

14. Media-TIC Building (Barcelona)

MUNICIPALITY

Barcelona

HEADING

The Media-TIC building, with all work virtually finished, is the new image of digital Catalonia

DESCRIPTION OF PROJECT

The Media-TIC building is located in 22@Barcelona, the district that concentrates the city's media and ICT (TIC in Spanish) clusters. In a bid for international leadership, it showcases the city's potential in the audiovisual and IT sectors.

One third of the building will host productive ICT and audiovisual activities, while the other two thirds will be devoted to ongoing training activities and to the research, distribution and transfer of new technologies.

The consortium has a rental agreement with the Catalan Open University Foundation (UOC), and it is also anticipated that Media-TIC will be headquarters of the Barcelona Digital ICT Technology Centre.

The building itself is a state-of-the-art architectural project whose metallic skeleton is visible thanks to the use of an innovative transparent cladding of ETFE (ethyl tetra fluoro ethylene), which acts as a solar filter, covering three of its four façades with air chambers. The main façade which faces the sun has a cushioned appearance and can be inflated or deflated via a pneumatic system that can let light through or create shadow, permitting an energy saving of 20%.

ECONOMIC AND TECHNICAL DATA

- Investment: € 28 M
- Surface area: 16,000 m² above ground and 2 upper floors of 7,100 m²
- Term for execution: completed
- Architect: Enric Ruiz Geli
- Developer: Zona Franca Consortium of Barcelona

RESPONSIBLE

Manuel Royes, Special State Delegate on the Zona Franca Consortium, and Josep Miquel Piqué, Managing Director of 22@Barcelona.