CLAUDE COMMUNITY HOUSE · BARCELONA · 21 TO 24 SEPTEMBER 2026

Thank you.

What makes a community event work, and a community in general, is the people who take part in it. Even more, the people who take an active part.

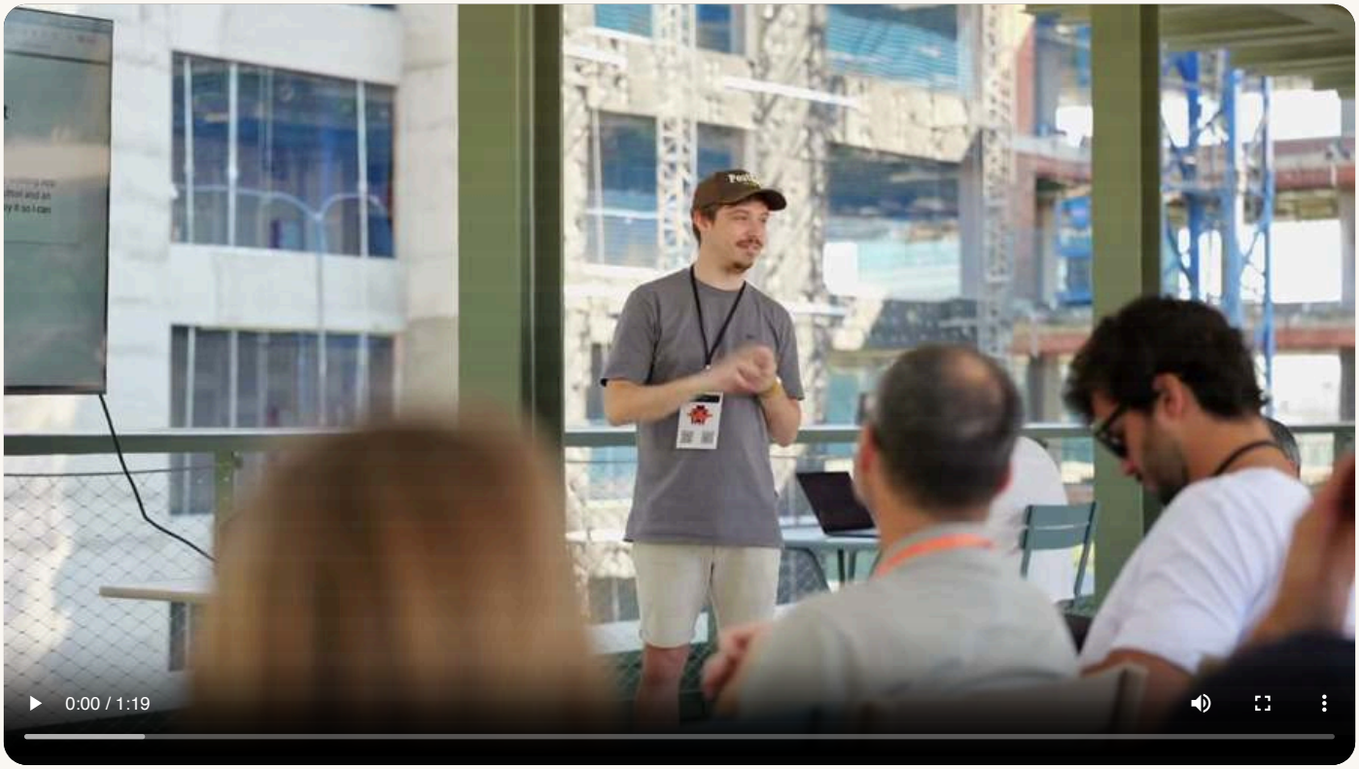
If you are reading this, you took part, one way or another. You ran the rooms and shared your expertise. You gave your week as a volunteer and sweated with us. You backed us, lent us your spaces, your services, or any one of your many talents.

We won’t get too sentimental. But if everyone left the Claude Community House at the end of the week with a little pinch in the heart, it’s because every single person involved gave their best to make it memorable.

So, sincerely: thank you.

Fernanda, Matt, Olivier and Jérémie

THE WEEK IN 80 SECONDS



Film by Pol Ducamp

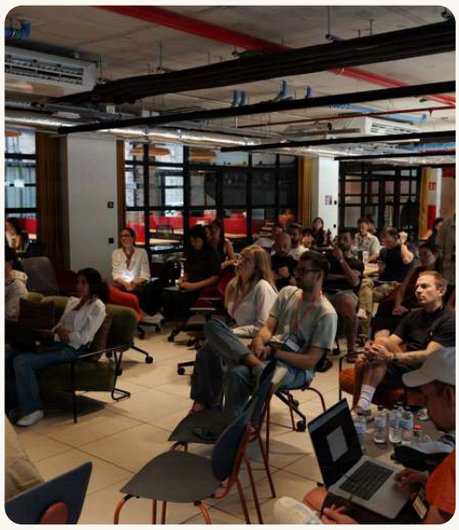
CLAUDE COMMUNITY HOUSE · BARCELONA · 21 TO 24 SEPTEMBER 2026

Four days of Claude at its best.

A whole building in Poblenou, 42 sessions, 16 Claude ambassadors and the people who build with Claude every day. Deep technical content, and a community where engineers, founders, public institutions and first-time users learned in the same rooms.

> An independent community event, organized by Jérémie Benhamou, Matt Roberts, Fernanda Grace Lins and Olivier Legris with the Claude ambassadors, supported by Anthropic. Free for everyone.

