

KREATIVWIRTSCHAFTSWEBINAR

KULT-KONGRESS SÓNAR+D | MUSIK TRIFFT TECH

AußenwirtschaftsCenter Barcelona | 28. November 2019

AUSTRIA IST ÜBERALL.

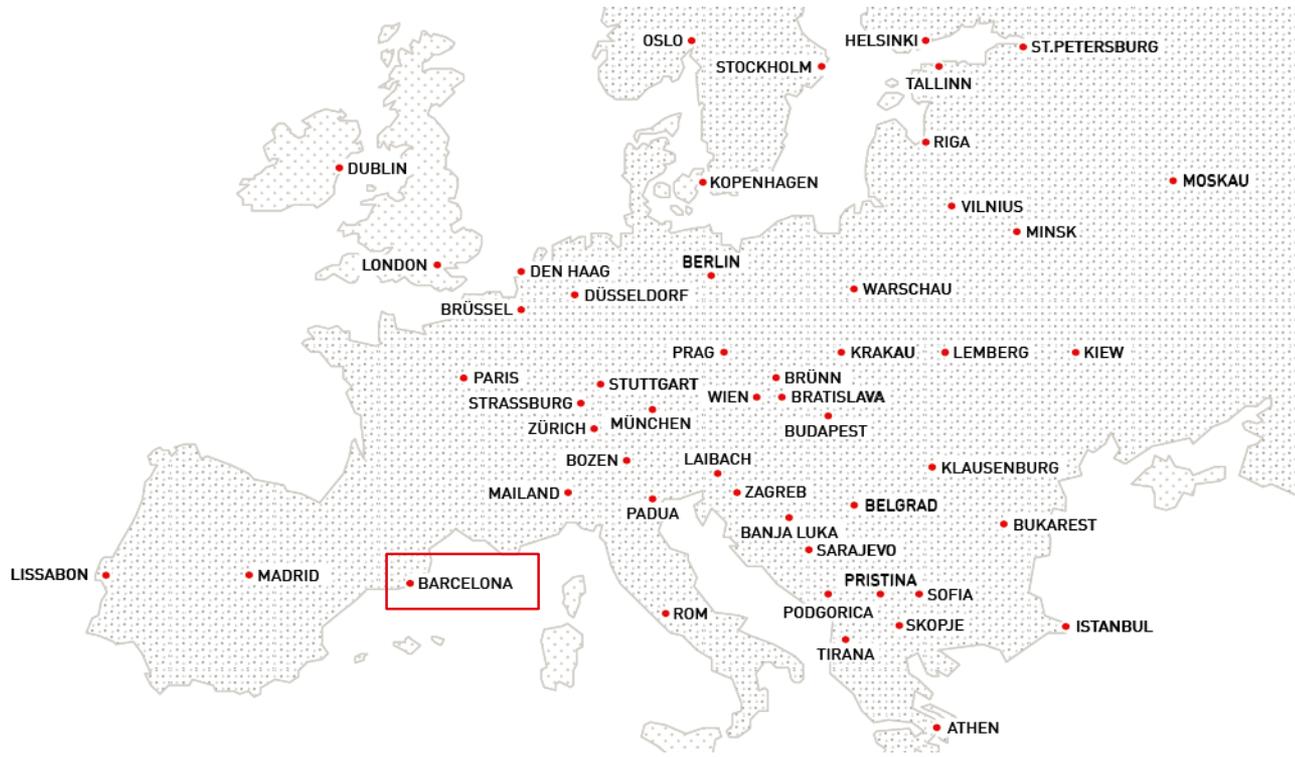


KULT-KONGRESS SÓNAR+D | MUSIK TRIFFT TECH

- AUSSENWIRTSCHAFTSCENTER BARCELONA
- KREATIV-HUB BARCELONA
- KOOPERATION | SÓNAR+D

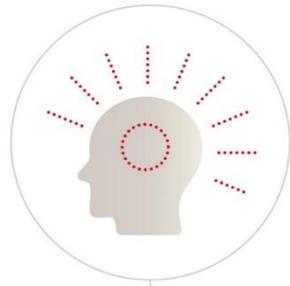


AUSSENWIRTSCHAFTSCENTER BARCELONA



AUSSENWIRTSCHAFTSCENTER BARCELONA

MISSION UND SERVICELEISTUNGEN



WISSEN
Marktinformationen



PLATTFORMEN
Events
advantageaustria.org
FRESH VIEW



PARTNER
Zugang zu internationalen
Expertinnen und Experten



KREATIV-HUB BARCELONA

- Dichtes Netzwerk | Kreativschaffenden, Ausbildungsstätten, Fachverbänden und Clustern in der Kreativwirtschaft.
- Zentrum für Innovation, Technologie und einer der großen Wirtschaftsmotoren Spaniens.
- Rund 1,6 Mio Einwohner, Expat Community von 20% > multikult. Melting Pot
- Jährlich ca. 12 Mio Besucher > unter Top 3 der Tourismus-Destinationen in Europa.
- Kongressstadt Nr. 1 im weltweiten Ranking > MWC, IOT, SÓNAR, ...
- 5. größter Startup-Hub Europas > Technologie + Kreativwirtschaft



DESIGNHUB BARCELONA

- Eröffnung | 2014
- Sitz von 3 katalanischen Kreativwirtschaftseinrichtungen
- 70.000 Designobjekte aus 5 Jahrhunderten (25.000 m²)



Barcelona Centre de Disseny

Museu del Disseny
de Barcelona



Fomento de las Artes y del Diseño



KOOPERATIONSABKOMMEN | WKÖ

EIDGENÖSSISCHE TECHNISCHE HOCHSCHULE ZÜRICH (ETH)

- > Beste Uni Kontinentaleuropa, Platz 10 weltweit
- > Schwerpunkte: Industrielle Prozesse, Robotik, Smart Cities

BARCELONA CENTRE DE DISENY (BSD)

KARLSRUHER INSTITUT FÜR TECHNOLOGIE (KIT)

- > Schwerpunkte: Industrie 4.0, IT, Mobility

IHKT- BADEN-WÜRTTEMBERG

ISTITUTO EUROPEO DI DESIGN (IED) MAILAND



