

***ELISAVA  
ACADEMIC  
YEAR REPORT  
2015-16***

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## PRESENTATION

Once again, following the commitment to balance its accounts, the Board of Trustees met to review the events that shaped the Private Foundation ELISAVA University School during the 2015-2016 year, as well as projects for the future.

Firstly, it must be mentioned that this course has enabled ELISAVA to consolidate and ensure sustained expansion of the foundational activity in curricular, educational, research and business collaboration areas. In this regard, I would like to mention the words of the General Manager in his annual report, which highlight the main activities and achievements of ELISAVA, and which are palpable and irrefutable proof of the enormous task carried out during this period. I consider it appropriate to highlight the opening of Elisava Research, a research centre of the School, with projects such as new applications of graphene, the Product Design Decoding and the Internet of Things, since they demonstrate the School's drive, ambition and future prospects.

Thus, in the field of excellence research at ELISAVA, it is worth mentioning the launch of the Master's Degree in Creative Process together with Ferran Adrià, which is scheduled to begin during 2017-2018 to coincide with the opening of the new El Bulli in Cala Montjoi (Roses, Gerona). In this regard, in the same academic year, ELISAVA plans to initiate new studies into digital interaction, creation and animation.

In this period, and after six years of a highly successful tenure, Ramon Benedito leaves his post as head of ELISAVA and Javier Peña takes over, appointed by the Board of the Foundation as General Manager of ELISAVA for the next five years. Mr. Peña is a Doctor in Chemical Sciences from the UPC, he was head of the Sciences area for Technical Engineering in Industrial Design and chief of the Science and Technology area for the Superior Degree in Design at ELISAVA, as well as head of the Degree in Engineering in Industrial Design at ELISAVA since 2010. He has also been Scientific Director of the FAD Materfad Materials Centre since 2006 and a member of the research group BIBITE (UPC) since 2000, and has successfully combined his research work with teaching. His professional and academic career allow his future leadership of ELISAVA with a great degree of success to be predicted.

Finally, I do wish to thank all the staff at ELISAVA, professors, doctors, professionals, researchers, managers, administrators, etc., whose dedication, courage and personal disposition have made the 2015-2016 academic period an ambitious course with highly satisfactory results. Congratulations!

**Jordi Cortada**  
Chairman  
Private Foundation ELISAVA University School

# MANAGEMENT OF THE PRIVATE FOUNDATION ELISAVA UNIVERSITY SCHOOL

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# MANAGEMENT REPORT

With the aim of demonstrating outstanding personal track records, the course began with the inaugural lecture "Creating Sensations", presented by Alejandro Mesonero-Romanos, Head of Design at SEAT and former student of ELISAVA. The designer made a series of reflections on the value of artistic thinking and sensitivity.

In early September, continuing the development of the Research Plan, Elisava Research was structured as a research group of the School which, including doctors and researchers in training, analyses, defines and prefigures the aspects surrounding the disciplines of design and engineering. It is representative of the work undertaken during this year from the Decoding project, which focused on presenting the programme in the academic field. Research has evolved and a series of projects and activities have been developed, among which is the preparation for two exhibitions: the first scheduled for February 2017 in the Arts Santa Mònica and the second to be held at the Museum of Design in Barcelona in January 2018. Coinciding with this second exhibition, the book *Decoding Product Design* will be presented and an international debate, the result and culmination of the research process and positioning ELISAVA in relation to product design, will be held.

During April, the First Graphene Day was held, an activity that brought together professionals from 43 companies related to the construction and habitat sector. It was the first lecture of a pioneering cycle that aims to create a transversal and dynamic scenario from the links created between science, technology, design, users and companies in the rising graphene sector.

This exercise highlights the growth of continuing education, which has resulted in a significant increase in the number of students. Following the dynamic initiated in the previous year, the gradual incorporation of programmes in English as well as the consolidation of existing courses has continued. Within this strategy, an important milestone is forecast for October 2017, the date on which the Master's Degree in Creative Process will begin, in which Ferran

Adrià will participate. The school has set the goal of making this a leading Master course in terms of methodology, work areas and the academic faculty, offering students a unique experience for learning and growth within the field of creativity. Students and alumni should be congratulated for the awards they won during this course, among which include two Bronze Pentawards, three Liderpack Awards and first prize in the Design Plus Award 2016 and the CETEM International Furniture Design Competition, plus the International Prize for the 5th World Biennial of Student Photography.

Among the initiatives around the academic project this year, the Aula Oberta teaching format was launched; a space of continuous training that will be extended to all courses from next year. The deployment of this format is considered successful; the multi-purpose space where it was held worked well and was well appreciated by students.

The ELISAVA companies area has worked hard to increase the School's prestige in the business world and secure partnerships that add value to companies as well as students. To this end, resources have been expanded to address this area and define new intervention strategies. As a result of this new technology, work has been undertaken on various topics such as drone design, the creative process, packaging, smart cities, the Internet of Things, soft robotics, smart objects, the circular economy, artificial intelligence in robots for hospitalised children and medical assistance for preterm infants. The results met expectations. Projects should also be noted such as the temporary space on the terrace of Arts Santa Mònica; the exhibitions at Fundació Vila Casas, Pati Llimona and Centro Comercial Las Arenas; the scenery of the play *Cain and Abel* at the National Library; and the Map of Artisans, among other collaborations that have also created a good working atmosphere at the school.

In the field of business development, and with the aim of intensifying the internationalisation process, during 2015-2016 there were many international actions on the different continents and in different countries in which ELISAVA participated in higher education trade shows and in congresses and conferences with the aim of promoting the training offered by the school. The school's presence should be noted in countries such as Mexico, Colombia, Peru, Panama, Chile, Brazil, India, France, United Arab Emirates, Turkey and Russia. ELISAVA has also expanded its international presence by sponsoring design festivals such as the FID in Costa Rica and LAD Fest in Peru. Following this line of international repute, it also participated for the first time in the Ventura Lambrate space where different international universities present exhibitions and have stands, and was part of the Fuori Salone at Milan Design Week. There it presented *Decoding Creativity*, in which projects created by students of the school were exhibited.

In June, edition 32 of the magazine ELISAVA *Temes de Disseny* was published,

which is dedicated to engineering in industrial design. With the subtitle "A look to the world", the differential approach and often disruptive approach of engineers and the value that this can bring to the field of design is evident.

From the beginning of the course, strong impetus has been given to the new Elisava Alumni Board, which has begun to deploy its project with the aim of making a broad and transversal association that offers knowledge transfer and opportunities to its members. During this academic year, its activity was focused on boosting and enhancing communication through social networks. The main activities included optimising the web platform to encourage "made in ELISAVA" talent as well as implementing actions and activities in Spain and abroad.

**Ramon Benedito**  
Dean  
Private Foundation ELISAVA University School

# TEACHING ACTIVITY

## FORMAL TRAINING

### Academic Direction

This has been a very busy year for the ELISAVA School. The participation of university degree students' projects in the Ventura Lambrate section of Fuorisalone, as well as in Next Design Innovation, both in Milan, and the organisation of the First Graphene Day, are clear examples of the School's ability to generate projects and initiatives of great interest that can be communicated at the highest level, in Spain and abroad. The constant mobility of students and professors and participation in international competitions aim to ensure that the School is aware of the major innovations and challenges of design and engineering, and is an active participant.

Also, the Aula Oberta, the new pedagogical model implemented as a pilot test during 2015-2016, has led to a transformation of daily life in the classroom, not without surprises and problems, but also with great successes. Seeking greater integration of the knowledge and skills that students must acquire, the Aula Oberta has become a space for training and knowledge directly connected to the concerns and needs of everyday activities. This model shows once again how, with everyone's enthusiasm, imagination and participation, a first-class pedagogical environment can be created for developing learning, projects and the school's overall challenges.

### Degree Programmes

ELISAVA university degrees continue to generate high interest in the university environment and during 2015-2016, had one of the highest numbers of students. The quality of the results in the classroom and the high degree of student satisfaction confirm the School's commitment to continuous improvement and quality.

During 2015-2016, the new curriculum for the Degree in Design (GDIS) and the Degree in Engineering in Industrial Design (GEDI), which provide greater clarity and flexibility for students' elective subject choices. Also, in the Aula Oberta pilot test, the motivated and innovative attitude of all students and academic staff and school services has been essential. The success of this pilot test in the first course and in the third and fourth electives has provided encouragement to implement it in undergraduate courses overall during the 2016-2017 academic year.

This was also the year in which the degree accreditation process was developed, which was completed favourably for the Degree in Design and is in progress for the Degree in Engineering in Industrial Design; confirming the quality of studies of ELISAVA University Degrees. In this regard, the participation of all stakeholders is appreciated (teaching, administration and services staff, students, graduates and workers) who have made this process of great value to the School and whose completion has been fully satisfactory.

### Simultaneous Studies

The large number of students in the third SSP class has confirmed the interest in this training proposal by students. In turn, work has been ongoing with students and teachers of the first promotion to define the lines to be followed by the first SSP End of Degree Works, to be delivered in the middle of the 2016-2017 academic year, thereby finalising the first promotion of the studies.

### Master University Degree

The programme has maintained its quality, increased relations with the Elisava Research team and organised events such as CityLab and projects in collaboration with the CCCB (Barcelona Centre for Contemporary Culture). All these initiatives seek to consolidate the MUDIC as a leading Master's Degree in Spain and abroad.

### Resources and Facilities

The Multipurpose Classroom, inaugurated at the beginning of the 2015-2016 course, has been instrumental in developing project subjects, workshops and Final Degree Projects, as well as for the Degree Show 2014-15 exposition and various presentations. This new classroom, and the new terrace opened on the top floor, reinforce the idea of the school as a central area for students' training and personal growth.

## DEGREE IN DESIGN

### General Overview

#### Objectives

The educational challenge of the Degree in Design at the ELISAVA School continues to take schools of a high international level as a reference, in terms of their willingness to train future designers who combine reflective, critical and speculative, while at the same time formal, communication and technology skills, using their creativity and knowledge as fundamental tools. The new format implemented in the ELISAVA Aula Oberta has only reaffirmed these intentions, allowing the student to learn and develop in freedom, according to their concerns and with the entire team and the School's resources at their disposal.

This motivating and ambitious approach is reflected throughout the academic year in the numerous initiatives developed by students and academic staff, inside as well as outside of the classroom, in Barcelona and around the world, with an NGO or a multinational company. The classrooms, halls and terraces, but mostly the smiles, determined looks and energy of students are testimony to the creative power of the School. From the smallest work in the first year to the most complex Final Project, commitment to design that can improve the world and to create new realities still sets the daily life of the ELISAVA Degree in Design.

#### Educational Activity

The main teaching activities promoted by the Degree in Design were:

- Creative marathon, December 2015, the following workshops presented in English:
  - "Hacker's Bazaar: The Value of Design", with Daniel Armengol Altayó, Gastón Lisak and Carlos J Navarro.
  - "Hatin' Christmas", with Andoni Beristain.
  - "Illustrated Posters", with Chamo San.
  - "Dialograma (Diagram the Dialectics)", with Jaime Serra.
  - "Typography", with Damià Rotger.
  - "Sound Design for Designers/SD4D", with Alex Bordanova.
  - "Anthropology, Design and The Gift", with Michael Leube.
  - "A Wall in a Bag. Re-Thinking the Modular", with Jonathan Daifuku.
  - "Reflexions in Three Dimensions", with Ariane Patout and René Müller.
  - "Gastronomy and Design", with Andreu Carulla.
  - "Natural Machines", with Emilio Sepúlveda.
  - "Design and Play with Hand Moulding Plastic", with Mikel Garate and Andreu Capdevila.
  - "Beyond the Surface. Designing Surfaces", with Beatrice Lerma and Doriana dal Palù.
  - "Toys & Articles for Kids Featuring Velcro®", with Carlos Sáez Comet / Mireia Rius Sol.

- "Prototyping Spirulina's Growing Systems in Open Source", with Joan Solé and Núria Conde.
- "How to Use Our Senses to Connect with Our Fellow Citizens", with Cecilia Tham.
- "Emotional Skin. Performance-Space Expression Sensing Spatial Experience", with Sonia Cillari.
- "Ready Made Landscape", with Toni Montes.
- "Step by Step. Look Again", with Cris Blanco.
- Visits were made to companies and institutions such as the Museu del Disseny, MaterFAD, Mies van der Rohe Pavilion, Castells, Escola de Ceràmica de La Bisbal and Palo Alto, among many others.
- Students also participated in numerous projects, festivals and competitions with institutions and businesses, including: *Moenia* in the Barcelona City Council LlumBCN2016 Festival and FIMG 2016 in Gerona; *Cel* for Barcelona Swab Stairs project; *Crossing Frontiers* for the 10th Istanbul Graphic Design Week; and other projects for the CSIO-Barcelona Royal Polo Club, Hard Rock Cafe and the AcidH Association.
- Various activities have been carried out for academic faculty training, collaborating with CQUID of the University Pompeu Fabra as well as participating in the ELISAVA Aula Oberta programme.

#### Final Degree Project

For the second consecutive year, the Final Project emerged as a key project of the School, with the active participation of all ELISAVA students, professors, academic staff and departments. The more open methodology, in which students can develop their projects with different tutors and advisers and with greater links with other students, took place this year with the use of the new multipurpose classroom throughout the development of the Final Project. The results of this methodology will be exhibited in the same Classroom at the ELISAVA 2015-2016 Degree Show, maintaining the desire that it will be a landmark event in the School and an essential tool for direct communication with the rest of society.

The good results of Degree in Design students' final projects were reaffirmed by obtaining the Laus Young Talent Award, awarded to Maria Martí Vigil for her Final Project *Nu*, and the ADI Bronze Medal, awarded Berta Julià for her Final Project *Glop*.

#### Faculty's Research and Exchange

In a collective effort, ELISAVA continues working on research and internationalisation as fundamental foci for increased educational quality. In this sense, the following aspects should be highlighted:

- Obtaining the Doctorate by Professors Romualdo Gondomar and Rafael Pozo.

- Publication of the book *Developing Citizen Designers* (Bloomsbury, 2016), with articles by Ariel Guersenzvaig and Raffaella Perrone.
- Publication of the book *Talkument 04. Desplazamiento y ruina* (ETSAM-UPM, 2016), by Ramon Faura.
- Publication of the book *Cultura en Tensió* (Raig Verd, 2016), co-written by Ramon Faura.
- Publication of the book *Code-X* (Winchester School of Art, 2015), with an article by David Lorente.
- Participation in the exhibition *Piso Piloto*, at the CCCB (Barcelona Centre for Contemporary Culture), with *Pis Zero* project, in collaboration with Fundació Arrels.
- Courses and workshops presented by Juan José Albert at the École de Design de Nantes Atlantique (France); Ramon Faura at the Universidad Torcuato di Tella in Buenos Aires (Argentina); and Juan Jesús Arrausi at the Winchester School of Art (Great Britain).
- Speeches by Ramon Faura and Paolo Sustersic in the framework of the course *Viajes hacia una arquitectura* (Journeys to an architecture) by Menendez Pelayo International University Consortium Barcelona (CUIMPB) - Centre Ernest Lluch, in Barcelona, June 2016.
- Presentation of a speech by Albert Fuster in the Forst European Conference on Food Design, in Milan, October 2015.
- Presentation of speech by Raffaella Perrone at the Second International Lecture on Food Design in New York, November 2015.
- Acquisition of the fund for the Ebrary digital library and presenting the talks *La nit dels llibres vivents* with the aim of promoting the use of the Enric Brucall Library.

## DEGREE IN ENGINEERING IN INDUSTRIAL DESIGN

### General Overview

The 2015-2016 academic year was a year marked by the development of a new curriculum, substantially affecting the third and fourth years, and by the Aula Oberta project, affecting the second year. The consolidation of the technological integration concept and the implementation company projects in elective courses has been made a reality. This course has been a good promotion as is evidenced by the large number of companies that have shown interest in the projects developed by students.

