

Summary of activities



I bienal
iberoamericana
de diseño

I bienal
ibero-americana
de design

22 iberoamerican countries

260 designers

320 works

50 design training centers

7 exhibitions

ORGANIZA

di_mad

COORGANIZA Y PATROCINA

FUNDACION

 Banco Santander

The best in Ibero
American attended the
BID 08

80000 visitors to the BID exhibition from 26th November to 3rd May

80000

18000 visitors to the other fringe exhibitions

18000

2000 participants in the activities organised at the BID Meeting Point

2000

35 activities organised at the BID Meeting Point

35

70 speakers and rapporteurs

70

100 workpieces from 31 universities and Training Centres from 11 countries
took part in the Sample Exhibition by students

100

600 students attended the conferences and round tables

600

Google entries

10000

400000 visits to the website until May 2009

400000

250 news items in the mass media

250

The First Event for the Ibero American Biennial of Design (BID) turned into a meeting point for design practitioners and institutions

Various institutions and practitioners took part in the event which turned into an area for managing ideas and exchanges among well-established and emerging practitioners in the sector.

Both Designers and Sector institutions acknowledge the importance this initiative has for the promotion of Ibero American design.

The BID fosters cooperation channels among Ibero American practitioners.

The BID sketches, for the first time, a map of Ibero American design that reflects the state of affairs in the profession and highlights the trends in the region's design.



Attendance

A wide range of people visited the First Ibero American Design Biennial, which gathered together participants from 22 countries:

- The BID managed to attract over 150,000 people from all over the world to an exhibition which has enjoyed its own physical and virtual space, thus allowing both design practitioners and the public at large to enjoy the great selection of work pieces making up the BID exhibition.
- 2,500 work pieces by practitioners from Ibero American countries took part in the first edition of the BID.
- Over 80,000 people in the BID exhibition and more than 100,000 online visitors (400,000 pages viewed).

- 18,000 visitors in total to the other fringe exhibitions. Various Madrid institutions got involved in the project by hosting exhibitions.

- The BID Meeting Point fostered meetings and debates.
- 35 activities were carried out at the BID meeting Point, with 40 speakers and rapporteurs and over 2,000 participants in the activities.
- Over 100 work pieces from 31 universities and Training Centres from 11 countries took part in the Sample Exhibition by students. The Ibero American Education community shares in the common project around the BID.
- Over 600 students attended the conferences and round tables.

Impact in the media

- The BID has thrown Ibero American design into the lime-light.
- Over 200 registered appearances in journals and websites in Latin America, Portugal and Spain are witness of this.
- The interest of the mass media for Ibero American design trends was shown by the warm welcome given to the BID by the press, radio, TV and digital media.

- The BID website became the virtual meeting point for Latin American, Spanish and Portuguese practitioners, according to the number of visitors.
- The aim of the BID website is to maximize the dissemination of design among potential audiences and to develop a community of designers (practitioners, educators and trainers, students) and the public at large. It also aims at strengthening the connection between designers and the market.
- The website currently has 2,000 registered visitors and has an average of 3,000 daily visits, i.e., almost 90,000 visits per month.



An Ibero American brand

After the success of the first sample exhibit in Madrid, the BID takes a decisive step towards developing an Ibero American design brand image.

To this end, DIMAD and the Ibero American Design Biennial Advisory Committee have initiated a follow-up programme to the activities carried out at the 1st Biennial, as follows:

- Σ Organising tours for their exhibitions.
- Developing and managing new projects in different countries to strengthen links with the Ibero American design community and promote it internationally.
- Preparing the BID 2010.

Aims for the next edition

- Ask new countries to take part in the BID, and new organisations or entities related to design professional practice.
- Ask successful firms to take part in the BID, particularly those firms that focus on design, consider design an added value and are outstanding design implementers, thus highlighting the fact that design among SMEs triggers the design of everything around us. The BID can contribute to building up relevant meanings for small and medium enterprises.
- Envisage the BID as a challenge that involves practitioners, institutions, students and government bodies as well as private entities linked to this sector.

- Develop a strong base to consolidate an Ibero American community of design. This is a unique opportunity to build up a not-yet-existing scenario and to show the creative and economic potential of Ibero America.

- Increase the value and positioning of Ibero American design internationally:

- sketch a map reflecting the state of design in the region, so that appropriate assessment can be made and exact information on design practitioners can be obtained and there is a specialised critique to assess its worth and get the designers' community involved and motivated.

- Incorporate Ibero American Design in a reflection upon the subject in political, social and cultural agendas.

- Train and become efficient designers socially and business-wise.

- Generate its own theoretical space.

- Amend the distorted and pejorative view the world has about designers.

- Disseminate the activities carried out by the BID and develop discussion forums for practitioners and the public at large.

- Produce literature constantly informing the general public on the subject, its thoughts and scope of action.

- Think of and disseminate design to improve the standard of living.

- Promote networks and exchanges with other design centres and associations.

- Carry out activities in different Ibero American countries between Biennials.

- Foster the touring of the BID Exhibition backed up with theoretical activities.

- Develop a portal of Design Centres (DDI) which promotes a benchmark for good practice, proposes case studies, problems and solutions and that serves as a forum for discussion and exchange.

4. Report on the BID 08 activities

4.1 Exhibitions

Madrid hosted the first important meeting for Ibero American design, from a cross-perspective few disciplines have dared to offer. Over a hundred design practitioners from Latin America, Spain and Portugal took part during the opening days in numerous activities, either as rapporteurs in the round tables or as speakers. They were joined by students, educators and designers from Madrid, as well as authorities from institutions linked to the subject and interested in the various shows which took place between Monday, 24th November and Thursday, 4th December.

The 1st Ibero-American Biennial of Design (BID) included the opening of seven exhibitions. The BID exhibition, Samples by students And the exhibitions “Kabum! Mix. Nuevas miradas sobre el mundo”; (New views on the world”) “ Félix Beltrán: el logo como tipo” (“The logotype as type”); “Sentando precedente (Laying down a precedent) Roca, Rodrigues, Valdés”, “Gráfica Gráfica (Graphical graphics)”, and “Cajas de tránsito: Sillas desde Mexico”, (Transit boxes. Chairs from Mexico).



Samples by studentss
A Sample exhibit showing a selection of 100 work pieces, by individual students and groups from 31 Universities and Design Centres from 11 Ibero American countries invited to take part in it by the Selection Comm

Venue:
Matadero Madrid-
Central de Diseño.



Exhibition: Kabum! Mix (New views on the world)
A sample of posters made by children from state schools at favelas in Rio de Janeiro, Salvador de Bahía and Recife at the workshops coordinated by Felipe Taborda in cooperation with Alain Le Quernec. The exhibition topics are “Water”, “Human Rights” and “Early Pregnancies”.

Venue:
Casa de América.



