

***ELISAVA ACADEMIC
YEAR REPORT
2014-15***

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PRESENTATION

The academic year 2014-2015, as we said in last year's report, has not only meant the consolidation and expansion of the foundational activity for Private Foundation ELISAVA University School in curricular activities, education, research and collaboration with companies, but it also meant the strength and leadership of design and engineering in Spain.

Accomplishing the set of guidelines of ELISAVA's Strategic Plan has allowed the consolidation of a number of interventions in every field: academic, research, internationalization, educational quality, etc., which are widely described at the management report written by ELISAVA's General Director, Mr. Ramon Benedito. In this sense, I believe that increasing the use of English at the School, using it in Masters and Postgraduate programmes, is an important element. It is directly related with the presence of students from all around the world at ELISAVA.

In the field of research, I think we should highlight the agreement signed with elBullifoundation to carry out *Decoding of Design*, a project that aims to decode the creation process of design by breaking down each element involved in the process itself (techniques,

technologies, staff, etc.). This project will be based on methodologies carried out by elBulli thanks to the knowledge they have about gastronomic processes.

Moreover, from the functional point of view, a large format Open Classroom has been implemented. It will meet the School's educational needs during next 2015-2016 by turning four classrooms into a multipurpose space where the new educational model will begin to be taught. It will be the reference for future actions.

All the actions carried out at ELISAVA show the talent, dedication, effort and responsibility of every team in the School. They clearly illustrate ELISAVA's potential and what the School can reach. I think we should be proud of ELISAVA's recognition and position in design and engineering on an international level.

Jordi Cortada
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Private Foundation ELISAVA University School

MANAGEMENT OF THE PRIVATE FOUNDATION ELISAVA UNIVERSITY SCHOOL

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Head of Vocational Training in Design

Daniel Cid Moragas
Scientific Director (until April 2015)

Lluís Mozo Collados
Business Development Director
(until September 2014)

MANAGEMENT REPORT

The course began with a lecture presented by Dr Javier Nieto to open the 2014-2015 academic year on "Design and Management in Design Editions". This was followed by contributions from the Ferran Adrià, elBullifoundation, and Private Foundation ELISAVA University School signed a collaboration agreement for a project entitled *Decoding in Design Process*; a three-year-duration work that aims to understand the creative process in the different areas of design, and that is created with the aim of becoming an international reference on education and research.

In the academic field, the Master and Postgraduate programmes in English have been extremely well received. The gradual incorporation of this language, added to the consolidation of existing programmes and the professional focus, has led to an increase in the number of students. The Summer School programmes are already consolidated and are of interest to students, whose numbers are continuously growing. The first Study Abroad programme has also begun; a project that has exceeded expectations, which is expected to continue in the coming years.

Within the activities around the academic project, work has begun on the new educational model for degrees—a model that will be implemented from next year. This new model, called Open Classroom, consists of a project based on turning guided studies into an open classroom where the School is understood as space for experimentation, and an area for projects and research. Students have a work space that will be used as a reference for future activities.

In May 2015, a Research Plan for the 2015-2016 and 2016-2017 academic years was approved. It included three areas of work: *Decoding of Design*, *Shaping Graphene*, and the *Internet of Things-Internet of People*. The new Scientific Director, Dr Javier Peña, has begun to implement the basis of the new Research Plan, whose main objective is to bring scientific research and design research together. It will have a clear and defined structure that will lead to a new stage where theory, academics and experimentation mix together thanks to degree and postgraduate programmes.

In the field of business development, and with the aim of intensifying the internationalisation process, ELISAVA attended the annual Forum on Education Abroad conference in New Orleans and the NAFSA conference in Boston, as well as various workshops held in Berlin and Dubai. The main objective was to engage with agencies and universities from all around the world. Following the development of ELISAVA's Strategic Plan, international promotion has continued with attendance at a number of trade shows in Latin America: Mexico, Ecuador, Colombia, Bolivia, Peru, Chile and Brazil. Also, after

Beijing Design Week, ELISAVA's representatives visited China, Beijing, Shanghai, Guanzhou and Taiwan to formalise collaboration agreements and presentations in the universities of these countries.

In October 2014, issue 30 of ELISAVA's magazine *Temes de Disseny* was published. Its headline was "Interior Design" and its focus was an open idea about space experience. Also, with the aim of contributing to the main topic of the World Exhibition 2015 in Milan *Feeding the Planet-Energy for Life*, issue 31 of the magazine was published under the headline of "Eating, Design, and Well-Being". It was presented last June at the International Conference organised by Cumulus Association, International Association of Universities and Colleges of Art, Design and Media, in Milan, to coincide with the Universal Exposition.

At the Management Council's suggestion, a School choir was created, open to every member of ELISAVA's community and conducted by Toni Solé. This initiative has been very well received by the entire community and the choir has been selected to participate in the next edition of the TV programme *Oh Happy Day*.

This year, ELISAVA is extremely proud of its students, teachers and former students having received a large number of awards in the fields of culture and business in Spain and abroad. Some of the most fruitful competitions were: James Dyson Awards, DuPont Corian, Smart Moto Challenge Moscow, Pentawards, Acento G, Programa YUZZ, Encén el Nadal, Laus Awards, etc. Among all these awards, the one won by Domestic Data Streamer, a group formed by ELISAVA's former students, who won Premi Ciutat de Barcelona, awarded by Barcelona City Council, in the Design category for its work "Sand Falls" is exemplified. This work was part of the "Big Bang Data" exhibition, shown at CCCB, in Barcelona.

Ramon Benedito

Dean

Private Foundation ELISAVA University School

TEACHING ACTIVITY

FORMAL TRAINING

Academic Direction

ELISAVA aims to be a reference in design and engineering in three key areas: teaching quality, research and engagement with local and international social networks. Working towards achieving this goal, the company's formal training focuses on teaching students to create elements that connect individuals with their environment, and to improve their conditions. With a project focused on the process, formal resolution and technical commitment, students should be able to analyse the context and its essential elements, and create objects, spaces,

graphic communication elements, and services in order to improve the space.

In this regard, ELISAVA as a university school is a space for research, experimentation and innovation where students can work with quality, formal requirements and a commitment to society. All of this is supported by teachers, staff, resources, and technological facilities. This means the school is the fundamental space where all this process may be carried out. This is why living in changing times in which digital technologies and social networks are modifying the traditional education methods, the school must remain attentive, open and agile to adjust to new contexts and to promote the best possible training for students.

The entire academic team, leaders, representatives of an area, coordinators and teachers are there to ensure the best learning environment for students. And thus ELISAVA has been working the entire academic year on developing the so-called Open Classroom. It means a change in the educational model that projects the School as a space for experimentation, projects and research, where students and teachers can carry out their projects with the aim of improving the environment and searching for new realities. This challenge pursues intensity and flexibility, and it requires changes in the traditional concept of subject. However, ELISAVA is fully convinced that the final goal is worth the effort.

Degree Programmes

Both Degrees had a large number of students in their first year, which strengthens the idea of an active school that has a future. Moreover, the two new leaders of both degree projects are intensely involved in ELISAVA's academic challenges. Together with the other leaders, promote creativity and quality in the classroom. Consequently, all the subjects in both degrees entail high-level works.

During this year, ELISAVA has worked on constructing the curricula and planning to implement new aspects into the Design Degree and the Degree in Engineering in Industrial Design, planned for 2015-2016. The School has also worked on the new open classroom format, which is planned for first course and for the optional subjects in third and fourth courses in 2015-2016, which will be extended to all the subjects in the degree by 2016-2017.

Also, from the academic area, ELISAVA has worked on the process for recognising degrees. This process will end the academic year 2015-2016 with the presentation of evaluation report, and a visit from the external recognition committee.

Simultaneous Studies

The second Simultaneous Studies graduation class was larger than the previous, which confirms students' interest in this programme. Its results have been very good, especially in terms of extra-curricular projects, which bring together students from both degrees in challenges suggested by first-level international companies.

There is a good outlook for the number of students wishing to take this programme in its third edition within the structure of the School's University Degrees.

Degree in Science and Technology Building

This Degree is coming to an end because students taking it have already passed all its subjects. ELISAVA would therefore like to express its great appreciation to all the teachers and staff who have made it possible for almost twenty years.

Master University Degree

This programme consolidates an increasing number of students and an approach to experimentation and research. It must be taken into account that this Master brings students to a future career in innovation and research.

Resources and Facilities

The School's services are a basic element for achieving the proposed challenged that has been mentioned. In this sense, firstly the implementation of Moodle as the new virtual campus must be highlighted. It has become an essential tool for learning and for monitoring outside the School. Secondly, the opening of Media Lab must be added to the process of renovation and expansion of School's areas (Library, Prototype Workshop, Science and Technology Laboratory, Graphic Workshop, etc.). The new Multi-purpose Room, which is expected to be in use in 2015-2016, strengthens the idea of School as a training space, with physical and digital resources that support the projects carried out by students and teachers.

BACHELOR'S IN DESIGN / DEGREE IN DESIGN

General Overview

Having in mind the main objectives set by ELISAVA's management team, the Degree in Design seeks an approach focused on formalisation, with special attention to the project's process. Consequently, the main focus of this degree is the subject about projects. Around this, the other subjects enable students to develop their capacity for projects, with a special dedication to socio-cultural and environmental contexts, and with the highest degree of formal, communicative and technological precision.

To achieve these goals, it is essential that students are trained in an open, flexible and rigorous environment where experimentation and speculation is not detrimental to specifying and defining a project. To be sure this knowledge will be acquired, there must be reliable tools to convey the knowledge and to ensure good results. In this sense, ELISAVA has worked on all the areas in order to promote excellence in training and evaluation. The standard of excellence progresses from the first year through to the Final Degree Project.

Educational Activity

Some of the educational activities included in the Degree in Design are::

- Creative marathon, in December 2014, with the following workshops taught in English:
 - "Conceptual Drawing in Press" with Arianne Faber.
 - "Modular Type. An open source experiment" with Raquel Quevedo.
 - "Narrative Over Time: Motion Comic" with Javier Longobardo.
 - "Can an image be worth a thousand words?" with Wladimir Marnich.
 - "Performing Photography" with Diego Ferrari.
 - "Play with Data" with Matteo Moretti & Domestic Data Streamers.
 - "The Shape of Music" with Jon Corcuera.
 - "Translocations" with Andrew Lister and the collaboration of Daniel Cid.
 - "Performative Artefacts" with Eleonora Lupo.
 - "Insects, Food & Design" with Marc Bayona and Joan Maymi.
 - "Pop Up Window" with Simon Busse.
 - "Robots are all the rage" with Ricardo Iglesias.
 - "Making thing talk: Prototyping the Internet of Things" with Guillem Camprodon.
 - "Looking for Trade/Wanted" with Gerard Tejero and the collaboration of Andreu Capdevila.
 - "Fietro/Felt" with Teresa Rosa Aguayo.
 - "Chocolate Factory. New ways of eating chocolate" with Clara Balmaña and Sergi Vich, and the collaboration of Museu de la Xocolata.
 - "The Magic Carpet: Repetitive Graphic Patterns in Public Space" with Jurjen Zeinstra and the collaboration of Enrico Forestieri.
 - "Geometric Patterns - Movement Scores" with Aimar Pérez Galí.
- Visits to companies and institutions such as Museu del Disseny, MaterFAD, MNAC, Trespa, Sylvania, Castells, Bunkertype, and Santa&Cole, among many others.
- Participation in several projects, festivals and competitions with institutions and companies, including: the Barcelona City Council "Batecs de llum" at Festival LlumBCN2015, "A tu ritmo" for the Swab Stairs project in Barcelona, the "Design to Feed the World" exhibition at Fabrica del vapore in Milan (Italy), and "Digital Futures and New Realities" at the World Mobile Centre in Barcelona
- Activities for teacher training, with the collaboration of CQUID, a department of the Universitat Pompeu Fabra.

Final Degree Project

From the beginning, the Final Degree Project has been planned to include some modifications in relation to what it used to be. These changes aim to produce better projects that could be a means for students to express their abilities, and, at the same time, the School's identity.

In this sense, a team of teachers decided on the central subject for the Final Degree Project (32° BCN). Students' proposals should be carried out around this subject. Moreover, for the development of this Project, ELISAVA has sought a more open methodology by which students can develop their project with many tutors and consultants, and they are linked to other students. The new approach can especially be seen in a series of shared sessions in which all the students present their works to all the tutors. The final results demonstrate an increase in conceptual reflection and the formal quality of the projects.

All these results will be exhibited at "Degree Show ELISAVA 2014-2015", an idea that is constantly growing and that, this year, will be shown on October. It will show all the Final Degree Projects of the two degrees taught at ELISAVA. The fact that this this exhibition coincides with the Graduation Ceremony and the Opening Lecture of the year provide it with a relevance in design and engineering both inside and outside of the school.

Faculty's Research and Exchange

With a collective effort, ELISAVA is constantly working on research and internationalisation as the two main focal points for increasing educational quality. The following aspects are highlighted in this regard:

- Publication of the book *Un sistema gráfico para las cubiertas de libros. Hacia un lenguaje de parámetros*, by Rosa Llop, with the publisher Gustavo Gili; and *iDivinas! Modelos, poder y mentiras*, by Patricia Soley-Beltran, with the publisher Anagrama.
- Publication of the articles "A Case Study on Action Research: Barri Gòtic Barcelona", by Xavi Camino and Albert Fuster, and "Relating Creativity and Imagination: Studying Collective Models of Creative Collaboration", by Raffaella Perrone both at the American Journal of Educational Research.
- Courses taught by Diego Nakamatsu at Tecnológico de Monterey (Mexico), Juan José Albert at Universidad Nacional Autónoma (Mexico), Ramon Faura at Universitat Torcuato di Tella in Buenos Aires (Argentina), Raffaella Perrone and Pau Garcia at Facoltà di Design e Arti di Libera Università di Bolzano (Italy).
- Presentation of the workshop by Arianna Mazzeo "Inclusion by mobile: Seniors, youth and the city. Elderly migrant women living alone co-design mobile solutions with students" at ICTUnesco, in Paris, in February 2015.
- Presentation of the lecture by Paolo Sustersic at the international congress "La cultura y la ciudad. Imagen y representaciones de lo urbano, ciudades históricas y eventos culturales", in Granada, in April 2015.
- Presentations of the lectures by Ramon Faura and Paolo Sustersic within the framework of the course "Arquitectura y Phantasmas" of the Consorcio Universidad

Internacional Menéndez Pelayo Barcelona (CUIMPB) - Centre Ernest Lluch, in Barcelona, in June 2015.

- Presentations of the lectures by Ariel Guersenzvaig and Raffaella Perrone at the 3rd International Conference for Design Education Researchers DRS-Cumulus, in Chicago, in July 2015.
- Shared workshops with students coming from Wilhem from Kooning Akademie in Rotterdam, Mediacollege in Amsterdam, and Kwantlen Polytechnic University in Vancouver.

DEGREE IN ENGINEERING IN INDUSTRIAL DESIGN

General Overview

The 2014-2015 course was marked by the consolidation of aspects related to the degree's first and second year projects, and by exhaustive monitoring of fourth year students and the ones who opted to develop their Simultaneous Studies Plan. In summary, this course has been a good promotion. The fundamental objectives for the 2014-2015 course were:

One, to bring the reality of the industrial world to the classroom through developing projects in the packaging and packing, materials and simulation modules, as well as the Final Degree Project (FDP), all in collaboration with companies and/or institutions.

