

***ELISAVA
ACADEMIC
YEAR REPORT
2016-17***

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PRESENTATION

For ELISAVA the 2016-2017 academic year has been a period of consolidation and positioning in the field of design and engineering in our country, the result of the hard work of the members of the whole of the ELISAVA community in recent years. I would especially like to thank the work and dedication of the former Chairman of the Board of Trustees, Mr Jordi Cortada. His leadership in guiding the School has been key to its growth and raised international profile, and he has fostered a great many actions that have led to ELISAVA maintaining its position as an accredited benchmark. It is beginning a new stage, and now it is up to me, as the new Chairman of the Foundation, to take over the reins and advance along the paths mapped out with a view to achieving the challenges posed by the ambitious projects planned for the short and medium term. We are talking of a horizon that will be decisive for the future of the Foundation.

In an international scenario conditioned by the phenomenon of globalisation, which has a

strong impact on society and the economy, we need to invest in hard work and resources so that the international relations policies become the cornerstones of future growth. These are strategic actions that are being progressively added to the management of the institution to drive the progress that we all want and wish for. With the aim of responding efficiently to the opportunities that the international action framework poses, the Board of Trustees has approved the strategic plan for the 2017-2021 period, which must act as a guide for the development of the Foundation over these years. We need to highlight, among other factors, a significant expansion of the school's facilities with the inclusion of the area now used by the Andreu Nin Library. This action will mean a considerable improvement to the quality of the facilities. As part of this working framework and its objectives, we have defined the lines to follow that will impact on all the areas of knowledge taught by the school, and also on the creation of new educational offers, most notably the decisive commitment to research, international projection, collaboration with businesses and the desire to promote worldwide the dissemination of knowledge provided by research.

It is a series of actions that must enable ELISAVA to become a leading institution in innovation, creativity and research in design and engineering through the adaptation of the content of the school's activity to the requirements of society, excellence in the quality of the contents, forecasting of educational needs and the continuous retraining of professionals. All of them are milestones aimed at maintaining and strengthening the aim of enhancing the development of the person to the full while favouring the progress of the society that is their home and in which they are to work.

To conclude, I would like to recall that educating is a challenge and that our challenge must continue to be that of providing students with the knowledge, values and attitudes that they will need to build a hopeful future and face their professional journey successfully.

Finally, I would like to thank all the staff at ELISAVA, lecturers, doctors, professionals, researchers, managers, administrative staff, students and Alumni, who, with their dedication and courage, have made it possible for this 2015-2016 academic year to be a successful year with highly satisfactory results.

Ramon Benedito
Chairman
Private Foundation ELISAVA University School

MANAGEMENT OF THE PRIVATE FOUNDATION ELISAVA UNIVERSITY SCHOOL

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Dr. Oscar Tomico Plasencia
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Daniel González Domènech
Head of Vocational Training in Design

MANAGEMENT REPORT

The scale in which we place life, plans, things always turns into a basic reality for facing the challenges that we as persons, as a group and as an institution set ourselves. We are facing a time in which the structural changes that are occurring are really relevant. They lead us to a reinterpretation of the environment, a different reading of the information and, thinks to this, an affirmation of the human being. In light of this context, ELISAVA has made a clear commitment, in which the questioning of the knowledge, the processes and the methods that the academy uses are a central pillar. The university must come down to society and, if

appropriate, even further, provide value in that society. It must integrate as a catalyst of progress. A progress in which design plays and will play a decisive role and in which ELISAVA must be present, providing the best of itself.

In this academic year, it is important to highlight the hard work carried out in the academic field to include successfully all the requirements that the process to accredit the bachelor's degrees has entailed. The addition of new professionals with doctoral qualifications to an established academic team, the standardisation of procedures and the enhancement of the quality area have enabled us to improve the efficiency of the processes and the generation of the bases for a desired organic growth. It has forced us to be dynamic. My congratulations to the whole team for having managed to lay these bases of work and growth.

Of special relevance, for what the concept entails, is the work carried out and the results achieved in the sphere of the University-Business relationship. Unique projects such as the ones done with SEAT and Zero2Infinity, that have had significant media impact and have contributed great value to the education of our students and the feeling of our professionals. Innovation Labs with companies such as the Danone Group and institutions such as the Primavera Sound Festival have been benchmarks for carrying on working in the positioning of ELISAVA in this area. To talk of Business-University is, now more than ever, to talk of research. In this sense, the solid commitment that ELISAVA has made to the generation of knowledge through research continues to strengthen. The commitment is that design should be something more than a catalyst in axes such as matter, society or interaction. Throughout the 2016-2017 academic year, we have taken a major leap with the achievement of the DECS European project. A competitive project led by ELISAVA and with the participation as partners of Technische Universiteit Eindhoven and Fachhochschule Salzburg GmbH. A project in which we will work to validate the knowledge, processes and tools developed by the ELISAVA research group in the framework of the theory of the design process and the creative process. This commitment to putting knowledge to the test and playing in the international league has allowed ELISAVA to open the first DESIS Lab in Spain in December 2016, with the participation of two such internationally acclaimed figures as John Thackara and Ezio Manzini. A social innovation laboratory that is part of the international DESIS Network, led by Manzini himself. Through the DESIS Lab, ELISAVA is consolidating the "Design & the City" project, through which long-term relations have been managed, for example with Barcelona and Sant Boi de Llobregat city councils, and a new Master's Degree programme has been generated that includes all of these agents and that we trust will come true in 2018, the MasterLAB Service Design.

Through the business development area and with the determination to continue working on the positioning of ELISAVA, both locally and

internationally, a number of actions have been coordinated: the adaptation of the future vision that the school wants to propose; the consolidation of the business and strategy analytical functions; the strengthening of the knowledge, structures, tools and processes that help the development of the school. All of this is within the framework of an intensification of presence at international higher education fairs, congresses and conferences at which ELISAVA highlights its education programme and compares it with various external agents. As a result, we have given presentations on London, Milan, New York, Medellín, Brussels, Paris... and also in Africa, Asia, America, Oceania and Europe, with a global and holistic future vision.

I want to make a special mention of the challenge entailed throughout this academic year by working on two major projects that will see the light in March 2018. The first of these, which will take place in the first week of March, is that ELISAVA will host and actively participate on the international Design Principles and Practices congress. Over 300 participants from 5 continents will debate, share, generate, transform, convey knowledge in the framework of design, its theory, practice, implementation and current role in society. The second project will be the "Design is Does" exhibition, proposed by Elisava Research in collaboration with Domestic Data Streamers —one of our strategic partners — and co-produced with the Barcelona Design Museum, and will display the results of the "DECODING" research project. Beyond displaying results, the exhibition in itself will be part of the research project. It will be neither the beginning nor the end of the project, but will lead to the emergence of all that design does. A number of activities will revolve around this project, both at the Design Museum and at ELISAVA, one of which will seek to attract leading international bodies in the field of design for debate and reflection. A challenge of giant proportions.

To conclude, I would like to express my thanks to the whole of the team that makes up the ELISAVA project and family for their dedication and their passion. And especially to Elisava Alumni, which this year has given us a superb platform with the "ELISAVA Design Attitudes" conference and the development of the "ELISAVA Entrepreneurs" programme, which will begin its first edition in the 2017-2018 academic year.

Congratulations also to all the students, lecturers and administration and services staff who have taken part and/or won prizes in various calls, competitions and events, as their hard work and talent once again make ELISAVA a design school we can all be proud of.

Dr. Javier Peña Andrés
Dean
Private Foundation ELISAVA University School

TEACHING ACTIVITY

FORMAL TRAINING

Proposed objectives

The Elisava school is positioned as a top-flight connections hub that fosters the students' abilities and trains them to design in a wide range of contexts both locally and internationally. In this project, the role of the academic team becomes fundamental in the aim of expanding the horizons in the field of design and engineering. The 2016-17 academic year began with new Directors of Studies on the Bachelor's Degree in Design and the Bachelor's Degree in Engineering in Industrial Design, a new Director of the MUDIC and the addition of new doctoral lecturers. These additions are part of a strategic plan that aims to increase the quality of teaching at Elisava based on research, internationalisation and relations with companies and institutions. Thanks to the enthusiasm, assumption of challenges and hard work of everyone involved, the year has proved to be exceptional and promises a powerful and innovative future.

Academic challenges

Among the various projects run this year, we should highlight three that have called for the combined involvement of the whole of the academic team. First of all, gaining accreditation for both Bachelor's Degrees confirms the quality of teaching at the school and places university training in design on the same level as other disciplines. Secondly, the enhancement of digital interaction in the various aspects, from on-screen interaction and user experience to immersive spaces and physical computing, in the wish for this to be one of the basic areas of training at ELISAVA. Finally, the drafting of a new Syllabus for the Bachelor's Degree in Design in the field of Arts and Humanities, scheduled to begin in the 2018-2019 academic year, which will strengthen the school's positioning in the area of theoretical thought, social innovation and experimentation.

Companies and institutions

One of the challenges posed at the start of the year was to extend the integration of projects in collaboration with companies and institutions in the student's learning pathway with the aim of posing future challenges in real contexts with high levels of expectation. Despite the complexity in the academic administration and scheduling that this integration entails, the quality of the results in projects such as (interior of a capsule for space tourism), SEAT (interaction in a self-drive car) and elBulli (rethink of the creative and exhibition space at Cala Montjoi) are excellent examples of this training challenge.

Global connection

The 2016-2017 academic year saw numerous projects with leading local and international schools and institutions, most notably "Global Mind" at the Digital Design Weekend in London's Victoria & Albert Museum, "Paperphylia" at Ventura Lambrate as part of the Fuorisalone in Milan, workshops in La Bisbal, Oslo, Senegal and projects with NGOs and public institutions.

Research

Fostering research has been a fundamental objective in recent years, as part of the addition of the Elisava Design and Engineering courses in the European Higher Education Area. Besides the presentation of papers at congresses and conferences and the promotion of gaining doctorates among the academic team, the 2016-2017 academic year saw the intensification of the relationship with the Elisava Research team. As a result, an academic team linked to research has been set up that fosters innovative and speculative lines of work with the students in the relationship with innovation and research centres such as TU Eindhoven, DesisNetwork and Materfad.

DEGREE IN DESIGN

General Overview

Objectives

The 2016-2017 academic year was filled with new challenges, all of them faced with hard work and enthusiasm by the whole of the team, including the drafting of the syllabus that will start in the 2018-2019 academic year as part of the Arts and Humanities field of knowledge. It is a chance to review the training experience of our students and the skills that they will need in their future as designers.

The school's Bachelor's Degree in Design trains design professionals able to interpret the context in order to generate new realities through experimentation and aesthetic thought as a fundamental part of the project. Students must be able to show a personal positioning through the project, the result of a process where they will have to be able to identify their potential and dialogue with other disciplines.

In this direction, the academic staff continued to foster the Open Classroom concept to offer students spaces in which to complement their training according to their interests, motivations or needs, promoting the use of this space as a meeting point for students on the different courses and faculties in the school.

During the year, we also began to trial the use of headings for skills assessment with the aim of aiding student monitoring and offering feedback that allows actions to improve their training to be taken.

One of our aims is to foster dialogue between the various courses and faculties in the school; an initial action in this direction was the term exhibition in the building's corridors of a selection of works of each of the subjects on the Bachelor's Degree in Design (GDIS) and the Bachelor's Degree in Engineering in Industrial Design (GEDI).

Educational Activity

The main teaching activities promoted by the Degree in Design were:

- A new edition in December 2016 of the Creative Marathon, with the following workshops given in English:
 - *Emotion Through the Website*, with Alicia Gómez
 - *Visual Thinking & Graphic Recording*, with Miquel Tura, Montse Marsal and Alex Martínez
 - *Urban Creativity Adventure*, with Lucas Milà and Arcadi Poch
 - *Sketching Design Tools*, with David Chevalier
 - *Experimental Typography*, with Lo Siento Studio
 - *Ideas to Market*, with Nina Thoenen
 - *Wait... It Is 2016, Isn't It?*, with Katrin Korfmann and Ingrid Grunwald
 - *Stencil Workshop*, with Andrea B Toy
 - *Rec Camp 0: Experimental Portable Housing*, with Roger Paez and Toni Montes
 - *Matter Force*, with Coda Office
 - *Urban Spa*, with Harm Rensink
 - *Twins*, with Andrea Bravo
 - *Food Design: Form Matters*, with Pedro Reissig
 - *Furniture Talk!*, with Eli Gras
 - *Smart Textiles*, with Miguel Ridaó and Luis Gómez
 - *Leather Lab and Innovation*, with Leandra Vallejos
 - *Material Narratives*, with Marta Velasco
 - *Urban Environment and Clay: Filling The Gaps*, with Julen Ussia
 - *Interaction Design with Arduino-based Robots*, with Martí Sanchez Fibla
 - *Astrodata*, with Alba Corral
- Visits were made to companies and institutions, including Materfad, Campus Vitra (Weil am Rhein, Germany), the Castells set design workshop, Casa Bloc, Ricarda, Estudi Arranz Bravo
- A new edition of ELISAVA Base Camp was held in La Bisbal de l'Empordà, which featured three different workshops where the students were able to work with local craft-people (natural fibres, cork and ceramics), accompanied by professional tutors, and with companies and institutions.
- Participation began in the International Carousel programme for the annual organisation of a workshop based on a rotational exchange system. In this first year, we were visited by students from the Windesheim

University of Applied Sciences to take part in the Wearable Technologies workshop. ELISAVA students travelled to the Akerhus University College of Applied Sciences in Oslo to take part in the Oslo Light Experience project.

- Students took part in a great many projects, festivals and competitions with institutions and companies, most notably Uttopy, with the collaboration of the Oceana NGO; Hard Rock Cafe; Art on Paper, of the Cuixart Foundation; and the Blanc Festival.
- The school took part in the 2016 Fuorisalone in Milan with the Paperphylia installation, where various inspirational proposals for new uses and applications of paper were presented.
- We also carried out a range of teacher training activities, we collaborated with the Pompeu Fabra University in skills assessment, and we invited Brendon Clark (Stockholm Interactive Design Institute Director) to the workshop entitled Innovation in Education, Teaching Methods, Final Research Project, Research in Design and Engineering, and Fabio Parasecoli (The New School) to run the Food Studies and Design workshop.

Final Degree Project

This year, the Final Degree Project (TFG) started on the basis of a proposal put forward by the students with the aim of their directing this last piece of university work towards areas of interest to them. To accompany the process, the school offered a team of tutors to guide them regarding structured subject areas in the fields of Elisava Research (Human, Society, Technology, Material, Information). In addition, the school provided a tool that invited them to question their personal positioning, a spider graphic that compares concepts on which to reflect (Provocation/Solution; Intuition/Methodology; Speculation/Context; Experimentation/Tradition).

The first stage of the project began with joint tutorials where thoughts were shared about the same areas of interest; this first stage ended with an Elevator Pitch format session organised jointly with the Bachelor's Degree in Engineering in Industrial Design students. From this moment on, the students continued their projects with personalised tutorials and subject advisory sessions (lighting, art direction, mock-ups and prototypes, oral presentation, etc.).

The results showed a great diversity of positionings that show the importance of the Final Degree Project to reflect and communicate each student's potential, from proposals that provide solutions to current problems, showing rigour and technical mastery of the discipline, to projects that question and provoke thought on the limits of this, accompanied by relevant conceptual and theoretical research.

