

***ELISAVA ACADEMIC  
YEAR REPORT  
2012-13***

# ENGLISH VERSION

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## **PRESENTATION**

Following the customary commitment to publish our report, we once again took stock of the events that shaped the course of the Private Foundation ELISAVA University School during academic year 2012-2013, as well as future projects.

First, it goes without saying that this course continued to unfold within the context of a long, profound recession, which has pushed the entire ELISAVA community to work earnestly and energetically in the school's day-to-day activities. In this regard, I would like to borrow the words of the Director General in his Management Report when he highlights ELISAVA's main activities and accomplishments, which are palpable and irrefutable proof of the tremendous work done this academic year.

Since last year's report we can report on a steep rise in international relations with the aim of boosting the number of international students in our classrooms, as well as increasing ELISAVA's activities with the business world through student projects and academic internships. Likewise, ELISAVA's prototype workshop and laboratories are now housed at the Foundation's headquarters on La Rambla, allowing us to offer all the School's activities in a single venue.

Furthermore, following one of the cornerstones of the Strategic Plan approved by the ELISAVA Board, a set of measures aimed at increasing the quality standards at various levels in the School's organization has been implemented in the ELISAVA community.

As the outcome of ELISAVA's activity, this year its students and alumni won more than fifty awards, confirming our centre's high standing and quality. Examples include the Creativity International Awards, the Red Dot Awards, the "Design for your Product Lifetime" awards granted by Core77, the A'Design Awards, the 2012 Injuve Young Creation Awards, the ADI Medals, the Laus Awards, the Lexus Design Awards and the Retail Design Institute's Student Design Competition organized by the prestigious Retail Design Institute of the United States.

**Jordi Cortada**  
President Private Foundation ELISAVA  
University School

# MANAGEMENT OF THE PRIVATE FOUNDATION ELISAVA UNIVERSITY SCHOOL

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Dean

**Santiago Albert Seseña**  
Managing Director

**Daniel Cid Moragas**  
Scientific Director

**Ricardo Guasch Ceballos**  
Academic Director

**Lluís Mozo Collados**  
Business Development Director

## MANAGEMENT REPORT

ELISAVA reached a historical milestone in 2013: it graduated its first class of students who earned their Bachelor's degree under the model of the European Higher Education Area (EHEA). This is the first graduating class from the Bachelor's Degree in Design, the Bachelor's Degree in Industrial Design Engineering and the Bachelor's Degree in Building Science and Technology. All of these academic programmes fall within the Engineering and Architecture branch of knowledge, which has been in operation since academic year 2009-2010. This success would not have been possible without the efforts of everyone at ELISAVA, including the teams responsible for the programmes, all the teachers and the school staff. Thanks to everyone's involvement, the implementation of these degree programmes was a smooth and successful experience that we can celebrate today.

As the implementation of the dual degree programme is going into effect, for the first time this academic year we opened up enrolment for the dual degree in Design and Industrial Design Engineering as part of the Specific Curriculum (PES). This dual degree covers competencies that are clearly being called for in the business world, which make it the only one of its kind in university design programmes in Spain. Furthermore, this academic year was the last year in which the Bachelor's Degree in Building Engineering was offered at the School, as it has been renamed the Bachelor's Degree in Science and Technology Building.

We are also quite satisfied with the rise in the total number of activities ELISAVA shared with the business world in academic year 2012-2013. Despite the difficult market, both the number of internships for our students and the number of projects in which our students had the opportunity to work in real business situations increased. Also worth noting was the launch of curricular internships. This approach, coupled with non-curricular internships, offers an appealing way for our students to join the worlds of design and engineering before graduation. Overall, the experience was very positive for both students and companies. The graduation ceremony was held on Novem-

ber 6th 2012, a moving ceremony in which alumni from the 1st graduating class in the history of ELISAVA took part (class of 1963). For the first time, the eil Awards were awarded at graduation, a student initiative that honours the best academic record in the entire school and the best Bachelor's Degree thesis in each area of specialisation.

In terms of publications, the institutional book **"ELISAVA 50"** was published as the culminating event in the School's 50th anniversary celebrations. This book will now become the School's calling card. Issue 28 of the magazine **"ELISAVA Temes de Disseny"** was also published under the title of *Speed: Reconsidering time in design*. It examines this area from the urban scale down to product design. Finally, the research project to develop material for the book **"History of ELISAVA"** has gotten underway. The plan is to launch the book in October 2014.

With regard to the adaptation and improvement of ELISAVA's facilities, during the first quarter of the year the new Auditorium and Science and Technology Laboratory were opened, and in line with the policy of continuing to integrate all the School facilities at its headquarters, the investment to transfer Prototyping Workshop from its current location on Pg Colom to the headquarters on La Rambla was approved. The Graphic Workshop was also created in a bid to find a balance between the experimental and educational facets necessary in any university degree programme. It scheduled to open in September 2013.

Academic year 2012-2013 was a time of intensive activities aimed at strengthening ELISAVA's position as an international benchmark school as well as admitting new students in the different degree programmes currently offered here. To this end, an international network of professionals with ties to ELISAVA was created, and we boosted our network of prominent universities in Europe, the Americas, Asia and Oceania which have institutional arrangements to promote student exchanges, teacher mobility and research projects.

Finally, we are pleased that ELISAVA was chosen by the magazine DOMUS to appear in its guide of the top 100 architecture and design schools (Europe's Top 100) in 2013.

**Ramon Benedito**  
Dean  
Private Foundation ELISAVA University School

## TEACHING ACTIVITY

### FORMAL EDUCATION

#### Academic management

Continuing in the spirit of the guidelines set a year ago, and in order to promote the quality of teaching, the objectives of the academic programmes during academic year 2012-2013 were: to encourage imaginative ways of meeting the challenges and imbalances that our technological and post-industrial society poses; to find positions within a global and international framework by placing them in a real social context and to seek ongoing, fruitful contacts businesses and institutions; to encourage precision and technical competence when formalizing ideas; and to incorporate the added value of emotion in both processes and the end result.

#### Implementation of the 4th year of the Bachelor's Degrees and first graduates under the EHEA

One of the most important milestones this year was the graduation first class within the framework of the European Higher Education Area (EHEA). For designers, it is also the first graduating class with university degrees in Spain. This has brought enormous satisfaction to the ELISAVA community as a pioneering design school in the country which has worked hard to make this milestone a reality.

#### Curricular internships

With the implementation of the 4th year of the three Bachelor's Degrees underway during academic year 2012-2013, the courses available were enhanced with electives, and a total of 20 modules with 5 subjects each were added. Curricular internships in businesses were also launched as part of the elective courses. Overall, the experience was very positive for both students and businesses, and the student-company relationship often continued after the strict curricular exchange period ended. More than half of the students in 3rd and 4th year were able to enjoy this opportunity. Particularly in the engineering programmes, this experience continued in the development of Final Degree Projects (TFG).

#### Simultaneous Studies Plan

With the goal of offering unique academic programmes and adding yet another ELISAVA hallmark once student expectations were checked, academic year 2013-2014 will witness the launch of the Simultaneous Studies Plan with the Bachelor's Degree in Design (GDIS) and the Bachelor's Degree in Industrial Design Engineering (GIDI).

#### Revision of curricula

In response to the challenge of constantly improving the quality of teaching, and in order to maintain the proper balance between action and reflection, mainstreaming and honing specific skills, during this year the curricula of the GDIS and GIDI programmes were revised. There are plans to implement these new curricula during academic year 2014-2015, after completing the necessary formalities with the university bodies.

#### Organization of the Academic Area

In response to the demands of the curriculum, the organization of the Academic Area has been strengthened based on the scheme established the previous year. At the beginning of academic year 2012-2013, a new Engineering Project area was added and the Company Internship area was created.

#### Bachelor's Degree in Building Engineering

In the process of concluding the Building Engineering studies, we have succeeded in minimizing the potential consequences of the gradual extinction of these programmes for students. This year there was only regular teaching in the 3rd and 4th year of this programme, while continuing to honour the students' right to quality teaching. The degree that the new graduates will earn reflects the new name of Science and Technology Building.

#### Adaptation Course for the Bachelor's Degree in Design

Access to the new Bachelor's Degree in Design is also possible for graduates who completed the in-house Graduate in Design programme through an adaptation course offered by ELISAVA. So far, two editions of this adaptation course have been held, in academic years 2011-2012 and 2012-2013, with a total of 116 students enrolled, and the 3rd edition is expected to begin in September 2013.

#### Master's Degree in Design and Communication (MUDIC)

The emergence of these new university degrees in Design confers new importance on the Master's Degree in Design and Communication, which is framed as a potential pathway for graduates who wish to pursue an academic and research career in design. Moreover, the 2012-2013 edition of the course welcomed a delegation of 20 students from the University of Alghero (Italy) for two months.

#### Teaching staff

The programme featured training sessions that consisted of lectures on teaching and research methodology, as well as visits to companies to witness new industrial manufacturing processes using advanced techniques. The importance of these initiatives is remarkable and they need to be reinforced. At the same time, during the current academic year the faculty also participated actively in a process called *'Project "Excellence"'*. A *New Sign of Identity*, which sought to find areas where ELISAVA could improve. The findings of these studies are expected to open up avenues of action to carry out the proposed improvements.

#### Network of international relations

Today the balance of student mobility in the Bachelor's degree programmes shows more incoming students than outgoing students. A review of bilateral agreements is underway to adjust them to the reality of the exchanges as well as to the goal of strengthening relationships with certain schools. Regarding teacher exchanges, during academic year 2012-2013 our faculty delivered four presentations at the Oslo Congress organized by the Cumulus Network.

#### Institutional partnerships

Considering our physical proximity and complementary nature of our goals, a close partnership was been implemented with Santa Mònica Arts. Moreover, ELISAVA has been invited to participate in the commemoration of the third centennial, 1714-2014, coordinated by the Institute of Culture of Barcelona (ICUB) and mediated by the Enric Miralles Foundation. The project will be part of the academic programme of academic year 2013-2014.

### Miscellaneous

Bringing the service equipment into classroom teaching (new infrastructures including the Prototyping Workshop, the Science and Technology Laboratory and the Graphic Workshop) will entail added value in the development of student initiative.

## DEGREE IN DESIGN / BACHELOR'S DEGREE IN DESIGN

### General overview

#### 1st graduating class in the Bachelor's Degree in Design

The 2012-2013 academic year marks the completion of the first graduating class in the ELISAVA Bachelor's Degree in Design as part of the European Higher Education Area (EHEA). This is a very important milestone which largely makes up for the historical neglect of design in Spain and finally makes it a university degree on par with other degrees. Many people from ELISAVA have worked to make this possible and deserve our recognition. Therefore, the first graduating class has experienced a new degree programme full of excitement as well as questions, with the deep involvement of the entire team at ELISAVA.

This means that it is a special graduating class which is reaping the benefits of the efforts made and which we hope will become a benchmark for those who follow their footsteps. The students from the two editions of Adaptation Course for the Bachelor's Degree in Design should be considered part of this first graduating class from the Bachelor's in Design.

This Adaptation Course has enabled more than 100 ELISAVA graduates with in-house degrees from Pompeu Fabra University (UPF) to earn recognition of their degrees in the EHEA.

#### Implementation of the 4th year

The implementation of the 4th year of the Bachelor's Degree in Design (GD) meant that five new compulsory subjects were taught, two of them in English, along with 20 new electives grouped together into elective modules. These courses are in addition to those already taught previously during the 1st, 2nd and 3rd years of this degree programme. They signal the final

step in the normalisation of the GD classrooms, where the most prominent features are the balance between creativity and technology, the quality of work and rigor in the results.

For the first time, the 4th year also gave students the chance to do curricular internships, a model in which the students earn credits for the work they have performed at a studio or company. ELISAVA has placed special emphasis on this model, giving each student a tutor to monitor the internships to ensure their academic quality. Consequently, more than 20 students who were eligible for this model did curricular internships in prominent local and international studios and companies. These internships are both an intense experience and an excellent gateway to the professional world.

### Objectives

The GD seeks to fulfil two main sets of basic objectives. The first is the implementation of ELISAVA's simultaneous curriculum with the Bachelor's Degree in Industrial Design Engineering, which will be launched in academic year 2013-2014. This is an opportunity to develop a professional background of enormous interest to the world of design and engineering and to earn a unique degree in Spain. The second is the determination to emphasize the graphic communication facet by establishing relationships with technology centres, art centres and graphic arts workshops in order to broaden the sphere of action and technical resources of this key area within the GD.

### Teaching activities

The main teaching activities that have been promoted in the Bachelor's Degree in Design have been:

- Creative Marathon in December 2012, with the following workshops taught in English:
  - "Your Magazine" with Omar Sosa;
  - "Architectype" with Borja Martínez;
  - "Illustration in Live!" with Iván Bravo;
  - "Move to the Unmovable" with Carlos Pardo;
  - "Goodbye Poster?" with David Torrents;
  - "Paper Dreams" with Wanda Barcelona;
  - "If ... Then. An Introduction to Algorithmic Design" with Nacho Martí;
  - "Feel to Design" with Analogia Design;
  - "Designing with Corian ®" with Claudia C. Carrasco;
  - "Low-Tech Processes" with The Method Case;

- "DIY: Dye It Yourself" with OnLandPro;
- "The best computer is a quiet, invisible servant" with Yanna Vogiazou;
- "The Kinder Egg Super Challenge! \* #" with Emili Padrós;
- "Not Only for Surface" with Hiroshi Tsunoda;
- "Manual Thinking Workshop" with Luki Huber;
- "Scale and Perspective in Drawing" with Joost Kuiper;
- "Making Sense of the Chaos" with Jon Rodríguez.
- A master class series within the Final Degree Project (TFG) course with talks by more than 25 designers and researchers like David Ruiz, Francesc Rifé, Marc Morros, Brosmind Studio, Victoria Garriga, Toño Foraster, Omar Sosa and Gloria Jover, among others.
- A number of teacher training activities were held, including the workshop with graphic designer and typographer René Knip, the workshop with industrial designer Ignacio Urbina and the training course on *Design, Research and Teaching*.

### Final Degree Project

The Final Degree Project (TFG) from this year was the first one within the Bachelor's Degree in Design, and it was beneficial to boost the standards set by the Final Degree Project in the Degree in Design. The team in charge of the TFG worked with high standards and rigor to generate high-quality groups of tutors, to organize a series of lectures associated with the course and to provide students with all the resources they needed. The positive results show the success of the efforts of the students, the teachers and the whole school.

In this regard, it is fitting to recognize the school's efforts to disseminate and promote the TFGs. The many promotional actions included both the organization of a *Degree Show* open to everyone, which presented all the TFGs, and the resources earmarked to participate in international design awards and festivals.

### Research Project

During academic year 2012-13, major results came in the field of research and knowledge dissemination, which is essential to the quality and internationalization of the Bachelor's Degree in Design. They include:

- Publication of the book *Theatres of Barcelona. An Urban Tour*, Raffaella Perrone and Antoni Ramon, published by Alberti.

- Publication of the book *From the Other Side of Things: The Photograph and its Reality*, by Mariano Zuzunaga, published by Amazon.
- First prize at the 31st annual Marqués de Lozoya awards to Xavier Camino for his thesis "Cultural Study of Skateboarding in Barcelona (1975-2010)".
- Exhibition "Against Tàpies", curated by Valentín Roma and Laurence Rassel at the Tàpies Foundation, Barcelona.
- Presentations of papers by Juan Jesús Arrausi, Xavi Camino and Albert Fuster, Marta González and Javier Peña, and Raffaella Perrone at the "2nd International Conference for Design Education Researchers" DRS Cumulus, in Oslo in May 2013.
- Presentations of papers "Céline vs Loos and the American City (1893)" by Ramon Faura, and "Houses and Capsules: (Im) possible Travels to the Future, between Imagination and Technology," by Paolo Sustersic as part of the "Travels to an Architecture" course put on by the International University Menéndez Pelayo Barcelona Consortium (CUIMPB) - Ernest Lluch Centre in Barcelona in June 2013.
- Andreu Balius, Ramon Faura, Ariel Guersenzvaig and Valentín Roma.

## ADAPTATION COURSE FOR THE BACHELOR'S DEGREE IN DESIGN

In the 2012-2013 academic year, ELISAVA offered the second edition of the Adaptation Course for the Bachelor's Degree in Design. The goal is for all students who have earned a Bachelor's Degree in Design (GSD), an in-house degree from the University Pompeu Fabra, since 1995 to be considered equivalent to the graduates of the Bachelor's Degree in Design (GDIS), an official ELISAVA degree which is approved within the European Higher Education Area framework.

A total of 33 students enrolled in this programme, which took place over all three quarters. In the first two quarters, students take the compulsory subjects, and in the third they work on their Final Degree Project. According to the new university system, at the end of the course, the students earn their Bachelor's Degree in

Design from the Pompeu Fabra University (UPF).

During the first quarter of this academic year, the 82 students in the first edition did their Final Degree Project. Therefore, exceptionally this year, these two editions have completed their degrees at the same time.

## TECHNICAL ENGINEERING DEGREE IN INDUSTRIAL DESIGN / DEGREE IN INDUSTRIAL DESIGN ENGINEERING

### General Overview

The main objectives of the course 2012-2013 were:

First, the development of Final Project (TFG) with the synergies of collaboration with companies required to complete achievement of the competencies of the studies.

Second, getting the involvement of companies for operation of curricular practices and quality requirement, seeking the necessary interactions with both the TFG and with the job. This objective has been overcome with a great degree of acceptance by all stakeholders.

Third, carry out the restructuring of degree project area with the mission of guaranteeing the achievement of projective skills as well as the positioning of the three training profiles.

Fourth, establish criteria for the implementation of the double degree, working full mainstreaming with Degree in Design.

Fifth, carry out the restructuring of the Laboratory of Science and Technology in order to give the best service with the equipment and staff.

Sixth and finally, to continue the implementation and monitoring of the development of the modules of the diploma elective subjects, applying the correction factors that makes the experience and results achieved during 2011-2012.

As new, emphasize the incorporation of the following programs for the better development of teaching: Creo Parametric 2.0, KeyShot and Qucs.

### Activities

#### Security workshops

With the aim of providing students with a broad overview of all the factors involved in product development, these sessions focused on per-

sonal safety in the field of transport and/or sport. The presentations given were as follows:

- *Sport practices in a risk society*, by Ricardo Sánchez Martín, anthropologist and professor of sport and physical activity sociology.
- *Communicating safety*, by Oriol Francàs, strategic director of Igriega Grupo de Comunicació.
- *Safety conditioning factors in the product project*, by Sergi Ferris Carbonell, CEO of SAfeDsign.
- *Safety clothing and gear for motorcyclists*, by Marco Greco, Garibaldi Nolangroup.

### Lectures

- Ramon Benedito, ELISAVA Dean: *Development of a packaging solution for a multinational company's cosmetic product*
- Carles Masgrau technical director at Comexi Group Industries Laminados y Recubrimientos: *Laminates*.
- Eva Minguella, founder of Eva Estudio de Diseño: *Branding*.
- Agència Catalana de Residus (ARC): *Eco-design, waste prevention criteria, the use of recycled material and improving recyclability*.
- Hug March, researcher of urban transformation in the knowledge society.
- Manel Petrel, director of the Institut Català del Suro: Research and design with cork for discovering new applications.
- ENRECO 2000: *Inerting and reevaluation of waste*.
- ACERINOX: *The types, properties and case studies of stainless steel designs*.
- VISENDUM: *Microcomposite technology wood*.
- CETIB (Industrial Engineers Association of Barcelona): *The role of the Bachelor's Degree in Industrial Design in the overall engineering framework*.

### Exhibitions and exhibition workshops

- Organization of the *Engineering and design for small wind energy* exhibition at La Fàbrica del Sol and the Centre Cívic Can Déu in Barcelona.
- Participation in the Festival of Science and Technology 2013, with the workshop exhibition *Smart city solutions*.
- Seminar on *Eco-design and Smart Materials: Materfad-Showroom*. FAD/ELISAVA.



### Guided tours to companies and exhibitions

During the academic year several visits have been organised to companies, institutions and events such as, among others, the Museum of Ideas and Inventions in Barcelona (MIBA), Materfad (FAD materials centre), NEXUS PROJECTES, Roland DG Iberia, MeadWestVaco Calmar S.A., Cideyeg, Tesem, CIM Foundation, CRV (Virtual Reality Center of T-Systems Iberia), CONSTRUMAT 2013, EXPOSÓLIDOS, or exhibitions in the CaixaFòrum, Palau Robert and La Pedrera.

### Hands-on internships

The 3rd year students of the Materials module enjoyed hands-on internships at the Centre Català del Plàstic (CCP) and the Laboratory of Electronic Microscopy and Characterisation of Materials, at the Technical University of Catalonia (UPC). Students have also undertaken ELISAVA internships in the Laboratory of Science and Technology, in the Workshop and in other areas depending on the subjects taken.

### Training for teachers

Teachers conducted the training course *Visits to companies. Industrial manufacturing processes*. They also visited companies working in manufacturing processes (rotational moulding, over-moulding, production with composites, etc.) at NEXUS PROJECTES, FALGAS, Virutex and ARTYPLAST ROTACIONAL, among others.

### PFE and Curricular Internships

This year 23 types of projects have been undertaken involving interaction with companies, including 32 curricular internships with 23 companies. Cooperation agreements have been signed in the framework school studies for the development of projects and workshops with: COMEXI GROUP, AGBAR-AQUALOGY, GASOL ELECTRIC CARS, INPROMEDICA, NATURAL MACHINES, SAFE DESIGN, SMART DESIGN, VERTICAL FARMING, B BRAUN, IMC Toys, ETSEIB. The development and growth of the quality of internships and projects carried out with companies — demonstrating the trust these entities have in the School — carries forward into next year.

### Research

Research is an essential tool for generating knowledge. Efforts has been made to bolster

research into materials and design in various lectures and publications:

#### ▪ Lectures

- *Nanomaterials for a paradigm shift in current design*. Lecture at the Fourth BID Meeting of education and design at the III Latin American Design Biennial in Madrid, by teachers Jessica Fernández, Marta González and Javier Peña.
- *Skills training experience in material selection for product conceptualisation and development* in the RED-U Conference on *Competencies in higher education: the case of engineering*, organised at the European University Institute (EUI), by Marta González and Javier Peña.
- In the framework of the 2nd International Congress of Researchers in Design and Education in Oslo, organised by the Akershus University College of Applied Sciences (HiOA), the following presentations were given: *Materials Selection: from technical to emotional material properties*, by Marta González and Javier Peña; and *Relating creativity, fantasy, invention and imagination: studying collective models of creative collaboration from Kindergarten to University Degrees*, by Raffella Perrone.
- *Piezoelectric Materials*, by Javier Peña, in the Building Solutions Congress held at Barcelona in 2013.

#### ▪ Publications

- González, M.; Peña, J. "A low elastic modulus Ti-Nb-Hf alloy bioactivated with an elastin-like protein-based polymer enhances osteoblast cell adhesion and spreading". J Biomed Mater Res A. 2013 Mar; 101(3):819-26.
- González, M.; Peña, J. "Materials Selection: from technical to emotional material properties. Proceedings from the 2nd International Conference for Design Education Researchers, 2013, Oslo, Norway"; 3:1584-1597.
- Perrone, R. "Relating creativity, fantasy, invention and imagination: studying collective models of creative collaboration from Kindergarten to University Degrees", in "Proceedings from the 2nd International Conference for Design Education Researchers, 2013, Oslo, Norway"; 3:1680-1693.
- Arciniegas, M.; Peña, J.; Gil, F.J.; Manero, J.M. "In vitro response of preosteoblastic MG63 cells on Ni-free Ti shape memory substrates". J Biomed Mater Res Part B. 2013.

- Javier Peña. "New materials and their importance for opening up new parameters for the industry: a new economy". *Revista econòmica de Catalunya*, ISSN 1135-819X, N.66, 2012, pp. 104-107.
- Peña, J. "Materials with sense and sensibility". In: *Environment. Diseño de interiores*. Valencia: Sedemà, 2012. ISBN 978-84-939084-4-7.

## TECHNICAL ARCHITECTURE / BACHELOR'S DEGREE IN SCIENCE AND TECHNOLOGY BUILDING\*

### General Overview

The fundamental objectives of the 2012-2013 academic year focused implementing the fourth year and the Final Degree Project in Science and Technology Building (DSTB), while the Technical Architecture programme was being managed and closed and thus centred on the Final Degree Project.

### Implementation of the fourth year of the DSTB

In this academic year, the topics covered were from the fields of rehabilitation, management and new technologies. They were reinforced by the extra feature of interaction with the Design and Industrial Design Engineering programmes in the same academic setting, which expanded students' scope of professional action and allowed us to introduce subjects taught in English.

In the second quarter, curricular internships were held for 100% of the students in various companies in the fields of engineering and architecture, as well as at research centres, such as PAUS Research Centre of the Polytechnic University of Catalonia, the ELISAVA Digital Architecture Group and AUS, the College of Architects of Catalonia.

In our complex professional world, the international and transdisciplinary nature of this programme has come to the fore as a unique feature of this programme compared to its counterparts in Spain. For this reason, we participated in the 2013 Workshop on Building with Sustainable Resources from the ERASMUS Intensive Programme (IP), funded by the Directorate General of Education and Training of the European Commission and held at Seinäjoki University of Applied Sciences (Fin-

land) along with 7 other European universities.

For academic year 2013-2014, the Directorate General of Education and Training of the European Commission has approved the implementation of the ERASMUS IP at ELISAVA, which will focus on Urban Regeneration.

### Visits and Lectures

- Site visit to the Pavilion of Hospital de Sant Pau, which is currently having its finishes and building systems recovered and restored and new applications implemented. This visit spurred a reflection on Domènech i Montaner's contributions to and architectural innovations in hospital architecture.
- Site visit to the Mercat del Born, interior design phase. We received a photographic and graphic explanation of the process of restoring and adapting the building to new uses.
- Site visit to the Sagrada Família: pinnacles and temple roofs. Guided tour by the chief architect, with a lecture on how Gaudí's architecture was generated and created.
- Visit to the construction site of 47 homes with 4 basement car parks on the corner of Escorial and Camèlies streets. Construction of the foundation with micropiling, ground anchoring and support on the walls of the adjacent buildings.
- Visit to the El Prat desalination plant and photovoltaic panel located in El Prat de Llobregat and Barcelona's Forum, respectively.
- Visits were also made to LAMP Lighting, the "Can Fabra" Ignasi Iglesias Library and the company ENCOFRATS ALSINA in Montcada i Reixac, and students participated in the assembly of Lima House in Sant Cugat del Vallès with Joan Sabater.
- Lectures were held by Jordi Garces (Carrer del Sucre Housing) and Francesc Bacardi, who spoke on homes in industrial areas.

### Final Degree Project

The Final Degree Project focused on research into the rehabilitation of existing buildings, bringing new professional fields such as sustainability into buildings, new models of habitat and architecture, management and inclusion of new industrial processes, materials development, etc.

ELISAVA's proposal was to rehabilitate and upgrade the homes in the Can Fabra building with the advice of expert supervisors in structures, installations, building techniques and sustainability. This is an industrial building

built in 1838 and located in Barcelona's Sant Andreu district.

The project aimed to rehabilitate the building while retaining its fundamental elements, structures and envelope, but adapting them for residential use. The functional programme consists of commercial spaces and entrances to the homes on the ground floor, as well as one- or two-bedroom and two-storey apartments on the other floors. For the homes, students had to bear in mind the appropriate use of the space for users who have to be defined. The project therefore had to be approached as an open process that could be changed and could allow future users to modify it according to their needs.

The aim was to overcome the outdated stereotype of conventional housing designed for standard nuclear families, which is not suitable for the changing situations of the new ways of life. The proposal had to combine quality aspects along with the use of the material and financial resources available to publicly subsidised housing, as well as ensure efficient, affordable upkeep.

In addition, students also developed the following topics:

- Wood construction techniques following the Mediterranean tradition, made with the advice of the company PROHOLZ (Austria).
- Fuel poverty and improvements in energy efficiency as part of the RELS PROJECT held under the supervision of the architect Jordi Claret Martí at ETSAV (UPC).
- New building technologies using biometric, parametric and mathematical design held under the supervision of architect Jordi Truco.
- Health and habitat: "Habisalutómetro" (habitat health metrics) held under the supervision of architect Toni Solanas.

\*The Bachelor's Degree in Building Engineering has changed its name for Bachelor's Degree in Science and Technology Building.

## MASTER'S DEGREE IN DESIGN AND COMMUNICATION (MUDIC)

### General overview

During this academic year, the fifth edition of the Master's Degree in Design and Communication (MUDIC) was offered as part of the official programme of the Postgraduate Diploma in Mass Communication in the Department of Journalism and Media Studies at the Pompeu Fabra University (UPF).

The MUDIC is the first official Master's Degree in Design in Spain. Aware of this fact, ELISAVA has wished to elevate the status of this degree by introducing updates such as:

- Reviewing the curriculum and preparing for it to be validated by the UPF's Centre for Teaching Quality and Innovation (CQUID) as a preliminary formality for the verification process to be validated by the Agency for Teaching Quality, AQU-ANECA.
- Incorporating innovative teaching methodologies that arose from the DRS Cumulus International Congress 2013 held in Oslo, as well as updated content in innovation and entrepreneurship.
- Reviewing, monitoring and updating teaching plans for each course.
- Tutoring. Academic coordination has been monitoring the performance of individual students during the academic year, including a report for the final evaluation of their results.
- Public presentation of the Final Master's Degree Projects.
- Drafting the minutes of the meetings held between management of the Master's Degree, Academic Management, Academic Coordination and the services that are in direct contact with the student body.
- Workshops with the scientific committee that covers the management of the Master's Degree.
- Proposal to set up inter-university exchange agreements. At the international level, this will be conducted with the group Civic City directed by Ruedi Baur.
- Activating and monitoring extracurricular internships in companies and institutions.
- Drafting an exclusive promotional brochure for the Master's Degree.
- The *2012-2013 YearBook*, which in-

cludes a compilation of the Final Master's Degree Projects that have been submitted in this edition. A promotional video is in the works which will include a selection of projects.

- Developing a "teaching guide" for each course which contains the teaching plan broken down to outline the essential concepts of the projects to be undertaken.
- Including faculty with PhD's (six new members) in both the seminars and master classes. Participation of 33 professors with PhD's out of a total of 56 direct participants, in addition to 12 guest professors.
- 6Q Report (6 quality evaluation sections), aimed at annual the quality control required by the UPF in order to validate the continuation of the MUDIC programme.

#### Activities

The teaching has combined lectures with practical seminars, specific workshops, mentoring, project tracking, and finally presentations of the Final Master's Degree Projects: a total of 17 individual projects.

In this edition, specific material has been published to track the specialisation modules. To this end, Jordi Cano's "The CB&CB&CB 1.0 Method" was published in a limited edition as a bedside book for Art Direction.

The MUDIC, together with ELISAVA's Master's Degree in Design and Art Direction and its Master's Degree in Advertising Design, issued 1,000 copies of "Ruedi Baur Design in Question", a proposal by the French-Swiss designer in conjunction with Vera Baur Kockot, Jordi Cano and ZHdK Design2context Institute Zurich. This publication sprang from the desire to question the discipline of design and reflect on what it can contribute to our society. Based on the installation that Ruedi Baur himself set up in the school's lobby, more than 1,000 questions were collected from hundreds of designers from 23 countries.