Two, adapt the courses on graphic expression to reinforce in students the certainty that standardisation with a systematic and scientific base is a basic requirement for an unequivocal communication by means of design specification plans and/or the implementation of industrial elements.

Three, empower all the areas of engineering in parallel and the development of experimental projects in the subjects focused on the new scale of material and in the technological integration for new wearable and nearable systems.

Four, go one step further in empowering the graphic/communicative and verbal/expositive capacity of works and projects developed by the students while they acquire knowledge related to the "design culture" together with technical/industrial engineering training.

Five, work carefully on the incorporation of students from the SSP who come from the Design in Degree in the product and material simulation modules.

Six, consolidate the entrepreneurship branch through the business plan project that students undertake in the Product Management and Planning courses on the last course, which is also presented in English. This business plan is developed for a product or service designed in the courses of the Project area, thereby empowering the transversal work in the Degree areas.

Seven, validate and/or adapt current teaching plans and prepare new ones in order to be able to begin implementation of the new study plan for the 2015-2016 course.

Eight, provide visibility to engineering students throughout the world by participating in national and international competitions, congresses and publications.

Activities

Food Systems for Health Days

These sessions require reflection about problems that arise from situations of need for improving people's health and how biomimicry, using natural models, can help to resolve them. The speeches presented were:

- "Learning from ecosystems: systematic biomimicry, regenerative design and the circular bio-economy". Dr Daniel Christian Wahl. Consultant and Professor.
- "Food and gastronomy: maintaining a balance with a healthy lifestyle". Isabel Lugo. Research and Professor of the History of Gastronomy.
- "How food affects the emotions". Clara Balmaña. Industrial Designer by ELISAVA.
- "The potential of biomimetic systems in design and engineering". Dr Jordi Bayer. Industrial Engineer PhD.
- "Alicia foundation, culinary research for designing healthy, sustainable and flavour-some foods". Toni Massanés. General Manager of the Alicia Foundation.

4th Barcelona Sustainability JAM

This studies where the host in Barcelona of this event held simultaneously for 48 hours in more than 60 cities around the world. It was an event aimed mainly at applying innovation methodologies, business models, design thinking, visual thinking and design focused on people (UCD).

Conferences

- "Characteristics, typology, properties, aesthetic possibilities and a stainless steel case study". ACERINOX, SA.
- "The increased responsibility of the producer as an instrument for advancement towards zero wastes, presentation of the project GREEN MED INITIATIVE (GMI) and presentation of the Ecodesign Award". Fundació Catalana de Prevenció de Residus i Consum Responsable.
- "Design with carbon fibre: the case of high-way cars". Lluç Martí, Composites Manager of Koenigsegg Automotive AB.
- "Design, manufacture and marketing of biomedical products". Xavier Torras, Leventon Engineering Manager.
- "Collaborative economy, from product to service". Albert Cañigueral, Founder of Consum Col·laboratiu.
- "Graphene: revolution paradigm shift, industrial design". Martín Martínez, Founder and General Director of Graphenano.

Exhibitions and showcase workshops

- Presentation of design projects for E-Commerce completed within the framework of the agreement signed with SaicaPack on the "WhyYou?" conferences by Saica, held in the Hotel Hesperia Tower in Barcelona.
- The projects «STEP-LUX» and «Solar-controlled roller shutters» by engineering students formed part of the exposition "Smart Flexibility" in Melbourne in the Design Research Institute.
- The projects «Capa LUX» and «Piezo SO» form part of the "What's Next?, The material is that will give shape the future" exhibition held in the Museu del Disseny in Barcelona.
- The «OXO» project was exhibited at the International Design Festival of Berlin 2015.

Guided visits to companies and expositions

Throughout the academic course there were visits to different companies, institutions and events such as: Verallia, Instituto de Biomecánica de Valencia (IBV), Museo Alfaro, TESEM, MeadWestVaco Calmar, Hispack, Feria Internacional del Packaging, CIDEYEG, EGISA, Centro de Realidad Virtual of T-Systems Iberia (CRV), Fundació CIM, Centre Tecnològic ASCAMM, Museu dels Invents de Barcelona (MIBA), Materfad, Centre de Materials, CETEMMSA, Electrocicling, and Equiplast Saló Internacional del Plàstic i el Cautxú.

Training course for professors

A team of seven professors from the Degree in Engineering in Industrial Design took part in a training course on Smart Textiles and Printed Electronics, and a workshop held at CETEMMSA-EURECAT in the area of intelligent textiles and printed electronics.

Congresses, conferences and publications

- Speech in the framework of LearnxDesign 2015, 3rd International Conference for Design Education Researchers, School of Art Institute of Chicago (SAIC): M. González, J. Fernández, J. Peña. "Technological and project competencies for design engineers driven by nearable and wearable systems".
- Poster in the framework of the International Conference on Vertical Farming and Urban Agriculture 2014, University of Nottingham, UK: P. Llorach-Massana, J. Peña, J. I. Montero, J. Rieradevall. "Passive systems for the climate control of rooftop greenhouses (RTGs): Phase change materials (PCMs) to heat the root zone".
- Poster in the framework of CILCA 2015, Pontificia Catholic University of Peru: P. Llorach-Massana, J. Peña, J. I. Montero, J. Rieradevall. "LCA of Phase Change Materials application to heat hydroponic crops' root zone in substitution of a conventional root zone heating system".
- M. González, J. Fernández, J. Peña. *Technological and project competencies for design*

engineers driven by nearable and wearable systems. Proceedings from the LearnxDesign 2015, 3rd International Conference for Design Education Researchers. 2015, Chicago, USA; 4: 1381-1396.

- P. Llorach-Massana, R. Farreny, J. Oliver-Solà. (2015). *Are cradle-to-cradle certified products environmentally preferable? Analysis from an LCA approach.* Journal of Cleaner Production, 2015, 93: 243-250.
- P. Llorach-Massana, J. Peña, J. Rieradevall, J.I. Montero. *LCA & LCCA of a PCM application to control root zone temperatures of hydroponic crops in comparison with conventional root zone heating systems.* Renewable energy Journal, 2015.

FDP and curricular work experience placements

Thirty Final Degree Project (FDP) typologies were quantitatively developed in mediation with companies, there were 14 curricular work experience placements with a total of 14 companies and cooperation agreements were signed in the framework of the studies for the development of projects and workshops with: CETEMMSA-EURECAT, Cambra de Comerç de Barcelona, ASCAME, FUNDITEC, Càtedra UNESCO de Sostenibilidad de la UPC, INNOPLUSBDN, TMB, UPF, ICFO, Hospital San Pere Claver, UUALK, ALTER-BIKE, SAICA Pack, and Advanced Nanotechnologies.

Qualitatively, it must be pointed out that the result of the projects was satisfactory and that a line of action has begun to be consolidated that is increasingly bringing ELISAVA engineering closer to the professional, industrial and social reality.

SIMULTANEOUS STUDIES

General Overview

The 2014-2015 course began with 31 students of the two initial profiles: Degree in Design and Degree in Engineering in Industrial Design, who are committed to continuing their studies at ELISAVA on the Simultaneous Studies (SSP). This year the course has seen new milestones achieved towards expectations for a new plan. An intense working course distinguished for the continual search for academic excellence, while at the same time maintaining all the illusions of the first day, in order to generate a new professional profile with skills to take on present and future challenges in society and in the industrial fabric with a clear international vision. It has been a brilliant course marked by harmony between the teaching team and students and especially because of students' involvement in three extra-curricular projects that they complete throughout the course, all of them linked to companies and/or institutions, and which have been a great success.

Objectives

The fundamental objectives for the 2014-2015 course were:

One; working in detail on incorporating students from the first promotion of the SSP, who come from the Degree in Design and the Degree in Engineering in Industrial Design (the SSP itineraries) in the corresponding degrees of origin, in terms of obligatory as well as optional courses.

Two; working on the two degrees in parallel in order to achieve perfect integration of the content of the courses in terms of specialisation and methodology.

Three; integrating all SSP students in the Creative Marathon with third and fourth year students of the Design and Engineering Degrees.

Four; to achieve that both itineraries are recognised as a compact group that works together, shares concerns, solutions and common challenges.

Five; to attain a deeper understanding of and value the open classroom space where both itineraries come together physically in order to work together forming mixed teams for developing projects.

Six; provide academic, experiential, personal and team value with extracurricular activities through the project, understanding them as activities of intrinsic value without the need to be evaluated.

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

Educational Activities

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

First quarter

- "New applications for bio-textiles" project. Tutor: Sergi Vich. For this project, work has been undertaken together with the company INDUCT and the AITEX textile research centre located in Valencia. Eight projects were completed, all of them prototypes using the bio-textiles developed and supplied by AITEX. Collaborating within the framework of this project were Dr Laura Clèries, consultant and expert in trends, providing value in the contextualisation of the product; Dr Javier Peña, expert in new materials, providing value in the implementation of the bio-textiles in the product; and Joan Ras, professor of innovation and entrepreneurship in ESCI-UPF, providing value in the go-to-market context.
- Students' participation in the Creative Marathon, an event promoted by the School's Degree studies, held in December 2013.

Second quarter

- Project for the "Design and development of a family of spectacle frames that includes three different eye shapes" tutored by Josep Novell and carried out in the ZEN Barcelona company. This entity's involvement in the project has been excellent, making an advice service for transferring knowledge and experience as a specialist company available to students. Ten projects were obtained, all of them prototypes in China. It was a very positive and valuable experience for students.
- ELISAVA attended the Adi FAD DEMO Festival, inviting Sander Wassink (www.sanderwassink.nl) to run a workshop with SSP students with and a conference: "The re-use of materials: processes and aesthetics of deconstructing and repurposing".

Third quarter

- The "DESPERADOS, Real Disruptive Packaging" project, tutored by Jordi Canudas, in collaboration with the company Heineken International B.V. In this project, the mediation with the company, development and presentation were in English. Professor Raúl Nieves collaborated within the framework of this project and the Science and Technology Laboratory was strongly involved with the aim of implementing new technologies for integration in designed products and prototypes
- Typography workshop, led by Professor Jesús Morentin. The objective of this workshop was to work from a different perspective on the use of typography from handling mobile types, mounting and printing the composition as it was done with Gutenberg's invention.

UNIVERSITY MASTER'S DEGREE IN DESIGN AND COMMUNICATION

General Overview

In the seventh edition of the 2014-2015 course, the University Master's Degree in Design and Communication (Spanish acronym, MUDIC) had 19 students enrolled from very diverse backgrounds in terms of training profiles as well as nationalities: Chile, China, Costa Rica, Peru, Portugal, Venezuela; and within Spain: Basque Country, Canary Islands, Catalonia, Madrid, Murcia and Valencia. With respect to the training of participating students, previous studies undertaken were: architecture, fine arts, graphic design, industrial design, social design, photography, engineering, advertising and public relations. All of this provides MUDIC with interesting diversity for developing group projects, with modes of heterogeneous approximation.

In this course, the culmination of the re-verification process to reach the MUDIC has been subject by the AQU/ANECA (Teaching

Quality Evaluation Agency) has been achieved. This means that ELISAVA has validation to continue offering this Official University Master for another five editions. The process has involved two years of dedication from all agents involved. Quality control in the university has been resolved positively.

The remodelling of the study programme, in accordance with AQU/ANECA directives and with the support of the pedagogical team from the University Pompeu Fabra (UPF), has led to renewed interest for updating the MUDIC. In the next edition, teaching plans for the 14 courses that make up the new program will be deployed.

The objectives established for the new course include, reaffirming inter-university exchanges, providing visibility to projects and research areas carried out by former students, establishing various collaboration agreements with entities and companies, deploying the new study plan and continuing with the quality standards achieved by students.

Activities

In terms of the activities carried out during the 2014-2015 academic year, participation in the "Decoding of Design" must be pointed out, in which seven students collaborated directly on the project that ELISAVA undertook with the elBullifoundation.

Students also took part in initiatives such as "36 days of type", with the numerous group of participants and three awards; they attended the Graphispag 2015 trade show held in Fira Barcelona; and took part in a "Tactical Workshop" with the brand manager of Moritz, within a range of activities that include visits to exhibitions, museums and cultural outings.

The programme included active participation in the management and promotion of content on social networks and the blog (*MUDIC-ELISAVA.com*) undertaken by former students of three previous editions. Their work meant that projects recently presented in the classroom have been able to be seen publicly, which has generated content and expanded the development of the course.

In parallel, they attended 14 extra-curricular workplace agreements, which provided extra training and experience for the students, in many cases being a doorway to accessing professional occupation positions. In another one of the MUDIC areas, third-year studies, two students have now enrolled in doctorate schools, one of them in the UPF, obtaining a scholarship as research personnel. Also, in this order of activities, a former student has obtained an award for attendance at the ATyPI Congress held in Barcelona.

Within the teaching activity, the evaluations made by students about the quality of the academic faculty, the interest in the programme and the level of satisfaction have been highly positive.

Institutional Contacts

In the section on institutional contact, exchanges and relationships have been maintained with

other universities and with academic processes allied with the MUDIC: University of Vigo, Polytechnic University of Milan and Basilea Design School. For the 2015-2016 course, it is planned to expand the number of international relationships and collaborate with entities such as the Barcelona Centre for Contemporary Culture (CCCB) in specified programmes of university/institutions with the aim of achieving joint objectives for empowering academic, experimental and project aspects.

MASTER AND POSTGRADUATE PROGRAMMES

AREA OF SPACE DESIGN AND ARCHITECTURE

Master's Degree in Advanced Design and Digital Architecture (ADDA)*

Master's Degree in Advanced Design and Digital Architecture. Mention in Research*

This edition of this master course continues to show that the programme can propose avant-garde architecture with a significant impact on architecture and computer design research and development.

This year, the master's course was a more compact group and the students studied the course theory more in-depth. One of the causes of such a positive phenomenon is that, for the first time, the two postgraduate programmes could not be taken separately. Students had to take the entire master, which has a one year or one and a half year duration. The course also has a new web site (www.addamaster.net), and it has intensified its actions on social networks, increasing visibility in the field.

The methodology of the programme continues to pursue innovation, contemporary content and experimentation. Also, the regeneration and implementation of content and instruments enables the prestige obtained to be consolidated and new milestones reached.

The evaluation of this academic year is very positive. Lots of theoretical concepts have been implemented, and research projects have been encouraged because of their importance in this field. The master course has developed into quality content and educational offering.

The importance this programme's alumni network and the continuous online and in-person relationships must be mentioned. In this regard, the master course plans to organise an ADDA Meeting in Barcelona so that all the students who have taken this course can share activities and experiences.

* Programme in English.

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

Postgraduate Diploma in Retail Design

Design and Space: Shopping*

Postgraduate Diploma in Retail Design

Design and concept: Branding*

On the 2014-2015 course, the Sony Store Barcelona shop window design project carried out by students is worthy of mention. The Master's course also involved other projects with companies including IKEA, designing commercial spaces in the framework of the Barcelona Retail Congress in May 2015 and the collaboration with Swarovski at an international level together with Ivo D'Ortenzio, Global Head of Design and Construction.

