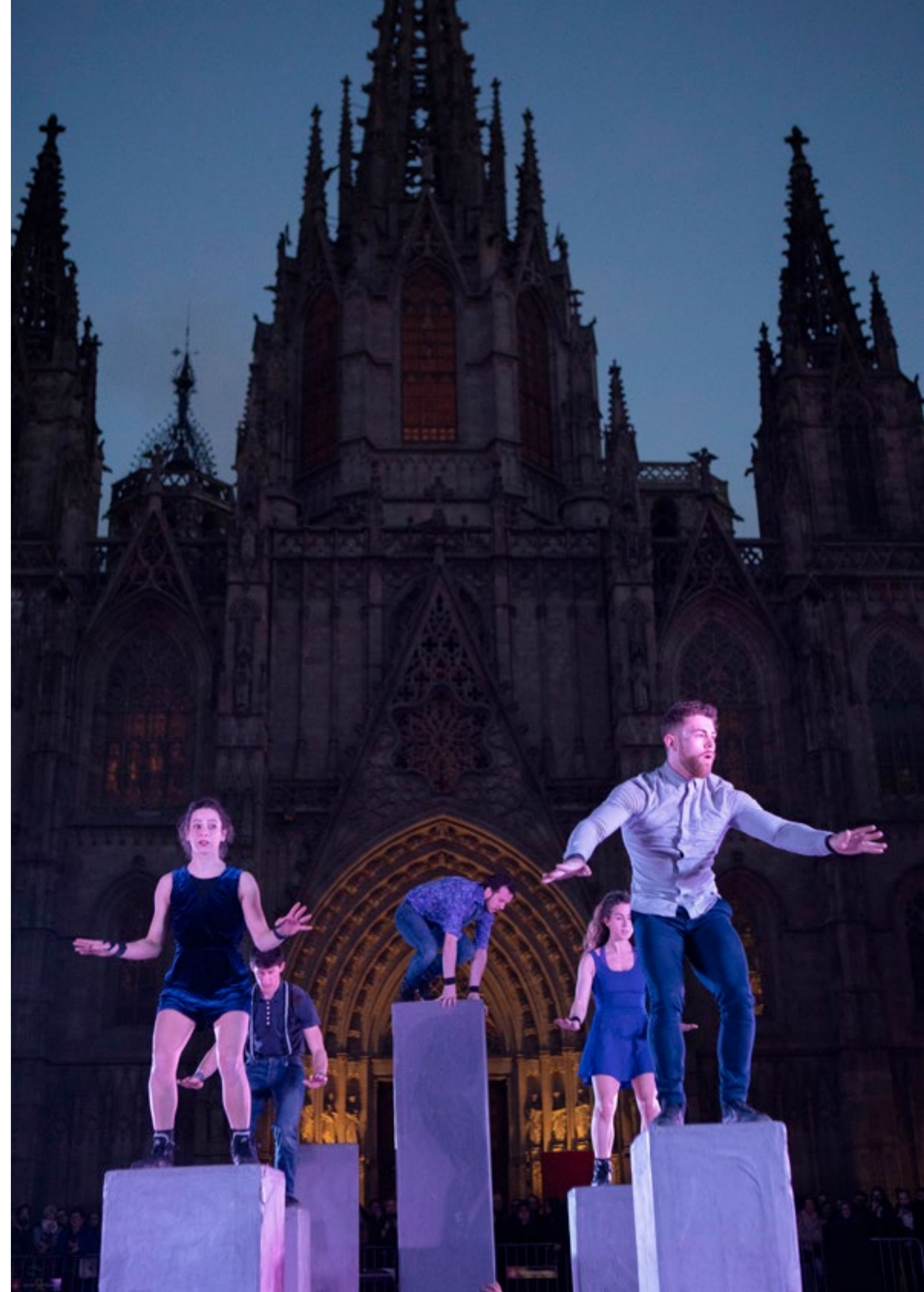
Audience interest in dance, the creative arts and movement

**23%**

Families

**28%**

All audience types





# Sant Jordi for children

## Món Llibre

Món Llibre invites children to enjoy the pleasure of reading in a fun and original way that will let their imagination run wild through books and stories.

Reading is a powerful tool for the development of verbal, emotional and rational intelligence, and Món Llibre is an invitation to read for fun, and to stimulate your imagination and ability to dream.

The event, which takes place as part of the Sant Jordi celebrations, will inspire young children to delve into pages full of poetry and magic, and experience first hand the authors who can make us dream and take us on adventures with fascinating and age-appropriate stories.



