

MASTER'S DEGREE IN RESEARCH FOR DESIGN AND INNOVATION

DESIGN, STRATEGY & MANAGEMENT



**THE
FOUR
MAIN
DRIVERS**
(OR AS WE LIKE
TO CALL THEM:
FOOD ATTITUDES)

**HEALTH
DRIVEN**

These are people who suffer from certain disease or condition such as: diabetes, lactose intolerance, hyper/hypothyroidism, food allergies, or any other condition or disease that has to do with food. These are people who use food as a way of healthy living and preventing symptoms of conditions they've already suffer from.



**NUTRITION
DRIVEN**

Unlike the *health driven people*, these are healthy people who are trying to avoid being sick by good nutrition. They care about what they put into their bodies, where their food comes from, the nutrients in each food. These are the people, who like to buy organic food and know about nutrients and nutrition labels. They normally want to be healthy when they're older, or are simply motivated by feeling healthy.




**FITNESS
DRIVEN**

These are the people who live in the *fitness world*, whether it's a gym or a sport and purchase non-fat, diet products at the supermarket. These people keep control of their calories, proteins, carbs intake; their body and appearance, are their main focus.



**PLEASURE
DRIVEN**

These are the *majority of people*, who are driven by the *pleasure of eating*. They don't care about calories or the origin of their food; they take decisions of their gastronomic moments based on what they crave. They are prepared to pay a lot for food they like; but they hate to pay high prices for food they don't enjoy. The pleasure driven gastronomic moments are normally those people say they feel more happy in the short term.



MASTER'S DEGREE IN RESEARCH FOR DESIGN AND INNOVATION

Start date: September and February

ECTS Credits: 60

Language: Groups in Spanish and English

Qualification: Master's Degree in Research for Design and Innovation, degree awarded by Pompeu Fabra University (UPF) and ELISAVA School of Design and Engineering of Barcelona.

Schedule: Tuesday, Wednesday and Friday, from 5 to 9.15 p.m

The qualification of Master's Degree in Research for Design and Innovation is obtained by studying:

Postgraduate Diploma in Coolhunting. Design and Global Trends

From September to February

Postgraduate Diploma in Innovation and Design Thinking

From February to July

COURSE LEADER

JORGE RODRIGUEZ NIETO

Publicist specialized in Corporate Communication at the UJTL, BA in Plastic Arts specialised in New means and Management at the Universidad de los Andes and Master's Degree in Cultural Management specialised in Cultural Industries at the University of Barcelona. He has also studied at the Universidad del Rosario, the Westminster University and the Birbeck College.

He has worked as a delegate producer for HBO Olé – TIME Warner Group, doing research for television specials. He directed the Fundación Arte Hoy and La Bienal de Fotografía of Bogotá between 1999 and 2004. He is specialised in Research on cultural consumption topics and has been Advisor and Consultant for the Ministry of Foreign Affairs, the Ministry of Social Protection and the Vice-presidency of the Republic of Colombia, enterprises and organisations. He has worked as an associate professor of the Faculty of Arts of the Universidad Nacional de Colombia and has collaborated with the European University. He currently directs the DesignThinkers Group Spanish office and the MIDI Master's Degree in Research for Design and Innovation of ELISAVA. Wide experience.

AIMED AT

- All the creative professionals interested in complementing their professional training with research and innovation tools.
- Businesspeople and entrepreneurs interested in exploring and creating new business models and collaboration.
- Engineers, technologists and technicians interested in developing creation and innovation abilities.
- Professionals of other areas interested in innovating in their sector.

PRESENTATION

The Master's Degree programme combines two powerful disciplines in the pre-design process: the trends research and the innovation methodologies. It is focused on offering current tools related to qualitative and ethnographic research, interdisciplinarity and design thinking, directed towards Innovation processes which can be applied to society and the industry.

