



Fira Barcelona



Fira de Barcelona General Archive · AGFB

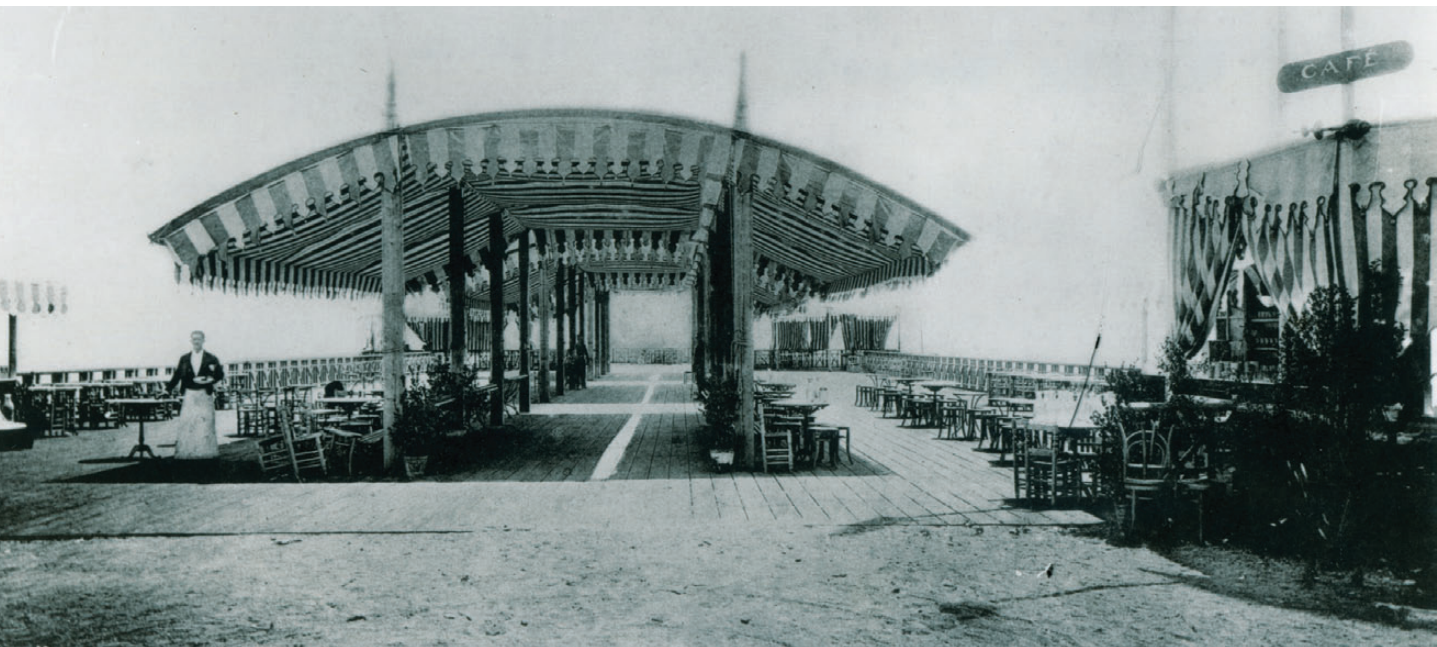
Introduction

Throughout history Barcelona has developed into a city of prime importance for the development of business in Catalonia, Spain and the whole of southern Europe and the Mediterranean. Fira de Barcelona, which embodies this process, has always been a benchmark for business activity in the region as well as a social and economic driving force.

The Fira de Barcelona General Archive (AGFB) preserves the documents that tell this story of a business venture committed to opening borders and energising the economy.

AGFB's system allows the processing and management of this wealth of historical and administrative documents through a unique network that works to service companies, institutions and citizens.

Information management is an indispensable tool in the transmission of knowledge and ideas and to testify to the facts. Documentation ultimately allows communication between people and is a necessary tool for forming a collective memory and for the foundations of future growth.



The Muelle café in the Maritime Section. AUDOUARD and Company (Universal Exhibition of 1888).

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Fira Barcelona

Fira de Barcelona: A short History

Universal Exhibitions in Barcelona (1888-1929) Sign of a new world: from the might of steam to the power of electricity

On 20th May 1888 the Universal Exhibition of Barcelona was inaugurated in Ciutadela park, exhibiting fabulous inventions and technological advances as well as exotic items from the colonial world and products of a triumphant Industrial Revolution. Exhibition centres, pavilions and vast exhibition halls comprised the spaces and made up the Exhibition's urban network. Products from the powerful Catalan textile industry, inventions and heavy machinery from all over the world and products related to the new electrical energy captivated visitors. The United States pavilion presented the country as the new emerging economy through the image of New York as a symbol of modernity.

The 1929 International Exhibition of Barcelona redrew the model for these trade fairs of the twentieth century. The exhibition transferred to Montjuïc mountain, a space closely linked to the urban growth strategy that sought to open up new urban centres and focal points in the city. Together with the exhibition centres, smaller scale pavilions were set up, free in design and used by countries, institutions and companies to communicate their message. Other constructions were erected for leisure and culture such as the Teatre Grec, the Magic Fountain and Poble Espanyol.

Electric light was the theme of the International

Exhibition. In this confrontational scenario, modernity and tradition were exchanged for opposing economic and cultural models. The world saw an industry be born and grow using Fordist production methods and a market aimed at satisfying the demands of an emerging consumer society.

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1. Hot air balloon (1888). A.D. · 2. The stand displays industrial products in a direct and striking way. Empresa Vilardell, Fira Internacional de Barcelona 1929. ·

3. 1. Publicity poster for the Barcelona Universal Exhibition 1888. History and trade lead the corporate message.

Trade fairs.

