

The Design sector in Barcelona and Catalonia

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22 **Barcelona**
The innovation district



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Barcelona City Council Economic Promotion

www.bcn.cat/barcelonabusiness

Economic Promotion is a department of the City Council that is dedicated to promoting Barcelona as an attractive place for businesses and helping and giving support to companies, professionals and institutions that want to set up or do businesses in the city.

22@Barcelona

www.22barcelona.com

22@Barcelona is one of the strategic projects of the city of Barcelona. In the downtown neighbourhood of Poblenou, a space has been designed so companies and institutions from the Media, Medical Technologies, ICT Energy and Design sectors can interact with knowledge centres like universities or R&D centres.

Generalitat de Catalunya Catalonia Investment Agency

www.catalonia.com

With headquarters in Barcelona, an office in Madrid and branches in New York and Tokyo, the Catalonia Investment Agency provides advisory services and assistance adapted to the needs of companies interested in setting up or expanding their facilities and investments in Catalonia.

Barcelona Chamber of Commerce

www.cambrabcn.es

Barcelona Chamber of Commerce represents companies of the city of Barcelona. Through its personalised company services and its actions it helps promote economic and business activity in the country and for each of its companies.

Presentation

Catalonia and its capital, Barcelona, has always been a welcoming place; throughout history different peoples have passed through and almost all have established themselves here. This has made Catalonia a very welcoming, tolerant, and dynamic place which is open to all that is new.

Catalonia and Barcelona have now become one of the main economic hubs of Europe. A driver of the Spanish economy, 21st century Catalonia is an innovative country with a highly-qualified labour force, an enviable geographical position (at the heart of Europe and connected to the rest of the world thanks to its Mediterranean ports and its international airports) and top-notch infrastructure and facilities that draw important investments year after year.

It is a pleasure to present this economics dossier that shows the characteristics of one of Catalonia's and Barcelona's main business sectors both in terms of weight in the overall economy, its importance in comparison with other European regions, and in terms of the importance given to it by companies, universities and centres of research working in this area: Design sector. Thanks to the collaboration of the principal four institutions in the economy of the city of Barcelona and of Catalonia, this dossier shows what Catalonia can offer companies in its role as a cutting-edge business country in this economic sector.

We remain at your disposal to help you and advise you with your investment.



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Barcelona, located in the north-east of Spain and on the shores of the Mediterranean, is one of the main European metropolises, and the centre of an extensive metropolitan region made up of more than 217 towns, with a total population of 4.6 million inhabitants. It is the economic, cultural and administrative capital of Catalonia and a leader of an emerging business area in the south of Europe which is made up of more than 800,000 companies and 17 million inhabitants. Within this Euro-Mediterranean region, which includes the Balearic Islands, Valencia, Aragon and the south-east of France, Barcelona is focusing on new strategic, competitive and international sectors, and it is consolidating its position as one of Europe's principal metropolises.



■ Barcelona
■ Catalonia
■ Euro-Mediterranean region

We can find the basis of economic growth, which has become very relevant in last years, in a metropolis with a polycentric business structure which is both diversified economically and that facilitates its role as an incubator of new ideas, companies and products.

When we consider the distribution of the gross added value according to different branches of activity, Catalonia is, as in the case of industry, the region with most weight in the Spanish market (25%), and with respect to the service industry it occupies the second position in the national gross added value generated (18% of the total). In the region, those companies in industrial sectors with high and medium-high technology content and services based on knowledge make up 28.55% of the State total.

On the other hand, the index of entrepreneurship in Catalonia for the year 2006 is around 8.6 %, a figure which is superior to the Spanish and European averages, according to the Global Entrepreneurship Monitor (GEM), 2006.

The international economic activity of the area of Barcelona gets a special boost from Fira trade fair, the Port, the Airport, the Free Trade Consortium, the Consortium of Barcelona Tourism Board and the new innovation technology districts. In this last aspect, and given the fact that innovation is the key to developing competitiveness, productivity and the internationalisation of companies, then we can see that the Design sector is one of the key sectors for Barcelona and Catalonia.

Barcelona and its metropolitan area welcome the seat of the most important companies and universities of the Spanish design sector, as well as the the greatest concentration of professional associations of design of the Spanish state. The city has become one of Spain's benchmarks, with realities that run from the 22@Barcelona district, the technology and innovation district par excellence, to extensive business networks of leading service companies, a deep-rooted entrepreneurial spirit and a long tradition and teaching of design and its business practice.

Catalonia and Barcelona are currently reference destinations for international companies that want to set up their design studios, for students who want to find the largest range of training opportunities in Spain, and for professionals of all design disciplines looking for inspiration. Catalonia and Barcelona provide the stimuli for the creation of a diverse, high-quality range of cultural options, a suggestive architectural heritage and a climate and lifestyle ideal for developing design projects.

Barcelona offers a variety of things that make it really attractive to live, work and to do businesses. The city is currently well-positioned for new economy activities. Some good reasons to invest here make this clear.

01 Strategic geographical location

By road, just 2 hours from France. The gateway to the South of Europe, it boasts a port, airport, Free Trade Zone, logistics park, international trade fair and a city centre radius of only 5 kilometres.

02 Extensive transport infrastructure

Network of highways connected with Europe; the fastest-growing European airport; Spain's top port and the biggest port in the Mediterranean in terms of container transport; dense network in terms of the underground, railway and buses; arrival of the High-Speed Train in 2007 and connections with the European network in 2009.

03 Centre of a large economic, dynamic and diverse area

The area of Barcelona is made up of 4.7 million inhabitants. It is the capital of Catalonia -7 million inhabitants- and the centre of the Mediterranean Rim, a large economic area with 18 million inhabitants. It represents 70% of the GDP of Catalonia, it had a GDP growth rate of 3.3% in 2007 -above the European average-, it is the sixth biggest urban agglomeration in Europe and it is fifth in terms of its concentration of industrial activity.

04 Successful foreign investment

Fourth-best city in Europe for business*, it represents some 20% of the annual foreign investment in Spain. There are 2,700 foreign companies set up here and 97% are satisfied with their investments. Barcelona has also consolidated its position as a centre for the European divisions of multinationals.

