

MADRID DESIGN FESTIVAL 24

PRESS KIT

**Madrid Design Festival
9 February-17 March 2024**

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LA FABRICA

MADRID DESIGN FESTIVAL

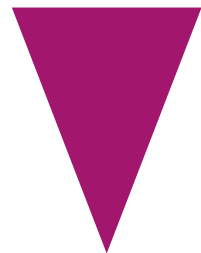
The seventh edition of Madrid Design Festival will turn the city again into a benchmark for this discipline, between 8 February and 17 March 2024.

Alternative creative environments, the unifying force of design, dialogue and understanding between professionals, companies and institutions are the pillars of this new edition that brings together, for the moment, 53 exhibitions and installations, 177 brands, institutions and spaces and the participation of 695 professionals.

In this 2024 edition, and under the common slogan of the previous editions Redesigning the world, MDF wants to claim design as the tool capable of promoting a dialogue and providing a new look at the problems and circumstances that mark our daily lives, providing solutions from a design table.

In this way, Madrid Design Festival will bring design into dialogue with disciplines ranging from science, fashion, music, art or craftsmanship, but design will also be talking about issues that affect our society, such as depopulation or loneliness among young people.

A conversation that will be materialised through exhibitions, installations and meetings with the leading figures in national and international design, and which will turn Madrid into the epicentre of design during the month of February.



**GUEST PROJECT MDF24
Castilla La Mancha Designs. Back to the
essence | Estudio Caramba and Tomás Alía**

Location: Fernán Gómez Centro Cultural de la Villa

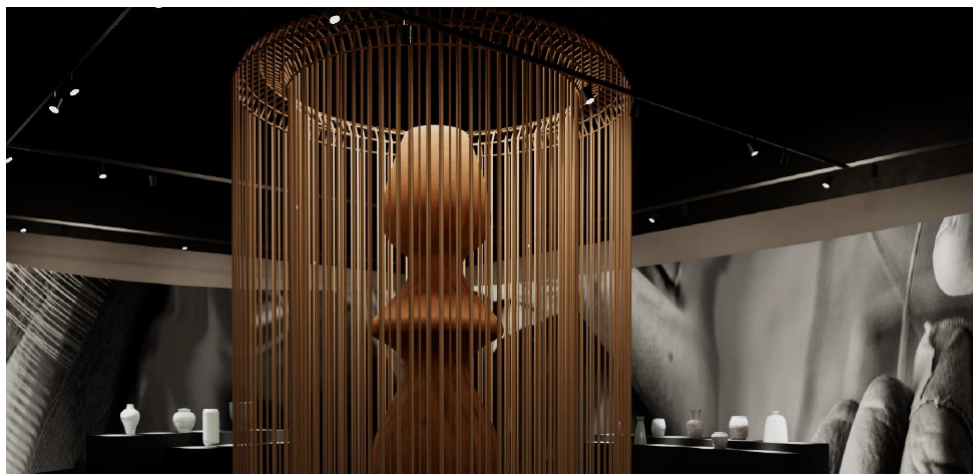
Date: 09.02 – 17.03.2024

Castilla La Mancha is one of the most important references of craftsmanship in our country. Its techniques, elaborations and materials have evolved, thanks to the multiculturalism of the territory over time, giving rise to numerous families of crafts and traditions deeply rooted in the region. A cultural heritage that advances over time, without losing its identity.

As a guest project of Madrid Design Festival 2024, this exhibition is presented with a selection of pieces that conveys the plurality and avant-garde of contemporary craftsmanship from Castilla-La Mancha and projects the creative effervescence of a region where its creators research new materials, techniques and designs that draw on centuries-old traditions and influences.

More specifically, it presents an enquiry into the communicating vessels between music, image and aesthetics, arising from the need to erase the borders between disciplines and to create, reformulate, professionalise and make visible, but above all, to materialise, with the aim of interpreting contemporaneity. Starting from the rigidity of a rectangular space, the project seeks the complete opposite: the movement (of the wind), the rotation (of the windmill), a powerful visual content (of the landscape) and a fusion of all this to generate content and continent.

Among the participating authors we find Aitor Saraiba, Wool Dreamers, Fernando Garcés, Fernando Alcalde and Marian Delgado; and the audiovisual editing is the work of Eugenio Recuenco.



EXHIBITIONS AND INSTALLATIONS

Miguel Milá | (Pre)industrial Designer

Location: Fernán Gómez Centro Cultural de la Villa

Date: 09.02 – 17.03.2024

Curator: Claudia Oliva and Gonzalo Milá

Graphic design: Marta Llinás

Exhibition design: Iñaki Baquero

This exhibition marks the apogee of an exceptional career: a unique retrospective of Miguel Milá, a pioneering figure in the creation and development of design in Spain. Intertwining his personal career and creations, the exhibition will house more than 200 original pieces, plans and original drawings, from prototypes to his most recent works.

With more than seven decades dedicated to the profession, Milá is not only an icon of Spanish design, but also one of the main exponents of the modern movement in the country. Over the course of his distinguished career, he has accumulated an impressive array of achievements and accolades, from the prestigious National Design Award in its first edition to the outstanding Compasso d'Oro Internazionale and the prestigious Medal of Merit in the Fine Arts, consolidating his position as the most awarded designer in the history of Spanish

The name Miguel Milá has become synonymous with ingenuity and timelessness in design. His work stands out for its elegance, simplicity and its continued relevance. His distinctive style is characterised by a rigorous functionality, guided by the conviction that "design that is not useful, tires and, moreover, ends up being ugly".

The circumstances of scarcity that marked his beginnings and his penchant for DIY have influenced the essence of his designs. The exhibition tour immerses us in Milá's life, career and fundamental principles of design. From his family origins to his first steps as an interior designer, to his incursion as a publisher and his notable participation in various companies.

The exhibition will also explore the fundamental aspects of his approach to design and innovation. It will delve into his workshop, highlighting the value and use of artisanal processes. It examines the domestic context as a continuous source of inspiration and the self-commissioning as the catalyst for many of his prominent designs.



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A special section is devoted to the impact that Milá's work has had on public and urban space, where the principles of comfort and efficiency have enriched the way we live. The exhibition invites visitors to immerse themselves in the creative mind of Milá, revealing how his influence has left a distinctive mark on the evolution of our environment.

His creations are a testament to ingenious and natural solutions at the same time, revealing timeless ideas devoid of ornamentation, highlighting the inherent beauty of the simple. This exhibition pays tribute to the creative vision and enduring contribution to the world of design.



Bodegón Miguel Milá · Poldo Pomes



Bench Miguel Milá · Nacho Alegre

Chairs: Icons of Modern Design

Location: Fernán Gómez Centro Cultural de la Villa

Date: 09.02 – 17.03.2024

Curators: Guillermo Gil Fernández and Pablo Sevilla (Domaine de Boisbuchet)

Exhibition design: : Pablo Sevilla

Curatorial Assistant: Bernardo Sandoval

The Alexander von Vegesack collection – Domaine de Boisbuchet

Whether for support and rest or as a status symbol or a canvas on which to express creativity, the chair over history has been a silent witness to society's evolution. The exhibition *Chairs: Icons of Modern Design. The Alexander von Vegesack collection* is a tribute to human ingenuity and artistic expression, exploring the metamorphosis of chairs from their humble, handcrafted beginnings to the iconic designs which today reflect cultural, social and technological changes in our world.