We understand innovation as a strategy that aims to satisfy the real and ever-changing needs of the user, with the objective of improving the quality of life through products, services, experiences and new tools. Past models are contemplated and reconsidered, and risks are taken in order to create and prototype from an exhaustive research.

During the course we develop research projects related to enterprises and the government like, for instance, Hewlett Packard, Artemide, Lékué, Telefónica, Cirque du Soleil, Barcelona City Council and ACCIO, amongst others.

We collaborate with numerous groups, collectives, institutions and universities involved with the innovation topic in Europe and Latin America, such as Rotterdam Business School, Ravensbourne College, HTW Berlin Hochschule für Technik und Wirtschaft, amongst others, in order to strengthen the networks and make it easier to establish collaborations.

In every single edition, we explore, with two field trips to European cities, trends, working models and user opinion, achieving a wide range of options as regards to innovation. We constantly carry out workshops and events that make it possible to increase the participation in topics such as service design, trends, innovation and design thinking.

COURSE AIMS

- To train researchers with creation and participation capacity in innovation and development processes.
- To provide the professionals that are not linked to design with tools that could complement their training in scientific, technical and humanistic fields, in order to improve their professional profile and their opportunities.
- To offer professionals linked to design an interaction space with other agents of the innovation processes with the objective of working in multidisciplinary teams.
- To approach innovation in a broad sense, including their technological, social, creative, productive and business model aspects.
- To promote the creation of exchange and collaboration spaces and events amongst all the agents linked to the innovation processes.
- To provide the organizations, companies and governments with the exploration of new systems, products, services and experiences through academic projects related to innovation.

POSTGRADUATE DIPLOMA IN COOLHUNTING. DESIGN AND GLOBAL TRENDS

Start date: September

ECTS Credits: 30

Language: Groups in Spanish and English

Qualification: Postgraduate Diploma in Coolhunting, Design and Global Trends, degree awarded by Pompeu Fabra University (UPF) and ELISAVA School of Design and Engineering of Barcelona.

Schedule: Tuesday, Wednesday and Friday, from 5 to 9.15 p.m.

SYLLABUS

Module 1. Introduction and context

A welcome to the world of trends, its terminology and the concepts that run the sector.

Module 2. Research methodology and tools

This module helps the profiles inexperienced in this field to develop research abilities and, at the same time, it updates all those who have already approached

research projects. It includes ethnography, visual anthropology, sociology, market research, Net hunting and other research strategic areas.

Module 3. Modern trends

It presents cases and initiatives of active professionals who handle trends in the different industries and in the Pop Culture.

Module 4. Urban immersions

Fieldwork carried out in different cities in order to develop perception and research skills.

Module 5. Business tools

They make it possible to understand the relation between trends and businesses from the perspective of both clients and enterprises. It facilitates researcher-client dialogue.

Module 6. Introduction to Design Thinking

It makes it possible to link the research abilities to collaborative and innovative ways of thinking.

Research Project

Monitored by teachers of the programme and executives of the companies linked to the MIDI.

POSTGRADUATE DIPLOMA IN INNOVATION AND DESIGN THINKING

Start date: February

ECTS Credits: 30

Language: Groups in Spanish and English

Qualification: Postgraduate Diploma in Coolhunting, Design and Global Trends, degree awarded by Pompeu Fabra University (UPF) and ELISAVA School of Design and Engineering of Barcelona.

Schedule: Tuesday, Wednesday and Friday, from 5 to 9.15 p.m.

SYLLABUS

Module 1. Introduction and context

A welcome to the world of Design Thinking, its methodologies and its essential concepts. Setting up of work teams and project briefs.

Module 2. DT central workshop

It is the collaborative space where the work teams set out, develop and guide the innovation proposals based on the research carried out. A space for debate and experimentation.

Module 3. Thematic seminars and forums

With teachers, tutors and guest lecturers who offer technical and academic support to the development of the central workshop and to the workshops.

