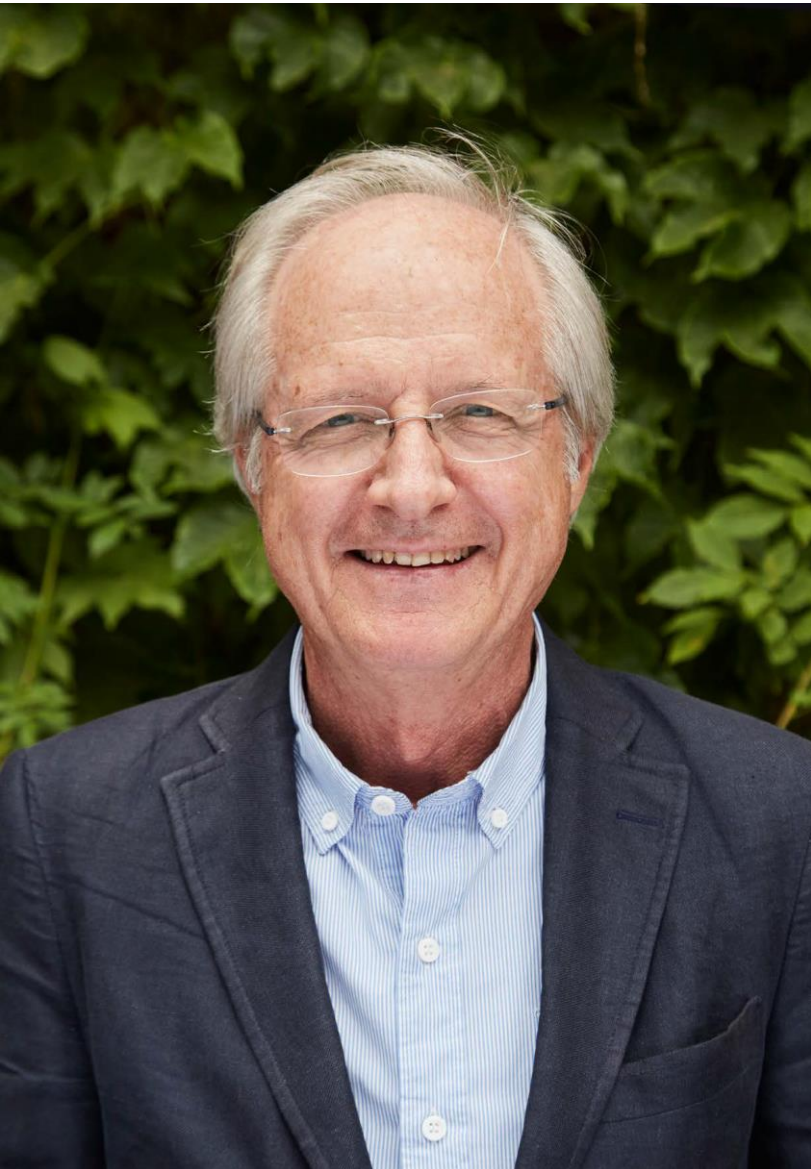




ANNUAL REPORT 2025

PALO ALTO

PRESIDENT'S INTRODUCTION



The year **2025** has meant for Palo Alto the **consolidation of a model** that fuses **design** and **nature** into a living ecosystem in the heart of Barcelona. With the site open to the public for **227 days**, we have reaffirmed our role as an urban meeting point, where a community of **17 companies from the creative environment** and more than **250 professionals** coexist with the **229 plant species** that define our unique identity.

This vitality results in intense activity: We have managed **212 space requests** and materialized **42 events**, of which almost half have been transfers for our own community. The **Palo Market Fest** has been reaffirmed as a city reference, attracting nearly **60,000 attendees** in its **13 editions**. Likewise, we have promoted the pedagogical aspect by hosting **28 guided tours** for training centers and groups of elderly people, accompanying nearly **500 participants**.

In the cultural sphere, it is worth emphasizing the power of the **Escoleta Room that has hosted 7 exhibitions**, where they have highlighted samples such as *Florir contra la bomba* of Mari Ito and *Bèstia Celestial* of Nicasio Torres. Both proposals grew out of an open call to which **350 artists** were presented. At the same time, the initiative *Dissenyar Ara*, which analyses the role of creativity in the face of contemporary, social and technological challenges, which has presented this year *Abans de tot* of Octavi Serra and *Descodificant el gest*, created by Domestic Data Streamers.