Faculty's Research and Exchange

In a collective effort, ELISAVA continued to work on research and internationalisation as the cornerstones of the increase in educational quality. Here, we should highlight the following:

- Presentation of the paper: "Una metodología para el diseño de marcas" (A Methodology for Brand Design) by Francesc Ribot at the Congreso Internacional al Diseño (Mexico City, October 2016).
- Presentation of the paper: "La cultura de la imatge corporativa en l'organització" (Corporate Image Culture in the Organisation) by Francesc Ribot at the Palau de la Generalitat de Catalunya (Barcelona, November 2016).
- Publication of the book *Talkument 04. Desplazamiento y ruina* (ETSAM-UPM, 2016), by Ramon Faura.
- Presentation of the paper: "Sobre la ciutat i la destrucció" (About the City and Destruction) by Ramon Faura at the City to City Awards, in the Saló de Cent in Barcelona City Hall (November 2016).
- Publication of the book *Code-X* (Winchester School of Art, 2015), with an article by David Lorente.
- Presentation of the paper: "El papel del pavimento en la imagen de la ciudad" (The Role of the Pavement in the Image of the City) by Danae Esparza at the participative conference on Pavements in Historic Urban Landscapes, at the Palacio de Carlos V in Granada (May 2017).
- Presentation of the paper: "David Bowie is a Cultural Icon" by Ramon Faura and Luis Hidalgo at the Barcelona Design Museum (July 2017).
- Organisation of the FADFest 2017 devoted to Tourism by Ramon Faura (June 2017).
- Presentation of the paper: "Tres estacions de la Línia 9 del metro de Barcelona" (Three Stations on Line 9 in Barcelona's Metro) by Daria de Seta at the *Architects Meet in Selinunte* congress (June 2017), awarded the Nazionali Selinunte Prize.

DEGREE IN ENGINEERING IN INDUSTRIAL DESIGN

General Overview

The 2016-2017 academic year was a year marked by the accreditation of the Bachelor's Degree, the addition of new doctoral staff (including a new Director of Studies) and the subsequent commitment to research. To foster the integration of the new staff and lay down the bases of a continuous improvement process in the Bachelor's Degree, a series of activities was run. Firstly, new interest groups were created to foster the integration of new content in the subjects and the Final Degree Projects, in areas such as industry 4.0, digital manufacturing, biosensors, interactive spaces and dynamic materials. Positioning and

strategy workshops were run where we took a new look at the skills of the ELISAVA design engineer in comparison with other local and international design and engineering bachelor's degrees.

Relevant teaching activities

Visiting lecturers

- George Caridakis, lecturer at the University of the Aegean, Department of Cultural Informatics, gave a class on UX Requirements in *Product Design II* and gave the presentation *Designing Internet of Things*.
- Valentina Rognoli and Manuela Celi, lecturers at the Politecnico di Milano, gave a class on *The expressive-sensorial dimension of materials and the emerging experiences with materials*.

Lectures

- Presentation: *El móvil muda de piel* Nuria Oliver. Dr Nuria Oliver, expert in technological trends and their interaction with human beings.
- The ACERINOX S.A. company gave a lecture on the characteristics, type, properties and aesthetic possibilities of stainless steel.
- Presentation: *Interactive Materiality* by Meerthe Heuvelings from the Eindhoven University of Technology.

Workshops

- *SeeingNano*, given by Hannie van den Bergh from Studio HB (Materials Selection).
- *Wearable technologies*, by Oscar Tomico and Saúl Baeza (Aula Obera with the participation of students from Windesheim University of Applied Sciences, part of the *Carousel* international exchange programme).
- *Prototyping Digital Jewellery, the value of using your body in the design process* by Maarten Versteeg, Meerthe Heuvelings from Eindhoven University of Technology.
- Workshop *Upcycling de barri* (advanced materials), by Taller Esfèrica.
- Workshop *Sensors i electrònica imprimida per a wearables* (materials project), by Eurecat-Mataró.

Visits to companies, institutions and events

- Visits were made to GRÀFIQUES ARGENT, Vanguardgrafic, TECHNOTRAF in the QUADPACK group, MIBA MUSEUM, BARCELONA DESIGN MUSEUM, Materfad, Eurecat-Mataró and Eurecat Canet de Mar, and SEATSport.

Organisation and Participation in Conferences, Workshops, and Professional And Educational Events

- Maker Faire BCN, on 17 and 18 June, where we exhibited projects, videos were screened and there were workshops.
- Oscar Tomico chaired the session *From the design of the product to the store* at the Advanced Factories Congress, Barcelona.
- Organisation of TECHDAY 2017 *Designing from the two-dimensionality of materials*. Speakers: Dr Sebastian Reparaz (Barcelona Institute of Materials Science), Nadia Pons (Knowledge and Technology Transfer Department of ICN2), Sílvia Escursell (graphic designer) and Alumni Javier Camino, and Ona Bombí Aymerich.
- *Materiales avanzados: nuevo paradigma del diseño sin límite creativo*, by Jessica Fernández Cano, at the *Design and Research for Health - Design Cluster* conference, Barcelona Design Week 2017.
- *Soft Wearables, the economical, social, and ecological sustainability of wearables* Keynote by Oscar Tomico at the WearSustain Launch and Symposium, Canòdrom Parc de Recerca Creativa, Barcelona.
- *Soft Wearables, designing products that are worn* presentation by Oscar Tomico during the round table on Embedding Digital and Bio Technology in Fashion, Maker Faire BCN Conference.

Papers, Congresses, Publications and other Scientific Activities

Presentations at congresses and symposia

- *Design and development of smartearable and wearable health-friendly products based on graphene, through material-centered design* (2017). Guasch, B., González, M., Fernández, J., Peña, J. 7th Graphene Conference, Barcelona.
- *Análisis con Visualización por Descarga de Gas (GDV) de los posibles efectos en el agua de diferentes recipientes* (2016). Hernández, R. Ondas y vida, Barcelona.▪

Articles

- Mackey, A., Wakkary, R., Wensveen, S., Tomico, O., Hengeveld, B. (2017): "Day—to—Day Speculation: Designing and Wearing Dynamic Fabric". RTD Conference, Edinburgh, UK.
- Wilde, D., Vallgård, A., and Tomico, O. (2017) "Embodied Design Ideation Methods: Analysing the Power of Estrangement. In Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems (CHI'17)". ACM, New York, NY, USA.

- Castan, M; Tomico, O (2017) "When does clothing become textile architecture? Creating dynamic qualities in architecture through dance choreography. Design Case". Nordes 2017, AHO, Oslo, Norway.
- Abellà, A., Amorós, A., González, M., del Corral, A., Peña, J. (2017). "Analysis with Gas Discharge Visualization of the Possible Effects on Water in Different Containers". Water 8: 165-171.

Work Experience Placements in Relevant Companies, Projects with Companies, Projects Bought, Student Prizes

- Thirty-four Bachelor's Degree in Engineering in Industrial Design curricular work experience placements were signed with 4th-year students. Seven of these were abroad, specifically in: London, Amsterdam, Denmark, Belgium, Portugal, Madrid and Iceland. The companies where work experience placements have been run include: SEAT, Rücker Lypsa, Danone, Materfad, Advanced Nanotechnologies, Fyla Laser, Ferrin electronica, Akewuele, Wearcero, Zobebe, Galan Textil Machinery, Webbdevlam, Associació Esclat, Future Fit Engineering, Garrofe Design, The Beach, Innou, Boed Design, El Arco Design, Nuevepiés, Safety Babyauto.
- Collaboration agreements for Final Degree Projects and projects in subjects have been made with companies such as: EURECAT, EOLGREEN, EURECAT, ESTAL, FEMMEFLEUR, SEAT, Zero2Infinity, INTERLEATHER, ZINC GROUP, GASOL ELECTRIC CAR, BENSEY, FUNDACIÓN ALICIA, ESCLATEC, FLASKA, SUEZ, MOHES, PROMSA, PLAY.
- National Utility Model No. 201730320 entitled: "CONTAINMENT AND SENSORIAL STIMULATION SYSTEM FOR PREMATURE BABIES" in the NIDO project, in collaboration with Hospital Sant Joan de Déu, developed from Eva Diaz Meccia's Final Project, tutored by Marta González and Anna del Corral.

Prizes

- 1st runners-up prize for Carla Pérez, 2nd runners-up prize for Ignacio Pons in the "National Packing and Packaging Design and Sustainability Awards of the Valencia Packing and Packaging Cluster".

SIMULTANEOUS STUDIES

General Overview

The 2016-2017 academic year saw the graduation of the first Simultaneous Studies (PES) intake, which enables ELISAVA students to obtain both the Bachelor's Degree in Design and the Bachelor's Degree in Engineering in Industrial Design in six academic years. Unique on the current Spanish education scene, this programme was designed from the start to be a leading course that calls for an innovative, demanding and creative vision from the whole of the academic team.

Milestones achieved

All of the hard work and enthusiasm that we saw during this process from students and lecturers condensed the 2016-2017 academic year into the production of the Final Project that would lead to the awarding of the two Bachelor's Degrees. To undertake the projects, we had a team of tutors from a wide range of fields, including design, engineering, architecture and programming, whose task it was to ensure that the students acquired the creative, humanistic and technological skills learned over the six years of the PES.

The result has been one of high-quality projects in areas that combine technological innovation with social innovation, critical thought on the context and precision in the details and finishes. The first final projects of the PES show, in short, the success of an academic programme that has trained students in essential skills to meet the demands and aspirations of the social and industrial world.

The two intakes that have studied on the 4th and 5th years of the programme took part in the overall reflection currently occurring at ELISAVA regarding Product Design. The projects and work require the student to tackle the product from a global point of view, from art direction, prototyping, simulation, materials selection or the production and sales system. This exceptional requirement is reinforced by the participation of top-class lecturers, contact with leading international companies and institutions and the use of a wide range of resources in the school, including the photographic studio, the Media LAB, the graphic workshop, the prototypes workshop and the science and electronics laboratories.

Based on the work done by the directors of studies of the Bachelor's Degree in Design and the Bachelor's Degree in Engineering in Industrial Design and the two Product Managers on both degree courses, the programme plans to go more deeply into the complexity and diversity of its focus, within a process of continuous improvement and the increase in quality of the students' training. In the 2017-2018 academic year, a new intake of 35 students have started PES at ELISAVA, confirming the interest and potential of a training proposal that will be a benchmark both inside and outside the school.

UNIVERSITY MASTER'S DEGREE IN DESIGN AND COMMUNICATION

General Overview

In this academic year, the MUDIC was under new management, led by Ariel Guersenzvaig, who reformulated the application of the current syllabus, together with the ELISAVA Academic Management.

A central objective sought was to foster the study of research in design as cross-disciplinary and —without losing sight of the professional area— we sought to convey to the students the value of research in design and the relevance of design as a form of research and a tool for action.

Another important aim was to ensure that the various subjects on the MUDIC, a consolidated and mature programme, attained greater depth in terms of contents and the transfer of skills. For this, the number of lecturers per subject was reduced and the number of doctoral lecturers was increased, in line with the AQU/ ANECA directives.

Another clear goal was for the students to see themselves by the end of the course as "designers-researchers" or as "researchers in design". Seeing their Final Master's Degree Projects as representative of everything that they had learned throughout the course, we can confirm that both this aim and the ones stated above were achieved satisfactorily.

The assessment of the course by the students improved progressively throughout the academic year to be placed at similar levels to the ones achieved previously, with an extremely high number of students who would recommend the programme.

Besides this, the MUDIC managers took part in the "#5SCD Seville City of Design" conference and in the conference on Customer Experience in the Digital Era, organised by Mobile World Capital - GoingDigital.

Activities

The new teaching focus translated into a renewal of subject areas and of the focus on subjects and the teaching staff as part of the framework proposed in the current teaching plans. Two of the four subjects in the first and second terms give room for theory, reflection and research, while the other two have a fundamentally professional character, where the students can put into practice not just their technical knowledge but also their critical and thought capacity to make the profession advance, so moving away from false dichotomies between theory and practice.

In the first term, work was done on thematic lines related to storytelling, marketing, semiotics and speculative design. The second explored relevant aspects of research in design in professional and academic fields (e.g. research and analysis methodologies, research management, and academic writing and results presentation techniques).

The Final Master's Degree Project adopted a dynamic whereby part of the work done in the subjects in the second term acted as the starting point for the Final Master's Degree Project. Similar to previous years, the students could choose their subject area and prepare a Final Master's Degree Project proposal, which was assessed by the MUDIC scientific committee and which served to assign the appropriate tutors.

Besides this, collaboration with the Elisava Research team of researchers was put forward so that they could show their work to students and convey to them some of their knowledge in specific areas such as co-creation, interaction design and design futuring.

In the 2016-2017 academic year, 11 Final Master's Degree Projects were submitted that focused on research or the corroboration of hypotheses and 9 works focused on producing a practical proposal.

Other notable aspects:

- With her Final Master's Degree Project, Cristina Catalán was awarded a grant by the "La Caixa" Banking Foundation and ENTI-UB aimed at professionals in the field of healthcare, sport and technology. The same student was one of the 10 selected nationally for the Falling Walls Lab Madrid 2017, aimed at solving global challenges in fields such as energy, poverty, environment and health.
- Claudia Misteli, MUDIC student, attended the "Cumulus Kolding 2017" conference and was invited along with another ELISAVA student, Mi Sun Na, to share the research results of her Final Master's Degree Project at the Gengdan Academy Design in China.
- Five of the 20 students on the course were also teachers in design schools. A number of them intend to continue with doctoral studies.

International projection

Two workshops of 20 hours duration in emerging design fields were given. One of them on "Participatory Action Research" with Danielle Wilde, lecturer at the University of Southern Denmark, and another on "Open Design" with Viviana Narotzky, director of the Open Design Conference. In the Professional Projection subject, Dutch business consultant Humberto Schwab gave a workshop on "Socratic Design".

Institutional contacts

Contacts were maintained with lecturers from Escola Superior de Artes e Design de Portugal (ESAD) and from the University of Southern Denmark (SDU). With this latter institution, a mobility agreement for teaching staff at both institutions was also promoted and signed as part of the Erasmus+ programme.

MASTER AND POSTGRADUATE PROGRAMMES

AREA OF SPACE DESIGN AND ARCHITECTURE

Master's Degree in Retail Space

Design: Retail Design*

Postgraduate Diploma in Retail Design

Design and Space: Shopping*

Postgraduate Diploma in Retail Design

Design and Concept: Branding*

In this academic year, we should highlight the design projects for IKEA and Spanish airports, and a global reconceptualisation for the Swarovski brand, which has resulted in the hiring of several of our students as interns by the company.

Our programme creates tools that provide students with an ability for vision and leadership. As a professional field, the intention of the Retail programme is to teach students critical, social and corporate ability, together with a global vision of the markets and of the development of positioning strategies and analysis of these markets. Students interested in this programme come from areas such as marketing, architecture and strategy.

A lot of emphasis is placed on research, but we need to put greater emphasis on sustainability projects and on leadership and contract negotiation tools when applying to the major firms. We should explore niche markets in transition spaces, such as museum and airport shops. Work needs to be done within an interdisciplinary group framework to have an open attitude of leadership and team work. Each module tutor should monitor the projects in their area to then comment on them and revise them with the programme managers. Increasing the number of lectures that offer different points of view is also important, as is working with real company briefings and getting reviews from market professionals who come to assess the students' projects.

