

Master in Creative Process

EXECUTIVE
EDUCATION

April to July 2019
Barcelona & Empordà



ELISAVA

elBulli foundation

The Master in Creative Process by ELISAVA Barcelona School of Design and Engineering and elBulliFoundation is a program that will allow you to learn and acquire creative thinking skills to transform and future-proof your professional practice.

This program, based on creativity and innovation, provides a guarantee of both academic quality and scientific depth, and your creative transformation is ensured by a series of immersive, unique creative experiences with leading edge multidisciplinary professionals.

A personalized learning journey about creative thinking process guided by a privileged global network of multidisciplinary mentors and experts, and the opportunity to apply your newly acquired creative thinking skills on your own professional challenge.

LEARNING OUTCOMES

- Identify and understand creative systems.
- Analyze with quantitative and qualitative criteria any creative and innovative process.
- Manage and enhance creative processes and systems.
- Apply creative and design-based tools and methodologies.
- Create and develop innovative and disruptive projects, services and products.
- Manage innovation in companies, institutions and entrepreneurs.
- Lead creative processes in complex teams, hand in hand with business, technology, marketing, production, HR and other managing departments.

STUDENTS GUIDANCE

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Why

The world of today is one of permanent revolution. From the latest developments in technology to complex changes in society and economy, exponential advances and rapid shifts have defined the last years.

Nowadays professionals need to be prepared with new skills that help them to understand high uncertainty environments and change. Creativity skills have long been known to help facing such challenges. But how to master the creative process?

Creativity has widely been regarded somehow as a “talent”: an innate sensitivity you’re either born with or you’re not. But here, in ELISAVA and elBulliFoundation, we believe creativity is also a skill, and as any skill, it can be learned and nurtured by anyone.

With this program, we aim to put in use our knowledge on creativity, acquired through a long-term research project in collaboration with Ferran Adrià and elBulli, to help you to increase your potential to become the new professional you.



What

The program has been built around four different key milestones:

Empowering

Discover a unique research-backed approach to learning creativity designed to level up your professional practice.

Having as a starting point the “Decoding” research project —a collaboration between Elisava Research and elBulli Foundation—, ELISAVA has developed a series of methodologies destined to decipher and teach creativity. Backed by a series of tools and methodologies, you will learn the skills and methods that will support you to innovate within your professional field.

Transformative

Go through a series of once-in-a-lifetime experiences in our innovation hubs in Barcelona and Empordà.

From cooking at elBulli with Ferrán Adrià to discover the latest advances on neurobotics at SPECS, your learning journey will be supported by a series of unique creative experiences in top-level innovation hubs, where you will be able to experiment with the creative process in a natural, off-office setting.

Personalized

Navigate through a leading edge network of top professionals who will coach you in your learning journey.

Throughout the program you will have access to a full-time network of mentors, composed of experts on creative process knowledge from ELISAVA Research and elBulli Foundation, whose role is to accompany you through your learning journey, ensure progress and survey your evolution.

Actionable

Kick-start the new professional you by applying your creative skills into a professional challenge for your own.

At the end of the program you will be able to apply your newly acquired skills into a professional challenge of your choice. ELISAVA will guide you to ensure the impact of your idea and will assist you into how to make it happen once the program is finished.

Where

Innovation Hubs

Stimulate your thinking at our different innovation hubs.

ELISAVA

Barcelona School of Design & Engineering. Settle your knowledge by experimenting a learning environment of excellence through design.

eIBulli labs

Innovation lab. Set the zero degree for your creative journey by experiencing first-hand life at the lab of Ferran Adrià.

Materfad

Materials Centre. Break the physical boundaries of innovation by exploring the latest material advancements.

SPECS

Pompeu Fabra: Cognitive Technology Research Center. Untangle the processes behind the intellect by diving into the mysteries of artificial intelligence.

Ceramic School - La Bisbal

Workshop and community living space. Explore new ways of thinking by getting involved in a co-living, hands-on experience with the craftsmen network.

How

Structure

Based on Elisava's and eIBulliLAB understanding of the creative process, the MCP is structured in 3 learning Modules, 3 Stages and a Main Project:

· **Module 1: DECODING CREATIVE PROCESS.**

This module is based on understanding the whole spectrum of personal, environmental and systemic issues related to the creative process.