05 Acknowledged international positioning

Barcelona fares well in different international rankings, which show its highly favourable urban position, its capacity to attract foreign capital, its entrepreneurial character and the quality of life it offers.

06 Human resources prepared for the future

Highly educated; highly productive, one of the most qualified in Europe according to the OECD; 5 public universities, 2 private universities, prestigious business schools: IESE, ESADE, EADA; 27 international schools; extensive penetration of new technologies; good character for innovation and creativity.

07 Excellent quality of life

Top city in Europe in terms of quality of life*. Mild climate, sunny, beaches, close to top quality ski resorts; splendid cultural and leisure offer; network of 4,500 education institutions; modern and accessible health system. Easy to get around on public transport. A system of nature parks surrounds the city.

08 Large urban projects for the future

Transformation of 1,000 Has. and 7 million m² of build surface area. Llobregat area: a bet on the logistics sector and internationalisation, with enlargements to the port and the airport; Besòs area: urban renewal, sustainability and research centres; La Sagrera-Sant Andreu: arrival of the high-speed train; Poblenou-22@Barcelona: the new technology and innovation district.

09 A competitive real estate offer

Extensive stock of offices, commercial premises and industrial plants with an excellent price-quality relation with a high level of occupancy.

10 Unique public-private co-operation

Barcelona City Council and the Catalan government are very much in favour of companies; success in traditional public-private collaboration has been a key in the transformation of Barcelona.

* According to the European Cities Monitor 2007 Research from Cushman & Wakefield

Design: a strategic sector for Barcelona and Catalonia

Barcelona has long been committed to design as one of the 10 strategic sectors that make up the city's portfolio, understanding that design is the sector that adds value to the Barcelona proposal and is one of the key driving forces of the economy, knowledge and innovation.

Design has become one of the key elements of business strategies. Being different, innovative and competitive in a globalized world means applying design management with guarantees of success.

Also, there are few places in the world that can boast their own distinctive design culture. Catalonia and, especially, Barcelona are two of these places.

Over the past 25 years, Barcelona has positioned itself as one of the world design capitals. Its rise began in the 1980s. It was in this decade that the Barcelona design boom took place. Two different phenomena coincided to produce this: a professional and teaching background and a culture of design in the city, which had been very active and now saw an opportunity for growing and expanding. Internally, the desire of the society, institutions and businesses to modernize was very important. Furniture, graphics, leisure areas, and urban spaces centred the image of the new design consumption. Meanwhile, outside, Europe and the world appeared to be discovering a country (Catalonia) and a capital city (Barcelona) with new ideas and concepts in the area of design. It was also in the 1980s that Barcelona and the main Catalan cities began to orient themselves toward the service sector and cultural tourism began to boom. All of this has meant that, over recent years, Barcelona has become aware of its identity as a world design capital.

Currently, all the industries associated with the design sector are working to create a solid and cohesive system. The situation is optimistic. Barcelona is currently the centre of operations for designers from more than 50 countries; it has big, internationally recognized professionals who favour the creation of a powerful and differentiated image brand; it has a knowledge industry; and training is driven by almost 50 training centres and institutions such as the FAD, the BCD and the industry's professional associations. This situation is strengthened by new projects to publicize and integrate the sector in Catalan culture and business fabric, such as the 22@Barcelona Design Cluster or the future Design Museum, the gateway to the innovation district.

An important focus of foreign investment

The Barcelona area is an important centre for attracting foreign investment, particularly in industry and advanced services. The following are the city's strong points:

1. Catalonia has the largest and most consolidated base of foreign companies in Spain---almost 34% of these companies have their headquarters of main activity in Catalonia. The Barcelona area concentrates 90% of foreign companies in Catalonia.
2. 97% of foreign companies established in the Barcelona area state that they are satisfied or very satisfied.
3. 5% of foreign companies in Barcelona carry out design activities.

Source: "La inversió estrangera a l'àrea de Barcelona" (Foreign investment in the Barcelona area) Catalan Investment Agency and Economic Promotion Department of Barcelona City Council (2007)

The objective of this document is to describe the basic current and future characteristics of the design sector in **Catalonia** and the city of **Barcelona** by means of 10 strategic lines:

- 01 Large design projects
- 02 Design associations and the concentration of creative talent
- 03 Barcelona: model of an accessible city
- 04 Design in commerce and the hotel and catering industry
- 05 Training in design and design management
- 06 The Catalan design system
- 07 Barcelona: headquarters of corporate design studies
- 08 The Barcelona Brand
- 09 The Design Cluster at 22@Barcelona
- 10 Testimonials on Barcelona and design

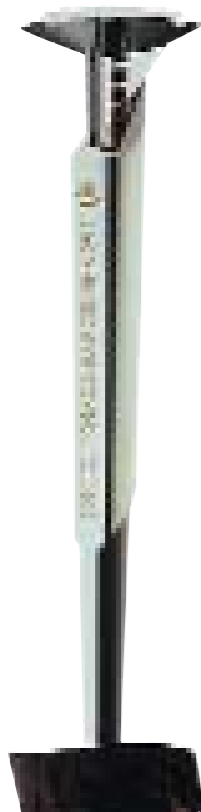


10 reasons in favour of the Design sector

01 Large design projects

Catalonia has used design to create an image of progress and trend-setting. Barcelona has been the epicentre of this Mediterranean and universal design image. Furthermore, the city has been the cradle of large Catalan design projects and has fostered its own personality and style, which have spread throughout Catalonia and been popularized throughout the world.

The city is currently facing new challenges to achieve a central position in design in the coming years. Events such as the Barcelona Design Week and projects such as the future Design Museum and the 22@Barcelona Design Cluster guarantee the hegemonic continuity of design in the culture and as a strategic element in the business fabric of Catalonia.



1992 Olympic Games. The phenomenon of the Olympic Barcelona goes beyond 1992. The Olympic games acted as a milestone that captivated energies which, in the areas of design and architecture, were very active in preparing the city's candidacy in the 1980s, during the Barcelona design boom.