Fira de Barcelona is born (1932)

From product exhibition to trade exchange



1

On 23rd October 1920 the first Barcelona Trade Fair was inaugurated in the Saló de Sant Joan (nowadays Passeig de Lluís Companys), reclaiming the urban space remodelled for the Exhibition of 1888. The fair landscape was now very different as it was trade, rather than product exhibition, that was the priority at the Trade Fair. For this reason stands were erected in a trade space par excellence, at the expense of the sectorial or national pavilion.

In 1932 the government of the Second Republic declared the Fira de Barcelona official and in the public interest; founded with the objective of being a leader in the world of trade fairs in Barcelona. From then on, and due to the growth of the event, it was established on Montjuïc, next to Plaça Espanya. With the outbreak of the Civil War (1936-1939) the continuity of the fairs was interrupted and it was not until 1942 that the Trade Fair held its eleventh edition. Until the mid fifties the organisers efforts focused on the

reconstruction of the trade fair space and on trade strategies designed to break the country's economic isolation and promote basic and food industries.

In the more prosperous economic climate of 1959, the government presented the Plan for Economic Stability, which brought with it the opening up and liberalisation of the economy, a process that was hugely beneficial to Fira de Barcelona. Against this backdrop of growth Fira conceived and began organising monographic trade fairs with the aim of satisfying demand from the industrial sector. At this time the institution was a driving force in the Catalan economy and the key to Barcelona's transformation to being a city of services and the centre of an economy open to Europe.



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1. Barcelona International Exhibition (1929). A.D. .
2. Stand of company Uralita, S.A. (1957). Hortolà. .

3. In 1948 the first television tests were carried out at the Barcelona Trade Fair.

Monographic shows at Fira de Barcelona

Beyond trade: innovation, technology and competitiveness. From the technology revolution to the global economy

Trade liberalisation brought with it new policies for consumerism and wellbeing and opened up the way for foreign trade. Within this context, Fira de Barcelona became a principal tool in trade relations. Added to Fira's sector-based way of working were monographic venues which were much more competitive and appropriate in an increasingly demanding market.

In 1960 work was started on the Palau Ferial and the Palau de les Nacions and later, on the Palau de Congressos which in the nineteen sixties and seventies became a hub for trade, science and culture as a result of the many and notable congresses and special events held there.



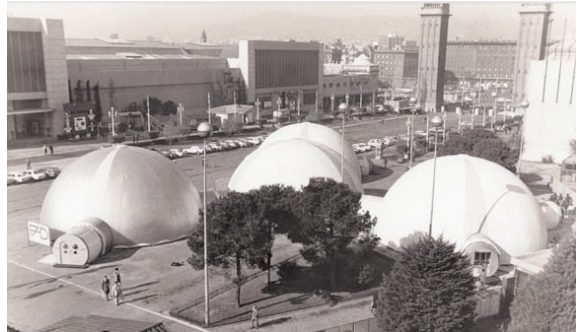
1. Smart City Expo & World Congress (2013).

2. Hogarotel 1973. Inflatable stands from the Foment de les Arts i del Disseny (Josep Vallès).

3. International Motor Show (2013).

4. Barcelona Bridal Week 2011 (Jorge Andreu).

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3 & 4

Fira de Barcelona once again focused its efforts on the institution's competitiveness, this strategy making it possible for it to adapt to Spain's entry into the European Union in 1986. The country's international isolation had been broken once and for all and the economy now worked for a single market of more than 300 million citizens.

From 1992, in the context of a global economic model extending beyond Europe, Fira de Barcelona once again needed new spaces, infrastructure and services to meet the challenge of organising large fairs and smaller scale, but highly strategically valuable, shows at the same time. The year 2000 saw an important change in structure and management due to the involvement of the Generalitat in the Fira de Barcelona Consortium, and greater business involvement. Amongst the institution's main objectives developed through the Strategic Plan was the finalising of the Gran Via venue (inaugurated in 2007) as well as the objectives of internationalization, innovation, quality and knowledge.



The first Fira de Barcelona brand logo, 1932.

Fira de Barcelona General Archive (AGFB)

At the service of businesses,
institutions and the citizens

Due its large volume of documentation and level of organisation, Fira de Barcelona General Archive is one of the most important centres of documentation in Europe in the area of trade fairs and congresses. Since 1932 (year of its official constitution) it has catalogued its own documentation and it is also custodian of other collections of contemporary trade fairs held in Barcelona: Universal Exhibition of 1888, International Exhibition of 1929, trade fairs (1929-1931) and other smaller collections. In total, it houses more than 350 000 documents and photographs in different formats and mediums. AGFB, in its scientific and cultural capacity, is a service available both to researchers and general citizens.

AGFB documentation management system

Organisation of documents

- Document classification
- Archive guide
- Document catalogue

Research and promotion

- Exhibitions of documents
- Research
- Academic collaboration

Archive services

- Assistance and enquiries
- Document reproduction
- Administrative archives service
- Evaluation of documents
- Document preservation

