



The design sector in Barcelona



Ajuntament de Barcelona

Edition

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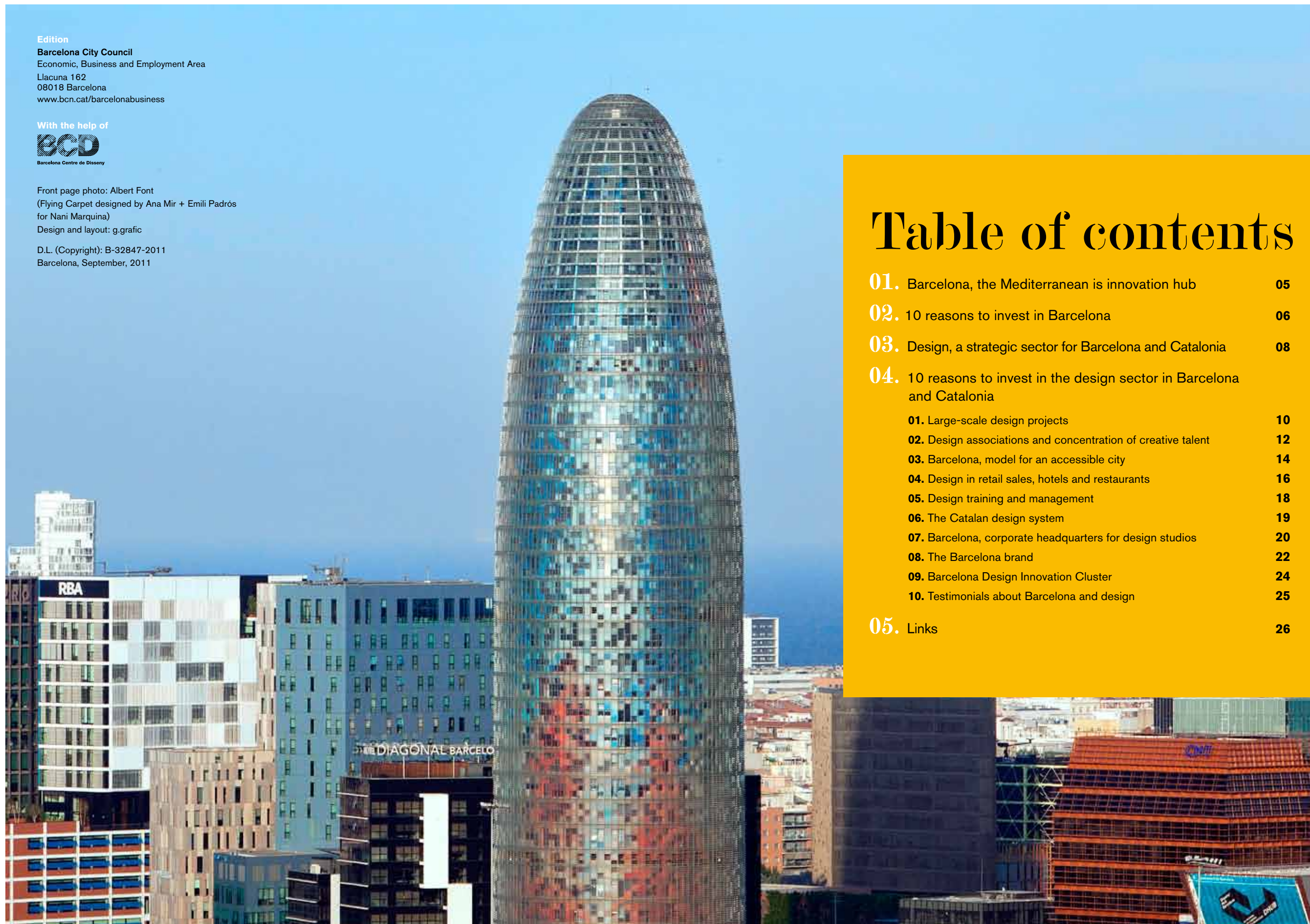