Design Springs. The "Primaveres del Disseny" (Design Springs) events are biennial events that were held between 1991 and 2001 and fed and grew the native design culture and publicized it among the population through their activities, which involved the participation of the cultural subsystem, part of the sector and city institutions. The Springs constituted a central element of design and propitiated a renovation of ideas, as well as facilitating the incorporation of new generations of design professionals.

Year of Design. The "Any del Disseny" (Year of Design), celebrated in 2003, on the occasion of the centenary of the creation of the FAD (Promotion of Art and Design), became an expanded version of the Design Springs with widespread media coverage and promotional resources; it brought the value of design closer to society and proclaimed the term "design" as an element of cultural, social and economic progress.



Barcelona Design Week. Barcelona Design Week has been organized since 2006 on an annual basis by BCD, Barcelona Centre of Design, and has created an enriching and internationally recognized meeting point for the professional design world and the business world. Its objectives are to promote a wider knowledge of design and its strategic value among the different target populations, to strengthen relations between design and enterprise and to promote Barcelona as a city of creativity, design and knowledge.

Design Museum. The Museum of Decorative Arts was the first museum in Spain to put a collection of industrial designs on permanent exhibition. The museum is currently undergoing expansion as it has added the collections of the Textile and Clothing Museum and the Graphic Arts Museum to its own collections. These three museums will form the central patrimony of the future Museum of Design, which is due to be inaugurated in 2011. The new museum will be one of the main cultural driving forces of design in Barcelona, as well as an important design showcase.

22@Barcelona Design Cluster. Which continues to be a model for clusters developed in the city's most innovative district, facilitates the strategic concentration of the industry's main economic, institutional, teaching and innovation agents, with the aim of strengthening the international leadership of Barcelona in the area of design
(for more information, see page 28).

02 Design associations and the concentration of creative talent

Catalonia has a long tradition of associations, which manifests itself in the over one thousand associations from many different sectors. In particular, the design sector includes nearly a dozen entities that represent the interests of the profession and which have been decisive in the growth of design in Catalan society and culture.

In recent years, Barcelona has become one of the favourite basis for architects, designers, photographers, illustrators and creative professionals from all over the world. All these professionals, together with the ones who have always lived in the city, are currently one of the biggest international talent banks. One of the reasons for this continuous concentration of talent is the support and representation in society provided by the sector's different professional associations.

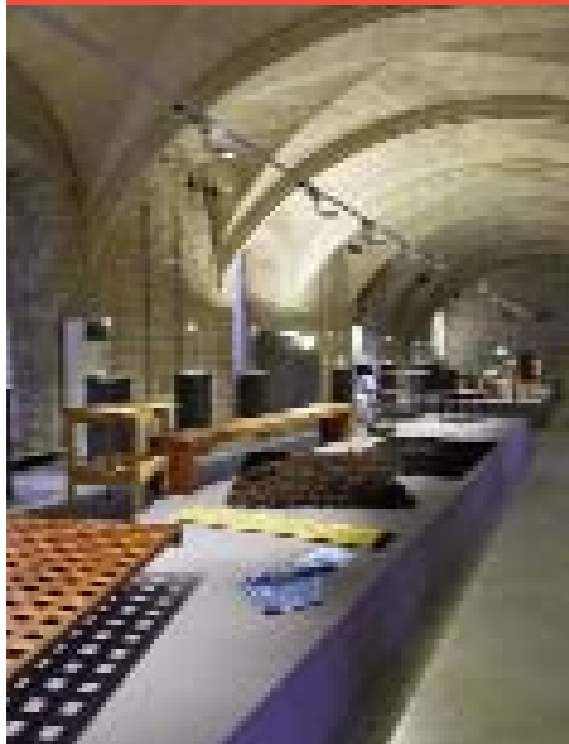
In Catalonia, the design sector includes nearly a dozen entities that represent the interests of the profession and which have been decisive in the growth of design in Catalan society and culture.

What brings together most of the subsectors within design is the FAD, which currently has more than 1400 members. A FAD (artists and artisans) has 106 associates; ADG FAD (graphic design and visual communication) has 674 associates; ADI FAD (industrial design) has 296 associates; ARQ-IN FAD (architecture and interior design) has 299 associates; Moda FAD (image and fashion) has 73 associates; and Orfebres FAD (contemporary jewelry) has 65 associates.

There is also the ADP (Association of Professional Designers) with 140 associates, the Catalan Professional Association of Decorators and Interior Designers (CODIC) with 320 members, and the Catalan Professional Association of Graphic Designers with almost 300 members.

Of note are Terminal B, a virtual database of talent in Barcelona, the BCD online directory of professionals and the directories of the different associations and professional organizations mentioned above.

Another initiative that favours encouraging and developing talent is the FAD Incubator, a platform designed to promote creators who are starting out as professionals in the area of design and which provides research grants in the area of design aimed at young creators.



03 Barcelona: model of an accessible city

Barcelona is a city conceived from the principle of "design for all". This has allowed it to become one of the most accessible cities in the world for all people in all their diversity, i.e., respecting the gender, culture, skills, age and language of everyone. A paradigmatic city that has served as a model for other Catalan capitals, which are advancing in the pedestrian-oriented design of their historic centres, the construction of safer and healthier cities and the provision of services closer to their citizens.

Although it was certainly not called that, "design for all" in Barcelona began in the middle ages. Even then, the city was being designed with thought to improving cleanliness, safety and communication. This tendency to design for people has continued throughout the entire history of the city and has been extended in recent years to situate Barcelona as one of the model cities in terms of accessibility and adaptation of design to the needs of the citizen.

What defines a well designed city? The ability (of the city itself) to adapt to the needs of all, while respecting the rights of others. Needs such as the ability to move comfortably and safely through the city, on foot or by public transport, having services close at hand, ensuring that services and the environment are comprehensible and functional for everyone and, above all, ensuring that use of the city is an enriching experience.



