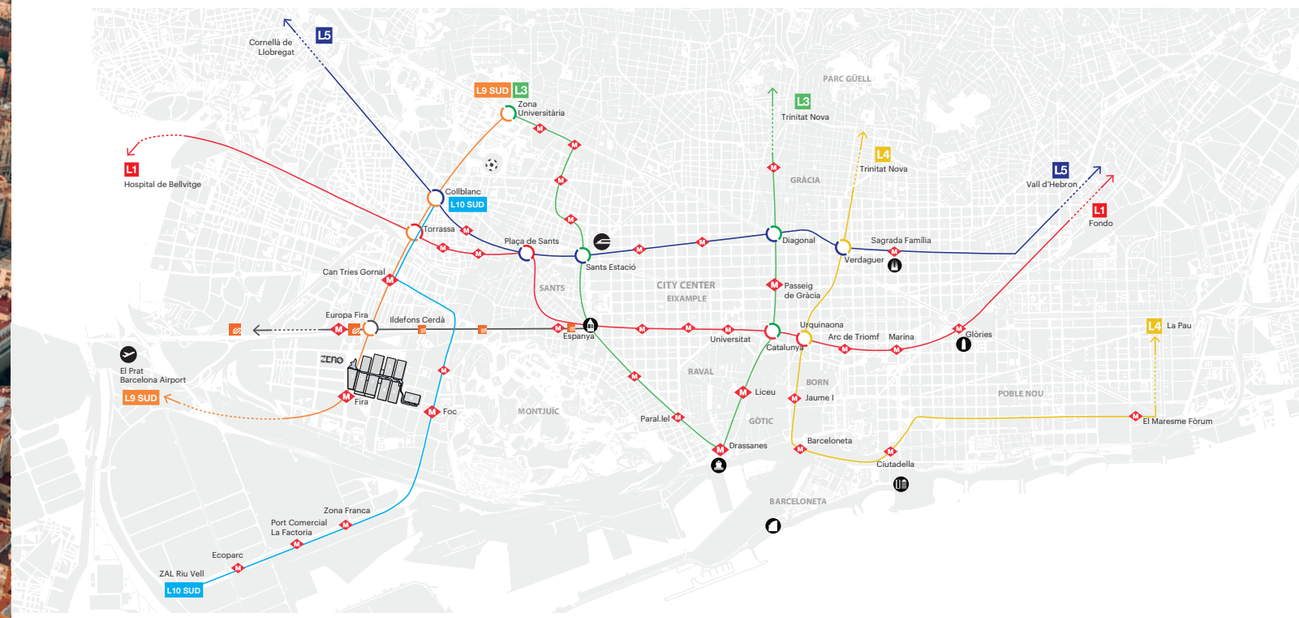

The new venue by Fira Barcelona
ZERO
A blank canvas for what comes next

CONNECTED TO THE CITY. *CLOSE TO THE WORLD.*

HOW TO GET THERE



12 km
to El Prat Airport

L9 Sud
direct metro to El Prat Airport (T1 and T2)

2
metro stations nearby

7 min
on foot from the metro

VENUE

Zero sits on **Av. Joan Carles I,** right across from Fira Gran Via, in Barcelona's business district. Metro, train, bus and taxi all stop within a short walk, and **El Prat Airport is 12 km away**, linked by direct metro.

AIRPORT

Barcelona - El Prat Airport is approximately 12 km away. Metro line **L9 Sud connects Airport Terminals 1 and 2** directly with **Fira and Europa | Fira** stations. Bus **46** and taxis also provide direct access to the Gran Via area.

METRO AND TRAIN

Metro L9 Sud serves Fira and Europa | Fira stations, while **FGC trains stop at Europa | Fira.** Connections with metro lines **L1, L3 and L5** are available at Torrassa, Zona Universitària and Collblanc, respectively.

BUS, TAXI AND CAR

TMB bus lines **H12, V1, 46, 65 and 79** serve the Gran Via area. Taxi ranks and parking facilities are available around the venue. Road access is provided via the **C-31** and other major routes into Barcelona.

ZERO *LIMITS*

A new starting point for ambitious event concepts.

01.

Zero is **Fira Barcelona**'s next-generation venue: a new landmark designed to bring **ambitious event concepts to life.**

02.

Inspired by the idea of **Zero Limits**, its name represents possibility, freedom and a blank canvas for what comes next.

03.

