

IED Barcelona takes part in Barcelona Design Week's OFF programme by showcasing its most international side



The Barcelona school of the Istituto Europeo di Design will take part in the city's design week with three exhibitions and a talk that reflect the talent, creativity and innovation of its multinational network.

Barcelona, 9 October 2023. - IED Barcelona will actively take part in the **OFF programme** of [Barcelona Design Week \(BDW\)](#) with various proposals that showcase the talent, creativity and innovation of its international community. Specifically, there will be **four exhibitions**, a **seminar** and a **workshop+session** that will demonstrate how the transformative power of design can help to improve social welfare thanks to a multinational network such as that of the IED group, the largest education network in the creative field: design, fashion, visual arts and communication, with 11 schools in Italy, Spain and Brazil.

"Best Projects Show + Latam Creative Talent"

The official **opening of the exhibition "Best Projects Show + Latam Creative Talent"** will take place at the **IED Barcelona Point One building** (c/ Biada, 11) on **24 October** at **6.30 pm**. A dual exhibition featuring a selection of the best projects of the 2022-2023 academic year by students from the Istituto Europeo di Design school in Barcelona, in addition to a selection of works by Latin American designers who have won awards in their respective countries with sustainability, inclusivity and beauty as common elements, sharing a global vision of design by taking into account Sustainable Development Goals.

The dual exhibition can be visited **Monday to Friday between 3 pm and 6.30 pm from 18 to 27 October** with prior registration [here](#).

"A Sea of Opportunities: Exploring the Blue Economy Towards a Sustainable Future"

On the same day, **24 October**, immediately after the opening of the dual exhibition, a seminar will be held

entitled **“A Sea of Opportunities: Exploring the Blue Economy Towards a Sustainable Future”** in collaboration with the [Port de Barcelona](#).

With a panel of experts composed of **Emma Cobos**, Director of Innovation and Business Strategy at the Port of Barcelona; **Mireia de Mas**, Project Director of Seastainable Ventures and Director of Operations and Co-Founder of Ocean Ecostructures, and **Raffaella Perrone**, Director of IED Barcelona’s Design Department, it will offer an interesting approach on the importance of the blue economy of oceans for sustainability through innovation and design. It will also emphasise the connection between Barcelona and the sea in the current context of preparations for the upcoming America’s Cup, scheduled to be held in the city in 2024.

Admission is free with prior registration [here](#).

“Fortaleza Criativa”

Also as part of the OFF BDW programme, the design scene of the Brazilian city of Fortaleza will be present at IED Barcelona with the exhibition **“Fortaleza Criativa”**, which brings together the reinterpretation of traditional craftsmanship in the town, declared a Creative City of Design by UNESCO in 2019. Handmade objects will be exhibited, such as furniture items, chairs, benches, bags and clothing.

The show will open at the IED Barcelona Point Two building (c/ Sant Salvador, 70-72) on **19 October** and can be visited free of charge from **Monday to Friday between 10 am and 8.30 pm until 27 October**.

In addition...

● **EDIVI - Educación para el Diseño para Vivir (Design for Living Education)**, a network of higher education centres of design for social innovation and sustainability, will hold a meeting between students of its member schools to brainstorm on the issue of water in the perspective of BDW 2023, Design for Human Future.

The session, to be held at the **Disseny Hub Barcelona (DHUB)** (Plaça de les Glòries Catalanes, 37-38) on **24 October** from **4 pm to 7 pm**, will include a talk by **Jose Luis de Vicente**, Director of the Design Museum, as well as a collaborative workshop in which students will explore the issue of water both as a resource necessary for human survival and as a habitat defining a specific biodiversity.

● **“Òh!pera (L’exposició)”**

The **Disseny Hub Barcelona** will also host this exhibition, which showcases the creation processes and staging of the eight small-format operas created by students from various design disciplines, performed at the Gran Teatre del Liceu during the 2021-22 and 2022-23 seasons, in which IED Barcelona students participated.

The opening will be on **10 October** at **6.30 pm** and a recital will be offered with excerpts from the various pieces. The exhibition will run **Tuesday to Sunday from 10 am to 8 pm until 14 January**. Admission is free.

International students from IED Barcelona present at OFF BDW:

● **gaudeamusPROJECTA/GRAPHIC CONGRESS**

“Timeless” by **Dar Rubinstein**, who completed the course in Motion Graphics and Video, is among the 24 projects selected for the 6th edition of the [gaudeamusPROJECTA Awards](#). The award ceremony will take place at the Archives of the Crown of Aragón (Palau del Lloctinent) in Barcelona on **19 October** at **10 am** as part of the **14th Graphic Congress**, which will run from **18 to 20 October**.

● **Asian Artists Livingroom Edition #3 First Frost**

Thinh Truong, who studied Motion Graphics and Video, is participating in this fair, which promotes inclusivity and shared ownership through exhibitions and seasonal events to raise awareness of Asian culture.

● **Catalonia Ecodesign Award**

Carolina Galeazzi, a former student of the Master in Sustainable Design and Social Impact at IED Barcelona, has won a **Mention for Young Design** with her project **“Ex-terra”**, bio-based material made from the remains of a Catalan artichoke variety: the Carxofa Prat. The finalist projects will be on display at DHUB as part of the OFF programme.

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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