"An ordered design"

The Design for All Foundation defines the design of Barcelona as an "ordered design". This is the result of factors such as the fact that the street furniture is aligned, green spaces and facilities are distributed in the territory so that they can be reached on foot and there are streets exclusively for vehicles such as bicycles, whereas others are strictly for pedestrians. Furthermore, one of the key points in the design of Barcelona is having managed to combine respect for diversity, hygiene, safety and functionality with aesthetics. All these aspects make living in Barcelona a pleasant experience.



The figures of an accessible Barcelona

- Barcelona City Council has installed acoustic traffic-light signals at 1151 pedestrian crossings.
- Of the 1017 busses operating in Barcelona, 84.5% have accessible low floors. Some 79.6% of the bus lines are fully adapted.
- Barcelona has made a commitment to eliminating barriers in municipal buildings. Some 224 buildings are adapted and 151 are practicable (people with disabilities can access them with help).
- Barcelona has 3 accessible beaches (Barceloneta, Nova Icària and the Forum bathing area) with elements such as ramps to access the water, amphibious chairs, adapted changing rooms, parking spaces for vehicles of people with disabilities and special support services for people with disabilities.

Barcelona has reached high levels of excellence in the design of the city and its model has been exported widely to other cities. Now, the challenge consists of continuing to innovate in the same line, while contributing design solutions to new areas, as is happening with the waste collection or the adaptation of metro stations and bus stops.

04 Design in commerce and the hotel and catering industry

Urban commerce is the commerce model of Catalonia and Barcelona. One of the distinctive characteristics of many Catalan stores is the design component. It is an element which, as well as giving an avant-garde image, turns businesses and stores into convivial spaces and frameworks for relationships, as well as establishing them as references for consumerism.

Design and Commerce

Every year, 1500 traders modernize their establishments in Catalonia, and 68% of Catalan businesses consider design to be an important factor in generating new ideas. This is a symptom of the fact that design is gaining weight in the retail sector and is becoming established as a winning strategy for reaching new consumer profiles and providing better products and services.

Specialists in interior design and design of commercial establishments agree that any place in Barcelona is suitable for a commercial establishment with a strong design component. Nevertheless, there are specific arteries in Barcelona that concentrate more of the unique stores, such as the Born, Raval, and Gràcia neighbourhoods. The Raval neighbourhood, at the heart of the city, is an important centre of establishments with a design component and of innovative hostelry businesses. The Born neighbourhood is one of the areas with most art and fashion establishments and stylish establishments; its streets are home to fashion and accessory shops, design studios, art galleries, hotels and restaurants. Two of the most important commercial arteries of the city, Passeig de Gràcia and Rambla de Catalunya, offer an interesting mix of art, culture, history and commerce. Some of the most prestigious international fashion names are to be found there and from these arteries have arisen some of the biggest commercial ideas and projects with greatest repercussion in the city, such as the Vinçon store.

The new hoteliers

The rise of tourism has propitiated creation of singular hotels which, thanks to design and new and innovative concepts, attract new clients who are keen to enjoy their stay as yet another experience. In a sector that contributes 14% of native wealth, creating new business concepts is an obligation. Creativity, design, wellness, and gastronomy are some of the most commonly used terms by the new hoteliers when creating exclusive hotels with the added value contributed by design and architecture. Following are some notable examples: Chic & Basic, Hotel Omm, Hotel Axel, Hotel Casa Camper in Barcelona and Hotel Les Cols in Olot (Girona).



Innovation in catering

The culinary offer of Catalonia is one of the economic activities that has experienced most growth in recent years. The establishments not only concern themselves with quality and originality in their kitchens, but also seek spaces where design and architecture make eating a pleasant activity in all senses. Following are some of the best-known examples: El Bulli and Ferran Adrià, who uses design and experimentation to research pure flavours and impossible preparations. His collection of products, "Faces", has been developed by different prestige designers. Grupo Tragaluz, with a dozen premises in Barcelona and one in Calella de Palafrugell, has a marked Mediterranean and cosmopolitan personality and is characterized by the interior design of its premises and its corporate image. Finally, Oriol Balaguer, with his Barcelona store, which, as well as a chocolate and pastry studio, is a centre for developing new products and recipes with an avant-garde presentation.