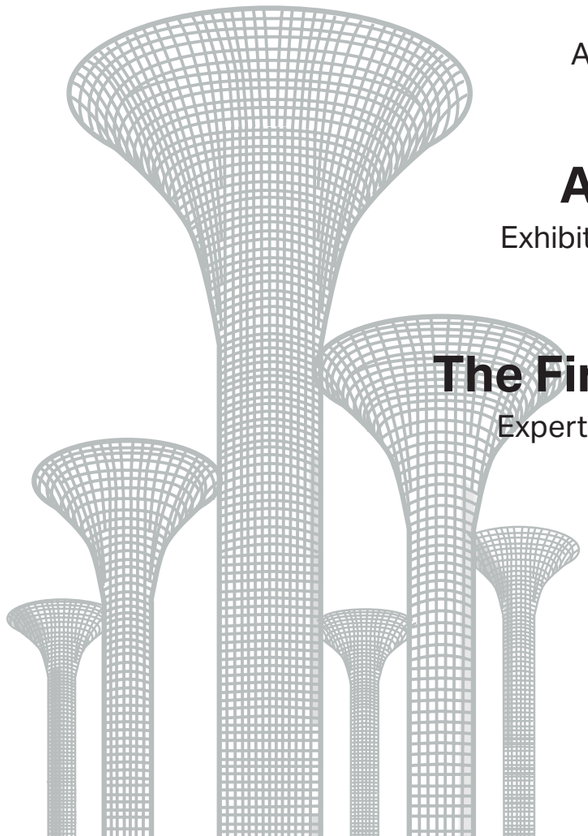
Exhibition, conference, executive meeting and hospitality spaces come together in **one connected environment**, adapting to different formats, audiences and ambitions.

04.

Choosing Zero means working with **Fira Barcelona**, an experienced strategic partner in one of the world's leading cities for business and global events.



WHY ZERO?



A distinctive identity

A new landmark venue in Barcelona with a character of its own.

A connected experience

Exhibition, conference, meeting and hospitality spaces in one venue.

The Fira Barcelona advantage

Expertise, services and operational capabilities supporting every stage of the event.

WHERE GLOBAL EVENTS *TAKE SHAPE*

Zero brings together exhibition scale, conference capability and executive meeting infrastructure in **one connected venue.**

32,000 sqm
Gross Surface

Up to 20 m
Maximum height (Zero.1)

6
Conference Rooms

56
Suites

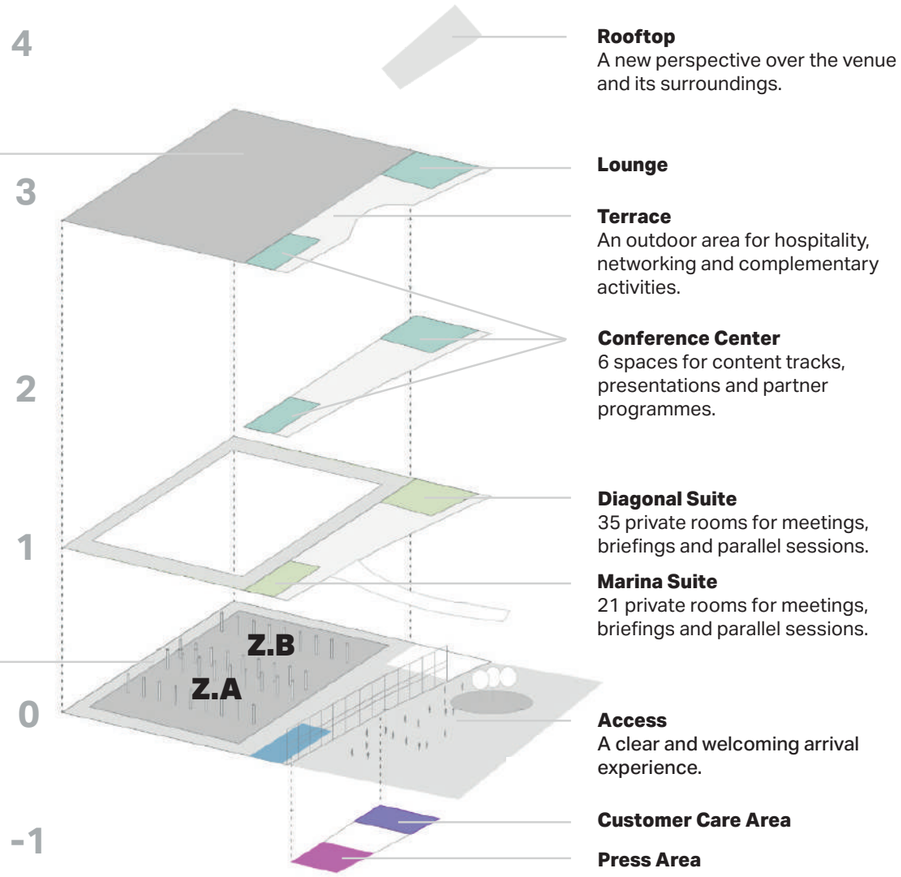
Ideal for international congresses, corporate conventions, product launches, exhibitions and high-impact brand experiences.





ONE VENUE. *MULTIPLE EVENT LAYERS.*

Zero has been designed as an **interconnected event ecosystem,** with its **vertical organisation** bringing together exhibition areas, conference rooms, executive suites, hospitality facilities and support spaces across different levels.