The basic objectives of the 2015-2016 year were:

1. To develop the new curriculum with special emphasis on the compulsory subjects (which set the course to specialisation).
2. To implement the Aula Oberta. All areas were involved in articulating the necessary complements of curricular subjects in the form of workshops, tutorials, visits and lectures.
3. To enhance a working method in the project area that enables the vision of a business model from the beginning of the design process; in other words, from the same ideation, working on innovative projects through digital integration, the Internet of Things and applied nanotechnology.
4. To empower all the areas of engineering in parallel and to undertake experimental projects in subjects focused on the new scale of matter and the evaluation of new graphene materials.
5. To take another step forward in our determination to prepare professionals with the technical capacity to work on the technology applied to design and understand that the technological advance of materials and improved manufacturing technologies are decisive factors in product development.
6. To introduce fourth year Degree in Engineering in Industrial Design students to the subject of virtual reality, integrating new staff and equipment into the studies. Virtual reality and augmented reality projects have been developed, basically programmed in Unity.
7. To work carefully on incorporating Simultaneous Studies students from the Degree in Design into the compulsory subjects mentioned, so that they have adequate continuity in their scientific and technological learning and can successfully achieve the assigned responsibilities.
8. To validate and/or adapt current teaching plans and prepare new ones in order to continue implementation of the new curriculum for the 2015-2016 course.
9. To provide visibility to engineering students throughout the world by participating in national and international competitions, lectures and publications.

### Activities

#### Designing the new escales of matter conferences

The aim of these sessions is to offer a panoramic view of all functional, aesthetic, environmental, technological and productive factors involved in the development and conceptual design of an industrial product. Through a series of lectures and a large-scale creativity session based on the theme of the event, it is proposed to reflect on new formulas for product design and development, through the entire new nanoscale of matter and energy. The speeches presented were:

- "La invisibilitat de la matèria des de la ciència, consciència del valor de l'escala nano", by Dr. Inhar Imaz Gabilondo. Postdoctoral Researcher at the Catalan Institute of Nanoscience and Nanotechnology. Department of Supramolecular Nanochemistry and Materials.
- "Els estats emocionals de les persones, valors i criteris perceptius de les coses, què s'està fent respecte a això?". Marta Guerri. Clinical psychologist specialising in emotional disorders, content editor of the *PsicoActiva* platform and collaborator on *MujerHoy.com* and *Educator Bé* magazines.
- "Disseny experimental fonamentat en la interacció entre matèria i energia". Ton Rimbaud. Permaculturist and creator of "Lauca del Porcellànic" (organic wines bottled in ceramic and submerged in water in non-negative geological areas).

#### Workshops

- "Ecodesign of packaging. Design to prevent and recycle" (2016). Organised by the Waste Agency of Catalonia and presented by Ecoembes with the participation of students of the Packaging Module.
- Session on creativity in packaging production organised by the HP Marketing Department, with the participation of students of the Packaging Module.
- VELCRO® Workshop. An industrial design project, encompassed in the subjects of materials and based on this company's products, focusing on two main sectors of its activity: applications for the medical sector and applications for the construction sector.
- An experimental workshop by CETEMM-SA-EURECAT professors in which, using a toolkit of electroluminescent lights and printed electronic textile sensors, a prototype was built for a possible wearable application.

#### Lectures

- "Development of a packaging solution for a multinational cosmetic product" with Ramon Benedito, General Manager of ELISAVA.
- "Knowledge Protection in a global environment" with Albert Rome, Business Advisor for Clarke, Modet & Co.

- "Processing and new materials from bamboo industrial processes" by the SENA Centre of Technologies for Construction and Wood in Bogota, Colombia.
- Characteristics, typology, properties, aesthetic possibilities and a stainless steel case study, with the company ACE-RINOX, SA.
- "Redesign of a cinema armchair to reduce its environmental impact", with Jose Pacheco, Technical Director of the company Twothinks Systems.

#### Guided visits to companies and expositions

During the academic year, several visits were made to companies, institutions and events including the CIM Foundation, Eurecat-Mataró; GERMAR Identification Solutions; Materfad; MIBA; the Barcelona Museu del Disseny; the Marset showroom; Carpyen workshops; the exhibition *#HUMANS, the future of our species* in the CCCB (Barcelona Centre for Contemporary Culture); the glass blowing factory that the company Verallia has in Montblanc; and the T-Systems Iberia Virtual Reality Centre.

#### Competitions

Degree students successfully participated in the following competitions.

- Second prize in the Verallia 2016 competition, with the proposal *Una sangría para llevar, por favor*.
- First and third prize in the competition Customers Honorable Glassberries, with the *Glazer* project and the *Silver Swan* project respectively.

#### Experimental practices

Students in the third and fourth year of Advanced Materials completed experimental practices in the ASCAMM Technology Centre for composite material lamination based on Kevlar, a material that was provided by the company DuPont®. Students also completed practices at ELISAVA in the Science and Technology Laboratory, in the Models and Prototypes Workshop and in other spaces, depending on the subjects taken.

#### Congresses and lectures

- *Creativity for innovation: method, process and outcome*. Empack Trade Show 2015: The Future of Packaging Technology. With Anna Maria del Corral (Product Development Area Coordinator for the Degree in Engineering in Industrial Design).
- "Tools for implementing and communicating eco-design in the furniture sector". ISIE Americas 2016 Meeting, Bogota (Colombia). With P. Llorach-Massana, A. Petit-Boix, E. Sanyé-Mengual, R. Garcia, Xavier Gabarrell, J. Rieradevall, C. Martínez Gasol, V. Vázquez, Gloria Rodríguez, R. Rodríguez-Acuña.

- "Potential Environmental and Economic Benefits from Local Food Production in Mediterranean Rooftop Greenhouses". 10th International Conference on Life Cycle Assessment of Food, 2016, Berlin (Germany). With P. Llorach-Massana, D. Sanjuan-Delmas, M. Ercilla, A. Nadal, M. R. Rovira, A. Josa, J. I. Montero, P. Muñoz, X. Gabarrell and J. Rieradevall.
- "Materials Farm". Fadfest 2016. With Javier Peña.
- "Una mirada a l'Enginyeria de Disseny Industrial d'ELISAVA. Una enginyeria que interpreta, projecta, representa i construeix", by A. M. Del Corral, J. Fernandez, M. González and X. Riudor. *Temes de Disseny*, 32nd issue (ELISAVA, 2016)
- "Sustainable Design of Packaging Materials", chapter in the book *Environmental Footprints of Packaging* (Muthu and Subramanian Senthilkannan - Springer, 2016).
- "Nous materials al servei de la recuperació d'interiors", by Iván Rodríguez and Javier Peña, in the book *La recuperació d'interiors històrics* (Barcelona City Council, 2016).

#### FDP and curricular work experience placements

Thirty end of course work project types were quantitatively developed in mediation with companies, 18 curricular work experience placements were made with a total of 18 companies and cooperation agreements were signed in the framework of the studies for developing projects and workshops with: Emiart, Esclatec, Eurecat, Eureka, field, GB Foods, Hospital Sant Joan De Déu, ICFO, LEMAN, QStar, Sorbcontrol, Pando, Roba Amiga and Suez.

Qualitatively, it must be pointed out that the result of the projects was very satisfactory, thus consolidating a line of action that increasingly brings ELISAVA engineering closer to the professional, industrial and social reality.

## SIMULTANEOUS STUDIES

### General Overview

The 2015-2016 academic year was a year of consolidating the working method of implementing the new curriculum into the Degree in Engineering in Industrial Design as well as the Degree in Design and integration of the compulsory subjects into the students' curriculum. Intense work was undertaken on defining the Final Projects, which students finally presented during the month of June.

The course began with 31 students from the initial profiles —Degree in Design (GDIS) and Degree in Engineering in Industrial Design (GEDI). It was a brilliant course, while at the same time very challenging, marked by the integration of open classrooms and the monitoring and adaptation of the extracurricular projects that ELISAVA offers as added value to studies.

### Objectives

The fundamental objectives for the 2015-2016 year were:

1. Detailed work on incorporating the Simultaneous Study Plan students into the compulsory subjects that define the new Degree in Engineering in Industrial Design and Degree in Design curricula and redefining the two Simultaneous Studies itineraries.
2. Continuing work on the two degrees in parallel in order to achieve perfect integration in the timing of the content of the subjects in terms of skills and methodology.
3. Integrating all SSP students in the Creative Marathon with third and fourth year students of the Design and Engineering degrees.
4. Redefining the commitment to integrating extracurricular projects into the two Simultaneous Studies itineraries with the approach of providing academic, experiential, personal and team value and understanding it as a skills activity of intrinsic value without evaluating it.
5. Consolidate the reality of the industrial world in the classroom through developing projects in the packaging and packing, materials and simulation modules, in collaboration with companies and/or institutions.
6. Define the Final Projects, evaluating context, method, process and tools, in order to integrate the concept development, pragmatic reflection, design with engineering, technology and creativity.

7. Continue the relevant task of adaptation and training the faculty in new challenges, in terms of skills as well as methodologies, to achieve new studies with two very different itineraries, but with a single professional profile in the end.

### Educational Activities

The main teaching activities driven from the Simultaneous Studies in the open classroom and within the framework of some subjects, beyond those strictly related to the course content and beyond all the activities of the two degrees in which Simultaneous Studies students participated were:

#### First quarter

- Project: *Trona evolutiva*. Tutored by Iñaki Arbelaz. For this project, conceptualisation, design and prototyping of a chair for children that can solve one of the major problems that this type of furniture presents: adaptation to the child's growth. The project seeks to address this problem through the creation of a quantitative as well as qualitative approach, broadening the spectrum of economic quantification through the affective value, sensory value and integrating the solution into different lifestyles and parents' activities. For the project, which began with Resol, advice was provided by BD and Ikea L'Hospitalet.

#### Second quarter

- Project: *Ergonomia matèrica*. Tutored by Rocío García. The project was based on research into new design proposals provide a paradigm shift based on the concept created for this purpose, material ergonomics. Work was completed to show new codes of value for the design and development proposals conceived to demonstrate a new scale of matter, energy and information adapted to future needs. This project included the participation of the company Dols Industrial and collaboration of ergonomics and prevention specialist Antonio Bustamante, Dr. Marta González and Dr. Ana María del Corral as consultants and lecturers.

#### Third quarter

- Project *Implementació al mercat d'una família de muntures d'ulleres made in ELISAVA*. Tutored by Josep Novell and carried out in the company ZEN in Barcelona. This entity's involvement in the project has been excellent, making an advice service for transferring knowledge and experience as a specialist company available to students. Work was undertaken with the aim of bringing two families of glasses designed by the students themselves to market.

## UNIVERSITY MASTER'S DEGREE IN DESIGN AND COMMUNICATION

### General Overview

The main goal for the 2015-2016 course was the deployment of the new curriculum that was rechecked, the previous year, by AQU/ ANECA. The curriculum incorporates new subjects, making the different specialisations compatible, bringing together multidisciplinary access profiles, balancing the workload and re-examining skills. In line with an ever-changing environment such as design and communication, the content of the curriculum has been updated. Other objectives achieved were the promotion of activities on social networks and generating content on the blog; as well as the creation of specific publications of proprietary content. The ultimate goal has been to consolidate the maturity of the Master course and the loyalty of the team of collaborators, professional teachers and doctors.

Regarding extra-curricular activities, the most relevant were:

- Meeting with ex-MUDICs, four generations of students, to organise activities and promote social networks and blogs.
- Roland Experience Day in the Born Cultural Centre. New business opportunities, technologies, materials and new graphics applications, signage and merchandising.
- "Portfolio Review", in the Moritz factory.

- "Bütton Publishing" workshop for portfolios and interactive digital documents.
- Collaboration with the online programme "I am camera", the CCCB (Barcelona Centre for Contemporary Culture) video test channel.
- Real development project for a communication plan for the restaurant Les Moles, 1 Michelin star (Ulldecona, Tarragona).
- "Manual Thinking" workshop presented by ex-MUDICs.
- "Infographics to sell ideas" masterclass, presented by exMUDICs on infographics and their communication values.
- The 'knowledge for knowledge' exchange of experiences between students, with scheduled activities from the knowledge that students have made available to the community.

### Activities

The new study plan has been deployed with positive feedback in student surveys. The level of satisfaction with the academic faculty is very high. In this new plan, subjects were incorporated during the first trimester of course that provide resources and skills to all students, thus balancing the diversity of profiles and levels.

Two ex-MUDICs two have a doctorate from the UPF: Rafael Pozo Puértolas with the doctoral thesis *La Estética Gráfica como estrategia de comunicación. El libro impreso de ficción narrativa en el sector editorial español desde 2010*. And Romualdo Gondomar Miñana read and defended his doctoral thesis *El llenguatge de la utilitat: una anàlisi pragmàtica de les coses. El disseny com a planificador de les relacions comunicatives entre persones i coses*.

Students of the MUDIC 2013-2014 course, this year published their *Memory Book*, with content, experiences and opinions generated by them upon completion of their course in 2014.

The events that MUDIC generated or participated in include:

- "Citylab Barcelona, Creativity Meetup". MUDIC was the organiser of this annual event about creativity. Among its objectives, Citylab seeks to create a space for discovery, inspiration and creative collaboration among all industry sectors and disciplines and their audiences. On 11 December 2015, ELISAVA was the host venue for this meeting. In this event, a combination of disciplines with the common nexus of creativity was presented: eco-friendly design, new materials, start-ups, user experience, research, mathematics, music, creatives club, MetaDesign and advertising. We thank all the students who helped organise the event, co-directors of the master course, the ELISAVA school, Citylab representatives and speakers and musicians whom had the pleasure to listen to and enjoy that day.

- Participation in the 1st Grafica Symposium about graphic design, on 4 September 2015, along with other universities and the College of Graphic Designers. A co-director of MUDIC-ELISAVA participated in the organising committee.
- MUDIC management participated in the 9th CIDUI (International Congress of University Teaching and Innovation). This edition was entitled *The impact of innovation on teaching and learning and activities* and revolved around areas related to higher education.

### International projection

There have been two Erasmus exchange programmes among the academic faculty, with the Winchester School of Arts (WSA) at Southampton and the Polytechnic University of Milan (Polimi). The academic faculty of both institutions held two workshops, over two days, with complementary and dynamic content from their own universities. One of the co-directors of MUDIC conducted an experimental workshop at the WSA. And last year the two directors delivered a workshop in Polimi as a result of this exchange agreement.

Ruedi Baur was a special guest. The students from MUDIC enjoyed a week of intensive workshops with this designer. The aim was to develop an identity project for a specific neighbourhood of Barcelona expressing its social connections through design.

In this course, the 1st edition of the MUDIC Scholarship was also opened to people of any age, nationality or origin, with the aim of rewarding talent and stimulating the research skills of young hopefuls.

### Institutional contacts

Contacts were maintained and promoted with the following institutions:

- Valencia School of Design, EASD.
- University of Aveiro, Portugal.
- Polytechnic University of Milan, Italy.
- Winchester School of Arts, UK.
- Institute of Higher Education and Sciences of Lisbon, ISEC.

## MASTER AND POSTGRADUATE PROGRAMMES

### AREA OF SPACE DESIGN AND ARCHITECTURE

#### Master's Degree in Advanced Design and Digital Architecture (ADDA)\* Master's Degree in Advanced Design and Digital Architecture. Mention in Research\*

During the academic year, work continued on proposing leading-edge architecture with great focus on research and development of computerised architecture and design, leading to a well-matched group with great diversity of nationalities. It is now the second year that the Master's course must be taken in full, with a duration of one or one and a half years, which enables solid results and greater depth into the projects to be achieved.

While it is true that there is a time in the course in which a certain amount of fatigue is perceived due to the intensity and duration of the course, it is once this part has been overcome that the student begins to see the amount of new knowledge obtained and shows an attitude of confidence and satisfaction that makes the final stretch of the course very productive.

Work has intensified on social networks, which has achieved greater visibility. The programme's methodology remains true to innovation, contemporary content and experimentation. In parallel, regeneration and implementation of content and tools help to consolidate the prestige obtained and achieve new goals. The assessment of the academic year is therefore very positive. An important theoretical legacy has been generated and has research has been incentivised; a priority area in the programme. The Master's course is in a very clear line of qualitative evolution of the content and the training. The importance of the network of alumni on this programme and its ongoing relationship, both online and in person, must be mentioned.

This year, a month and a half was reserved for a common project with all students, building it together. Whenever this initiative has been implemented, it has proved to show excellent results, in terms of production and relationships among students.

\* Programme in English.

#### Master's Degree in Retail Space Design: Retail Design\* Postgraduate Diploma in Retail Design Design and Space: Shopping\* Postgraduate Diploma in Retail Design Design and Concept: Branding\*

On the 2015-2016 course, the Sony Store Barcelona shop window design project completed by students is worthy of mention. In the

Master's course, other projects were also undertaken with companies such as IKEA, with which ELISAVA has strengthened relations, or even collaboration with Swarovski at an international level, together with Ivo D'Ortenzio, International Director of Design and Construction with whom ELISAVA has now worked on two courses, and the project of Travel Retail, together with the Global Director of World Duty Free Agustín Carmara.