AUSTRIA SHOWCASE | SÓNAR+D | 18.+19. JUNI 2020

SERVICEPAKET

- Private Event | Pitching Session vor spanischen und internationalen Geschäftspartnern
- Exklusiver Zugang | SÓNAR+D Workshops
- Private Tour | Musikstudios und Technologie-Zentren
- Eintrittspass | SÓNAR Music Festival + SÓNAR+D Fachkongress
- Exklusive Networking-Events



HERZLICHEN DANK FÜR IHRE AUFMERKSAMKEIT!



AußenwirtschaftsCenter Barcelona

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sónar[®]
2020

Barcelona

sónar[®]
2020

+D

Sónar Festival

Sónar, Music, Creativity and Technology celebrated its 26th edition in 2019.

Sónar is renowned for its unique format and musical program that showcases the latest trends in dance and electronica as well as those artists pushing the limits of musical expression.

With hundreds of artists, performers and DJ's divided over two emblematic locations - **Sónar by Day** at the foot of **Montjuic**, and **Sónar by Night** in the stunning **Fira Gran Via** complex - Sónar is a creative playground, fostering and encouraging new interactions between established artists, exciting newcomers and our open minded international audience.

+120.000
attendees expected in 2020

From

+122
countries

+140
shows



THE SÓNAR
EXPERIENCE

Sónar by Day

4
Music
Stages
+
46.000
attendees
in
2019

Venue - Fira Montjuïc. Plaça Espanya
Thursday 18th, Friday 19th & Saturday 20th
June, 1pm to 11pm



Sónar by Night

4
Music
Stages
+
59.000
attendees
in
2019

Venue - Fira Gran Via de L'Hospitalet
Friday 19th & Saturday 20th June, 8pm to
7am



Attendee Profile

+
126.000
assistants
expected
in 2020

Influential and a trendsetter. It is a demanding public that looks to Sónar for surprises to discover the as yet unknown.