* Programme taught in Spanish and English.

Master's Degree in Advanced Design

and Digital Architecture (ADDA)*

Master's Degree in Advanced Design and

Digital Architecture. Mention in Research*

On the academic year 2016-2017, it has been achieved the expansionary budget that was approved by the Board of our Foundation on November 2016. From an economic perspective, it should be highlighted that the incomes from the activities increased 9%. This, along with cost management and continuous improvement of processes, has helped to achieve the planned exploitation result. It should be said that the Board of our Foundation has approved, for this exercise, to allocate an additional appropriation in order to cover costs of the strategic plan of the Foundation development.

It must be pointed out, as is the norm, all the planned investments have been made in order to keep the level of excellence and innovation that characterizes the School.

As for the 2017-2018 academic year, the Board of our Foundation has approved a budget focused on the strategic plan guidelines. In this budget, a particular emphasis will be placed in the growth of income. This increase is focused on three main areas: the definition of new formats of products and services, the promotion of research and a better collaboration with enterprises.

The attached tables show the economic evolution of the financial statements of the ELISAVA University School Private Foundation, over the last three academic years, shown below in the profit and loss accounts and balance sheets.

* Programme taught in English.

Master's Degree in Interior Design*

Postgraduate Diploma in Interior Design.

Private Perimeters*

Postgraduate Diploma in Design

of Work Space*

This academic year saw the completion of the first two editions of the English-language version of the Master's Degree, taking as the model the tried and tested programmes of the Spanish version, which is still offered.

On the Postgraduate Diploma in Workspace Design, the final project consisted of implementing workspaces for a group of 3 companies in the advertising sector —SCPF; SOFA; Mr. John Sample— located in an early twentieth-century industrial building. Students worked closely with the group managers based on a brief adapted to their needs.

Another project was also run, in collaboration with the Interface company, about an auto-content space, suitable for shutting oneself away, concentrating, relaxing or intensifying creativity alone or in a group, which also incorporated the concept of biophilic design.

There were three lectures, given by acclaimed local professionals —Federico Turrull (Turrull & Sorensen); Patricia von Arend (Denys von Arend) and Gerard Sanmartí (Lagranja Design).

On the Postgraduate Diploma in Private Perimeters, the project was run in two spaces in the old Lehmann factory in Barcelona's Eixample district, with the planning of lofts associated with different user profiles, with specific and well-defined needs.

We should highlight that the three main workshops on the postgraduate course (Kitchen, Furniture and Lighting) included visits to specialist showrooms.

Four lectures were given, by Charmaine Lay, from Soto-Lay Architects; Guillermo Santomà; Arturo Frediani, including a visit to the La Ricarda building; and Yolanda Yuste, from YLAB architects.

The Master's Degree ended with an exhibition of the work produced by the students in the first ELISAVA Master's Degree Show.

* Programme taught in Spanish and English.

Master's Degree in Ephemeral Architecture and Temporary Space Design

The overall evaluation of the course is excellent. Students, core faculty and directors agree in a positive appraisal of the course's structure, the-matics and methodology. Although it has been a very demanding and work-intensive year, there has been an extremely good atmosphere throughout the course.

The main goal of MEATS is the comprehensive training of students in the field of temporary space design. In addition to providing a high value-added specialized professional profile, MEATS includes practical training through the actual construction of many of our design proposals.

This academic course we have had very relevant external partners with whom we have designed and built real projects. With REC Stores we have developed the concept design for REC Camp and we have designed and built the REC.015 Popup Day Estrella Damm, which has proven a huge success. MEATS plus six undergrad students represented ELISAVA in Llum BCN 2017 with the installation "Orbis" in Museu Picasso, which was awarded the First Prize. "Paper Geographies" was exhibited for a month in Centre Artístic Sant Lluc and was a success both in terms of visitors and reviews. With Fira Tàrrrega we designed a proposal for "Ondara Parc" scheduled to be built in September 2018. With Plataforma d'Arts de Carrer we did the strategic design for "El Carrer és Nostre" exhibition.

Given the very positive experience accumulated in the first two editions of MEATS, next course's main aim is to consolidate it.

Master's Degree in Interior Design for Hotels, Bars and Restaurants Postgraduate Diploma in Design of Bars and Restaurants Postgraduate Diploma in Interior Design for Hotels and New Hostelling

The challenge posed by the 1st edition of this Master's Degree on a current and highly attractive subject area, which brings together at least four ingredients in which the so-called "Barcelona brand" operates today: hotels and hostelling; gastronomy; design; and lifestyle (not only with regard to tourism but also to street leisure in a Mediterranean city) was successfully achieved.

In the Postgraduate Diploma in Design of Bars and Restaurants, the proposal for the final project was the reactivation of the Maldá shopping mall into a gastronomic space by the Tragaluz group. In another project, work was done on a new concept of brasserie on an empty plot

of land on Madrid's M-30 orbital road, based on a real proposal by chef José Espasandín, who was present at the final review of the project.

In the Postgraduate Diploma in Interior Design for Hotels and New Hostelling, three projects were undertaken. The first consisted of developing a model room, in detail, for the Room Mate Hotels chain, which honoured us with the presence of Kike Sarasola and part of his team when awarding the prizes for the best projects. The focus of the second project was the old power station in Sant Adrià del Besòs, for which a new concept of "experimental" use had to be created. The third project was the complete refurbishment of a holiday hotel in Sitges, the Hotel Subur Maritim, of the Matas-Arnalot Group, seeking an innovative form of accommodation.

The Master's Degree boasts lecturers of great prestige in the sector and held lectures given by Juli Capella, Oscar Tusquets, Dani Freixes and Ricard Trenchs.

Master's Degree in Set Design

This year saw the second edition of the Master's Degree and consolidated the formula of a 100% vocational programme with the collaboration of companies and professionals with whom we ran the programme and who ensure that the students get first-hand experience of the design and execution of set design projects aimed at theatre and audiovisual audiences.

Once again, we used the play *Romeo and Juliet* as the starting point for developing the set design of a range of disciplines (circus, text, dance, etc.), tutored by a dramatist and a set designer and with the personalised accompaniment of various designers (lighting, audiovisual, wardrobe, etc.), who advised the students. Shakespeare's play was placed in different historical and geographical contexts to create the style book of different films with unbeatable results, developing everything from the proposed colour and look to the development of shots and the proposed construction of furniture and fittings for the different sets.

The second part of the Master's Degree is aimed at close work alongside professionals and companies, taking on real jobs and cases. In the case of TV, the students, under art director Esther Alonso, designed sets for various non-fiction programmes and subsequently monitored the construction and deployment of one of them. Under the supervision and tutoring of Marta Puig (Lyona), students also made a stop-motion videoclip using different techniques, with a high-quality result.

In the workshops section, they built the stage set for the play starring the ELISAVA Theatre Group, and they also created a character based on the production of a mask, working with costume and set designer Raquel Bonill.

AREA OF GRAPHIC DESIGN AND COMMUNICATION

Master's Degree in Branding Postgraduate Diploma in Brands, Core of Communication Postgraduate Diploma in Innovating through Brands

In this complete edition of the programme, the participation of expert branding professionals from the most reputable consultants, such as Interbrand, Saphron, Summa and CBA Graells, was consolidated, and students' satisfaction with the global vision provided by this subject was reaffirmed.

The Postgraduate Diploma in "Brands, Core of Communication" ran as scheduled and the Thesis-Project done by the students was a fictitious strategic branding project working with real brands such as Bimbo (with The Rustik Bakery line), GB Group (with the Sopinstant products) and Omega Pharma (with the popular Predictor). The projects were presented to the managers in these companies and received very good critiques, both in the strategic aspects and in the creative and formal ones.

The second Postgraduate Diploma, "Innovating through Brands", centred more on the understanding of the big changes brought about by the new technologies in the world of communication and the opportunities that arise in brand management, creation and development, and how in this process, branding can be a key success factor.

Students had the opportunity to meet a great many professionals who are setting a trend. In particular, the presence of Xavi Guardia, CEO of Sfy, was consolidated, developing augmented reality issues (Google Glass), wearables and the Internet of Things at a conceptual and practical level, as a new subject. The gamification concept was also established through the specialist company Aiwin, also introducing two new concepts: online games, presented by Sven Liebich, creative director of SocialPoint, and the creative management of Big Data, by Domestic Data Streamers.

The Innovation Thesis-Project was based on the presentation by the students of a fictitious future world. The results were presented to a number of professionals linked to innovation, pleasantly surprised by the good results obtained. The presentation sessions were streamed on the ELISAVA website with a considerable audience.

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

The aim of this programme is to train graphic and product designers in the speciality of packaging. For the 2016-2017 academic year, we challenged our students to 12 projects, managed

by tutors specialising in each discipline, going from the concept to the naming of the brand to the graphic communication and the shape and functionality of the packaging. All this was supported by theoretical training in the more strategic part (branding, neuromarketing, etc.) and in skills development, such as typography and writing. Working on such very different projects and with a wide range of professionals creates a vision of the packaging design that embraces the whole discipline.

This year, we have achieved a high level of recognition in national and international competitions: a trophy at the Laus Awards, another at the Pentawards, four Liderpack awards, one trophy and one runner-up at the Clúster de Envase y Embalaje competition. We have also appeared in renowned publications, such as Gráfica, which included us on its world packaging design short list.

The Laboratorios Pierre Fabre were present at this year's edition as guest company invited to sit on the Innovation and Packaging Workshop panel. In this year's competition, once again Isern Patentes y Marcas promoted innovation and relationships with big brands. For their part, members of the Puig Marketing Department sat on the Minimum Packaging Workshop panel and the Lavernia&Cienfuegos Design Studio collaborated for the first time on our Master's Degree, tutoring the projects of students in the Standard Packaging Workshop. We hope this will be the start of a long friendship.

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

Most notable in the twelfth edition, under the direction of David Casacuberta, Ariel Guersenzvaig and Rosa Llop, are the papers given by its directors at the 6th Congress of Design Professionals and User Experience of Spain; at the 1st International Interface Politics Congress; and the GoingDigital OPEN conference on "Digital Transformation - the Customer Experience", organised by Mobile World Capital. Parallel to this, an agreement was also established with the Internet Age Media Congress to offer a volunteer programme to our students and alumni that will enable them to join the international professional community. With this presence at congresses, the Master's Degree is at the forefront of research and thinking in the field of interaction design and digital transformation through design.

As reinforcement of the positioning strategy as leader in training in the sector, the Master's Degree offered a programme of high-level lectures where students were able to get to know the leading projects in the Spanish market in a friendly environment. Some of the speakers who took part were Danil Paladini (Paladini Digital Projects), Mònica Zapata (Optimizet),

Eduardo Moratinos (Designit), Jorge Márquez (Everis), Laura Andina (Tuenti), Pablo Sanchez (Ableton), Yoel Lenti (Insitum), Ferran Pruneda (8 degrees), Karina Ibarra (Google), Francis Casado (3D Digital Venue) and Pablo Serrano (Buy Yourself).

Finally, we should highlight that the programme has consolidated its teaching staff, made up of active professionals in the sector, with whom the students were able to establish trusting ties, with the addition of three new prestigious lecturers: Jordi Arias, Bet Matoses and Pablo Casals.

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

The 2016-2017 academic year is the first time that this Master's degree has been given in two languages: Spanish and English. The Master's Degree in Graphic Design maintains its professional and dynamic problem-solving methodology with the aim of finding innovative ways to solve the briefs given to the students. The two postgraduate courses maintain the structure of previous years.

On the Postgraduate Diploma in Graphic Design applied to Communication, the students undertook a core and cross-disciplinary project in all the disciplines of graphic design around sustainability. The students on the Postgraduate Diploma in Graphic Design and Publishing Projects solved three publishing projects in parallel (book, press and digital platform).

Workshops were organised during the master's programme with Alejandro Masferrer, Paadín, Joancarles Casasín, Carlitos and Patricia, Bendita Gloria, Serge Rompza and —for the first time— a workshop with an international figure, Anthony Burrill, in which the two groups (Spanish and English) took part together.

Also, part of the programme were showcases with Javier Jaén, Hey Studio, Enric Hernández, Javier Arizu, Sonsóles Álvarez, Mark Brooks, Rosa Llop, Jon Uriarte and Oficina de Disseny; as well as international lectures open to the public, such as the ones by Design Studio and Spassky Fischer, with a spectacular public attendance on both cases.

We should mention that students from previous years have been awarded a number of Laus Students Prizes: two Golds, two Silvers and one Bronze. Also, a work team in the English-language group was awarded a Gold in the 2017 edition of the ELISAVA Professional Edition Awards.

From next academic year, both postgraduate courses will become master's courses, respectively the Master's Degree in Graphic Design and the Master's Degree in Publishing Design.

* Program taught in Spanish and English.

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

The Master's Degree seeks to reinforce the importance of the art director in the context of a society where we now not only consume fiction and entertainment visual and audiovisual contents, but we also inform ourselves, debate and construct the visual magma that represents us and configures our reality, with images that are prefigured and configured voluntarily and intentionally.

The art director is often the person who designs the aesthetic strategy of communicative messages and, as Andrés Hispano says, the person responsible for "narrating in abundance". It is in this context that our students have to have not just an aesthetic and strategic education, but also the cultural, social and political vision of a connected collectivity.

With methods created and developed in the context of the course itself, with co-creation techniques and discussion of the proposals, the students experience diverse situations and learn to analyse and express according to the present objectives in a variety of fields. This important differential value is possible thanks to the cross-disciplinary application of the course methodology (DDDD method). A model based on the generation of ideas in the context of the methodological process of design.

In this 19th edition, as in other years, one of the cornerstones of the course is strategic decision-taking in creative projects. Taking on different roles in the same team, students learn the conceptualisation and formalisation process of different visual universes, as well as the management of the different specialists who will be taking part in the practical execution of a project: photographers, illustrators, designers, architects, programmers, etc.

Finally, as an academic ingredient of high professional value, the students had the opportunity to meet leading figures in the field of art direction, such as Antxón Gómez, art director of Pedro Almodóvar's films; Jordi Grangel, creator of animated characters such as *Corpse Bride* by Tim Burton; and Silvia Revetllat and Albert Majó, experts and creators of olfactory experiences.

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

In its 24th edition, the Master's degree continues to highlight the importance of design and visual, audiovisual and interactive communication as leading languages in communication and advertising.

Using proprietary methods, the course trains creatives able to design complex strategies, providing creativity from the diagnosis of the

problem to the final proposal of communicative and persuasive pieces. In recent years, we have created and developed research and analysis methods such as MIN, generative conceptualisation methods such as Haurglass and expressive resources such as the Creative Tool Kit.

Divided into three main blocks (analysis of the environment, conceptualisation and creative expression), the course enables students to take part in all the stages of a product, brand or social communication project. In gamification contexts, practising with traditional media, interactive advertising and social media, the students take on and practise the different creative roles of a communication and advertising agency.

This year, thanks to some top-flight experts, the students have entered one of the markets that most involves creatives in its creative strategies, including designers, photographers, producers, musicians and architects, with the desire to create experiences capable of conveying their corporate values.

Finally, as major reading complement during the course, we should highlight the importance of lectures as a point of contact between the students with leading professional figures such as creatives Ferran Llopart, Francesc Talamino and Marcel·lí Zuazua, who have shown students the latest trends and news on the advertising scene.