Chairs, closely associated with the human body, of which they are always a counterpart, are complex objects that transcend their functional role. They are dynamic and changing artefacts reflecting the material innovations of each age along with transformations in industry, trends in social norms, changing aesthetic tastes or the impact of our lifestyle on the environment. Chairs not only reflect the practical needs and technical and material possibilities of any one time and place but also have a major role as symbols, as icons able to encapsulate the aspects defining the essence of a period.

The exhibition contains over 70 carefully selected pieces from the extraordinary collection of Alexander von Vegesack. It shows work by some of the most significant figures in the fields of design and architecture over the 19th and 20th centuries, such as Michael Thonet, Charles Rennie Mackintosh, Mies van der Rohe, Marcel Breuer, Charlotte Perriand, Le Corbusier, Alvar and Aino Aalto, Charles and Ray Eames, Gaetano Pesce, Verner Panton, Frank Gehry or Philippe Stark, among many others.

The exhibition also includes a selection of over 80 catalogues, books and other original documents. They not only provide new pointers for understanding the context in which the selected artefacts were conceived but also permit a thorough exploration of the great influence that the work of their creators has had in giving form to the environment of our time.



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Our understanding of design is largely shaped by its presentation, and Alexander von Vegesack has been a pioneer of this mediation. This collector and exhibition organiser conceived and co-founded the Vitra Design Museum in Germany in 1989 and led it for over 20 years, turning it into a globally respected institution in the field. At the same time he created Domaine de Boisbuchet in France, where many of today's most notable designers and architects have been leading hands-on workshops ever since. His view of objects and their context and his questions about what design is have over the years shaped design itself as a discipline. Nowhere, however, is his perspective more evident than in his own unique collection of objects and documents, amassed throughout his life.



Satellite exhibition | Chairs in Arquia

Location: Arquia (Calle Tutor, 16)

Date: 09.02 – 17.03.2024

Curators: Guillermo Gil Fernández and Pablo Sevilla (Domaine de Boisbuchet)

As a continuation of the main exhibition *Chairs: Icons of Modern Design* at the Fernán Gómez, Arquia is presenting this satellite exhibition dedicated to the Finnish architects and designers Alvar and Aino Aalto.

Visitors will be able to explore Aalto's visionary legacy through a carefully selection of objects and publications, celebrating his enduring impact on the frontiers of architecture and design.

Alvar and Aino Aalto have left an indelible mark on the design landscape of the 20th century. Their collaboration was pioneering in the development of an organic approach based on functionality, aesthetics, and the fusion of nature and modern life, inspiring multiple generations of designers and shaping the very essence of modern Scandinavian design.



MIL111 for Año Cajal | Proyect Nexos

Location: Vertical garden at CaixaForum Madrid

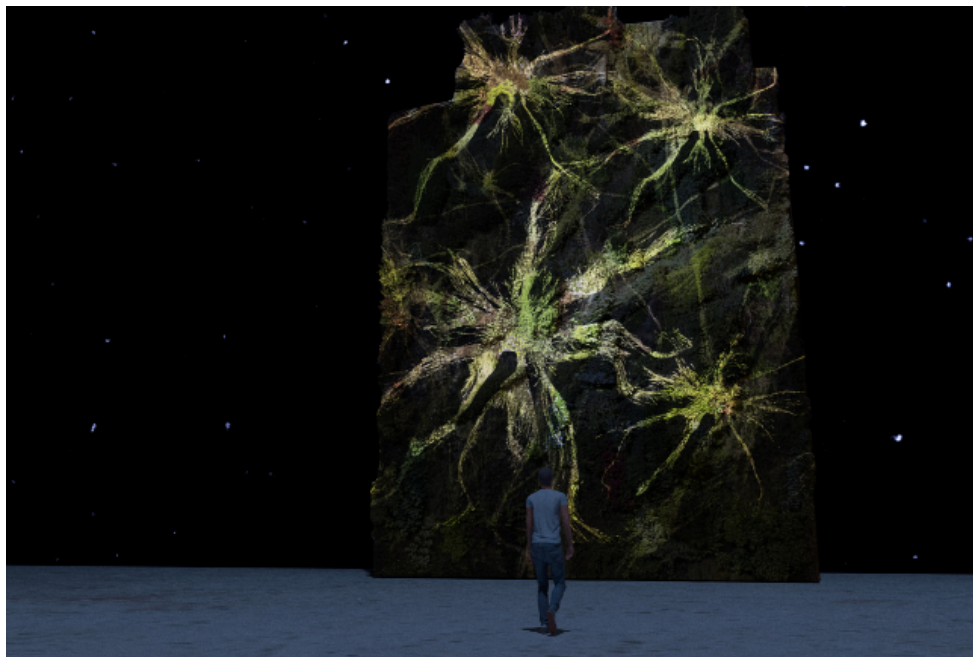
Date: February 2024

Nexos is an audiovisual work presented in the context of new media art, which offers a reflection on the transdisciplinary influence of the research carried out by the distinguished Spanish Nobel Prize winner, Santiago Ramón y Cajal, in the field of Science and Technology of today.

The project explores how his contributions, pioneering in the fields of neuroscience and histology have left an enduring mark on diverse scientific fields such as computer science, astrophysics and quantum physics, transcending the traditional boundaries of scientific research.

Through a conceptual and abstract approach, on the vertical garden at CaixaForum Madrid, the work invites the visitors to embark on a journey in three acts that will take them through the different neuronal networks of our time: biological, artificial and cosmic.

This audio-visual experience seeks to highlight the interconnection between the human mind and the universe, challenging conventional perceptions and offering a new perspective on the transcendental influence of Ramón y Cajal on contemporary science.



Art and Nature. A century of biomorphism

Location: CaixaForum Madrid

Date: 20.02 – 09.06.2023

Exhibition organised in collaboration with the Centre Pompidou

The fascination with the forms of nature is as old as art itself. Through a collection of works from the Centre Pompidou, this exhibition reflects on the past and present of the relationship between art and nature, culture and science.

The title of the exhibition takes up the term derived from the Greek bios ('life') and morphé ('form'), which entered the historiography of the arts in the mid-1930s. At this time, when, under the yoke of multiple crises – climatic, ecological and territorial – nature as we know it is in danger of disappearing, there is a need to reconsider our links with the world around us and on which we depend.

This exhibition presents some 80 pieces from the collection of the Musée National d'Art Moderne – Centre d'Art Georges Pompidou, with an important presence of artists from the last recent decades who have contributed new and committed points of view. Painting, sculpture, photography, design and architecture in a transversal journey, structured in four thematic sections: metamorphosis, mimesis, creation and threat. In a presentation that renounces didactic categorisation or chronology, visitors will enter into the universe of nature, which, in the digital age, seems to be the last sign of purity and truth.



