

From 7 to 9 February at Llum BCN 2025

## IED Barcelona creates a dialogue between light and nature with 'Eternal Shift'



The lighting design installation is composed of three-dimensional sculptures inspired by people as the protagonists of a space in which a light source — like a “beacon in the industrial night” — creates a scenography of accelerated shadows that become part of the vegetation marking the park’s boundaries.

The proposal was conceived by Product Design, Interior Design, Graphic Design, Motion Graphics and Video, and Business Design students.

**Barcelona, 23 January 2025.** - IED Barcelona will present ‘Eternal Shift’, a lighting design proposal that generates a dialogue between actors, light and nature, from **7 to 9 February** at **Llum BCN**, the **Light Arts Festival** organised by **Barcelona City Council’s Institute of Culture**.

The installation, located on the **basketball court of the Parc del Centre de Poblenou**, is composed of a series of three-dimensional sculptures inspired by people, surrounding a light source that acts like a “beacon in the industrial night”. Through an interplay between accelerated lights and shadows, the beacon guides and transforms the space in a set design that sees the rhythm of the light take centre stage.

**Raffaella Perrone, Head of the Design School at IED Barcelona** explains: “Eternal Shift’ proposes a beacon that places the focus on the rhythm of light and our everyday lives. Projecting semi-human silhouettes, the installation accelerates until the shadows become prisoners of time, and finally come to a halt.”

“The beacon thus becomes a source of light that keeps people permanently alert and attentive, chained to a changing rhythm that disconnects them to the point of isolating them from the world around them in order to integrate them into the nature that surrounds them. A dialogue is established between nature, light and elements

that appear and disappear, as if it were a theatrical piece.” Adds **Mery Glez, Head of the Visual Arts School at IED Barcelona.**

Conceived by **Product Design, Interior Design, Graphic Design, Motion Graphics and Video, and Business Design** students, the installation seeks to reconnect viewers with their surroundings. In this case, the Parc del Centre del Poblenou, developed by the French Architect and Designer Jean Nouvel; a space with working-class origins, with the basketball court as a key dynamic element that, today, aspires to be a green oasis for young people and families.

In addition to the participation of IED Barcelona, Llum BCN brings together artists of local and international prestige. In 2024, over 240,000 people enjoyed the installations of this Light Arts Festival.

### **“Eternal Shift” at Llum BCN 2025**

**Installation number 28**

**Place: Basketball court of the Parc del Centre del Poblenou, Av. Diagonal 130, 08018 Barcelona.**

**Credits:**

**IED Barcelona students (in alphabetical order):** Alexander Andersen, Luis Roberto Bloch, Sofia Jordan, Giulia Martinelli, Arslan Nafikov, Arey Thorisdottir and Malak Yahia.

**Tutors:** Joan Recasens, Raffaella Perrone and Mery Glez.

**Coordination:** David López and Simona Cannonito.

**With the collaboration of:** Antonio Aranzana and Narek Mnatsakanyan.

[Check out IED Barcelona’s participation in Llum BCN 2024](#)

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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 includes a range of undergraduate courses, taught in English and/or Spanish, covering the various specialities of the world of design: Fashion, Fashion Styling and Communication, Product Design, Interior Design, Transportation Design, Graphic Design, Motion Graphics and Video, Media Design and Advertising. It also offers Bachelors of Arts (Honours) degrees in Fashion Design, Fashion Marketing and Communication, and Business Design awarded by the University of Westminster, and IED Diplomas in the areas of Marketing, Communication and Advertising, as well as a solid range 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 approach to strategic design in collaboration with companies and is characterised by its mastery of the Future Thinking methodology (anticipating future trends and scenarios), strength in the area of Service Design and a Design for Commons approach.

With its multicultural and multidisciplinary nature, it attracts 1,400 students of nearly 100 different nationalities each year.

**IED Press Service**  
**Helena Rosselló**  
**h.rossello@ied.es**  
**ied.es - 932 385 889**

**XXL Comunicación**  
**Laura Desca**  
**laura@xxlcomunicacion.com**  
**Rafa Malagon**  
**rafa@xxlcomunicacion.com**

**ied.es**