### Website

**+9 K**

Users

**+13 K**

Sessions

### Impressions #MónLlibre

**+48 K**

Instagram impressions

**+46 K**

Twitter impressions

### Media

**+39**

Media impacts

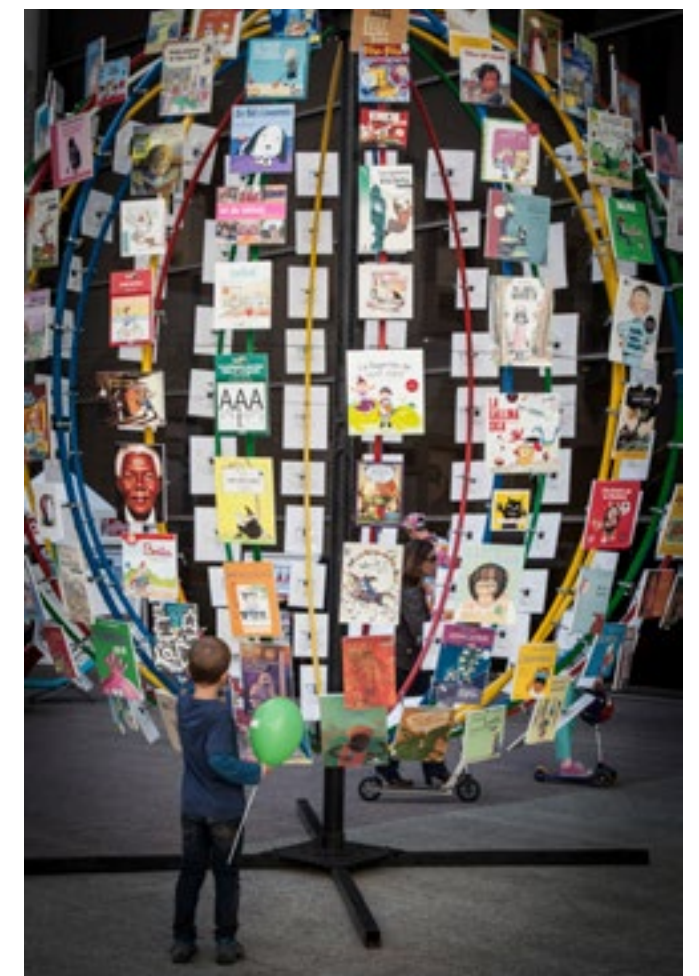
### Spectators

**+20 K**

Attendees

### Audience profile

Families





# Explore the limits of words

## Barcelona Poesia

Barcelona Poetry is a fusion of different disciplines, artistic languages, verbal languages and ways of seeing the world and life.

It is held in a wide range of venues around the city, to help spread poetry to all sorts of interesting spaces in the city, ranging from museums to markets, art galleries and music halls. The aim of the Barcelona Poetry festival is to move away from elitism and bring the language of poetry to the public openly and free of charge. Filling public spaces with verse and linking them to various artistic disciplines through new forms of expression, including urban youth culture, hip-hop or poetry slams, dance, theatre, puppet shows, music and many other possibilities made available by new technologies.



### Website

**+16 K**  
Users

**+26 K**  
Sessions

### Impressions #BCNPoesia

**+183 K**  
Twitter impressions

**+95 K**  
Reach on Facebook

### Media

**+55**  
Media impacts

### Spectators

**+7.6 K**  
Attendees

### Audience profile

All audience types





# Do culture by moonlight



## Museum Night

Museum Night has already become an unmissable classic. The magic of going to a museum outside normal opening hours, and free of charge too. An original way to enjoy the beauty, treasure and emotions

provided by the museums. Guided tours, concerts, poetry recitals, dance performances, plays and treasure hunts all designed to ensure that the public can enjoy a special and unusual evening.



Website

**+62 K**  
Users

**+89 K**  
Sessions

Impressions #NitdelsMuseusBCN

**+25.4 K**  
Commitment on Instagram

**+17 M**  
Twitter impressions

Media

**+100**  
Media impacts

Spectators

**+170 K**  
Attendees

Audience profile

**55%**  
Woman

**45%**  
Men

**57%**  
Barcelona

**25%**  
Barcelona Metropolitan Area

**15%**  
Rest of Catalonia

**3%**  
Outside Catalonia

**25-64**  
Years





# Get inspired and raise the curtain on the summer



## Festival Grec

The Barcelona Grec Festival is the city's most eagerly awaited summer cultural festival. With the breathtaking backdrop of the Teatre Grec and its gardens as the focal point of the festival, the art takes place on the stage, and in all sorts of different venues all over Barcelona, filling the city with theatre, dance, music and circus performances.

The Grec Festival has a long tradition as part of the city's cultural life, and has now become one of the highlights of the performing arts calendar in Europe.

It is an exceptional festival connected to the city's artistic life, tying in with everything that takes place there the rest of the year, showcasing everything that has been brewing since the previous edition, and maintaining a dialogue with its talent and its citizens and their questions. The Grec Festival is a long-awaited moment, an event, a tool for reflection, change and transformation. It is full of surprises and, above all, it is an experience that is worth living.





Website

**+346 K**

Users

**+528 K**

Sessions

Followers

**27.3 K**

Instagram

**47.5 K**

Facebook

**26.2 K**

Twitter

Impressions #Grec2019

**+11.7 M**

Reach on Twitter

**+1.45 M**

Reach on Instagram

Media

**+922**

Media impacts

Spectators

**+125 K**

Attendees Grec

**+50 K**

Attendees Teatre Grec

Audience profile

**61%**

Woman

**39%**

Men

**35-65**

Years

**63%**

Barcelona

**33%**

Barcelona Metropolitan Area and Catalonia





# Let's celebrate Barcelona!



## La Mercè

La Mercè is synonymous with happiness and good memories. One of the most multitudinous major festivals in Europe, featuring a perfect combination of innovation and tradition. La Mercè is the city's big event. The Catalan capital's annual festival is much-loved by local residents, and every district gets involved. A festival of festivals brimming with cultural treasures ranging from the Mercè Arts de Carrer street art displays to popular culture events, and including

BAM, Acció Cultura Viva and the Música Mercè programme. The entire city gets involved, moving to the beat of its annual festival, enjoying culture with a high-quality programme that's completely free, and includes both local and international proposals with something for every audience. And, to round off, the festival will be saying goodbye until next year with the now traditional Pyromusical de la Mercè fireworks display, a festival of light, music and magic.





