

More creators, more locations, more design



IED MUSES Talks launches its second season nationwide

The series of inspirational talks promoted by Istituto Europeo di Design features five new creatives who will reveal the stories behind their careers and creative processes, with sessions at the IED Barcelona, IED Madrid, and IED Kunsthal Bilbao campuses.

Barcelona, 23 October 2025. - Istituto Europeo di Design (IED) launches the second season of [IED MUSES Talks: Decoding Inspirational Minds](#), a series of revealing one-on-one sessions with leading creatives in a bid to decode their inspirational minds, now available nationwide.

Designed in collaboration with curator Irem Erkin, IED MUSES Talks is a dynamic platform for artistic inspiration and knowledge sharing, revealing the stories behind the careers and creative processes of professionals from various disciplines. In this second season, it expands its scope by scheduling three talks at the IED Barcelona campus, one at IED Madrid, and another at IED Kunsthal Bilbao.

Five talks with pioneering voices that will connect and engage attendees, unveiling their successes, opportunities and twists, projects, and sources of inspiration in a stimulating dialogue, guided by geniuses. The sessions will address topics related to art, advanced technology, transformative future trends, creative direction, social and ethical issues, and sustainability, with the aim of breaking down stereotypes and positioning IED as a hub of creativity and innovation at the forefront of design.

IED MUSES Talks Season 2 Calendar

IED BARCELONA Chapters

12 NOVEMBER 2025. 6.30 PM. QUAYOLA

Topics: *Tech&Design *Robotic Sculptures *New Landscapes *Form&Sound *Immersive installations

Renowned artist Davide Quayola has intervened and exhibited at leading cultural heritage sites and world-renowned institutions, including the V&A Museum in London; the Park Avenue Armory in New York; the National Art Center in Tokyo; the UCCA in Beijing; the HOW Art Museum in Shanghai; SeMA in Seoul; the Palais de Tokyo in Paris; Ars Electronica in Linz; Casa Batlló in Barcelona; and the Sundance Film Festival. He uses technology as a lens to explore the tensions and balances between seemingly opposing forces: the real and the artificial, the figurative and the abstract, the old and the new. Landscape painting, classical sculpture, and iconography are some of the historical aesthetics that serve as the starting point for his hybrid compositions. He was the 2013 winner of the Golden Nica at Ars Electronica.

Language: English

25 FEBRUARY 2026. 6.30 PM. OMAR SOSA

Topics: *Editorial Design *Storytelling *Design&Society

Designer, art director, and editor, Omar Sosa is known for co-founding Apartamento magazine, launched in 2008 with Nacho Alegre and Marco Velardi. He has worked as creative director for a wide range of international clients, including Flos, LVMH, Rizzoli, Google, Haworth, Corriere della Sera, Patricia Urquiola, and Ricardo Bofill Architecture, among others. His multidisciplinary practice encompasses editorial and book design, brand identity, exhibition design, and creative collaborations in the fields of art, architecture, and design. He currently resides between Barcelona and Milan, where he is artistic director and partner at BD Barcelona Design, and continues to explore the intersection of design, narrative, and everyday life.

Language: English

6 MAY 2026. 6.30 PM. SILVIA BRANDI

Topics: *Future *Ethics *New Materials *Advanced Architecture *Product Design

The prestigious Milanese architect and cultural manager is the co-founder and director of FarmLab in Austria, a rural creative centre that explores new materials, product design, sustainability, 3D printing, and advanced architecture. It also develops international collaborative projects to revitalise rural areas through culture and creativity. Throughout her career, she has worked at the experimental Barcelona studio Mias Architects, served as general director of the Institute for Advanced Architecture of Catalonia (IAAC) — a leading research and training centre on the future of cities — and led educational projects at Abacus Cooperativa based on a STEAM approach, introducing robotics and digital technologies into the Catalan school system. She has also spearheaded the Fixing the Future Festival, an international event that showcases creative, design-based solutions for a fair and sustainable future.

Language: English

IED KUNSTHAL BILBAO Chapter

5 MARCH 2026. 7 PM. ALBERT FOLCH.

Topics: *In-ter-dependent Design *BeyondTheVisual *MemorableBrands *InConversation

Considered one of Spain's most prolific graphic designers, creative director and visual designer Albert Folch has more than 20 years of experience in the communications, brand strategy, design, and art direction sectors, also covering areas such as audiovisual production, typography, and even education. Founder of the editorial design agency Folch Studio, with which, together with other partners, he launched the successful Apartamento magazine — a leading editorial title for Generation X and Millennials — he is also the creator of Acid House, the creative ecosystem brand that houses the different companies that emerged with the expansion of Folch Studio: Folch (branding and communications strategy agency), White

Horse (audiovisual production company), Fonts From Folch (type foundry), Franc (3D, CGI, and AI agency), and the magazines Eldorado and Odiseo. In 2020, he promoted the Gallery Sessions project, a music platform that achieves millions of views across its various social channels and has established itself as a benchmark for Generation Z. Currently, he is taking on new challenges as an independent creative director.

Language: Spanish

IED MADRID Chapter

8 APRIL 2026. 6.30 PM. Speaker to be confirmed

Language: English

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About IED – Istituto Europeo di Design

IED is the largest international education network in the creative sector — Design, Fashion, the Visual Arts and Communication — formed of 11 schools: IED Milano, Barcelona, Cagliari, Firenze, Madrid, Rio de Janeiro, Roma, São Paulo, Torino, Bilbao, and the Academia di Belle Arti Aldo Galli in Como.

Founded in 1966 by Francesco Morelli, it has seen over 130,000 students graduate since its opening, welcoming 10,000 students from all over the world each year across its more than 300 master's degrees and advanced training courses, and 100 degree programmes, also enjoying a consolidated relationship with companies.

In 2022, IED was transformed into a private non-profit organisation (the Francesco Morelli Foundation) with the aim of contributing to a greater positive impact on society and the planet through design.

In Spain, it has schools in Barcelona, Bilbao, and Madrid: three key cities for innovation and design culture.

IED Barcelona

With over 20 years of experience training new generations of designers and creative agents of change, IED Barcelona offers bachelor's and master's degrees, Bachelor of Arts (Hons), and specialised courses in the fields of Fashion, Visual Arts, Design, and Communication, and is the only school in Spain to offer a pathway in Transportation Design. Multicultural and multidisciplinary, it attracts 1,400 students of over 100 nationalities each year.

IED Kunsthal Bilbao

The only private higher education centre in design in the Basque Country, IED Kunsthal Bilbao has established itself as a benchmark in the training of creative professionals, connecting local identity with an international vision. Its academic offering includes official Bachelor's Degrees in Design, as well as master's degrees, specialisation programmes, and summer courses in the fields of Fashion, Product Design, Interior Design, and Graphics.

IED Madrid

IED Madrid is one of the leading cutting-edge educational centres specialising in Fashion Design, Graphic Design and Visual Communication, Interior Design, and Product Design. It began operating 30 years ago and has trained more than 18,000 students since its inception, welcoming 1,000 new students each year.

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