Read the report ↓



42
sessions in four days, all free

3,600+
bookings

~1,700
people through the door (estimate)

16
Claude ambassadors, 15 from Europe and 1 from Los Angeles

15+
companies on stage

400+
LinkedIn posts about the House

THREE MOMENTS FROM THE WEEK

THURSDAY · CLAUDE IMPACT LAB

A tech-for-good prototype in one day

Teams took real challenges from the city and built with Claude all day. The runner-up, Saviesa, lets elderly people teach what they know, by voice, through the social centres they already go to.

As told by team member Natalia Campanella

MONDAY · CLAUDE CONVERSATIONS

A public administration and a 19-year-old at one table

Tables of five, no laptops. Someone from Catalonia's digital administration, thinking about AI for a public workforce of over 200,000, sat next to a 19-year-old teaching himself to build.

As told by participant Swenja Paul

WEDNESDAY · SECOND BRAIN WITH CLAUDE CODE

Two hours sitting on the floor

The Wi-Fi died mid-session. Two hours later, people were still sitting on the floor so they wouldn't miss a word.

As told by participant Boryana Chervilova

01

A tech event of real depth

This was not a meetup with slides. Anthropic’s Applied AI team opened the week with a Claude Code masterclass to a standing-room auditorium. Scale-ups showed their internal playbooks. Ambassadors brought the setups they use every day, and the rooms were full from the first hour to the last.

How to become a power Claude Code user

Julia Hernández, Applied AI at Anthropic. People standing along the walls, hands up for every question.

ON STAGE

From the people who build the tools we work with, to those who use them in the most unexpected or specialised fields, and those who guide teams through the AI shift every day: every talk was on point, and every one of them was worth the room.

“I was impressed by the quality of both presenters and attendees”

Matt Ford Founder, Origen Story

“Grateful to everyone at Claude Community House for putting together a day this dense with substance.”

Audrey Hope D. Product designer

“Few of us have watched someone from Anthropic use Claude Code the way it's intended to be used, inside a real workflow.”

Katya D. AI builder, real estate

“It's always a pleasure to share talks and hands-on workshops with top-tier professionals.”

Javier Gonzálvez Ortuño AI & health, product

02

What we covered

42 sessions, grouped by topic. More than four sessions ran at the same time, every hour, for four days.

Hands-on: Claude Code the PostHog way, held on the roof

Mastering Claude Code

The flagship track. Anthropic opened it with a standing-room masterclass; PostHog showed how a unicorn ships with it

The workshops area, laptops open

Skills, agents and second brains

From the first skill to multi-agent systems, and the memory layer that makes Claude know your company.

every day.

How to become a power Claude Code user
Julia Hernández, Applied AI, Anthropic

How a unicorn like PostHog uses Claude Code, day by day
PostHog

Hands-on: Claude Code the PostHog way
PostHog

Harness & Loop Engineering with Claude Code
Alexio Cassani

Building a Software Delivery System Around Claude
The Agile Monkeys

Claude Build Day
Michael Whelehan

> *"Everyone here is wiping skills and hooks like they have a printing machine."*
>
> **Geoffrey Rolin Jacquemyns** Claude & Lovable ambassador, Plug and Play

From workflow to skills: 5 skills you should use
Nicolas Grenié, Manar Benkraouda

From AI Enthusiast to Agentic Builder
Selim Boudis, Kairros

Build a Governed Claude Agent
Jennifer-Alice Kiunke, Make

Beyond One Agent: multi-agent orchestration
Jennifer-Alice Kiunke, Make

The Glassbox Effect
Jennifer-Alice Kiunke, Make

How to build an AI 2nd Brain with Claude Code
Jérémie Benhamou, Manar Benkraouda

Second Brain for Claude: why it forgets your company, and how to fix it in a folder

> *"The slot was one hour. We stayed for one hour thirty."*
>
> **Selim Boudis** Founder & CEO, KOLABS and kairros

Build an HR workflow with Claude

Claude at work: finance, HR, SMEs, partners

Scale-ups opening their playbooks, and owners of small businesses leaving with workflows they could run on Monday.

How Typeform and Qonto leverage Claude
Javier Gascón Araujo with Pol Borrellas (Typeform) and Marc Ustrell (Qonto)

How to turn Claude into a real CFO, with Qonto
Stefano Amorelli

Build an HR workflow with Claude
Javier Rayón (Sesame HR), Gianluca Rosania

Claude for Small Business Owners
Matt Roberts, Rafa Romero

Why hospitality and AI are a perfect match
Joan Sanz, Hospitech

Claude Clinic: bring your broken workflow
The Tech Nation and the ambassadors

Claude Certification Programme for Partners
Dr. Florian Steiner, Claude Certified Architect

Claude Code for SME owners and CEOs
Florian Steiner

Claude for Communication Teams
Matt Roberts, Rafa Romero

> *"Sold-out rooms. Waitlists in the hundreds. Ambassadors and builders comparing real setups, not slide decks."*
>
> **Selim Boudis** Founder & CEO, KOLABS and kairros

Softr build, prize giving

Build and ship

Laptops open, real products out. Business apps through MCP, a stack wired with Stripe, and non-technical people shipping their first website.

Build with Claude and Softr MCP
Francisco Opazo, Mariam Hakobyan, Softr

Build with Stripe & Claude, Network Stack Clinic
Matt Roberts, Rafa Romero

Build your website with Claude Code, for non-techies
Katrin Maikova, Luciana Gutierrez

Physical AI workshop
Lyra AI with vento.build and Protofy

GEO Toolbox, presented to a full room
Clara Herbaut

Video at scale with Claude and JSON2Video
Joaquim Cardona

> *"And hearing "this was one of the best workshops I've attended" melted our hearts."*
>
> **Katrin Maikova** Ran the no-code website workshop

The AI Fashion Studio with Lumoo, a designer's collection in the room

Creative industries

Fashion, music and design, with real work on the table: a designer's garments turned into a full campaign in twenty minutes.