Master's Degree in Photography and Design*

How does a group of emerging photographers approach more traditional artistic aspects such as painting and the institution of the museum? And how do they find a way of living alongside or even occupying these areas? These questions constitute the visual motif based on which the students on the Master's Degree in Photography and Design worked on a photographic intervention project that explores the space of the Can Framis Museum, the results of which were displayed between spring and winter 2017 on the front of the museum itself. Also this year, the students staged the Gothic Delights exhibition, which considered the history, evolution and social effects that tourism and gentrification have had on Barcelona's Gothic Quarter. The year also saw the anniversary of 10 years of the ELISAVA postgraduate photography course, and to mark this, an exhibition was staged with some of the final work presented over these 10 years, as well as a commemorative catalogue.

Student Dimitriy Levdanski won the Neo2 080 2017 fashion photography prize; student Tam Hoi Ying was awarded the D&AD Next Photographer Award 2016 and the World Biennial of Student Photography International Photography Prize; Alice Cannara was selected for the Sony Photography Awards and for the Bfoto Festival. The students on both the English-language programme and the course in Spanish took part in the Utopia 126 and Art Photo Bcn fairs, Fine Art, the Igualada Photography Biennial in PHoto ESPAÑA Discoveries and in the

Rencontres Festival in Arles, where they did a photographic intervention in the streets of Arles.

* Programme taught in Spanish and English.

Master's Degree in Illustration and Comic

The old postgraduate course has experienced its first edition as a Master's Degree and has, consequently, been a year filled with challenges and new situations. We have offered an extensive range of languages inherent to illustration and comic, and we have introduced a major new feature, a broad block of contents relating to video games. This year, we multiplied our relations with other companies and agencies, most notably the collaboration with the Catalan Pavilion at the Venice Biennale.

The relationship with the *Time Out* magazine was also consolidated and strengthened, and for nine months we published fortnightly illustrations produced by our students. We also sealed two agreements: first, with the "GRAF auteur comic and independent publishing festival", which as acted as a platform for publicising the Master's Degree; and secondly, with the Cromo Gallery —specialising in illustration and comic— with which we joined forces to bring to Barcelona the prestigious illustrator Roberta Marrero. These actions have given extensive coverage of the Master's Degree on social media and in the press. During the year, we also created a mural for the school courtyard with the collaboration of renowned artist Ricardo Cavolo, which imbues this common area with a renewed air. To summarise, it was an intense year that has fostered and reinforced not only the relations between the Master's Degree with external agents but also its public image.

AREA OF PRODUCT DESIGN

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

The 12th edition of the Master's Degree in Product Design and Development had the participation 42 students in the field of design and engineering (both on the Postgraduate Diploma in Concept and on the Postgraduate Diploma in Development), from countries as diverse as Australia, USA, Mexico, Brazil, Chile, Paraguay, Costa Rica, Uruguay, Ecuador, Colombia, Venezuela, Portugal... and also from all over Spain.

The following is a summary of the highlights of the Postgraduate Diploma in Product Concept:

- Lecture by Ramon Sangüesa i Solé, PhD in AI, researcher at the UPC, coordinator of the Data Transparency Lab at the MIT.
- Workshop with the Crevin company and production of a student's project.

- Participation by some of the students in the workshop with Danone.
- Visits to the ANIMA studio and the Manel Molina Studio.
- Business project with Solac, part of the Taurus Group, and visit to the facilities at Oliana (Lleida).
- Exhibition of the results of the Thesis project: "Design and Internet of Things. Controllable or Uncontrollable objects" at the Disseny Hub Barcelona.

Besides this, on the Postgraduate Diploma in Product Development, four cooperation agreements were signed with the companies Educa Borrás (interactive toy project), LAMP LIGHTING (technical lighting for museums and exhibition halls), TAURUS-GROUP (Mycook food processor) and COMAS (utensils/cutlery for aperitifs). We should highlight that out of all the projects presented, the TAURUS-GROUP company has decided to acquire one of the nine projects presented, and the COMAS company has also decided to buy one of the five projects presented in the optional workshop.

On the Master's programme, complementary activities were organised, including the lectures by the Arkoslight, SimonTech, FYLA and LÚCID companies.

The students visited a number of companies and institutions, including the ASCAMM Technology Centre, the CIM Foundation, the Materfad materials centre, the SAPA Extrusion company and the LAMP LIGHTING company. During the postgraduate programme, 15 agreements were signed so that students can take internships in a number of product design and development companies.

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 idea of a furniture designer or a furniture maker becomes the cornerstone of the discourse for this programme, with a specific attitude and tools compared with other areas of design.

The Master's Degree in Furniture Design approaches the discipline from a directed and specific perspective, making reference to the knowledge of furniture as a social and cultural object.

In this last edition, we should highlight two significant additions to the content. The first refers to improvements to the manufacturing processes and materials subject, where an essential route based on real practical studies has been established. The second new addition refers to aspects relating to the art direction of products understood as an essential tool, in communicating both the projects and the individual profile of the student, so working on the personal brand and the portfolio.

Students have undertaken quality projects and have demonstrated a high degree of

commitment, with proposals that achieve ever greater visibility. Self-production has been one of the most demanding and at the same time educational projects, as it emphasises the aspects that differentiate a mature product from an academic project.

Students attended a wide range of scheduled activities, including a visit to the Vitra Campus in Basel and the session by Nani Marquina in her showroom-store in Barcelona. They also visited companies such as Dynamobel in Peralta, together with the students on the Master's Degree in Interior Design; AIDIMA, a leading technological centre in the furniture sector, and Punt Mobles (both in Paterna, Valencia); the Figueras International Seating factory and design centre in Lliçà d'Amunt; and the Escofet 1886 facilities in Martorell, as well as other leading organisations.

Postgraduate Diploma in Digital Modelling for Automotive and Product

The aims of the programme are to train specialists in the development of real-time 3D digital modelling in the areas of product design and vehicle design, and to give students an introduction to the practicalities of working in these areas. It also sought to provide training in the skills they will need to apply the knowledge gained to real projects through the Thesis Projects.

The learning of methodologies and strategies to define and control form were the cornerstone of training on the course, and students also looked more closely at digital representation, rendering, digital animation and presentation in multimedia environments.

On the Postgraduate programme, students worked with specialist latest-generation tools applied to the representation of environments, surfaces and materials, such as Autodesk Alias, Autodesk Maya and Icemsurf software, and more common software programmes such as Photoshop and Premiere were also used.

We should highlight the quality of the Thesis Projects presented, most of which were connected to the car industry. To monitor the Thesis Projects and the final correcting this year, we had guests from the SEAT Design Centre, specifically Manel Garcés, CAD & Visualization Manager, and Albert Ayats, CAD Exterior Design Manager.

The entry of students into employment was very satisfactory.

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*

The Master's Degree in Research for Design and Innovation (MIDI) is one of the pioneering and most developed programmes in Spain and Europe in two specific fields: Research and Analysis of Trends (since 2008) and Innovation Methodologies, Service Design and Design Thinking (since 2011)

Today, around 230 ELISAVA graduates work on these issues as consultants in 18 countries in Latin America, 9 countries in Europe and 4 countries in Asia, and bonds have been forged with the most prestigious market consultancy, strategy and intelligence firms (including Fjord, Deloitte, DesignIt, DTG, Mintel, WGSN and Trendwatching).

It is for this reason that we have developed our MIDI Global Network as an internal innovation project at the same time as other projects, such as the rethinking of the admissions system for ELISAVA; AirCare for Zobe; innovation strategies for communication of IRTA; redesign of the employment workshop system of Fundación Arrels; global strategic communication for Oceana; financial viability system for the IAM community; Design Thinking for entrepreneurship applies to the Advantage Service company; and human resources attraction system for Netsuite-Oracle, besides proposing improvements in the exhibition of our projects in the school's Degree Show, inspired by the same format with which the MIDI does its partial and final presentations.

We are also progressing in the development of the book *Innovation for the Masses* to be published to coincide with the 10th anniversary of the programme in 2018 and which will include case studies, interviews and research and innovation methodologies developed on the programme in recent years. The book is a co-creation process with MIDI students, lecturers and guests.

We are entering a new stage by sealing the agreement with the University of Lisbon to create a joint programme that will give UdL students a complete year of subjects and projects in Advanced Studies of Trends through the mobility of their students to the MIDI.

* Programme in English and Spanish.

Master in Advanced Design Management Strategy and Entrepreneurship*

The first edition of MaDE has been a great achievement in the growth of the Design, Strategy and Management area at ELISAVA. This area takes design to a new level beyond traditional areas of the profession and its practices.

Strategic Design is a key element for all design professionals who naturally grow in enterprises and entrepreneurial projects. More than 70% of design and engineering graduates become entrepreneurs and grow their businesses without proper skills and resources. This was the reason for creating MaDE.

Business and Design need specialists working together and our collaboration with Rotterdam Business School (RBS) professors has provided our first generation of graduates with good skills and knowledge in both areas. They attended three modules in Rotterdam during the year and multiple interactions with the local entrepreneurs and business students enhanced their vision about their own projects.

Ten students with nine business projects had the opportunity to grow their ideas, test their viability and come up with a business plan for its implementation. Partnerships and collaborations happened organically during the program under the supervision of teachers, tutors and mentors who, through seminars, workshops, e-learning sessions and other activities, advised the entrepreneurs on best practices.

MaDE fostered internal and external business collaborations with organisations like SECOT or Elisava Alumni to increase the awareness about creative entrepreneurship and leadership among the community and to support entrepreneurial initiative.

Also, the seminars Trendslab, Service Design Week and Business Mindsets were successfully offered to engage with external entrepreneurs, organisations and companies as Telefónica, DesignIt, Banco Sabadell, FabCafe, Kantar Media and Barcelona Activa.

* Programme taught in English.

SUMMER SCHOOL VISITING UNIVERSITY STUDY ABROAD

SUMMER SCHOOL

July saw the staging of the second part of the Summer School, where 11 different programs were offered, with an attendance close to 223 students, consolidating the growth in this type of programs. These students come from all over the world to study on these programs, discover the School and decide whether to study for a Master's Degree with us. This year programs were Visual Merchandising, Infographics, Lighting, Resolutive Creativity, Story Telling, Retail Design, Ephemeral Spaces, User Experience, Furniture Design, and New Materials for Design.

On the other hand, along with Parsons The New School (Paris), the School has developed a course, in which the students have passed the last two weeks of July in ELISAVA, attending classes about Design for Food, after spending the first 15 days in Paris.

VISITING UNIVERSITY

Many universities come to visit us every year, but some opt for more than just a simple visit and decide to spend more time with us, doing a tailor-made program. This is a model that every year attracts more international universities interested in the opportunity of doing an immersion in the design culture in which ELISAVA is a key institution in Spain.

This summer, the Technological and Higher Education Institute (THEi) from Hong Kong has visited us. Around 10 students have come to ELISAVA for 15 days in July (50 hours) in order to attend to the course of Designing with Sustainable Materials. This course, apart from the classes in ELISAVA, several excursions have been made. Some of them with an academic component such as the Materfad visit to the Museu del Disseny in Barcelona and some visits for discovering and sightseeing the city.

In the framework of these collaboration activities, we received a group of 25 Mexican students from the Instituto Tecnológico y de Estudios Superiores de Monterrey, also known as TEC, that during the 4 weeks (100 hours) have attended to two courses, one of Creation of Ephemeral Spaces and the other about Visual Merchandising.

STUDY ABROAD

This programme offers students from all over the world a unique opportunity to spend a semester at one of the best design schools in Europe without the need to be part of an exchange programme between ELISAVA and their university of origin. This year, 64 students divided over two semesters, Fall and Spring, from 23 different countries came to Barcelona to take a selection of courses specially created for this group.

After five editions, this programme has become established as a significant option for students who want to study part of their Bachelor's Degree at ELISAVA, but the number of international students who increasingly see this mode as a precursor to the ELISAVA Master's Degree course is also growing. These are students who have completed their Bachelor's Degree in their own country and who enroll on Study Abroad to discover the methodology and academic quality of ELISAVA.

VOCATIONAL TRAINING

GENERAL OVERVIEW

Proposed objectives

The proposed objectives for the 2016-2017 academic year were marked by the strengthening of the educational proposals that have characterised us to date, governed by quality and bespoke teaching where the students are able to develop their skills to adapt to an ever more demanding job market. This is why efforts were focused on fostering projects outside the classroom and bringing students into contact with design companies and agencies that promote design in Barcelona.

This year saw special emphasis on fostering our students' talent so that they transcend the confines of the classroom and understand the professional world from different, although at all times vocational, aspects, on the one hand, entering the reality of design through lectures, and on the other, creating events where direct contact with professionals was key to their development.

Intermediate Level Vocational Training Programme in Assistance in Interactive Graphic Product

This year, we highlight the participation in the Final Project subject of the Enginy TIC company. Its manager, Pasqual Flores, explained how Empathy Maps and Business Canvas worked when defining a product and its proposed value. Later, he took part in the Final Project presentation panel, enriching the comments on the projects with his contributions.

High Level Vocational Training Programme in Decoration and Works' Direction (Interior Design)

During the course, students were able to undertake their projects while coming into real contact with the profession through visits to leading architectural sites or to work in progress. This year, the Final Course Project was undertaken jointly with the Municipal Music Conservatoire, and according to the needs for use of space given by the institution, the students made their proposals, coordinating them with the various professionals working there.

High Level Vocational Training Programme in Graphic Advertising

Students took an active part in a range of activities proposed by associations of acclaimed prestige, such as the ADG-FAD, with which we forged a closer relationship this year, taking part in a number of events, some of which were prepared specifically for our students. On the one hand, we continued to play an active part in the Laus Prizes, presenting projects and attending the awards ceremony with the students and, on the other, we went to exclusive events for CIC-ELISAVA such as the Laus Tour, where ADG members explained how the association worked and gave an overview of the career of a board member. Also present on Portfolio Night, organised by Graphic Advertising – Interactive Advertising students, was the president of the ADG-FAD and director of Clase BCN, Daniel Ayuso, who gave a speech on the importance of a good portfolio.

High Level Vocational Training Programme in Interactive Advertising

Throughout the course, we worked towards the cross-disciplinary merging of the Interface Projects and Design subjects, working on a range of activities that were assessed from the point of view of the two subjects. Consequently, the students were able to create a physical interface; redesign a site with a number of faults defined under our criteria as "serious"; design an operating system from zero; and create a social network.

Collaboration with companies

This year, collaboration with companies focused on the inclusion of real projects as part of the programmes of various subjects. The DDB agency gave a brief by one of its own clients, which was developed in an initial stage with the creative director, and then produced and made on the Projects and Advertising Theory subjects.

The collaboration with ELISAVA was also fluid, and both first-year and second-year Graphic Advertising students took part in the challenge organised with the Uttopy company for the Oceana NGO, consisting of the design of two T-shirts.

INTERNATIONAL RELATIONS

During the 2015-2016 academic year, ELISAVA continued to develop its commitment to internationalisation and cooperation with universities of renowned prestige with which it collaborates as part of the Erasmus+ programme or with its own bilateral agreements. This commitment to opening up to more interesting contexts for design and engineering is one of the distinctive features of ELISAVA's educational project and it establishes the school's desire to train graduates capable of operating in a global environment.