This dynamism is enriched by the incorporation of new companies such as **Lookatcia** and **Puigdellivol**, which expand our creative fabric. On the other hand, the work with the City Council of Barcelona in the Director Council has allowed us to evaluate the first **5 years of concession** and continue to promote structural improvements. Along these lines, the **rehabilitation of the historic entrance** is located as a next milestone that, together with the maintenance of the roofs, will guarantee the historical legacy and accessibility of the site.

We close the exercise with a digital presence that already exceeds **21,000 followers**, consolidating ourselves as a cultural reference that looks to the future with optimism and social commitment.

BOARD OF TRUSTEES

PRESIDENT

Antoni Clariana Ortoll

SECRETARY

Josep Maria Cardellach

TRUSTEES

**Bern Donadeu Sans / Jaume Jané Bidó
Mireia Escobar Costa
Pedro M. Errando Mariscal
Sergi Balaguer Barbadillo
Xavier Marcet Gisbert**

BOARD MEETINGS

During 2025, the Board of Trustees held two meetings.

KEY AGREEMENTS

- Modification in the composition of the board
- Approval of accounts and economic monitoring
- Authorizations of Powers for electronic management

OBJECTIVES OF THE FOUNDATION



The Fundació Palo Alto is a non-profit organization created in 1998, which obtains its resources from the management of the Palo Alto Space, and allocates them exclusively to the purposes set by its statutes.

Management of the non-profit activity of the Palo Alto Center, as well as the promotion and management of cultural and artistic production activities in any center, such as:

- The promotion of the knowledge of the center and its artistic and cultural activities, through scheduled visits of educational entities and other types, national and international.
- Collaboration in cultural events, organizing conferences, round tables, presentations, workshops and the like.
- Cooperation with associations, foundations and schools by providing temporary spaces for exhibitions and the like.
- The promotion of agreements with other Foundations, as well as Universities, Schools and specialized centers to carry out collaboration programs with the cultural and artistic field.
- The realization of activities of promotion and cultural and artistic promotion, through the constitution of awards, editions of publications, by different audiovisual media.
- The creation of a cultural fund.
- The rehabilitation and adaptation of the buildings that constitute the "Palo Alto" Center for these own purposes.

OBJECTIVES OF THE FOUNDATION

SPACES

227



days open to the public

2.572



m2 rented

229



different plant species

OBJECTIVES OF THE FOUNDATION

PEOPLE

17



companies in Palo Alto

+250



workers in the enclosure

8



workers at the foundation

OBJECTIVES OF THE FOUNDATION

ACTIVITIES

6



shootings and
photo shots

7



space assignments

31



conferences,
conventions and
activities

13



editions of the Palo
Market Fest

7



exhibitions

ACTIVITIES



In 2025 Palo Alto received a high number of applications received, in total 212, of which 42, 19.8% were finally materialized.

The rental of the space by activities, a total of 19 events in rental mode meant 45.2%, while the free transfers and own activities, meant a total of 4 events 9.5%. Finally, the bonus assignments for the members of the Palo Alto community, have accounted for 45.2% of the total with 19 activities.

It should also be considered that the Palo Alto space has received 28 visits this year, 18 of which correspond to schools, universities and other training centers. Six groups of elderly people have been attended, interested in the space and history of Palo Alto, a total of 494 people have been attended and accompanied by the staff of the foundation.

Regarding the activity of the Palo Market Fest, during 2025 it has maintained its usual monthly activity, continuing to be the reference event of our space with 13 editions receiving a total of 59,248 attendees.