This program has one edition in English and another in Spanish, which provides students with a global vision of the professional world of retail design, as well as the leadership tools required to work in this area on which all the aspects involved in the design and strategy process are influential elements. The programme provides a vision of retail as a multi-disciplinary profession that impacts all sectors. The Master's course includes extraordinary tutorials that are followed up with greater detail in the projects developed for them within the parameters established by course management and company briefings.

Students come from diverse disciplines: architects, interior designers, industrial designers and some graphic designers, professionals from the field of marketing, strategy and international expansion. Some of the students have experience in the professional market, although not necessarily specific training, for which they first request basic technical knowledge with the aim of developing spatial projects.

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

* English and Spanish editions.

Master's Degree in Interior Design

Postgraduate Diploma in Interior Design.

Private Perimeters

Postgraduate Diploma in Design

of Work Space

The students of the Postgraduate Diploma in Interior Design have completed a project in interior design based on the great architecture of Coderch, the French Institute in Barcelona which hosts, on the top floor, a residence with private outdoor space that has remained intact since it was built.

The students have remodelled this residence to the housing preferences professionals from the different fields of French culture. They have also adapted it for a Quebec musical author, with all the functional and technological requirements required to make it compatible

with the other residents, and the functioning of the rest of the building.

This course includes the participation of pioneering companies in interior design (Pilma, Cricursa, Azulacocsa, Mater-FAD, etc.). There have been working visits commented by its authors, and prestigious professionals such as Isabel López Vilalta, Elina Vilà, Eugeni Bach, Anatxu Zabalbeascoa, Arquitectura G and, especially, the architect Bernardo Gómez Pimienta have given master classes and lectures.

The activities are available on the Internet, at www.perimetres.elisava.net, on Facebook and Pinterest of this course.

Students of the Postgraduate Diploma in Design of Work Space completed a project that involved implementing, using realistic criteria, and the headquarters of a renowned international entity dedicated to the food sector at Sant Rafael's pavilion, in the modernist complex of Sant Pau.

This project was closely aligned with the people in charge of the Sant Pau Foundation in order to comply with their objectives. It is scheduled to exhibit the proposals at a pavilion in Sant Pau.

Prestigious lecturers such as Francisco Vázquez, Nic Bewich and Stefano Colli also collaborated on the course. Students visited emblematic interior spaces such as Torre Agbar, Torre T, El Tenedor; Betahaus and Kettal, and the headquarters of companies such as Dyna Mobil and Interface. Philips, Essa Punt and IG-uzzini participated on training tasks.

This year, students published texts about the subject of this course in the blog www.dedt.elisava.net and on the Facebook of this programme.

Master's Degree in Design and Habitat

Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality

The methodology of the Master's Degree in Design and Habitat has been related, during its five editions, to habitat and its implications on eco-efficiency and socio-efficiency.

The final project of this edition of the Postgraduate Diploma in Strategic Habitat Design has been carried out together with Arrels Foundation, an organisation dedicated to housing homeless people. The aim of this project is to introduce the management model Housing First, adapted to a modest building from the end of 19th century located in Eixample, Barcelona, in the neighbourhood of Poblenou.

This project has become a challenge and a strong encouragement for students because the Housing First model, which provides affordable housing for homeless people, is an innovation in Spain and is also a potential option that can be implemented into a pre-existing architectural entity.

Innovation, habitability, accessibility, security, and sustainability have been joined together in this project, which is tutored by the programme's directors, Txatxo Sabater and Ricardo Guasch, and the teacher Coque Claret.

Staff from Arrels participated in the process, which was documented on audiovisual media by specialist personnel. The final presentation is highlighted in which representatives from the Public Administration, prestigious designers, and experienced designers as Curro Claret participated in. As a study guide, ELISAVA's own publications have been used, all of them written by the representatives of the theoretical sessions of the course, and published by ELISAVA and UPF.

In conclusion, the development of this course must be considered something exceptional; for its impact on administrative and political opinion, and for recovering —with a project— a building which is currently precarious in order to use it for social purposes and with an innovative programme.

Master's Degree in Ephemeral Spaces Design

Postgraduate Diploma in Exterior Design.

Events and Ephemeral Spaces

Postgraduate Diploma in Ephemeral

Spaces Design for Leisure and Culture

This is a transition year because from the next edition there will be a new direction and the programme will become a single master. Taking this transformation into account, some changes have been introduced such as emphasising the ephemeral condition in the projects presented. Also, in the second postgraduate programme, exhibition spaces have become more important and the aim of making presentations in public spaces has continued as a priority, as has maintaining relationships with entities of the city as the core of the proposals for projects.

Working in different aspects of this field, the first postgraduate student has completed two projects: the first a commercial project based on Cordorniu's presence at BCN Shopping Night, and the second with a cultural aspect with the aim of presenting to the city events about the detective novels of BCNegra, by Paco Camarasa, director of the event and owner of the Negra i Criminal library.

In the second postgraduate programme, projects based on exhibitions have been completed with a focus on the administrative office and the designer. These projects have included collaboration from Fabra i Coats, a creation factory in Barcelona. And to coincide with the exhibition "Translocacions" at Arts Santa Mònica, a workshop about Tourism and City were completed by Idensitat.

This Master includes lectures by Antoni Miralda and the experiences of two professionals in the field of exhibition design: Enric Franc and Dani Freixes. The students visited the showing of "Nonument" with its administrative officer Josep Bohigas, and also went to MACBA for of the exhibition on Sergi Aguilar, which was attended by the artist.

Anton Hansen, from Croquis, a company responsible for installing one of the permanent exhibitions at Museu del Disseny and also for its signage, offered a guided tour of the exhibition with a perspective of his experience in staging.

Postgraduate Diploma in Set Design

The Postgraduate Diploma in Set Design is consolidated as a programme aimed at professionalisation and specialisation. Its main goal is to enable students to successfully carry out design and settings, for recorded as well as live programmes.

During the third edition of this course, different activities and visits are carried out in order to go deeper in the different areas set designers work in, and into the problems and solutions that can be found. The course also includes Alex Rigola's and Max Glaenzel's talks about how a creative process begins for a director or a set designer, having the experience of *Somni d'una nit d'estiu* and *2666* —by Roberto Bolaño— as their central point.

One case of study is the design and staging of *La comedia del arte*, a play that was performed for the first time in February 2015 at the Teatre Nacional de Catalunya. Students have carefully followed all the process: from the presentation of the Mood Board by the set designers Lluç Castells and Jose Novoa, to the visits with the technical direction, and the staging of the hall some days before the first performance.

The workshop in Creation was directed and presented by Production Designer Maria Puig, who offered students different briefings with the aim of creating a proposal for treatment and space. Students could choose between: designing a shooting set for the Summer Kids Collection by Desigual, designing a set for a Bicentury spot, or selecting and setting a location to shoot a spot for a frozen product's brand.

This edition also restates the interest of pioneering institutions and companies to actively collaborate on this course. Teatre Nacional de Catalunya, Gran Teatre del Liceu, Minoria Absoluta and Filmax Productions, among others, have participated in the course.

Postgraduate in Interior Design for Hotels and New Hostelling

In its first edition, there were 12 students on the programme from Latin America, Spain and the rest of Europe, and they worked in groups of two, three or four students.

During the course, two projects were completed. On the one hand, students had to develop the concept, and solve spatial organisation and interior design (materials, lighting, and furniture) of different areas in a pre-existing building on Carrer Princesa (Barcelona). Students also completed a project at a detailed scale consisting of a room. The project was undertaken for a renowned hotel chain, which has now shown its keen interest in implementing some of the students' proposals.

The programme, taught by Nathalie Denys, Patricia von Arend, Ricardo Guasch, Txatxo Sabater, Wen Calero and Manu Bauzá, included the collaboration of different professionals in this field, who provided students with their qualified, updated and cross-perspective points of view in their different areas of knowledge. Professionals such as Bruno Hallé of Magma Hospitality, Florencia Cueto of TSI Turismo Sant

Ignasi, Jordi Cuenca of Verum Hotel Development, and Lluís Marcó, former director of Hotel Ritz Carlton and Hotel Mandarin participated in this course.

Juli Capella also gave a speech with a presentation of his work and analysed the current situation of hotel design.

The course held organised visits to hotels and hostals as its supporting axis. These visits took place once a week and they were about a particular thematic area. This enabled students to familiarise with the reality of the sector.

The course's blog has also been started: <http://hotels.elisava.net/>. All these activities can be found here.

AREA OF GRAPHIC DESIGN AND COMMUNICATION

Master's Degree in Branding

Postgraduate Diploma in Brands,

Core of Communication

Postgraduate Diploma in Innovating

through Brands

This edition of Master's Degree in Branding has consolidated the professional participation of experts in renowned brands such as Interbrand, Saphron, Summa, CBA Graells, etc., and students' interest in Branding has come to light.

In the first postgraduate students completed a fictitious Thesis-Project about Strategic Branding for brands such as Bimbo (Silueta), Unilever (Dove), Novartis (Voltadol) and Aigües de Barcelona (Agbar).

Also, professional projects that students showed to representatives of different companies received highly positive reviews in strategic field as well as in formal and creative aspects.

The second postgraduate course focused on understanding huge changes that new technologies imply in terms of communication, the opportunities brought by management, brand creation and development, and how branding may be the key to success.

This course includes the experience of seasoned professionals in the field of communications, start-up companies in their different stages, as well as investors.

Xavi Guardia, CEO of Sfy, has also contributed theoretical and practical concepts about enhanced reality (Google Glass) and wearables. And Sergio Giménez Arenas, from the specialist company Gameonlab, coined the term *gamification*.

The thesis/project is based on a fictitious future that has been conceived by the students (Fiction Design). Their results are very interesting and enriching, and have provided an understanding of innovation as an "attitude" in terms of market challenges. Students presented their projects to professionals linked to the world of innovation in open sessions broadcast by ELISAVA's streaming channel.

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

This Master's Degree in Packaging Design has been training, for more than a decade, graphic and industrial designers and they have ended up being specialists in these subjects.

The Postgraduate Diploma in Packaging Design and Strategy is about graphic communication and it complements workshops with theoretical and practical lessons about tendencies, brand building, name creation, creative writing, public presentations, etc., and some more disciplines directly linked to packaging, such as sign boards or typography, for instance, directed by Enric Jardí. A total amount of 6 workshops have been carried out. They have been directed by renowned professionals such as Enric Aguilera, Patí Núñez, Jordi Almuni and Xavier Bas.

This master has participated in Saló Hispack 2015, carrying out different events: some training sessions where teachers gave lessons as members of the technical assessment committee of this Saló, an exhibition in Fira Hispack about gourmet packaging, and the participation in a real situation where different solutions are provided for the packaging for Cluster Catalonia Gourmet.

Within the framework of Master's Degree in Furniture Design, the cycle of conferences "En Barcelona, circunstancialmente" has been organized. It has counted on lectures given by several designers and communication professionals, who were the promoters of design in Catalonia at the 70s, and who came from Argentina to establish here in Barcelona. The participants have been Norberto Chaves, América Sánchez, Ricardo Rousselot, Jorge Pensi, Alberto Liévore, Carlos Rolando, and Mario Eskenazi.

Moreover, the Postgraduate Diploma in Graphic and Structural Packaging Design emphasizes the ecological packaging and the creation of new shapes, packaging and printing materials. The master classes and environmental technical lessons are combined with 6 workshops directed by graphic and industrial designers, who act as tutors for these projects.

We should highlight that some students from last year's edition have won 2 Pentawards, and some other students of this year's edition have received 3 LiderPack. It is also important to emphasize the high rate of labour insertion and the sphere of influence it has had in the digital media.

Master's Degree in Design and Internet Web Project Direction Postgraduate Diploma in Web Project Management and Design Postgraduate Diploma in Design of Net- work Applications and Services

The 10th edition of this master, directed by David Casacuberta, Ariel Guersenzvaig and Rosa Llop, must be highlighted because of the Laus Awards received in students category by students Lola Pérez, Matilde Rosero and Flor

Girodano with their project «Foodmap», and because of the FITUR 2015 Award for the best Tourist App presented by the Spanish Ministry for Energy, Industry and Tourism to the project «Vojo Way», created by former students of the School, Pablo Casals and Joel Farrés. All these awards demonstrate the level of consolidation of this course's philosophy: designing memorable experiences that aim to serve society.

The contents offered enable students to learn how to develop functional prototypes in the field of design and programming, both for web sites and internet-based applications and services. This master also promotes the entrepreneurial nature of the media by including content on strategic definition, positioning, business creation and searching for funding. This methodology is conceived to foster students' creativity on the internet and to lead the development of innovative projects.

Within the context of the final project for this course, ELISAVA has worked on the European project called Urbanitas, making proposals to create a file for Childhood and Public Space. The School has obtained high-level results in the description of the project, in the prototypes carried out, and all the projects answered many needs in education and in urban policies.

This master has consolidated a team of teachers who include active university teaching professionals. Some of the activities carried include masterclasses, projects and workshops. Some guest professionals have also attended this course: Irene Pereyra (UX Director at *f-i.com*), Borja Delgado (UX Director at Hanzo Studio), Jordi Perez Colomé (Content Strategist at Yahoo), Maritza Guaderrama (Creative Director at Designit Madrid), and Marc Cortés (UX Director at Roca Salvatella), among many others.

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

According to current methodology, this Master's Degree in Graphic Design has been carried out in line with professional criteria based on problem-solving methods and the spirit of finding innovative ways of solving briefings.

Both Postgraduate programmes maintain their structure and teaching consistency. The first hosts a main, overall and transversal project that brings together all the fields in graphic design. While the second defines three main editorial projects based on editorial, content and support.

Following the principle of planning solutions for new challenges in communication in the current and tumultuous period in politics, economy, society and culture, the main project of the Postgraduate in Graphic Design Applied to Communication was about political parties. Students were able to think about, position and/or define, propose and/or assume a communication project in which the results, especially in this case, are decisive and has a direct effect in society.

Students of Postgraduate Diploma in Graphic Design and Publishing Projects were structured into two groups that solved three editorial projects (books, press and digital support), and they are also content publishers. On this occasion, a real project for the publisher Malpaso has also been carried out.

Apart from the projects, other activities have been carried out during this master: workshops with Humberto Schawb, Paadín, Joan Carles Casasín, Alejandro Masferrer, Serge Rompza, Bendita Gloria, or Bisgràfic; showcases with Cocolia, Ladyssenyadora, Rafa Goicoechea, Atipus, Virgulillas, Apartamento, Odiseo, Cordova-Canillas, The Plant, Perdiz, Open House, and Eldorado; and lectures with Ken Garland, Natasha Jen, Mark Porter, Sonia Dyakova, and Tobias Frere-Jones.

The final exhibitions of each course are highlighted: "VOTA" at Mucho facilities in February, and "33 Students 200 hours and I'm not dead" at Herraiz Soto room I'm not Dead in July.

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

This Master's Degree in Design and Art Direction continues to develop year-after-year as an interesting educational offer within the Spanish and international university scene. It is becoming a reference in education thanks to its inclusive and multidisciplinary activities. Some data that confirms this growing trend include the gradual increase in number of students, with 60 enrolled in this 17th edition, which makes it one of the most successful courses to date.