This programme has one edition in English and another in Spanish, which provides students with a global vision of the professional world of retail design, as well as the leadership tools required to work in this area on which all the aspects involved in the design and strategy process are influential elements, as well as applied technology tools, trends in trade formats, sustainable trade and study materials. The programme provides a vision of retail as a multi-disciplinary profession that impacts all sectors. The Master's course has extraordinary coaching that complements the detailed monitoring of the projects so that they are developed within the parameters established by course management and companies' briefings, as well as coaching and personal monitoring of the student to ensure direct dialogue between teachers and students.

During the Master's course, a plan of action is developed based on learning by different topic modules related to retail, with a high emphasis on research through applied design, sustainability and leadership and entrepreneurship tools —areas that have experienced increasing demand by consumers (who are more demanding in their purchase experience and brand values) and companies (which seek leaders in the world of merchandising).

\* Programme in English and Spanish.

### **Master's Degree in Interior Design Postgraduate Diploma in Interior Design. Private Perimeters\***

#### **Postgraduate Diploma in Design of Work Space**

The methodology for the twelfth edition of the Postgraduate Diploma in Private Perimeters has perfected the content that has been applied from the start. The interest focuses particularly on the development of a home interior project, drafted at the executive level through to the final construction details.

This year, the project has been an added benefit to students due to the difficulty of having to solve the conversion of the entire 21st floor of the building Colón de Barcelona offices —an office complex— in a housing complex for a large family. The building, the work of architects Anglada, Ribas and Gelabert, was the first skyscraper in Barcelona.

The lectures were held by prestigious architects and interior decorators of Spain. In the twelfth edition of the Postgraduate Diploma in Work Space Design, the project developed

by students was to solve, using realistic criteria, the implementation of the offices of the renowned editorial department specialising in design, Santa & Cole, at its headquarters in the Parc de Belloch (La Roca del Vallès, Barcelona). In this project students worked closely with the managers of the company to meet their objectives.

The course included renowned speakers such as Javier Mozas from a+t, Fermín Vázquez from b720 and Robert Thiemman of Frame. There were visits to emblematic office interiors such as Torre Telefónica, Wayra (new headquarters of Agbar), Betahaus and Kettel, and the headquarters of companies in the sector such as Dynamobel industry, Interface, Erco and Bernad.

Projects from the previous edition (2014-2015) were also exhibited between May and August this year in one of the pavilions of Sant Pau modernist complex.

This year, the English version of Private Perimeters also began and its leadership included interior designer Daniela Hartmann. It has been a great challenge and we appreciate the willingness of professors and staff to teach in English, also welcoming new teachers hired.

The group consisted of 13 students who came from all over the world, including Egypt, Lithuania, Italy, Turkey, Panama, Iran, Bolivia, Austria, Bosnia Herzegovina, etc.

The design project developed by students was the interior of a house on the 21st floor of the skyscraper Torre Colón, next to the Rambla de Barcelona. It is characterised by a large residential programme and a privileged location with a 360° view.

Site visits were made in Barcelona, visits to the MaterFAD materials library and the showrooms of Azulacocca and Bulthaup.

Numerous professionals participated in the postgraduate course, including Ramon Bosch from the Girona studio Bosch-Capdeferro, Tomoko Sakamoto, Daniel Tigges, Anabxu Zababascoa, Aitor Fuentes d'Architecture-G, Birgit Walter, Josep Ricard from H-arquitectes, Edgar González and Robert Thiemann, chief editor of the magazine *FRAME*.

The closing lecture was entitled "Ten Points", presented by British architect David Kohn, author of an interior design in Avinyó Street Barcelona, which were previously visited.

\* Programme in English and Spanish.

### **Master's Degree in Ephemeral Architecture and Temporary Space Design**

This was the first edition as a Master only (in its own right, rather than in the form of several postgraduate courses), the distinctive feature of which is the design of temporary spaces as a discipline, which accommodates different formats: interventions in the public space, exhibition spaces, events and pop-up devices.

There have been many developments in the programme: a new management team, new programme, new core subject professors and new external partners. In this new phase, the programme aims to combine professional expertise with research, practically as well as theoretically. During this course, the department of external research was implemented and a collaboration was made with the Barcelona Institute of Culture and its civic centre network project, as well as with RecStores and its REC.0 project.

The course is organised into two blocks consisting of a theoretical unit and two practical units. Each block is dedicated to one of the two research projects and each practical unit is focused on one of the four formats mentioned at the beginning.

Three more projects were also undertaken with the architectural festival EME3, the Arts Santa Monica centre and Fundació Gaspar. The last two materialised in privileged spaces within these entities and have gained broad public interest.

In addition to the core subject professors, Roger Bernat, Pere Faura, Manuel Delgado, Anna Mastrolitto, AGF, Andrés Hispano, Javier Planas and Zuloark also occasionally participated.

Finally, a new block was launched that includes a library of references of projects with more than 300 entries that will be included in future editions.

### **Postgraduate Diploma in Set Design Postgraduate Diploma in Set Design**

This was the year the Postgraduate Diploma in Set Design course became a Master's course. During the development of this first edition in long format, a formula based on professional collaborations has been consolidated that guarantees that students have the opportunity to see and learn about the work involved and resolve a set and/or artistic director.

Renowned professionals were involved such as the highly awarded Alain Baineé, and set designer Max Glaenzel. Students developed the set design for *Hamlet* focused on different disciplines (circus, text, dance, etc.), tutored by a dramatist and stage designer and accompanied by different designers (lighting, costumes, etc.) who showed them the different technical and aesthetic solutions.

In the second semester, students resolved two real projects for companies and theatre companies. In one of them, by Art Director Esther Alonso, they designed and implemented the decoration of different sets for the TV program *Polònia*, which airs weekly on TV3. In the other project, students were part of set team for the play *Cain and Abel* by Marc Artigau and were active in the design and implementation of the set, under the direction of set designer Sebastià Brosa. The work, by the company La Perla 29, premiered at the National Library of Catalonia in June.

At the end of the course, satisfactory for another year, students were congratulated for their involvement and work, which for another year was rewarded with the possibility of taking internships with companies and industry professionals, which most chose to do.

### **Postgraduate Diploma in Interior Design for Hotels and New Hostelling**

The second edition of the programme benefited students from Spain, Latin America and the US, who worked in groups of two, three and five students.

Three projects were completed during the course. The first was to reform a room, at a detail scale, for the Chic & Basic chain. The second project was the old Sant Feliu de Guixols Panorama Hotel, for which a new holiday destination concept was devised, redesigning the entire distribution and suggesting the atmosphere of each area using moodboards. The third project was the renovation of an urban hotel, Hotusa Eurostars Cristal Palace Hotel, seeking a formula for innovative accommodation, based on analysing the behaviours and values of the new users. It included preliminary research, concept, basic project and rendered images of each room.

The programme, presented by Nathalie Denys, Patricia von Arend, Ricardo Guasch, Txatxo Sabater, Wen Calero and Manu Bauzá, included the collaboration of various professionals, who contributed a specialised, up-to-date and transversal perspective from their various knowledge disciplines, as in the case of Bruno Hallé from Magma Hospitality, Florencia Cuetto from TSI Turismo Sant Ignasi, Pere Colomer from Aran Management and Jordi Cuenca from Verum Hotel Development, among others.

Architect Fermín Vázquez presented a lecture showing his work and emphasising his projects for hotels.

Periodic visits were made to hotels and hostels as well as industrial and specialty suppliers, always oriented around a particular theme.

### **AREA OF GRAPHIC DESIGN AND COMMUNICATION**

#### **Master's Degree in Branding Postgraduate Diploma in Brands, Core of Communication Postgraduate Diploma in Innovating through Brands**

In this complete edition of the Master, the participation of expert professionals from the most reputable consultants such as Interbrand, Saphron, Summa and CBA Graells was consolidated, and students' satisfaction with the global vision provided was reaffirmed.

Students of the Postgraduate Diploma in Brands course developed a fictitious Strategic Branding project working with real brands such as Bimbo (Thomas Bagels), Unilever (Knorr), Uriach (Fisiocrem) and Aguas de Barcelona (Aqualogy). The results were presented to the managers of these companies, obtaining very good reviews in strategic as well as creative and formal aspects.

More focused on understanding the major changes resulting from new technologies in the world of communications, numerous professionals who are setting trends have graduated from Innovation through Brand. The presence of Xavi Guard, CEO of Sfy was consolidated, developing the topics of augmented reality (Google Glass), wearables and the Internet of Things at a conceptual and practical level as a new subject. The gamification concept was also established through the specialised company Aiwin, and two new topics were introduced: online games, by the creative director of Social Point (Sven Liebich), and the creative management of Big Data, by Domestic Data Streamers. The final project is based on a fictitious future world designed by students (Design Fiction). The results were presented to several professionals, linked to innovation, who were surprised at the results. Presentation sessions were broadcast in live streaming over ELISAVA's website with a sizable audience.

#### **Master's Degree in Packaging Design Postgraduate Diploma in Packaging Design and Strategy Postgraduate Diploma in Graphic and Structural Packaging Design**

With a theoretical and practical nature, the Master's course proposes the development of 10 projects in which work will be undertaken from the most strategic part of packaging, to the conceptual and graphic. From the creation of naming the brand design, from the development of the container to the extension of the range. All this is complemented by theoretical training, in the most strategic part (branding, neuro-marketing, etc.), as well as improving skills (typography, creative writing, etc.). From food to pharmacy packaging, and on records from mass consumer to luxury goods.

The aim is to ensure all students achieve a high degree of specialisation in the field, which is why prior design training is considered essential.

This year has been rich more than just in terms of collaboration and participation in real cases. A high degree of recognition has also been achieved in national and international competitions, with a Pentawards trophy, three Lider Pack trophies, a Procarton trophy, and the most exciting, Gold in the e! Awards.

The activities were also linked to companies with ELISAVA has had very enriching experiences. With the Design Bridge lecture and participation in its talent competition, ELISAVA has moved closer to international packaging design; with Vidal Armadans in wine; with Estal Packaging in the world of glass; with Isern Patent and Christian Escribà in the record of a real project; with Pilma in packaging for a collector's jewel. The two projects sold to the professional world are just a small sample of the dizzying pace and intensity that the course has reached.

#### **Master's Degree in Design and Internet Web Project Direction Postgraduate Diploma in Web Project Management and Design Postgraduate Diploma in Design of Network Applications and Services**

In the eleventh edition, under the direction of David Casacuberta, Ariel Guersenzvaig and Rosa Llop, the Bronze Laus Award was awarded to students Inés Durruti and Jordi Martí with a project for an interface for home energy management. With this award, the Master's course is ahead of training projects focused on the field of social innovation through design.

The methodology focuses on enabling students to develop functional prototypes in the field of design and programming of products, services and digital applications. In turn, the entrepreneurial nature of this medium, including strategically defined content, positioning and business creation, is fostered.

This year, the framework for the final project of the course is climate change, encouraging students to reflect on small actions that facilitate a change in attitude. The results are prototypes that offer a high-level response to the management needs of natural resources as well as new forms of cooperative consumption.

The Master's course has consolidated its teaching team, composed of active professionals, with whom the students could establish a bond. Activities included master classes with prestigious professionals such as Jordi Pérez Colomé (El País), Alberto Romero (Designit), Laura Andina (Tuenti), Mònica Zapata (Optimizet), Jorge Márquez (Everis), Pablo Sánchez (Hamo Studio) and Pablo Casals (Rewalia).

### **Master's Degree in Graphic Design Postgraduate Diploma in Graphic Design Applied to Communication Postgraduate Diploma in Graphic Design and Publishing Projects**

The Master's Degree in Graphic Design maintains its professional and dynamic problem-solving methodology with the aim of finding innovative ways to solve the briefs posed to students. The two postgraduate courses maintain the structure of previous years. The first with a core subject and cross-complementing project in all disciplines of graphic design, while the second consists of three core editorial projects based on publishing, content and support. Following the premise of proposing solutions to the new challenges of communication in today's turbulent political, economic, social and cultural framework, the core project of the Postgraduate Diploma in Graphic Design applied to Communication is based in the city of Barcelona as a great international metropolis with a clear vocation for rethinking the model city of the 21st century, and the relationship between all factors that coexist in a local, global, innovative, sustainable and inclusive manner. Students had the opportunity to position themselves, to propose and take on a complex and motivating communication project. Students of the postgraduate course in graphic design and publishing projects solved three publishing projects in parallel (books, press and digital platform) and were also content editors. Following the good experience of the previous edition, a real project was also completed for the Malpaso editorial. Apart from the projects, workshops were organised during the Master's course with Alejandro Masferrer, Paadín, Joan Carles Casasín, Bendita Gloria and Serge Rompza; showcases with Comuniza, Firma, Folch, Andreu Balius, Jordi Embodas, Iñigo Jerez, Eduardo Manso and Joan Carles Casasín; as well as open international conferences with Henrik Kubel, Rory McGrath, Eike König, Julia Hasting, Lizã Ramalho and Richard Hollis with spectacular public attendance in all cases. The final expositions of the two postgraduate courses were presented at The Folio Club in an exposition plus conference format in the first and an exposition plus debate in the second.

### **Master's Degree in Design and Art Direction Postgraduate Diploma in Design and Communication Strategies Postgraduate Diploma in Art Direction**

The eighteenth edition of the Master's Degree in Design and Art Direction (DDART) has consolidated as an academic programme that brings significant added value to the designer profile, incorporating the methodological tools and processes required for directing aesthetic strategies applicable to a variety of different contexts into the designer's own blueprint. This important differential value is made possible by the cross-complementing application of the course methodology

(DDDD method) in a variety of disciplines and languages, ranging from practical application in a film project, through to the creation of a perfumery product and the development of a world music tour.

One of the main focus of the course is making strategic decisions in creative projects. In this sense, students learn through projects to assume a leadership role that takes them from the conceptualisation of aesthetic atmospheres, to addressing the various specialists who are involved in practical implementation within the project, such as photographers, illustrators, fashion designers, interior designers, etc.

Finally, as an academic ingredient of high professional value, students had the opportunity to meet leading figures from the world of art direction, such as Antxón Gómez, art director of Pedro Almodóvar's films; Jordi Grangel, creator of animated characters such as "Corpse Bride" by Tim Burton; and the Brosmind brothers, who provided first-hand knowledge of trends and real project processes.

### **Master's Degree in Advertising Design and Communication Postgraduate Diploma in Design and Communication Strategies Postgraduate Diploma in Advertising Design and Creativity**

In its 23rd edition, the Master's Degree in Advertising Design and Communication highlights the importance of design as the leading language in communication and advertising. Thanks to its cross-complementary application, design enables consolidation of the foundations of a communication that produces messages that generate stories oriented towards connecting brands with potential users.

A good example of this methodological approach is found in the production of an advertisement in the classic 12-step methodology of the story of the hero, which requires students to work on advertising from the long-term rather than the short-term perspective.

Another important aspect of the course has been working on events as important channels of communication for companies and institutions. With Sofa Events, students had the opportunity to work in this area developing a project for the Antiga Fàbrica Damm, which required a major creative exercise in design and user experience.

Finally, as a great complement to classes within the course, it is essential to stress the importance of the conference as a point of contact for students with relevant professional figures such as Daniel Solana from Double You and Rafa Soto and Marcel·lí Zuazua from Herraiz Soto, who were available to students to advise on the latest trends and developments in advertising.

### **Master's Degree in Photography and Design \***

The human body and the cadences that mark its movement are the visual motif from which students have developed the photographic intervention project (*re*)*Visiones*, which reinterprets and establishes connections with various works from the Can Framis Museum and whose results were at the very front of the building during the spring and autumn of 2016. Also during this course, students presented the installation *Fragmentos*, a photographic intervention within the framework of the DOCfield16 festival, which addresses moments in recent history and reconstructs the collective memory with images from the Photographic Archive of Barcelona. In addition, with the *INVISIBLE* project, students presented a spectacular installation of 200 square metres on the floor of the Las Arenas shopping centre, a tribute to the workers who carry out their daily work often underground or behind closed doors and thus sustain the centre, ensuring correct operation and an attractive appearance for consumer and leisure customers.

