

IED MUSES: Decoding Inspirational Minds



Insightful talks series at IED Barcelona to unveil the stories and process of design of remarkable individuals breaking stereotypes.

Barcelona, 12 November 2024.- IED Barcelona (Istituto Europeo di Design) presents **IED MUSES**, series of enlightening sessions designed to serve as a source of artistic inspiration and knowledge for creatives, in collaboration with curator Irem Erkin. This initiative aims to gather ideas and facilitate the creative process by inviting distinguished individuals from various disciplines.

Each session will provide a platform for these guiding geniuses to connect with attendees, empathize with them, and share their wisdom, paths to success, failures, projects, and sources of inspiration, making them more relatable and human. Topics will include advanced technology, social and ethical issues, future trends, and creativity itself aiming at breaking stereotypes, positioning IED as a hub of creativity and innovation while shaping the vision for the future of design.

The talks are scheduled to feature a diverse array of pioneers in their respective fields:

● **The first talk of the series will take place on 2 December at 7 pm with Hamill Industries.** Barcelona-based artists **Anna Diaz** and **Pablo Barquin** are the creative duo behind Hamill Industries, where research-driven experimental storytelling takes center stage. Over their decade-long career, they have crafted immersive films, installations, and stage productions that blur the lines between the digital and tangible realms. Their innovative work engages the senses and challenges perceptions, as seen in collaborations with prestigious entities like the **San Francisco Ballet** and **Coachella**. Their commitment to expanding the visual landscape makes them pioneers in the current cultural and technological dialogue.

● **The second talk will occur on 13 February at 7 pm with Marco Oggian.** Born in Venice and currently splitting his time between Spain and Italy, Marco is a graphic designer and visual artist known for his bold use of color and simple forms to address critical social issues. His work, often infused with sharp sarcasm, has highlighted important topics such as the Syrian war and the Black Lives Matter movement. Marco's impressive portfolio includes

collaborations with renowned brands like **Nike**, **Apple**, and **Vogue**, and his creations have been featured in galleries worldwide. With a background in artistic direction and product design, he is a voice unafraid to advocate for change through creativity.

● **The third talk is scheduled for 25 April at 7 pm with Radical Data.** This innovative collective of mathematicians, technologists, dancers, and designers is dedicated to using digital technology as a means for joy and liberation. Their work focuses on creating tools, analyses, and artworks infused with queerness and decoloniality, promoting a transformative approach to data usage. Committed to education, Radical Data empowers activists through workshops and social media content, fostering a new generation of creators who leverage technology to shape the world.

IED MUSES aims to conceptualise a series of engaging one-to-one conversational sessions that maintain coherence and generate interest while promoting lifelong learning. The initiative will develop a dynamic platform for creatives, providing visibility for innovative projects and their creative processes in an intimate setting.

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ABOUT IED - ISTITUTO EUROPEO DI DESIGN

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 the Accademia di Belle Arti Aldo Gallo in 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 a reference training centre in design, and is officially authorised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer includes a range of undergraduate courses, taught in English and/or Spanish, covering the various specialities of the world of design: Fashion, Fashion Styling and Communication, Product Design, Interior Design, Transportation Design, Graphic Design, Motion Graphics and Video, Media Design and Advertising. It also offers Bachelors of Arts (Honours) degrees in Fashion Design, Fashion Marketing and Communication, and Business Design awarded by the University of Westminster, and IED Diplomas in the areas of Marketing, Communication and Advertising, as well as a solid range of Master's, Postgraduate, Specialisation and Summer courses, in addition to tailor-made training for companies and professionals in all fields of Design, Marketing and Communication.

IED Barcelona stands out for its approach to strategic design in collaboration with companies and is characterised by its mastery of the Future Thinking methodology (anticipating future trends and scenarios), strength in the area of Service Design and a Design for Commons approach.

With its multicultural and interdisciplinary nature, it attracts 1,400 students of nearly 100 different nationalities each year.

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