Module 4. Innovation workshops

Focused on specific areas of the Design Thinking processes, they help develop abilities in the design of services, experiences, prototypes, tests and co-creation activities. Given by guest professors, collectives and active professionals of the innovation sector.

Module 5. Business tools

They make it possible to understand the relation between innovation, production and the businesses from the client's perspective.

Module 6. Introduction to design thinking

It allows to link the innovation abilities to collaborative and innovative ways of thinking.

Research Project

Monitored by teachers of the programme and executives of the companies linked to the MIDI.

LECTURERS

DANIEL ZENTGRAF, COORDINATOR OF ACADEMIC ACTIVITIES

With academic training in Industrial Business Management and Arts, he has developed a considerable experience in tasks related to organisation and management of projects and events, just like the design of curricular programmes and training at company level. Wide experience in the administrative field and customer service, mainly in the education, events and tourism sector. Co founder and partner of Photocircuits and AlgoBueno Management in Barcelona, where he has coordinated cultural and consumption research projects and participates in the projects for clients such as SEAT, Anchor Bay, Entertainment and Starz Media of Sony Pictures. Presently, he is a partner of Design Thinkers Spain.

URI ALTELL

Founder of Strike Agency, manager of the IN-EDIT festival and the Absolut Lab in Madrid, coolhunter and expert in experiential marketing, has developed some projects for Absolut, Beefeater and many other multinational companies.

JORDI BELIL

Director of Belil Innovation Branding for more than 25 years, has developed some projects for massive consumption markets in all the sectors. Current director of the Master's Degree in Branding of ELISAVA.

DAVID CARABEN VAN DER MEER

Television producer and scriptwriter for TV3. He can be defined as a man who is passionate about what he likes. Musician and singer of the Mishima band.

MERY CUESTA

Exhibition curator, art researcher, comic illustrator and drummer, she has carried out many projects about cultures and urbane tribes.

JOSÉ ANTONIO GAGO

Inedit. Founding Partner of Inedit, current ex-director of R+D in Lèkué. Design Manager oriented to the innovation and the definition of new products applying Design Thinking. "My objective consists of helping the companies to identify opportunities and to define products which generate experiences and emotional bonds with the user".

VÍCTOR GIL

Partner and director of The Cocktail Analysis, author of the Coolhunting book. Socioogist, consultant and analyst in consumption trends, marketing, communication and new technologies. He is a member of Aedemo and APG Spain.

IRENE LAPUENTE

Founder of La Mandarina of Newton S.L., a company that creates transformation processes in education, culture and organisations. Graduated in Physics. Postgraduated in Science Communication. Communication Director of the InstitutCatalà de Paleontologia (IPC) in 2009.

DANIELA MARZAVAN

Associate in DesignThinkers Spain, Senior Lecturer of the HTW Fachhochschule für Technik und Wirtschaft in Berlin, she is specialized in the co working topic, developing projects such as Betahaus in Berlin, Barcelona and Lisbon.

JOSEP MARIA MONGUET

Doctorate in Industrial Engineering. Curator of EPSUG-UPC Design. Coordinator of the industry cluster of the i2Cat Foundation. Researcher focused on the innovation in business models based on the appliance of TIC.

CARLA MONTANE

Sociologist specialized in qualitative research, Consultant in innovation in co-creation processes and in multidisciplinary teams in sectors such as new technologies, self-propulsion, fashion or widely-used consumer goods.

MERCEDES QUEVEDO

Blogger and fashion trends analyst, for a couple of years, she has commented on the fashion industry trends in her blog El fashionista Barcelona.

ORIOL RIBERA PRATS

Telecommunications Engineer by the UPC, he starts in Hitachi in Japan and in 1998, he designs a part of the first pioneering Facebook at a global level in 2000 for Nokia, and he creates his own mobility start-up —Genaker— in 2003. He joins Telefónica R+D in 2007, from where he leads the Barcelona Living Lab of the candidacy of the Mobile World Capital that he presents personally to the of GSMA Board in February of 2011. That same summer the GSMA selects Barcelona as the world headquarters of the "Mobile World Capital". @oriolribera

JAUME RIPOLL

He has developed his career between journalism and the audiovisual sector. He worked in Manga Films for six years. In 2005 he moves to Cameo, where he manages the online communication and the e-commerce area through the Filmin Project.