4. Report on the BID 08 activities

4.1 Exhibitions

Exhibition: “ Felix beltran: el logo como tipo” (“The logotype as type”) and a lecture by teresa Camacho

The exhibition showed over 80 workpieces produced by designer Felix Beltran over a fifty-year working life. It aims to reflect upon the idea and synthesis of graphics, the use of geometry, repetition and typography as an image to achieve universal communication. The exhibition was promoted by Escuela de Arte 10.

Venue:
Escuela de Arte 10.

Exhibition: “Sentando precedente (Laying down a precedent) Roca, Rodrigues, Valdés”

An exhibition showing popular seats by designers Sergio Rodriguez (Brazil), Ximo Roca (Spain) and Cristian Valdés (Chile). Their work pieces show to a great extent the key to Ibero American product design development over the last half century. This exhibition was sponsored by the Under-Directorate General for the Promotion of Fine Arts of the Spanish Ministry of Culture.

Venue:
Museo Nacional de Artes Decorativas de Madrid.

Exhibition “Gráfica Gráfica (Graphical graphics)”

It consists of two monographic exhibitions by designers Alejandro Magallanes (Mexico) and the late Daniel Gil (Spain). For the first time the work of two great figures of graphic design meet face to face. This exhibition shows the most representative work pieces produced by two generations distant in time although united by creativity and poignancy. The exhibition was sponsored by Universidad Europea de Madrid.

Venue:
Galería Roberto Resino.

Exhibition: “Cajas de tránsito: Sillas desde Mexico”

This exhibition is made up of 23 pieces consisting of a group of chairs the formal and conceptual solutions of which sketch a map of the uses and customs in Mexico, while comparing mid-twentieth century design with contemporary design. The exhibition was sponsored by the Instituto de Mexico in Spain, Mexico’s Secretariat for External Relations

Venue:
Instituto de México in Spain.



4. Report on the BID 08 activities

4.2 BID Meeting point

At the so-called “BID Meeting Point”, a total of 15 round tables, 6 lectures, 2 workshops, 3 seminars were held, attended by design practitioners, students and business people.

ROUND TABLES

Set-up and management
Many people from the BID itself, the Central de Diseño and DIMAD took part in their set-up and management. Each round table was led by a DIMAD member responsible for framing the topic of the round table, introducing the speakers and liaising with the public.

Topics

Monographic: The introductions allowed the opportunity to get to know the design from various Ibero American regions from their authors’ viewpoint.

ARGENTINA designs.

BRAZIL designs.

COLOMBIA designs.

CHILE designs.

MEXICO designs.

PERU designs.

PORTUGAL designs.

VENEZUELA designs.

Cross-cutting and Global:
IBERO AMERICA designs.

Specific to the traditional design subjects:

GRAPHICS in Ibero America.

Strengths in CURRENT FASHION.

PRODUCT DESIGN.

INTERIOR DESIGN Interior architecture vs. Interior design.

DESIGN for EVERYBODY.

The round tables combined with other formats to favour the exchange of ideas, such as lectures, master classes and workshops for students:

— Ephemeral Architecture.

— “El logo como tipo” (“The logotype as type”).

— Design engineering.

— The design factor in the development of green brands.

— Graphics for television.

— Al pan, pan y al vino, pan (“Calling a spade a spade and a bucket...a spade”).

— Crafts rediscovered. The increasing value of crafts with a social approach.

Funtion / features

All the different formats functioned as meeting points giving way to public, collective, participative debates, with the following components:

CONCEPTUAL COMPONENT

— Meeting point for ideas from the Ibero American world.

— Area to share and develop knowledge on the carrying out, setting up and generation of projects, visibility and scope (dissemination)

— Analysis of economic and social models bearing current design practice and the search for and proposal of alternative development models: Fair trade, organic produce, ethical trade, sustainability, unaffectedness, economy in the range of materials, simplicity.

PRÁCTICAL COMPONENT

— The BID has favoured better knowledge, discussion and dissemination of design in the Ibero American region.

— From a designer’s point of view, there has been a self-critical reflection on what designer practitioners are doing, how they work, what they stand for and what work approach they use for the design projects they carry out.

CULTURAL / AESTHETIC COMPONENT

— Great interest has been shown in the cultural heritage (cultural goods and knowledge) of the communities taking part in the BID, due to its unique, singular, differential character.

The meetings favoured analysis to define ourselves as designers facing the world: Identity is built up by developing your full potential.

Overall, huge versatility has been shown, together with a high degree of adaptability on the part of the members that make up the Ibero American community.

4. Report on the BID 08 activities

4.2 BID Meeting point

Aims

The round tables contributed towards developing the following aims for the BID:

- Foster Ibero American design.
- Disseminate work pieces by Ibero American practitioners.
- Bring the public closer to the design culture.
- Foster exchanges and debate among academics.
- Get a closer look at the design culture panorama offered by the teaching of this subject in Ibero America.
- Strengthen and develop networks to foster the exchange of experiences and knowledge in and from Ibero American design: practitioners, Schools, Associations, Promotion Centres, Institutions, enterprises, etc.

Participants

Practitioners of long standing both in the field of design and of management training and business, and young practitioners.

DISEMINATING THE BID

The BID has the website www.bid-dimad.org as the channel to disseminate its activities and to contact the Advisory Committee and the practitioners taking part in the exhibition. The website has timely published the activities carried out during the BID exhibits and has been a lively and active forum for registered users. It features a system of image gallery that includes the work and profile of the participants in the BID exhibition. The website currently has 2,000 registered visitors and it has an average of 3,000 daily visits, i.e., almost 90,000 visits per month.

The most visited pages were:

Home – Bid Programme - http://www.bid-dimad.org/la_bid/programacion;
Gallery - <http://www.bid-dimad.org/galeria>
seleccionados/general; bid Exhibition - http://www.bid-dimad.org/la_bid/exposicion;
Selected pieces - http://www.bid-dimad.org/la_bid/seleccionados;
Visits to design studios – Student selection.

The BID website is potentially a benchmark and meeting point for designers from the 22 countries from the Ibero American designer community and may enjoy international projection. Likewise, several issues of the BID's Newsletter have been sent to the thousands of contacts generated during the BID's development process as a way of instant dissemination of the various activities carried out.



The aim of the BID website is to maximize the dissemination of design among potential audiences and to develop a community of designers (practitioners, educators and trainers, students) and public at large. It also aims at turning the website into a meeting point for designers and the market. On the other hand, the DIMAD communication team, joined by a press officer and two assistants, carried out introduction and dissemination campaigns since the BID was called in July 2008, and it was also in charge of introducing and opening the BID exhibition, the dissemination of the different activities in the various venues at the institutions that took part in it.

4. Report on the BID 08 activities

4.3 BID 08 Programme

MONDAY 24TH
NOVEMBER

Morning

The guests and visitors from the different countries arrived either the previous day or that Monday morning.