In addition, student Anne Hindennach won the NEO2 080 2016 fashion photography award and student Tam Hoi Ying took the D&AD Next Photographer Award 2016 and the Biennial of Student Photography International Photography Award. Alejandro Beltran was selected to exhibit at the Sony Photography Awards; Alice Cannara for the BFoto festival; Gemma Planell won the silver medal for the Canson Infinity National Photography Award. Students also participated in the UTOPIA 126 and Art Photo Bcn trade shows; in the Igualada Photography Biennial; in PhotoEspaña Discoveries; and in the Rencontres Festival in Arles.

\* Programme in English and Spanish.

### **Postgraduate Diploma in Illustration and Comic**

The third edition of the programme is distinguished for the harmony of the group and the excellent teamwork, in contrast to other editions, in which perhaps two or three students led the group. The objectives of the programme were more than fulfilled: to instruct students on the many different facets of illustration in the context of digital culture, a valuable introduction to the language of the graphic narrative, practical preparation to fully enter the market, and —finally— the detection of the student's own style. Finding your own style and personality as an artist and creator is one of the most pressing issues for students, and in this edition, once again, individuality emerged. This course is distinctive due to the collaboration with the prestigious illustrated book publisher Media Vaca, which has established a bond with students that will last beyond the end of the course. Also for another year, *Time Out* selected a cover by one of our students for one of the issues of its magazine. In this edition, open talks were held with

an international superstar of illustration, Ricardo Cavolo, as well as an atypical meeting of Arab cartoonists, including two women, an event that attracted wide attention from the media. To close, we enjoyed the lecture-performance by the star of the Madrid underground of the 1990s, Victor Coyote, who shared his working methods and management of creativity. After an intense and fruitful course, we will move on to the 2016-2017 Master's programme, an expanded and enriched postgraduate course that will undoubtedly bring new satisfactions.

## **AREA OF PRODUCT DESIGN**

### **Master's Degree in Product Design and Development Postgraduate Diploma in Product Concept Postgraduate Diploma in Product Development**

The Master's Degree in Product Design and Development included the participation of 50 students in the Postgraduate Diploma in Product Concept and 47 students in the Postgraduate Diploma in Product Development from countries as diverse as Argentina, Mexico, Colombia, Guatemala, Peru, Portugal and also Spain.

In the Postgraduate Diploma in Product Concept, 50 students were on the programme, who learned about the current status of product design activity. The initial phase of the project was enhanced with creative techniques and students collaborated on real design projects for companies. For example, projects were resolved for Signes Imatge i Comunicació SA, under the theme *Wayfinding Dynamic System*, and the company Miguel Pujadas SA, with the theme *Preparation and presentation elements for foodies*. In fact, Pujadas purchased one of the projects completed by students. Of course, the students also visited these two companies, as well as others such as Fujifilm Europe GmbH. With this photographic company, the workshop "New products using embossed ink printing" was also conducted. The exhibition of the thesis project *Aigua i Disseny* in the Design Hub Barcelona was also organised and held.

In this 11th edition of the Postgraduate Diploma in Product Development, three cooperation agreements were signed with the companies IMC Toys, Lamp Lighting and Taurus-Group. Students developed 12 different indoor technical lighting projects with LED Lamp Lighting technology for 12 different projects as well as a radio-controlled multi-purpose vehicle and an interactive toy/robot for IMC Toys. Several lectures were organised by the companies: Arkoslight, SimonTech, Nutcreatives, Fyla and Lucid. Students had the opportunity to visit the ASCAMM Technology Centre, the CIM Foundation, Materfad, Sapa Extrusion, as well as the three partner companies of the postgraduate course. Twelve agreements have been signed so that students can take internships with different companies.

### **Master's Degree in Furniture Design Postgraduate Diploma in Furniture Design for Communities, Contract and Urban Postgraduate Diploma in Furniture Design for the Habitat**

The idea of a furniture designer or furniture maker becomes the cornerstone of the methodology for this course, with an attitude and proprietary tools with respect to other areas of design.

The Master's Degree in Furniture Design addresses the discipline from a directed and specific perspective, making reference to the knowledge of furniture as a social and cultural object.

In this latest edition, the programme is consolidated as a unit, with two postgraduate courses that complement and respond to the actual structure of the sector, habitat and contract, with projects and modules that bring students closer to real scenarios, with professional partners, and that connect the course with the practical reality of the sector.

Students have undertaken quality projects, demonstrating a high level of commitment in their proposals, which achieves greater visibility. Self-production has been one of the most demanding and at the same time educational projects, emphasising the aspects that differentiate a mature product of an academic project.

Students attended a wide range of scheduled activities, including a visit to the Vitra Campus in Basel, and the session by Nani Marquina in her own shop/showroom in Barcelona. Companies such as Dynamobel in Peralta were also visited, along with students of the Master's Degree in Interior Design, and relevant institutions such as AIDIMA, a leading technological centre in the furniture sector (Paterna, Valencia); Punt Mobles (also in Paterna); Materfad; the factory and design centre of Figueras International Seating (in Lliçà d'Amunt and La Garriga respectively) and visits were also made to the showroom of BD Barcelona among others.

### **Postgraduate Diploma in Digital Modelling for Automotive and Product**

The objectives of the programme are to train specialists in developing 3D digital modelling in real time in the areas of product design and vehicle design and to bring students nearer to the working reality. In turn, instruction will be given on the skills required for applying the knowledge acquired in specific real projects through the Thesis Projects.

Learning methodologies and strategies to define and control the form that was the main focus of the training in the course. Deeper knowledge was also provided on digital presentation, rendering, digital animation and presentation in multimedia environments.

In the postgraduate course, latest-generation specialised tools were applied to the representation of environments, surfaces and materials, such as Autodesk Alias, Autodesk Maya and Icmesurf software, and the most common

software programs such as Photoshop and Premiere were also used.

The quality of the thesis projects presented must be mentioned, most of which were linked to the automotive sector. Professionals from the SEAT Design Centre; in particular, Manel Garcés, CAD & Visualisation Manager, and Albert Ayats, responsible for CAD Exterior Design, monitored the thesis projects and made the final corrections on this course.

Upon completion of the course, papers were presented in the SEAT Design Centre showroom to representatives of SEAT and ELISAVA. The incorporation of students into the working world has been very satisfactory.

## **AREA OF DESIGN, STRATEGY AND MANAGEMENT**

### **Master's Degree in Research for Design and Innovation \* Postgraduate Diploma in Coolhunting, Design and Global Trends \* Postgraduate Diploma in Innovation and Design Thinking \***

This year, the Master's Degree in Research for Design and Innovation (MIDI), has grown in content, projects and students. Nine innovation projects were developed for students in Spanish and English versions.

Through the agreement with the agency ACTION of the Catalonia Regional Government, SMEs such as Brausen and Fundació Gaspar de Portolà were mentored on developing strategies for internal and external service, by students on ELISAVA's programme, with a very positive result. Collaboration with the companies Cisco Systems and HP also continued, which in this third year addressed very interesting topics such as Behaviour Design. The MIDI also continues with the Design Across Cultures programme, from the MediaLab of the Hogeschool Amsterdam, linking the work of students in Barcelona, Amsterdam and Bangalore.

Social innovation projects were also present with the development of strategy and services for Ciutat Nova and the Focolare Community of Catalonia around intercultural dialogue.

For the first time since 2008, a project was undertaken for ELISAVA itself, in which the customer service and conceptual structure system and the Enric Bricall library service were redesigned, where all the methodologies and ideas for the evolution of the service and the physical space for the service were applied.

The participation of companies, professors and the general public was increased in public project presentations, which were held monthly in the sala Aleix Carrió. ELISAVA's final exhibition of innovation projects was held in the sala Polivalent, featuring local and international participants and active participation of customers.

\* Programme in English and Spanish.

## SUMMER SCHOOL VISITING UNIVERSITY STUDY ABROAD

### SUMMER SCHOOL

The ELISAVA Summer School has two distinct parts. The first is the courses offered during the month of September for students who wish to take advantage of the weeks prior to the academic year to receive content that will help them to complete the course with greater guarantees of learning. In the September of this year, 56 students participated; exactly double the number of previous year.

During July, the second part of the Summer School took place in which nine different programmes were offered with personal assistance to 180 students. These students come from all over the world to study these programmes, find out about the school and decide whether to take a Master's degree with ELISAVA. The programmes this year were about visual merchandising, computer graphics, lighting, resolute creativity, storytelling, retail design and ephemeral spaces.

### VISITING UNIVERSITY

ELISAVA visits many universities every year, but some are more than just a simple visit and more time is spent to work on a customised programme. This summer, two universities opted to choose this model. Specifically, THEi of Hong Kong and Parsons The New School.

The 30 students from Hong Kong came during the last week of June and the first week of July to take a course on *Designing with Sustainable Materials* presented by Robert Thompson and Laura Clèries. In this course, in addition to the classes at ELISAVA, different excursions were included, those of an academic nature such as a visit to the MaterFad of the Barcelona Museu del Disseny, and leisure visits to discover the city.

The group from Parsons The New School visited ELISAVA over the last two weeks of July after spending the first two weeks of the month in the school that Parsons has in Paris. The group developed a programme about Design for Food, which Paolo Sustersic coordinated.

This Visiting University model has increasingly attracted more international universities interested in the opportunity of doing an immersion in the Design culture, of which ELISAVA is the one on the cutting edge in the Spanish state.

### STUDY ABROAD

This programme offers students from around the world a unique opportunity to spend a semester at one of the best design schools in Europe without the need to be part of an exchange programme between ELISAVA and their origin university. This year, 52 students were divided into two semesters, autumn and spring, and from 24 different countries, who came to Barcelona to make a selection from courses especially created for this group.

After three editions, this programme has become an important option for students who want to take a part of their degree at ELISAVA, but the group of international students who see this modality as a precursor to the ELISAVA Master's course is also growing considerably. They are students that have finished their Degree in their country and that they enroll themselves in the Study Abroad to get to know ELISAVA's methodology and academic quality.

## VOCATIONAL TRAINING

### GENERAL OVERVIEW

#### Proposed objectives

This 2015-2016 year has been characterised by ELISAVA's continuity in monitoring the centre's educational principles, which make the development of curricular projects at each stage possible. These principles enable personalised learning and the ability to adapt to each individual and his/her learning progress. Progressive training paying attention to student evolution, interdisciplinary aspects, coordinating the various modules and those developed to define the general and specific objectives of individual learning, and to encourage creativity, innovation, experimentation, sensitivity and functionality.

All this with the aim of providing students with quality technical training that enables them to develop their creative abilities, becoming aware of the possibilities of professional placement that all this implies, enabling them to acquire the skills and knowledge required to solve all problems that arise in their future professional activities.

#### Intermediate Level Vocational Training Programme in Assistance in Interactive Graphic Product

Cross-complementing activities are highlighted in different subjects such as developing an illustrated catalogue among the subjects of artistic drawing, typography and computer media. Working on the most appropriate ways to formalise and materialise a creative idea. Layout, colour treatment and the use of typography ultimately come together in a process that leads them to obtain a definitive graphic product.

On the other hand, the objective was to introduce students to the technical and mechanical processes of product development, from conception through to the final materialisation, in a design project for a lamp within the subject of volume.

#### High Level Vocational Training Programme in Decoration and Works' Direction (Interior design)

The activities are characterised by developing realistic projects, while students build, with the help of the academic faculty, a professional methodology. The students' stay in Berlin is highlighted, where prior work was undertaken on the search for information about architectural styles and construction techniques in different historical periods, resulting in extensive work from different subjects of the cycle.

The students also developed a project in which the main demand was rethinking the student lounge at the centre, and which is currently in approval phase.

#### High Level Vocational Training Programme in Graphic Advertising

In this cycle, all the students on the course generated an individual portfolio, physical as well as online. Finally, it was implemented on social networks as well as specific channels in the sector such as Behance.

The first Design Talkfest was also organised this year, which was held for three days and in which students had the opportunity to learn from top professionals in the form of lectures, with Rafa Soto de Herraiz and Soto Oscar Germade of Solo, Gianni Ruggiero Tool Studio, Borja Martínez of Lo Siento and Toormix, as well as workshops by Ricardo Guasch, Kings of Mambo and Cocolia.

#### Collaboration with companies

In this course, collaborations were made with different institutions. On the one hand, the agreement signed with the Museum of Design enables ELISAVA students to work in its facilities. It is also noted that in this 2015-2016 course, the centre was associated with ADG-FAD.

Finally, in this course, the secondary students of Advertising Graphics were able to take some of their classes at ELISAVA, taking up a link that subsequently, in most cases, will lead to further study at this university.

## INTERNATIONAL RELATIONS

Throughout the 2015-2016 academic year, ELISAVA continued to develop its commitment to internationalisation and cooperation with universities of renowned prestige with which it collaborates within the Erasmus+ programme or with proprietary bilateral agreements. This commitment opens the most interesting contexts for design and engineering and is one of the distinctive features of the ELISAVA educational project that has consolidated the

School's aspirations to train graduates who are capable of achieving in a global environment.

This academic year, new bilateral agreements were signed with the Kwantlen Polytechnic University in Vancouver (Canada) and the University of Monterrey (Mexico).

At this time, ELISAVA's exchange network has 65 centres in Europe, on the American continent, Asia and Australia, which offer a great variety of foci on design engineering in especially stimulating contexts for training future graduates.

For another year, ELISAVA has confirmed a destination greatly requested by foreign students, who identify Barcelona as one of the cities of reference for design in Europe. This interest generated an intense flow of mobility. Firstly, the diversity of profiles and perspectives that come from other countries enriches the school and secondly, it is an incentive for ELISAVA students to evaluate the possibility of completing their training abroad.

During this academic year, the free-movers programme was also consolidated, which offers students from foreign universities with which there is no bilateral agreement the opportunity to spend from one to three academic quarters at ELISAVA. This initiative is added to existing agreements with the Study Abroad and Free Movers programmes, which enables a smaller number of international students to access ELISAVA's graduate courses.

ELISAVA's international projection was also articulated through participation in different associations such as the Cumulus Network, which brings together more than 250 educational institutions in the world of design, art and media, from 54 countries, and IAESTE (International Association for Exchange of Students for Technical Experience). ELISAVA also collaborates with the Council on International Educational Exchange, a non-profit organisation designated by the US State Department with the aim of managing international student exchange programmes.

Participation in Cumulus activities increased significantly this year, with ELISAVA representatives attending the Nottingham conference, a seminar organised within the framework of the group's X-Files international relations and the publication of a text in the book *Bearers of Internationalisation*, released following a contest promoted by Cumulus, which contains interesting reflections on the process of globalisation and its challenges for universities. ELISAVA also joined the X-Files steering committee at the Nottingham congress, with the aim of strengthening collaboration among institutions in the field of international relations and mobility programmes.

The School's strategic action lines continue towards developing exchanges and establishing relationships with leading international institutions in the European and Latin American contexts in which ELISAVA is already present, as well as others in which interesting possibilities for collaboration are identified.

ELISAVA also promotes the mobility of teaching personnel within the framework of the Erasmus+ programme. In this academic year, the School hosted professors from Politecnico di Torino (Italy), the University of Southampton-Winchester School of Arts (UK) and Lahti University of Applied Sciences (Finland), while professors from ELISAVA stayed at the Politecnico di Milano (Italy), the University of Southampton-Winchester School of Arts (UK), L'Ecole de Design Nantes Atlantique (France) and KABK-Royal Academy of Art, The Hague University of the Arts (Netherlands), consolidating a practice that has become common in recent years and will be empowered further in the future.

