

***ACADEMIC  
REPORT  
2010-11***

# ENGLISH VERSION

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## PRESENTATION

Since it was created in 1961—exactly 50 years ago—ELISAVA has grown and developed steadily as a pioneering academic institution in knowledge and teaching of design and engineering. During this time, and in spite of society's giant leaps forward in recent years, ELISAVA has strived to adapt to new scenarios. Looking at the broad picture, we can say with satisfaction that the School has succeeded in keeping pace.

In addition, as an educational centre the School has to be responsible for fostering reflection among teachers and students in the fields of studies it covers, and we are also making progress in this respect.

If design and engineering are seen as disciplines, they are not on the sidelines of the environment around them. Indeed, their multidisciplinary nature clearly puts them in a privileged position to observe the behaviour of society and to stay ahead of its new needs. Therefore, it should come as no surprise that the School is constantly changing its courses

to adapt to new demands, launching new educational platforms, acting on a desire to share experiences with companies and promote spaces for innovation. This is ELISAVA's way of doing things.

In addition, the emergence and development of new technologies—multiplying and precipitating changes—should lead centres for education and research into design and engineering to become actively involved in the system of innovation, to be transformed into centres of intellectual and scientific production and engines for economic development, by creating the dynamics for collaborative projects with the business world.

In this context, ELISAVA is a paradigm of changes in the world of design and engineering. This is thanks to its progress towards academic excellence and its relationship with the world of higher education and research, but also because it has kept its hand on the pulse of the needs of a changing society.

The new conditions and transformations have led us to conclude that we are facing a complex and crucial phase, which requires anticipation of events in order to successfully respond to the challenges and opportunities posed by the new context being faced, as well as providing an attractive project geared towards solid, coherent competitiveness.

Today, the growing importance of interdisciplinary knowledge, new technologies and international contexts, as well as the changing economic model around us, all characterise the new scenario in which ELISAVA provides its educational model.

Precisely in this context ELISAVA has approved the 2011-16 strategic plan which aims to guide the School's development in upcoming years. The School is driven by its desire to continue bolstering the purposes for which ELISAVA was founded, taking the School's domestic reputation to an international level and to tackle the challenges that the new scenarios bring with them.

There are several lines of action to follow and foster, such as: restructuring of lifelong learning offer, reorganising the Bachelor's Degree programme, adapting the organization, attracting international students, creating joint programmes with other internationally prestigious Schools and fostering greater collaboration with companies.

These are activities that should enable ELISAVA to become a leading institution in innovation, creativity and research into design,

by adapting the content of the centre's activity to the demands of society, seeking excellence in quality, foreseeing educational needs and continuing efforts to keep our professionals abreast of the times. All of these are goals intended to maintain and strengthen the objective of promoting the development of the individual, thereby favouring the progress of the society that receives their services and to which they must assimilate.

Finally, I would like to remind you that education is a challenge, and our specific challenge must still be to provide students with the knowledge and attitudes needed to build a bright future and to set them on the right track to a successful professional career.

I would also like to thank you for your trust along the path we have walked together and with the new projects to be undertaken. This trust enables ELISAVA to continue setting the benchmark in its educational fields, providing future generations with the tools they need to develop successfully as individuals and professionals.

**Aleix Carrió**

President

Private Foundation ELISAVA

University School

# MANAGEMENT OF THE PRIVATE FOUNDATION ELISAVA UNIVERSITY SCHOOL

**Ramon Benedito Graells**  
Dean

**Santiago Albert Seseña**  
Manager

**Daniel Cid Moragas**  
Academic Director

**Ignasi Pérez Arnal**  
Continuous Education Director

## MANAGEMENT REPORT

The 2010-2011 academic year was significant due to the introduction of a new educational project at ELISAVA, whose purpose was to bolster the technical side of the School and the transversal nature of the studies in design. We are aware that this institution's educational aim is to provide a university education that prepares our students to take on professional challenges on an international scale, strengthening our community's ties with business, institutions and society.

Thus, ELISAVA's educational project is responding to current challenges and is doing so through a Schooling model that is unique in this country, due to its interaction of design and engineering in the same School. This coexistence provides a holistic approach whereby creation and technology coexist with innovation in design and engineering.

We realize that, at present, these areas must tackle a number of essential conditions with many implications: the emergence of new communication platforms, the creation of new tools, contributions from emerging technologies, the challenges posed by climate change, the appearance of new materials applied to the fields of design, rehabilitation and reconstruction, etc. All of these are factors that affect creative processes and those of a more technological leaning, but by themselves they do not respond adequately to the different levels of complexity that are posed.

The interaction found in ELISAVA between communication, the product, technology and architecture enables us to address the entire design process, from conceptualization and specification of the project to carrying it out with sophisticated tools for a complex context.

The academic year began with the 2010 year's graduation ceremony at the National Theatre of Catalonia. To inaugurate the academic year, there was a presentation given by the biologist and sociologist Ramon Folch, the content of which continued throughout the academic year with talks by leading professionals such as the architect Josep Lluís Mateo, the coolhunter Belén Torregrosa and the general director of Fermax Shanghai, Ricardo Ebrí.

### Adapting to the new areas

Continuing with the task of adapting the new School, the Enric Brucall library has been reopened as a new, diaphanous space full of light where the area for study has been separated from the one for work and consulting magazines and news. The new headquarters of the Laboratory of Science and Technology has also been inaugurated, as well as the Fashion Design Workshop Classroom and the Workshop Classroom. Finally, the entrance area to the college premises has been adapted to emphasize its new significance as a welcoming entrance representative of the college's character.

In order to optimize the visibility of the new headquarters within the urban environment, approval was given for the project to create new signs on the façade, in accordance with the regulations and guidelines of the Barcelona City Council.

### Approval of the Strategic Plan

This fiscal year, the Foundation's Board of Trustees approved the Strategic Plan 2011/12-2015/16, which describes the activities planned to increase the quality of teaching and promote the links and importance of ELISAVA / Barcelona. The intention is to make the School a unique institution, a powerhouse of knowledge and experience, in which excellence takes centre stage and from which international relations can be promoted. It is intended to be a place that attracts students from around the world as well as teaching staff of renown and innovative businesses involved in the world of design.

Indeed, given the guidelines of the Strategic Plan, we believe it is essential to expand the scope of the Masters' degrees, especially considering that the new European directives base the structure of university education on the format of a Bachelor's degree followed by a Master's. Whereas the post-graduate level is intended to create an established professional identity, the Master's enables the students to build up more complex profiles.

### 50th anniversary celebration

Given the significance of the 50th anniversary of the School, a series of activities were prepared and carried out throughout the academic year. For example, a poster was designed for the 50th anniversary, which accompanied all the activities and ceremonies carried out and publications made in 2011.

Work was also done in designing and making the cabinet of excellence, a permanent exhibition of works with awards and distinctions, located at the entrance to the School, which includes copies of the most significant academic projects carried out by the ELISAVA students since it began. The projects, which have been gathered throughout the year, are the result of documentation and research.

### Promotion and dissemination

New communication and promotion channels have been launched, among them the project to revamp the ELISAVA website, which will be carried out throughout 2011-2012.

To continue with the task of dissemination and critique within the world of design, a new edition of the magazine "ELISAVA Design Issues: Design in the 21st century. The shape of the future" is being prepared. The new editors are the lecturers Raffaella Perrone and Rafael Balanzó. The members of the new editorial board also took part: Dennis Dordan, Vicente López, Javier Nieto, Ignasi Cubiñà, Javier Peña, Daniel Cid and myself.

Other promotional activities worth noting were the participation in the 2011 Education Fair and in the Futura Masters' and Postgraduate Course Show 2011, with a marked increase in requests for information compared to the previous year.

The School also participated in the 17th edition of Construmat, where it presented the PARA-Site project to many people, which was created within the Master's Degree in Advanced Design and Digital Architecture. This was done using a large-scale construction that allowed visitors to move around inside the prototype that was later installed in the School lobby.

### Ramon Benedito

Dean

ELISAVA Private Foundation University School

## TEACHING

### OFFICIAL PROGRAMMES

#### Academic management

The 2010-2011 school year began with a new academic team responsible for managing the official university studies. The first main objective of the new team has been to underscore a key and differentiating element of the ELISAVA academic offer: interactivity between design and engineering. The second was to improve and give more coherence to the relationship network—international, business and social—required for adding contents to the studies.

The inclusion of design and engineering degrees stems from the determination to enhance the core aspects of each of these disciplines and at the same time promote an interdisciplinary outlook. This new way of seeing things transforms ELISAVA into a place where the full design process is experienced, in all courses, from conceptualisation and formalisation to the project development.

#### New academic structure

The first action taken to fulfil the objectives was the renewal of the academic team's operational structure, with a tendency towards a matrix organisation (see image 1). The figure of head of undergraduate studies has been kept and its authority enhanced, now being responsible for defining the curriculum content of the study plan and providing unity and strength.

Likewise, four areas of cross-sectional knowledge have been created for all subjects: Projects, Expression and Representation, Science and Technology and Social Sciences. Each one is headed by a newly created position: head of the cross-sectional area of three subjects, responsible for reinforcing the unity and strength of contents and teaching methodologies of the corresponding subjects. Additionally, the figure of area head, reporting to the area manager, who is responsible for the direct relationship with faculty and managing the methodological guidelines and the contents of the area subjects.

This system has allowed bringing together the experts of different studies and areas in a reduced and more flexible hierarchy, in order to jointly conceive and plan the three undergraduate degrees.

On the other hand, the election of the representatives for each area for the 2011-2012 school year took place during the faculty meeting held on 7 July 2011: Nandi Dorado (Construction Engineering), Heura Ventura (Industrial Design Engineering) and Josep Novell (Design).

#### Interdisciplinary studies

The second action taken in order to deploy the new educational project was promoting the interconnection between the various study plans, which made it necessary to present the modification to the university rating agencies. The changes have especially affected the optional subjects in the third and fourth years of the undergraduate degrees.

As a result of the new proposal, different studies share some optional modules, promoting real hybridisation of design and engineering knowledge, teachers and students in the classroom. The modifications to the study plans presented during the 2010-2011 year have been approved and implemented to the planning for the 2011-2012 course.

This new rethinking process of undergraduate studies has found a logical reflection in the Master's Degree in Design and Communication. This is second cycle course and continuation of the degree that has been re-defined as ideal for a complex professional profile where maximum educational quality criteria are applied.

#### Enhancing the social network

The new team has also considered necessary to jointly enhance both international and business social networks. No effort is spared to identify students graduating from ELISAVA as competent professionals educated in Barcelona and capable of working in an international context.

To make this a reality, it is important to have a student exchange programme in place to promote learning with students from other countries (see the section "International Relations"). Likewise, it is important to ensure that throughout students' education they experience real learning situations in professional environments (see the "Relationship with companies and institutions" section).

The school puts enormous value on learning a third language, such as English, for students' professional development. To this end, the school has worked jointly with the CIC School of Languages to develop new English courses in the third year of the undergraduate degrees.

### Faculty training

In order to reach the mentioned targets, it has been necessary to deploy a training plan for the faculty responsible for teaching the new subjects in this new context. After holding a seminar about "The Bologna Experience" the team, consisting of heads of studies, area managers and area heads have led the training and preparation programme of the curriculum for subjects. This has required a personal involvement and numerous meetings with faculty.

### Conversion of old degrees to the EHEA

We can highlight the preparation of the necessary documentation to deploy the courses for the conversion and adaptation of the old ELISAVA university degrees to the new European Higher Education Area (EHEA). For the 2011-2012 year, the university agencies have approved the conversion of the Technical Architecture Degree to a Degree in Building Engineering, and the conversion of the Graduate Diploma in Design to a Degree in Design.

### New programmes in partnership with the University of Southampton

The courses that ELISAVA has launched with the Winchester School of Arts of the University of Southampton (United Kingdom) are equally important. The Bachelor of Arts in Design. Top Up in Design, especially conceived for design professionals with an strong design track record, is now a reality.

During the 2010-2011 year, work has also been done on the conceptualisation and promotion of the Product, Interior Design and Architecture pathway of the Master's in Design and Management organised jointly by both schools. This international English programme is offered as a logical continuation of the existing Bachelor of Arts in Design programme.

## BACHELOR'S DEGREE IN DESIGN / DESIGN DEGREE

### General overview

This course has been central to the consolidation of the model for the Design Degree proposed by ELISAVA as part of the European Higher Education Area (EHEA).

Both in the Design Degree (DD) and in the Bachelor's Degree in Design (BDD) courses, and in particular in the third and fourth years of the BDD course, we have striven to extend the professional areas of design with particular emphasis on new media and new technologies. We have also increased our international outlook at both teacher and student level.

### Implementation of the second year of the DD

The implementation of the second year has been fully satisfactory, both in relation to the level achieved in class and in relation to the teachers' involvement. This part of the course shapes the School's commitment to design as a combination of creativity and technology at the user's service.

The close relationship established between the Projects and Techniques subjects, both in the specialisations relating to Graphic Communication and Product and Space, has made it possible to further study each of these areas specifically and much more broadly. The remaining subjects, relating to Expression and Representation, Science and Technology, and Social Science, have emphasised the close relationship between design, technique, society and communication. The effort made has been reflected in the academic results as well as in the forward-thinking nature and high quality of the students' work.

### Planning of the third year of the DD

On the other hand, one of the main goals of the year has been to plan and draw up the teaching plans for the third year of the DD course, which will be implemented in the year 2011-12. The main outline of the curriculum needed to be confirmed and developed in the teaching plans for the new subjects. In addition to this challenge, we wanted to create classroom work combining the three degree courses taught at ELISAVA.

The involvement of the academic and coordination teams and of the teachers as a whole has made it possible to achieve an ambitious academic proposal. The result has been the drawing up of 60 teaching plans for

the new subjects, of which the five compulsory subjects (two of which will be taught in English) and the consolidation of eleven modules of optional subjects to enable students to choose their own route in the curriculum, are particularly noteworthy. These modules are:

- "Audiovisual", "Information Design", "Interaction Design" and "Corporate Identity", under the "Graphic Communication" heading;
- "Equipment and Tools", "Equipment and Mobility", "Home Equipment", "New Product Scenarios" and "Packing and Packaging", under the "Product Design" heading (offered together with the Industrial Design Engineering Degree);
- "Exhibition Design", "Consumption Space Design" and "New Habitat Scenarios", under the "Space Design" heading (the last of these offered jointly with the Building Engineering Degree).

### Tools at the service of quality design

We have striven to ensure that all subjects in the courses have a higher academic level and greater student involvement in the materialisation and usability of designs. In relation to this, the new infrastructures such as the library, the laboratory and the new workshop machinery, have contributed to a substantial improvement in the students' approach to design and in the quality of the work submitted.

Research has thus been a basic element of the students' work, and classrooms have been filled with materials, models and prototypes. This effort is illustrated by two clear examples: The End of Studies Projects (see below) and the workshops held in the last week of lessons of December 2010 under the title "Creative Marathon". The names and tutors of each of the workshops were:

- "Frozen Music", taught by Jordi Hidalgo.
- "New Applications of Ceramic Material in Interior Spaces", taught by S. Colli.
- "The Emotional Home", taught by Aleix Ingles.
- "Dressing the Home", taught by Laura Clèries.
- "Makea your Life", taught by Makea.
- "Dual Casting", taught by Marc Monzó and Tanja Fontane.
- "Designing Behaviours", taught by Kees Overbeeke and Oscar Tomico.
- "Advanced Creativity", taught by Brosmind.
- "Designing a Real Cover in Two Days", taught by Martí Abril and Begoña Berrueto.
- "Audio Data Visualization", taught by PatchWorks.
- "Color is Life. Live it!", taught by Nadine Meisel.

### Teaching

In addition to the activities linked to the Creative Marathon and the open activities, the main teaching actions driven by the DD have been:

- Workshop for ELISAVA teachers, held by the designer and illustrator Katsumi Komagata on 22nd February 2011. The teachers worked on graphic variations by playing with shapes and colours, experimenting with the metamorphosis of paper.
- Workshops, of different lengths and with a variety of aims, with the companies Pantone, Ascer, RBA Editores, Ericsson, Danone, Fabrica Benetton and AVV Barrio Gótico (see the section on "Relations with companies and institutions").
- Collaboration with Disseny HUB, Lékué, AVV Sant Antoni, Sylvania and Mater in a number of subjects.
- Presentation of the ELISAVA DD academic project at the Projects Department of Turin Polytechnic University.
- Supporting the publication of the first issue of the student magazine "Dolores", driven by third- and fourth-year BDD students with guidance from ELISAVA's Design Workshop.
- Delivery of the presentation "Dirty linen" by the teacher Salvador Fàbregas, at Biz Barcelona, Saló Emprendedor (Entrepreneurs' Show), Barcelona, June 2011.
- Delivery of the presentation "Barricades and marquees. Urban ephemeral in 19th century Barcelona", by the teachers Daniel Cid and Albert Fuster, at the Design History Foundation Annual Conference, Barcelona, September 2011.
- 2010-11 award by the Ernest Lluch Foundation and the Olympic Museum Foundation for the writing and digital publication of the research for the thesis *Skateboarding, city and sport*, by the teacher Xavier Camino.
- Presentation of the "Cultural Study on Skateboarding in the City of Barcelona" at the 12th Anthropology Conference: Places, times, memories. Iberian anthropology in the 20th century, by Xavier Camino, León, September 2011.
- Chapter "*El pas de les barraques als habitatges socials, 1940-1990*", by Xavier Camino, in the book *Barraques. La Barcelona informal del segle XX*, by Mercè Tatjer and Cristina Larrea (editors), 2010.
- Participation in the international contest "Science in Action 11" by students taking the subject Physics for Design in the first year of DD.
- Presentation of the abstract "On the function and experimental aspects of typesetting", by the teacher Juan Jesús Arrausi, in the 2nd Vigo Conference on Graphic Design and Typesetting, November 2010.

### ESP

The proposals for ESPs made by the teams of teachers show the level of involvement with society, future challenges and new technologies, all of which are part and parcel of design at ELISAVA. The resulting projects show how this involvement can lead to answers ranging from conceptual speculation to industrial production, from the resolution of immediate problems to the search for possible future scenarios.

The resulting proposals were: "Civil and/or antisocial", "Educating for peace", "and The demographic change which awaits us", in the Graphics specialisation; "Collective urban spaces and Transformation", in the Interiors specialisation; and "Everyday activism and Design and production of objects in the age of digital manufacturing", in the Product specialisation.

### Research

During the year 2011-12 the School placed particular emphasis on research. In spite of the difficulties facing the development of research in an area with little research tradition such as design, the following actions are particularly worth mentioning:

## TECHNICAL ARCHITECTURE / BACHELOR'S DEGREE IN BUILDING ENGINEERING

### General Overview

The main aim of academic year 2010-2011 has been to disseminate and explain the new Building Engineering Degree (BED) academic project to the professional world, the academic world and society in general. The international and cross-disciplinary nature of studies in today's complex professional world has clearly become a differentiating factor at national level.

In relation to this, the added value provided by ELISAVA's BED studies is based on interaction with the Industrial Design Engineering and Design courses in a single academic context, with the aim of extending students' professional field of action.

The structural academic goal has been to set the second year in motion, prepare the third and fourth years, restructure the academic profiles to provide BED students with professional diversification of European characteristics and reinforce the sharing of subjects with ELISAVA's other degree courses.

### Dissemination of the differentiating values

In order to disseminate the BED course's differentiating concepts, we have re-drawn up and set in motion a new action and communication plan in trade shows (Construmat, Saló de l'Ensenyament) and national and international professional and academic conferences and congresses. Examples of this include the international congress "Rehabilitation and Sustainability: The Future is Possible", with two lectures on the teaching plan for the academic profile "Rebuilding and users" together with the State-owned company Foment de Ciutat Vella in relation to the Barceloneta Neighbourhood Plan and the Catalan Housing Association; The Bioclimatic Room at the Construmat trade show; and participation, on the one hand, in the documentary "The Future in Construction", produced by the Fostering of Arts and Design (FAD) organisation with the collaboration of the Catalan Regional Government's Department of Territory and Sustainability; and, on the other, in the Construjove conference organised by the Professional Association of Surveyors, Architectural Technicians and Building Engineers of Barcelona (CAATEEB).



### Diversification and subject-sharing

Pompeu Fabra University and the Spanish National Agency for Quality Assessment and Accreditation (ANECA) have approved the changes to the BED curriculum aimed at achieving a cross-academic approach. The curriculum's differentiating factor is thus its full commitment to diversified academic profiles which combine the culture of the project with technological innovation. At the same time, it faces the future challenges of this discipline with a holistic approach, taking the user into account as the main actor and acting in the local context of Barcelona towards a global transformation of the practice of construction.

The academic profiles have been restructured in three main areas: Management, Innovation and Industry; Sustainability and Materials, sharing subjects with the Industrial Design Engineering Degree course; and Rehabilitation and Design, sharing subjects with the Design Degree course. These academic profiles have been established on the basis of the professional diversification of engineers in Europe and the studying by Barcelona Activa and CA-ATEEB of "New Professional Opportunities in the Construction Sector".

### Teaching

The BED course has made a commitment to the project Barceloneta LAB, through the signature of an agreement with Foment de Ciutat Vella and the Barceloneta Neighbourhood Plan's technical team, financed by the Generalitat de Catalunya. The aim was to involve ELISAVA students in the various actions carried out to revitalise and rehabilitate blocks of flats, commercial buildings and public spaces in the Barcelona area with sustainability criteria.

The results of the Barceloneta LAB project were presented to the Barceloneta Neighbourhood Plan technical experts, the waste agency and the inhabitants of the neighbourhood. They are innovative projects in the social, technological and environmental areas proposed by students, with technical guidance from companies such as Vidursolar, Guardian, Schoot, Ferrari, Buresinnova, Prefabricados Pujol, IASO and the Catalan Waste Agency:

- Ecodesign of a new neighbourhood recycling point based on concepts such as "Cradle to Cradle" and the Reuse, Recycle, and Renew philosophy. The goal was in the construction sector and to reinforce social networks and disseminate environmental practices. Starting from an

analysis of the future green corridor and the neighbourhood's built-up environment, the project proposes to reuse and rebuild the existing office block (which from 2013 will not be in use) to turn it into a multiuse neighbourhood green eco-point both for recycling and for encouraging sporting activities for the neighbourhood's youth. Along the same lines, another project proposes a new half-buried neighbourhood recycling point in the Barceloneta's future green corridor, with a vegetable cover and retaining walls made out of eco-gabions manufactured by recycling waste from the Barceloneta beach, with the aim of raising awareness on the preservation of the beach among both residents and tourists.

- Energy rehabilitation of commercial buildings to be used for tourism, such as the emblematic Hotel W Barcelona, locally known as the "sail hotel", by improving the surrounding part (curtain wall) with innovative solutions based on the use of renewable energies, energy efficiency, saving water and using sustainable materials for protecting against the sun, etc.
- Technical, social and environmental rehabilitation of blocks of flats of the type known as "quarter of a house" in the Barceloneta area, with proposals involving all actors (technicians, public developers and users) with the aim of turning the user and maintenance manuals of the rehabilitated buildings' subsystems into a practice guide for universal use, and to develop a proposal for improving living conditions, access, and comfortable temperature, lighting and sound levels. The UNEX Workshop has resulted in proposals for renewing the installations of the buildings' common parts.

### ESP

This year, we have encouraged End of Studies Projects (ESP) linked to the new academic profiles:

- **Management, Innovation and Industry**
  - Sustainable urban energy generation systems, district heating and cooling, for the heating and cooling of buildings in Mediterranean cities.
  - Sustainable paving for urban spaces with the aim of avoiding urban heat islands.
- **Rehabilitation and Design**
  - Good practice manual for the rehabilitation of historical buildings and façades in Ciutat Vella.

- Guide to the historical memory of Barcelona city starting from a compilation of water tower types and buildings.

- Mallorca historical heritage guide from the point of view of the renewable energies of the 19th century: windmills.

- Construction and architectural heritage guide of other cultures: *machiya*, a traditional urban habitat in Kyoto (Japan).

### • Sustainability and Materials

- Analysis of the life cycle (ALC) of pre-industrialised dismantlable modular buildings.

- Energy efficiency and rehabilitation of the surrounding parts of multi-family social housing buildings in Barcelona's Ciutat Vella district, promoted by the Catalan Housing Agency.

### Research

In the course of this academic year, the BED course teachers have taken part in a variety of publications and conferences focusing on research tasks:

- Lecture and abstract by the teachers Albert Fuster, Rosario Hernández and Rafael Balanzó, in the international conference "Rehabilitation and Sustainability: The Future is Possible".
- Lecture on "The Gaudí Neighbourhood in Reus, Technical Intervention", by the teacher Albert Pla in the international conference Intervention Approaches for the 20th Century Architectural Heritage (CAH 20thc), on the restoration of this social housing neighbourhood in the 1960s.
- Lecture by Rafael Balanzó in the international conference "Social Design and Activism" on Urban Sustainability for the Coll Neighbourhood Plan.
- Lecture and abstract by the teacher Xavier Simon in the second edition of the FICAL Conference, Conference for the Reflection and Discussion of the Use of Whitewash in Heritage Restoration and Rehabilitation.
- Abstract by the teacher Sergi Flores in the 2nd National Conference on Building Research, on software in relation to the Technical Building Code.
- Participation by ELISAVA in the Sustainability Education Research Network's Research Committee.



## TECHNICAL ENGINEERING DEGREE IN INDUSTRIAL DESIGN / BACHELOR'S DEGREE IN INDUSTRIAL DESIGN ENGINEERING

### Overview of the Course

The year 2010-2011 began with 78 students registered for the course in a social context in which concepts such as uncertainty, flexibility, trust and withdrawal lead to the basic skills – drive, synergy, adaptation and subject-sharing – bringing us closer to the desired effectiveness. A scene in which industry is undergoing a clear transformation: from a model of cost-based competition towards one based on increased productivity, innovation and the new economy of knowledge.