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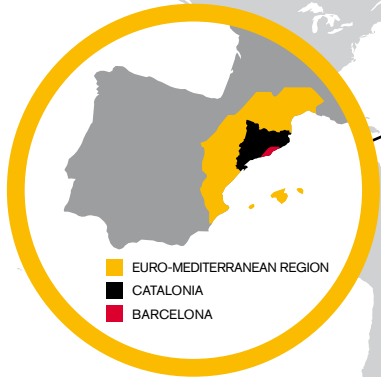
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01

Barcelona, the Mediterranean's innovation hub



Barcelona, located in northeast Spain on the Mediterranean coast, is one of the main European metropolises and the center of an extensive metropolitan area with more than 160 municipalities, home to nearly 5 million inhabitants. It is the economic, cultural and administrative capital of Catalonia and leads an emerging economic area in southern Europe, with 17 million inhabitants and more than 800,000 companies. This Euro-mediterranean region, which includes the Balearic Islands, Valencia, Aragon and southeast France, focuses mainly on new strategic sectors that are competitive and international and is consolidating its position at international level as one of the main European metropolises.

With a long industrial tradition and a dense business fabric, Barcelona's economic structure is highly diversified. More traditional sectors coexist with new sectors of emerging activities to create new knowledge clusters that prioritize specialization and competitiveness, focus on internationalization, and help create a dynamic and innovative economy in the city, driving Barcelona's strategic leadership in these fields. Catalonia is currently home to more

than 3,400 international companies and received 37% of all foreign investment in Spain in 2010; with 90% this invested in the Barcelona area.

Taking into account the gross value added by sector of activity, Catalonia, in terms of industry, carries the most weight of all autonomous communities in Spain (25.2%) and, regarding services, is ranked second in the nation for gross value added generated. Catalonia concentrates 23% of all innovative companies and 20% of the total expenditure on innovative activities in Spain.

Additionally, Barcelona's entrepreneurial activity rate in 2010 was 5.5%, above both the Spanish and European averages according to the Global Entrepreneurship Monitor (GEM) 2010.

Barcelona's trade fair, Port, Airport, Zona Franca Consortium, Barcelona Tourism Consortium, Barcelona City Council and new technological innovation districts are the main driving forces behind international economic activity in the Barcelona area. In this regard, and given the importance of

innovation in fostering the competitiveness, productivity and internationalization of companies, the design sector is key for Barcelona and Catalonia.

Barcelona and its metropolitan area are home to the most important companies and training centers in the Spanish design sector, as well as boasting the highest concentration of design companies and professional associations in Spain. The city has become a benchmark in Spain for a number of reasons including the 22@Barcelona district, which is a pioneer in innovation and technology district, a large network of leading service companies, a deeply rooted entrepreneurial spirit and a long educational and business tradition in the design sector.

Catalonia and **Barcelona** are currently benchmark destinations for international companies that want to establish a design studio, students looking for the best educational opportunities in the country, and professionals from all design disciplines that are looking for inspiration, enjoy quality cultural diversity, inspiring architectural heritage and an ideal climate and lifestyle to develop design projects.

02

10 reasons to invest in Barcelona

Barcelona offers a number of different elements that make it an attractive place to live, work and do business. Today the city is a highly interesting location for new economic activities. Some good reasons to invest here are as follows.

01. Strategic geographic location

Two hours by road from France and one day from the main European cities. The gateway to Southern Europe and capital of the Union for the Mediterranean, Barcelona's port, airport, logistics parks, international trade fairs and city center are found within a five-kilometer radius.

02. Comprehensive transport infrastructure

A network of motorways connected to Europe; the fastest growing airport in Europe; the top Spanish port and largest container port in the Mediterranean; wide reaching underground, train and bus networks; high-speed train connections to the European rail network as of 2013.

03. Center of a large, dynamic and diverse economic area

The Barcelona area has nearly 5 million inhabitants. It is the capital of Catalonia, with 7.5 million inhabitants, and the center of the Mediterranean Basin, an economic area with 18 million inhabitants. It accounts for 70% of Catalonia's GDP, and is the sixth largest urban area in Europe and has the fifth highest concentration in Europe in terms of industry.

04. Successful foreign investment

Barcelona is ranked the sixth best city in Europe for business*, and Catalonia accounts for approximately 34% of all foreign investment in Spain and is home to more than 3,400 foreign companies.