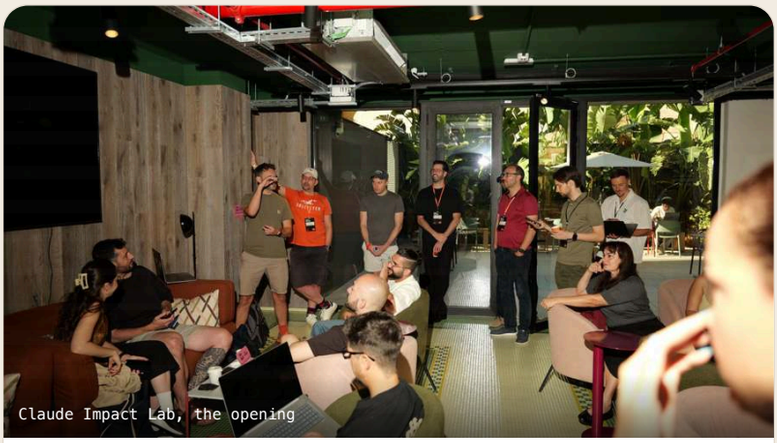
Designing the AI Fashion Studio: Claude + Lumoo, two sessions
Luset Pardo, Izabela Gasoyan, with designers Belén Mendoza and Joan Lario

From Chaos to Claude: AI admin for musicians
Bradley Lauretti

Video making with AI
ily frills

Book signing on the rooftop
Javier Rayón, Sesame HR

> *"In twenty minutes: a brand book, a shot list, a campaign shoot, copy in three languages, a finished lookbook."*
>
> **Luset Pardo** Head of Sales, Lumoo



Claude Impact Lab, the opening

Claude for good

The Claude Impact Lab closed the week: teams took real challenges from real organisations and built prototypes in a day. The runner-up, Saviesa, interviews the city's elderly by voice so they can teach what they know, through the social centres they already go to.

Claude Impact Lab, a full day
Olivier Legris, Matt Roberts, Michael Whelehan and the ambassadors

Claude for Creativity, Radar Venezuela
Alicia Larrazabal

Claude & Coffee, Keep Curious: AI literacy and women in AI
Fernanda Grace Lins, Stephany Oliveros, Kristina Talova

> *"Claude Impact Lab just landed in Barcelona and the room is absolutely packed 🤯 People standing at the back, spilling out onto the patio, laptops already open"*
>
> **Michael Whelehan** Claude ambassador, Germany

Claude Conversations

Think different

The sessions that asked what AI means for how we live and work. Tables of five, no laptops, a public official next to a founder next to a student.

Claude Conversations
Olivier Legris, Jérémie Benhamou, an ambassador at every table

Sociability Is the Last Human Moat
Geoffrey Rolin Jacquemyns, Paula Guardans Godó, Bosco Amann Elorduy

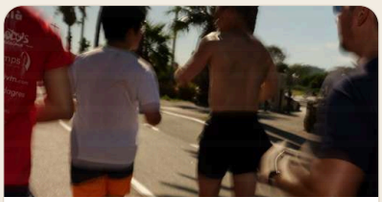
“In a week entirely focused on AI, the most important session was to push the machines away and put humans back at the centre of the debate.”

Guillaume Thureau Executive President, Fundación Somos F5

OUT OF THE BOX

The sessions nobody expected at a tech event

And the ones people talked about the most.



The Running Hackathon

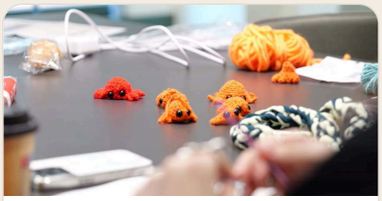
Siena Kinsale, Luke Balabanovic

Barcelona's first. Teams ran through Poblenou to the beach building with voice and AI coding tools, then demoed on the roof.

The Claude Booth

Photobooth coded with Claude

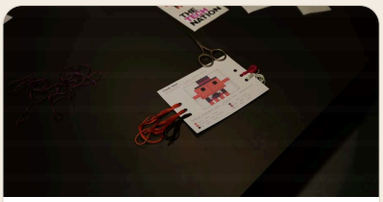
A photobooth built with Claude, printing strips all week. Build by day, dance by night.



Crochet a Claude crab

Andres Sepulveda Morales, Christina Pruneski

Two hours, a hook, a skein of yarn, no laptops. More people wanted in than there were chairs.



Stitch Club: embroider your own Claude patch

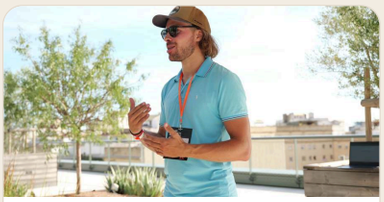
Émilie Bernard

Claude Gaudí, pixel by pixel, stitch by stitch. People left wearing it as a pin.

Specialty coffee workshop

Jepser, Thursday afternoon

A barista, a pour-over, and a room of builders tasting instead of typing.



Disconnect · The Human Reset

Filip K.

Breathwork on the rooftop at the end of day one.

Disconnect · Pause, play, connect

Jamie Gulcan, Togaether

Cards and questions around a table on the roof, strangers talking within minutes.