The Z.ONE - 16,000 sqm
A pillar-free space for ambitious event formats.

Z.0 - 16,000 sqm
(Z.A - Z.B) - 8,000 sqm each one
For exhibitions, showcases and large-scale productions.

Rooftop
A new perspective over the venue and its surroundings.

Lounge

Terrace
An outdoor area for hospitality, networking and complementary activities.

Conference Center
6 spaces for content tracks, presentations and partner programmes.

Diagonal Suite
35 private rooms for meetings, briefings and parallel sessions.

Marina Suite
21 private rooms for meetings, briefings and parallel sessions.

Access
A clear and welcoming arrival experience.

Customer Care Area

Press Area

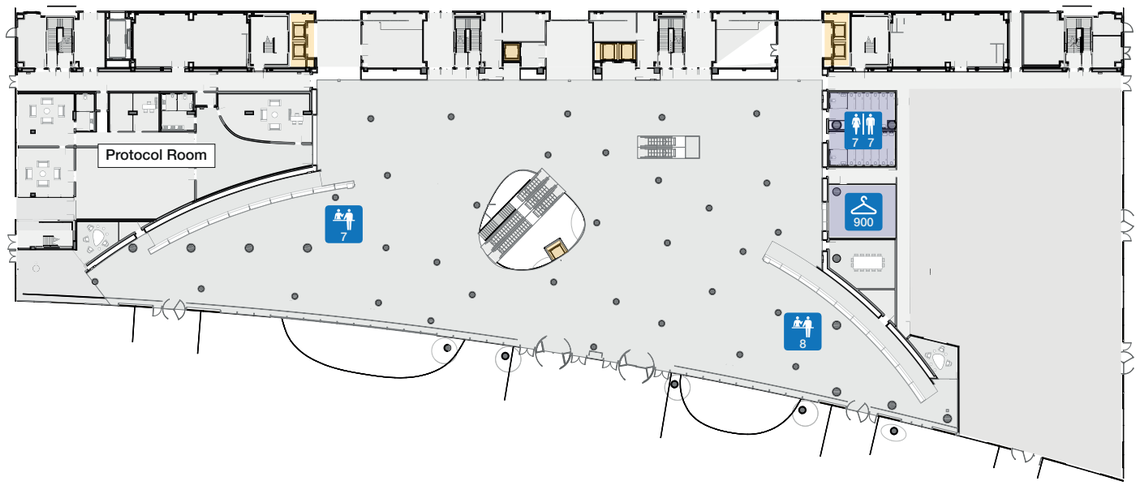
From the first arrival to the main event experience, every level has been designed to work as part of one connected venue.


ZERO
ZERO

ZERØ

AN ARRIVAL THAT SETS THE SCALE

Zero's experience begins at the entrance, with spaces designed for **easy access, efficient accreditation and a smooth arrival.** A range of versatile areas gives organisers the space and flexibility they need to manage their events smoothly and efficiently.

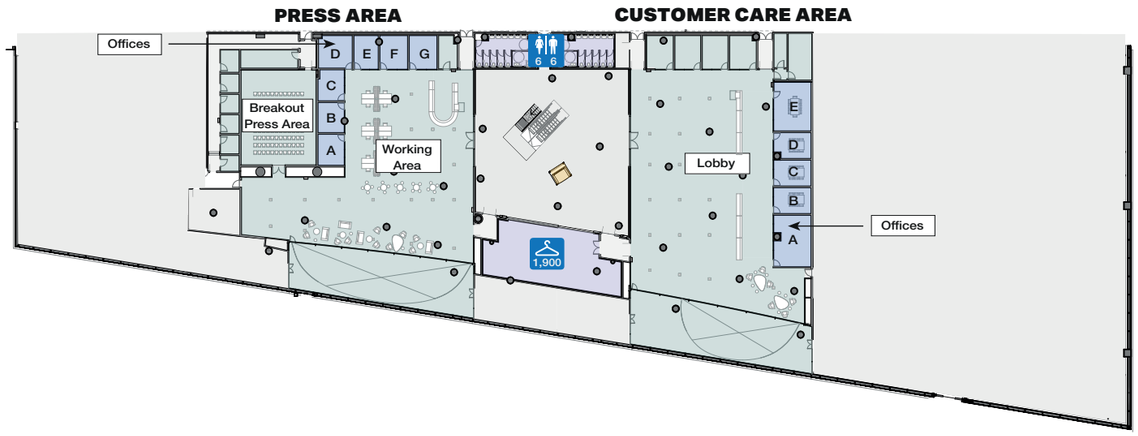


Direct connection to the exhibition and conference areas

A seamless journey from arrival to experience.