Website

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**+662 K**

Users

**+1 M**

Sessions

Impressions #LaMerce

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**+184 K**

Twitter impressions

**+994 K**

Instagram impressions

Media

---

**+2 K**

Media impacts

Spectators

---

**+1.5 M**

Attendees

Audience profile

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All audience types

www fb tw ig





# The challenges of the future

## Biennial of Thought

The “Open City” Biennial of Thought invites people to collectively think about the challenges of the future, with a variety of spaces for experimenting, major schools of thought, and new ideas of progress, democracy and the city. In this time of multiple transformations – changes in the economic, political and social scene both globally and locally, the technological revolution and so on, – cities are the main settings for these changes. Meeting points that bring together diversity, opportunities and the ability to create and innovate in order to resolve locally those things that are hard to deal with from afar.

The Biennial has a collective, diverse and thoughtful spirit. Voices from all over the world will be driving public debate from different points of view and different disciplines, offering reflections, analyses, and above all proposals of solutions to the dilemmas we face.

Because, together, we can imagine, think about, and build better futures.



### Website

**+53 K**

Users

**+88 K**

Sessions

### Impressions #Biennialdepensament

**120 K**

Twitter impressions

**23.3 K**

Commitment on Instagram

### Media

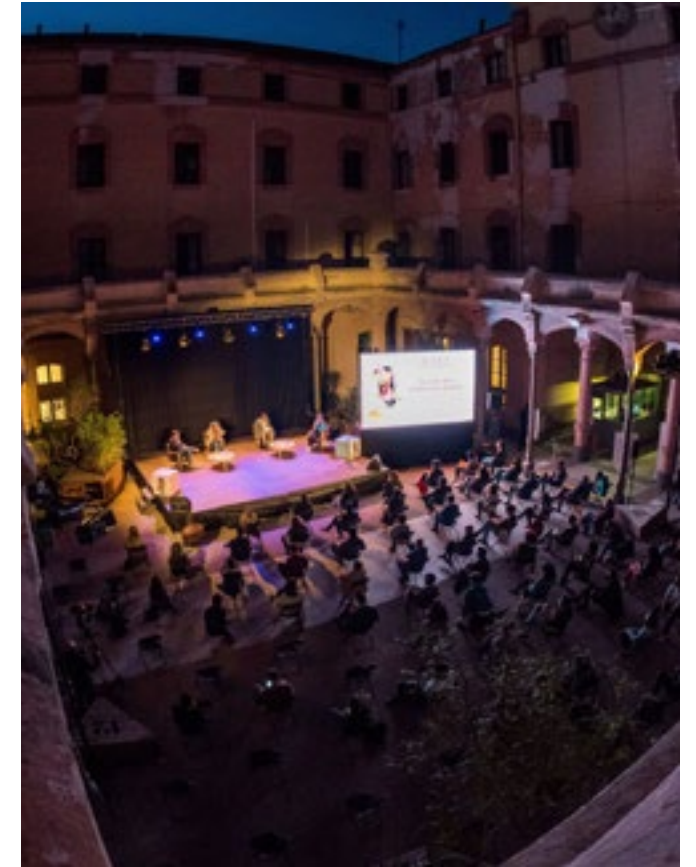
**+70**

Media impacts

### Spectators

**+5.3 K**

Attendees





# Experience a world of creativity

## Barcelona Dibuixa

Barcelona Dibuixa is the city's great drawing festival. Organised ICUB in conjunction with the Picasso Museum. It is the perfect setting to let your imagination run wild, and enjoy the chance to get creative together with both new and well established artists.

For one day, people of all ages can share their art in a fun way, and explore the creative possibilities that lie within a pencil and a sheet of paper in a host of workshops.

Barcelona Dibuixa celebrates creativity and talent by highlighting the emotion involved in drawing, and the expression of shared culture.



Website

**+12 K**

Users

**+18 K**

Sessions

Impressions #BarcelonaDibuixa

**16.8 M**

Twitter impressions

**7.21 K**

Commitment on Instagram

Spectators

**+19 K**

Attendees

Audience profile

**80%**

Family audience with a major interest in creativity and culture

**20%**

Young people and adults wanting to get to know and work with renowned artists





# Be fascinated by the (un)imaginable!

## Festival 42

42, the Barcelona Fantasy Genres Festival, is a journey into the world of dreams and good stories that are out of the ordinary. The enormous power of the imagination. The 21st century doesn't have just one but multiple realities. From utopian and dystopian worlds that revolve around social media, robotics and posthumanism to the consolidation of video games as the spearhead of the cultural industry.

This is the heyday of unrealistic narratives, of reinvented magical realism, of reinterpreted mythology, legends and fairy tales. And all of this is a reflection of an undeniable generational change. Thanks to video games, series and films, fantasy genres are very popular among young people, making them rethink the world in a creative way.

Shall we imagine fantastic worlds and futures?



### Website

**+16 K**

Users

**+27 K**

Sessions

### Impressions #Festival42BCN

**+16 M**

Twitter impressions

**+172 K**

Instagram impressions

**+107**

Facebook impressions

### Spectators

**+6 K**

Attendees  
(in person and digital)

### Audience profile

Young audience



www fb tw ig



# Shall we play?

## DAU

The Dau Barcelona festival is the great board game festival. It is suitable for all audiences, and all ages, from 0 to 99: there's a place for everyone. Great for encouraging participation and creativity, Dau brings together publishers, historical game clubs and all kinds of organisations, and there are almost two hundred gaming tables available over an entire weekend. Play, compete, take part in creative sessions and attend presentations on new releases in an iconic 7,000 m2 venue in the heart of the neighbourhood of Sant Andreu La: Fabra i Coats.