Age

18 to 34

From

+122

countries

Other

73%

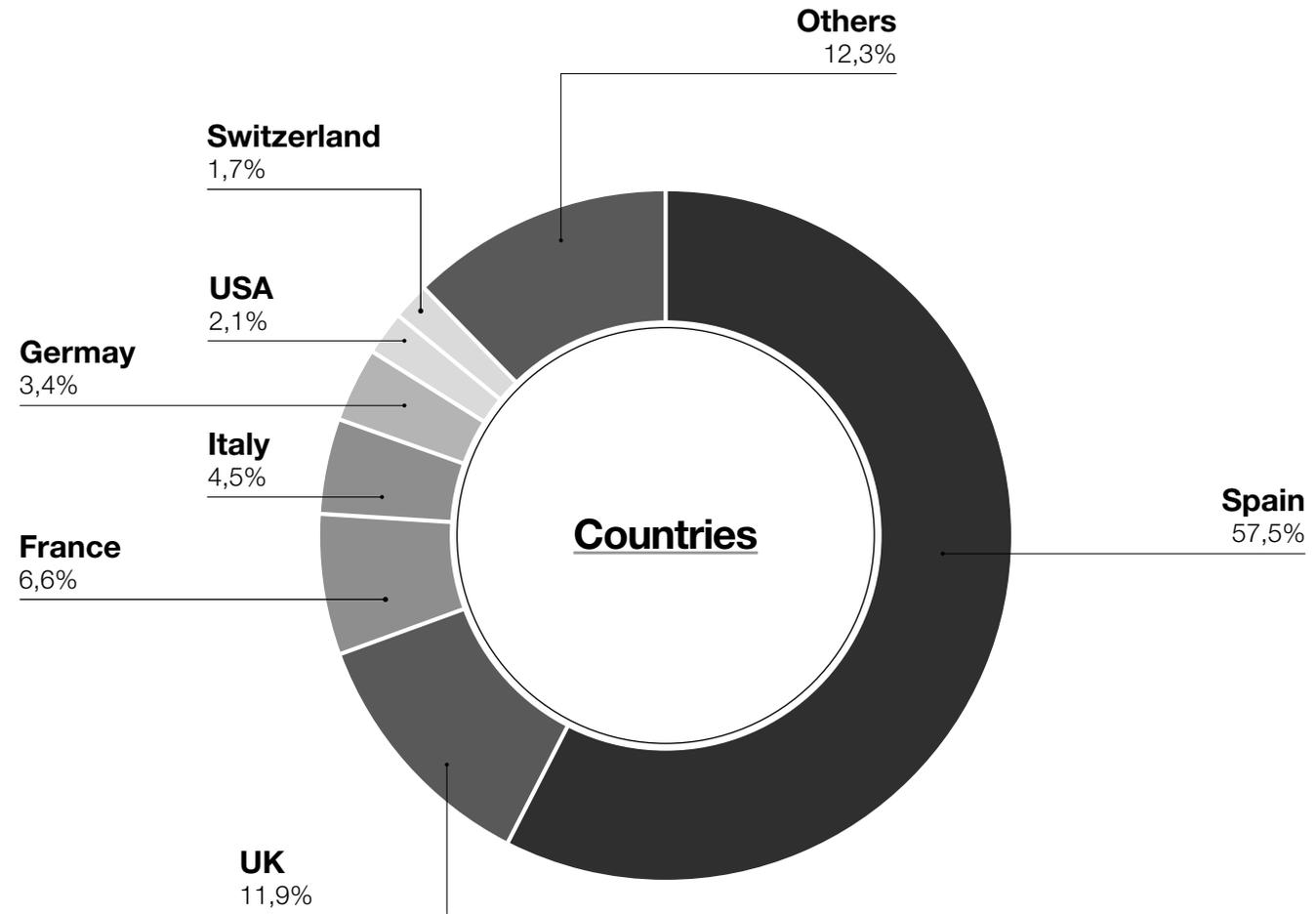
with college or master degree.

From urban environments with a medium-high and high socio-economic level.





122 countries



Sónar Around The World

More than

70

Sónar events in

36

cities around the world since 2002.

