

At the **Barcelona International Boat Show 2023**

# Connecting Design and Blue Economy thanks to IED and Port de Barcelona

From 11 to 15 October, IED Barcelona joins forces with the Port de Barcelona to take part in the 61st edition of this event, showcasing projects that unite Design with the Blue Economy and, with just under a year remaining until the America's Cup is held in the Catalan capital, seek to connect the city with the sea.



**Barcelona, 4 October 2023.**- In partnership with the **Port de Barcelona**, **IED Barcelona** will participate in the **61st edition of the Barcelona International Boat Show**, running **from 11 to 15 October**. It will do so with two notable interventions at the **Àgora Port** tent that the Port de Barcelona will set up in **Plaça del Portal de la Pau** to serve as a stand in the outdoor facilities of the trade fair grounds. The activities developed by IED will address the role of design in caring for oceans and marine environments, helping to strengthen the links between the people of Barcelona and their port, when there is less than a year remaining until the next **America's Cup** is held in the Catalan capital.

### **IED projects, a sea of creativity and design**

On **Wednesday, 11 October at 5 pm**, **Raffaella Perrone**, Director of IED Barcelona's Design Department, will present a selection of outstanding projects by students that highlight the response of design to cooperation and sustainable design for underwater life. Projects with entities for product, interior, transportation and service design.

### **Art Container, connecting design with citizens**

Moreover, from **11 to 15 October**, a container will be installed to act as a canvas for IED students. Through their art and the help of citizen participation, they will explore such relevant topics as the Blue Economy, innovation and sustainability, thereby merging the nautical world with contemporary art and the city as part of an action that links Barcelona and the sea with the next America's Cup 2024.

On **Sunday, 15 October at 12 pm**, **Andrea Marchesi**, Director of IED Barcelona, and **Francisco Durán**, Transport Manager at AKZONOBEL, will present the final result of the installation.

## About IED

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 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 one of the reference training centres in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) degrees awarded by the University of Westminster, IED Diplomas, and Master's, Postgraduate, Specialisation and Summer courses, as well as tailor-made training for companies and professionals.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,000 students of more than 100 different nationalities each year.

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