Disconnect · Mindful play & deep connection

Jamie Gulcan, Togaether

A second afternoon of games on the rooftop, and a lot of laughing.

Nando, the House's own AI

Coded by Les, a volunteer

Nando kept the crew roster and answered attendees at the entrance, all week, from a QR code.

110+ Custom Claudes

Made by the community

Before the doors even opened, people made their own Claude and hung it on the wall.

Art hour

Moco Museum

An hour of art in the middle of a tech week, on Tuesday afternoon.

The rooftop sound

Kristian Voldrich, The Brunch Club

The speakers under the pergola that carried four nights of DJs.

03

Tech meets everyone

The Claude Code power users and the people who had never opened a terminal shared the same corridors, and learned from each other. The Claude Conversations put the Generalitat, Foment del Treball, founders, corporates and students at the same tables. Nobody felt out of place.

“I ended up at a table with someone from Catalunya's Digital Ministry, thinking about what it means to bring AI to a public workforce of over 200,000 people”

Swenja Paul Participant

“You don’t need to have the same background, the same level of technical knowledge, or even the same reason for being there.”

Linda Erdodi AI agent builder

“Some of the best conversations about AI 🤖 do not happen on stage. They happen around a table, with people who see it from completely different angles.”

Sarah Anto Investor readiness, deep tech & AI

Barcelona and Spain in the room

A sample of the institutions, schools and companies people registered from. A local ecosystem, plus the global teams based in Barcelona.

INSTITUTIONS AND SCHOOLS

- Generalitat de Catalunya, digital administration
- CTTI
- Barcelona Supercomputing Center
- Foment del Treball
- World Trade Center Barcelona
- Fundación Somos F5
- IESE Business School

COMPANIES

- Telefónica
- eDreams ODIGEO
- Typeform
- Docplanner
- Jobandtalent
- Softonic
- Qonto
- Sesame HR
- Igeneris
- Ukio
- Routal
- Ecler
- Plexus Tech
- Typsa
- LabHouse
- Hospitech
- SAP
- Allianz Technology
- PepsiCo
- Sanofi
- NTT Data
- ThoughtWorks
- Amazon
- Google
- SITA
- dLocal
- Semrush

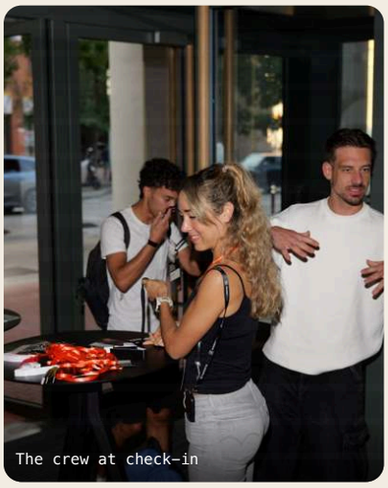
04

Built by the community

16 Claude ambassadors ran the rooms, 15 from across Europe and 1 who flew in from Los Angeles. A volunteer crew ran everything else. Speakers gave their best material away for free. And people kept coming back: the same faces, day after day, then up on the roof every evening.

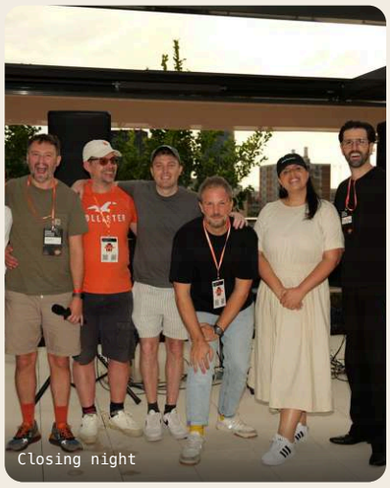
“Sociability is the last human moat.”

The title of Tuesday’s panel, and the only line quoted word for word across the week’s posts.


The crew at check-in

The photocall

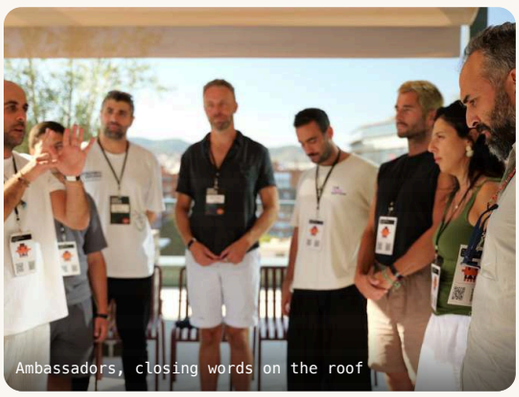
Ambassadors' night on the roof


Closing night

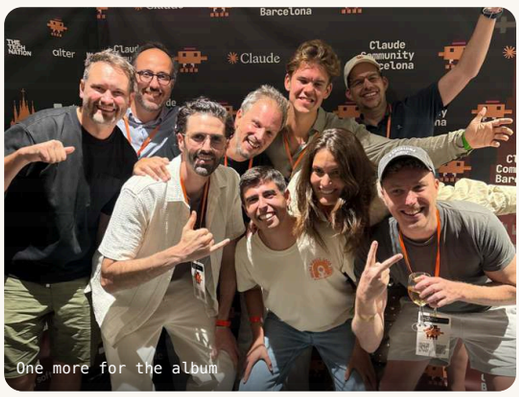
THE CLAUDE AMBASSADORS

They ran the rooms

Michael Whelehan opened a Build Day at 9 and packed the Impact Lab. Florian Steiner walked the partners through the certification and SME owners through Claude Code. Javier Gascón Araujo got Typeform and Qonto on stage. Stefano Amorelli turned Claude into a CFO. Tamás Püski brought his community and the Running Hackathon to the House, where Benjamin Tarenne sat on the jury. Travis Johnson flew in from Los Angeles, because Europe, as Florian put it, has “all the cool events”, and spent the week with the builders. Alexio Cassani taught harness and loop engineering, Geoffrey Rolin Jacquemyns hosted the panel everyone quoted, Alicia Larrazabal brought Radar Venezuela, and Rogier Muller came from Amsterdam for the Impact Lab. Fernanda, Matt and Olivier opened the week and held it together to the last night.


