

## **Op60. Diagonal Zero-Zero Tower: new Telefónica headquarters**

### **MUNICIPALITY**

Barcelona

### **PROJECT DESCRIPTION**

The Telefónica Tower, in the form of a rhombus-diamond, the work of architect Enric Massip-Bosch, is a large construction with a delicate yet luminous appearance, thanks to the play of natural light between the thin steel ribs of the facades. The building, which sits on a 4,000 m<sup>2</sup> plot at the beginning of Avinguda Diagonal, consists of twenty four storeys with two basement floors for 280 parking spaces. Investment totalled some 86 million euros, with a resulting 34,000 m<sup>2</sup> of floorspace and a building height of 110 metres.

This new Telefónica building completes the architectural singularity of Barcelona's seafront facade at the beginning of Avinguda Diagonal, as it stands next to the Herzog and Meuron Forum building and will also neighbour the future Spiralling Tower by Zaha Hadid.

Telefónica plans to move all the company's Catalonia staff currently working at offices scattered around the city of Barcelona to the new building. Some 5,000 m<sup>2</sup> will be allocated to the Telefónica R&D Centre, which focuses on research into multimedia applications and Internet services for all the company's businesses worldwide. This means that its new company headquarters, equipped with high-technology applications, will become a reference point for innovation in Barcelona, located within another important reference point: the Fòrum-22@ area.

The building was delivered to Telefónica in January 2011.

### **WEBSITE FOR REFERENCE**

[www.elconsorci.net](http://www.elconsorci.net)

### **PERSON IN CHARGE OF THE PROJECT**

Manel Royes, Special State Delegate to the Zona Franca Consortium.