



Bcn 2.0 Creative Lab. Creative Thinking

Summer School 2022

BCN 2.0 CREATIVE LAB. CREATIVE THINKING

Date

July, 4 – 8

Timetable

9.00 a.m. – 2.15 p.m.

Duration

25h

Language

English

Professor

Irene Pereyra

Materials required (students)

Laptops, some kind of presentation software (keynote or powerpoint)

Level

Intermediate

Price

€625

Presentation

The goal of the workshop is to dig deep into how we come up with creative solutions, and understand the tools and processes available that are proven to tap into our creativity so you can apply these techniques to solve any kind of design problem you might encounter in the future.

Objectives

The aim of this workshop is to come up with a way that could improve Barcelona public life. Each team will choose an existing item or service to improve—like for example trash collection, the metro, biking, etc. At the end of the week, each team will present their “upgraded Barcelona 2.0” idea. The final solution can be as realistic or fantastical as you would like it to be and can be presented and explained in the material or software of your choosing.

Aimed at

Any student within any discipline.

Biography

IRENE PEREYRA

Irene Pereyra is the co-founder of the interaction design studio “Anton & Irene”. She has created interactive experiences for a large variety of clients and projects, including the digital redesign of the Met Museum, the American newspaper USAToday, the artist Shantell Martin, the Austrian lighting company Zumtobel, and a survey in collaboration with SPACE10/ IKEA about the future of communal living. The studio also spends 3 months a year on self-initiated design projects.

Structure and contents

We will be getting to the solution by going through a variety of creative thinking exercises that will encourage participants to let their imaginations run wild by dreaming up the most unattainable, extreme, and impractical solutions you can think of in order to come up with a final solution.

DAY 1

- + Introduction to brainstorming techniques
- + Introduction to research methods
- + Select item or service to redesign
- + Group work begins: looking for references on the selected item or service

DAY 2

- + Guided and targeted brainstorms on possible realizations
- + Collective revision of the work done so far
- + Start working on prototypes

DAY 3

- + Collective revision of the work done so far
- + First trials on the solution (any material or software is allowed)
- + First presentation to the class

DAY 4

- + Collective revision of the work done so far
- + Working on their products

DAY 5

- + Presentation: each solution will be presented

MORE INFORMATION

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

Due to COVID19, some dates could be modified and/or some courses could be canceled.