#### Course Development

We conducted a series of actions in response to the requirements of the Agency for the Evaluation of Educational Quality, AQU/ANECA, such as course evaluations, satisfaction surveys and quarterly monitoring. We also followed up with the students doing extracurricu-

lar internships, where we managed and tutored 12 placements in companies and institutions.

In this year's edition of MUDIC, the management and scientific committee are preparing the curriculum reverification in order to pass these agencies' five-year review process.

#### Extracurricular activities

Regarding visits to fairs and exhibitions, our students have visited the Graphispag Digital Fair, the Capellades Paper Mill Museum, the materials library of FAD (MATER) and the company Sabaté Print Everything.

A collaborative exhibition was held at ELISAVA entitled "All My MUDIC", which brought together five generations from the programme. After the exhibition, creative pieces were exchanged between the participating students and alumni.

#### International Outlook

An orientation course was held for a group of 19 students from the University of Alghero (Italy), the outcome of an interuniversity agreement. The students participated in organized activities and engaged in direct contact with MUDIC techniques and methodologies. The result was an exchange of personal and teaching experiences that was very positive for both groups. In October, the MUDIC management will participate in the closure of the Master's Degree by evaluating the projects undertaken by these students.

With regard to international mobility, the MUDIC management held an Erasmus programme exchange with the *Instituto Superior de Educação e Ciências, ISEC*, of Lisbon.

Members of the MUDIC management participated in international conferences and congresses, including the Second International Conference on Design and Graphic Arts held in Lisbon and the 2nd International Conference for Design Education Researchers held in Oslo.

MUDIC has participated as an organizing member and a member of the scientific committee of 2CO, the 1st International Conference on Info-animation, Infographics and Data Visualization, which will take place in Sardinia in October 2013, where two papers by MUDIC managers and alumni will also be presented.

#### Institutional Contacts

During academic year 2012-2013, direct contacts were made with several UPF departments: with the Vice President for Postgradu-

ate and Doctoral Programmes in order to get ELISAVA included in the meetings of official Master's Degree programmes from the affiliated centres, and with the Institutional Information and Outreach Unit to get ELISAVA included in the university's open houses and other promotional activities. The MUDIC management also attended the POP committees that examine issues related to official Master's Degree programmes, as well as the sessions scheduled by the UPF in the "New Research Committee". Several ELISAVA representatives have assisted de Doctorate School Sessions organised by the UPF.

Regarding partnerships with other universities, exchanges were established with: the University of Vigo (Master's Degree in Advertising Art Direction), with which it shared the second interuniversity project and organized a faculty exchange for both Master's Degrees, and the Higher Institute of Education and Sciences of Lisbon (Portugal). We are currently engaged in a series of contacts with European schools that offer interuniversity Master's Degrees similar to MUDIC: the MFA at UIC/HGK with the University of Illinois at Chicago, and the *Hochschule für Gestaltung und Kunst* (Basel School of Design) (Switzerland). Initial contacts are underway for future exchanges with the *Politecnico di Milano* and the *Universität für Angewandte Kunst* in Vienna. Exchange options are also being explored with the University of Arts and Design, MOME, in Budapest, with the Department of Design at the University of the Pacific in Chile, with the University of the Isthmus of Guatemala and with *Novosibirsk* in Siberia.

## BACHELOR OF ARTS IN DESIGN. TOP UP IN DESIGN

This programme is aimed at high level professionals from the entire Spanish state who wish to update their knowledge by enhancing and increasing in-depth studies covering the new challenges arising in design: design focused on the user, broad-based knowledge in different scopes pertaining to professional practice in design, research methodology in design and other related creative industries. The third edition of this programme was held in academic year 2012-2013, and it will conclude in September 2013.

#### Overview

- The sections added in the 2nd edition, namely the *Personal Journal* project and a module on *Design Research Methodology*, showed positive results and helped to introduce students to researching, choosing and analysing information.
- The *Design Research Methodology* module, in which students write a short introductory article to design research, was revised for the 3rd edition of the programme.
- Students in the 3rd edition submitted their Final Degree Projects (PFE), which will be evaluated by a jury in September 2013.

The course is proving very successful for teachers and students in both editions, who have repeatedly expressed their commitment to and satisfaction with the programme.

#### Teaching activity

This academic year, two modules were taught:

- Module 3: This course aims to introduce students from the Top-Up BA to the scholarly knowledge and methodology of the social sciences, with a special emphasis on research in design and other creative industries, such as advertising, crafts, television, etc. The specific outcome takes the guise of an article written by each student.
- The Final Degree Project (PFE) is aimed at performing a professional study, intervention or innovation. This project is the most elaborate, specific piece made by students and is a key part of their resumes.

In its latest assessment, the University of Southampton gave this programme very high marks.

## LIFELONG LEARNING

### MASTER'S DEGREES AND POSTGRADUATE DIPLOMAS

#### AREA OF SPACE DESIGN AND ARCHITECTURE

##### Master's Degree in Advanced Design and Digital Architecture

##### Postgraduate Diploma in Biodesign

##### Laboratory

##### Postgraduate Diploma in Computational Design Laboratory

The Master's Degree in Advanced Design and Digital Architecture is a programme poised to become a leader in the international arena in the research and generation of contemporary architecture and computer-based design proposals.

To reinforce these intentions, relationships have been established with other universities with similar courses, such as TU Delft University (Hyperbody Research Group), with which a workshop was held in Delft with the participation of students from both programmes. The actions aimed at strengthening the internationalization of the programme for next year's edition include an agreement to hold a similar gathering with the students from the Architectural Association in London, and efforts are underway to organize a workshop in China.

The course, which is offered entirely in English, has students enrolled from a wide range of countries, including Iran, Turkey, Syria, Jordan, Venezuela, Mexico, Pakistan, Puerto Rico, Ukraine and Slovenia, among others.

The course ended two years ago with the design, manufacture and assembly of PARASite, a life-sized prototype. This project stood out for its resolution and research. The Master's Degree aims to continue designing and manufacturing this kind of prototype at least every two editions to further spotlight its position at the vanguard of the discourse that it promotes.

The overall assessment of the academic year was very positive. It generated a considerable theoretical legacy and addressed the research concerns which are a priority for the Master's programme. The programme is clearly in the midst of a qualitative evolution in both its content and training.

#### Master's Degree in Retail Space:

##### Retail Design

##### Postgraduate Diploma in Retail Design.

##### Design and Space: Shopping

##### Postgraduate Diploma in Retail Design.

##### Design and Concept: Branding

In academic year 2012-2013, ELISAVA won first prize at the international student competition organized by the prestigious Retail Design Institute in New York with the project submitted by the students in the Master's Degree in Design of Retail Space entitled "Farm Food" (see page 231). The the project "Create your own Spring", a design of the showcase for the Sony Store Barcelona, also won a Barcelona Top 10 prize sponsored by Barcelona Tourism (see page 231). The Master's Degree also carried out other projects with companies such as designing the window dressing inside the Biosca & Botey store (see page 222) and two retail spaces as part of REC 0.7, an event featuring ephemeral retail spaces held in Igualada every year (see page 223).

This Master's Degree aims to train to students taking classes in the professional world of retail design (retail spaces), with a concentration on those issues that involve or come into play in the design process. The philosophy of the course views Retail as a fully multidisciplinary discipline in which practitioners have to learn the entire body of knowledge in all the fields involved. Extra tutoring in project monitoring is offered in this course as a supplement.

The kinds of students who are interested in this programme are highly varied: from architects, interior designers, industrial designers and a handful of graphic designers to marketing professionals and even technical architects, all of whom are keenly interested in retail design and the new market trends. Some of the students have experience in the professional market, though no specific prior training, and they take the course to gain the theory behind their jobs.

During the Master's Degree, the participants prepare an action plan related to retail based on the different thematic learning modules. Furthermore, the programme is increasingly emphasizing research and sustainability, areas that have experienced a growing demand from consumers, who are asking for more buying experience and brand values. The programme ends with a global project that covers all the knowledge acquired during the Master's Degree. All the projects are done in multidisciplinary groups so that students learn to

work in teams, a basic feature of a field such as retail. The projects must be presented in public, a basic requirement in this field. Each supervisor and professor tracks the project with the groups to keep the work within the parameters set by both the heads of the Master's Degree and the company's briefing.

**Master's Degree in Interior Design  
Postgraduate Diploma in Interior Space.  
Private Perimeters  
Postgraduate Diploma in Design  
of Work Space**

The Master's Degree in Interior Design is structured around two visions focusing on domestic space and the design of work environment spaces.

Students of the Postgraduate Diploma in Interior Space. Private Perimeters have developed a contemporary interior design project for one of the apartments in La Pedrera, the modernist building by famous architect Antoni Gaudí. The project coincides with the centenary of the completion of this building, and is the result of the cooperation agreement signed between the CatalunyaCaixa Foundation and ELISAVA (see page 223).

Working on a historical building of such historical, social, typological and architectural uniqueness, beyond being a significant interior design project for the student, has also become an exercise of research and reflection on contemporary interventions in spaces of indisputable cultural value.

This programme has attracted the participation of frontline companies and brands in the field of interior design, such as Valentine, Arpa and Cricursa. High-profile professionals have given lectures in which they have expressed their vision and have shown their vanguard work. These include architects Thomas Lussi and Marià Castelló, interior designers Marcos Catalán and Isabel López, critic Anatxu Zabalaescoa, colour specialist Glòria Jover and award-winning illuminator Maurici Ginés. Students in the program have also gone on guided visits with the creators of interior design projects, which have been widely published in international journals.

The blog [www.perimetres.elisava.net](http://www.perimetres.elisava.net) lists these activities, which may also be followed on [www.facebook.com/PostgradoEspacioInteriorElisava](http://www.facebook.com/PostgradoEspacioInteriorElisava). A collection of images can be seen on <http://pinterest.com/perimetros/>.

In relation to the Postgraduate Diploma

in Design of Work Space, this year we have consolidated the main aspects of the academic organisation of the course through a module-based thematic distribution, with hands-on exercises for each ("Criteria for Rational Planning", "Functional Devices", "Corporate Interior", "Ergonomics", "Equipment System" and "Inner Perception").

The final office implementation project in a given space took place in the Agbar Tower. On one hand, students have made alternative proposals to the standard plan layout to address new behaviors within the workplace, considering that the the point of exchange and productive meetings in modern offices focus on workers' increasing mobility. Proposals have also been made for making the dome of the tower functional, focusing on turning it into a setting for more or less informal meetings (see page 221).

To underscore the interest in current affairs, high-profile lecturers such as Sevil Peach, Manuel Zea and Mariano Martín, among others, have participated. Visits were also organised to various landmark buildings (Agbar, Media-Tic, last generation LoftCowork interiors) and sector manufacturers (Dyna Möbel, Interface). Speakers for the course have included companies such as Agbar, Philips, Flos, Miralmagen and IOR Consulting.

The summary of these activities can be found on the blog [dedt.elisava.net](http://dedt.elisava.net) and on [www.facebook.com/coordinador.dedt](http://www.facebook.com/coordinador.dedt). This is the second year that both pages are operational, and they have intensified the publication of reference texts, course exercises and activities.

**Master's Degree in Design  
and Architecture  
Postgraduate Diploma in Design, Image  
and Architecture  
Postgraduate Diploma in Design,  
Environment and Architecture**

The edition of the Master's Degree in Design and Architecture in academic year 2012-2013 was characterised by a continuation of its educational objectives.

The Postgraduate Programme in Design, Image and Architecture once again held several workshops linked to companies and institutions, such as the Film Library of Catalonia, for which it developed a communication strategy that linked it up with other associations in the Raval neighbourhood and its social milieu. In the final project, we analyzed the industrial colonies of the Llobregat, specifically Cal Pons

in Puig-Reig, in conjunction with the town hall, the Barcelona Provincial Council and the Llobregat River Park Consortium.

As part of the class, priority was placed on offering training that focused on research and action, leading to immersion education with interview sessions with users and technicians and guided tours to companies and institutions, along with sessions featuring outstanding professionals like Marco Ferrari (DOMUS magazine) and Domenico di Siena (Urbano Humano). Worth noting are the "augmented reality" and "digital production" workshops with CNC machines, both of which hold great potential in the field of architecture and design.

In turn, the highlight of the Postgraduate Diploma in Design, Environment and Architecture was the launch of the second consecutive *Master's Degree in Design and Architecture Yearbook. Transmedia Communication and Design Ecostrategies*, with the new feature that the students handled the publication's production and sponsorships (El Tinter, Agfa, Antalis) themselves. The book, an exemplary case of self-management, investigated the concept of ecopublishing, in addition to bringing in augmented reality (Aurasma) and publishing the best student research projects and papers.

With regard the case studies examined, visits were made to key buildings accompanied by their designers (university residence at the Polytechnic University of Catalonia by Harquitectes+Datae with Coque Claret, La Fábrica del Sol, the Waldorf School and Guiu House by Bestraten-Hormias, and the ICTA by Harquitectes+Datae, etc.).

In the "Green Industrial Architecture" workshop, the focus was on contact and convergence with the industry. We worked in tandem with INEDIT to analyze and improve Barcelona's Green Ecopoints, with Retecork to innovate in the use of the Ecopoint material, and with Betahaus and Ludàlia to design and build plant-covered stands on a 1:1 scale in their social space.

The 2nd edition of "SensiteLab" was also held, a final project focused this year on "La Baells" (power station and reservoir in Cercs) in conjunction with the Berguedà Development Agency. The students' final presentation was conducted as part of the La Baells Festival, where the local people gathered to vote on what they considered to be the best project.

The blog of this Master's programme ([www.mag-da.eu](http://www.mag-da.eu)) reports extensively on all these activities.

**Master's Degree in Design  
and Habitat  
Postgraduate Diploma in Strategic Habitat  
Design: Mobility and Temporality  
Postgraduate Diploma in Eco-habitat  
Eco-efficiency Housing Design**

The Master's Degree in Design and Habitat, which examines the notion of habitat and seriously considers its socio-efficiency and eco-efficiency facets, revolves around real-life practice in the issue of housing with regard to the new requirements of sustainability, environment and livability.

Now in its third year, the Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality (HEMT) focused on the socio-efficient goal of anticipating (designing) an amortizable future for a block of flats used as university housing in Barcelona's Eixample district by establishing a shared, self-maintained housing network with a high capacity and low cost.

The theoretical portion of this project, a perennial part of post-graduate programmes, reviewed existing and now-defunct residential structures, including hotels, housing and college campuses.

In addition, a procedure that ran counter to the norm led to an up-front commitment to the immediate environment and materiality, places where the traces of everyday actions and movements are left.

In line with the programme's commitment to socio-efficiency and historical responsibility, a possible alternative, efficient new use was proposed for a building at the risk of being demolished located next to the University Pompeu Fabra (UPF) central campus and built in 1888 following the strict parameters of 1859 the Cerdà Plan. It is a clear testimony of another era that was extraordinarily important for Barcelona.

The Postgraduate Diploma in Ecohabitat was devised by integrating and developing sustainability strategies at city and building level and in the rehabilitation of multi-family housing, with social and energy vectors acting as the strategic drivers. During the academic year, three projects were implemented with the corresponding sustainable design workshops. They all used quantitative and qualitative assessment tools and sustainability indicators.

First, proposals were submitted for the ecodesign of a multipurpose space for the 2013 EME3 open competition in its "Built it!" category. This design was for the Barcelona

City Council's Fabra i Coats cultural space and had the support of companies like Transició Sostenible and Inedit Innova. Secondly, the Wastenity furniture was made from recycled material for the Betahaus space in the district of Gracia in conjunction with the Ludàlia Foundation.

Likewise, the final degree project in this postgraduate programme focused on the rehabilitation and transformability of a publicly subsidised block of flats managed by the Housing Agency of Catalonia in the Zona Franca district, which was to be transformed into a new centre for the Arrels Foundation, which cares for homeless people in the city of Barcelona. Students performed an urban and social-ecological analysis of the existing building and established innovative eco-efficient and socio-efficient design strategies for the future building.

They also examined real case studies through several visits to blocks of flats by different architecture studios such as H arquitectos, Coque Claret and Dani Calatayud, Pich-Aguilera, Antoni Solanas, Lluís Grau, Bestraten-Hormias, the LOW3 and Eco buildings for the Solar Decathlon contest and Compact Habit system, among others.

Visits were taken to the rehabilitation currently underway of the housing stock run by the Catalonia Housing Agenda.

**Postgraduate Diploma in Set Design**

In this first edition of the new Postgraduate Diploma in Set Design, two conclusions were reached: first, ELISAVA has the potential to train designers specializing in the Performing Arts, and secondly, the leading organizations, institutions and companies in this sector are willing to play an active role in achieving a first-rate academic programme. The National Theatre of Catalonia (TNC), the Gran Teatre del Liceu, the Nau Ivanow, the Auditorium of Sant Cugat, the Minoria Absoluta production company and the company Focus (the main partner) all contributed to making the course both dynamic and professional.

They offered a variety of academic activities which enabled participants to broadly explore the potential of the sector.

First-rate professionals shared their experience and knowledge in small classes where close contact was the key to discovering and learning more about the field. Sergi Belbel, the director of TNC; Esther Alonso, the art director

at Minoria Absoluta; Jaume Bernadet, the artistic director of Els Comediants; the set designers Sebastià Brosa, Lluís Danés, Max Glaenzel, Alfons Flores and Eugenio Swarczer; the sound space designer Mateu Roc; the scenery builder Jordi Castells; the Oscar-winning DDT Efectos Especiales; and the advertisement and film producer Toma 78 are just some of the experienced individuals and groups that fuelled and inspired students in the course.

In the project workshop, set design proposals were made for the Christmas lights in Barcelona's Plaza Catalunya, the New Year's Party on Madrid's Paseo María Cristina and a television set for El Terrat. Participants put their knowledge to the test by building the scenery for the play "El gran Despropòsit" put on by the theatre company that won the Desperta Grant in 2012, which debuted at Barcelona's Nau Ivanow in March 2013.

Focus opened the doors to let students watch the play "Roberto Zucco", directed by Julio Manrique with set designs by Sebastià Brosa. Led by the technical director and production manager of the Gran Teatre del Liceu, students were able to get an inside look at this exemplary opera house while watching headline performances such as "Rusalka" and "The Tales of Hoffman".

To conclude the course, a sensory theatre workshop was held. Led by Marga Socias and Thomas Ropper, the participants transformed an ELISAVA classroom into the attic of the Avaisle Theatre, a sensory experience for both the participants in the postgraduate course and all attendees.

Finally, all the participants who requested internships were able to do them at Focus and Minoria Absoluta and with the internationally renowned set designer Alfons Flores.

**Postgraduate Diploma in Exterior  
Design. Events and Ephemeral  
Spaces**

In its effort to continue investigating intervention strategies to promote the community use of public space with the desire to forge relationships with institutions and public events, the programme carried out a collaborative project with the International Poetry Festival of Barcelona, which continues in the same vein started the previous year. The outcome of this longstanding relationship was the publication *Ephemeral intervention strategies in the public space*, by professors Toni Montes and Roger Paez, which



compiles the student projects from this period. It is available at [www.lulu.com/shop/roger-paez-and-toni-montes/design-strategies-for-temporary-intervention-in-public-space/paperback/product-21212661.html](http://www.lulu.com/shop/roger-paez-and-toni-montes/design-strategies-for-temporary-intervention-in-public-space/paperback/product-21212661.html)

As part of the various activities held, the programme featured presentations by Pep Gatell, artistic director of La Fura dels Baus, and artist Antoni Miralda, who gave a lecture as part of the exhibition "El Convit" along with other artists from Poblenou.

They also visited the shows "Contemporary Cartographies" at CaixaFòrum and "Palazuelo" at the Godia Foundation. Moreover, Anton Hansen from Croquis led a guided tour of the exhibition "El Paralelo, 1894-1939" at the Centre of Contemporary Culture of Barcelona (CCCB), in which he commented on all the elements, problems and resources in his show from the production standpoint.

## AREA OF GRAPHIC DESIGN AND COMMUNICATION

### Master's Degree in Branding Postgraduate Diploma in Brands, Core of Communications

#### Postgraduate Diploma in Innovating through Brands

This year's edition solidified the participation in this programme by professional branding experts from the most reputable consultancies in both Spain and internationally, such as Interbrand, Saphron and Summa, among others, while it also reaffirmed the students' interest in and satisfaction with the overview of this field provided.

As part of the Postgraduate Diploma in Brands, Core of Communication, students did a thesis-project in strategic branding in close partnership with brands such as Coca Cola (Diet Fanta), Unilever (Ben&Jerry), Novartis (Fenistil/Nicotinell) and Repsol, through Interbrand. Their participation in professional projects was extremely productive for students, and they received very positive critiques about both the strategic and the formal and creative aspects of their projects.

The Postgraduate Diploma in Brand Innovation focused more on understanding the major changes being brought about by the new technologies in the world of communication, the opportunities that this opens up in brand

management, creation and development, and how branding can be a key factor in success.

Students had the chance to meet numerous professionals who are setting the trends in the new vision of the world of communication, as well as to share experiences with start-ups and investors.

The students in this postgraduate degree made a thesis-project based on a fictitious future world ("Design Fiction") which was then presented to professionals in a wide variety of fields linked to innovation. The outcome was interesting, enriching projects that garnered positive critiques and allowed the students to understand innovation as an "attitude" to the challenges being posed by the market.

### Master's Degree in Packaging Design Postgraduate Diploma in Packaging Design and Strategy Postgraduate Diploma in Packaging Graphic and Structural Packaging

This year's edition of this Master's Degree had a very cohesive group of students who expressed a great deal of satisfaction with their teachers, the implementation of the internship and the high job placement rate (agreements reached at the request of agencies or industry studies, and the hiring of some students).

During the academic year, a workshop was held on jewellery packaging in conjunction with the Postgraduate Diploma in Alternative Jewellery Design, a very enriching, multidisciplinary experience which can be repeated in the future.

Just as in previous editions, the company Happy Pills participated in this year's programme by giving students the chance to resolve an interesting brand strategy and packaging case study with very positive results (see page 223).

The highpoint of academic year 2012-2013 was a series of lectures on 360° Packaging, master classes featuring the speakers in the programme which were extremely successful in terms of audience participation and media coverage. These lectures can be seen on ELISAVA streaming channel, making them timeless material that stretches beyond borders (see page 216).

### Master's Degree in Design and Internet Web Project Direction Postgraduate Diploma in Web Project Management and Design Postgraduate Diploma in Design of Network Applications and Services

Now in its eighth year, under the direction of David Casacuberta, Ariel Guersenzvaig and Rosa Llop, this Master's Degree has further defined its curriculum to train students to develop projects specifically designed for the Internet, while always reflecting on the contemporary values of this medium and its specific design requirements.

The contents taught pursue comprehensive training to help students learn to develop functional prototypes in the fields of design and programming, both online as well as in applications and Internet-based services. In turn, the Master's Degree promotes the entrepreneurial nature of this medium, including strategically defined content, positioning, business development and the quest for funding. This methodology is designed to ensure that students feel able not only to be creative on the Internet but also to spearhead the development of innovative projects.

This year, the Master's Degree has kept its teaching staff, which is made up of professionals active in the industry related to university teaching, with whom the students were able to forge close ties during the learning process. The main teaching team includes Ivan Serrano, Albert Carles, Karina Ibarra, Esther van Summeren, Lander Muruaga, Jordi Espuny, Daniel Julià, Ferrán Pruneda, Tona Monjo, Javier Usobiaga, Marta Amanda, Javier Velilla, Victor Solà and Oriol Ibars, in addition to the course directors.

The activities included master classes, practices and workshops. Professionals involved in the sector such as those listed below were also invited to share case studies and topics in which they have expertise: Luis Gosálbez (Metricson), Agustí Pons (Omatech), Jordi Arias y Gabriel Prat (Bebabum), Jaume Gomà (Ulabox), Ferran Pruneda (Grapa), Magalí Benítez (Polièdric), Fernando Gavarrón (Multiplica), Cristina Aced (UOC) and Eva Sòria (URL).

This year, there was a considerable number of internships in companies such as Edreams International Network, S.L., Nacar Estudio, S.L., Optimyzet User Experience, S.L., MKR, S.L., Obvious Business, S.L. and Sangaku, S.L.

Two lectures featuring internationally renowned speakers were also held: one by Irene

Pereyra and Anton Reponen from the company fi.com, who presented the redesign of USAtoday.com, and another by Javier Cañada from Vostok, one of the most prominent studios in Spain.

### Master's Degree in Graphic Design Postgraduate Diploma in Graphic Design Applied to Communication Postgraduate Diploma in Graphic Design and Publishing Projects

Yet another year, continuing with the structure already in place and hooking up with the professionalising aims of the programme through problem-solving dynamics, the Master's Degree in Graphic Design became more clearly defined in terms of both its contents and in instructional coherence. The programme reinforces the roles of the typographic consultant and supervisors in each postgraduate programme as a reference for academic monitoring and student evolution.

The Postgraduate Diploma in Graphic Design Applied to Communication unfolded via a multidisciplinary project involving the topic of "Culture" viewed as the underlying parameter when reflecting on and carrying out graphic communication projects in a specific, complex social context such as ours today.

The Postgraduate Diploma in Graphic Design and Publishing Projects, which is much more specific, kept its three core projects in the fields of the book, the magazine and digital publishing. With regard to digital publishing, a new team was hired that taught 50% of the design part and the planning and programming part of this programme, with more comprehensive, motivating results than in previous years.

During the academic year, the following workshops were held in the form of quick capsules that serve as opportunities for research and experimentation so students can stretch beyond the core projects: "Co-creation" with Borja Martínez ([www.losiento.net](http://www.losiento.net)); "Visualization with data" by José Manuel Paadín ([www.lamosca.com](http://www.lamosca.com)); "Exhibition" with José Manuel Fernández ([www.lagranjadedesign.com](http://www.lagranjadedesign.com)); "LetterPress" by Todojunto ([www.todojunto.net](http://www.todojunto.net)); "Art Publication Management" by Bendita Gloria ([www.benditagloria.com](http://www.benditagloria.com)); "Editorial Content" with Serge Rompza ([www.nodeberlin.com](http://www.nodeberlin.com)); and "Rotativa (Rotary Press)" by Omar Sosa ([www.apartamentomagazine.com](http://www.apartamentomagazine.com)).

Likewise, several showcases were presented and led by their own creators. They included: Hey Studio ([www.heystudio.es](http://www.heystudio.es)), Natalia Cuadrado ([www.nataliacuadrado.com](http://www.nataliacuadrado.com)), Santi Fuster ([www.benditagloria.com](http://www.benditagloria.com)), Miquel Polidano ([www.miquelpolidano.com](http://www.miquelpolidano.com)), Marius Sala ([www.emeyele.com](http://www.emeyele.com)), Marc Català ([www.wearemucho.com](http://www.wearemucho.com)), Mario Lombardo ([www.mariolombardo.com](http://www.mariolombardo.com)), Santos Henarejos ([www.santsserif.es](http://www.santsserif.es)), Pablo Martín ([www.grafica-design.com](http://www.grafica-design.com)) and Astrid Stavro ([www.astridstavro.com](http://www.astridstavro.com)). Master classes were also held as part of the programme. They were open to all audiences and featured important international figures such as Rob Duncan ([www.dowlingduncan.com](http://www.dowlingduncan.com)), Hans Woelbers ([www.lava.nl](http://www.lava.nl)), Tim Beard ([www.bibliothequedesign.com](http://www.bibliothequedesign.com)) and Simon Esterson ([www.estersonassociates.co.uk](http://www.estersonassociates.co.uk)).

In both postgraduate programmes, the students presented their Final Degree Projects in the form of an open exhibition off ELISAVA grounds, specifically at the Mitte Art Gallery (Postgraduate Diploma in Graphic Design Applied to Communication) and the Moritz Factory in Barcelona (Postgraduate Diploma in Graphic Design and Publishing Projects).

### Master's Degree in Design and Art Direction Postgraduate Diploma in Design and Communication Strategies Postgraduate Diploma in Art Direction

The eleventh edition of the Master's Degree in Design and Art Direction was offered last academic year. This programme encompasses the Postgraduate Diploma in Design and Communication Strategies and the Postgraduate Diploma in Art Direction. With the clear aim of promoting broad knowledge so that students can successfully tackle their future professional challenges beyond being art directors working at advertising agencies, this Master's Degree gives students the keys to grasping the enormous complexity of communication today from multiple channels, with a focus on creativity and the design of the aesthetic strategy.

During this eleventh edition, the Master's Degree truly solidified its arc, international prestige and high academic standards with the goal of preparing students to participate in real projects linked to the business world. After all this time developing contents and methods for teaching strategic communication

and art direction, improvements and updates were implemented, including version 2.0 of the CB&CB&CB (Context Box, Concept Board, Creative Book) method, which had already been applied the previous year and presented at the International Design Conference, 2CO Communicating Complexity, held in Alghero (Italy) on the 25th and 26th of October 2013. This is a method of generating ideas that takes students out of their comfort zone and enables them to tackle risky projects by bringing in the target audience, who actively participates in the entire process through co-creation.

The students also created a database and specific contents for the different decades in the twentieth century from the socioeconomic, cultural and aesthetic perspectives. They serve as an excellent documentary source for examining referents and applications to new projects.

The programme particularly focuses on the relationship with society and the market. In this regard, this year two projects were conducted with the NGO Food Bank and the Barcelona Music Museum, which involved working closely with the heads of the communication departments at both organisations.

### Master's Degree in Advertising Design and Communication Postgraduate Diploma in Design and Communication Strategies Postgraduate Diploma in Advertising Design and Creativity

The Master's Degree in Advertising Design and Communication (which encompasses the Postgraduate Diploma in Design and Communication Strategies and the Postgraduate Diploma in Advertising Design and Creativity) reached its sixteenth edition this year with a programme that focuses on the domain of the image and the resources arising from the multiplicity of channels and new technologies.

Organised into four strands, this Master's focuses on the communication capacities of storytelling and traditional spots, interactive advertising, branded content and large-format events. Its consolidated curriculum has broad appeal, a fact that has contributed to the growth of the Master's Degree and the continuous quest for new academic goals. This year, Ferran Llopart's new creative techniques were added, and the BEEF Method, a map that compiles the methodological techniques used in the course, was developed with Víctor Curto, Gem Romero and Francesc Talamino from BassatOgilvy.



Continuing the search for new methods for learning strategic, persuasive communication, this latest edition of the programme featured the creation of a workshop led by Rubén López called "Total Events, Large-format Advertising", which explored the possibilities of creating events shared by different media. As a result of this workshop, some of the projects developed by the students are expected to materialise via the production company Chicle de Peseta.

Just as in the previous year, the Interactive Advertising thematic strand was held, which brings in mobile phones and iPhones as resources for user participation in a class taught by Vicente Reyes and Esteve Traveset from Herraiz Soto & Co agency, where students work on new techniques and disciplines.

During the academic year, too, a series of lectures was held on branded content featuring leading experts like Eduardo Pradanos, Javier Regueira and Jaime López Amor, along with other speakers addressing the topic of creativity, with the participation of prominent creatives like Rafa Anton, founding partner of China Madrid and one of the leaders of the renowned project for Toys "R" Us which included participation by the Metropolitan Orchestra of Madrid, Alex Troxut and the Brosmind brothers.