ZERØ

LOWER LEVEL



Z.0

The **ground floor** accommodates exhibitions, product showcases, brand environments and complex event formats, with airwalls allowing the space to be divided into **two independent areas** and adapted to **different capacities and configurations.**

Gross Surface
16,000 sqm

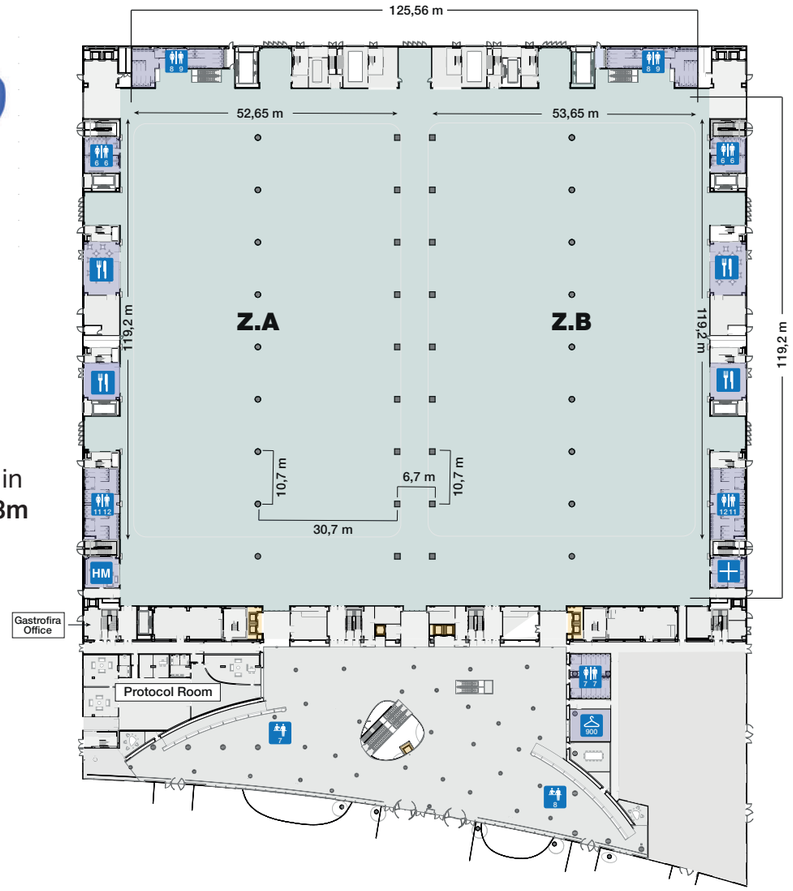
Height
13.5 m

Ground Resistance
3,500 kg/sqm

Existing airwalls to divide the hall in two separate areas* | Length: **118m**

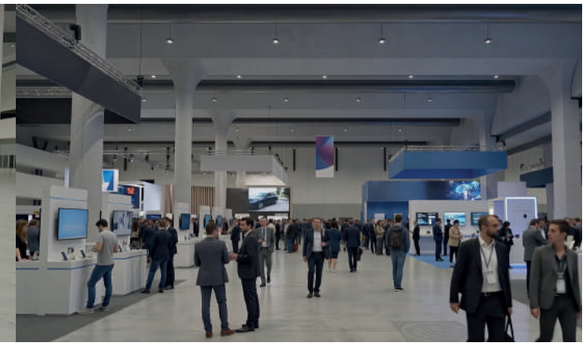
*Available from **September 2028**

Perfectly suited for:
- Exhibitions
- Product showcases
- Brand environments
- Large-scale event formats



*Preliminary layouts and capacities. Subject to change.