Evening

19:00 h.

Opening of the Biennial /BID Meeting Point

A big opportunity for Ibero American design. Design and Economy. Type: Round table. Venue: SEGIB (Ibero American General Secretariat).

Introduced by: Javier Aguado (Managing Director of Fundación Banco Santander) and Miguel Hakim (SEGIB's Cooperation Secretary).

Participant speakers: Elisa Sáinz (Chief Executive of ddi, Sociedad Estatal para el Desarrollo del Diseño y la Innovación), Miguel Ángel Mila (General Director of the Fundación Centro de Diseño de Castilla-La Mancha), Manuel Estrada (DIMAD's Chairman), Félix Beltrán (Mexico), Ruth Klotzel (Brazil).

Attended by representatives of the sponsor organisations.

The opportunity for this call was borne on the idea of design playing an important role in contemporary creation. Likewise, the increasing weight of Ibero America in 21st century cultural panorama cannot be denied: New ideas, energy and enthusiasm are shown in the proposals made by practitioners and students from these emerging societies.



Design can unite tradition and future and be a momentum for complex realities such as those from the countries that make up the BID, contributing to the generation of solutions to problems facing societies that are undergoing both difficulties and growth.

Within this context, speakers and the public at large were called on to reflect on the role this discipline plays in the contemporary complex productive world, subject to market discontinuity, new consumption and new needs and technologies. Consumption patterns, production offshoring, scarce energy resources force enterprises and planners to look for new alliances and formulas to turn difficulties into opportunities. Design presents itself as one of the most appropriate tools to manage and control the complex panorama.

4. Report on the BID 08 activities

4.3 BID 08 Programme

TUESDAY 25TH
NOVEMBER

Morning

9:30 to 14:00 h.

Seminar on design training:
Schools as project laboratories.
TOPIC 1. A review of higher education on design in Europe. Approach to conventions and agreements.
TOPIC 2. A review of higher education on design in Ibero America. Approach to conventions and agreements.

Type: General meeting of Design trainers, teachers and tutors.
Organised by: Escuela de Artes Decorativas de Madrid.
Venue: Matadero Madrid. Central de Diseño /Intermediae.

Participant speakers: Jesús Enrique Ovejero Sala (Head of the Escuela de Artes Decorativas de Madrid), Marcelo Leslabay (Head of Post-graduate studies at the Escuela de Artes Decorativas de Madrid), Francisco Jesús Velasco (Deputy Director-General for Academic Coordination and Law and Jurisdiction, Ministry of Science and Innovation), Alberto Bonisoli (Professor-Head of the Domus Academi of Milano), María Teresa Fernández Gimeno (Head

of Post-graduate studies in Interior Design, Universidad de Salamanca), Irene Mestre Massot (Head of the Art School of Palma de Mallorca – Official School and rapporteur of the Ministry of Education for the Royal Decree on Higher Education for Design), Delfina Morán Arnaldo (Head of the Design Degree at the Universidad Europea de Madrid), Rui Costa (Representative of Master Degree in Design, University of Aveiro, Portugal), Oscar Pamio (Dean of the Faculty of Design at the Universidad Veritas of Costa Rica), Ignacio Urbina (Coordinator of Industrial Design at the –Venezuelan- National Secretariat for Design and Architecture of the Instituto de las Artes de la Imagen y el Espacio (Iaime) and Head of the Design Institute Pro Diseño de Venezuela), José Cuendias (Head of the National Office for Industrial Design (ONDI) and Vice-Chancellor and Warden of the Higher Education Institute of Industrial Design (ISDI) at La Habana (Cuba), Oscar Salinas (Head of the Post-graduate Programme on Industrial Design at the Universidad Nacional Autónoma of Mexico (UNAM) and a founding member of the Inter-institutional Committees for the Assessment of Higher Education

in Mexico (Comités Interinstitucionales para la Evaluación de la Educación Superior en México - CIEES), on the Field of Architecture and Design.
Introduced by: Javier Fernández / DIMAD.

University and Design. Various possible scenarios and views. The meeting aimed at discussing Spain's situation regarding the two Education Acts –one of them regulating non-university education (LOE), the other regulating university education (LOU), over the granting of Diplomas and Degrees in Design. The topics covered included: Connection between LOE and LOU regarding the granting of Post-graduate diplomas in Design; The Treaty of Bologna and Higher Education Studies in Design in Spain; the experience of those European countries already implementing the Treaty of Bologna regarding the granting of Diplomas in Design and the current situation of private Centres offering Higher Education Studies in Design, and their connection with other European training Centres.

The European framework for higher studies as defined in Bologna represents a unique opportunity for the subject of design in Spain.

The seminar evolved around the analysis of and debate over the controversial existence of two different organic acts (the LOE and the LOU) and the Ministry of Education and Science split into two different ministries sharing similar institutional and legal competences over the development of the subject under discussion. The other Ibero American representatives joined in this hot issue sharing their experiences.



4. Report on the BID 08 activities

4.3 BID 08 Programme

10:00 h.
Portugal designs
Type: Round table.
Venue: Estudios Superiores Internacionales (ESNE).
Participant speakers: José Rui Marcelino (Alma Design), Henrique Cayatte, Francisco Providencia.
Introduced by: Alberto Marcos / DIMAD.
Event developed with the support of Portuguese Embassy in Madrid, TAP Portugal and Instituto Camões.

Portuguese design was strengthened, like in the rest of Europe, during the 20th century by plastic artists, illustrators, architects and designers. The growing interest in design training is one of the reasons for the large number of graduates per year and its likely contribution to the development of a design culture may be very important for the country.

Within the current economic situation faced by those Portuguese enterprises that have withstood the impact of the European Community and the offshoring of the industry to the East, a growing concern is shown to add more value to the product using design which, still far from

being a brand value, has produced positive results for some enterprises. Education Centres such as the CPD (Portuguese Education Centre for Design), funded by the EC and co-funded by some enterprises, support its work, making it international. Portuguese design has begun to travel and its creators' talents have a following. The round table, made up by reputed Portuguese designers, showed practitioners' work in this country – the connection between practitioners, the customers and demand through their experience and specific cases, cross-focusing on the areas they are covering, be it graphic, product or interior design in connection with communication and corporate design.

11:30 h.
Ephemeral Architecture
Type: Lecture
Venue: Escuela de Arte 4.
Participant speakers: Jesús Moreno (Spain), José Luis Sánchez / S+M (Venezuela).
Introduced by: Susana Sancho Céspedes / DIMAD.

Fairs, exhibitions, seminars, sample exhibits and all kind of events both cultural and social or trade require to define spaces, develop environments and provide an identity for conceptual proposals.

As a discipline, ephemeral architecture is a field growing in demand, the training of which is done through studies in Fine Arts, Performing Arts and design in general.