#### **Master's Degree in Photography and Design**

##### **Postgraduate Diploma in Photography and Design Image and Creation Postgraduate Diploma in Photography and Design Space, Media and Broadcasting**

During academic year 2012-2013, students in the Master's programme planned, gestated and held a public exhibition of the best photographs taken during the course of the programme. The show was held in the Espai Volart at the Vila Casas Foundation. The exhibition, entitled "Signs and Dialogues" was a project revolving around the theme of "the passage of time" held for two weeks in the @22 district in conjunction with the Vila Casas Foundation and the students in the Master's Degree in Design and Architecture under the supervision of the photographer Jordi Bernadó. This exhibition also featured the pictures taken in Can Framis supervised by photographer Diego Ferrari.

Students also participated in an advertising photography workshop taught by José M. Roca for project development. The resulting

pictures were later presented at the "Young-Creatives" international photography competition organized by Chevrolet. The students also participated in the workshop on "photographic action" held by the Piel de Foto collective, and the resulting projects were part of the official programme of the "2013 Barcelona Documentary Photography Circuit" organized by Photographic Social Vision.

In addition, the students in the Master's Degree in Photography and Design also participated in a fashion photography workshop with photographer Ber Arce and later worked with the students of the ELISAVA Master's Degree in Fashion Design: Design and Fashion by making a photography campaign for each of the collections designed. The student Anna Roig participated in the photo contest of the 080 fashion festival organized by the Barcelona Town Hall, in which many photography schools in the city participated.

The best Final Degree Project by students in the Master's Degree in Photography and Design were exhibited at Barcelona's Mitte Gallery in September in a show organized, planned and curated by the students in the programme, thus extending their educational experience beyond the classroom.

Likewise, the students conducted a research project on the nature of photography in the digital age, focusing primarily on the use of photography in the social networks, specifically on Instagram. The result of this project was published in book form in conjunction with the company Instagrafic. In turn, the students worked on individually publishing a fanzine that was circulated at the International Photography Festival in Arles (France), where they also conducted an ephemeral intervention in which they turned the streets of this city into the walls of an imaginary museum where they exhibited their work.

As part of the Master's Degree, several lectures were held featuring industry professionals such as Pepe Baeza, graphic editor of La Vanguardia; photographers Ricard Martínez and Txema Salvans; the NoPhoto Collective and Piel de Foto; and Maria Canudas from La Caixa Foundation. The activities included visits to numerous photography and contemporary art exhibitions and attendance at various lectures and talks. What is more, for the second year in a row, several Master's students have actively participated in the Paso de Zebra Festival organized by the Mucha Fibra collective in Barcelona's Raval district.

#### **AREA OF FASHION DESIGN**

##### **Master's Degree in Fashion Design. Design and Fashion**

##### **Postgraduate Diploma in Design and Fashion: Creativity and Trends Postgraduate Diploma in Design and Fashion: Collection and Brand**

Year after year, the Master's Degree in Fashion Design strengthens its position and uniqueness as a platform for numerous professional and creative designers in the discipline of fashion. Increasingly, the Master's Degree has a significant ratio of students that generate professional projects related to new business models around the world, such as the entrepreneurial students Andrés Manzano, Pedro Rodríguez, Roxane Mercerat and Charlotte Fleury.

In line with this methodology, the faculty is made of professionals with prominent careers both nationally and internationally (Mariana Méndez, Alexis Reyna, Mariaelena Roqué, Dorotea, Jan Lú, etc.). This year, the Master's Degree recruited Daniel Lierah and Arturo Martínez, creative directors of their own brand, Martínez Lierah, and the winners of 080 Barcelona Fashion prize. This faculty conveys tightly structured project methodologies related to creation, production and distribution and furnishes students with the chance to learn dynamic, real and competitive professional practices.

Worth noting is the participation of the AITEX Technology Transfer Centre, an institution that has taught two courses: "Textile Technology and Smart Fabrics" and "Sustainability in Textile and Fashion". The close conjunction with several leading agents in the textile and fashion industries, other participants included the Fashion and Textile Cluster of Catalonia, the Fashion Department of the Generalitat (CCAM), the DHUB Textile and Clothing Museum and companies such as Mango, Textile Santanderina and other media service companies specializing in fashion. This environment fosters networking and facilitates professional internships for students both nationally and internationally.

During the academic year, students participated in the Design Contest in 080 Barcelona Fashion and in the Theses contest organized by MODAFAD, where student Roxane Mercerat was a finalist. The Master's Degree ended in July with the 2013 ELISAVA FashionLab Show held at the Moritz Factory. The artist

and fashion and trends blogger Elena Gallén joined this event, where the students publicly presented high-quality collections clearly inspired by the programme's clear commitment to a form of training that is committed to the professional development of young people. The FashionLab Show is a big hit with the audience that combines music, photography and audiovisuals developed jointly by ELISAVA's students in Fashion, the Master's Degree in Photography and Design and the Master's Degree in Design and Art Direction.

#### **AREA OF PRODUCT DESIGN**

##### **Master's Degree in Product Design Postgraduate Diploma in Product Conceptualisation Postgraduate Diploma in Product Development**

Enrolment in the Master's Degree in Product Design included 25 students from countries as diverse as the USA, Argentina, Mexico, Colombia, Brazil, Puerto Rico, Chile and in Spain (Basque Country, Andalusia, Navarra, Galicia, Catalonia, etc.). This diversity of cultures and training, with professional backgrounds in the field of design and engineering, was conducive to the exchange of knowledge and methodologies and yielded added value in the training students received.

In the 8th edition of the Postgraduate Diploma in Product Conceptualisation, projects were conducted in conjunction with the companies Tech-Rock, Zobebe España, SA and Invulsa. In fact, the latter company (manufacturer of Art\* and El Naturalista shoes) held a competition with four prizes with a purse of €8,000 (see page 222). During the course of the programme, six agreements were signed with companies for internships.

As part of this programme, representatives from research and design departments gave lectures to students: Baby Home (Alberto García and Joan Pi), Magma Design (Toni Clariana and Oleguer Solà), Integral Design & Development (Fernando Tellechea). To develop their projects, the students visited the companies Invulsa in Quel (La Rioja), Tech-Rock in Sant Quirze de Besora (Girona) and the Anima and Lievore-Altherr-Molina design studios.

In the 8th edition of the Postgraduate Diploma in Product Development, agreements

were signed to perform real projects with the companies PLAY and LAMP, with the possibility of adding the projects to the catalogues. Seven design projects were carried out for PLAY, and a platform was developed for a stroller for a second child, followed by the production of prototypes to test their feasibility. Seven projects were developed for LAMP to design and develop an outdoor streetlight for public spaces. The results were very satisfactory. Moreover, the agreement signed with IMAS generated product proposals implementing a new material.

The activities held as part of this programme included lectures by Ruben Saldana, Product Director at ARKOSLIGHT, and Claudia Carrasco from DUPONT. The students visited companies and institutions like the ASCAMM (Catalan Association of Moulds and Dies) Technology Centre, the CIM Foundation in the Barcelona Technology Park (an innovation and technology centre specializing in advanced production technologies), the MATER materials centre and the companies LAMP and PLAY.

In turn, the 3D-Printing *Workshop* was held to manufacture various prototypes of mechanisms thanks to the partnership with the CIM Foundation; the IMAS Workshop was held with the company IMAS to develop product proposals, leading to the implementation of a new thermal and conductive material; the *Smartmaterials-Workshop* was held on the application of new materials in existing products; and the *Corian Workshop* was held to design bath products in conjunction with the company DUPONT.

##### **Master's Degree in Furniture Design Postgraduate Diploma in Furniture Design for Communities, Contract and Urban Postgraduate Diploma in Furniture Design for the Habitat**

The programme examines the discipline of furniture design from a specialist perspective which views furniture as a social and cultural artefact.

The main purpose of this course is to enhance the training of furniture designers or furniture makers as professionals with an attitude and methodology that differs from that of other design disciplines.

The main challenge of this year's edition was to consolidate the degree programme within the format of a Master's Degree with two

post-graduate diplomas (Contract and Habitat), which allowed the contents to be developed in a more orderly, targeted fashion. The Master's Degree students carried out high-quality, substantial and totally viable projects, demonstrating a high degree of professionalism.

The programme taught an ergonomics workshop with specific exercises to help students visualize key concepts to be taken into account when designing seats and chairs. It also offered several sessions related to the background of the furniture industry led by Stefano Colli, with the figure the "maestri" as the core around which the speech and its context was articulated

Students in the programme attended a wide range of activities related to the discipline, such as the lecture by Les Watson, a learning spaces consultant; talks by Nani Marquina in her showroom-shop in Barcelona; a tour and class held in the Joquer SA upholstery showroom and shop led by Miguel Angel Carter, the head of new products; and the fieldtrip to Fonda Europa in Granollers, where Carles Riart analysed the different kinds of interventions performed there. Also worth highlighting were the visits to prominent companies and institutions, such as: AIDIMA, a benchmark technology centre in the furniture sector in Paterna (Valencia); Mobles Punt, also in Paterna; Mater, the FAD Materials Centre; APPARATU Workshop in Sant Cugat del Vallès with designer Xavier Mañosa; a visit to the Figueras International Seating factory and design centre in Llicà d'Amunt and La Garriga, respectively; the BD Barcelona showroom for its "Gardenias" outdoor furniture line, designed and presented by Jaime Hayón; and the joint visit to the company Dynamobel in Navarra with students from the Master's Degree in Interior Design.

Leading professionals also participated in this year's edition of the Master's Degree in Furniture Design, including Vicent Martínez (industrial designer and founder of Punt Mobles); Josep M. Tremoleda (designer and director-editor of Mobles114); Ignasi Bonet (architect with the Barcelona Provincial Council); designers Christophe Mathieu, Alberto Lievore, Stefano Colli, Martín Ruiz de Azúa and Raimon Monsarró; the historian Águeda Viñamata; the engineer Ernest Frigola; Sergio Chismol (head of new product development at Andreu World); and Antonio Bustamante (architect, ergonomist and preventionist).

### Postgraduate Diploma in Digital Modelling

The programme aims to train specialists in the development of 3-D digital modelling in real time in the areas of product design, vehicle design and architecture, as well as to introduce students to the working reality. At the same time, the goal is to instruct students in the skills necessary to apply the knowledge acquired in specific real projects via the thesis project.

Learning methodologies and strategies to define and control shape were the main focus of the training, although it also further examined digital representation, including rendering, digital animation and multimedia presentation environments.

Students in the postgraduate programme worked with specialised state-of-the-art tools applicable to the representation of environments, surfaces and materials with software such as Autodesk Alias, Autodesk Maya and Icemsurf, and they also used more common software like Photoshop and Premiere.

Worth noting is the quality of thesis projects presented, most of which were linked to the automotive industry. To monitor and correct the final thesis projects submitted in course, we invited guests from the SEAT Design Centre, specifically Manel Garcés, CAD & Visualization Manager, and Albert Ayats, head of CAD Exterior Design.

After completing the course, the projects were presented at the SET Design Centre Showroom to representatives of SEAT and ELISAVA.

Student job placement rates have been very satisfactory.

### Postgraduate Diploma in Alternative Jewellery Design

A group of nine students from Mexico, Brazil, the USA and Spain were the first class in this innovative postgraduate diploma taught at ELISAVA. Twelve teachers in the fields of jewellery, industrial design, packaging, retail, branding, fashion, photography and business administration participated in this course, led by Ramon Oriol and Josep Puig.

The activities carried out during the programme included the presentations by Teresa Casanovas, jewellery designer and educator, and the designer and publisher Ernest Perera. Likewise, students had the opportunity to visit the following workshops: SOT Ceramics, Josep Maria Menen (specialising in wood) and

Xavier Bonet (specialising in glass). A workshop on paper and origami was also led by artist Pedro Núñez.

As part of the courses on Digital Manufacturing and Workshop, the students made kinetic and ready-made jewellery collections.

The final projects were presented at the Esther Montoriol Art Gallery of Barcelona, and for this event a leaflet was published with pictures of the projects on display with their corresponding explanations. Worth spotlighting is the fact that one of the projects was chosen for the 2013 Enjoiat Awards, organized by Fomento de las Artes y del Diseño (FAD), while others have been published in the national and international media.

### AREA OF DESIGN, STRATEGY AND MANAGEMENT

#### Master's Degree in Research for Design and Innovation Postgraduate Diploma in Coolhunting, Design and Global Trends Postgraduate Diploma in Innovation and Design Thinking

Twenty-four students from a variety of countries and professional backgrounds enrolled in the second edition of the Master's Degree in Research for Design and Innovation (MIDI). They were divided into five working teams which continued some of the research projects initiated in the Postgraduate Diploma in Coolhunting (Cirque du Soleil, Telefónica Internet of Things, DeMano bags) and started work on new projects for Zobebe Group and The Hub Barcelona.

On the trip to Berlin, they networked with institutions such as the Deutsche Telekom innovation centre, Dark Horse Innovation, HTW and Fullsix Design to explore projects and initiatives relevant to each team.

In June 2013, a field trip was taken to Amsterdam which complemented the workshops started by some of the guest instructors. This trip included activities, projects and visits to companies and Dutch government entities such as Nomads Business School, together with a workshop with the AmlaDesigner collective, STBY, Hogeschool Rotterdam, Enviu Social Innovation and The Hub Amsterdam. On this trip, the students presented the progress of their projects to different professional groups and discussed

working systems and experiences in designing services and systems, social innovation, research for design and design thinking, among other topics.

In early July 2013, we welcomed international guests as part of the second edition of Design Thinking Week (Ezio Manzini from Desis Lab; DesignThinkers Academy; OuiShare Collaborative Consumption; Geke van Dijk and Bas Raijmakers from STBY; Carlos Alonso Pascual from ADN Design; Sascha Wolff and Diemut Bartl from Dark Horse Berlin), as well as testimonials from Design Thinking entrepreneurs such as Wequestionour BCN Project; Thinkers & Co Madrid; Simone Cicero; Irene Lapuente and Ramon Sangüesa from La Mandarina de Newton; and Carmen Bustos from Souldsight.

Regarding the final projects, companies from Barcelona attended the presentation of a new app for Cirque Du Soleil (engagement tool with digital natives); a Pushsocialing project for Telefónica I + D (which emphasized providing IoT tools for SMEs and businesses in Barcelona); an unfeasibility diagnosis and suggestions for the redesign of the franchise The Hub; and three innovative systems for washing dishes for Zobebe Group and a transmedia strategy for DeMano bags.

During the period, an agreement was signed with the Barcelona Town Hall, Cirque Du Soleil and Zobebe Group, and the project *Culture in Human Rights based on Social Innovation* was implemented with the Presidential Programme for Human Rights of the Presidency of the Republic of Colombia, coordinated by the MIDI director, Jorge Rodríguez Nieto. This project, conducted with the support of the University of the Andes in Bogota and the Ramon Llull Institute in Barcelona, provides innovative tools and advice to the Colombian public institutions that are members of the national human rights system.

Finally, ELISAVA joined the Desis Network as a social innovation lab. Desis Network is a social innovation network based in Milan which is made up of 42 social innovation laboratories around Europe, the Americas, Asia and Africa. The mission is to implement social projects as part of this Master's programme.

### SUMMER SCHOOL

We schedule the ELISAVA Summer School around three fundamental factors: Visiting Universities programmes, Dual City Summer Session courses and our own in-house summer programmes.

The Visiting Universities programmes are courses designed for groups of students from different universities. They each aim to cover the curricular and academic requirements of the students' home universities. During the current academic year, ELISAVA welcomed international students from Dubai, Mexico, the United States, Puerto Rico and the Dominican Republic, as well as fifty students and teachers. The programmes conducted were:

- "Design Road Professional 2012". This is a training programme organized for the Dubai Culture and Arts Authority, Tashkeel and the Creative Dialogue Association in order to promote intercultural dialogue and creative exchange between local and international designers.
- "Resilient | Smart City Project" organized for students from the School of Architecture of the University of Puerto Rico, the School of Architecture of the Polytechnic University of Puerto Rico and the School of Architecture of the Iberoamerican University in the Dominican Republic. This programme focused on understanding the different practical components urban planning, as well as their application at various scales such as the social or economic opening of a city.
- "RetailTec". This programme was provided to students from the Technological and Higher Studies Institute of Monterrey (Mexico). It covered the practice of design and the strategy of creating temporary spaces with the goal of dealing with corporate, institutional, retail and cultural communication.
- "Retail Design Course". Also in the field of retail, we conducted a course for students from the Interior Design programme at Pratt Institute in New York (USA).

Moreover, ELISAVA offered Barcelona Dual City Summer Sessions jointly with Central Saint Martins College of Art and Design, Chelsea College of Art & Design and the University of the Arts London Wimbledon, which combined specialized training and culture stays in both

cities. Over twenty students participated in the three courses that were held in July 2013: "Information Design" and "Visual Merchandising", taught at Central Saint Martins College of Art and Design and ELISAVA, and "Lighting Design", held at the Chelsea College of Art & Design and ELISAVA.

Furthermore, ELISAVA complements its wide range of Continuing Education courses with a series of in-house specialization courses for professionals, students and future students. In the area of Continuing Education, the 2013 Summer School offered 10 programmes between the months of September 2012 and June and July 2013. More than 100 students participated in these programmes, which examined a variety of topics, including: "How to Experience Illustration and Comics", "Barcelona Design Thinking Week", "Visual Merchandising and Window Dressing", "Lighting", "Alternative Fashion & Jewellery", "TrendsLab", "Sketch and the Sketchbook" and the training course for prospective students, a full immersion into the world of design, the university and ELISAVA's infrastructures aimed at familiarizing and preparing students before the start the academic year.

### DESIGN TRAINING PROGRAMMES

#### Overview

Academic year 2012-2013 took place as planned.

For the second year in a row, students in the Vocational Training School earned a Leonardo da Vinci grant which enabled them to experience a two-month professional stint in Munich (Germany). The Vocational School also became a beneficiary of the European mobility programme Erasmus.

Worth noting was the high job placement percentage among graduates of the centre, which far surpassed the average in vocational training programmes.

#### ACTIVITIES AND PRIZES

##### Sixth Design Conference

The sixth edition of the Design Conference was held, this year with the theme "New communication strategies for Barcelona's Encants

Vells". All students and faculty from the mid-level, entrance exam and advanced-level programmes participated in the conference.

The end result of the teamwork was a promotional poster and banner by the mid-level students, a video advertisement developed by students in the preparatory course for the advanced-level programmes, and alternative intervention proposals for both the facades of the new market and the rest of the city by the students in the advanced-level Advertising Graphics programme and Building Design and Decoration programme.

The winning projects were by Aleix Serra Aril (mid-level), the team of Martí Gisbert Planas, Joaquín Luna Fernández-Matamorro and Laura Lucas Florentí (advanced-level prep course) and the group consisting of Gerard Elias Hernandez, Josep Puy Bel, Esther Rovira Herrera, Diana Nuñez Morales, Jordi Costa Casserras, Sofia Ciaglia Romero-Acuña and Mariona Garcia Nieto (advanced-level). All projects from this conference are published on the City of Barcelona website, in the 'ELISAVA Vision' section: <http://encantsbarcelona.somdemercat.cat/la-visio-delisava/>

##### 2013 "Jocs Florals" Poster Contest

The poster designed by Sílvia Fabra Aguilar and Tony Ruiz LEMONCHE, freshmen in the advanced-level vocational course in Advertising Graphics, won the competition to design the poster image of the 2013 edition of the "Schoolchildren of Barcelona Jocs Florals" organized by the Education Consortium.

##### "2014 Baldiri Reixac Prizes" Contest

For the second consecutive year, the winner of the "Baldiri Reixac Prizes" poster competition to encourage and recognise Catalan schools went to the ELISAVA student Ignacio Cárcaba. The poster will be released during the last quarter of 2013. Not only did the winner receive a prize, but he is also professionally commissioned to apply the image to other products (brochures, calendars, etc.).

##### Design of the 2012 CoNCA Annual Report

The "Consell Nacional de la Cultura i de les Arts" (CoNCA) asked students Alba Fernández and Dani Valls to design the 2012 annual report entitled "Crisi / incerteses / Sinergies" under the supervision of the head of the vocational design programmes, Barbarà Martínez.

### Casa de Carlota Project

The school actively participated in and supported this project, which aims to create a design studio made up of creatives with Down syndrome and autism. It does so by sharing projects with a group of vocational training students and senior professionals with extensive experience. This project has already come to fruition: a fully operational studio which can be seen at <http://lacasadecarlota.org/>.

### Job placement and job training centres

The results of the student surveys from the 2011-2012 graduating class show 87.6% employment. Of this percentage, more than half of the students are combining their jobs with higher education.

Worth noting yet another year is the smooth functioning of the job training centres and the willingness of all the companies involved to participate. The list of partner companies is:

8 Disseny SCP (Maneko), Activos de Comunicación Visual S.A., Addium Comunicación S.L., Adrenalina Internet Group S.L., Alicia & Fernando S.L., Ambiplan Diseño S.L., Arboretum S.L., Calimatur S.A. (Greek), Caram Quin Disseny S.L., Commo Ideas, S.L., Cuixart Goday S.L., David Boldú Montoro, David Ruiz and Marina Company S.L., DDB Tandem S.A., Disseny Papeti S.L., E2S Cardona S.L., Elix Rehabilitación y Construcción S.L., Empieza por I S.L., Quique López, Enterprise Consulting Training S.L.U., Estudio Carmen Pinos, Estudio de Arquitectura y Decoración Ojinaga, Explicit Puntos S.L. (Trespuntzero), Ferrater Campins Morales (Paradigma), Formes S.C.P., ELISAVA Private Foundation, Taller de Músics Private Foundation, Geometric Estudio, S.L., Gimeno Art Final S.L., Goed Comunicació S.L., Grotesk Design S.L., Group Lottuss Corp. S.L., Guiuri-Europa, S.L., Josep Maria Rius Ortigosa (JOMA), La Funda LFAAACW S.L. (LA-FUNDACIÓN), Lorna Agustí Rovira, Mes K Dissenys S.C.P., Mezkol Vell S.L. (Joan Casals Arquitecte), Morera Design Consultants S.L., Morillas Brand Design S.L., Proxima Comunicació S.L., Publigrup Marketing & Publicidad S.L., Pulso Ediciones S.L., Servicio Estación S.A., Solucions Gràfiques per a Impremta S.L. and TAG Graphics S.L.

## INTERNATIONAL RELATIONS

During academic year 2012-2013, ELISAVA continued its commitment to internationalization and cooperation with universities from different countries, one of the essential features of the school's approach to education. Its network of international relations has expanded, and ELISAVA now has around 70 centres in Europe, the USA, Latin America, Asia and Australia, with which it works in its Lifelong Learning/Erasmus Programme or via individual bilateral agreements that extend the range of programmes beyond Europe.

Within international relations, new agreements were signed to diversify the exchanges available in both the Bachelor's Degree in Design and the Bachelor's Degree in Industrial Design Engineering. In this vein, during academic year 2012-2013 agreements were signed with Seinäjoki University of Applied Sciences and the Technical University of Lodz, Faculty of Material Technologies and Textile Design, as part of our European cooperation programmes. In-house agreements were reached with the Royal Melbourne Institute of Technology (RMIT), the Autonomous University of San Luis Potosí and the Technological and Higher Education Institute of Hong Kong (THEI), thus expanding our relations with Australia and Central America and opening up new prospects for cooperation in East Asia.

In turn, ELISAVA has been confirmed yet again as a popular destination for foreign students, who view Barcelona one of the leading design cities in Europe. The value of this flow of exchanges lies in the fact that it is two-way, given that the diversity of backgrounds and perspectives of students from other countries enriches the school, while their presence is also an incentive for ELISAVA students to consider the opportunity to further their education abroad.

The actions aimed at encouraging and promoting exchanges included an exhibition of projects developed by the outgoing students in academic year 2011-2012 held at ELISAVA from December 2012 until February 2013. The event was an opportunity to promote our students' work and publicize our partner universities through original materials, while also allowing students to share their experiences with everyone interested in partici-

pating in the mobility programme next year.

ELISAVA's international outreach is also visible in its membership in associations. The school is a member of the Cumulus Network, which brings together more than 100 educational institutions in the world of design. It is also a member of IAESTE (International Association for Exchange of Students for Technical Experience). In addition, it works with the Council on International Educational Exchange, a non-profit organization designated by the U.S. State Department to manage international student exchange programmes.

The strategic avenues of action are still focusing on developing exchanges and establishing relationships with leading institutions in the international arena in both Europe and America where ELISAVA is already present, as well as on other continents, especially Asia and Oceania, where interesting opportunities for cooperation have been identified. In this sense, the renewal of the LLP/Erasmus agreements for the next five years will be an opportunity to assess the results achieved so far and consider their future development.

In addition to actively working to develop student exchanges, ELISAVA also promotes the mobility of teaching and research activities, which are the necessary complement of the actions taken in recent years. This academic year, both teachers from ELISAVA and its partner universities have participated in teacher mobility programmes, initiating a practice that we hope to expand in the future.

### International institutions related with ELISAVA

#### Germany

Augsburg University of Applied Sciences and Arts, Augsburg.  
Universität der Künste Berlin (Berlin University of the Arts), Berlin.  
Staatliche Hochschule für Gestaltung Karlsruhe, (Karlsruhe University of Arts and Design) Karlsruhe.  
Akademie der Bildende Künste München (Academy of Fine Arts), Munich.  
School of Design, Potsdam.  
Faculty of Art and Design. Bauhaus Universität Weimar (Bauhaus University), Weimar.

#### Australia

Swinburne University of Technology, Melbourne.  
Royal Melbourne Institute of Technology (RMIT), Melbourne.

#### Austria

FH Joanneum University of Applied Sciences, Graz.  
Fachhochschule Salzburg. Salzburg University of Applied Sciences, Salzburg.  
Universität für angewandte Kunst Wien (University of Applied Arts), Vienna.

#### Belgium

University College of Antwerp, Antwerp.  
Hogeschool voor Wetenschap & Kunst Sint-Lucas (LUCA School of Arts), Brussels.  
Université Catholique de Louvain (Catholic University of Louvaine), Louvain-la-Neuve.  
Lessius Mechelen University College, Mechelen.

#### Canada

École de Design Industriel (School of Industrial Design), Montreal. Faculté de Aménagement, Université de Montréal, Montreal.

#### Chile

Pontificia Universidad Católica de Chile (Pontifical Catholic University of Chile), Santiago de Chile.

#### China

Technological and Higher Education Institute of Hong Kong (THEI), Hong Kong.

#### Costa Rica

Universidad Veritas de Arte, Diseño y Arquitectura (Veritas University of Art, Design and Architecture), San José.

#### Czech Republic

Academy of Arts, Architecture and Design Prague (VŠUP), Prague.

#### Denmark

Danmarks Designskole (Royal Danish Academy of Fine Arts, School of Design), Copenhagen.  
Kolding School of Design, Kolding.

#### Finland

Aalto University School of Art and Design, Helsinki.  
Institute of Design and Fine Art. Lahti University of Applied Sciences - LUAS, Lahti.  
Institute of Art and Design. Helsinki Metropolia University of Applied Sciences, Vantaa.  
Seinäjoki University of Applied Sciences, Seinäjoki.

#### France

L'École de Design Nantes Atlantique (Nantes Atlantique School of Design), Nantes.  
École Supérieure d'Arts Graphiques et d'Architecture Intérieure (School of Graphic Arts and Interior Architecture), Paris.  
Ecole Nationale Supérieure de Création Industrielle (ENSCI / Les Ateliers), Olivier de Serres, Paris School of Art and Design / Ecole Nationale des Arts Appliqués et des Métiers d'Art, Paris.  
Paris College of Art, Paris.  
École Supérieure d'Art et Design de Saint-Étienne (Saint-Etienne School of Art and Design, Saint-Étienne.  
Strate Collège, Sèvres.

#### Greece

University of the Aegean, Mytilene.

#### Hungary

Moholy-Nagy University of Art and Design, Budapest.

#### Ireland

National College of Art and Design, Dublin.

#### Israel

Bezalel Academy of Arts and Design Jerusalem, Jerusalem.  
The Department of Interior Design COMAS, Rishon LeZion.

#### Italy

Facoltà di Architettura (Faculty of Architecture). Università degli Studi di Sassari (University of Sassari), Alghero.  
Università degli Studi di Firenze (University of Florence), Florence.  
Nuova Accademia di Belle Arti Milano (New Academy of Fine Arts), Milan.  
School of Design. Politecnico di Milano (Technical University of Milan), Milan.  
Politecnico di Torino (Technical University of Turin), Turin.

#### Mexico

Instituto Tecnológico de Estudios Superiores de Monterrey (Monterrey Institute of Technology and Higher Education), Monterrey.  
Autonomous University of San Luis Potosí, San Luis Potosí.

#### Netherlands

Gerrit Rietveld Academie, School of Art and Design, Amsterdam.

AKI / ArtEZ Academy of Visual Arts and Design, Arnhem and Enschede.  
Faculty of Industrial Design Engineering. Delft University of Technology, Delft.  
Design Academy Eindhoven, Eindhoven.  
The Royal Academy of Arts (KABK), The Hague.  
Utrecht School of the Arts, Utrecht.

#### Norway

Faculty of Design, Oslo National Academy of the Arts (KHiO), Oslo.  
Norwegian University of Science and Technology (NTNU), Trondheim.

#### Poland

Jan Matejko Academy of Fine Arts in Cracow, Cracow.  
Technical University of Lodz - Faculty of Material Technologies and Textile Design, Lodz.

#### Portugal

Instituto Superior de Educação e Ciências, Lisbon.  
Instituto Politécnico de Tomar (Polytechnic Institute of Tomar, Tomar).

#### Slovenia

Academy of Fine Arts. University of Ljubljana, Ljubljana.

#### Sweden

Konstfack Stockholm. University College of Arts, Crafts and Design, Stockholm.  
Beckmans College of Design, Stockholm.  
School of Design and Crafts, Gothenburg University, Gothenburg.

#### Switzerland

École Cantonale d'Arte de Lausanne, Lausanne.  
Hochschule Luzern - Design & Kunst, Lucerne.  
Lucerne University of Applied Sciences and Arts - Art and Design, Lucerne.  
Zurich University of the Arts, Zurich.

#### The United States

California College of the Arts, San Francisco.  
Rhode Island School of Design, Providence.

#### United Kingdom

University of Wales Institute, Cardiff.  
Glasgow School of Arts, Glasgow.  
Winchester School of Art. University of Southampton, Winchester.



# ACTIVITIES

Faithful to the philosophy of sharing the world of design, engineering and architecture with society as a whole, during academic year 2012-2013 more than 100 initiatives were conducted and supported by ELISAVA's Department of Marketing and Communication, in which 12,000 people participated .

These activities are held in different formats (lectures, exhibitions, fairs and workshops) and they bring the ELISAVA world to all corners of the planet. The lectures, which feature prominent personalities from the world of culture, are now reaching more people thanks to the school's initiative of launching the Canal Streaming (<http://new.livestream.com/ElisavaBCN>), which makes it possible to disseminate knowledge with no time or space limitations.

Below is an outline of the information on all the actions conducted with the collaboration of prominent professionals both inside and outside the School. These actions enabled us to promote the projects of our students, our most important asset.

A total of 46 lectures, 16 exhibitions, 38 workshops 8 fairs in different design sectors and almost 20 education fairs in Spain and Latin American served to promote and reaffirm ELISAVA's educational programmes.