A system aimed at preserving and promoting

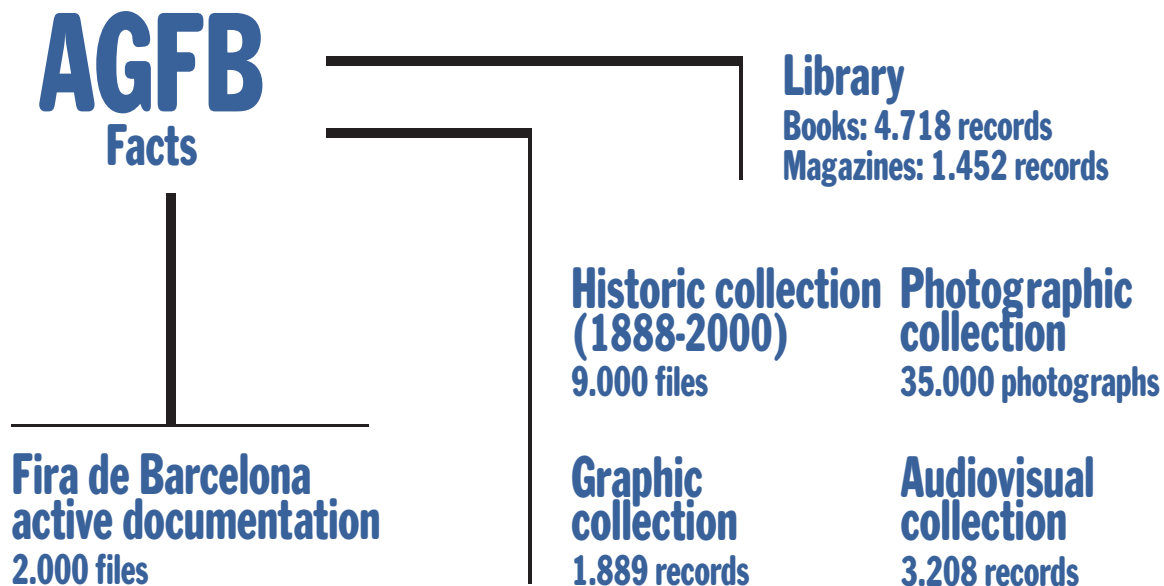
The Fira de Barcelona General Archive is structured into five areas with the aim of preserving and cataloguing this documentary heritage.

The *Semiactive Documents* area houses department records that may be the object of enquiries. Once its administrative use is at an end, records evaluated to be for permanent preservation are entered into the *Historic Documents area*.

The *Graphic, Photographic and Audiovisual documentation* area preserves records that require a specific archive. For example, maps, posters, photographs and DVDs, etc.

AGFB has a library and newspaper and periodicals library covering books, newspapers and magazines specialising in trade fairs and congresses.

The *Technical and Services* area draws up inventories and archive catalogues and manages technical consultancy, enquiries and the lending and reproduction of documents.





1. Ticket for the Barcelona International Exhibition 1929.

2. Multi-entry ticket for the Barcelona International Exhibition 1929.

3. Article on industrial design from the Official Fair Newspaper (1929).

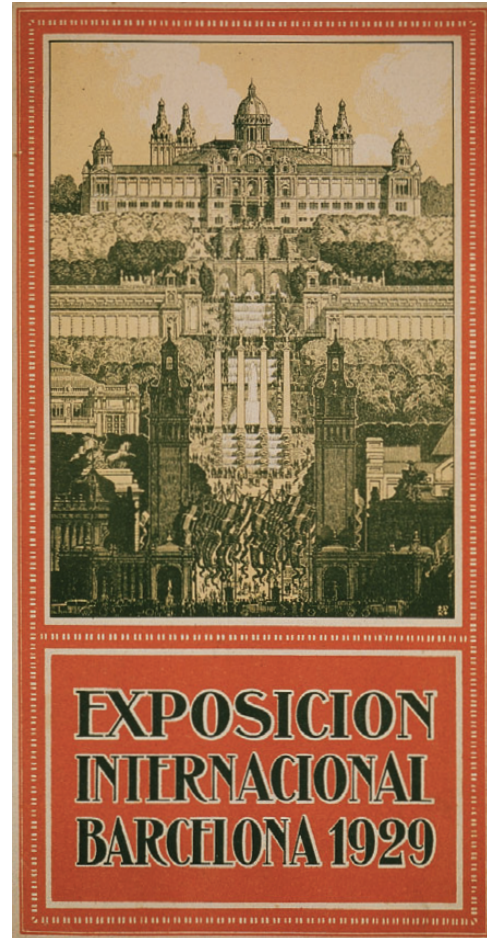
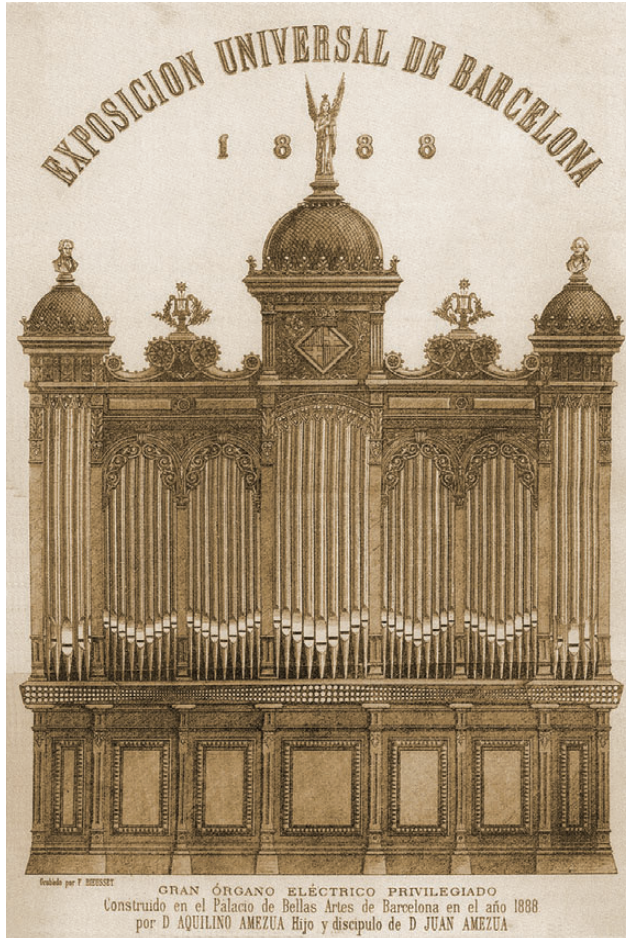
4. Paper advertising for Foire de Toulouse (1931).