The lecture focused on the topic through the viewpoint and experience of two outstanding practitioners currently working in this sector, who are responsible for significant performance in their respective countries.

12:00 h.
Brazil designs.
Type: Round table.
Venue: Casa de América.
Participant speakers: Ruth Klotzel, Giovanni Vannucchi, Simone Mattar, Nido Campolongo, Heloisa Crocco.
Introduced by: Gloria Escribano / DIMAD.

Brazilian design is currently undergoing times of contradiction and momentum and has recently been awarded important international prizes (IF, IDEA) as an acknowledgement of its current state of development. With the opening up of the market to external products at the end of the 80s, it dawned on the companies the fact that design would become a great differential to compete in a highly competitive, globalised market. Since then, design studios and schools mushroomed in Brazil and nowadays its designers' activities enjoy a high degree of expertise. The participants showed their workpieces, sometimes linked to craft productions, and they presented a summary of the history of design in Brazil through its practitioners.



4. Report on the BID 08 activities

4.3 BID 08 Programme

13:30 h.
Inauguración de “Kabum! Mix. Nuevas miradas sobre el mundo”.
Opening of “Kabum! Mix. Nuevas miradas sobre el mundo”. (New views on the world). Posters from the workshop carried out with state school students from Brazilian favelas, and coordinated by Felipe Taborda (Brazil).
Venue: Casa de América.
Introduced by: Oyer Corazón / DIMAD.

The project was carried out at the Oi Kabum! schools of art and technology with students aged between 16 and 19, enrolled in state schools, where they are given the opportunity to learn a trade in graphic design, information technology, video and photography. The Kabum! Mix experience went on for five weeks, between May and June 2008. Throughout this period, the students produced posters on “Water”, “Human Rights” and “Early Pregnancies” topics. Among all the workpieces, nine were selected, one poster per topic and per city out of the three taking part. The workshop outcome was the Kabum!Mix exhibition, where, besides the nine posters selected, a ten-minute DVD can be viewed

showing the process of the work development.

The project was carried out by two reputed designers, Felipe Taborda and Alain Le Quernec.

Evening

18:00 h.

Exhibit Display of the work done by Felix Beltran (Mexico).

“El logo como tipo” (“The logotype as type”) A lecture by Teresa Camacho (Mexico).

This sample exhibit brought together a selection of 30 workpieces by designer Felix Beltran performed since 1956 up to now in different countries. It mirrors the relevance of his work within Ibero American graphic design.

It highlights his interest in social issues and the boom of those interests in the socialist system, and his ongoing concern for education and the dissemination of design. But if something features Beltran’s work, it is austerity towards an aim. A conference room crowded with students, teachers and visitors witnessed the enormous interest his work arouses among the public.

19:30 h.

Argentina designs.

Type: Round table.

Venue: Casa de América - Sala Bolívar.

Participant speakers: Jorge Pensi, Frank Memelsdorff, Norberto Chaves, Alejandro Ros.

Introduced by: Gloria Escribano / DIMAD

Event developed with the support of Embassy of Argentina in Madrid.

The speakers talked about their experience, their customer care and their search for a local identity which does not conflict with globalization. The professional profile of Argentinian designers springs from a long training tradition and their workflow has contributed to their work travelling throughout the world. Indeed, many of these practitioners have been working both in Spain and Argentina. Alejandro Ros presented a visual, explanatory journey through the work done by Argentinian graphic designers, and the rest of the speakers reflected on their production and connection with the markets.



4. Report on the BID 08 activities

4.3 BID 08 Programme

WENESDAY 26TH
NOVEMBER

Morning

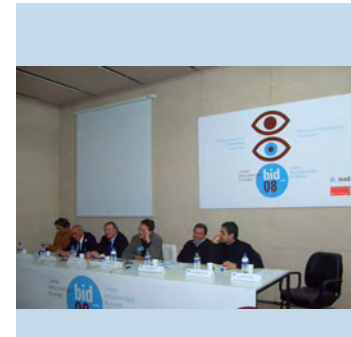
Meeting of the BID's Advisory Committee (meeting not open to the public).
Representatives from the different countries attending the Ibero American Design Biennial met at this seminar to exchange points of view on how the Call was evolving, communication strategies and general lines for future calls.
Venue: Central de Diseño.



13:00 h.
Opening of the BID exhibition
Venue: Matadero Madrid. Central de Diseño.
Participant speakers: Carlos Baztán (Creativity Support Coordinator from the Arts sector of Madrid City Council), Trinidad Jiménez (Secretary of State for Latin America, Ministry of Foreign Affairs), Antonio Escámez (Chairman of the Fundación Banco Santander), Carlos Hinrichsen (Head of the School of Design DuocUC, Chile, Chairman of the International Council of Societes of Industrial Design (ICSID) 2005-2009 and Chairman of International Design Alliance (IDA), Manuel Estrada, (Chairman of DIMAD), Sergio Volturo (Director of Central de Diseño).

Evening

19:00 h.
Ibero America designs.
Type: Round table.
Venue: Matadero Madrid. Central de Diseño.
Participant speakers: Manuel Estrada (Spain), José Cuendias (Cuba), Giovanni Vannucchi (Brazil), Alejandro Magallanes (Mexico), Carlos Hinrichsen (Chile), Henrique Cayatte (Portugal).
Introduced by: Manuel Estrada / DIMAD.
Public Opening of the BID.



Within the framework of an increasingly unequal society, design is an efficient tool for development and cohesion in our region, generating higher levels of innovation and competitiveness for our economies.
Ibero America can offer design proposals that can be of use for people in emerging societies. The designers taking part in this edition reflected in some cases, through their own work, upon design in their respective countries, upon their strengths and weaknesses, and upon the cross-cutting role currently played by design in their societies and the relevance of the job in the future. The group in general highlighted the importance of making the design produced in the region visible and also the great opportunity offered by an event like the BID.

4. Report on the BID 08 activities

4.3 BID 08 Programme

THURSDAY 27TH
NOVEMBER

Morning

9:00 a 18:00 h.

Workshop led by Alejandro Magallanes (Mexico).

Venue: Universidad Europea de Madrid.

Introduced by: Delfina Morán and Juan Carlos García Perrote (UEM)

“I really admire some of the great designers. Many of them have been my mentors indirectly (through their work) and indirectly (through their friendship). Some of them are outstanding intellectuals who I consider philosophers and poets. This conception is something which is being lost in the new generation of designers, so specialised and absorbed by technology. They are sometimes more fascinated by form than by substance. [...]

Confronting life with a sense of humour is something I try to do, and I believe it is reflected in my work.. I try not to be indulgent with trends, even though I feel interest in them; my work is not modern, I am not interested in being modern or in being like everybody else. That is why I am interested in the fact that these

posters may produce an encounter between the observer and the events or ideas they promote. I am interested in stirring thought and, sometimes, laughter” Alejandro Magallanes.