## LECTURES

ELISAVA had the privilege of welcoming the award-winning studio EL ÚLTIMO GRITO, made up of Roberto Feo and Rosario Hurtado, as the keynote speakers at the opening of academic year 2012-2103. The School's teaching activities were spurred by the presence of prominent professionals who shared their experience and knowledge with the entire ELISAVA community in the master classes organised by the Bachelor's Degrees, Master's Degrees and postgraduate programmes taught at the centre. It is a true honour for ELISAVA to welcome both nationally and internationally renowned figures year after year, including: Rob Duncan, Ariane van de Ven, Michael Weinstock, Achim Menges, Dr Félix Beltrán, Hans Wolbers, Domenico Di Siena, Marco Ferrari and Elisa Pasqual, Tim Beard, Simon Esterson, José Scaglione, René Knip, Sevil Peach, Les Watson, Manuel

Zea, Javier Cañada, Mario Lombardo, Ignacio Urbina Polo, Irene Pereyra and Anton Reponen, Daniel Calabuig, Alex Trochut and Juan and Alejandro Mingarro.

### IDEAS, IDEAS, IDEAS

**Speaker:** Rob Duncan

**Date:** 17 October 2012

"Ideas, ideas, ideas" was the lecture given by Rob Duncan, Creative Director & Partner Dowl- ing |Duncan, graphic design studio with offices both in the UK and the US, in the framework of ELISAVA's Master's Degree in Graphic Design. Duncan suggested new ways to find the right solutions to customers' requests. It shouldn't follow any trends or styles. It doesn't always have to be a witty/clever solution, but it does however have to be the correct solution for the client.

### BUILDING A CAREER AROUND CREATING THE FUTURE

**Speaker:** Ariane van de Ven

**Date:** 18 October 2012

"Building a career around creating the future" was the title of the lecture by Ariane van de Ven, Telefonica Global Trends Expert in the framework of ELISAVA's Master's Degree in Research for Design and Innovation. Ariane van de Ven is a Global Trends Expert who has been working on international innovation and strategy projects for organizations based in Paris, London, New York City, Amsterdam and Madrid.

### ARCHITECTURE OF EMERGENCE

**Speaker:** Michael Weinstock

**Date:** 18 October 2012

Michael Weinstock, architect and director of the Emergent Technologies and Design Architectural Association in London, focused his interest on observing how biological organisms achieve complex emergent structures from simple components. The structures and forms generated by natural systems are analyzed and understood as hierarchical organizations of very simple components (from the smallest to the largest), in which the properties arising in an emergent manner are rather more than the sum of the parts.

### BOB AND THE NEW ADVERTISING

**Speaker:** César García

**Date:** 19 October 2012

César García presented his ideas on how to talk with someone who does not want anything from us on the lecture "Bob and the New

Advertising" in the framework of the Master's Degree in Advertising Design and Communication, the Master's Degree in Design and Art Direction and the Master's Degree in Design and Communication at. César García, Founder, President and Creative Director of Bob agency, said that money no longer dominates, nor the media, nor business; the world is dominated by the consumer. Therefore, the only way to consumer listens to us, is offering him a good plan and a good reward.

### EL DISEÑO ES ESO QUE HACEMOS PARA ENTENDER EL DISEÑO

**Speakers:** Roberto Feo and Rosario Hurtado

**Date:** 30 October 2012

ELISAVA opened the 2012-2013 academic course with the founders of the award-winning studio EL ÚLTIMO GRITO. Roberto Feo and Rosario Hurtado gave a talk on "El diseño es eso que hacemos para entender lo que es diseño. Lo Funcionante vs. Lo Funcional". The lecture was open to all publics and took place at ELISAVA. Dr. Ricardo Guasch, Academic Director of the School, introduced this event. Awarded with the 2012 London Design Medal, one of the most coveted design awards presented annually by The British London Design Festival, EL ÚLTIMO GRITO present their work describing it as "a creative studio focusing attention on design".

### THE STRATEGY OF THE PENGUIN

**Speaker:** Antonio Núñez López

**Date:** 9 November 2012

"The strategy of the penguin" was the title of the lecture by Antonio Núñez in the framework of the Master's Degree in Advertising Design and Communication, the Master's Degree in Design and Art Direction and the Master's Degree in Design and Communication at. The Young & Rubicam consultant disclosed key communication from person to person and showed how individuals perceive messages and how they transmit them to their network of trusted people.

### DISPLAY PURPOSES ONLY...

### AN INTERACTIVE INSIGHTINTO THE WORLD STUDIOXAG

**Speakers:** Xavier Sheriff and Gemma Ruse

**Date:** 15 November 2012

Xavier Sheriff and Gemma Ruse formed the StudioXAG design consultancy in 2009, specialized in art direction & display design for fashion retail. Both talked about their experi-

ence in these areas in "Display purposes only ... An interactive insight into the world StudioXAG", a lecture in the framework of ELISAVA's Master's Degree in Retail Space: Retail Design. Sheriff and Ruse addressed all the details about display design and which characteristics had to take in consideration to make this work real.

### THREE HOUSES IN LUCERNA

**Speaker:** Thomas Lussi

**Date:** 16 November 2012

The architect Thomas Lussi explained how to develop a project understood as an integral idea of the form, function, context and construction characteristics in the paper "Three houses in Lucerne" as part of ELISAVA's Postgraduate Diploma in Interior Space. Private Perimeters. The three houses, works of Lussi+Halter studio, are integrated in context and individual specific environments. The formal aspect of each is more a response or an interpretation of its own place.

### MORPHO-ECHOLOGIES. TOWARDS HETEROGENEOUS ARCHITECTURES

**Speaker:** Achim Menges

**Date:** 22 November 2012

Achim Menges, Architect and Director of the Institute for Computational Design Stuttgart, talked about the relationship between organisms and their environment related to architecture in the lecture "Morpho-Echologies. Towards Heterogeneous Architectures" within the framework of ELISAVA's Master's Degree in Advanced Design and Digital Architecture. Correlating morphogenesis and ecology, we have developed a new framework for architectural design that is firmly rooted within a biological paradigm and thus concerned with issues of higher-level functionality and performance capacity.

### CONCLUSIONES DE MI PRÁCTICA DEL DISEÑO GRÁFICO

**Speaker:** Dr. Félix Beltrán

**Date:** 27 November 2012

ELISAVA was pleased to count on Dr. Félix Beltrán, Director of Félix Beltrán+Asociados, for the lecture "Conclusiones de mi práctica del diseño gráfico" on 27 November 2012. Dr. Beltran, one of the greatest representatives in Latin American graphic design, will discuss the results of his nearly 60 years of uninterrupted career from a functional and social perspective in its broadest sense.

### BIODISEÑO, APORTES CONCEPTUALES DE DISEÑO EN LAS OBRAS DE LOS ANIMALES

**Speaker:** Dr. Fernando García Santibáñez

**Date:** 28 November 2012

Dr. Fernando García Santibáñez, professor at the School of Habitat of the Universidad Autónoma de San Luis Potosí, gave a reflective reading of the responses that species generate for sustained life in nature, related to solving problems of dwellings and mimicry. Under this idea are rescued concepts, processes, forms and compositions that can provide innovative solutions for humans in the field of design. Lecture in the framework of the studies of ELISAVA's Degree in Engineering in Industrial Design.

### MACTAC VINYL, RAW CREATIVITY

**Speaker:** Jordi Magre

**Date:** 17 December 2012

Jordi Magre, Director of MACTac Europe SA, introduced the brand-new vinyl catalogue of MACTac and the main applications of applied graphics in space in a paper included in the 13th edition of ELISAVA's "Creative Marathon". MACTac Europe, a company specializing in the production and marketing of substrates for graphic and industrial decor, and ELISAVA collaborate in the development of projects under the Centre studies.

### A GORILLA, THE CIA, TOILETS, MAGENTA AND HOW TO EARN MORE MONEY!

**Speaker:** Hans Wolbers

**Date:** 19 December 2012

Hans Wolbers, founder and creative director of Lava Design, talked about the dangers of text, why beauty doesn't matter, a story about a gorilla, about why the CIA is inspiring, a proof that design really works, an adventure in Korea, how to find the right toilet, the story of the missing "i", the Russian flag, and the liberation of the colour Magenta. And of course some insights in how to earn more money. More than 500 images, almost film! The lecture was offered in the framework of ELISAVA's Master's Degree in Graphic Design.

### NEW MODELS OF CONSUMPTION IN PRODUCTIVE CITIES

**Speaker:** Tomás Díez Ladera

**Date:** 10 January 2013

"New models of consumption in productive cities" is the opening Adaptation Course lecture for the Degree in Design by Tomás Díez Lad-

era, Director of Fab Lab Barcelona, about the relation between technology and people, and how dependence generated it and the way of changing it.

### HIPERTEXTUALITIES AND TEMPORALITIES OF THE IMAGE IN THE DIGITAL THEATER

**Speaker:** Carles Sora

**Date:** 17 January 2013

In relation to the ideas of the hypertext into digital theatre Carles Sora, interactive designer, offered a brief genealogy of artistic stage that has reformulated the temporalities of the projected image. Lecture as part of the Master's Degree in Digital Technologies for the Stage, developed jointly between ELISAVA and IDEC-Pompeu Fabra University.

### HOUSING WORK

**Speaker:** Agnès Blanch

**Date:** 21 January 2013

The interior designer Agnès Blanch gave the lecture "Housing works" about the projects that she carried out in the MINIM studio, founded in 1999 with Elina Vilà. Lecture offered in the framework of the Postgraduate Diploma in Interior Space. Private Perimeters.

### SENTIENT CITY. FROM SMART CITY TO THE CITY OF KNOWLEDGE

**Speaker:** Domenico Di Siena

**Date:** 24 January 2013

Domenico Di Siena, architect and city planner, talked about the "Sentient City. From Smart City to the City of Knowledge", a model that encourages communication and exchanges between citizens to make them the engine and the soul of cities. Lecture offered in the framework of ELISAVA's Master's Degree in Design and Architecture.

### COMMUNICATION IN CONTEMPORARY ARCHITECTURE AND DESIGN

**Speakers:** Marco Ferrari y Elisa Pasqual

**Date:** 31 January 2013

"Communication in Contemporary Architecture and Design" is the lecture given by Marco Ferrari, architect and creative director of Domus, and Elisa Pasqual, visual designer, about the graphic and editorial project they have done for this magazine, both for the paper edition and for the new iPad version. Lecture offered in the framework of ELISAVA's Master's Degree in Design and Architecture, with the collaboration of the Master's Degree in Design, Art and Public Space.

**DESIGN IS A SOCIAL JOURNEY****Speaker:** Tim Beard**Date:** 12 February 2013

Tim Beard, co-founder and partner of the Bibliothèque study located in London, spoke at ELISAVA about the social aspects of the design process they use in their work and how they apply it in new projects developed. Lecture offered in the framework of the Master's Degree in Graphic Design.

**STAINLESS STEEL****Speakers:** Alberto López-Chico and Santiago Muñoz Martí**Date:** 18 February 2013

Alberto López-Chico, Director of Development and Projects of Acerinox SA and CEO of Cedinox, and Santiago Muñoz Martí, head of Cedinox, gave this presentation on the characteristics, types, properties, aesthetics and case study of stainless steel and talked about the company history in this area. Lecture offered in the framework of the studies of ELISAVA's Degree in Engineering in Industrial Design.

**2002-2013. ELEVEN YEARS TRAJECTORY****Speaker:** Marià Castelló**Date:** 18 February 2013

The architect Marià Castelló talked about his career from the Final Thesis Project to the present, showing the formation and evolution of the study focused on the geographical context of Formentera. Lecture in the framework of the studies of the Postgraduate Diploma in Interior Space. Private Perimeters .

**VISUALIZATION: TELLING STORIES THROUGH DATA****Speaker:** Sergio Álvarez Leiva**Date:** 28 February 2013

Sergio Álvarez Leiva, design director of Vizuality, gave a talk about the importance of the presentation of data in an appealing and interactive way. Lecture in the framework of the studies of Degree in Design .

**WHAT IS EDITORIAL DESIGN?****Speaker:** Simon Esterson**Date:** 13 March 2013

Simon Esterson, Art Director of Eye Magazine and Owner of Esterson Associates, talked about the details on editorial world through his own experience in the framework of a lecture included in ELISAVA's Master's Degree in Graphic Design.

**TRANSITIONS TOWNS, TOWARDS URBAN RESILIENCE!****Speaker:** Juan del Río**Date:** 15 March 2013

Juan del Río, Director of Sustainable Transition, gave this lecture about this movement that works to transform the actual unequal society and dependent on fossil fuels in a more socially and environmentally and community fair. Lecture in the framework of the Postgraduate Diploma in Eco-habitat. Designing Eco-efficient Housing and Postgraduate Diploma in Design, Environment and Architecture .

**RESEARCH IN DESIGN****Speaker:** Jorge Rodríguez**Date:** 19 March 2013

Jorge Rodríguez, director of the Master's Degree in Research for Design and Innovation given by ELISAVA, participated at Universidad del Norte's Cátedra Europa 2013 programme, with the lecture "Research in Design". Cátedra Europa is an institutional programme of Universidad del Norte (Colombia) which aims to consolidate a space for discussion and analysis of the political, economic, educational, social and cultural issues related to current global order and relations between European countries and Colombia.

**JESÚS RAFAEL SOTO Y EL ARTE****COMO EMOCIÓN Y CONOCIMIENTO Y/O CARLOS CRUZ DIEZ Y EL ARTE CINÉTICO****Speaker:** Dr. Julio César Schara**Date:** 10 April 2013

Dr. Julio César Schara, professor at the Universidad Autónoma de Querétaro (Mexico), art and literature critic and avant-garde, Latin American art researcher, talked about kinetic art and kinetic artist Carlos Cruz Diez. Lecture offered in the framework of ELISAVA's Degree in Design .

**CREANDO TIPOS. FORMA Y USO****Speaker:** José Scaglione**Date:** 11 April 2013

José Scaglione talked about how to understand and analyze typography from various perspectives. The typographer and founder of Scaglionedesign explored the interrelationships between typography and composition, between text and reader, and between the graphic designer and type designer. Lecture offered in the framework of ELISAVA activities.

**WANDERING IN THE 2.5 DIMENSION****Speaker:** René Knip**Date:** 18 April 2013

Dutch designer René Knip spoke on "Wandering in the 2.5 dimension" on the 3D capabilities of 2D graphic design applied to his work. He also discussed aspects like passion, material, colour... Lecture offered in the framework of Degree in Design .

**ENGINEERING IN INDUSTRIAL DESIGN, CAREER OF THE FUTURE****Speakers:** Cristina Olmos Almiñana, José Carlos Martínez Malo, Natàlia Cantero Caldito and Xavier Romero Mendiola**Date:** 24 April 2013

The Association of Industrial Engineers of Barcelona presented at ELISAVA a set of proposals in order to facilitate introduction into the professional world and providing a space of support and reference for the development of future engineers' working career, guided by Cristina Olmos Almiñana, Technician in Orientation and Job Placement; and José Carlos Martínez Malo, Natàlia Cantero Caldito, and Xavier Romero Mendiola, Engineers in Industrial Design and members of the Industrial Design Committee.

**TO BE SUSTAINABLE IN ARCHITECTURE IS ...****Speakers:** Toni Gironés and Jaume Valor**Date:** 25 April 2013

This lecture was a reflection on sustainability from a professional practice perspective conducted by architects Toni Gironés and Jaume Valor. Lecture offered in the framework of the Postgraduate Diploma in Design, Environment and Architecture and the Postgraduate Diploma in Eco-habitat. Designing Eco-efficient Housing in Barcelona by ELISAVA.

**WHAT IS WORK? WHERE DID WE LEARN HOW TO WORK****Speaker:** Sevil Peach**Date:** 3 May 2013

Vitra, Sony, Mexx, Deloitte, Novartis and Microsoft are some of the companies that Sevil Peach works for. Peach has developed an in-depth interest and expertise in workplace design. The workplace needs to be appropriate at an organisational, physical and emotional level, to create a supportive environment that is inviting and familiar, that inspires and motivates people, creating feelings of comfort and confidence. Lecture

offered in the framework of the Postgraduate Diploma in Design of Work Space by ELISAVA.

**BETTER LIBRARY AND LEARNING SPACE****Speaker:** Les Watson**Date:** 14 May 2013

Les Watson, library and learning consultant and Visiting Professor of Learning Environment Development at the University of Lincoln, considered aspects of society, learning and recent technology developments and how these might inform our thinking about the creation of new learning environments. Lecture offered in the framework of ELISAVA's Master's Degree in Furniture Design.

**COWORKING PHILOSOPHY AS A NEW WAY OF WORK****Speaker:** Manuel Zea**Date:** 15 May 2013

Architect Manuel Zea talked about the characteristics related to the design, the business model, the services and the legal aspects involved with the coworking philosophy. Lecture offered in the framework of ELISAVA's Postgraduate Diploma in Design of Work Space.

**APPS DESIGN FOR IPHONE****Speaker:** Javier Cañada**Date:** 22 May 2013

Javier Cañada, Director and Chief Designer of Vostok Studio, talked about the App Caoba case study, designed and developed by this company, and he also analyzed the key elements of designing iPhone applications. Lecture offered in the framework of the Master's Degree in Design and Internet Web Project Direction by ELISAVA.

**THE TENDER SPOT****Speaker:** Mario Lombardo**Date:** 22 May 2013

Mario Lombardo is one of Germany's top graphic designers. In his lecture "The Tender Spot", Lombardo talked about his works during the last 10 years, current events and about things that are going to happen. Lecture offered in the framework of ELISAVA's Master's Degree in Graphic Design and the Postgraduate Diploma in Graphic Design and Publishing Projects.

**DESIGN SPACES****Speaker:** Ignacio Urbina Polo**Date:** 23 May 2013

Ignacio Urbina Polo, Associate Professor at Pratt Institute and Industrial Designer, M.Ing,

told a story about his personal experience in design training, promotion, and working activity. Lecture offered in the framework of ELISAVA activities.

**BECAUSE BEING AN ADVERTISER IS WORTH IT****Speaker:** Rafa Soto**Date:** 31 May 2013

"Because being an advertiser is worth it" was the title of the lecture by Rafa Soto, founder and creative director of Herráiz Soto. The world changes, brands fade away, advertisements annoy, economic systems are reformulated, agencies are in crisis, and your friends look down on you. However, being and advertiser is worth it more than ever. The talk dealt with talent, sustainability, new rules, opportunities, optimism, LSD, superzebraman and rock&roll. The lecture took place in the context of ELISAVA's Master's Degree in Advertising Design and Communication.

**INNOVATION & LARGE-SCALE CONTENT****Speakers:** Irene Pereyra and Anton Repponen**Date:** 4 June 2013

Global Director of UX and Strategy, Irene Pereyra, and Global Creative Director, Anton Repponen, showed an in-depth behind-the-scenes look at USA Today.com in a chronological manner, all the way from how the project started, to the success and hurdles along the way – and ultimately to launch. The yearlong project which involved all disciplines within Fi has been touted as the most innovative newspaper website ever released. They also showcased two other big projects which will be launching this year. Lecture offered in the framework of ELISAVA's Master's Degree in Design and Internet Web Project Direction.

**UNICEF + ING DIRECT, OR HOW TO USE TECHNOLOGY FOR REACHING PEOPLE'S HEARTS****Speaker:** Chus Rasines**Date:** 7 June 2013

Starting from the work that Ogilvy has been carrying out in the last years for ING Direct & UNICEF ("El Monstruo", or "The Monster", "Llévalos a la escuela", or "Take them to the school", etc.) Chus Rasines, Creative Chief Executive Officer of OgilvyOne Madrid, talked about the commitments that contemporary digital communication tries to explore: its new paradigms, its possibilities, its tools and its limits. Lecture in the framework of ELISAVA's

Postgraduate Diploma in Advertising Design and Creativity.

**RECYCLING THE CITY. RETHINKING THE TRANSFORMATION, TOWARDS A SUSTAINABLE MANAGEMENT OF THE LAND****Speaker:** Jordi Morató**Date:** 10 June 2013

Recycling City REC\_C is a collective project initiated by the UNESCO Chair for Sustainability at the Polytechnic University of Catalonia - Barcelona Tech, which was born with a number of partner institutions and organizations. Jordi Morato, coordinator of the UNESCO Chair for Sustainability, spoke of this project, which helps to achieve more sustainable cities. Lecture in the framework of the Postgraduate Diploma in Design, Image and Architecture and the Postgraduate Diploma in Eco-habitat. Design of Eco-efficient Housing in Barcelona by ELISAVA.

**NEW INTEGRAL COMMUNICATION CODES****Speaker:** Daniel Calabuig**Date:** 14 June 2013

Social networks, communication platforms... How can one be the main character of a story when it goes on in so many different formats at the same time? Daniel Calabuig, Creative Director and founder partner of the agency Seis-grados, explained it in a lecture in the framework of ELISAVA's Postgraduate Diploma in Advertising Design and Creativity.

**MORE IS MORE****Speaker:** Alex Trochut**Date:** 19 June 2013

Alex Trochut, graphic designer and former student, talked about his working philosophy, elegance and richness in projects carried out with the utmost detail. Lecture in the framework of the Postgraduate Diploma in Design and Art Direction by ELISAVA.

**THIS IS OUR MOMENTO!****Speakers:** Juan and Alejandro Mingarro**Date:** 20 June 2013

Juan and Alejandro Mingarro, from Brosmind, brought to ELISAVA their fresh and optimistic universe in a session with a motivating and inspiring lecture in the framework of ELISAVA's Postgraduate Diploma in Design and Art Direction.



## THE SOCIAL COIN

**Lecturers:** Eloi Bellart, Anna Closas, Ivan Caballero, Mar de la Llave, Koldobika Goikoetxea, Laura Oliver, Edgar Pons, Ivan Pajares, Joan Bermúdez and Albert Closas

**Day:** 20 June 2013

ELISAVA hosted the presentation of The Social Coin, the project headed up by the School's design and engineering students that is a model for Crowdfunding and social entrepreneurship at the European level. The initiative produces and distributes social coins that symbolize unselfish actions. Journalist Albert Closas and Joan Bermúdez, from Delivering Happiness, were in attendance at the ceremony, and the members of The Social Coin staged a performance.

## BUILT INTERIORS

**Speaker:** Mariano Martín

**Date:** 26 June 2013

Architect Mariano Martín analyzed different ways of tackling interior architecture projects and their corresponding constructive systems, including some examples carried out by his studio Estudio Mariano Martín. Lecture offered within the framework of ELISAVA's Postgraduate Diploma in Design of Work Space given.

## METIC. AN APPROACH TO THE CREATIVE THINKING

**Speaker:** Daniel Solana

**Date:** 5 July 2013

Daniel Solana, founder of Doubleyou, talked about the new book he is writing, based on "the metis", a line of thought focused on the flexibility, the cleverness, and the intuition that the ancient Greeks used as an alternative to logic rationality in environments and moments of uncertainty. Lecture offered within the framework of ELISAVA's Postgraduate Diploma in Design and Art Direction.

## EXHIBITIONS

As one of ELISAVA's activities, exhibitions are a crucial way to convey the significance of the School's relations with businesses and institutions, not to mention the importance of the projects designed by our students.

The exhibition of projects made in the classroom was held in the School's own exhibition area, as well as in other spots around Barcelona. The show "*ELISAVA's World*",

held for the second year in a row at the same time as the Open House, was extraordinarily popular. It captures the School's educational aims in a highly graphic way and shows future students the ELISAVA community.

## NATURALEZAS HUMANAS

**Date:** 1 to 15 September 2012

**Venue:** Centro Comercial Las Arenas (Gran Vía 373-385, Barcelona)

"Naturalezas humanas" showcased the works of students from the Master's Degree in Photography and Design of ELISAVA. The exhibition explored some of the distinctive features inherent to the human being, including ways of thinking, feeling and acting. It focuses on issues related with the human condition such as religion, death, illness, memory, love, time and how man relates to other people, to the natural environment and with oneself. This collaboration between Las Arenas and ELISAVA stems from the desire of both entities to boost both the culture of good design and new designers.

## COLOURS OF BERLIN MADE FORMS IN MY HEAD

**Date:** 20 September to 16 December 2012

**Venue:** Vila Casas Foundation. Volart Space (Ausiàs Marc 20, Barcelona)

Andrea Mendoza, former student of Photography and Design at ELISAVA, participated in the temporary exhibition "Colours of Berlin made forms in my head", by artist Victor Perez, with a series of photographs taken during the postgraduate diploma. "Interactions" was the result of an activity in which students had to express with their body the sensations transmitted by architecture and some of the exhibits of Vila Casas Foundation.

## FROM IDEA TO BUSINESS

**Date:** 26 September to 5 October 2012

**Venue:** Arts Santa Mònica (La Rambla 7, Barcelona)

The jury of the MID Design Ideas Market chose five ELISAVA Design and Engineering student projects from among the 180 proposals submitted to the 2012 edition to be part of the exhibition "From idea to business", that took place in the Arts Santa Mònica centre from September 26 to October 5. The list of projects was: "BOT ON QR" by Bruno Di Lella (Finalist at the ADI Medals 2012); "Arum" by Carla Cava (Finalist at the ADI Medals 2012); "Isabel" by Francisco Javier Camino, Sarai Nieves and Andrea Obra-

dors; "Mans a l'hort" by Marina Villaró; and "OM" by Marc Romero, Final Degree Project 2011 in collaboration with Fundació Pasqual Maragall.

## YEAR SHOW 11/12

**Date:** 11 October to 7 November 2012

**Venue:** ELISAVA

"Year Show 11/12" included a selection of the best projects made by ELISAVA Master's and Postgraduate Degree students during the 2011/2012 academic year. The exhibition covered all areas of the School and aims to give visibility to projects as diverse as an application for planning routes via mobile phones, shoes that can be designed by the user with a combination of different materials and a sole, or a babywalker that becomes a bike without pedals.

## ERASMUS EXPERIENCE

**Date:** 21 November 2012 to 5 February 2013

**Venue:** ELISAVA

In this exhibition ELISAVA presents a selection of more than 50 students' projects from Bachelor's Degree in Design, Industrial Design Engineering and Building Engineering made while participating in mobility programmes 2011-2012 in 36 universities of 21 countries. The diversity of materials displayed reflects the different interests our students have and the diversity of approaches that characterize our network centres of international relations, which currently has 65 centres across Europe, America, Middle East and Australia.

## CREATIVE MARATHON

**Date:** 20 December 2012 to 25 January 2013

**Venue:** ELISAVA

This exhibition showed the projects developed by ELISAVA third and fourth year Design and Engineering students at the 13th edition of the "Creative Marathon", a series of workshops taught by professionals from various disciplines, conducted from 17 to 20 December 2012. The aim of this event is to promote creative thought processes and research for the development of innovative projects. This is a laboratory of ideas to promote multidisciplinary design.

## ENGINEERING AND DESIGN FOR MINI WIND POWER

**Date:** 5 March to 13 April 2013 and 3 to 30 June 2013

**Venue:** La Fàbrica del Sol Environmental Education Centre (Paseo Salvat Papasseit 1, Barcelona) and Can Deu Civic Centre (Plaça de la Concòrdia 13, Barcelona)

Third and fourth year students from the Bachelor's Degree in Engineering in Industrial Design given by ELISAVA organized this exhibition. The exhibition took the visitor on a historical journey on mini wind power up to our days, and suggested future perspectives. School students wanted to highlight the importance of good engineering and good design of the mini turbines as a value added and as a way of expanding their use and implementation possibilities. The exhibition ended with an exhibition of four mini turbines prototypes developed by the Bachelor's Degree in Engineering and Industrial Design students in their Final Degree Project and in the Sustainability Module's subject "Active systems".

## ÈXITS 2012

**Date:** 6 to 22 March 2013

**Venue:** ELISAVA

The "ÈXITS 2012" exhibition brought together a set of Final Degree Projects developed by the last generation of students from the Higher Degree in Design at ELISAVA (in the specialities of Interior Design, Graphic Design, and Product Design).

The Final Degree Project is the crucial moment in which students develop and synthesise the skills acquired during the degree, highlighting all their resources and personal abilities. This final project functions as a prelude for the practice of the profession, since every aspect taking part in the conclusion of a practical case is put at stake.

## ELISAVA'S WORLD

**Date:** 18 April to 30 September 2013

**Venue:** ELISAVA

"ELISAVA's World" showed the philosophy of the School's educational project. ELISAVA follows a line of innovative research and training, flexible, creative and multidisciplinary, strongly oriented to the professional world. Under these premises for over half a century we have promoted the link between design and engineering in continuing education internationally. Our methodology combines the necessary knowledge to develop the creative process to make possible the technological development projects. We do so taking into consideration the global scenario, promoting internationalization from exchanges with other universities throughout the world and partnering with foreign companies and institutions.

## ILLUSTRATION IN LIVE!

**Date:** 8 May 2013

**Venue:** ELISAVA

"Illustration in live!" was the result of one of the 17 workshops developed by the third and fourth year students of the Bachelor's Degree throughout the 13th edition of the Creative Marathon, which took place between 17 and 20 December 2012. The event took place 8 May at 8 pm, and will be conducted by Albert Fuster, Head of Studies of the Bachelor's Degree in Design, Ivan Bravo, tutor of the workshop, and the junior designers Javier Jabalera, Miguel Olivera, Laia Corominas, and Carolina Poch. The goal of this exercise was to transform the School's interior through vinyl pieces that will modify space perception. The intervention comprises a large-scale illustration structured along the 4 floors of the building. Each one of the floors depicts the experience lived by our students throughout the development of each of the academic courses.

## READY, STEADY, GO!

**Date:** 9 to 19 May 2013

**Venue:** Line 2, Passeig de Gràcia Metro Station, Barcelona

Iñaki Gargallo Monge, 2nd-year student of the Bachelor's Degree in Design at ELISAVA, presented the installation "Ready, Steady, Go!", one of the winner projects in Swab Stairs. This creative project of urban transformation was framed within Swab Barcelona. International Contemporary Art Fair, and more specifically within Swab Stairs, a contest open to students from different design schools of Barcelona in order to create the vinyl for the access stairs of five of the city's most centric metro stations. The creators' network Kognitif and Transports Metropolitans de Barcelona (TMB) collaborated in this project.

## ALL MY MUDIC

**Date:** 4 to 7 June 2013

**Venue:** ELISAVA

For the first time, students of the Master's Degree in Design and Communication given by ELISAVA, all of them from five different years and coming from all over the world, participated in a collaborative exhibition, "All my MUDIC". The exhibition, which could be visited from 4 June at the School's hall, consisted of a series of creative pieces created by the students and former students of the programme. Through their works, they freely interpret the word MUDIC, which gives its name to the master's degree.

## SIGNS AND DIALOGUES

**Date:** 6 to 26 June 2013

**Venue:** ELISAVA

The exhibition "Signs and dialogues" explored the social and architectural side of the Museu Can Framis and Barcelonan district 22@, in which the building is located, from a multidisciplinary approach to photography and contemporary visual creation. The exhibition, fruit of the collaboration between Fundació Vila Casas and ELISAVA, presented a selection of projects developed by students of the Master's Degree in Photography and Design and the Postgraduate Diploma in Design, Image and Architecture.

## DEGREE SHOW 2013

**Date:** 20 June and 22 July 2013

**Venue:** ELISAVA

ELISAVA celebrated the "Degree Show 2013", an exhibition of the Final Degree Projects of the students of Design, Engineering in Industrial Design and Building Engineering of the School. The Final Degree Project is the decisive moment in which students develop and at the same time synthesise the knowledge acquired during the degree, and highlight all their personal resources and skills.