Sónar always takes place in a city's urban center and flagship facilities. Sónar exports the Sónar Barcelona philosophy to the rest of the world.

2020 Dates

Sónar Istanbul | 8. 9 March

Sónar Hong Kong | 28 March

Sónar Barcelona | 18.19.20 June







Creativity Technology & Business

Created in 2013, **Sónar+D** is the international congress that brings together a combination of activities with a common theme: to explore how creativity is pushing the boundaries of technology giving place to innovation.

What is Sónar+D?

This anti-disciplinary congress takes place in Barcelona in **Fira Montjuïc**, parallel to Sónar by Day, and brings together leading artists, scientists entrepreneurs and companies from around the world. Sónar+D offers a carefully curated program that becomes an open laboratory for creative innovation.

Sónar+D puts the R+D into Sónar.



The opportunity to:

INSPIRE Be inspired by a worldwide community and their cutting-edge projects and inspire others through yours.

ENGAGE build meaningful connections with the key professionals across the Creative Industries (technologists, entrepreneurs, researchers, digital artists, investors...) and become part of this global community.

INNOVATE showcase your latest technologies and be part of a selection of the most disruptive projects and ideas.

PARTICIPATE in this carefully curated program and cross-disciplinary B2B2C platform and gain brand visibility in a very organic way.