05. Internationally renowned positioning

Barcelona tops a number of international rankings, which rate its urban environment, ability to attract foreign capital, entrepreneurial spirit and quality of life very highly.

06. Human resources prepared for the future

Highly responsible; highly productive, one of the best in Europe according to the OECD; 8 public and private universities; a number of prestigious business schools including ESADE, IESE and EADA; 33 international schools; wide-spread use of new technology and a natural tendency for innovation and creativity.

07. Excellent quality of life

Ranked first among European cities for quality of life*. Temperate climate, sun, beach, skiing; great cultural activities; an ample network of quality educational institutions; modern and accessible healthcare system; easily accessible using public transport; and a network of natural parks surrounding the city.

08. Large-scale urban-planning projects for the future

Transformation of 1,000 ha and 7 million m² of floor space.

Llobregat Area: commitment to logistics, aerospace and mobility, with expansion of the port and airport.

Besòs Area: urban renewal, universities and research and innovation centers; Porta Europa-La Sagrera: arrival of the high-speed train; 22@Barcelona: the new technology and innovation district, and the Diagonal-Besòs Campus for activities related to energy, water and sustainable mobility.

Vallès Area: strategic concentration of technology, nanotechnology and research facilities; the Alba Synchrotron, the Vallès Technology Park and the UAB Research Park.

09. Competitive real estate market

Wide range of offices, retail spaces and industrial warehouses with excellent price/quality balance and a high occupation rate.

10. Unique public/private cooperation

Barcelona City Council and the Catalan Government are highly committed to companies; success of traditional public/private collaborations has been key to Barcelona's transformation.

*According to Cushman & Wakefield, European Cities Monitor 2011.

Design, a strategic sector for Barcelona and Catalonia

Barcelona has long been committed to design as one of the ten strategic sectors that make up the city's portfolio, understanding that design is a sector that adds value to Barcelona's proposal and one of the key driving forces behind the economy, knowledge and innovation. Design has become one of the most important elements in business strategies. Being different, innovative and competitive in a globalized world entails applying successful design management. Furthermore, few places in the world can boast their own distinctive design culture. Catalonia, and Barcelona in particular, are two of these places.

Over the past 25 years, Barcelona has positioned itself as one of the design capitals of the world. Its rise began in the 1980s, with the Barcelona design boom. Two different phenomena coincided with this effect: the city's professional and teaching foundations and its design culture, which had always been very active and saw an opportunity to grow and expand. Internally, the desire of society, institutions and businesses to modernize was very important. Furniture, graphics, leisure areas, and urban spaces were at the core of this new type of consumption. Meanwhile, abroad, Europe and the world discovered a country (Catalonia) and a capital city (Barcelona) with new ideas and concepts in the field of design. The decade of the eighties was also a time when Barcelona and the main Catalan cities became more service oriented and cultural tourism blossomed. All of this has led to an increasing awareness in Barcelona over recent years of the city's status as a global design capital.

All the stakeholders involved in the design sector are currently working to create a solid and cohesive system. The outlook is optimistic. Barcelona is now the center of operations for designers from more than 55 countries, and home to great, internationally renowned professionals who favor the creation of a powerful and differentiated city brand, with a knowledge and training industry driven by roughly 50 educational centers and institutions such as BCD, FAD and the industry's professional associations. This situation is further strengthened by new projects raising awareness of the sector and integrating it into the Catalan culture and business fabric, like the Barcelona Design Festival, Barcelona Design Innovation Cluster (BDIC) and Design Hub Barcelona, the gateway to 22@Barcelona, the city's innovation district.



An important hub of foreign investment

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

1. Catalonia has the largest and most consolidated base of foreign companies in Spain, nearly 34% of which have their headquarters or carry out their main activity in Catalonia. The Barcelona area concentrates 90% of all foreign companies in Catalonia.
2. 5% of foreign companies in Barcelona carry out design activities.