05 Training in design and design management

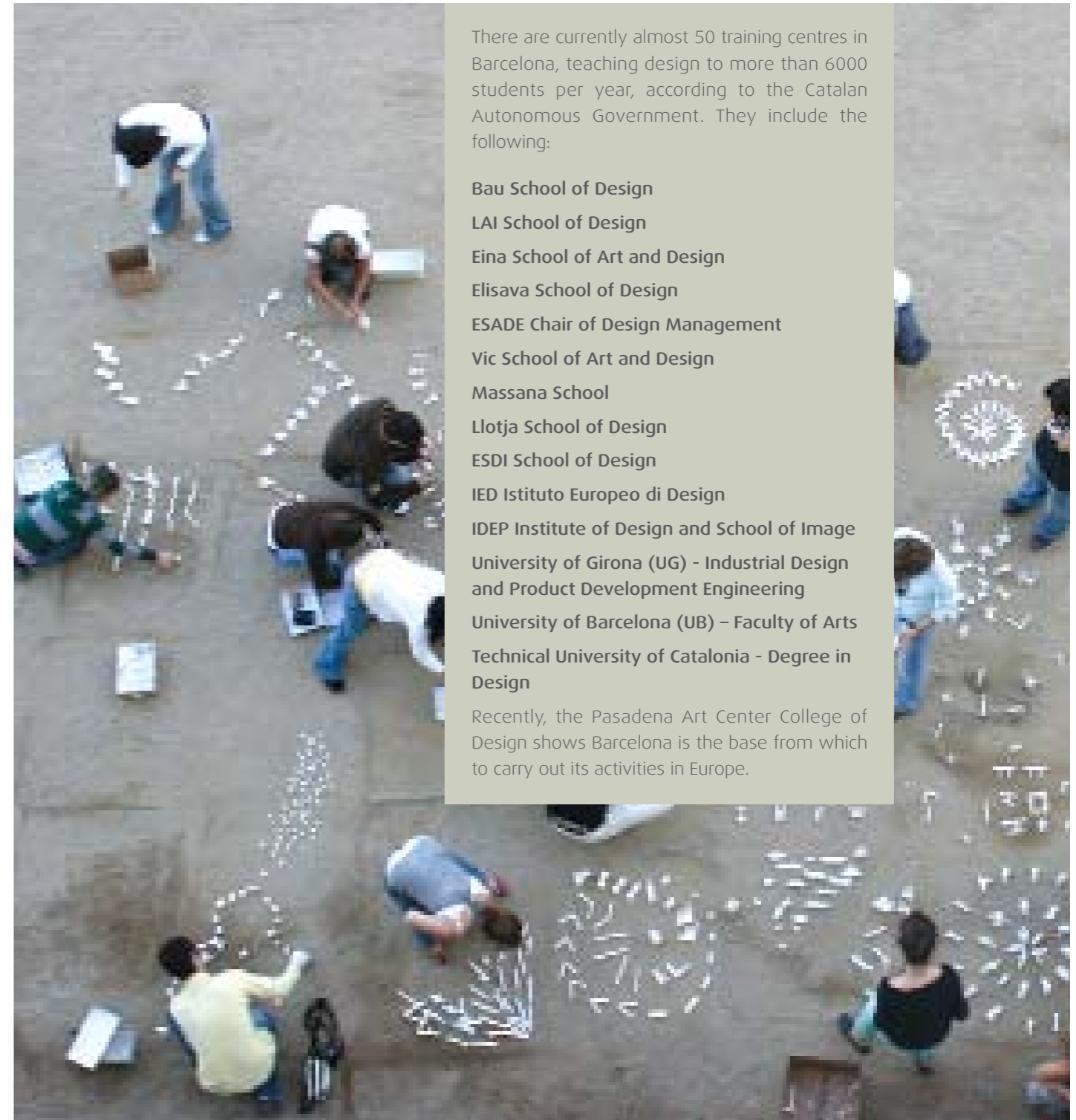
Particularly thanks to the portfolio of Barcelona, Catalonia enjoys an excellent reputation in Europe in design training.

Foreign students see Catalonia as the ideal place to study this discipline, thanks to the variety of training options and the inspiring culture of the country.

In Catalonia and Barcelona, there is a tradition of design teaching that is well consolidated and integrated in the local environment. The fact that many centres are the result of civil initiatives also distinguishes it from teaching programs in the rest of Spain.

The distinction of studying in Barcelona: "I studied in Barcelona"

Barcelona is internationally well-positioned, above big European capitals with a similar tradition, such as Milan and Paris, and very close behind London. This reputation means that studying in Barcelona is a distinctive characteristic on the CV of future professionals.



There are currently almost 50 training centres in Barcelona, teaching design to more than 6000 students per year, according to the Catalan Autonomous Government. They include the following:

Bau School of Design

LAI School of Design

Eina School of Art and Design

Elisava School of Design

ESADE Chair of Design Management

Vic School of Art and Design

Massana School

Llotja School of Design

ESDI School of Design

IED Istituto Europeo di Design

IDEP Institute of Design and School of Image

University of Girona (UG) - Industrial Design and Product Development Engineering

University of Barcelona (UB) - Faculty of Arts

Technical University of Catalonia - Degree in Design

Recently, the Pasadena Art Center College of Design shows Barcelona is the base from which to carry out its activities in Europe.

06 The Catalan design system

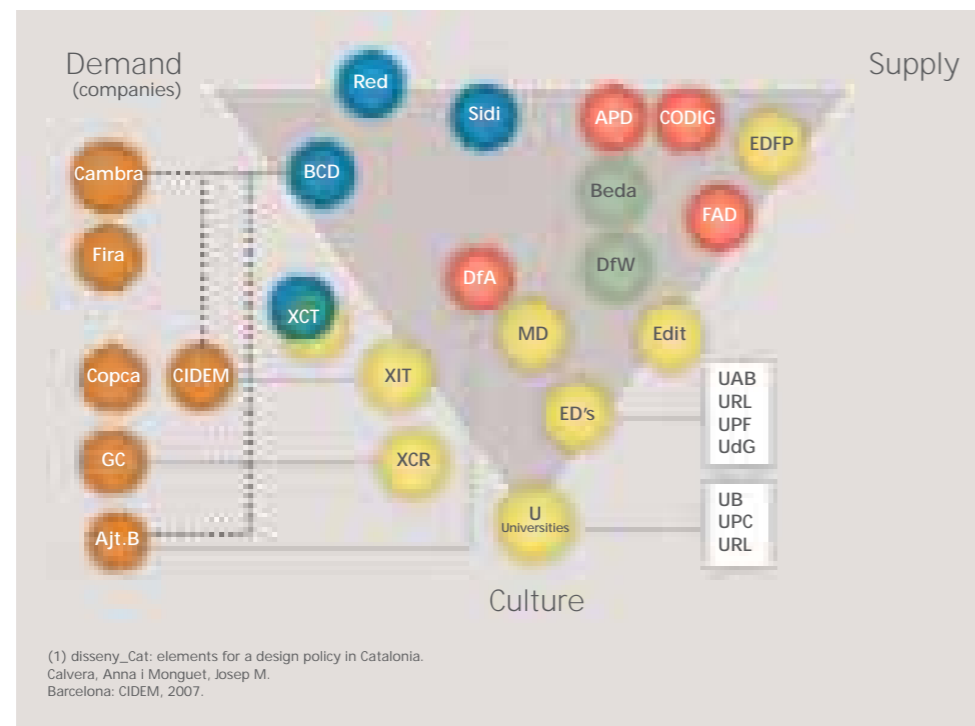
The Catalan design system is essentially made up of the agents who operate in the design sector, which consists of the supply and demand of design services and the professional relations established between them, and is supported by a group of entities dedicated to promoting, publicizing and producing training and research in design.

These entities together form the cultural subsystem within the overall design system. The close links between this subsystem and the design supply agents form the design community in Catalonia.

