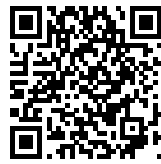




IAAC DESIGNS MOBILE WORLD CAPITAL BARCELONA PAVILION AT MWC 2025

Posted on October 7, 2025 by Dima Fadel



Categories: [expanding design practices](#), [Formats](#), [IAAC](#), [Low Density](#), [Project](#), [Technology and fabrication](#), [Topics](#), [Vicente Guallart](#)

Tags: [Advanced Architecture](#), [Circular design](#), [Data](#), [Data Mapping](#), [Digital fabrication](#), [Digital paradigm](#), [digital twins](#), [immersive architecture](#), [Mediterranean architecture](#), [smart cities](#), [sustainable design](#), [timber construction](#)

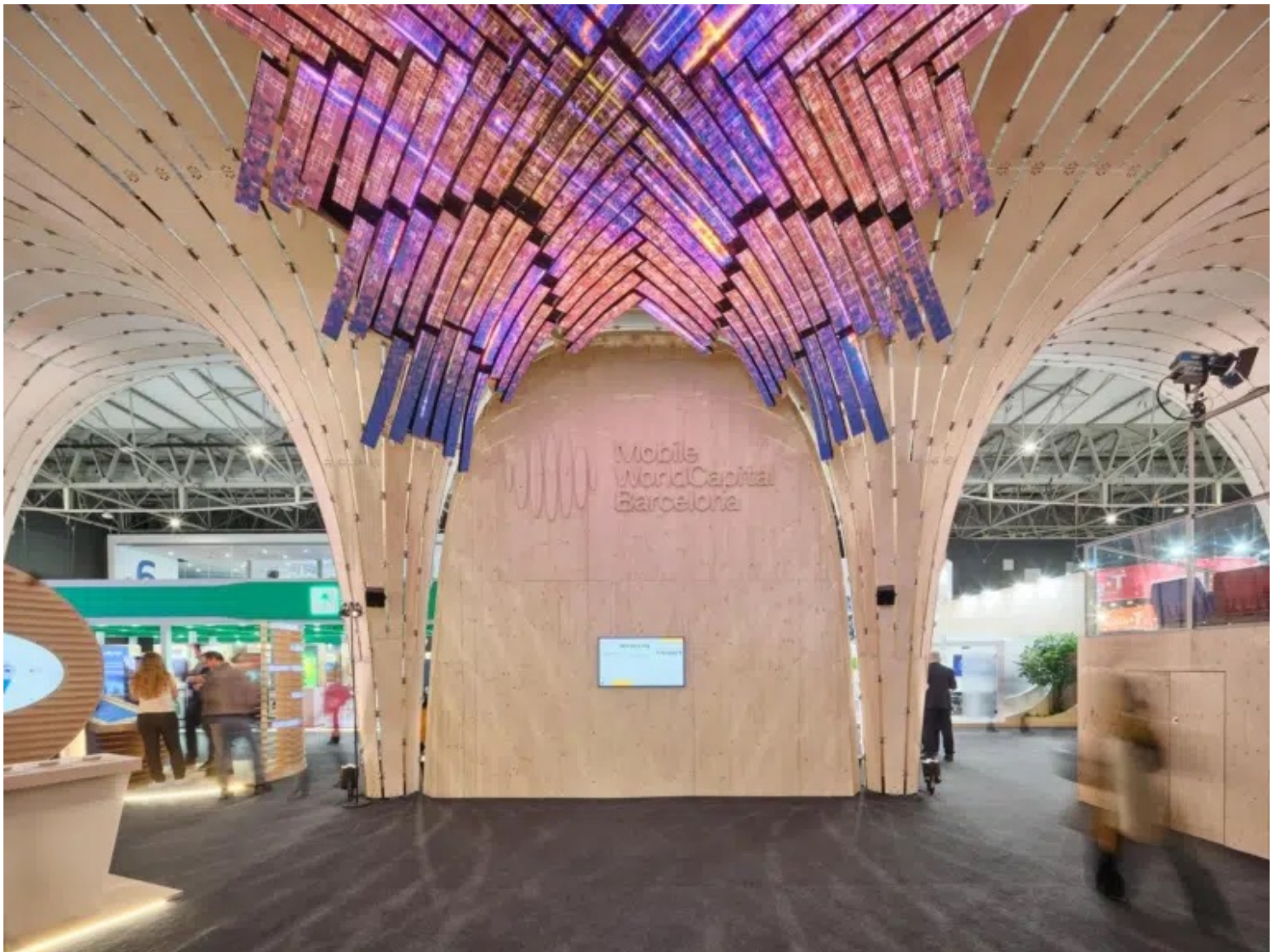
urbanNext Lexicon

IAAC Designs Mobile World Capital Barcelona Pavilion at MWC

2025

<https://urbannext.net/manifesta-15-mo-ca-2/>

IAAC designs the Mobile World Capital Barcelona pavilion for MWC 2025 under the theme “Living in Tech”. The pavilion features an immersive dome, interactive technology demonstrations, and a digital twin simulator. Inspired by the Mediterranean loggia, the pavilion aligns with Society 5.0 and digital transformation principles. The structure showcases advanced timber construction with CNC-milled wooden components.