Exhibition Area

- StartupHub
- SonarHub
- Sónar+D Innovation Challenge



Conferences

- Panels
- Masterclasses
- Workshops
- Demos



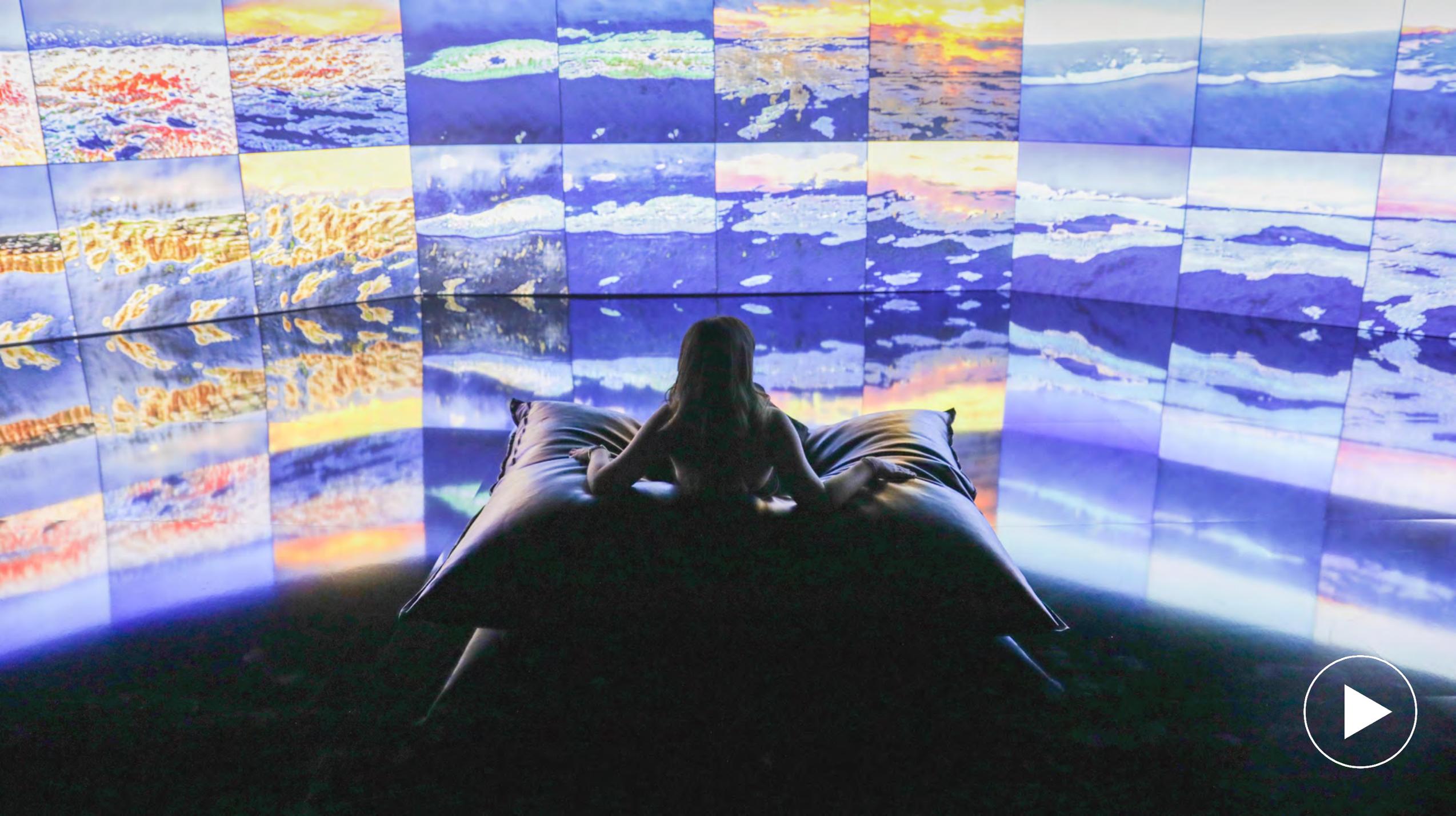
Networking Activities

- Expertise Sessions
- Meet the Investor
- Mentoring for startups
- Meet&Drink



Immersive Experiences

- Installations
- Tech shows
- Immersive Hub
- Sonar360°



Companies and organisations that have participated in Sónar+D



Participants of Sónar+D

Since 2013, Sónar+D has welcomed names such as **Björk, Brian Eno, Daito Manabe, Skrillex, Ian Rogers (LVHM), Robert del Naja (Massive Attack), Ryuichi Sakamoto, Carsten Nicolai (Alva Noto), Jean Michel Jarre, James Murphy, David Cuartielles (Arduino)**; representatives from **Google, Universal Music Group, Amazon, Mozilla Foundation, United Nations VR, ustwo games (Monument Valley), IBM Research Labs, Spotify, Microsoft Research, Vimeo** and many others. Scientific Research institutions like **NASA, Barcelona Supercomputing Center, ALMA Astronomical Observatory, The Long Now Foundation** and universities such as **Royal College of Arts, University of Arts London, Berklee IED or La Salle** have chosen Sónar+D to showcase their projects.





180
activities

+
100
Projects

+
29
conferences

with more than
90 participants
27 stands
21 startups

+250
communities
from the
creative industries
(professional and academic)



For thousands of professionals and enthusiasts from more than 100 countries, **Sónar+D is a unique and inspirational environment**, open and relaxed, where to **discover** groundbreaking new work and find opportunities, learn new skills, network and showcase their initiatives.