The attached drawing suggests an ordered reading of the Catalan design system. The triangular distribution makes it possible to situate the agents of the cultural subsystem according to their proximity to the demand, the supply, or research and the creation of the design culture.

Catalan design system

(cultural subsystem agent in relation to the sector) ⁽¹⁾



ADP - Association of Professional Designers. Association that defends the professional interests of the sector.

BCD - Barcelona Centre of Design. Foundation dedicated to promoting design in enterprise.

BEDA - The Bureau of European Design Association. European body that defends the value of design at European-Community level.

'CODIG' - Catalan Professional Association of Graphic Designers. Professional association.

DfA - Design for All Foundation. Institution dedicated to research on and promotion of design for all.

DfW - Design for the World. NGO for design projects.

ED's. Design schools with their own qualifications, and associated with whom the Autonomous University of Barcelona (UAB), Ramon Llull University (URL), Pompeu Fabra University (UPF) and the University of Girona (UdG).

EDFP. Vocational-training design schools.

EDIT. Publishers of books and journals aimed at disseminating the knowledge and information generated by the world of design.

FAD Promotion of Art and Design. Association of associations for promoting design in the world of culture.

MD. Museum of Decorative Arts – Museum of Design.

RED - Network of Design Companies. Association of companies for promoting and consolidating the design market.

SIDI - International Selection of Equipment Design for Habitat. Association of companies for promoting and consolidating the design market.

U. Universities with their own qualifications in design studies: Technical University of Catalonia (UPC) and University of Barcelona (UB).

07 Barcelona: headquarters of corporate design studies

Barcelona has a consolidated business fabric based on small and medium enterprises (SMEs); there are more than half a million SMEs in Catalonia, representing 99.7% of all businesses and Barcelona is home to 77% of all the SMEs in Catalonia. This business fabric is forging ahead with the Catalan design system. In terms of both the traditional industrial sectors and the services and emerging sectors, the business fabric shows a potential for growth and innovation through design. Sectors such as furniture, lighting, packaging, textiles, and the automotive industry are some of the examples.



Five examples of "Corporate Design Centre"

Alstom Transport set up its "Design and Styling" centre in Santa Perpètua de Mogoda (Barcelona) in 2007. Its role is to work on interior-design projects for the entire group, developing products in conjunction with its technical experts.

Barcelona has a large infrastructure ready to encourage design in all its forms: model making, engineering, design consultancy, R&D centres, universities, and wide experience in the fields of colours and textures.

David Cutcliffe,
director of the Alstom Transport design studio in Catalonia

Volvo has had its design centre in Barcelona since 2000. It has a team of 10 people.

Volvo has design studios in Sweden and California and decided to establish one in southern Europe, with the aim of penetrating the small-car culture that is so strongly rooted here. We chose Barcelona because the city combines the most traditional and artistic design with another, more dynamic and experimental, vision. Here, we can work with a small company and be more productive than the central studio in Göteborg, and closer to the ideas and needs of the end user.

David Ancona,
director of design of Volvo Strategic Design Barcelona

HP has based its World Division of Design of Products for the Graphic Arts Business in Sant Cugat del Vallès since 2003.

Barcelona is characterized by an open and cosmopolitan environment that provides continuous exposure to the latest trends in art, design, thought, society, etc. The city has a strongly humanistic character linked to its Mediterranean cultural tradition and provides a quality of life that is difficult to find in other European cities.

Jordi Morillo,
head of industrial design, Large Format Printing, HP

The Danish **LEGO Group** has had a design studio in Barcelona since 2004. The studio belongs to the Concept Lab division, which is responsible for the initial innovation process in games experiences.

Barcelona is a great source of inspiration. It is a traditional and modern city at the same time, with a large and constant variety of events of all kinds. Barcelona provides access to designers who graduate from the city's schools. There is tremendous creative potential. It is also a magnet that attracts many international professionals and this makes it possible to build very interesting teams.

Marta Tantos,
Design Manager,
LEGO Concept Lab-Barcelona

Roca, a company founded in 1917, has pioneered the creation of a specialized design department for developing all kinds of bathroom products.

Roca design is based on experience and innovation: the experience of a world leader in bathroom fittings and innovation understood as something more than just colours and forms. The incorporation of new young designers of different nationalities and with different specialities into the Barcelona Innovation Lab, and their work in coordination with all the teams from the different countries where Roca is established facilitates the development of new products and technologies to meet new social challenges and the new needs of the customer.

Josep Congost
Design Manager, Roca

08 The Barcelona Brand

Barcelona can compete with other European capitals such as Berlin, London, Milan, and Paris. The design provided in Barcelona has a characteristic. This has been possible thanks to the convergence of different factors that have managed to build a value brand, the "Designed in Barcelona" stamp, recognized and coveted by both local and international products.

The values of the "Designed in Barcelona" brand are:

Tradition: Gaudí, Dalí, Miró, Tàpies, Picasso... Graphic and visual creation has been inherent element to Catalonia since the Modernism period. The work of immortal and legendary artists such as these continues to be valid and exemplifies the great tradition of the community as a creative place.

Culture: there are two design cultures in Catalonia. The very traditional culture of design as a cultural and artistic discipline, which was founded in the 1980s, and the modern and functional culture that understands design as a strategic tool in business and as a business opportunity.

Creativity and inspiration: Barcelona is the source of stimuli for a creator. This includes the urban design, the architecture, the commerce, the bilingual situation, but also the system of activities, daily life, popular culture and leisure facilities. Furthermore the city now has many foreign students and this makes it particularly comfortable for new arrivals.

Architecture: the perfect distribution and design of the Eixample area, the Collserola tower, the Agbar tower, the Palau Sant Jordi, the Forum building, and the constant presence of Gaudí in the Sagrada Família, the Parc Güell, etc. On the city streets, façades from the Modernism period coexist with new architecture, creating an urban landscape that unites tradition and modernity.

Designers: the large network of design professionals from all disciplines who are based in Barcelona makes the city a worldwide reference capital for this discipline. Barcelona is currently the place of residence and centre of operations for designers from more than 55 countries.