### Website

**+19 K**

Users

**+29 K**

Sessions

### Impressions #DauBCN

**20.5 M**

Twitter impressions

**10.1 K**

Commitment on Instagram

### Spectators

**+30 K**

Attendees

### Audience profile

Family audience and new virtual audiences

Expert and professional audience





# See in the new year with a party!

## New Year's Eve

In Barcelona, New Year's Eve is a major celebration: lights, partying, fun and shows will help you see the New Year in with a huge street party where everyone is welcome to enjoy this special moment full of collective happiness and excitement.



### Website

**+53 K**

Users

**+88 K**

Sessions

### Impressions #CAPDANYBCN

**7.15 M**

Twitter impressions

**9.25 K**

Commitment on Instagram

### Spectators

**+94 K**

Attendees

### Audience profile

Families

Young people

National / international







# Museums, art centres and archives

Over 3.9 million people visit the museums, art centres and archives every year.

## Audience profile

---

**70%**  
Foreigner

**48%**  
Woman

**16%**  
Barcelona

**47%**  
Men

**8%**  
Rest of Catalonia

Young-adult target audience: over half of visitors are under 40 years old

**5%**  
Rest of Spain

## Total visitors

---

**3.9 M**  
Attendees



# The city's open memory

## The Born Centre for Culture and Memory

Take a stroll around the indoor area, or simply walk straight through it. Walk around the centre and stop to take a look at the ruins of the neighbourhood demolished by Philip V. Visit the exhibitions and take part in the activities.

The El Born Cultural and Memory Centre for the conservation and appreciation of heritage, and a space for the transmission of knowledge about forms of memory and the effects of forgetting. A cultural route halfway between Santa Maria del Mar and Parc de la Ciutadella. A great route for enjoying an extraordinary heritage!



Total visitors

**+1.2 M**

Attendees

Audience profile

**34%**

Barcelona

Rest of Catalonia and Spain

**58%**

Woman

Between the ages of 30  
and 50



CONTACT

Plaça Comercial, 12  
08003 Barcelona  
00 34 932 566 851

www



# 700 years of history from a female perspective

## Reial Monestir de Santa Maria de Pedralbes

This gem of the Catalan Gothic period allows members of the public to visit the most iconic parts of the monastery: the bedroom, the refectory, the chapter house, the abbey and the daytime cells. It also includes many works of art, liturgical items and furniture collected over the centuries by the nuns of the Poor Clare Order, giving you some insight into what the daily life and role of a nun was like.



Total visitors

**+72 K**

Attendees

Audience profile

**56%**

Foreigners

**27%**

Barcelona

**17%**

Rest of Catalonia and Spain

**60%**

Woman

Between the ages of 25  
and 50



CONTACT

Baixada del Monestir, 9

08034 Barcelona

00 34 932 563 434

www



# A cultural heritage of 70,000 pieces from all over the world

## Museu Etnològic i de Cultures del Món

The Museu Etnològic i de Cultures del Món invites visitors to reflect on societies, based on a tangible cultural heritage collection of over 70,000 pieces from all over the world. A museum where spaces for education, reflection, research and interpretation are created. Its huge collection is made up of objects that are valued for more than just their use. Objects that were created or manufactured, mundane everyday objects in all their form also reveal valuable concepts such as anonymity and collectivity.



Total visitors

**+53 K**

Attendees

Audience profile

All audience types



### CONTACT

Parc Montjuïc Venue  
Passeig de Santa Madrona, 16-22  
08038 Barcelona  
00 34 932 563 484

Montcada Venue  
Carrer de Montcada, 12-14  
08003 Barcelona  
00 34 932 562 300

www



# Design in 21st-century society

## Museu del Disseny de Barcelona (DHUB)

The Museu del Disseny de Barcelona [Barcelona Design Museum] is a singular space in the city, one that's dedicated to object-related arts and design, proposing a critical reflection on what the true contribution of design to 21st-century society should be.

A museum where the common denominator of all the collections, both from the past and from modern times, is the object, and everything it signifies and contributes: concept, creativity, the production of these items and how they were used, at different times in different societies. The Museu del Disseny de Barcelona conserves a triple heritage: the historical collections of decorative arts, the design collections, and the 20th- and 21st-century auteur art collections.