This document aims to describe the basic characteristics of the design sector in Catalonia and the city of Barcelona today and in the future, via ten strategic focal points:

- 01 Large-scale design projects
- 02 Design associations and concentration of creative talent
- 03 Barcelona, model for an accessible city
- 04 Design in retail sales, hotels and restaurants
- 05 Design training and management
- 06 The Catalan design system
- 07 Barcelona, corporate headquarters for design studios
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04

10 reasons to invest in Barcelona and Catalonia

01. LARGE-SCALE DESIGN PROJECTS

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

The city is currently tackling new challenges that will allow it to take a central position in design over the coming years. Events like the Barcelona Design Festival and projects such as Design Hub Barcelona and the Barcelona Design Innovation Cluster guarantee the continued dominance of design in culture and as a strategic element in the country's business fabric.

1992 Olympic Games. The phenomenon of Olympic Barcelona went beyond just the year 1992. The Olympic Games acted as a milestone that caused stakeholders in the fields of design and architecture, which were very active in preparing the city's bid in the eighties,

to join forces during the Barcelona design boom.

Primaveres del Disseny (Design Springs) were biyearly events held between 1991 and 2001, which helped nurture and grow local design culture, raising awareness among the general public through activities involving the cultural subsystem, part of the sector and city institutions. These events were truly a central element around which design was structured and this brought about a renovation of ideas, as well as facilitating the incorporation of a new generation of professionals.

The **Year of Design**, held in 2003 to celebrate the one hundredth anniversary of FAD (Association

for the Promotion of the Arts and Design), became an expanded version of the Primaveres del Disseny with widespread media coverage and promotional resources. It raised awareness of the value of design among the general public and vindicated the term "design" as an element of cultural, social and economic progress.

BCN Design Week, organized annually by BCD Barcelona Design Center since 2006, has become an enriching location for the professional design world to meet with the business world, with important international repercussions. It aims to foster more widespread knowledge of design and its strategic value among a variety of target audiences, strengthen

relations between design and enterprise, and promote Barcelona as a city of creativity, design and knowledge.

Design Hub Barcelona is the umbrella encompassing collections from pre-existing museums (the Museum of Decorative Arts, the Textile and Clothing Museum and the Graphic Arts Board) and aims to observe the past and present of the design world objectively in order to drive research and promote activity in this field. The new museum will be one of the main driving forces behind a design culture in Barcelona, as well as an important showcase for recent Catalan design.

Barcelona Design Innovation Cluster (BDIC) follows the 22@ Barcelona cluster model applied in the city and facilitates the strategic concentration of the main economic, institutional, teaching and innovation stakeholders in the sector in order to strengthen Barcelona's international leadership in the design and innovation arena.

Barcelona Design Festival is a festival created by BCD and FAD with two main focal points: BCN Design Week and the FADfest, an event focusing on the economic and cultural aspects of design. An agenda of more than 50 activities is structured around awards, the city, business, debate and exhibits.



02. DESIGN ASSOCIATIONS AND CONCENTRATION OF CREATIVE TALENT

Catalonia has a long tradition of associations, which shows itself in more than one thousand associations from a variety of sectors. In particular, the design sector includes a dozen entities that watch out for the profession's best interests and have been decisive in the growth of design in Catalan society and culture.

In recent years, Barcelona has become one of the favorite locations for architects, designers, photographers, illustrators and creative professionals from all over the world. These professionals, together with those that who have always lived in the city, are currently one of the biggest international talent resources. One of the reasons for this ongoing concentration of talent is the support and representation in society provided by the sector's different professional associations.

The association that brings together the most subsectors of design is FAD, which currently has nearly 1,200 members:

- **A FAD** (arts and crafts) has 139 members;
- **ADG FAD** (graphic design and visual communication) has 524 members;
- **ADI FAD** (industrial design) has 240 members;

- **ARQ-IN FAD** (architecture and interior design) has 281 members, and
- **Moda FAD** (image and fashion) has 56 members.

Additionally, the sector is also represented in the city by ADP (Association of Professional Designers) with 118 members, the Catalan Official Association of Interior Designers and Decorators (CODIC), with nearly 300 members, and the Catalan Professional Association of Graphic Designers, with 535 members. Additional projects of note include Terminal B, a virtual database of talent in Barcelona, the BCN online design directory and the directories of the aforementioned associations.