## ALTERNATIVE JEWELLERY DESIGN

**Date:** 22 to 31 July 2013

**Venue:** ELISAVA

The students of the first edition of the Postgraduate Diploma in Alternative Jewellery Design given by ELISAVA exhibited their final projects at ELISAVA. The works' exhibition, curated by Ramon Oriol, programme director, were carried out along with other projects developed throughout the course, such as the kinetic and ready-made jewels. The creativity and innovation of the students coming from all over the world (USA, Brazil, Mexico, Spain) was depicted in the collections presented.

## 360° ARENAS FOOD EXPERIENCE

**Date:** 26 July to 18 August 2013

**Venue:** Las Arenas Shopping Mall (Gran Via de les Corts Catalanes 373-385, Barcelona) "360° Arenas Food Experience" is the name of the pop-up store developed by the students of the Master's Degree in Retail Design given by ELISAVA, was installed at Las Arenas Shopping Mall with the aim of promoting the restaurants located on the roof of the building that once was one of Barcelona's bull rings. The proposal by students Margarita Delgado, Sebastian Pardo, Andres Cabrera and José Ma-



nuel Matallana was the winner one from among the eight works submitted within the frame of an academic project in collaboration with the shopping centre..

## FAIRS

ELISAVA disseminates the projects undertaken by its promising students in its Design and Engineering programme while also providing information on its academic programmes to the entire world through fairs in different sectors related to its sphere of action.

The School's commitment was reaffirmed internationally in academic year 2012-2013 with an increase in its participation in education events all around Spain and Latin America.

### OFFICIAL DEGREES ORIENTATION FAIRS

ELISAVA guides its students and future students throughout their professional development. For this reason, the School has taken part in several meetings in Spain like UNITOUR and Salón Europeo de la Formación. The School was present for the first time at the Valls Student Fair at Alt Camp that includes, among others, all the training proposal to university level and vocational training of Catalonia (7 and 8 March 2013). In Barcelona, ELISAVA, as on other occasions, participated in the Saló de l'Ensenyament held from 13 to 17 March 2013. ELISAVA also offered informative sessions about the Official Degrees at more than 20 schools in Spain and Andorra

### MASTER'S DEGREES ORIENTATION FAIRS

Aiming to promote the wide range of Master's Degrees and Postgraduate Programmes, ELISAVA has continued the methodology used in Spain and Portugal and the School has intensified its presence in Latin America. On one hand, the School attended the LATAM Circuit FIEP in Santo Domingo (19 February 2013), San Jose (21 February 2013), Panama (25 February 2013), Maracaibo (27 February 2013) and Caracas (28 February 2013).

On the other, ELISAVA has participated in the XVIII ITESM 2013 International Programmes Fair, organized by the Instituto

Tecnológico de Monterrey, in the different campus of this centre in Mexico: Campus de Monterrey (25 and 26 February 2013), Campus Guadalajara (27 February 2013), Campus Querétaro (28 February 2013), Campus Puebla (1 March 2013), Campus Estado de México (4 March 2013) and Campus Santa Fe (5 March 2013). The School has also participated at EDUEXPOS 2013 in Colombia: Bogota (13 and 14 April 2013), Bucaramanga (16 April 2013), and Medellin (18 April 2013); Lima, Peru (22 April 2013) and Santiago, Chile (24 April 2013).

### ESPAI JOIA

**Date:** 12 to 15 October 2012

**Venue:** Drassanes Reials de Barcelona (Av. de les Drassanes s/n, Barcelona)  
The Postgraduate Diploma in Alternative Jewellery Design of ELISAVA attended the 2nd edition of Espaijoia, a meeting for professionals and jewellery lovers to promote exposure and business in this sector. The fair featured parallel events, outreach activities and cultural events.

### 080 BARCELONA FASHION / AUTUMN-WINTER

**Date:** 28 to 31 January 2013

**Venue:** DHUB (Pl. de las Glòries 37, Barcelona)  
The Master's Degree in Fashion Design offered by ELISAVA participated at the 080 Barcelona Fashion, from 28 to 31 January in the new DHUB building. The eleventh edition of the catwalk showed the proposals for the 2013/2014 autumn-winter season and organized a variety of parallel activities such as contests, exhibitions, professional forums and a show of the best schools' projects, among others. One of the protagonists was the firm Martínez Lierah, composed by Arturo Martínez and Daniel Lierah, who is a former student of the ELISAVA Master's Degree in Fashion Design.

### PRODUCT DESIGN MADRID

**Date:** from 13 to 16 February 2013

**Venue:** Colegio Oficial de Arquitectos de Madrid (Hortaleza 63)  
ELISAVA took part in the first edition of Product Design Madrid, a professional meeting of national and international emerging designers, producers, and firms of the design world. Álvaro Goula, Pablo Figuera, and Bruno Di Lella Pinilla, recent graduate stu-

dents in Design from ELISAVA, were at this International Industrial Design Fair to explain their experiences, share their ideas, and talk about the projects that they have developed on the product field.

### SALÓ DE L'ENSENYAMENT

**Date:** 13 to 17 March 2013

**Venue:** Fira de Barcelona (Av. Reina Maria Cristina, palace 2)  
More than 1,100 people visited the ELISAVA stand at the *Saló de l'Ensenyament* held from the 13th to 17th of March 2013 at Fira de Barcelona, where the School's team, with the support of its students, offered personalised attention to everyone who expressed interest in the official Bachelor's Degrees taught here. Yet again, the design of the stand for this year's edition of the fair was the outcome of a partnership between the school's faculty and students. In this case, the students Banui Barragán, Cristina Blanco, Manel Portomeñe and Jordi Ros developed the design in a workshop supervised by the design studio Iagranja.

### PDM#2

**Date:** 18 to 21 June 2013

**Venue:** Espai Mezanina (Ramon y Cajal 2, Barcelona)  
ELISAVA participated in the second edition of the Product Design Madrid fair with the exhibition of a selection of projects by Marina Villaró, Óscar Pérez, Albert Puig Navas, Raúl Arribas, and Christopher Montserrat Wellmer, students and former students from the School, within the framework of the Barcelona Design Week. Product Design Madrid is a new generation professional platform focused on the international spreading and promotion of new talents in and out of Spain.

### 080 BARCELONA FASHION / SPRING-SUMMER

**Date:** 8 to 12 July 2013

**Venue:** DHUB (Pl. de las Glòries 37, Barcelona)  
ELISAVA participated in 080 Barcelona Fashion with students from the Master's Degree in Photography and Design and students from the Master's Degree in Fashion Design. Process, Innovation & Brand. The Master's Degree in Photography and Design participates in the Photo Shoot contest, which has as its premise the creation of a report of the autumn/winter collections created by the designers that have hit the

catwalk during the 080 Barcelona Fashion January 2013 edition.

The outfits of the students of the Master's Degree in Fashion Design. Process, Innovation & Brand were showcased in the 080's showcases, destined to display the best collections presented by the design school students, and also participated in the ModaFAD Fashion Awards "The Best Fashion T Projects 2013" in the context of the 35th edition of MODAFAD, the catwalk for emerging fashion designers.

### BONA NIT BARCELONA

**Date:** 20 July 2013

**Venue:** Poble Espanyol (Av. Francesc Ferrer i Guardia 13 Barcelona)  
Within the frame of the Bona nit Barcelona festival at Poble Espanyol, a selection of the parallel proposals of posters for the event that were designed by the students of the ELISAVA Degree in Design were exhibited. The project's development was directed by teachers Meritxell Piqué, Ivan Castro and Josep Basora, in collaboration with Bunker type. The Bona nit Barcelona organisation was the jury of the exercise and selected the poster by Magda Piqué as the winner.

## MEETINGS

More workshops related to our sector were held in academic year 2012-2013, not only events at our own School but also others which took place both in Spain and internationally.

As a meeting point of knowledge, ELISAVA hosted *Entretipos*, the event for professionals in the graphics and typography industry; *Webvisions*, a technology forum held in the United States and Barcelona; and the *Packaging 360°* series, which attracted more than 600 participants.

### DISPLAY OF PORTFOLIOS

**Date:** 13 September 2012

**Venue:** The Private Space (Roc Boronat 37, Barcelona)  
The ELISAVA's Master's Degree in Photography and Design organized this course, taught by teachers of the programme. The purpose of displaying portfolios was so photographers could receive constructive critical evaluation of their work, as well as advice on possible

solutions and professional art applied to their photo project.

### VISIT AT THE SCENIC SPACE "LA BÊTE" IN THE TNC

**Date:** 17 September 2012

**Venue:** Teatre Nacional de Catalunya (Pl. de les Arts 1, Barcelona)  
ELISAVA's Postgraduate Diploma in Set Design organized a visit to the scenic space of "La Bête", the production that opened the season 2012-2013 at Teatre Nacional de Catalunya (TNC). A close look at the world of performing arts, guided by a special guest, Max Glaenzel, the set designer responsible for the staging of "La Bête" written by David Hirson and directed by Sergi Belbel.

### BARCELONA DESIGN INNOVATION CLUSTER

**Date:** 18 September 2012

**Venue:** Eina School  
ELISAVA participated in the second open seminar about Design Research with the goal of connecting design researchers with each other and with Catalan companies for the development of doctoral theses in design-led business innovation demands. Dr. Javier Peña, head of the Degree in Engineering in Industrial Design at ELISAVA, gave the lecture "Multi materia", a presentation of research results on new materials in the aerospace industry.

### INTERNATIONAL DAY OF PEACE

**Date:** 21 September 2012

**Venue:** Live Windows by Benetton in Milan and Barcelona (Portal de l'Àngel, 22)  
ELISAVA took part in the International Day of Peace, organized by United Nations on 21 September 2012, with audiovisual projects of design **students:** "Balance & Time" by Pau Garcia and Eva Vera, and "Unknot the war" by Carla Molins. The works were projected on the video walls of Benetton stores in Milan and Barcelona, and also on UN communication channels, thanks to the collaboration between ELISAVA and Fabrica, a research centre on Benetton marketing, through the Benetton Windows Live Windows Project, and the United Nations Regional Information Centre (UNRIC).

### PACKAGING DAY

**Date:** 18 October 2012

**Venue:** FAD (Plaça dels Àngels 5-6, Barcelona)  
Several ELISAVA students presented their projects in Packaging Day, organized by

BASF. The student projects were carried out in the packaging module of the Degree in Design and Degree in Engineering in Industrial Design. All projects were tutored by Cristina Taverner. The day featured lectures about packaging, including "Packaging: the answer is in the materials" by Dr. Javier Peña, head of Studies and Materials professor at the ELISAVA Industrial Design Engineering Degree, and Scientific Director at Materfad, the FAD (Promotion of the Arts and Design) Materials Centre.

### UNITED NATIONS DAY

**Date:** 23 October 2012

**Venue:** Grand Place de Brussels  
The videos "Balance and Time", by Pau Garcia and Eva Vera, and "World Food Day" by Gaston Lisak, were selected by the United Nations Regional Information Centre (UNRIC) to be shown during the celebration of the United Nations Day. The event took place on Sunday 21 October between 11 am and 5 pm at the Grand Place of Brussels, a UNESCO site, with more than 3,000 people in attendance.

### SCAN INTERNATIONAL PHOTOGRAPHY FESTIVAL

**Date:** 25 October to 24 December 2012

**Venue:** Tarragona  
Marta Pujades and Ana Darder, student and former student of ELISAVA's Master's Degree in Photography and Design, showed their work at the SCAN International Photography Festival, held in Tarragona during the last quarter of the year. Marta Pujades participated in SCANOFF, a screening session with the aim of opening the doors to the festival to new generations of photographers, giving them the opportunity to show their works. Ana Darder projects were showed at SCANOFF projections, and were also part of the collective exhibition "Autoedición expuesta".

### BARCELONA SUSTAINABILITY JAM 2012

**Date:** 2 to 4 November 2012

**Venue:** Coperfield for Social Good (Plaça Reial 18 1r, Barcelona)  
A group of students of the Bachelor's Degree in ELISAVA's Engineering in Industrial Design participated in the Barcelona Sustainability Jam 2012, an event that brought together people interested in design with the aim of developing sustainable proposals within 48 hours, in an exercise of creative improvisation and knowledge sharing. The Sustainability

Jam will be held simultaneously in different cities, such as Tel Aviv, Berlin, Milan, Oslo, London, New York, San Francisco, Sao Paulo, Hong Kong and Melbourne.

### III CONFERENCE ON DOCUMENTARY PHOTOGRAPHY

**Date:** 12 to 15 November 2012  
**Venue:** Espai Fotogràfic Can Basté (Pg. Fabra i Puig 274, Barcelona)  
 ELISAVA's Master's Degree in Photography and Design took part at the Can Basté Third Conference of Documentary Photography through a lecture given by Noel Criado, teacher of the master's degree, and a photographic exhibition by Silvia Poch, a former student of the course. Noel Criado, teacher of narrative photography in the master's programme, and writer Edson Lechuga, explained their experience within the collective documentary project "72Migrantes". Also, Silvia Poch, a former student of the master's degree, showed the "Quinceañera" project, which was a finalist of the Vist a Barcelona project.

### HUMAN RIGHTS, FROM SOCIAL INNOVATION

**Date:** 13 November 2012  
**Venue:** Los Andes University (Cra 1, N° 18A-12 Bogota, Colombia)  
 Human Rights and International Humanitarian Law Presidential Programme, in partnership with ELISAVA's Master's Degree in Research for Design and Innovation, the Ramon Llull Institute and the Department of Design of the University of Los Andes, carried out the project "Human Rights, from social innovation". The seminar was led by Jorge Rodriguez, director of this master's degree at ELISAVA.

### STAMPING AND TEXTILE TECHNOLOGY WORKSHOP

**Date:** 16 to 20 November 2012  
**Venue:** ELISAVA  
 Students of the Master's Degree in Fashion Design at ELISAVA attended a stamping and textile technology workshop by Ines Roig Liverato, designer, stylist and professor linked to AITEX Institute of Textile Technology. The postgraduate students could discover firsthand the innovations in the field of stamping in textile products, using thermochromic and fluorescent dyes and other products such as fragrances and nano fabric softeners.

### RECYCLE BIN PROTOTYPE TESTING

**HTW-MIDI ELISAVA**  
**Date:** 21 to 25 November 2012  
**Venue:** ELISAVA  
 Students of the Master's Degree in Research for Design and Innovation of ELISAVA shared experiences and knowledge with students of the Design Thinking program from HTW Hochschule für Technik und Wirtschaft of Berlin from November 21th to 25th 2012. HTW students were doing a project to redesign the recyclable bins of their university. On November 22th, students, teachers and guests did the testing of the prototype in ELISAVA facilities.

### THE SHOPPING NIGHT BARCELONA

**Date:** 22 November 2012  
**Venue:** Open Village Space (Passeig de Gràcia, between Provença and Mallorca, Barcelona)  
 Cristina Casasayas and Yuna Kono, students of ELISAVA's Master's Degree in Fashion Design, conducted a Kataezome workshop, traditional Japanese technique of stamping, and a demonstration of Furoshiki, object wrapping system, in the frame of The Shopping Night Barcelona (TSNB) at 22nd November at Passeig de Gràcia.

### THIRD LATIN AMERICAN BIENNIAL OF DESIGN

**Date:** 27 November 2012  
**Venue:** Central de Diseño/DIMAD, Matadero Madrid (Paseo de la Chopera 14)  
 On November 27, in the frame of the "IV Meeting BID of teaching and design" of the Third Latin American Biennial of Design, Jessica Fernandez, teacher of Degree in Engineering in Industrial Design of ELISAVA, offered the lecture entitled "Nanomaterials for a change of paradigm in current design" about the teaching model followed in the Degree in Engineering in Industrial Design of the School in the areas of materials and projects.

### HONDA: MOTORCYCLE DESIGN

**Date:** 29 November 2012  
**Venue:** ELISAVA  
 Students of ELISAVA's Degree in Design, Degree in Engineering in Industrial Design and Master's Degree in Product Design participated on 29th November at an event about motorcycle design organized by Honda. The event was divided into two parts (lecture and round table) headed by Teófilo Plaza, Honda designer.

### 360° PACKAGING DESIGN CYCLE

**Date:** 12 December 2012 to 6 June 2013  
**Venue:** ELISAVA  
 From December to June 2013, the Master's Degree of Packaging Design gave the possibility of attending the six master classes by leading professionals: Xavier Bas, Enric Aguilera, Pat Núñez, Nutcreatives, Nacho Lavernia and Miquel Capmany. The list of packaging master classes was the following:  
 "What do you have to know about wine to design a wine label? Master class about wine packaging design". Xavier Bas, Creative Director Xavier Bas Disseny. 12 December 2012.  
 "A watershed moment in the business of frozen products. La Sirena case study". Enric Aguilera, Creative Director and partner founder of Enric Aguilera Asociados. 9 January 2013.

"What do Mercadona and Loewe have in common? Branding and packaging for fragrances". Pati Núñez, Designer and director of Pati Núñez Associats. 21 January 2013.  
 "Ecopackaging, changing the way of thinking and doing things. Keys for sustainable packaging design". Jon Marin, Industrial Ecologist, and Àlex Jiménez, Designer. Nutcreatives Founders. 14 March 2013.  
 "The evolution of a design studio. Projects of structural and graphic packaging for international markets". Nacho Lavernia, Creative Director and founder of Lavernia & Cienfuegos Design. 17 April 2013.  
 "Not only packaging. The relevance of brand strategy". Miquel Campmany, expert in communication and brand. Head of Commercial Communication at Nestlé. 6 June 2013.

### ILLUMINATING ARCHITECTURE: FROM THE CONCEPT TO THE WORK

**Date:** 23 January to 6 February 2013  
**Venue:** Mitte Gallery, La Sagrada Família and Mercer Hotel  
 ELISAVA's Postgraduate Diploma in Architectural Lighting organized the series of lectures and visits called "Illuminating architecture: from the concept to the work", which involved three sessions:  
 "Concepts behind a lighting project". Conference + Exhibition at Mitte Gallery.  
 "La Sagrada Família: the process of illuminating Gaudí's work". Guided Tour at La Sagrada Família.  
 "Mercer Hotel by Rafael Moneo: how to light a historic building". Guided Tour at Mercer Hotel.

### MOVIE NIGHT

**Date:** 27 February and 18 April 2013  
**Venue:** ELISAVA  
 The Los Sietemilquinientos association of ELISAVA students organized the *Movie Night* cinema forum with the objective of promoting the civic spirit, and the social and cultural development among the students of the School, with the projection of the following movies: "Il Castello" by Martina Parenti and Massimo D'Anolfi (27 February 2013) and "Exit through the gift shop" by Bansky (18 April 2013).

### CONCERTATION - DEMOCRATIE - PROXIMITE

**Date:** 8 March 2013  
**Venue:** National School of Architecture of Montpellier (France).  
 Rafael de Balanzó, director of ELISAVA's Master's Degree in Design and Habitat and the Postgraduate Diploma in Eco-Habitat. Designing Eco-efficient Housing in Barcelona, participated at the international research seminar "Concertation - Démocratie - Proximité" in the National School of Architecture of Montpellier (France) with the lecture "Urban issues in Barcelona: Smart Cities or Resilient City?"

### RED BULL COLLECTIVE ART

**Date:** 19 to 22 March 2013  
**Venue:** ELISAVA  
 ELISAVA participated in the Red Bull Collective Art, an event taking place in 80 countries at the time, where the works created collectively by designers, artists, photographers and other creative talents are exhibited. A canvas was set up in the Students' Room of the School. In this canvas, the students, the teachers, and every one willing to participate, showed his or her creative abilities.

### TECH DAY

**Date:** 15 April 2013  
**Venue:** ELISAVA  
 Every year, within the frame of the didactic events programme of the Bachelor's Degree in Industrial Design, the Design and Product II subject organizes a conference series focused on a specific topic. The topic of the conference series taking place in this academic course focused on the individual's safety in the transport and/or sports field, applied to public, private, or semiprivate spaces. The speakers of the Tech Day were: Ricardo Sánchez Martín, Anthropologist and teacher of the Ramon Llull University; Oriol Francàs,

Strategic Director at Igriega Grupo de Comunicación; and Sergi Ferris Carbonell, SafeDesign General Director.

### ENTRETIPOS

**Date:** 19 to 21 April 2013  
**Venue:** ELISAVA  
 ELISAVA hosted the first edition of Entretipos, the event of the great professionals of the graphic and typographic sectors, and one of the new faces making way in this field. Four workshops that cover different aspects of the typography world took place: "Printing with letterpress and lito-offset" given by Jesús Morentín, "Embroidery techniques in typography" with Clara Montagut, "Glyphs: introduction to typography design" with Pedro Arilla, and "Copperplate font and expansive fountain pen" with Oriol Miró.  
 There were also these lectures: Andreu Balias "Fashion is written with an S"; Clara Montagut "Materic typography"; Octavio Pardo with "Different approaches to the design of a typographic family"; Manuel Sesma "This thing of ours does not have a name"; Oriol Miró "29 books and a brush – Manager needed", Marta Armada "Handwriting is learned by bleeding", and Pedro Arilla "Mum, when I grow up I want to be a typographer".  
 Parallel to these activities, the lettering and letterpress exhibition "Express Yourself" took place. Organized by Trastería, 10 artists showed their abilities for drawing letters through the creation of a handmade printed sheet. The "Serifs Safari", urban typographic route through the Old Town with Andreu Balias, closed Entretipos.

### ADAPT-R SYMPOSIUM2

**Date:** 23 April 2013  
**Venue:** ELISAVA  
 ELISAVA was host of the second session of the Adapt-r Symposium, an event that took place in the framework of the programme "Architecture, design and art practice training research (Adapt-r)". The aim of the meeting was to present, discuss and explore the further potentials of the innovative research paradigm developed by the Adapt-r programme, led by the university RMIT Melbourne with the support of a consortium of seven European universities.

### 1010 WAYS TO BUY A BOOK

**WITHOUT MONEY**  
**Date:** 23 April 2013  
**Venue:** Plaça Reial, Barcelona  
 The School collaborated with the initiative "1010 ways to buy a book without money", which aims at highlighting the cultural and social aspect of World Book Day, making it a party open to all. Some authors and teachers of the School as Raffaella Perrone, Daniel Cid o Javier Peña, among others, had donated copies of their books. ELISAVA has given a series of publications.

### THEATRE

**Date:** 2, 3, 4 and 5 May 2013  
**Venue:** ELISAVA  
 ELISAVA's theatre group, directed by Ferran Utzet, premiered "Somni/Sueño", a free adaptation of Shakespeare's *A Midsummer Night's Dream* and Calderón de la Barca's *Life Is a Dream*.

### REC EXPERIMENTAL STORES

**Date:** 6 to 8 June 2013  
**Venue:** Igualada  
 The students of ELISAVA's Master's Degree in Retail Design Space: Retail Design participated once again in the Rec Experimental Stores festival, with the creation of two installations. In this occasion, the eighth edition of this Catalan fashion, heritage and culture event was celebrated, implying the ephemeral transformation of Igualada's industrial neighbourhood, Rec.

### PASO DE ZEBRA FESTIVAL

**Date:** 8 and 9 June 2013  
**Venue:** Carrer Carretes, Carrer Aurora, Carrer Vistalegre, Padró Square, and Maldà Shopping Galleries, Barcelona  
 ELISAVA's Master's Degree in Photography and Design collaborated with the fourth edition of the Paso de Zebra Festival, an event focused on fashion, art and design taking place on the 8 and 9 June in different spots of the Barcelona Raval quarter. The School's students managed this event's *photo-call*, including points of sale, gigs and lots of activities related to fashion and artistic expressions.

**BARCELONA 2013 FESTA (CIÈNCIA + TECNOLOGIA)****Date:** 15 and 16 June 2013**Venue:** Verdaguer High School (Parc de la Ciutadella, Barcelona)

The students of ELISAVA's Bachelor's Degree in Engineering in Industrial Design participated in the Fest Science + Technology 2013 with "Solutions for an intelligent city", a workshop open to all audiences. The exhibition, within the subject area "Intelligent Cities", gathered different proposals of technologies and products revolving around three topics: mini-wind power, vertical farming, and energy transformation. ELISAVA's teachers Javier Peña and Marta González were in charge of this project.

**CIRCUIT 2013 BARCELONA****DOCUMENTARY PHOTOGRAPHY****Date:** 20 June 2013**Venue:** Passatge Escudellers, Barcelona

The students of ELISAVA's Master's Degree in Photography and Design participated in the first edition of the festival about documentary photography and photojournalism, CIRCUIT 2013, with the collaboration of the magazine *Piel de Foto*.

**WEBVISIONS****Date:** 27 June 2013**Venue:** ELISAVA

Webvisions explores the future of design, content creation, user experience and business strategy in an event that inspires learning, collaboration and entrepreneurship. After having taking place in Portland, and before going to Chicago and New York, this event arrived to Barcelona. The list of workshops was as follows: "Building a Mobile Fist Layout" by Marta Armada and Javier Usobiaga.

"Front End Legos: Reusable HTML & CSS" by Shay Howe.

"How to Return to Scriptwriting with Video Games" by Isabelle Arvers.

"Implementing Layouts with CSS3" by Chris Mills.

"90% of Design is Typography: A Hands-on Guide to Great Web Fonts and Typography" by Thomas Phinney.

"Accessibility for UX Designers"

by Derek Featherstone.

"CSS3 Animation" by Rachel Nabors.

"Play to Change: Using Game Mechanics to Motivate Your Audience" by Carolyn Chandler.

**ILLUMINATIONS EXPERIENCE****Date:** 27 June to 3 July 2013**Venue:** Textile Factory Fabra i Coats in Sant Andreu (Barcelona)

The workshop IlluminActions, organised by ELISAVA's Postgraduate Diploma in Architectural Lighting in collaboration with the Lupercales group, was in charge of the lighting work for the eighth edition of the Festival Eme3, which took place from 27 June to 3 July at the emblematic premises of the textile factory Fabra i Coats in Sant Andreu (Barcelona). The workshop enjoyed the active collaboration and participation of architecture, design and lighting professionals, and students from all over the world. For this reason, the meeting had a strong international and multidisciplinary personality that enriched the experience.

**BARCELONA DESIGN THINKING WEEK 2013****Date:** 1 to 5 July 2013**Venue:** ELISAVA

"Social change, innovation and company" was the leitmotiv of this event of workshops and lectures on design thinking, collaborative consumption, co-design, trends, and business models.

**Lectures**

"*This Is Service Design Thinking* - the story" with Geke van Dijk and Bas Raijmakers. STBY, authors of the book *This Is Service Design Thinking*.

"Imagination: Beyond Problem Solving" with Carlos Alonso Pascual. ADN Design.

"Design Thinking applied to Government Programmes" with Jorge Rodríguez Nieto. Director of the Master's Degree in Research for Design and Innovation given by ELISAVA.

"Entrepreneurship in Design Thinking" with Marc Garcia and Itziar Pobes. Diseño Greening.

"1B Beyond Design Thinking: Implementation and validation of business models" with Juan José Gasca. Thinkers & Co.

"Social Innovation and Design from ELISAVA" with ELISAVA teachers, students and researchers from.

Presentation of "Sinnaps, Innovation Management Software" by Richard Balet, teacher in the MaDE - Master's Degree in Advanced Design Management, Strategy and Entrepreneurship given by ELISAVA.

"Design thinking is a way, but attitude is the key" with Carmen Bustos. Souldsight.

**Workshops**

"Why trends don't have needs. And how to come close to what people really want" with Sascha Wolff and Diemut Bartl. The Dark Horse "This Is Service Design Thinking" with Geke van Dijk and Bas Raijmakers

"The Future Proof Enterprise: how to create Resilient, Enduring and Meaningful Businesses" with Simone Cicero.

"Hybridizing co-design: from science to organizations" with Irene Lapuente and Ramon Sanguenza. La Mandarina de Newton.

"Think like a Startup Canvas & Game" with Arne Van Oosterom. DesignThinkers Group, DT Academy.

"People-as-asset. A radical social innovation and a design opportunity" with Ezio Manzini. Politecnico de Milano / Desis Network.

Off Event. Customer Journey Mapping with Arne van Oosterom and Tim Schuurman. DesignThinkers Group, DT Academy.

"Collaborative Consumption" with Cristobal Gracia and Albert Cañigüeral. Consumo Colaborativo.

"How do you want to work in the future? From homo oeconomicus to homo ludens" with Daniela Marzavan. HTW.

**ALGOMAD 2013****Date:** 3 to 6 July 2013**Venue:** ELISAVA

ELISAVA organised the fourth edition of the seminar on architectural and design generative methods Algomad, from 3 to 6 July 2013. The event had as a reference the design and manufacturing work that are applied in Gaudi's Sagrada Familia, with parametric and computational methods.

**BARCELONA SMART MOTO CHALLENGE****Date:** 11 to 14 July 2013**Venue:** ELISAVA

A group of students of ELISAVA's Engineering and Design participated in Barcelona Smart Moto Challenge with the project "Bruc01", made jointly with students from the School of Industrial Engineering of Barcelona (ETSEIB). The students created a website where people can follow all the conceptualisation, design and building process of their proposal and started a crowdfunding campaign in order to achieve funding for their project.

**FINAL PROJECT PRESENTATION****Date:** 12 to 19 July 2013**Venue:** Fàbrica Moritz (Ronda Sant Antoni 41, Barcelona), Esther Montoriol Gallery (Diputació 339, Barcelona) and Mitte Gallery (Bailèn 86, Barcelona)

The Master and Postgraduate Programmes did the final project presentation during July. Several programmes stage this event in venues like Fàbrica Moritz like the Postgraduate Diploma in Advertising Design and Creativity and the Master's Degree in Advertising and Communication with an activity open to everybody called "Total Events" and the students of the Master's Degree in Design and Art Direction with "World Tour". The same structure and venue were followed for the final works presentation of the students of the Postgraduate Diploma in Graphic Design and Publishing Projects in the event called "One Big Blank Page". Mitte Gallery was the context chosen by the Master's Degree in Photography and Design and the students of the Postgraduate Diploma in Alternative Jewellery defended their final projects at the Esther Montoriol Gallery.

**ELISAVA FASHIONLAB SHOW 2013****CHYSALIS****Date:** 18 July 2013**Venue:** Fàbrica Moritz (Ronda Sant Antoni 41, Barcelona)

ELISAVA FashionLab Show 2013 is the culminating point of the platform of professional talents from ELISAVA's Master's Degree in Fashion Design. The presentation of the collections developed by the programme's students took place at Fàbrica Moritz Barcelona. Artist Elena Gallén collaborated in this event focused on the concept "Chrysalis", a minimalist approach to the fashion idea, an introspective process that strengthens the value of the raw material, the traditional, and the natural. The FashionLab Show was a show that mixes music, photography and audiovisuals developed together with the students from the fashion design programme, the Master's Degree in Photography and Design and the Master's Degree in Design and Art Direction given by the School.

**CREATIVITY IN THE THINKING-OUT****PROCESS****Date:** 24 July 2013**Venue:** ELISAVA

ELISAVA organised several workshops for industrial designers, with the aim of explaining in detail how the brain responds to creative challenges. The sessions were given by Dr. Daniel Collado Ruiz, an expert researcher in this field, and carried out within the frame of a project for identifying the barriers that limit designers' creativity, led by the research group in Integration of Design & Environmental Assessment ID&EA of the Universitat Politècnica de València.