Ambassadors, closing words on the roof

The photocall


One more for the album

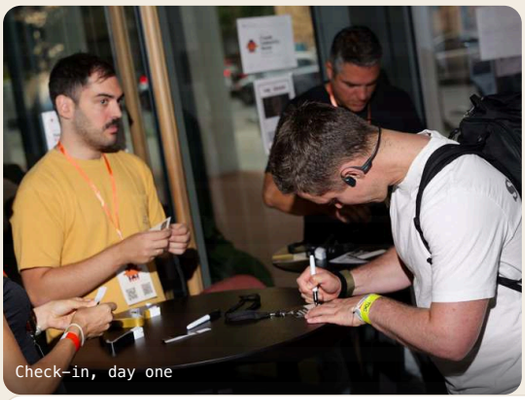
BEHIND THE SCENES

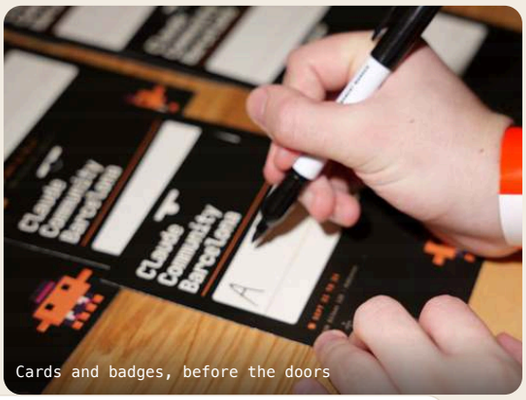
The crew made the House work

More than thirty volunteers gave their week. The bracelets at 8 in the morning, blue for press and green for the rooftop. The door until late. The rooms, the workshop area, the auditorium, the press desk, the rooftop bar, the signs, the chairs, and the wifi when it gave up. Jaume Boix wrote the team brief and rebuilt the roster into four zones mid-week. Anita Beljanina listed every sign and settled the colour of every wristband. Manar Benkraouda, the man in the shadows, kept the tech running for every partner workshop, and still found time to go on stage twice. Les built Nando, the AI that kept the roster and answered the attendees at the entrance. And the others held every shift in between.

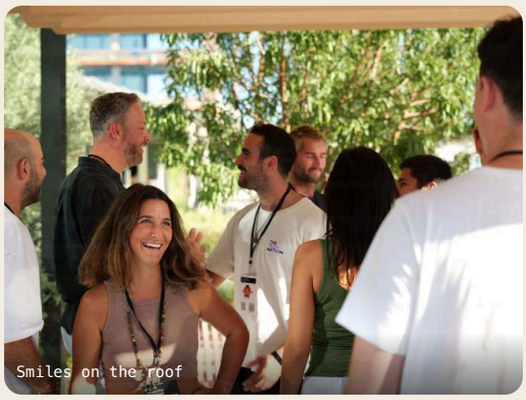
Alba · Alberto · Alex · Andres · Anita · Ara · Carlos Andres · Coralie · Daniel · Dmitrii · Emi · Émilie · Gonzalo · Jasmine · Jaume · Jepser · Judith · Julia · Katya · Les · Maite · Mari · Mariia · Marijn · Massa · Menen · Mey · Mohammed · Oksana · Rafa · Rajas · Roxana · Yas · Yuliia

And everyone who jumped in without being on a roster. Thank you, crew.


Check-in, day one



Cards and badges, before the doors


Smiles on the roof

"There were a LOT of moving pieces, but when everyone pulls together, somehow it all comes to life."

Anita Beljanina
Crew lead

05

What they said

15 lines picked from more than 400 public LinkedIn posts written during and after the week, quoted exactly.

"The Claude Community House in Barcelona this week was a highlight of my year."

Javier Gascón Araujo
Claude ambassador, Madrid

"I was impressed by the quality of both presenters and attendees"

Matt Ford
Documentary filmmaker, founder of Origen Story

"In a week entirely focused on AI, the most important session was to push the machines away and put humans back at the centre of the debate."

Guillaume Thureau
Executive President, Fundación Somos F5

"I'll say it straight: it's the best AI event I've been to so far. And I've been to quite a few, big and small."

Jaume Boix
AI & automation for SMEs, volunteer crew

"What's particularly amazing is what the Claude Community Ambassadors have created collectively."

Ian Moss
AI product engineer

"Genuinely the single best investment of time, and the most useful, practical, work thing I've done in a while."

Benjamin Rhatigan
Founder, Arrival Projects, traveltech

“Everything was well organized, a lot of fun, and it truly reflected Claude's soul and identity.”

Luset Pardo
Head of Sales, Lumoo

“…amazing what you’ve just started here!”

Maria Mora
Director of Innovation, Foment del Treball

“it was a strong reminder of why being physically present in a builder community still matters.”

Rostyslav Brenych
Founder, Brenych Studio

“I honestly think I made more connections in the last 4 days than the entire 6 years I’ve lived in Germany…”

Michael Whelehan
Claude ambassador, Germany

“Everyone is becoming a builder, and the real question is no longer how to ship, but what to ship.”