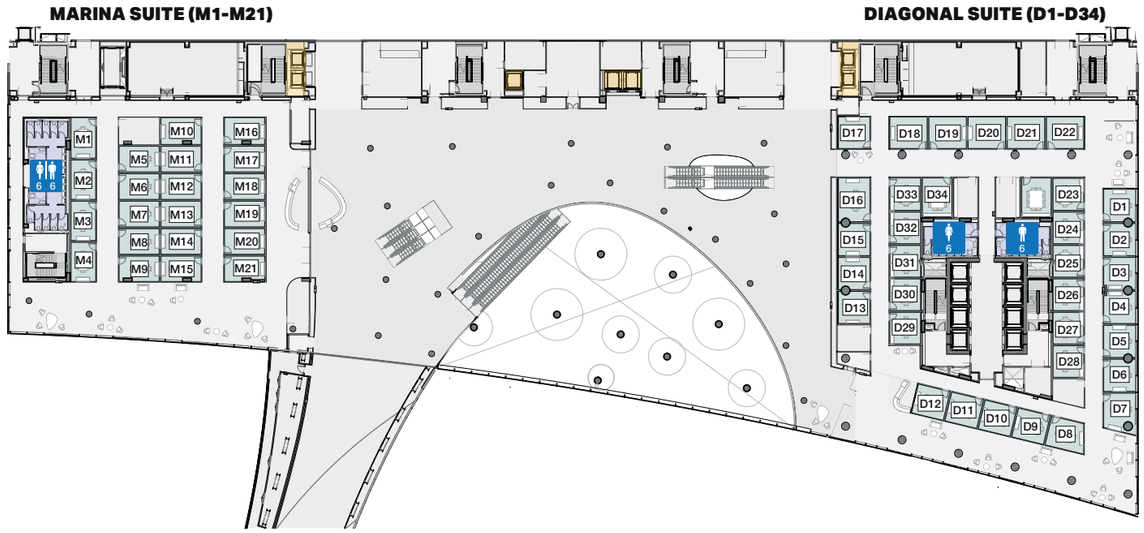




SUITE

A DEDICATED ENVIRONMENT FOR BUSINESS

A complete meeting infrastructure designed to support **high-level business interactions** alongside the main event programme. Private, **functional rooms** accommodate board meetings, executive briefings, speaker preparation and parallel sessions, with direct proximity to the main event areas.



56 Rooms

Capacity	**8-10** pax per room
Surface	**17-25** sqm each one

Perfectly suited for:
- Board meetings
- Parallel sessions
- Executive briefings
- Speaker meetings
- Stakeholder meetings
- Private business conversations

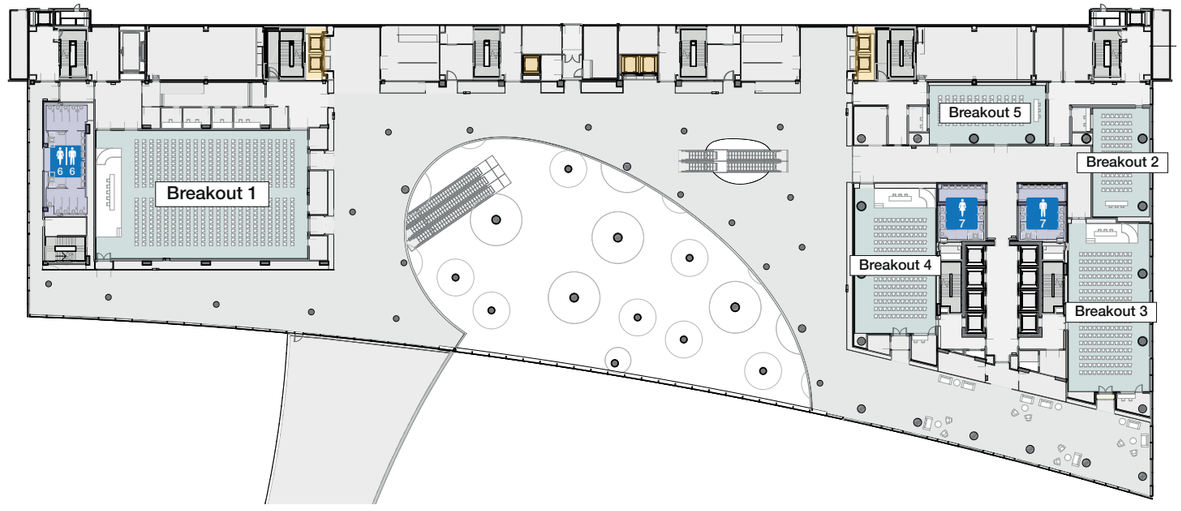
Because some of the most important moments happen beyond the main stage.



CONFERENCE CENTER

CONTENT DESIGNED TO CONNECT

A dedicated **conference level with rooms** of different capacities, enabling parallel programmes, specialised content tracks and curated experiences for different audiences.



Breakout 1	**450** pax
Breakout 2	**200** pax
Breakout 3	**170** pax
Breakout 4	**80** pax
Breakout 5	**80** pax

Perfectly suited for:
- Content tracks
- Parallel sessions
- Partner programmes
- Breakout activities
- Curated conference audiences

Multiple conversations. One connected programme.





THE Z.ONE

An uninterrupted, **pillar-free exhibition space** designed to give organisers complete freedom over layout, production and audience experience.

Its scale and height make it possible to develop immersive environments, large plenaries, global congresses, corporate launches and full-hall exhibition concepts.