The activity this academic year was committed to establishing and developing our international relations network within the framework of the Erasmus+ programme and the bilateral agreements. New bilateral agreements have been signed with the University of Applied Sciences Darmstadt (Germany), La Sapienza in Rome (Italy), Oslo and Akershus University College of Applied Sciences (Norway) and the University of Southern Denmark in Kolding (Denmark).

ELISAVA's exchange network currently has around 70 centres in Europe, the Americas, Asia and Australia that offer a wide range of focuses on design and engineering in particularly stimulating contexts for training future graduates.

Once again, ELISAVA has been confirmed as a highly sought-after destination for foreign students, who identify Barcelona as one of Europe's leading design cities. Such interest generates an intense flow of mobility. On the one hand, the diversity of profiles and perspectives from other countries enriches the school and, on the other, their presence is an incentive for ELISAVA students to consider the possibility of completing their training abroad.

In order to strengthen bilateral relationships focusing on promoting student mobility, ELISAVA is from this year on part of the Carousel program, composed of seven European universities (Windesheim University of Applied Science, L'École de Design Nantes Atlantique, Edinburgh Napier University, HOWEST University College West-Flanders, Sapienza Università di Roma, Oslo and Akershus University College of Applied Sciences Faculty of Technology). Every year, they send a group of students to one of the partners, and also receive a similar group to attend shared workshops along with the students of the hosting center. This first edition, ELISAVA has hosted a group from Windesheim and we have sent a group to Oslo and Akershus University College of Applied Sciences.

It has also been important the visit of a group of students and teachers from Eindhoven University of Technology. The industrial

designers Meerthe Heuvelings and Maarten Versteeg, who give classes in this renowned institution, conducted the workshops "Interactive Materiality" and "Prototyping Digital Jewellery, the value of using your body in the design process" for ELISAVA students.

This year we have also continued to offer the programme for free-mover students who are from foreign universities with which there is no bilateral agreement. This initiative is in addition to existing agreements with the CIEE and UPF Study Abroad programmes that allow a reduced number of international students access to the subjects on ELISAVA degree courses.

ELISAVA also enjoys international projection through participation in different associations, such as the Cumulus Network, which brings together over 260 education institutions from the world of design, art and the media from 54 countries, and the IAESTE (International Association for Exchange of Students for Technical Experience). ELISAVA also collaborates with the Council on International Educational Exchange, a not-for-profit organisation appointed by the US State Department to manage international student exchange programmes.

ELISAVA has participated intensively in the Cumulus activities, with personnel and researchers attending the Kolding conference and the organisation of a seminar within the framework of the activities of the X-files international relations group dedicated to fine-tuning common criteria whereby information can be shared within the framework of the bilateral agreements signed by members of this network.

In November 2016, ELISAVA hosted the first meeting of the International Network for Quality Assurance and Internationalization in Art and Design Academies, an international work group comprising prestigious European education institutions.

ELISAVA's strategic lines of action continue to be committed to developing exchanges and establishing relations with leading international institutions in the European and American context where ELISAVA already has a presence and in others where interesting possible collaborations have been identified.

ELISAVA also promotes the mobility of teaching personnel within the framework of the Erasmus+ programme. This year, the school has hosted lecturers from the Politecnico di Milano (Italy), the University of Southampton-Winchester School of Arts (United Kingdom) and the Aegean University (Greece), and ELISAVA lecturers and personnel have participated in mobility programmes with stays in Oslo and Akershus University College of App Sciences (Norway), the Kolding School of Design (Denmark), KABK- Royal Academy of Art, University of the Arts The Hague (Netherlands) and Konstfack Stockholm (Sweden), establishing a practice that has become the norm in recent years and the aim is to continue to foster in the future.

International Relations related to ELISAVA

Australia

Swinburne University of Technology — Melbourne
Royal Melbourne Institute of Technology — RMIT University — 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 — Antwerp
LUCA School of Arts — Brussels/Ghent
Faculty of Architecture, KU Leuven — Ghent/Brussels
Thomas More Mechelen-Antwerpen — Mechelen

Canada

École de Design Industriel. Faculté de l'aménagement — Université de Montréal, Mont-real
Kwantlen Polytechnic University — Vancouver

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 — Prague

Denmark

Design School Kolding — Kolding
University of Southern Denmark — Kolding

Ecuador

Universidad San Francisco de Quito — Quito

Finland

School of Art and Design Aalto University — 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
Seinäjäki 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

Germany

Augsburg University of Applied
Sciences and Arts — Darmstadt
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

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
La Sapienza — Rome
Politecnico di Torino — Turin

Mexico

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

Norway

Oslo and Akershus University College
of Applied Sciences – HiOA — Oslo
Norwegian University of Science
and Technology - NTNU — Trondheim

Netherlands

Faculty of Industrial Design Engineering,
Delft University of Technology — Delft
Design Academy Eindhoven — Eindhoven
The Royal Academy of Arts - KABK — The Hague

Poland

Jan Matejko Academy of Fine Arts
in Cracow — Krakow
Faculty of Material Technologies and Textile
Design - Technical University of Lodz — 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
Zurich University of the Artes — Zurich

United Kingdom

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

United States

Rhode Island School of Design — Providence

INNOVATION AND COMPANIES

The ELISAVA Companies area works to achieve three objectives: increase ELISAVA's visibility in the business world; achieve optimum positioning; and secure partnerships that add value. We are committed to establishing an intense relationship between the university and the business world, carrying out actions aimed at securing partnerships that are productive both for the companies that commit to ELISAVA and for the students who undertake their projects.

Through the design, engineering and research areas, we have carried out a number of projects with highly satisfactory results that mean that companies are starting to see us as a benchmark and a valuable support to their work, which is why we will continue to work in this line, making the most of all of its potential.

FEATURED PROJECTS**ZERO2INFINITY**

Studies: Multidisciplinary team

Mode: Final Degree Project

Project: Bloon

Students: Alejandra Martí, Aida Radresa, Xavier Guasch, Henni Maria Heino, Úrsula Sandra Pahl, Pau Benazet and Laura Homs
Tutor: Jessica Fernández, Eidler Mariana, Tona Monjo, Daria de Seta

Description: ELISAVA and the aerospace company Zero2Infinity combine forces in Bloon, a technological innovation project that will revolutionise journeys to the stratosphere. Under the title "The last challenge of interior design of mobility", the project consists of designing the interior of the Bloon capsule, which will, in the near future, make commercial and leisure trips to the frontier with space.

SEAT

Studies: Multidisciplinary team

Mode: Final Degree Project

Project: Autonomous Car Interior Design.

Autonomous car and future mobility

Students: Marc Arajol, Emerson Blanco, Marc Coscolluela, Júlia Ducat, Marc Griset, Pablo Ibáñez, Albert Jovani, Javier Maiz, Remedios Martínez, Andrea Mayordomo, Luis Munarriz, Nil Muriscot, Manuela Oria, Omar Paul, Guillem Peiró, Raía Puerto, Marc Ricart, Oriol Roig, Nicolás Tarragó, Antón Zea

Tutors: Anna Maria Del Corral, Gastón Lisak, Oscar Tomico, Jonathan Chacón, Oleguer Solà, Alejandro Valdés, César Robles

Description: The SEAT and Rücker-Lypsa companies have chosen ELISAVA to design the experience of travelling in the SEAT self-drive car of the near future (2030).

The project consists of defining the socio-economic-technological-environmental future framework of the near future. Describing the activities that the user will be able to do inside the self-drive car, and designing the type of user interaction with the car. Finally, the interior payout of the car has to be designed, which must allow the actions and tasks that the user has to do.

DANONE

Studies: Multidisciplinary team

Mode: InnovationLab

Project: Packaging

Students: Laura Corredera, Paula Casanovas, Víctor Rodríguez, Diana Felú, Hugo Moreira, Paulina Resendiz, Olga Sanchís, Joan Sushil, Gemma Mier, Paula García

Tutors: Isaac Salom, Raúl Arribas, Gonzalo Sánchez, Judit González

Description: Packaging innovation project with the aim of researching, experimenting and putting forward design proposals to improve the usability, ergonomics and materials of an existing product in the company's portfolio.

ROOM MATE HOTELS

Studies: Postgraduate Diploma in Interior Design for Hotels and New Hostelling

Mode: Academic project

Project: Design of room for Hotel

Students: Abdelfettah El Mrabet Zoubair, Andrea Solanilla, Cintia Solla, Naomi Rodríguez, Arwa Al Ali Al Malla, Carolina Etzel, Brenda Jimenez, Andrea Polo, Frances María Calderón, Merly Valeria Fuentes, Celia Marie Elene Antunez, Carolina Escobar, Mónica Raquel González, Laura Blanch, Beatriz Bolibar, Michelle Alejandra López, Ester Álvarez, Elisabet Pozo, Carla Damasceno, Annie Davidson, Adriana Coromoto, Marcel Santana, Sarah Beatrice, Giannika Maria Musella, Dolly Paola Prieto

Tutors: Patricia Von Arend, Wenceslao Calero

Description: Design of a bedroom for a new hotel in the ROOM MATE HOTELS chain.

ELBULLIFOUNDATION

Studies: Multidisciplinary team

Mode: InnovationLab

Project: ELBULLI1846

Students: Álvaro García, Ana María Toro, Ayah Yamani, Carla Camin, Clara Viladecans, Claudia Benítez, Ethan David Parry, Giulia Mora, Graziella García, Julia Puig, Laia Garrido, Laia Sunyer, Laura Freixas, Luciana Pimentel, Manuela Reyes, Marta Velasco, Nil Carrillo, Paula Ruiz, Pedro Restegui, Romayne Mercedes Gadelrab, Santiago Ríos, Susana Giraldo, Víctor Vidal, Victoria Hernández

Tutors: Albert Fuster, Victoria Garriga, Roger Páez, Ramon Faura, Octavio Serra, Joan Yago

Description: Project consisting of rethinking and designing the exterior space of elBulli1846 with the aim of transforming it into a creative territory that should tackle, show and enhance the creative process with its own language, aesthetic and risk from a holistic perspective (tangible, scientific, technological, artistic, social, environmental and economic).

ELISAVA RESEARCH

This year, taking the Decoding research project as its starting point, Elisava Research has evolved and is now ready to initiate other projects in the School's own fields of activity. A team of 20 doctors and six PhD students who operate within the School's structure.

Elisava Research represents the platform for the generation of knowledge from research in design to implement actionable change. A Design Lab and a Futures Lab, where the paths of the future are explored.

The important points that define it are:

- Differential point of view: Elisava Research's fields of knowledge revolve around six strategic subjects developed at cross-disciplinary level: human, information, matter, technology and society, and the nucleus of theory and methodology inherent to the discipline of design and engineering.
- Diversified research: pioneering research resulting from the combination of six main concepts developed at cross-disciplinary and inter-disciplinary level: human, information, matter, technology and society, and the nucleus of theory and methodology inherent to the discipline of design and engineering.
- A community of researchers, students, designers and companies: an active community of doctors and PhD students, experts and talent, whose objective is to give value to society through innovation, creating sustainable and ethical development opportunities that are aimed at people's wellbeing. An international knowledge network that involves different strategic actors.
- Applied research: a platform that views research as an integral part of the learning experience and is part of the system that defines and trains new designer and engineer profiles. Applied and distinctive university research that leads to new paradigms in today's industry.

OBJECTIVES

- Define the six research areas to be developed in a cross-disciplinary and inclusive way.
- Define and procure new strategic partners
- Suggest itself to the Generalitat as a new emerging research group.
- Define a team and subsequently appoint area managers and establish the core lecturers, doctors and associate researchers.
- Promote scientific production and knowledge transfer activities (conferences, researcher training, publishing the "Design Topics" journal)
- Expand the Decoding Project, including scientific validation (validation and development of the Creative Decoding Tool), dissemination activities (Zoom in Design exhibition), internationalisation (European DECS Project) and product development (Master's Degree in Creative Process; Creative Audits).
- Initiate and develop the Matter area project, including strategic partner (Materfad), dissemination (Materials Visions; Materials Farm), knowledge transfer (Graphene Days) and product development (Master's Degree in Design through New Materials; Summer course New materials for Design).
- Initiate and develop the Society area project, including strategic partner (DESIS Lab; Barcelona City Council), internationalisation (Workshop Kolding-Cumulus) and resources (RecerCaixa call).

- Organise events that support Elisava Research's positioning (Design Attitudes, Design Museum Exhibition 2018).

SUMMARY OF COMPLETED ACTIVITY**Decoding European Creative Skills Project**

As part of the Creative Europe programme, Elisava Research submitted and was awarded 90/100 for the Decoding internationalisation project. This project will be used to transfer all knowledge generated as part of the Decoding project, including the Creative Decoding Tool, and launching or positioning it internationally.

"ZOOM IN DESIGN" EXHIBITION

ELISAVA Research opened the Arts Santa Mònica centre for creativity from 23 February to 16 April 2017. Here, it presented the "DECODING: Zoom in Design" project, aimed at showing, experiencing and reflecting on research into design and defining the role of designers in the future. Zooming in on the DECODIG universe of research, an instrument for measuring and projecting design, where science and design, theory and practice come together.

The aim of the final part was to involve visitors in the different design processes to help them understand the scale and the lens through which we measure and view design. Visitors were able to see the ontology of design on display and different methodologies and processes through the following projects: "Nui", "If Maps Could Talk", "Vivarium", "PurLeaf" and "Ovot".

Master's Degree in Creative Process

The new Master's Degree in Creative Process, managed by ELISAVA and the elBulliFoundation, is a programme that will enable its future students to learn and acquire new creative skills to transform and test their creative thinking in the future and during their professional practice.

Master's Degree in Design through New Materials

The aim of the new Master's Degree in Design through New Materials, presented this year, is to provide practical knowledge and active mastery of new materials as agents of innovation while understanding their current and future functions in design, sustainability and industry. The course content and methodology enable students to experience the theory and practice of the materials so that they can foresee innovation from research and speculation to industry and applied projects, and therefore be able to adopt a scientific, creative and multidisciplinary attitude in the field.

Materials Visions

"Materials Visions. From design to industry: material solutions for architecture" is the first joint exhibition presented by Materfad and ELISAVA at the Future Arena de Construmat, from 23 to

26 May at the Fira Gran Via de Barcelona. The objective behind the design of the exhibition was to offer new perspectives and applications for materials that will foster innovation in the construction industry and offer a creative vision of the present and future of the materials.

The exhibition was designed like a journey from innovation in industry, through a representation of commercial materials to research and experimentation, represented by university and research centre projects. This dual approach offered a full market and future prospects analysis.

Materials Farm

The 2017 edition, in which ELISAVA participated as a Materfad partner, took place with FECYT (Spanish Foundation for Science and Technology) as its sponsor. Elisava Research has helped the organisers of the "Talks" conference, it has participated in the development of the Research Workshop "Intimate Souvenir", which led to define how the citizen workshop operates.

Graphene Days

The 2nd Graphene Day was held at the CIC EnergiGUNE on 23 September 2016, focusing on the energy sector. However, the 3rd Graphene Day was held at the Universidad Politécnica de Madrid (UPM) on 9 March 2017, focusing on the transport sector. Lastly, the 4th Graphene Day was held at the ITENE (Packaging, Transport & Logistics Research Center) on 21 June 2017 and was aimed at the food and packaging sector.