9:30 a 15:00 h.

Seminar on policies to promote design in times of crisis.

Type: Gathering.

Organised by: ddi and DIMAD.

Venue: Matadero Madrid. Central de Diseño.

Participant speakers: Federación Española de Entidades de Promoción del Diseño (Spanish Federation of Organisations Promoting Design) and practitioners linked to Centros de Promoción del Diseño (Centres Promoting Design) from Portugal, Cuba, Venezuela, Costa Rica and Mexico.

Moderated by: Elisa Sáinz.

Introduced by: Javier Fernández and Jacobo Perez-Enciso / DIMAD.

Design is a strategic sector for a sustainable way out to the current crisis, but to be so it is essential to develop policies that foster the three factors that, together and coordinated, have proved to be efficient: research in the training centres, business innovation and institutional and administrative

support.

The BID is a unique opportunity to bring together and discuss the various policies carried out in this field by the participant countries. The aim of this seminar was to exchange ideas and strategies and to make it possible to set up agreements to develop common projects. The working session evolved as talks on activities and programmes, related to the topic of the seminar, which are being carried out in the different Ibero American countries. Among the proposals, there was the creation of a common web portal for all the Ibero American Centres Promoting Design and also the possibility of carrying on and expanding this general meeting of centres with a possible call in Portugal to coincide with the Ibero American Summit Meeting



10:00 h.

Design engineering.

Type: Lecture

Venue: Antonio de Nebrija University.

Participant speakers: Oscar Salinas (Mexico), Carlos Hinrichsen (Chile), Daniel Mastretta (Mexico), José Rui Marcelino (Alma Design).
Introduced by: Antonio Serrano / DIMAD.

Chile, Mexico and Portugal have been carrying out policies that support production and allow its practitioners to develop projects and work on a large scale, which not only address the needs of their particular country but also reach the international markets. High complexity design, support for the industry and the role of product design in emerging countries was the topic of this seminar in which well-established designers presented their viewpoints on the profession, explaining some specific work cases, their development and the role of their profession in their respective countries.

4. Report on the BID 08 activities

4.3 BID 08 Programme

11:30 h.
Introduction to the contest
Talented Designers '09.
Sustainable Design.
Introduced by: Fundación Banco Santander and Universia.
Venue: Matadero Madrid. Central de Diseño.

The Contest "Talented designers '09" was introduced through breakfast: students over 18 from any university, school, or higher education centre, regardless of their nationality and from any country in the world can take part in it. It is becoming more and more important to encourage sustainable culture fostering the connection between sustainability, creativity and technology. Design, as a creation that joins together aesthetics and its purpose requirements, can contribute to improving the environment while environmental factors can improve the production of objects. To do so, the use of renewable materials, clean energy consumption and toxic waste reduction are essential

12:00 h.
Venezuela designs
Type: Round table
Venue: Escuela de Arte 10.
Participant speakers: Carlos Rodríguez, Ignacio Urbina, Joaquín Urbina, Cesar Elster (Tótuma), Alejandro Calzadilla and Manuel González Ruiz (Factoría Gráfica).
Introduced by: José Miguel Celestino Mur / DIMAD.

In the middle of the 20th century, important design experiences mainly linked to furniture and graphics took place in Venezuela. In the 80s some private and state initiatives favoured a debate on industrial design and growth. Venezuelan graphic design can boast today of important well-established professionals and a new generation of graphic designers, and in this field, tradition and design connected to the new communication technologies live together.

Attendance by students to this seminar was high and participative. The speakers communicated their hopes and experiences –of high quality- in a warm atmosphere. The Escuela de Arte Diez showed its expertise in organising the event. And at the onset of the round table, the participants exchanged gifts and business cards which make new contacts possible.



14:00 h.
Working lunch with members of the BID's Advisory Committee.
At this second working meeting, there continued the assessment on the selection mechanisms of workpieces for the next edition in 2010 and communication strategies and general lines for developing the tasks were proposed. One of the most important issues under discussion was turning the BID into an institution, and its introduction in the next Ibero American Summit to be held in Portugal in 2009. Likewise, the proposal of creating a portal of Ibero American Centres Promoting Design was discussed.
A further proposal was to expand the call to include businesses that apply design to their Communications and to set up a BID Brand. Moreover, the possibility was also discussed of granting some kind of acknowledgement award to publications that cover topics on design.
The possibility of setting up a protocol for future performance was also discussed.

4. Report on the BID 08 activities

4.3 BID 08 Programme

Tarde
17:00 h.
Peru designs
Type: Round table.
Venue: Casa de América.
Sala Borges.

Participant speakers: Marita Quiroz, Ricardo Geldres, Meche Correa.
Introduced by: Marcelo Leslabay / DIMAD.

The work of some of the designers selected for the 1st Ibero American Design Biennial shows some kind of re-interpretation of pre-Hispanic, colonial or Peruvian indigenous cultures. “Peru’s representation in the BID has enriched the global view of the work carried out in this country, which in the end is a re-visit to its own identity”, said Marita Quiroz, advisory member to the BID. Herself and her colleague speakers, introduced the work of Peruvian practitioners explaining the design trends in the country.

19:00 h.
Chile designs
Type: Round table.
Venue: Matadero Madrid. Central de Diseño.
IParticipant speakers: Carlos Hinrichsen, Gonzalo Castillo, José Pablo Sanfuentes (Walker Diseño), Verónica Rivas (Puerto Diseño), José Luis Bayer (Oxígeno), Piedad Rivadeneira (Agencia Felicidad).
Presentó: Carlo Ferrando (Mostaza) / DIMAD.

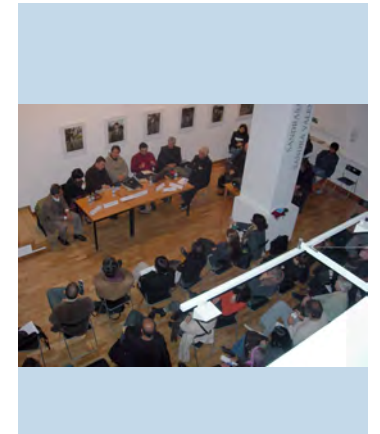
Design in Chile is going through a development stage favoured by the high degree of globalisation and economic opening the country has undergone since the 80s. Thus, design is seen as a fertile field that takes on a competitive role as a management tool rather than as an aesthetical variable of the problems. Particularly worth mentioning is the work performed by different studies in the field of graphic design, be it packaging, publishing or corporative, and in the field of product design where they are strongly supported both by industries and promoting institutions. Its professionals are well-established beyond its borders and are a benchmark for current design. This was illustrated with images of their work and the exhibition they presented during

the round table, which they closed by sharing Chilean wine with the participants

20:00 h.
Mexico designs
Type: Round table
Venue: Instituto de México en España.
Participant speakers: Félix Beltrán, Óscar Salinas, Alejandro Magallanes, Daniel Mastretta, Gabriela Rodríguez, Julio Frías.
Introduced by: Juan Ordax / DIMAD.