### Changes to the curriculum

The first goal of the course has been to analyse the contents of the qualification and its consistency with the professional reality, in order to improve the quality of the studies. The curriculum was then modified as a result of this analysis: The order of several subjects in the first and second years was changed, stressing the effectiveness of the learning process and acquisition of the skills imparted in the degree course. In the third and fourth years, the work focused on the optional subjects relating to the routes included in the curriculum: product designer, product manager and product engineer.

In May, the Spanish National Agency for Quality Assessment and Accreditation (ANECA) approved in full the changes to the curriculum made in the first term. First-year students matriculating from academic year 2011-2012 onwards will thus follow the new approved curriculum, which will gradually develop with them. During the year 2011-2012, students moving onto their second year will continue with the old curriculum and will study what will then be the third year of the new Bachelor's Degree in Industrial Design Engineering.

### Subject-sharing

One of the other basic goals has been to work on the sharing of subjects between courses, and specifically to enrich Engineering with the great asset which ELISAVA has in its Design courses.

To do this, the modules of the product designer route (comprised of five subjects with four credits each) are shared with the Design Degree course, and the modules of the pro-

duct manager and product engineer routes are shared partly with the Building Engineering Degree course and partly with the Design Degree course. In addition, a significant effort has been made to redefine the contents of the basic and compulsory subjects in a way which is consistent with the changes to the curriculum.

### Teaching

In addition to exhibitions, visits to companies and meetings, the following are particularly worth mentioning from among the most relevant teaching activities carried out during the course:

- Carrying out a workshop with third-year Technical Industrial Design Engineering students focusing on additive manufacturing, tutored by the teacher Xavi Tutó and financed by Mater, the Centre for Materials of the FAD. Furthermore, the addition to the workshop of a 3D printer for fast prototyping made it possible, for the first time in the School, to print ten of the projects created in the workshop.
- Workshop on "New Materials" at ELISAVA's Science and Technology lab. Second-year degree students (Selection of Materials) and third-year Technical Engineering students (Materials II) took part in this.

### Projects. End of Studies Project (ESP) and others

The definition of the lines of work forming the basis for the projects, both for the Degree course and for the Technical Engineering course, includes the strategy as well as the goal. Materials and design, energy and new technologies are the main axes proposed for the projects.

In the Industrial Design Engineering studies, there is a firm commitment to obtaining the complicity of a company to ensure that projects in general, and the End of Studies Project (ESP) in particular, are carried out not only for a teacher but also for a company which believes in the project and is committed to it. It is for the world of business to determine the daily development of the professionals being educated at ELISAVA.

Five projects were chosen from the following areas:

- **Materials and design.**
  - Design of products which make it easier to live with Alzheimer's Disease, with the Pasqual Maragall Foundation.

- **Energy.**
  - Design of a slow charge system for electric vehicles for the urban transport of passengers, with TMB, Navitas Paradigma and CIRCUTOR.
  - Autonomous streetlight, with SUD Energies Renovables.
  - Energy Harvesting, with LEITAT Technological Center.
- **New technologies.**
  - Design and manufacture of products with additive manufacturing, with EOS, RMS Iberia and LEITAT Technological Center.

### Strengthening of relations with industry

During the second term of the year the bases for work were laid down and relations with industry were strengthened. In relation to this, the most notable actions include:

- Preparing a research project proposal with the aim of developing one or more of the products resulting from the ESP with the Pasqual Maragall Foundation;
- Organising, together with LEITAT and IQS, the 4th Additive Manufacturing Forum (<http://additivemanufacturingforum.org/>) held on 27th June at the School;
- Completing the book *L'energia minieòlica. L'aprofitament local del vent*, in collaboration with CETIB, Navitas Paradigma, ICAEN and UPC, and presenting it at the Saló de l'Ensenyament;
- Holding a workshop with the company RBA in which 12 Technical Engineering students took part;
- And opening the new Science and Technology Laboratory space which, among other things, includes a universal testing machine.

### Research

Research is a fundamental tool for the generation of knowledge. During the year, we worked on reinforcing research topics in relation to materials and design. The research into new materials carried out at the School has thus led to the following specific results:

- **Multi.Matheria.** Strategic project of the Ministry of Science and Innovation. It focuses on research into hybrid composite materials with adaptive properties for application inside means of transport. Researchers: Javier Peña, Marta González Colominas, Heura Ventura, Rubén Hidalgo.
- **Conferences and publications** Under the collaboration agreement concluded between Catalonia Polytechnic Uni-

versity (UPC) and ELISAVA for the teacher Marta González Colominas' doctoral thesis, which will be read in late 2011, talks have been given in various international conferences and articles have been published in international magazines.

- González M., Gil F.J., Manero J.M., Peña J. "Corrosion response of multifunctional Ti-16.2Hf-24.8Nb-1Zr shape memory alloy". Oral presentation. In: International Conference on Shape Memory and Superelastic Technologies (SMST), 2010, Asilomar, California, United States.

- González M., Gil F.J., Manero J.M., Peña J. "Characterization of two new Ni-free Ti alloys under different cold rolling conditions". Poster. In: International Conference on Shape Memory and Superelastic Technologies (SMST), 2010, Asilomar, California, United States.

- González M., Rodríguez-Cabello J.C., Gil F.J., Peña J., Manero J.M. "Biofunctionalized Ti-Nb-Hf alloy surface with protein-based polymers". Oral presentation. In: European Congress and Exhibition on Advanced Materials and Processes (EuroMat), 2011, Montpellier, France.

- González M., Gil F.J., Manero J.M., Peña J. "Characterization of two new Ni-free Ti alloys under different cold rolling conditions". In: Journal of Materials and Engineering Performance, vol. 20 (4-5), pp.653-657, 2011.

#### Other publications:

- Valerie Bergeron and Javier Peña. "Nuevos materiales para la nueva artesanía. Diseñando con las manos. Proyecto y proceso en la artesanía del siglo XXI". Legal depository: M-16683-2011. Published by: Fundación Española para la Innovación de la Artesanía

- Javier Peña. "Materiales y tecnologías para un cambio de paradigma". In: *CIC. Arquitectura y construcción*, vol.: 486, pp. 150-153, 2011.

- Javier Peña, Claudia Carrasco, Iván Rodríguez. "Materiales, energía y multifunción. Sistemas pasivos, materiales activos". In: *CERCHA*, vol.: 108, pp. 62- 66, 2011.

## MASTER'S DEGREE IN DESIGN AND COMMUNICATION

### Overview

The Master's Degree in Design and Communication (MUDIC) was carried out for the third time during this academic year. This course is part of the official Postgraduate Degree in Social Communication within the Journalism and Audiovisual Communication department of Pompeu Fabra University.

MUDIC is Spain's first official Master's Degree in Design. ELISAVA is aware of this fact and has wanted to raise the status of this course by making some updates and improvements. Of these, the following are particularly worth noting:

- Tutorial support. The academic coordinators will monitor each student's individual development during the academic period, as well as at the end of it, in order to assess results.
- Quarterly monitoring surveys.
- Public presentation of the Master's Degree Final Projects.
- Drawing up of the minutes of meetings between the directors of the Master's Degree course, the directors of studies, the academic coordinators and the services in direct contact with students.
- Addition of scientific advisors covering the Master's Degree course management.
- Invitation to other universities to take part in the teaching and assessments of the curriculum: Barcelona Autonomous University (UAB), Vigo and Castile La Mancha universities, and the Salesianos School.
- Proposal for establishing inter-university exchange agreements.
- Activation and follow-up of internships in companies and institutions.
- Drawing up of promotional leaflets relating exclusively to the Master's Degree.
- Yearbook, in progress, including a selection of each of the Master's Degree Final Projects submitted this year.
- Starting to draw up the course plan verification report.
- Drawing up of the detailed teaching plans for the subjects taught.
- Drawing up of a teaching guide for each subject, including a summary of the teaching plan for the development of that subject.
- Inclusion of teachers with doctorates – eight new members – both in seminars

and in master classes. Out of a total of 48 direct collaborators, 24 teachers with doctorates, as well as 12 guest teachers, have taken part.

- Increase in the number of specialisations, including "Graphic Design" and "Interactive Media", doubling the number of specialisation modules on offer.
- Drawing up of the table of activities and dedication of the various MUDIC course operators.
- Management of the "Civic City Barcelona" exhibition, from 15th October to 3rd November 2010 at ELISAVA, and the "Tipos Latinos" (Latin Fonts) exhibition, from 25th May to 15th June 2011, also at the School.

### Teaching

The teaching has involved combining master classes with practical seminars, specific workshops, tutorials and project guidance and, finally, presentations.

#### The position of teaching coordinator has been added

The position of teaching coordinator has been made effective. The duties and responsibilities attached to this position include, among others: Ensuring that new students are familiar with the design of the studies; Striving to ensure that learning focuses on the acquisition of skills; Ensuring that subject plans are published in accordance with the requirements contained in the regulations and in accordance with the terms stipulated, coordinating their contents; Striving to ensure that the workload given to students matches the credits allocated; Coordinating the projects to be carried out by students for the various subjects so that they are evenly distributed throughout the term; Promoting, in coordination with Pompeu Fabra University's Unit for the Support of Quality and Innovation in Teaching (USQUID), the use of information and communication technologies; and fostering cooperation between teachers.

#### Student welcome and adjustment

In October, a welcome *tour* was held for new students. This was organised by the academic management coordinators, and its aim was to explain the School's services and operation.

In addition, contact between alumni and new students has also been promoted: on the one hand, in October a session was held in which two former students from the year

2009-2010 talked about the project carried out with Ruedi Baur: and, on the other, former students and 2010-2011 students shared information and experiences, especially in relation to working on the Master's Degree Final Project. Some people attended the defence of the proposal under which the project would provide access to a doctorate at UPF.

#### Follow-up and satisfaction

Follow-up and satisfaction meetings have been held between MUDIC directors and a group of student representatives. In addition, meetings with former students have been held in order to provide a subjective assessment of teachers' performance in class. Furthermore, students carrying out internships have also been monitored, and tutoring under six agreements for internships in companies and institutions has been arranged and carried out.

#### Information management

A specific application for managing a database for the storage and management of department meeting minutes has been designed and developed.

The bibliographic management program Ref-Works, applicable to the ELISAVA teacher and student community, has been implemented.

#### Workshops

The teacher Matilde Obradors taught the subject "Creativity Techniques". A selection of the results was published on the Master's Degree blog at [www.mudic-elisava.com](http://www.mudic-elisava.com).

In addition, the teacher Ruedi Baur imparted, in English, "Civic City" (from 18th to 20th May and from 13th to 15th June). The proposal, entitled "Prototypes as a tool for transformation and dialogue", involved giving designers the role of mediators or even advocates among urban space users. The project will be finalised in late 2011. The workshop has included students from the Master's Degree in Design and Public Space, the Master's Degree in Art Direction and the last year of the ELISAVA Bachelor's Degree in Design.

#### Graduation ceremony

Representatives of MUDIC took part in the Master's Degree and Postgraduate graduation ceremony held in Pecha Kucha format on 21st July. The two directors of MUDIC presented the results of the 19 Master's Degree Final Projects.

#### International Presence

One of the most notable activities of this year has been our participation in the first international meeting of Master's Degree alumni of the Basel School of Graphic Design and Visual Communication (Switzerland), held from 9th to 13th July 2011. The issues discussed include academic matters, adapting teaching programmes to the fields of design and communication, and issues concerning the relationship between university studies and professional practice. The meeting was attended by representatives from universities in India, Australia, New Zealand, the U SA, Europe and Mexico.

#### Institutional contacts

During academic year 2010-2011, UPF maintained contact with: Carme Puigventós, from the Vice-rectorate for Postgraduate and Doctorate courses, for the inclusion of ELISAVA in the affiliated centres' official Master's Degree meetings; Josep Sort, the person in charge of UPF's Institutional Projection and Information Unit, for the inclusion of ELISAVA in open days and other UPF promotional events; and we attended Official Postgraduate Programme committee meetings dealing with matters relating to official Master's Degrees.

In addition, contact with other universities was also made: Barcelona Autonomous University (Master's Degree in Graphic Communication); Salesianos de Sarrià School (Graphic Arts Department); Vigo University (Master's Degree in Advertising Art Direction); Barcelona University (Doctorate in "Advanced Art Production Studies"); Instituto Superior de Educação e Ciências, Lisbon (Portugal); and the Gestalt School of Design, Xalapa (Mexico).

## BACHELOR OF ARTS IN DESIGN. TOP UP IN DESIGN

This programme is aimed at high-level professionals from all over Spain who wish to update their knowledge by focusing on and exploring new challenges in design: user-centred design, crosscutting knowledge in different cutting-edge fields related to the professional practice of design, design research methodology and other related creative sectors.

#### Overview

The second edition has seen important innovations:

- The duration of the programme has been extended from three to four School terms. Therefore, this programme will finish in the 2011-2012 academic year.
- The recognition of credits for professional experience has dropped since the first programme. It is now 60 ECTS.
- Two new blocks of 20 ECTS each have been added: the "Personal Journal" work and a "Research Methodology in Design" module.

The programme is being received with high satisfaction from both the faculty and the students, who repeatedly express their commitment to and satisfaction with the programme. Students keep a blog at <http://batopup2.wordpress.com/>.

#### Teaching activity

The following modules have been offered:

##### Module 1: "Design, Persons and Users"

The aim is to learn how to shape new products and services derived from the real needs of those who will use them, which means that users are at the core of the process. The aim is to find a design attitude which can transform users into something more than an object of study—an attitude capable of forging an intimate process of perceptions and sensations with people.

This subject included theoretical sessions where various case studies were presented for reflection about the various approaches to design with and for users. There is a debate about the role of the designer and his/her relationship with users that goes all the way from prescribing solutions to deploying solutions generated by users themselves.

The module teaches the following abilities:

- Mastering the socioeconomic, cultural and anthropological analysis of design, understood as a global and crosscutting phenomenon.
- Recognising the ethnographic method as a basic research strategy for increasing awareness of users and of the social, cultural and historical impact of design.
- Understanding the changing roles of the various actors (users, companies and designers) in a design project.
- Development of an emphatic and human view of design.

The course was graded by means of reading and commenting three articles related to the topic.

#### Module 2: Workshops + Personal Journal

The optional workshops are centred on the different aspects common to the professional practice of design that can be identified as Visual arts, Cinema, Web 2.0, Music, Colour, Photography, Fashion and Engraving. They are designed for any student, independently of his/her speciality, so people with different education levels, concerns and interests converge in the same course.

The workshops lasted between eight and twelve hours, distributed in two or three sessions. The module teaches the following abilities:

- Application of creativity to resolve a design problem.
- Creation of environments that stimulate intellectual, technical and creative abilities.
- Integration of the acquired knowledge and instruments in the project methodology.
- Carrying out work in multidisciplinary teams, where each member can contribute his/her knowledge and outlook.
- Knowledge of the specific terminology and vocabulary in these areas.
- Grasp the need for an ongoing training process, crucial for adapting to the continuous changes in society, the market, companies, new professional profiles and client needs.

Based on the workshops and as the course's final activity, students prepared their Personal Journal, a visual documentation and personal reflection project.

## LIFELONG LEARNING

### Master's Degrees and Postgraduate Diplomas

The study of design in a format that fosters professionalization is understood to be a multidisciplinary activity as well as a specialist subject in itself. It is also related to different production environments and social contexts. This is the premise upon which frames the postgraduate studies at ELISAVA, with a learning methodology that, through analysis and research, takes into account the social environment into which the case study solutions must fit. The end result should be a project that is based on a flawless presentation and representation, including a study on its feasibility and implementation, and always using creative proposals with a personal, identifiable style.

The postgraduate area has achieved a degree of maturity following gradual growth year on year. This has led to a wide range of educational activities involving design and related disciplines. In response to a more dynamic and versatile reality, the various courses that are given combine more general, introductory programmes with other more specialized, technical ones and still others that feature a high degree of creativity and project activities.

One of the challenges put forward is to foster the continuity of the School's Bachelor's Degree students with what is on offer from the areas of knowledge defined by the Master's and Postgraduate Diploma courses, adapting them to the learning routes of the Bachelor's Degrees. The second challenge is to extend ties with other European centres and consolidate academic work and exchange with the Latin American world while opening up relationships with Asia. For this reason, our first master's degree taught entirely in English has been set up. We expect that the number of master's degrees in English will double the next academic year, and triple in two years' time.

The factors that have contributed to the consolidation of the postgraduate area have been:

- Continuous updating of the programmes and deployment of the School's solid academic offer, introducing programmes for the field of engineering that suit the School's new brand and spirit, which is now called ELISAVA School of Design and Engineering of Barcelona. To begin with, the Master's and Postgraduate Diploma programmes have been linked to the

different Bachelor's Degree studies. This has resulted in greater stress on the themes of sustainability, tourism infrastructure, energy and lighting for the Bachelor's Degree in Building Engineering. More subjects related to new materials and production processes have been added to the Bachelor's Degree in Industrial Design Engineering, as well as photography and graphic production for the Bachelor's Degree in Design. In addition, new themes have been developed, such as scenography, thought and humanities, as well as design thinking, which will be launched in the 2011-2012 academic year.

- Appropriate articulation of the content, which combine various relevant topics, coupled with qualified teaching staff from the academic and professional worlds and the possibility of integration and improvement in positioning students in the job market.
- Improvement in the means of communicating with and informing the students and applicants. The definition of the programmes' content has been improved through full interaction with the Department of Marketing and Communication and the creation of the provisional School website: [www.1961502011.net](http://www.1961502011.net). The final website will be launched in the 2011-2012 academic year. The information service has also been improved, as well as attention given to students and applicants, by means of statistical monitoring by the Postgraduate Management Unit and IDEC-UPF surveys.
- Fostering internships in companies for all students interested and subsequent access to the jobs for students. Agreements have been reached with corporations such as IKEA to provide interns in specialized areas such as visual merchandising and interior planning. These agreements have resulted in a direct route to employment at the end of the internship period.
- Continuous improvement in students' level of satisfaction. There has been increased monitoring of periodic assessments of students and for the first time the One Page Memory has been created. This document identifies the priorities and points that should be addressed to improve the relationship with students while maintaining good coordination of the programmes' content and management through the Postgraduate Management Unit.

- Fostering activities with repercussions abroad, carried out especially in collaboration with companies (Ferrari, Maier, Grand Valira, Servei Estació, ESADE Creápolis, etc.) and institutions (Ciutat Vella District). This has enabled the students to display their work in foundations and museums as significant as the Vila Casas Foundation and CaixaFòrum, amongst others.

This year's Master's and Postgraduate programmes included a university master's degree and twenty master's courses aimed at professionalization structured in 49 postgraduate programmes.

### Summer School

For the third consecutive year, ELISAVA provided a programme of 38 short courses in July and September. Also, together with the Central Saint Martins College of Art and Design, new DualCity courses have been offered. These are four weeks long, two of each in the respective Schools in London and Barcelona.

### Visiting universities

With the aim of strengthening ties with other universities, the postgraduate area has created specific programmes for bachelor's degree students from the Mackenzie Presbyterian University in Brazil, the Pratt Institute in the United States, the University of Puerto Rico at Río Piedras, the TEC in Monterrey and the Ibero-American University of Mexico.

In the same vein, there have been visits from numerous foreign universities: Rotterdam University, University of Westminster, London Metropolitan University, Università degli Studi di Sassari, University of Delaware, FH Hannover, Universidade Federal Santa Catarina, School of Urban Affairs and Public Policy UD, Denmark Institute, TU Delft and the Open University of Israel.

### In-company training

This year, two vocational courses were carried out: one for FGC-Ferrocarrils de la Generalitat de Catalunya (The Railway Network of the Government of Catalonia) and one for HABIC, the Basque Habitat & Contract Cluster. A training day was also organised for fourteen designers from IKEA's headquarters in Sweden.

## MASTER'S DEGREES AND POSTGRADUATE DIPLOMAS

### AREA OF GRAPHIC DESIGN AND COMMUNICATION

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

The Master's in Branding was developed with the participation of top-notch professors with professional experience at companies such as Unilever, Desigual, Damm and Movistar. They participated both in theoretical and conceptual sessions and in the presentation of Business Cases, according to plans.

For the first part of the programme, the Postgraduate Diploma in Brands: Core of Communication, a complete branding project was conducted for an existing brand based on a strategic movement within the framework of the brand's business model. Students successfully presented their final results to representatives from the selected companies, which included Veritas, Natura, Lacoste, and Cepsa.

For the second Postgraduate Diploma in Innovating through Brands, a fictional innovation branding project was conducted, which included the conceptualisation of future realities as well as the entire process of developing products, brands, and communication.

The result of this project was impressive, even to the students themselves, who had created a nonexistent yet believable world. The final product of this conceptual and experimental exercise will be presented in a book to be published by ELISAVA next academic year.

#### Master's Degree in Packaging Design Postgraduate Diploma in Design and Packaging Strategy Postgraduate Diploma in Packaging. Product and Market

Over the 2010-11 academic year, the Postgraduate Diploma in Packaging Design and Strategy broke its own record in number of students: 27. This is certainly a success, especially when one considers that this is a specialized master's course. The postgraduate course was not only successful on a quantitative level, but was also very satisfactory qualitatively for the students, as evidenced by their satisfaction surveys.

The most noteworthy activities included workshops: case studies of Sant Aniol by graphic designer Paul Llavador, the packaging of wine by Mr. Xavier Bas and the lecture by Mr. Jordi Almuní, creative director at Young & Rubicam.

In the second part of the master's—the Postgraduate Diploma in Packaging; Product and Market—also resulted in a similar level of satisfaction to the other postgraduate course. Approval was also given to change the name of the postgraduate programme to Graphic and Structural Packaging Design, a more appropriate classification given the course content.

There were workshops and lectures such as "Eco-design in packaging" by Joan Rieradevall of the Autonomous University of Barcelona, "Overpackaging and packaging", by Victor Mitjans of the Catalan Foundation of Overpackaging, and "Cooperative packaging" by Joana Pérez from UNICEF.

Even though more students had followed the Postgraduate Diploma in Packaging Design and Strategy in the past, the improvement in the master's content led to a series of changes that have made the course more well-rounded and balanced. Lectures have been given by nationally and internationally renowned experts, there have been new, stimulating instructors and workshops have been carried out with real clients such as Danone and Puig.

#### Master's Degree in Web Project Design Postgraduate Diploma in Web Project Management and Design Postgraduate Diploma in Web 2.0 Design

In the sixth edition of this master's course (March 2011 - February 2012), the course directors and its description have changed. The new directors—David Casacuberta, Ariel Guersenzaig and Rosa Llop—to refocused the master's course on more contemporary aspects of online creation, while attempting to foster the entrepreneurial nature of this medium.

The main objective of this master's course is to enable students to develop functional prototypes such as web applications and Internet-based services. It also seeks to give students hands-on experience in the entire process of creation, from defining a strategic project to positioning it on the Internet, including design and programming.

To this end, a new team of lecturers has been sought and selected from professionals closely linked to university teaching and with whom the students were able to establish



bonds of trust in order for their education to have a more solid base. The main teaching team consists of Ivan Serrano, Albert Carles, Karina Ibarra, Esther van Summeren, Lander Muruaga, Julià Daniel, Victor Solà and Oriol Ibars, as well as the directors of the master's course themselves.

The activities carried out have included keynote lectures, practical computer experience, workshops and master classes.

Professionals linked to the industry have also been invited to explain issues and case studies: Jordi Pi Muntades (TV3), Ferran Pruneda (Grapa), Ramón Castillo (Doubleyou), Magalí Benitex (Polièdric), Fernando Gavarrón (Multiplica), Cristina Aced (UOC), Eva Sòria (URL), Jacobo Alvarez (Intercom), Jordi Arias (Bebabum), Jordi Garcia (Infojobs), David Boix (Filmaps) and Montserrat Jordi (Wikiloc).

The structure has been maintained as two postgraduate diploma courses. A request was also made to change the course's name in order to adapt it more to the content being taught in it. The name "Master's in Design and Project Management for the Internet" was suggested, and for the postgraduate courses, "Postgraduate Diploma in Web Project Design and Management" and "Postgraduate Diploma in Design of Applications and Services for the Internet".

### **Master's Degree in Graphic Design Postgraduate Diploma in Graphic Design applied to Communication Postgraduate Diploma in Graphic Design and Editorial Projects**

The Postgraduate Diploma in Graphic Design applied to Communication and the Postgraduate Diploma in Graphic Design and Publishing Projects, programmes that make up the Master's, have been developed with content directly related to the emerging professional world of dynamic problem solving.

The Postgraduate Degree in Graphic Design applied to Communication, consisting of 12 projects in addition to the Final Project, provides the designer with a global and multidisciplinary outlook. The Postgraduate Degree in Graphic Design and Publishing Projects, consisting of three projects and four workshops, is an ELISAVA specialisation project in one of the most complex disciplines in the profession, in which the incorporation of digital methods exponentially multiplies the potential of the editorial projects.

In the new programme, the final project has been eliminated from the Postgraduate Degree in Graphic Design and Publishing Projects and has been replaced by three large projects. These projects have been developed in parallel along the course and are evaluated at the end of the postgraduate programme. We have also incorporated the concept of the "typographical consultant".

Lectures have been organised with international and national professionals such as Tony Brook, Irma Boom, Rich Roat, Claret Serrahima and Alex Trochut as well as visits to the "Mariscal en la Pedrera, cuarenta años dedicados al diseño" exhibition with Javier Mariscal and to Ingoprint Printing. Workshops have also been organised by Albert Folch and Joan Morey of FolchStudio, Serge Rompza, the co-founder of graphic studies Node Berlin Oslo, Omar Sosa of Apartamento, and Antonio Soto of Edicion&Fotografia.

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

These days, art directors have to face new challenges in terms of creativity and efficiency in the current context of communication. In an age in which ideas are transmitted through images and audiovisual language, the art director has become the main architect of aesthetic strategy and is thus responsible for how effectively the message gets to the end user.