ACTIVITIES

SPACE RENTALS

EVENTS

- **Grupo Agrolimen · Gallina Blanca.** From January 20 to 23 presentations exercise 2026 by the management team of the entire company with total hiring of the spaces.
- **Hyundai.** From February 5 to 7 presentation of the Inster model.
- **Kerastase.** On March 3 product presentation.
- **Rezero.** From 25 to 28 March Rezero Festival with the support of the Barcelona City Council and the Generalitat de Catalunya.
- **Paradiso.** From March 29 to April 1, Paradiso held sustainability conferences in the world of cocktails.
- **PSC.** On 13 May, it held an internal day.
- **Constructora D'Aro.** On June 16th meeting in the Cortés Room for the patron saint festival.
- **IDEP.** On June 26th presentation of end-of-career projects of Fashion and Graphic.
- **Computa Center.** On June 21st outside the enclosure, annual meeting workers.
- **Making Movies.** On July 1st, a corporate day of the pharmaceutical sector is held in the Cortés Room and exteriors.
- **PP Catalunya.** On 13 October, a meeting was held in the presence of the national president of the party Alberto Nuñez Feijoo.
- **We Are MCI.** From September 18 to 20 plenary meeting with total contracting of the spaces.
- **Factor 3.** From September 25 to 26 presentation of technological products of a German company.
- **Henkel.** From 27 to 29 September Barber Fest, a private event for the presentation of products.
- **Kings League.** On October 2 shooting video of the Kings League in the XYZ Room.
- **Factorial.** On October 7th, the plenary presentation of the company in XYZ Room.
- **Accent Obert.** On November 20th, presentation of the project of the Casa de Creació en Català of the Barcelona City Council.
- **Associació Catalana Perpetuum Mobile.** On November 21st, Cortés Room round table on VFX.
- **Imago.** On November 22nd presentation of children's book collections by Penguin Random House.

ACTIVITIES

DISCOUNTED ASSIGNMENTS

EVENTS

- **Fotoskolan.** 24 April workshop of the photo school Fotoskolan of Sweden in Cortés Room.
- **Ajuntament de Barcelona.** From 6 to 9 May FHAR · Housing and Rehabilitation Forum of Barcelona in the XYZ Room.
- **Magma Design.** On May 27, the internal company Magma Design held the Inmove Rail Group meeting in the Cortés Room.
- **Generalitat de Catalunya.** On May 27th and 28th Resldea PFI (Training and Insertion Program) XYZ Room.
- **IDEP.** On June 26, the IDEP university presented the end-of-year projects of the fashion and graphic design students in the XYZ and Cortés rooms.
- **Brother.** The internal company Brother held a total of 2 days between the XYZ Room and the Cortés.
- **GameBCN.** The internal company GameBCN held a total of 11 days between the XYZ Room and the Cortés.
- **Nacar Design.** The internal company Nacar Design held a total of 5 days between the XYZ Room and the Cortés.

SHOOTINGS AND PHOTO SESSIONS

- **ADG.** On May 5th shooting promotional video ADG Graphic Design and Visual Communication Association in the XYZ Room.
- **Haut Touch.** The internal company Haut Touch held a total of 5 photographic sessions in the Cortés Room.



ACTIVITIES

SPACE ASSIGNMENTS

EVENTS

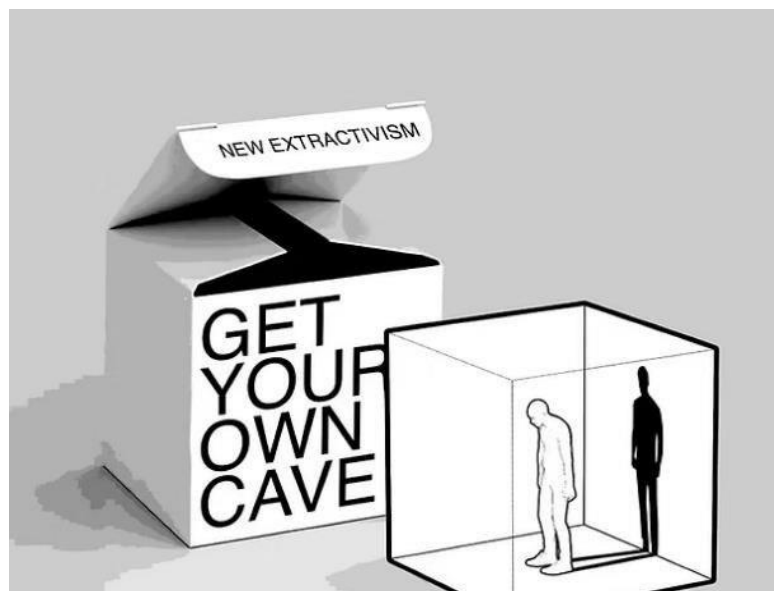
- **IED.** On April 1st and 2nd, a meeting for the presentation of projects by IED students of architecture and urban space design in Cortés Room.
- **IMPD.** On July 18, the Municipal Institute of People with Disabilities, entity of the Barcelona City Council, held the annual meetings of teams on the outside.
- **Foment de Ciutat.** On November 4th in the XYZ Room presentation of the Barcelona project for Foment de Ciutat.