**OPEN DAYS (JPO)****Dates:** April, May and June 2013**Venue:** ELISAVA

Every year, ELISAVA holds informative sessions on the official programmes that are taught at the School. This is a participative Open Days which welcomes future students and their family members, and the goal is to share with them the characteristics of the programme through their directors and to open the doors of the school's facilities to prospective students. During the 2012-2013 academic year, a total of seven Open Days were held in April (the 20th and 22nd), May (the 4th, 6th and 25th) and June (the 1st and 15th).

# PUBLICATIONS

ELISAVA's philosophy is linked to the world of innovation and research through a host of actions and projects. Each academic year, the School issues a series of publications which share reflections in the fields of design, engineering and architecture.

The commemoration of the institution's half-century of history was captured in the publication of the book entitled "ELISAVA 50", which also spotlights its main qualities and the future challenges to which the school strives to rise.

Likewise, just like every academic year, issue 28 of the trilingual journal "ELISAVA TdD, Design Issues" featured interdisciplinary reflections on the concept of speed and its reper-

cussions on the immediate environment. Two publications related to design and architecture were also issued: "*Environment. Interior Design*" and the "*Yearbook 2012*" from the Master's Degree in Design and Architecture.

**ELISAVA 50**

ELISAVA is an interdisciplinary community of students, professors, professionals and alumni who are passionate about design and design engineering and involved in education, thought and design practice. It is a school with more than 50 years of history, always searching for an advanced educational model that synchs with the new times and the new technological challenges. With the book "ELISAVA 50", we sought to reflect this way of being and doing things. Organised into 50 entries or tags which summarise the school's values and main qualities, this publication seeks to shed light on its key features. The book also contains a selection of prominent projects. This publication was edited by Dr Daniel Cid, Scientific Director of ELISAVA, and professors David Lorente and Tomoko Sakamoto were in charge of its design.

**ISSUE 28 DE ELISAVA TdD,****DESIGN ISSUES**

Issue 28 of ELISAVA TdD, Design Issues. "Speed. Reconsidering Time in Design" was launched at the school on the 17th of December 2012 with the following participants: Alfio Pozzoni, Director of Innovation and Research; FABRICA (the group's communications research centre); Giovanni Flore, Head of Projects and design researcher at FABRICA Projectos; and Heura Ventura, Industrial Design Engineer and Professor at ELISAVA.

The publication offers an interdisciplinary look that enables us to reflect on the concept of speed examined from the perspective of the speed at which our immediate environment is used and consumed, and the ways we perceive and process information.

Interaction, pace, slow, soft qualities and smart cities were just some of the words used by the authors related to the artefacts that are generating new "relationships" between people and their surroundings.

**ENVIRONMENT. INTERIOR DESIGN**

Javier Peña, Head of Studies of the Bachelor's Degree in Industrial Design Engineering, and Agustí Costa, Director of ELISAVA's Master's Degree in Design of Interior Space,



are the co-authors of the publication "Environment. Design of Interiors" written in conjunction with other renowned experts in disciplines like architecture, engineering and design.

The book examines the interior designer profession from an up-to-date, plural perspective, and it offers a series of in-depth reflections on methodologies used to solve the needs of the space being designed.

Agustí Costa wrote the chapter on the design process, in which he outlines the different phases in the design and execution of interior space. Javier Peña offers a reflection on the materials to be used in an interior design project in the chapter entitled "Materials with Sense and Sensibility".

#### YEARBOOK 2012

The yearbook from the 2011-2012 Master's Degree in Design and Architecture, just like its counterpart from the previous year as part of the Postgraduate Diploma in Design, Environment and Architecture, emerged from the conviction that students' works, as well as the most important teaching materials, should be reflected in an annual publication under the premise that all publications are a reflection and dissemination of the work done. This book stands out for the innovation of its contents, augmented reality, eco-publishing, teamwork and the students' self-management to produce it.

Also noteworthy in this year's publication, which was made by the teaching team of Marc Binefa, Maurici O'Brien, Ricardo Devesa and Albert Sagrera, is the work by Blanca Landete and Eva Yubero, students in the Master's Degree who had the chance to relearn and apply the knowledge they had acquired during the academic year. Likewise, the remaining students, professors and guests were also part of this project, as they selflessly helped to bring the book to fruition. The Yearbook, which was launched on the 29th of April 2013, is a noteworthy example of eco-publishing in both its process and materials (paper and special ink), as well as in its design.

## RELATIONS WITH COMPANIES AND INSTITUTIONS

#### José Antonio Aranda García Project Leader Global Engineering B. Braun

B. Braun has centred its suture RDI operations in Rubí (Barcelona), where some of the sutures are also manufactured. The container of these sutures must comply with a variety of technical and manufacturability requirements, while the medical sector usually reacts very conservatively to new ideas, so it is not easy to break the mould and find new ideas to improve the product while ensuring that it meets the strict economic and technical requirements of the product and the process.

Within this context, B. Braun's partnership with ELISAVA brought a flood of new ideas, all of them aimed at facilitating the surgeons' use of packaging and improving the conditions in which the product reaches the operating room. The ELISAVA team's range of projects and ideas provided fresh approaches and perspectives and multiple ways to present and use the packaging, opening up new perspectives in product development and leading to a small shift in the philosophy of how to rise to the challenges of product design.

#### Emilio Sepulveda CEO Natural Machines

The company is a start-up that designs and markets a device based on 3-D printing technology and the ingredients that make it possible to have a gourmet experience without leaving home. At Natural Machines, we are aware that, beyond technology, one of the key factors in customer satisfaction with a new device is its design and how it fits into a space, in addition to its ease of use or the user experience.

To achieve these aims, our best bet was a partnership with ELISAVA, a benchmark design centre near where we operate. And this was proven in the results. In record time, they assembled a multidisciplinary team led by experts who knew how to capture the pur-

pose and step into users' shoes. They created a design that is capable of integrating all the functionalities required with features that will make our product an entirely different device which is much more attractive than those usually found in any home's kitchen.

Partnerships with business and institutions are part of ELISAVA's core activity. Direct contact with a variety of sectors is one of the basic objectives in order to keep the training up-to-date. It is how the school rises to the challenge of meeting society's present and future training needs and matching business' needs in order to minimize the gap between the university's programmes, as measured through the training received by its graduates, and the business world's demand for university-trained human capital.

In the sphere of strategic alliances, ELISAVA has enhanced its partnerships with local and national technology centres and with associations and public and private clusters in order to seek synergies that strive to improve the teaching and the development of new innovation and research projects.

The combination of knowledge from the fields of design, engineering and even the social sciences has provided a vision that is essential when tackling projects. Coupled with partnerships with internal and external professionals and student teamwork, this has generated the flexibility and creativity needed to achieve innovative results that are viable enough to later be considered for real application in companies.

ELISAVA's effort to promote innovation and detect opportunities has caught the attention of corporations from numerous sectors. First-rate companies and institutions (EL NATURALISTA, FUNDACIÓ ARRELS, LA PEDRERA, MAC-TAC, ZOBELE GROUP, DUPONT, BIOSCA & BOTEY, SONY EUROPE LTD., BENETTON, CIRQUE DU SOLEIL, B. BRAUN and ARÇELIK, among others) have worked with ELISAVA to seek alternatives to the traditional sources of business innovation and to study the creation of new, never before thought of options to make design and engineering components of their business. In addition, these projects have allowed companies to identify bright students, while the school has met the companies' demand for innovative talent.

In fact, quantitatively, during academic year 2012-2013 the contributions from companies and institutions to implement projects

and/or for partnerships increased 276% over academic year 2011-2012.

Qualitatively, our success rate (with "success" defined as a situation in which a company or an institution chooses to further develop any of the proposals resulting from the project with the goal of real application) was over 80%.

During academic year 2012-2013, 40 new cooperation agreements were signed with companies and institutions. This is a 33% increase over the previous academic year, 2011-2012. These new agreements have allowed the following to be developed:

- 45 new Innovation Labs, Innovation and Enterprise projects, including academic projects and workshops. This is a 61% increase over the previous academic year, 2011-2012.
- 1 new customized training course (In-company training) for companies and institutions.

#### CUSTOM TRAINING

ELISAVA rounds out its educational programmes with the development and delivery of customised courses for companies and institutions. These courses are aimed at teaching, furthering and updating participants' knowledge in design, communication, strategy and project management so they meet the needs of customers, their products and their services in today's world.

In the current academic year, a training course was offered for professionals from different brands with commercial spaces located in Barcelona's ARENAS mall. The programme was planned in two training capsules. The first consisted of a Master Lecture with content related to brands and trends, visual strategies, viral marketing and other topics. The second capsule was conducted in workshop format and was meant to help the students apply their new knowledge in real project proposals and team presentations.

#### FEATURED SPONSORSHIPS

See page 80.

#### FEATURED PARTNERSHIPS

See page 81.

#### NEW AGREEMENTS SIGNED DURING ACADEMIC YEAR 2012-2013

See page 81.

#### FEATURED BUSINESS AND INNOVATION PROJECTS

##### 2 NATURAL VEGAN MACHINES

**Programmes:** Bachelor's Degree in Design and Bachelor's Degree in Industrial Design Engineering.

**Category:** Innovation Lab. Academic project and workshop.

**Project:** "3-D Printer for Vegan Cakes".

**Students:** Laura Planas, Rocío García, Julia Camprubí, Jordi Muñoz, Julia Bonet, Laia Truque, Milena Samos, Mireia Aleu, Pablo Santos, Pau Homs, Sergio López, Jordi Ros, Adriana Bertolín, Marc Pérez, Brigitte Bellina and Mar Bonet.

**Supervisors:** Cristina Taverner, Ricard Ferrer, Xavier Tutó and Guillem Martí.

**Description:** The company Natural Machines is a start-up devoted to using additive manufacturing technologies to improve the quality of life of individuals and the way they interact with the environment.

Thanks to an agreement between the School and the company Natural Machines, students from ELISAVA's Bachelor's Degree in Industrial Design Engineering and Bachelor's Degree in Design developed a draft design of a 3-D printer to make vegan cakes. The project's main objective was to ensure that the various technological elements were integrated so that the 3-D printer could operate as autonomously and produce cakes without any human intervention. ELISAVA's Engineering and Design students submitted several proposals as part of their Final Degree Projects, as well as in a workshop held outside of class hours.

##### AGBAR - AIGÜES DE BARCELONA

**Programme:** Postgraduate Diploma in Design of Work Space.

**Category:** Academic project.

**Project:** "AGBAR TOWER".

**Supervisor:** Octavi Mestre and Lluís Peiró.

**Students:** Natalia Selvi, John Avila and Norma Tena.

**Description:** The members of this course, both students and teachers, have visited the Agbar Tower year after year, ever since its origins in the initial construction phase.

As the culmination of this long history, the project in the latest edition of this course examined the spaces in the Agbar Tower.

First, the students developed different models of how a standard floor could be organised using innovation criteria, with an updated look at uses and behaviours while bearing the corporate requirements in mind.

Secondly, proposals were submitted for the functional and environmental renovation of the tower's dome area in an effort to make it a multipurpose space that could serve as a more or less informal meeting point.

The proposed solutions took into account all the components involved in the implementation process based on a rigorous analysis of the building's characteristics.

##### ARENAS DE BARCELONA

**Programme:** Master's Degree in Retail Space: Retail Design.

**Category:** Innovation Lab.

**Project:** "360° Arenas Food Experience".

**Students:** Margarita Delgado, Sebastian Pardo, Andres Cabrera and José Manuel Matallana.

**Supervisor:** Tito Perez Mora.

**Description:** Pop-up store created by students in ELISAVA's Master's Degree in Retail Space: Retail Design, located in the Las Arenas shopping centre during August 2013, with the aim of promoting the food businesses located on the upper terrace Barcelona's former bullring. The starting point of the installation located in the central square of the shopping centre included elements usually ignored by restaurant patrons, such as an interest in showing how the food is prepared and the level of detail reached when crafting the dishes.

##### B. BRAUN SURGICAL, S.A.

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Modality:** Innovation Lab. Workshop.

**Project:** "Packaging Absorbable Sutures".

**Students:** Lluís Puig, Jordi Ros, Laia Truque, Jordi Muñoz, Laura Planas, Andy García, Jordi Domínguez, Adrià García, Koldo Goikoetxea, Iván Pajares, Anna Slovinsky, Anna Inglés, Meritxell Pujol, Alba Clemente, Rocío García, Sergio López and Pablo Santos.

**Supervisors:** Cristina Taverner and Ana Maria del Corral.

**Description:** B. BRAUN charged ELISAVA with developing an Innovation Lab, which consisted of designing a support for winding and transporting absorbable sutures used for stitching sterile environments. The project took into account aspects such as the functionality of the design, the format and the use of new materials.

#### BIOSCA & BOTEY

**Degree programme:** Master's Degree in

Retail Space: Retail Design

**Modality:** Academic project.

**Project:** "BIOSCA & BOTEY".

**Students:** Vicky Ballesteros, Patricia Bernardino, Núria Martínez and Vanya Suleva.

**Supervisor:** Carmen Malvar.

**Description:** Students in ELISAVA's Master's Degree in Retail Space: Retail Design were charged with designing and developing "The MotorCIRCLE in the City", the project chosen to design six BIOSCA & BOTEY interior dioramas, spaces with a new concept capable of generating experiences and feelings that go beyond the point of sale.

The proposal prepared by the students was an interactive installation that radically changed the way we see the display of 16 mythical motorcycles from the 1970s. The show featured exclusive racing, enduro, trial and motocross models from the brands Ossa, Butalco and Montesa. They are part of a private collection, courtesy of George White Mesalles, which paid homage to the Catalan entrepreneurs who set up over 150 motorcycle factories in Catalonia.

#### CASUAL PLAY, S.A.

**Programme:** Postgraduate Diploma in Product Development.

**Modality:** Innovation Lab. Academic Project.

**Project:** "SOTTO".

**Students:** Kelly Durango, Beatriz Palacio, Arturo Casas and Sílvia Cabo.

**Supervisors:** Bernat Faura (ELISAVA) and Antonio Caballero (PLAY).

**Description:** ELISAVA and CASUAL PLAY have been working together for more than 8 years to develop projects that conceptualize and develop innovative childcare products. During academic year 2012-2013, ELISAVA worked on innovation in platforms or scooters for second children under the condition that they had to be foldable and fit all strollers in order to encourage interaction between the two siblings.

One such project was "SOTTO", a platform or scooter that instead of being located between the child and their parents is placed to the side of the stroller. Thus, both the mobility of the person pushing the stroller and the child's visibility are enhanced.

#### EL NATURALISTA (Inyectados y Vulcanizados, S.A.)

**Programme:** Postgraduate Diploma in Product Conceptualisation.

**Modality:** Innovation Lab. Academic project.

**Project:** "Shoe Design".

**Supervisors:** Nuria Coll and Ricard Vila.

**Description:** EL NATURALISTA charged this programme with conceptualizing new shoe models and promotional items for its brand. Students worked in interdisciplinary groups and submitted innovative, cutting-edge new proposals. "Oniscidea" by Laura Vicente, Joan Simeón and Mara Vázquez won first prize in the footwear design awards out of the 14 projects submitted. The jury appreciated the creativity and innovation of its summer product inspired by nature.

#### FABRICA S.P.A. (BENETTON)

**Programme:** Bachelor's Degree in Design.

**Modality:** Innovation Lab. Academic Project.

**Project:** "Benetton Live Windows Project. International Day of Peace".

**Students:** Joan Divinis, Sandra Llorens, Alexandre Garcias, Irene Burillo Villena and Teresa Oliver.

**Supervisor:** Sergi Carbonell.

**Description:** For the third consecutive year, ELISAVA and FACTORY partnered to create visual pieces. The contents were projected in the Windows Live megashops located on the most famous shopping arteries in the world. This year, the project was developed in conjunction with the communication research centre and the United Nations Regional Information Centre (UNRIC), based in Brussels, in line with FACTORY's spirit of developing projects that fit the UN's calendar of events.

#### FUNDACIÓ ARRELS

**Programmes:** Bachelor's Degree in Design and Bachelor's Degree in Science and Technology Building.

**Modality:** Innovation Lab. Academic Project.

**Project:** "Shelter homes for Fundació Arrels".

**Students:** Students from the Future Habitat Module.

**Supervisors:** Josep Bohigas, Francesc Pla, Albert Fuster, Daniel Cid, Rafael de Balanzó,

Diego Nakamatsu, Inés Rodríguez and Esther Brosa.

**Description:** The Fundació Arrels and ELISAVA held an Innovation Lab which consisted of developing a building project to house homeless people located on a plot of land in Barcelona's Raval district. The aim was to meet the users' needs based not only on their care and the applicable regulations but also on an understanding of the values and expectations of habitats, as well as the functions, symbolism and experiences they entail. To perform the project, the students and teachers got in touch with the leaders of Arrels and the users of the flats, and they visited the flats that are being used today, the Arrels headquarters and other related sites. The project ended with the submission of the final results to the leaders of Arrels and the users.

#### FUNDACIÓ VILA CASAS

**Programmes:** Master's Degree in Photography and Design and Postgraduate Diploma in Design, Image and Architecture.

**Modality:** Innovation Lab. Academic Project.

**Project:** "Signs and dialogues".

**Supervisors:** Jordi Bernadó, Diego Ferrari, Mauricio O'Brien and Pedro Vicente.

**Students:** Violeta Arriaga, Jordi Bernadó, Ona Camacho, Ignacio Cárdenas, Lina Alejandra Castro, Jimena Cid del Prado, Núria Cienfuegos, Frederico Cruz, Antonio de Alba Piscioti, Christian Estrada, Diego Ferrari, Denisse García, Pietro Milici, Sara Perales, Marta Pujades, David Querol, Pablo Rivero, Anna Roig, Joyce Silberstein, Javier Suárez, Marta Vinaixa and Juana von Buchwald.

**Description:** The exhibition "Signs and dialogues" explored the architectural and social aspects of the building that houses Can Framis Museum and Barcelona's 22@ district, where the building is located, through a multidisciplinary approach to photography and contemporary visual creation. The exhibition, which resulted from a partnership between the Fundació Vila Casas and ELISAVA, presented a selection of projects by students in the Master's Degree in Photography and Design and the Postgraduate Diploma in Design, Photography and Architecture.

In this way, photographs become a tool not only to present but also to represent. In fact, the photographic image is not a likeness: two identical objects are not necessarily the image of each other.

#### GASOL ELECTRIC CARS

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Modality:** Innovation Lab. Academic Project.

**Project:** "Electric Car".

**Supervisors:** Bernat Cosata and Giuseppe Busalacchi.

**Students:** Cristian Gamiz and Marc Miquel.

**Description:** Gasol Electric Cars and ELISAVA embarked upon their first partnership to create the chassis for an electric Kart and to design a dynamic and eminently practical shell by developing their manufacturing process and applying new recycled materials (cellulose-based, organic composites and other elements) with the basic features of an electric vehicle.

#### GENERALITAT DE CATALUNYA. CONSORTIUM OF COMMERCE, CRAFTS AND FASHION

**Programme:** Master's Degree in Photography and Design and Master's Degree in Fashion Design.

**Modality:** Innovation Lab. Academic Project.

**Students:** Anna Roig and Daniela Jiménez.

**Project:** "080 Fashion Week".

**Description:** Once again, ELISAVA participated in 080 Barcelona Fashion.

This, the students in the Master's Degree in Photography and Design and the Master's Degree in Fashion Design took part in the 12th edition of this Catalan fashion show. The Master's Degree in Photography and Design students participated in the "Photo Shoot" contest whose goal was to make a report of autumn / winter collections of the designers who had shown their clothing in the January 2013 edition of 080 Barcelona Fashion. On the other hand, the outfits by fashion student Daniela Jimenez were displayed in the windows of 080, which were reserved for the best collections presented by students from design schools.

#### HAPPY PILLS

**Programme:** Master's Degree in Packaging Design.

**Modality:** Innovation Lab. Academic Project.

**Project:** "Strategy, Brand Packaging and Growth".

**Supervisors:** Jordi Torrents, Emili Padrós and Ion Elola.

**Description:** For one month, ELISAVA and HAPPY PILLS teamed up to create a workshop that took place during class hours in the academic project format with a group of eleven students and an interdisciplinary team

of instructors. This Innovation Lab was designed from a methodological foundation that integrated research tools and strategies in the social sciences with tools and strategies from the field of project design with the goal of creating real learning spaces and generating sufficient capacity to implement brand strategies that could empower the HAPPY PILLS business area.

#### LA PEDRERA

**Programme:** Postgraduate Diploma in Interior Space. Private Perimeters.

**Modality:** Innovation Lab. Academic Project.

**Project:** "Reinventing Gaudí's Pedrera".

**Supervisors:** Joaquim Matutano and Agustí Costa.

**Description:** Contemporary interior design project for the iconic Art Nouveau building La Pedrera by the famous architect Antoni Gaudí. The proposal, which dovetails with the centennial of the completion of this building, was the outcome of the cooperation agreement signed between ELISAVA and the CaixaCatalunya Foundation. Inspired by Gaudí's restless spirit, the students in the 9th edition of the postgraduate programme carried out an innovative project that met the requirements, interpreted the building, examined the contemporary expression of aspects of its interior design (from furniture design to lighting) and avoided an aesthetic clash between the original and the new.

#### MACTAC

**Programme:** Bachelor's Degree in Design.

**Modality:** Innovation Lab. Workshop.

**Project:** "Illustration In Live!".

**Students:** Carla Andreu, Amelia Aponte, Luis Enrique Arenós, Adriana Bertolin, Miriam Calleja, Aleix Carricondo, Ester Córcoles, Víctor García, Gemma Guerrero, Ramon Mañas, Xavier Mateo, Marc Miquel, Núria Mora, Alexandre Pibernat, Helena Puig, Joaquim Rodríguez, Marta Seara, Alma Topalovich, Júlia Torres, Aida Trujillo, Laia Coromina, Javier Jabalera, Miguel Olivera and Carolina Poch.

**Supervisor:** Ivan Bravo.

**Description:** MACtacEurope, in conjunction with ELISAVA, developed the project "Illustration in live!" based on one of the 17 workshops held during the 13th edition of the Creative Marathon held at the school from the 17th to 20th of December 2012 with the students from the 3rd and 4th years of ELISAVA's Bachelor's programmes. The objective of this exercise was to transform the school's interior using vinyl pieces

which can alter the perception of the space. The intervention consists of a large-format illustration displayed in all four floors of the building. Each floor represents the students' experiences as they go through each of the academic years, including standard exercises, anecdotes, concerns, fears, annoyances, order, disorder, dreams, effort and lots of coffee (an element which, interestingly, is present on all the floors).

#### REC STORES

**Programme:** Master's Degree in Retail Space: Retail Design

**Modality:** Innovation Lab. Academic Project.

**Project:** "REC.07".

**Students:** Laura Arias, Catalina Buitrago, Margarita Delgado, José Manuel Matallana, Maura Medina, Sebastián Pardo and Paulina Peña.

**Supervisor:** Ramón Malvar.

**Description:** The students in ELISAVA's Master's Degree in Retail Space: Retail Design once again participated in the Rec.07 Experimental Stores festival in Igualada by creating two installations for the brands Miss Me and Ash-Vialis. Of the three proposals submitted, the project "Nau de Tints" was chosen. The underlying concept of the winning proposal was dyes, which were very important during the 19th century to the point that they became one of the leading industries in the region.

#### SMART DESIGN

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Modality:** Innovation Lab. Academic project.

**Project:** "Information Technology in People's Health".

**Supervisors:** Jessica Fernández and Núria Coll.

**Student:** Manuel Lago González.

**Description:** Design and development of a smart helmet, a helmet that not only protects its wearer but also offers good visibility and is lightweight, like "aerodynamic orthotics", which helps users to improve their tuck position. When descending a road at full speed, it provides direct information on anything happening around the rider which could cause accidents. In turn, it alerts users to the presence of other drivers, provides information on the descent (speed, acceleration) and allows users to improve communication with other pilots and anyone else who may be involved in the descent.

**SONY EUROPE LTD.**

**Programme:** Master's Degree in Retail Space Retail Design

**Modality:** Innovation Lab. Academic project.

**Project:** "Create your own Spring".

**Students:** Natalia Alonso, Margarita Giraldo, Rut Martín and José Matallana.

**Supervisor:** Chené Gómez and Ramón Malvar.

**Description:** The window dressing project "Create your own Spring", designed at the request of the Sony Store Barcelona and carried out by the students in ELISAVA's Master's Degree in Retail Space: Retail Design, was awarded a Barcelona Top 10 prize. The winning proposal was the result of a partnership between ELISAVA and Sony to promote student learning through experiences in real projects. The concept of the winning project was identifying spring as a creative process: everything that has lain dormant during the winter comes alive in this season.

**VERTICAL FARMING**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Modality:** Innovation Lab. Academic project.

**Project:** "Solar Crop".

**Supervisors:** José Fernando López Aguilar and Raúl García.

**Student:** Coralí Aguilar Mas.

**Description:** VERTICAL FARMING and ELISAVA teamed up to design and develop a basic module for intensive, urban, intelligent farming. This basic module, known as Base Farm, is the cornerstone of a protected farming system that aims to integrate intensive agricultural production onto the rooftops of buildings and other facilities in the Smart City. It was designed as a modular system that can be flexibly installed, is adaptable to farming and can easily be mass produced so that it can be implemented universally. The project included the possibility of connecting the greenhouse with the building to exchange gases and water.

**ZOBELE GROUP**

**Programme:** Master's Degree in Research for Design and Innovation.

**Modality:** Innovation Lab. Academic project.

**Project:** "Research and Innovation Lab".

**Supervisor:** Jorge Rodríguez.

**Description:** ZOBELE, a multinational specializing in innovation, development and the manufacture of consumer goods for the home, offered ELISAVA the chance to explore issues

and challenges (perceptions, new markets, optimizations, trends, new services or systems, corporate culture, community outreach, etc.) very specific to its organization. These projects were initiated and completed to fit the needs and schedule stipulated by the company. The results of this Innovation Lab were presented to ZOBELE with the goals of speeding up their processes, making informed decisions, testing and generating new ideas, detecting invisible barriers and understanding their consumer processes.

**MORE PARTNERSHIPS AND ONGOING PROJECTS DURING 2012 - 2013****AFYDAD**

**Description:** Institutional partnership.

**AGBAR – AIGÜES DE BARCELONA**

**Programme:** Postgraduate Diploma in Design of Work Spaces.

**Description:** Teaching partnership and AGBAR site visits.

**AIT ArchitekturSalon Köln**

**Description:** Institutional partnership.

**AGÈNCIA D'HABITATGE DE CATALUNYA (HOUSING AGENCY OF CATALONIA)**

**Programme:** Bachelor's Degree in Science and Technology Building.

**Description:** Teaching partnership and housing rehabilitation site visits.

**AITEX S.A.**

**Programme:** Master's Degree in Fashion Design. Design and Fashion

**Description:** Teaching partnership.

**AJUNTAMENT DE LLAGOSTERA (LLAGOSTERA CITY COUNCIL)**

**Description:** Institutional partnership.

**ANTALIS**

**Description:** Sponsor of the WANDA Barcelona workshop.

**ANTONIO MIRÓ**

**Programme:** Master's Degree in Fashion Design. Design and Fashion

**Description:** Teaching partnership.

**APABCN - COL-LEGI D'APARELLADORS OF BARCELONA**

**Programmes:** Bachelor's Degree in Science and Technology Building and Technical Architecture Studies.

**Description:** Institutional and teaching partnership.

**APPLE**

**Description:** Institutional partnership.

**ARÇELIK**

**Programmes:** Bachelor's Degree in Design and Bachelor's Degree in Industrial Design Engineering.

**Description:** Research Project

**ARPA INDUSTRIALE IBÉRICA, S.L.U.**

**Programmes:** Bachelor's Degree in Design and Bachelor's Degree in Industrial Design Engineering.

**Description:** Sponsoring a workshop at the 2012 Creative Marathon.

**ARTEMIDE**

**Programme:** Master's Degree in Research for Design and Innovation.

**Description:** Academic project.

**ARTS SANTA MÒNICA**

**Description:** Institutional partnership.

**ASCAMM TECHNOLOGY CENTRE**

**Programmes:** Bachelor's Degree in Industrial Design Engineering and Master's Degree in Advanced Design and Digital Architecture.

**Description:** Teaching partnership.

**ASOCIACIÓN DE EMPRESAS DE DISEÑO ESPAÑOL (RED) (Association Spanish Design Companies)**

**Description:** Institutional partnership.

**ASSOCIACIÓ CULTURAL LA NAU IVANOW (IVANOW NAU CULTURAL ASSOCIATION)**

**Description:** Institutional partnership.

**ASSOCIACIÓ DE VEÏNS DE SANT ANTONI (NEIGHBOURHOOD ASSOCIATION OF SAN ANTONIO)**

**Programme:** Bachelor's Degree in Design

**Description:** Academic project.

**BANCO SANTANDER, S.A.**

**Description:** Sponsorship of teaching at the Private Foundation ELISAVA University School.

**BASF**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Teaching partnership.

**BCD. BARCELONA DESIGN CENTRE**

**Description:** Institutional partnership.

**CEP - CENTRO ESPAÑOL DE PLÁSTICOS (CEP - SPANISH PLASTICS CENTRE)**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Organization and development of a series of instructional programmes in the field of Product Design and Plastic Parts via teaching, assessing students and issuing the resulting diplomas. Both institutions teamed up to disseminate, research and train in this field.

**CERVEZAS MORITZ, S.A.**

**Description:** Sponsorship of drinks for different activities and events organized by ELISAVA.

**CETEMMSA TECHNOLOGICAL CENTRE**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Teaching partnership and participation on the Final Degree Project juries.

**CIDEMCO - TECNALIA**

**Description:** Institutional partnership.

**CIMENTS MOLINS, S.A.**

**Programme:** Bachelor's Degree in Science and Technology Building.

**Description:** Visit and teaching partnership.

**CIRQUE DU SOLEIL**

**Programme:** Master's Degree in Research for Design and Innovation.

**Description:** Academic project.

**COCREABLE**

**Description:** Institutional partnership.

**COMEXI GROUP**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Institutional and teaching partnership.

**CONECTING BRAINS**

**Programme:** Bachelor's Degree in Design.

**Description:** Institutional and teaching partnership.

**DESIGN FOR ALL FOUNDATION**

**Description:** Institutional partnership.

**DHUB**

**Description:** Institutional partnership.

**DUPONT IBÉRICA, S.L.**

**Programmes:** Bachelor's Degree in Industrial Design Engineering and Bachelor's Degree in Design.

**Description:** Institutional and teaching partnership. Sponsoring a workshop at the 2012 Creative Marathon.

**DYNAMOBEL, S.A.**

**Programme:** Postgraduate Diploma in Design of Work Space.

**Description:** Teaching partnership.

**DYSON**

**Programme:** Bachelor's Degree in Design.

**Description:** International competition.

**ECOINTELLIGENTGROWTH (EIG)**

**Programme:** Master's Degree in Design and Habitat.

**Description:** Teaching partnership.

**EDICIONS BUTXACA**

**Programme:** Bachelor's Degree in Design.

**Description:** Workshop on cover design.

**ENGINYERS BCN**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Partnership on issues of mutual interest, such as promoting the dissemination of technology, ongoing training, job placement and vocational guidance, as well as all engineering aspects in general.