ISSN : 2575-5374

urbanNext Lexicon

IAAC Designs Mobile World Capital Barcelona Pavilion at MWC

2025

<https://urbannext.net/manifesta-15-mo-ca-2/>



The Institute for Advanced Architecture of Catalonia (IAAC) takes center stage once again at the Mobile World Congress (MWC) 2025, designing the Mobile World Capital Barcelona pavilion. Under the theme "Living in Tech," the pavilion offers an immersive exploration of the coexistence between people and technology in urban environments.

As the world's largest connectivity event, MWC 2025 gathers global technology leaders, industry innovators, and policymakers, expecting to exceed last year's attendance of 101,000 visitors. The event was officially inaugurated by King Felipe VI of Spain, accompanied by Spanish Prime Minister

ISSN : 2575-5374

Pedro Sánchez, Minister of Digital Transformation Óscar López, Mayor of Barcelona Jaume Collboni, and other key figures, reinforcing Spain's strategic role in the digital transformation landscape.

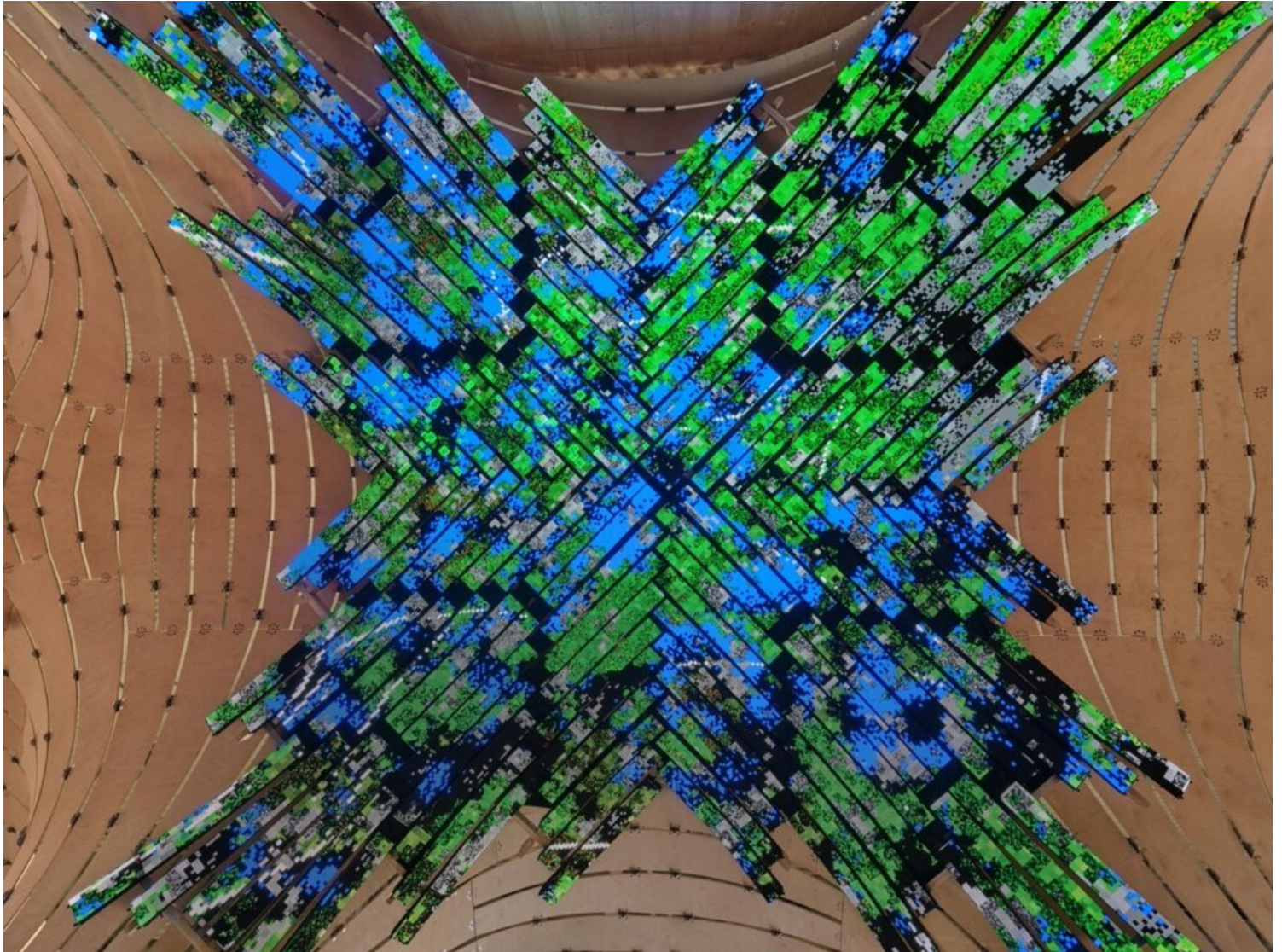
Led by IAAC Founder Vicente Gualart, the IAAC design team has conceived a pavilion inspired by the Mediterranean loggia, a traditional urban structure that fosters gatherings, discussions, and social interaction. This architectural concept aligns with the vision of Society 5.0, where AI, IoT, and big data seamlessly integrate into daily life, enhancing sustainability, economic balance, and social well-being.