Another aspect to highlight within the context of this course is the consolidation of the teaching model consisting of building knowledge. The Master's Degree in Design and Art Direction includes, in its educational genetics, a vision of art direction as a field in contact with other disciplines and professional sectors beyond advertising. Taking this into account, the last edition has strengthened the role of the art director within the audiovisual field by enriching the teaching block dedicated to this subject in relation to teaching and carrying out projects.

Achieving these goals enables new challenges to be planned for future editions, such as initiating students in art direction applied to theatre and set design in order to offer a new view of this field, which can create physical and ephemeral narrative atmospheres.

In relation to the teaching field and the activities carried out, we should highlight the new contents provided when developing the project of mapping. This programme includes participation from Franc Aleu (Fura dels Baus), and Jorge Martínez with his case study "Pills against others' pain", and the lecture by Risto Mejide on "Don't seek work".

Finally, updating the DDD method has been especially relevant. It consisted of a short guide to generating ideas in projects about art direc-

tion, and incorporates material developed by the biologist Beatriz Barco. It enables rigour and desire to be reinforced in order to create specific material for art direction.

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

With 24 students from all around the world, the 22nd edition of the Master's Degree in Advertising Design and Communication consolidates a teaching model based on communication that does not focus exclusively on generating highly persuasive messages, but on building stories that can expand and complement in the different media, formats and channels.

It is precisely this last topic that has become the strategic point within the course, and which has evolved the concept of transmedia thanks to teachers such as Daniel Calabuig and Carlos Scolari. This strategic positioning of the course is extremely valuable in terms of differences because, in a context in which media and audience atomisation prevail, being able to extend a story through different media, formats and channels contributes towards generating customised experiences that connect with the users.

Another aspect to highlight is assuming the role changes of the audiences, which are evolving from reactive consumers to proactive users who demand and need interaction with their environment and everything coming from it. By understanding and paying attention to this particular point, students obtain the ability to create interesting proposals for the brand's users.

For the forthcoming editions, the training programme will firstly focus on consolidating the story and its methodology as a valuable tool for creation when building messages and transporting values. Its second goal is to expand and consolidate the concept of transmedia in present day communication, considering the classification of earned, owned, and paid media.

In the area of promotion, "Where's the Beef" has been consolidated as the method of this course. It follows these steps: diagnosis, value proposition and generation of a creative concept. The final result is a series of executions that become closer to the user through the so-called AIDA method (Attention, Interest, Desire, and Action).

Master's Degree in Photography and Design *

Students completed a workshop and then exhibited at DOCFIELD 15, a festival about documentary photography. The main goal of this workshop was to influence the creative process by taking photography and its uses as tools for communicating beyond the photograph itself. The results of this workshop conceive photography and public space as a whole, a new social context where photography intervention becomes surprisingly closer to the audience by

promoting critical behaviour and a perspective from both creators and audience.

During this course, the MA Photography and Design students planned and produced a public exhibition at the Arenas shopping centre, in Barcelona entitled "COLOR", which consisted of 36 portraits from very different areas. They were the result of an intense process of search, study and selection. They covered the floor of the central square with more than 220 m² surface area. This project suggested that the audience reflect on stereotypes based on first appearances, especially on skin colour, asking them not to judge others' appearances. The project ended up as a public exhibition at the Rencontres d'Arles festival (France). It consisted of two exhibits in the public space, which transformed the streets of the city into an imaginary museum. The result of this project was published in a book in collaboration with Instagrafic.

Students have also been working on a specific project for Fundació Vila Casas that has Museu Can Framis as the central photographic element. The result of this project will be shown at Can Framis' facade in spring 2016. The best of the students' final works were exhibited at Galeria Mitte in Barcelona in September; an exhibition organised and commissioned by the students of the programme which extended the teaching experience beyond the classroom.

* Programme in English.

Postgraduate Diploma in Illustration and Comic

The second edition of the Postgraduate Diploma in Illustration and Comic has achieved the goals established by their heads, Mery Cuesta and José Luis Merino. The aim was firstly to achieve high quality works that could compete in the market with renowned professionals and secondly to awake the students' personal and creative voices. An intense programme has thus been offered that provides students with the key tools required to join the world of illustration, comic and graphic creation as professionals by completing a commercial and/or a personal project for real clients.

The programme content combines workshops, which highlight the diversity in illustration and drawing when talking about different techniques and procedures, with theoretical lessons about current drawing. The final projects have been very positive. They involved creating an App, a comic, or a short graphic novel. Students have also completed projects to meet the demands of two real clients: Time Out Magazine and Blackie Books publisher, which have collaborated from the beginning of this programme. Although the results have already been satisfying in every case, it is even more surprising to see the results obtained in the project for an illustrated App. All of the works were exceptional, especially the one by Jimi Macías entitled «Delirante Manolii», which won the silver category at the 4th edition of the e! Awards Professional Edition.

The programme presented speeches opened to the public by two renowned professionals: Juanjo Sáez, a cartoonist, and Joaquín Reyes, a TV star. Both lectures reached the Top 10 on ELISAVA's Streaming Channel. The Postgraduate Diploma in Illustration and Comic widen the School's public recognition thanks to its programmes, and to the international projection of their student's works.

Postgraduate Course in App Design

In its second edition, and under the direction of Rosa Llop and Ariel Guersenzvaig, the Postgraduate Course in App Design is consolidated as a unique training programme specialising in app designs for smartphones and tablets.

The programme focuses on design vision and emphasises the transmission of a specific methodology for Apps design for mobiles. The course has provided its 16 students with the tools required to work on specific interactive projects and on their creative potential. Through theoretical subjects and the development of a practical project, students have acquired a panoramic view of the entire design ecosystem, the implementation and app distribution.

The course included participation from Javier "Simon" Cuello, José Vittone, Dani Armengol and Valentí Freixanet as main teachers, and it also had the presence of Gabi Prat, Francis Casado of Ticketea, Elisabeth Martínez of the Startups Conector's incubator, Steffen Becker of Hackaton Smart City and Víctor Fortunado of Cookbooth as case study guests.

The students' evaluation has been very positive in relation to the specific content, its planning programme, the schedules, and the quality of teachers and guests.

AREA OF PRODUCT DESIGN

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

This Master's Degree in Product Design and Development included the participation of students from Italy, Ecuador, Mexico, Venezuela, Colombia, Peru and also from all over Spain.

The Postgraduate in Product Concept included the collaboration of companies such as Taurus, a specialist in small household appliances; Simon, which produces electrical material and robotic control; and Madel, which provides air diffusion elements. Within the framework of this programme, the project about electrical switches called «MOD», carried out by the students Pol Alberich, Paula Vega and Adrián González, has won the gold category at the second edition of e! Awards Professional Edition.

During the course, different speeches were presented by Ramon Benedito (Benedito Design) and Fabrizio Crisà (director of Design Center ELICA). In relation to project implementation, students visited companies such as

Taurus, Simon and Madel, as well as two design studios: Ànima and Lievore-Alther-Molina.

The first edition of Thesis Project, consisting of an individual work, has been presented at Galeria H2O, in the exhibition called "El futuro de los objetos en 32 preguntas y otras tantas respuestas" (The future of objects in 32 questions and as many answers).

In the 10th edition of the Postgraduate in Product Development, two collaboration agreements between the School and the companies Casualplay and Lamp were signed. On the one hand, eight projects were undertaken for Casualplay, which involved searching for a second use of the Loop buggy. On the other hand, there were eight design and development projects about iconic lighting in order to give these lighting products to Lamp's members.

Within the framework of this programme, there were nine internships agreements, students visited the technological centres Ascamm, Fudació CIM and the materials centre Materfad. They attended lectures by companies such as Arkoslight, Simontech, Cero, lmas and Nutcreatives.

The 3D-Printing Workshop must be highlighted, with the main objective of producing different mechanism prototypes in collaboration with Fundació CIM; the Workshop Smartmaterials, which is about applying piezo-electrical, thermo-electrical and memory materials into new products; and the presentation of the project «Boo» to 2015 James Dyson Awards.

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

The aim of this course is to empower the furniture designer profile as a trained professional with a differentiated attitude and methodology with respect to other disciplines in design. The Master's Degree in Furniture Design addresses the professional discipline from a specialised perspective, making reference to the knowledge of furniture as a social and cultural object.

In this edition, a discourse has matured between the two postgraduates for developing content jointly with the idea that the proposal is increasingly more understood as a unit. Students have undertaken quality projects, demonstrating a high level of professionalism in their proposals, which achieves greater visibility.

In the context of the programme, an ergonomics workshop was held with specific exercises for visualising key concepts that must be considered when designing chairs and seats, together with sessions referring to the background in the furniture sector by Stefano Colli, with the figure of the "i maestri" as a central point for articulating discourse and its context.

Students attended an extensive range of scheduled activities. The open conferences of the "In Barcelona, circumstantiality" cycle must be pointed out, organised jointly with the Master's Degree in Packaging Design, in which Alberto

Lievore and Jorge Pensi shared their concerns around furniture projection today.

Students also visited Campus Vitra in Basilea, the Barcelona store/showroom of Nani Marquina, together with the artist herself, and companies such as Dynamobel in Peralta, together with students of the Masters in Interior Space Design. Other visits were also made to important companies and institutions such as AIDIMA, leading technological centre for furniture in Paterna (Valencia) and Punt Mobles, also in Paterna; Mater, the FAD Centre for Materials; the Figueras International Seating factory and design centre, in Lliçà d'Amunt and La Garriga respectively, as well as the BD Barcelona Showroom.

Postgraduate Diploma in Alternative Jewellery Design

The third edition of the Postgraduate Diploma in Alternative Jewellery Design, directed by Ramon Oriol and Josep Puig, was attended by students from China, Peru, Colombia, Costa Rica and Poland. The teaching team included 13 teachers.

The inaugural lecture, by Leo Caballero and Amador Bertomeu from Galeria Klimt02, was presented at this gallery. An agreement was reached with this institution for its portal, www.Klimt02.net, to disseminate online information about the course, and to exhibit a selection of students' projects.

The programme has increased the number of hours dedicated to varnish at the Science and Technology Lab in order to practice new techniques. It has also dedicated a special charge to buy tools and machines that jewellery can convey. This material is used only by the students on this course. The final projects were presented again at the Esther Montoriol gallery in Barcelona.

It is worth mentioning that the project Muji Lookbook, carried out by the student Xiaochuan Yu, was selected for the eil Awards Professional Edition, and the proposal by the students Andrés González and Javiera Gaete was selected as the new design for the Corona Enjoia't Premi Opinió trophy.

Throughout the programme, the 3rd edition of Paper and Origami Workshop, by the artist Pedro Núñez, was held. Within the framework of the course activities, the designer Maria Pascual gave a speech on how she organises and manages the jewellery business exclusively on her web site (www.maria-pascual.com) and the designer Marc Monzó offered a guided visit to his exhibition.

AREA OF DESIGN, STRATEGY AND MANAGEMENT

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

During the 2014-2015 edition, the Master's Degree in Research for Design and Innovation (MIDI) was attended by 38 students from various nationalities and professional backgrounds.

The students made up seven work teams for developing real projects for Hewlett Packard, Cisco Systems, Medialab Amsterdam, ACCIO (Mipol, Iberital, Brausa and Fundació Gaspar de Portolá), Tunstall Televida, Ciutat Nova and Exxiple, which covered the three lines of research into innovation proposed in the course related to: large companies, SMEs and social innovation. The company projects are fundamental on the MIDI course because they guarantee direct and immediate application of the methodologies and tools learned.

The master's course reinforced the technological content and activities (trend analysis software, consensus platforms, etc.) that students need in order to be able to practically and directly apply data solutions for companies.

The course intensified its link with several institutions such as Rotterdam Business School for the joint exploration of methods, programmes and activities. The Master in Research for Design and Innovation also works in a consortium with Neoma School of Business in Paris, the Cranfield University in the United Kingdom and the University of Management and Economics of Lithuania on the ERASMUS+ proposal "Accelerator of Innovative Management".

On this academic course the MIDI has initiated the development of a book about research and innovation, in which professors, students, companies and people linked to research in design and design thinking have participated. Also, the construction process has begun on the MIDI Global Network, a global network of collaborators focused as a collaboration space, a meeting point about innovation.

* English and Spanish editions.

SUMMER SCHOOL VISITING UNIVERSITY STUDY ABROAD

SUMMER SCHOOL

The ELISAVA Summer School has an extensive range of programmes in design during the months of July and September that enable students to develop their creativity and skills, while at the same time perfecting their knowledge in diverse areas. The programming of this training offering is structured on two organisational aspects: the courses jointly organised with Central Saint Martins of London and the Dual City Summer Abroad, and those held in ELISAVA's school, the Summer Experience.

In this academic year more than 200 students from 28 different countries in Europe, America and Asia attended the Summer School, all of whom very positively rated their stay, for academic as well as personal reasons. Specifically, two Dual City Summer Abroad programmes were held in English and 13 courses of the Summer Experience entirely in Spanish, with the exception of the Retail Design Course, which was delivered in English.

The course programming focused on Visual Merchandising and Interior Design in relation to the joint courses with London, while ELISAVA has maintained and increased the offer from September 2014 and July 2015 with the following list of courses: Visual Merchandising and Window Dressing, Ephemeral Spaces. Exhibition Design, Retail Design Course, Photography and Product, Infography and Visual Communication, Storytelling, Resolutive Creative Thinking, Lighting I and Lighting II. Light, Perception and Space, The sketch sketchbook as design tools, Adobe Suite. The designer's desktop and Basic training. The perfect preparation for ELISAVA grades on its technical and artistic courses.

VISITING UNIVERSITY

With the premise of empowering an open, flexible, rigorous and plural educational line, ELISAVA offers distinguished universities around the world the possibility to broaden students' learning with a list of programmes specifically designed to take their curricular and academic demands into account. Based on the training requirements put forward by the centres themselves, ELISAVA proposes a range of programmes that empower creative value, incorporating technical solutions and aspects for obtaining innovative results.

Throughout the 2014-2015 academic year, ELISAVA has hosted more than 40 students from Asia and America, specifically from the two centres: Technological and Higher Education Institute of Hong Kong (THEi) and the Centro de Estudios Superiores de Diseño de Monterrey (CEDIM).

The programmes undertaken were:

- A Contraluz 2015. This workshop focuses on offering architecture and interior architecture and offers students the opportunity to complete their training studies with an architecture workshop attended by specialist professors. Under the direction of Lola Domènech, architect and professor of ELISAVA, the workshop organised for the students of CEDIM proposed developing projects based on real architecture and interior architecture located in Barcelona, and was accompanied by practical visits to works and architectural studies in renowned cities.
- Landscape Design Appreciation 2015. Aimed at students from THEi, the objective of the programme is to introduce the basic principles and methodologies of design in landscape evaluation through talks about landscapes and landscape projects around the world. Under the tutelage of professors Martí Franch, Víctor Tenez Ybern, Albert Cardellà and Miriam García, the course fosters the exploration of landscape solutions on a real scale based on a landscape design for multiple purposes (ecological, economic and social).