**ESCANDALO FILMS**

**Programme:** Bachelor's Degree in Design.

**Description:** Workshop on film poster design.

**ESCOFET 1886 S.A.**

**Programme:** Postgraduate Diploma in Furniture Design.

**Description:** Institutional and teaching partnership.

**ESPAIS DEL REC**

**Programme:** Master's Degree in Design of Retail Space: Retail Design

**Description:** Innovation Lab Academic project to design retail spaces for REC.07 in Igualada.

**ESPORTIVA AKSA, S.L.**

**Programme:** Postgraduate Diploma in Product Conceptualisation.

**Description:** International competition.

**ETSEIB. TÈCNICA SUPERIOR D'ENGINYERIA INDUSTRIAL DE BARCELONA (ETSEIB. Superior Technical Industrial Engineering of Barcelona)**

**Programmes:** Bachelor's Degree in Industrial Design Engineering and Bachelor's Degree in Design.

**Description:** A group of Engineering and Design students teamed up with the ETSEIB to jointly participate in the Barcelona Smart Moto Challenge held from the 11th to 14th of July 2013.

**EUROPEAN COMMISSION**

**Programme:** Bachelor's Degree in Design.

**Description:** Invitation to the University-Business Forum in Brussels.

**FABRICA (BENETTON)**

**Programme:** Bachelor's Degree in Design.

**Description:** Innovation Lab Academic project involving the design of audiovisual pieces for Benetton video walls internationally.

**FAGOR**

**Programmes:** Bachelor's Degree in Design and Bachelor's Degree in Industrial Design Engineering.

**Description:** Sponsorship of a workshop in the 2012 Creative Marathon.

**F.C. BARCELONA**

**Programme:** Bachelor's Degree in Design.

**Description:** Academic project in the graduate degree programmes consisting of making blueprints of the changing rooms of the ice rink at the Palau Blaugrana.

**FILMOTECA DE CATALUNYA**

**Programme:** Postgraduate Diploma in Design, Image and Architecture.

**Description:** Academic project.

**FOCUS**

**Programme:** Postgraduate Diploma in Set Design.

**Description:** Academic project. Institutional and teaching partnership.

**FOSTERING ARTS AND DESIGN (FAD)**

**Description:** Institutional partnership.



**CIM FOUNDATION**

**Description:** Academic Project. Institutional partnership.

**HOPE PROJECTS FOUNDATION**

**Description:** Institutional partnership.

**PASQUAL MARAGALL FOUNDATION**

**Description:** Institutional partnership.

**GASOL ELECTRIC CARS**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Academic Project for the Final Degree Project.

**GRAPHISPACK ASSOCIATION**

**Description:** Institutional partnership.

**GRAN TEATRE LICEU**

**Programme:** Bachelor's Degree in Design.

**Description:** Academic project, design of audiovisual works.

**GUSTAVO GILI**

**Programme:** Master's Degree in Fashion Design.

**Description:** Academic Project.

**HEWLETT PACKARD**

**Programme:** Institutional partnership.

**HONDA**

**Description:** Institutional partnership.

**I MAS**

**Programme:** Postgraduate Diploma in Product Development.

**Description:** Academic project.

**ICFO INSTITUT DE CIÈNCIES FOTÒNIQUES (ICFO INSTITUTE OF PHOTONIC SCIENCES)**

**Description:** Institutional partnership.

**IIBSP. INSTITUT D'INVESTIGACIÓ BIOMÈDICA SANT PAU (IIBSP. SANT PAU INSTITUTE FOR BIOMEDICAL RESEARCH)**

**Description:** Institutional partnership.

**IMC TOYS, S.A.**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Academic Project.

**INDEX BOOK, S.L.**

**Description:** Sponsorship of publications for the Enric Brucall Library.

**INPROMÈDICA**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Academic project involves the design and development of an automatic mouthpiece.

**INSTAGRAFIC**

**Programme:** Master's Degree in Photography and Design.

**Description:** Academic Project.

**INTERFACEFLOR**

**Description:** Institutional partnership and sponsorship of ELISAVA's Stand Up workshop.

**KEONN TECHNOLOGIES, S.L.**

**Programme:** Master's Degree in Design of Retail Space: Retail Design

**Description:** Institutional partnership and development of the project "DECODING SPATIAL PARAMETERS FOR VISUAL- AND MOBILITY-IMPAIRED CONSUMERS INTO SHOPPING EXPERIENCE ", which consists of making the shopping experience universally accessible to consumers.

**LA PEDRERA.****CATALUNYACAIXA FOUNDATION**

**Programme:** Postgraduate Diploma in Interior Design. Private Perimeters

**Description:** Academic Project. Institutional and teaching partnership.

**LAMP, S.A.**

**Programme:** Postgraduate Diploma in Product Development.

**Description:** Academic project.

**LECTRA**

**Programme:** Master's Degree in Fashion Design. Fashion Design.

**Description:** Institutional and teaching partnership.

**LUJURIA VEGANA**

**Programmes:** Bachelor's Degree in Design and Bachelor's Degree in Industrial Design Engineering.

**Description:** Institutional partnership.

**MATER – FOMENT DE LES ARTS****DECORATIVES**

**Programme:** Bachelor's Degree in Industrial Design Engineering, Bachelor's Degree in Design and Master's degrees and postgraduate programmes.

**Description:** Institutional partnership.

**MITE Barcelona**

**Description:** Institutional partnership.

**MOINSA**

**Programme:** Master's Degree in Design of Retail Space: Retail Design

**Description:** Institutional and teaching partnership. Sponsorship of the Las Arenas Innovation Pop-Up Lab.

**NAU IVANOW**

**Description:** Institutional and teaching partnership.

**ORBEA**

**Description:** Institutional partnership.

**PIEL DE FOTO**

**Programme:** Master's Degree in Photography and Design.

**Description:** Teaching partnership.

**PLAY, S.A.**

**Programme:** Postgraduate Diploma in Product Development.

**Description:** Academic project to develop innovative childcare products.

**REPRODUCCIONES SABATÉ**

**Programme:** Master's Degree in Photography and Design.

**Description:** Sponsorship of the "Signs and dialogues" exhibition at the Vila Casas Foundation.

**SAFE DESIGN**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Academic project for the Final Degree Project.

**SERVICIO ESTACIÓN S.A.**

**Programme:** Bachelor's Degree in Design.

**Description:** Institutional partnership and sponsorship.

**SMART DESIGN**

**Programme:** Bachelor's Degree in Industrial Design Engineering.

**Description:** Academic Project for the Final Degree Project.

**SONY EUROPE LTD.**

**Programme:** Master's Degree in Design of Retail Space: Retail Design

**Description:** Innovation Lab Academic project to design retail spaces for SONY.

**SWAB Barcelona**

**Programme:** Bachelor's Degree in Design.

**Description:** Participation in the Swab Barcelona Art Festival with a graphic design project that was exhibited in the Line 2 Passeig de Gràcia underground stop.

**TALGO**

**Description:** Research Project

Institutional partnership.

**TECH ROCK**

**Programme:** Postgraduate in Product Conceptualisation.

**Description:** Innovation Lab. Academic Project.

**VITRA**

**Description:** Institutional partnership and sponsorship of ELISAVA's Stand Up workshop.

**ZOBELE GROUP**

**Programmes:** Postgraduate Diploma in Product Conceptualisation and Master's Degree in Research for Design and Innovation.

**Description:** Innovation Labs. Academic projects.

**RESEARCH PLAN****Research applied to design**

The ELISAVA Research Plan was presented during academic year 2012-2013 with the goal of creating a stable, coordinated research programme for the school. The aim is to carry out a project that spotlights the research already performed at ELISAVA, enhances it, organizes it into avenues or areas and finally suggests the actions needed to develop new projects. The goal is a more ambitious output with closer ties to the academic programmes entailing conducting research applied to innovation in design and engineering.

With the aim of organizing and planning future research, it will be divided into three areas: business innovation, social innovation and innovation in materials and technologies.

In terms of business innovation, the goal is to use design to contribute to creating new business models for companies by identifying unmet needs and helping them to adapt to changes in the current markets through new work methodologies in which design acts as a strategic tool to resolve the new challenges and problems. In terms of social innovation, the objective is to embark upon research that detects and analyzes the design needs of present and future society. The goal is to seek solutions and flexible strategies to match the wide range of preferences, abilities and human conditions. In terms of innovation in materials and technologies, the purpose is to consider new paradigms in design and product development through new materials and new manufacturing technologies.

In this vein, the following projects have gotten underway this academic year:

**Talgo Interior Design**

**Company:** Talgo

July-November 2013.

**Culture in Human Rights based on Social Innovation**

Envisioned and directed by Jorge Rodríguez, director of ELISAVA's Master's Degree in Research for Design and Innovation. Presidential Programme on Human Rights and International Humanitarian Law (Presidency of the Republic of Colombia) with the support of the Ramon Llull Institute and the University of the Andes: Department of Design (Bogotá). November 2012 - November 2013.

**ARÇELIK. Research and innovation laboratory**

**Company:** Arçelik

July-November 2013.

# AWARDS AND COMPETITIONS

Academic year 2012-2013 bore witness to the broad national and international reach of ELISAVA's students, alumni and instructors, who serve as the School's ambassadors all over the world. All told, the 56 projects that won awards or were the finalists in competitions in such a wide variety of fields as product design, graphic design, engineering, fashion, photography, retail, packaging and multimedia creation prove the success of the methodology taught at ELISAVA.

Worth noting is the first edition of the eil Awards sponsored by ELISAVA in recognition of the rigour and excellence of the School's students. The prizes include placement in a business, with a six-month stay in benchmark companies in the design and engineering sector (Final Degree Project category), and a focus on continuing training with total financing of one of the Master's Degree programmes offered by ELISAVA (academic record category).

This time, the winner in the best academic record category was Alexander Schmidt, and the most noteworthy Final Degree Projects were by Raimon Guirado with the project "*Ofici- Les Arts Gràfiques*" (Graphic Communication specialisation); Marina Villaró with the project "*Mans a l'hort*" (Product Design specialisation) and Miquel Gibert with "IMPULSA" (Design of Space specialisation). The awards ceremony for the first edition of the eil Awards was held on the 6th of November at the *Palau de Congressos de Catalunya*, as part of the 2012 graduation ceremony.

**INJUVE AWARDS FOR YOUNG CREATION 2012**

**Awarded by:** Institute for Youth of the Ministry of Health, Social Services and Equality

**Winners:** Álvaro Goula and Pablo Figuera, former students of the Higher Degree in Design  
**Description:** The two former students of the School, who recently founded their own studio in Barcelona, submitted a joint candidacy with some of their major projects, such as the "Orwell" furniture-sofa and the "Folio" lighting collection produced by Boo in Barcelona.

**Winner****Project:** "Hyperlinks"**Author:** Bet Puigbò Gassó, former student of the Higher Degree in Design**Description:**

"Hyperlinks" is a research project that invites reflection on the dissolution of the concept of community through the design of a typeface. At the same time, it encourages the interaction between people and helps build a sense of belonging to a community.

**JAMES DYSON AWARD****Awarded by:** James Dyson Foundation National Finalists**Project:** "One 4 All"**Authors:** Bernat Lozano and Rocío García, former students of the Master's Degree in Product Design

**Description:** "One 4 All" is a universal toilet that steers clear of the orthopedic image that is associated with bathrooms for persons with limited mobility and it is designed to be used by anyone. The project is the result of their interest in social design focused on people themselves combined with an exhaustive study of baths space trends.

**CREATIVITY INTERNATIONAL AWARDS****Awarded by:** Creativity International Awards Gold Award, Student Food & Beverage Packaging category**Project:** "Gourmet Frozen Meals"**Author:** Mara Rodríguez, former student of the Master's Degree in Packaging Design

**Description:** Mara's proposal is the packaging design for the gourmet product line of well-known chef Paco Roncero. The creativity of the project focuses on the sauces that accompany the line of convenience foods, whether meat or fish, and through the prism of wanting to give an image of elegance, transparency in ingredients and a detailed food processing.

**PENTAWARDS****Awarded by:** Pentawards**Silver Pentaward****Project:** "Pinominino"**Authors:** Carolina Alzate and David Freyre, former students of the Master's Degree in Packaging Design

**Description:** "Pinominino" is a 100% biodegradable and environmentally friendly cat litter. The packaging is made with micro-corrugated cardboard, and its design facilitates the transport and the disposal of the product. The lateral ears are very eye-catching and allow differentiation from other products on the shelf, transmitting a funny and happy image.

**RED DOT AWARDS****Awarded by:** Red Dot Awards**Red Dot Award, Conceptual Design category and Recreation subcategory****Project:** "MazeDominoPuzzle"

**Author:** Maurizio Capannesi, former student of the Postgraduate Diploma in Furniture Design  
**Description:** "MazeDominoPuzzle" presents a domino, a puzzle, and a maze in a single product. This is a game that unites different cultures and times: The maze of the ancient Greek culture blends with the Chinese domino tradition and the English invention of the jigsaw puzzle.

**ELECTORAL PROMISES****Awarded by:** Archivo Electoral and Beers & Politics**1st place for the Speech category, 1st place for the Personal Screening of the candidate category, 2nd for Meeting and Debate, 2nd place for Graphic Campaign and 3rd place for Audiovisual Campaign****Author:** Maria Gabriela Bernal, former student of the Master's Degree in Design, Communication Strategies and Advertising

**Description:** The project of ELISAVA's former student focuses on the candidate Stephen Harper, the current Prime Minister of Canada. Maria Gabriela and her fellow team members, Liliana Medina and Gabriela Bellio, implemented different research techniques to analyse and improve the image of the candidate and his party, as well as to extract the keywords he emphasised in his speech.

**ONE DAY DESIGN CHALLENGE****Awarded by:** Roca**Finalists****Project:** "Piura"**Authors:** Pere Lorach, César Gonzalez and Víctor Hugo de Pablo, former students of the Technical Engineering in Industrial Design Degree

**Description:** "Piura" is a system that reduces the volume of wastewater from its recovery and accumulation when opening the hot tap. In the process of accumulating hot water, there is a timeout that generates litres of clean water, losing its usefulness and drinkability. The proposal of the alumni separates and stores this wasted water and allows it to be used later.

**Finalists****Project:** "Poose"**Authors:** Pau Moltó, Joan Torres and Margarita Uña, former students of the Technical Engineering in Industrial Design

**Description:** "Poose" leaves the conventional line of bath products and offers a new sink concept that combines comfort and sustainability. The project by School alumni allows washing and drying hands in one product. The sink also has a piece that can close it and turns it into a discreet and elegant shelf.

**Finalist****Project:** "lav054"**Author:** Mireia Serra Sala, former student of the Master's Degree in Interior Design

**Description:** "lav054" is a new bathroom fitting created from a swivel hand basin and an extensible faucet. The extensible faucet comfortably allows the shampooing and showering of babies and, located near the toilet, drains through the bidet. The rotation of the hand basin allows using it on both sides and discovering a new workspace. This rotation also facilitates accessibility to the disabled.

**LUX AWARDS****Awarded by:** Association of Professional Photographers of Spain**Bronze, Advertising category****Author:** Josep Vila Capdevila, former student of the Postgraduate Diploma in Photography and Design

**Description:** Josep's photography is used to illustrate the slogan "Change your habits" of an advertising campaign of the clothing store Loft Avignon, coinciding with its 20th anniversary and the launch of its new website.

**1ST BUSINESSINFACT VIDEOCREATION CONTEST****Awarded by:** BusinessInFact**Winner****Author:** Pau Garcia, former student of the Higher Degree in Design

**Description:** Pau's project is the video that best represented the virtual space where the entrepreneur can expose his business project and where investors can choose the most interesting idea in which to invest their money. The criteria taken into account when assessing the proposals have been creativity, originality and message.

**COOPERART PHOTO CONTEST 2012****Awarded by:** Balearic Institute of Youth and Agency for Migration and International Cooperation of the Balearic Islands**Winner****Project:** "Markets"**Author:** David Tur, former student of the Postgraduate Diploma in Photography and Design

**Description:** The project of the former student of the School began on a six-month trip through Thailand, Laos, Cambodia, Australia and New Zealand with Serena Perrotta, finalist of the contest and also ELISAVA alumnus. During the trip they were attracted by these countries' cuisine and expressed it through their cameras.

**Finalist****Project:** "Day by day, sea and land"**Author:** Serena Perrotta, former student of the Postgraduate Diploma in Photography and Design

**Description:** The project of the former student of the School began on a six-month trip through Thailand, Laos, Cambodia, Australia and New Zealand with Serena Perrotta, finalist of the contest and also of ELISAVA alumnus. During the trip they were attracted by these countries' cuisine and expressed it through their cameras.

**CARNET JOVE CONTEST OF PLASTIC ARTS 2012****Awarded by:** Balearic Institute of Youth**Finalist****Project:** "Ophelia"

**Author:** Marta Pujades, student of the Master's Degree of Photography and Design  
**Description:** Marta's proposal is inspired by the *Hamlet* character. Ophelia has been represented numerous times throughout the history of art, especially as her body rests on the river or illustrating the monologue of Queen Gertrude announcing her death. The series references this visual tradition, while playing with the age of the character and an updated representation.

**GRÀFFICA AWARDS 2012****Awarded by:** Gràffica.info**Winner:** Marta Cerdà, former student of the Higher Degree in Design

**Description:** The jury of Gràffica Awards has decided to award Marta for her contribution in placing Spanish design on the international stage at the age of 32 and for developing big graphics projects for international brands.

**DESIGN FOR YOUR PRODUCT LIFETIME****Awarded by:** Core77, in collaboration with Autodesk and Ifixit**Second prize****Project:** "Smarter Phone"**Authors:** Bernat Lozano and Rocío García, former students of the Master's Degree in Product Design

**Description:** The proposal of the School's alumni seeks to transfer the concept of desktop computer to mobile phone. "Smarter Phone" becomes a structure for assembling components in an easy and intuitive way. This involves an exercise of reflection by the user and comes off in a fully customized mobile phone. Furthermore, this device includes an opening system that favours its disassembly and repair.

**BASS AWARDS****Awarded by:** International Awards of Broadcast Design**Finalists, Best Young Talent category****Project:** "Balance and Time"**Authors:** Pau Garcia and Eva Vera, alumni of the Higher Degree in Design

**Description:** The audiovisual project by the two former students of the School explains the concept of "Sustainable peace for a sustainable future". Avoiding classic iconography such as peace, white pigeons, hippies and peace logos, they decided to focus their video on the concept sustainability, and consequently on Balance and Time. Then they turned the concepts into objects, which was probably the hardest part of the process.

**XXXI "MARQUÉS DE LOZOYA" CULTURAL RESEARCH AWARD****Awarded by:** Ministry of Culture of Spain, through the Department of Fine Arts and Cultural Assets**First prize****Doctoral thesis:** "Cultural study of the Skateboarding in Barcelona (1975-2010)"**Author:** Xavier Camino Vallhonrat, head of the Social Sciences area

**Description:** Xavier's doctoral thesis focuses on the study of the development of skateboarding in Barcelona, the city chosen by many skaters from around the world for its ideal places to play this sport.

**HACEB PROYECTA SOSTENIBILIDAD****Awarded by:** Haceb and Proyecto Diseño**First prize, category Product of the Future-Professional****Project:** "Nuvola2022"**Author:** Mauricio Quevedo Rojas, former student of the Master's Degree in Product Design

**Description:** "Nuvola2022" is a concept of washing-drying machine inspired by the shape of a printer. The awarded design optimizes water consumption as it cleans and disinfects approximately 10kg of clothing with just threelitres of water. Its compact size also makes it ideal for small spaces.

## PRODUCT DESIGN MADRID

**Awarded by:** Association of Spanish Design Companies (RED)

### RED Critics Award

**Project:** "Savage"

**Authors:** Álvaro Goula and Pablo Figuera, former students of the Higher Degree in Design  
**Description:** The "Savage" collection consists of bathroom accessories that do not follow the dominant rationalist philosophy in the design of this type of products, standing out because of their formal dynamism and irregularity. The proposal, developed by the company Boo in Barcelona, finds the contrast between the rigidity of a very limited material, as is that of aluminium sheets, and the irregularity and freedom of form which is granted by the laser-cutting technique.

## SED DE VIVIR

**Awarded by:** Font Vella

### Winner

**Author:** Joana Aleu Barangé, student of Bachelor's Degree in Design  
**Description:** The competition invited young students to design a limited edition of Font Vella 50cl bottles. Joana's proposal is inspired by people moving, practicing sport and using the corporate colour, magenta. Her design transmits the concept of thirst for living very well, to understand life in a healthy and active way, full of new experiences and unforgettable moments.

## A' DESIGN AWARDS

**Awarded by:** A' Design Awards

### Golden A' Design Awards, Lighting Products and Projects Design category

**Project:** "Tako Lamp"

**Author:** Maurizio Capannesi, former student of Postgraduate Diploma in Furniture Design  
**Description:** "Tako Lamp" is a table lamp inspired by the Spanish cuisine. *Tako* means octopus in Japanese. Both of the bases remind of the wooden platters in which the Galician-style octopus is served, while their shape and the stretchable band evoke a bento, the Japanese traditional lunchbox. The pieces are assembled without screws, so they are easy to set up.

### Silver A' Design Awards

**Project:** "Hermanas"

**Author:** Maurizio Capannesi, former student of Postgraduate Diploma in Furniture Design  
**Description:** The "Hermanas" wooden candle holder family, has been awarded with a Silver A' Design Award for Furniture, Decorative Items and Homeware Design. The project aspiration is to create a cosy environment. Each candle holder has a unique height, so the combination of them all simulates the candle lighting effect.

## DESIGN YOUR OWN SPACE

**Awarded by:** IKEA Badalona

### Winner

**Project:** "Who hasn't dreamt about having a tree house?"

**Author:** Antonella Chiappinotto, student of the Master's Degree in Retail Space: Retail Design

**Description:** The proposal recreates a tree house, combining different furniture and accessories of the brand that reinforce the idea of enjoying an outdoor space. In this way, she gains the attention of children and adults, who imagine a place like this for spending more time playing outdoors, or remember those times when they dreamt about having a tree house.

## LEXUS DESIGN AWARD

**Awarded by:** Lexus

### Winners

**Project:** "B scooter"

**Authors:** Álvaro Goula and Pablo Figuera, former students of the Higher Degree in Design  
**Description:** The project of the School's former students is an electric scooter specially designed for short trips and inspired by the Swiss knife. The seat, handlebars, and footboards are hidden inside the case when the scooter is folded.

## CHILE DESIGNS FOR FALABELLA

**Awarded by:** Cazamoda and Falabella

### Winner

**Project:** "FW13"

**Author:** Alejandra Cruz, former students of the Master's Degree in Fashion Design

**Description:** The fashion studio SISA, founded by the former student of the School along with Elisa and Trinidad Rodríguez, suggests a way of looking at fashion beyond trends, dissociating themselves from *fast fashion* and manufacturing timeless clothes both in their design and in their quality. The brand's style is sober, with designs that look for the essential, doing away with needless adornments.

## RC SAILING CHALLENGE

**Awarded by:** Fundació Oceànica de Barcelona (FNOB) and Sailing Technologies

### Winners

**Authors:** Eduard Bonifacio, Àlex Casabò, Laia Dalmau, Eduardo Guerrero, Roger Peiró and Carlos Vallhonrat, students of the Bachelor's Degree in Engineering in Industrial Design

**Description:** The students must conceptualize, design, create and build radio-controlled boats to participate in the RC Sailing Challenge regatta. In the competition, 19 teams have participated, comprising 103 students from different universities, such as Instituto Químico de Sarrià (IQS), the Barcelona School of Nautical Studies, the Barcelona School of Industrial Engineering of the Barcelona Tech (UPC) and ELISAVA.

## EYE 50

**Awarded by:** C2-MTL

### Finalists

**Project:** "Smarter Phone"

**Authors:** Bernat Lozano and Rocío García, former students of Master's Degree in Product Design

**Description:** "Smarter Phone" becomes a structure in which to assemble the components in an easy and intuitive way. This involves an exercise of reflection by the user and comes off in a fully customized mobile phone. The project was one of the 20 finalists invited to attend the congress for presenting their works before the jury and potential investors.

## RETAIL DESIGN INSTITUTE'S STUDENT DESIGN COMPETITION

**Awarded by:** Retail Design Institute

### Winners

**Project:** "Farm Food"

**Authors:** Andrés Sebastián Cabrera, Nuria Martínez and Marcela María Fernández, students of the Master's Degree in Retail Space: Retail Design

**Description:** "Farm Food", is a branding and design proposal for a restaurant chain of typical American food aimed towards a healthy and sustainable diet concept. The project aims to emphasize the role of the traditional American farm and the advantages of fresh and local products. These concepts have been transferred to space through simple, easily maintained and environmentally friendly materials.

## ÉTUDIANTS, TOUS À CHAUMONT!

**Awarded by:** Festival International de l'Affiche et du Graphisme de Chaumont

### Honourable mention

**Project:** "Press Reset"

**Author:** Jesús Molina Pérez, student of the Higher Degree in Design

**Description:** The project by Jesús is a promo video about a designers' agency specialised in revolutionary development: "Press Reset. Restart the system". Its members, experts in strategy, design and technology, constantly question the world and look for ways of improving it. Their hallmark is simple designs, without getting obsessed with aesthetics, but at the same time provocative, original and very ambitious.

## LIDERPACK

**Awarded by:** Veredictas

### Golden Liderpack, "Young Design" category

**Project:** "Shot"

**Authors:** Jacobo Sandino, Hisa Nimi and Alejandro Giraldo, former students of the Master's Degree in Design and Art Direction

**Description:** The project by the three School's students is a perfume for man and woman bottled in a recipient with the shape of a photographic camera, a modern and revo-

lutionary bottle that represents a watershed moment in the world of colognes. The scent of "Shot" is developed by the company Akewuele and the perfume is currently distributed in the youth fashion Pull & Bear shops.

## BARCELONA TOP 10

**Awarded by:** Barcelona Tourism

### Winners

**Project:** "Create your own spring"

**Authors:** Natalia Alonso, Margarita Giraldo, Rut Martín and José Matalana, students of the Master's Degree in Retail Space: Retail Design

**Description:** The shop window "Create your own spring" of the Sony Store Barcelona is based on the perception of spring as a creative process: all the things that remain inert during winter, come to life at this season of the year. In order to develop the portrayal of this idea and relating it to the origins of Sony, students selected the origami technique for creating a huge flower that shelters products arranged over white and multicoloured folio columns that follow a specific chromatic range.

## ADI MEDALS

**Awarded by:** ADI-FAD

### Silver ADI Medal

**Project:** "Areniscos"

**Author:** Víctor Castanera, former student of Higher Degree in Design

**Description:** "Areniscos" was born as a reflection on the speed of the current industrial production and modern social consequences. The project of the School's former student aims to emphasize the importance of the production process for both the final product — which acquires a unique identity resulting from a decision of Nature — and the user who went through that experience with them from the time water is thrown on the sand until they have to give it a use at home.

### Finalist

**Project:** "Y-L-L-Y"

**Author:** Hansel Schloupt, former student of Higher Degree in Design

**Description:** "Y-L-L-Y" belongs to a project that is presented as a reflection on the use of products, and the role of the designer and the industrial design for human beings and

disabled people. It is a relational constructive game based on communication and imagination. A product with life itself and interaction, self-fulfilment and identity, and satisfaction for creating, imagining, enjoying, using and playing.

### Finalist

**Project:** "D'ou Pack"

**Author:** Jonás Feliu, former student of the Degree in Design

**Description:** "D'ou Pack" includes packaging for fruits and vegetables, an egg cup and a milkmaid. The first is a transformation of traditional packaging of fruits and vegetables on natural paper packaging with the the egg cup proposed for users to understand the context in which the animal lives, from where and in what space it has grown. Finally, the milk is natural, more attractive and encourages a close packaging-user relationship with the application of new materials.

### Finalist

**Project:** "Talúries"

**Author:** Adriana Comparetto, former student of the Higher Degree in Design

**Description:** "Talúries" wants to change the clock, a machine that dominates and rules our lives, into an object which no one has ever proposed, changes apart from those purely formal or aesthetic. The clocks measure infinity, set an alternative pace, give control over the object or announce the time left for its inevitable death.

### Finalist

**Project:** "SinTo"

**Author:** Maurizio Capannesi, former student of Postgraduate Diploma in Furniture Design

**Description:** "SinTo" is a plywood table which can be put together without any screws ("Sin tornillos" is Spanish for "without screws") by anyone, making it easy to assemble or take apart. The dimensions and proportions, as well as the finishes, can be easily changed, giving everybody the possibility of personalizing their own table.

## YOUNG CREATIVE CHEVROLET

**Awarded by:** Chevrolet

### First award, graphic arts

**Project:** "The football on the road"

**Authors:** Irene Buriillo and Claudia Dunkel, students of Bachelor's Degree in Design



**Description:** "The football on the road" is based on the importance of players of a football team to their fans and how it reflects that passion through autograph signing. The winning design expressed this message and the car becomes an object of desire, where a football ball signed by Manchester United players is depicted.

#### Second award, graphic arts

**Project:** "Urban Supporters Car"

**Authors:** Meritxell Font and Cecilia Martínez, students of Bachelor's Degree in Design

**Description:** "Urban Supporters Car" poses the question: What if we give sprays to Manchester United fans and we invite them to paint a car in honour of their team? Based on this concept and given that Manchester was the first industrialised city in the world, the students of the School have tried to capture the feelings of English fans through graffiti art.

### LAUS AWARDS 2013

**Awarded by:** ADG-FAD

#### Golden Laus, Category Students, Final Degree Project

**Project:** "Steve McQueen - Body and Soul"

**Author:** Francisca Torres, former student of the Master's Degree in Graphic Design

**Description:** "Steve McQueen - Body and Soul" is a book about *Hunger* and *Shame*, the two cinematographic works by Steve McQueen. It is the result of research on his background as contemporary artist in the field of video art and the clear influence of this language in his way of making films.

#### Golden Laus, Category Students, Free-Choice Work

**Project:** "Tres en uno"

**Author:** Manel Portomeñe Marqués, student of the Bachelor's Degree in Design

**Description:** The project is a series of covers of three ELISAVA catalogues. To convey this union and connection among the three catalogues, a single decorative and semitransparent wrapper was opted for. Depending on how it is folded and by superposition, it allows generating one cover or another. The concept of superposition implies a feeling of union: one catalogue is not enough to transmit ELISAVA's values; it is the joint of the three academic offers what really comprises ELISAVA.

#### Silver Laus, categories Entities and Naming.

##### Bronze Laus, Logotype category.

**Project:** "Elisava Alumni"

**Author:** Albert Ibanyez, former student of the Higher Degree in Design

**Description:** The corporate identity of "Elisava Alumni" is based on the origins of the School name, Elisava. In Sant Ot Insignia (XIIth century) one of the first Catalan female signatures appears: "Elisava me fecit" (Elisava made me), that has been used as the association slogan. The imagotype is a symbol that represents the insignia where the name of Elisava appears. Every year, the shape of the emblem and the colour that identifies it vary.

##### Bronze Laus, Category Students, Free-Choice Work

**Project:** "Cha Tea Blending Company"

**Author:** Martí Pérez Palau, former student of the Higher Degree in Design

**Description:** The project is the corporate identity for "Cha Tea Blending Company". The linoleum imagotype symbolizes a boat with tea leaves as sails, alluding to the old method of transportation of tea between India and Western Europe. The use of wood in certain corporate applications strengthens this link, and product quality is reaffirmed with the use of gold and dark green colours.