#### International Relations related to ELISAVA

##### Australia

Swinburne University of Technology, Melbourne  
Royal Melbourne Institute of Technology - RMIT, Melbourne

##### Austria

FH Joanneum University of Applied Sciences, Graz  
Fachhochschule Salzburg, Salzburg  
University of Applied Sciences, Salzburg  
Universität für Angewandte Kunst Wien, Vienna

##### Belgium

Faculty of Design Sciences. University of Antwerp, Amberes  
LUCA School of Arts, Bruselas / Gante  
Faculty of Architecture. KU Leuven, Gante / Brussels  
Thomas More Mechelen-Antwerpen, Mechelen

##### Canada

École de Design Industriel. Faculté de Aménagement, Université de Montréal, Montreal  
Kwantlen Polytechnic University, Vancouver

##### Chile

Pontificia Universidad Católica de Chile, Santiago de Chile

##### China

Technological and Higher Education Institute of Hong Kong - THEI, Hong Kong

##### Costa Rica

Universidad Veritas de Arte, Diseño y Arquitectura, San José

##### Czech Republic

Academy of Arts, Architecture and Design Prague - VSUP, Praga

##### Denmark

Danmarks Designskole, Copenhagen  
Kolding School of Design, Kolding

##### Ecuador

Universidad San Francisco de Quito, Quito

##### United States

Rhode Island School of Design, Providence

##### Finland

Aalto University School of Art and Design, Helsinki  
Lahti University of Applied Sciences LUAS, Lahti  
Institute of Art and Design. Helsinki Metropolia University of Applied Sciences, Vantaa  
Seinäjoki University of Applied Sciences, Seinäjoki

##### France

L'École de Design Nantes Atlantique, Nantes  
École Supérieure d'Arts Graphiques et d'Architecture Intérieure, Paris  
École Nationale Supérieure de Création Industrielle (ENSCI / Les Ateliers), Paris  
Olivier de Serres-School of Art and Design / École Nationale des Arts Appliqués et des Métiers d'Art, Paris  
École Supérieure d'Art et Design de Saint-Étienne, Saint-Étienne  
Strate Collège, Sèvres

##### Germany

Augsburg University of Applied Sciences and Arts, Augsburg  
Staatliche Hochschule für Gestaltung Karlsruhe, Karlsruhe  
Akademie der Bildende Künste München, Munich  
School of Design, Potsdam  
Faculty of Art and Design. Bauhaus Universität Weimar, Weimar

##### Greece

University of the Aegean, Mitilene

##### Hungary

Moholy-Nagy University of Art and Design, Budapest

##### Ireland

National College of Art and Design, Dublin

##### Israel

Bezalel Academy of Arts and Design Jerusalem, Jerusalem  
The Department of Interior Design COMAS, Rishon LeZion

##### Italy

Facoltà di Design e Arti. Libera Università di Bolzano, Bolzano  
Università degli Studi di Firenze, Florence  
Nuova Accademia di Belle Arti Milano, Milan  
School of Design. Politecnico di Milano, Milan  
Politecnico di Torino, Turin

**Mexico**

Instituto Tecnológico de Estudios Superiores de Monterrey, Monterrey  
Monterrey University, Monterrey  
Universidad Autónoma de San Luis Potosí, San Luis Potosí

**Netherlands**

Faculty of Industrial Design Engineering, Delft University of Technology, Delft  
Design Academy Eindhoven, Eindhoven  
The Royal Academy of Arts -KABK, The Hague

**Norway**

Norwegian University of Science and Technology -NTNU, Trondheim

**Poland**

Jan Matejko Academy of Fine Arts in Cracow, Krakow  
Technical University of Lodz-Faculty of Material Technologies and Textile Design, Lodz

**Portugal**

Instituto Superior de Educação e Ciências, Lisbon  
Escola Superior de Artes e Design-ESAD, Porto-Matosinhos

**United Kingdom**

University of Wales Institute, Cardiff  
Kingston University, Kingston upon Thames  
Winchester School of Art. University of Southampton, Winchester

**Sweden**

Konstfack Stockholm. University College of Arts, Crafts and Design, Stockholm  
Beckmans College of Design, Stockholm  
School of Design and Crafts, Göteborg University, Gothenburg

**Switzerland**

École Cantonale d'Arte de Lausanne, Lausanne  
Zurich University of the Artes, Zurich

# INNOVATION AND COMPANIES

From the Companies area, ELISAVA has worked from the outset to achieve three objectives: increase the School's visibility in the business world; optimal positioning; and to achieve partnerships that add value. ELISAVA is committed, as it firmly believes it should be, to establishing close relationships between the university and the business world, developing targeted actions to achieve collaborations that are productive for the companies that place their trust in ELISAVA as well as the students who undertake the projects. Through the areas of design, engineering and research, ELISAVA has developed several projects with very satisfactory results, which means that the companies begin to see the School as a leader and a valuable support to their activity, so work will continue on this line in order to harness the full potential.

## FEATURED PROJECTS

**ESTAL**

**Studies:** Master's Degree in Packaging Design  
**Mode:** Academic project  
**Tutor:** Isaac Salom  
**Description:** Design of a new line of top packaging for the oil sector.

**MURTRA**

**Studies:** Multidisciplinary team  
**Mode:** Innovation Lab "Textile Challenge"  
**Project team:** Julia Claveria, Marga Torrens, Marina Gandia, Jorge Errando and Teresa Baena  
**Tutors:** Sofia Majan and Ariel Guerenzvaig  
**Description:** Innovation project for conceptualising new applications of textile product.

**SANTA & COLE**

**Studies:** Postgraduate Diploma in Design of Work Space. Master's Degree in Interior Design  
**Mode:** Final Master Project  
**Project:** Implementation of offices at the headquarters of Santa & Cole in the Belloch complex  
**Students:** Olha Martsynovska and Barbara Giacomani  
**Tutors:** Luis Peiró, Stefano Colli, Octavio Maestro and Ricardo Guasch  
**Description:** Design that reflects the corporate identity of the brand in its simplicity and tradition.

**HOSPITAL SANT JOAN DE DÉU**

**Studies:** Degree in Engineering in Industrial Design  
**Mode:** Final Degree Project  
**Project:** Kioro  
**Students:** Lucía López and Mar Moreno

**Tutors:** Mestres Francesc and Arnau Valls (HSJD R&D Department)  
**Description:** Develop an interactive robotic pet that is adapted to all areas of this children's hospital and is able to collect data and monitor patients without them being aware. The ultimate goal is to improve the quality of life of more than 254,000 children each year who pass through San Juan de Dios.

**SUEZ**

**Studies:** Degree in Engineering in Industrial Design  
**Mode:** Final Degree Project  
**Project:** Nui  
**Students:** Carlos Borrás, Anna Plana and Ferran Verdaguer  
**Tutors:** Jessica Fernández Cano  
**Description:** Smart Home system that enables intelligent management of water consumption in the home and that promotes social and environmental improvement objectives.

**VARLET**

**Studies:** Master's Degree in Furniture Design  
**Mode:** Academic project  
**Project:** Loop  
**Students:** Ana Zueras  
**Tutor:** Ricard Ferrer  
**Description:** Design of a bag holder for improving the comfort of diners in restaurants.

**ZEN BARCELONA**

**Studies:** SSP (Simultaneous Studies)  
**Mode:** Workshop  
**Students:** Amaia Aranzabal, Elia Bagó, Elisa Borrat, Laia Burgueño, Miguel Cardiel, Julia Carrasco, Elsa Casanova, Eric Conejo, Luis Alberto De Las Heras, Marta Domenech, Paula Ferré, Laura Freixas, Gemma Galceran, Marina Gandía, Sergio González, Paula Iriarte, Laia Lloret, Max Millán, Ana Molés, Eva Porcuna, Melisa Alejandra Raush, Marc Ricart, Blanca Roigé, Carlos Salas, Sílvia Sans, Víctor Sarroca, Marina Sarto, Queralt Trepal, Nilo Vidal and María Zaragoza  
**Tutors:** Josep Novell and ZEN Barcelona  
**Description:** Design of several frames for men and women's sunglasses. The ultimate objective is that two of these frames become part of the ZEN Barcelona 2017-2018 catalogue.

# ELISAVA RESEARCH

During this course, Decoding Research was structured as an ELISAVA research group, formed by a team of researchers that analyses, defines and prefigures the aspects surrounding

the discipline of design and engineering. The team, consisting of five doctors and five researchers in training, also collaborates with external professionals and international partners with the aim of creating a knowledge exchange network and enriching the research. In this context, work has been undertaken on linking the research group with doctoral programmes from the UPF specifically with GRECC. Elisava Research, located on the first floor of the School, was created as a space for this research.

## OBJECTIVES

The basic objectives of the 2015-2016 course were:

1. Create and adapt the workspace: Elisava Research.
2. Create a research group and integrate it into the daily life of the School.
3. Define the group's research lines and integrate them with the School's teaching activities:
  - The creative process and new design methodologies.
  - Stairs of matter/energy.
  - The Internet of Things.
4. Linking research to doctoral theses completed by PhD students integrated in the research group.
5. Work to find the right links with established research groups, in order to register the doctoral theses in doctoral programmes.
6. Develop the creative skills dictionary linked to the *Decoding Product Design* project.
7. Develop the "Creative Decoding Tool" that will enable part of the results of the *Decoding Product Design* project to be validated.
8. To validate and/or adapt current teaching plans and prepare new ones in order to continue implementation of the new curriculum for the 2015-2016 course.
9. Start work on communicating the *Decoding Product Design* project: book and exhibitions.
10. Transform the research into articles to be submitted into indexed scientific journals.
11. Work on linking the research group with the School's Companies Department.
12. Undertake international networking and begin work on preparing the European projects.

## PROJECTS

### PRODUCT DESIGN DECODING PROJECT

The work completed during this course focused on the presentation of the project in the academic world, with writing articles aimed at indexed publications and the acceptance of three thesis projects at the University Pompeu Fabra (UPF). Research has evolved and a series of projects and activities have been developed, among which is the preparation for

two exhibitions. The first is the project's work-in-progress and will be presented in January 2017 at the Arts Santa Monica centre. The second will be the exhibition of the project itself, which will take place at the Museu del Disseny in January 2018. Coinciding with this exhibition, the book *Decoding Product Design*, as a result of the process of searching and positioning ELISAVA in terms of product design, will be presented.

### EXPERIMENTATION PROJECT ABOUT SHAPE THROUGH MATTER AND ENERGY

This project was based on experimenting with different shapes and geometries to evaluate the shape within the Matter-Energy-Shape trinomial, which proposes the Conscious Ergonomics model developed by Decoding Matter. Gas Discharge Visualisation technology was used to carry out the research.

### GRAPHENE DAY AND DECODING GRAPHENE WORKSHOP

The First Graphene Day was held in ELISAVA on 26 April 2016. It was the first of a series of four lectures devoted to graphene, to be held during the 2016-2017 course. The event brought together professionals from 43 companies in the construction and habitat sector. The first part consisted of inspiring presentations, followed by a session of creativity and, to finish, a networking session. Through an agile and dynamic format, opportunities for graphene materials were detected in several market sectors, thus putting plans into place for the short- and long-term future. The topics to be covered in the next Graphene Days will be energy, food and packaging, and transport and health.

# ACTIVITIES AND PUBLICATIONS

During the 2015-2016 academic year, ELISAVA persevered in promoting the disciplines of design, engineering, communication and social sciences by promoting and/or organising a series of events open to the public. The academic year opened with the inaugural lecture by Alejandro Mesonero-Romanos, Head of SEAT design and alumnus of our School. Almost 90 activities followed the talk, including masterclasses given by leading Spanish and international figures, exhibitions of ELISAVA students' work and workshops on different topics. These events are complemented by the publication of a new issue of the magazine *Temes de Disseny* and a wide range of exhibitions related to the education sector and disciplines offered at ELISAVA.

# LECTURES

### INNAUGURAL LECTURE: CREATING SENSATIONS

**Speaker:** Alejandro Mesonero-Romanos  
**Date:** October 6th 2015

### ECO-MATERIALS FROM INDUSTRIALIZED PROCESSES OF GUADUA BAMBOO

**Speaker:** Fabián Martínez  
**Date:** October 7th 2015

**TUREFORMA**

**Speakers:** Miguel Ángel Bengochea, Christophe Hamblot, Urbano Vallés, Antonia Seguí, Francisco José Carrasco, Santiago Monfort, Eva Jordán, Joan Vilanova and Papik Fisas  
**Date:** October 8th 2015

### THE IDENTITY OF THE PRIVATE SPACE

**Speaker:** Francesc Rifé  
**Date:** October 21st 2015

**A2 / SW / HK+ A2-TYPE**

**Speaker:** Henrik Kubel  
**Date:** October 22nd 2015

### CREATIVITY TO INNOVATE: METHOD, PROCESS AND RESULT

**Speaker:** Anna M<sup>a</sup> del Corral  
**Date:** November 19th 2015 at Empack 2015

**HOZZ PRESENTATION**

**Speaker:** José Gaztelu  
**Date:** November 23rd 2015

### FEMALE COMIC IN ARABIC CONTEXT: LEBANON AND TUNISIA

**Speakers:** Lena Merhej and Noha Habaieb  
**Date:** November 24th 2015

**A WORLD UNDER REPARATION**

**Speaker:** Anatxu Zabalbeascoa  
**Date:** November 25th 2015

**A TALK WITH RICARDO CAVOLO**

**Speaker:** Ricardo Cavolo  
**Date:** December 10th 2015

**CITY LAB**

**Speakers:** Ariel Guerenzvaig, Olga García, Mireia Muñoz, Cristina Robles, Raffaella Perrone, Enrique Gracián, Tati Guimarães, Marc Segarra, Xavier Olivares, Max Delporte, Javier Peña, Montenegro Estudio Creativo, Philippe Rouger and Everis  
**Date:** December 11th 2015

