

# Master Beyond Packaging



Do you want to join  
the rethinking of packaging?

# Master Beyond Packaging

Start date  
September

ECTS credits  
60

Course duration  
400 hours

Language  
English

Degree  
Master's Degree Beyond Packaging,  
awarded by Universitat de Vic –  
Universitat Central de Catalunya  
(UVic – UCC)

Schedule  
Monday, Wednesday, Friday  
mornings.

Workshops from Monday to Friday.  
For academic reasons, sessions  
may be scheduled exceptionally in a  
different timeframe.

Director  
Marc Panero

Admission Requirements  
Design graduates and professionals  
with experience. It is not essential to  
have a Bachelor to take this Master;  
we value professional experience as  
much as college education.

If you have doubts about whether  
you would be a good fit for this  
programme, please submit your  
request for a case-by-case  
evaluation.

## Welcome to the rethinking of Packaging

We need to rethink how packaging should be according to the planet's challenges now. Want to join in the conversation and change the future?

We call graphic designers, product designers, industrial designers, engineers and creatives who want to rethink how packaging should be according to what the planet needs now. The Master Beyond Packaging is a forward-thinking one-year programme that wants to shake up the status quo of packaging. In an era in which overconsumption threatens the planet, the materials in which products are wrapped often become the symbol of this nonsense: an island of plastic floating on the ocean.

Therefore, we urgently need to redefine our habits and, most certainly, packaging too. We need to consume less, and we need to consume better; subsequently, we need to change the game. This master's programme envisions giving tools to designers to create a better and more environmentally-friendly future through design, research, technology and materials.

Before the pandemic, there was a growing and acute awareness of the capitalist system's threat to life on our planet. The deep crisis generated by COVID-19 put a stop to the fledgling global efforts against climate change to prioritise "going back to normal", that is to say: to the decisions that caused this current situation without solving any of the preexisting problems. At this programme, we will address questions such as:

- Is sustainability enough to face the current environmental and social crisis?
- To what extent can design help revert the negative consequences of this consumer society, to which it has contributed?
- What role could design play in a post-growth society?

We will reflect on our current economic and social models to understand where consumer trends come from and where they may (or should) go.

## Programme

The final goal of this programme is to develop critical awareness as designers and citizens, think about further possibilities, and open new opportunities around packaging design.

We want to work with curious, nonconformist students like you, ready to use design to change society through:

- Proposing new business models
- Using new materials
- Thinking new systems
- Creating new products
- Designing new realities

Redefining packaging to create a beneficial impact on society

- Understanding packaging as a sociological matter
- Understanding packaging as a political matter
- Understanding packaging as an environmental matter
- Understanding packaging as a research matter.
- Understanding packaging as a design matter.

### 1. Challenges

With the guidance of outstanding design professionals from different fields, you will develop thought-provoking concepts that defy the packaging industry. You will be encouraged to look for game-changing ideas that challenge the status quo.

#### 1.1 Disruptive packaging design

In this module, we will develop a project approaching design from different angles: conceptual, material, "form/function/protection", etc. to question what packaging means and represents nowadays in the consumption and production chain and find disruptive solutions.

#### 1.2 Ephemeral packaging design

We will reexamine packaging and its continuous transformation process, from its natural ephemeral condition to new conceptions addressing much more "committed" values: those that go beyond past considerations about its materiality and semantics.

#### 1.3 Hybrid product/packaging

In this subject, we will understand packaging as an inseparable part of the product, looking for new ways of packaging that focus on it.

## 2. Projects

You will work hands-on under the guidance of professional experts to translate new ideas and disrupt the established categories in the world of packaging. You will tackle projects from a fresh perspective, putting people (not the market) at the centre, creating new meaningful relationships between citizens and products, and building new paradigms around waste.

### 2.1 Sensorial packaging

The sensory experience of packaging is linked to feeling, texture and function. Through morphology, materials and finishes, we will tell a detailed story and generate a sensory experience for the user. Sight, smell, touch = emotion!

### 2.2 Emotional packaging

By studying materials' cultural, emotional and traditional baggage and paying attention to their finishes, shapes and volumes, lights and shadows, we will investigate new forms from prototype to industry.

### 2.3 Redefining luxury packaging

In luxury packaging, form starts with the concept, and it's mostly in creativity. Discovering, interpreting and translating the essence of the project helps transmit the actual value of luxury.

### 2.4 Ways of seeing packaging

Images have layers of deeper meaning beyond the surface: they can offer a valuable document of how the world sees a brand or project.