Knowledge and experience: the training and professional tradition of Barcelona makes the city a hotbed of ideas and somewhere you can always learn. The city is committed to the knowledge economy, with initiatives such as 22@Barcelona.

Innovation: design applied to people's requirements, design that is responsible and respects the environment, design applied to the competitive requirements of enterprise. These are the principal routes of innovation of design in Barcelona, reaching its highest expression at 22@Barcelona.

Momentum: Now is a good time in Barcelona. The eclectic nature of the ideas that move the city is ideal for developing new paths in the creation and conceptualization of design projects.



09 The Design Cluster at 22@Barcelona

The Design Cluster is being developed at 22@Barcelona: it is a cluster of excellence and innovation, with international projection, located in the city centre.

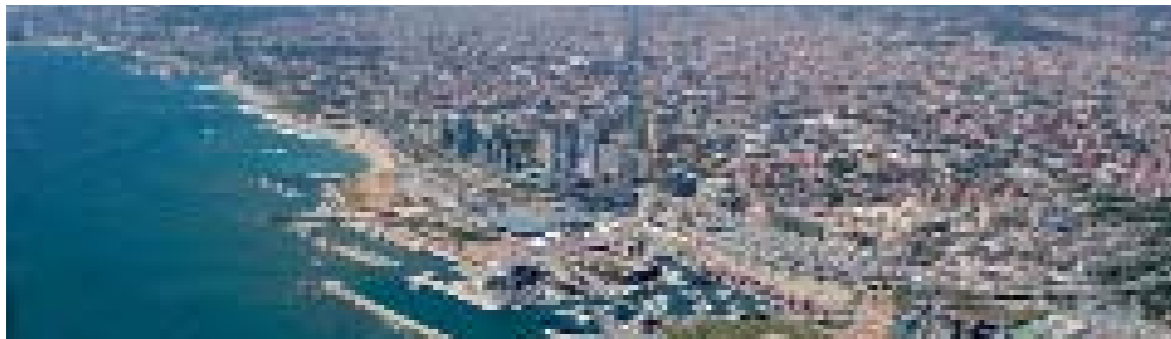
22@Barcelona is one of the main economic and business projects of the city of Barcelona and its aim is to recover the productive spirit of Poblenou and to create a considerable scientific, technological and cultural polarity that will make Barcelona one of the main platforms of innovation and the knowledge economy on the international stage.

Different clusters are being consolidated in the innovation district: Media, ICT (Information and Communication Technologies), Medical Technologies, Energy and Design. The 22@Barcelona cluster model increases competitiveness and the capacity for innovation and internationalization of the economic agents in the district by concentrating businesses, public institutions, universities and reference research centres in the sectors considered to be strategic, such as design.

This model of clusters also creates the necessary conditions for attracting businesses and innovative talent from around the world and favours the creation of a professional community linked to the global network.

The Design Cluster, promoted jointly by BCD and 22@Barcelona, will activate the business fabric with inter-sector and intra-sector actions with the different agents, and will strengthen the Barcelona brand internationally in the area of design and innovation.

Currently, the 22@Barcelona already has design businesses such as those located in Palo Alto (Estudi Mariscal, Morera Design, ADD + Arquitectura, Alex Gasca+Train01, Duch Claramunt, Fernando Salas Studio, GEC-UOC Grup, Laiguana, Pasarela, Puresang and Sans Visual Studio) and the Ruiz+Company, Torres & Torres Studios, Estudi Arola and CDN; the Open University of Catalonia, the Pompeu Fabra University and the BAU School of Design, backspace; and the Centre Tecnològic Leitat.



10 Testimonials on Barcelona and design

Barcelona has an open and dynamic mentality. It stands out in the minds of people all over the world as a place of great cultural richness, which is exciting and contemporary.

Michael Thomson
Chairman of BEDA, The Bureau of European Design Association

Barcelona is a city where social innovation, which is much more valuable than purely technological innovation, is very strong.

Bill Sermon
Vice president for design of Nokia Multimedia

We set up at the heart of Barcelona in order to enjoy its creative energy. From here, we can value the leadership in artistic trends, the Latin character, and the historical openness of the port city familiar with cultural exchange and interaction. It is a place that strongly influences and enriches design projects.

