

MOOD:MEDIA

BARCELONA CITY GUIDE

ISE 2022 EDITION



BARCELONA

WELCOME TO OUR CITY!

We hope you'll find inspiration from our city, a vibrant city that lives and breathes innovation and creativity, from its Modernist monuments, to its Art Deco façades and courtyards to the Olympic Village integrated within the city, and a lively coastal area overlooking the Mediterranean.

When it comes to commerce, Barcelona's stores have formed part of its heritage and international appeal for decades. Most recently we have seen unique trends play out in the city, for example we've seen more and more brands adopt the "Casa" concept, inspired by Gaudi's Casa Mila, Batlló and Vicens, where design and retail interact to create a truly welcoming and community-based customer experience such as those at Casa Seat and Casa Moritz, both in the heart of the city.

We are also seeing many digital native brands selecting Barcelona to house their first physical stores, like Vasquiat and Cocunat, turning online marketplaces and previously 'digital only' brands into a tangible reality. We have also testified in recent years that Spain, and Barcelona in particular, have become a test market for Chinese brands dipping their toe into Europe's physical retail presence as Alibaba and Xiaomi.

Digital transformation is continuing at full throttle in Spain this year, with phygital experiences taking centre-stage in many brands' customer experiences. We are looking forward to meeting you at ISE 2022 and discovering the latest technologies in Digital Signage together.

Join us as we hear from Mood VP Global Brands, Jonathan Wharrad who will be speaking on the panel for the New Approaches to Digital Signage Integration talk at the [Digital Signage Summit](#).



ISABEL SOLA

Sales Director
Mood Media Spain

i.sola@moodmedia.com



VALENTINA CANDELORO

Director International Marketing
Mood Media

v.candeloro@moodmedia.com

**DIGITAL
SIGNAGE
SUMMIT ISE**



11 MAY 2022
FIRA DE BARCELONA



Jonathan Wharrad
VP Global Brands
Mood Media
12:00 PM-12:30 PM



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MOOD:MEDIA | ELEVATE THE EXPERIENCE



RETAIL TRENDS

BARCELONA

SIX MAJOR RETAIL TRENDS



TREND #1

CUSTOMISATION

The Spanish consumer expects **personalised**, relevant experiences



TREND #2

BRAND IMMERSION

Retailers are transforming the physical retail space into **interactive showrooms** that truly reflect their brands' ethos and personality.



TREND #3

COMMUNITY

The physical space can offer something that online retailers cannot: a **sense of community and belonging**.



TREND #4

CONVENIENCE

Spanish consumers **want simplicity and fluidity** in their interactions with brands.



TREND #5

SUSTAINABILITY

The last few years have seen consumers rethinking the ways in which they shop. **Sustainability in retail** is fast becoming an expectation, not a 'nice to have'.



TREND #6

DIGITAL GOES PHYSICAL

Spain has become a test market for **digital native brands** testing the physical retail waters, particularly for **Chinese brands**.



THE STORES

BARCELONA

THE STORES

■ PASSEIG DE GRACIA & PLAÇA DE CATALUNYA

- + Casa Seat
- + Tiffany & Co
- + Cartier
- + All Yours
- + Mango
- + Nike
- + Lego
- + Sephora
- + Foot Locker

■ RAMBLA DE CATALUNYA

- + IQOS
- + Casa Moritz
- + Cocunat
- + Vasquiat

■ A CAB RIDE AWAY

- + Brompton
- + Secrets by Farga
- + Mietis
- + Nintendo
- + Xiaomi
- + Porcelanosa
- + AliExpress
- + FCBotiga Mega Store