The three conferences comprised a series of papers in the morning and creativity workshops in the afternoon, ending with a round table and debate. Between 40 and 60 participants attended each of the conferences, and the creativity workshops generated new opportunities for graphene in the different sectors (energy, transport and food and packaging, respectively).

Kolding-Cumulus Workshop

Between 30 May and 2 June 2017, Elisava Research took part in the CUMULUS "REDO Kolding" framework and, specifically, in the Designs Conversations section, under the subject Design for Democracy, with the experimental activity *REDO Kolding. Design for Democracy. Designers are change agents. Wake up!*

Students from Design School Kolding took part in this workshop to overcome prejudices and stereotypes and obtain an intercultural perspective of the concept of "democracy" that helped extend collaboration and participation between the schools of design. With this activity it can be said that design becomes a clear driving force for change only when it is used as a tool that, through new technologies, helps increase participation by people in democratic processes.

Design Attitudes

Elisava Research has organised the "Design Attitudes" forum, an event that is part of Barcelona Design Week 2017. The conference sought to be a benchmark in the definition of the role of design in the future and ELISAVA as a trainer of agents for change. The theme of the conference, "Shaping the future through design attitudes", considered design as a driving force for innovation.

Designed as an inspiring, participative and networking event, it began with an introductory session to reveal the four essential directions for innovation. The keynote presentations and the participative debate, as well as the challenges that were posed, revolved around these four attitudes and were led by leading thought leaders. The forum was the setting for the exclusive launch of the digital tool Design Attitudes used to identify the keys to innovation through design, accompanied by a co-creation activity.

ACTIVITIES AND PUBLICATIONS

This year 2016-2017, ELISAVA is still working for promoting design and industrial design through the organization and promotion of a group of events opened to the audience. The usual inaugural conference was given by Pau Garcia, member of the Domestic Data Streamers collective and ex-student from the School. Furthermore, more than 100 activities were deployed, including master classes which were given by renowned figures both in a national and international level. These events go with the publication of a new issue of *Temes de Disseny* and a wide range of fairs in the educational sector and several disciplines that we offer in ELISAVA.

LECTURES

TRABAJOS, PROCESOS Y REFLEXIONES SOBRE LA CREATIVIDAD

Speaker: Àlex Trochut
Date: September 19th, 2016

DISSENY DEL COTXE DEL 2025

Speakers: SEAT and Rucker
Date: October 4th, 2016

PROYECTOS DIGITALES ESTRATÉGICOS MADE IN BARCELONA

Speaker: Mònica Zapata
Date: October 6th, 2016

DRY MARTINI EXPERIENCE, PRESENTE Y FUTURO

Speaker: Javier de las Muelas
Date: October 13th, 2016

CAVIAROLI

Speaker: Ramón Ramón
Date: October 14th, 2016

FROM EXCEL SHEETS TO EROTIC LYRICS

Speaker: Pau Garcia of Domestic Data Streamers
Date: October 19th, 2016

¡QUÉ DESASTRE! CÓMO CONVERTIR ERRORES ÉPICOS EN ÉXITOS CREATIVOS

Speaker: Erik Kessels
Date: October 20th, 2016

ESTUDIO VILABLANCH: METODOLOGÍA Y PROYECTOS

Speaker: Agnés Blanch
Date: November 11th, 2016

US, OUR WORK AND OTHER THINGS

Speakers: Ben Wright and Paul Stafford of Design Studio
Date: November 17th, 2016

THE HUMAN EVOLUTION OF THE WORKPLACE

Speaker: Sevil Peach
Date: November 18th, 2016

UN MUNDO EN REPARACIÓN

Speaker: Anabxu Zabalbeascoa
Date: November 23rd, 2016

DESIS LAB ELISAVA

Speakers: Ezio Manzini and John Thackara
Date: November 25th, 2016

ESPACIOS DESESPECIALIZADOS: CASA PARA UNA VIOLINISTA

Speakers: Cristina Garcia and Iñaki Perez of OAM Arquitectos
Date: December 16th, 2016

EL MÓVIL MUDA DE PIEL

Speaker: Nuria Oliver
Date: January 13th, 2016

BUILDING BRANDS (THROUGH IDEAS)

Speaker: Josep Maria Piera of S.C.PF.
Date: January 17th, 2017

TARRUELLA TRENCHES STUDIO

Speaker: Ricard Trenchs
Date: January 23rd, 2017

RESTAURANTES MÁGICOS

Speaker: Oscar Tusquets
Date: February 7th, 2017

AUTORAS DE CÓMIC: ABRIENDO NUEVOS ESPACIOS

Speakers: Natacha Bustos, Conxita Herrero and Ana Oncina
Date: February 23rd, 2017

ROOM MATE HOTELS

Speaker: Yeyo Ballesteros
Date: March 23rd, 2017

WRONG SOLUTIONS CAN BE FIXED BUT NON-EXISTENT PROBLEMS AREN'T ADJUSTABLE

Speaker: Ferran Pruneda
Date: March 28th, 2017

DOS HOTELES PRIMOS

Speaker: Juli Capella
Date: April 3rd, 2017

¿ME VES?

Speaker: Belena Gaynor
Date: April 27th, 2017

DIEZ AÑOS

Speaker: Roberta Marrero
Date: May 3rd, 2017

L'AVANTGUARDA DEL GRAFISME A CATALUNYA. 1900-1939

Speaker: Víctor Oliva, Jordi Pablo, Albert Domènech and Jordi Duró
Date: May 11th, 2017

ALCHEMIST

Speaker: Lex Pott
Date: May 18th, 2017

CINCO IDEAS (CASI) INFALIBLES PARA CONSEGUIR TRABAJO EN DISEÑO

Speaker: Laura Andina
Date: March 24th, 2017
DEEP BLUE
Speaker: Estudi Spassky Fisher
Date: June 1st, 2017

EXHIBITIONS

DEGREE SHOW 16

Date: October, 2016
Venue: ELISAVA

PREMIS ELISAVA PROFESSIONAL EDITION 2016

Date: from November 11th to November 25th, 2016
Venue: ELISAVA

STUDY ABROAD 16

Date: from November 5th to December 20th, 2016
Venue: ELISAVA

PREMIS ei! 2016

Date: from December 1st, 2016 to January 27th, 2017
Venue: ELISAVA

PAPER GEOGRAPHIES

Date: January 26th, 2017
Venue: Centre Sant Lluç

HISTÒRIES I LES FOTOGRAFÍES

Date: from February 20th, 2016 to May 5th, 2017
Venue: ELISAVA

ZOOM IN DESIGN

Date: from February 23rd to April 16th, 2017
Venue: Centre d'Art Santa Mònica

ELISAVA'S WORLD

Date: from March 31st to September 29th, 2017
Venue: ELISAVA

STUDY ABROAD 17

Date: from April 28th to May 15th, 2017
Venue: ELISAVA

GÒTIC DELIGHTS

Date: May 4th, 2017
Venue: Pati Llimona

OCUPAR - HABITAR

Date: from May 20th to December 15th, 2017
Venue: Museu Can Framis, Fundació Vila Casas

MATERIALS VISIONS. DEL DISSENY A LA INDÚSTRIA: SOLUCIONS MATERIALS PER A L'ARQUITECTURA

Date: from May 23rd to May 26th, 2017
Venue: Future Arena. Fira Construmat

BASE CAMP

Date: from June 5th to June 19th, 2017
Venue: La Bisbal de l'Empordà

DEGREE SHOW MÀSTERS I POSTGRAUS

Date: from July 20th to July 27th, 2017
Venue: ELISAVA

MEETINGS AND WORKSHOPS

WELCOME DAY MASTERS AND POSTGRADUATE

Date: September 16th, 2016
Venue: ELISAVA

SEAT 2025

Date: October 7th, 2016
Venue: ELISAVA

IOT IMAGINE

Date: October 26th, 2016
Venue: ELISAVA

MURTRA INNOVATION LAB "TEXTILE CHALLENGE"

Date: November 2nd, 2016
Venue: ELISAVA

BLOON. ZERO2INFINITY

Date: November 7th, 2016
Venue: ELISAVA

PRESENTATIONS WITH CREVIN

Date: November 9th, 2016
Venue: ELISAVA

COMIC TOUCH WORKSHOP

Date: December 18th, 2016
Venue: ELISAVA

FONT VELLA-DANONE

Date: December 21st, 2016
Venue: ELISAVA

17TH CREATIVE MARATHON

Date: December 22nd, 2016
Venue: ELISAVA

TOUCH WORKSHOP OF MUDIC WITH MORITZ

Date: January 12th, 2017
Venue: Fàbrica Moritz

FORUM MOVIE THEATER COORTEN (SESSION 1)

Date: January 19th, 2017
Venue: ELISAVA

WINNER T-SHIRTS HARD ROCK CAFÉ AND FUNDACIÓ ARRELS

Date: January 30th, 2017
Venue: ELISAVA

FORUM MOVIE THEATER COORTEN (SESSION 2)

Date: February 2nd, 2017
Venue: ELISAVA

ORBIS. LLUM BCN INSTALATION

Date: February 13th, 2017
Venue: Museo Picasso

EIA ESPACIO INTERACTIVO ARTESANO**Date:** February 15th, 2017**Venue:** Centre Arts Santa Mònica**ELISAVA'S DAY****Date:** February 22nd, 2017**Venue:** ELISAVA**GRAPHENE DAY – 3RD EDITION****Date:** March 9th, 2017**Venue:** Escuela de Industriales de la Universidad Politécnica de Madrid (UPM)**BORN WINDOW DISPLAY****Date:** March 15th, 2017**Venue:** Barri del Born**TECHDAY 17****Date:** March 27th, 2017**Venue:** ELISAVA**GRAPHENE CONFERENCE 2017****Date:** March 28th, 2017**Venue:** Barcelona International Convention Center (CCIB)**EXPERIMENTANT AMB LA LLUM****Date:** March 30th, 2017**Venue:** ELISAVA**APROFITAMENT D'ALIMENTS****Date:** April 5th, 2017**Venue:** ELISAVA**EL BULLI INNOVATION LAB****Date:** April 5th, 2017**Venue:** ELISAVA**WORKSHOP LEATHER AND INDUSTRY 4.0****Date:** April 24th, 2017**Venue:** ELISAVA**WINNER T-SHIRTS OF UTTOPIY CHALLENGE****Data:** April 24th, 2017**Venue:** ELISAVA**DIBUIXAR AMB LA LLUM (LUMINOGRAMS)****Date:** April 28th, 2017**Venue:** Centre Arts Santa Mònica**ELISAVA THEATER “FUENTEOVEJUNA” AND “UN ENEMIC DEL POBLE”****Date:** May 4th and 7th, 2017**Venue:** ELISAVA**ART PHOTO BCN****Date:** May 5th and 7th, 2017**Venue:** Fundació Miralles**RESEARCH THROUGH DESIGN. A RESEARCH APPLIED TOOLKIT FOR TEACHING DESIGN EVERYDAY****Date:** May 5th, 2017**Venue:** ELISAVA**OPEN DAY****Date:** May 6th, 2017**Venue:** ELISAVA**INSTALATION OF MEATS REC.015****Date:** from May 10th to 13th, 2017**Venue:** Igualada**MADE SERVICE DESIGN WEEK 2017****Date:** from May 15th to 19th, 2017**Venue:** ELISAVA**WORKSHOP LEX POTT****Date:** May 18th, 2017**Venue:** ELISAVA**BOMBONS (PG DART)****Date:** May 26th, 2017**Venue:** ELISAVA**FESTIVAL DE FOTOGRAFIA ANALÒGICA REVELA-T****Date:** from May 26th to 28th, 2017**Venue:** Vilassar de Dalt**WORKSHOP ANTHONY BURRILL****Date:** June 6th, 2017**Venue:** ELISAVA**BARCELONA DESIGN WEEK 2017****Date:** from June 6th to 14th, 2017**Venue:** ELISAVA**ELISAVA DESIGN ATTITUDES****Date:** from June 6th to June 14th, 2017**Venue:** ELISAVA**BARCELONA DESIGN WEEK 2017****Date:** June 10th, 2017**Venue:** ELISAVA

CASUALPLAY – PLAYMARKET

Date: June 16th, 2017**Venue:** ELISAVA**SWAB STAIRS****Date:** June 16th, 2017**Venue:** Metro L3 - Drassanes**MAKER FAIRE****Date:** from June 17th to 19th, 2017**Venue:** ELISAVA**4TH GRAPHENE DAY****Date:** June 21st, 2017**Venue:** València**FAIRS****NATIONAL FAIRS**

ELISAVA has participated in the following events: Salón de la Formación de Pamplona, Saló de l'Ensenyament, Saló Futura, University Day, Espai de l'Estudiant de Valls and the circuit UNITOUR in the cities of Bilbao, Santander, Lisbon, Mallorca, Andorra La Vella, Las Palmas, Tenerife, San Sebastian, Vigo, A Corunna, Madrid, Zaragoza, Valencia and Malaga.

INTERNATIONAL FAIRS

ELISAVA has participated in several fairs in the educational and design fields in Bogotá, Medellín, Barranquilla and Pereira (Colombia); Quito (Ecuador); Puebla, Mexico DF, Guadalajara, León, Querétaro and Monterrey (Mexico); Lisbon and Oporto (Portugal); Milan and Rome (Italy); Delhi, Chandigarh, Mumbai, Chennai, Bangalore and Hyderabad (India); Sao Paulo, Campinas, Rio de Janeiro and Brasília (Brazil); Lima (Peru); Buenos Aires (Argentina) and Panama. Besides, it has been the sponsor of the 4GN Congress in Bogotá (Colombia).

PUBLICATIONS**ISSUE 33 OF ELISAVA'S TEMES DE DISSENY**

Last issue of the ELISAVA's magazine, *Temes de Disseny* (Design Topics) is named "Metaver Transmedia. Strategy and Macrotrend of futur".

This new issue deals with the relationship between design and this new transmedia universe through several fields in which design is shown, while analyzing it from different professional perspective and methodology.

The transmedia concept has showed up due to the evolution of Internet in our information society. It is stimulated by the hybridization of languages and the diversification of channels, the transmedia-ness is synonym, among other things, of the viral information, ramify content and active user role.

THEATRE GROUP

On the one hand, between October and December beginner students (with less than two years' experience in the theatre group) were offered a complete basic theatre training programme organised in three subjects:

- Basic performing (1.5 h a week).
 - Introduction to the spoken and singing voice (1 h a week)
 - Introduction to movement (1 h a week)
- Simultaneously, initiated students (with at least two years' experience in the theatre group) took part in an advanced performing seminar:
- Work on scenes and monologues in the modern and contemporary repertoire (2.5h a week).

Following this, between January and May, the production, rehearsal and première of a theatre show was carried out to meet the following aims:

- Educational: it had to be a challenge and a learning opportunity for all students/performers taking part in the show according to their skills and level of experience.
- Artistic: the student/performer had to take part in all creative decisions and find a space in which to develop their ideas.
- Professional: the construction of the show had to be as near as possible to the standards of a professional theatre production.

ELISAVA CHOIR

Known as 4 18, the ELISAVA choral group was started in January 2015, out of a workshop at the school, and is made up of students, lecturers and administrative and service staff, under the direction of Toni Solé. The aim of the choir is to foster participation and learning and to strengthen the bonds between the members of the ELISAVA Community.