Collaboratio | Mazda & SACo

Location: Palacio Santa Bárbara

Date: 09.02 – 03.03.2024

Some of Mazda's key pillars as a brand are design and craftsmanship, a commitment to sustainability and the production of high quality products, reflected in the highest levels of driving pleasure, reliability and attention to detail in its craftsmanship.

In 2019, to coincide with the launch of a new generation of products that take Mazda's design, craftsmanship and finish to a higher level, Mazda Spain began collaborating with the Society of Contemporary Craftsmanship SACo. Both SACo and Mazda share the philosophy that it is only through the human touch that it is possible to create unique objects for everyday life that are transcend and contain a distinctive and contemporary design. Both are committed to the value of craftsmanship and the pursuit of excellence through design. This collaboration is reflected in the exhibitions that have been held since 2020 as part of the Madrid Design Festival programme. SACo's mission is to carry out theoretical analyses relating to the knowledge of contemporary crafts, which are ultimately of contemporary craftsmanship, which are, in short, studies on the transforming concepts of today's. Since its beginnings, the association has been reflecting on a concept that is intimately linked to contemporary high craftsmanship and therefore to SACo's hallmark: collaboration.

To collaborate is to bring together different views and perspectives. It is an exchange of knowledge in search of a common result. It is a collective enrichment. Collaboration in a broad sense, always associated with innovation. At SACo, they are convinced that collaborative practices are strategies that help to strengthen and promote the artisan sector. Collaboratio is the word that encompasses their way of understanding collaboration associated with contemporary craftsmanship. With Collaboratio, a new stage in SACo's trajectory in which to open up to the creation of objects that emerge from the collaboration between design and craftsmanship as an expression of new ideas.

Collaborations that are a reflection of the diversity of the profiles that make up SACo: artisans, designers or design editors who use craft processes or companies that propose ways of updating traditional craftsmanship. In short, a group of people who share a passion for contemporary craftsmanship and who work to enhance its value.

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The new SACo&Mazda exhibition, framed within Madrid Design Festival 2024, is the space in which to present this concept. A new space that will serve for reflection and the enhancement of the value of what collaboration associated with contemporary craftsmanship entails. It will show a very varied selection of collaborative proposals, made by the partners.



Shy Sculpture

Location: Museo del Traje

Date: 25.01 – 05.05.2024

The Museo del Traje presents the exhibition *Escultura tímida (Shy Sculpture)*, a dialogue between traditional and contemporary jewellery.

Curated by Concha Herranz, curator of the jewellery collection of the Museo del Traje, and the jeweller Helena Rohner, this exhibition takes a look at the best contemporary Spanish creation of the last 30 years through the common reading of those atavistic roots that connect it with a jewellery tradition whose meanings and intentions go back to the origin of time.

The dialogue that Herranz and Rohner establish between the patrimonial knowledge of the Museum and the active experience of the jeweller's trade is based on a preconceived idea that has been strengthened as the selection of artisans and pieces: the continuity over time of those elements which, intentionally or intuitively, form part of a collective imaginary to be explored.

What can an early 19th century pendant have in common with a multifunctional necklace by Joaquín Berao? Based on questions such as these, and pulling on the thread of the meaning that jewellery has for those who create it and for those who wear it, the exhibition avoids the chronology in which the pieces were created in order to focus on their subject matter, their capacity as a symbol, the use for which they were conceived and the and the personal and collective dialogue they generate.



On the bias. Women artists and design in the Spanish avant-garde

Location: Museo Nacional de Artes Decorativas

Date: 20.11.2023 – 31.01.2024

The first third of the 20th century was a period of improvement, progress and development of the Spanish cultural scene in which women were favoured and in which they took an active part. But only a few names, such as Maruja Mallo, Ángeles Santos or María Blanchard, are included in the narratives of the history of art in the last century. Little by little, we are beginning to get to know the interesting careers of artists such as Delhy Tejero, Victorina Durán, Marisa Roësset Velasco or Pitti Bartolozzi. However, there is still a long list of modern women artists whose work must be recovered and vindicated in the present day.

This exhibition is divided into sections that show the passage of women's creative work from the intimate to the public sphere in different fields, from textile to paper, in the exploration of volume and space. To this end, paintings, sculptures, batiks, lace, bookbindings, carpet designs, wallpaper, interior and exterior design, ceramics, drawing, fashion costumes, theatrical costumes, set designs and illustrations. These works are put into context with photographs, publications and archives to help to understand the scope and importance of the artistic activity of these creators in the context of modernity and the avant-garde.

In an enhancement of the work of these artists in the field of the plastic and decorative arts preserved in Spanish public institutions and, especially in the collections of the National Museum of Decorative Arts, the aim seeks to revalue techniques traditionally less considered by critics, specialists and the public, putting into context the valuable contributions of modern artists.



VIII Exhibition of Contemporary Goldsmithery

The *VIII Exhibition of Contemporary Goldsmithery* aims to disseminate and promote the contemporary goldsmithing and jewellery design at an international level, through exhibitions in different venues.

Location: Museo Nacional de Artes Decorativas

Date: 01.02 - 17.03.2024

The Association of Contemporary Goldsmiths and Jewellery (AdOC) will be holding this exhibition at the National Museum of Decorative Arts (MNAD) in Madrid, coinciding with ARCO Art Week and as part of the Madrid Design Festival.

Location: Museo Cerralbo

Date: 02.02 - 17.03.2024

In this context, as a thematic venue, Museo Cerralbo will be hosting the exhibition *Private Collecting - Contemporary Goldsmiths*.



Villages of colonisation. Views of an invented landscape

Location: Museo ICO

Date: 14.02 – 12.05.2024

Curator: Ana Amado and Andrés Patiño

Produced by the ICO Foundation, this exhibition shows the intense transformation of the Spanish agricultural landscape carried out between 1939 and 1971 by the National Institute of Colonization (INC), a state organization that, based on the need for agrarian reform, planned the construction of new hydraulic infrastructures and more than 300 new towns in the rural environment in which urban, architectural innovations come together (Alejandro de la Sota, José Luis Fernández del Amo, José Antonio Corrales, Antonio Fernández Alba, Fernando de Terán, Carlos Arniches...) and artistic (Manolo Millares, Antonio Hernández Carpe, Juana Francés, Manuel Hernández Mompó...).

The tour begins by explaining the historical context in which the new towns were born and how they transformed the landscape, also exposing the propaganda use made by the political power, to move on to the architecture and art blocks, ending with a block dedicated to its current inhabitants.

The exhibition is made up of nearly 200 original works, including photographs, documents, drawings and plans, and many other photographic reproductions and a series of publications that show the visitor a global overview of the INC's actions, the current state of the towns and the life that the settlers continue to develop in them.



