

## **15. Diagonal ZeroZero Tower: new Telefónica headquarters**

### **MUNICIPALITY**

Barcelona

### **HEADING**

Telefónica builds its new headquarters in the Fòrum-22@ technological innovation district

### **DESCRIPTION OF PROJECT**

The junction of Carrer de Taulat with Avinguda Diagonal near the Fòrum area is the site chosen by the consortium to build Telefónica's new corporate headquarters for Catalonia. The tower will bring together all the company's offices formerly scattered all over the city and its Barcelona R+D centre. A total of 1,500 people are expected to occupy the building.

Some 5,000 m<sup>2</sup> of the building will be earmarked for Telefónica's R+D centre, currently located in Via Augusta and handling research on multimedia applications and Internet services for all the company's businesses world wide. This will make Telefónica's new headquarters, with its high tech applications, a benchmark for innovation in Barcelona. This centre for technological activity will become a new focus for economic development around the Fòrum-22@ area. The proximity of the new Diagonal-Besòs university engineering complex will add an academic aspect to this focus of technological innovation.

Another of the building's new developments is its ground-floor demonstration area, which will be open to the public to demonstrate some of the latest technology involved in every-day appliances. With this initiative, Telefónica will give the public an opportunity to learn more about technology and look around its headquarters building, as well as showcasing new features being developed by its scientists and engineers in Barcelona.

The building itself has become a new cutting-edge architectural icon of the city, a 110 m high rhombus-diamond shape with twenty-four floors where there is a constant play of shimmering light. It will be built according to energy-efficient and bioclimatic criteria.

### **ECONOMIC AND TECHNICAL DATA**

- Investment: € 60 M
- Surface area: 25,353.30 m<sup>2</sup> above ground and 8,621.43 m<sup>2</sup> below ground
- Term of execution: second semester of 2010
- Architect: Enric Massip
- Developer: Barcelona Zona Franca Consortium

### **PROJECT ADDRESS**

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

### **RESPONSIBLE**

Manuel Royes, Special State Delegate on the Zona Franca Consortium.