Gabriel Cardon
4× CTO, leadership coach

“Claude Community Barcelona House is on fire.”

Kristina Talova
COO & co-founder, Lyra AI

“I honestly think this is one of the best ways to bring real training to people and understand where digital business and tech are right now, without paying a fortune for a conference ticket.”

Rafa Romero
AI teacher, founder of speakhapi

“probably the best part of these four days wasn’t any specific tool. it was being around people who are just as excited about technology”

Alina Valova
AI automation builder

“Hoy ha sido un día mágico en el que he tenido el placer de poder interactuar con mentes brillantes que están reconfigurando el panorama empresarial.”

Mónica Lorenzo González
Founder, ōrbita, on the Claude Conversations

06

The week kept talking

More than 400 LinkedIn posts, from the first announcement to the recaps that were still coming in a week later.

400+
LinkedIn posts about the House

146+
different people posting during the event week alone

7,888+
reactions on event-week posts alone

251
posts about the people and the connections made

What the 400+ posts talk about

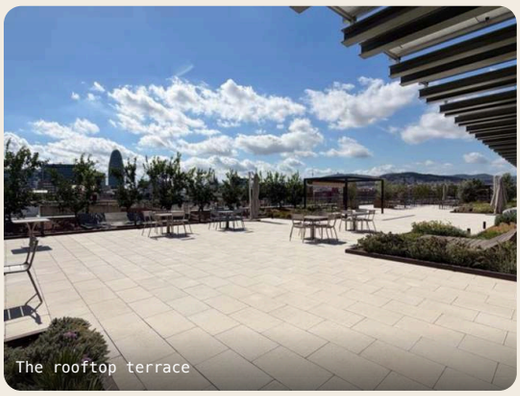
- **251** posts on the people, the community and the connections made
- **172** posts on learning and building hands-on
- **156** posts on the rooftop evenings
- **133** posts on thanking the ambassadors and the crew
- **75** posts on Claude Code, skills and agents
- **65** posts on the human side of AI

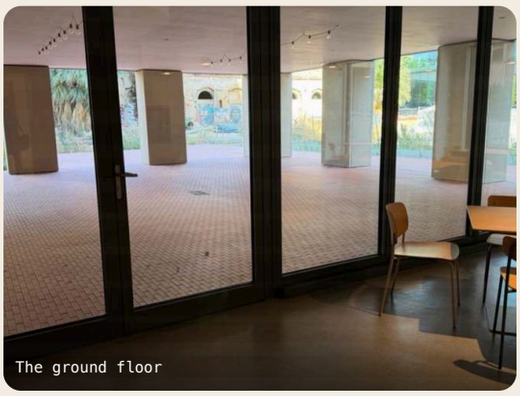
And before the doors even opened, 110+ people had made their own Custom Claude on claudebcn.com.

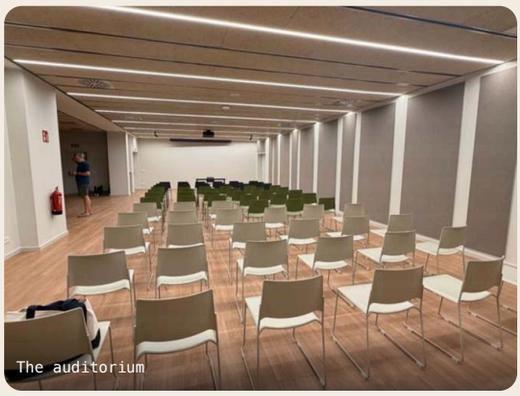
OUR HOME FOR THE WEEK

A building that said yes to a community

None of this exists without a roof, and we had a rooftop. B@B Bilbao 128 opened its doors, its auditorium, its rooms and its terrace to a free, community-run week, and trusted us with all of it. A heartfelt thank you to Gerard Beltri, who believed in the idea from the start, and to Marie-Laure Fenet and the Savills team, who made every day possible, from the lifts and the access to the early-morning doors. You were the best hosts a House could ask for.


The rooftop terrace


The ground floor


The auditorium

FOUR NIGHTS ON THE ROOF

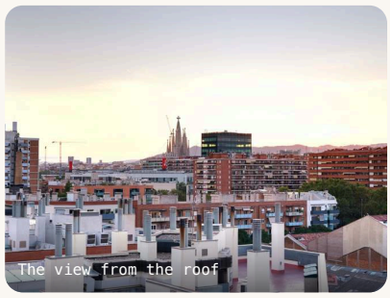
The little things that made the week

Fred Papa (DJ Papa), Guillem and Axel (State of Mind), Victor (SAÈZ) and Selen (Selen Us) on the decks, one night each, with the Sagrada behind them. Volta and Borneta behind the bar. Michel Jimenez and the Maison Nicolas team behind the rooftop bar, wine included. Pastries and viennoiseries from Marie Blachère every morning. Coffee from The Miners and Viktor’s Rex Coffee pop-up, and Jepser’s tasting on Thursday. The Claude Booth by Manapix, which Léone and her team kept printing all week. And Fábrica & Co, who welcomed the Impact Lab.