10 reasons to invest in Barcelona and Catalonia

03. BARCELONA, MODEL FOR AN ACCESSIBLE CITY

Barcelona is a city based on the principle of “Design for All”. This has allowed it to become one of the most accessible cities in the world for people in all their diversity regarding respect for different genders, cultures, skills, ages and languages. The city benchmark that has been used as the model for the rest of the Catalan capitals and a watershed for European cities, which are moving towards pedestrian-centric historical areas, building safer and healthier cities, and providing people-friendly services.



Although the term “Design for All” was most certainly not used at that time, the concept began in Barcelona in Medieval times. Even then, the city was designed with the aim of improving cleanliness, safety and communication. This tendency to design for people has continued throughout the city’s history and has been extended in recent years to the point where Barcelona has become a model in terms of accessibility and the adaptation of design for people’s needs.

What defines a well-designed city? The city’s own ability to adapt to the needs of each resident, while respecting the rights of others, such as moving comfortably and safely through the city, on foot or public transport, having comprehensive, functional services for everyone, and, above all, ensuring that living in or visiting the city is an enriching experience.

“Well-structured design”

The Design for All Foundation defines Barcelona’s design as a “well-structured” design. This is due to factors like having well-aligned street furniture, green spaces and facilities distributed throughout the territory so that they can be reached on foot, and streets set aside exclusively for vehicles such as bicycles or strictly for pedestrian use. Furthermore, one of the key points in the design of Barcelona is that the city has managed to combine respect for diversity, hygiene, safety and functionality with aesthetics. All these aspects make living in Barcelona a pleasant experience.



Figures on accessible Barcelona

- Barcelona City Council is working to install “new traffic lights” throughout the city, with permanent acoustic signals for the blind. According to forecast, in a few months all traffic lights in the city will be accessible.
- Public transport in the city aims to cover the travel needs of all residents. Therefore, all TMB mobile units are accessible (approximately 1,000 units). 89.6% of the bus lines are totally accessible, taking into account that companies other than TMB also run busses in the city.
- Barcelona has made a commitment to eliminating barriers in municipal buildings. 224 buildings have already been adapted and 151 are semi-accessible (the disabled can access them with help).
- The city currently has ten integrated, accessible play areas for children, one in each of the municipal districts.
- Barcelona has three accessible beaches (Barceloneta, Nova Icària and the Forum bathing area) with elements such as ramps to get into the water, amphibious chairs, adapted changing rooms, parking spaces for people with disabilities, and special handicapped support services.

Barcelona has reached high levels of excellence in city design and its model has been exported to many other cities. Now, the challenge lies in continuing to innovate along the same line, while also contributing design solutions to new areas, as is happening with regards to waste collection, the adaptation of metro stations and bus stops, and sports activities for people with disabilities in a number of facilities around the city through the “Barrier Free Sports” program.

04. DESIGN IN RETAIL SALES, HOTELS AND RESTAURANTS

Urban retail is the commercial model used in both Catalonia and Barcelona. Design is a distinctive trait of many Catalan establishments and is an element that, in addition to the avant-garde image it creates, makes shops and businesses a place where all kinds of people coexist and forge relationships, as well as making them as a benchmark for retail sales.

Innovative restaurateurs

The culinary arts is one of the economic activities that has seen most growth in recent years. Eateries not only concern themselves with the quality and originality in their cooking, but also look for spaces where design and architecture make eating a pleasure for all the senses. Some of the best-known examples include El Bulli and Ferran Adrià, who uses design and experimentation to seek out pure flavors and seemingly impossible preparation methods. His collection of products, "Faces", has been developed in conjunction with a number of prestigious designers. Grupo Tragaluz, with a dozen establishments in Barcelona and one in Calella de Palafrugell, has a marked Mediterranean and cosmopolitan personality and is characterized by the interior design of its restaurants and its corporate

image. Oriol Balaguer's Barcelona store is, in addition to a chocolate and pastry studio, a center for developing new products and recipes with an avant-garde presentation.