Aware of the responsibility that art directors have to take on, this year we have perfected the tools and broadened the scope and specialisations dealt with in the Master's degree. It is in this vein that the Concept and Context Book has been created for the course. This is a methodological tool which aims to help professionalise a creative profile in which there is unfortunately very little literature to help and guide the training of professionals.

The book has been created with the assistance of lecturers and specialists in communications trends such as Ruedi Baur, Julio Wallovits, Roman Gubern and Sebastià Serrano. More professionals have been invited as guest lecturers and more sessions have been offered to improve multidisciplinary communication skills, such as: "*Le langage visuel des lieux. Entre Identité et identification*", by Ruedi

Baur, "Motion graphics", with United Fakes/Motionographer.com and "*La llum com a espai escènic*", with Maria de la Cámara.

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

In the current crisis environment in the global marketplace—where organizations are fighting fiercely to differentiate themselves—communication has become a vital tool. Aware of the high professional standards for designers and communicators in this complex and competitive environment, this year the Master's has introduced new knowledge areas, disciplines and techniques in order to equip students with new skills that will enable them to come up with innovative solutions when conceiving strategies and efficiently putting messages into practice.

To this end, apart from using a global, strategic perspective and a methodological structure to come up with and formalise a comprehensive communication plan, special emphasis has also been placed on current trends in communications, focusing primarily on establishing a very close link with the consumer/user and taking into account many channels and media.

Work has been done on new techniques and disciplines such as storytelling, *advertainment*, branded content and mobile advertising, which open up new avenues and ways of understanding the relationship between advertising and the consumer in the era of converging technology platforms.

In addition, guest lecturers have included renowned experts and professionals in major trends in communications such as Roman Gubern, Sebastian Serrano, Rafa Soto and Julio Wallovits. The course was also strongly committed to equip students with a thorough knowledge of the symbolic capability of language, the main theoretical feature upon which one can base the effective transmission of a message.

In this vein, the following workshops were organized: "Mobile Advertising. How to link to products with emotions through touch", "Workshop on Augmented Reality (AR)", "Branded Content" and "Design in question".

**Master's Degree in Visual Media  
Design, Design and Image  
Postgraduate Diploma in Design  
and Photography: Image and Creation  
Postgraduate Diploma in Design  
and Television**

As in previous years, the goals of the Postgraduate Diploma in Design and Photography: Image and Creation have been, among others, to understand how preproduction and postproduction photographic equipment work; to use photography as an effective tool to communicate ideas and concepts; to develop students' self-critical skills and skills for contextualisation of their own work; and to encourage creativity, originality and innovation, as well as the creation of graphic projects from multiple perspectives related to aesthetics and communication theories. It also provides students with the tools needed to design, plan, develop, conduct, manage and self-evaluate a photography project.

The most outstanding achievements of the 2010-11 academic year were the students' planning, designing and execution of the public exhibition of their photographic work entitled "*La lista de Sandra*" at The Private Space gallery, as well as the development of a photography project in collaboration with the Fundació Vila Casas and its subsequent exhibition in the Espai Volart2 entitled "*La ciudad como plató*". We have also participated in an exhibition titled "*10 fotógrafos, 10 escuelas*" at the Emergent Lleida 2010 photography festival.

As part of the programme, we have organised lectures by various industry professionals such as Pepe Baeza, graphic editor for La Vanguardia, photographers Ricard Martínez and Txema Salvans the Nophoto Collective, Maria Canudas, responsible for exhibitions for Obra Social La Caixa, and the Piel de Foto Collective, among others. We have also visited and collaborated with the Paso de Zebra festival, documenting and developing on-site photography sessions and urban photography deployment.

This course of the Postgraduate Diploma in Design and Television has met the expectations it had raised. The reasons for this positive assessment are the projects carried out and consolidated as regards the Master's in Innovation and Quality Television by TV3 (MIQTV3).

Various projects, workshops and lectures were carried out during the course. The following are noteworthy: designing two title sequences for two pilot programmes in the series "Sudoku" and "Quònians", produced by students from the Master's in Innovation and Television

Quality by TV3, the image for the documentary programme "*Reconstruim*" (the project chosen was the one by student Haritz Garmendia), and the "Typography and Movement" workshop taught by lecturer Cecília Brarda, in which an animated alphabet, "ONA", was designed, which forms part of the title sequence the series' opening titles.

In collaboration with the Master's in Branding, an open-doors lecture was organized on "Brand Management. Presentation of the Design for TV3's channel Esports 3 (Televisió de Catalunya)" with TV3's head of marketing and promotion Daniel Reyes and the CEO of CA-Square, Carles Ferreiros, as well as the session on "Design for Television", given for the master's by postgraduate course director Toni Colomer.

**Postgraduate Diploma in Typography**

Over the 2010-2011 academic year, the theoretical subjects in the postgraduate course year were reformulated and have become the model for the keynote lectures designed to increase students' involvement in their education. There were also more international typography experts and lecturers including Alex Trochut, Andrés Hispano, Albert Folch, Omar Sosa, Laura Meseguer and Josep Roviro, which set this course apart from similar local courses.

The "Letters design" area was also bolstered with a workshop organized by Dutch designer Donald Roos. Other workshops included "*Pòsters com a xurros*" ("Churning out posters"), by graphic designer and director of visual communication studio Twopoints.Net, Martin Lorenz, along with lecturer Lupi Asensio, and "Building Type", by Martin Lorenz and sculptor Miquel Planas. The results of the latter workshop were displayed at Servei Estació (the foremost DIY and crafts store in Barcelona) from 20 July to 15 September 2011.

A descriptive dossier of the postgraduate course has also been featured at the design blog, Behance. This serves not only to improve communication for the course, but requires students to leave the projects documented before the end of the course, which on an academic level serves to motivate them as it guarantees the visibility of their efforts.

**AREA OF DESIGN AND SPACE**

**Master's Degree in Design,  
Art and Public Space  
Postgraduate Diploma in Exterior  
Design, Events and Ephemeral Spaces  
Postgraduate Diploma in Design,  
Art and Society**

A key objective of this Master's course is to seek intervention strategies to promote the community's use of public space. Under this premise, and based on the proposal made by the Ciutat Vella District Council, this year the course has focused one of the projects' workshops on developing efforts aimed at improvements for local residents of the Gòtic Sud area.

For the first time ever, a project management-focused educational blog has also been introduced. This initiative is expected to become established and integrated as a tool for presenting, channelling and managing projects in future editions of the course.

Our participation in QUAM 2011 is worth highlighting, with attendance at the Wikpolis seminars and the workshop on "Strategies for creating and collective architectures" given by Mr. David Juarez of Straddle3. The activities of interest provided by the event, which took place outside the context of the School, served to close the course.

The Master's degree also included a talk by Mr. Jürgen Müller, artistic director of La Fura dels Baus. The following exhibitions were visited: "*Catalitzadors*", at the Centre d'Art Santa Mònica, "*Trieste*" by Claudio Magris" at the CCCB, "*Limbus*" at Bòlit, Girona's Centre of Contemporary Art, and "2011 LUMENS, works in the public space" in Valls.

A guided tour was also conducted around the Barcelona Food Cultura area and around the Gòtic Sud district, as well as a meeting with representatives of entities in this district.

**Master's Degree in Advanced  
Design and Digital Architecture**

The current format of the Master's, thanks to the experience accumulated in recent years, demonstrates that the programme is able to offer cutting-edge architecture and can be considered a benchmark on research and development issues in computer architecture and design in the international spectrum. This year we have begun to forge relationships with other universities such as TU Delft



(Hyperbody Research Group led by Kas Oosterhuis). In particular, our digital creation workshop during the first week of January has extended these international relationships, thus facilitating progress in the field of research architecture.

The programme has culminated with the design, creation and installation of PARA-Site, a life-size prototype considered to be the best project in the programme, as a demonstration of the research carried out in the Master's. The following areas have been looked at during its creation: "spatial design", "materials design and manufacture", "actuator systems design", "control engineering" and "prototype demonstrator design".

PARA-Site is an adaptable prototype equipped with sensors and actuator systems that respond to external stimuli and interact with the environment. It was presented at the Construmat Fair on 16 April 2011, and was accompanied by an intense media campaign created by the ELISAVA Communication and Marketing Department, generating a major impact on print media, online media, TV and radio.

The work produced by the prototype as part of the Master's programme has been collected and printed in the publication entitled *Time-Based Spatial Formations Through Material Intelligence* (See "Publications"). The book will publish in English and Spanish internationally.

Our assessment of the academic year is therefore very positive. It has generated a great theoretical legacy and has implemented research concerns that the Master's programme prioritises. The programme is clearly on its way to qualitative changes in both content and learning resources.

### **Master's Degree in Retail Space:**

#### **Retail Design**

##### **Postgraduate Diploma in Retail**

##### **Design. Design and Space: Shopping**

##### **Postgraduate Diploma in Retail**

##### **Design. Design and Concept: Branding**

This programme aims to give students expertise in the area of professional retail design (for shops) from a multidisciplinary standpoint, with part of the content focusing on issues involved in the design process. Students interested in the programme come from different fields such as architecture, technical architecture, graphic design, interior design, industrial design and marketing.

The course is structured in modules according to subject matter. All of them have a theoretical component to be applied to the practical project. As in previous years, the course ended with a global project covering all the knowledge acquired during the Master's programme. The work was done in multidisciplinary groups, so the students learned to work together as a team.

The Postgraduate Diploma in Retail Design. Design and Concept: Branding began with a module focusing on an introduction to the theory of marketing, given by lecturer Ms. Maria Callas. The inaugural course lecture, given by Ms. Maite Canton, focused on eco-design and sustainability, and served as an introduction for the course project based on ecology and sustainability in shopping areas. The briefing for the project was given by lecturers Ms. Carmen Malvar and Mr. Toni Miró.

A technical-based module on communication and the values and trends of brands was also carried out by Mr. Jordi Cano and Mr. Enric Jaulent. The theory and hands-on aspects of visual merchandising and window-dressing were also addressed. This subject was covered by lecturers Ms. Emma Capellera and Mr. Lisardo Mendo. Finally, the course ended with a project based on sustainable branding, supervised by lecturers Ms. Carmen Malvar and Mr. Vicente Perez Mora. Lecturer Mr. Toni Miró acted as a judge.

In addition, the theoretical module studying large-scale models (shopping malls), given by lecturer Mr. Pablo Soto, began the Postgraduate Diploma in Retail Design. Design and Space: Shopping. A workshop was also conducted on growth models, supervised by lecturer Ms. Elisabeth M. Moret, and a practical module on window dressing, theory and project, supervised by lecturers Ms. Carlota Magriñá and Ms. Chene Gomez, based on the real-life project for the Sony Style showcase on Rambla de Catalunya in Barcelona. The winning project created the window display and helped to set it up.

Also, lecturer Ms. Carmen Malvar and guest lecturer Ms. Annita Cooney dealt with virtual branding (introductory briefing and initial guidelines by lecturer Mr. Javier Lozano), while the theory on the basic principles of eco-lighting (in collaboration with Philips) was given by lecturer Ms. Elena Serón. The final project, lasting two months, was taught by professionals from IKEA with visits to the centre and supervised by lecturers Mr. Henric Stacy, Ms. Cristina Bosch and Mr. Javier Quinones.

### **Master's in Interior Design**

#### **Postgraduate Diploma in Interior**

#### **Spaces. Private Perimeters**

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

This master's course provides an in-depth study of architectural interior design, giving it a distinctive character and appropriate significance by emphasizing the sensitive aspects that characterize it (light, colour, materials, textures, etc.) and providing it with suitable conditions for use. The programme is channelled through two separate visions focusing on the design of workspace environments and on domestic space.

As for the Postgraduate Diploma in Design of Work Space, this course is geared towards a strategic view. It features a more eco-sustainable tone (a case study and tours of Media-Tic and Haumont) and the contact with new socio-economic management systems (a project for the cooperative of public gardens and maintenance workers, among others). Lectures were given by Mr. Alejandro Díaz, the lead architect from Zaha Hadid Architects, Mr. Dani Freixes, an architect, and Mr. Alejandro Zaera, director and architect at AZPA.

Meanwhile, the Postgraduate Diploma in Interior Space. Private Perimeters was organized this year to explore the possibilities of intervening in the interior design of large country houses from a contemporary prism. There has been collaboration with leading companies such as Valentine Cricursa, Criber, Greek, Unex, Gres España, Peronda, ITEC-Alicer and Joan Lao to explain various building systems. The usual teaching staff of notable professional merit and academic dedication has been extended this year with individuals of academic and professional prestige: Mr. Joan Lao, an industrial designer, Ms. Anatxu Zabalbeascoa, a journalist and art historian, Mr. Manuel Delgado, an anthropologist and author of articles in Spanish and international journals, and La Granja, a multidisciplinary design team which, in collaboration with Ascer, conducted a workshop using ceramic materials.

Theoretical content has been given in order to explain the development of the concept of space and discover the importance of history when assessing actions taken today. A meticulous design process was also carried out that culminated with practical exercises to see how it had been assimilated.

**Master's Degree in Design and Architecture**  
**Postgraduate Diploma in Design, Image and Architecture**  
**Postgraduate Diploma in Design, Environment and Architecture**

New directors joined the team at the outset of the academic year to take the helm of this master's programme. We have established active communication between all the programme members—professors, lecturers and students—through the revamping and maintenance of the [www.mag-da.eu](http://www.mag-da.eu) blog, which receives more than 1000 visits a month.

The use of the blog has paved the way for improving the various programmes prior to the sessions and topic units. The blog has also become a key tool to compare results between programmes. Through the new programme we have also strengthened relationships with students via social media tools like Twitter (@Masterdiadea), Flickr, Delicious and Isuu.

For a more effective approach to the student experience, follow-up surveys are distributed after the completion of each unit. This gives students the opportunity to give feedback on the different sessions. The resulting assessment of the programme has been quite positive, with no significant problems.

In the Postgraduate Diploma in Design, Image and Architecture, measures have been implemented to prevent a loss of cohesion in the development of the programme and to encourage direct monitoring of most classes and presentations, responding to students' reactions and opinions quickly and efficiently.

During the programme, research methodologies have been implemented in several postgraduate sessions. For the first time ever, we have held an augmented reality workshop in the master's. Furthermore, three of our students have done in-house internships with companies. The various course activities—exhibitions and participation in seminars—were broadcast both in traditional and digital media.

The Postgraduate Diploma in Design, Environment and Architecture has been restructured with a distinctly cross-sectional approach to improve understanding of the subjects taught. The restructuring has focused in three areas: information (theory), research (learning how to research for innovation), and application (practice).

Because it is a professional training master's, we have made a substantial effort to contact agents operating in the market. We have

scheduled nine visits to various companies in order to understand their manufacturing processes, with first-hand accounts of case studies by their authors, etc. which has given the programme a real boost.

The final project, conducted jointly with the Institut de les Ciències del Clima de Catalunya, has motivated students a great deal, both because of the subject matter and the direct contact with the client. It has been particularly interesting to co-create applying the Design Research methodology with Daniel Yuste of DNXgroup.

Furthermore, we have formed an Editorial Committee in charge of producing the postgraduate diploma's yearbook (a compilation of students' work in an ecological format). This is created by three students who make this their research topic, the unit coordinators and the course directors. The possibility of continuous evaluation of the completed projects has been discussed as well.

**Master's Degree in Design and Exhibition Project Management**  
**Postgraduate Diploma in Exhibition Project Management**  
**Postgraduate Diploma in Design and New Exhibition Formats**

This course has developed very positively. In the Postgraduate Diploma in Exhibition Project Management, the students' high-level multidisciplinary training and experience has allowed them to work collectively in such a way that is enriching for all of them. Some of them are professionals in different areas such as cultural management, educational programmes, spatial design and graphic design. This has contributed to the thoroughness of proposals, as well as methodologies of flexible and decisive working methods.

Working together with the students in the Postgraduate Diploma in Exterior Design, Events and Ephemeral Spaces in the final phases has given students the opportunity to compare their ideas and enrich their knowledge. They have also gained a closer view of the professional reality with the exchange of negotiation strategies and group work. The sessions conducted outside the School have been of great value.

As for the Postgraduate Diploma in Design and New Exhibition Formats, the programme has been structured based on the link between theoretical and practical exercises about speci-

fic cases and real spaces. For this reason, theoretical sessions took place at the beginning of the programme. These sessions were taught by prestigious professionals and were therefore open to students from other programmes.

The intention is for students to work with material that has previously resulted in successful exhibitions, with the purpose of exposure to exhibitions or professional typologies relevant to the sector. They have therefore visited some exhibitions hosted by their curators or designers —“*El Geni de les Coses*” in Tecla Sala, “*El (D)Efecto Barroco*” in CCCB and the Arts Libris Fair in Centre d'Arts Santa Monica, for example —in order to learn first-hand the characteristics of the expository montage.

We have analysed real cases with students, such as the following: “*Proyecto Público y Franzinoteca*” (“Public Project and Franzinoteca”) by Lluç Mayol; “*Lugares Públicos*” (“Public Places”) by Alex Gimenez; “*Del Primavera Sound al Broadcast*” (“From Primavera Sound to Broadcast”) by Mich Micenmacher; “*Arquitectura expositiva*” (“Exhibition Architecture”) by Cadaval & Sola Morales; “*Cúpula Geodésica-Arquitecturas Colectivas*” (“Geodesic Dome—Collective Architectures”) by David Juárez; and “*Últimos montajes*” (“Latest set-ups”) by XNF Arquitectes.

Seminars have also been organised for the programme; varied programme exercises have been taught by lecturers Josep Bohigas (Bopbaa), David Juárez (Straddle3), Amadeu Santacana (Nug Arquitectes), Roger Paez and Toni Montes (Farenheight 451 Arquitectes).

The students have participated in the Eme architecture festival, working on the urban environment near the School, analysing its urban, social and typological setting. Proposals created by the project have been exhibited in the Balcony Room of the Centre d'Arts Santa Monica.

**Master's Degree in Design and Habitat**  
**Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality**  
**Postgraduate Diploma in Eco-habitat. Designing of Eco-efficient Housing**

This programme deals with habitat in relation to the built-up environment, with hands-on experience focusing on the issue of housing in relation to the new sustainability and habitability requirements.

As for the Postgraduate Diploma in Eco-habitat. Designing Eco-efficient Housing, the final project has been developed based on the experience of the urban rehabilitation plan for the Barceloneta district ("green district Ecopoints" project) and the activities managed by the Catalan Housing Agency with visits to social housing projects (Barcelona, Terrassa, Mataró and Banyoles).

As part of the postgraduate degree, three projects have been carried out based on an analysis of systems from an ecological standpoint. There have also been keynote lectures such as one by Ms. Bettina Schaefer, an architect, city planner and member of the *Eco-institut* and the AUS (Architecture and Sustainability) group of the Architects' Association of Catalonia (COAC), under the title "Environmental guide by Barcelona City Council, technical design of green corridors", and the one by Ms. H  l  ne Bernard, architect from the Rennes M  tropole, with the title "*BBC B  timent Basse Consommation pour tous en 2012*".

The Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality has carried out theoretical work with exercises about intensification of the project operators with specific workshops. There have been visits to exemplary residential areas and the headquarters of companies and manufacturers in the industry (Col  nia G  ell, Walden, Esclat, Arrels, Pere Tarr  s, Ciresa and Inaca). High-profile speakers such as Ms. Jos   Miguel Prada Poole, Mr. Emiliano Lopez and Mr. Carles Llop have taken part. A database related to the course subject matter has been created, featuring over 1,500 entries.

## AREA OF DESIGN AND PRODUCT

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

The Postgraduate Diploma in Product Conceptualisation follows the same programme for the two student groups that form the master's, except for the "Company Project". A total of 38 students from various countries, in particular from Latin America and Spain, have taken this course.

In this sixth round of the course we have introduced two new subjects, "Innovation Strategy" and "User Design". Projects proposed by companies Laken and Educa Borr  s have been developed in the master's. Finally, Educa Borr  s has acquired the rights to operate two of the developed projects.

Furthermore, our Postgraduate Diploma in Product Development has enrolled 36 students from different countries including Mexico, Colombia, Turkey, Chile, Ecuador and Portugal, and different cities including Zaragoza, Valladolid, Seville, Valencia, Alicante, M  laga and Murcia, among others. This cultural diversity, along with the diverse training in the subjects of design and engineering (approximately 50% of each) has led to an exchange of product development knowledge and methodologies which has provided additional learning for the students.

For this programme we have signed agreements with two companies: Play and Santa & Cole. Half of the group developed projects for Play (bedrails and playgrounds) and the other half created projects for Santa & Cole (photovoltaic pergolas). Engineers and designers have collaborated in a complementary manner, as they would in real-life projects. Equally important are the visits to companies working in collaboration with the programme; visits to the Fundaci  n CIM and to MATER's technological materials centre.

We have also encouraged participation in the HI-MACS design competition in which the graduate Mario Fuentes has been a finalist in the student category. His participation in the 100% Design Programme (London, September 22-25, 2011) has been confirmed. The winning projects will be announced at this event.

Among the professionals who participated in the Master's are Viviana Narotzky,

designer and president of ADI PAD; Oscar Guayabero, exhibition curator and cultural conceptualiser; Enric Dachs, industrial designer and director of project design in Llusca Design; Jordi Mil  , industrial designer and CEO of Edda Design; and Luis Ros, Oxford graduate of Business Administration and Management, and director of TRSI.

### **Postgraduate Diploma in Furniture Design**

This course deals with the subject of furniture design from a specialised perspective, referring to historical knowledge of furniture as a social and cultural object that has evolved alongside the history of habitat.

This year, work was carried out in three projects based on realistic scenarios that simulated professional demand conditions. In addition, new conceptualization strategies were defined (design thinking) and specific aspects were explored in depth with special sessions on matters such as ergonomics in seating.

Visits were organized to the Design Centre of Figueras International Seating in La Garriga (Barcelona) and the AIDIMA technology centre in Valencia, among others. Students were seen to be very committed to the postgraduate course approach, which also featured talks from experts in the field such as Carles Riart, Martin Ruiz de Azua, Gerard Sanmart  , Ruben Salda  a and Alberto Lievore.

This year the aim of consolidating the contents of the postgraduate course has been achieved, and this will form the ideological basis for the new master's format as of October 2012.

### **Postgraduate Diploma in Digital Modelling**

This course aims to train specialists in the development of 3D digital modelling in real-time and is geared towards the sectors of product design, vehicle design and architecture. It also aims to teach the skills necessary to apply the knowledge acquired in specific, real projects using the Thesis Projects.

The learning of strategies and methodologies for defining and controlling forms was the main focus of the training, along with digital representations, rendering, digital animation and presentation in multimedia environments. The students in this postgraduate course worked with the latest specialized tools appli-

cable to the representation of environments, surfaces and materials, such as Autodesk Alias, Autodesk Maya and ICEM Surf. The more commonly used software tools such as Photoshop, Flash and Premiere were also used. It is worth noting the variety and quality of the Thesis Projects submitted.

## AREA OF DESIGN AND FASHION

### **Master's Degree in Fashion Design Postgraduate Diploma in Fashion**

#### **Design: Creativity and Trends Postgraduate Diploma in Fashion**

#### **Design: Collection and Context**

In the fourth year of the master's, the new Fashion Workshop facilities have provided the students with the necessary tools to investigate and create, stimulating a creative spirit in a collaborative atmosphere conducive to improving the quality of results.

The content and the activities undertaken have given the students the tools and skills necessary to achieve a rich project culture, with practices that have fostered research into materials, the culture of innovation and the achievement of results consistent with the initial concept for each of the project's stages. Disciplines involving theoretical reflection were considered, such as semiotics, aesthetics, sociology, communication, marketing and branding. Also, as in previous years, emphasis was placed on multidisciplinary work.

Major professional figures have been involved including Ms. Li Edelkoort, a world pioneer in studying global trends, Ms. Ursula Uria, an agent in Spain for the Parisian trend studio Nelly Rodi, and Ms. Rosa Pujol, the Gratacós stylist, among others, who have lent students their know-how and provided the chance to network.

In addition to Antonio Miró's leadership, the master's boasts great designers of national and international renown such as Ms. Txell Miras, Ms. Mariana Mendez, Mr. José Castro, Ms. Cecilia Sörensen, Mr. Joan Fabregas and Ms. Teresa Helbig.

The collaboration with companies has enabled the students to widen their possibilities for research and development in design as regards materials and finishings available to them with their facilities and training from professionals and scientists. There have been visits to places of interest in textile technology, textile factories and clothing and prêt-à-porter companies, such as CETEMMSA, the centre for specialised knowledge transfer in research into the field of smart textiles, HANGAR, the design centre for MANGO, and MATER, the materials centre for FAD, the organisation for fostering art and design.

Street activities have also been carried out such as "Second Chance", an initiative involving a massive gathering of used jeans, carried out

by ELISAVA, the Barcelona City Council, Barcelona Trade Fair, the Arrels Foundation and the Born district trade association. This collection coincided with the Barcelona Fashion Week and The Brandery 2011 exhibition.

The last workshop of the master's focused on students' communication skills as regards the concept of multiplicity and diversity of frequencies and feelings as experienced in fashion. Students designed collections that were presented at the Fashionlab Show, where there were events such as the *(In)Frequencies* exhibition, directed by Ms. Carmen Malvar, director of ELISAVA's Master's in Retail Space: Retail Design, and Mr. Santiago Garrido, tutor of audiovisual subjects at the Master's, as well as performances by a group of dancers led by Ms. Maria Rovira, director of the Transit dance company, which were used to showcase the collections created by the students.

### **Postgraduate Diploma in Coolhunting: Design and Global Trends**

The first module of the programme in the academic year 2010-2011 was a workshop taught by Elisabetta Pasini and Alessandro Rancati of Future Concept Lab in Milan, who provided students with tuition in methodology and concepts.

On the basis of results from the satisfaction survey conducted through SurveyMonkey, we have incorporated a session in which students express their concerns and opinions regarding the programme and the School. We have complemented the session with a brainstorming session which focused on finding solutions to problems for improving performance and satisfaction with the module.