urbanNext Lexicon

IAAC Designs Mobile World Capital Barcelona Pavilion at MWC

2025

<https://urbannext.net/manifesta-15-mo-ca-2/>



At the heart of the pavilion stands an immersive dome, a digital art installation displaying real-time urban data, offering a sensory experience of technology's impact on future cities. The auditorium, a key feature of the space, incorporates original seating from FC Barcelona's Camp Nou stadium, donated to commemorate the club's 125th anniversary.

The pavilion brings technology to life through interactive demonstrations that showcase the ongoing digital transformation of cities. A digital twin simulator developed by the Barcelona Supercomputing Center (BSC) allows visitors to experience real-time urban data modeling, while an advanced flight

ISSN : 2575-5374

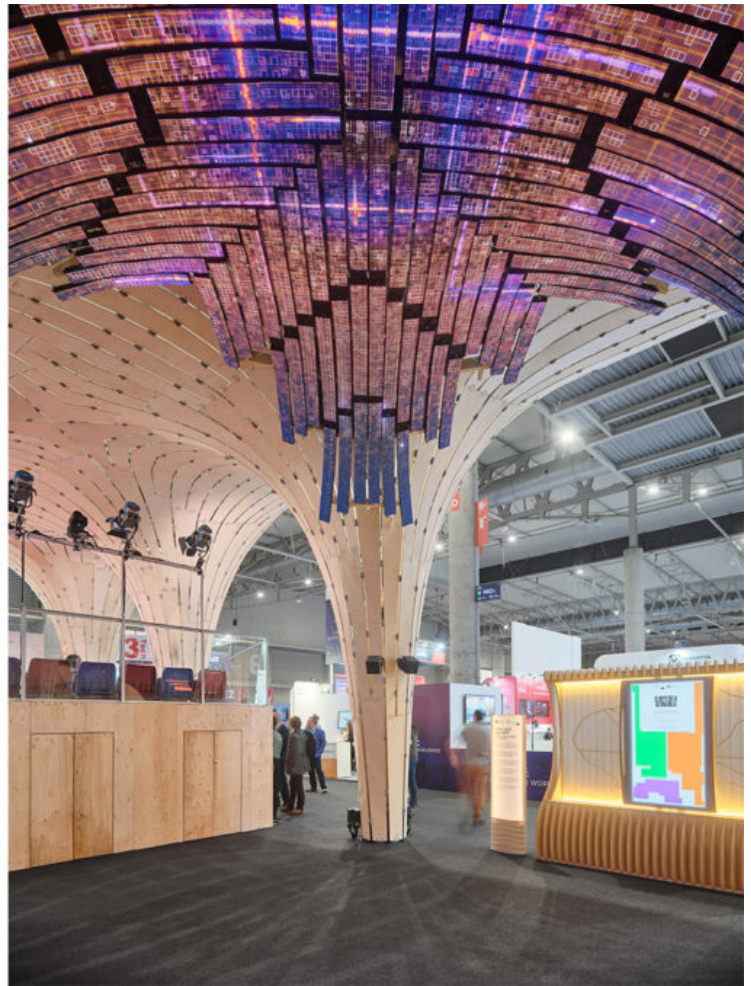
urbanNext Lexicon

IAAC Designs Mobile World Capital Barcelona Pavilion at MWC

2025

<https://urbannext.net/manifesta-15-mo-ca-2/>

simulation by Vueling presents the latest innovations in transportation. These experiences provide tangible insights into the future of mobility, automation, and digital communication, reinforcing Barcelona's role as a global hub of innovation.



Designed by IAAC and engineered by CODA, the pavilion exemplifies advanced timber construction, featuring over 1,000 CNC-milled wooden components meticulously assembled with 5,000 screws. It showcases IAAC's expertise in transforming flat elements into complex curved forms, a technique previously explored in projects such as the Fab Lab House.

Fabricated and assembled in collaboration with Tallfusta, the pavilion also benefited from the hands-on involvement of MAEBB student volunteers, reinforcing IAAC's commitment to integrating real-world applications into its educational programs.

ISSN : 2575-5374

urbanNext Lexicon

IAAC Designs Mobile World Capital Barcelona Pavilion at MWC

2025

<https://urbannext.net/manifesta-15-mo-ca-2/>

With “Living in Tech” at MWC25, Mobile World Capital Barcelona and IAAC provide a platform to explore how technology can support more sustainable, efficient, and connected urban environments. The pavilion becomes a dynamic digital agora, where innovation and daily life converge.

ISSN : 2575-5374

urbanNext Lexicon

IAAC Designs Mobile World Capital Barcelona Pavilion at MWC

2025

<https://urbannext.net/manifesta-15-mo-ca-2/>

ISSN : 2575-5374