Design and retail

Each year, 1,500 retail shops renovate their premises in Catalonia and 68% of Catalan companies consider design to be an important source of new ideas, showing that design is gaining weight in the retail sector and is becoming a winning strategy for reaching new types of consumers and offering the best products and services. Experts in interior design for retail agree that any place in Barcelona is suitable for a retail establishment with a strong design component. Nevertheless, there are certain areas of Barcelona that have a high concentration of unique shops, like the Born, Raval

and Gràcia neighborhoods. The Raval, in the heart of the city, is an important hub of design-driven establishments and innovative hotels. The Born has one of the highest concentrations of art, fashion and style establishments, with streets lined with fashion and accessory boutiques, design studios, art galleries, hotels and restaurants. Two of the city's most important shopping streets, 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, as well as some of the most important retail ideas and projects that have had significant repercussions in the city, like the Vinçon shop.

The new hoteliers

The rise of tourism has led to the creation of unique hotels that, thanks to design and new, innovative concepts, attract new clients who see their stay as yet another experience to enjoy. In a sector that generates 14% of local wealth, creating new business concepts is a must. Creativity, design, wellness, and gastronomy are some of the most commonly used terms by the new hoteliers when creating exclusive hotels with value added derived from design and architecture. Some of the most noteworthy examples include the Hotel Mandarin Oriental, Hotel Omm, Hotel Axel, Hotel Casa Camper in Barcelona, Hotel Me and the Hotel Les Cols in Olot (Girona).

BCN Design Tour

All of this design-centric retail activity in Barcelona is reflected in the BCN Design Tour, a print and online map geared mainly towards people visiting Barcelona, for work or pleasure, but also information that anyone interested in design will enjoy.



10 reasons to invest in Barcelona and Catalonia

05. DESIGN TRAINING AND MANAGEMENT

Catalonia has an excellent reputation in Europe regarding design training, mainly thanks to the opportunities available in Barcelona.



Foreign students see Catalonia as the ideal place to study design, thanks to a wide variety of training options and the country's inspiring culture. Catalonia and Barcelona have a long, consolidated history in the field of design education, which is well rooted in the local environment. The fact that many centers have been created through civic initiative gives this area a distinctive character when compared to training programs offered in the rest of Spain.

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

Barcelona is well positioned internationally, above large European capitals with a similar tradition like Milan and Paris, and on par with London. This reputation means that having studied in Barcelona sets future professionals apart from the rest.

50 training centers that teach design to more than 6,000 students each year in Catalonia :

- Bau School of Design**
- Eina Art and Design School**
- Elisava School of Design**
- Vic Art and Design School**
- Massana School**
- Llotja Art and Design School**
- ESDi School of Design**
- IED Istituto Europeo di Design**
- IDEP Institute of Design and School of Image**
- University of Girona**
- University of Barcelona**

Source: Government of Catalonia

06. THE CATALAN DESIGN SYSTEM

The Catalan design system is essentially made up of the group of stakeholders that operate in the design sector, represented by the supply and demand of design services and professional relations established between these stakeholders. The system is supported by a group of entities devoted to promoting, publicizing and producing design training and research.

Together these entities make up a cultural subsystem within the overall design system. The close links between this subsystem and the design supply stakeholders form the design community in Catalonia.



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

BCD - Barcelona Design Center. Foundation dedicated to promoting design in business.

CODIG – Catalan Professional Association of Graphic Designers. Professional association.

DfA - Design for All Foundation. Devoted to researching and promoting design for all.

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

ED. Design schools with their own degrees linked to 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. Book and magazine publishers devoted to raising awareness of knowledge and information generated in the design world.

FAD – Association for the Promotion of the Arts and Design. Association of associations to promote design in the world of culture.

MDI - Design Hub Barcelona

RED - Spanish 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 design degrees: Polytechnic University of Catalonia (UPC) and University of Barcelona (UB).

10 reasons to invest in Barcelona and Catalonia

07. BARCELONA, CORPORATE HEADQUARTERS FOR DESIGN STUDIOS

Barcelona has a consolidated business fabric based on small and medium enterprises (there are more than half a million SMEs in Catalonia, making up 99.7% of all businesses; Barcelona is home to 77% of all SMEs in Catalonia) that is moving forward in step with the Catalan design system. This business fabric, in terms of traditional industrial sectors like the service sector as well as emerging sectors, has the potential to grow and innovate through design.

