



PRESS RELEASE

## **MLOVE & Mobile World Capital announce Partnership for Mobile Barcelona Festival in September 2013**

Mobile Barcelona Festival will feature a unique concept at Fira Montjuic for Barcelona and international visitors to celebrate a new Lifestyle of Mobility

*Exclusive Preview at Booth 3C28 in Hall 3 during Mobile World Congress*

**Barcelona, February 19, 2013** – Mobile Barcelona Festival will be a truly unique event experience for citizens of Barcelona and international visitors. As a first consumer festival of its kind, the event is connecting Mobility with music, art, technology, architecture, creativity and more into a city festival – curated by MLOVE.

More information and a very visible festival experience will be unveiled during Mobile World Congress at the 400sqm booth C28 in Hall 3 and during daily Happy Hours from 5 to 7pm.

“We are proud to partner with the Mobile World Festival and to invite the MLOVE tribe to actively participate in creating an amazing experience about our Lifestyle of Mobility,” stated Harald Neidhardt, Founder & Curator of MLOVE.

MLOVE Palau Summit will be a new, exclusive mobile business and startup conference scheduled for September 11-13, 2013 in Palau National (MNAC), the castle on top of Montjuic. The new format will extend the successful formula of the MLOVE ConFestival event series that was named “Best event for Mobile” by WIRED.

Additional first Mobile Barcelona Festival partners are SONAR and Phonetastic – a new mobile film festival in collaboration with the international Sitges Film Festival.

### **What to expect at the first Mobile Barcelona Festival 2013**

The Mobile Barcelona Festival is a new approach to existing events. It includes a tour through giant freight container sculptures. The first feedback of brands and agencies is very positive:

**Renate Nyborg**, Global Director of Mobile at PR agency Edelman smiles and says “Finally an event concept that I am excited about and proud to introduce to our clients. The Mobile World Festival offers incredible opportunities for brand exposure by being so much more than an industry event: a truly creative immersive experience.”

“Containers are a strong symbol for the mobility of our generation,” claims **Aleix Valls**, Mobile Barcelona Festival Director. “We will invite the global mobile industry to showcase state of the art mobile experiences from communities, brands and various initiatives at the event. Every visitor is asked to not only to enjoy, but also to actively contribute to the festival. A mobile container design seems like the perfect architectural setup to challenge new ideas!”

Internationally recognized start-up hubs, brands and mobile communities are invited to design their vision of a Mobile Future in innovative formats. This could be an open-space workshop, design-thinking seminars or creative container sculptures.

As we see in contemporary architecture, there are no limits to the creativity around containers. Use of additional materials, structures and connected things is highly appreciated.

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Find out more about the Mobile Barcelona Festival, by visiting the booth in hall 3 (3C28) at Mobile World Congress 2013 and the website at: [www.mobileworldcapital.com/festival](http://www.mobileworldcapital.com/festival) or send an email to [mwf@mlove.com](mailto:mwf@mlove.com)

## PRESS RELEASE

### ABOUT MOBILE WORLD CAPITAL BARCELONA

Barcelona was named the Mobile World Capital for the period from 2012 to 2018 by the GSMA. The project, which will have an estimated economic impact of around 3.5 billion euros, is based on four pillars: Mobile World Congress and Mobile World Hub, concerned, above all, with industry and business, and Mobile World Centre and **Mobile World Festival**, which will have more impact on people and their social lives.

As Mobile World Capital, Barcelona will become a global benchmark in mobile technologies and an urban laboratory for new applications that will transform business and people's lives. <http://mobileworldcapital.com/>

### ABOUT MLOVE

MLOVE ([mlove.com](http://mlove.com)) is a media publisher and event organizer. The **MLOVE ConFestival** brings together CEOs, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders. The event exposes the mobile industry to the best minds outside of Mobile to maximize the opportunity of creating life-changing services and applications that can impact us all for the better. MLOVE publishes the monthly Mobile Trend Report and offers ideation workshops.

The MLOVE tribe was founded in 2008 and started grass roots with an international group of "mobile passionistas". MLOVE's goal is to stimulate new ideas and thinking which you can apply to your life, your business and to inspire others.

MLOVE ConFestival USA, Monterey, CA – April 24-26, 2013

MLOVE ConFestival Europe, Berlin, Germany – June 19-21, 2013

*"The MLOVE ConFestival cemented its reputation as a 'TED for Mobile' by spoiling attendees by three days of inspirational talks and workshops"* stated Will Samson, Editor at Contagious Magazine.

#### CONTACT:

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Photos MLOVE ConFestival: <http://bit.ly/MLOVE11PR> and <http://bit.ly/MLOVEcastle>  
Sphero (booth partner) photos: <http://www.gosphero.com/company/presskit/>

#### MLOVE MEDIA EVENTS: Mobile World Congress – Hall 3 Booth 3C28, 5-7PM

Monday: MLOVE Book Release Happy Hour  
Feb 25 Pickup your free media copy of the MLOVE book „Lifestyle of Mobility“

Tuesday: MLOVE Gallery Vernissage: „Stuff we Love“ featuring: Sphero, Nokia,  
Feb 26 Artrage, Mercedes-Benz, Stuffle, and 20+ mobile lifestyle products

Wednesday: MLOVE Mobile Trend Report Raffle

Thursday MLOVE Afterparty, Ocaña Bar, Plaça Reial, Barcelona 7PM

Booth Festival features: Kinect VJ Software, UFO Sound controller, ArtRage, Sphero, ...