· **Module 2: CREATIVITY IN ACTION.**

Focused on exercising in different contexts, with a wide range of methodologies and in collaboration with several teams.

· **Module 3: CREATIVE TOOLS.**

This part will address the deployment and evaluation of all the previous knowledge and competences in search of a highly impactful, transformative and communicative final project.

· **3 STAGES**

The stages build a net of issues and criteria to be understood and considered in Creative Process. They also provide experiences to develop fundamental skills and outcomes related to project management and innovation. The tutors and mentors will gradually connect with the student the outcomes of these stages to the final project.

Learning methodologies

The program will run under different learning methodologies:

- Virtual learning support platform.
- Talks - workshops by appointed experts and tutors. Intimate dialogues. Creativity through different perspectives.
- Creative experiences. Reveal new realities and knowledge on diverse contexts, goals and outcomes.
- Mentoring and tutoring.
- Master's project.

Estimated dedication will be:

- 120 hours online distributed along the program
- 120 contact hours on Wednesday, Thursday and Friday, from 6.00 p.m. to 9.00 p.m.
- 160 hours for full-time Stages



The program at a glance

Module 1

DECODING CREATIVE PROCESS

3rd April – 26th April



Module 2

CREATIVITY IN ACTION

8th May – 24th May



Module 3

CREATIVE TOOLS

5th June – 24th June



Project

26th June – 19th July



Defense of the project. Presentation to the experts panel.

22nd July – 23rd July

Who

Direction

Dr. Albert Fuster. Architect and PhD in Architecture by ETSAB-UPC, Barcelona. He is the Academic Director of ELISAVA, Barcelona School of Design and Engineering, and he has lectured in art, design and architecture in schools and conferences all around the world. He has collaborated with Ferran Adrià and the elBulli team, since 2013, in the project of the new creative lab in elBulli restaurant, in Cala Montjoi (Catalunya). He also coordinates the project Design for City Making with EzioManzini.

Leading Edge Experts

Discover inspiring insights from renowned local and global influencers from different disciplines and get to know their approaches to creativity in a relaxed, intimate setting, away from aseptic conference formats.

Ferran Adrià

Chef. Founder of elBulliLab.

Toni Segarra

Founder and Creative Director of SCPF advertising agency.

Luki Huber

Product Designer and creator of the Manual Thinking methodology.

Paul Verschure

Professor ICREA at IBEC and expert in Cognitive Science, Robotics and AI, director of the SPECS laboratory.

Ezio Manzini

Founder of Desis Network.

Libby Garrett

Design Futurist & Educator

Creative Guides

Boost your skills through a dedicated team of professional mentors and project tutors who will accompany you through your learning process and development.

Albert Fuster

Academic Director of ELISAVA.

Ariel Guersenzvaig

Senior Lecturer & Researcher at ELISAVA.

Laura Clèries

Researcher at ELISAVA.

Oscar Tomico

Interaction designer and researcher.

Danae Esparza

Researcher and PhD in Public Space and Urban Regeneration

Pau García

Co-founder of Domestic Data Streamer.

Martí Sánchez

Director CSIM, Master in Cognitive Systems and Interactive Media, UPF.

Sander Wassink

Designer & Artist, Co-founder of Sectie C Eindhoven.

Anna Mura

Researcher at SPECS, IBEC, with expertise in Neuroscience, Behavior & Creativity.

Xavi Mora

Founder Bagdisseny

COURSE LEADER

Albert Fuster

WHEN

April to July 2019

LANGUAGE

English

SCHEDULE

Wednesday, Thursday and Friday from 6.00 to 9.00 p.m.
+ online learning
+ 3 one-week stages

WHO CAN ENROLL?

Professionals of any field wishing to push their practice further through developing their creative thinking.

ADMISSION REQUIREMENTS

CV + Motivation letter + ID / Passport

SELECTION OF CANDIDATES

15th February 2019

STUDENT SELECTION CRITERIA

The scientific board of the Master will select the students based on geographical diversity, background and commitment criteria with a focus on both individual and group development.



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eIBullifoundation

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