Four examples of Corporate Design Centers

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

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

David Cutcliffe
Director of the Alstom Transport design studio in Catalonia

Volvo has had its design center in Barcelona since 2000, with a team of 10 people. The company also has design studios in Sweden and California and decided to establish one in southern Europe in order to get a foothold in the small-car culture that is so strongly rooted here.

"We chose Barcelona because the city combines more traditional and artistic design with another, more dynamic and experimental, viewpoint. Here, we can work with a small company and be more productive than the central studio in Gothenbourg, and closer to the ideas and needs of the end user."

David Ancona
Head of Design for 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 ongoing 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
Experience Design Lead. HP ICD Customer Experience Team

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 seen as something more than just colors and forms. The incorporation of new young designers from different countries and with different specialties into the Barcelona Innovation Lab, and their work in coordination with teams from all the countries where Roca is located, facilitates the development of new products and technologies to meet new social challenges and consumer needs."

Josep Congost
Roca Design Manager



08.
THE BARCELONA
BRAND

Barcelona can compete with other European capitals such as Berlin, London, Milan, and Amsterdam. Design “made in Barcelona” has a characteristic style created through the convergence of a number of factors, which has allowed for the creation of a strong city brand, the “Designed in Barcelona” seal, recognized and coveted by both local and international products.

“Designed in Barcelona” brand values

Tradition: Gaudí, Dalí, Miró, Tàpies, Picasso... Graphic and visual creativity has been inherent to Catalonia since Modernisme. The work of these immortal, legendary artists is still relevant and exemplifies the great tradition of this community as a creative place.

Culture: There are two design cultures in Catalonia. On one hand, the highly traditional aspect of design as a cultural and artistic discipline, the foundation for which was laid in the 1980s. On the other hand, the modern and functional culture that understands design as a strategic tool for companies and as a business opportunity.

Creativity and inspiration: Barcelona is the source of stimuli for all types of creative people. This

includes urban design, architecture, retail shops, and bilingualism, but also its plethora of activities, lifestyle, popular culture and leisure facilities. Furthermore, the city now has many foreign students, making it particularly welcoming to newcomers.

Architecture: The perfect organization and design of the Eixample area, the Collserola tower, the Agbar tower, Palau Sant Jordi, the Forum Building, and the constant presence of Gaudí at the Sagrada Família, Parc Güell, etc. On the city streets, Modernisme façades coexist with new architecture, creating an urban landscape that unites tradition and modernity.

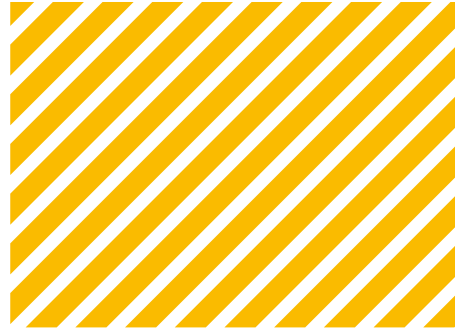
Designers: The large network of design professionals from all disciplines based in Barcelona makes the city a global benchmark for this field. Barcelona is currently home to designers from more than 55 countries.

Knowledge and experience:

Barcelona's professional and educational tradition makes the city a hotbed of ideas and a place for life-long learning. The city is committed to the knowledge economy, with initiatives such as 22@Barcelona.

Innovation: Design applied to people's needs; responsible, environmentally friendly design; design applied to the competitive needs of business. These are the principal avenues of design innovation in Barcelona, the pinnacle of which is 22@Barcelona.

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



10 reasons to invest in Barcelona and Catalonia

09. BARCELONA DESIGN INNOVATION CLUSTER

For some time now, Barcelona has been committed to the cluster model as a way to strengthen strategic sectors like design with the aim of making the city one of the main innovation and knowledge-economy platforms in the world. Barcelona Design Innovation Cluster (BDIC), a project of excellence and innovation with international projection, is a clear example of this dedication.



Barcelona City Council is currently promoting a number of strategic sectors that follow the cluster model driven by 22@Barcelona: Design, Media, ICT (Information and Communication Technology), Medical Technology, Energy and Mobility, Logistics and Aerospace, among others. This model facilitates growth and synergies among the city's economic stakeholders while increasing productivity and the city's ability to innovate and internationalize. Likewise, it also creates the necessary conditions to welcome companies and innovative talent from around the world, while fostering the creation of a professional community with links to the global network.