- Living with Sustainable Materials 2015. Under the direction of Laura Clèries and Robert Thompson, THEi students have attained a deep understanding of the materials and related products that enable a more ecological future. The aim of the course is to provide knowledge about solid materials focused on conventional materials as well as sustainable and multi-use materials, and to expand the knowledge of sustainable concepts from a social-cultural perspective.

STUDY ABROAD

In the 2014-2015 academic course, ELISAVA launched the first edition of the Study Abroad programme, which began in January 2015 with participation from a group of students from all over the world.

Over 15 weeks, the students who took this intensive course obtained a global perspective of design and learned about all the opportunities and possibilities that this sector offers, in addition to a different and enriching experience in Barcelona.

Students learned in-depth about different areas such as packaging design, furniture and product design, typography and graphic design and visual merchandising, among others. In the closing event, held at the beginning of May, participating students presented their final projects in an open event.

VOCATIONAL TRAINING

General Overview

The academic year 2014-2015 has ended with the implementation of the new curriculum (LOE) for the High Level Vocational Training Programme in Graphic Advertising and for the Intermediate Level Vocational Training Programme in Assistance in Interactive Graphic Product. This process has concluded with the graduation of the first year of these new studies.

As general indicators of the course, we should highlight that the degree of the students' satisfaction is constantly growing, and this year it has been close to 8 points. Moreover, the survey on employability ensures great results, with a percentage of 91.3% working graduates. We should also mention the high percentage of students that continue their studies by taking Degrees or Masters. This percentage is above 80%.

Second-year students will still enjoy their Erasmus scholarships for Vocational Training Programmes. This year they have lived international experiences in United Kingdom and in Germany.

This academic year has developed a training project in English, combining these vocational training programmes with lessons in English every week. It aims to improve students' abilities in English and to open new fields for these students abroad, both in a professional and in an educational level.

Activities

VIII Design Week (Intermediate and High Level Vocational Training Programmes)

Coinciding with the celebration of International Day of Happiness, a day that was implemented by the United Nations, this year's Design Days proposed a reflection on the current context about this subject. It counted on the participation of people around us.

For this reason, the suggested activity was carried out in several squares of Gracia neighbourhood and it consisted of reflecting happiness. We all found out what makes us happy and what can we do to make our happiness grow.

Others

Students of Intermediate Level Vocational Training Programme in Assistance in Interactive Graphic Product have worked on workshops every week. They have studied specific topics of design which aim to enrich and complement their knowledge. Other activities carried out were exhibition visits, such as Traç in Arts Santa Mònica, guided tours at Mobile World Centre, or at multimedia companies, such as IndianWebs, where students could check how a professional environment works out.

Students of High Level Vocational Training Programme in Graphic Advertising have participated in external competitions and events, such as designing the graphic image for the benefit file Barcelona Fashion at Born Centre Cultural, or creating the graphic image for La Llesca d'Or awards. They have also visited the museum of design (Museu del Disseny) and several professional studies, which have added excellence value to the formation received.

Regarding the High Level Vocational Training Programme in Decoration and Works' Direction, its visits and activities included: the exhibition "Gyotaku. Capturar l'ànima dels peixos" at Museu Marítim in Barcelona, the exhibition "Material de Rebuig" at Centre Cultural del Born, the visit at La Pedrera, at Mies van der Rohe Pavilion, at Toldrà concert hall of Conservatori Municipal de Música in Barcelona, at Casa Batlló, at Roca Gallery (OAB), at Roca's showroom, and at Chillida's exhibition "Entre las formas". We should highlight the visit to Adiform Sabadell which also hosted a masterclass in cardboard-gypsum sheet's treatment and handling by Ruben Gómez, construction manager of Auditori CMMB, and by José María Lorite, technician of Adiform.

It is important to mention the trip to Paris in order to find out, in situ, the most relevant aspects in architecture and interior design in this city.

INTERNATIONAL RELATIONS

Throughout the 2014-2015 course, ELISAVA continued to develop its commitment to internationalisation and cooperation with universities of renowned prestige with which it collaborates within the Erasmus+ programme, with proprietary bilateral agreements or with unidirectional agreements. This commitment opens up the most interesting contexts for design and engineering and is one of the distinctive features of the ELISAVA educational project that has consolidated the School's aspirations to train graduates who are capable of achieving in a global environment.

The highlight of the activity for this academic year was the conclusion of the renewal process of the student and teacher exchange agreements within the framework of the Erasmus+ programme, which the European Union launched for the 2015-2020 period, and also for the beginning of the bilateral agreement renewal process. This has been an occasion to propose a review of the agreements entered into with international partners and to open new possibilities for agreements in the future, in light of a growing demand for exchange agreements.

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

For another year, ELISAVA has confirmed an exchange destination greatly requested by foreign students, who identify Barcelona as one of the cities of reference for design in Europe. Students are interested to generate an intense flow of exchanges whose value arises from two key areas: firstly, the diversity of profiles and perspectives that come from other countries enriches the School and, secondly, it is an incentive for ELISAVA students to evaluate the possibility of completing the training abroad. This perception is confirmed by statistical data, which registers a balance in the recovery of incoming and outgoing students, after a reduced number of outgoing students in the previous year.

School - Company Projects

We should highlight the proper functioning of the training at work centers and the excellent predisposition of all the participating companies. This year we have added to our long list of collaborator entities, companies such as: COMUNIZA COMUNICACIÓN, CENTRO EDITOR - GRUPO PLANETA, JOHAN CRUYFF ACADEMICS INTERNATIONAL, FICTIO COMMON SENSE CRATIVITY, BULTHAUP BACH 7, CHISPUM, MONAPART, PROBIKE, INDIANWEBS LESSEPS, etc.

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

On the other hand, during this course the possibility was opened for foreign universities with an interest in sending students to ELISAVA, but which for different reasons could not host ELISAVA's students, to sign a unidirectional agreement that enables these international students to study at ELISAVA.

ELISAVA's international renown is also articulated through the different associations. The School forms part of the Cumulus Network, which groups more than 200 educational institutions from the world of design and is a member of the IAESTE (International Association for Exchange of Students for Technical Experience). It also collaborates with the Council on International Educational Exchange, a non-profit organisation designated by the US State Department with the aim of managing international student exchange programmes. Participation in Cumulus activities was reactivated this year, with representatives from ELISAVA attending conferences in Milan and Chicago.

The strategic action lines continue towards developing the exchanges and establishing relationships with leading international institutions, in the European and Latin American contexts in which ELISAVA is already present, as well as others —mainly in Asia and Oceania— in which interesting possibilities for collaboration are identified. In this area the continual review and renovation of the exchange agreements enables new collaboration possibilities to be generated.

In addition to working actively on the development of student exchanges, ELISAVA also promotes the mobility of teaching personnel within the framework of the Erasmus+ programme. In this academic year, ELISAVA has hosted professors from Politecnico di Milano (Italy) and FH Joanneum, Graz (Austria), and professors from ELISAVA participated in teaching personnel mobility programmes by leading classes in Politecnico di Milano (Italy), Politecnico di Torino (Italy) and TU Delft (Netherlands), thus consolidating a practice that has become habitual in recent years and which it is desired to further extend in the future.

International Relations related to ELISAVA

Australia

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

Austria

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

Belgium

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

Canada

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

Chile

Pontificia Universidad Católica de Chile, Santiago de Chile

China

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

Costa Rica

Universidad Veritas de Arte, Diseño y Arquitectura, San José

Czech Republic

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

Denmark

Danmarks Designskole, Copenhagen
Kolding School of Design, Kolding

Ecuador

Universidad San Francisco de Quito, Quito

Germany

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

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
Seinäjoki University of Applied Sciences, Seinäjoki

France

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

Greece

University of the Aegean, Mitilene

Hungary

Moholy-Nagy University of Art and Design, Budapest

Ireland

National College of Art and Design, Dublin

Israel

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

Italy

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

Mexico

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

Netherlands

Gerrit Rietveld Academie School of Art and Design, Amsterdam
Faculty of Industrial Design Engineering, Delft University of Technology, Delft
Design Academy Eindhoven, Eindhoven
The Royal Academy of Arts - KABK, The Hague

Norway

Faculty of Design, Oslo National Academy of the Arts - KHiO, Oslo
Norwegian University of Science and Technology - NTNU, Trondheim

Poland

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

Portugal

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

Sweden

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

Switzerland

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

United Kingdom

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

United States

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

INNOVATION, RESEARCH AND COMPANIES

FEATURED RESEARCH PROJECTS

DECODING OF DESIGN

Decoding is a research project driven by ELISAVA and based on the comprehension of the process and the new scales/dimensions of material/energy.

The *Decoding of Design* project refers to the systematic analysis of the discipline of design, especially focusing on analysis of the design process and its methodologies with the aim of better understanding its structure and content in order to improve efficacy in the «practice of design». The *Decoding* project explores the creative process as a vertebrate element of the design process and the new scales and dimensions of the material in its role as an inspiring factor and a vehicle for the process itself.

Decoding of Design is based on integrating two aspects: research for design and research about design. The first is about the need to improve the practice of design and the second the methodological and scientific rigour that is the foundation for generating knowledge. It also proposes the need to find, through trans-disciplinary work, truly rigorous research and development lines, based on theoretical approximation—design studies— and on the praxis—design practice—.

For the development of *Decoding*, three research lines are proposed:

- The creative process in product design
- The scales and states of the material
- Methodologies in product design

FEATURED INNOVATION PROJECTS

COSENTINO

Studies: Degree in Design and Degree in Engineering in Industrial Design

Type: Innovation Lab

Project: Cosentino Innovation & Talent Lab

Students: María Álvarez, Laura Calimano, Gemma Casellas, Usoa Cilveti, Ariadna Esteban, Miguel Fernández, Eva Molins, Iolanda Monsó and Rongxin Ye

Tutors: Gastón Lisak and Rocío García

Description: Innovation project focused on coding the Cosentino creative process

VERTISOL

Studies: Degree in Engineering in Industrial Design, Degree in Design and Master's Degree in Retail Space: Retail Design

Type: Innovation Lab

Students: Àlvar Acebrón, Nuria Alarcón Ridhika Anilkumar, Seham Aref Samir, Maiana Babot, Carmen Bouza, Alfons Echegaray, Pree-tha George, Sofia Isabel Kluever, Victoria Lang and Xenia Roig

Tutors: Iñaki Arbeláiz and Isern Serra

Description: Identify the strategic focal points of VERTISOL

FEATURED ACADEMIC PROJECTS**SAICA PACK**

Studies: Degree in Engineering in Industrial Design

Type: Academic Project

Project: Packaging for the sale of clothing and footwear over the internet

Students: Joan Farré, Albert Ortigosa and Josep Rimbau

Tutors: Cristina Taverner and Joaquim Cons

Description: The creation of secondary packaging for clothing and footwear for e-commerce purposes

TMB

Studies: Degree in Engineering in Industrial Design

Type: Academic Project

Project: 3SAC

Students: Àlvar Acebrón and Alfons Echegaray

Tutors: Fernando Lopez Aguilar and Óscar Pérez

Description: A project that involves the design and development of an energy capture system that harnesses the wind flows inside metro tunnels

UPF

Studies: Degree in Engineering in Industrial Design

Type: Academic Project

Students: Enric Masferrer and Josep Javier Dalmau

Tutor: Francesc Vilaró

Description: The design of a home appliance for preventing prostate biopsies

CETEMMSA

Studies: Degree in Engineering in Industrial Design

Type: Academic Project

Project: ENOTEST

Students: Júlia Camprubí, Ariadna López and Ventura Portavella

Tutors: Javier Peña and Marta González

Description: The «ENOTEST» obtain the Public Award in the 2015 OE-A Demonstrator Competition.

Organic and Printed Electronics Association is the association of the industry leader at an international level of organic electronics and printing electronics.

«ENOTEST» is a project for people who would like to improve their knowledge of wine. The sensors are manufactured by electronic printing and are located inside the glass, enabling the user to see the characteristics of the wine: pH, temperature, colour, transparency, sugar and alcohol percentage. The reader and indicator of characteristics is a cloth that incorporates a flexible RFID reader and a semi-rigid battery connected to each other with a circuit made from conductive ink.

The electronic printing is key in the advance of wearable and nearable type systems. Enables electronic products to be manufactured that are flexible, light, slim, portable, lower cost, lower production time and with less consumption than conventional products made with silicon.

SIMON

Studies: Postgraduate Diploma in Product Concept

Type: Academic Recognition

Project: MOD

Students: Pol Alberich, Adrián Reigada and Paula Vega

Tutor: Josep Puig

Description: «MOD» is a modular system that enables proprietary switches outside the wall to be configured. It works by connecting lights through connections without wires. Each module controls lights independently, is configured individually and can be joined to other modules through magnets.

ACTIVITIES AND PUBLICATIONS

Throughout the 2014-2015 course, ELISAVA has continued on its line of promoting the disciplines of design, engineering and communication and social sciences through organising and promoting joint events. The academic year was inaugurated by Javier Nieto, founding partner and president of the group Santa&Cole, with his speech «Design and management in design editions». More than 60 activities of this type followed the conference, many of them masterclasses open to the public and delivered by leading Spanish and international figures. These events are complemented with events held within and outside of the School, among which include the publication of two editions of ELISAVA *Temes de Disseny*, more than 14 expositions and conferences, and an extensive range of trade shows linked to the teaching sector and the disciplines offered at ELISAVA.