After taking part in the "Oh Happy Day" competition on TV3, the choir's aim is to continue to evolve to improve its vocal technique and give concerts, both charity and private, having also taken part in acoustic concerts.

Some new faces appeared in the choir at the start of the academic year, although some members have also left, since on finishing their courses, our students undertake new personal projects.

The choir has recorded four songs at the Espai Local studio in Sant Andreu and a video clip of the song "Jean Luc" by Els Amics de les Arts.

They recently took an intensive summer course in the classical repertoire with Pere Lluís Biosa and Bibiana Morales as choreographer.

Willing to take on new challenges, at all times with the support of ELISAVA, the 4 18 choir expresses the need to change the way of working, tackling the aim of creating a musical show, training its members both vocally and bodily to incorporate an element of dance.

AWARDS**ei! AWARDS****Awarded by:** ELISAVA

One more year, the ei! Awards recognize excellence in the final projects of our students from the bachelor's degrees, stimulating the creativity of future talent, while promoting and spreading their inventiveness and accomplishments with society.

The 5th edition of the ei! Awards ceremony took place on October 13th at the Palau de Congressos de Catalunya during the 2016 Graduation ceremony. The panel of judges this year was composed by Ismael Almazán (Fyla), Ramón Benedito (ELISAVA), Albert Ibanyez (Dos Grapas), Jordi Llopis (Brots) and Francesc Rifé (Francesc Rifé Studio).

Best Academic Record

Laia Sáez Henández, student of the Degree in Design

Best Final Project**Graphic Communication Category****Project:** Pickle Jam**Tutor:** Xavi Roca**Author:** Sara Jurado Medina,

student of the Degree in Design

Best Final Project**Global Design Category****Project:** If Maps Could Talk**Tutor:** Jessica Fernández**Author:** Alexandra Ballota Fuster, student of the Degree in Design**Best Final Project****Product Development Category****Project:** Mox**Tutor:** Xavier Ruidor**Author:** Dipti Suhanda Suhanda, student of the Degree in Engineering in Industrial Design**Best Final Project****Product Design Category and****Audience Award****Project:** Nui**Tutor:** Jessica Fernández**Authors:** Carlos Borrás Juliá, Anna Plana Gifré i Ferran Verdaguer Juvany, students of the Degree in Engineering in Industrial Design**TEACHING QUALITY AWARD****Awarded by:** ELISAVA**Marta Janeras**

Professor and Coordinator in the Postgraduate in Product Development programme, and coordinator in Science and Technology Area.

ELISAVA AWARDS, PROFESSIONAL EDITION**Awarded by:** ELISAVA

The 4th edition of ELISAVA Professional Edition Awards, granted by the School to award excellence and creativity of the best projects from our Master's and Postgraduate students, has had a very warming response, with 59 projects participating.

The award ceremony took place on July 25th at the Museu Marítim de Barcelona, during the Master's and Postgraduate Graduation

Party. The jury was composed by Josep Bohigas (director of Barcelona Regional), Llorens Fluxà, (vice-president of Camper), Victor Palau and Ana Gea (directors of Graffica), Toni Segarra (publicist) and Javier Peña (ELISAVA's new general director).

Gold Category**Project:** Fran and Frank

Postgraduate Diploma in Graphic Design applied to Communication

Authors: Idil Gücüyener and Amanda Kallin**Silver Category****Project:** Off Space

Master's Degree in Ephemeral Architecture and Temporary Spaces

Authors: Natalie Franco, Virginia Gallo, Sara Guidi, Andrey Krel, Giulio Rampoldi, Sabrina Sturba, Ezequiel Aleixo Torea Olego i Manuela Valtchanova**Project:** My (M)other

Master's Degree in Photography and Design

Authors: Alice Cannara Malan**Project:** Kinetic para Solac

Postgraduate Diploma in Product Concept

Authors: Esther Alegret, María González, Elena Hernández, Zulay Herrera i Aitor Rodríguez**Audience Award****Project:** Cristal Palace

Postgraduate Diploma in Interior Design for Hotels and New Hostelling

Authors: Daniela Viveros Gómez, Noelia Tavárez Lora, Karina Rosario Peguero i Marcela García Sanclemente**BEST OF THE BEST DESIGN AWARD****Awarded by:** Designers Institute of New Zealand**Prize for a Professional Career****Project:** Ànima**Authors:** Diego Quiroga and Joanma Baqués, former students of ELISAVA**CANSON INFINITY****Awarded by:** Confederació Espanyola de Fotografia**2nd prize****Project:** Estudio Miralda**Author:** Gemma Planell, former student of the Master's Degree in Photography and Design**D&AD NEXT PHOTOGRAPHER AWARD 2016****Awarded by:** D&AD Foundation**Project:** Being Disappeared**Author:** Tam Hoi Ying, student of the Master's Degree in Photography and Design

BECA FAHRENHEIT. BURN YOUR PORTFOLIO

Awarded by: ELISAVA

Winner: Margarita Anisimova from the Master's Degree in Design and Art Direction

JAMES DYSON AWARD 2017

Awarded by: Fundació James Dyson

Project: Let Timon Drive You
Authors: Juan Pablo Farré, student of the Degree in Engineering in Industrial Design

2017 LAUS AWARDS

Awarded by: ADG-FAD

Laus Or - Students Graphic Design Category

Project: Relief Issue 1
Authors: Miguel Sousa Mesquita, student of the Master's Degree in Graphic Design

Laus Or - Students Web and Digital Media Category

Project: Barreg.es
Authors: Laura Frade and Xavier Morros, students of the Master's Degree in Graphic Design

Laus Plata - Students Audiovisual Category

Project: Cuéntale
Authors: Carlos Cánovas, Víctor Martínez, Gonzalo Rodríguez and Jose Luís Sánchez, students of the Postgraduate Diploma in Design and Communication Strategies

Laus Plata - Students Graphic Design Category

Project: L'enfant terrible
Authors: Jorge Garcia and Javier P. Garcia, students of the Master's Degree in Graphic Design

Project: El cine sin Dogma
Authors: Miguel Sousa Mesquita and Arianna Tognini, students of the Master's Degree in Graphic Design

Laus Bronze - Students Graphic Design Category

Project: Embriaga't
Authors: Fardoe Ruitenberg, Lorena Manhães and Martí Gisbert, students of the Master's Degree in Graphic Design

Project: Savi & Aquí
Authors: Pablo Calzado Isbert, Mario Montull Buil and María López Benítez, students of the Master's Degree in Packaging Design

Laus Bronze - Students Web and Digital Media Category

Project: Plataforma Experiencial
Authors: Cristina Melcior, students of Degree in Design

LIDERPACK AWARDS

Awarded by: Graphispack Associació and saló Hispack de Fira de Barcelona

Winner Youth Design Category

Project: Xoc dona joc
Authors: Maria Lopez, Macarena Norambuena and Mario Montull, students of the Master's Degree in Packaging Design

Project: La Casita Blanca
Authors: Cristian Varela, Laura de Miguel and Maria Romero, students of the Master's Degree in Packaging Design
Project: I Have Nuts
Authors: Fernanda Madrigal, Nancy Nieto and Isabel Tabarini, students of the Master's Degree in Packaging Design

LLUM BCN 2017

Awarded by: Institut de Cultura de Barcelona

Best installation

Project: Orbis
Authors: students of del Master's Degree in Temporary Space Design i del Grau en Disseny

NEO2 PHOTO SHOOT CONTEST

Awarded by: Neo2 + 080 Barcelona Fashion

Project: Fotoreportatge Neo2
Authors: Hannah Wolf, former student the Master's Degree in Photography and Design

PENTAWARDS

Awarded by: Pentawards

Silver Award

Project: Topionic
Authors: Laura Aguilar, Bárbara González, Laura Planas and Mireia Ordeix, students of the Master's Degree in Packaging Design

PRO CARTON YOUNG DESIGNERS AWARD 2016

Awarded by: Pro Carton

Project: I Have Nuts
Authors: Fernanda Madrigal, Nancy Nieto and Isabel Tabarini, students of the Master's Degree in Packaging Design

RED DOT 2017

Awarded by: Red Dot

Car Design

Project: Volta - Ànima
Authors: Diego Quiroga and Joanma Baqués, former students of ELISAVA

Design Award

Project: Starstim/Enobio - Ànima
Authors: Diego Quiroga and Joanma Baqués, former students of ELISAVA

RESHAPE

Awarded by: Noumena i In(3D)ustry

Finalist

Project: Be (In The) Water
Authors: Núria Diago and Maria Carrion, students of the Simultaneous Studies

SONY WORLD PHOTOGRAPHY AWARDS 2017

Awarded by: Sony

3rd prize

Project: My (M)other
Author: Alice Cannara, student of the Master's Degree in Photography and Design

Finalist

Project: Explayados
Author: Alejandro Beltrán, student of the Master's Degree in Photography and Design

ELISAVA ALUMNI

Elisava Alumni began the 2016-2017 academic year with a number of aims: to promote contact with and between Alumni, be present in the day-to-day running of the school and contribute to carrying out actions of a high added value, generate fluid and participative communication with the whole of the ELISAVA community (students, former students, lecturers and services and administrative staff) and promote our international activity.

A number of strategic projects have been carried out for the Association, one of the most significant being coordinating the ELISAVA Design Attitudes event, which was held in June 2017 as part of Barcelona Design Week, with the participation of over 130 people and the involvement of many of our Alumni.

The rules have also been established to start the ELISAVA Entrepreneurs programme, as well as one of the first actions that will be implemented from September 2017, and the ELISAVA space in the Almogàvers Incubator of Barcelona Activa, where two Alumni businesses will be selected every year to be incubated and accompanied technically by Barcelona Activa experts.

The second ELISAVA-La Capell call was successfully made, where a number of students and Alumni have presented their pieces for sale in the store owned by the Jordi Capell Architects Cooperative on Plaça de la Catedral in Barcelona.

In the 2016-2017 academic year, as part of the collaboration with the IAM Festival, an Alumni Lab was held, in which a group of professionals with different backgrounds designed the Festival's set design with the aim of enhancing the IAM brand at various sites.

Finally, we have continued working to improve the usability and operation of the web platform and to include new sections aimed at Alumni professionals, where they can contact each other for possible collaborations.

Elisava Alumni has done a total of 18 activities during the year, 17 of its own and one by Barcelona Activa; you can see the details of some of these in the following section.

ALUMNI CASE STUDIES

CURRO CLARET

Date: May 11th, 2017

Venue: ELISAVA

ALUMNI VISITS

ALUMNI VISITS

VISIT TO SINCROTRÓ ALBA

Date: September 19th, 2016

Venue: Parc de l'Alba (Cerdanyola del Vallès)

VISIT TO THE AGÈNCIA ROSÀS BARCELONA

Date: January 19th, 2017

Venue: Agència Rosàs Barcelona (Barcelona)

Speaker: Jordi Rosàs

VISIT TO HP

Date: Juny 16th, 2016

Venue: HP installations (Sant Cugat del Vallès)

Speaker: Alessia Rullo

CAREER DEVELOPMENT

CAREER DEVELOPMENT CAREER, TRAINING AND ENTREPRENEURSHIP WITH BARCELONA ACTIVA

Date: September 29th, 2016

Venue: ELISAVA

Speaker: Graciela Bravo

WHO'S AFRAID OF A JOB INTERVIEW? DISCOVER THE SECRETS WITH PAGE PERSONNEL

Date: November 17th, 2016

Venue: ELISAVA

Speakers: Marta Rafel and Aina Cabezuelo

WHAT SHOULD AN ENTREPRENEUR DO TO ACTIVATE THEIR PROJECT?

Date: November 28th, 2016

Venue: Barcelona Activa (Barcelona)

Speaker: Xavier Dumont

PRESENTATION OF ALUMNI PRODUCTS TO LA CAPELL

Date: December 12th, 2016

Venue: La Capell (Barcelona)

ELISAVA-LA CAPELL CALL

Date: February-April 2017

Venue: La Capell

We help you market your product in the Jordi Capell Architects Cooperative store

ALUMNI TOOLS

HOZZZ UNIVERSITY

Date: January 20th, 2016

Location: ELISAVA

SELF-PRODUCTION AND THE DESIGNER, KEYS TO MAKING YOUR PRODUCT IDEA REAL

Date: March 9th, 2017

Venue: ELISAVA

Speaker: Jordi Llopis

INTELLECTUAL PROPERTY AND THE DESIGNER: WHAT SHOULD I BEAR IN MIND TO PROTECT MY PROJECT?

Date: March 30th, 2017

Venue: ELISAVA

Speaker: Miquel Vidal-Quadras

HOW TO GIVE EFFECTIVE PRESENTATIONS

Date: May 18th, 2017

Venue: ELISAVA

Speaker: Teresa Baró

COMMUNITY AND NETWORKING

ALUMNI MEETING IN BOGOTÁ

Date: September 2nd, 2016

Venue: Congreso 4GN (Bogotá)

ALUMNI MEETING IN LONDON

Fecha: September 16th, 2016

Venue: L'Ànima Cafe (London)

MASTERFEST

Date: November 4th, 2016

Venue: Fàbrica Moritz (Barcelona)

VERMUT ALUMNI

Date: March 31st, 2017

Venue: Terraza del Arts Santa Mònica (Barcelona)

ELISAVA DESIGN ATTITUDES

Date: Juny 10th, 2017

Venue: ELISAVA

ADMINISTRATION AND SERVICES

ENRIC BRICALL LIBRARY

This is one of the fundamentals for the support to research and teaching, as well as the formation of future professionals in design and engineering; an open service to the whole ELISAVA community and experts in the sector.

The enlargement of the library services is expressed with several figures, and this year it has increased its collection with 337 new books and four new subscriptions to magazines. Furthermore, the library has included until 97 documents to the Reserve Collection Enric Bricall, a special collection with original documents and facsimiles dedicated to the graphic and editorial design in the 20th century. In total, from September 2016 to July 2017, 5814 copies have been borrowed.

Also, we have consolidated the library electronic service, named Ebrary and it has a wide collection of 34,000 titles in humanities, design, arts, architecture, science, technology and engineering fields. This tool allows to search by different fields and read online or download books.

Besides, the library has also put up several exhibitions related to the collection, including: *Fotolibres (1925-1939)*, October 2016, *Robert Massin*, February 2017, and *Alvin Lustig (1915-1955)*, *Elaine Lustig Cohen (1927-2016)*, May 2017.

SCIENCE AND TECHNOLOGY LABORATORY

Labs are a reference space in experimentation in the School. During this year, the Sciences and Technology Lab has been accessible to students during 50 hours per week—and we hope to increase it in the next year—, offering services to both GEDI and GDIS subjects, such as Master's, workshops and Open Class.

The intern team has done an excellent work while dealing with the open classrooms and counseling the rest of the students.

Besides, the space has been used for several students as a building or experimenting space for their prototypes of their Final Work Project and it allowed them to test for their Elisava Research studies.

An important change has been the opening of an Electronic Lab and Interaction, focused on specific areas. This fact has allowed the Sciences and Technology Lab to specialize even more in mechanical and materials sciences.

GRAPHICS WORKSHOP

Over this academic year, almost all of the ELISAVA community has been to the Workshop, which has provided services to some 1,000 students. As in previous years, a team of interns has been on hand, covering 40 hours a week to assist students in the use of the machinery and the tools.