Gross Surface
16,000 sqm

Height
11.9-20 m

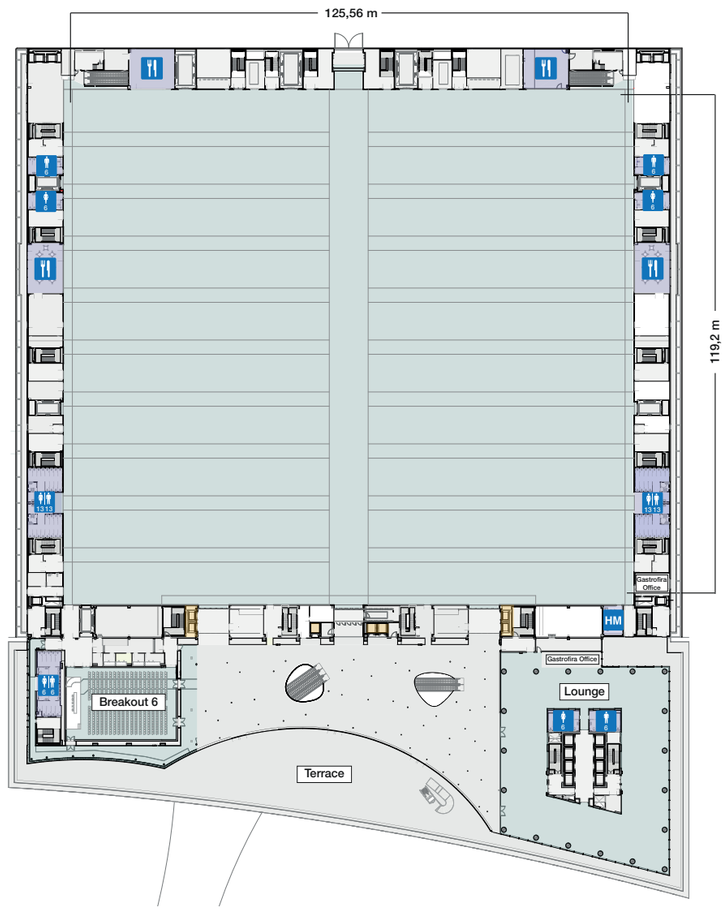
Ground Resistance
2,000 kg/sqm

Lounge

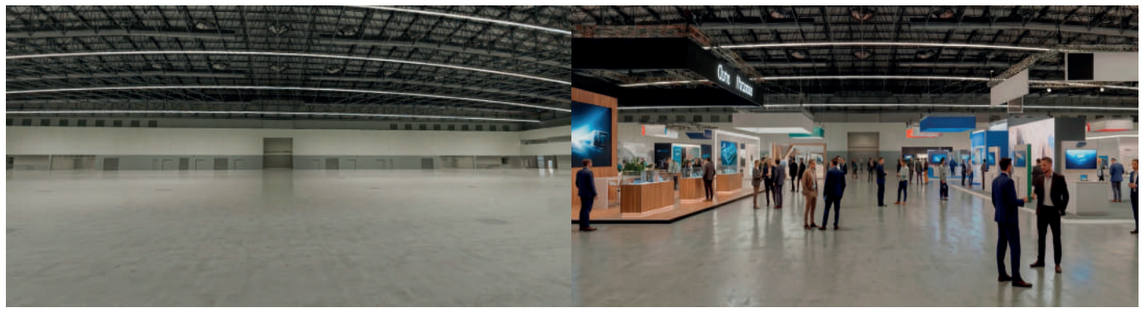
Pillar Free

Terrace	**1,500** sqm
Breakout 6 Capacity	**410** pax

Perfectly suited for:
- Global congresses
- Large-scale corporate launches
- Full-hall exhibition concepts
- High-impact flagship events
- Immersive brand experiences



A blank canvas built to transform ambitious ideas into real event experiences.



BUILT TO PERFORM *BEHIND THE SCENES*

Zero combines robust **production infrastructure, dedicated support areas and integrated food and beverage capabilities**, ensuring efficient behind-the-scenes operations across different event formats and contributing to seamless event experiences.

PRODUCTION AND LOGISTICS

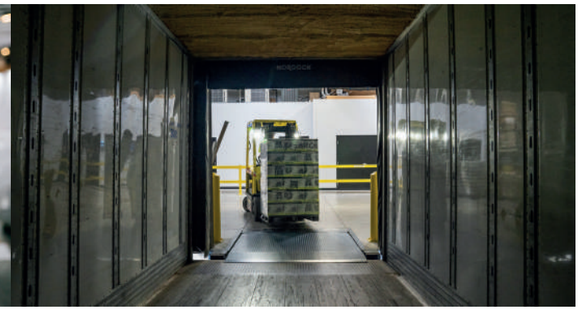
The venue's logistics infrastructure has been designed to **support large-scale productions**, efficient movement of equipment and smooth event operations.

Eight goods lifts serving production requirements:
- Two lifts with a capacity of **10 tn**
- Two lifts with a capacity of **9 tn**
- Four lifts with a capacity of **6.5 tn**

Ground-floor resistance of **3,500 kg/sqm**

Upper-level resistance of **2,000 kg/sqm**





FOOD AND BEVERAGE

Integrated food and beverage facilities support every event format, from coffee breaks and executive hospitality to large-scale catering and bespoke gastronomic concepts.

Fira Barcelona's teams ensure a seamless attendee journey, combining **operational efficiency with high-quality hospitality.**

*When opting for an external catering provider, a 10% venue fee applies.





SUSTAINABILITY, BUILT INTO THE WAY *YOUR EVENT PERFORMS*

Zero has been designed to **minimise environmental impact** at scale without compromising experience, flexibility or production ambition.