El diseño en México es una profesión which has entered its maturity stage. For forty-four years designers have been receiving training at university level, and today this is a group that covers a wide market in several of its specialities. Mexican design, as one of the founders of design in Latin America, has reached a level of development which today is illustrated through generations of mature practitioners showing the quality of their trade in the projects they do, their teaching in almost 200 schools covering different specialities, and their research work at high level studios, companies and institutions, in a

country of 105 million inhabitants and one of the 15 most important markets in the world. The Mexican contribution in the field of publishing and printing and, increasingly more so, in product design is outstanding. The challenge, according to the participants at this meeting, lies in accepting competition and raising more and more the quality of design, taking into account the local way of thinking in order to go beyond Mexico’s borders.



4. Report on the BID 08 activities

4.3 BID 08 Programme

FRIDAY 28TH
NOVEMBER

Morning

Meeting of the BID's Advisory Committee (meeting not open to the public)

At this meeting, working teams were set up to focus more on the various areas that make up the BID: training, drafting of the bases for next call, communication and dissemination, sample exhibit by students, jury, etc.

The possibility of the Advisory Committee meeting in some other country next mid-year was discussed, so as to strengthen the BID and formulate strategies. The importance for the BID exhibition to tour Ibero America was stressed, as was the kind of support required to meet this objective. This touring would also include conferences and debates. Each of the Advisory Committee members made the commitment to send a written assessment and to specify other benchmarks to improve the development of this initiative.

9:00 a 11:00 h.

The design factor in the development of green brands.

Type: Conferencia.

Venue: Istituto Europeo di Design (IED) - Sede Palacio de Altamira. I Gonzalo Castillo (Chile).

Introduced by: Javier Fernández / DIMAD.

Environmental issues are a must for any brand in current times. Against a background where consumers increase their power more and more while at the same time encountering all types of messages, eco marketing should precisely hit the target so as to position ideas and products with a clear vision.

Gonzalo Castillo, senior partner of branding and visual communication at the Chilean firm Procorp, spoke about key elements in strategic management for companies wishing to be and look environmentally sustainable, and about emotional and functional qualities based on respect for the environment, making ethical and active commitments to sustainability.

12:00 h.

Graphics for television.

Type: Lecture

Venue: Escuela de Arte 10.

Participant: Gabriela Rodríguez (Mexico).

Introduced by Luis Conde Arranz / DIMAD.

Graphic design currently plays a significant role in the television industry. Identity signs, brand, aesthetics, emotional and intellectual links, they all play a role together to reach a clear objective: Attract the viewer's attention.

Impact graphics reflecting style, soundness and durability are the starting point to be taken on by any one wishing to work in this area. And one that relies on specific codes depending on the strategy, as Gabriela Rodriguez precisely explained to an audience made up, mainly, of students.

13:30 h.

Opening of "Graphical Graphics", monographic exhibitions by Alejandro Magallanes (Mexico) and Daniel Gil (Spain).

Venue: Galería Roberto Resino.

Organised by: Universidad Europea de Madrid (UEM).

Introduced by: Delfina Morán, Manuel Estrada, Juan Carlos García Perrote and Isidro Ferrer.

The exhibition is the full reflection of the 1st Biennial spirit, i.e., get together well-established and talented young designers from Ibero America. Gráfica Gráfica (Graphical Graphics) is a selection of the best work pieces by two designers who, although they lived at different times and in different geographical places, they nevertheless share the same view on design: The concept, ideas, message transmission, all receive the same attention as plastic formalism.

4. Report on the BID 08 activities

4.3 BID 08 Programme

Tarde
17:00 h.

Colombia designs

Type: Round table.

Venue: Casa de América.

Participant speakers: Iván Cortés, Adriana Santacruz, La Silueta Ediciones (Andrés Fresneda).

Introduced by: Miryam Anllo / DIMAD.

The speakers explained how the increasing number of professional designers has been more dramatic these last few years due to a huge demand arising from economic growth in Colombia. Globalization has allowed Colombian design to confront its importance in the world. Both private and public enterprises are organising contests and exhibitions – Chamber of Commerce of Bogota, OP Graficas, Propal, Modern Art Museum, Museo de la Tertulia – to encourage designers and make their work known, all of which has contributed to make up an excellent group of designers. Currently, crafts have achieved a social status, influencing other important economic sectors such as fashion and, today, Colombian crafts has managed to weave a strong national identity. The addition of the technology sector

to crafts creativity has provided Colombian design its particular identity.

17:30 a 20:00 h.

Meeting between designers and designers / enterprises

Tipo: Matchmaking.

Type: Matchmaking.

Venue: Matadero Madrid. Central de Diseño.

Coordinated by: May Valdecantos / DIMAD.

Enrolment was open and free either at DIMAD's e-mail address (info@dimad.org) or at the Central de Diseño's headquarters, in Matadero Madrid.

The BID's Activity week closed with, among other events, a meeting between Latin American, Portuguese and Spanish designers, with the aim of exploring opportunities for cooperation among practitioners from the different countries visiting the BID in Madrid.

Designers (from all the different areas) had the opportunity to converse and informally introduce their work to the rest, face to face, in brief meetings of 10-15 minutes, to exchange work experiences and good practice and develop synergies in similar activities.

To participate here, those

interested had to enrol and produce a professional profile of themselves or the studio they worked for. Around 60 people took part, including 30 students of the Master degree in Design from the University of Salamanca.

18:30 h.

Lecture by Alejandro Magallanes

Type: Lecture.

Venue: Centro Superior de Edificación of the Universidad Europea de Madrid.

Organised by: Universidad Europea de Madrid.

Introduced by: Juan Carlos García Perrote and Delfina Morán.

The Mexican designer presented the main guidelines of his work illustrated with images of different projects.

19:00 h.

Graphics in Ibero America.

Type: Round table.

Venue: Istituto Europeo di Design (IED) - Larra Headquarters

Participant speakers: Pep Carrió (Spain), Peter Mussfeldt (Ecuador), Alejandro Ros (Argentina), Teresa Mulet (Venezuela), Patricio Pozo (Chile).

Introduced by: Alejandro Castillo / DIMAD.

Powerful, in a variety of registers, mastering a sweeping visual language, Ibero American graphics speaks its own mind. Representatives from various countries introduced their own and other designers' work proposals to share them with the public, against the background of their reflection on the designer's role as a professional class, its dealings with clients and the demand for design. Peter Mussfeldt pointed out the importance of going beyond the identity of what is "our own" to develop the trade coherently and professionally. Patricio Pozo delved on his "Explora Hotels project", a practical integration of sound commercial design and strong focus on local identity (Patagonia, Atacama, Pascua). Pep Carrió, using a project for Camper, showed how an object can become the subject just by changing the way we look at it and from there mounting up a huge communication campaign, and Alejandro Ros, went over part of his work, a very long series of brief commissions full of sense and visual poetry. Teresa Mulet, for her own part, bravely showed the internal stress of the designer when intervening in reality.