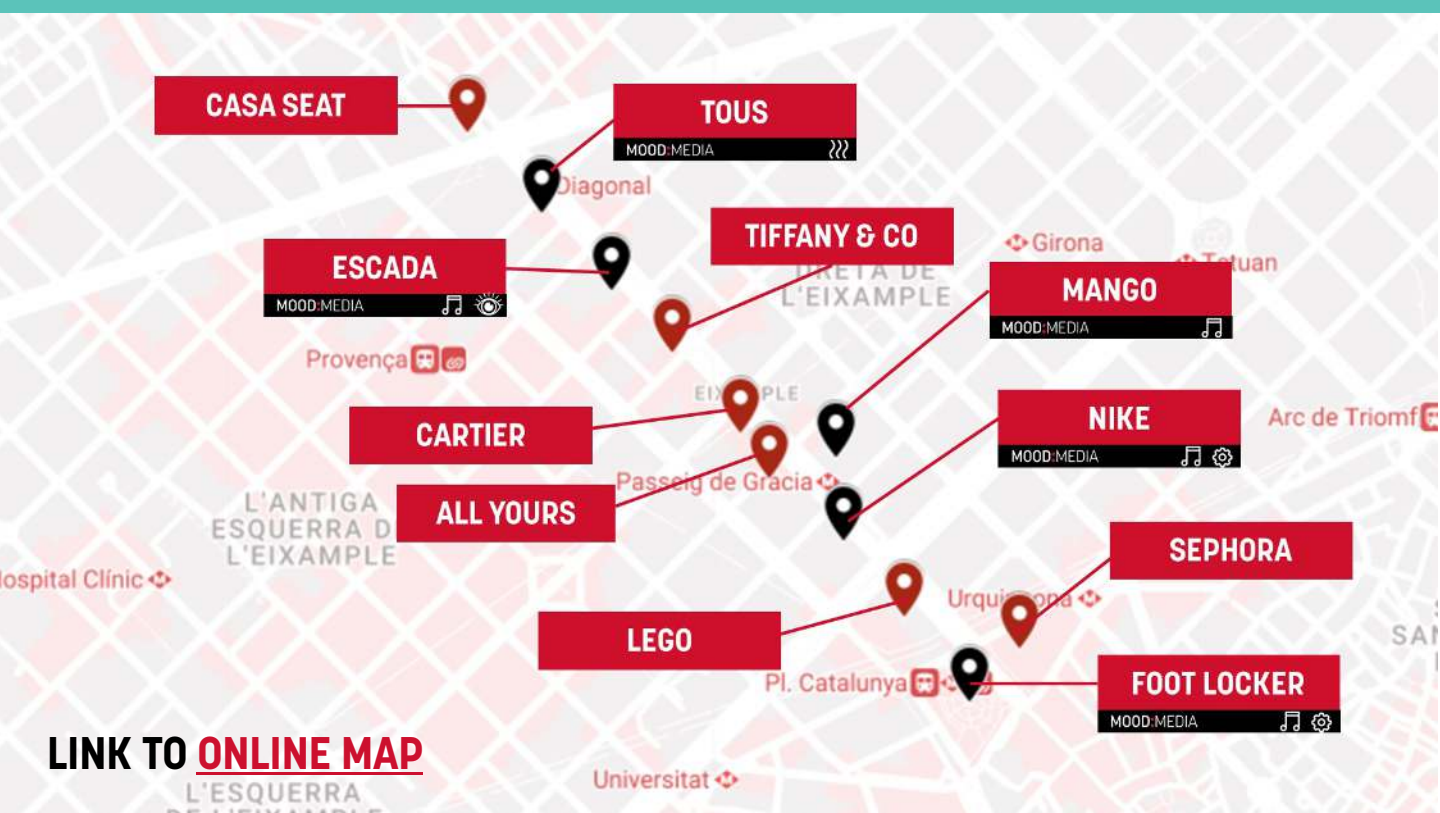
An aerial, black and white photograph of a city square at dusk. In the foreground, a large, ornate fountain with multiple tiers and statues is visible. To the left, a tall, brick tower with a conical roof stands prominently. The square is surrounded by classical buildings with columns. The sky is dark with some clouds. The text "TAKE THE WALK" is overlaid in the center, with "TAKE THE" in white and "WALK" in red.

