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LOOK AT DESIGN  
LOOK AT CATALONIA . . . .

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## LOOK AT THIS PLACE

**QUALITY OF LIFE GENERATES QUALITY IDEAS.** A Mediterranean climate. A rich, varied landscape. Light and colour. There can be no better context for using the imagination and developing ideas. That's Catalonia. A privileged place in Europe. A modern country with connections throughout the world, an enviable quality of life and all the requirements for ensuring creative work becomes international in scope. That's the way it's been for more than a century, as indicated by the Modernist architecture and industrial designs of the 19th and 20th centuries. And the number and quality of companies and professionals working here today in different areas of design are the guarantee that it will continue for generations to come.



Barcelona International Airport: 12 km from the city centre. 2 hours to major European cities. 21 million passengers per year.



**BARCELONA RANKS FIRST IN TERMS OF QUALITY OF LIFE AMONG EUROPEAN CITIES AND HAS MAINTAINED THIS POSITION SINCE 1996.**



**Art and culture in every corner of Catalonia.**

**Joan Miró.** Painter and sculptor.

**Antoni Gaudí.** Architect and designer.

**MACBA.** Museu d'Art Contemporani de Barcelona.

"Its industrial development, its privileged geographical enclave by the Mediterranean, its rich cultural fabric and the vitality of its inhabitants make Catalonia, and more specifically Barcelona, an ideal place for the development of design related activities.

Catalonia offers a perfect working environment: a synthesis between Latin joviality and Central European efficiency. I take a great deal of pleasure in the atmosphere, the light, the weather, the landscape and the visual richness of Barcelona. It's a city full of life and emotion and is open to many other cultures. Thus, it has attracted companies from the creative world and in particular from the automotive sector."

**Walter de'Silva, SEAT's Director of Design and Head of Design of the Audi Brand Group**



## LOOK AT THESE FIRMS

# COOL

**DESIGN MADE IN CATALONIA.** Graphic design, environmental design, product design, interior design, digital design and fashion design. Virtually every facet of design is represented in Catalonia. More than 1000 companies, including multidisciplinary design firms, engineering companies and technological centres employing more than 8000 design professionals export creativity and develop design products on the international level in areas such as the automotive industry, railways, the aerospace industry, machine tools, urban furniture, office equipment, electronics, household appliances, lighting and furniture.

Some international companies with design and development centres in Catalonia are:

- **Hewlett-Packard:** Worldwide responsibility for R&D, design and marketing of all the company's large-format printers.
- **Venture Electronics Spain:** European Design and R&D Centre in Terrasa for electronic products such as computer peripherals and printers.
- **Sony:** World design centre for digital tuner components, and other design and development activities for colour TVs, plasma TVs and projectors.



Some of the centres offering specific services to industrial design activities are:

- **The Computer Integrated Manufacturing Centre (CIM)** offers product design services such as mechanism simulation, numerical control, computer vision, prototyping, metrology and factory automation.
- **The International Centre for Numerical Methods in Engineering (CIMNE)** works in the field of aerodynamics and structures, and develops numerical methods, computational techniques and graphic visualization among others.
- **The New Products Innovation & Conceptual Development Centre (CID)** carries out research on ergonomics, aesthetics, forms, functionality and perception, among others.
- **The Virtual Reality Centre (CRV)** is the first public centre in Southern Europe providing rental services of VR Infrastructure (CAVE, StereoWall...) and preparation of data for visualization.



**AUTOMOTIVE DESIGN.** The Catalan design cluster is particularly strong in the automotive industry. Automotive companies such as Seat, Audi, Volvo and Renault have established design centres in Catalonia. Other companies such as Subaru and Fiat are developing integral design projects with independent design studios in Catalonia, and Nissan has a Technical Design Centre at its production plant in Barcelona. Catalonia is, therefore, ranked second after California in terms of the number of automotive design centres.

IDIADA Automotive Technology offers engineering, testing and homologation services to the automotive sector companies'. Its installations comprise eight specification test tracks as well as analysis and test facilities.



Recently independent design studios such as Fuore Design have established in Barcelona, developing projects for international companies.

Other international firms established in Catalonia, such as EDAG, EPSA Engineering & Prototyping, Italdesign and Rücker, handle product-development engineering, design and prototyping for the transportation industry, consumer electronics and industry in general, and provide the perfect complement to Catalonia's extensive network of top-quality local design and engineering firms.

Furthermore, there are a great number of public R&D groups, university research departments and technology and homologation centres giving support to industrial design activities.

"Volvo chose Barcelona to set up its design centre because the city appears to be the emerging design capital of Southern Europe. Its dynamism is distinguishing it from its mainly Italian competition. In fact, the general level of design culture in Catalonia is earning an international reputation. We are happy with our choice, things are working out extremely well.

Regarding the effect of Mediterranean design in our work, we have given a Mediterranean twist to Scandinavian style and it appears to be quite successful."

David Ancona, Chief Designer Volvo Strategic Design Barcelona



Graphic design, environmental design, product design, interior design, digital design and fashion design.



## LOOK AT THESE IDEAS

**CULTURAL DIVERSITY GENERATES FRESH IDEAS.** Look at Barcelona. One of the world's great cosmopolitan cities. A place where the myriad facets of design are on display in the streets-not just in museums. Fresh ideas in urban furniture, signage, fashion and graphic design. A place where cultures converge as a result of the diversity of foreign communities of many different nationalities. And right now, Barcelona is a favourite destination for young people from all over the world.

EDAG



Miguel Mila, Santa & Cote.



ITALDESIGN



COSTA DESIGN, TEKA.



LYP SA

**DESIGN IS ONE OF THE FEATURES THAT HAS MADE BARCELONA ONE OF THE WORLD'S FAMOUS CITIES. BARCELONA IS A TRADEMARK OF QUALITY, PRESTIGE AND INNOVATION THAT REFLECTS THE WAY OF DOING THINGS AND THE STYLE OF THE CITY.**

Young people and new blood. The number of foreign students in Barcelona has doubled in the last four years and this is largely due to Barcelona's projection as a young city on the cutting edge, open to ideas and geared toward design.

As a result of its long tradition in every area of design, Catalonia is home to a number of well-known design schools (some of which are more than a century old) and many university degrees in the field. Every year, an average of 350 new design graduates, highly regarded by industry, join the job market.

**INTEGRAL DESIGN & DEVELOPMENT**



**CDN**



**VENTURE Electronics**



The companies operating in Catalonia have therefore made design an essential part of their production process, which has helped increase the competitiveness of the Catalan business community. That's why Catalonia has successfully exported trademarks and industrial designs to other countries.

**THE MOST IMPORTANT DESIGN AWARDS IN SPAIN ARE ORGANIZED BY INSTITUTIONS FROM CATALONIA AND A TOTAL OF 45 DESIGN MAGAZINES AND JOURNALS ARE PUBLISHED EACH YEAR.**

"What we liked the most about Barcelona is the high qualification of the workforce which is driven both by an excellent pool of universities as well as a best in class work ethics of the catalan society. Our business in Sant Cugat has always found very easy to attract international professionals to relocate to Spain thanks to its excellent geographical location and its quality of life. This is a key success factor for an international business like ours."

Ignacio Fonts, Vice President and General Manager of Hewlett-Packard InkJet Commercial Division



350 new design graduates. 65 vocational-training schools and universities offering design studies. 45 design magazines and journals.