LECTURES

ISABEL LÓPEZ + PARTNERS STUDIO

Speaker: Isabel López

Date: 22 September 2014

STEP-LUX: TRANSFORMING MECHANICAL ENERGY INTO ELECTRICITY: TRAVELLING, WALKING... TO LIGHT UP

Speaker: Javier Peña

Date: 2 October 2014

DESIGN AND MANAGEMENT IN DESIGN EDITIONS

Speaker: Javier Nieto

Date: 15 October 2014

SOFA EXPERIENCE

Speakers: Wilson Barbajosa and Bernat Llisteras

Date: 17 October 2014

SOON IN TOKYO

Speakers: Javi Donada and Angelo Palma

Date: 17 October 2014

ELBULLI 1846 AND ELBULLI DNA CHALLENGE

Speaker: Ferran Adrià

Date: 20 October 2014

DRAWING IS THE BEST THING TO DO (WITHOUT NUANCES)

Speaker: Joaquín Reyes

Date: 24 October 2014

DOMESTIC

Speaker: Eugeni Bach

Date: 27 October 2014

PILLS AGAINST OTHER PEOPLE'S PAIN

Speaker: Jorge Martínez

Date: 7 November 2014

SATIRICAL MAGAZINES: MONGOLIA HUMOUR

Speakers: Dario Adanti and Fernando Rapa

Date: 17 November 2014

PHENOMENOLOGY OF THE TATTOO NOWADAYS

Speaker: Albert Grau

Date: 18 November 2014

MAKING

Speakers: Albert Adami, Jordi Tamayo, Elías Torres, José Antonio Martínez, Josep Lluís Canosa, Oleguer Solà and Fernando Tellechea

Date: 19 November 2014

PROFESSIONAL OPPORTUNITIES FOR INDUSTRIAL DESIGN ENGINEERS AND PRODUCT DEVELOPMENT

Speaker: Cristina Olmos

Date: 20 November 2014

THE EXTENDED PRODUCER RESPONSIBILITY AS A TOOL TO ACHIEVE THE ZERO WASTE

Speaker: Marta González

Date: 25 November 2014

ARCHITECTURE FOR THE TWENTY-FIRST CENTURY

Speaker: Anatxu Zabalbeascoa

Date: 26 November 2014

TRANS-DISCIPLINARY DESIGN RESEARCH: COLLABORATION, CREATIVITY AND INNOVATION

Speaker: Marc Burry

Date: 27 November 2014

LAUS TOUR

Speakers: Enric Blasi, Karla Dorado, Miquel Mir and Hugo Prada

Date: 3 Desember 2014

THE INTERIOR DESIGNER AND HIS/HER PROFESSION

Speaker: Elina Vilá

Date: 5 December 2014

PROTEST GRAPHIC DESIGNS, PROFESSIONALS AND AMATEURS

Speaker: Ken Garland

Date: 10 December 2014

SKULL SYMBOLOGY: CHANGES OF MEANING FROM THE BAROQUE PERIOD UNTIL NOW

Speaker: Mery Cuesta

Date: 11 December 2014

I AM AN RCD ESPANYOL FAN

Speaker: José María Piera

Date: 15 December 2014

20 QUESTIONS TO RISTO MEJIDE

Speaker: Risto Mejide

Date: 9 January 2015

GRAPHENE: REVOLUTION, PARADIGM SHIFT, INDUSTRIAL DESIGN

Speaker: Martín Martínez

Date: 12 January 2015

THE INTERNET WAR IS EVERYBODY AGAINST EVERYBODY

Speaker: Jordi Pérez

Date: 13 January 2015

IF YOU KNOW HOW TO MAKE COMICS, YOU KNOW HOW TO DO EVERYTHING

Speaker: Juanjo Sáez

Date: 15 January 2015

THE RELEVANCE OF THE EPHEMERAL

Speakers: Igor Urdampilleta and Bernardo Gómez

Date: 16 January 2015

CUSTOMER INSIGHTS: WHAT GOES A LONG WAY (AND WHAT DOESN'T) IN FIELDWORK

Speaker: Maritza Guaderrama

Date: 22 January 2015

FIVE STORIES WITH MORE PITY THAN GLORY AND THE CONSTRUCTION OF A STUDIO

Speaker: Borja Delgado

Date: 29 January 2015

IMAGINE EXPRESS

Speaker: Xavier Verdaguer

Date: 30 January 2015

FROM THE HOUSE TO THE MUG

Speaker: Bernardo Gómez-Pimienta

Date: 6 February 2015

DESIGN & CHANCE

Speaker: Natasha Jen

Date: 9 February 2015

WHY, HOW, WHAT

Speakers: Juan and Alejandro Mingarro

Date: 12 February 2015

WE DESIGN AIR

Speaker: Fabrizio Crisà

Date: 19 February 2015

DESIGN, ART, MUSEUM AND CITY

Speakers: Pilar Vélez, Juan José Lahuerta, Valentín Roma and Albert Fuster

Date: 26 February 2015

OUTSOURCED LIFESTYLE

Speaker: Sander Wassink

Date: 2 March 2015

IN BARCELONA, CIRCUMSTANTIALLY

Speakers: Norberto Chaves, América Sánchez, Ricardo Rousselot, Alberto Liévore, Carlos Rolando, Jorge Pensi and Mario Eskenazi

Date: 18 March until to 10 June 2015

25 YEARS IN EDITORIAL DESIGN

Speaker: Mark Porter

Date: 19 March 2015

DECODING OF DESIGN

Speaker: Ferran Adrià

Date: 8 April 2015

THE SUSTAINABLE SOCIAL BUSINESS

Speaker: Paul Stenberg

Date: 8 April 2015

BETTER THAN AS IF AT HOME

Speaker: Juli Capella

Date: 14 April 2015

THE END OF THE TRADITIONAL WORK MODELS

Speaker: Francisco Vázquez Médem

Date: 15 April 2015

INITIATION TO THE JOB SEARCH: PLANNING AND APPROACH

Speaker: Cristina Olmos

Date: 23 April 2015

THE OFFICE KEEPS MOVING

Speaker: Nicholas Bewick

Date: 11 May 2015

THE ONLY SIN IS MEDIOCRITY

Speaker: Sonya Dyakova

Date: 14 May 2015

ACERINOX

Speaker: José Carlos Valencia and Luis Pereyró

Date: 18 May 2015

CORPORATE DESIGN OF WORKSPACES AND OTHER ISSUES THAT ADD VALUE BETWEEN REASON AND EMOTION

Speaker: Stefano Colli

Date: 29 May 2015

BIGGER REDESIGNS, TOUGHER CLIENTS AND STILL A LOT OF WORK!

Speaker: Irene Pereyra

Date: 2 June 2015

RECENT WORK

Speaker: Carme Pinós

Date: 3 June 2015

DOMESTIC DATA STREAMERS

Speaker: Domestic Data Streamers

Date: 5 June 2015

PRESENTATION OF 31 ISSUE ELISAVA TEMES DE DISSENY

Speaker: Albert Fuster, Javier Peña, Jordi Saldo and Marc Bayona

Date: 8 June 2015

ERGONOMICS, OBSERVE, TALK... DESIGN

Speaker: María José Araya León
Date: 8 June 2015

EIGHT PROPOSALS FOR THE NEW MILLENNIUM (WITH CALVINO PERMISSION)

Speakers: Toni Montes and Roger Paez
Date: 9 June 2015

GRANGEL STUDIO

Speaker: Jordi Grangel
Date: 12 June 2015

TONI SEGARRA

Speaker: Toni Segarra
Date: 12 June 2015

IN LETTERS WE TRUST

Speaker: Tobias Frere-Jones
Date: 17 June 2015

KAREL MARTENS

Speaker: Karel Martens
Date: 8 July 2015

EXHIBITIONS

INTERNATIONAL EXHIBITION OF CERSAIE

Date: 22 to 26 September 2014
Venue: Bologna (Italy)

PRODUCTO FRESCO 2014

Date: 18 September to 30 October 2014
Venue: Matadero Madrid. Central de Diseño

RUTAS

Date: 6 to 20 September 2014
Venue: Arenas Shopping Centre (Barcelona)

MIMESIS

Date: 3 to 17 September 2014
Venue: Mitte Gallery (Barcelona)

AEDES ARCHITECTURE FORUM

Date: 18 to 27 October 2014
Venue: Berlin (Germany)

CON-TACTO

Date: 21 to 23 October 2014
Venue: Can Framis Museum (Barcelona)

EI! AWARDS

Date: 5 November 2014
Venue: ELISAVA

ANAMORFOSIS

Date: 6 November 2014
Venue: ELISAVA

THE ARTS OF THE BOOK IN EUROPE, 1890-1914

Date: 20 November 2014
Venue: ELISAVA

CREATIVE MARATHON

Date: 16 to 19 December 2014
Venue: ELISAVA

EI! AWARDS PROFESSIONAL EDITION

Date: 28 January to 6 March 2015
Venue: ELISAVA

NEURO'S LIVING A CEREBRATION

Date: 10 February to 6 March 2015
Venue: ELISAVA

ILLUSTRATED BOOKS FROM THE GERMAN EXPRESSIONISM

Date: 13 March to 31 May 2015
Venue: ELISAVA

DECODING DESIGN

Date: 8 April to 31 July 2015
Venue: ELISAVA

ELISAVA'S WORLD

Date: 9 April to 30 September 2015
Venue: ELISAVA

PIS PILOT

Date: 3 June to 25 September 2015
Venue: CCCB (Barcelona)

COLOR

Date: 5 to 21 June 2015
Venue: Arenas Shopping Centre (Barcelona)

DESIGN TO FEED THE WORLD

Date: 6 to 30 June 2015
Venue: Fabrica de Vapore, Milan (Italy)

WALKING ROOM 2015

Date: 7 July 2015
Venue: Herraiz Soto (Barcelona)

ALTERNATIVE JEWELLERY

Date: 8 July 2015
Venue: Montoriol (Barcelona)

TRANSLOCATIONS

Date: 15 July to 13 September 2015
Venue: Arts Santa Mònica (Barcelona)

MEETINGS

BEIJING DESIGN WEEK

Date: 26 September 2014
Venue: Beijing (China)

SMART MOTO CHALLENGE 2014

Date: 14 to 16 October 2014
Venue: Technopolis (Moscow)

DUTCH DESIGN WEEK

Date: 18 to 26 October 2014
Venue: Eindhoven (Netherlands)

STUDY OF THE WASTE FLUX AND THE EXTENDED RESPONSIBILITY OF THE PRODUCER SEMINAR

Date: 22 October 2014
Venue: ELISAVA

FORUM ON EDUCATION ABROAD

Date: 23 to 25 October 2014
Venue: Pompeu Fabra University (Barcelona)

MID INNOVATION FORUM

Date: 4 November 2014
Venue: Arts Santa Mònica (Barcelona)

DESIGN FOR THE FUTURE

Date: 13 to 22 November 2014
Venue: Lisboa and Lourinha (Portugal)

BLANC FESTIVAL

Date: 15 and 16 November 2014
Venue: Vilanova i la Geltrú (Barcelona)

THE BIG COLLECTION

Date: 19 to 21 November 2014
Venue: ELISAVA

WEEKEND CHALLENGE

Date: 21 to 23 November 2014
Venue: Tecnocampus (Mataró)

BARCELONA SUSTAINABILITY

Date: 21 to 23 November 2014
Venue: ELISAVA

DIGITAL FUTURES

Date: 29 November 2014
Venue: Mobile World Center (Barcelona)

TRAVEL RETAIL SEMINAR

Date: 2 to 4 December 2014
Venue: ELISAVA

FIU BCN TOUR

Date: 28 January 2015
Venue: ELISAVA

MAPPING BARCELONA: 5 LIGHT FEATURES

Date: 6 to 8 February 2015
Venue: Barcelona City Hall façade

LIGHT BEAT

Date: 6 to 8 February 2015
Venue: SGAE (Barcelona)

PANDA RAID 2015

Date: 7 to 13 March 2015
Venue: Panda Raid

INSTALLATION: COMMEDIA

Date: 13 March 2015
Venue: ELISAVA

OPEN DAYS

Date: 11 and 25 April, 9 and 16 March and 6 June 2015
Venue: ELISAVA

TECH DAY 2015

Date: 15 April 2015
Venue: ELISAVA

THEATRE: DIVINE COMMEDY

Date: 19, 25 and 26 April 2015
Venue: ELISAVA

COLLABORATIVE LECTURE

Date: 23 April 2015
Venue: ELISAVA

1010 WAYS TO BUY A BOOK WITHOUT MONEY

Date: 23 April 2015
Venue: Plaça Reial (Barcelona)

HISPACK

Date: 24 April 2015
Venue: Fira de Barcelona

MUDIC, OPEN DAY

Date: 19 May 2015
Venue: ELISAVA

RCR ARCHITECTS: A MEETING WITH RAFAEL ARANDA

Date: 20 May 2015
Venue: Palau Robert and Arts Santa Mònica

III NATIONAL RETAIL CONGRESS

Date: 28 and 29 May 2015
Venue: Llotja de Mar (Barcelona)

DOCFIELD'15

Date: 18 June 2015
Venue: Passatge Escudellers (Barcelona)

SWAB STAIRS

Date: 18 June to 2 July 2015
Venue: Metro Station Jaume I (Barcelona)

SMART MOTO CHALLENGE BARCELONA

Date: 9 to 12 July 2015
Venue: Montmeló Circuit (Barcelona)

PROFESSIONAL DAY / ELISAVA ALUMNI

DESIGN CAN ALSO BE WRITTEN AND READ

Date: 19 February 2015
Venue: Moritz Factory (Barcelona)

THE MAKER PHENOMENON AND THE SELF-PRODUCTION

Date: 19 March 2015
Venue: Cultural Centre Pati Llimona (Barcelona)

VISIT TO THE FABRICATION ATENEO NET, LES CORTS

Date: 30 April 2015
Venue: Ateneo Les Corts (Barcelona)

ULULE: CROWDFUNDING, AN EFFICIENT TOOL

Date: 9 June 2015
Venue: ELISAVA

TRADE SHOWS

ESPAIJOIA

Date: 10 to 13 October 2014
Venue: Drassanes Reials, Barcelona

SPAIN TRADE SHOWS

ELISAVA has participated in the following events: University Day, Espacio del Estudiante de Valls (Valls Space for Students), Saló de l'Ensenyament and Futura, and in the UNITOUR circuit in several cities throughout Spain.

INTERNATIONAL TRADE SHOWS

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

PUBLICATIONS

30TH ISSUE OF ELISAVA TEMES DE DISSENY

The 30th edition of this publication is entitled «Interior Design. The experience of space» and within it the project is recovered as a media for linking the individual with context, integrating complexity for improving and transforming the experience of space.

On this occasion, the proposal put forward is to rethink the meaning of projecting space in the 21st century and which new elements are necessary for implementing the project, independently of the scope of each one of them (housing, retail, contract, etc.). The articles were based on three fundamental focal points. Firstly, a reflection about the project of space as an element with symbolic and representative values capable of reflecting a tradition, culture or the creativity of the specific author, at the same time as the potential for transforming and improving the context. Secondly, an approximation to the links between interior design, space and society, focusing on the users and functions from which they are derived, to which the design of space must provide a variety of responses to the demands of new contexts and local and global needs. And finally, attention to the implication of new technologies and new materials in the conformation of space.

The publication included participation from Jaqueline Power, Ramon Faura Coll, Dani Freixes, Pepa Casado d'Amato, Ricardo Guasch, Txatxo Sabater, Alex Malaperia, Nicole Koltick, Jada Schumacher, Elena Montanari and Rut Martin.

31ST ISSUE OF ELISAVA TEMES DE DISSENY

The latest edition of this publication «Food, Design and Well-Being» covered aspects related to food, design and health and was presented internationally in Milan and Barcelona.

On 3 June the 31st edition of the university publication was the core of one of the working groups in the Congress «The Virtuous Circle. Design, Culture and Experimentation» organised by Cumulus in Milan from 3 to 7 June. On 4 June, this publication was presented to the designer community in the Modoloco studio in the Italian city.

Finally, Barcelona hosted the launch of the publication on 8 June at ELISAVA in an event with Albert Fuster and Javier Peña, editors of the journal, and with the presence of the researchers Jordi Saldo and Marc Bayona.

By means of an integral focus that may arise from any of the areas involved in the process, the 31st edition aims to emphasise the relationship with the environment, society and the human body when making decisions related to nutrition. From the conceptual speculation through the technological challenges, from ritual through to social responsibility, the aim is to conceive the relationship between design, engineering and food as a great challenge.

COMMUNITY

THEATRE GROUP

The ELISAVA theatre group was formed in 2006 and active members of the School's community participate in it (students, teachers, coordinators, etc.). This group channels the School's creativity and uses theatre as a media for interpreting stage design and graphic image. The director of this project, rigorous and ambitious, is Ferran Utzet.