From Spain with Design: Identity and Territory

Location: Central de Diseño. DIMAD | Matadero Madrid

Date: 11.01 – 03.03.2024

Curators: Uqui Permui (DAG), Ángel Martínez (ADCV), Gloria Escribano (DIMAD) and Juan Lázaro (Cuenca Diseño)

The major Spanish design exhibition *From Spain With Design: Identity and Territory* is coming to Madrid. A READ project with the collaboration of Renowned Brands and financed by the Ministry of Culture and Sport which brings together the creative and productive fabric of Spanish design.

This itinerancy in the capital, co-organised together with DIMAD, with the sponsorship of UDIT - University of Design and Technology, hosts more than a hundred works of works by professionals from different communities, with a special emphasis on design from Madrid.

The exhibition brings together design projects from different areas which, in addition to responding to the convening slogan Identity and Territory, stand out for their quality, for their projection in the national and international market, for being a model of synergy between designer and company, for giving coherent responses and building value. Through them, we subtly approach the stories that objects, spaces or ways of communicating that have had a use, a utility, an end, and that have created an identity from the context in which they were born, responding to a problem or demand and above all to people's needs.

DIMAD and READ will develop a programme of events in parallel with the exhibition to promote dissemination, debate and a closer approach to the discipline, both for the design sector for both the design sector and the general public.



FIESTA DESIGN

Location: Institución Libre de Enseñanza

Date: 14 - 25.02.2024

Full programme, detailed dates and times at madriddesignfestival.com

Fiesta Design is professionals, brands and the general public talking to each other in an experiential environment, knowledge and exchange of ideas. A place to show the relevance of the different aspects of design in the search of solutions to many of the present and future problems of society, as well as the great contribution of this field to the country's economy.

With the Institución Libre de Enseñanza as a great ally, and for the second consecutive year, Fiesta Design will be a wide open door to get to know in depth the great work of professionals through a selection of immersive installations, workshops, presentations and meetings to surprise the public.

Also, within the framework of Fiesta, MDF will hold two of the fundamental milestones of the edition: the presentation of the Madrid Design Festival Awards, on Thursday 15 February; and the professional conferences Madrid DesignPRO - from 14 to 17 February-.



| AMAZON |

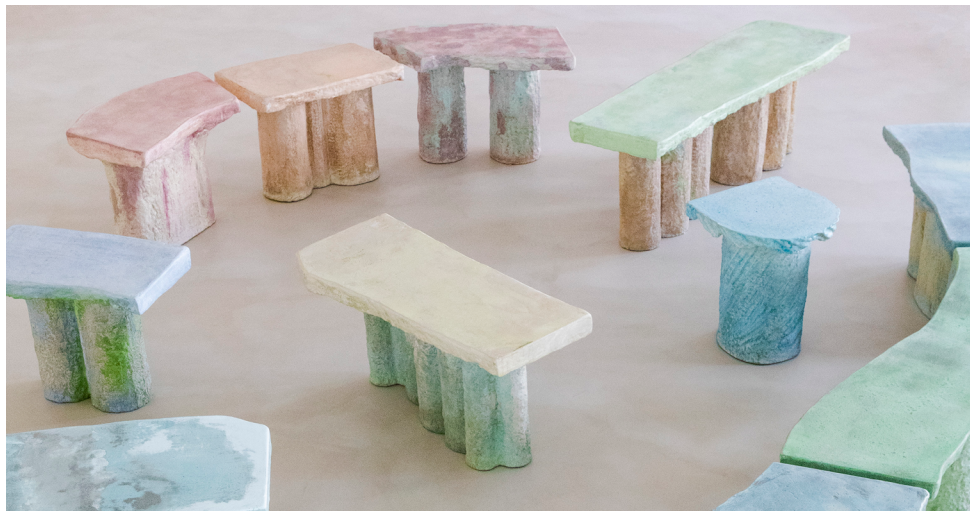
WEAVING NETWORKS

Sara Regal, Idoia Cuesta, Adriana Meunié, Pròsper Riba, Roger Coll, Diana Bonet, César Rivas, Lebrél Furniture, Bussoga, Patricia Bolinches, Gorka Olmo, Mercedes Bellido, Daniel El Dibujo
Curator: Mario Suárez

In 2020, Pritzker Architecture Prize winner, Rem Koolhaas, launched what was his most radical manifesto in an exhibition at the Guggenheim Museum in New York: *Countryside, the future*. In this project he sought to demonstrate the opportunities that “the other 98% of the world can offer, beyond the cities”. He spent five years investigating the non-urban territories of the planet and called for “putting the countryside back on our agenda”. He presented it by bringing a tractor to the door of the museum, in the middle of Fifth Avenue.

The return to locations far away from the big cities is no longer a post-pandemic trend, it is a reality shared by many designers and artists. It is not a return to the origin of the trades, it is a matter that involves factors of sustainability, economy, space and, why not, inspiration.

All these creators of *Tejiendo redes (Weaving Networks)* have chosen to move away from the cities to open their workshops, demonstrating that it is also possible to show their work in the most modest of settings. Their work walks through conceptualism, pop, tribalism and, some of them, also through craftsmanship, graphics or illustration. This group of designers embrace Richard Buckminster Fuller’s ideas on sustainability, but they do not follow “doing more with less” to the letter, because distancing oneself from traditional circuits does not mean involution, it also means progress, future, contemporaneity.



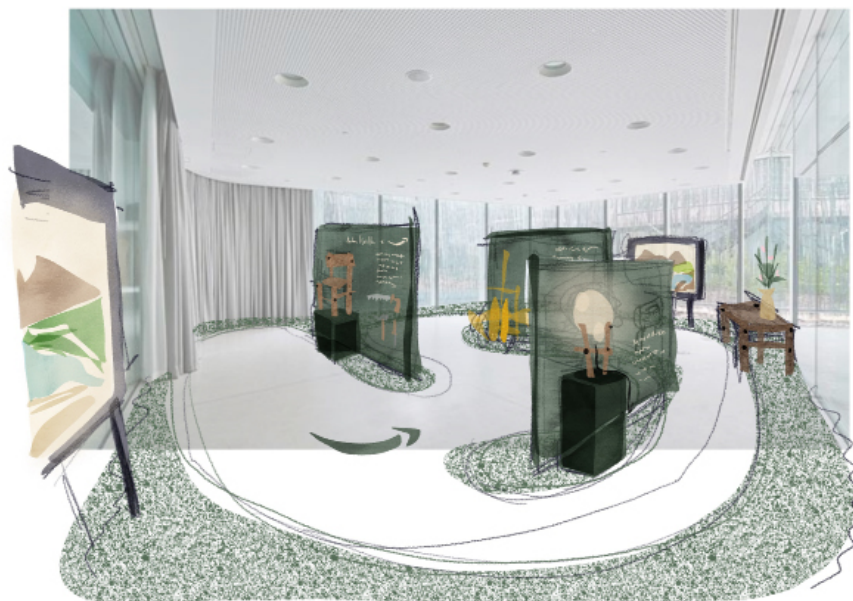
DESIGNING REPOPULATION Andreu Carulla

The new creative and economic ecosystems outside urban centers will also be represented by an installation by Andreu Carulla. From his studio in Banyoles, this creator advocates responsible and conscious design. A mix of technique and passion, representing a slow life lifestyle where design is a tool of transformation.