4. Report on the BID 08 activities

4.3 BID 08 Programme

19:00 h.
Crafts rediscovered. The increasing value of crafts with a social approach.
Type: Round table.
Venue: Museo de Artes Decorativas.
Participant speakers: Celeste Prieto (Paraguay), Heloisa Crocco (Brazil), Ruth Klotzel (Brazil), Óscar Pamio (Costa Rica), Marita Quiroz (Peru), Iván Cortés (Colombia).
Introduced by: Paloma Canivet / DIMAD.

Design can provide a creative answer to social and economic changes and some design proposals –albeit aware of it to a greater or lesser extent- fulfill a social, close-to-daily-life role due to either the materials they use or the function they perform. Likewise, innovation is also part of an area that recovers traditional forms of production and those cultural features that mark a place identity.

The speakers showed sustainable design proposals with social impact. The Ibero American countries through products of highly traditional craftsmanship can contribute to reinforcing development.

Creative industries create wealth but, to achieve this, traditional craft designers must also learn to view themselves as an enterprise. This way, design can become a creativity economy tool. Against this background, it is worth considering how to maintain traditional craft production in an industrial society, developing, as the case is with textile and product design, other routes to reach consumer products and other means of trading.



20:00 h.
Opening of Sample Exhibit by Students
Venue: Matadero Madrid.
Abierto x Obras. (Open due to Works)

In this 1st Sample Exhibition by students, the following countries have taken part: Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Mexico, Peru, Portugal, Venezuela and Spain –through schools in Madrid.

The work-pieces exhibited have been made by the students at the training schools during this academic year. Their most outstanding feature is the quality of their proposals, together with their ability to combine product aesthetics and functionality, providing original solutions to everyday situations.

This sample exhibit aims to highlight the core role of training and of the link between training centres and enterprises for the future of design. That is why, at the 1st Meeting of the BID, in November 2007, it was decided to include work done by students in this Biennial.

This time the Advisory Committee has been in charge of inviting the training centres, but for future editions, the aim is to have this

sample exhibit as an open call just like the Exhibition BID 08. One other challenge for this exhibition is to favour one Spanish Autonomous Region per Biennial. This year is Madrid's turn due to its strong link with the DIMAD itself.

21:30 h.
Dinner BID
Venue: Matadero Madrid.
Naves del Español.

Thanks to cooperation from Madrid Convention Bureau, the BID was able to welcome and provide food for the many Latin American and Portuguese visitors we had, and for the members of DIMAD that joined us in this intense week of activities. During the gathering catalogues were distributed.

4. Report on the BID 08 activities

4.3 BID 08 Programme

MONDAY 1ST
DECEMBER

Morning

10:00 h.

“El logo como tipo” (“The logotype as type”)

Type: Master class and workshop for students.

Venue: Escuela de Arte 10.

Participants: Félix Beltrán (Mexico).

Introduced by: José María Ribagorda / DIMAD.

Félix Beltrán is one of the most outstanding representatives of Ibero American design and graphics, and is a pioneer of design. His influence has been felt in a whole generation of Latin American students and youngsters, and his work appears in many different publications. On this occasion, he shared his experience with students in a theoretical-practical workshop.

Evening

19:00 h.

Strengths in current fashion!

Type: Round table.

Venue: Matadero Madrid. Central de Diseño.

Participant speakers: Antonio Pernas, Baruc Corazón, Isabel Berz.

Introduced by: Sergio Volturo / DIMAD.

Current fashion has become a powerful economic engine. There are more designers reaching a wider public with a quality product. Production has become industrial, and the important firms establish the new trends for each season. Production is now concentrated, yet products are more and more diversified. The speakers discussed identity signs, trend-setting brands and the path for fashion design in current times as well as the designers' and industry's roles.



TUESDAY 2ND
DE DECEMBER

Evening

19:00 h.

Product Design

Type: Round table.

Venue: Museo Nacional de Artes Decorativas.

Participant speakers: Adelia Borges (Brazil), Ximo Roca (Spain) and Cristian Valdés (Chile).

Introduced by: José Luis Pérez Ortega / DIMAD.

Prior to the opening of the exhibition “Laying down a precedent. Roca, Rodrigues, Valdés”, there was a round-table to talk about product design. Roca, Rodrigues and Valdés are three reputed practitioners whose productions have nurtured several generations of designers and who are still setting the trend in current design. Their work inquires into the qualities of building materials and their potential for craftsmen. At this meeting, Adelia Borges gave a profile of Brazilian designer Sergio Rodrigues and other colleagues; Ximo Roca introduced his work against the background of Spanish product design and Cristian Valdés,

recently awarded in Chile the National Prize in Architecture (Premio Nacional de Arquitectura), commented on the Valdés chair, his most distinctive workpiece, and on the international projection of Chilean industrial design.

20:30 h.

Opening of the exhibition “Laying down a precedent. Roca, Rodrigues, Valdés”.

Venue: Museo Nacional de Artes Decorativas.

Introduced by: Alberto Bartolomé Arraiza (Director of the Museum of Decorative Arts), Helena Hernández (Deputy Director-General of Fine Arts of the Ministry of Culture), Elisa Sáinz (Chief Executive of ddi, Sociedad Estatal para el Desarrollo del Diseño y la Innovación), Manuel Estrada (DIMAD's Chairman).

This sample exhibit combines the work of three well-established, designers with a personality of their own: Sergio Rodríguez (Brazil, 1927), Cristian Valdés (Chile, 1932) and Ximo Roca (Spain, 1958).

It exhibits seats that allow the visitor to a large extent see the key elements in Ibero American design development in the last

century: Its origins, socio-economic environment, aesthetic horizons. Roca, Rodrigues and Valdés are three reputed practitioners whose productions are leaving their mark among the new generations. Three designers who represent distinct, yet complementary geographical scopes, work approaches and plastic languages.

The three are united by their courage in the formal conception of their furniture pieces: Rodrigues's masses as much as Roca and Valdes's lines play around with curves and flights and expand into space to transform it.

The inquiry into the qualities of building materials and their potential for craftsmen, in Rodrigues's case, or their technological potential, in Ximo Roca's, is another feature of this exhibition. Materials that set conditions for the construction techniques used by each of the authors.

The three of them are representatives of the best creativity in their respective countries.

WEDNESDAY 3RD
DECEMBER

Evening

19:00 h.

Interior Design Interior architecture vs. Interior design.

Interior Design Interior architecture vs. Interior design.

