

Press Release

Telefónica and the Sagrada Familia join forces to commemorate the Year of Gaudí

- The company will support the events commemorating the 100th anniversary of Antoni Gaudí's death, which include the completion of the Tower of Jesus Christ, one of the most important architectural landmarks in Barcelona and in the world.
- Telefónica will also be promoting the documentary 'Sagrada Familia, 7 Days Before', a production that focuses on the previous seven days up to the grand opening of the Tower of Jesus Christ.

Barcelona, June 4, 2026.- Telefónica has signed a partnership agreement with the Board of Trustees of the Expiatory Temple of the Sagrada Familia to support the events commemorating the 100th anniversary of the death of Antoni Gaudí, which include the inauguration of the Tower of Jesus Christ.

The company, a long-time collaborator of the Sagrada Familia, has decided to step up its support for what will be the main event of the Gaudí Year celebrations, one of a total of 31 events funded entirely through a corporate sponsorship program with partner companies.

The agreement provides for Telefónica's collaboration on various initiatives related to the inauguration of the Tower of Jesus Christ and the institutional and cultural events planned for Gaudí Year, including digital experiences, audiovisual content, and technological projects aimed at bringing Gaudí's work to millions of people around the world.

Telefónica will sponsor the documentary 'Sagrada Familia, 7 Days Before'. During the seven days leading up to the grand opening of the Tower of Jesus and commemorating the centennial of Antoni Gaudí's death, the documentary offers an exclusive look at the countdown to the big event. Through privileged behind-the-scenes access, the documentary chronicles the daily work of the teams involved and provides a detailed look at the preparation of a highly complex event: technical coordination, rehearsals, symbolic decision-making, and the management of unforeseen circumstances leading up to the big day. The documentary will be produced by TBS, a production company owned by Telefónica, and will air on Movistar Plus.

The partnership between Telefónica and the Sagrada Familia will also feature prominently at the start of the Tour of France, which kicks off this year in Barcelona, specifically in front of the expiatory church, with the participation of the Movistar Team.

Chema Casas, general manager of Telefónica in Catalonia, states: "Telefónica reaffirms its commitment to the preservation and promotion of cultural heritage by actively participating in a commemorative project of global significance. Driven by our firm commitment to our role as an institutional leader, we are moving forward to become the best gateway to digital technologies".

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

telefonica.com/es/sala-comunicacion/