### 2.5 Enhanced packaging

Food quality sensors, thermochromic inks, IoT packaging, the Internet of Food... We will explore these and other cutting edge technologies to rethink the form and function of future packaging.

## 3. Workshops

Workshops are learning experiences that help question and expand the discipline, encouraging intensive and practical design during five-day long workshops with specialists and renowned professionals. They are usually scheduled from Monday to Friday.

### 3.1 Ready-made packaging

Design and production of packaging using exclusively "out of use" materials and resources is a process that requires a thorough understanding of the product or "the element" of which the packaging is made.

### 3.2 Performance packaging

The social, cultural, geographical and political context shapes how we project our work. We will approach packaging through performative action to create a unique packaging that will enhance the particularities of each product.

### 3.3 Edible packaging

We believe that there is a need for a new mindset for the global foodservice industry. A simple solution like edible packaging could help reduce the massive impact on the carbon footprint. We will look into the practicalities of this option.

## 4. Perspectives

The master will guide you toward building solid ground projects and challenges. Therefore, theory classes and knowledge from world-class teachers will be the starting point to shape opinions, standpoints and choices that will be the foundations of the ideas that will change the world (of packaging).

### 4.1 Understanding (de)growth

The sustainability paradigm has proven to be insufficient. We will reflect on our current economic and social model to help you develop critical awareness as a designer.

### 4.2 Materials for packaging

An introduction to the world of packaging materials to start working on your projects. We will see several exhibitions on different materials from a critical standpoint, in addition to visiting the Materfad.

### 4.3 Sustainability, materials and innovation

An overview of key sustainability aspects connected to packaging design: which material choices do we (really) have? What is its role in the circular economy system? Can it contribute to a better future?

### 4.4 Industry 4.0

The knowledge and implementation of 4.0 technologies have brought a paradigm shift and challenge in innovative packaging design and development. We will learn about additive manufacturing, collaborative robotics, virtual reality, nanotechnology, the Internet of Things (IoT), and the so-called KET (Key Enabling Technologies).

### 4.5 Designing from the self

We will understand and interpret our experiences as designers and how they affect us while connecting with others' experiences. The idea of designing from the self will help you create meaningful services and products.

### 4.6 Visions

These sessions offer visions of future scenarios that break with the apocalyptic imagery so deeply rooted in us. We want to create a space for open reflection that allows us to flee from pessimism without falling into naive techno-optimism: we want to go "from dystopia to utopia".

## 5. Capsules

Capsules will take the shape of a series of short presentations focused on a diverse range of subjects and topics related to the world of packaging and its surroundings that will expand your vision of design and enable unexpected connections to happen.

## 6. Events

To listen is to learn, especially when professionals, both up-and-coming and with a solid career, share their experiences. Inspiration has to find us working, but also listening.

### 6.1 International lectures

We will have prestigious international personalities of different fields of design speaking about their experiences and projects and proposing additional case studies first-hand.

### 6.2 Masters' Talks

Famous creators of different fields will allow us to share experiences, observe design phenomena and gain new ways of looking at things; their reflections and references will enrich our interdisciplinary design perspective.

## Methodology

The practice of packaging needs forward-thinking professionals with a mind of their own, a broad perspective on contemporary design, a good understanding of the world of today, as well as the main challenges regarding the environment and new materials.

- We want to prepare you to meet these requirements through active experimentation and practical learning.
- We believe in looking at packaging from a disruptive point of view to shape tomorrow's innovative solutions.
- We will focus on unconventional ideas to thrive in a sometimes outdated environment, as the market usually is.
- We will encourage exploration and discovery to create new opportunities.
- We will look for the unexpected off the beaten tracks to change the status quo.

Our dedicated faculty will collaborate in this process and encourage you to dig deeper into detail without losing sight of the big picture through a balanced combination of thinking, planning and action. This master gives importance to the social and critical dimensions of packaging, offering a holistic understanding of the discipline about contemporary challenges. It is a programme to change things and take action.

## Values

### Collective work

We believe in interdisciplinary practice: graphic, product, industrial designers and engineers working together for the common good. Collective work is the core of our way of doing things; we encourage it because mastering how to behave and interact with colleagues, clients, or suppliers is integral to the design process.

### Practice-oriented

Through a consistent and intense practical approach (even in those theory-focused classes), the experts and professionals in charge of the subjects will share their tools and know-how to help you learn and put the acquired skills into practice.