**JEWEL. DESIGN. INDUSTRY**

**Speakers:** Oriol Nogués and Josep Puig Cabeza  
**Date:** January 13th 2016



**DESIGN IN THE AGE OF NETWORKS (AND SUSTAINABILITY)**

**Speaker:** Ezio Manzini  
**Date:** January 14th 2016

**THE GUIDING THREAD**

**Speaker:** Rory McGrath  
**Date:** January 20th 2016

**WORKS BY SPRINKLING**

**Speaker:** Víctor Coyote  
**Date:** January 28th 2016

**ELEVATING DESIGN, A TALK BY DESIGN BRIDGE**

**Speaker:** Asa Cook  
**Date:** January 29th 2016

**DRAW YOUR EVERYDAY IDEAS**

**Speaker:** Jordi Ros  
**Date:** January 19th 2016  
**Venue:** Barcelona's Apple Store

**PAST, PRESENT, FUTURE**

**Speaker:** Eike König  
**Date:** February 2nd 2016

**DEMANDS AND DISPONIBILITIES**

**Speaker:** Josep Ricart Ulldemolins  
**Date:** February 5th 2016

**THE USE OF OPERATIVE CARTOGRAPHY IN THE WORK OF AIB**

**Speaker:** Roger Paez  
**Date:** February 11th at Barcelona Architecture Center

**INTERACTIVE EXPERIENCES**

**Speakers:** Ricard Marfà and Idoia Longan  
**Date:** February 16th 2016

**THE NIGHT OF THE LIVING BOOKS (COME TO THE LIBRARY, DON'T BE A ZOMBIE)**

**Speakers:** Tomeu Ramis, Aixa del Rey García and Bárbara Vich  
**Date:** February 24th 2016

**DESIGN AND COMPLEXITY**

**Speaker:** Ruedi Baur  
**Date:** February 26th 2016

**ABSTRACT PRECISION**

**Speakers:** Ramon Bosch and Bet Capdeferro  
**Date:** February 29th 2016

**CO-CREATION: USEFULNESS (OR NOT) IN THE DESIGN INNOVATION PROCESS**

**Speaker:** Mercè Graell  
**Date:** March 3rd 2016

**FINDING CONTRASTS**

**Speaker:** Julia Hasting  
**Date:** March 10th 2016

**FROM PAPER TO CONCRETE**

**Speaker:** Lizá Ramalho  
**Date:** March 10th 2016

**THE LIQUID STATE OF THE WORK SPACE**

**Speaker:** Javier Mozas  
**Date:** April 4th 2016

**THE NIGHT OF THE LIVING BOOKS (COME TO THE LIBRARY, DON'T BE A ZOMBIE)**

**Speaker:** Carles Sanjosé  
**Date:** April 6th 2016

**TO SLEEP, WORK, LIVE, 4 PROJECTS, 4 REFLECTIONS**

**Speaker:** Fermín Vázquez  
**Date:** April 11th 2016

**LEARNING FROM... WORKSPACES**

**Speaker:** Miquel Àngel Julià  
**Date:** April 20th 2016

**THE NIGHT OF THE LIVING BOOKS (COME TO THE LIBRARY, DON'T BE A ZOMBIE)**

**Speaker:** Joan Guàrdia  
**Date:** April 27th 2016

**THE CORPORATE SOCIAL OPPORTUNITY: HOW TO MAKE CORPORATE SUSTAINABILITY AND RESPONSIBILITY WORK FOR YOUR COMPANY**

**Speaker:** Saulius Buivys  
**Date:** April 28th 2016

**THE NATURE OF BUILDINGS**

**Speaker:** Josep Ricart Ulldemolins  
**Date:** April 29th 2016

**SAPIENS METHOD**

**Speaker:** Ferran Adrià  
**Date:** May 5th 2016

**INTERACTION DESIGN IN STRATEGY PROJECTS**

**Speaker:** Alberto Romero  
**Date:** May 24th 2016

**RICHARD HOLLIS**

**Speaker:** Richard Hollis  
**Date:** May 26th 2016

**I'M JUST GETTIN' STARTED: MY WORK [SO FAR]**

**Speaker:** Adam Kushner  
**Date:** June 9th 2016

**FRAME MAGAZINE – THE TRANSFORMATION OF PRINT**

**Speaker:** Robert Thiemann  
**Date:** June 10th 2016

**PRESENTATION OF THE MAGAZINE ELISAVA TEMES DE DISSENY 32<sup>ND</sup> ISSUE**

**Speaker:** Airbus and round table  
**Date:** June 16th 2016

**10 YEARS OF BROS MIND**

**Speakers:** Brosmind  
**Date:** June 17th 2016

**TEN POINTS**

**Speaker:** David Kohn  
**Date:** July 8th 2016

**WORKSHOP OF TAPAS**

**Speaker:** Miquel Antoja  
**Date:** July 25th 2016

# EXHIBITIONS

**EI! PROFESSIONAL EDITION AWARDS 2015**

**Date:** from September 17th to November 5th 2015  
**Venue:** ELISAVA

**DEGREE SHOW 32° BCN**

**Date:** October 2015  
**Venue:** ELISAVA

**PRODUCTO FRESCO 2015**

**Date:** from October 6th to November 27th 2015  
**Venue:** Matadero Madrid. Central de Diseño (Design Center)

**ILLEGAL DESIGN PROJECTS**

**Date:** October 9th 2015  
**Venue:** Museion de Bolzano

**FUTURISMO**

**Date:** from October 21st to March 2016  
**Venue:** ELISAVA

**EI! AWARDS 2015**

**Date:** from November 26th to March 1st 2016  
**Venue:** ELISAVA

**ELISAVA-ZEN BARCELONA. UNA EXPERIENCIA PROYECTUAL**

**Date:** December 9th 2015  
**Venue:** ELISAVA

**CREATIVE MARATHON**

**Date:** from December 18th 2015 to January 11th 2016  
**Venue:** ELISAVA

**UNA ESENCIA HUMANA**

**Date:** from December 22nd to December 27th  
**Venue:** CCCB (Barcelona)

**MOENIA**

**Date:** from February 12th to February 14th 2016  
**Venue:** Pati Llimona (Barcelona)

**BCN LLUM: FAN DE TI**

**Date:** February 12th 2016  
**Venue:** Archivo histórico, Diputación de Barcelona (Barcelona's Historical Archive)

**ELISAVA'S WORLD**

**Date:** from April 11th to September 30th 2016  
**Venue:** ELISAVA

**(RE) VISIONES**

**Date:** from May 28th 2016  
**Venue:** Can Framis (Barcelona)

**INVISIBLES**

**Date:** from June 7th to July 4th 2016  
**Venue:** Las Arenas Shopping Center (Barcelona)

**UTOPIA PHOTO MARKET**

**Date:** from June 10th to June 12th 2016  
**Venue:** Utopia space (Barcelona)

**FRAGMENTOS**

**Date:** from July 25th to July 30th 2016  
**Venue:** Pati Llimona Civic Center (Barcelona)

**ARTE TEXTIL**

**Date:** from June 28th to July 24th 2016  
**Venue:** Fundació Gaspar (Barcelona)

**OFF SPACE**

**Date:** from July 6th  
**Venue:** Arts Santa Mònica (Barcelona)

**CLAP FOR OPERA**

**Date:** July 8th 2016  
**Venue:** Palau Robert (Barcelona)

**MAPPING OPEN AIR: FAN DE TI**

**Date:** July 8th 2016  
**Venue:** Recinto de la Maternidad (Barcelona)

**MOENIA**

**Date:** from July 22nd to July 24th 2016  
**Venue:** Pujada de Sant Feliu (Girona)

**SCENOGRAPHY CAÏM & ABEL**

**Date:** July 23rd and 24th 2016  
**Venue:** Teatro Biblioteca de Catalunya (Barcelona)

**LA MÁQUINA DE PENSAR. RAMON LLULL Y EL «ARS COMBINATORIA»**

**Date:** from July to December 2016  
**Venue:** CCCB (Barcelona)

# MEETINGS

**SUMMER INNOVATION BOOTCAMP**

**Date:** September 2nd 2015  
**Venue:** ELISAVA

**VERMUT SOLIDARI**

**Date:** September 12th 2015  
**Venue:** Antiga Fàbrica d'Estrella Damm

**STRATEGIC DESIGN TRAINING**

**Date:** from October 19th to October 23rd 2015  
**Venue:** Science and Arts University of Latin America (UCAL)

**EME3**

**Date:** October 22nd 2015  
**Venue:** Gràcia neighbourhood (Barcelona)

**WORKSHOPS “SMASHING CONF.”**

**Date:** October 19th 2015  
**Venue:** ELISAVA

**ERASMUS DAY**

**Date:** November 11th 2015  
**Venue:** ELISAVA

**1ST STRATEGIC IMMERSION HABITAT CLUSTER BARCELONA**

**Date:** November 12th and 13th 2015  
**Venue:** Món Sant Benet (Sant Fruitós del Bages)

**ROUND TABLE – COLONIALISM, COLONIALITY AND VISUAL SOVEREIGNTIES**

**Date:** November 18th 2015  
**Venue:** ELISAVA

**BUSINESS OF DESIGN WEEK**

**Date:** November 26th 2015  
**Venue:** Hong Kong

**SHOPPING NIGHT BARCELONA**

**Date:** December 3rd 2015  
**Venue:** Passeig de Gràcia with Diagonal (Barcelona)

**DESIGN MARKET**

**Date:** from December 18th to December 20th 2015  
**Venue:** Disseny Hub building (Barcelona)

**FIU BARCELONA TOUR**

**Date:** January 27th 2016  
**Venue:** ELISAVA

**HOZZZ UNIVERSITY**

**Date:** January 20th 2016  
**Venue:** ELISAVA

**TECH DAY 2016**

**Date:** February 18th 2016  
**Venue:** ELISAVA

**MILAN DESIGN WEEK**

**Date:** from April 12th to April 17th 2016  
**Venue:** Ventura Lambrate (Milan)

**1010 WAYS TO BUY WITHOUT MONEY**

**Date:** April 23th 2016  
**Venue:** Several Barcelona spaces

**FORMENTERA 2.0**

**Date:** from May 5th to 8th May 2016  
**Venue:** Formentera

**THEATRE: HAMLET**

**Date:** from May 1st to May 4th 2016  
**Venue:** ELISAVA

**FADFEST 2016**

**Date:** from June 6th to June 12th 2016  
**Venue:** Several spaces (Barcelona)

**BARCELONA DESIGN WEEK**

**Date:** from June 2nd to June 12th 2016  
**Venue:** Several spaces (Barcelona)

- **Next Design Innovation**  
**Venue:** ELISAVA
- **Design of Work Spaces for Sant Pau**  
**Venue:** Pavelló Modernista Sant Pau (Barcelona)
- **ARTRock**  
**Venue:** Hard Rock Café Barcelona
- **Visit Decoding Product Design**  
**Venue:** ELISAVA / elBullifoundation
- **Mapping BCN Ateliers. New Vision New Millenium**  
**Venue:** ELISAVA
- **Lecture Rut Martín**  
**Venue:** ELISAVA

**SWAB STAIRS**

**Date:** from June 1st to June 22nd 2016  
**Venue:** Passieg de Gràcia Metro Station (Barcelona)

**OPEN DAY**

**Date:** April 9th and 23rd, May 7th and 21st and June 11th 2016  
**Venue:** ELISAVA

## TRADE SHOWS

### MILAN DESIGN WEEK 2016

**Dates:** from 12th to 17th April 2016

**Location:** Milan (Italy)

ELISAVA participated in Ventura Lambrate space, part of the FuoriSalone at Milan Design Week, where different universities from around the world have exhibitions and stands. This year there were a total of 27 universities, including Mexican, Japanese and even Lapland institutions. ELISAVA used its own research project Decoding Creativity to build its stand, designed by Victoria Garriga with graphic design by Albert Romagosa, exhibiting different projects completed by students of the School that give meaning to the Elisava Research project.

Also during Milan Design Week, but in the Next Design Innovation exhibition (a space sponsored by the Lombardia region), six outstanding projects of young designers under 35 years trained at ELISAVA were exhibited, thanks to the collaboration with the Catalonia Regional Government Department of Companies and Knowledge. The projects were then returned to Barcelona to be exhibited at ELISAVA as one of the satellite exhibitions at Barcelona Design Week.

### SPAIN TRADE SHOWS

ELISAVA participated in the following events: University Day, Espacio del Estudiante de Valls, Salón Futura, Salón Europeo del Estudiante-Pamplona'16, and in the UNITOUR circuit in several cities throughout Spain.

### INTERNATIONAL TRADE SHOWS

ELISAVA was present on the EDUEXPOS circuit, which took place in different cities throughout South America such as Bolivia (Santa Cruz de la Sierra), Brazil (São Paulo and Rio de Janeiro), Colombia (Medellín, Bucaramanga and Bogotá), Ecuador (Quito and Guayaquil), Mexico (Puebla, D.F., Guadalajara, Monterrey and Querétaro), Peru (Arequipa and Lima) and Chile (Santiago de Chile). The School also participated in events in Andorra and events organised by the ICEF in Germany (Berlin) and United Arab Emirates (Dubai). In the United States, ELISAVA participated in FORUM (New Orleans) and in NAFSA (Boston).

## PUBLICATIONS

### 32<sup>ND</sup> ISSUE OF ELISAVA TEMES DE DISSENY

This year's issue is titled "Una Mirada al món" (A look to the world) and examines in depth about the design and engineering in industrial design, the two disciplines that form the educational ideology of ELISAVA Barcelona School

of Design and Engineering. It has the participation of authors like for example Ramón Úbeda, Enrique Martinell, Josep Gubau or the researchers of the Politecnico di Torino Torí Beatrice Lerna and Doriana dal Palù.

The new issue of the researching and reflection magazine considers the need of the constant questioning, as well as the assumption of innovation and research, the internationalization and the multidisciplinary character as fundamental elements of the university teaching in a field full of transformation as in the engineering in industrial design.

The issue was officially presented at the School with an event that had a lecture by Álvaro Jara, engineer in industrial design and Director of the Innovation Department of Airbus in Getafe, which was followed by a round table by the Scientific Director of ELISAVA, Javier Peña, in which several participants of this new issue of *Temes de Disseny* took part.

## COMMUNITY

## THEATRE GROUP

The ELISAVA theatre team was founded in 2006 with three objectives: first, to channel the creativity of a design school through such a versatile medium as is the theatre; secondly, to unite the student community around a common project, integrating their skills, from interpretation through to stage design and graphic imagery, building memories together that are hard to forget and, finally, the Elisava Theatre Group aims to bury the image of the university theatre amateur, made in haste and without knowledge. This project is rigorous, ambitious and directed by Joan Yago and Ferran Utzet, professionals in the world of theatre.

The work is developed in two phases: the first is a course on acting training and the second is preparation for a play. The training phase, between October and December, provides specific training in the areas of interpretation, vocal technique and movement. The teachers responsible for teaching the course are Marina Cardona (movement), Ona Pla (vocal technique) and Joan Ferran Yago and Utzet (interpretation). Satisfactory completion entails two elective credits, and among students who pass the course, a maximum of 25 are chosen to participate in the play.

This year, celebrating the group's 10th anniversary and the 400th anniversary of the death of William Shakespeare, Joan Yago has prepared an adaptation of the play *Hamlet*. For the second year, the students of the Master of Set Design completed the design and construction of the scenography. The work was tested weekly between January and April and four productions were presented in the schoolyard

1st to 4th May. Tickets (free but numbered) sold out, with an estimated final audience of 1,000 people, for an annual event that has become a true celebration in the community.

This experience would not be possible without the commitment and confidence of the School, which is generously committed to theatre. Not only economically, but also from the conviction that the theatre group brings something intangible but essential to the community.

## ELISAVA CHOIR

The choral group from ELISAVA is called 4 18 and was created in January 2015 based on a School's workshop that blend together students, teachers and other staff, under the direction of Toni Solé. An adventure full of emotions that starts on July 3rd, when catalan television TV3 announces the participation of the choir in the program *Oh Happy Day*.

The first appearance of Cor 4 18 on that TV program was on September 19th. His attitude, perseverance, effort, dedication and optimism enabled them to overcome various galas qualifying versions of the songs "Jean Luc", by Els Amics de les Arts; "Vola", by Txarango; "Could You Be Loved" by Bob Marley and "Vespre", by Els Pets: the touching farewell song of the program.

The jury stressed repeatedly a set of values that the ensemble gave off on each one of their performances as their vitality and freshness, power and magnetism almost therapeutic, as well as the spirit of excellence that led them to demonstrate a great evolution.

Best of all is that the history of this great family has just begun. Actions as their show at ELISAVA's Graduation ceremony at Barcelona's Congress Palace filled with honor all members of 4 18.

Since then, they have been booked at Barcelona's City Council's Saló de Cent, supporting the Cities for Life event; at Teatre Joventut in L'Hospitalet; at Cotxeres Borrell Civic Centre; at Teatre Sarrià in Barcelona; Melia Hotel's Congress Palace in Sitges; at Festival Maritim Escala a Barcelona; at Palma de Teià's theatre; or at Barcelona's Plaça de los Àngels, in addition to other performances at private events that have consolidated the Cor 4 18.

## AWARDS

### EI! AWARDS

**Awarded by:** ELISAVA

Once again this year we are pleased to recognise the dedication and excellence of our students through the ei! Awards. The purpose of these awards is to stimulate the creativity of future talent and share their ingenuity and accomplishments with society.

The 4th edition of the ei! Awards ceremony took place on October 9th at the Palau de Congressos de Catalunya during the 2015 Graduation ceremony. The panel of judges this year included Enric Jardí Diseño Gráfico and Jordi Tamayo, founder of Estudio JT and director of the CYCLO Festival, along with representatives of the school's general and academic administration staff.

### Best Academic Record

**Awarded by:** lolanda Monsó, student of the Degree in Design

### Best Final Project Graphic Communication Category

**Project:** Hàbitat

**Tutor:** Xavi Roca

**Author:** Andrea Maresch, student of the Degree in Design

### Best Final Project Product Design Category

**Project:** Mizu

**Tutor:** Josep Novell

**Author:** Andrea Elbaile, student of the Degree in Engineering in Industrial Design

### Best Final Project Spatial Design Category

**Project:** Espejos de agua

**Tutor:** Diego Nakamatsu

**Author:** Berta Escudero, student of the Degree in Design

### Best Final Project Product Development Category

**Project:** Mae

**Tutors:** Javier Peña and Pablo Romagosa

**Author:** Humberto IESS Marrero, student of the Degree in Engineering in Industrial Design

### Best Final Project Global Design Category

**Project:** Escombros, la identidad de una calle

**Tutors:** Albert Fuster and Diego Nakamatsu

**Author:** Martina Nadal, student of the Degree in Design

### Audience Award

*Ex aequo* award for:

**Project:** Eagle

**Tutor:** Xavier Tuto

**Author:** Miguel Ángel Anton Rabade, student of the Degree in Engineering in Industrial Design

**Project:** Fabric

**Tutor:** Josep Novell

**Author:** Miriam Estévez Correa, student of the Degree in Design

### ELISAVA AWARDS, PROFESSIONAL EDITION

**Awarded by:** ELISAVA

In their third year, the name of the ei! Awards, Professional Edition, which recognise the best projects of Master's and Postgraduate students, was changed to ELISAVA Professional Edition Awards to avoid confusion with the ei! Awards for Degree in students.

The awards ceremony was held on 22nd July at the Contemporary Cultural Centre in Barcelona as part of the Master's and Postgraduate degree commencement ceremony. The panel of judges included Antoni Clariana, founder and CEO of Magma Design S.L.; Josep Bagà, CEO of Josep Bagà Associados; Roberta Bosco, journalist for El País; Ramón Benedito, Dean of ELISAVA; and Santiago Albert, director of the school's masters and postgraduate programmes.