5. Invitation to the third Saló de Creacions (1936).

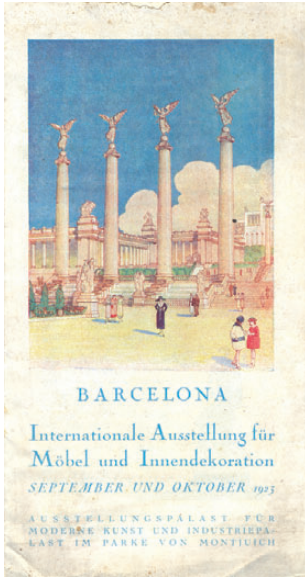
6. Informative map of bus services during the fourth Trade Fair (1941).

Graphic communication The poster invites you to the Fira

The General Archive has a collection of posters whose purpose is to promote fair events throughout Europe. The quality of Fira de Barcelona's advertising campaigns and the use of top graphic designers make this collection a splendid sample of the links between the world of economics, advertising and art at the same time as clearly showing Fira de Barcelona's intention to promote its activities through the most contemporary means.



Posters from the Universal Exhibition of 1888 and the International Exhibition of 1929.



Various advertising posters and catalogue covers from the start of the nineteen twenties until the mid thirties. Their creators are integral to the history of poster design in this country: Ferran Galí, M. Morell and Eduard Money.

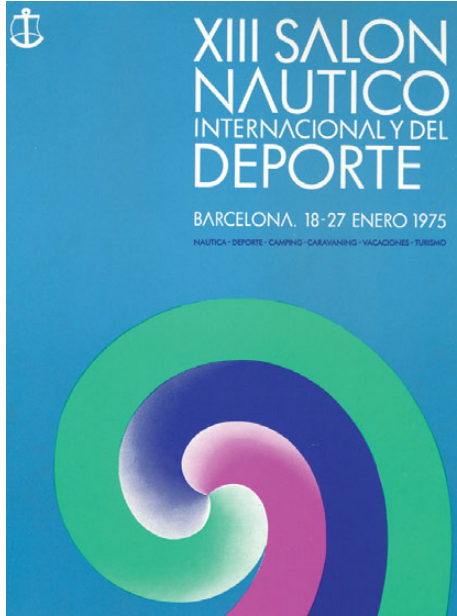
hogarotel12

Salón Nacional del Hogar, Decoración y Gastronomía e Internacional del Equipo Hotelero
16-26 Noviembre 1972
Recinto de la Feria de Muestras de BARCELONA



1972. 16-26 Noviembre 1972

M. CASTELL



XIII SALON NAUTICO INTERNACIONAL Y DEL DEPORTE

BARCELONA. 18-27 ENERO 1975

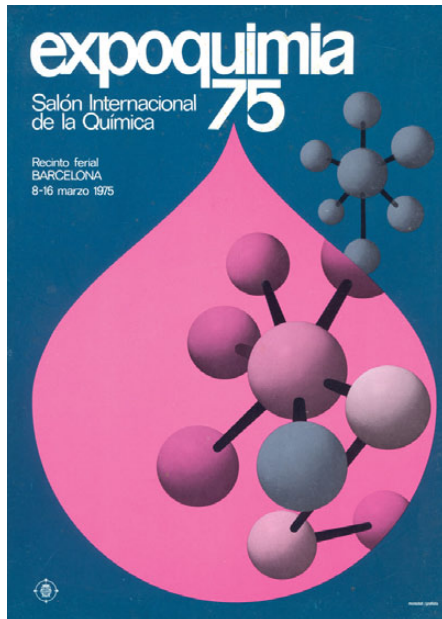
NAUTICA - DEPORTE - CAIRING - CASARINING - WACACIONES - TURISMO



'75 TECNOGAR 74

selección de productos y exposiciones para la decoración y el hogar de HOGAROTEL

recinto de la feria de muestras de barcelona
del 16 al 26 de noviembre 1972



expoquimia 75

Salón Internacional de la Química

Recinto ferial
BARCELONA
8-16 marzo 1975



Fira Barcelona

Una mar d'oportunitats

OPORTUNITAT
salonautic

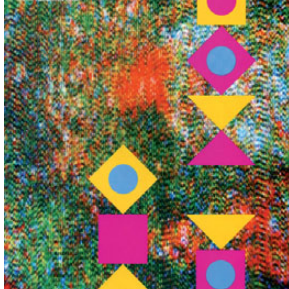
Recinte Gran Via i
Exposició Flotant Port Vell
6-14 Novembre, 2010

www.salonautic.com



ExpoHogar 84

Convocatoria en el octo del Sector de Artístics de Regajo
Barcelona 25 septiembra al 4 octubre 1984



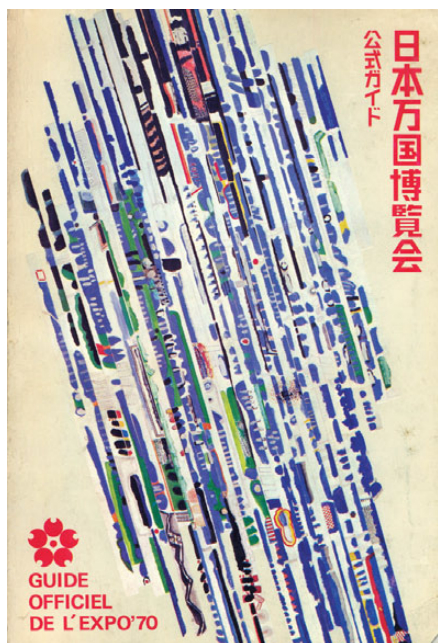
From the end of the nineteen fifties, at the same time as the country's economy was beginning to open up, young graphic designers broke free from the prevailing propagandist style of the post-war era and opted for avant-garde graphic design, open to the international artistic movements of the time.

