



'Iniesta Experience: [The Inner Game]' arrives in Barcelona

The exhibition dedicated to Andrés Iniesta will be open at Barcelona's former IMAX building from late September until January 2027

Tickets go on sale this Friday, 4 September, for an exhibition that takes visitors through Iniesta's sporting career and personal journey and explores the human dimension of elite sport



Barcelona (3 September 2026). *Iniesta Experience: [The Inner Game]* will soon open in Barcelona. The exhibition will open its doors in late September 2026 and run until January 2027 at the former IMAX cinema building in Barcelona's Port Vell. Tickets go on sale this Friday, 4 September, via the exhibition's official website: iniestaexperience.com

Iniesta Experience: [The Inner Game] takes visitors on a journey that brings them closer to Andrés Iniesta - both the footballer and the person behind an exceptional career. From his beginnings to some of the most iconic moments of his career, including his goals at Stamford Bridge and in the World Cup final in South Africa, the exhibition also explores the challenges that shaped his life on and off the pitch. It reveals a less visible side of elite sport, where

success coexists with pressure, expectations and vulnerability, and where resilience and mental health are also part of the story.

Conceived and developed by Stoneweg Culture and jointly curated with NSN, the company co-founded by Andrés Iniesta, the exhibition tells this story through audiovisual content and interactive elements that allow visitors to discover his story from different perspectives.

The current head coach of Gulf United FC says: "This is a project that means a great deal to me and one that we developed with great care alongside the NSN and Stoneweg Culture teams. It offers a highly original journey through my professional and personal life, with extensive audiovisual content and interactive experiences that I believe will surprise and delight visitors."

For his part, Stoneweg founder and president Jaume Sabater says the exhibition reflects a commitment to culture and sport, two pillars the Catalan entrepreneur has championed for years. He is the driving force behind the Carmen Thyssen Museum Barcelona, the Godó i Trias project in L'Hospitalet and Palau Martorell, and has also recently acquired Barcelona's iconic Sala Parés. *Iniesta Experience: [The Inner Game]* will be his second experiential project. The first was *A Bunch of Stuff*, an exhibition created with Johnny Depp that opened in New York, later travelled to Tokyo and is currently on display in Shanghai. Sabater says that undertaking this project with his friend and business partner Andrés Iniesta "is incredibly special. And to launch it in Barcelona, a city we have been committed to for years, is simply extraordinary."

The collaboration between Stoneweg Culture and NSN brings together an exceptional sporting heritage and privileged access to the personal side of its protagonist to create an exhibition experience that offers a different perspective on a figure who forms part of our collective memory. Everyone knows Iniesta, but *Iniesta Experience: [The Inner Game]* asks: how well do we really know him?

The exhibition also brings one of Port Vell's most recognisable buildings back into use: with this project, Barcelona's former IMAX cinema begins a new chapter as a venue for large-scale exhibitions and cultural experiences in the city.

About NSN

NSN (Never say Never) is a global company that connects audiences through sport and entertainment. Founded in 2018 by Joel Borràs and Andrés Iniesta as an agency providing representation and intermediary services in the football industry, it has diversified its activities in recent years to become a company dedicated to meeting the needs of brands, institutions and sports properties through marketing, communications and content services. The company has offices in Barcelona (Spain), Tokyo (Japan), Mexico City (Mexico) and Dubai (United Arab Emirates).

About Stoneweg Culture

Stoneweg Culture is the Stoneweg Places & Experiences division that creates and manages transformative cultural and entertainment projects. It connects culture and innovation to turn unique spaces into destinations capable of delivering memorable experiences. It develops museums, exhibitions and new immersive formats in collaboration with artists, institutions, collections and cities. Its ambition is to create places that move people, enrich their surroundings and leave a lasting cultural legacy. Culture is understood as a powerful force for social and urban transformation. Stoneweg Culture is involved in initiatives such as Palau Martorell and is working on long-term projects including the future Carmen Thyssen Museum Barcelona, housed in the historic Palau Marçet, and the transformation of the Godó i Trias industrial complex in L'Hospitalet de Llobregat into a new cultural centre.

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