The project aims to address depopulation in Spain while highlighting the convergence of remote work and Amazon services as potential solutions. Carulla will move to a picturesque Spanish town with less than 50 inhabitants at risk of disappearance due to depopulation. During his stay, he will use tools purchased on Amazon to create objects, thus demonstrating the feasibility of working in any environment.

The approach not only focuses on labor mobility, but also highlights the connection between remote work and the ability of services like Amazon to positively impact at-risk communities.

By choosing a town with a recognized artisan tradition, Carulla seeks to preserve and promote the rich local artisan heritage. Through the installation at the Madrid Design Festival and a documentary, the project aims to generate debate, awareness and possibly energize communities in danger of disappearance.



| MINI ESPAÑA |

THE FITTING ROOM

José Manuel Ferrero, Estudi(H)ac

The new MINI space designed by estudi(H)ac, under the creative direction of Jose Manuel Ferrero, is based on transmitting and experiencing a new MINI from within, represented through three axes of communication: design, sustainability and digitalization.

Through conceptual design, the proposal will present an immersive installation where the interiors of the new MINI will be the protagonists. We will discover that MINI is a trendsetter, an explorer of new sustainable materials, curious about technology and the digital world, with the launch of the world's first circular Oled touch screen. MINI has questioned everything, analyzed and turned its entire interior into a new, different and unique experience.

Taking all these premises as a starting point, estudi(H)ac materializes a space that revolves around the interior concept of MINI, with its excellent finishes and rich details. The experience of touch when buying a product is the central axis of the spatial concept.

A large material cylinder will be the container where you can discover the seven ways to transform a MINI interior. Following the brand vision, we enter a large fitting room where we discover this whole new world of textures, materials and digital world that is transformed into an exploded view of the car's interior to design, select and compose our unique and tailored version.



MINI DESIGN DAY

The MINI Design Day will feature the participation of national and international designers who will address issues around recycling and the use of new materials and the designer-brand binomial, among others.

On this day, the finalists in the professional category of the MINI Design Award will present their projects in a talk. The day will culminate in the presentation of the MINI Design Award, also in the new talent category, aimed at final year students or recent graduates from design schools and universities.



| IKEA | INSPIRING TALENTS

According to the report on *Loneliness of the 21st Century* from the University of Comillas, more than 21% of the Spanish population feels social isolation. This feeling is also doubled among young people compared to other age groups: 31% of those under 30 years old say they feel alone, comparing to 14.7% of those over 60 years old and 18% of those between 30 and 60 years old.

In this context, as passionate about life at home and guided by its vision of creating a better everyday life for the majority of people, IKEA returns to Madrid Design Festival to open a space for reflection on a highly contemporary topic: loneliness and young people. How can we improve this reality through design? Can spaces be designed to alleviate this feeling in environments such as homes, communities, neighborhoods or educational centers?

The Swedish company will present a new study that will analyze the possible relationship between loneliness and the different environments that young people inhabit, with the aim of searching, through design, for new formulas that contribute to improving this silent epidemic. To this end, in this new edition of IKEA Inspiring Talents, IKEA will organize design thinking days in which experts and design students from all over Spain will work on this challenge.

For 3 days, these multidisciplinary groups, led by the consulting firm Soulsight, will devise design solutions that contribute to improving this social reality. In addition, the winning proposal will be replicated in an IKEA store so that all visitors who wish can see, first-hand, how design can be a tool to enhance human relationships in different spaces and environments.



| IED | IED ÁGORA

IED Ágora proposes a dynamic space that includes the exhibition *DeZign: Design driven by GenZ* and the IED Open Classroom.

The experience begins by touring the collective installation *DeZign: Design driven by GenZ*, where the visitor will be able to discover a map of proposals that the GenZ of designers IED Madrid projects for the new scenarios that will transform the experiences of living, health, culture, diversity, tourism, digital and consumption in our cities. GenZ thinks, reacts, learns, designs, values, perceives, appreciates, operates,... differently. GenZ understands, consumes, uses, takes advantage of technology in an open way. This exhibition seeks to make visible the specificity of DeZign as the design driven by and for Generation Z and the value that this design brings to the contemporary transformation scenario: the vision of this generation as inspiration to improve design processes and designs for a transformation positive and redesign of the world.

Next, and as a dynamic corner of the IED Ágora space, IED Open Classroom will be organized, a participatory experience in which IED Madrid shares design learning conversations, in which the visitor can integrate with the students and teachers of product design, interior design, graphic design and fashion design as an active agent.

Thus, IED Ágora will offer, during Fiesta Design, a space for exchange open to reflection on new conversations about design and the differential value that design and the designer bring to contemporary society.



| GANCEDO |

TETUÁN CREA. CIUCO GUTIÉRREZ

Faced with the challenge of occupying a space with the fabrics and materials of the Gancedo firm in one of the rooms of the ILE, the Tetuán Crea Collective makes a playful and at the same time demanding proposal. To do this, it recreates a scenic space in which, in a symbolic and collective way, the visitor is invited to an immersive experience in the Tetuán district; and brings two of its traces of identity closer: the low houses built at the end of the 19th century with bricks and the courtyard where social life was generated between artisans, workers and neighbors.

Around 20 artists, designers and artisans who have their workshops in the district have worked on an initial idea by visual artist Ciuco Gutiérrez. The final result collects, in a spectacular way, the languages and personal contributions of each of the participants, without losing the collective nature of the proposal. There will be live interventions and guided tours.

DESIGN WITH SENSE: STRATEGIES TO TRANSFORM CONTRACT SPACES

David Cámara and Toni Zaragoza

The demands and desires of the new traveler have direct implications for hotels, forcing them to adapt not only in the services they offer, but also to place special emphasis on their aesthetics and design. In this meeting, we will delve into the way in which design helps create attractive and inspiring spaces.



| ACTIU | ACTIU & RAMÓN ESTEVE

In a world where design and industry often seem to be divided, the alliance between Ramón Esteve and Actiu is an inspiring example of how creativity, co-creation and know-how can be materialized in a unique project.

In this creative union, materialized in the form of an exhibition for Fiesta Design, design is not simply an aesthetic expression, but a manifestation of shared values. Both brands share an unwavering commitment to design, industry and sustainability, resulting in pieces that are not only aesthetically stunning but also happen to be exceptionally functional.



| IE UNIVERSITY | EXHIBITION, TALKS AND WORKSHOPS

IE presents at Fiesta Design an exhibition on the results of the work in progress of the project of the students of the IE Design Studio II in collaboration with Gravity Wave, developing products from plastics from the Spanish coasts.