Total visitors

**+146 K**

Attendees

Audience profile

All audience types

**40%**

Foreigner

**39%**

Barcelona

**14%**

Rest of Catalonia

**4%**

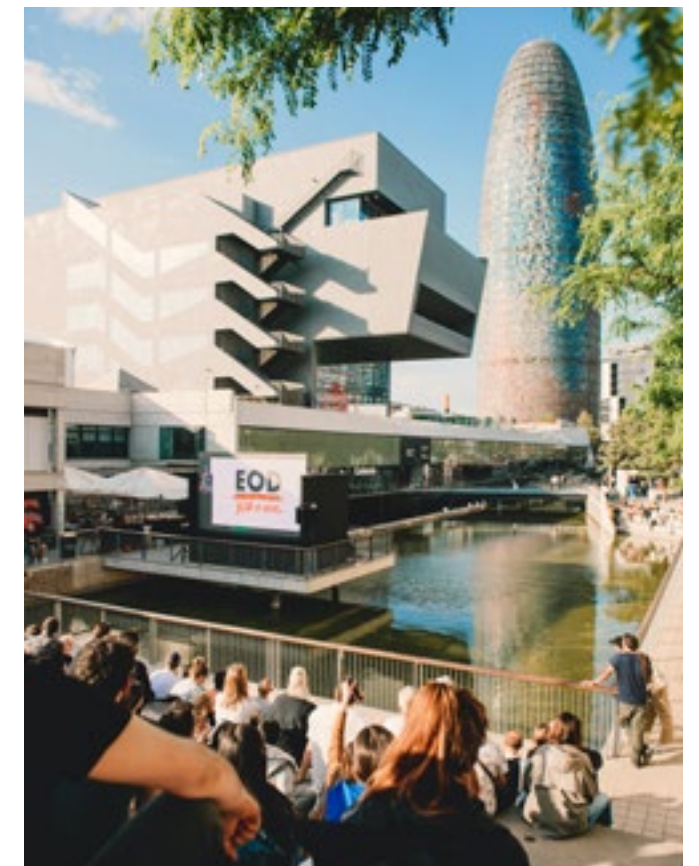
Rest of Spain

**52%**

Woman

**43%**

Men



CONTACT

Plaça de les Glòries Catalanes, 37-38

08018 Barcelona

00 34 932 566 800

www



# The mirror of the city

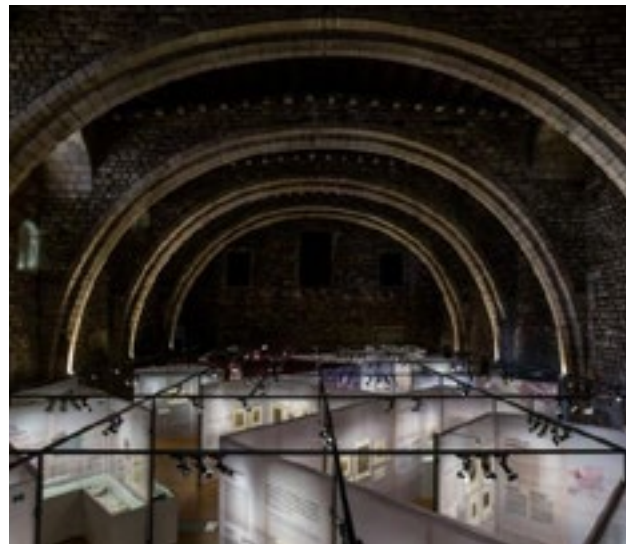


## Museu d'Història de Barcelona (MUHBA)

The place that best explains Barcelona's history, from its origins to the present day. This museum preserves, studies, documents, disseminates and displays our city's history and historical heritage.

The Museu d'Història de Barcelona [Barcelona History Museum] (MUHBA), whose headquarters are located in Casa Padellàs and Plaça del Rei, features, spread out across Barcelona's various districts, a whole host of heritage spaces that are linked to the city's history.





Total visitors

**+926 K**

Attendees

Audience profile

All audience types

**80%**

Foreigner

**50%**

Men

**44%**

Woman

**MUHBA Casa Padellàs**

Carrer Veguer

Ask Barcelona: Barcelona Flashback, a summary of Barcelona's history and neighbourhoods, from the Barcino of Roman times to the 21st century.

**MUHBA Plaça del Rei, Temple of Augustus and Santa Caterina**

Plaça del Rei; Carrer Paradís, 10; Plaça Joan Capri (Santa Caterina Market)

The old city and mediaeval capital: How a small Roman colony became a Mediterranean capital.

**MUHBA Portal del Mar, Domus Avinyó, Domus Sant Honorat and Via Sepulcral Romana**

Carrer Regomir, 7-9; Carrer Avinyó, 15; Carrer Fruita, 2, and Plaça Villa de Madrid

Old city: How the archaeological remains have become part of the modern city's urban landscape and monumental heritage.

**MUHBA - El Call**

Peta. Manuel Ribé

Minorities: This venue, housed in the veil weaver Jucef Bonhiac's home, looks at the journey of the Jewish community through the mediaeval city's history and cultural legacy, which has survived until the present day.

**MUHBA Vila Joana - Casa Verdaguer**

Travessia de l'Església, 104 (Vallvidrera)

Literary accounts: Vila Joana was the writer Jacint Verdaguer's last home, where he lived until his death on 10 June 1902. Today it is both a memorial and the Casa de la Literatura [House of Literature].

**MUHBA Park Güell**

Casa del Guarda. Carrer Olot

European capital: The relationship between Gaudí and Barcelona as a place of art and industry, presented at the singular building, Casa del Guarda.

**MUHBA Fabra i Coats**

Carrer Sant Adrià, 20

Work and the city: The Boiler Room at Can Fabra is a heritage space where you can learn more about the role and evolution of the technical and social aspects of the manufacturing world.

**MUHBA Casa de l'Aigua**

Parc de les Aigües in the Trinitat Vella

neighbourhood. Torrent de la Perera Water and supplies: the city water supply. Pumping station built by Barcelona City Council between 1915 and 1917.

**MUHBA Oliva Artés**

Carrer Espronceda, 142-146

Metropolis: the warehouses of this factory space right in the heart of Poblenou are home to a slice of contemporary history: different aspects of the creation and development of Barcelona metropolis.

**MUHBA Bon Pastor**

Carrer Barnola

Housing: the evolution of worker housing, 1930, 1955, 1980 and 2015 in one of Barcelona's first industrial estates, built in 1929.

**MUHBA's Shelter 307**

Carrer Nou de la Rambla, 175

Self-defence and protection: Citizen defence in Barcelona. Four hundred metres of galleries in one of the underground air raid shelters built during the Spanish Civil War.

**MUHBA Turó de la Rovira**

Carrer Marià Labèrnia (Horta-Guinardó)

War and the post-war period: Barcelona and its recent history can be seen from this hill, through the archaeological remains of the anti-aircraft battery from the Spanish Civil War, and barracks built after the war.

**MUHBA Centre de Col·leccions**

Barcelona Zona Franca

Objects and representations: The MUHBA Collection Centre, which has been located in the Zona Franca since the 1980s, includes the Archaeological Archive and the museum's reserve areas.