As part of the postgraduate degree, ELISAVA has been visited by Saskia Best and Tim Fleumer of the University of Rotterdam's Hogeschool, along with 15 Dutch students who have been given information about the School and the Master's Research in Design and Innovation.

We have incorporated visits to Barcelona Design Week 2010, Casadecor, Barcelona Activa, Porta22, and The Brandery. We have also organised a lecture featuring Belén Torregrosa, representative coolhunter for Future Concept Lab in Spain, which had an attendance of over 70 people.

Within this postgraduate programme we have also organised the first Design Thinking and Innovation event, which included the parti-

icipation of international experts such as Claudia Nicolai of University of Potsdam's D. School; Arne Van Oosteroom of DesignThinkers Amsterdam; Richard Radka of Claro Partners, Jordi Prats of Inedit; and Jose Antonio Gago of Lèkué.

Lectures have had an attendance of more than 100 people including students and professionals from Barcelona, Madrid, London, Amsterdam and Berlin. The workshops filled up several days before they were scheduled. Furthermore, we have incorporated visits to the "Creative Shop de Carlitos y Patricia" in Barcelona, which specialises in innovative communication.

Also, we are currently negotiating agreements with companies such as Future Concept Lab, Lèkué and Alimentaria Exhibitions, as well as academic agreements with HogeSchool (University of Rotterdam), D. School (University of Potsdam), Universidad de los Andes (Bogotá), and Absolut Lab (Madrid).

## IN-COMPANY EDUCATION

### Institution

HABIC – Basque Habitat and Contract Cluster

### Description

Meeting on intelligent materials and furniture. This one-day seminar addressed the current market for new materials, the latest technologies and their application and usefulness in the field of furniture design.

### Institution

FGC – Railways of the Government of Catalonia

### Description

Training course tailored to FGC's internal designers in software tools and graphic programming.

### Institution

IKEA

### Description

Day of immersion in design in Barcelona for the new IKEA global designer.

## DESIGN EDUCATIONAL PROGRAMMES

The change in location of the centre stands out in this course. Firstly, the move to Gràcia has implied that all teaching activity occurs in the morning, which has strengthened the bond between teaching staff and students.

Secondly, the change in location has allowed each group in each course to have its own area. The groups have been reduced to fifteen students, each having his/her own workspace, a computer and a table for workshop activities.

The celebration of the tenth anniversary of the start of design courses is also worth highlighting. The entire School –teaching staff and students– jointly participated in developing the Design Sessions.

In addition, the design programmes have passed the internal and external audits for the UNE EN-ISO 9001:2008 standard for the fifth consecutive time. This standard affects the quality management system requirements, the manual requirements and the procedures derived from the standard.

Likewise, the Generalitat de Catalunya Education Department has recognised for the second time, on a trial basis, the Preparatory Course for the Access Examination to Associates' Degree Educational Programmes. The course has become established as a preparation stage towards advanced levels and focuses, in essence, on process development in any project.

The 2009-2010 academic year has seen the graduation of the ninth class of intermediate desktop publishing, the twentieth class of advanced advertising graphic design, and the sixth class of advanced decoration works management projects (interior design).

Many students who have finalised their advanced level educational programmes in our centre this year are employed, and 77% have found positions directly related to their specialities. In many cases, the employment offers have come from the companies that collaborate with the School of Educational Programmes by offering internships. The CIC Cultural Institute, through the Training and Business Department, offers students an employment bank service.

## Activities: IV Design Sessions

The most outstanding activity in the course was the IV Design Sessions organised from 22 to 25 March, with the participation of all the design programme students and teaching staff of the School. The main subjects were the tenth anniversary of the design educational programmes, the fiftieth anniversary of ELISAVA and the move to the Gràcia facility.

The Gràcia alderman, Guillem Espriu, inaugurated the sessions on 22 March, which featured a lecture by designer and design theoretician Enric Satué. The conclusion of this event coincided with the graduation ceremony.

In the framework of the Sessions, design programme students have worked on the following areas:

- Desktop publishing programme: individual preparation of a poster about the tenth anniversary. Participation in a series of workshops about serigraphy and the photograms used as implementation techniques. Presentation of the posters in digital and printed formats.
- Preparatory course for an advanced degree: team design of a 15-second video about the tenth anniversary of the design programmes. Presentation of the videos in Flash (swf) and QuickTime (mov) formats.
- Educational programme for advertising graphic design and interior design: team project in mixed groups of graphic design and interior design students. Creation of a video commemorating the tenth anniversary of the design programmes in the new centre in Gràcia, together with a merchandising item. The exercises contributed to the atmosphere of the graduation ceremony.

At the end of the Sessions all the projects were presented, and the best received an award.



### Collaboration with companies

During this course, the students of the School of Educational Programmes of the CIC Cultural Institute have done internships (company internships) in 88 leading companies in their respective fields.

This year, the following companies have collaborated with the School of Educational Programmes of the CIC Cultural Institute:

Tàctica Gràfica, SL  
 ELISAVA  
 Disseny Papeti  
 La Funda Ifaaacw  
 Inforgraf Comunicació Gràfica, SL  
 Caliimatur - Greek  
 Servicios Informáticos Comnet, SL  
 Ojinaga SL, Estudio de Arquitectura, Decoración y Diseño  
 2003 Grafimón SL  
 Pati Núñez Associats SL  
 Pulso Ediciones SL  
 Grotesk Design SL  
 MC4 Printing Speed, SL  
 Gimeno Art Final SL  
 Sotano Studio SL  
 Isabel López Vilalta, SL  
 Publitesa Comunicació, SL  
 Proxima Comunicació SL  
 Medis d'Ara, SL  
 Optalia Group Invest, SL  
 Publigrup Marketing & Publicidad Santamaria  
 Servicio Estación, SA  
 Idetec Estudio, SCCL  
 Rucker Lypsa, SL  
 Mar Borquer & Asociados, SLU  
 Pronto Rótulo Team, SL  
 Editorial Página Cero, SA  
 BlocD  
 Ddb Tándem  
 Apuntes de Interiorismo  
 Playtime

## INTERNATIONAL RELATIONS

This year, ELISAVA has increased its commitment to expanding its international outlook and cooperating with universities from various countries, one of the fundamental traits of the School's academic project. The network of international relations has been consolidated and extended: ELISAVA now collaborates with almost 60 centres in Europe, the United States and Latin America as part of the Lifelong Learning / Erasmus programme or under its own bilateral agreements which make it possible to extend the education on offer beyond our own continent.

Within this context, we have extended existing agreements and entered into new ones, with the aim of meeting the growing demand for exchanges not only from Design Degree students but also from Industrial Design Engineering and Building Engineering students.

Agreements with the following institutions were concluded in academic year 2010-2011: Staatliche Hochschule für Gestaltung Karlsruhe, Karlsruhe (Germany); Universidad Veritas de Arte, Diseño y Arquitectura, San José (Costa Rica); Strate Collège, Sèvres (France); Turin Polytechnic University, Turin (Italy); Polytechnic Institute of Tomar (Portugal); University of Wales Institute, Cardiff (UK); and Beckmans College of Design, Stockholm (Sweden). We have also increased the number of exchange places available under existing agreements with Milan Polytechnic University and the Norwegian University of Science and Technology (NTNU).

At the same time, ELISAVA has been confirmed as an appealing destination for foreign students, who increasingly identify Barcelona as one of the most important design centres in Europe. The value of this movement of people stems from the fact that it flows in both directions, since the diversity of profiles and outlooks provided by students from other countries enriches our School just like local students value the possibility of supplementing their education with a period of time spent abroad.

One of the main actions to encourage students to take part in exchange programmes has been Erasmus Day. At this event held in December 2010, students who had been away during the previous year, together with those who had

come to ELISAVA, shared their projects and experiences of studying abroad with those of their peers who were interested in taking part in a mobility programme.

ELISAVA's international presence can also be appreciated through a variety of associations. The School is part of the Cumulus Network, which brings together over 100 educational institutions from the world of design, and is a member of IAESTE (International Association for Exchange of Students for Technical Experience). In addition, it collaborates with the Council on International Educational Exchange, a non-profit organisation appointed by the US Department of State with the aim of managing international student exchange programmes.

This last year we defined some of the strategic courses of action both for the future development of exchanges – extending relationships to new contexts such as Asia and Oceania – and for the subsequent consolidation of some relationships, for example with the American continent. In addition to actively working on the development of student exchanges, at ELISAVA we also encourage teaching staff mobility and research activities, which provide a necessary supplement to the actions embarked on in recent years.

### International institutions related to ELISAVA

#### Germany

Universität der Künste Berlin, Berlin.  
 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.

#### Austria

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

#### Belgium

University College of Antwerp, Antwerp.  
 Hogeschool voor Wetenschap & Kunst Sint-Lucas, Brussels.  
 Université Catholique de Louvain,

Louvain-la-Neuve.

Lessius Mechelen University College,  
Mechelen.

#### **Canada**

École de Design Industriel. Faculté de  
Aménagement, Université de Montréal,  
Montreal.

#### **Costa Rica**

Universidad Veritas de Arte, Diseño  
y Arquitectura, San José.

#### **Denmark**

Danmarks Designskole, Copenhagen  
Kolding School of Design, Kolding.

#### **Slovenia**

Academy of Fine Arts. University  
of Ljubljana, Ljubljana.

#### **United States of America**

California College of the Arts, San Francisco.  
Rhode Island School of Design, Providence.

#### **Finland**

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

#### **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.  
Parsons-Paris School of Art and Design, Paris.  
École Supérieure d'Art et Design de  
Saint-Étienne, Saint-Étienne.  
Strate Collège, Sèvres.

#### **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 Architettura. Università degli Studi  
di Sassari, Alghero.  
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.

#### **Norway**

Faculty of Design, Oslo National Academy  
of the Arts, Oslo.  
Norwegian University of Science  
and Technology, Trondheim.

#### **The Netherlands**

Gerrit Rietveld Academie School of Art  
and Design, Amsterdam.  
AKI / ArtEZ Academy of Visual Arts and  
Design, Arnhem.  
Faculty of Industrial Design Engineering.  
Delft University of Technology, Delft.  
Design Academy Eindhoven, Eindhoven.  
Utrecht School of the Arts, Utrecht.

#### **Poland**

Jan Matejko Academy of Fine Arts in Cracow,  
Cracow.

#### **Portugal**

Instituto Politécnico de Tomar, Tomar.

United Kingdom

University of Wales Institute, Cardiff.  
Glasgow School of Arts, Glasgow.  
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 Univer-  
sity, Gothenburg.

#### **Switzerland**

École Cantonale d'Arte de Lausanne,  
Lausanne.  
Hochschule Luzern - Design & Kunst. Lucerne  
University of Applied Sciences and Arts - Art  
and Design, Lucerne.  
Zurich University of the Artes, Zurich.

#### **Chile**

Pontificia Universidad Católica de Chile,  
Santiago de Chile.



# ACTIVITIES

During the 2010-11 academic year, the Department of Marketing and Communication launched and supported various initiatives in addition to classroom activities. These efforts made the School's daily activities more dynamic and enabled ELISAVA to strengthen its role in promoting and disseminating knowledge related to design and engineering.

Throughout the academic year, there have been 45 lectures, 13 exhibitions and 10 specialized meetings. In some cases these have been within the teaching programmes, and in others they have been initiatives undertaken alongside the School's daily activities. Renowned figures both in Spain and internationally in the field of design, communication, architecture and engineering have taken part in these activities.

Moreover, in order to show the education on offer, as well as the projects carried out by the students and teaching staff as part of the educational programmes, the School was also present at a total of six trade fairs and different festivals. Among these there was the Education Fair (Saló de l'Ensenyament), FUTURA, The Brandery, Construmat, Arts Libris, Biz Barcelona, Europes and the Blanc Festival. These platforms have enabled the School to enjoy not only these events to publicise the education it provides, but also to showcase the most valuable asset, the result of this education: our students.

In addition, during the 2010-11 academic year the programme of events for the celebration of ELISAVA's 50th anniversary has begun. This is a chance to bring the School closer to our students, the teaching staff, internal staff, partners, alumni and the institutions and companies that are or have been involved with ELISAVA since its creation, as well as involving them in this great celebration.

## LECTURES

Thanks to the effort and work of the lifelong learning programmes' directors and lecturers, as well as the School staff, we have been fortunate enough to enjoy the involvement of significant figures from the design and engineering world, including the designers Rich Roat, Irma Boom, Andrew Stevens, Catrin Vagnemark, Dani Freixes, Alejandro Diaz, Anita Cooney, Ruedi Baur, Harriet Posner, Beatriz Colomina, Laura Alejo, Albert Jan-Pool, Tony Brook and others. The list also includes architects Josep Bunyesc and Torsten Masek, and coolhunters Belén Torregrosa and Li Edelkoort. All of these enjoy national and international renown.

### FROM DESIGN TO ECO-DESIGN

**Speaker:** Ramon Folch, socio-ecologist.

**Date:** 4th November 2010.

This was the inaugural lecture in the course, given by Mr. Ramon Folch, PhD in Biology and currently director of the studio ERF - Environmental Management and Communication.

### EXPERIENCIAS DE UN COOLHUNTER

**Speaker:** Belén Torregrosa, coolhunter.

**Date:** 10th November 2010.

A lecture on coolhunting and its practical application in design and communication strategies. Belén Torregrosa is a correspondent for the Future Concept Lab in Spain. This was given as part of the Postgraduate Diploma in Coolhunting; Design and Global Trends.

### CRITERIA AND OPPORTUNITIES IN ARCHITECTURAL EXPLORATION

**Speaker:** Josep Lluís Mateo, architect.

**Date:** 10th November 2010.

Josep Lluís Mateo, professor of projects at the Polytechnic of Zurich and Chairman of the Management Committee of the Barcelona Institute of Architecture, spoke about the case of El Vilar country house. This was given as part of the Postgraduate Diploma in Interior Space; Private Perimeters.

### COMPETITIVE STRATEGY FOR BUSINESS IN THE GLOBALIZED ECONOMY

**Speaker:** Ricardo Ebri, CEO of Fermax (SH) Electronics Co., Ltd.

**Date:** 16th November 2010.

The aim of this talk was to explain to the attendees ideas about modern corporate culture

that may enable them to gain competitive advantages in this area. Fermax (SH) Electronics Co, Ltd. is the largest Spanish manufacturer of electronic doorway intercoms, including video devices.

### TACTICS AS OPPOSED TO STRATEGY. DIFFERENT VIEWS OF THE PROJECT

**Speaker:** José Miguel de Prada Poole, architect.

**Date:** 12th December 2010.

During this talk, several specific projects were analyzed (the Instant Town of Ibiza, among others) and "exemplary" or "typical" solutions were assessed (Robotic Parking Micro-proposal and Space City, among others). José Miguel de Prada Poole holds a Ph.D. in Architecture from the Polytechnic University of Madrid and was awarded the National Architecture Prize in 1975. This activity was for the Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality.

### A GRAPHIC TALE

**Speaker:** Tony Brook, creative director.

**Date:** 26th December 2010.

Tony Brook reviewed his innovative and effective designs that have won awards in various disciplines and media. His work connects with the target audience significantly and provides his customers with a creative and commercial edge. Brook is co-founder, along with Ms. Patricia Finegan, of the Spin design studio, based in London. This activity was carried out within the Master's Degree in Graphic Design.

### DESIGN MANAGEMENT AND TRANSPORT DESIGN

**Speaker:** Gino Finizio, design manager.

**Dates:** 14th and 17th January 2011.

Gino Finizio is a leading international expert in design management and design for transportation, a business management consultant for Alfa Romeo, Apple, Aprilia, Lancia and Fiat Auto, among many other companies. He has taught at several universities such as the Polytechnic of Milan, La Sapienza in Rome and the Federico II University of Naples. This activity was carried out for the Master's Degree in Transport Vehicle Design and the Postgraduate Diploma in Digital Modelling.

### THE SECRETS OF ECO-EDITION

**Speakers:** Ramon Arribas, director of the Advisory Council for Sustainable Development (CADS); Jordi Bigues, journalist and author of

"The secrets of eco-edition"; Marta Escamilla from the Leitat Technology Centre; Mauricio O'Brien, designer and lecturer at ELISAVA; Àngel Panyella of PolLen Edicions; and Miguel Àngel Soto, Greenpeace head of forests.

**Date:** 27th January 2011.

Presentation of "The secrets of eco-edition", a practical guide to explain how to achieve environmental excellence in paper publications to all those involved in writing, editing, designing and printing books. This event was organized by ELISAVA, the Advisory Council for Sustainable Development (CADS) and the Barcelona Eco-Publishing Group (GEBN) for the Master's Degree in Design and Architecture.

#### THE BOLOGNA EXPERIENCE

**Date:** 18th and 21st February 2011.

Lecture series aiming to explain the changes that the adaptation to the European Higher Education Area (EHEA) have had on university studies in general, and specifically in ELISAVA. The programme included the following lectures:

"New trends in styles of learning, teaching and planning classes" by Oriol Amat, professor at the Pompeu Fabra University (UPF) and director of the Centre for Teaching Quality and Innovation (UPF). / "Teaching creativity and technology," Presentation by Daniel Cid, academic director at ELISAVA. Speakers: Albert Fuster, head of studies of the Bachelor's Degree in Design; Joaquim Matutano, head of the Science, Technology and Production area; and Rafaella Perrone, head of the Projects area for Bachelor's Degree studies. / "Projects" by lecturers Cesc Solà and Marta Llinàs. / "Social Sciences" by lecturer Ramon Faura. / "Expression and representation," by lecturer Juan J. Arausi. / "Sciences", by lecturer Heura Ventura. / "Technology", by lecturer Nandi Dorado.

#### HOW AN ILLUSTRATED BOOK COMES TO LIFE

**Speaker:** Katsumi Komagata, designer and illustrator.

**Date:** 22nd February 2011.

Mr. Komagata is a designer and illustrator of international renown who uses coloured paper of different textures for his creations, cutting and folding it in many ways to obtain three-dimensional figures from flat paper surfaces with the aim of giving the reader a visual and tactile experience.

During the presentation, he revealed his method of working by going through his work, explaining his creative methods and what children's books should be like in the future, according to him.

Attendees were able to take part in a workshop with the famous designer, where they discovered how to illustrate children's books through practical exercises using only coloured paper. The lecture was organized as part of ELISAVA's 50th anniversary.

#### THE EVOLUTION OF HABITAT

**Speaker:** Fernando Salas, architect and designer.

**Date:** 23rd February 2011.

Mr. Fernando Salas Sierra, a renowned architect and designer as well as the director of Salasstudio, dealt with "The evolution of habitat" in the closing lecture of the 7th Postgraduate Diploma course on the Design of Interior Space; Private Perimeters. Salas looked at humans' different habitats from their beginnings and spoke about how they have evolved over the centuries.

#### I LIKE IT. WHAT IS IT?

**Ponent:** Anthony Burrill, graphic designer and illustrator.

**Date:** 23rd February 2011.

Explanation of the professional projects by Mr. Burrill including, among others, posters and advertising campaigns for clients such as The Economist, music videos, animations, installations and 3D works commissioned by prestigious institutions such as the Design Museum in London. This lecture came within the context of the Postgraduate Diploma in Graphic Design applied to Communication.

#### THE ANSWER IS ALSO BLOWING IN THE WIND: MINI-WIND ENERGY

**Speakers:** Fernando Pérez Diez, technical director of Navitas Paradigma. S.L.; Javier López, head of Projects at Navitas Paradigma S.L.; and Oscar Pérez Sellarés and Bruno Di Lella, product engineers collaborating with Navitas Paradigma S.L.

**Date:** 24th February 2011.

Mini-wind energy was the centrepiece of this lecture, which was divided into 3 parts: principles, the use of wind energy, differences and traditional uses; trends and future uses; and the design of mini-wind generators. This was part of the Bachelor's Degree in Industrial Design.

#### SUSTAINABILITY AND ARCHITECTURE

**Speaker:** Albert Cuchí, architect.

**Date:** 8th March 2011.

Albert Cuchí is a founding member of iisBE España (International Initiative for Sustainable Building Environment) and sustainability expert adviser to the Ministry of Housing. This lecture fell within the context of the Postgraduate Diploma in Design, Environment and Architecture.

#### TYPE & PRINT

**Speakers:** Zoë Bather and Matt Willey, creative directors.

**Date:** 9th March 2011.

Matt Willey and Zoë Bather, owners and creative directors of Studi8 Design in London, spoke of the work they have carried out in the field of typography and graphic communication. This lecture was given in relation to the Master's Degree in Graphic Design.

#### THE NEW SYSTEM OF FASHION

**Speaker:** Silvia Ventosa, head curator of the Textile and Clothing Museum, Disseny Hub (Design Hub) Barcelona.

**Date:** 10th March 2011.

"Clothes are not fashion until a person or institution puts a label on them." Ms. Silvia Ventosa gave her lecture based on this premise. She has a PhD in Social and Cultural Anthropology, and gave this lecture in the context of the Master's in Fashion Design; Design and Fashion.

#### THE HISTORY OF MUSEUMS AND THE PHENOMENON OF EXHIBITING: FROM THE TEMPLE TO THE LABORATORY

**Speaker:** Juan Carlos Rico, museum curator.

**Date:** 18th March 2011.

Juan Carlos Rico has a PhD in architecture and art history and is a museum curator. The lecture was given for the Postgraduate Diploma in Design and New Exhibition Formats.

#### CONSTRUCTED GROTESQUE, A BAUHAUS MYTH?

**Speaker:** Albert-Jan Pool, graphic designer.

**Date:** 21st March 2011.

Albert-Jan Pool has redesigned DIN, one of the fonts recently acquired by MoMA, and he owns the studio Dutch Design. This lecture was given for the Postgraduate Diploma in Typography.

**MUSEUMS IN THE EARLY 20TH CENTURY**

**Speaker:** Josep Maria Montaner, Professor of Architectural Composition at the Barcelona School of Architecture (ETSAB-UPC).

**Date:** 22nd March 2011.

Josep Maria Montaner gave this lecture focusing on typological changes and new relationships with museum visitors. This took place for the Postgraduate Diploma in Design and New Exhibition Formats.

**ECO-DESIGNING TOWNS**

**Speaker:** Joan Rieradevall, researcher at the Institute of Environmental Science and Technology at the Autonomous University of Barcelona (UAB).

**Date:** 23rd March 2011.

Joan Rieradevall spoke about the environmental tools for designing sustainable cities. The lecture was conducted within the context of the Master's in Design and Habitat.

**THREE APPROACHES TO SUSTAINABLE ARCHITECTURE**

**Speaker:** Jaume Valor, architect.

**Date:** 29th March 2011.

Jaume Valor, management partner of Exe Arquitectura Barcelona SLP, gave this lecture in which, referring to three buildings that have been designed and built, questions have been raised such as what a sustainable project means today, what aspects are involved, what strategies are used and how this is assessed. This lecture fell within the context of the Postgraduate Diploma in Design, Environment and Architecture.

**TRANSPORTING MATERIAL**

**Speakers:** Marc Barceló, engineer and general manager of Volta Motorbikes; Ramon Benedito, industrial designer; Ramon Farreny, doctor in Environmental Science and Technology, researcher linked to the UAB and member of Inèdit Innovació; Jorge Luis Marzo, art historian; Toni Parera, industrial designer at the company PLAY; and Eduard Sentis, CEO and founder of Modular BPS.

**Date:** 4th and 6th April 2011.

This was a series of lectures organized for the studies in the Bachelor's Degree in Industrial Design Engineering course subject "Design and Product", in order to give students a broad view of all the factors involved in developing a project. The topic of the 2010-2011 academic year focused on products that enable material to be transported in urban areas: from products

that transport people or living beings to products that transport objects.

**SOLO**

**Speaker:** Patrick Thomas, graphic designer.

**Date:** 5th April 2011.

Mr. Patrick Thomas, a member of L'Alliance Graphique Internationale and founder of Lavista Studio, gave his presentation "Solo" for the Bachelor's Degree in Design.

**LE PETIT CABANON, BARRACA O STUDIOLO?**

**Speaker:** Daniel Cid, academic director of ELISAVA

**Date:** 11th April 2011.

Conference within the studies for the Bachelor's Degree in Design (first year subject "Fundamentals of Project III"), in which Mr. Daniel Cid carried out the study focussing on such areas.

**JUMPING ACROSS**

**Speaker:** Laura Alejo, art director.

**Date:** 12th April 2011.

Ms. Laura Alejo, art director of the HUSH studio in New York, described her experience as an audiovisual designer for this top-ranking studio. This lecture was given within the context of studies for the Bachelor's Degree in Design.

**TV BRANDING AND THE ESPORT3 PROJECT**

**Speaker:** Carlos Ferreyros, creative director.

**Date:** 13th April 2011.

The founder of the company Ca-Square, Carlos Ferreyros, presented the new channel Esport3 and spoke about the specific factors affecting the management of the brand on television and how to successfully build up a channel's identity. A lecture related to the Postgraduate Diploma in Design and Television.

**FFF (AGAIN)**

**Speaker:** Gavillet & Rust / Optimo, Graphic Design studio.

**Date:** 27th April 2011.

The Gavillet & Rust studio, founded in 2001 by Gilles Gavillet and David Rust, works for clients in cultural and business fields, though it mainly works in editorial design, brand identity and development of fonts - through its digital typography foundation Optimo. This lecture was given within the context of the Master's Degree in Graphic Design.

**LIVING LAB LOW3\_ THE ROAD TO "NET ZERO ENERGY" BUILDINGS**

**Ponent:** Torsten Massek, architect.

**Data:** 28th April 2011.

The director of Low3\_Solar Decathlon UPC 2010, Torsten Massek, gave this talk focusing on the design and construction of houses self-sufficient with solar energy. A lecture for the Postgraduate Diploma in Eco-habitat; Eco-efficient Habitat Design.

**BRANDED CONTENT**

**Speaker:** Risto Mejide, creative director.

**Date:** 3rd May 2011.

Mr. Risto Mejide is the creative director of Aftershare.tv, a company he founded with Mr. Marc Ros in 2007. The lecture was related to the Master's Degree in Advertising Design and Communication.