Efficient by Design

- **Very High Energy Efficiency Building** (nZEB)
- Targeting **LEED Gold certification**
- **Intelligent lighting** adapting to daylight
- **Centralised control system monitoring** and optimising energy use in real time

Lower footprint. Higher operational efficiency.

Renewable Energy Integration

- On-site **photovoltaic generation**
- **Geothermal energy** supporting dedicated food and beverage facilities
- Integrated on-site **wind generation**

Cleaner energy powering large-scale events.

Smart Water Management

- Underground systems for **rainwater, greywater and stormwater management**
- **Water reuse** for irrigation and venue services

Efficient resource use aligned with international standards



ONE VENUE. *ONE INTEGRATED TEAM.*

Choosing Zero means more than choosing a space. It means working with **Fira Barcelona as a strategic partner** throughout the complete event journey.

Our specialist teams work together to transform the venue into an experience adapted to your objectives, audience and operational requirements.



GUEST EVENTS

The single entry point connecting your event needs with the right venue, services and specialist teams, creating a seamless event experience.



ORGANISER SERVICES

Planning, coordination and on-site expertise to support every stage of the event.



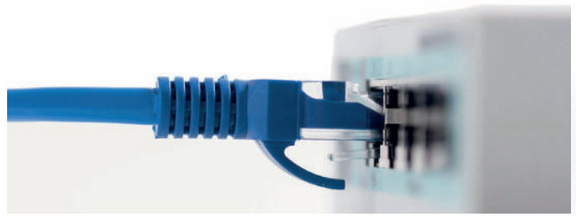
EXHIBITOR SERVICES

A complete range of solutions supporting exhibitors before and during the event.



BUILDUP

Design, construction and production capabilities for branded environments and event spaces.



CONNECTIVITY

Connectivity, registration, digital solutions and data services designed around the attendee experience.



GASTROFIRA

Flexible food and beverage solutions, from executive hospitality to large-scale catering.

HOTELS

Barcelona offers more than **45,000 rooms** in all categories. There are some **1.310 hotel rooms** already built at walking distance from the venues, increasing to more than **5.000 rooms** within a perimeter of 3km.