**CONTACT**

Plaça del Rei s/n  
08002 Barcelona  
00 34 932 562 122

www



# The Marès universe

## Frederic Marès Museum

The Frederic Marès Museum contains a valuable collection of works of art and artistic items, donated by Frederic Marès to the city of Barcelona. This exceptional museum is perfect for those who are lovers of sculpture collections (from pre-Roman times to the early 19th century) and the world of objects in the Collector's Cabinet, which features thousands of pieces dating back to the 19th century that document past customs and ways of life.



Total visitors

**+50 K**

Attendees

Audience profile

All audience types

**60%**

Foreigner

**20%**

Barcelona

**54%**

Woman

**42%**

Men



CONTACT  
Pl. Sant Iu, 5  
08002 Barcelona  
00 34 932 563 500

www



# Barcelona in 360°

## Montjuïc Castle

Montjuïc Castle, which was declared a cultural asset of national interest in 1988, stands over 170 metres above sea level, at the top of Montjuïc Mountain. It is an old military fortress with a long and protracted history linked to the city. Today it is surrounded by gardens and open to the public, and has become a place for remembering, interaction and culture. Thanks to its privileged location, visitors can stand on the parade courtyard balcony and enjoy unrivalled views of Barcelona and its surrounding area, including the city, the port, the Mediterranean, Barcelona's coast and the Baix Llobregat.



### Total visitors

**+881 K**

Attendees

### Audience profile

All audience types

**84%**

Foreigner

**51%**

Men

**44%**

Woman



CONTACT  
Carretera de Montjuïc, 66  
08038 Barcelona  
00 34 932 564 440

www



# Be at the forefront

## Fabra i Coats: Contemporary Art Centre of Barcelona

Located at the Fabra i Coats textile factory site (Sant Andreu), the Barcelona Contemporary Art Centre promotes research, and the production, exhibition and dissemination of contemporary artistic practices. The Contemporary Art Centre of Barcelona focuses on fostering art production in the Barcelona metropolitan area and in the whole of Catalonia, while at the same time being open to the international scene. Its main mission is to promote today's visual arts, the search for new creative languages, opening up interdisciplinary spaces, and the development of mediation policies with the territory and the public.



Total visitors

**+14.6 K**

Attendees

Audience profile

Barcelona local audience

Young people



CONTACT

Carrer Sant Adrià, 20  
08030 Barcelona  
00 34 932 566 155

www



# Arousing the collective imagination

## Virreina Centre de la Imatge

Virreina Centre de la Imatge is a contemporary art centre that focuses on research into the culture of the image, building and deconstructing the images in the city's collective imagination. Located in Palau de la Virreina, on Barcelona's La Rambla, and an open doorway into the Raval neighbourhood, the Virreina Centre de la Imatge explores the aesthetic and ideological uses of images.

A platform for analysing the emergence of cultural policies from a critical perspective. A place where images and culture must reveal how they were produced and circulated.



Total visitors

**+114 K**

Attendees

Audience profile

**40%**

Barcelona

**36%**

Estranger



CONTACT

Palau de la Virreina  
La Rambla, 99  
08002 Barcelona  
00 34 933 161 000

www



# Close to emerging culture

## La Capella

La Capella is a place devoted to up-and-coming local creators. Over the last few years, it has focused on holding exhibitions aimed at bringing to the public the most innovative proposals by the city's new artists.

La Capella, a springboard for artists and new creators selected by an independent panel in public competitions, is the epicentre of local art talent searching for an exhibition venue in which to display their works.