AGFB Library

The footprint of a country's economic and trade activity

AGFB's library contains books and publications published by Fira de Barcelona. The bulk of the inventory is made up of trade fair catalogues, congress and technical event information, economic and market studies and institutional annual reports. It also holds all publications relating to monographic shows.

The AGFB library works to compile publications from other European and world fair organisations as well as specialist books on economy and trade.



The catalogues are testimony to the activity and economic value of the trade fairs and contain detailed lists of the companies and products exhibited. Catalogues relating to Fira de Barcelona and other fair events all around the world.

AGFB Photographic collection

A portrait of the history of Fira de Barcelona

The photographs in AGFB are a magnificent collection of images detailing the history of Fira of Barcelona. During the Universal Exhibition of 1888, photography shows the birth of a new cosmopolitan and industrialised world. Later on, photographers such as Josep Brangulí and Alexandre Marletti, the founders of photojournalism in Catalonia, illustrated the main publications with images of trade fairs from the nineteen twenties and thirties, a showcase for trade fairs and the refuge for the artistic cutting edge. In the sixties and seventies, advertising and reportage photography experienced a second golden age, benefiting from the current artistic movements and from an advertising industry selling consumerism as a model of progress.



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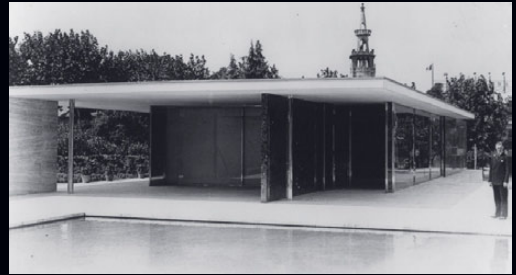
4

1. Palau de la
Indústria warehouse.
Universal Exhibition
1888. A.D.

2. Palau de la
Indústria warehouse.
Universal Exhibition
1888. A.D.

3. Arc de Triomf.
Universal Exhibition.
1888. A.D.

4. Gran hotel
Internacional.
Universal Exhibition
1888. A.D.



The national and company pavilions are the main venues in the international and universal exhibitions held in Barcelona (1888 and 1929) whilst the large closed exhibition spaces host exhibitor stands at trade fairs and monographic shows. Despite being small in size, the stands are very efficient for communication and trade.

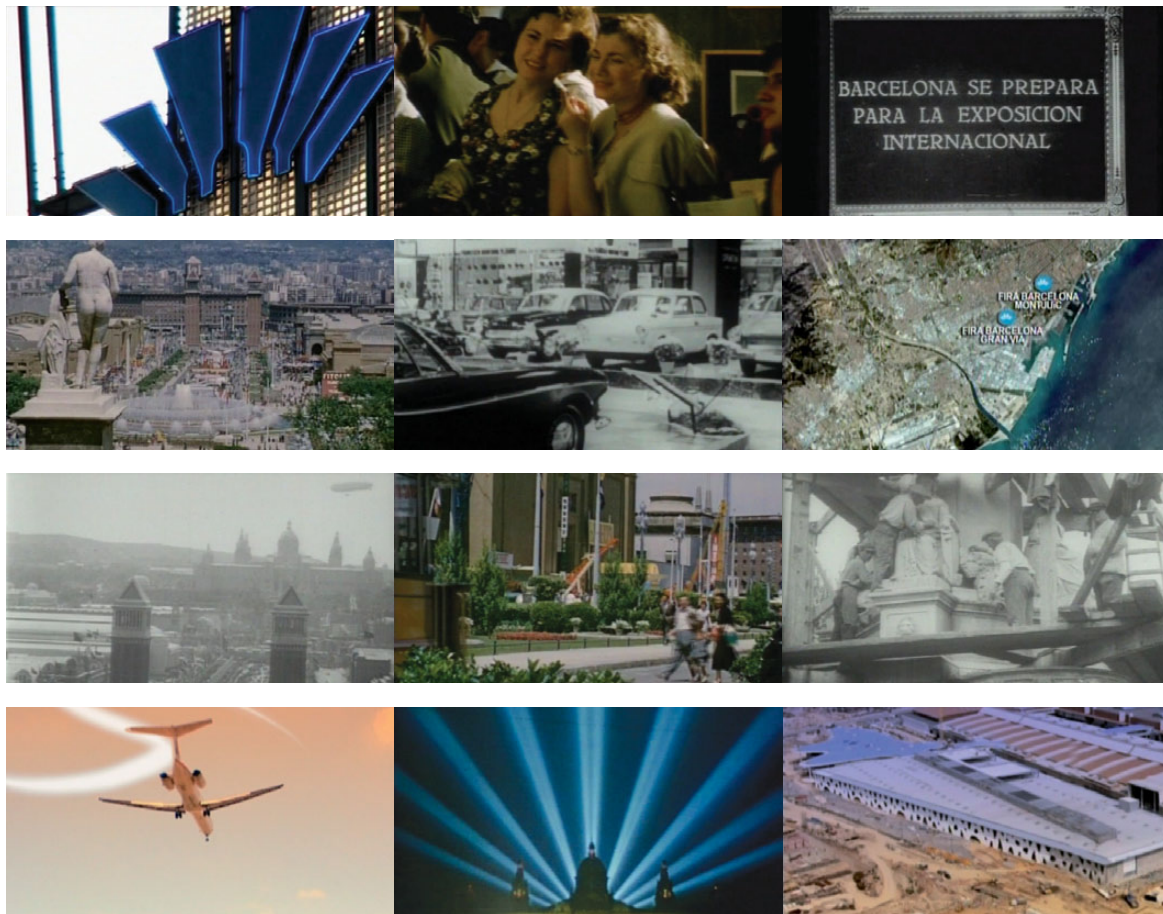
1. Pavilion of the countries of Serbia, Croatia and Slovenia, Barcelona International Exhibition 1929. Work of architect Dragiša Brašovan. ·
2. Trade fair venues. Fira de Barcelona Montjuïc. German Pavilion, Barcelona International Exhibition 1929. Work of architect Mies van der Rohe. ·
3. Trade fair venues. Fira de Barcelona Montjuïc. · 4. New Fira de Barcelona facilities on Gran Via. Work of architect Toyo Ito.