SHOOTINGS AND PHOTO SESSIONS

- **Elisava.** On April 30 shooting and photo session in the XYZ Room, final project of fashion career Matías Ginés student of Elisava
- **COIB.** On May 30, the College of Nurses of Catalonia shot the documentary by Ivan Zahinos, to show the professional profile of nurses and give visibility to their work, especially regarding the accompaniment and promotion of a healthy life.
- **Monocle.** On June 20th photo session outside to include in the publication Monocle.
- **LCI.** On June 27th photo session for presentation of products by student Karla Martini of the LCI school.

ACTIVITIES

OWN ACTIVITIES



Abans de tot. Dissenyar Ara #4

From the reflections and questions raised by the designer Vladan Joler, the artist Octavi Serra has created an installation based on the objects and physical environments that participate in our domestic everyday life. Exhibition was open from January 16 to February 25, 2025.

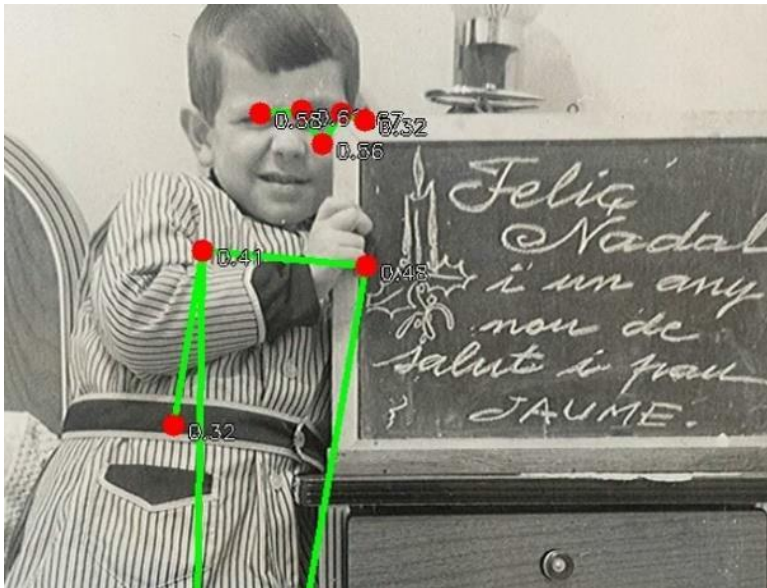


Regles en joc

Participatory installation by the artist Mireia Ruiz, which transforms the exhibition space into a laboratory of collective creativity. Exhibition was open from 4 to 28 March 2025.

ACTIVITIES

OWN ACTIVITIES



Descodificant el gest

From April 10 to May 28, Palo Alto received "Descodificant el gest", an exhibition created by Domestic Data Streamers that invites reflection and interaction. Through motion capture technologies and artificial intelligence, and with 8,000 photographs, explored the civic, social and ethical dimension of gestures and their relationship with space.



Bèstia Celestial

The monstrous as an act of liberation. From June 9 to 27, the Escoleta Room housed Bèstia Celestial, an exhibition-installation of paintings by the artist Nicasio Torres that invokes the monstrous as an act of liberation.

ACTIVITIES

OWN ACTIVITIES



Més enllà de la pantalla

For the second consecutive year, from July 8 to August 22, 2025, the Escoleta Room hosted MAGBa –the Mostra d'Art Generatiu de Barcelona– this year under the title “Més enllà de la pantalla”, brought together 14 emerging and consolidated artists who share the same passion: art created with code, algorithms and autonomous systems.



Florir contra la bomba

“Florir contra la bomba” was an installation by the Japanese artist Mari Ito that expresses a firm “enough”: a visual cry, no to weapons, no to war. It was possible to visit from September 9 to October 24 at the Escoleta Room.