### Critical thinking

We need to rethink and question the world we live in and how things are traditionally made. We firmly believe in the value of being critical, always trying to find the reasons behind our certainties and constantly looking for a way to improve.

### You and your teachers: A collaboration

The programme faculty includes prestigious design professionals who play an active role in your development. Their experience and knowledge will serve as the source of constant advice in searching for solutions, guiding you in making your own decisions and developing their perspectives. Designing a better future and sustainable practices takes a mix of expertise and fresh air to overcome our current challenges with a disruptive attitude towards packaging.

## The experience

### Expand your perspective

The Master Beyond Packaging is intended to be the beginning of something new, not another step in your career. We want this programme to prepare you to find your professional path; as such, we will foster your independence and nurture your talent as you explore the different design disciplines.

### Discover your potential

Learning to connect different ideas and perspectives is vital to expand the possibilities for the future; this is why we offer the tools and the experience you need to design, develop strategies, generate content and manage the creative process.

### A unique experience

The combination of challenges, projects, workshops, showcases, lectures and mentoring make this master an excellent opportunity to build knowledge and broaden experiences and perspectives.

### Live in a city immersed in design

Barcelona is awash with design, culture, gastronomy and cultural influences of all kinds; it's the ideal setting for learning and fun. Barcelona is inspiring, an unforgettable experience.

### Be part of a multicultural and enriching environment

Students like you come from all over the world and create a vibrant cultural atmosphere where the exchange of ideas, points of view and cultures naturally occurs. Barcelona is known for its passion for design and innovation; the city is an excellent source of inspiration for forward-thinking minds searching for new futures.

## Team

### Director

MARC PANERO

Marc graduated from Eina school in 1991. From 1989 to 1996, he worked and trained professionally in various studios in Barcelona, Brussels and Bordeaux. He was the founder of Base Design in 1997 to create a network of graphic design studios in Barcelona, Brussels, Geneva, Madrid, New York and Santiago de Chile. He was awarded the City of Barcelona Design Prize in 2007. In 2015 he established a new professional initiative: Outcome. Currently, he is Director of the Master in Visual Design, Master in Editorial Design and Master Beyond Packaging, and Co-director of the Master in Data Design.

### Professors

RAIMON BENACH, Art Director (Ladyssenyadora).

GERARD CALM, CEO and Art Director (Zoo Studio).

ANDREU CARULLA, Founder (Andreu Carulla Studio), Director (ACID Studio), Creative Director (El Celler de Can Roca, Isist Atelier and Calma).

CURRO CLARET, Founder (Studio Curro Claret).

ANA MARIA DEL CORRAL, Undergraduate Degree in Industrial Design Engineering (Elisava).

SILVIA ESCURSELL, Graphic Designer and Undergraduate Degree in Design (Elisava).

LUIS ESLAVA, Founder (Luis Eslava Studio) and Coordinator of the Product Area of the Undergraduate Degree in Design (Elisava).

CLARA GUASCH, Director (Girbau Lab) and professor of the Master in Design through New Materials (Elisava).

TONI LLÀCER, Research Consultant (Domestic Data Streamers and FabLab) and Professor (Elisava).

BORJA MARTÍNEZ, Founder and Creative Director (Losiento Studio).

CRISTINA NOGUER, Founder (IdeationLab) and Member (Existe Agency).

INGRID PICANYOL, Founder and Creative Director (Ingrid Picanyol Studio).

JOAN PLANAS, Co-Founder (Domestic Data Streamers).

MONTSE RAVENTÓS, Co-Founder (Ladyssenyadora).

JORDI ROCA, Founder (Ladyssenyadora).

XAVIER ROCA, Creative Director (Run Design).

XAVIER TUTÓ, Co-founder and Project Designer (Growthobjects).

## WHY GO BEYOND?

→ You can find out more about the Master Beyond Packaging at [mastersbeyond.elisava.net](https://mastersbeyond.elisava.net)

- If you are a Bold Category Member of Elisava's Alumni Association, you may enjoy a 15% discount on our Master's tuition.
- There may be some changes to the faculty for reasons beyond the course programme.
- Elisava will make the necessary and appropriate changes in the programme or, in exceptional circumstances, cancel the programme altogether if the course has not reached the minimum number of students to ensure its proper functioning two weeks before its initiation. Elisava will only refund the amounts already paid by the students.
- According to their specific necessities, the Master schedules may include additional hours, including during the weekend.