**THE DESIGN FACTOR**

**Speaker:** Enric Satué, designer.

**Date:** 4th May 2011.

Mr. Enric Satué, National Design Award winner in 1988 and lecturer at the Pompeu Fabra University and the Barcelona School of Architecture (ETSAB), presented the book "The design factor in the culture of image and in the image of culture," published by Alianza Editorial. During the event, a panel discussion was held with Messrs. Josep Maria Casasús, dean of the Department of Audiovisual Communication at the Pompeu Fabra University (UPF); Daniel Cid, ELISAVA's academic director; Jordi Pericot, Emeritus Professor at the UPF; and Ferran Sagarra, director of the Barcelona School of Architecture.

**BLURRED VISIONS**

**Speaker:** Beatriz Colomina, architect.

**Date:** 9th May 2011.

Ms. Beatriz Colomina, lecturer in architecture and director of the PhD course in Architecture and the Media and Modernity programme at Princeton University (New York), gave the lecture "Blurred visions: architectures of surveillance from Mies to SANAA" to over 120 students. This lecture was intended for the Postgraduate Diploma in Design and New Exhibition Formats.

**FASHION MARKETING**

**Speaker:** Harriet Posner, designer.

**Date:** 11th May 2011.

Assistant Lecturer in Fashion Marketing and Business Management at the London College

of Fashion, Harriet Posner presented her latest book on fashion marketing, a discipline that leads to most of the creative and strategic decisions affecting the design and development of products and which acts as a bridge between the intangible side of fashion and the hard reality of business. This lecture was for the Master's Degree in Fashion Design; Design and Fashion.

#### LOW-ENERGY BUILDINGS IN A MEDITERRANEAN CLIMATE

**Speaker:** Josep Bunyesc, architect.

**Date:** 12th May 2011.

A lecture on the characteristics of environmentally sustainable Mediterranean buildings for the Postgraduate Diploma in Eco-habitat; Eco-efficient Habitat Design.

#### DESIGN IN CONTEXT

**Speaker:** Ruedi Baur, designer.

**Date:** 19th May 2011.

Mr. Ruedi Baur, lecturer at several universities and a member of L'Alliance Graphique Internationale (AGI), explained how designers are involved in society based on the context as a starting point. He also analyzed the cases carried out by the by the Integral Ruedi Baur studio. The lecture was for the Master's Degree in Advertising Design and Communication.

#### NOTES ON TEACHING FROM THE INSIDE OUT

**Ponent:** Anita Cooney, designer.

**Date:** 20th May 2011.

Ms. Anita Cooney, Professor of Interior Design at the Pratt Institute in New York and co-founder of the multidisciplinary design studio AC2, explained the processes of creating interior design in urban areas using New York as a research laboratory. This activity was carried out within in the context of the Master's Degree in Master's Degree in Retail Space; Retail Design.

#### FROM DECONSTRUCTIVISM TO PARAMETRICISM

**Speaker:** Alejandro Diaz, architect.

**Date:** 1 de juny de 2011.

The lead architect for the international architectural studio Zaha Hadid, Alejandro Diaz, gave a talk on the office work as of the initial deconstructivism up to the current parametricism and he applied this concept to address different levels and disciplines of design. He explained the Spiral Tower project in Barce-

lona. The lecture was for the Postgraduate Diploma in the Design of Workspace.

#### TRENDS 2012-2013

**Speaker:** Li Edelkoort, coolhunter.

**Date:** 10th June 2011.

Presentation of trends, colours and styles that will mark the upcoming seasons, by the prestigious coolhunter Li Edelkoort. This was intended for the Master's Degree in Fashion Design; Design and Fashion.

#### DRINKS

**Speaker:** Dani Freixes, architect.

**Date:** 10th June 2011.

Mr. Dani Freixes, award winner of the National Design Prize in 2001 and the National Prize for Architecture and Public Space from the Government of Catalonia (Generalitat) in 2007, described various projects related to hotels and restaurants that have helped him to understand more precisely what feelings a space can transmit and how to make it more inhabitable. The lecture was for the Postgraduate Diploma in the Design of Workspace.

#### BVD PACKAGING IN PURELY SWEDISH STYLE

**Speaker:** Catrin Vagnemark, creative director.

**Date:** 16th June 2011.

Ms. Catrin Vagnemark, the creative director of DVB, a Swedish design agency specializing in branding, packaging and retailing, analyzed some of the most significant case studies in the world of packaging and corporate identity. She also reviewed the history of the agency within the context of Scandinavian design and its culture, design philosophy and methods used. This lecture was for the Master's Degree in Design in Packaging.

#### GRAPHIC THOUGHT FACILITY

**Ponent:** Andrew Stevens, creative director.

**Date:** 17th June 2011.

This presentation from the London-based design consultancy firm Graphic Thought Facility was dedicated to creating, among others, printed and digital graphics, products and environments, which are aimed at companies, art institutions and other international organizations. Their design plan is simple: to develop creative and efficient solutions that can meet business needs. This lecture was for the Master's Degree in Graphic Design.

#### TRIBUTE TO JORDI ROURA

**Date:** 21st June 2011.

This tribute to Jordi Roura, one of the founders of the design studios at ELISAVA, was introduced by the Doctor of Fine Arts and lecturer Francesc Orenes. It consisted of a discussion in which alumni and lecturers from ELISAVA took part. His teachings were remembered, as was the mark he left on the way of designing in Barcelona.

#### ENVOLVENTES

**Speaker:** Alejandro Zaera, architect.

**Date:** 28th June 2011.

Mr. Alejandro Zaera, head director at AZPA (Alejandro Zaera Polo Architects), spoke about architecture as a source and integral part of life and the environment, and as a process of growth and deterioration in material life. He also analyzed a number of urban factors, cultural processes and construction technologies as a context in which architecture grows. The lecture was for the Postgraduate Diploma in the Design of Workspace.

#### ARCHITECTURE OF THE SENSES

**Speakers:** Héctor Ruíz-Velázquez (García Ruíz Arquitectos), Joan Sabaté (SaAS), and Julián Escobar Uribe (ARO fórum SLP arquitectura). Moderator: Jordi Galiana, head of Dornbracht España.

**Date:** 1st July 2011.

This was a lecture followed by a panel discussion on the history of rituals and their significance in architecture from the past to the present day. Activity for the EME3 festival.

#### HOUSE INDUSTRIES

**Speaker:** Rich Roat

**Date:** 7th July 2011.

How to construct a perfect alphabet with freedom of letters for everyone is the question upon which Mr. Rich Roat based his lecture. He is a member of House Industries. This design studio of international renown has managed to combine typography with cultural, musical and graphic features and has presented projects that transcend graphic conventions through innovation. This has brought him to a much wider audience. This lecture was for ELISAVA's Master's Degree in Graphic Design.

#### BOOM ON BOOKS

**Speaker:** Irma Boom, designer.

**Date:** 7th July 2011.

During this lecture, Ms. Irma Boom looked

back over her career. An activist in publishing design, in 1991 she founded her own studio, the Irma Boom Office, in Amsterdam. In 2007 she was awarded the gold medal at the "world's most beautiful book" for *Weaving as a Metaphor* at the Leipzig Fair. In the spring of 2009, the MoMA (Museum of Modern Art) dedicated a display to her in recognition of her work. This lecture was for ELISAVA's Master's Degree in Graphic Design.

## EXHIBITIONS

"Multi.Matheria", "Tipos Latinos" (Latin Types), "PARA-Site" and "¿Trajos sucios?: del uniforme al objeto" (Dirty Rags? From uniforms to objects) were among the most noteworthy exhibitions of the academic year. The latter was a finalist in the second European Waste Reduction Awards.

### CIVIC CITY BARCELONA

**Dates:** from 15th October to 3rd November 2010 (inaugural tour guided by the designer Ruedi Baur).

**Venue:** ELISAVA's Àgora hall.

The "Civic City Barcelona" exhibition was characteristic for taking a fresh, different look at new representative neighbourhoods in different districts of the city. The areas appeared in colours, symbols and visual language. The display had graphic proposals and work for public space that builds up the characteristic identity and dynamics of the neighbourhoods of Les Tres Torres, El Coll, La Font d'en Fargues, La Guineueta, El Bon Pastor, Barceloneta, Poble-nou, Poble-sec and Sant Antoni.

The exhibition was the result of the project carried out by students from the University Master's Degree in Design and Communication and the Master's Degree in Design and Public Space, supervised by the renowned designer Ruedi Baur.

### ¿TRAPOS SUCIOS?: DEL UNIFORME AL OBJETO (DIRTY RAGS?: FROM UNIFORMS TO OBJECTS).

**Dates:** from 19th November to 22nd December 2010.

**Inauguració:** dijous 18 de novembre.

**Venue:** ELISAVA's Àgora hall.

This was a display of the products created by

students from the Bachelor's Degree in Design from a set of discarded workers' uniforms from Urbaser, a waste collection and street cleaning company. The exhibition showed the result of the four-month workshop, carried out within the context of this project involving university/industry collaboration. Given its sustainable and innovative character, the display was part of the events for the Week for Waste Reduction in Europe, organized in over 30 European regions.

### ACHIEVEMENTS: STARTING WITH A GOOD PROJECT IS AN EARLY TRIUMPH

**Dates:** 8th to 22nd March 2011.

**Venue:** ELISAVA's Àgora hall.

A selection of the end-of-course projects created by the students of the Bachelor's Degree in Design, Technical Architecture and Technical Engineering in Industrial Design for the 2009-2010 academic year.

### MULTI.MATHERIA

**Dates:** from 6th April to 23rd May 2011.

**Venue:** ELISAVA's Àgora hall.

This exhibition showed the scope of this project, focussing on the analysis, classification and study of new hybrid composite materials with properties that make them adaptable. This strategic project from Spain's Ministry of Science and Innovation aimed to create added attractiveness and value through multifunctional materials and new qualities for the interiors of means of transport, whether public or private (cars, planes, trains, etc.).

The display showed the work carried out by students from the Bachelor's Degree in Industrial Design Engineering in the different areas of the project: research and development of hybrid materials, analysis of technologies and industrial processes, research and development of new concepts and architectures, analysis of material comfort in transport, the simulation and prediction of errors in hybrid composite materials, and demonstrations of experimental technology.

### TIPOS LATINOS (LATIN TYPES)

**Dates:** From 25th May to 15th June 2011 (inaugural tour guided by the display's consultant, Ana Cano).

**Venue:** ELISAVA's Patio of Lights.

A selection of typographic productions from Latin America in recent years. The 78 works of poster size on display correspond to different categories: font families, fonts for text, fonts for titles, experimental fonts, fonts for screens

and miscellaneous designs with Latin American fonts.

It has been possible to host "Tipos Latinos" in ELISAVA due to collaboration with the University of Castilla La Mancha and the CIDI (Image Research Centre) department of the Faculty of Fine Arts in Cuenca, as well as institutional support from the ORT University of Uruguay, ATYPI, the Spanish Agency for International Cooperation for Development in Argentina (AECID) and the Spanish presidency of the EU 2010.es.

### PARA-SITE

**Dates:** from 8th June to 31st August 2011.

**Venue:** ELISAVA School Hall.

This displayed a dynamic full-scale prototype of one of the projects carried out in the 2010-2011 academic year for the Master's Degree in Advanced Design and Digital Architecture (ADDA) by students and teachers, under the supervision of the architect Jordi Truco. The prototype, which was first exhibited at the Construmat Fair and then ELISAVA, interacts with its surroundings and is designed using new materials and digital technologies. It is a pioneering construction in our country and is adaptable, has sensors and is equipped with activation systems that respond to external stimuli and interact with the surroundings.

### LA LISTA DE SANDRA (SANDRA'S LIST)

**Dates:** from 16th June to 6th July 2011.

**Venue:** The Private Space (Barcelona).

A perspective from students of ELISAVA's Postgraduate Diploma in Photography and Design: Image Creation created the display "La Lista de Sandra". This name refers to the register for students' attendance in class. It was a heterogeneous group of works - photographs, installations, video and graphic pieces - chosen by the director of the postgraduate course, Pedro Vicente, seeking a balance between reality and fiction while questioning the narrative concept of one's perspective: they were images that not only represented reality, but also explained it.

### FROM INGENIOUSNESS TO ENGINEERING

**Dates:** from 27th June to 15th July 2011.

**Venue:** Àgora hall (Barcelona).

This was an exhibition of projects carried out by ELISAVA's students of Engineering in Industrial Design and Construction Engineering, divided into 4 categories: product design, materials, interaction and production.



**AT THE END OF LA RAMBLA****Dates:** from 30th June to 3rd July 2011.**Venue:** Balcony hall – Santa Mònica Art Centre (Barcelona).

This display for the EME3 festival programme showed the work by students from ELISAVA's Master's Degree course in Design and Exhibition Project Management and the Postgraduate Diploma in Design and New Exhibition Formats. It focused on the enquiry into the functions and forms of the city's main street along its final stretch. The works were shown on a 1:1 scale and in real time. These were five works placed directly over the public space, changing its appearance, use and, ultimately, its usual meaning.

**(IN)FREQÜÈNCIES****Dates:** from 15th to 30th July 2011.**Venue:** Plaça Joaquim Xirau square (Barcelona) and ELISAVA's Àgora hall.

This was an exhibition of works from the six collections created by a dozen young designers who completed their studies for ELISAVA's Master's Degree in Fashion Design; Design and Fashion. This intervention in space provided the opportunity for emerging designers to bring the concept and the world built around the creations to the point of sale.

**LA CIUDAD COMO PLATÓ (THE CITY AS A STUDIO)****Dates:** from 5th to 30th July 2011.**Venue:** Espai Volart 2 (Barcelona).

This was a multidisciplinary approach to photography and architectural and social exploration at the Can Framis Museum and the Barcelona district of 22@, where the building is located. The display showed the work carried out by students from the Postgraduate Diploma in Photography and Design: Image and Creation. The participants considered their physical presence as an inherent feature that is inseparable from the architectural and social experience of the Can Framis space and 22@. The exhibition was made possible through collaboration with the Vila Casas Foundation and was sponsored by Reproducciones Sabaté and Angle.

**FEM BARRI (MAKING A NEIGHBOURHOOD)****Dates:** from 5th to 23rd July 2011.**Venue:** Cotxeres de Borrell Civic Centre (Barcelona).

A line of products that the 4th year students from ELISAVA's Bachelor's Degree in Product

Design created jointly with the San Antonio District's Residents' Association. In order to foster a sense of belonging and cohesion in the district, the students proposed design solutions that could meet the residents' communication needs. This was a non-profit initiative that put design at the service of society, and also gave students the chance to put their learning into practice and develop their entrepreneurial spirit.

**BUILDING TYPE****Dates:** from 23rd July to 15th September 2011.**Venue:** Servei Estació (Barcelona).

This showed the work resulting from the "Building Type" workshop carried out by students from ELISAVA's Postgraduate Diploma in Typography. The students showed nine concepts: structure, exuberance, parallelism, modification, trencadis mosaic, rhythm, solidity, floating and reflex, reinforcing their significance through typography and materials. This exhibition was carried out in collaboration with Servei Estació, which provided the materials and its window display in a privileged location in the city

**TRADE FAIRS**

ELISAVA was also present in a total of six fairs and festivals. These platforms have served to showcase the School's academic offer and training efforts.

**THE BRANDERY WINTER EDITION****Dates:** 26th and 28th January 2011.**Venue:** Fira de Barcelona (Barcelona Trade Fair).

Students Ulises Pérez and Susana Toboso from ELISAVA's Master's Degree course in Fashion Design; Design and Fashion took part in the urban fashion fair "The Branderly", with the "Suñle Lab" project. Their idea, defined as "slow fashion design", is to reuse fabrics, processing them and subsequently re-adapting them, thus giving the works symbolic value.

**ARTS LIBRIS****Dates:** from 14th to 17th April 2011.**Venue:** Santa Mònica Arts Centre (Barcelona).

The School participated in the second Art and Design Book Fair for Sant Jordi, Barcelona 2011, with an exhibition of work by past and present students from the Bachelor's Degrees in Design. "Arts Libris" was a project organized by Arts Santa Monica, Raiña Lupa and the Graphic Communication Foundation (Comunicació Gràfica). It aimed to promote and publicize the issue of copyright in the field of graphic art and experimentation.

**EDUCATION FAIR (SALÓ DE L'ENSENYAMENT)****Dates:** from 23rd to 27th March 2011.**Venue:** Fira de Barcelona (Barcelona Trade Fair), pavilion 2, stand E551 (Barcelona).

The School believes and trusts in the people who form part of its educational community to carry out projects with companies and institutions, as well as ones for the School itself.

This is the case with the Education Fair Saló de l'Ensenyament (the most important meeting of its kind in Catalonia with more than 70.000 visitors), where the stand was set up applying an active teaching methodology designed to build up and develop the students' future in all fields. In the last edition, for the first time ELISAVA's stand was designed and built by students and lecturers.

The stand was set up by a team including lecturers Rius Oriol Rius and Xavier Roca, who supervised the project, and design and engineering students Salustià Alvarez, Sonia Blanco, Oriol Castellar, Daniel Llugany, Tanya Pedra, Alex Ortega and Marta Sancho.

**FUTURA, THE MASTER'S AND POSTGRADUATE EXHIBITION****Dates:** 25th and 26th March.**Venue:** Fira de Barcelona (Barcelona Trade Fair), pavilion 5, stand 201 (Barcelona).

The education fair Futura is held within the framework of the Week of Training and Employment, simultaneously with the education fair Saló de l'Ensenyament. Futura presents the training offer of masters and postgraduate programmes.

As with the Education Fair (*Saló de l'Ensenyament*) this same year, for the first time the ELISAVA stand was created by students and lecturers. This is the same team that took part in assembling the stand at the Education Fair.

**CONSTRUMAT 2011**

**Dates:** from 16th to 21st May 2011.

**Venue:** Pavilion 3, stands 401 and 474, Fira de Barcelona (Barcelona Trade Fair), Gran Via (Barcelona).

At Construmat 2011, ELISAVA presented the display "PARA-Site", a dynamic prototype that interacts with its surroundings and is designed using new materials and digital technologies. This was a pioneering construction in our country. It was adaptable, had sensors and was equipped with activation systems that responded to external stimuli and interacted with the surroundings.

The display was a full-scale prototype of one of the projects carried out during the present academic year by students and lecturers from ELISAVA's Master's Degree in Advanced Design and Digital Architecture (ADDA), under the supervision of the architect Jordi Truco. It intended to stimulate experimentation in new ways of designing and conceptualising in contemporary architecture.

The display, hosted by ELISAVA's corporate stand, was inaugurated by the School's managing director, Ramon Benedito, and the team of students and lecturers involved in the project. For Construmat 2011, ELISAVA also participated in the Bioclimatic Classroom with a series of technical sessions grouped under the theme "Construction today requires new education". The sessions focused not only on publicising the School's new educational offerings, but also on the teaching of professional skills to carry out the tasks associated with the concept of rebuilding as a tool to transform the existing built-up environment. The programme was organized in collaboration with the Association for the Development of the Bioclimatic House (Associació pel Desenvolupament de la Casa Bioclimàtica).

**BIZBARCELONA**

**Dates:** 15th and 16th June 2011.

**Venue:** Fira de Barcelona (Barcelona Trade Fair) – Montjuïc (Barcelona).

ELISAVA took part in the entrepreneurs' exhibition with two talks on creation and innovation in companies. One was "¿Trapos sucios? del uniforme al objeto" ("Dirty rags? From uniforms to objects"), by Victor Cardador, the Barcelona executive delegate from URBASER S.A., Daniel Cid, academic director of ELISAVA, Salvador Fàbregas, industrial designer and lecturer at ELISAVA, Boris Puyana

and Pau Sabater, past students at ELISAVA. The other was "Coolhunting and Research for Small and Medium-Sized Companies" by Jorge Rodríguez Nieto, director of the Master's in Research for Design and Innovation.

**THE BRANDERY SUMMER EDITION**

**Date:** 12th July 2011.

**Venue:** Passeig del Born (Barcelona).

Students from ELISAVA's Master's Degree course in Fashion Design; Design and Fashion participated in collecting second-hand jeans with the slogan "Second Chance" for the benefit of the Arrels Foundation, dedicated to caring for the homeless in the city of Barcelona. In the course of the day, about 200 pairs of jeans were collected, donated by about 80 people. The garments were customized by the ELISAVA students and were then given to the Arrels Foundation. This was a joint initiative by the Barcelona City Council, ELISAVA, The Branderly in Barcelona, the Arrels Foundation and Associació Born (the Born district Association).

**MEETINGS**

The School has also organized presentations, specialization and orientation sessions, professional forums, vocational workshops and open days.

**DESIGN THINKING AND INNOVATION**

**Dates:** from 1st to 4th February 2011.

**Venue:** ELISAVA.

During the 1st Meeting of Design Thinking and Innovation, shapes, methods and systems were explored that provide research into trends, consumption and design thinking in order to ensure that the main forces that create what we consume work together in coordination and give each other feedback. For this event, ELISAVA hosted the first Barcelona UnConference organized by the international network of design thinkers Wenovski. This event served as an introduction to the Master's Degree in Research for Design and Innovation, which is to be launched in the 2011-2012 academic year.

**MAHAGONNY**

**Dates:** 8th, 9th, 10th and 11th May 2011.

**Venue:** ELISAVA's assembly hall.

The School's theatre group, made up of lecturers and students and directed by the lecturer Ferdinand Utzet, presented "Mahagonny," a free adaptation of the play by Bertolt Brecht.

**SOLIDTHINKING**

**Date:** 31st May 2011.

**Venue:** ELISAVA's assembly hall.

This computer software was presented, which is an innovation in the field of 3D modelling and rendering for Mac OS X and Windows, as it enables designers to visualize, explore and completely evaluate more ideas in less time. This was for the Bachelor's Degree studies in Industrial Design in Engineering.

**OVERPACKAGING VS ECO-DESIGN**

**Date:** 6th June 2011.

**Venue:** ELISAVA's assembly hall.

This meeting was organized for ELISAVA's Bachelor's Degree in Engineering in Industrial Design, together with the Catalan Foundation for Waste Reduction and Responsible Consumption. A European study was shown that promotes the debate about overpackaging for food products, providing a series of eco-design proposals and criteria.

The activity was backed by the Catalan Government's Department of Land Planning and Sustainability (Departament de Territori i Sostenibilitat de la Generalitat de Catalunya), the Catalan Waste Agency (Agència de Residus de Catalunya), the Barcelona Provincial Government (Diputació) and URBASER.

**BIO ARCHITECTURE. TOWARDS A MORE EFFICIENT ARCHITECTURE**

**Date:** 8th June 2011.

**Venue:** ELISAVA's assembly hall.

What are the issues to be considered in contemporary architecture?

This question opened a meeting/discussion that analyzed and assessed whether modern architecture has to be static or if, conversely, it should be capable of interacting with and relating to its surroundings according to the information it produces and receives. A series of lectures took place throughout the day, which ended with a roundtable discussion and the launching of the interactive prototype PARA-Site. This activity was for the Master's Degree course in Advanced Design and Digital Architecture.



**RETAIL REFRESH TOUR****Date:** 14th June 2011.**Venue:** ELISAVA.

ELISAVA opened the doors of the Retail Design Institute in New York to show presentations by various speakers on Design Management of shopping areas with professionals and students. This activity was carried out within the context of the Master's Degree in Shopping Areas: Retail Design.

**ELISAVA'S DAY****Dates:** 18th June 2011.**Venue:** ELISAVA.

This day commemorated the ELISAVA community's day. Throughout the day, and in different areas of the School, activities were organised (multidisciplinary workshops, concerts and other activities on the terrace) in which over 300 people took part, including current students and alumni.

The workshops, held during the morning, were creative spaces where participants could practice different disciplines: amigurumi, cross stitch, engraving and linotype, Japanese bookbinding, knitting, marbling, natural dyeing, books that make nature and pottery making. In the afternoon, took place the party of ELISAVA Professionals, the Association of Former Students of the School, within the framework of which was held a new edition of Mercatalent, the marketplace of ideas and products developed by students and alumni of ELISAVA. The bands invited to the event were Aaron, Agfaline, Icebend, Patrice Barnabe, Sababa, The Children and Undecided179.

**FROM INGENIOUSNESS TO ENGINEERING****Date:** from 27th to 29th June 2011.**Venue:** ELISAVA.

"From ingeniousness to engineering. Engineering today requires new education" was a series of days aimed at, first, showing Industrial Design Engineering and Construction Engineering to the School's students and all those interested in both disciplines and, secondly, establishing a meeting platform with professionals and companies in the industry.

The conference days, which coincided with the 4th International Forum on Additive Manufacturing at ELISAVA, included lectures by experts such as the architect Alejandro Zaera, panel discussions, workshop demonstrations of new materials, the screening of the documentary "The Future in Construction" and the presen-

tation and display of projects carried out by the Schools' students in Industrial Design Engineering and Construction Engineering.

**SIS - SOCIAL INNOVATION****Date:** 30th June 2011.**Venue:** ELISAVA's assembly hall.

This seminar presented a new way of conceiving production by designing open systems for the movement of resources to create abundance and diversity. Following the "cradle to cradle" philosophy, it analyzed how these principles can be applied to experiences closer to home, in order to attempt to change industrial processes.

**4TH ADDITIVE****MANUFACTURING FORUM****Data:** 27 de juliol de 2011.**Venue:** sala d'actes d'ELISAVA.

This aimed to create awareness about current and future trends in additive manufacturing technology for those in the industry and experts from companies, industries, technological centres and institutions related to design, engineering and materials. In addition, new applications were shown, as well as success stories and best practices, thereby establishing a forum for debate and interaction related to additive manufacturing. The activity, which was attended by 50 people, was conducted in collaboration with the Sarrià Chemical Institute (IQS) and LEITAT within the context of ELISAVA's Bachelor's Degree studies in Industrial Design in Engineering.

creation of a value-added collection. "It is more than just a compilation of projects carried out in the Master's course. We have actually captured the theoretical basis of this innovative architecture", Jordi Truco explains. Truco is the Director of ELISAVA's Master's in Advanced Design and Digital Architecture. The catalogue book, which is published in both English and Spanish, includes articles by architects Jordi Truco, Mireia Ferraté i Marcel, as well as by Javier Peña, head of studies of the ELISAVA Degree in Industrial Design Engineering. It is available in specialised bookshops.