TAKE THE WALK

PASSEIG DE GRÀCIA & PLAÇA CATALUNYA



CHECK OUR LOCAL TIPS FOR THIS AREA



LINK TO [ONLINE MAP](#)

TRENDS



Pg. de Gràcia, 109,
08008 Barcelona

Barcelona has been the home of SEAT since 1950, and now houses its innovative headquarters too. CASA SEAT is a place for exploring the latest innovations in design, mobility, technology, and urban culture. It's a unique brand experience hub in the heart of Barcelona where customers and citizens can engage with SEAT and CUPRA and experience everything that the company and its brands are committed to.

WHAT MAKES IT INNOVATIVE?

- + Hybrid space which plays host to exhibitions, conferences, co-working zones and cultural events.
- + Restaurant with a menu designed by Ametller Origen Mercat d'Autors chefs.
- + Innovative showroom featuring the latest SEAT, CUPRA and SEAT MÓ launches.
- + Corporate floor that houses several areas of the company.
- + Home to the Concept Lab, where the company's designers develop innovative projects inspired by Barcelona's light and vibrant lifestyle.

CASA SEAT 



TIFFANY & Co.



At the end of 2021, Tiffany & Co. relocated to its new Barcelona flagship store in the emblematic 61 Passeig de Gràcia. A place that lends the brand a special charm with elements inspired by renowned architect Antonio Gaudí and artist Jean Schlumberger. The jeweller has started unveiling locations that reflect its new store design concept, intended to feel warm and inviting to the fine jewellery shopper.

WHAT MAKES IT INNOVATIVE?

- + Six colorful and majestic windows (two of which feature digital animation), are the facade that invites passersby to enter this luxury jewellery dreamworld.
- + The store features a huge lamp inspired by the creations of the famous and legendary designer and creative director of Tiffany at the end of the 20th century: Jean Schlumberger.
- + The "Collections Room" pays homage to the cultural heritage of the building and Gaudí with a mosaic on the ceiling made by the man himself.

TRENDS



Passeig de Gràcia, 61,
08007 Barcelona



Pg. de Gràcia, 43, 1ª
planta, 08008 Barcelona

Cartier

Cartier opened the doors to its ephemeral temporary store Maison Cartier on the first floor of Gaudí's iconic Casa Batlló, open until June 2022. The store has its own access from 43 Passeig de Gràcia and has two different spaces, one dedicated to the brand's collections and, the other, a place for cultural meetings where visitors can enjoy a virtual reality experience that will be a real surprise. The vision of Gaudí and Cartier have several points in common that make this temporary coexistence a most interesting event for design lovers

WHAT MAKES IT INNOVATIVE?

The boutique's decor blends naturally in the building and completely respects the work of Gaudí. The naturalistic character of Casa Batlló inspired the decorators to create a dialogue, through images, between Cartier's botanical and animalistic creations and Gaudí's most emblematic codes.



all yours



All Yours opened its first physical store in the Catalan capital at the end of 2021, bringing honest cosmetics to both national customers and tourists as they plan to branch out across the whole of Europe with the opening of more physical stores to accompany their native online commerce.

WHAT MAKES IT INNOVATIVE?

- + Clean lines and exposed brickwork reflect the brand's commitment to ecological, responsible and clean cosmetics.
- + The store is a space for disconnection and free of stereotypes, where the best selection of products for care and well-being coexist with formulas that are safe and respectful to the planet.



C. del Consell de Cent, 308,
Tienda Local 2,
08007 Barcelona



MANGO

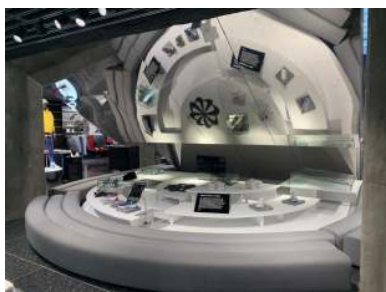


As a commitment to its physical stores, Mango has begun huge investments into renewing 42 of its flagship European stores. The first Spanish store to upgrade to the brand's new store concept is located at no.36 Passeig de Gràcia, with a strong focus on improving the in-store customer experience and sustainability of the brand.