AGFB audiovisual collection

Sound and movement in Fira de Barcelona images

This AGFB collection brings together the archive's audiovisual and sound documents. Since the start of the twentieth century and with the spread of cinema, television and radio, these media have been essential for the development of trade and consumerism. Today, AGFB must look ahead to foresee the needs of accommodating the documentation generated by Fira de Barcelona using new communication platforms.



Chronology

Fira de Barcelona/Fairs

1851	Great Exhibition of London
1860	Barcelona holds the Exhibition of Industry, Arts and Trades. Universal Exhibition of Besançon
1870	
1871	Barcelona holds the General Catalan Exhibition · Universal Exhibition of Cordoba, Argentina
1872	International and Universal Exhibition of Lyon
1873	Universal Exhibition of Vienna
1874	
1875	
1877	Barcelona holds the Exhibition of Catalan Products
1878	Universal Exhibition of Paris
1879	Universal Exhibition of Sydney
1881	Universal Exhibition of Paris
1882	
1883	Universal Exhibition of Amsterdam
1885	Universal Exhibition of Antwerp
1888	Universal Exhibition of Barcelona
1889	Universal Exhibition of Paris
1890	
1893	Universal Exhibition of Chicago
1894	Universal Exhibition of Leipzig
1898	
1900	Universal Exhibition of Paris
1903	
1904	Louisiana Purchase Exposition in St. Louis
1907	
1908	International Mining Exposition in New York
1909	
1911	International Exhibition of Turin
1912	
1914	First National Toymakers Exhibition, held in Barcelona in the auditorium of the Foment del Treball Nacional (Labour Development Council)
1915	
1916	The National Association of Toymakers launches the idea of a generalist Trade Fair in Barcelona
1917	First Trade Fair in Spain, held in Valencia
1920	Inauguration of the Trade Fair of Barcelona
1921	
1923	International Furniture and Decoration Exhibition and the Building Technique Exhibition
1924	Fifth Trade Fair of Barcelona. Held for the first time at the Montjuïc venue
1925	Creation of the International Fairs Union (UFI)
1927	
1928	
1929	International Exhibition of Barcelona · Ibero-American Exhibition of Sevilla
1931	
1932	Official constitution of Fira de Barcelona
1936	Military uprising and the Civil War (1936-1939) paralyses fair activity until 1942 · International Exhibition of Stockholm.
1937	The fair venues turn into a machine repair workshop for military convoys
1939	New York World Fair · End of the Spanish Civil War
1941	
1942	It is decided to restart the Trade Fair of Barcelona
1945	
1947	International Exhibition of Paris
1950	
1952	

Society

Chronology

Agreement between Spain and the Vatican · Abraham Lincoln is elected President of the USA	1851
Works begin on Ildefons Cerdà's Barcelona Expansion Programme ("l'Eixample")	1860
Birth of Germany and unification of Italy · Antonio Meucci invents the telephone	1870
The Paris Commune erupts	1871
Third Carlist War in Spain	1872
Abdication of Amadeo I. Proclamation of the First Spanish Republic · General strike in Barcelona. Start of the Great Depression	1873
The Restoration · Catalan economic expansion until 1886 · Paris holds the first Impressionist Exhibition	1874
J.R. Stanley explores central Africa	1875
Victoria I is declared Empress of India	1877
Inauguration of the Barcelona-Portbou railway line, via Girona	1878
In just a few years, the phyloxera virus destroys the country's vineyards	1879
T.A. Edison invents the electric light	1881
Agricultural crisis in Spain · Koch discovers the tuberculosis bacillus	1882
First social security laws in Germany · The first skyscrapers are built in Chicago	1883
Alfonso XII dies. The reign of Maria Cristina begins.	1885
Foundation of the General Workers Union, UGT	1888
Foundation of the Foment del Treball Nacional (Labour Development Council) · Inauguration of the Eiffel Tower in Paris	1889
First May Day demonstration in Barcelona	1890
	1893
Start of the Russo-Japanese War (until 1905)	1894
The loss of colonies Cuba, Puerto Rico and the Philippines plunges Spain into political crisis	1898
	1900
First flight by the Wright brothers	1903
Foundation of Caixa de Pensiones bank · Sunday Rest Law · The USA manufactures double sided phonographic discs	1904
Picasso paints <i>The Young Ladies of Avignon</i> and begins the modern art movement	1907
	1908
Tragic Week: general strike and worker uprising in Barcelona · The CNT Congress takes place in Barcelona	1909
Amundsen arrives at the South Pole · Machu Picchu is discovered in Peru	1911
Sinking of the <i>Titanic</i>	1912
Start of the First World War · Commonwealth of Catalonia · Expansion of the Catalan economy · Inauguration of the Panama Canal.	1914
Barcelona attracts more than 200 000 immigrants	1915
Einstein formulates his General Theory of Relativity	1916
Victory of the Russian Revolution · USA enters the Great War	1917
Prohibition is introduced in the USA	1920
First medium wave broadcast in the USA	1921
Military coup lead by general Primo de Rivera · Electric traffic lights are used for the first time in Paris	1923
Inauguration of the first section of the metropolitan railway in Barcelona	1924
Stalin orders Trotski into exile	1925
The Town Council approves the project for the urbanisation of Plaça Espanya · The Academy of Arts and Sciences is created in Hollywood	1927
Alexander Fleming discovers penicillin · First television tests in the USA	1928
Barcelona has the largest population in Spain and is a driving economic force · Financial and economic world crisis	1929
Russian agricultural collectivization · Proclamation of the Second Spanish Republic	1931
Approval of the Statute of Catalonia · Roosevelt proposes the New Deal to beat the crisis	1932
Military revolt against the Second Republic. Start of the Civil War · Publication of Keynes new economic theories	1936
Picasso paints <i>El Guernica</i>	1937
End of the Civil War · Start of the Second World War · Igor Sikorsky designs the first helicopter	1939
Japanese attack on Pearl Harbour. USA intervenes in the Second World War · Foundation of the National Institute of Industry (INI)	1941
The Germans begin to pull back from the eastern front	1942
End of the Second World War · Start of the Cold War	1945
The Marshall Plan for the reconstruction of Europe	1947
Start of the Korean War (until 1953) · Development of polyester in the United Kingdom · Creation of SEAT	1950
Discovery of the contraceptive pill	1952