**Mini-eolic Energy. Local Use of the Wind**

Through its Industrial Design Engineering studies, ELISAVA has collaborated in the publication of this book published by the Association of Industrial Technical Engineers of Barcelona (CETIB), together with the company Navitas Paradigma, the Catalanian Energy Institute (ICAEN) and the Polytechnic University of Catalonia (UPC). The results of the publication were presented in the school on 24 February 2011 and in the Construmat Trade Fair on 20 May 2011.

The book explains the characteristics and principles of this type of energy, its future use tendencies, and the design of minigenerators developed by ELISAVA in collaboration with Navitas Paradigma in the framework of the Final Degree Project for the title of Industrial Design Technical Engineering

**E-notes**

The first edition of *E-notes* –ELISAVA's weekly electronic bulletin– was published on 24 January 2011. The objective of this means of communication created by the Department of Marketing and Communication is to inform the ELISAVA community –students, alumni, teaching staff, administrative and services staff, and other persons related to the School– about the innovations, latest news and programmed activities.

For example, during 2011 *E-notes* has highlighted the awards granted to the ELISAVA's students and alumni; the results of projects carried out with companies and institutions; the participation in events like the Teaching and Construmat Trade Fairs; the conferences, exhibitions, presentations and other cultural events organised at the school, and the innovations regarding curriculum and information sessions.

## PUBLICATIONS

**PARA-Site. Time-based Spatial Formations through Material Intelligence**

Coinciding with the presentation of PARA-Site at ELISAVA, in June 2011, the BIO Design Laboratory team presented the catalogue book "Time-Based Spatial Formations through Material Intelligence". It explains the theoretical maturity process for developing architectural projects based on the use of new materials and technologies, as is the case of PARA-Site.

This is the first of a new series of publications at ELISAVA characterised by the

# RELATIONS WITH COMPANIES AND INSTITUTIONS

## **Alfio Pozzoni, Head of Research and Development at FABRICA**

"We believe that a lively and vibrant exchange of ideas, suggestions and skills is basic and crucial to constantly achieve new goals in communication research.

We offered ELISAVA students the opportunity to participate in a brand new project called "Benetton Live Windows". From ELISAVA's standpoint, we believe students will find it useful to explore the field of experience design, which requires a completely new language in communication. From our standpoint, this initiative is consistent with our own DNA which drives us to support young creative talent".

## **Jordi Guitart Clermont, Danet Brand Manager (DANONE)**

"The global changes seen in recent decades encourage us to continue opening new doors in order to improve. In this vein, collaborating with ELISAVA, a leading school in the world of design, is a remarkable opportunity.

ELISAVA shares our passion for work well done and our commitment to social and cultural modernisation. This is why this collaboration creates a beneficial synergy whereby talented students open up new paths of creativity for companies.

Collaborating is an opportunity to experience the creative process in a dynamic and innovative way, where the creativity of young talented people and the methodological excellence of ELISAVA and its lecturers are put to work on the company's real needs".

## **Olga Puig-La Calle, VP Beauty Fragrances & Cosmetics for PUIG**

"For us, this collaboration means access to creative solutions of a different kind than those we are accustomed to. We usually work with advertising agencies, but working directly with a design school opens up a new avenue of very rewarding work.

The most significant advantage is that you have many students working on your project,

so you get many solutions that are often very diverse. It is also very advantageous because, in addition, the people involved are from different countries and cultures, so you get very different views based on the same briefing.

We were very positively surprised by the level of the projects presented: they were very well crafted from start to finish in terms of the concept (always illustrated visually), design and branding, as well as the communications proposals made".

Collaboration with companies and institutions is a core part of ELISAVA's activity. Direct contact with various industries has been one of its basic objectives in order to live true to its educational ideals. The school makes every effort to address the challenge of meeting society's present and future educational needs and adapting to business needs and reducing the gap between what the university provides—measured in terms of graduates' education—and the business demand for university graduates.

As regards strategic alliances, ELISAVA has strengthened partnerships with local and national technology centres, as well as public and private partnerships and clusters. It aims to create synergies focused on improving its classroom offering and developing new research and innovation projects.

The dovetailing of our knowledge of design, engineering and even social sciences has given us a scope that is crucial when tackling projects. This, coupled with the collaboration of internal and external professionals and students' teamwork, has created the necessary flexibility and creativity to achieve innovative results that are viable enough to consider actually applying them subsequently in projects with companies.

ELISAVA's efforts to promote, innovate and discover opportunities have caught the attention of corporations from a variety of industries. Top-level companies (SONY, DANONE, PUIG, ERICSSON, FABRICA (BENETTON), EDUCA BORRAS, PASQUAL MARAGALL FOUNDATION, RBA EDITORES and PANTONE, among others), have worked with ELISAVA in seeking alternatives to traditional sources of business innovation and in studying the creation of new, previously unconsidered possibilities, to such a point that design and engineering become business components. Moreover, these projects have enabled companies to identify excellent

students while the school meets their demand for innovative talent.

In fact, from a qualitative standpoint, during the 2010-2011 academic year the success rate has been above 70%, and by "success rate" we mean companies or institutions choosing one of the proposals resulting from the project for further development with the aim of actual deployment in the real world.

In quantitative terms, contributions from companies and institutions aimed at implementing projects and/or collaborating increased by 49.83% over the previous academic year.

During the 2010-2011 academic year, 47 new cooperation agreements were signed with companies and institutions, resulting in an increase of 51.61% in the number of agreements signed the previous year (31). These new agreements have led to the following:

- 33 new business and innovation projects, including academic projects and workshops.
- 3 new hub projects.
- 3 new in-company training courses for companies and institutions.

## **SPONSORSHIPS**

See page 72.

## **PARTHERSHIPS**

See page 72.

## **NEW AGREEMENTS SIGNED DURING THE 2010-2011 ACADEMIC YEAR**

See page 73.

## INNOVATION AND COMPANY PROJECT

### ASCER

**Degree:** Bachelor's Degree in Design.

**Type:** Workshop.

**Project:** "New ceramic applications in the domestic area."

**Students:** Francesc Pascual, Carla de Francisco, Alexandra Requesens, Gabriela Nello, Jennifer Aranda, Carles Frigola, Carla Castanera and Sonia Riasol.

**Tutor:** Stefano Colli.

**Description:** Annual sponsors since 2008 of a workshop on the possibilities for ceramics applied inside the home and research into new ways and concepts using it.

### BARCELONA ACTIVA

**Degree:** Bachelor's Degree in Design.

**Type:** Hub project.

**Project:** "*Disseny interactiu*" ("Interactive design").

**Alumni:** Eva Rios, Marina Hoyos and Mireia Gordi.

**Tutors:** Virginia Angulo and Ariel Guerszensvaig.

**Description:** ELISAVA collaborated with Barcelona Activa—the business incubator—in rehabilitating two of their common rooms, located in the central area on the first and second floors. The aim was to redesign the two areas to create a multi-use workspace in order to foster a creative attitude among the workers. In other words, the hall aimed to promote networking and synergies between companies, a place to hold an informal meeting, relax or carry out a training or creative session or a team meeting. A flexible area has been created which is dynamic and inspiring, and which covers these needs neatly and in a participatory manner. This is a place designed for companies, as well a meeting point.

### DANONE

**Degree:** Bachelor's Degree in Design and Master's in Design and Packaging.

**Type:** Workshop.

**Project:** "New DANONE packaging".

**Students:** Marta Zapala Diez, Patricia Rubio Tejada, Jordi Poblet Pedrol, Arnau Tàsies Grañó, Elisabet Escudé Vilanova, Gastón Lisak Zobotinsky, Carla Cava Carbonell, Andres Gomez Mora, Martin Pires Nuñez, Claudia Orengo Guardiola, Alba Boyer Margalef, Os-

car Perez Sellarès, Ricardo Rustarazo Torrecillas and Hansel Schloupt.

**Tutors:** Cristina Taverner and Lluís Sallés.

**Description:** ELISAVA and DANONE carried out two innovative projects in areas related to the packaging of new products. In both cases, we worked to conceptualize innovative and distinctive packaging designs for unique, fun consumer experiences for the launch of new products from the brand.

### EDUCA BORRAS

**Degree:** Postgraduate Diploma in Product Design and Conceptualisation.

**Type:** Academic project.

**Project:** "*Joguina educativa*" ("Educational toy")

**Students:** Nicolas Abad Satoca, Marta Abella Mas, Luis Alarcon Iborra, Laura Alonso Araguas, Victor Altes Mas, Cristina Borda Patiño, Manuela Ferreira De Oliveira, Giorgia Graziadei, Angélica María Martínez Méndez, María Paz Marzal Alfaro, Jocelyn Montero Jalil, Carlos José Moronta López, Laura Ortega Terrón, Ricardo Palau Sanjuan, Guillermo Ronda Aran, Diego Sandino Esteban, Mario Alberto Sandoval Moreno, Sylwia Ulicka-rivera, Rosa M<sup>a</sup> Vicente Barbero, Alonso Zamora Carrera.

**Tutor:** Nuria Coll.

**Description:** EDUCA BORRAS commissioned ELISAVA for this project, which involved conceptualising innovative designs for electronic educational toys.

### EOS Electro Optical Systems

#### LEITAT Technological Center

**Degree:** Bachelor's Degree in Industrial Design Engineering.

**Type:** Academic project.

**Project:** "*Disseny i fabricació de productes en Additive Manufacturing*" ("Design and manufacture of products in Additive Manufacturing")

**Students:** Jordi Ardanuy, Guillermo Artigas, Ignacio Ayuba, Roland Baides, Sergi Belenguer, Carles Bertran, David Bruna, Hector Cantos, Josep Oriol Gené, Ivan Gordillo, David Junyent, Alejandro Daniel López, Jordan Marchal, Anna Martin, Joan Pique, Daniel Rodriguez, Joan Serra, Albert Talamino, Oscar Thomas and Aleix Vives.

**Tutors:** Xavier Tutó, Katia R. Glossman and Magí Galindo.

**Description:** Use of Additive Manufacturing technology to create and develop solutions in different market sectors such as new technical products, medical or sports equipment, machines and tools, transport and mobility

systems, etc. involving functional, ergonomic, social, environmental, economic, aesthetic and cultural factors. The projects proposed solutions for various needs and problems, and focused on the use and application of additive layer manufacturing, with products created from research. Special attention was paid to sustainable aspects (social and environmental impact), including the efficiency of materials, cost reduction, waste and pollution minimization and the reduction of energy consumption.

### ERICSSON - JACK MORTON WORLDWIDE

**Degree:** Bachelor's Degree in Design.

**Type:** Workshop

**Project:** "The Living Wall"

**Students:** Sheila Bermudez Llovet, Sergio Castillo Madonar, Javier Jabalera Castro, Gastón Lisak Zobotinsky, Francesc Moretó i Font and Arnau Tàsies Grañó.

**Tutor:** Chema Longobardo.

**Description:** Creation of an illustrated mural (6 x 2 m) inside the ERICSSON display during the Mobile World Congress (MWC). An ephemeral installation which reflected the interconnected world we live in and the rapid growth of telecommunications technology in real time, through pictures, mind maps and collages, among other features.

### FABRICA (BENETTON)

**Degree:** Bachelor's Degree in Design.

**Type:** Academic project.

**Project:** "Benetton Live Windows Project". Selected projects: FLY, WATERMELON and SEA

**Students:** Jessica Garcia and Roger Siuraneta (FLY); Jordi Rubio and Alberto Aranda (WATERMELON); Alba Castellort and Monica Iglesias (SEA).

**Tutor:** Sergi Carbonell.

**Description:** This collaboration between Fabrica and ELISAVA focused on producing new creative content. It reflects the potential of university-business interaction in developing real projects that encourage students' learning and give them real-world workplace experience. Two collaboration projects were carried out this academic year. The first was the creation of three visual pieces inspired by the Saint George (Sant Jordi) Catalan holiday. They were displayed at the Benetton shop on Portal de l'Angel street in Barcelona on 22nd and 23rd April 2011. The second project was to create audiovisual and/or interactive content inspired by the summer solstice. Students created personal

interpretations with a modern, cosmopolitan approach, considering concepts such as entertainment, fun, irony, leisure, colour and play. The three pieces of digital animation selected by FABRICA were projected on the screen at the Benetton shop located in Piazza Duomo in Milan.

#### FERRARI

**Degree:** Postgraduate Diploma in Coolhunting, Postgraduate Diploma in Retail Design, Master's in Transport Vehicle Design.

**Type:** Competition.

**Project:** "The Ferrari HyperCar 2025."

**Students:** Eduard Ribalta, Efsthatia Menegaki, Carlos de la Cruz, Marc Carreras, Cristina Nasarre, Edgar del Pino, Sergio Muñoz.

**Tutor:** Jan Bayó.

**Description:** Workshop lasting two months focussing on the analysis of social changes and current and future trends for designing the Ferrari of the third millennium.

#### FOMENT DE CIUTAT VELLA, AGÈNCIA DE RESIDUS DE CATALUNYA (CATALAN WASTE AGENCY)

**Degree:** Technical Architecture and Building Engineering.

**Type:** Academic project.

**Project:** "L'ecopunt verd de barri, revitalitzador urbà" ("The green neighbourhood eco-point, revitalising the city").

**Tutors:** Rosario Hernández, José Manuel Garcés, Rafael Balanzó, Xavier Camino and Hubertus Pöppinghaus.

**Students:** All of the students in the Technical Architecture and Building Engineering degrees.

**Description:** In order to link projects with the urban environment close to ELISAVA, a case study in the Barceloneta neighbourhood was carried out involving recycling. This project aims to improve citizens' overall quality of life through the urban environment. The students, based on Cradle-to-Cradle and 3Rs (reuse, recycle, renew) concepts, proposed the creation of a green neighbourhood eco-point to foster good environmental practices. The project has two parts. The first involves reusing and rebuilding the existing office building (unused as of 2013), in order to transform it into a multi-use green ecopoint, both for recycling and to promote sports activities for young people in the neighbourhood. The second part is to create in the Barceloneta neighbourhood's future green corridor a new half-buried green point with vegetation for roofing

and gabion-style retaining walls made from recycled waste from the Barceloneta beach, in order to raise awareness among the residents and tourists about the need to conserve the beach.

#### FUNDACIÓ PASQUAL MARAGALL FOUNDATION.

FUNDACIÓ S21 DEL CONSORCI DE SALUT I SOCIAL DE CATALUNYA (S21 FOUNDATION FOR THE CATALAN HEALTH AND SOCIAL CONSORTIUM), HOSPITAL CLÍNIC, *Associació De Familiars de Malalts d'Alzheimer de Barcelona* (The Barcelona Association of Relatives of Alzheimer's Patients), *Associació De Familiars de Malalts d'Alzheimer del Maresme* (The Maresme Association of Relatives of Alzheimer's Patients).

**Degree:** Bachelor's Degree in Industrial Design Engineering.

**Type:** Academic project.

**Project:** "Innovació de producte – Alzheimer" ("Product innovation – Alzheimer's").

**Students:** Cristina Ferrer Oller, Maria Visa Boladeras, Cèsar González del Rio, Sergio Garvi Taberner, Marta Domingo Bàbat, Alicia Morato Biosca, Beatriz Henriot Rubio, Isaac Sola Real, Xavier Florensa Robles, Aida Moreno Sola, Irene Anglada Espadaler, Rosa Terricabras Castells, Sara Pastor gomez, Jordi Nasarre Radresa, Marc Romero Barazas, Jordi López Pañell, Marc Ayneto Pou, Barbara Espadas Lopez, Xavier Bolos Oñate, Ivan Alcalá Esteve, Sara Forne Ferreres and Anastasia Rakovskaya.

**Tutors:** Nuria Coll and Xavier Camino.

**Description:** The Pasqual Maragall Foundation and ELISAVA collaborated to find new engineering and design solutions to help Alzheimer's patients through the end-of-course projects by final year Bachelor's Degree in Industrial Design Engineering students. The proposal was based on designing objects or materials to solve or relieve some of the problems caused by this illness, either in patients' everyday life, in that of their caregivers or their environment. To get to know these patients' real situation and needs, the participating students observed and analyzed the various institutional environments that the patients and their families experience: care homes, social and health care centres, day hospitals and associations of relatives and patients. The centres that took part in the project were the care homes belonging to the SAR Group at Regina and Can Buxeres, the day hospital of

the Hospital Clínic, the Sant Jordi de Cornellà social and health care centre and the Barcelona and Maresme associations of Alzheimer's patients and their relatives.

#### FUNDACIÓ VILA CASAS

**Degree:** Postgraduate Diploma in Design and Photography and Postgraduate Diploma in Design, Image and Architecture.

**Type:** Academic project.

**Project:** "La ciudad como plató" ("The city as studio").

**Students:** Catarina Barroso, Juan Sebastián Cárdenas Rodríguez, Ana Darder Piza, Gabriela del Sol Abelló, Karin de la Vega, Mònica Figueras Domènech, Anna Gil Mayolas, Laura Gutiérrez Cabanillas, Garbiñe Irizar Caballero, Cosma Musacchio, Gemma Planell Bartolomé, Sílvia Poch Garcia, Sarah Quezada, Josep Maria Rius Graells, Isabella Rodrigues Lenzi, Judit Taberna Torres, María Vera, Josep Vila Capdevila, Beatriz Villegas.

**Tutors:** Jordi Bernadó and Diego Ferrari.

**Description:** Multidisciplinary approach to photography and architectural and social exploration at the Can Framis Museum and Barcelona district of 22@, where the building is located. This is a collection of projects created by ELISAVA students and ex-alumni.

#### LLADRÓ COMERCIAL, S.A.

**Degree:** Bachelor's Degree in Design.

**Type:** Academic project.

**Project:** "Disseny i aparadorisme" ("Design and window dressing").

**Students:** Aurora Soriano and Ilaria Visca.

**Tutor:** Pere Ortega.

**Description:** The first window displays of the 2011 season at the Lladró company's shops in the US, China, Singapore, Taiwan, Indonesia, India, Russia, Poland, the Ukraine, the United Kingdom and Spain displayed the design created by ELISAVA students. The design came from the workshop carried out within the "Trends" course in the fourth year of the Bachelor's Degree in Design degree. The project, which had to reflect the company's modernity without forgetting its roots, "very much enabled a link between consumers and business to be created in a context of reciprocally high qualitative demands," said tutor Pere Ortega. The result combined beauty with functionality through simple forms. The modular structure of the silhouettes was made with a single base: cardboard, an everyday material which is common and ecological, worked on with cutting-edge

technology. Both prototypes included three large pieces, five small pieces and two bases.

#### **MATERIALISE NV.**

**Degree:** Bachelor's Degree in Design.

**Type:** Academic project.

**Project:** "Design and production at the digital manufacturing age".

**Students:** Oscar Pérez, Jordi Poblet, Bruno Di Lella, Marion Frei, Mario Sanchez, Carla Cava, Tamara Palaské, Cristina Ribas, Sebastian Ribas, Fernando Jiménez.

**Tutors:** Josep Puig and Josep Novell.

**Description:** The resulting projects proposed introducing additive manufacturing as a tool in the field of design. Thus, the impact of technology on the role of designers was studied, as well as the new relationships between designers, producers and users, in addition to the cultural implications and the expressive and communicative qualities of additive manufacturing.

#### **NAVITAS PARADIGMA, S.L., TMB i CIRCUTOR, S.A.**

**Degree:** Technical Engineering in Industrial Design.

**Type:** Academic project.

**Project:** "Design of a system for charging electric vehicles to transport passengers in the city".

**Students:** Oriol Agudo, Josep Oriol Aguilà, Maria Busquets, Carlota Calatayud, Carlos Carballo, David Delgado, Marc Forcadell, Judit González, Marta Hereu, Pau Joan, Laura Juanmartí, Albert Lombarte, Victor López, Laura Mateos, Tamar Moreno, Tomás munuera, Christian Orea, Jaione Pérez, Jordi Puntès, Eduard Sagristà, Victor Sebe and Roger Vives.

**Tutor:** Francesc Vilaró.

**Description:** The project consisted in designing a slow electric recharging system for purely electric buses and installing it in a bus depot of the Barcelona Metropolitan Transport company (TMB).

#### **PANTONE - TOMBOW & ESATOM**

**Degree:** Bachelor's Degree in Design.

**Type:** Workshop.

**Project:** "Colour is Life. Live it".

**Students:** Raimon Guirado, Carlos Terrón, Núria Gironés, Joel Aria, Joel Arias, Raimond, Mariona Alegre, Salustià Álvarez, Ruben Sanz, Lola Ybern, Laura Bonaventura, Arantza Cadenas, Lucía López, Enrique Romero, Marzia Benito, Gemma Moreno, Paula Marfull, Carla Cava, Marc Cubillas, Elena Vicente.

**Tutor:** Nadine Meisel.

**Description:** Conceptualization and development of new applications for the PANTONE UNIVERS brand for the groups of stationery products distributed and sold by TOMBOW & ESATOM.

#### **PUIG, S.A.**

**Degree:** Master's in Packaging Design.

**Type:** Workshop.

**Project:** "PUIG".

**Students:** Carlos Calahorra Soto, Ana Gabriela Castañeda Solano, Daniela Saucedo Medina, Marlene Theresa Garrido Lama, Rodrigo López Vela, Marisa Pinto Caetano, Martha Robertson Canedo, Jesus Alfonso Sotelo Nava, Javier Torres Gonzalez, Martha Francisca Robertson Canedo, Jesus Alfonso Sotelo Nava, Javier Torres Gonzalez, Clara Balmaña, Julien Bader, Valentina Holt and Boris Puyana Pla.

**Tutors:** Eva Minguella and Emili Padrós.

**Description:** After analysing the results of a complete image study of the company's brands, PUIG decided to carry out an innovative project to research new territory in order to enable them to bring the brand up to date and give it a face lift. This involved conceptualizing innovative packaging design and branding according to the briefing provided by PUIG.

#### **RETECORK**

**Degree:** Master's Degree in Design and Architecture.

**Type:** Academic project.

**Project:** "CorkLab2011"

**Students:** Stephanie Ponce Trebejo, Alba de Armengol Argila, Pablo Francisco Rodriguez, Alejandra Gibert Burguera, Karina Arredondo Santos, Eliana Valencia León, Beatriz Villegas Verdugo, Daniella Fullenkamp Cornejo, Salem Sinnawi Taha, Cosma Musacchio, Alvaro Federico Aguirre, Maria Vera Mora, Karin de la Vega Santillana, Carlos Mario Díaz Villarreal, Francisco Andrés Guerra Naranjo.

**Tutors:** Oriol Pascal, Martin Azusa, Curro Clar-et, Salvador Fábregas and Mauricio O'Brien.

**Description:** The project came from the desire of Catalonia's cork institutions to redirect part of the industry into new ways of producing and manufacturing. The designers' interest lay in working with this highly appreciated natural material with its long industrial and crafts tradition that still retains its characteristic specific features. The workshop, which

lasted two weeks, was intended to come up with new concepts of use for cork.

#### **SONAR Pro 2010.**

**Degree:** Bachelor's Degree in Design.

**Type:** Academic project and workshop.

**Project:** "6825f".

**Students:** Andoni Beristain, Marta Caro, Laura Carulla, Jordi Casulleras, Carla Contreras, Alba Esteruelas, Philippe Fernández, Eduard Forroll, Olga García, Pau García, Milena Güell, Marta Gui, Eric Julià, Georgina Lozano, Andrés Ivan Mardones, Jesús Molina, Miguel Olivera, Marc Palacios, Mikel Pascal, Adrià Sánchez, Eduard Trenkle, Ariadna Truffer.

**Tutor:** Sergi Carbonell.

**Description:** Visual interpretation of the composition 04:33, by American composer John Cage. Report on 6,825 frames (lasting 4 minutes and 33 seconds) based on the idea that inaudible and unconnected sounds from an individual are those that create music which is apparently imperceptible but eternal. The project, carried out for Sonar 2010, was awarded the Bronze Laus for the audiovisual and students' categories.

#### **SONY EUROPE LTD.**

**Degree:** Master's in Design in Retail  
Space: Retail Design

**Type:** Academic project.

**Project:** "Vive la vida en color"  
("Live life in colour")

**Students:** Pablo García-Dié, Eduardo Hernández Mont and Cynthia Ratkevicius.

**Tutors:** Carmen Malvar and Carlota Magriñá.

**Description:** SONY and ELISAVA collaborated for the third consecutive year in organising a workshop which lasted two months. It involved designing and producing the window display for the Sony Style Barcelona venue. This time, the project's aim was to create sensations via springtime-related images. The project chosen by SONY was inspired by the company's products and the Indian Holi festival, which celebrates the arrival of this season with an explosion of colour and energy.

#### **URBASER, S.A.**

**Degree:** Bachelor's Degree in Design.

**Type:** Workshop.

**Project:** "Trapos Sucios" ("Dirty Rags").

**Students:** Valentina Holt, Xavi López Sánchez, Miguel Uribarri Sánchez-Moro, Josep M. Salvador Morón, Óscar Pérez Sellarés, Andrés



Gómez Moras, Teresa Duran-Sindreu, Daniel Díaz López, Boris Puyana Pla, Ferran Palau, Pau Sabater, Maria Lobe, Alicia Gómez Garcia, Clara Balmaña and Andrea Ortega.

