

From 9 to 12 April at the San Pau Art Nouveau Site

## 080 Barcelona Fashion presents '080 Aesthetics', a new space open to the public and to the city of Barcelona

- *The fashion platform is opening a multi-disciplinary space devoted to digital art and music, which brings together internationally renowned artists linked to the world of fashion and innovation*



Download material [here](#)

**Tuesday, 9 April 2024** - The 33rd 080 Barcelona Fashion is committed to innovation and creativity as driving forces of change in the fashion industry. This year, the event is presenting "080 Aesthetics", an initiative that seeks to create an space for dialogue and reflection by creators, designers and the industry in general, exploring new forms of expression, consumption, and interaction in the sector.

During this edition, the area open to the public has increased to host "080 Aesthetics", a digital exhibition located in the Puríssima Hall that will bring together internationally renowned artists linked to fashion. The goal is to present a space for reflection on the future of the sector and to offer the public a unique creative experience that combines art, music and technology.

This new incentive turns 080 Barcelona Fashion into a meeting point for new forms of expression through technological innovation while offering a unique, singular space to discover the latest trends in digital art and fashion.

The exhibition is curated by the creative studio Misato Kindness and brings together artists from different fields to explore and create stories, such as: Andrei Warren, Bryan Huynh, Daniel Sannwald, Hans Reyes, Jon Emmony, Miroslav Perkovic & Miliča Lukic, Misato Kidness, Oscar Zabala, Sucuk und Bratwurst, Unax Lafuente, Yuen Hsieh, and Rodolfo Hernández.

Bringing these artists together will generate a combined expression in which visitors will travel through the different aesthetics and narratives, all with a common denominator: the technology behind the creation of these pieces and the DNA of the artists.

080 Barcelona Fashion is committed to sustainability, diversity and feminism which, along with new technologies, are the intrinsic values of the Catalan fashion platforms.

### **Sponsors and collaborators of the 33rd edition of 080 Barcelona Fashion**

In this edition, the event is supported by 5 sponsors and 11 collaborators. The sponsors are Wella (official hairstylists), MAC Cosmetics (official make-up), Moco Museum (official cultural contents), Nobu Hotel Barcelona (official hotel), and OK Mobility (official mobility sponsor). The collaborating brands taking part in this edition are: Thuya Professional Line (official manicure), Rowenta (official ironing and sanitising), Iryo (official train), Westwing (official furniture), La Roca Village (official fashion destination and experience), Do Montsant and Do Terra Alta (official wines), Cointreau (official liqueur), Natur Ajo (official water), Pago (official mocktails), and Fever Tree (official mixer).

### **About 080 Barcelona Fashion**

080 Barcelona Fashion is a multidisciplinary platform promoted by the Business and Labour Department of the Generalitat de Catalunya (Regional Government of Catalonia), through the Trade, Crafts and Fashion Consortium (CCAM), the main priority of which is to transform the fashion industry in Catalonia both nationally and internationally through innovation and creativity. It also acts as a driving force of change and to raise awareness of different social values, such as sustainability, circularity and diversity in the fashion industry, offering a space for dialogue and reflection by creators and industry to explore new forms of expression, consumption and interaction.

**For more information:** Equipo Singular



Maria Freixa: maria.freixa@equiposingular.com - 630 53 15 45  
Mariona Balasch: mariona.balasch@equiposingular.com - 628 03 39 76

*Interested media can request accreditation on the website: [www.080barcelonafashion.cat](http://www.080barcelonafashion.cat)*

Facebook CCAM: <https://www.facebook.com/ccamcat/>

X CCAM: <https://twitter.com/ccamcat>

Facebook 080 Barcelona Fashion: <https://www.facebook.com/080BcnFashion>

X 080 Barcelona Fashion: [https://twitter.com/080\\_bcn\\_fashion](https://twitter.com/080_bcn_fashion)

Instagram 080 Barcelona Fashion: <https://www.instagram.com/080bcnfashion/>

TikTok 080 Barcelona Fashion: [https://www.tiktok.com/@080\\_bcn\\_fashion/](https://www.tiktok.com/@080_bcn_fashion/)

On Twitter: [@empresacat](https://twitter.com/empresacat)