On the decks at sunset

Claude Booth by Manapix

Coffee, all day


The view from the roof

MADE POSSIBLE BY

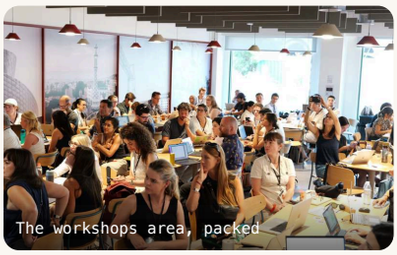
They said yes

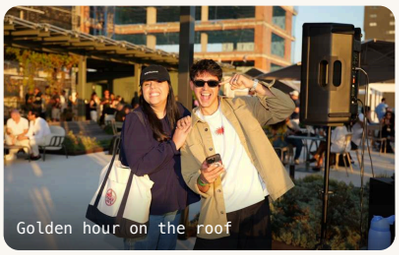
A free, community-run week only exists because companies decided to back it, and people lent us their spaces, their products and their time.

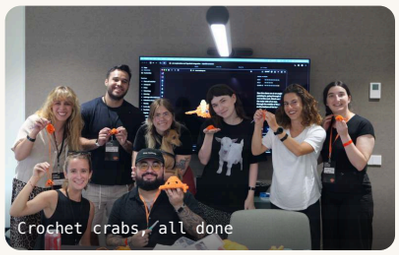
ANTHROP\C
make
softr
PostHog
VONAGE
kairros
THE TECH NATION
alter
Happy Operators
FairMind
the agile monkeys.
savills
B@B · Bilbao 128
LA FABRICA &CO
Miiro Borneta
VOLTA
Moco MUSEUM
togaether
FILIP K
ManaPix
Marie Blachère
MAISON NICOLAS DEPUIS 1822
THEMINERS
Rex Coffee

The album

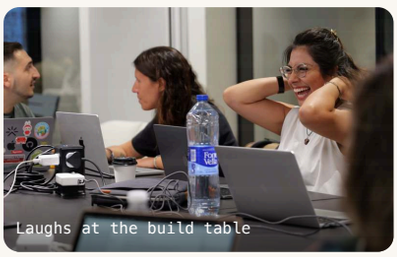
A few of the hundreds of photos taken over the four days.