Chronology

Fira de Barcelona/Fairs

1953	The Trade Fair takes a step forward with the end of the post-war period
1954	First Packing and Packaging show
1955	International Exhibition of Helsingborg, Sweden
1956	International Exhibition of Beit Dagan, Israel
1957	International Exhibition of Berlin
1958	International Exhibition of Brussels
1959	
1960	Construction of the Palau de Congressos · First Travel, Sport and Tourism Show
1961	First Hogarotel-Expohogar · First National Clothing Manufacturing Show
1962	First National Technical Textile Machinery Show
1963	First International Boat Show · The Spanish Textile Exchange · Sonimag · The Children's Festival
1965	First Cosmetic Chemical Week · First Expo Química
1966	First Motor Show · First Graphispack
1968	The People's Republic of China participates in the Trade Fair
1970	Inauguration of the 50th Anniversary Centre · Osaka World Fair
1971	
1972	First Hispack
1973	Inauguration of the INI Pavilion
1974	First Knitwear Show · International Exhibition of Spokane, USA
1975	The USSR participates in the Trade Fair · Anticuarios Show · Expo Avícola
1976	First Alimentaria show
1977	First Hostelco
1979	First Construmat · First Expominer
1980	First Second Hand Vehicle Show
1981	First Comic Fair · International Exhibition of Plovdiv, Bulgaria
1982	First Liber
1983	First Auto Retro
1986	Vancouver World Fair
1989	First Caravaning
1990	First Mediterranean Show · First Education Show
1991	The last edition of the traditional generalist June Trade Fair · First Sonimagfoto
1992	Monographic events fill the Fira calendar · Universal Exhibition of Seville
1993	International Exhibition of Daejeon, South Korea
1994	First monographic show, Piscina
1995	
1997	First Ecomed/Pollutec · First Barcelona Meeting Point
1999	First International Logistics Show
2000	Incorporation of the Generalitat into the governing bodies of the Fira
2001	The Strategic Plan 2001-2010 is approved focusing on improving event spaces and services
2002	Creation of Alimentaria Exhibitions · Joint venture
2004	
2005	First Bread & Butter · Universal Exhibition of Aichi
2006	First Mobile World Congress
2007	Official inauguration of Fira de Barcelona's Gran Via venue
2008	First BcnRail HiT/Bizbarcelona · International Exhibition of Zaragoza
2009	First Carbon Expo · First The Brandery
2010	Fira presents the "New Value Proposal" · Universal Exhibition of Shanghai
2011	Barcelona designated Mobile World Capital · Smart City Expo World Congress
2012	First MIHealth Forum. First Seafood Barcelona · Fira internationalises its services
2013	First Pharmaprocess · The electric vehicle event EVS27 takes place · Important medical and technology congresses

