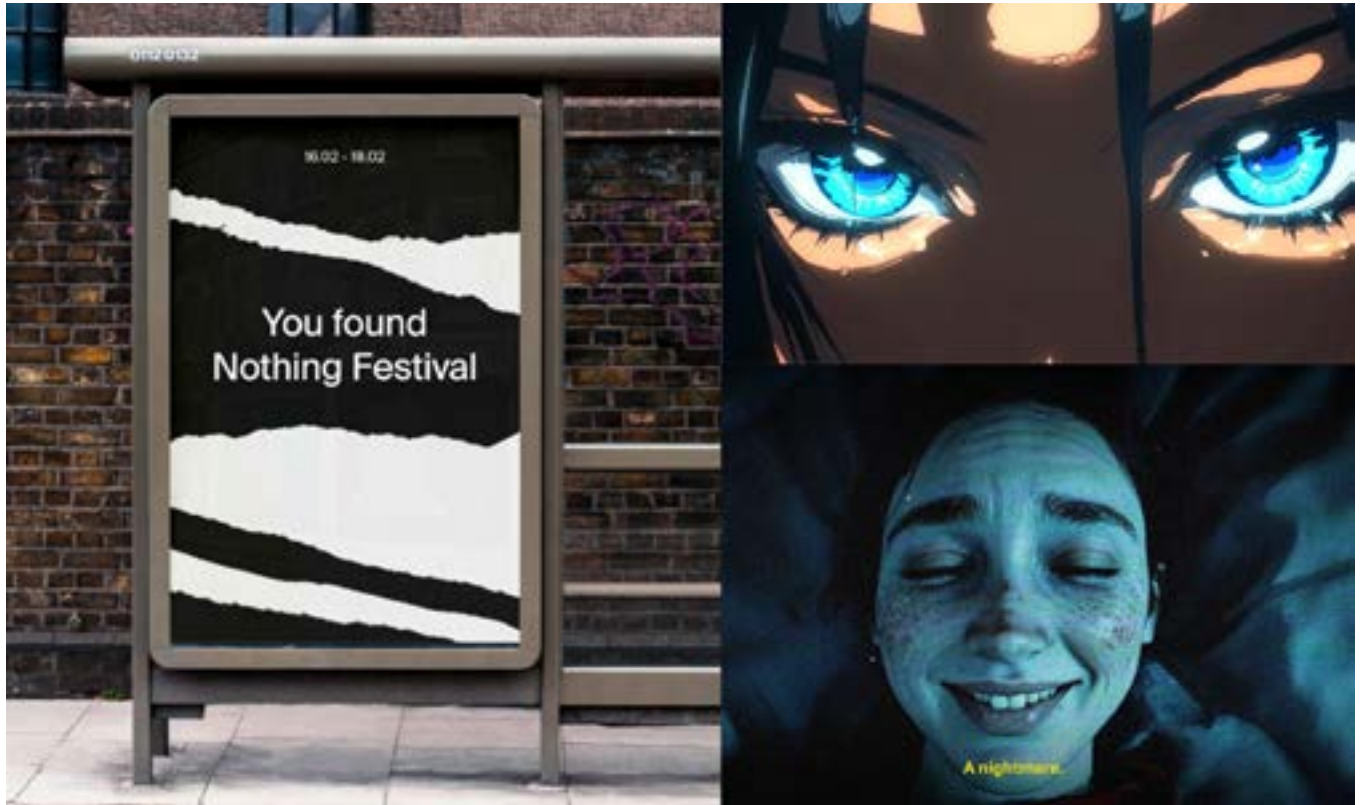




From 8 to 10 May, at Disseny Hub Barcelona

IED Barcelona digital arts return to OFFF



The Design School will reveal the creative process of three projects that experiment with the latest trends in Visual Arts at NXT, the festival's platform for emerging talent.

Barcelona, 28 April 2025. - IED Barcelona will once again participate in NXT, the platform for new emerging talent at OFFF, the world's leading festival in the field of creativity, art and digital design. From 8 to 10 May, three students from the Design School will present the design process of these projects, which experiment with the latest trends in Visual Arts, at Disseny Hub Barcelona.

"This year, we are returning to NXT with fresh, provocative proposals full of personality. They all share a restless and experimental gaze that dares to explore new visual and digital languages, testing and mixing formats and techniques with great creative freedom. They are technically ambitious projects with a highly contemporary approach, ranging from art direction and graphic design to branding, motion and 3D. During the festival, the creators themselves will tell us how they went from an idea to the final result", states **Mery Glez, Head of Visual Arts School at IED Barcelona.**

The projects

'EX MACHINA' // Carmina Goran

Fourth-year Motion Graphics and Video student

A hybrid exploration of the self and technology in the age of digital personalities. Playing with the contrast between humanity and machine, self and simulation, the piece reveals how performance and technology merge, leaving us with a distorted perception, unsure of what is real and what is not.

'Adulthood - Life Overload' // Ivanna Pineda
Fourth-year Motion Graphics and Video student

An explainer video emerging from the challenge of exploring adulthood and the clash between its myths, expectations and realities. An anime that combines humour, action and visual exaggeration with a vibrant style and a mix of traditional and digital + AI techniques to present an epic, yet funny and chaotic, version of what it means to be an adult.

'Nothing' // Maria Terekhova
Fourth-year Graphic Design student

Brand identity for a "Nothing Festival", a festival based on inaction that has no timetable and no results; instead, it offers a space to reflect and rethink productivity, and the relentless pace of life today. The identity includes posters, signage, merchandising, digital resources, a concept kit and an anti-productivity app.

--

Pitches:

Thursday 8 May, 3 pm to 8 pm **(IED Barcelona alumni at 3.50 pm)**

Friday 9 May, 3 pm to 8 pm

Exhibition:

8-10 May, 11 am to 8 pm

Location:

CUB, first floor, Disseny Hub Barcelona. Pl. de les Glòries Catalanes, 37, 08018, Barcelona

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 in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, 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.

Over the course of the past two decades, the IED Barcelona school, located in the Gràcia neighbourhood, has stood out as a regional benchmark in design, and is a recognised Higher Education Centre for Design authorised by the Government of Catalonia.

Its educational offer includes a range of degree courses, taught in English and/or Spanish, covering the diverse specialisations that make up the world of design: Fashion, Fashion Styling and Communication, Product, Interiors, Transportation, Graphic Design, Motion Graphics and Video, Media Design and Advertising. The school also offers Bachelors of Arts (Honours) degrees in Fashion Design, Fashion Marketing and Communication, and Business Design awarded by the University of Westminster; IED Diplomas in the areas of Marketing, Communication and Advertising; and 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 is characterised by its clear commitment to strategic design as a driver of innovation, anticipating future trends and scenarios with the aim of shaping the new generations of future designers and creatives as agents of change.

Multicultural and multidisciplinary, it attracts 1,400 students of nearly 100 different nationalities each year.

[A 90-second journey into IED Barcelona's creative universe](#)

IED Press Service
Helena Rosselló
h.rossello@ied.es
ied.es - 932 385 889

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

ied.es