### Gold Category

**Project:** Valhöll

Postgraduate Diploma in Packaging Design and Strategy

**Authors:** Margaux Bual, Cristian Varela and Lina Yucumo

### Silver Category

**Project:** Chronotopia

Master's Degree In Advanced Design and Digital Architecture

**Authors:** Seeja Sudkharan

**Project:** Make It Emotional

MUDIC - Master's Degree in Design and Communication

**Authors:** Sara Vieira

**Project:** Rusiñol Hostel

Postgraduate Diploma in Interior Design for Hotels and New Hostelling

**Authors:** Jorge García, Jaime Maimó and Gerard Solsona

### Audience Award

**Project:** Orgee

Postgraduate Diploma in Web Project Management and Design

**Authors:** Carlos Bolivar, Alvaro Martin, Alejandro Peredo and Lucila Tallone

### ART PHOTO BCN

**Awarded by:** Art Deal Project

**Selected**

**Project:** Biopsias

**Author:** Sabela Martínez Eiriz, former student of Master's Degree in Photography and Design

**Project:** Morir

**Author:** David Querol, former student of Master's Degree in Photography and Design

### BFOTO

**Awarded by:** Barbastro Foto

**Selected**

**Project:** My (m) other

**Author:** Alice Cannara, student of Master's Degree in Photography and Design

### CANSON INFINITY

**Awarded by:** Spanish Confederation of Photography

**2nd prize**

**Project:** Estudio Miralda

**Author:** Gemma Planell, former student of Master's Degree in Photography and Design

### CSIO CONTEST (BARCELONA EQUESTRIAN CHALLENGE)

**Awarded by:** Real Club de Polo de Barcelona

**Winner**

**Project:** Saltemos la Ciudad de Miró

**Authors:** Carla Espino, Margarita Ríos and Natalia Catalán, students of Master's Degree in Product Design and Development

### HARD ROCK CAFE CONTEST

**Awarded by:** Hard Rock Cafe Barcelona

**Winners**

**Project:** Cassette t-shirt and Barcelona Rocks t-shirt

**Authors:** Designed by Sergio Entrena Villarroel and Natalia Salado Bas, students of the Degree in Design

## INTERNATIONAL INDUSTRIAL FURNITURE DESIGN CONTEST

**Awarded by:** CETEM

### 1st prize

**Project:** Tilo

**Author:** Antón G. Seoane, former student of Master's Degree in Furniture Design

## NYOVA INTERNATIONAL DESIGN CONTEST FOR YOUNG TALENT

**Awarded by:** NYOVA

### Audience award

**Project:** Tigouh

**Authors:** Antón García Seoane and Deyanira Carreón, former students of Master's Degree in Furniture Design

## VERALLIA GLASS AND CREATION CONTEST

**Awarded by:** Verallia

### 2nd prize

**Project:** Una sangría para llevar, por favor

**Author:** Jorge Errand, student of the Degree in Engineering in Industrial Design

## DAC 2010-2014

**World classification**

### 6th and 7th most best graphic designer and visual communicator in the world

Pau Garcia and Arnau Bosch Vergés, respectively, formers students of the Degree in Design

## DESIGN PLUS AWARD 2016

**Awarded by:** Light + Building and German Design Council

### 1st prize

**Project:** LED Flap

**Author:** Ruben Saldaña, former students of Postgraduate Diploma in Product Development

## FUTURE OF FASHION PROGRAM

**Awarded by:** Who's Next

### Selected

**Project:** SS16 Capsule Collection

**Author:** HUNCH, by Raquel Llaberia and Saül Baeza, formers students of the Degree in Design

## GLASSBERRIES

**Awarded by:** BA Vidro

### Bronze

**Project:** Silver Swan

**Authors:** María Miret and Ivette Torres, students of the Degree in Engineering in Industrial Design

### Customer Honorable Glassberries

**Project:** Glazer

**Authors:** Melisa Raush and Silvia Sans, students of the Degree in Engineering in Industrial Design

## ECO PACKAGING NOW BOOK

Publication

### Selected

**Project:** La Boqueria Packaging

**Authors:** Paula Sánchez, Laia Truque and Miriam Vilaplana, former students of the Postgraduate Diploma in Graphic and Structural Packaging Design

## MARIA CANALS

**Awarded by:** María Canals International

Piano Contest

### Winner of the Best Illustration Award

Lorenzo Pierro, student of the Postgraduate Diploma in Illustration and Comic

## D & AD PROFESSIONAL AWARDS

**Awarded by:** D & AD

### Winner, Next Photographer Award 2016

**Project:** Being Disappeared

**Author:** Tam Hoi Ying, student of Master's Degree in Photography and Design

## ADI 2016 AWARDS

**Awarded by:** ADI-FAD

### Silver Delta Award

**Project:** lo

**Author:** Rubén Saldaña, former student of the Degree in Engineering in Industrial Design

### ADI Bronze Medal

**Project:** Glop

**Author:** Berta Julián, former student of the Degree in Design

## 2015 ANUARIA AWARDS

**Awarded by:** Veredictas Internacional

### Selected

**Project:** Delirio

**Author:** Iñaki Gargallo, Alumni Bold and former student of the Degree in Design

## CATALUÑA ECODESIGN AWARD

**Awarded by:** Department of Territory and Sustainability, Generalitat de Catalunya

### Product in Development Award

**Project:** Antivolabossa

**Authors:** Estudio Salva Fàbregas (Salva Fàbregas and Óscar Pérez Sellarés, ELISAVA professors), in collaboration with Urbaser and Red Ambiental

### Strategy Award

**Project:** Kigali Chair Project

**Authors:** Clara Romero, former student of the Degree in Design and José Mora, Design student of the Degree in Design

### Honourable mention in the

#### Young Designer Category

**Project:** Nestreams

**Authors:** Javier del Toro and José F. López, former student of the Degree in Design

## 2016 LAUS AWARDS

**Awarded by:** ADG-FAD

### Laus Young Talent 2016

**Project:** Nu

María Martín Vigil, student of the Degree in Design

### Silver - Graphic Design Category

**Project:** The Man With No Face

**Authors:** Mar de la Llave, student of the Degree in Design and Postgraduate Diploma in Graphic Design and Publishing Projects and Ana Pradas, student of Postgraduate Diploma in Graphic Design and Publishing Projects

**Project:** Knock On Wood

**Author:** Rocío Larrumbide, student of the Degree in Design

**Project:** Urraca

**Author:** Irati García Rubio, student of Master's Degree in Graphic Design

**Project:** Route

**Authors:** Carlos Carreté, José Alcázar and Núria Galí, former student of the Degree in Design

### Bronze - Web and Digital Media Category

**Project:** Voltio

**Authors:** Inés Durruti and Jordi Martí, students of the Master's Degree in Web Project Management and Design and Postgraduate Course in Apps Design and Ignacio Boza, student of Postgraduate Course in Apps Design

### Bronze - Graphic Design Category

**Project:** La Cosa Nostra

**Author:** Fernando Feixas Larrumbide, student of the Degree in Design

**Project:** Penny

**Author:** Ana Pradas, student of the Postgraduate Diploma in Graphic Design and Publishing Projects

**Project:** Savage

**Authors:** Borja Blanco Morales, student of the Postgraduate Diploma in Graphic Design and Publishing Projects, Irati García Rubio, student of Master's Degree in Graphic Design and Carlos Tolsà García, student of the Postgraduate Diploma in Graphic Design and Publishing Projects

**Project:** Evolution. The Antwerp Six. Revolution

**Authors:** José Puy, student of Master's Degree in Graphic Design, and Fardoe Fardoe Ruitenbergh, student of Master's Degree in Graphic Design and Postgraduate Diploma in Art Direction

## LIDERPACK AWARDS

**Awarded by:** Graphispack Asociación

and Hispack show at Fira de Barcelona

### Winner, Young Designer Category

**Project:** Quartz Light

**Authors:** Barbara Kirsch, Paulina Reséndiz and Mónica del Río, students of the Master's Degree in Packaging Design

**Project:** Dove Travel Kit

**Authors:** Sergio Jiménez, Bárbara Kirsch and David Pla, students of the Master's Degree in Packaging Design

**Project:** Zuum

**Authors:** Sergio Jiménez and Alejandro Lodoño, students of the Master's Degree in Packaging Design

## 2016 NATIONAL DESIGN AWARD

**Awarded by:** Ministry of the Economy and Competitiveness

Mario Ruiz, ELISAVA professor and former student

## PENTAWARDS

**Awarded by:** Pentawards

### Silver Award

**Project:** Topionic

**Authors:** Laura Aguilar, Bárbara González, Laura Planas and Mireia Ordeix, former students of the Master's Degree in Packaging Design

### Bronze Awards

**Project:** Genové

**Authors:** Laia Fusté, Paula Sánchez, Laia Truque and Miriam Vilaplana, former students of the Master's Degree in Packaging Design

**Project:** Lxhero

**Author:** Vania Nedkova, former student of the Master's Degree

in Packaging Design

## PRO CARTON YOUNG DESIGNERS AWARD 2016

**Awarded by:** Pro Carton

### Winner

**Project:** I Have Nuts

**Authors:** Isabel Tabarini, Fernanda Madrigal and Nancy Nieto, former student of Postgraduate Diploma in Graphic and Structural Packaging Design

## SONY PHOTOGRAPHY AWARDS

**Awarded by:** World Photography Organisation

### Selected in the Conceptual

#### Photography Category

**Project:** Explayados

**Author:** Alejandro Bertran, former student of Master's Degree in Photography and Design

## WORLD BIENNIAL OF STUDENT PHOTOGRAPHY

**Awarded by:** Academy of Arts

Novi Sad University

### 1st prize

**Project:** Being Disappeared

**Author:** Tam Hoy Ying, former student of Master's Degree in Photography and Design

# ELISAVA ALUMNI

The course began with the appointment of a new Board for the alumni association made up of the new President Guillem Virgili, Albert Ibanyez as Secretary and Treasurer Jordi Ros. Simultaneously, the step was taken to create an Advisory Council, made up of Jan Ministral, Anna Inglés, Josep Puig, Anna Torndelacreu, Maria Visa, Yasmina Moukhalji and Daniel Paladini. Both bodies are responsible in the coming years to strengthen and expand the main function of Elisava Alumni: to offer knowledge and opportunities to all members, promoting the consolidation of the ELISAVA community in Spain and abroad, ensuring the involvement of students, alumni, teachers, business and universities in all actions undertaken.

During the academic year, improvements were made to the web platform within the job market, including improved interaction among companies seeking talent and Bold Alumni who are now developing their professional careers. Ten activities were organised by Elisava Alumni and distributed in the following types: Alumni visits, Alumni Case Studies, Tools, Alumni and Career Development; in design as well as in engineering. In addition, members had access to five activities undertaken by partners.

Collaborations and partnerships have begun with educational institutions and public and private entities and the first call for ELISAVA-La Capell was made, which will take place yearly. Its aim is to exhibit and sell pieces and products of students and Alumni in the store that the Architects Cooperative Jordi Capell has in Plaça de la Catedral in Barcelona.

Elisava Alumni also began its international activity. ELISAVA alumni live and work around the world and for the association they are a key element. Therefore, in the 2015-2016 course, they exhibited their own projects at the FID CR Festival (Costa Rica) and several Alumni participated in the Next Design Innovation initiative, developing six unpublished projects, which were presented within the framework of Milan Design Week (April 2016) and subsequently exhibited at ELISAVA, with a custom exhibition during Barcelona Design Week (June 2016).

## ALUMNI VISITS

### VISIT TO ELBULLILAB

**Date:** December 17th 2015

**Venue:** elBullilab (Barcelona)

**Speaker:** Ferran Adrià

## VISIT TO ESTUDIO TARRUELLA TRENCHS

**Date:** May 19th 2016  
**Location:** Estudio Tarruella Trenchs (Barcelona)  
**Speaker:** Ricard Trenchs

## VISIT TO HP

**Date:** June 16th 2016  
**Location:** HP facilities (Sant Cugat)  
**Speaker:** Alessia Rullo

## CAREER DEVELOPMENT

### ENTREPRENEURSHIP WITH ERALGRUP

**Date:** April 7th 2016  
**Location:** ELISAVA  
**Speaker:** Francesc Camps

### MEET THE INDITEX GROUP TALENT SCOUTS TEAM

**Date:** June 17th 2016  
**Location:** ELISAVA

### ELISAVA - LA CAPELL CALL

**Date:** May-June 2016  
**Location:** La Capell  
We help you sell your product at the shop of the Cooperativa d'Arquitectes Jordi Capell

## ALUMNI CASE STUDIES

### DAVID RUIZ - RUIZ + COMPANY

**Date:** February 18th 2016  
**Location:** Estudio ruiz + company (Barcelona)

### ANNA VILOCA - OXFAM INTERMÓN

**Date:** April 14th 2016  
**Location:** Intermón Oxfam offices (Barcelona)

## ALUMNI TOOLS

### HOZZ UNIVERSITY

**Date:** January 20th 2016  
**Location:** ELISAVA

### SELF-PRODUCTION AND THE DESIGNER, ESSENTIAL ASPECTS FOR MAKING YOUR PRODUCT IDEA REAL

**Date:** May 12th 2016  
**Location:** ELISAVA  
**Speaker:** Jordi Llopis

### INTELLECTUAL PROPERTY, STEPS TO CONSIDER TO PROTECT YOUR PROJECT

**Date:** June 1st 2016  
**Location:** ELISAVA  
**Speaker:** Mario Sol

# ADMINISTRATION AND SERVICES

## ENRIC BRICALL LIBRARY

During this academic year, resources were increased in the Enric Bricall Library with 299 new books and four new journal subscriptions. The centre made 6,273 loans during the academic year.

The library has also added a new electronic library service (Ebrary) with more than 34,000 titles in the field of humanities, design, art, architecture, science, technology and engineering. This tool can be used to make searches by different fields and the texts can be read online or download.

The framework of the activities promoted from the library include exhibitions organised and held within its space: *El Futurismo* in October 2015, *Swiss Graphics, 1935-1970* in February 2016 and *Books designed by Irma Boom, 1987-2015* in May 2016.

## SCIENCE AND TECHNOLOGY LABORATORY

Now a well-established space of reference for experimentation at ELISAVA, the laboratory's opening hours were expanded with the addition of a third intern. This made it possible for the laboratory to stay open for more than 50 hours per week, including two days a week when it remained open uninterruptedly. The number of users of the Aula Oberta was up over the year before to 2,291 visits. The team of interns has done a great job managing the Aula Oberta and advising students.

Each year, more and more programmes of study are incorporating the use of the laboratory into their methodologies. In addition to numerous courses in the Degree in Engineering in Industrial Design, it is now used in a number of undergraduate Design courses as well. It is also used by a number of Masters and Postgraduate courses including Advanced Design and Digital Architecture or Product Development. It is noteworthy that several students have conducted the experimentation needed to validate their final projects in the lab.

This year, work continued on documenting and inventorying the materials and instruments using free Quartzly online software so that the information would be accessible to all personnel who need it.

In the pursuit of continuous growth, the laboratory has acquired a variety of electronic components and accessories as well as a 3D printer to experiment with new materials. This year also saw the development of the *Design of a granulated plastic extrusion machine for a 3D printer* by Arnau Borrell.

## GRAPHICS WORKSHOP

For another year, students had the opportunity to check the quality of their projects and digital originals by making printed proofs with professional media, using two large-format colour printers (HP-T790 and HP -T120) and an electronic vinyl cutter plotter (Roland CAMM-1 Servo GX-24), which have been available since the creation.

About 900 students from different studies made use of these facilities throughout the course, in a regime of free assistance. As in previous years, a team of fellows was available, who covered a schedule of 40 hours per week to assist students with the use of machinery and tools.

However, the educational use of space has been relevant. Increasingly more studies incorporate the use of the workshop in methodology: in addition to numerous subjects in the Degree in Design as well as graphic reproduction systems, shape, materials and techniques, representative drawing and graphic techniques among others, the use of the workshop has been consolidated in various Masters and Postgraduate courses such as Photography, Advertising, Retail Design, Publishing Design, Art Direction and Design and Communication (MUDIC).

Open classrooms were also presented in traditional bookbinding and formats for presenting projects, as well as workshops on poster illustration, calligraphy and packaging and advice on binding Final Degree Projects presentations.

## BUSINESS DEVELOPMENT

ELISAVA worked with dosgrapas, a firm created by former student Albert Ibanyez, to create a new graphic image for the school. The results are reflected in the school's internal graphic elements, including the redesign of the website which was launched in March. The decision was made to highlight the concept of university in the institution's official name, which is now the University School of Design and Engineering. All signage, including the exterior facade of the building, has been modified accordingly.

Notable in the communications area is the Degree Show that took place for three days in the month of October just prior to the graduation ceremony for the undergraduate Design and Engineering in Industrial Design programmes that was held at the Palacio de Congresos de Cataluña, with more than 700 people in attendance. This area also made sure that all activities in which the school participated (and often helped to organise) were duly publicised. For example, the school helped to organise the first Graphene Day and arranged for two graduation parties for more than 600 students who completed their Master's or Postgraduate programmes in the months of February and July. Both were held at the Centre for Contemporary Culture in Barcelona.