Society

Chronology

Agreement between the Vatican State and Spain · J. Watson and F. Crick discover the structure of DNA	1953
Start of the Algerian War	1954
Spain enters the UN · J. Salk and A. Sabin discover the polio vaccine	1955
Creation of Televisión Española	1956
The European Economic Community is created (EEC) · The Soviet Union launches <i>Sputnik I</i> , the first manmade satellite, into space.	1957
Foundation of the Economic Circle · USA launches the manmade satellite <i>Explorer I</i> into space	1958
Economic Stabilisation Plan in Spain	1959
Creation of the Organisation of Petroleum Exporting Companies (OPEP)	1960
Building of the Berlin Wall between the FRG and the GDR Berlin	1961
Great worker unrest. Emergence of the CC.OO (Workers' trade union)	1962
Assassination of USA President, J.F. Kennedy · The Beatles' first hits.	1963
Mary Quant designs the miniskirt	1965
	1966
Prague Spring · French "May 68"	1968
	1970
The People's Republic of China enters the UN · Microprocessors are used in computers	1971
	1972
Inauguration of the Joan Miró Foundation · Start of the world energy and economic crisis · First mobile telephone call	1973
In the USA, Nixon resigns following the Watergate scandal · "Carnation Revolution" in Portugal	1974
End of the Franco regime. The transition to democracy begins	1975
Spaceship <i>Viking</i> sends the first images of Mars back to Earth	1976
First democratic elections in Spain · Third World countries' debt grows · Inauguration of the Pompidou centre	1977
The Islamic Revolution triumphs in Iran · Walkmans go on sale	1979
The first Catalan Parliament is formed following the passing of Catalan Statute of Autonomy	1980
Iran-Iraq war (until 1988) · IBM presents the first personal computer · First flight into space on the Columbia transporter	1981
Socialist Party victory. Felipe González is country president	1982
Industrial restructuring begins in Spain · L. Montagnier discovers the AIDS virus	1983
Nuclear catastrophe in Chernobyl · Spain joins the EEC	1986
Fall of the Berlin Wall · The World Wide Web (www) is publically announced · A satellite takes photographs of Jupiter	1989
German reunification · Start of the Gulf War · Development of IT, information highways and the Internet	1990
Division of the USSR · Start of the Balkans War	1991
Olympic Games in Barcelona · Earth Summit in Rio de Janeiro · Maastricht Treaty · Appearance of the first smartphone	1992
The Internet becomes the most important platform for exchanging information	1993
First multi-racial elections in South Africa: Nelson Mandela is president	1994
The World Trade Organisation begins to operate	1995
Hong Kong is handed back to China · 84 countries sign the Kyoto Agreement with the aim of reducing gas emissions in the atmosphere	1997
	1999
Olympic Games in Sydney · Vladimir Putin is Russian president · Spain enters the Euro	2000
Attack on the Twin Towers in New York · Wikipedia is launched	2001
Constitution of the International Criminal Court in the Hague · Euro currency notes and coins go into circulation	2002
Barcelona hosts the Forum of Cultures · Attack on the Madrid train network causing 191 deaths	2004
	2005
Saddam Hussein convicted of crimes against humanity · The scientific community removes Pluto from the list of planets	2006
J.K. Rowling publishes the last in the Harry Potter series of books	2007
Barak Obama is president of the USA · Start of the international financial crisis	2008
Conference in Copenhagen on climate change	2009
The Wikileaks portal leaks secret documents from several States	2010
The UN declares the birth of the 7 billionth (7 000 million) person on the planet · Nuclear accident at Fukushima	2011
The Arab Spring extends over the Arab world · China launches a space rocket to orbit the moon	2012
Peter Higgs and François Englert receive the Nobel Prize for the discovery of Higgs boson	2013

“It gave me great pleasure to participate in the resounding success that was the first Trade Fair of Barcelona, and to offer the Catalan people what I consider to be one of the most important musical works. [...] Barcelona has shown once again that its skill in industry and trade do not prevent it from having exquisite artistic sensibilities and admirable political insight.”

PAU CASALS, 1920

Musician

“In the twenty first century we have to reconsider how to reflect a new way of living differently. Gaudí, who knew how to reflect life with his organic architectural forms, was the embodiment of this and very important in my thinking. I am very happy to be able to do this project in Barcelona, the city of Gaudi.”

TOYO ITO, 2003

Architect

“The creation of the Universal Exhibition of 1888 coincided with the beginning of Barcelona in the sense of a modern capital.”

JOSEP PLA, 1945

Writer

“Our country’s economy experiences such fluctuations, so devoid of euphoria, that when an opportunity arises to show that we also know how to do things well, as in the case of Fira de Barcelona, it lifts the spirit.”

FABIÀ ESTAPÉ, 1993

Economist

“Barcelona has shown that it really deserves the title of Mobile Capital of the World with its combination of its exceptional exhibition and its conference facilities, its transport and hotel infrastructure, its commitment to widening the scope of mobility in Barcelona, Catalonia and Spain, and the strong support of the public and private sectors.”

JOHN HOFFMAN, 2011

GSMA CEO

Trade fair pavilion of Fira Gran Via, work of architect Toyo Ito, Pritzker prize for Architecture.



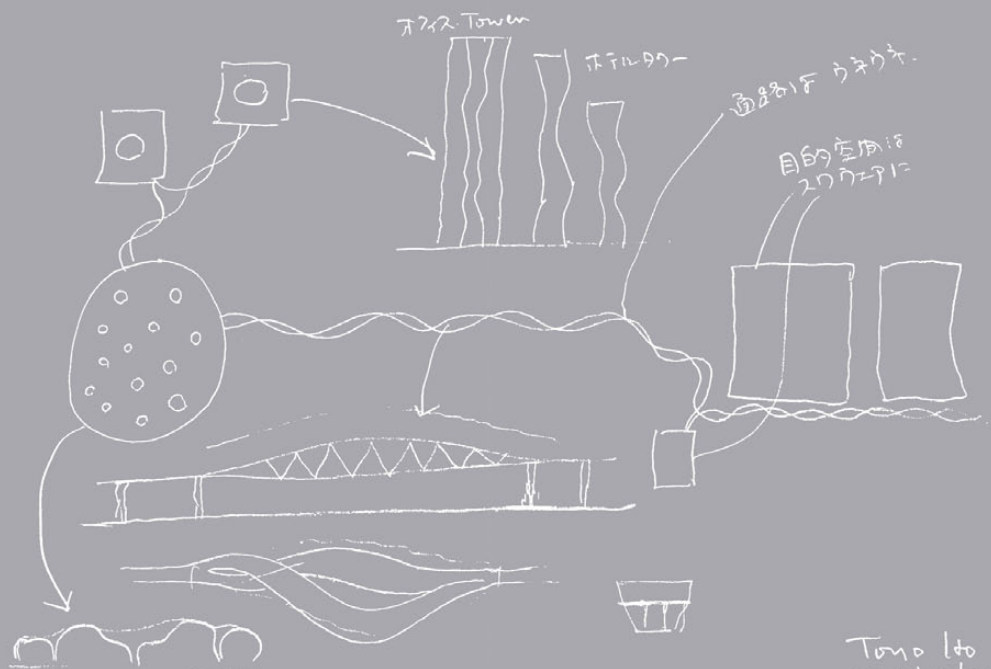
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