

# IED Barcelona unites design, strategy, water and nature in a triple exhibition



Comprising ‘Grad selection: Design, Fashion, Visual Arts, Communication’, ‘The Shapes of Nature. A story by Latin-American Designers’ and ‘Fusion Point Challenge of Water’. On display at the IED Barcelona Point One facilities (c/ Biada, 11) on 22 October at 7 pm as part of the programme of Barcelona Design Week, and an Associated Venue of the event.

**Barcelona, 17 October 2024.** - On 22 October at 7 pm, as part of the programme of Barcelona Design Week, and an Associated Venue of the event, IED Barcelona will present a triple exhibition of projects by students and designers from across the globe that puts the spotlight on the role of design as a strategic tool for thinking about and providing solutions to the challenge of water, and towards a more sustainable future.

These three exhibitions, which will be on display at the IED Barcelona campus Point One facilities (c/ Biada, 11), combine talent, creativity, innovation and technology from the different fields of design.

‘**Grad selection: Design, Fashion, Visual Arts, Communication**’ offers a selection of the best thesis projects by students from IED Barcelona related to water and the blue economy. These works have received the academic recognition of the **IED Best Thesis Awards**; prizes awarded to final degree projects that stand out due to their high quality and capacity to innovate through design thinking.

‘**The Shapes of Nature. A story by Latin-American Designers**’ is an exhibition resulting from the initiative IED **Latam Creative Talent**, which aims to recognise the talent of Latin American designers and showcase the best award-winning projects in their respective countries. In this, its second edition, the exhibition invites us to reflect on the relationship between design and nature in order to identify possible sustainable futures. From the inspiration or the message behind their project to the materials, production systems and techniques used, ‘The Shapes of Nature’ aims to capture the value of nature as a starting point for all design projects.

'**Fusion Point Challenge of Water**' blends design, engineering, business and AI in a selection of multidisciplinary projects carried out by students from IED Barcelona, Esade and the UPC (BarcelonaTech) which, as part of the Challenge Based Innovation for Artificial Intelligence (CBI4AI) programme, held within the framework of the European project ATTRACT Academy, address the critical challenge of water management and conservation.

### **An international design network**

During Barcelona Design Week, various pieces by IED students will also be on display in other spaces across the city.

The Bachelor of Arts in Design, Product Design specialisation, alumni Mina Barchi and Hugo Martín will present '**Terrakos**' and '**PurePeak**' respectively. The first is a system for filtering marine waters contaminated by microplastics, and the second an innovative portable fog, dew and precipitation collection system that provides drinking water in humid, water-scarce environments. The presentations will take place on **18 October from 12.15 pm at Disseny Hub Barcelona** as part of the series of Speed Talks held on the occasion of **No. 18: Design for Human Future Day**.

Throughout Barcelona Design Week (**16 to 26 October**) the exhibition '**What if... water**', organised by Educació per al Disseny per Viure (EDIVI) will take place at **Cosentino City Barcelona**, showcasing works that propose solutions to combat water scarcity from the approach of design. Further, on **19 October**, during the **Disseny en Diagonal Day**, an exhibition will be held at the location Av. Diagonal / Aribau (mountain side).

Last but not least, IED Barcelona will also make the leap beyond our borders, with the presence of a selection of projects by its students at **Dutch Design Week (Eindhoven, The Netherlands, from 19 to 27 October)**.

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## **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 the Accademia di Belle Arti Aldo Gallo in 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 authorised 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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