



Embark on a great journey with us. Discover, decade by decade, the most important milestones of this century of history that shaped the present and future of Banca March.

## 1950s: the golden age

The 1950s emerged as a decade of recovery and optimism. It is a time of great economic and social evolution: Consumption increases, television reaches homes, rock and roll spreads unstoppably... In this decade **Juan March Ordinas creates the Juan March Foundation** to promote art and culture and bring them closer to society.

Some milestones from this era:

## AT BANCA MARCH

1953



**Cementos Alba S.A. is established**, a key project that formed the basis of Banca March's investment and industrial activity.

1955



**The Juan March Foundation is established** as a charitable organisation with the aim of contributing to cultural progress and dissemination.

1958



Banca March opens its **first office on the Iberian Peninsula** in Terrassa and begins its expansion across the country ahead of other banking entities.

## IN SPAIN

**SEAT is founded**, constituting a key milestone in industrialisation and making the automobile an accessible option for the middle class.



1950

**Spain joins the United Nations**, achieving a greater international presence.



1955

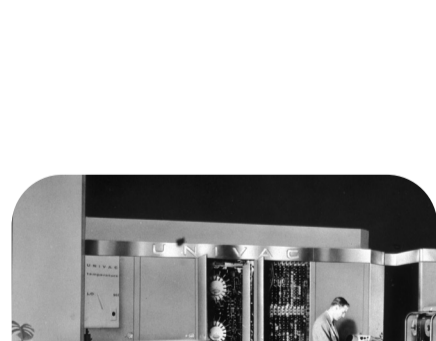
**RTVE is inaugurated**, a revolution in leisure and information and an important instrument of dissemination for the regime.



1956

## AROUND THE WORLD

1951



**The UNIVAC 1 is created**, the first commercial computer manufactured in the United States.

1953



Watson and Crick publish the **double helix structure of DNA**, one of the greatest scientific discoveries of the 20th century.

1956



**Elvis Presley released "Heartbreak Hotel"**, marking the beginning of the rock and roll era and transforming popular music forever.