**+
46.000
visitors**

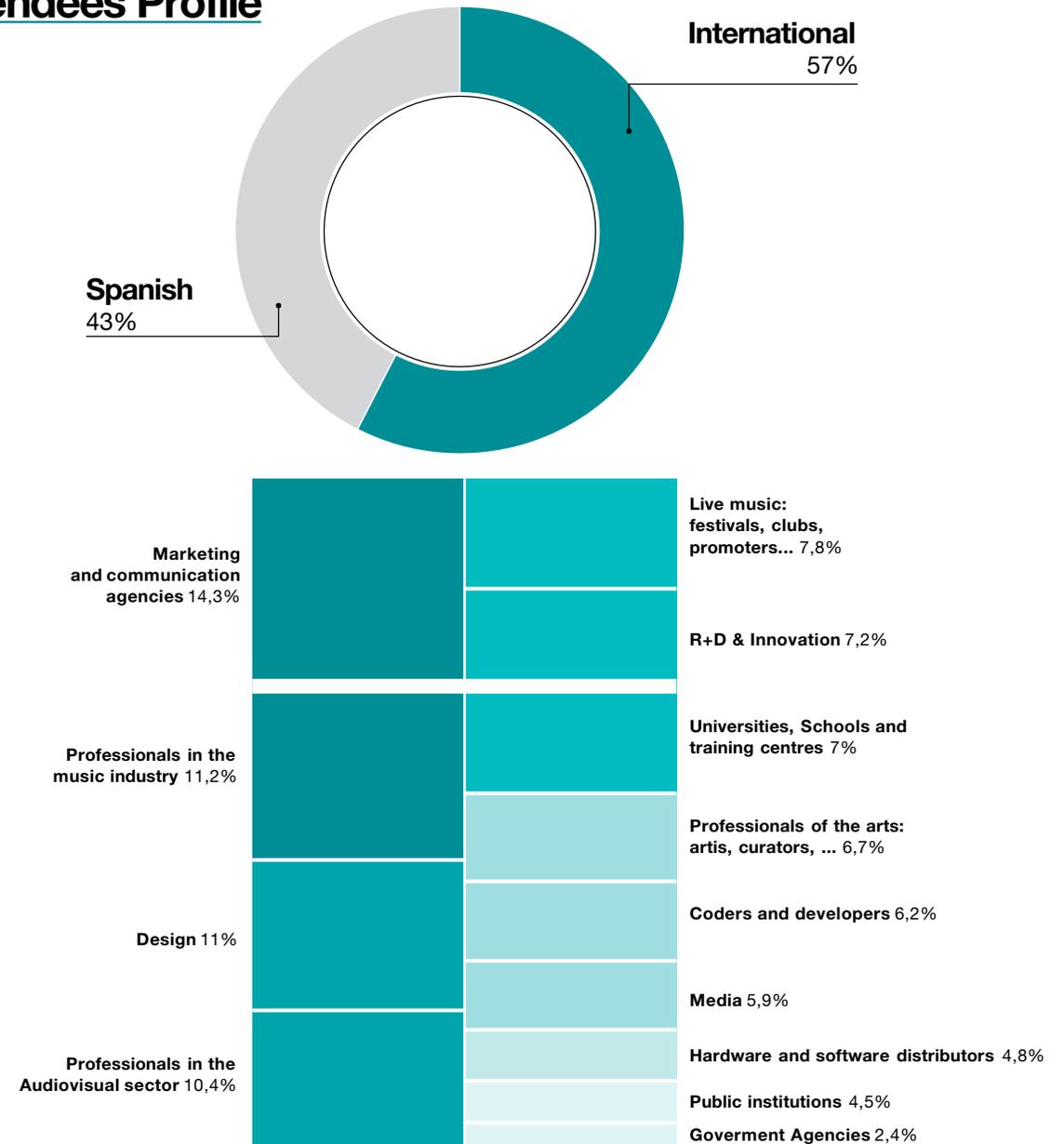
from
120
countries

**+ 4.600
professional
delegates**

From
+3.000 companies

Age
22 to 54

Attendees Profile





Sónar and Sónar+D

**Global
brand**

Thanks to the different events spread throughout the year, Sónar and Sónar+D are a communication platform that generates content permanently and has built a **faithful worldwide audience** of more than

850.000
followers in social networks.



A unique image

Unique logo and the same image
for all sister cities



Global brand

Unique logo for all
sister cities



Global brand

© 2019

sonar.es

+1,7M
total annual
sessions

| +4M
page views

Sónar App

+16.000
app active
users

| 32min.
average time
of use

sonarplusd.com

+166K
total annual
sessions

| +444K
page views

Sónar+D Networking App

+3.700
app active
users

| +19.500
interactions



Global brand

© 2019



Sónar+D Global Network

Thanks to the different events spread throughout the year, Sónar and Sónar+D are a communication platform that generates content permanently and has built a faithful worldwide audience of more than

855,000 followers in social media.

sonarplusd.com

+166K
total annual
sessions

+444K
page views

Sónar+D Networking App

+3.700
app active
users

+19.500
interactions

Newsletter

7.720
subscribers



16.400
fans

890.000
reach

4.6M
impressions

5.600
visitors to page



14.400
followers

1M
impressions

8.9M
potencial reach
users



18.400
followers

1.1M
reach

2.5M
impressions

12.000
visitors to
profile

www.sonarplusd.com
www.sonar.es

For more information about Sónar+D:
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Partnerships