WHAT MAKES IT INNOVATIVE?

- + Eco-efficient lighting and air conditioning means a reduction in electricity consumption of more than 30%. Many materials in the store are sustainable and customers can deposit used clothing in the "Committed" container.
- + In the enlarged fitting rooms, customers can regulate the intensity of the light and charge their phones, as well as use self-checkouts located there.
- + The brand has reinforced omnichannel services by providing a large click & collect area.
- + In Store Analytics and RFID tech provide data to enable staff to implement continuous improvement initiatives related to the availability of garments, etc.
- + There are two spaces where works by different artists related to the brand's values are exhibited.

Mood provides the store with custom music to further enhance the in-store experience and brand identity.



Nike recently opened its newest store based in Barcelona's city centre, at 17 Passeig de Gràcia. The store occupies three floors and about 2,000 sqm and offers to the city's inhabitants four main activities in keeping with the four-petal flower Flor de Barcelona, one of most famous traditional symbols of the city: connecting, learning, creating and bettering. This urban-minded flagship aims to become a meeting point for sports and digital fans, but also a hub where Nike Members and Barcelona consumers will be able to meet and train. Not only this, but the Nike Barcelona store exemplifies the brand's commitment to creating a better future for the planet and sports activities.

WHAT MAKES IT INNOVATIVE?

- + The store has a strong connection with Nike's Move to Zero program spirit as its floor is made from 80,000 kilos of recycled materials from sports activities, an amount of material that can be compared with about 188,000 footballs.
- + The store also advocates the "Reuse-a-shoe" recycling program and regularly collaborates with local organizations.

Mood provides the store with custom music to further enhance the in-store experience and brand identity.



TRENDS



Pg. de Gràcia, 9,
08007 Barcelona

LEGO's Spanish flagship store opened its doors on the Passeig de Gràcia at the end of 2021. Located on a total of 805 sqm - including 500 for the store, with the remainder for the warehouse and office, it's the third LEGO store of its kind that embodies the concept of 'retailtainment', encouraging brand discovery through customer interaction and product customization options.

WHAT MAKES IT INNOVATIVE?

- + Consumers can discover more about the brand's models through the LEGO Storytelling Table, which showcases early product designs and prototypes, opens the door to the development process and allows fans to meet LEGO designers virtually.
- + The Minifigure Factory enables customers create a custom LEGO Minifigure through digital touchpoints.
- + The LEGO® Mosaic Maker photo booth takes your photo and turns it into an incredible, one-of-a-kind LEGO mosaic.
- + Pick and Brick Wall, a wall full of compartments with pieces of all kinds so that customers can select the exact elements they need for their builds.
- + LEGO replicas of Gaudí, the Sagrada Familia and Park Güell, among others encourage photo opportunities and social sharing.



SEPHORA



After undergoing a major renovation, Sephora's flagship Barcelona store located in the Triangle Shopping Centre has transformed into the model for the brand's new store concept based on the customer's shopping experience. The 500 sqm store is a cosmetics paradise divided into five spaces: a Trend Zone, Make Up Universe, Skincare Universe, Perfumes Universe and a Gift Factory, where digital and audiovisual content are omnipresent. The goal is to provide an experience that aims to entertain, inspire and build loyalty, turning the chain's premises into the largest Beauty Amusement Park of its kind.

WHAT MAKES IT INNOVATIVE?

- + In the Trend Zone, customers can discover the latest trends whilst enjoying an interactive experience.
- + In the Make Up Universe, personalization is accompanied by technological tools that make the shopping experience unforgettable.
- + The latest digital trends reinforce the company's message: SHOP, PLAY & SHARE, which encourages shoppers to share their in-store experience on social media.
- + A giant slide welcomes shoppers into the store.
- + A range of new services and facilities offered in-store to attract millennial consumers, such as lockers to hold click and collect orders.