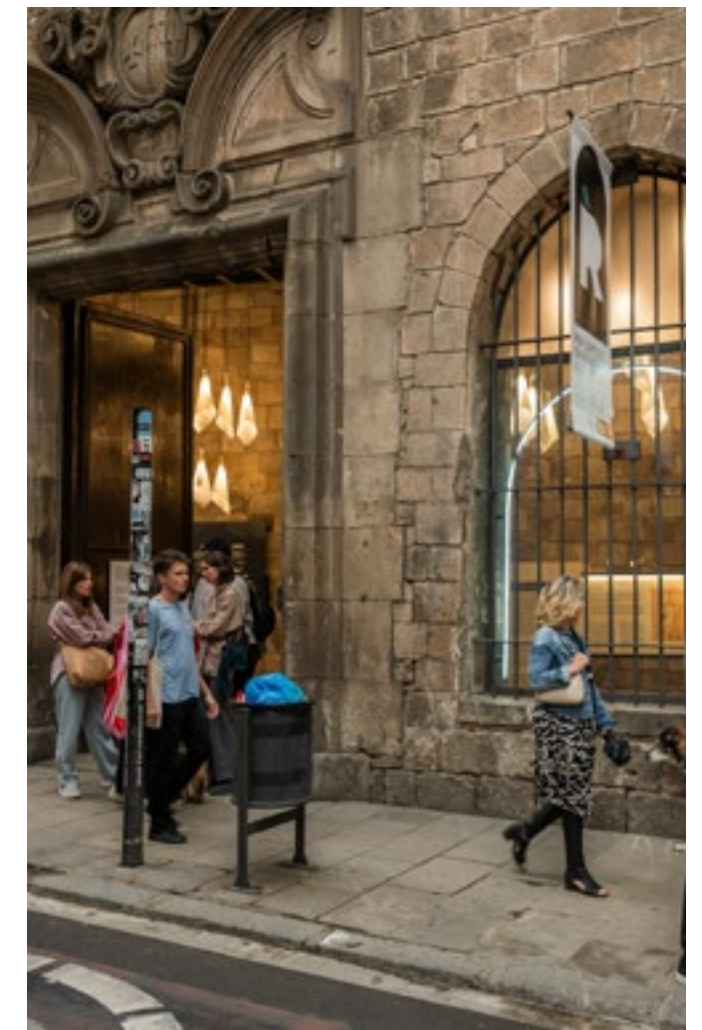
Total visitors

**+39 K**

Attendees

Audience profile

Barcelona local audience



CONTACT  
Carrer Hospital, 56  
08001 Barcelona  
00 34 932 562 044

www



# Portraits of Barcelona

## Photographic Archive of Barcelona

The Photographic Archive of Barcelona has over three million photographs dating from 1844 to the present day, all with Barcelona as their main theme. Its aim is to preserve, manage, describe and disseminate the city's photographic heritage. Professional and amateur photographers, publishers, Barcelona celebrities, institutions, families, members of the public and the City Council itself have all contributed to this archive over the years. It includes collections by Pérez de Rozas, Jacques Leonard and Agustí Centelles, among many others.

Total visitors

**+1.2 K**

On-site archive users

**+16.5 K**

Number of visitors to the exhibitions

Audience profile

General public and students

CONTACT  
Pl. Pons i Clerch, 2 2n  
08003 Barcelona  
00 34 932 563 420

www



# The history of Barcelona in DOC format

## Historic Archive of Barcelona

The Historic Archive of Barcelona is a centre of reference, a hundred-year-old cultural institution devoted to preserving the city's documentary heritage, and encouraging historical research and dissemination. The centre is responsible for the custody, treatment and dissemination of the documents generated or received by the city's local government from its creation in the mid-13th century to the liberal revolution of the mid-19th century, as well as other rich and varied materials of interest in the field of research and the history of the city.

Total visitors

**+6.2 K**

On-site archive users

Audience profile

General public and students

CONTACT  
Carrer de Santa Llúcia, 1  
08002 Barcelona  
00 34 932 562 255

www







# Supporting creation

Barcelona breathes creativity, the avant-garde and innovation. ICUB works to support Barcelona's creative fabric, promoting spaces for developing and promoting artistic talent, and allocating grants to motivate and nourish creation of and in the city.



# Creation factories

The Barcelona Creation Factories municipal programme is based on converting old, disused industrial buildings into new spaces for supporting artistic creation and cultural production. They are spaces committed to assisting, accompanying and supporting artists and artistic groups who are working on their projects. Aside from facilitating the work of the city's creators, agents and cultural industries, these spaces strengthen the already existing artistic networks woven by various other creation spaces.

The Barcelona Creation Factories network is currently made up of 11 centres spread across the city's seven districts. A total of 30,000 m<sup>2</sup> of converted industrial buildings.

[www](http://www.creacionbarcelona.cat)







## Fabra i Coats

In 2008, ICUB recovered the old Fabra i Coats textile factory to convert it into spaces and resources at the service of creators. The facility currently has work spaces for the performing arts, music and sound research, manual and visual arts, and multimedia and audio-visual creation. It is also the setting for a varied programme of the city's benchmark contemporary and artistic activities, while managing to preserve the link with the Sant Andreu neighbourhood and its surrounding area.



## Sala Beckett

The former headquarters of the Pau i Justícia workers cooperative, it is now home to theatre writers, a centre devoted to creation, training and experimentation, and the meeting place of playwrights and other creators of the stage.

[www](#)

## La Central del Circ

Beneath the Fòrum's large solar panel, right by the sea, Central del Circ welcomes circus artists and circus arts creators from around the world and supports their projects.

[www](#)

## Nau Ivanow

Nau Ivanow, once the Ivanow paint factory, is now a cultural space for performing arts residencies that provide support for theatre companies throughout the process of developing their artistic project.

[www](#)

## El Graner. Centre for Dance and Live Arts Creation

The old factory complex of the Dutch manufacturer Philips is home to this centre for body- and movement-based creation intended for dance and performing arts research.

[www](#)

## Tantarantana

Tantarantana is a centre for theatrical creation and performance that hosts and supports theatre companies to allow them to develop their research and creation processes right in the heart of the Raval neighbourhood.

[www](#)

## Free Arts Centre - Joan Brossa Foundation

A coin mint from the fifteenth to the nineteenth centuries, this building is now a centre devoted to poetry that blurs the boundaries between disciplines; poetry Joan Brossa style.

[www](#)

## La Caldera

The former Renoir cinema in Les Corts, now repurposed as a centre for the creation of dance, specialised in artistic practices involving the body and movement.

[www](#)

## Ateneu Popular 9 Barris

The circus, understood as a tool for social transformation, in a collective project directly managed by local residents and neighbourhood entities.

[www](#)

## La Escocesa

An old Poblenou factory that now welcomes visual artists for residencies and is known for its creative freedom, reappropriation of analogue technology and development of community projects.

[www](#)

## Hangar

Located in the Poblenou neighbourhood, Hangar is an open centre devoted to artistic research and production within the area of the visual arts.

[www](#)



# Artistic residences



Barcelona City Council artist residency programmes, which provide artists and creative professionals with the time, space and resources to work and develop, either individually or collectively, on their personal artistic project. An initiative launched by the Barcelona Creation Factories network, which seeks to generate exchanges with international creation spaces, attract and promote talent in the city, and at the same time become a benchmark model in the support and development of cultural projects.