During the event they will carry out short presentations and talks on a selection of projects together with Gravity Wave, in the context of a popup exhibition in WIP (work in progress) format. The intention is to assemble the project process, not just the results.

Workshop on Data Visualization Techniques without Technology for Children Project Lead at MITx

The workshop aims to introduce children to the fascinating world of data visualization. Through hands-on activities in a garden setting, children will learn basic concepts of data representation, encouraging creativity and analytical thinking.

Talk - debate on strategic design: What's next after the agency model?

The speakers will share their experience in the different integration models between design and business, from independent design studios to the acquisition of design in management consulting, as well as the development of internal teams. They will then moderate a discussion to invite the audience to imagine what comes next, using some trigger cards. Topics include: design systems/automated design, return to technology (prioritizing continuous delivery), design, data and algorithms, AI generation and design authoring, and design as a commodity.

Workshop Creating empowering rituals for teams

The workshop aims to explore what a ritual is and how to use it in an organizational environment, in addition to providing examples from companies and creating your own ritual taking into account different scenarios.



| SIGNUS | THE OTHER LIFE OF TIRES

SIGNUS is a non-profit entity responsible for ensuring the correct management of tires when they have reached their useful life. Tires must be recycled or recovered in their entirety, since no tires, except bicycle tires, can end up in landfill.

Their mission, in addition to managing them, is to give value to the materials from recycling in different uses and applications, and to do so they work hand in hand with different companies and entities and in multiple sectors. The main reason is that, today, unused tires are not used to make new tires, unlike what happens with other waste such as plastic or glass.

Currently, the main destinations for recycled rubber are the filling of artificial grass fields and their elastic bases, the safety floors of playgrounds and, to a lesser extent, roads. But, also, due to the characteristics of this material, its potential use in other sectors is enormous. One of these sectors is the world of fashion and decoration. A few years ago, SIGNUS decided to bet on this line and launched the neomatique project, with the idea of turning recycled tires into an attractive material for designers. To achieve this, new avenues began to be explored, such as 3D printing with tire filament (Lowpoly) or mixing tire dust with resins.

Today they continue to take important steps through the development of projects with Aimplas or through the SIGNUS Classroom of the UPM Faculty of Building. At Madrid Design Festival they will make designers' imagination fly when it comes to exploring new paths with this material.



| UNIVERSIDAD DE NAVARRA | WE DESIGN

An exhibition of some of the works of the students of the Degree in Design of the School of Architecture of the University of Navarra. Product, Fashion or Service Design, talent, creativity and innovation at the service of society.

Beyond the fact that each project constitutes the materialization of a prototype or a product, or the making of a garment, or a strategic service proposal, behind each exercise a creative thought emerges strongly.

In a context of new technologies and artificial intelligence, which constitute invaluable tools at the service of creativity, a common denominator draws profound attention when analyzing these works: human intelligence emerges victorious and highlights the intellectual quality of doing. It could be said that these designs have arisen from the need to think by doing and doing by thinking.



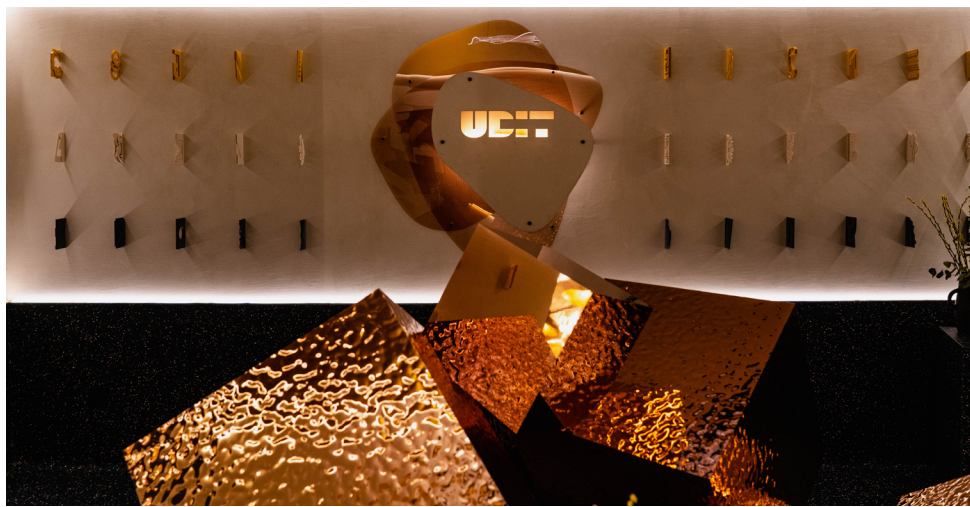
| UNIVERSIDAD FRANCISCO DE VITORIA | EMERGE

The *EMERGE* exhibition will show at Fiesta Design the selection of the best TFGs from the 2022-2023 academic year in the Design degree at the Francisco de Vitoria University. In addition, the authors of the 3 best TFGs will hold different talks to delve deeper into their work.



| UDIT | KNOWING HOW TO CREATE

UDIT University of Design, Innovation and Technology participates for the first time in Fiesta Design, with the support of Finsa, creating an experiential space in which students and students of the University have collaborated, with a regenerative design that aims to become the protagonist and meeting point between reflection, dissemination and dialogue with the public. A place that also allows the creative talent of designers and creators trained at the University to be highlighted.



| UNIVERSIDAD NEBRIJA |

EXHIBITION OF WORK BY DESIGN STUDENTS

This exhibition presents examples of works by students of the Degrees in Digital and Multimedia Design, Fashion Design, Interior Design and Industrial Design at Nebrija University. Works that correspond to different projects of each grade and have design and creativity as a common thread, clearly representing the transversal, curious and innovative spirit of their creators.

MEETINGS AND WORKSHOPS

The Nebrija University will also hold the meeting How to reinterpret a work of art through new technologies/ digital design? along with Amaya Hernandez Porquenza and Lorena Palomino; the Fashion Figurines Illustration workshop with Juan Ferrando Garrido and Jaime Muñoz de la Cera; and the Auxiliary Elements in Design workshop with Iker López.