TRENDS



Pl. de Catalunya, 14,
08002 Barcelona

TRENDS



Pl. de Catalunya, 20,
08002 Barcelona

Highlighting technology and its consideration of the environment and of the local community, the Foot Locker store in Plaza de Catalunya offers a new kind of customer experience and sets a precedent for the brand's future stores in Europe. It establishes a deeper connection with the local community, providing them with a space that goes beyond traditional retail space and engages visitors, locals and basketball fans alike. The brand even participated in the renovation of a nearby basketball court.

WHAT MAKES IT INNOVATIVE?

- + Technology-driven experiences, including the 'Test Your Knowledge Ultimate Sneaker Quiz'.
- + The brand partnered with several local artists who created an in-store murals inspired by the city itself, graffiti and other creations.
- + The space also features a new and improved House of Hoops, in partnership with Nike. Dedicated to fans of the game, this shop-in-shop offers exclusive NBA licensed items.
- + The store uses mannequins made from recycled materials from used shoes.

Mood provides the store with custom music via the Mood Harmony player to further enhance the in-store experience and brand identity.



Foot Locker



LOCAL TIPS

PASSEIG DE GRÀCIA



If you need to work you can book a desk for free at [Casa Seat](#) and check out the events they have scheduled for the week!



Live the ultimate immersive experience, including augmented reality, AI, scent, projections and a 360 degree immersive video wall at [Casa Batlló](#), Gaudi's most famous creation. You can also book a sunset jazz concert with a glass of cava on the terrace.



Be sure to check out the stunning former Modernist train station [El Nacional](#) and choose between its various high-quality bars and restaurants.



RAMBLA DE CATALUNYA



CHECK OUR LOCAL TIPS FOR THIS AREA



LINK TO [ONLINE MAP](#)



Rambla de Catalunya, 67,
08007 Barcelona

In the heart of the Rambla Catalunya, the recently opened IQOS boutique offers the public the best non-combusted cigarettes, alternatives to the traditional cigarette. A wide range of devices and accessories with technology that heats tobacco instead of burning it are available at the innovative store that has managed to unite nature and technology. Since the IQOS product requires a lot of explanation, the physical store provides sufficient time to explain and show the product in action.

WHAT MAKES IT INNOVATIVE?

- + The interior design, with open and bright spaces, has taken nature itself as a reference. It dispenses with everything unnecessary to opt for pure lines and unique materials. Its minimal, modern and focused on the product.
- + To provide an inviting and warm atmosphere for the IQOS customer, the store places great emphasis on natural materials, using a lot of high-quality wood, ash and walnut in the interior.
- + The Mediterranean light slips through its large windows, which communicate the interior of the shop with the street as if it were a dialogue.

IQOS



In December 2021, Moritz opened their third establishment in one of the most central and emblematic streets of Barcelona: Rambla Catalunya. Casa Moritz occupies a space of 300 m², with an outdoor terrace, a semi-open kitchen and a schedule serving all meals. The beer that comes out of the spouts is also outrageously fresh and unpasteurised, since it comes directly from Fàbrica Moritz Barcelona. The space is a manifesto of everything that beer culture implies.

WHAT MAKES IT INNOVATIVE?

- + Outdoor terrace and semi-open kitchen serving food and drink.
- + Bare walls, visible building materials, and even broken parts, are all exposed to show the building's and brand's history and the passage of time.
- + In addition to the warm tones representative of the Moritz varieties and the beer production process, at Casa Moritz materials such as tin, metal and slate feature.



Rambla de Catalunya, 79,
08007 Barcelona



Cocunat

Concepted as a 360° brand experience, the newly opened experiential Cocunat store is not limited to its digital native nature. The natural cosmetics brand opened the doors of 'The Beauty Experience', its first physical space, at the end of 2021 on the Rambla de Catalunya. The brand wants to disrupt the retail cosmetics sector, proposing an innovative and authentic technological and cosmetic experience that allows consumers to touch and smell the products, but also to live the brand's values and share experiences.



WHAT MAKES IT INNOVATIVE?

- + Masterclasses and talks related to natural cosmetics.
- + Exclusive area for curls, another for makeup, a space for its body products and several dressing tables to try its facial line and the entire catalog of the brand.

