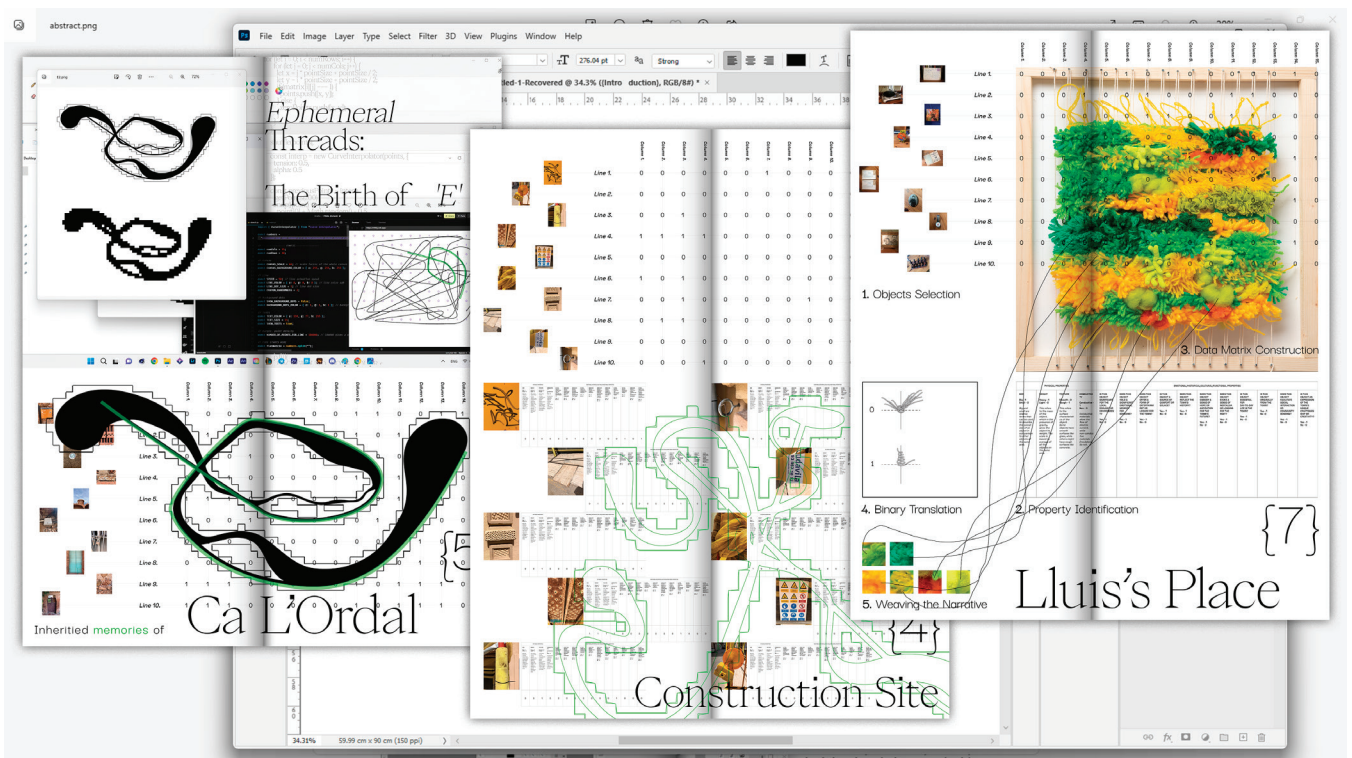


# Analogue Design and AI in the creation of new languages: IED's wager for Sónar+D 2024



'Unwoven memories' by Think Truong.

IED will present 'Unwoven memories' by Think Truong of IED Barcelona, as well as 'Plastic' by Sofia Masiello and 'Glinvisibli' by Kamila Lucarelli of IED Milan, in Project Area of this Festival of Music, Innovation and Creativity held in Barcelona.

A textile, graphic and digital "language" created from binary code, an AI music video for the singer Triquell, and a reflection on the blank spaces in books in the form of a telegraph.