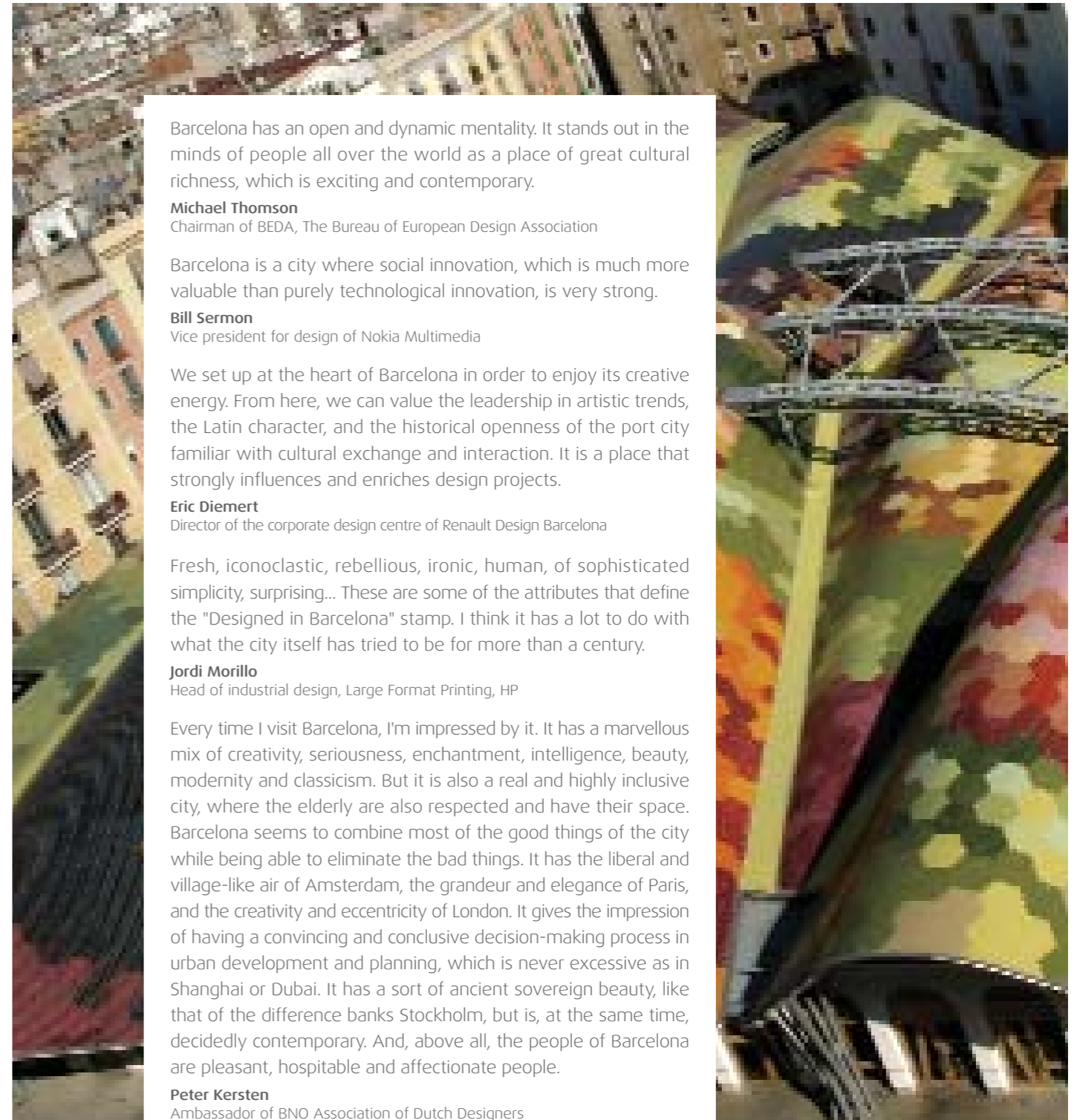
Eric Diemert
Director of the corporate design centre of Renault Design Barcelona

Fresh, iconoclastic, rebellious, ironic, human, of sophisticated simplicity, surprising... These are some of the attributes that define the "Designed in Barcelona" stamp. I think it has a lot to do with what the city itself has tried to be for more than a century.

Jordi Morillo
Head of industrial design, Large Format Printing, HP

Every time I visit Barcelona, I'm impressed by it. It has a marvellous mix of creativity, seriousness, enchantment, intelligence, beauty, modernity and classicism. But it is also a real and highly inclusive city, where the elderly are also respected and have their space. Barcelona seems to combine most of the good things of the city while being able to eliminate the bad things. It has the liberal and village-like air of Amsterdam, the grandeur and elegance of Paris, and the creativity and eccentricity of London. It gives the impression of having a convincing and conclusive decision-making process in urban development and planning, which is never excessive as in Shanghai or Dubai. It has a sort of ancient sovereign beauty, like that of the difference banks Stockholm, but is, at the same time, decidedly contemporary. And, above all, the people of Barcelona are pleasant, hospitable and affectionate people.

Peter Kersten
Ambassador of BNO Association of Dutch Designers



Entities associated with design

A FAD Association of Artists and Artisans

www.a-fad.org

Interdisciplinary Association of Spatial Design ARQ-IN FAD

www.arquinfad.org

Association of Art Directors and Graphic Designers ADG FAD

www.adg-fad.org

Association of Industrial Designers ADI FAD

www.adifad.org

Association of Professional Designers ADP

www.adp-barcelona.com

Image and Fashion Association MODA FAD

www.modafad.org

Association of Goldsmiths and Silversmiths ORFEBRES FAD

www.orfebresfad.org

BCD, Barcelona Centre of Design

www.bcd.es

BEDA The Bureau of European Designers' Associations

www.beda.org

Catalan Professional Association of Decorators and Interior Designers

www.codic.org

Catalan Professional Association of Graphic Designers

www.dissenygrafic.org

Design for All Foundation

www.designforall.org

Design for the World

www.designfortheworld.org

Promotion of Art and Design FAD

www.fadweb.org

Museum of Decorative Arts

www.museuartsdecoratives.bcn.es

SIDI Saló Internacional de Diseño, SL

www.sidi.es

Educational centres

Bau School of Design

www.baued.es

Eina School of Art and Design

www.eina.edu

Elisava School of Design

www.elisava.es

ESADE Chair of Design Management

www.esade.edu/research/designmanagement

Vic School of Art and Design

www.eartvic.net

Massana School

www.escolamassana.es

Llotja School of Design

www.llotja.es

ESDI, School of Design

www.esdi.es

IDEP Institute of Design and School of Image

www.idep.es

IED Istituto Europeo di Design

www.ied.es

LAI, School of Design

www.laiedu.org

University of Barcelona (UB) – Faculty of Arts

www.ub.edu/bellesarts

University of Girona (UG) - Industrial Design and Product Development Engineering

www.udg.edu/cid/gedidp

Technical University of Catalonia (UPC) - Degree in Design

www.disseny-upc.net

Local and regional bodies

22@Barcelona

www.22barcelona.com

ACCIÓ 10 – CIDEM COPCA

www.acc10.cat

Catalonia Investment Agency

www.catalonia.com

Barcelona Activa

www.barcelonactiva.cat

Barcelona Cultural Institute – Barcelona City Council

www.bcn.cat/cultura

Economic Promotion – Barcelona City Council

www.bcn.cat/barcelonabusiness

State bodies

DDI State Company for the Development of Design and Innovation

www.ddi.es

Federation of Spanish Bodies for the Promotion of Design

www.federaciondiseno.net

Ministry of Industry, Tourism and Commerce

www.mityc.es

Business organizations

Barcelona Chamber of Commerce

www.cambrabcn.es

Editors

Barcelona City Council - Economic Promotion

22@Barcelona

ACCIÓ - CIDEM COPCA. Government of Catalonia

Barcelona Chamber of Commerce

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