VASQUIAT



Native born brand Vasquiat, opened its first physical store in the heart of Barcelona at the end of 2021. Called Vasquiat Room, the store represents a new journey for the founders who seek to amplify their customers' online experience, and transfer it to the offline world, enabling them to see, touch and try on the garments before buying them. The goal? A three-dimensional extension of its "digital luxury fashion marketplace", where emerging designers, fashion personalities and customers alike can come together.

WHAT MAKES IT INNOVATIVE?

- + Aesthetically pleasing and ultra instagrammable whitewashed walls are paired with plush orange Cotlin carpeting, whilst an exposed ceiling features traditional vaulted brickwork.
- + A versatile and intimate space, the continuously changing array of clothes hang on a bar that runs through the entire store, acting as a rail. Additional furniture includes a display table, display cubes and a sales counter opposite the entrance.
- + Adding to the setting's textural variety are the entrance wall panels and velvet-clad walls of the fitting room.



LOCAL TIPS

RAMBLA DE CATALUNYA



Enjoy a sunset drink with a 360 degree view of the city at the [Hotel NH Collection Barcelona](#) [Gran Hotel Calderón](#) terrace.



Savor some of the best tapas the city has to offer at [Ciudad Condal](#) or [Cerveceria Catalana](#)



Have a beer at the new [Casa Moritz](#) or stretch your legs and head over to the original [Fàbrica Moritz Barcelona](#).





A CAB RIDE AWAY

VARIOUS BARCELONA SPOTS



CHECK OUR LOCAL TIPS FOR THIS AREA

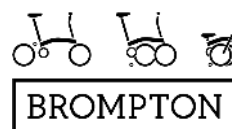


LINK TO [ONLINE MAP](#)



WHAT MAKES IT INNOVATIVE?

- + A kingdom of toys area is a whole universe of thematic shops dedicated to Harry Potter, Pokémon, Dragon Ball, Funko POP, Willy Wonka, One Piece, etc.
- + Designed with Nintendo motifs, there are giant busts of the classic Game Boy console, Zelda stained glass windows, and carnivorous plants from Mario Bros on the walls.
- + The establishment's music is also themed, as are the employees, who are dressed as characters from the Japanese company's various sagas.





MIETIS

Spanish brand Mietis opened the Espai Mietis in Barcelona in 2020. Besides being Mietis' first flagship store, it is a fashion studio, a customization atelier and a gallery. Through Espai Mietis, founder Maria Fontanellas wants to share her world, providing fashion and culture to the Mietis community by offering a creative experience tailored to the particular interests of each client.

WHAT MAKES IT INNOVATIVE?

- + Between alcoves and shopping areas, an exclusive appointment-only workshop has been created to allow customers the opportunity to personalise their wardrobe. They will be able to create a unique jacket choosing one model from the collection and adapt it to their own style.
- + Throughout the space, old blends with the new creating an immersive experience in a parallel and multi-sensory yet welcoming reality.
- + The constant use of vibrant, cheerful pastel tones creates a stimulating visual discourse. Every corner of the space is a strong statement of the designer's creative spirit.
- + Espai Mietis was also created with the purpose to collaborate with local and young artists. A gallery offers a space where distinctive exhibitions and creative events happen, offering a dynamic, contemporary and cultural space to the Mietis community.



Located on the Camp Nou premises, the FCBotiga Megastore creates a unique customer experience both in terms of innovation and technology. It has been remodelled and expanded in keeping with new times and technologies to offer a unique opportunity for football fans from around the world. The new facility is divided into three floors, offering the finest collection of official Barcelona FC and also Nike Football merchandise, making it is a wonderful football shop in general.

WHAT MAKES IT INNOVATIVE?