ACTIVITIES

OWN ACTIVITIES



MOSS Skate Art Exhibition

From November 20 to December 31, the Escoleta Room hosted "MOSS Skate Art Exhibition", an exhibition where 90 artists, from different parts of the world, came together with a single objective: to raise funds for the construction of sanitation systems and drinking water in Africa.

CONSELL DIRECTOR

The *Consell Director* is the entity that manages the Palo Alto space and is formed by the Barcelona City Council and the Palo Alto Foundation. Two follow-up meetings are held per year, one at the beginning of the year and one at the ending of the year.

In that year, the meeting dates were 17 March and 15 December. The issues discussed and agreed upon were :

- Liquidation of the annual accounts of 2024.
- Presentation of the projects underway by the Foundation, and the future.
- Updating the Foundation's cultural programme.
- Balance of the first 5 years of concession.
- Approval of the Palo Alto space management budget by the foundation.

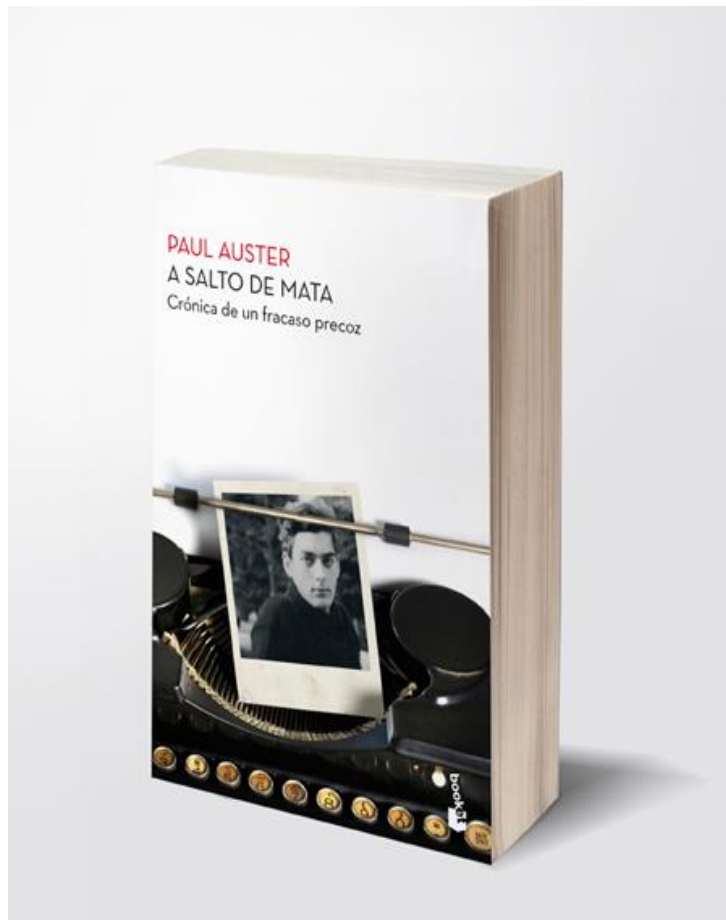
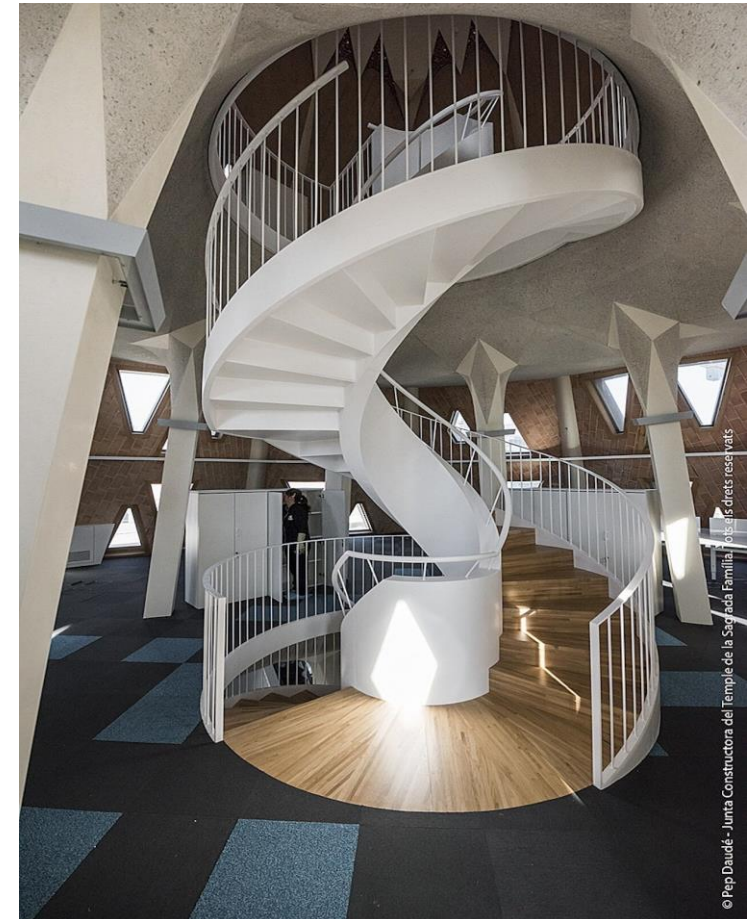
In addition to these points, the modification of the access to the Palo Alto enclosure was proposed, using the historical entrance once the corresponding rehabilitation is carried out.

