



IED Barcelona to explore disruptive futures with a *Strategic Design Clinic*

The session will take place on 21 October to mark the 20th edition of the Master in Strategic Design Management, and as part of Barcelona Design Week. It will bring together professionals, innovation experts and IED alumni to collaborate on real-world challenges through strategic design thinking.

Barcelona, 17 September 2026. - In a context shaped by uncertainty, rapid technological change and the continuous transformation of organisations and markets, a fundamental question arises: what do we really need to build more relevant, sustainable and disruptive futures?

On 21 October at 6.30 pm, to mark the 20th edition of the [Master in Strategic Design Management](#), and as part of Barcelona Design Week, the Istituto Europeo di Design (IED) Barcelona will bring together alumni, professionals, innovation leaders, students and experts in Strategic Design Management to take part in *Strategic Design Clinic*, a collaborative experience focused on tackling real-world challenges through strategic thinking and design.

The session will focus on genuine strategic, business and organisational challenges put forward by the participants themselves. It will be facilitated by alumni and leading figures from the Strategic Design Management community, who will work with participants to examine different perspectives, challenge assumptions, identify opportunities and explore new directions for the future. The aim of the clinic will not be to

find definitive answers, but rather to spark meaningful conversations, deepen understanding of the challenges and unlock the ability to imagine and design alternative futures.

Some of the cases to be explored include:

- A value proposition that needs rethinking
- A product or service struggling to find product-market fit
- A team or organisation stuck in old ways of working
- A market shift that we do not yet know how to respond to
- A situation in which we know something needs to change, but are not yet sure what

The clinic will therefore provide an opportunity to explore how Strategic Design Management can help connect vision, innovation, business, technology and human experience to address contemporary challenges.

Strategic Design Clinic will take place at the IED Barcelona campus (C/ Biada, 11) from 6.30 pm to 8.45 pm.

The event will be held in English.

Admission is free with prior registration:

[Strategic Design Clinic: What we need to disrupt the future Tickets, Wednesday, October 21 • Starts at 6:30 PM | Eventbrite](#)

About IED - Istituto Europeo di Design

IED is the largest network of European Arts and Design schools — Fashion, the Visual Arts, Design 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.

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 Styling, 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.

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

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