**Barcelona, 29 May 2024.-** An analogue approach combined with the most contemporary technologies to generate new languages that push the boundaries: memories turned into tapestries, typographies created using binary codes, video clips created using AI, and audiovisual stories based on silence. This is the wager with which the **IED Group** — the largest education network in the creative field with a presence in Italy, Spain and Brazil — will land at **Sónar+D 2024**, the meeting place for digital creativity that, from **13 to 15 June**, will address the mass implementation of Artificial Intelligence in the creative industries and how it determines their present and future, at the Fira de Barcelona Montjuïc exhibition venue.

Specifically, IED will display three proposals by alumni from the Barcelona and Milan schools that blur the boundaries of design, exploring new possibilities linked to creative technology and experimental art, in **Project Area**, the interactive exhibition area that made its debut at Sónar+D last year.

On one hand, **IED Barcelona** will exhibit **'Unwoven memories'**, an installation in the format of a black box by Thanh Truong — a Graphic Design, pathway in Motion Graphics and Video graduate — that, thanks to the use of binary code, connects the memories of the residents of Colonia Güell and transforms them into a range of creative elements, such as a physical tapestry, an audiovisual projection, a book of memoirs and a new typeface.

Beyond paying homage to the collective stories of a community, this work — which has also recently been exhibited at **Blanc Festival** and **OFFF** — weaves a narrative of great conceptual strength and visual development to invite the viewer to rediscover the beauty hidden in the little objects found in our everyday environments.

#### **From morse code to a music video**

As for **IED Milan**, it will have a stand in the main square at Sónar by Day, where it will present two more proposals created by alumni.

**'Gliinvisible'** by Kamilla Lucarelli is a project reflecting on language materialised in the form of a video-telegraph, creating a device for linguistic coding and decoding.

Inspired by the Morse code reel, the work generates the graphic elements obtained from empty spaces — the spaces between letters, blank margins, the emptiness of the page — on a tape; all invisible elements that are elevated and become protagonists.

The device thus produces a new code, exploring the communicative possibilities of emptiness, silence and pauses.

Sofia Masello's **'Plastic'** is a music video for the singer Triquell. Composed of more than a thousand AI-generated images, it portrays, in a caricatured way, life in modern society — full of voluptuous needs and desires.

Stemming from the origins of Eadweard Muybridge's chronophotography, the music video aims to express the progression of moving images, from analogue to digital through to artificial intelligence.

The visual work is a visceral critique of the "plastification" of thought, an explosion of creativity that challenges conformity and urges us to break the chains of the routine of modern life. The plastic material becomes a symbol of an extreme flattening that endangers the depth of the human essence.



Up: "Plastic" by Sofia Masiello; left: "'Gliinvisible'" by Kamilla Lucarelli".

## About Sónar+D

Sónar+D is the meeting of innovation and digital creativity that expands throughout the Sónar by Day venue. With a multidisciplinary approach, its programme invites artists, creatives, musicians, filmmakers, designers, programmers and all professionals from the creative industries to discover and discuss the trends and tools shaping the future of our society.

Since its inception in 2013, Sónar+D has been a pioneer in addressing the most significant technological and cultural innovations, from blockchain and Artificial Intelligence to quantum computing and robotics.

Sónar+D has established itself as an essential meeting point for professionals and enthusiasts looking to learn about the latest innovations in the industry in a participatory, collaborative and inspiring context.

## About Project Area

Project Area brings the most creative and innovative projects of the moment to the public in the heart of Sónar by Day, welcoming all the festival's audiences. With over 100 projects presented by 79 organisations from across the world, the Project Area is the place to try, touch, ask, experiment and, ultimately, discover.

## About IED – Istituto Europeo di Design

The Istituto Europeo di Design (IED) is the largest education network in the creative field — design, fashion, the visual arts and communication — with 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao and Como.

More than 130,000 students have graduated since its opening, and every year it welcomes 10,000 students from all over the world. IED is committed to educational initiatives and practices related to a corporate reality, and has established over 1,000 business agreements during its 50-year history.

In its more than 20 years of experience, the IED Barcelona headquarters, located in the Gràcia neighbourhood, has consolidated its position as a reference training centre in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) Degrees in Fashion Marketing and Communication, and Business Design awarded by the University of Westminster; IED Diplomas in the areas of Communication and Advertising; and a solid offer – around 50 – of Master's, Postgraduate, Specialisation and Summer courses, in addition to tailor-made training for companies and professionals in all fields of Design, Marketing and Communication.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,400 students of nearly 100 different nationalities each year.

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