- + The spectacular 16m LED screen and striking chandelier are an innovative new way of projecting images overlooking the traditional stadium-like steps.
- + Digital Lockers (digital touch-screens) are situated on each floor, where clients can personalise their Barça shirts with any name and number. The shirt is directly sent to floor -1, where it can be collected quickly and without queues in the Print Lab. The service makes the buying experience much faster and more comfortable for users.
- + The top floor presents a service called Make it Barça, exclusive to the FCBotiga Megastore, where customers can choose their favourite item and personalise it in a Barça way..
- + Once the design is completed, photographs can be shared on social networks or published on the Social Wall.



TRENDS



Carrer de Laureà Miró, 20,
08950, Barcelona

AliExpress™

After opening its first European physical stores in Madrid and Barcelona in 2019, the opening of the new 'AliExpress Plaza' store in the Gran Vía 2 commercial centre, Barcelona seeks to strengthen the brand's omnichannel presence in Spain. Its physical stores aim to improve the user experience, moving towards what in China they call "new retail".

WHAT MAKES IT INNOVATIVE?

- + In the "hot sale" area, fans of the brand can find the most popular products sold on the Chinese marketplace, enabling the quirkiest of products to be experienced and tried in person.
- + The side areas of the stores are reserved for tech brands, allowing customers to feel assured that they are buying genuine products.
- + There is also a space dedicated to events in which brands make presentations of new products both to the media and to customers.
- + The store boasts QR labels associated with each product so that users can scan and reserve the product if it is not available at that time, in addition to accessing information on its technical characteristics.



At Gran Via 2, one of Barcelona's main shopping centres near Montjuic, shoppers are invited to discover Chinese tech brand Xiaomi's new store. The first of its kind to open in Barcelona, it has quickly become one of the mall's attractions.

WHAT MAKES IT INNOVATIVE?

- + Visitors are invited to grab products and walk around with them as if they were their own, much like in Apple stores.
- + Xiaomi team members are not confined behind their counter, but move around and sit in front of the tables, with customers.
- + Like the Apple Stores, a whole ecosystem is present: routers, headphones, external batteries, connected toys, a scooter, connected TVs... and of course smartphones. The main models are on sale.
- + Staging is minimal, focused on the product and its use as well as the customer experience. No showcases or classic shelves, but tables. It feels like a workshop, inviting the consumer to sit around and experience the product to become familiar with it.



TRENDS



Avinguda de la Granvia
de l'Hospitalet, 75, 08908,
Barcelona



PORCELANOSA

Covering more than 4,500 sqm, the Barcelona PORCELANOSA showroom is an impressive space located **a stone's throw away from the ISE exhibition**. Featuring the group's most innovative offerings from ceramic floor and wall tiles to bespoke kitchens, the showroom completely embodies the luxuriousness of the brand.

WHAT MAKES IT INNOVATIVE?

- + To better reflect the image of luxury and quality of the PORCELANOSA brand in its stores, Mood Media's music designers created a custom playlist based on the values of the brand and its customers.
- + The Mood team also created a fully customised scent solution, diffusing the exclusive fragrance throughout the store to evoke an air of luxury without impairing the aesthetics of the space.



SECRETS

BY FARGA



Serving healthy food options, coffee and more, Secrets is a cafe/bakery/lounge concept by restaurant chain Farga. Secrets centres around using fresh, local and seasonal products that are super tasty yet healthy and better for the environment.

WHAT MAKES IT INNOVATIVE?

- + Mood provides Secrets restaurants with custom music to enhance the in-store experience and reflect the brand's ethos.
- + All in-store visual solutions and hardware has been installed by Mood Media to provide convenient digital experiences for the Secrets by Farga consumer.



LOCAL TIPS

A CAB RIDE AWAY



You couldn't get a closer look at the Sagrada Familia if you tried than by booking your spot for a drink or nibble at [the Ayre Rosselló Hotel](#) terrace.



Enjoy some delicious paella or seafood along the vibrant Barceloneta beach in one of the restaurants below the W Hotel, [Pez Vela](#) or [Gallito](#).



Admire the city from a different angle while sipping a cocktail or enjoying a fantastic meal at Montjuic's [Terraza Martinez](#) or [Restaurante Mirabé](#).





GRACIAS