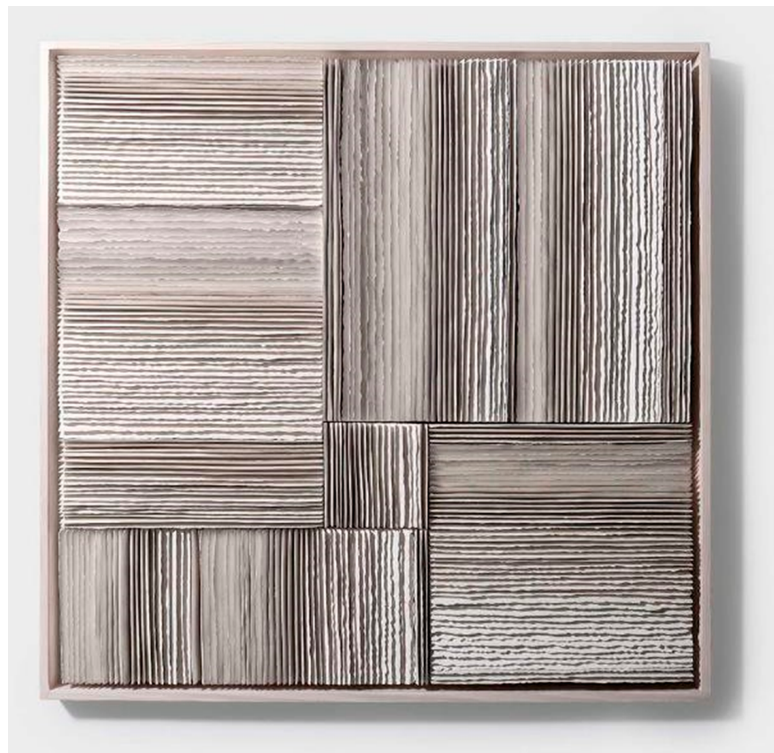


| EOI | SOUL & MATTER

Spain has been the guest of honor at the Cheongju Crafts Biennale 2023, which held its thirteenth edition from September 1 to October 15, 2023 at the Cheongju Culture Factory (South Korea). This meeting of contemporary creation attracts more than 300,000 visitors and allows them to discover nearly 3,000 creators from 60 countries around the world. Spanish participation has been promoted by EOI School of Industrial Organization and its crafts promotion area, Fundesarte, which has counted on curator Rubén Torres for the selection of works and artists.

On this occasion, Spanish craftsmanship occupied an exceptional place in a large exhibition space of 730 m², where a selection of more than 190 creations by 31 artists from all over Spain was shown. Under the title Soul+Matter, a set of pieces of exceptional quality was presented, which allowed attendees to experience the diversity, richness, creativity and quality of Spanish artisan workshops.

A sample of this exhibition will be presented at Fiesta Design with a selection of the most representative artists.



| EUROPA CREATIVA | WHAT DOES THE CREATIVE EUROPE CULTURE PROGRAM OFFER TO THE DESIGN WORLD?

The Creative Europe Culture Program offers different international funding and development opportunities for professionals and organizations in the cultural and creative sectors, including all those related to design.

At MDF24, Carolina Fenoll Espinosa and Isabel Pérez Gálvez will present the different lines of financing and show practical cases from different disciplines in the field of design. Their office offers free information and advice to access this Program.



MINI DESIGN AWARD

MINI, one of the main sponsors of Madrid Design Festival, launches with the Festival the fourth edition of the MINI Design Award, an award that recognizes the creative attitude of all those design professionals who direct their work towards improving life in the cities.

The only award of its kind in our country, the MINI Design Award integrates all design disciplines, from industrial, product, digital, graphic, architecture, urban planning, fashion and design thinking. This award has a professional category in which projects nominated by a committee of experts participate and a new talent category, aimed at final year students or recent graduates from design schools and universities. In this case, it will be their training centers that will submit to the competition those projects of their students that fit with the leitmotiv of the award: improving urban life and reimagining cities from sustainability.

The expert committee has submitted more than 70 projects in the professional category. Projects that address issues such as the visibility of disability in rural complexes, the integration of natural spaces in cities or the creation of more sustainable cities, which also help to improve coexistence between their citizens.

In this edition the jury will be Lucía Cano, co-founder of Selgas Cano; Iñaki Alonso, founder of Satt; May López, Director of Business Development for sustainable mobility; Álvaro Catalán de Ocón, 2023 National Design Award and winner of the MINI Award in this same year, and Carlos Martínez, director of MINI Spain and Portugal.



NEW CREATIVE ENVIRONMENTS AWARD 2024

Madrid Design Festival announces for the first time, with the collaboration and support of Amazon, an award that aims to support designers and creators who live in population centers of less than 30,000 inhabitants and who are developing their own project that exemplifies that creation can take place anywhere, if you have the right tools.

The call is aimed at business proposals linked to design and produced outside large cities, and will offer its winners a six-week residency at Domaine de Boisbuchet, an international reference center for research applied to design and architecture in the southwest of France.

Design has gained enormous relevance in recent years due to its ability to drive the transformation that society needs, which is why this proposal not only talks about design, but about being able to reach anyone anywhere and make it visible.

With the call for this award, MDF and Amazon position themselves as allies to share, train and accompany all those who have or are developing a project, but do not know what tools to use to get off the ground.



MADRID DESIGNPRO

Location: Institución Libre de Enseñanza

Date: 14 – 17.02.2024

Design professionals meet at Madrid DesignPRO. The professional days of the Festival will once again bring together the main figures of national and international design, in different formats that include round tables, dialogues, conferences or presentations.

Piet Hein Eek, Pau Cornet, Ben Reason, Oteyza, Andreu Carulla, Sara Ricciardi, Birgitte Due Madsen, OUCHHH, Pierre Jorge Gonzalez de Gonzalez-Haase, Quayla will be some of the names that will participate in Madrid DesignPRO.

This year, the Festival's professional days are curated by a committee of experts made up of Annalisa Rosso, Oteyza and Paul Cornet who, accompanied by guest designers, will delve into issues surrounding this year's theme of the professional days: design and conversation.

Now more than ever it is important to underline the importance of dialogue around the design table to continue promoting its power of transformation, this time from the close work of the table, as the unique environment where conversation and listening are encouraged, sharing as an engine of change where we can untangle the intricate, complex problems and foster collaboration between individuals and communities.



MDF AWARDS 2024

Awards ceremony: 15.02.2024

Location: Institución Libre de Enseñanza

The MDF Awards are a recognition of excellence in design. In this edition, the work of three great design professionals will be recognized.

Firstly, the great Miguel Milá in an award that will not only recognize an exceptional career, but will also serve as a tribute to the figure of this great genius. Prominent Spanish industrial designer and interior designer, he began his career collaborating with the architects Alfons Milà and Federico Correa. Founder of Tramo and later of his own studio, he is known for iconic lamps such as the TMC and the TMM. His pre-industrial and artisanal approach stands out for his care at work and process control, evidenced in his work as co-founder of the ADI FAD.

The festival will also recognize one of the world's leading graphic designers, Irma Boom, a teacher who has turned books into works of art, and even the background of important collections such as that of the MoMA in New York. She won the Leipzig Gutenberg Prize in 2001. Founded Irma Boom Office in 1991 and designed postage stamps for TNT Post since 1993. Her best-known work is the SHV Think Book 1996-1896, a 2,136-page five-year project for SHV Holdings.

Additionally, the festival will recognize the work of Piet Hein Eek for his advocacy of sustainable and conscious design. Piet Hein Eek graduated in 1990 from the Eindhoven Academy of Industrial Design with the well-known Classic Cabinet in Scrapwood. He opted for simple materials and a sober design in a time of opulence and perfection. In the following years, the company grew and in 2010 they moved to a former Philips factory in Eindhoven, where they have maintained their workshop until now. A place where each product is made by hand with great craftsmanship and attention to detail.