**Tutors:** Salvador Fábregas and Curro Claret.

**Description:** URBASER, a company engaged in waste collection and cleaning urban areas, together with ELISAVA, created the display "*Trapos Sucios: del uniforme al objeto*" ("Dirty Rags: from the uniform to the object"), showcasing the results of the workshop organised the previous academic year that aimed to make use of a set of discarded URBASER employees' uniforms. The ELISAVA students created new products—a wide array of useful solutions from the most tangible to the most ephemeral and conceptual—organized into 4 groups: objects designed to meet the needs of workers, objects and costumes designed for small children, facilities for cultural activities and public awareness activities. The display was one of the events of the European Week for Waste Reduction.

#### VUELING

**Degree:** Master's in Advertising Design and Communication.

**Type:** Academic project.

**Project:** "*LING*".

**Students:** Mariana Coelho, Mónica Crusellas, Alejandro Giraldo.

**Tutor:** Jordi Cano.

**Description:** Collaboration based on Vueling's in-flight magazine. The aim was to draw the city of Dubrovnik in keeping with the Vueling style. The winning illustrations—a picture of the city of Lisbon by Mariana Coelho, one of Verona by Mónica Crusellas and one by Alejandro Giraldo of Majorca—were published in the May issue of *LING*, with the names of their creators who, in addition, won a return flight for two.

### MORE COLLABORATIONS AND PROJECT DEVELOPED DURING THE 2010-2011 ACADEMIC YEAR

#### AGBAR - *Sociedad General de Aguas de Barcelona, S.A.*

**Degree:** Postgraduate Diploma in the Design of Workspace.

**Description:** Educational collaboration and tours of the AGBAR facilities (a water company).

#### CATALAN WASTE AGENCY (AGÈNCIA DE RESIDUS DE CATALUNYA)

**Degree:** Technical Architecture and Building Engineering.

**Description:** Educational Collaboration. Tour of the structural rehabilitation work for the block of residential flats for La Pau in Badalona.

#### CATALAN WASTE AGENCY (AGÈNCIA DE RESIDUS DE CATALUNYA)

**Degree:** Bachelor's Degree in Design and Technical Engineering in Industrial Design.

**Description:** Educational collaboration, tailored educational programmes and the exhibition "*¿Trapos sucios?: del uniforme al objeto*" (Dirty rags? From the uniform to the object) for the European Week for Waste Reduction. / Academic project "The neighbourhood's green ecopoints, revitalizing the city" in conjunction with Foment de Ciutat Vella.

#### AIMPLAS - Technological Institute of Plastics

**Degree:** Technical Engineering in Industrial Design.

**Description:** Educational collaboration.

#### BARCELONA CITY COUNCIL

**Degree:** Master's in Fashion Design.

**Description:** Participation in (In)Frequències with the presentation of the master's course's final projects. / Participation in the "Second Chance" project, collecting used jeans for social purposes in collaboration with THE BRANDERY, FIRA DE BARCELONA (TRADE FAIR), and THE BORN DISTRICT COMMERCE FOUNDATION.

#### GIRONA CITY COUNCIL - BÒLIT, CONTEMPORARY ART CENTRE OF GIRONA

**Degree:** Master's Degree in Design and Exhibition Project Management.

**Description:** Collaborating lecturers.

#### ALO, S.R.L.

**Degree:** Master's Degree in Design and Advanced Architecture.

**Description:** Joint collaboration in carrying out a research project in the field of architectural design to be undertaken using computerized means and to include some digital manufacturing.

#### ALSTOM Transport S.A.

**Degree:** Technical Engineering in Industrial Design.

**Description:** Participation in the project "Imagining the trip by train from 1 o'clock to 3 o'clock on the 2015 horizon" in collaboration with ENGEENIUM and FGC.

#### ANGLE, S.L.

**Degree:** Postgraduate Diploma in Design and Photography.

**Description:** Producing the frames of the photographic works for the exhibitions "La ciudad como plató" ("The city as a studio"), in the Fundació Vila Casas, and "La lista de Sandra" ("Sandra's list"), in The Private Space.

#### ANTONIO MIRÓ

**Degree:** Master's in Fashion Design.

**Description:** Collaboration in teaching.

#### APABCN - COL·LEGI D'APARELLADORS DE BARCELONA (BARCELONA QUANTITY SURVEYORS' ASSOCIATION).

**Degree:** Building Engineering and Technical Architecture Studies.

**Description:** Educational collaboration.

#### ASCAMM

**Degree:** Master's Degree in Advanced Design and Digital Architecture

**Description:** Educational collaboration and participation in judging final projects.

#### RESIDENTS' ASSOCIATION OF THE GOTHIC QUARTER (*BARRI GÒTIC*).

**Degree:** Bachelor's Degree in Design.

**Description:** Collaboration in creating a flexible, dynamic team of designers to work on a voluntary basis to improve this association's communications material.

#### SANT ANTONI RESIDENTS ASSOCIATION

**Degree:** Bachelor's Degree in Design.

**Description:** Academic project involving conceptualising different projects based on the activities of this residents' association.

#### ASCER - Spanish Ceramic Tile Manufacturers' Association

**Degree:** Bachelor's Degree in Design.

**Description:** Sponsorship of two scholarships for the Boisbucet school.

**Degree:** Postgraduate Diploma in Design and Interior Space. Private Perimeters.

**Description:** Academic project for new ceramic applications in the home.

**BANCO SANTANDER, S.A.**

**Description:** Sponsorship for teaching at the Private Foundation ELISAVA University School.

**BARTCELONA.ORG**

**Degree:** Bachelor's Degree in Design.

**Description:** Invitation for students to become trainees in a design competition in Les Glòries.

**BCD BARCELONA CENTRE DE DISSENY (Barcelona Design Centre)**

**Description:** Institutional Collaboration.

**BURES INNOVA**

**Degree:** Technical Architecture and Building Engineering.

**Description:** Collaboration in teaching, focusing on tutoring for end-of-course projects.

**CASA BIOCLIMÀTICA**

**Description:** Collaboration in the "Bioclimatic Classroom" project at Construmat 2011, consisting of a classroom and exhibition space to inform of case studies and ideas for studies and training programmes related to building with bioclimatic and sustainable criteria.

**CEP - SPANISH PLASTICS CENTRE**

**Description:** Joint organization and development of educational programmes in the field of product design and plastic parts through teaching, student assessment and issuing the corresponding certifications. Both institutions collaborated in dissemination, research and education in this area.

**MORITZ Beers, S.A.**

**Description:** Sponsorship for drinks for different activities and events organized by ELISAVA.

**CETEMMSA Technological Centre**

**Degree:** Master's Degree in Advanced Design and Digital Architecture

**Description:** Collaborative teaching and participation in judging end-of-course projects.

**CETIB Barcelona Technical Engineers' Association (Col·legi d'Enginyers Tècnics Industrials de Barcelona)**

**Degree:** Bachelor's Degree in Industrial Design Engineering and Technical Engineering in Industrial Design.

**Description:** Collaboration in matters of mutual interest such as fostering the dissemination of technology, ongoing training,

integration and professional guidance, as well as all aspects pertaining to engineering activities in general.

**CIDEMCO – TECNALIA**

**Description:** Institutional collaboration and in-company training.

**CIMENTS MOLINS, S.A.**

**Degree:** Building Engineering and Technical Architecture.

**Description:** Tour and teaching collaboration with a lecture on the manufacture of cement.

**COAC - Col·legi d'Arquitectes de Catalunya**

**Degree:** Building Engineering and Technical Architecture.

**Description:** Institutional collaboration.

**COMERÇ BORN (The Born districts' commerce association)**

**Degree:** Master's in Fashion Design.

**Description:** Collaboration in the "Second Chance" project together with THE BRANDERY, FIRA DE BARCELONA (TRADE FAIR), COMERÇ BORN (THE BORN DISTRICT COMMERCE ASSOCIATION) and FUNDACIÓ ARRELS.

**CONSTRUMAT**

**Description:** Assignment of an area for ELISAVA at the 2011 Construmat Fair.

**DESIGN CODE**

**Description:** Hub project to put recent graduates from ELISAVA in contact with the professional world in order to carry out their first projects.

**DHUB**

**Degree:** Bachelor's Degree in Design.

**Description:** Institutional collaboration. Carrying out the Academic Project "DHUB, waiting for Les Glòries", consisting of producing a campaign to communicate DHUB's activities and its move to its new headquarters.

**DYNAMOBEL, S.A.**

**Degree:** Postgraduate Diploma in the Design of Workspace.

**Description:** Collaboration in teaching.

**EDICIONS 62, S.A.**

**Degree:** Bachelor's Degree in Design/ Bachelor's Degree in Design.

**Description:** Workshop for new book cover designs.

**ENVIU.ORG**

**Degree:** ELISAVA's Master's Degree in Design and Architecture

**Description:** Collaborative teaching and participation in the "Corklab 2011" project together with RETECORK.

**FEDRIGONI ESPAÑA**

**Degree:** Master's Degree in Design, Graphics Technology and Production.

**Description:** Institutional and educational collaboration.

**FERRARI TexyLoop**

**Degree:** Technical Architecture and Building Engineering.

**Description:** Teaching collaboration with tutoring for the end-of-course projects.

**FERROCARRILS DE LA GENERALITAT DE CATALUNYA (RAILWAYS OF THE CATALAN GOVERNMENT)**

**Degree:** In-company training.

**Description:** Tailored course to train two people at FGC as intern designers.

**Degree:** Technical Engineering in Industrial Design.

**Description:** Participation in the workshop "Imagining the trip by train from 1 o'clock to 3 o'clock on the 2015 horizon" in collaboration with ENGEENIUM and FGC.

**EMERGENT FESTIVAL**

**Degree:** Postgraduate Diploma in Design and Photography.

**Description:** Participation in the 2010 Emergent Festival in Lleida.

**FESTO AG & CO. KG.**

**Degree:** Master's Degree in Advanced Design and Digital Architecture

**Description:** Sponsorship for materials to produce the architectural, dynamic and interactive PARA-Site prototype that was displayed at Construmat 2011.

**FIRA DE BARCELONA (TRADE FAIR)**

**Degree:** Master's in Fashion Design.

**Description:** Hub project "Second Chance" in collaboration with THE BRANDERY, FIRA DE BARCELONA (TRADE FAIR), COMERÇ BORN (THE BORN DISTRICT COM-



MERCE ASSOCIATION) and FUNDACIÓ ARRELS. / Sponsorship of an area in the 2011 CONSTRUMAT Exhibition.

#### **FUNDACIÓ ARRELS**

**Degree:** Master's in Fashion Design.  
**Description:** Hub project "Second Chance" in collaboration with THE BRANDERY, FIRA DE BARCELONA (TRADE FAIR), COMERÇ BORN (THE BORN DISTRICT COMMERCE ASSOCIATION) and FUNDACIÓ ARRELS.

#### **BALENCIAGA FOUNDATION**

**Description:** Institutional collaboration.

#### **GESOP - Gabinet d'Estudis Socials i Opinió Pública, S.L.**

**Description:** Institutional collaboration.

#### **GUARDIA URBANA DE BARCELONA (local police)**

**Degree:** Master's in Design and Public Space, Master's in Design, Image, and Architecture, and Postgraduate Diploma in Design and Photography.  
**Description:** Academic project involving matters of security and design of public space.

#### **GUARDIAN GLASS ESPANA, C.V.,S.L.**

**Degree:** Technical Architecture and Building Engineering.  
**Description:** Teaching collaboration with tutoring for the end-of-course projects.

#### **H ASSOCIATION FOR CONTEMPORARY ART (H ASSOCIACIÓ PER A LES ARTS CONTEMPORÀNIES)**

**Degree:** Master's in Design and Public Space.  
**Description:** Collaboration in carrying out the activity called QUAM 2011, consisting of an international seminar and workshop of projects organized by the ACVic Contemporary Arts Centre and managed by H Associació.

#### **HABIC – BASQUE HABITAT & CONTRACT CLUSTER**

**Description:** Institutional Collaboration and in-company training.

#### **HORMICEMEX, S.A.**

**Degree:** Technical Architecture and Building Engineering.  
**Description:** Tour of the Hormicemex plant in Sant Just Desvern.

#### **IASO, S.A.**

**Degree:** Technical Architecture and Building Engineering.  
**Description:** Teaching collaboration with tutoring for the end-of-course projects.

#### **IC3 | Catalan Institute of Climate Sciences Foundation**

**Degree:** Master's Degree in Design, Image and Architecture  
**Description:** Academic project "IC3. Strategies, Development and Communication" to redefine IC3's current headquarters and in doing so achieve the highest possible levels of sustainability and visibility.

#### **IKEA**

**Degree:** Master In Retail Design.  
**Description:** In-company training course and internship vacancies.  
**INDEX BOOK, S.L.**  
**Description:** Sponsorship of publications for the Enric Brucall library.

#### **INGEENIUM**

**Degree:** Technical Engineering in Industrial Design.  
**Description:** Participation in the workshop "Imagining the trip by train from 1 o'clock to 3 o'clock on the 2015 horizon" in collaboration with ENGEENIUM and FGC.

#### **INGENIA AIE**

**Description:** Collaboration in the R&D research project "Multi.Matheria".

#### **INSTITUT QUÍMIC DE SARRIÀ (THE SARRIÀ CHEMISTRY INSTITUTE)**

**Description:** Collaboration in organising the 2011 Additive Manufacturing Forum.

#### **LA FABRICA**

**Description:** Collaboration at the EUROPE Festival.

#### **LA GRANJA DESIGN**

**Degree:** Postgraduate Diploma in Design and Interior Space. Private Perimeters.  
**Description:** Collaboration in teaching for the ASCER academic project.

#### **LA SALLE**

**Degree:** Technical Architecture and Building Engineering.  
**Description:** Tour of the acoustics laboratory

#### **LAKEN**

#### **PRODCUTOS DEPORTIVOS, S.A.**

**Degree:** Postgraduate Diploma in Product Design and Conceptualisation.  
**Description:** Academic project involving the conceptualisation of new containers for the brand.

#### **LEITAT Technological Center**

**Degree:** Technical Engineering in Industrial Design and Engineering in Industrial Design.  
**Description:** Collaboration in the additive manufacturing end-of-course project. / Collaboration in disseminating the exhibition "From ingeniousness to engineering", which included end-of-course projects. / Collaboration in organising the 2011 Additive Manufacturing Forum.

#### **MACTAC**

**Degree:** Master's in Fashion Design.  
**Description:** Sponsorship of the (In)Frequències exhibition.

#### **MUCHAFIBRA**

**Degree:** Master's in Fashion Design.  
**Description:** Collaboration in teaching.

#### **MUSEU TÈXTIL d'INDUMENTÀRIA DE BARCELONA (CLOTHING AND TEXTILE MUSEUM OF BARCELONA)**

**Degree:** Master's in Fashion Design.  
**Description:** Institutional collaboration.

#### **NAU IVANOW**

**Degree:** Bachelor's Degree in Design.  
**Description:** Exhibition - "Traços Sucios: del uniforme al objeto." ("Dirty Linen: from the uniform to the object").

#### **NEW ERA Company Limited**

**Degree:** Bachelor's Degree in Design.  
**Description:** International competition and exhibition by New Era NEXC to design caps (hats).

#### **OFFSET CONSULTING**

#### **DE PRODUCCIÓN GRÁFICA, S.L.**

**Degree:** Master's in Design and Graphic Production Management.  
**Description:** Institutional and teaching collaboration.

**OFICINA TÈCNICA DE LA BARCELONETA  
(THE BARCELONETA TECHNICAL OFFICE)**

**Degree:** Technical Architecture and Building Engineering.

**Description:** Collaboration in teaching.

**PIEL DE FOTO**

**Degree:** Postgraduate Diploma in Design and Photography.

**Description:** Collaboration in teaching.

**PLAY, S.A.**

**Degree:** Postgraduate Diploma in Product Development.

**Description:** Academic project to develop innovative products for childcare.

**PREFABRICATS PUJOL, S.A.**

**Degree:** Building Engineering and Technical Architecture.

**Description:** Collaboration in teaching.

**PROPAMSA, S.A.**

**Degree:** Building Engineering and Technical Architecture.

**Description:** Guided tour of the company's laboratory.

**RBA COLECCIONABLES, S.A.**

**Degree:** Technical Engineering in Industrial Design.

**Description:** Workshop involving research into new packaging for one of the company's products.

**REPRODUCCIONES SABATÉ, S.L.**

**Degree:** Postgraduate Diploma in Design and Photography.

**Description:** Sponsorship for producing images for the photographic exhibitions "La lista de Sandra" ("Sandra's list") and "La ciudad como plató" ("The city as a studio").

**SANTA & COLE Ediciones de Diseño, S.A.**

**Degree:** Postgraduate Diploma in Product Development.

**Description:** Academic project to develop innovative products for furniture.

**SAT Residencial i Asistencial S.A.U.**

**Degree:** Technical Engineering in Industrial Design.

**Description:** Collaboration in the academic project to identify the unmet needs of Alzheimer's patients.

**SCHOTT IBERICA**

**Degree:** Technical Architecture and Building Engineering.

**Description:** Teaching collaboration with tutoring for the end-of-course projects.

**SUD ENERGIES RENOVABLES, S.L.**

**Degree:** Technical Engineering Diploma in Industrial Design.

**Description:** Collaboration in the end-of-course project "Autonomous street light" to improve the design, the technology employed and the integration of the autonomous street light in terms of energy.

**THE BRANDERY**

**Degree:** Master's in Fashion Design.

**Description:** "Second Chance" project in collaboration with THE BRANDERY, FIRA DE BARCELONA (TRADE FAIR), COMERÇ BORN (THE BORN DISTRICT COMMERCE ASSOCIATION) and FUNDACIÓ ARRELS.

**THE PRIVATE SPACE**

**Degree:** Postgraduate Diploma in Design and Photography.

**Description:** Collaboration in producing and providing space for the photographic exhibition "La lista de Sandra" ("Sandra' list").

**UNEX Aparellaje Eléctrico, S.L.**

**Degree:** Technical Architecture, Bachelor's Degree in Building Engineering, Postgraduate Diploma in Design and Interior Space. Private Perimeters.

**Description:** Sponsorship of the course "Facilities in buildings - electrical, telecommunications and ancillary services wiring."

**UPC - GRUP BIBITE**

**Degree:** Technical Engineering in Industrial Design and Engineering in Industrial Design.

**Description:** Collaboration in different lines of research.

**URBE ENGINOVA, S.L.**

**Degree:** Technical Architecture and Bachelor's Degree in Building Engineering.

**Description:** Participation in a one-day technology meeting.

**VIDURSOLAR**

**Degree:** Technical Architecture and Building Engineering.

**Description:** Teaching collaboration with tutoring for the end-of-course projects.

**R&D PROJECTS****"MULTI.MATHERIA: research project on hybrid materials for the interiors of cars, trains and aeroplanes."**

**Finance:** Ministry of Science and Innovation. Unique strategic project.

**Requested by:** RUCKER-LYPSA.

**Participants:** AIRBONE, ANTOLIN, AP-PLUS+ LGAI, ARIES COMPLEX, COMPASS, ELISAVA, GALACTIC SUITE DESIGN, EASY VIP SOLUTIONS, IDOM, INGENIA, PRAE-TRAE, QUANTECH.

**Research:** CIMNE (International Centre for Numerical Methods in Engineering), CTAE (Aerospace Research and Technology Centre), LEITAT Technological Center, UPC (Technical University of Catalonia).

**Head:** Javier Peña, head of studies in the Bachelor's Degree Course in Engineering in Industrial Design.

**Description:** Analysis, characterization and study of new hybrid composite materials (FRP/core sandwich, photo-luminescent textiles, smart textiles, translucent materials, etc.) with properties that make them adaptable. The project aimed to create added attractiveness and value through multifunctional materials and new qualities for the interiors of means of transport, whether public or private (cars, planes, trains, etc.). The focus on the use of new materials gave rise to a radical change in the interior architectural designs and stylistic concepts, as well as redefining the product's development and introducing significant technological innovations in the production processes for new components. The approach was to use advanced materials that lent themselves to being transformed by technology-based industrial processes. The resulting exhibition showed all aspects of the project and subprojects:

- Research and development of hybrid materials.
- Analysis of technologies and industrial processes.
- Research and development of new concepts and architectures.
- Analysis of material comfort in means of transport.
- Simulation and prediction of errors in hybrid composite materials.
- Experimental technology demonstrations.

# AWARDS AND COMPETITIONS

## 41st EDITION OF THE LAUS AWARDS

**Awarded by:** Fomento de las Artes y el Diseño (FAD).

### Silver Laus, student category.

**Project:** "Panoptic Magazine".

**Student:** Lucía Castro Triay, Graduate in Design.

**Description:** a monographic magazine looking at identity through the prism of leisure: "Panoptic". Also presented at the Arts Libris art and book fair, it aims to show the central role that leisure plays in the construction of identity, especially in a society marked by transience and the ephemeral. The first issue of "Panoptic", containing 148 pages, is *Diu-menges d'extraradi*.

### Bronze Laus, audio-visual and student categories.

**Project:** "6825f".

**Students:** Andoni Beristain Zabalo, Marta Caro Moreno, Laura Carulla Castellví, Jordi Casulleras Martínez, Carla Contreras Caldentey, Alba Esteruelas Sanchez, Philippe Fernandez Verougstraete, Eduard Forroll Isanda, Olga Garcia Escudero, Pau Garcia Sánchez, Milena Güell Hernandez, Marta Gui Torrents, Eric Julià Aregall, Georgina Lozano Sabates, Andrés Iván Mardones Martín, Jesús Molina Pérez, Miguel Olivera Galán, Marc Palacios Torrell, Mikel Pascal Lafuente, Adrià Sanchez Cusco, Eduard Trenkle Saurina and Ariadna Truffer Verdú, Graduates in Design.

**Mentor:** Sergi Carbonell.

**Collaborator:** Vicente Zambrano.

**Description:** visual depiction of American composer John Cage's music composition entitled 4:33. Students created a story that in 6825 frames (4 minutes and 33 seconds) based on the idea that disjointed and inaudible sounds made by individuals are what generate music—seemingly imperceptible, but eternal. Through several production techniques such as 2D, 3D, and real images, and by amplifying parts of the body, the film gives expression to body images and everyday sounds which are never heard in an atmosphere of silence. The project was presented at

Sonar 2010, where for two days SONARPro attendees experimented with the creation of sound and images of the human body represented in this audio-visual piece. This project, together with the "Civic City Barcelona" exhibition participated in EUROPES, the first Barcelona event celebrating and reflecting on contemporary European culture, which took place in October and November, 2010.

## ADI'11 MEDALS

**Awarded by:** Asociación de Diseño Industrial del FAD (ADI-FAD).

### ADI Gold Medal.

**Project:** "Cripicraulis".

**Student:** Ane Eguiguren Echaniz, Graduate in Design.

**Description:** a collection of educational and multidisciplinary toys for children eight years and above that shows how to create energy and help raise awareness about energy consumption.

### ADI Silver Medal.

**Project:** "Enbasics".

**Student:** Andreu Capdevila Jordana, Graduate in Design.

**Description:** a series of basic packaging for basic food and "basic" people. These three containers hold water, milk, and oil; core products in the Mediterranean diet.

### ADI Bronze Medal.

**Project:** "Juga amb el planeta".

**Student:** Pau Sabater Vilella, Graduate in Design.

**Description:** a neighbourhood park in which play elements have distinctive features and specific characteristics for raising awareness among children about certain environmental aspects during their fun and games.

### Finalists.

**Project:** "Haz puff!".

**Student:** Mikel Garate Uriarte, Graduate in Design.

**Description:** multi-sized cubic pieces made of foam to aid in creating a new experience in everyday activities.

**Project:** «BacktoZero».

**Student:** Albert Soler Mas, Technical Engineering in Industrial Design and Graduate in Design.

**Description:** a small light designed to be placed next to plants.

**Project:** "Ona".

**Students:** David Cáceres García, Julian Pulido Combariza, Pedro Fernández and Guilherme Luigi, of the Postgraduate Degree in Product Development and the Master's in Product Design.

**Description:** the project is a pergola, an urban furniture item that can be used in the city as well as in a rural setting.

## DELTA'11

**Awarded by:** /ADI-FAD/

### Gold Delta.

**Project:** Lékué grill.

Estudio Compeixalaigua, consisting of Xavi Flores and Ruth Pérez, Alumni of Degree in Design.

**Description:** Catalan company Lékué steam grill. The panel of judges gave special attention to the built-in sustainability criteria.

## MODAFAD ON WHEELS 2011

**Awarded by:** MODA-FAD.

### Finalists.

**Project:** "Kontakthof".

**Students:** Cristina Casasayas Olivé and Yuna Kono, Master's Degree in Fashion Design.

**Description:** the "Kontakthof" collection is based on a de-contextualisation exercise with the purpose of finding new relationships between form and function, between meaning and significance. With inspiration from Chema Madoz and Meret Oppenheim, among others, the young designers are inspired by the everyday, the object of our collective imagination, forms and details that are easily recognisable. The result is 10 looks in which the textures and the details are in the limelight. The dyeing effort is worth highlighting, with natural products such as turmeric, natural pigments and tea, and researching non-fashion materials such as plaster and latex. The collection was presented in the Master's FashionLab Show.

**Project:** "Modull"

**Students:** Jolie Amado Vergara and Karina Rodríguez Canedo, Master's Degree in Fashion Design.

**Description:** the "Modull" collection is based on origami and the art of paper folding and it centres on the transformation of clothing by the process of joining different pieces. Characterised by harmony through organic shapes and geometric volumes, the goal is to connect women with pieces that are extremely detailed and can be transformed according to the environment. The collection was presented in the Master's FashionLab Show.

## SECOND EDITION OF THE EUROPEAN WASTE REDUCTION AWARD

**Awarded by:** LIFE+ programme with the financial support of the European Commission.

**Finalist,** 'Other' category.

**Project:** exhibition: "*¿Trapos sucios?: del uniforme al objeto*".

**Students:** Clara Balmaña Morató, Daniel Díaz López, Teresa Duran-Sindreu Alomar, Andrés Gómez Moras, Valentina Holt Font, Maria Lóbez Rocabert, Xavi López Sánchez, Ferran Palau, Óscar Pérez Sellarès, Boris Puyana Pla, Pau Sabater Vilella, Josep M<sup>a</sup> Salvador Morón, Andrea Ortega Sobrequés and Miguel Urribarri Sánchez-Marco, Graduates in Design and Technical Engineering in Industrial Design.