RAMON SANGÜESA

Co Founder and Director of Innovación, Citilab and Laboratorio Ciudadano. Director of the development of appliances of the Fundaciói2cat of advanced internet. Barcelona.

CHRISTIAN SCHÄRMER

Designer and audiovisual producer, currently living in Berlin. Founder of the Testphase collective, co founder of the ProxiDesign studio and creative director in Full6Berlin, a synchronised marketing agency.

JUANITA ACEVEDO SEGURA

Specialist in customer service. Corporate Trainer, Personal Coach & international Lecturer. Author of the book "Coaching para la Acción - Herramientas de Marketing Necesarias para Triunfar".

JESSICA FERNÁNDEZ

HÉCTOR LINARES

Production Director, Social TV in Kantar Media, Founder of Data Republic, expert on information data management and financial viability.

LLUÏSA FERNÁNDEZ

ULRICH SCHUBERT

Coaching for entrepreneurs and executives. Soft Skill Trainer specialised in Team Leadership, Project Management, Intercultural Competences and Conflict Management.

ÀLEX GARCIA

He has studied Cinema and Audiovisual Production at the ESCAC Barcelona, graduated in Photography [2001]. During the last years he has been combining his work as a photographer and directing documentaries. Jury of Projects of the MEDIA programme of the European Union.

HELMAR RODRÍGUEZ

Innovation Principal SAP EMEA. Director of appliance and development of the DesignThinking with SAP methodology; generation and expansion of the effective appliance capacity of SAP technology for business processes both evolutionary and disruptive —especially the application of HANA, Business Suite on HANA, Cloud, Mobility and industry solutions. New tools generation to support with SAP technology. Deployment of innovation capacities at EMEA.

CRISTOBAL GRACIA

Connector at OuiSgare, he is responsible for enabling citizens to seize on the global network, public institutions and companies to build a more collaborative society. As a connector in the OuiShare Community, he co designs and eases the collection of business and professional events and in Colaboración Economía in order to foster discussion and the collaboration amongst them.

ALBERT CAÑIGUERAL

Innovation strategist. Founder of ConsumoColaborativo.com and OuiShare Barcelona. Entrepreneur that works to enhance the adoption of the collaboration economy which is about to change the society in the next decades, with socioeconomic major innovations. He is based on the collaborative economy booming, the significant strategic innovation through the construction of bridges that conduce the changes caused by the power of sharing and of the enterprises, the governments and public organisms.

SÍLVIA BRENES

BOUKJE VASTBINDER

Founding Partner of Amladesigner. "I think that sustainable innovation conduces to the sustainable development in a worthwhile way from a social, economic and ecologic perspective. Innovation creates products, services, occupations and opportunities, not only in our occidental wealthy world, but also in the low-income communities. I am sure that, through the business initiative, the creativity, the collaboration, the social initiatives can improve the lives of people at the long run and I would like to contribute to this transition as businesswoman, researcher, teacher and human!".

JEROEN SPOELSTRA

Founding Partner of Amladesigner. Passionate designer and teacher of design and applied creativity at the University of Amsterdam of Applied Sciences. "I find inspiration in my other passions: the mountain, surf, and travelling. I use the sports, travels and being out to find inspiration and give inspiring lectures and workshops".

MARIEKE VAN DYCK

Associate at DesignThinkers Group, M.Sc. in Research Design and B.Sc. in Industrial Design. Co work in the intersection of Design, Internet Research and Innovation. Preferably, using Design Thinking as a creative process for the problem-solving. Aimed at achieving the results adding new methods in the business processes. With experience in the motivation of creative/digital teams and projects. Specialised in the documentation of use cases, concept tests and the facilitation of workshops in multidisciplinary teams.

