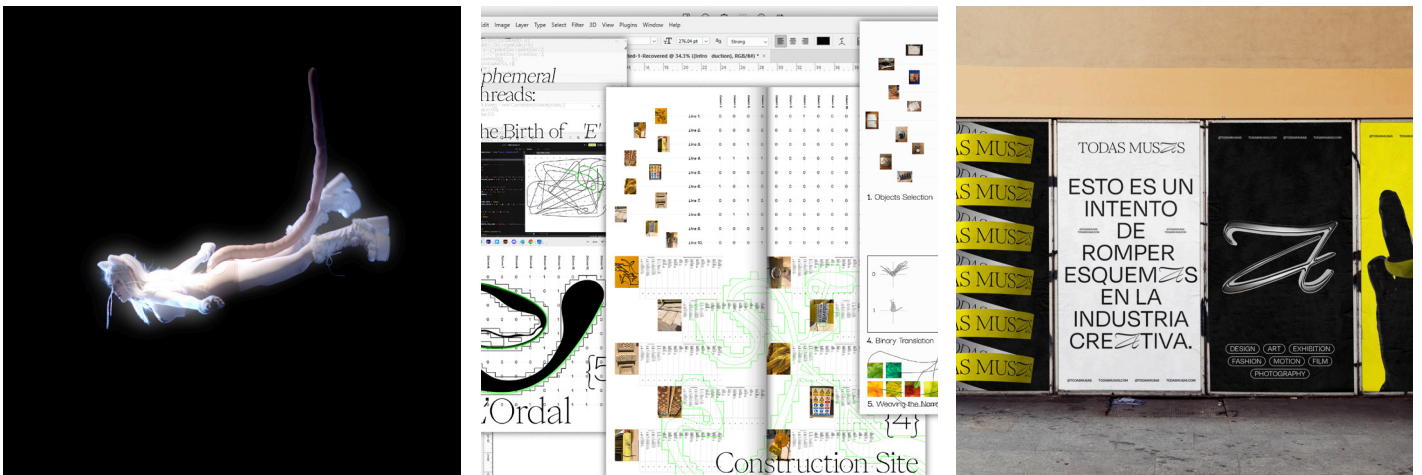


From 4 to 6 April at Disseny Hub Barcelona

IED Barcelona's digital culture showcased at OFFF Festival



From left to right: "How to become your projects (and survive)", "Unwoven memories" and "Todas Musas".

The Design School exhibits three projects that propose new visions of the creative industry, mixing art direction, graphic design, web design, fashion, branding, motion graphics and 3D on "The Next Us" platform for emerging talent.

Barcelona, 25 March 2024. - What it is like to live as a multidisciplinary artist, using your identity as a means of expression; the memories of the inhabitants of Colonia Güell translated into new forms of 'language' — textile, graphic and digital; and an art and design collective of Latin American women closing the gender gap, inspired by the classic "Yellow Pages". These are the three projects with which **IED Barcelona** is participating in the 2024 edition of **OFFF**, the benchmark festival in creativity, digital art and emerging talent, which will take place **from 4 to 6 April at Disseny Hub Barcelona**.

Three innovative, multidisciplinary and demanding proposals conceived by two alumni and a current student from the Design School that anticipate new visions of the creative industry through IED's digital culture. The projects, which mix **art direction, graphic design, web design, fashion, the performing arts, branding, motion graphics and 3D**, also reflect the School's social commitment to design.

"The way of representing the visual arts in these three proposals is undoubtedly very powerful, and moves away from convention. These creations experiment with different audiovisual languages and formats, even exploring the use of one's own body as if it were a canvas. Furthermore, they do so from a place of purpose, understanding design as a tool for change," explains **Mery Glez, Head of the Visual Arts School at IED Barcelona**.

The projects

• **"How to become your projects (and survive)" by Carla Amat (TAWA), a multidisciplinary artist from Barcelona who graduated in Graphic Design, and Graphic Designer at SAUVAGE.TV**, tells us what it is like to live according to an identity that is constantly adapting to the projects you create.

The proposal addresses the creative process behind the concept of "360 Design" and what it implies in one's daily life from a physical, statistical and psychological point of view, using one's own identity as a form of expression.

A work of powerful audiovisual strength where TAWA draws upon her knowledge in art direction, fashion, music and editing.

• **“Unwoven Memories” by Thinh Truong, graduate in Graphic Design, Motion Graphics and Video pathway**, explores the memories of the residents of Colonia Güell in a bid to turn them into a new form of ‘language’ that translates into a book of memoirs.

The student selected 260 objects and codified them using binary code to create patterns that are represented in the form of a physical tapestry that connects collective experiences. An audiovisual projection generated from the values assigned to these objects reminds us of everything that surrounds us that we cannot see.

The student also conceived the letters of a new typeface using this same code.

• **“Todas Musas” by 4th-year Graphic Design student, Motion Graphics and Video pathway, Lia Ferreira**, is a project encompassing conceptualisation and brand identity, art direction, web design, editorial design, motion graphics and 3D, with the mission to showcase and empower Latin American artists.

The collective works as a directory, displaying them according to their location and discipline by way of a website and a printed publication inspired by the classic “Yellow Pages.”

“How to become your projects (and survive)”, “Unwoven memories” and “Todas Musas” can be seen on **“The Next Us”** platform that the festival allocates to emerging talent from the main design schools in Catalonia. It will be located on floor 1 of Disseny Hub Barcelona.

Carla Amat (TAWA), Thinh Truong and Lia Ferreira will present their projects live on **Friday 5 April from 12.15 pm to 1 pm.**

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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