The workshops area, packed

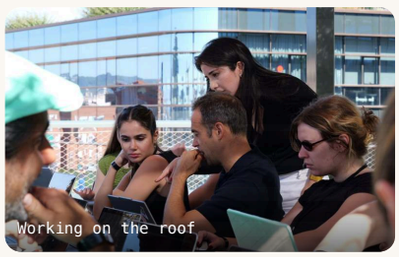

Golden hour on the roof

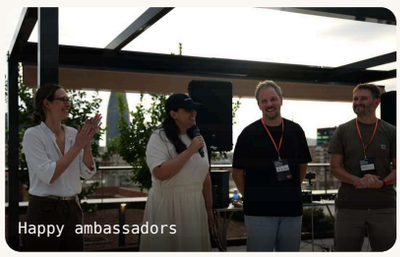

Crochet crabs, all done

The whole roof listening

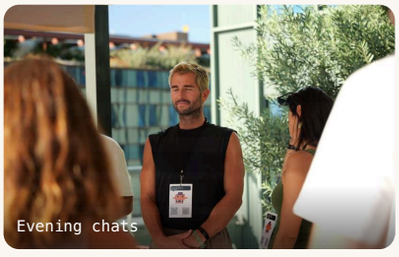

Laughs at the build table

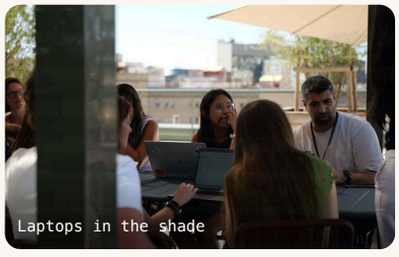
Fireside in the red room

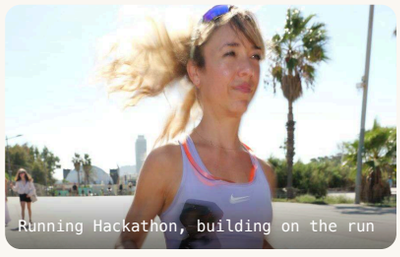

Working on the roof

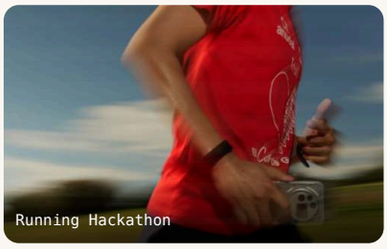

Happy ambassadors

Rooftop workshop


Evening chats

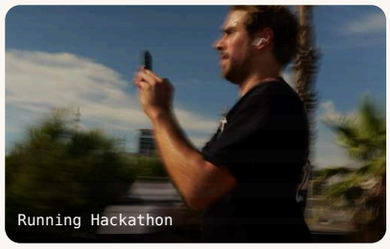

Laptops in the shade

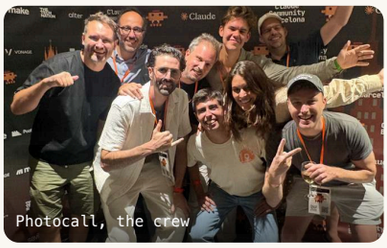

Running Hackathon, building on the run

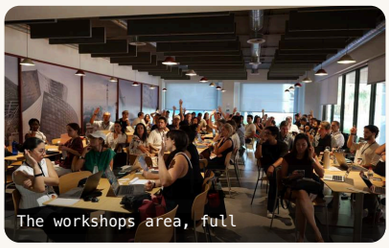

Running Hackathon

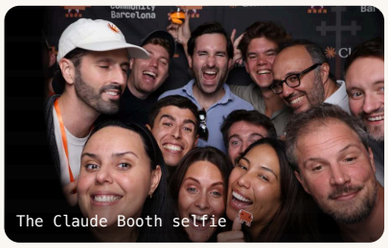
Running Hackathon, on the seafront

Running Hackathon, demos back at the House

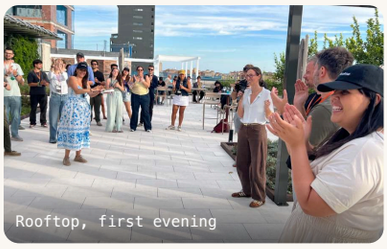

Running Hackathon


Photocall, the crew


The workshops area, full

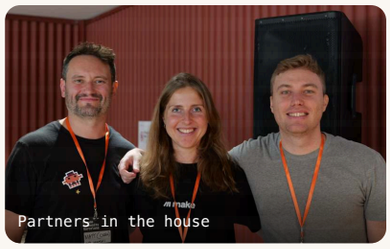

The Claude Booth selfie

Impact Lab, coffee first


Rooftop, first evening

Building with Softr

Closing night, the Torre Glòries behind

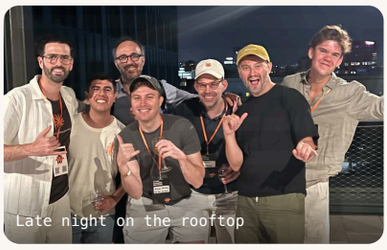

Partners in the house

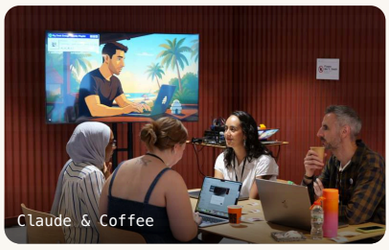
Ambassadors on the roof

Stripe & Claude clinic

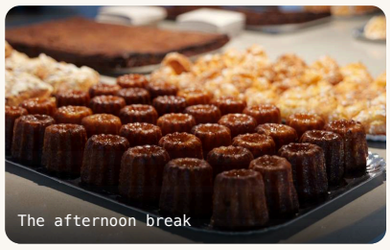
Fireside in the red room

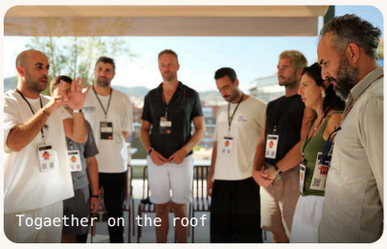
Impact Lab tables

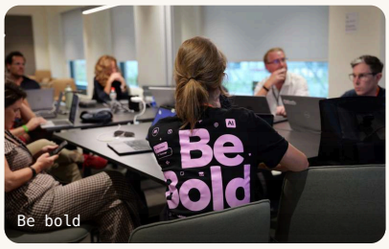

Late night on the rooftop


Claude & Coffee

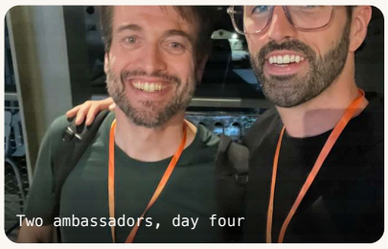
Keep thinking caps

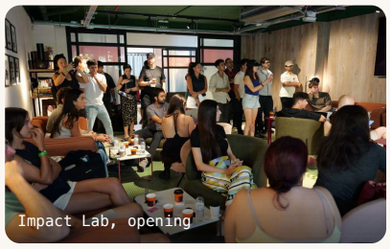

The afternoon break

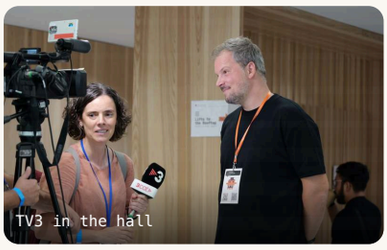

Togaether on the roof

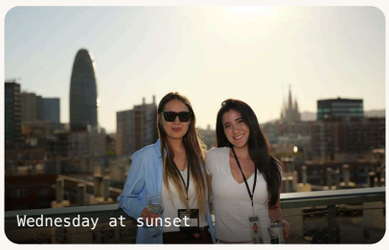


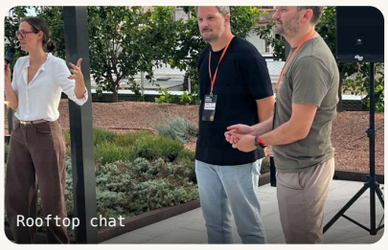
Be bold


Two ambassadors, day four


Impact Lab, opening


TV3 in the hall


Wednesday at sunset


Rooftop chat

Closing night, the thank-yous

And thank you for telling the story

Pol Ducamp and Abel Belarre Conill behind the lens, all week. Ruth Amat, who brought the press to the House. TV3, Catalunya Ràdio and the journalists who came. The 400+ people who wrote about it. And you, who booked, came, sat on the floor when the chairs ran out, and came back the next day.

See you at the next one?

We're already working on it. If you'd like to be part of it again, as an ambassador, a volunteer, a speaker or a partner, just reply to our email. No pressure and no date yet, just a list of people we'd love to build it with.

Fernanda, Matt, Olivier and Jérémie

STAY CONNECTED

Next events

Claude Community
luma.com/claudecommunity

Happy Operators
luma.com/happyoperators

The Tech Nation
luma.com/the-tech-nation

Grid Network
luma.com/gridnetwork

Claude Community Barcelona
on LinkedIn

Organized by Jérémie Benhamou, Matt Roberts, Fernanda Grace Lins and Olivier Legris with the Claude ambassadors. Photos: Pol Ducamp and the community.