Barcelona Design Innovation Cluster (BDIC) has been working to this end since 2009. This initiative promoted by **BCD Barcelona**

Design Center and **22@Barcelona** brings together innovative companies that provide or need design services, support organizations and public institutions in order to increase competitiveness in sectors where design is a strategic element and can facilitate innovation.

This cluster's mission is to position Barcelona, and by extension Catalonia, as a hub of excellence in innovation through design on an international level. In order to achieve this, four initial strategic areas have been established (d-Health, City, Integral Concepts and Transport Experiences), around which detailed strategic analysis and action plans will be carried out in order to improve the competitiveness of companies and economic, institutional, educational and innovation stakeholders in the sector.

10. TESTIMONIALS ABOUT 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 wealth, excitement and modernity."

Michael Thomson
President of BEDA, The Bureau of European Design Associations (2007-2009)

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

Bill Sermon
Vice-president of Design for Nokia Multimedia

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

Jordi Morillo
Experience Design Lead. HP ICD Customer Experience Team



"Barcelona inspires design and creativity thanks to its wide-reaching artistic atmosphere, above all the underground scene. My dream is for Vodafone to move its User Experience department to Barcelona."

Germán León
Vodafone Principal User Experience Design Expert

"Every time I visit Barcelona, I'm impressed by it. It has a marvelous mix of creativity, seriousness, enchantment, intelligence, beauty, modernity and classicism. But it is also a real and highly inclusive city, where the elderly are respected and have their place. Barcelona seems to combine most of the positive elements of a city while being able to eliminate the negative ones. 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 regarding urban development and planning, but not in excess like in Shanghai or Dubai. It has a sort of somber ancient beauty, like that of Stockholm, but is, at the same time, decidedly contemporary. And, above all, the people of Barcelona are pleasant, hospitable and affectionate."

Peter Kersten
Ambassador, BNO Association of Dutch Designers

"Barcelona is a living city. There is constant debate and everyone there has something to say. In this way, I think Barcelona is a very rich city because it has no barriers and enjoys great diversity and plurality. I prefer to be here, enjoying Barcelona, than working in my London office for 30 years".

Norman Foster
Architect

Links

Design-related organizations

A FAD Association of Artists and Artisans
www.a-fad.org

Interdisciplinary Association of Space 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
 MODA-FAD
www.modafad.org

BCD Barcelona Design Center
www.bcd.es

Catalan Official Association of Interior Designers and Decorators
www.codic.org

Catalan Official Association of Graphic Designers
www.dissenygrafic.org

Design for All Foundation
www.designforall.org

Design Hub Barcelona
www.dhub-bcn.cat

Association for the Promotion of Art and Design FAD
www.fad.org

RED Spanish Association of Design Companies
www.red-aede.es

SIDI Saló Internacional de Diseño, SL
www.sidi.es

Educational centers

Bau School of Design
www.baued.es

Eina School of Art and Design
www.eina.edu

Elisava School of Design
www.elisava.es

ESADE Design Management Department
www.esade.edu/research/designmanagement

Vic School of Art and Design
www.eartvic.net

Massana School
www.escolamassana.es

Llotja School of Art and Design
www.llotja.cat

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

University of Barcelona (UB) – Fine Arts Faculty
www.ub.edu/bellesarts

University of Girona (UG) – Polytechnic School
www.udg.edu/ups

Local and regional bodies

22@Barcelona
www.22barcelona.com

ACC1Ó – CIDEM COPCA
www.acc10.cat

Barcelona Activa
www.barcelonactiva.cat

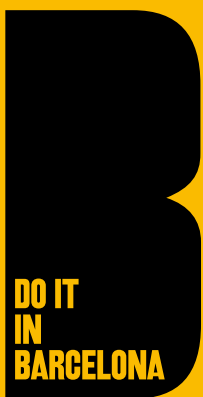
Barcelona Institute of Culture– Barcelona City Council
www.bcn.cat/cultura

Economic Promotion – Barcelona City Council
www.bcn.cat/barcelonabusiness

Business bodies

Barcelona Chamber of Commerce
www.cambrabcn.org





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