# Grants for creators

ICUB has a wide programme of grants intended to strengthen and support artistic creation and the city's cultural fabric:

**'BARCELONA CREA'** provides artistic creation and innovation processes with direct support and resources so they can create without the pressure of having to produce immediate results. The grants are awarded to all the sectors and include projects involving literature, music, audio-visuals, popular culture, performing arts, and visual arts, in addition to proposals that link art and science.

The Montserrat Roig and Carme Montoriol **'LITERARY GRANTS'** promote literary projects related to the city of Barcelona, providing support for the creations of playwrights.



# Culture in the neighbourhoods

Culture closer than ever before. Barcelona City Council promotes the decentralisation of culture, encouraging citizen participation and fomenting collaborative processes with the city's different neighbourhoods and agents in their cultural proposals. The aim is to make cultural rights a reality and a key component in the fight against inequality and the broadening of citizens' rights and opportunities, weaving an active and extensive city-wide community cultural network.







## Barcelona Districte Cultural

Circuit of theatre, music, dance, circus and cinema shows, the objective of which is to strengthen the link with citizens through local culture, creating new culture audiences and supporting local talent in line with the city's

Cultural Rights Plan. Barcelona Districte Cultural is active in over 30 local cultural facilities, especially civic centres, across the city's ten districts. With over 300 shows per edition.





# Pantalla Barcelona

With the aim of bringing cinema closer to city residents, the Pantalla Barcelona programme promotes film productions devised, filmed and produced in Barcelona via the city's civic centres. It's offer includes short and feature-

length films and over 40 screenings on the screens of the civic centres of Can Basté, Pati Llimona, Can Clariana Cultural, Casa Grogà, Ateneu Fort Pienc, Zona Nord, Vil·la Florida, Josep Maria Trias i Peitx i Auditori Sant Martí.

# In Residence

This is a programme that introduces contemporary creation into secondary schools through direct and sustained contact between artists, students and teachers. Throughout the school year, creators from different areas, including the visual arts, stage creation, poetry and music, develop an artistic creative process together with students, teachers and the mediation team. This connection begins with the creative idea and ends with its public presentation, making the student the active subject throughout the process, generating artistic creation

processes, establishing long lasting connections between contemporary creation agents and schools, which are also understood as creation spaces, and linking the educational community and the artistic field based on experiences both inside and outside the classroom. En Residència is developed with the commissary and through coordination among entities that are specifically positioned at the intersections between education and culture, museum and cultural facility educational teams and independent creation facilities.





# How to sponsor culture in the city?

Categories of sponsorship

The Barcelona Institute of Culture offers sponsorship and collaboration proposals specifically geared towards your brand strategy to achieve the best results!

There are three sponsorship categories, scaled to each company's level of contribution:

- **Main sponsor:** premium sponsorship category
- **Official sponsor:** intermediate sponsorship category
- **Collaborator:** essential sponsorship strategy

The different sponsorship categories all include the sponsor's brand appearing in each of the festival's and programme's media campaigns, in both online and offline media and resources, and the implantation of the brand in the event venue, depending on each sponsor's level of contribution. All the sponsorship categories can be developed by combining cash and corporate contribution modalities.



	Main sponsor	Official sponsor	Collaborator
Public highway	Exclusive logo on 30% banners	Shared logo on banners	No
	Shared logo on advertising panels	Shared logo on advertising panels	Shared logo on advertising panels
	Exclusive logo on 30% Venetian blinds	Shared logo on Venetian blinds	No
	Exclusive logo on turrets	Shared logo on turrets	Shared logo on turrets
	Shared logo on advertising columns	Shared logo on advertising columns	Shared logo on advertising columns
Media	Shared logo in the programme	Shared logo in the programme	Shared logo in the programme
	Advert in the programme	Small advert in the programme	No
	Mention of the main sponsor in 30% of radio announcements	No	No
	Exclusive logo in 30% of press communications campaign	Shared logo in press communications campaign	No
	Exclusive logo in 30% of digital media communications campaign	Shared logo in digital media communications campaign	No
	Shared logo in press acknowledgements	Shared logo in press acknowledgements	Shared logo in press acknowledgements
	Shared logo on press conference panel	Shared logo on press conference panel	Shared logo on press conference panel
	Mention of main sponsor in press dossier	Mention of official sponsor in press dossier	Collaborator mention in press dossier
	Logo in closing sequence of TV broadcasts	No	No
	Communication rights of the festival logo as a main sponsor	Communication rights of the festival logo as an official sponsor	Communication rights of the festival logo as a collaborator

	Main sponsor	Official sponsor	Collaborator
On line	Linkable logo on sponsors' section of festival website	Logo on sponsors' section festival website	Logo on sponsors' section festival website
	Logo on sponsors' section festival app	Logo on sponsors' section festival app	Logo on sponsors' section festival app
	Logo on closing sequence of festival audiovisuals	Logo on closing sequence of festival audiovisuals	Logo on closing sequence of festival audiovisuals
Public Relations	Invitation to festival presentation press conference	Invitation to festival presentation press conference	Invitation to festival presentation press conference
	Invitation to festival inauguration	Invitation to festival inauguration	Invitation to festival inauguration
	Authentication/invitations to the festival	Authentication/invitations to the festival	Authentication/invitations to the festival
On site	Spot on the screens of the festival	No	No
	Activation of the brand in the sponsored space	Activation of the brand in the sponsored space	No
	Samplings	Samplings	No
	Communication elements + signalling in sponsored spaces	Communication elements + signalling in sponsored spaces	Communication elements + signalling in sponsor spaces



# Our allied brands





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Associate yourself with  
the best experiential  
marketing and  
steer city residents'  
emotions towards  
your brand.

Be ICUB.  
Be Culture.

Barcelona Institute  
of Culture

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