

“The sea is one and so are we” campaign

IED Barcelona collaborates with Open Arms United with Yachting (OAUY) to raise awareness in the luxury yacht industry about saving lives at sea



“The sea is one and so are we”

Students from different disciplines from the Barcelona headquarters of the Istituto Europeo di Design have created two proposals that combine design, solidarity and the superyacht industry, which can be seen at the Monaco Yacht Show (MYS), the most famous show dedicated to exclusive boats, until 30 September.

Barcelona, 28 September 2023.- A group of IED Barcelona students from different disciplines have participated over several months in the campaign “The sea is one and so are we” by **Open Arms United with Yachting (OAUY)**. This is an initiative of the sea rescue NGO, in collaboration with the Barcelona-based nautical design studio **Schwalgien Design** and **Waterproof Consulting**, aiming to raise awareness in the luxury yacht sector about the humanitarian crisis in the Mediterranean to initiate collaborations, donations and crew training in the nautical industry.

In the sea there are no second chances; reacting in time and appropriately can make the difference between living or dying. Therefore, it is very important that the crews of luxury boats know how to act when they encounter a migrant boat.

With this purpose, IED Barcelona students have designed pieces that contribute to bringing together two realities as different as the rescue of migrants and the superyacht industry, without falling into clichés and highlighting the need to be supportive also in the Mediterranean.

During the design process, the students visited the Open Arms boat in the Port of Barcelona, where they were able to see first-hand how this NGO works. Then, they developed various proposals from which were selected two finalist works that can be seen at the **Monaco Yacht Show (MYS)**, the most famous show dedicated to luxury superyachts, **until 30 September**. The result of the proposals was unveiled yesterday, at an exclusive event that took place on the yacht show opening day.

GET TO KNOW THE PROJECTS

“The sea is one and so are we”

Proposes a powerful fictitious visual image that combines a message with virtual reality that leads to a proposal that symbolizes the sea not only as a territory for yachts and luxury boats, but also as a way for refugees to find new hope for a better life.

Original idea by:

Federico Jelmini (Product Design); Patricio Montoya Angulo (Transportation Design); Tedi Ivanova (Graphic Design); Yash Mehra (Transportation Design) y Astanbek Zhyldyzbekov (Transportation Design).

Project developed by:

Patricio Montoya Angulo, Yash Mehra y Astanbek Zhyldyzbekov.

“Life jacket warm embrace”

Proposes looking at life jackets as objects of inestimable value. A collective of street art artists from Barcelona has been asked to intervene on the vests with graphic works, which transform them into pieces of art.

The vests represent rescue from dangerous waters and thermal blankets, comfort and warmth: the hug that people receive from Open Arms.

Original idea by:

Cheyenne Maryjoan Berry Guillén (Product Design); Mike Benzarti (Product Design); Yasmin Barry-Djemal (Graphic Design) y Fabienne Bjercke (Graphic Design).

Project developed by:

Cheyenne Maryjoan Berry Guillén

Street art artists:

Reb.MWC / @reb.mwc: Land and Liberty (photo 1)
Tim Marsch / @tim_marsh: While Some Give a Hand... (photo 2)
JulietaArting / @julietaarting: Migrants Wings (photo 3)
Corin / @maisoncactus.artgallery: Gilded Dreams of Tomorrow
Anna Gabriella Herrera Caverzan / @randomlovers: Currents of Unity

Tutor: Giulia Sonetti

Coordination: Ulises Gotera y Raffaella Perrone

“Life jacket warm embrace”



1



2



3

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.

IED Press Service

Helena Rosselló
prensa.barcelona@ied.es
ied.es - 932 385 889

XXL Comunicació

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