Efforts to market and promote the school included visits to 33 secondary schools to explain ELISAVA's academic offering to students. ELISAVA was present at trade shows in 16 provincial capitals in Spain, including the Saló de l'Ensenyament in Barcelona. We travelled to 34 international venues to attend education trade shows and made contact with students of 12 different nationalities. Most notably, we travelled to Mexico to visit its universities and strengthen our ties with that country. Finally, we travelled to Glasgow (Great Britain) to participate in the lecture of the European Association of International Education and Denver (United States) to attend the annual NAFSA lecture.

Finally, the school worked closely with the Elisava Alumni Association and the Business Department, making contact with 52 companies in different sectors to propose innovation projects, in addition to participating in the Barcelona Habitat Cluster as a member its board.

## ACADEMIC ORGANISATION, ACADEMIC MANAGEMENT AND POSTGRADUATE MANAGEMENT

The Academic Organisation area successfully completed the Degree programme accreditation process established by the Agency for the Quality of the University System of Catalunya (AQU). Progress was also made on the welcome document (initially addressed to faculty in the undergraduate degree programmes) which contains basic information on the organisational aspects of each one of the school's Degree programmes. A series of improvements was made to the Tutorial Action Plan for undergraduate students and the public contents of the information and quality indicators for these degree programmes.

In the undergraduate studies area, the Academic Management Unit saw the SIGMA management programme go live and the introduction of an online registration process for 2nd, 3rd and 4th year students. In collaboration with the Postgraduate Management Unit, work began on the development of a SIGMA programme for continuing education courses.

Finally, the Postgraduate Management Unit completed a structural and procedural review conducted by an external consulting firm to find ways to better manage courses, improve the services offered and coordinate administrators, faculty and students in a way that meets the quality, excellence and continuous improvement standards that characterise our institution. The school offered a total of 19 master's and 27 postgraduate programmes, including the newly introduced Master's Degree in Set Design, Master's Degree in Ephemeral Space Design and Master's Degree in Interior Design. 5 master's and 6 postgraduate courses were offered in English. Work will continue on the development of the SIGMA system for enhanced database management.

## INFORMATION SYSTEMS

In the systems area, the Hitachi disk array was increased to provide 6.2 Tb of additional gross space, as well as the backup copies array. The backup server was updated and is monitored through a Dell R720 server. Within the wi-fi project started last year, the second stage began on expanding to 16 additional access points. As for security, a Fortinet anti-spam system was implemented due to the large amount of spam with viruses that has been detected in recent years. All platform cloning processes on students' computers were redefined, going from taking two days per classroom to just two hours, also integrating Mac classrooms into the process. Classroom 210 was renovated with 26 HP Z440 computers. A portable streaming system was designed, providing the ability to live-broadcast any event that takes place in any area of the school.

Within the applications area, the functional design of the project for Masters was implemented with SIGMA, resulting in the development package for which implementation will begin over the next year. An application was developed internally that comprehensively manages the lifecycle of agreements between companies and students. The project for an employment offer management application for students was addressed and the new ELISAVA web site built; completely redesigning it in an adaptive manner so that it works perfectly on any mobile device (Responsive Web Design).

## MODELS AND PROTOTYPE WORKSHOP

A series of improvements was made during the 2015-2016 academic year, including the purchase of a new 3D printer, the addition of a fourth axis to the Roland MDX.450 milling machine, and the expansion of the shop's uninterrupted opening hours.

Approximately 600 3D objects were printed during the year. In addition, total laser service hours increased significantly last year to 1,618, while CNC milling services clocked 650 hours.

Once again this year, the Mock-up and Prototype Shop was the focal point for some twenty courses offered as part of ELISAVA's different academic programmes (undergraduate, master's and postgraduate).

Our goal for the next academic year is to continue providing students with high quality service by replacing the laser machine with one that offers much greater precision and adding a 5-axis robot.

## MEDIA LAB

The 2015-2016 academic year was completed in line with the previous year. Using three spaces (editing, photography and video), with infrastructure and the appropriate material in each, work was undertaken to make the most use of the space, increasing the possibilities for using tripods, lights, reflectors and props (colour card, methacrylate, etc.). And thanks to the material granted from the Master in Photography, the flash has been incorporated, which makes a new type of photography possible within this space. The Medialab has worked assiduously with Elisava Communication and Elisava Research departments. During this course, work was carried out in the studio and the floor was changed in order to improve functionality. Finally, a large influx of undergraduate and graduate and Master and Alumni students made use of this space during the academic year.

# FINANCIAL BALANCE

The 2015-2016 academic year, the expansionary budget was approved by the Board of Trustees in July 2015 and revised in November 2015. From an economic perspective, it is noted that revenues increased by 16%, mainly driven by the activity of Masters and Postgraduate courses and the increase of new students to the Degree in Engineering in Industrial Design. This, together with cost management and continuous improvement of processes, has helped to achieve the ultimate objective as forecast.

It must be pointed out that, as is the norm, all the planned investments have been made in order to continue maintaining the level of excellence in innovation that characterises the school.

As for the 2016-2017 academic year, the Board of Trustees approved a budget focused on the lines of the strategic plan. This budget consolidates revenue growth through innovation of the training offer, boosting the English programmes, which should encourage greater uptake of international students, and promoting greater collaboration with businesses. The Foundation's commitment to continue to drive research activity to make ELISAVA an international leader in these areas is also worth mention.

The attached tables show the economic evolution of the financial statements of the ELISAVA University School Private Foundation over the last three academic periods, shown below in the profit and loss accounts and balance sheets.

## Income statement (in thousands of Euros)

Concepts	2013-2014	2015-2016	2015-2016
Income from activities	10.390	10.801	12.560
Operating expenses	10.249	10.512	11.481
Profit from operations	230	401	1.143
<b>Profit</b>	<b>-62</b>	<b>219</b>	<b>590</b>

## Balance sheet (in thousands of Euros)

Concepts	2013-2014	2014-2015	2015-2016
Non current assets	5.615	5.661	5.615
Current assets	7.022	7.993	9.394
<b>Total assets</b>	<b>12.637</b>	<b>13.654</b>	<b>15.009</b>
Equity	5.890	6.109	6.699
Non current liabilities	130	0	0
Current liabilities	6.617	7.545	8.310
<b>Total equity and liabilities</b>	<b>12.637</b>	<b>13.654</b>	<b>15.009</b>

1. The financial status of Private Foundation ELISAVA University School that are discussed have been audited by the company Faura-Casas Auditores i Consultors, SL for the year 2015-2016. In the two previous tax years they were audited by the company KPMG Auditores, SL.

## TEAM

### MANAGEMENT TEAM

#### DEPARTMENT HEADS

**Natàlia Garcia Forés**  
Head of the Library

**Amparo Garcia Garcia**  
Head of Academic Management Unit

**Montse Masana Mas**  
Head of Administration and Services

**Albert Montull Aced**  
Head of Academic Organisation and Quality

**José Trapero Ortiz**  
Head of Information Systems

#### ADMINISTRATIVE AND SERVICE STAFF

**Virginia Angulo Falcés**  
Marketing and Communication  
(until February 2016)

**Ricard Argudo Argente**  
Information Systems

**Anna Baldrich Aragó**  
Coordination Degree

**Marta Barangé Viladomiu**  
Administration

**Yolanda Barnils Asenjo**  
Unidad de Gestión Académica

**Rafael Bellido Sevillano**  
Information Systems

**Maria del Lluç Bevià Jiménez**  
Marketing and Communication

**Anna Blanco Martin**  
Administration

**Núria Boixareda Ariza**  
Academic Management Unit

**Laia Borràs Albert**  
Postgraduate Management Unit

**Silvia Brenes Prieto**  
Marketing and Communication  
(until June 2016)

**Esther Brosa Llinares**  
Coordination Degree

**Esther Buil Medrano**  
Library/Executive Secretary

**Jordi Busquets Flo**  
Model and Prototype Workshop

**Thais Caballero Sabater**  
Postgraduate Management Unit

**Carne Calaff Martínez**  
Academic Management Unit

**Carla Casas Palagos**  
Business Development

**Xavier Cuscó Peñalba**  
Information Systems

**Júlia de la Fuente Fernández**  
Academic Management Unit

**Anaïs Esmerado Martí**  
Marketing and Communication  
(until November 2015)

**Danae Esparza Lozano**  
Elisava Research

**Ainhoa Estrader Miralles**  
Academic Management Unit

**Gerard Fernández Gancedo**  
Information Systems

**Núria Garcia Alvero**  
Marketing and Communication

**Marta Garcia Juan**  
Academic Management Unit

**Eloi Garcia Parellada**  
Information Systems

**Carlos Garcia Vela**  
Marketing and Communication

**Maribel Gelabert Camprubí**  
Executive Secretary

**Isaac Gimeno Pujabet**  
Marketing and Communication

**Joan Grau Roman**  
Information Systems

**Blanca Guasch Balcells**  
Elisava Research

**Sabela Guevara Alonso**  
Postgraduate Management Unit

**Isabel Gusils Mari**  
Head of Accounting

**Mª del Rosario Hernández González**  
Coordination Degree

**Rubén Hidalgo Téllez**  
Head of the Model and Prototype Workshop

**Andreu Jansà Matussek**  
Library

**Rebeca López Gómez**  
Marketing and Communication

**Cristina Marfà Briansó**  
Postgraduate Management Unit

**Beatriz Martinez Villagrasa**  
Elisava Research

**Bàrbara Mayoral Santamaria**  
Elisava Alumni

**Francisco Navarro Carrillo**  
Head of Maintenance

**Laia Olivé Obradors**  
Unidad de Gestión Académica

**Francisco Javier Oliver Sánchez**  
Academic Management Unit

**Jesús Perales Cañaveras**  
Model and Prototype Workshop  
(until January enero 2016)

**Iván Perera Benito**  
Model and Prototype Workshop

**Josep Pou Viade**  
Model and Prototype Workshop

**Pablo Ramos López**  
Academic Management Unit

**Eva Ríos Río**  
Marketing and Communication

**Rubén Saavedra Pérez**  
Information Systems

**David Sabaté Suñer**  
Marketing and Communication

**Lourdes Sáez Carreras**  
Coordination Degree

**Alex Santamaria Santiesteban**  
Marketing and Communication  
(until April 2016)

**Rosa Mª Teruel Cuerpo**  
Postgraduate Management Unit

**Marc Valls Cabrerizo**  
Business Development

**Àlex Ventosa Galceran**  
Maintenance

## UNIVERSITY DEGREES

### HEADS OF STUDY

#### Albert Fuster i Martí

Degree in Design

#### Javier Peña Andrés

Degree in Engineering in Industrial Design / Simultaneous Studies

### AREA COORDINATORS

#### Ana María del Corral González

Product Development Area

#### Mariana Eidler Diaz

Global Projects Area

#### Salvador Fàbregas Perucho

Expression and Graphic Representation Area

#### Ramon Faura Coll

Social and Experimental Sciences Area

#### Jessica Fernández Cano

Engineering Project Area

#### Ricard Ferrer Velasco

Product Area

#### Marta González Colomines

Materials and Sustainability Area

#### Marta Janeras Casanovas

Science and Technology Laboratory Area

#### Joaquim Matutano Ros

Space Area

#### Tona Monjo Palau

Digital Interaction

#### Raffaella Perrone

Internship Area

#### Laura Quesada Ayub

Graphic Workshop Area

#### Xavier Riudor i Buscà

Sciences and Technology Area

#### Paolo Sustersic

Exchange Programmes Area

## MASTER AND POSTGRADUATE PROGRAMMES

#### Juan J. Arrausi Valdezate

Director of the Master's Degree in Design and Communication

#### Jordi Belil Boladeras

Director of the Master's Degree in Branding / Director of the Postgraduate Diploma in Brands, Core of Communications / Director of the Postgraduate Diploma in Innovating through Brands

#### Sebastià Brosa González

Director of the Master's Degree in Set Design / Director of the Postgraduate Diploma in Set Design

#### Jordi Cano Cunill

Director of the Master's Degree in Design and Art Direction / Director of the Postgraduate Diploma in Design and Communication Strategies / Director of the Postgraduate Diploma in Art Direction / Director of the Master's Degree in Advertising Design and Communication / Director of the Postgraduate Diploma in Advertising Design and Creativity / Director of the Master's Degree in Design and Communication

#### David Casacuberta Sevilla

Director of the Master's Degree in Design and Direction of Internet Projects / Director of the Postgraduate Diploma in Web Project Management and Design / Director of the Postgraduate Diploma in Design of Web Applications and Services

#### Agustí Costa Curriu

Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Interior Space. Private Perimeters

#### Mery Cuesta Reigada

Director of the Postgraduate Diploma in Illustration and Comic

#### Mireia Cusó Colorado

Director of the Master's Degree in Set Design / Director of the Postgraduate Diploma in Set Design

#### Nathalie Denys

Director of the Postgraduate Diploma in Interior Design for Hotels and New Hostelling

#### Ricard Ferrer Velasco

Director of the Master's Degree in Furniture Design / Director of the Postgraduate Diploma in Furniture Design for Communities, Contract and Urban / Director of the Postgraduate Diploma in Furniture Design for the Habitat

#### Ricardo Guasch Ceballos

Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Design of Work Space / Director of the Postgraduate Diploma in Interior Design for Hotels and New Hostelling

#### Ariel Guersenzvaig

Director of the Master's Degree in Design and Direction of Internet Projects / Director of the Postgraduate Diploma in Web Project Management and Design / Director of the Postgraduate Diploma in Design of Web Applications and Services

#### Pablo Juncadella de Pallejà

Director of the Master's Degree in Graphic Design / Director of the Postgraduate Programme in Graphic Design applied to Communication / Director of the Postgraduate Diploma in Graphic Design and Publishing Projects

#### Rosa Llop Vidal

Director of the Master's Degree in Design and Direction of Internet Projects / Director of the Postgraduate Diploma in Web Project Management and Design / Director of the Postgraduate Diploma in Design of Web Applications and Services

#### Carmen Malvar Vázquez

Director of the Master's Degree in Retail Space: Retail Design / Director of the Postgraduate Diploma in Retail Design. Design and Space: Shopping / Director of the Postgraduate Diploma in Retail Design. Design and Concept: Branding

#### Joaquín Matutano Ros

Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Design of Work Space

#### José Luis Merino González

Director of the Postgraduate Diploma in Illustration and Comic

#### Eva Minguella Mas

Director of the Master's Degree in Packaging Design / Director of the Postgraduate Diploma in Packaging Design and Strategy / Director of the Postgraduate Diploma in Graphic and Structural Packaging Design

#### Toni Montes Boada

Director of the Master's Degree in Ephemeral Architecture and Temporary Space Design

#### Josep Maria Montseny Iglesias

Director of the Postgraduate Diploma in Digital Modelling for Automotive and Product

#### Roger Páez i Blach

Director of the Master's Degree in Ephemeral Architecture and Temporary Space Design

#### Marc Panero Muñoz

Director of the Master's Degree in Graphic Design / Director of the Postgraduate Diploma in Graphic Design applied to Communication / Director of the Postgraduate Diploma in Graphic Design and Publishing Projects

#### Josep Puig Cabeza

Director of the Master's Degree in Product Design and Development / Director of the Postgraduate Diploma in Product Concept

#### Xavier Riudor Buscà

Director of the Master's Degree in Product Design and Development / Director of the Postgraduate Diploma in Product Development

#### Jorge Hernan Rodríguez Nieto

Director of the Master's Degree in Research for Design and Innovation / Director of the Postgraduate Diploma in Coolhunting. Design and Global Trends / Director of the Postgraduate Diploma in Innovation and Design Thinking

#### Jordi Truco Calbet

Director of the Master's Degree in Advanced Design and Digital Architecture / Director of the Master's Degree in Advanced Design and Digital Architecture. Mention in Research

#### Pedro Vicente Mullor

Director of the Master's Degree in Photography and Design

## VOCATIONAL TRAINING IN DESIGN

#### Daniel González Domènech

Head of Vocational Training in Design

## SUMMER SCHOOL

#### Ramón Malvar Vázquez

Coordinator

## VISITING UNIVERSITY

#### Santiago Alias Luis

Coordinator

## STUDY ABROAD

#### Paolo Sustersic

Coordinator

## FACULTY

See page 69