

## The artistic design of IED Barcelona students shines on the main day of the BDW thanks to Cervezas Alhambra



**“Hanging By a Threat”, an installation made of used beer bottles that invites us to think about the impact of the consumer society, will be exhibited at the Disseny Hub Barcelona [Barcelona Design Hub] from 16 to 28 October during the Barcelona Design Week.**

**Barcelona, 9 October 2023.** - In a bid to explore the artistic possibilities of design using its power of social criticism, **IED Barcelona students** have designed [“Hanging By a Threat”](#), an installation made from used beer bottles and recycled material that invites us to think about the impact of the consumer society on the planet. Created for the occasion of **Barcelona Design Week (BDW)**, it will be exhibited at the **Disseny Hub Barcelona** from **16 to 28 October**.

The proposal emerged as a result of the **Cervezas Alhambra, IED Barcelona** and **Barcelona Design Centre** project for Barcelona Design Week 2023.

A group of students from the interdisciplinary class **Upcycling: Waste is Precious**, led by **Marta Ayala**, tackled the task of creating an installation for this week-long event dedicated to design in the city by giving

a second life to the brand's beer bottles. Among the different works presented, "Hanging By a Threat" by Violeta Martín and Lluís La Hoz was the work chosen to represent the institution.

The installation explores new possibilities to reuse this common material in a creative way while being socially committed, emphasising how unbridled consumerism has us hanging by a thread, and that the more weight it holds, the greater the risk of it breaking. In this way, it aims to awaken individual consciences about the amount of waste we generate, combining design and art.

"Hanging By a Threat" is composed of an abstract figure made from Alhambra beer bottles and recycled material that hangs from a thread within a 3D cubic structure. The proposal, which will be installed over the lake at Disseny Hub Barcelona, also includes a solar charging point at its core so that it remains visible at night.

The launch event of "Hanging By a Threat" will be held on **18 October, at 1.30 pm**, coinciding with the main day of the BDW.

Photo credits: Design Museum of Barcelona / Lourdes Jansana.

--

## About IED

The Istituto Europeo di Design (IED) is the largest education network in the creative field — design, fashion, the visual arts and communication — with 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao and Como.

More than 130,000 students have graduated since its opening, and every year it welcomes 10,000 students from all over the world. IED is committed to educational initiatives and practices related to a corporate reality, and has established over 1,000 business agreements during its 50-year history.

In its more than 20 years of experience, the IED Barcelona headquarters, located in the Gràcia neighbourhood, has consolidated its position as one of the reference training centres in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) degrees awarded by the University of Westminster, IED Diplomas, and Master's, Postgraduate, Specialisation and Summer courses, as well as tailor-made training for companies and professionals.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,000 students of more than 100 different nationalities each year.

### IED Press Service

Helena Rosselló  
prensa.barcelona@ied.es  
ied.es - 932 385 889

### XXL Comunicación

Laura Desca  
laura@xxlcomunicacion.com  
Rafa Malagon  
rafa@xxlcomunicacion.com