Every year, the theatre group undertakes two different activities: the theatre course and the creation of a theatrical work. In 2014-2015, this group increased the number of activities and has taken Dante Alighieri's *Divine Comedy* as the basis for three projects: an installation marked by the immersion, the representations themselves based on a free adaptation of this part and, finally, a complete and collaborative reading of the work.

Firstly, third and fourth year students of the ELISAVA Design Degree course created *Commedia*, an installation based on light, sound and video on the first floor stairs of the School from the three spaces that Dante Alighieri described: hell, purgatory and heaven. This event, which took place on 13 March 2015, formed part of the final work for the Narrative Expositions module in the design students' space.

Secondly, a very free adaptation was made of Dante Alighieri's *Divine Comedy*, with three performances held on 19, 25 and 26 April 2015. The directors Marghe Bergamo, Ferran Utzet and Joan Yago reinterpreted the Italian poet's text and proposed a route through a School especially staged for the occasion. Students of the ELISAVA Postgraduate Diploma in Set Design and the Degree in Design created the stage scenery under the coordination of Mireia Cusó and Sebas Brosa. Almost 1,000 people took the opportunity to attend this event and to visit the three spaces that make up the work: hell, purgatory and heaven. The ELISAVA choir, Cor 4 18, participated in this project, on the first of its public performances.

Finally, the theatre group organised a collaborative reading of Dante's work, with Josep Maria Mira's bilingual version (Catalan and Italian), in which all participants read 34 cantos at the event held on 23 April to celebrate Sant Jordi's Day.

ELISAVA CHOIR

Throughout the 2014-2015 course, the ELISAVA Choir, initially formed with more than 30 members between 17 and 55 years including students, teachers and the School's administrative and services personnel, under the direction of music, piano and piano teacher Toni Solé, singer of the group Allioi and member of the vocal group DeudeVeü Grup.

This group, also known as Cor 4 18, conveys the spirit of the School: commitment, innovation, dynamism, positive energy, work culture, discipline, effort, etc. The name of the choir reflects its heterogeneity. Each of the members comes from different disciplines and this diversity is reflected in its name: 4 18, one of the Pantone colours. Each member of the group represents a colour. The sum of all of these is a dark grey, which in Pantone terms is 4 18.

The first rehearsals, which were held once per week, began in January 2015. The ELISAVA choir, which debuted in April 2015, has performed in the theatre group's different performances in its adaptation of Dante Alighieri's *Divine Comedy* and was well received among the public.

At the end of the course the choir's activity greatly intensified on having been selected to participate in the casting for the TV3 programme *Oh Happy Day!* Casting was held in June 2015. On 3 July, TV3 officially communicated that Cor 4 18 had been selected, together with another 19 choirs, to participate in the first programme of the coming season.

AWARDS

JAMES DYSON AWARDS

Awarded by: James Dyson Foundation

National Winners

Project: «Remora»

Authors: Alejandro Plasencia, Roberto Pla and Joan Farré, students of the Degree in Engineering in Industrial Design

National Finalist

Project: «nOuch»

Author: Milena Samos, student of the Degree in Engineering in Industrial Design

SHAPE THE FUTURE OF BLACK

Awarded by: DuPont Corian

Honourable Mention

Project: «Black Hole»

Author: Pau Homs, former student of the Degree in Design

Honourable Mention

Project: «Flow»

Authors: Saulo Armas, José Gutiérrez, Patricia Riveros and Bob De Wilde, students of the Master's Degree in Product Design and Development

Honourable Mention

Project: «DeepMosaic WC»

Authors: Paul Soucy, José Carlos Gálvez, Alan Niski and Alejandro Reyes, students of the Master's Degree in Product Design and Development

BEST FINAL DEGREE PROJECT

Awarded by: Catalonia Official Association of Interior Designers and Decorators

2nd Award

Project: «Psyque»

Author: Mireia Blàsquez, student of the Degree in Design

SMART MOTO CHALLENGE MOSCOW

Awarded by: Smart Moto Challenge Moscow

First prize in the static tests and second prize in the general classification

Project: «Bruc 2.0»

Author: ELISAVA (Eloi Bellart, Gemma Galceran, Miguel Liberal, Eduard Niubó, Guillem Ruiz. Tutor: Javier Peña) and ETSEIB (Eduard Blanch, Rafael Mocholí, Guillem Peiró, Joan de la Torre. Tutor: Manuel Moreno)

ONE DAY DESIGN CHALLENGE

Awarded by: Roca

Winners

Project: «Capsule 3»

Author: Àlex Casabó and Enric Garriga, former students of the Degree in Engineering in Industrial Design

PENTAWARDS

Awarded by: Pentawards

Bronze Winners, category

Home Maintenance

Project: «Ecoflora»

Author: Carolina Alzate and David Freyre, former students of the Master's Degree in Packaging Design

ACENTO G

Awarded by: graffica.info

2nd award

Project: «Chronos»

Author: Samuel Goffin, former student of the Degree in Design

YUZZ PROGRAMME

Awarded by: Centro Internacional Santander Emprendimiento

Winner

Project: «AIRK»

Author: David Matanzas, former student of the Degree in Engineering in Industrial Design

ENCÉN EL NADAL

Awarded by: Barcelona City Council

2nd award, Inexperienced category

Project: «Connected»

Author: Andrea Soto, former student of the Degree in Design

GRAFFICA AWARDS

Awarded by: graffica.info

Winners

Domestic Data Streamers, former students of the Degree in Design

BIOEMPREDOR XXI

Awarded by: La Caixa, Barcelona Activa and Biocat

Winners

Project: usMIMA

Authors: Marc Benet, former student of Technical Engineering in Industrial Design, Immaculada Herrero, Àngel Calzada and Markus Wilhelms

GRAPHICS AND VISUAL COMMUNICATION DESIGN CLASSIFICATIONS

Awarded by: DAC

Author: Pau Garcia, former student of the Degree in Design

Author: Arnau Bosch, former student of the Postgraduate Diploma in Design and Communication Strategies

APP TOURISM AWARDS

Awarded by: Segittur

Winners

Project: «Vojo Way»

Authors: Pablo Casals, Joel Farrés and Zarella María Jiménez, within the framework of the Master's Degree in Design and Internet Web Project Direction

PREMI CIUTAT DE BARCELONA

Awarded by: Barcelona City Hall

Winners

Project: «Sand Falls»

Authors: Domestic Data Streamers, a group made up of former students of ELISAVA

OE-A DEMONSTRATOR COMPETITION

Awarded by: Organic and Printing Electronics Association

Winners

Project: «ENOTEST»

Authors: Júlia Camprubí, Ariadna López and Ventura Portabella, students of the Degree in Engineering in Industrial Design

GLASSBERRIES DESIGN AWARDS

Awarded by: Glassberries

Special Honourable Award

Authors: Isaac Soler, Jameny Sarmiento and Roni Zaslavsky, students from Degree in Engineering in Industrial Design

IMAGINE SILICON VALLEY 2015

Awarded by: Imagine Creativity Center

Winner #Dreamer12

Author: Marta Law, student of the Degree in Design

VIDRIO Y CREACIÓN, VERALLIA CONTEST

Awarded by: Verallia

Facebook Award

Project: «Recordis»

Authors: Antoni Porras, Laia Calvet and Iolanda Monsó, students from Degree in Engineering and Industrial Design

2015 LAUS AWARDS

Awarded by: ADG FAD

Honor Laus

Raquel Pelta, teacher from ELISAVA's University Master's Degree in Design and Communication

Gold

Graphic Design Category

Project: «Tribu y Tabú»

Author: Lorena García Ortiz, former student of the Master's Degree in Graphic Design

Silver

Graphic Design Category

Project: «Guanyem Barcelona»

Authors: Raimon Guirado and Josep Dols, former students of the Master's Degree in Graphic Design

Web and Digital Media Category

Project: «Flatzapp»

Authors: Alina Cvetkova, Joan Carles Brenchat and Iban Beldarrain, former students of the Postgraduate Course in Apps Design

Bronze

Graphic Design Category

Project: «Masque»

Author: Judit Arroyo, former student of the Master in Graphic Design

Project: «Sancta Sanctorum»

Author: Mar de la Llave, former student of the Degree in Design and the Postgraduate Diploma in Graphic Design and Publishing Projects

Project: «Disclosure»

Author: María Mora Serrano, former student of the Degree in Design

Project: «You have been binarized»

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

Project: «Chronos. Time is more than money»

Author: Samuel Goffin George, former student of the Degree in Design

Project: «Here is Always Somewhere Else (or A Book about Waiting)»

Author: Vincenzo Angileri, former student of the Master's Degree in Graphic Design

Web and Digital Media Category

Project: «Shaken not Stirred»

Author: Ana Luisa Rodrigues Silva and Lorena García Ortiz, former students of the Master's Degree in Graphic Design

Project: «Foodmap»

Author: Flor Giordano, Lola Pérez and Matilde Rosero, former students of Master's Degree in Design and Internet Web Project Direction

Project: «Zawa»

Author: Lucas Carrascosa, former student of the Degree in Design

EI! AWARDS

Awarded by: ELISAVA

Once again this year, ELISAVA has recognised its students' rigor and excellence with eil Awards that stimulate the creativity and dedication of future talented professionals, while promoting their ingenuity and competitiveness throughout society.

The awards ceremony for the 3rd edition of eil Awards took place on 10 October at Palau de Congressos de Catalunya (Barcelona) within the framework of the 2014 Graduation Ceremony. Emma Ferich Bartra, lead of entrepreneurs support by Fundació TecnoCampus Mataró-Maresme, as well as representatives of the School's general and academic direction participated in this year's judging panel.

Best Academic Record

César Robles Loro, student of the Degree in Design

Best Final Degree Project

Graphic Communication Category

«SanctaSanctorum»

Tutors: Daniel Ayuso and Jesús Morentin

Author: María del Mar de la Llave Mira, student of the Degree in Design

Best Final Degree Project

Product Design Category

«OXO»

Tutors: Jesus Molina, Óscar Pérez and Josep M^a Salvador Morón

Authors: Igor Bregaña Mendibe and Miguel González Sánchez, students of the Degree in Engineering in Industrial Design

Best Final Degree Project

Space Design Category

«PRO»

Tutors: Toni Arola and Joaquim Matutano

Author: Laia Muñoz Gomà, student of the Degree in Design

Best Final Degree Project

Product Development Category

«MORPH»

Tutor: Javier Peña

Author: Oriol Bertomeu Torrent, student of the Degree in Engineering in Industrial Design

Best Final Degree Project

Science and Technology Building Category

«Modification of the housing of the building at Guipúscoa street. La Pau»

Tutors: Ester Brosa, Ramon Garcia, Elena Moragas and Rosario Hernandez

Author: Marc Bolet Baucells, student of the Degree in Science and Technology Building

Audience Award

«X TREND GALLERY»

Tutors: Diego Nakamatsu and Marc Tintoré

Authors: Andrea Forment Monjonell and Maria Paz Torres Escubos, students of the Degree in Design

EI! PROFESSIONAL EDITION AWARDS

Awarded by: ELISAVA

ELISAVA celebrated the 2nd edition of eil Awards Professional Edition, the highest award given by the university to the best Master and Postgraduate final projects in Space Design and Architecture, Graphic Design and Communication, Product Design, Design, Strategy and Management, Design for Food and Interaction Design.

The awards ceremony took place on 23 July within the framework of the 2015 Graduation Ceremony. The judging panel included Gràcia Cardona, Founder and Director of diarioDesign; Lluís Morillas, CEO and Creative Director of MORILLAS; Guido Pabis, Concept and Design Manager of Real Estate de DESIGUAL; Ramon Benedito, General Director of ELISAVA; and Santiago Albert, Masters and Postgraduate programme Lead.

Gold Category

«MOD» - Postgraduate Diploma in

Product Concept

Tutors: Josep Puig and Xavier Riudor

Authors: Pol Alberich, Adrián Reigada and Paula Vega

Silver Category

«KIEHL's» - Postgraduate Diploma in Retail Design. Design and Concept: Branding

Tutors: Carmen Malvar, Tito Pérez and Rut Martin

Authors: Laia Olazábal and Ali Mahmoud

«Remodeled attic of the French Institute in Barcelona» - Postgraduate Diploma in Interior Space. Private Perimeters

Tutors: Agustí Costa and Lola Domènech

Author: Elisabeth Guasch

«Delirante Manoly»

Postgraduate Diploma in Illustration and Comic

Tutors: Ignacio Lirio, Mery Cuesta and José Luis Merino

Author: Jimi Maciás

Audience Award

«KIEHL's»

Postgraduate Diploma in Retail Design. Design and Concept: Branding

Tutors: Carmen Malvar, Tito Pérez and Rut Martin

Author: Jasmyna Moukhmalji

ADMINISTRATION AND SERVICES

ENRIC BRICALL LIBRARY

This year, the Enric Bricall Library has increased its collection with 222 new books and three new magazine subscriptions. The centre made a total of 6,216 loans throughout the academic year.

In relation to promoting activities, the library undertook activities in different fields, such as collaborating with the bibliography's review of issues 30 and 31 of ELISAVA *Temes de Disseny* magazine.

Within the framework of the activities promoted by the library, the following exhibitions, organized and carried out at this facility, are highlighted: "Book Arts in Europe, 1890-1914", which took place in November 2014, and the showing "Picture Books of German Expressionism, 1907-1931" held in March 2015.

SCIENCE AND TECHNOLOGY LABORATORY

In the 2014-2015 academic year the Laboratory has consolidated as a reference space for experimentation at ELISAVA. This facility is open 40 hours a week: one third of them are dedicated to different subjects and the other two parts are dedicated to open classrooms. This open classroom has doubled the number of users compared to last year (1,889) and they have been advised by a team of internships students.

Year after year, more and more studies include the Laboratory in their methodology. Many subjects of the Degree in Engineering in Industrial Design are using it, as are some subjects of the Degree in Design. It is also used by Masters and Postgraduate Programmes such as Advanced Design and Digital Architecture, as well as Alternative Jewellery Design and Product Development. Many students have undertaken experiments for the validation of their Final Degree Projects in this Laboratory.

This year, documentation and notation about all the material and instruments have been carried out by the free online software *www.quarty.com*. The aim of this is to enable everyone using this space to access information. The Laboratory team has carried out some trials on traction and flexion in order to classify the mechanical properties of recycled plastic test tubes and to complete the corresponding technical report for the company Weidner Ibérica.

Seeking continuous growth, the Laboratory has acquired a large variety of electronic devices and accessories in order to make a prototype with Arduinos, and a 3D scanner that has been very well received by the entire community.

GRAPHIC WORKSHOP

The 2014-2015 academic year has seen the consolidation of the Graphic Workshop as an experimentation space for printing techniques- both handcrafted and digital. Around 700 students used this facility on an open classroom basis.

For another year, a team of interns assisted students on how to use machines and tools. In order to achieve continued growth, new tools and machines have been acquired: a high-precision shear, a plate burner to create ink pads with photo polymer, a high-range scanner, an engraving press, and a trial press.

Teaching use of this space is also relevant. Lessons on different subjects related to some technical activities may be carried out at this facility, for example: introductory sessions about handcrafted binding, graphic production systems, modular typography or packaging workshops, lessons of the Master in Design and Communication, advices on binding to submit Final Degree Projects, among many others.