**Mentors:** Salva Fàbregas and Curro Claret, ELISAVA professors.

**With collaboration from:** Teresa Valverde, ELISAVA professor, and Ravaltext.

**Direction:** Meritxell Miquel, responsible for URBASER Services.

**Description:** the exhibition "*¿Trapos sucios?: del uniforme al objeto*", created by ELISAVA, showcases products created by students from a set of unused worker uniforms from a waste collection and street cleaning company. The exhibition is the result of a four-month long workshop organised as part of this university/company collaboration project.

## SELECT 2011

**Published by:** Index Book.

"Select" is the Spanish design yearbook that collects the most prominent works in the field. For the 2011 edition, the diverse ELISAVA student and alumni projects were chosen to be published in "Select J", the most international Spanish design book, and in "Selected B. Graphic Design from Europe", the European edition of this yearbook.

## Editorial Category. Select J and Selected B.

**Project:** "Panoptic Magazine".

**Student:** Lucía Castro Triay, Graduate in Design

**Project:** "*Moustache*".

**Student:** Philippe Fernández Verougstraete, Graduate in Design.

**Project:** "*Vacío, nada, pausa y silencio*".

**Student:** Bet Puigbò Gassó, Graduate in Design.

## Identity Category. Select J.

**Project:** "Hotel +".

**Student:** Jesús Molina Pérez, Graduate in Design.

## 44TH GIPUZKOA NEW ARTISTS COMPETITION 2011

**Awarded by:** Diputación Foral de Guipúzcoa.

### Prize, works project category.

**Project:** "*Le Communauté*".

**Student:** María Bocos García, Graduate in Design.

**Description:** proposal for housing and a more sustainable and accessible lifestyle. The spaces have been designed using the Le Corbusier Modulor and the result is a completely reorganised and comfortably habitable housing unit.

## I EDITION OF THE BARCELONA LOVES GOLF COMPETITION

**Awarded by:** Volkswagen.

### Finalist.

**Project:** "Love at first sight".

**Students:** Nadia Serrano and Antonio Ceballos, Master's Degree in Design, Communication Strategies and Advertising.

**Description:** a 30-second spot.

## ART JOVE 2011

**Awarded by:** Conselleria d'Afers Social, Promoció i Immigració, Govern de les Illes Balears.

### Finalist and Special Judges' Mention.

**Project:** "The zombie girl project".

**Student:** Ana Darder Pizá, Master's Degree in

Visual Media Design. Design and Image.

**Description:** the installation "The zombie girl project", exhibited in the Ses Voltes Gallery in Mallorca, expresses the anxieties, phobias and intensity of feelings conveyed by the disappointment of a love lost.

## CATALUNYA CONSTRUCCIÓ AWARDS

**Awarded by:** Colegio de Aparejadores, Arquitectos Técnicos e Ingenieros de Edificación de Barcelona (CAATEEB).

### Selected, Innovation in Construction category.

**Project:** "*Prototipo de un nuevo sistema de encofrado de forjados*".

**Student:** Gerard Saigi Rubió, Technical Architecture.

**Description:** a proposal for a new method of panel shuttering with the main goal of reducing risks, and in most cases, eliminating risks completely. It also seeks to find a cost reduction in collective and individual preventative measures.

## IGLÚ HOTEL GRANDVALIRA CONTEST

**Awarded by:** Fundació Grandvalira Social.

### Award.

**Project:** "Imagine".

**Student:** Teresa Cots Córdoba, Master's Degree in Design and Exhibition Project Management

**Description:** an interior design proposal for an igloo, specifically the bedroom of the honeymoon suite, inspired by the John Lennon Memorial of Strawberry Fields in Central Park, New York.

## NEW ERA CONTEST

**Awarded by:** New Era Cap Company.

### Selected.

**Project:** "Customisation of New Era 59FIFTY Cap".

**Students:** Marc Arbós Pachón, Laura Carulla Castellví, Guillem Castellví Montagut, Lucía Castro Triay, Sergio Cruz Pajuelo, Elisabet Escude Vilanova, Gerard Llimós Vidal, Ricard Marfà Castan, Jesús Molina Pérez, Mònica Molins Duran, Roser Moll Pascual, Claudia Orengo Guardiola, Mikel Pascal Lafuente,

Elisabet Puigbo Gasso, Claudia Rifaterra Amenós, Maria Sanmartin Garbayo and Inés Tarradellas Ricart, Graduates in Design.

**Description:** contest organised to celebrate the 90th anniversary of the brand. The projects were presented in several European cities in an exhibition that collected the creations of 90 selected artists from different prestigious design Schools across Europe.

#### **FOURTH 2010 SPORTS AND RESEARCH SCHOLARSHIP**

**Awarded by:** Fundació Barcelona Olímpica and Fundació Ernest Lluch.

##### **Awarded project.**

**Project:** Editing and digital publication of the "Skateboarding, *ciudad y deporte*" research thesis.

**Professor:** Xavier Camino, Graduate in Design.

#### **SECOND POMPEU FABRA UNIVERSITY BAND CONTEST**

##### **1st prize.**

**Group:** Escapist.

**Students:** Alvaro Tauchert Soler, Ramon Mañas Corbinos and Martí Cot Ponti, Bachelor's Degree in Industrial Design.

**Description:** the band contest at Pompeu Fabra University (UPF) is organized by the University Community Assistance Service (SACU). The musical group Escapist came 12th in the "3rd Pure Cuatro Talent Contest" organized by Cuatro, a national TV channel.

#### **POSTER COMPETITION FOR ST. GEORGE'S DAY**

##### **1st prize.**

**Project:** "UPFlor"

**Student:** Àlex Casabó Tormo, Bachelor's Degree in Industrial Design.

**Description:** annual poster contest to mark Saint George's day, organized by Pompeu Fabra University. The winning project for "UPFlor" is based on the image of the logo transformed into a rose.

## **ADMINISTRATION AND SERVICES**

### **LIBRARY**

This year the Enric Bricall library has moved to the fourth floor of the building. With the aim of displaying the contents of the Enric Bricall Reserve Collection, a small exhibition space has been created to display part of the collection. A blog has also been created to showcase some of the outstanding volumes in the collection.

As far as improvements in management tools, all parts of the loanable collection from the Inmagic program have been transferred to the new program, which will handle the catalogue and loans. The program for managing bibliographic references, RefWorks, has been acquired, and the Netvibes portal has been launched. The Netvibes project has given the library online visibility and has also ensured permanent access to some of the services the library provides.

Some documents, which were duplicates or donations and were not considered worth adding to the collection, have also been assessed and removed from circulation. A stand with the withdrawn articles has been set up for teachers and students who might find them useful.

Educational material has also been created (some reference documents have been produced and updated for students and teachers). In addition, two training sessions have been given for students on any of the master's courses about information resources for researchers, as well as informative sessions for lecturers in order to inform them about the resources and services provided by the library.

### **SCIENCE AND TECHNOLOGY LABORATORY**

The Science and Technology Laboratory has moved to a new location on the ground floor of the school's main building. Now the laboratory has a more spacious and versatile area, with an area that also acts as an open classroom available to students.

The facilities now available include two new investments: a 1,200 °C chamber furnace and apparatus for testing the strength and deformation of materials.

A lot of practical experience has been carried out with the new laboratory facilities for the three Bachelor's degree courses in the subjects of materials, mechanics, physics, industrial processes, fluid technology, chemistry and others.

### **ACADEMIC PLANNING, ACADEMIC MANAGEMENT AND POSTGRADUATE MANAGEMENT**

Among the most significant activities carried out over this academic year within the scope of Academic Planning, the management and approval of the course for adapting the Graduate Diploma in Design to the Bachelor's Degree in Design is worth noting. The course for adapting the Building Engineering Degree is also important, not to mention a great many changes pertaining to the curricula for the three Bachelor's degrees. All of these changes, carried out in collaboration with the Pompeu Fabra University, have been validated by the Ministry of Education and the Spanish and Catalan agencies for quality assurance (ANECA and AQU respectively). Support has also been given to the programme directors of Ongoing Education by managing and scheduling the new Master's Degrees and postgraduate diplomas.

As for the Academic Management Unit, the 2010-2011 academic year has seen a process of internal adjustments to ensure that the department provides top-quality services for students and lecturers. This rethinking, guided by an external consultant, has led to a reorganization that has changed the old task-based management to procedure-based management, which is much more efficient. In addition, all the internal procedures were reviewed and documented with regard to the future implementation of a Quality Management System.

Internally, both departments have collaborated with the School's educational structure to focus on preparing the deployment of the third year for different bachelor's degrees (for the 2011-2012 academic year). Above all, this has led to the creation of 73 optional subjects, which means that this year is by far the academic year in which most subjects are being offered to students, with all that this implies: drawing up teaching plans, coordinating, organizing schedules and classrooms, etc.

Finally, the Postgraduate Management Unit has begun to seek more independence in its management in order to gain flexibility



when addressing the various requirements that may arise and managing the wide variety of postgraduate programmes. During the course, each of the postgraduate coordinators has managed an average of seven programmes simultaneously. The Postgraduate Management Unit has also provided a call centre service throughout August focusing on enquiries and procedures relating to information and admissions for postgraduate programmes.

## **INFORMATION SYSTEMS (IS)**

The IS Department has made a major improvement on the communication and information systems' infrastructure. The following achievements are particularly noteworthy:

- Extending the coverage and capacity of the Wi-Fi network: the existing capacity's limitations have been exceeded and there is now a signal throughout the building, so that the entire campus is now covered. A second Wi-Fi network has also been created to provide an independent high capacity service for certain classrooms.
- Virtualization of servers: a single cluster of three physical servers has been created, upon which a total of 23 virtual servers operate. This new server system provides more efficient management of the service's availability, enabling savings in expenditure, increased energy efficiency and also providing a base for future growth without the cost of buying new hardware.
- An increase in the storage capacity of the current system to 12 terabits (Tb), with a disk cabin and two Network Attached Storage systems.
- Integration into the Scientific Ring (L'Anella Científica), the network for the Centre for Scientific and Academic Services of Catalonia (CESCA). This link connects the school to a high-speed communications network (100 Mb upload and 100 Mb download for data), with clear advantages for Internet access.
- Web services and hosting: many of the web services that were outsourced haphazardly have been grouped together and hosted. In addition, ELISAVA now has its own web hosting for blogs published from the school itself (there are currently 12 of them).

## **MARKETING AND COMMUNICATION**

One of the highlights of this school year for the Marketing and Communication Department has been the restructuring of various work departments, including the area in charge of promotion and dissemination of educational programmes, the future student information and attention area, the media relations area, the business relationship area, the ELISAVA alumni area and the design workshop area. All of the changes are cross-sectional and focus on the domestic and international projection, growth and positioning of the institution. This reorganization has boosted the School's daily activities and given them greater visibility, thus bolstering ELISAVA's role as promoter and disseminator of knowledge related to design and engineering.

During the 2010-11 term we have fostered activities related to teaching and have launched new projects to broadcast the School's spirit beyond its own doorstep. We have organized over 150 activities and projects including lectures, workshops, sessions, exhibitions and collaborative projects with companies. For further details, see the "Activities" section (p.185), "Relation with companies and institutions" (p.193), "Publications" (p.192) And "Awards and competitions" (p.201). These activities have in turn generated 275 quantified media impacts amounting to €338,756 and a total audience of 43,855,081 people, thanks to 32 media campaigns organized throughout the academic year.

In addition, with the aim of raising awareness and promoting the academic offer, the Marketing and Communications Department has organized and fostered the School's participation in two education fairs and several festivals, among others. Other activities organized include presentations, orientation sessions, vocational workshops, visits to the School's facilities and open house sessions. ELISAVA has also enhanced its presence in the industry's specialised platform network, as well as in academic portals. The department has also promoted participation in contests and awards and has supported the promotion of ELISAVA students.

Moreover, during the 2010-11 academic year, and to mark the School's 50th anniversary, the department has presented the 50th anniversary corporate image which will identify all special activities scheduled for celebrating the

School's milestone. Some of these activities have occurred during the 2010-11 academic year and the rest will take place during the 2011-2012 academic year.

## **MODELS AND PROTOTYPES WORKSHOP**

This 2010-2011 academic year, the models and prototypes workshop has taken an important qualitative leap by acquiring new hi-tech machines. The new equipment introduced includes a laser cutter and engraver, a large three-axis boring machine and a 3D Hewlett Packard printer.

With this new equipment, the workshop can now produce highly complex parts, multiplying the service options available to users. This process of improving the workshop's infrastructure will culminate with the renovation of the facilities during 2011-2012. In addition, the models and prototypes workshop still has conventional machines in order to maintain the full range of services it has traditionally provided.

During the 2010-2011 academic year, the models and prototypes workshop has provided about 7,500 services and jobs for 18 subjects.

## **WORK MANAGEMENT UNIT**

This year, the Work Management Unit has focused its activities on extending the services and improving the management of the department itself. In this regard, it is worth noting:

- The introduction of a new system for managing the digital catalogue of selected projects, which includes the selection of the best projects from each term for each subject and their historical record.
- The extension of the service for providing photographic and video cameras. There are a larger number of cameras available to the entire ELISAVA community.
- A new model storage service is available to students, as well as the existing storage service, managed by the Management and Services Department.
- Action taken as regards sustainability, such as waste management for the photo lab and recycling of the work that students do not want to recover, through specialized companies. A procedure has been introduced for reusing various recycled materials that are made available to students.



# ECONOMIC BALANCE

The economic context for the 2010-2011 academic year was marked by the ongoing, deep economic crisis that is affecting all spheres of society. It is worth highlighting that even in this environment a balanced operating result was achieved and all investments planned were carried out. Moreover, the quality of the School's academic services was upheld in keeping with the level of excellence for which the School is well known.

However, we must note that in the final balance for the fiscal year there is a single, extraordinary expense due to our adjustment to the labour market, following criteria set down by the public administration.

As for the 2011-12 year, the Foundation's Board of Trustees has approved a budget in line with the 2011-2016 Strategic Plan, which has been designed with the view of positioning ELISAVA as a benchmark design School on an international scale. This budget is economically feasible while maintaining the investments necessary to continue providing education and research distinguished by innovation and creativity, and geared towards the professional world on an international level.

The following shows the economic progress and financial position of Private Foundation ELISAVA University School<sup>1</sup> over the past three years, specifically the profit and loss accounts and balance sheets.

## Income statement (in thousands of Euros)

Concepts	2008-2009 <sup>2</sup>	2009-2010	2010-2011
Sales income	11.504	11.235	10.815
Operating expenses	11.415	11.241	10.768
Operating profits	89	-6	47
<b>Year income</b>	<b>473</b>	<b>69</b>	<b>-1.636</b>

## Balance sheet (in thousands of Euros)

Concepts	2008-2009 <sup>2</sup>	2009-2010	2010-2011
Non current assets	3.028	5.229	5.795
Current assets	11.109	8.045	6.254
<b>Total assets</b>	<b>14.137</b>	<b>13.274</b>	<b>12.049</b>
Net assets	5.888	7.208	5.572
Non current liabilities	43	0	130
Current liabilities	8.206	6.066	6.347
<b>Total net assets &amp; liabilities</b>	<b>14.137</b>	<b>13.274</b>	<b>12.049</b>

1. The Private Foundation ELISAVA University School's financial statements shown were audited by the firm KPMG Auditors SL for the academic years 2010-2011 and 2009-2010. In 2008-2009, they were audited by the company Gabinet Tècnic d'Auditoria SA and include the financial statements from Societat d'Estudi i Divulgació del Disseny ELISAVA SL, owned entirely by the Private Foundation ELISAVA University School.

2. Data adapted to the Nou Pla General Comptable (New General Account Plan) criteria.

# FACULTY AND STAFF

## UNDERGRADUATE STUDIES

### PROGRAMME HEADS

#### Albert Fuster i Martí

Bachelor's Degree in Design /  
Graduate Degree in Design

#### Javier Peña Andrés

Bachelor's Degree in Industrial Design  
Engineering / Technical Engineering  
Degree in Industrial Design

#### Rafael de Balanzó Joue

Bachelor's Degree in Building  
Engineering / Technical Architecture

### AREA HEADS

#### Raffaella Perrone

Projects Area

#### Xavier Riudor i Buscà

Science and Technology Area

#### Juan J. Arrausi Valdezate

Expression and Representation Area

#### Xavier Camino i Vallhonrat

Social Sciences Area

### AREA COORDINATORS

#### PROJECTS AREA

#### Ariel Guerzensvaig

Graphic Communication

#### Josep Novell Ferrando

Product

#### Diego F. Nakamatsu Shira

Space

#### SCIENCE AND TECHNOLOGY AREA

#### Marta Janeras Casanovas

Sciences

#### Marta González Colomines

Technology

#### Joaquim Matutano Ros

Production

#### EXPRESSION AND REPRESENTATION AREA

#### Anna Pallarols Cat

Graphic Communication

#### Ana María del Corral González

Product

#### Gustavo Nocito Marasco

Space

### TEACHING COORDINATORS

#### Noel Díaz Castañón

Bachelor's Degree in Design / Graduate  
Degree in Design First and second years

#### Romualdo Gondomar i Miñana

Bachelor's Degree in Design / Graduate  
Degree in Design Third and fourth years

#### Anna Baldrich Aragó

Bachelor's Degree in Industrial Design  
Engineering / Technical Engineering  
Degree in Industrial Design

#### M<sup>a</sup> del Rosario Hernández González

Bachelor's Degree in Building  
Engineering / Technical Architecture

### INTERNATIONAL RELATIONS COORDINATOR

#### Paolo Sustersic

## MASTER'S AND POSTGRADUATE DEGREES

#### Juan J. Arrausi Valdezate

Director of the Master's Degree  
in Design and Communication

#### Lupi Asensio Lorente

Director of the Postgraduate Diploma  
in Typography

#### Rafael de Balanzó Joue

Director of the Master's Degree  
in Design and Habitat / Director of the  
Postgraduate Diploma in Eco-habitat.  
Designing Eco-efficient Housing

#### Jorge 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

#### Josep Benlloch Serrano

Director of the Postgraduate Diploma in  
Photography and Design: Image  
and Creation

#### Marcos Binefa Vila

Director of the Master's Degree in  
Design and Architecture / Director of the  
Postgraduate Diploma in Design, Image and  
Architecture / Director of the Postgraduate  
Diploma in Design, Environment  
and Architecture

#### 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  
Web Project Design / Director of the  
Postgraduate Diploma in Web Project  
Management and Design / Director of the  
Postgraduate Diploma in Web 2.0 Design

**Antoni Colomer Campos**

Director of the Postgraduate Diploma in Design and Television / Director of the Master's Degree in Visual Media Design

**Agustí Costa Curriu**

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

**Ricard Ferrer Velasco**

Director of the Postgraduate Diploma in Furniture Design

**Ricardo Guasch Ceballos**

Director of the Master's in Interior Design / Director of the Postgraduate Diploma in Design of Work Space / Director of the Master's Degree in Design and Habitat / Director of the Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality

**Ariel Guersenzvaig**

Director of the Master's Degree in Web Project Design / Director of the Postgraduate Diploma in Web Project Management and Design / Director of the Postgraduate Diploma in Web 2.0 Design

**José Linares Salido**

Director of the Master's Degree in Design and Habitat / Director of the Postgraduate Diploma in Eco-habitat. Designing Eco-efficient Housing

**Martin Lorenz**

Director of the Postgraduate Diploma in Typography

**Carlota Magriñá Nin**

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

**Beatriu Malaret Garcia**

Director of the Master's Degree in Design and Art Direction / Director of the Postgraduate Diploma in Art Direction / Director of the Master's Degree in Fashion Design. Design and Fashion / Director in the Postgraduate Diploma in Design and Fashion: Creativity and Trends / Director in the Postgraduate Diploma in Design and Fashion: Collection and Context

**Carmen Malvar Vázquez**

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

**Òscar Guayabero**

Director of the Master's Degree in Design and Exhibition Project Management / Director of the Postgraduate Diploma in Design and New Exhibition Formats

**Vicenç Mas Gallen**

Director of the Master's Degree in Design, Art and Public Space / Director of the Postgraduate Diploma in Exterior Design, Events and Ephemeral Spaces / Director of the Postgraduate Diploma in Design, Art and Society

**Joaquim Matutano Ros**

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

**Eva Minguela Mas**

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

**Antoni Miró Tinto**

Director of the Master's Degree in Fashion Design / Director of the Postgraduate Diploma in Design and Fashion: Creativity and Trends / Director of the Postgraduate Diploma in Design and Fashion: Collection and Context

**Josep Maria Montseny Iglesias**

Director of the Postgraduate Diploma in Digital Modelling

**Mauricio O'Brien Mari**

Director of the Master's Degree in Design and Architecture / Director of the Postgraduate Diploma in Design, Image and Architecture / Director of the Postgraduate Diploma in Design, Environment and Architecture

**Marcos 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

**Rosa Pera Roca**

Director of the Master's Degree in Design and Exhibition Project Management / Director of the Postgraduate Diploma in Exhibition Project Management

**Hubertus Pöppinghaus**

Director of the Master's Degree in Design and Habitat / Director of the Postgraduate Diploma in Eco-habitat. Designing Eco-efficient Housing

**Ramon Prat Homs**

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 i Cabeza**

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

**Xavier Riudor Buscà**

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

**Jorge Rodríguez Nieto**

Director of the Postgraduate Diploma in Coolhunting, Design and Global Trends

**Jordi Truco Calbet**

Director of the Master's Degree in Advanced Design and Digital Architecture / Director of the Postgraduate Diploma in Design of Material Systems / Director of the Postgraduate Diploma in Digital Design of Spaces

**Pedro Vicente Mullor**

Director of the Postgraduate Diploma in Photography and Design: Image and Creation / Director of the Master's Degree in Visual Media Design

## DESIGN EDUCATIONAL PROGRAMMES

### Anna Iglesias Monravà

Director of design educational programmes

## MANAGEMENT TEAM

### DEPARTMENT HEADS

#### Virgínia Angulo Falcés

Director of Marketing and Communication

#### Núria Boixadera Ariza

Director of the Work Management Unit

#### Natàlia Garcia Forés

Library Director

#### Amparo García García

Academic Management Unit Director

#### Isabel Gusils Mari

Accounting Director

#### Rubén Hidalgo Téllez

Director of the Model and Prototype Workshop

#### Montse Masana Mas

Director of Management and Services

#### Ma. Àngels Miralpeix Guell

Director of Academic Organisation and Management (until December 2010)

#### Albert Montull Aced

Director of Academic Organisation

#### Francisco Navarro Carrillo

Director of Maintenance

#### José Trapero Ortiz

Director of IT Systems

## ADMINISTRATION AND SERVICES STAFF

### Ricard Argudo Argente

IT Systems

### Francisco Baamonde Carballedo

IT Systems (until July 2011)

### Marta Barangé Viladomiu

Administration

### Anna Blanco Martin

Administration

### Silvia Brenes Prieto

Marketing and Communication

### Pilar Buil Curto

Cleaning (until January 2011)

### Esther Buil Medrano

Marketing and Communication

### Thais Caballero Sabater

Postgraduate Diploma Management Unit

### Carme Calaff Martinez

Academic Management Unit

### Pia Codina Pi

Academic Management Unit

### Noel Criado Lopez

Marketing and Communication

### Júlia de la Fuente Fernández

Academic Management Unit

### Noelia Escrivà Jiménez

Model and Prototype Workshop

### Anaïs Esmerado Martí

Marketing and Communication

### Ainhoa Estrader Miralles

Academic Management Unit

### Teresa Falomir Esteve

Model and Prototype Workshop

### Gerard Fernández Gancedo

IT Systems

### Núria Garcia Alvero

Marketing and Communication

### Leandro García Hernández

Work Management Unit

### Marta Garcia Juan

Academic Management Unit

### Eloi Garcia Parellada

IT Systems

### Maribel Gelabert Camprubi

Management Secretary

### Isaac Gimeno Pujabet

Marketing and Communication

### Joan Grau Roman

IT Systems

### Andrea Guerrero Valero

Academic Management Unit

### Andreu Jansà Matussek

Library

### Rebeca López Gómez

Academic Management Unit

### Cristina Marfà Briansó

Management Secretary

### Vanesa Maurell Paysal

Marketing and Communication (until May 2011)

### Jana Milla Rodríguez

Marketing and Communication

### Andreu Miret Torrents

Model and Prototype Workshop

### Sandra Muñoz Justel

Postgraduate Diploma Management Unit

### Elena Novellas Rovira

Marketing and Communication (until November 2010)

### Francisco Javier Oliver Sánchez

Academic Management Unit

### Iván Perera Benito

Model and Prototype Workshop

**Cristina Pla Grimaldos**

Library

**Pablo Ramos López**

Postgraduate Diploma Management Unit

**Louise Repke**

Marketing and Communication  
(until November 2010)

**Eva Ríos Riyo**

Marketing and Communication

**Rosa Rodríguez Hernández**

Marketing and Communication

**Javier Rodríguez Rodríguez**

IT Systems

**Rubén Saavedra Pérez**

IT Systems

**Lourdes Sáez Carreras**

Postgraduate Diploma Management Unit

**Ana Salvador Ariza**

Marketing and Communication  
(until November 2010)

**Pilar Solá Virto**

Marketing and Communication  
(until November 2010)

**Pilar Urreta López de Hierro**

Marketing and Communication

**Àlex Ventosa Galceran**

Maintenance

**BACHELOR'S, MASTER'S AND  
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# ELISAVA

# 2

ELISAVA Escola Superior de Disseny  
i Enginyeria de Barcelona

La Rambla 30-32  
08002 Barcelona  
T +(34) 93 317 47 15  
F +(34) 93 317 83 53  
elisava@elisava.net  
www.elisava.net

Fundació Privada Elisava  
Escola Universitària

*Centre adscrit a la*

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