##### Bronze Laus Bronze, Category Students, Free-Choice Work

**Project:** "Der fliegende Holländer"

**Authors:** Ariadna Veas, Martí Pérez Palau and Oriol Rigata, former students of the Higher Degree in Design

**Description:** "Der fliegende Holländer" is a Project developed during the 2011/2012 academic year with the Gran Teatre del Liceu. The project aims to reflect what the opera is from an emotional point of view, exploring the possibility of creating links with the viewer through images displayed: gestures, details, movements that everyone recognizes and that are synonymous of universal feelings.

##### Bronze Laus, category Students, Final Degree Project

**Project:** "Sistema identitario para la sala 39"

**Author:** Alexander Schmidt, former student of the Higher Degree in Design

**Description:** The project consists in the creation of an open identity system for the room 39 of Fàbrica Moritz Barcelona. The proposal

aims to change its appearance depending on the context, bearing in mind the duality of the brand, between tradition and modernity, into a hybrid identity that can reflect one or the other, or both, depending on the event taking place.

##### Bronze Laus, category Students, Final Degree Project

**Project:** "Nankin Lab"

**Authors:** Pau Garcia Sanchez and Pol Trias Coca, former students of the Higher Degree in Design

**Description:** There is a curious pleasure in seeing a building collapsing, tearing a paper in half, or bursting a balloon. There are situations that involve speed and high intensity. "NankinLab" is a design studio that recreates these sensations for generating new projects.

##### Bronze Laus, category Students, Final Degree Project

**Project:** "Meteographer"

**Author:** Dani Llugany Pearson, former student of the Higher Degree in Design

**Description:** The project is a meteorological station that records atmospheric phenomena in real time through a set of sensors and translates the information with a plotter on a sheet. The language of nature is translated through this technology medium.

##### Bronze Laus, Students category, Final Degree Project

**Project:** "Omplo"

**Author:** Alberto Aranda, former student of the Higher Degree in Design

**Description:** Omplo is a small auxiliary furniture editor that promotes creativity and self-production through moulds. Thanks to this system objects are expected to be imbued with a great emotional value. The client does not buy the final product, but rather the mould. Therefore, it is him or her who chooses which material to use and how to manufacture the piece of furniture.

##### Bronze Laus, category Students, Final Degree Project

**Project:** "Monsieur Appert"

**Authors:** Mariano Pascual and Diogo Nascimento, former students of the Master's Degree in Graphic Design

**Description:** The selected is the corporate image, packaging and communication campaign of "Monsieur Appert", a fruit and vegeta-

ble store with a French spirit that pays tribute to chef Nicolas Appert, the discoverer of the natural formula to preserve food.

##### Bronze Laus, category Students, Final Degree Project

**Project:** "Samizdat"

**Authors:** Isabel Corral, Esteban Irwin, Rodrigo Nuñez, Virgínia Pol, Carmen Reyes, Francisca Torres, former students of the Master's Degree in Graphic Design

**Description:** "Samizdat" is a diary that compiles the different projects developed by the students of the Postgraduate Diploma in Graphic Design and Publishing Projects given by ELISAVA. The publication, apart from showing a selection of the students' projects, reproduces a conversation among them about design and the future, in line with publications known as samizdat. The project was carried out under the direction of Omar Sosa in a self-edition workshop.

##### Bronze Laus, category Web and Digital / Viral or o Branded Content

**Project:** "Poodle"

**Description:** Promotional video of the Master's Degree in Fashion Design. Process, Innovation & Brand given by ELISAVA. Under the motto "Pensado con las manos" (Designed with hands), the audiovisual piece reflects this master's programme philosophy, combining the most artisan scope of fashion with the application of new technologies.

##### Bronze Laus, category Graphic Design, Promotional item or self promotion

**Project:** "Human Powered Vehicle"

**Description:** "Human Powered Vehicle" is the graphic project that defines the Master's and postgraduate programmes in design, communication, advertising and art direction of ELISAVA through a bike and the slogan "Against the straight line", which seeks to explain that a project is a journey, a road with curves and detours, a long trajectory, avoiding shortcuts, that will help to enrich any final project.

##### Bronze Laus, category Audiovisuals

**Project:** "Balance&Time"

**Authors:** Pau Garcia and Eva Vera, former students of the Higher Degree in Design

**Description:** The audiovisual project by the two former students of the School explains the concept of "Sustainable peace for sus-

tainable future". Avoiding classic iconography such as peace, white pigeons, hippies and peace logos, they decided to focus their video on the concept of sustainability, and consequently on Balance and Time.

### CORE77 DESIGN AWARDS 2013

**Awarded by:** Core77

#### Student Notable Honoree

**Project:** "Y.L.L.Y"

**Author:** Hansel Schloupt, former student of Higher Degree in Design

**Description:** "Y.L.L.Y" belongs to a project that is presented as a reflection about the use of the products, and the role of the designer and the industrial design for the human beings and the disabled people. It is a relational, constructive game based on communication and imagination. A product with life itself and interaction, self-fulfilment and identity, and satisfaction for creating, imagining, enjoying, using and playing.

### EI! AWARDS

**Awarded by:** ELISAVA

Ever since it was created in 1961, ELISAVA School of Design and Engineering of Barcelona has promoted an innovative kind of training and research. Faithful to this teaching methodology, the university sponsored the first edition of the ei! Prizes for the best academic record and the best Final Degree Projects (PFE) by specialities.

The ei! Awards, which sprang from the initiative of a group of design students at ELISAVA, were awarded by a jury made up of Viviana Narotzky, president of ADI-FAD and by Josep Maria Mir, creative director of the company SUMMA, along with representatives of the School's academic direction, the heads of study and the heads of communication. The trophy awarded to the winners was designed by the ELISAVA students Hansel Schloupt, Oriol Castellar and Francesc Moretó under the supervision of professor Salva Fàbregas.

The ei! Awards aim to stimulate young designers' creativity, academic career and dedication, as well as to foster the dissemination of their talent and competitiveness in society as a whole, especially in the sectors related to

design, engineering and industry. In short, they are an invaluable promotional tool for designers and engineers.

#### Best Final Degree Project, Graphic Communication category

**Project:** "*Ofici-Les Arts Gràfiques*"

**Author:** Raimon Guirado.

**Supervisors:** Daniel Ayuso, Robert Pallàs and Raquel Pelta.

#### Best Final Degree Project, Product Design category

**Project:** "*Mans a l'hort*"

**Supervisors:** Martín Azúa and Víctor Viña.

**Author:** Marina Villaró.

#### Best Final Degree Project, Design of Space category

**Project:** "*IMPULSA*"

**Supervisors:** Diego Nakamatsu and Oriol Rius.

**Author:** Miquel Gibert.

#### Best Academic Record

**Student:** Alexander Schmidt.

## ELISAVA ALUMNI

The ELISAVA Alumni Association, founded in 2003 under the name of Elisava Professionals, is a non-profit organisation that spring from the commitment and effort of a group of students and alumni who wished to disseminate and promote the identity and values of the people in the ELISAVA community. Its mission is to promote constant personal and professional development of ELISAVA's alumni.

The association is the ideal venue for socialising and interacting with professionals and companies in the sector, where innovation, networking, partnerships and entrepreneurship are the crucial points for rising to the new challenges of today's society.

The Alumni Association's activities in academic year 2012-2013 included the re-design of its name and entity with the support of the School. Thus, with the approval of the members' assembly, an updated organisation emerged which is now called Elisava Alumni.

To design the new corporate entity, Elisava Alumni held a competition which Albert Ibanez won with the project based on the historical origins of the name ELISAVA, the woman who back in the 13th century embroidered the Sant Ot insignia, which includes one of the first signatures by a Catalan female: *Elisava me fecit* ("Elisava made me").

Following this theme, the association is represented with an insignia which inspires a sense of community. The shape and colour of the insignia identifying each graduating class will change. The slogan *Elisava me fecit* refers to the alumni's designs and stresses the professionalism of their work, the same way the historical figure Elisava worked. This design of Elisava Alumni's new identity won a Laus Silver Prize in the category of Entities and Naming, and a Bronze prize in the Logos category, both in the latest edition of these graphic design and visual communication prizes awarded by Fomento de las Artes y del Diseño (FAD) (see page 232).

Elisava Alumni focuses on constant dialogue with the entire ELISAVA community. For this reason, all the graduates of Bachelor's Degrees, Master's Degrees or postgraduate programmes enjoy one free year of membership in the association. Likewise, the organisation also focuses on the professional development

of its members, with actions such as promoting ELISAVA alumni's successes, spreading the word about the prizes they have won and other actions aimed at boosting the number of jobs available in the job exchange.

Faithful to its mission, during the academic year Elisava Alumni held a variety of activities, such as the Professional Workshops held in February and April 2013. These events are informal talks featuring guests from the fields of Design and Engineering in which they discuss timely issues and share with the audience the reality of the industries in a pleasant, informal atmosphere. These activities are an important tool for all professionals who want to keep abreast of the latest techniques and technologies while also innovating and learning about all the resources available to them. Below is a list of the events held during academic year 2012-2013:

### PROFESSIONAL WORKSHOP I: WHAT IS THERE BEHIND A SUCCESSFUL BRAND?

More than 70 people participated in this event held on the 7th of February 2013 at Barcelona's Galería Mitte. The workshop featured Tlaloc Alda, Creative & Graphic Design Manager of Desigual; Xavier Camós, Brand Manager of Moritz and Óscar Santamaria, Brand Identity & Advertising Manager of Vueling. The common thread of the talks was very specific: brand values as the key factor in involving teams and creating notable brands.

### PROFESSIONAL WORKSHOP II: INVENT YOUR OWN BUSINESS / HOW TO TURN IDEAS INTO PROFITABLE BUSINESSES?

The second workshop organised by Elisava Alumni was held at Barcelona's Museum of Ideas and Inventions (MIBA) on the 24th of April 2013. The workshop, which attracted a large number of ELISAVA students and alumni, featured Ferran Llisterra Eyre, Chief Executive Officer of Yes We Play; Borja Piñeiro, Coordinator and Project Manager of the Barcelona Design Centre; and Pep Torres, founder of MIBA. The audience was given the chance to get answers to their questions about the steps they need to take to launch a start-up, how to make business plans, financing, human resources and the advantages of Internet tools.

## ADMINISTRATION AND SERVICES

### LIBRARY

This year the Enric Brucall Library increased its book collection with 321 new volumes and its magazine collection with 7 new subscriptions. The centre processed a total of 8,734 loans over the academic year.

The library promoted activities in a variety of spheres, such as collaboration with the literature review in issue 28 of the magazine Elisava TdD. Likewise, a training session on information resources for researchers was held in January for students in the Master's Degree in Design and Communication (MUDIC), and in March a display case was unveiled to exhibit documents that are part Enric Brucall Reserve Collection, showcasing some of the most prominent examples from this collection.

### SCIENCE AND TECHNOLOGY LABORATORY

During academic year 2012-2013, ELISAVA opened a new space for the Science and Technology Laboratory equipped with optimal infrastructures for students to carry out their projects. This service is open to all students and is staffed by an intern who helps students to carry out their projects, especially from their materials and electronics classes.

The laboratory has more users because it is now also being used by the students in the packaging class, the Final Degree Project in the Design and Engineering programmes and the Postgraduate Diploma in Product Development taught at ELISAVA. The purpose is to constantly increase the number of classes that use the laboratory as a workspace.

### MARKETING AND COMMUNICATION

The multitude of projects undertaken by the Department of Marketing and Communication, as well as this team's support for countless other projects, are always aimed at reinforcing the ELISAVA brand all over the world.

During academic year 2012-2013, the department worked to expand the dissemina-

tion of the centre's educational programmes internationally, especially its Master's and postgraduate degrees and its Continuous Education programmes. In this sense, we expanded its presence on educational portals and participated in many fairs in Latin America and Portugal with very positive results. This avenue of action was also undertaken for the official Bachelor's Degrees, and it materialised in participation in events in the education sector and visits to colleges all around Spain and Andorra.

A final tally of the department's activities includes a total of 16 national fairs, 18 international fairs and 17 visits to schools, with which we reached an audience of 8,000 people.

The department will continue to work meticulously on the protocols for personalising the service to current and future students in order to guide them in the educational process and orient them in their personal development. The Department of Marketing and Communication always listens actively to the suggestions and ideas provided by the entire ELISAVA community (faculty, programme directors, students, etc.), whom we wish to thank for their teamwork and the trust they have shown in our day-to-day efforts.

The methodology of qualitative and exponential growth has also been a feature in the online platforms, which are extraordinarily important in advertising our educational programmes and activities. As a new development, in this academic year the school's Canal Streaming has begun to operate, which allows the lectures being held at ELISAVA to be watched both live and afterwards from anywhere on the planet. This new project has been warmly received. Since it was launched on the 13th of March 2013, a total of 23 lectures were broadcast during academic year 2012-2013, and they were seen by more than 4,000 users.

The department's involvement in organising and disseminating cultural activities related to the world of design, engineering, communication and architecture can be seen in the large number of lectures, workshops and exhibitions held both inside and outside the school (see the chapter on "Activities", page 208). Worth noting is ELISAVA's participation in the design of the "*Reading like Living. Homage to Joan Triadó, 1921-2010*", which was held in Barcelona's Palau Robert from January to April 2013.

### ACADEMIC ORGANISATION, ACADEMIC MANAGEMENT AND GRADUATE MANAGEMENT

One of the most significant actions taken this academic year in the Academic Organisation Department is the start of preparations to implement the Simultaneous Studies Plan during academic year 2013-2014 in the Bachelor's Degree in Design and Industrial Design Engineering, once the curriculum has been approved by the University Pompeu Fabra. Through this programme, students will be able to take courses from both programmes and earn both degrees in a little over five years. About 20 students are expected to enrol in this programme.

The second edition of the Adaptation Course for the Bachelor's Degree in Design was also launched for students who have completed their Bachelor's Degree in Design. This programme allows all students who earned these in-house degrees from ELISAVA between 1995 and the entry into force of the Bologna degrees to earn their Bachelor's Degree in Design.

In parallel, the fourth year of the Bachelor's programmes was held in academic year 2012-2013, which entailed the students' curricular internships in companies and their Final Degree Project, two extremely important classes in students' resumes which have their own internal regulations.

In fact, the curricular internships are part of the different curricula in ELISAVA's degree programmes. They also earn a certain number of credits which count towards the electives taken in the 2nd quarter of the 4th year, and the internships must be directly related to the training received by the student. In this academic year, a total of 61 curricular internships were held in companies (19 in GDIS, 31 in GIDI and 11 in GCTE).

The Final Degree Project, which is done in the 3rd quarter, is a synthesis of all the skills that students acquire during their degree programmes. It is materialised in a project that brings together all the conceptual, technical and formal aspects inherent to the discipline.

Finally, we wish to note that the process of reverification of the Master's Degree in Design and Communication has gotten underway, as specified in the *Framework for the Verification, Monitoring, Modification and Accreditation of Official Bachelor's and Master's Degrees* of the Agency for the University System in Catalonia (AQU).

During academic year 2012-2013, the Academic Management Unit has adopted a new degree management software programme in order to accurately reflect the student's transcripts and curricular internships, as well as their Final Degree Project.

It has also worked to properly manage and monitor the academic records of students who are studying in the dual degree programme in Design and Industrial Design Engineering. With regard to the Master's and postgraduate programmes, computer applications have been implemented to manage the grading system.

Finally, throughout academic year 2012-2013, the Graduate Management Unit has organised a total of 41 postgraduate groups, one group in the Master's Degree in Design and Communication with a UPF-ELISAVA degree, one group in the Bachelor's of Arts Degree in Top-Up Design (with a degree from the University of Southampton) and finally, one group in the Master's Degree from the University of Alghero. Teamwork has been the key to success in these courses.

With regard to the management of ELISAVA's Master's and doctoral degrees, the most important new development was the launch of the grading system, which quantitatively reflects the work done by the student throughout the different modules that make up each graduate programme.

Likewise, a review and restructuring has gotten underway of the procedures, planning and regulations which will make management more efficient.

With regard to admissions, the pre-registration application periods have been considerably extended for both Master's and postgraduate degrees and for the Summer School, which has raised the number of students compared to the previous year.

### INFORMATION SYSTEMS (IS)

The IS department has focused its improvements in two areas: systems and applications. While the previous year the systems area focused completing the infrastructure (backup server, increased memory, backup robot, etc.), in 2012-2013 it focused on updating platforms.

We upgraded domain controllers that used to be implemented using Windows Server 2003 but now use Windows Server 2012. This was a complex change due to the major differences between both versions. We took the opportu-

nity to migrate the *escolaelisava* a *Elisava.local* domain, a major challenge and effort which entailed migrating the accounts of 2,144 students, 344 faculty members, 166 SBP staff, 432 client computers and 10 servers to the new domain with no interruptions in the service and with minimal impact.

In turn, the corporate email was changed with the implementation of Microsoft Exchange Server 2010, which replaces the old Exchange Server 2003. This has led to benefits such as a vast improvement in the corporate webmail.

We have also made security upgrades: the old firewalls were updated for new ones that are capable of recording, analyzing and reporting on security events in the network in an effort to ensure proper use of the school's infrastructure.

With regard to applications, new surveys were created for students in Master's Degrees and postgraduate programmes and for our teachers, along with improvements in the surveys for Bachelor's Degree students. Moreover, new applications were created for the following tasks: reserving the prototyping machine workshop, automating agreements between students and businesses, prioritizing workshops requested by students and displaying times on the school's screens.

A modular grade input system has also been implemented in ELISAVA's Master's Degrees and Postgraduate programmes, which trains its managers to input notes from the web platform. Furthermore, changes were also made to applications to streamline the management of academic procedures.

## MODELS AND PROTOTYPES WORKSHOP

During academic year 2012-2013, the Model and Prototype Workshop completed its transformation with an improvement in its digital manufacturing services. Throughout the year, approximately 300 3-D prints were made in the workshop. Furthermore, the amount of laser services offered totalled around 600 hours, while the CNC milling service offered around 300 hours of service.

Worth noting is the fact that the Model and Prototype Workshop offered around 8,000 services and has become a working hub for around 20 classes taught in all the different programmes (Bachelor's, Master's and postgraduate programmes) taught at ELISAVA.

# PROFIT AND LOSS STATEMENT

Fiscal year 2012-2013 ended with positive results which signalled fulfilment of the budget submitted to the Board. Note that the slight reduction in revenue was due to three main factors, namely the standardization of undergraduate studies, the gradual disappearance of old curricula which are being phased out, and the stagnation in the Master's and Postgraduate programmes. This has been offset by better performance in Continuing Education, as well as improvements in organizational efficiency and careful management of expenses. Note that these results were possible thanks to the

### Income statement (in thousands of Euros)

Concepts	2010-2011	2011-2012	2012-2013
Income from activities	10.815	10.631	10.416
Operating expenses	10.768	10.434	10.385
Profit from operations	47	197	97
<b>Profit</b>	<b>-1.636</b>	<b>212</b>	<b>169</b>

### Balance sheet (in thousands of Euros)

Concepts	2010-2011	2011-2012	2012-2013
Non current assets	5.795	5.590	5.524
Current assets	6.254	6.351	6.797
<b>Total assets</b>	<b>12.049</b>	<b>11.941</b>	<b>12.321</b>
Equity	5.572	5.784	5.953
Non current liabilities	130	130	130
Current liabilities	6.347	6.027	6.238
<b>Total equity and liabilities</b>	<b>12.049</b>	<b>11.941</b>	<b>12.321</b>

1. The Private Foundation ELISAVA University School statements shown here have been audited by KPMG Auditores, S.L.

efforts made throughout the organization to achieve the objectives. Regarding investments, all the investments earmarked to renovate the facility, set up new spaces and relocate other spaces in order to adapt to the programmes' new needs were made, thus maintaining the level of excellence and innovation that characterizes the school.

With regard to academic year 2013-2014, the Board of Trustees has approved a budget focused on the contents of the Strategic Plan, based on innovation in the educational programmes offered, the school's international outreach and the impetus to seek more partnerships with companies.

Below is the evolution in the financial statements of the Private Foundation ELISAVA University School over the last three academic years, as stated in the Profit and Loss Statements and Balance Sheets.

# FACULTY

## BACHELOR'S DEGREES

### HEADS OF STUDY

#### Albert Fuster i Martí

Bachelor's Degree in Design/  
Graduate Degree in Design

#### Javier Peña Andrés

Bachelor's Degree in Industrial Design  
Engineering / Technical Engineering Degree  
in Industrial Design  
Bachelor's Degree in Science and  
Technology Building / Technical Architecture

### AREA HEADS

#### Xavier Camino i Vallhonrat

Social Sciences Area

#### Salvador Fàbregas Perucho and Anna Pallerols Cat

Graphic Expression and Representation Area

#### Raffaella Perrone

Project Area

#### Ricard Ferrer Velasco

Product Area

#### Ariel Guersenzvaig

Graphics and Communication Area

#### Joaquim Matutano Ros

Space Area

#### Ana María del Corral González

Product Development Area

#### Marta González Colomines

Materials and Sustainability Area

#### Xavier Riudor i Buscà

Sciences and Technology Area

#### Robert Thompson Delano

Engineering Project Area

#### Rafael de Balanzó Joue

Rebuilding Area

#### Marta Janeras Casanovas

Laboratory

## FACULTY COORDINATORS

#### Anna Baldrich Aragó

Bachelor's Degree in Industrial Design  
Engineering / Technical Engineering  
in Industrial Design  
Bachelor's Degree workshops

#### Noel Díaz Castañón

Bachelor's Degree in Design / Graduate  
Degree in Design. 1st and 2nd years  
Adaptation Course for the Bachelor's  
Degree in Design

#### M<sup>a</sup> del Rosario Hernández González

Bachelor's Degree in Science and  
Technology Building / Technical Architecture  
3rd and 4th years Bachelor's Degree  
electives

#### Josep Novell Ferrando

Bachelor's Degree in Design 3rd and 4th  
years. Compulsory courses / Graduate  
Degree in Design. Final Degree Project  
Coordinator for GDIS and GEDI

## INTERNATIONAL RELATIONS COORDINATOR

Paolo Sustersic

## MASTER'S AND POSTGRADUATE DEGREES

#### Juan J. Arrausi Valdezate

Director of the Master's Degree in Design  
and Communication

#### Rafael de Balanzó Joue

Director of the Master's Degree in Design  
and Habitat / Director of the Postgraduate  
Diploma in Eco-habitat. Design of  
Eco-efficient Housing in Barcelona

#### Jordi Belil Boladeras

Director of the Master's Degree in Branding/  
Director of the Postgraduate Diploma in  
Brands, Core of Communications / Director  
of the Postgraduate Diploma in Innovating  
through Brands

#### Josep Benlloch Serrano

Director of the Master's Degree in  
Photography and Design / Director of the  
Postgraduate Diploma in Photography and  
Design: Space, Media and Broadcasting/  
Director of the Postgraduate Diploma in  
Photography and Design: Image  
and Creation

#### Marc Binefa Vila

Director of the Master's Degree in  
Design and Architecture / Director of the  
Postgraduate Diploma in Design, Image and  
Architecture / Director of the Postgraduate  
Diploma in Design, Environment and  
Architecture

#### Pilar Calderón Martínez

Director of the Postgraduate Diploma  
in Set Design

#### Jordi Cano Cunill

Director of the Master's Degree in Design and  
Art Direction / Director of the Postgraduate  
Diploma in Design and Communication  
Strategies / Director of the Postgraduate  
Diploma in Art Direction / Director of the  
Master's Degree in Advertising Design  
and Communication / Director of the  
Postgraduate Diploma in Advertising Design  
and Creativity / Director of the Master's  
Degree in Design and Communication

#### David Casacuberta Sevilla

Director of the Master's Degree in Design  
and Direction of Internet Projects / Director  
of the Postgraduate Diploma in Web Project  
Management and Design / Director of the  
Postgraduate Diploma in Design of Web  
Applications and Services

#### Agustí Costa Curriu

Director of the Master's Degree in Interior  
Design / Director of the Postgraduate  
Diploma in Interior Space. Private Perimeters

#### Mireia Cusó Colorado

Director of the Postgraduate Diploma  
in Set Design

#### Ricard Ferrer Velasco

Director of the Master's Degree in Furniture  
Design / Director of the Postgraduate  
Diploma in Furniture Design / Director of the  
Postgraduate Diploma in Furniture Design  
for Communities, Contract and Urban



**Ricardo Guasch Ceballos**

Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Design of Work Space / Director of the Master's Degree in Design and Habitat / Director of the Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality

**Ariel Guersenzaig**

Director of the Master's Degree in Design and Direction of Internet Projects / Director of the Postgraduate Diploma in Web Project Management and Design / Director of the Postgraduate Diploma in Design of Web Applications and Services

**José Linares Salido**

Director of the Master's Degree in Design and Habitat / Director of the Postgraduate Diploma in Eco-habitat. Design of Eco-efficient Housing in Barcelona

**Rosa Llop Vidal**

Director of the Master's Degree in Design and Direction of Internet Projects / Director of the Postgraduate Diploma in Web Project Management and Design / Director of the Postgraduate Diploma in Design of Web Applications and Services

**Beatriu Malaret Garcia**

Director of the Master's Degree in Design and Art Direction / Director of the Postgraduate Diploma in Art Direction/ Director of the Master's Degree in Fashion Design. Design and Fashion / Director of the Postgraduate Diploma in Design and Fashion: Creativity and Trends / Director of the Postgraduate Diploma in Design and Fashion: Collection and Context

**Carmen Malvar Vázquez**

Director of the Master's Degree in Retail Space: Retail Design / Director of the Postgraduate Diploma in Retail Design. Design and Space: Shopping / Director of the Postgraduate Diploma in Retail Design. Design and Concept: Branding

**Vicente Mas Gallen**

Director of the Master's Degree in Design, Art and Public Space / Director of the Postgraduate Diploma in Exterior Design. Events and Ephemeral Spaces / Director of the Postgraduate Diploma in Design, Art and Society

**Joaquin Matutano Ros**

Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Interior Space. Private Perimeters

**Eva Minguella Mas**

Director of the Master's Degree in Packaging Design / Director of the Postgraduate Diploma in Packaging Design and Strategy / Director of the Postgraduate Diploma in Graphic and Structural Packaging

**Josep Maria Montseny Iglesias**

Director of the Postgraduate Diploma in Digital Modelling

**Mauricio O'Brien Mari**

Director of the Master's Degree in Design and Architecture / Director of the Postgraduate Diploma in Design, Image and Architecture / Director of the Postgraduate Diploma in Design, Environment and Architecture

**Ramon Oriol Nogués**

Director of the Postgraduate Diploma in Alternative Jewellery Design

**Marc Panero Muñoz**

Director of the Master's Degree in Graphic Design / Director of the Postgraduate Diploma in Graphic Design applied to Communication / Director of the Postgraduate Diploma in Graphic Design and Publishing Projects

**Josep Puig Cabeza**

Director of the Master's Degree in Product Design / Director of the Postgraduate Diploma in Product Conceptualisation/ Director of the Postgraduate Diploma in Alternative Jewellery Design

**Xavier Riudor Buscà**

Director of the Master's Degree in Product Design / Director of the Postgraduate Diploma in Product Development

**Jorge Hernan Rodríguez Nieto**

Director of the Master's Degree in Research for Design and Innovation / Director of the Postgraduate Diploma in Coolhunting. Design and Global Trends / Director of the Postgraduate Diploma in Innovation and Design Thinking

**Txatxo Sabater Andreu**

Director of the Master's Degree in Design and Habitat / Director of the Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality

**Jordi Truco Calbet**

Director of the Master's Degree in Advanced Design and Digital Architecture / Director Postgraduate Diploma in BioDesign Laboratory / Director of the Postgraduate Diploma in Computational Design Laboratory

**Pedro Vicente Mullor**

Director of the Master's Degree in Photography and Design / Director of the Postgraduate Diploma in Photography and Design: Space, Media and Dissemination/ Director of the Postgraduate Diploma in Photography and Design: Image and Creation

**VOCATIONAL TRAINING PROGRAMMES IN DESIGN****Anna Iglesias Monravà**

Head of Studies of Vocational Training Programmes in Design

**MANAGEMENT TEAM****DEPARTMENT HEADS****Virginia Angulo Falcés**

Head of Marketing and Communication

**Natàlia Garcia Forés**

Head of the Library

**Amparo García García**

Head of the Academic Management Unit

**Montse Masana Mas**

Head of Administration and Services

**Albert Montull Aced**

Head of Academic Organisation

**Lluís Mozo Collados**

Director of Business Development

**José Trapero Ortiz**

Head of Information Systems

**ADMINISTRATION AND SERVICES STAFF****Ricard Argudo Argente**

Information Systems

**Marta Barangé Viladomiu**

Administration

**Rafael Bellido Sevillano**

Information Systems

**Anna Blanco Martin**

Administration

**Núria Boixareda Ariza**

Head of the Work Management Unit

**Silvia Brenes Prieto**

Marketing and Communication

**Esther Buil Medrano**

Library / Executive Secretary

**Thais Caballero Sabater**

Postgraduate Management Unit

**Carme Calaff Martínez**

Academic Management Unit

**Noel Criado López**

Business Development

**Júlia de la Fuente Fernández**

Academic Management Unit

**Anaïs Esmerado Martí**

Marketing and Communication

**Ainhoa Estrader Miralles**

Academic Management Unit

**Teresa Falomir Esteve**

Model and Prototype Workshop

**Gerard Fernández Gancedo**

Information Systems

**Núria Garcia Alvero**

Marketing and Communication

**Leandro García Hernández**

Work Management Unit

**Marta Garcia Juan**

Academic Management Unit

**Eloi Garcia Parellada**

Information Systems

**Maribel Gelabert Camprubí**

Executive Secretary

**Joan Grau Roman**

Information Systems

**Andrea Guerrero Valero**

Academic Management Unit

**Isabel Gusils Mari**

Head of Accounting

**Miriam Hernández Valcarcel**

Academic Management Unit

**Rubén Hidalgo Téllez**

Head of the Model and Prototype Workshop

**Andreu Jansà Matussek**

Library

**Rebeca López Gómez**

Marketing and Communication

**Cristina Marfà Briansó**

Postgraduate Management Unit

**Francisco Navarro Carrillo**

Head of Maintenance

**Francisco Javier Oliver Sánchez**

Academic Management Unit

**Iván Perera Benito**

Model and Prototype Workshop

**Cristina Pla Grimaldos**

Marketing and Communication

**Pablo Ramos López**

Postgraduate Management Unit

**Eva Ríos Rioyo**

Marketing and Communication

**Rosa Rodríguez Hernández**

Marketing and Communication

**Javier Rodríguez Rodríguez**

Information Systems

**Rubén Saavedra Pérez**

Information Systems

**Lourdes Sáez Carreras**

Postgraduate Management Unit

**Rosa Mª Teruel Cuerpo**

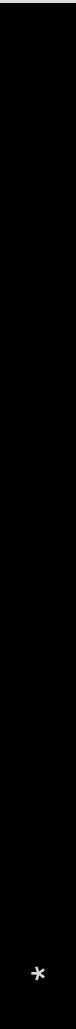
Postgraduate Management Unit

**Àlex Ventosa Galceran**

Maintenance

**BACHELOR'S, MASTER'S AND POSTGRADUATE DIPLOMA FACULTY**

See page 118.



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