The council also monitored the works for the removal of asbestos from the roofs of the concession ships, as well as their rehabilitation. The Fundació Palo Alto exhibited the cultural program developed throughout the year at the Escoleta Room, consisting of exhibitions of artists.

Finally, members of the Council were renewed because of the new municipal composition following the elections.

COMPANY ENTRIES

In May 2025 **Lookatcia**, a company specializing in editorial design, was incorporated.



In December, the company **Puigdel·lívol**, specialized in tailor-made carpentry, was incorporated, which has installed its technical office in the Palo Alto enclosure.

DIFFUSION / IMPACTS

NEWSLETTERS

2.016



total enrolled

22



external edits

24



internal edits

DIFFUSION / IMPACTS

WEB

64.071



sessions

14.408



unique visitors

39,90%



from Barcelona city

DIFFUSION / IMPACTS

FOLLOWERS

1.810



Facebook

18.241



Instagram

580



Twitter

1.306



LinkedIn

21.937

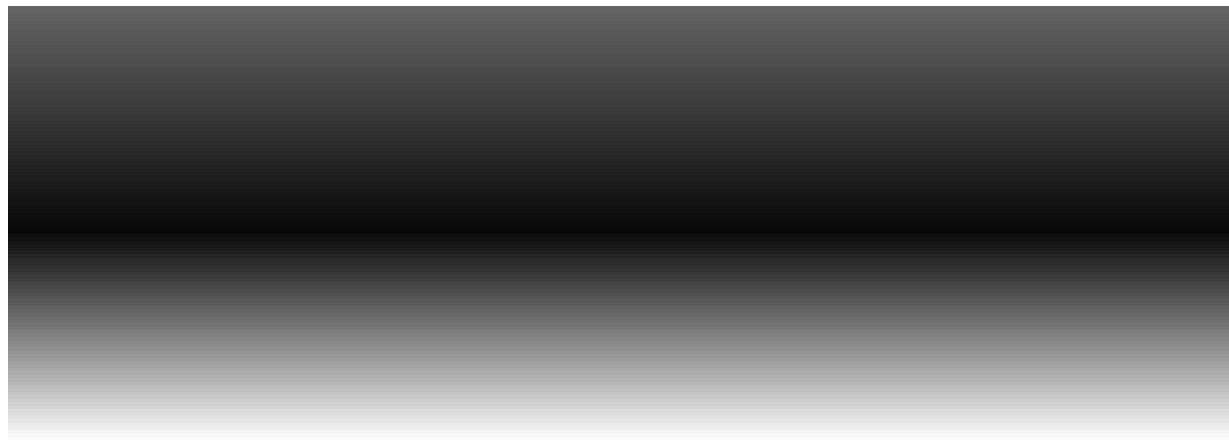


Totals

DIFFUSION / IMPACTS

NEW FOLLOWERS IN 2025

1.569



Totals

PALO ALTO

FUNDACIÓ PRIVADA CENTRE DE CREACIÓ CULTURAL I ARTÍSTICA PALO ALTO

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