PAUL STERNBERG

MD and Independent Consultant at Ethical Communications Agency Ltd, Director of MDES at Ravensbourne College London. My experience is based on design of high-impact association programmes through the environmental, the social, the cultural and the creative world.

MARCO VAN HOUT

Coordinator of the Research Programme and Design at MEDIALAB Amsterdam, founder of SusaGroup, Design & Emotion Society. Professional and researcher in design specialised in emotion design driven by the design processes, UX and the hunt for solutions for disruptive and complex problems.

TINE BECH

Artist and researcher (Doctorate PhD) who works with sculpture, interactive design and the game theory. His work has been exhibited at international level in different museums such as the Victoria and Albert Museum, the Sackler Centre (United Kingdom), the Museum of Science (United Kingdom), SIGGRAPH Art Gallery (USA), Aarhus Centre of Contemporary Art (DK), Trøndelag Contemporary Art Centre (Norway) and the Cultural Olympiad (United Kingdom). Her artistic practice and research combine sculpture, interactive design and game theory, taking responsibility on the audience participation and the interaction with the environment.

ELISABETTA TRALDI

Graduated in English Philology by the university of Padova, expert on team building and group management and project manager for events and congresses. She has worked in the congresses sector and has provided training for companies such as Iberitalia, American Express, BCD travel and España incoming incentives.

ARIEL GUERSENZVAIG

He works as an area coordinator and teacher of ELISAVA. He also works as an independent design consultant. He directs institution projects with non-profit purposes. He has a doctorate in design theory by the University of Southampton and a degree in the edition of the Hogeschool Amsterdam. Founder of Strike Agency, manager of the IN-EDIT Festival and the Absolut Lab in Madrid, coolhunter and experiential marketing expert, he has developed projects for Absolut, Beefeater and numerous multinational firms.

SPEAKERS AND GUEST LECTURERS

RICH RADKA. Founder Partner of Claro Partners

ELISABETTA PASINI. Senior Consultant at Future Concept Lab

FRANCESCA BROGLIA. Fashion Producer of MagnaProd

CLAUDIA NICOLAI. Academic Coordinator of D. School University of Postdam

KIRSTEN VAN DAMME. Specialist in Trends in Out of Office

ARNE VAN OSTEROOM. Founder of DesignThinkers Group

FRANCESCA BROGLIA

ANTONI AROLA. Arola Studio

IGNASI BONJOCH. Director of Bonjoch Asociados

AGUSTÍN DE URIBE

MARTÍN GÓMEZ. Parramón publishing house

MARTA DOMÍNGUEZ. Author of the "Coolhunting" book

IKER ERAZUKIN. Chef

EDOARDO FANO

XAVIER FORT

TERESA HELBIG. Fashion designer

MERTXE HERNÁNDEZ

MARIANA MÉNDEZ

Designer of fashion products and accessories

CARLOS MESONERO-ROMANOS

ALEX MURRAY. Chicks on Speed

TOMOKO SAKAMOTO. Architecture editor of Actar

ARIANE VAN DE VEN. Global Trends Expert of Telefónica

DANIEL WEISS. Executor of European projects, Leonardo programme

DESIGN, STRATEGY & MANAGEMENT

MASTER'S DEGREE

Branding

Retail Space: Retail Design

Research for Design and Innovation

Advanced Design Management, Strategy and Entrepreneurship

POSTGRADUATE DIPLOMA

Brands, Core of Communications

Innovating through Brands

Retail Design. Design and Space: Shopping

Retail Design. Design and Concept: the Brand

Coolhunting. Design and Global Trends

Innovation and Design Thinking

MORE INFORMATION

www.elisava.net/en/studies/master-research-design-and-innovation

<https://coolhuntingbarcelona.wordpress.com>

Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. ELISAVA reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included).

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