



From 10 to 18 May at the Montjuïc venue of Fira de Barcelona

IED Barcelona reveals the car design process at Automobile Barcelona



The only school in Spain that provides training in Transportation Design will showcase how vehicles of the future are designed and will hold the third Sketching Marathon live, as well as offering workshops and envisaging the map of future mobility, at its stand — A124 (Hall 1).

Barcelona, 28 April 2025. - IED Barcelona will return to Automobile Barcelona from 10 to 18 May, where it will present the work process necessary to develop the design of a car. The only school in Spain that offers training in Transportation Design will have a stand at the International Motor Show at Fira de Barcelona (Montjuïc venue), where it will reproduce the atmosphere of a specialised design workshop-laboratory, demonstrating what automotive design consists of and how its creative process is developed to visitors through a range of activities.

"At our stand — A124 in Hall 1 — visitors will have the chance to discover how ideas related to the vehicles of the future are generated and developed. At IED Barcelona, talent, creativity and technology are combined to rethink automotive design with an advanced perspective, from the point of view of style and sustainability, energy efficiency and hyperconnection, responding to the new challenges of mobility. We will also be holding the latest edition of the Sketching Marathon and other sketching activities conceived for younger audiences", explains **Raffaella Perrone, Head of Design School at IED Barcelona.**

Third edition of the Sketching Marathon

On Friday 16 May, the Design School will hold the third Sketching Marathon, which will bring together 50 IED Barcelona students led by a teacher for three hours (from 3 pm to 6 pm) to explore and perfect the technique of visualising and capturing dynamic sketches on paper in the field of automotive design. Equipped with notebooks, the students will move around the show, visiting the different stands to gain inspiration and capture ideas to feed their creative and design processes.

The third Sketching Marathon will feature a jury to choose the winning student, who will travel to Turin, Italy, in the autumn, where they will compete in the latest edition of the Design Sketch Battle for Ferrari. The panel of experts will be composed of **Javier Fernández, Transportation Design Teacher at IED Barcelona; Michele Albera, Transportation Design Area Coordinator at IED Turin; Andreu Solà, Industrial Designer specialising in transportation, and Manuel Díaz Cru, Project Manager BU of Automobile Barcelona.**

The awards ceremony of the third Sketching Marathon will take place on Sunday 18 May at 1 pm.

Mapping the mobility of the future

IED Barcelona will also offer a sketching workshop at Automobile Barcelona: "Talent Time x IED. Play design. Show us your skills", aimed at younger audiences, where students and alumni of IED Barcelona Transportation Design will teach participants how to sketch for two hours. The workshops will take place during the two weekends of the show: on 10 and 17 May from 3.30 pm to 5.30 pm; and on 11 and 18 May from 11 am to 1 pm.

Last but not least, throughout the week, several activities will be organised with students and alumni focusing on discussing and imagining trends and challenges in the sector.

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Automobile Barcelona
Montjuïc venue of Fira de Barcelona
Hall 1. Stand A124.

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Photo: 'Plasmoid', Thevidu Thineesha Rajapakse – IED Barcelona student

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](#)

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