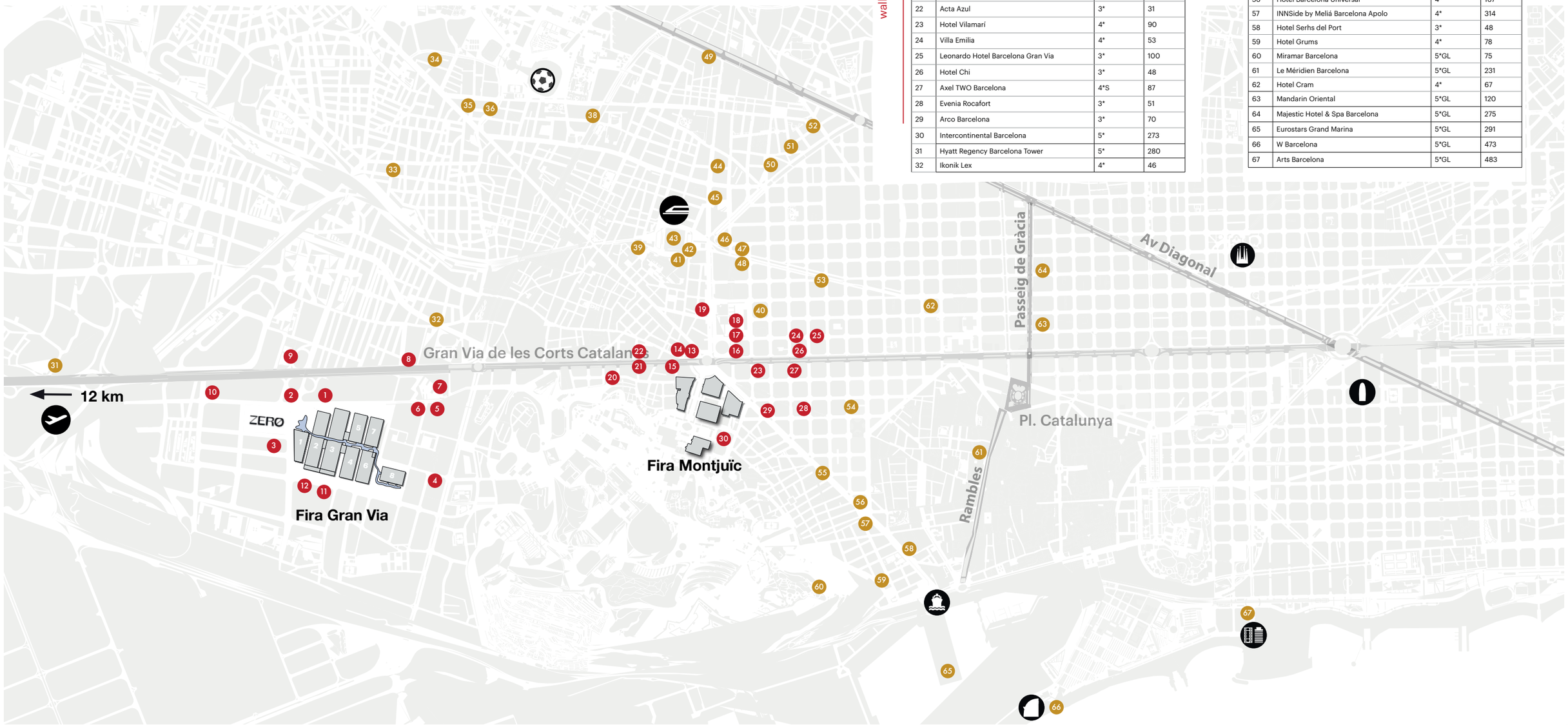


walking distance Gran Via

walking distance Montjuïc

	Hotel Name	Category	Rooms
1	Hampton by Hilton Barcelona Fira Gran Via	3*	241
2	Porta Fira	4*S	311
3	Alexandre Hotel Fira Congress	4*	258
4	Leonardo Royal Hotel Barcelona Fira	4*	204
5	AC Som	4*	102
6	SB Plaza Europa	4*	243
7	Hotel Radha	3*	13
8	easyHotel Barcelona Fira	1*	204
9	Renaissance Barcelona Fira	4*S	357
10	Eurohotel Granvia Fira	4*	116
11	Travelodge L'Hospitalet	3*	83
12	Meininger Hotel Barcelona Fira Gran Via	1*	162
13	Catalonia Barcelona Plaza	4*	347
14	Occidental Barcelona 1929	3*	152
15	Indigo Barcelona Plaza España	4*	189
16	B Hotel	3*	84
17	Hotel Ofelias	4*	44
18	Onix Fira	3*	80
19	Pestana Arena Barcelona	4*	84
20	Bcn Montjuïc	3*	63
21	Hotel Brick	1*	35
22	Acta Azul	3*	31
23	Hotel Vilamarí	4*	90
24	Villa Emilia	4*	53
25	Leonardo Hotel Barcelona Gran Via	3*	100
26	Hotel Chi	3*	48
27	Axel TWO Barcelona	4*S	87
28	Evenia Rocafort	3*	51
29	Arco Barcelona	3*	70
30	Intercontinental Barcelona	5*	273
31	Hyatt Regency Barcelona Tower	5*	280
32	Ikonik Lex	4*	46

	Hotel Name	Category	Rooms
33	Hotel Orangine	4*	47
34	Hotel Ilunion Les Corts	4*	213
35	Hotel Madanis Liceo	3*	24
36	Hotel Madanis	4*	30
37	Torre Melina Gran Meliá	5*	391
38	Hotel NH Barcelona Stadium	4*	106
39	AC Hotel Sants	4*	78
40	Chic & Basic Velvet	3*	50
41	Moxy Barcelona	4*	423
42	Nobu Hotel Barcelona	5*	259
43	Hotel Barceló Sants	4*	378
44	NH Sants Barcelona	4*	203
45	Abba Sants Hotel	4*	140
46	Via Sants, Tapestry Collection by Hilton	4*	50
47	Hotel Abbot	4*	42
48	Hotel Catalonia Roma	3*	49
49	Hotel Hilton Barcelona	4*	290
50	Bohemian Entenza	3*	48
51	Hotel Derby	4*	117
52	Hotel Meliá Barcelona Sarriá	5*	321
53	Hotel Viladomat	3*	81
54	Hotel Market	3*	46
55	Hotel Concordia Barcelona	4*	88
56	Hotel Barcelona Universal	4*	167
57	INNSide by Meliá Barcelona Apolo	4*	314
58	Hotel Serhs del Port	3*	48
59	Hotel Grums	4*	78
60	Miramar Barcelona	5*GL	75
61	Le Méridien Barcelona	5*GL	231
62	Hotel Cram	4*	67
63	Mandarin Oriental	5*GL	120
64	Majestic Hotel & Spa Barcelona	5*GL	275
65	Eurostars Grand Marina	5*GL	291
66	W Barcelona	5*GL	473
67	Arts Barcelona	5*GL	483



ZERO IS OPENING A NEW *SCALE FOR GLOBAL EVENTS*









Estimated opening **September 2027**

Discover a **next-generation venue** bringing together exhibition scale, conference capability and executive meeting infrastructure in one connected environment.

Start planning your event with **Fira Barcelona** and explore how **Zero** can adapt to your format, audience and ambition.

PLAN YOUR EVENT AT ZERO

guestevents@firabarcelona.com **www.zero.firabarcelona.com**

If you can imagine it, we can make it at

ZERØ

The new venue by Fira Barcelona

Disclaimer: Estimated opening date. Preliminary layouts, technical specifications and capacities are subject to change.



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