The teaching use of the space has also been significant. Increasingly more courses include the use of the workshop in their methodology. Consequently, as well as numerous subjects on the Bachelor's Degrees that frequently use it, visits by the very diverse postgraduate programmes and other study formats such as the Summer School and the Study Abroad international course have become established.

Open classes have been taught in Space, Tools and Use of the Graphics Workshop; Craft Bookbinding; Graphic Processes and Materials; and Project and Portfolio Presentation Formats, as well as workshops on poster illustration, calligraphy and packaging. The advisory services on bookbinding for the presentation of Final Degree Projects have also been maintained.

The aim for the next academic year is to improve even further the quality of the service to students through new resources, such as the creation of a stationery and bookbinding sampler for consultations, update and investment in new equipment such as printers, Riso systems, mechanical creasing machines and guillotines, and especially transforming the space so that all students are passionate about creating their work in a space designed to develop graphic and visual sensitivity.

ELECTRONICS AND INTERACTION LABORATORY

Given the need to expand the field of experimental interaction to benefit a number of Bachelor's Degree in Engineering in Industrial Design (GEDI) and Bachelor's Degree in Design (GDIS) subjects, this year saw the creation of the Electronics and Interaction Laboratory.

Since the beginning of 2017, this space has been accessible 50 hours a week with the same timetable as the Science and Technology Laboratory. It has specific equipment for science and technology subjects, as well as for research in a range of fields. The laboratory is open to the entire ELISAVA community for teaching activities (intern system) and for use in the Aula Ober-ta. It does not yet have any of its own interns to look after student maintenance, management and care during the hours it is free use, but this question will be resolved during the next academic year. New equipment will also be purchased and work will be carried out to extend student access to virtual reality elements.

MODELS AND PROTOTYPE WORKSHOP

A series of improvements was made over this academic year, such as the replacement of the old laser cutter with the new EPILOG FUSION M2 and the addition of another A4 format 3D printer.

The Workshop has continued with an uninterrupted timetable of 11 hours a day, with full usage for 40% of the year.

Throughout the year, some 300 students have made nearly 900 3D prints. Once again, laser service hours increased, reaching a total of 1800 hours, while the CNC milling service passed the 975 hour mark, with a production of 160 pieces. We should also highlight an increase in the use of the thermoformer.

As in previous years, the Mock-up and Prototype Workshop was the focal point for some 20 subjects offered as part of the Bachelor's Degree, Master's Degree and Postgraduate courses, as well as exchange programmes. Some outstanding projects that have used the service are those of elBulli, Key Study, Bloon, Paperphylia and SEAT.

The aim of the next academic year is to continue to maintain the quality of the service to students through our skilled staff, offering technical advice on the use and operation of the machines and work processes in the workshop, and the replacement of resources and equipment so that students have a wide range of possibilities and solutions to produce all the mock-ups and prototypes that their projects require, with precision, quality and success.

MEDIA LAB

The 2016-2017 academic year followed the pattern for the previous academic year. The great new feature this year was a new space called Mocap (motion capture), which has everything needed to create real-time motion captures and is in addition to the three spaces used by Media-lab up until the last academic year (Publishing, Photography and Video).

New material has been incorporated to offer a more extensive and better service in the different spaces, including a Digital SLR Canon EOS 70D camera, reflector kit, 10 Cromalite lights and a photometer, as well as other components and consumables.

BUSINESS DEVELOPMENT

Through the creation of business and strategy analytical functions, this year's focus has been on auditing and optimising existing processes and channels in the department, as well as the creation of knowledge, structures, tools and processes to help develop these new functions.

We should highlight the creation of a positioning for ELISAVA, capable of building a future that the school proposes and developed jointly with all managers at the school. This positioning includes a market study that is both research into users and a communication benchmark for local, national and international competitors. This task also acted as a basis for re-evaluating the brand identity, which will be relaunched during the next academic year.

In the field of business intelligence, we would also like to highlight the start of the implementation of a CRM and BI tool for Marketing, Businesses, Communication and Alumni. This tool, which will be fully functional next academic year, will lead to much more effective management of relationships with potential students and collaborating companies and performance indicators displayed more quickly and thoroughly.

Other notable Marketing activities are the auditing of current capture channels and their optimisation and the start-up of Digital Marketing and Companies as a new capture channel that will help achieve the growth objectives set.

Notable in the Communication section is the improved content in all our digital channels, with particular attention to social networks, where there has been record growth, and the creation of new digital communication platforms, such as the ELISAVA Professional Edition Awards and the virtual tour of the school. Also outstanding is the media exposure achieved with the Bloon project, which appeared on television and in the digital and print media, at international, national and local level.

ACADEMIC ORGANISATION AND QUALITY

Reporting directly to the school management, the principal aim of the Academic Organisation and Quality Department is to design, implement and systematise an internal quality assurance system for the teaching—formal and lifelong—that is given while providing a procedure and a calendar for the principal planning and management tasks that are undertaken to optimise their execution and establish a continuous improvement process by the managers responsible for carrying them out.

On a more general level, work is done on all the responsibilities that ensue from the verification, monitoring, modification and accreditation framework of the official qualifications. In this sense, we should highlight the improvement and expansion of everything set out in the Tutorial Action Plan for bachelor's degree students, and in the public contents of the quality information and indicators of these qualifications as learned from the results of the accreditation process conducted by the Catalan University Quality Assurance Agency

ACADEMIC ADMINISTRATION AND POSTGRADUATE ADMINISTRATION

The Academic Administration Unit (UGA) has put the SIGMA administration programme into production for non-formal training courses, and implemented the self-application processes for admissions of incoming students, and the allocation of places of outgoing students.

As regards the Postgraduate Administration Unit (UGP), a total of 604 students who studied on one of our 22 Master's programmes or 27 Postgraduate programmes completed the 2016-2017 academic year successfully. The range of courses in English has increased to seven Master's programmes, while maintaining six Postgraduate Diplomas in the same language. During this period, the SIGMA project continued to be developed for its roll-out in the 2017-2018 academic period. The attention and communication by the UGP to students, faculty, managers and departments at ELISAVA continues to be the cornerstone for managing the optimum development of every programme.

INFORMATION SYSTEMS

In this department, improvements have been made to the areas of systems and applications.

In the Systems Area, the Hitachi disk array has been extended with a new storage expansion rack with 25 x 600Gb SAS disks, providing an additional net space of 11.8Tb. A new EMC VNXe 1600 array with storage expansion rack and fibre channel has been bought and 28 SAS 900Gb disks for backups, providing a space for 18 Tb net copies. An initial update to the communications core has been completed, migrating from the Core Catalyst 4600 to Nexus 9500 and integrating it with VMware.

In the Applications Area, the studies project has been implemented in the SIGMA application, completing the first stage of enrolment. Internal developments have been carried out to implement the gateway between the pre-enrolment application and the SIGMA application, as well as the passes printing application. Version 2.0 of the companies' agreement application, which began in the 2016-17 academic year, has also been developed. A new Moodle platform with video-conferencing module to support online courses has been implemented. Reserva Laser, Limpieza LDAP and Ocupaciones Aulas applications have been updated to meet the requirements of the new academic year.

FINANCIAL BALANCE

On the academic year 2016-2017, it has been achieved the expansionary budget that was approved by the Board of our Foundation on November 2016. From an economic perspective, it should be highlighted that the incomes from the activities increased 9%. This, along with cost management and continuous improvement of processes, has helped to achieve the planned exploitation result. It should be said that the Board of our Foundation has approved, for this exercise, to allocate an additional appropriation in order to cover costs of the strategic plan of the Foundation development.

It must be pointed out, as is the norm, all the planned investments have been made in order to keep the level of excellence and innovation that characterizes the School.

As for the 2017-2018 academic year, the Board of our Foundation has approved a budget focused on the strategic plan guidelines. In this budget, a particular emphasis will be placed in the growth of income. This increase is focused on three main areas: the definition of new formats of products and services, the promotion of research and a better collaboration with enterprises.

The attached tables show the economic evolution of the financial statements of the ELISAVA University School Private Foundation, over the last three academic years, shown below in the profit and loss accounts and balance sheets.

Income statement (in thousands of Euros)

Concepts	2014-2015	2015-2016	2016-2017
Income from activities	10.801	12.560	13.723
Operating expenses	10.512	11.481	12.478
Profit from operations	401	1.143	1.245
Profit	219	590	372

Balance sheet (in thousands of Euros)

Concepts	2014-2015	2015-2016	2016-2017
Non current assets	5.661	5.615	5.600
Current assets	7.993	9.394	11.233
Total assets	13.654	15.009	16.833
Equity	6.109	6.699	7.071
Non current liabilities	0	0	30
Current liabilities	7.545	8.310	9.732
Total equity and liabilities	13.654	15.009	16.833

1. The financial statements of ELISAVA Private Foundation University School exposed have been audited by Faura-Casas Auditors i Consultors, S.L. enterprise for the years 2015-2016 and 2016-2017. The financial year 2014-2015 the enterprise KPMG Auditores, S.L. audited it.

2. The economic indicators do not show the activities from the Vocational Training.

TEAM

MANAGEMENT TEAM

DEPARTMENT HEADS

Laura Clèries Garcia
Head of Elisava Research

Claire Dubus
Head of Marketing and Communication

Natàlia Garcia Forés
Head of the Library

Amparo Garcia Garcia
Head of Academic Management Unit

Montse Masana Mas
Head of Administration and Services

Dr. Albert Montull Aced
Head of Academic Organisation and Quality

Pablo Ramos López
Head of the Academic Management Unit

José Trapero Ortiz
Head of Information Systems

ADMINISTRATIVE AND SERVICE STAFF

Ainoa Abella Garcia
Elisava Research

Ricard Argudo Argente
Information Systems

Anna Baldrich Aragó
Coordination Degree

Marta Barangé Viladomiu
Administration

Yolanda Barnils Asenjo
Unidad de Gestión Académica

Rafael Bellido Sevillano
Information Systems

Maria del Lluç Bevià Jiménez
Marketing and Communication

Anna Blanco Martin
Administration

Núria Boixareda Ariza
Academic Management Unit

Laia Borràs Albert
Postgraduate Management Unit

Dra. Esther Brosa Llinares
Coordination Degree

Esther Buil Medrano
Library / Executive Secretary

Jordi Busquets Flo
Model and Prototype Workshop

Thais Caballero Sabater
Postgraduate Management Unit

Attassa Cabrera Pérez
Marketing and Communication

Carme Calaff Martínez
Academic Management Unit

Carla Casas Palagos
Business Development

Xavier Cuscó Peñalba
Information Systems

Júlia de la Fuente Fernández
Academic Management Unit

Noel Díaz Castañón
Head of the Model and Prototype Workshop

Ainhoa Estrader Miralles
Academic Management Unit

Gerard Fernández Gancedo
Information Systems

Núria Garcia Alvero
Business Development

Marta García Juan
Academic Management Unit

Eloi Garcia Parellada
Information Systems

Carlos García Vela
Marketing and Communication

Maribel Gelabert Camprubí
Executive Secretary

Isaac Gimeno Pujabet
Marketing and Communication

Joan Grau Roman
Information Systems

Blanca Guasch Balcells
Elisava Research

Sabela Guevara Alonso
Postgraduate Management Unit

Isabel Gusils Mari
Head of Accounting

María del Rosario Hernández González
Coordination Degree

Andreu Jansà Matussek
Library

Rebeca López Gómez
Business Development

Cristina Marfà Briansó
Postgraduate Management Unit

Beatriz Martínez Villagrasa
Elisava Research

Bàrbara Mayoral Santamaria
Elisava Alumni

Francisco Navarro Carrillo
Head of Maintenance

Laia Olivé Obradors
Unidad de Gestión Académica

Francesc Xavier Oliver Sánchez
Academic Management Unit

Iván Perera Benito
Model and Prototype Workshop

Josep Pou Viade
Model and Prototype Workshop

Eva Ríos Rioyo
Marketing and Communication

César Robles Loro
Elisava Research

Rubén Saavedra Pérez
Information Systems

David Sabaté Suñer
Marketing and Communication

Lourdes Sáez Carreras
Coordination Degree

Rosa María Teruel Cuerpo
Postgraduate Management Unit

Marc Valls Cabrerizo
Business Development

Àlex Ventosa Galceran
Maintenance

UNIVERSITY DEGREES

HEADS OF STUDY

Dra. Danae Esparza Lozano
Degree in Design

Dr. Oscar Tomico Plasencia
Degree in Engineering in Industrial Design / Simultaneous Studies

AREA COORDINATORS

Ana María del Corral González
Testing, Representation and Design Area

Mariana Eidler Diaz
Global Projects Area

Salvador Fàbregas Perucho
Expression and Graphic Representation Area

Dr. Ramon Faura Coll
Social and Experimental Sciences Area

Jessica Fernández Cano
Engineering Project Area

Roger Arquer Dilla
Product Area

Dra. Marta González Colomines
Speciality Area

Marta Janeras Casanovas
Science and Technology Area

Dra. Daria de Seta
Space Area

Tona Monjo Palau
Digital Interaction Area

Francesc Ribot Puntí
Graphic Area

Xavier Riudor i Buscà
Internship Area

Dr. Paolo Sustersic
Exchange Programmes Area

Dr. Jonathan Chacón Pérez
Engineering Area

Dr. Martin Koch
Science and Technology Laboratory Area

Dra. Pilar Mellado Lluch
Engineering Area

MASTER AND POSTGRADUATE PROGRAMMES

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

Sebastià Brosa González

Director of the Master's Degree 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 Master's Degree in Illustration and Comic

Mireia Cusó Colorado

Director of the Master's Degree in Set Design

Nathalie Denys

Director of the Master's Degree in Interior Design for Hotels, Bars and Restaurants / 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

Albert Folch Rubio

Director of the Postgraduate Diploma in Graphic Design and Publishing Projects

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 Interior Design for Hotels, Bars and Restaurants / Director of the Postgraduate Diploma in Design of Bars and Restaurants / Director of the Postgraduate Diploma in Interior Design for Hotels and New Hostelling

Daniela Hartmann

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

Ariel Guersenzvaig

Director of the Master's Degree in Design and Communication / 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

Pablo Juncadella de Pallejà

Director of the Postgraduate Programme in Graphic Design applied to Communication

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

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

Joaquín Matutano Ros

Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Design of Work Space

Arianna Mazzeo

Director of the Master's Degree in Design and Communication

José Luis Merino González

Director of the Master's Degree 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

Toni Montes Boada

Director of the Master's Degree in Ephemeral Architecture and Temporary Space Design

Josep Maria Montseny Iglesias

Director of the Postgraduate Diploma in Digital Modelling for Automotive and Product

Roger Páez i Blach

Director of the Master's Degree in Ephemeral Architecture and Temporary Space Design

Marc 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

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 / Director del Master in Advanced Design Management: Strategy and Entrepreneurship

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

Pep Wennberg

Director of the Master's Degree in Interior Design / Director of the Postgraduate Diploma in Design of Work Space

VOCATIONAL TRAINING IN DESIGN

Daniel González Domènech

Head of Vocational Training in Design

SUMMER SCHOOL

Ramón Malvar Vázquez, Coordinator

VISITING UNIVERSITY

Carla Casas Palagos, Coordinator

STUDY ABROAD

Dr. Paolo Sustersic, Coordinator

FACULTY

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