For another year, the Graphic Workshop enabled students to test the quality of their projects by checking them with professional printing. From the creation of this space, this facility is provided with, for example, two colour large format printers, and an electronic vinyl cutting plotter. For the next academic year, it is planned to offer activities in workshop format or in technical sessions to promote the use of this facility.

BUSINESS DEVELOPMENT

The Business Development Department's mission is to promote all aspects of ELISAVA (training programmes, relationships with companies, etc.) in Spain and abroad. The Marketing and Communication team forms part of this service and works to promote the brand by organising and supporting activities, online and offline communications and the events at which student excellence is promoted, such as scholarships and awards.

In this sense, during the 2014-2015 academic course, the department worked on a strategy to directly recruit students through presence at trade shows and events throughout the American continent, including the annual FORUM Congress on Education Abroad in New Orleans and NAFSA in Boston. On all of these trips, personal interviews were arranged with future students and educational agencies and universities contacted.

Asia is another geographic area that the School is currently developing. For this reason ELISAVA participated in Beijing Design Week held in China and toured Shanghai, Guanzhou and Taiwan in order to establish agreements with local avant-garde universities. With the clear aim of opening new channels for recruiting international students, ELISAVA attended two workshops organised in Berlin and Dubai to establish contacts with educational agencies that have generated collaboration agreements.

In Spain, the School had a presence at educational trade shows in various cities, which more than 500 students visited. It is worth mentioning that more than 1,000 students visited the ELISAVA stand at the Saló de l'Ensenyament, 190 students attended the open days that the centre organised and more than 200 students participated in presentations made in high schools.

ACADEMIC ORGANISATION, ACADEMIC MANAGEMENT AND POSTGRADUATE MANAGEMENT

From Academic Organisation, some tasks regarding the process of degree certification have begun, according to what the agency Agència per a la Qualitat del Sistema Universitari (AQU) in Catalonia establishes. In this regard, an internal certification committee has been created in order to draft a self-report about the degrees. It will be subjected to public evaluation before sending it to AQU Catalonia. This report will then be validated by an external evaluation committee. Meanwhile, ELISAVA is working on the new internal system of guarantee for degree's quality by which the school adapts itself to the model proposed by UPF, and it aims to ensure quality.

The Academic Management Unit has finished with the implementation of the management programme SIGMA, adjusting and improving the School's internal academic processes. As a part of this project, which involves updating and optimising the software, a new virtual campus in Moodle has fully come into force.

The Postgraduate Management Unit has managed a total of 16 Master programmes, 32 Postgraduate programmes, an expert course, and the edition of Master's Degree in Advanced Design and Digital Architecture. Mention in Research. Among all the courses, there have been four Masters, four Postgraduates and the Mention in Research taught in English. The Postgraduate in Interior Design for Hotels and New Hostelling edition must be highlighted.

In relation to the management of these programmes, ELISAVA has worked on review tasks about procedures, planning and norms in order to elaborate a more efficient management framework, beginning with the implementation of SIGMA and the new virtual campus.

INFORMATION SYSTEMS

The Information Systems Department has made improvements in the areas of systems and applications.

Within the systems area, the cluster of virtualisation servers has been renewed with three Dell servers with greater capacity and memory, disk space has been increased by 3.6 Tb with an expansion of the Hitachi disk cabin. A new Wi-Fi network has been implemented throughout the School with Aruba antennas, with no controller and with AC (1Gb) technology. The computers in two classrooms have also been upgraded to HP Z440 and the project for migrating externally rented servers to the school's own servers has continued.

Within the applications area, the SIGMA application has been launched, which provides support to academic management, enabling self-enrolment for the 2015-2016 course, as well as the Moodle virtual campus. This project contemplates the implementation of management applications that provide support for different processes in the School that are not covered within the SIGMA application (student and teaching personnel, SIGMA gateway to the School's survey application, Master and Postgraduate attendance module, password recovery model for Master and Postgraduate students via SMS). Within the framework of the systems project for changing the Wi-Fi network, the responsive authentication portal for access to the network has been developed. The payment gateway has been implemented in the pre-enrolment application for the Masters course so that payments can be made by credit card.

MODELS AND PROTOTYPE WORKSHOP

During the 2014-2015 academic year the Models and Prototype Workshop has been consolidated with improvements to many aspects such as the extension of its timetable, new staff, and the change of 3D printers to test new materials and enhancing these machines' construction possibilities.

This year, an introductory new course on this Workshop has been given to all first year students in order to easily establish their first contact with the technical resources, as well as to value the possibilities this facility offers for completing their projects.

During the year, there were around 700 3D printed projects in the Workshop. Also, the number of hours of laser services increased, reaching 1,130 hours. Meanwhile, CNC drilling service has been active for around 600 hours.

As in previous years, the Models and Prototype Workshop was the work centre for around twenty subjects taught in ELISAVA's different studies (Degrees, Masters and Postgraduates). Exchange programmes have also benefitted from this space. In addition to the support provided by academic staff, the Models and Prototype Workshop has participated in other projects carried out in the School, such as a 7-metre mock-up along its own facade to design large format projections on buildings.

The goals for next year are to maintain the quality of this service for the students, to incorporate a new 3D printer and a fourth shaft to the Roland MDX-450 moulding machine.

MEDIA LAB

Media Lab opened its doors in the 2014-2015 academic year. It is a new space that promotes digital tools and contemporary audiovisual production. It also promotes activities and projects within the framework of multimedia field or large screen format (video mapping, tracking, increased reality, etc.).

This infrastructure is structured around three areas: editing (where there are sensitive materials, and a capture and edition station of other services), photography (where there is a coloured background), and video (the largest set, where there is a background as well as a green chrome key). The Media Lab is equipped with digital camera, lighting elements (focuses, filters, screens, feed) and auxiliary equipment (Zeferinos). It also has kinects, leapmotions and fullHD projector.

The Media Lab has promoted the development of two opened workshops with very positive results. The huge number of students and former students of the different ELISAVA programmes that have used this space during the academic year are testament to this. Around one thousand people are estimated to have used it.

ELISAVA ALUMNI

Throughout the 2014-2015 academic course, the Job Bank improvement project was made public with a priority economic investment for the construction of a platform for empowering the value of professionals and is a shop window for companies in the sector. All Bold members currently enjoy this service. In parallel, the association's newsletter was consolidated as a communication element.

In the context of the events organised, Elisava Alumni has continued with the line of the previous course by holding several professional conferences with the aim of fostering a space for exchanging ideas. The first of these meetings was "Design is also written", in which Raquel Pelta from digital journal Monográfica, Marta Bertran, as editor of the content for the design area, and Ricardo Devesa, architect and editor-in-chief of Actar Editorial participated.

"Fenómeno Maker" was the second meeting led by Alexis Rom, graphic designer / illustrator of Vostok Printing Shop; Marc Morro, product design and founder of AOO-Barcelona, and Alícia Rosselló, founder of Duduá, about initiatives including design and contemporary handcrafts. It also delved into self-production, from a more digital angle, with a visit to one of the Barcelona City Council Manufacturing Cultural Centres.

Finally, the Company+Alumni conference was held, organised jointly between the Schools Company Department, and with participation from crowdfunding entities in Barcelona such as *Ulule.com*.

FINANCIAL BALANCE

In the 2014-2015 course, the Foundation's turnover increased by 4%. This figure, which achieves the budget review commitment approved by the Foundation's Board of Trustees in November 2014, together with the efforts made by the entire organisation on managing costs and continuously optimising procedures, has enabled the final result for the period to be in line with forecasts. It must be pointed out that, as is the norm, all the planned investments have been made in order to maintain the level of excellence in innovation that characterises the School.

With respect to the 2015-2016 course, the Foundation's Board of Trustees has approved an expansive budget with a significantly higher turnover figure. The growth firstly arises from the increased activity of the Masters and Post-graduate programmes and the Study Abroad programmes and, secondly, from greater performance of the Degree in Engineering in Industrial Design. The criteria that guides this increase is focused on innovation of the training offer, the international training of new students, joint programmes with other leading international schools, the School's continued activity on creating visibility in the area of engineering and the promotion of an always growing collaboration with companies.

The economic evolution of the financial statements of the Private Foundation ELISAVA University School¹, over the last three academic periods, is shown below in the profit and loss statements and balance sheets.

Income statement (in thousands of Euros)

Concepts	2012-2013	2013-2014	2014-2015
Income from activities	10.416	10.390	10.801
Operating expenses	10.385	10.249	10.512
Profit from operations	97	230	401
Profit	169	-62	219

Balance sheet (in thousands of Euros)

Concepts	2012-2013	2013-2014	2014-2015
Non current assets	5.524	5.615	5.661
Current assets	6.797	7.022	7.993
Total assets	12.321	12.637	13.654
Equity	5.953	5.890	6.109
Non current liabilities	130	130	0
Current liabilities	6.238	6.617	7.545
Total equity and liabilities	12.321	12.637	13.654

1. The financial statements of the Private Foundation ELISAVA University School shown have been audited by the company KPMG Auditores, SL.

TEAM

MANAGEMENT TEAM

DEPARTMENT HEADS

Virginia Angulo Falcés
Head of Marketing and Communication

Natàlia Garcia Forés
Head of the Library

Amparo García García
Head of Academic Management Unit

Montse Masana Mas
Head of Administration and Services

Albert Montull Aced
Head of Academic Organisation and Quality

José Trapero Ortiz
Head of Information Systems

ADMINISTRATIVE AND SERVICE STAFF

Ricard Argudo Argente
Information Systems

Anna Baldrich Aragó
Coordination Degree

Marta Barangé Viladomiu
Administration

Rafael Bellido Sevillano
Information Systems

Maria del Lluç Bevià Jiménez
Marketing and Communication

Anna Blanco Martín
Administration

Núria Boixareda Ariza
Academic Management Unit

Sílvia Brenes Prieto
Marketing and Communication

Esther Brosa Llinares
Coordination Degree

Esther Buil Medrano
Library/Executive Secretary

Thais Caballero Sabater
Postgraduate Management Unit

Carne Calaff Martínez
Academic Management Unit

Carla Casas Palagos
Business Development

Noel Criado López
Business Development

Júlia de la Fuente Fernández
Academic Management Unit

Anaïs Esmerado Martí
Marketing and Communication

Ainhoa Estrader Miralles
Academic Management Unit

Gerard Fernández Gancedo
Information Systems

Núria Garcia Alvero
Business Development

Leandro García Hernández
Marketing and Communication

Marta Garcia Juan
Academic Management Unit

Eloi Garcia Parellada
Information Systems

Maribel Gelabert Camprubí
Executive Secretary

Isaac Gimeno Pujabet
Marketing and Communication

Joan Grau Roman
Information Systems

Sabela Guevara Alonso
Postgraduate Management Unit

Isabel Gusils Mari
Head of Accounting

M^a del Rosario Hernández González
Coordination Degree

Rubén Hidalgo Téllez
Head of the Model and Prototype Workshop

Andreu Jansà Matussek
Library

Rebeca López Gómez
Business Development

Cristina Marfà Briansó
Postgraduate Management Unit

Francisco Navarro Carrillo
Head of Maintenance

Laia Olivé Obradors
Academic Management Unit

Francisco Javier Oliver Sánchez
Academic Management Unit

Jesús Perales Cañaveras
Model and Prototype Workshop

Iván Perera Benito
Model and Prototype Workshop

Cristina Pla Grimaldos
Marketing and Communication

Josep Pou Viade
Model and Prototype Workshop

Pablo Ramos López
Postgraduate Management Unit

Eva Ríos Rioyo
Marketing and Communication

Rubén Saavedra Pérez
Information Systems

David Sabaté Suñer
Marketing and Communication

Lourdes Sáez Carreras
Coordination Degree

Alex Santamaria Santiesteban
Marketing and Communication

Rosa M^a Teruel Cuerpo
Postgraduate Management Unit

Àlex Ventosa Galceran
Maintenance

UNIVERSITY DEGREES

HEADS OF STUDY

Albert Fuster i Martí
Bachelor's Degree in Design / Degree in Design

Javier Peña Andrés
Degree in Engineering in Industrial Design / Degree in Science and Technology Building / Simultaneous Studies

AREA COORDINATORS

Xavier Camino Vallhonrat
Social and Experimental Sciences Area

Ana María del Corral González
Product Development Area

Mariana Eidler Diaz
Projects Area

Salvador Fàbregas Perucho

Expression and Graphic Representation Area

Jessica Fernández Cano

Engineering Project Area

Ricard Ferrer Velasco

Product Area

Marta González Colomines

Materials and Sustainability Area

Ariel Guersenzvaig

Graphic and Communication Area

Marta Janeras Casanovas

Science and Technology Laboratory Area

Joaquim Matutano Ros

Space Area

Raúl Nieves Pardo

Media Lab Area

Raffaella Perrone

Internship Area

Laura Quesada Ayub

Graphic Workshop Area

Xavier Riudor i Buscà

Sciences and Technology Area

Paolo Sustersic

Exchange Programmes Area

MASTER AND POSTGRADUATE PROGRAMMES

Juan J. Arrausi Valdezate

Director of the Master's Degree in Design and Communication

Jordi Belil Boladeras

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

Pilar Calderón Martínez

Director of the Postgraduate Diploma in Set Design

Jordi Cano Cunill

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

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

David Casacuberta Sevilla

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

Agustí Costa Curriu

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

Mery Cuesta Reigada

Director of the Postgraduate Diploma in Illustration and Comic

Mireia Cusó Colorado

Director of the Postgraduate Diploma in Set Design

Nathalie Denys

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

Ricard Ferrer Velasco

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

Ricardo Guasch Ceballos

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

Ariel Guersenzvaig

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

Pablo Juncadella de Pallejà

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

Rosa Llop Vidal

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

Beatriu Malaret Garcia

Director of the Master's Degree in Design and Art Direction / Director of the Postgraduate Diploma in Art Direction

Carmen Malvar Vázquez

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

Vicente Mas Gallen

Director of the Master's Degree in Ephemeral Spaces Design / Director of the Postgraduate Diploma in Exterior Design. Events and Ephemeral Spaces / Director of the Postgraduate Diploma in Ephemeral Spaces Design for Leisure and Culture
Joaquín Matutano Ros
Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Interior Space. Private Perimeters

José Luis Merino González

Director of the Postgraduate Diploma in Illustration and Comic

Eva Minguella Mas

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

Ramon Oriol Nogués

Director of the Postgraduate Diploma in Alternative Jewellery Design

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

Josep Puig Cabeza

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

Xavier Riudor Buscà

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

Jorge Hernan Rodríguez Nieto

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

Txatxo Sabater Andreu

Director of the Master's Degree in Design and Habitat / Director of the Postgraduate Diploma in Strategic Habitat Design: Mobility and Temporality

Jordi Truco Calbet

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

Pedro Vicente Mullor

Director of the Master's Degree in Photography and Design

VOCATIONAL TRAINING IN DESIGN

Daniel González Domènech

Head of Vocational Training in Design

SUMMER SCHOOL

Ramón Malvar Vázquez

Coordinator

VISITING UNIVERSITY

Santiago Alias Luis

Coordinator

STUDY ABROAD

Paolo Sustersic

Coordinator

FACULTY

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