Type: Round table.

Venue: Matadero Madrid. Central de Diseño.

Participant speakers: José María Faernas, Alberto Marcos, Luis Úrculo.

Introduced by: Ignacio Valero / DIMAD.

The space we live in and those we walk through, whether offices, shops, schools, libraries, museums, etc. have undergone renovations both in their interior and their exterior. The "skin" covering buildings is also important.

The question that triggered the debate was this: "how do you tackle today design performance in interior spaces?" Altering space by building or by "dressing"?

The thin divide between disciplines that go together –architecture and design- led this meeting to talk about an area increasingly in demand by

consumer society.

The speakers showed images of their work and their talks were followed by a highly active debate among the participants.

THURSDAY 4TH
DECEMBER

Evening

19:00 h.

Design for everybody.

Type: Round table.

Venue: Matadero Madrid. Central de Diseño.

Participant speakers: Manuel Estrada (Spain), Alberto Corazón (Spain), Félix Beltrán (Mexico) and Henrique Cayatte (Portugal). Closing.

The designer must provide new design proposals to address the new needs and expectations of the 21st century, and they do so through service, experience, user design. But over these new uses of design the question is hovering " is there intelligent life in design?"

Design practitioners should mull over the proposals and alternatives design is able to offer in the world today, according to every country's idiosyncrasy and requirements, contributing

towards modernisation and the improvement of people's quality of life.

This debate promoted the exchange of ideas regarding who accesses and who does not the symbolic and functional values of design, who consumes design and who is the designer's target in Ibero America, a region of huge contrasts and economic, social, cultural contradictions. Henrique Cayatte mentioned issues relating accessibility, Beltrán spoke about the design practitioners' commitment beyond trends and fashions and Alberto Corazón presented the manifesto "Design takes over the streets" so that the designers, committed to precision and intelligence, take on public space. Manuel Estrada highlighted the democratic role played by design and the designer as a thinker, a knowledge lover and a craftsman who is, all at the same time, an identity builder, a communicator and an interpreter of reality who may contribute to improve the world by acting responsibly when it comes to planning solutions. After this event, wine was served to signal the closing of the BID's Meeting Point.

4. Report on the BID 08 activities

4.3 BID 08 Programme

THURSDAY 18TH
DECEMBER

Evening
19:30 h.

Opening of the exhibition “Cajas de tránsito: Sillas desde Mexico” Promoted by Mexico’s Secretaria for External Relations.
Venue: Instituto de Mexico in Spain.

The Instituto de Mexico in Spain joined the 1st Ibero American Design Biennial, organised by DIMAD (Madrid Designers’ Association), since 18th December, with the exhibition Cajas de tránsito: Sillas desde Mexico, organised by the General Directorate of Cultural Affairs from Mexico’s Secretariat for External Relations. This exhibition is made up of 23 pieces consisting of a group of chairs the formal and conceptual solutions of which sketch a map of the uses and customs in Mexico, while comparing mid-twentieth century design with contemporary design. The exhibition aims at showing Mexico’s heritage from pre-hispanic, colonial and modern times of current design. The strategies in Mexican design have been grouped under the

following categories: Close to the sea, Design for everybody, Design for few, Time for leisure, Areas to converse, and Leisurely attitudes. All in all, the exhibition Cajas de tránsito: Sillas desde Mexico shows the export and transit from one cultural territory to another, favouring conversation in the various creative contexts.



OTHER ACTIVITIES
Guided tours around Madrid architecture
Guided by Carlos Baztán, General Coordinator to Support Contemporary Creativity, from Madrid City Council and by Giorgia Sorarù, DIMAD’s management assistant, some of the designers who had been invited to take part in the BID toured through some of the re-furnished spaces in historic architecture for public use. They met at the yard of Centro Cultural Conde Duque, where they were told the history and current use of this impressive building to then go to the restoration works which usually have restricted access. After that, they went to Pacifico, and there they visited the Nave de Motores (Engine Room), a building complex from the 20th century used in the past to provide electricity to Metro de Madrid. The tour ended with a stop at Avenida Ciudad de Barcelona where they visited the Municipal Board Junta Municipal de Retiro’s facilities, winners of the 19th Awards for Town Planning, Architecture and Public Works in 2004.

Visits to design studios in Madrid
On 27th and 28th November, as part of activities planned by the BID, there were visits to design and architecture studios in Madrid, with the cooperation of DIMAD’s members, who showed their work areas to visitors from Latin America, Portugal and Spain. Four groups, of about 12 people each, visited Mostaza Design, where they were welcomed by Carlo Ferrando; Alberto Corazón’s studio, where Oyer Corazón acted as the guide; and Manuel Estrada’s studio and Serrano Bulnes Architects. For three hours the visitors could have a close look at the work dynamics, the teams and the current projects of their hosts.



4. Report on the BID 08 activities

4.4 Addresses of the venues for BID 08 activities

VENUE BID EXHIBITION:
Matadero Madrid.
Central de Diseño
Paseo de la Chopera, 14
+34 91 474 67 80
Underground: Legazpi
www.dimad.org

OTHER VENUES
Casa de América
Pza de Cibeles, 2
+34 91 595 48 00
Underground: Cibeles
www.casamerica.es

Centro Superior de Edificación
de la Universidad Europea of Madrid
Alameda, 14
+34 902 100 084
Underground: Atocha / Antón Martín
www.uem.es/grafica-grafica

Escuela de Arte 4
Camino de Vinateros, 106
Underground: Vinateros
+34 91 439 01 24
www.arte4.net

Escuela de Arte 10
Avenida Ciudad de Barcelona, 25
Underground: Menéndez Pelayo
+34 91 551 26 45
www.artediez.es

ESNE/ Estudios Superiores
Internacionales
Moscatelar, 10-12
Underground: Arturo Soria y Esperanza
+34 91 555 25 28
www.esne.es

Galería Roberto Resino
Almadén, 12
Underground: Antón Martín
+34 91 420 20 19
www.galeriarobertoaresino.com

Istituto Europeo di Design (IED)
Sede IED Madrid
(Palacio de Altamira)
Flor Alta, 8
+34 91 448 04 44
Underground: Santo Domingo y Callao
Sede Departamento Master (Larra)
Larra, 14
+34 91 448 04 44
Metro: Bilbao, Alonso Martínez y Tribunal
www.iedmadrid.com

Instituto de México en España
Embajada de México
Carrera de San Jerónimo, 46
Underground: Sevilla y Sol
+34 91 369 28 14
www.sre.gob.mx/espana/

Museo de Artes Decorativas
Montalbán, 12
Underground: Banco de España y Retiro
+34 91 532 64 99
www.mnartesdecorativas.mcu.es

SEGIB (Secretaría General
Iberoamericana)
Paseo de Recoletos, 8
Underground: Banco de España
+34 91 590 19 80
www.segib.org

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