



PRESS RELEASE

# MINUTE 61 launches in Barcelona to create a new way of experiencing social entertainment

The new brand, co-founded by Meritxell Bautista and Carla Serra, will combine events, VIP experiences, community and lifestyle, with the aim of building an entertainment brand with its own identity and the capacity to grow.

Barcelona · October 2026

---

**Barcelona, October 2026** — Minute 61 is born: a new social entertainment brand created to bring people, music, places and experiences together under one idea: turning free time into something worth living and remembering.

Co-founded by Meritxell Bautista and Carla Serra, Minute 61 starts out in Barcelona with a proposition that goes beyond organising events. The project sets out to build a recognisable brand, grow a community and develop experiences that connect audiences, venues and brands.

■ *“There are 60 minutes in an hour. The next one is ours.”*

With this idea in mind, Minute 61 will develop several lines covering social and music events, VIP experiences with limited places, community and lifestyle, built on a careful choice of venues, attention to the experience and formats with a personality of their own.

## From organising events to building a brand

Minute 61's aim is not to compete on line-up or location alone, but to make the brand itself a reason to take part in an experience.

“We don't want to put on more events. We want to create the kind of plans you're still talking about days later,” says Meritxell Bautista.

The brand plans to gradually build a community around a particular way of enjoying leisure time: discovering places, sharing, listening to music, travelling, enjoying good food, meeting people and accessing different experiences.

The project will start in Barcelona, with the intention of gradually growing into new formats, locations and cities.

## Two complementary perspectives behind Minute 61

Minute 61 was co-founded by Meritxell Bautista and Carla Serra, two women of different backgrounds, generations and outlooks, united by a shared view of how the way we connect, enjoy our free time and experience things is changing.

Meritxell Bautista brings more than two decades of business experience, particularly in technology, entrepreneurship, communication, strategy and building brands and new projects.

Carla Serra brings a complementary generational perspective, closely connected to the evolution of new social codes, events, lifestyle and contemporary ways of living and sharing experiences.

Combining both perspectives is part of Minute 61's DNA: understanding that today there is no single way to go out, socialise or have a good time, and that the best experiences can bring together people of different ages, backgrounds and lifestyles.

Being founded by two women also brings a perspective of leadership and business creation to the entertainment and events sector, one that treats building a brand, generating business and leading new projects as a matter of course.

## Events, VIP Experiences and community

Minute 61's strategy is initially structured around several lines of development:

- EVENTS — social, music and entertainment events in different venues and formats.
- VIP EXPERIENCES — experiences with limited places linked to venues, services or special offerings, through collaborations with venues and brands.
- CLUB 61 — the brand's community, with early access, invitations, perks and dedicated experiences.
- LIFESTYLE — the gradual extension of the Minute 61 universe into products and items linked to its identity and brand culture.

Alongside these lines, Minute 61 will collaborate with venues, brands, artists and professionals to design joint projects and create new forms of activation and experience.

## A new brand within the Be an Ikon ecosystem

Minute 61 is part of Be an Ikon S.L.U., the company through which Meritxell Bautista develops a range of brands and projects in communication, community, positioning and experiences.

Within this ecosystem, the project will sit alongside other initiatives such as HER LEGACY and IKONIKAS, each keeping its own identity, audience and objectives.

With Minute 61, Be an Ikon expands into social entertainment and experience creation, adding a new business line built on brand, community and collaboration.

## About Minute 61

Minute 61 is a social entertainment brand founded in Barcelona in 2026 by Meritxell Bautista and Carla Serra. It brings people, music, places and experiences together through events, VIP experiences, community and lifestyle.

Its goal is to build an entertainment brand with its own identity and to turn free time into experiences worth living, sharing and remembering.

■ ***"Real people. Extraordinary experiences."***

### INFORMATION AND CONTACT

[www.minutesixtyone.com](http://www.minutesixtyone.com) · [hola@minutesixtyone.com](mailto:hola@minutesixtyone.com) · Instagram / TikTok: @minute61.club