MADRID. A CITY FULL OF DESIGN: ACTIVITIES AND ACTIONS

Open Studios MDF24

Carabanchel Designs

Date: 22 – 25.02.2024

Tetuán Designs

Date: 07 – 10.03.2024

MDF24 prepares the meeting between the public and designers, supporting the work of emerging and reference professionals who play a crucial role in enriching the city's creative panorama. After the success of the two previous editions in which more than 30 studios and 50 designers participated, we are launching this initiative again with which we want to contribute to showing quality design made in Madrid.

Numerous studios of creators and designers are shaping the future of design from different neighborhoods in Madrid. MDF wants to be a speaker for these neighborhoods that are emerging as authentic centers of innovation and design. The studios will open their doors to live an immersive experience bringing local design to the festival audience.

The third edition of Carabanchel Designs is scheduled for February 22 to 25 and, for the first time at MDF, we extend this call to the Tetuán neighborhood with Tetuán Designs, where it will take place from March 7 to 10.



Things, objects and artefacts

Location: Teresa Herrero Living Space

Date: 01 - 29.02.2024

This choral exhibition has the goal of getting closer to the soul of the objects, the mental process of their construction and their emotional projection. It will feature the participation of Chema Madoz, Candela Cort, Ciuco Gutiérrez, Las Ánimas, Lucas Muñoz, Iria Martínez, UAK DESign (Marta Pascual), Pedro Cerisola, Gala Fernández, David Trullo and Arturo Comas.



Kutrix Gallery

Location: Calle Topete. Ephemeral gallery

Date: 02 – 03.03.2024

This sample will be made between bags of cement, bricks and various materials. With it, we want to establish border dialogues between the discourses of art, industrial design and its environment. Deep down, creators continue to be builders of dreams and make their desires come true through research, passion and a lot of pick and shovel work.

The project participants are Lucas Muñoz, UAK DESign (Marta Pascual), Arturo Comas, Iria Martínez, Joel Blanco, Federico Antelo, Laurent Diff and Paloma from Estudio Esqueje.



MADRID DESIGN FESTIVAL 24

Walk & Talk routes

Location: Different locations

Date: 03.02 – 02.03.2024

UDIT, University of Design, Innovation and Technology, will organize, for the third consecutive year at Madrid Design Festival, four design routes through the city of Madrid.

From the Barrio de Salamanca to Madrid de las Letras and during four different weekends, UDIT will bring, through free tours guided by professors and graduates of the Institution, the best interior design, the best product design, the most emblematic signs of Madrid and the history of fashion to all participants through corners, studios, showrooms or prominent brands and designers.



OOoO

Location: FabLab / IED Madrid

Date: 24 –25.02.2024

Carabanchel has positioned itself as the Madrid district that is bringing together emerging studios and designers from the contemporary scene in Madrid. The Istituto Europeo di Design (IED Madrid), from its FabLab headquarters located on Avenida Pedro Díez 3, in the epicenter of this area, supports and encourages this generation of designers and draws every day from the most experimental, transformative avant-garde of design, as an agent that weaves direct contact between training and these designers who will mark the next conversations in the sector.

The OOoO exhibition seeks to challenge the conventional boundaries between inanimate objects and organic life. Inspired by the concept of Object-Oriented Ontology (OOO), this exhibition reimagines objects as organisms, inviting visitors to explore a fascinating world where the very essence of objects is intertwined with the biological realm.

Each piece on display is not simply a static object. Rather, it represents an organism with an identity, an interaction and an existence of its own, seeking to blur the line between the inert and the living, challenging our conventional perceptions of design and materiality.

The objects on display not only embody a utilitarian function, but also possess an evolutionary narrative. The designers have given each piece a story, a life cycle and a relationship with its environment. The pieces are a careful selection of designs by IED Madrid teachers who are part of the Carabanchel Diseña Circuit, such as BURR, Kauani, Andrés Izquierdo, Joel Blanco, Carlota Gallo, Raquel Buj, among others.

The activity includes the opening ceremony of Carabanchel Diseña Circuit.



By Land, Sea and Air

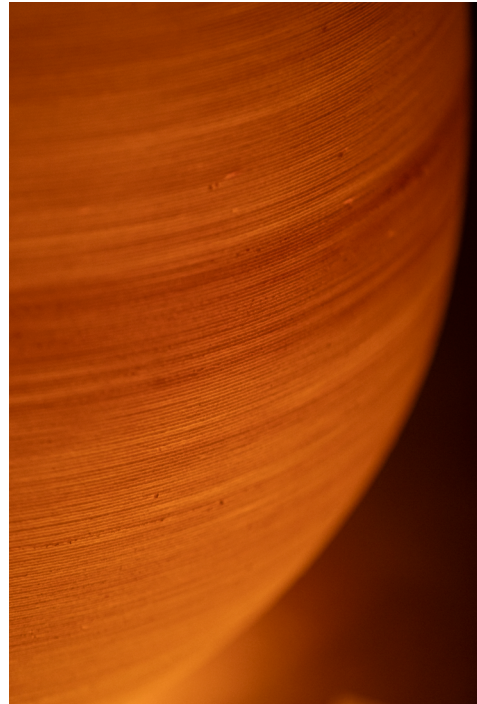
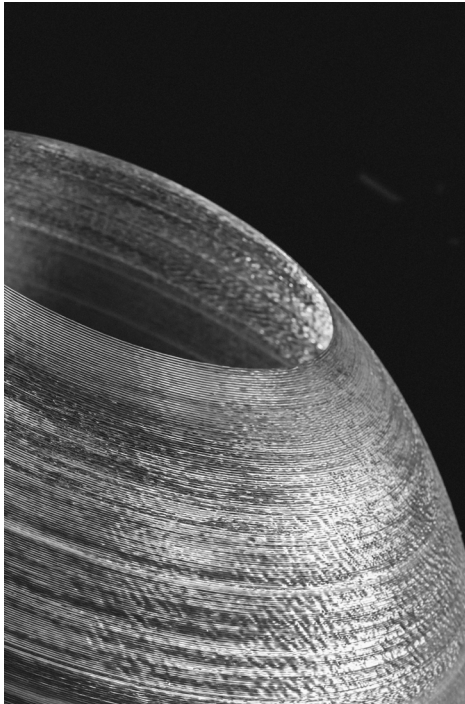
Location: Palacio de Altamira / IED Madrid

Date: 06.02 – 01.03.2024

During the Madrid Design Festival, IED Madrid hosts, in the exhibition hall of the Altamira Palace, an immersive installation by Carmen Baselga and Héctor Serrano for Faro Barcelona. A proposal that invites us to reflect in an emotional way on the need to rethink our relationship with the planet.

The installation presents the new Tierra, Mar y Aire (Land, Sea and Air) collection of luminaires designed by Héctor Serrano for Faro Barcelona, 3D printed on a large scale with bioplastics and 100% recycled plastics from, among others, abandoned fishing nets. A project that arises from the concern for two concepts, on the one hand the intention to democratize 3D printing on a large scale by integrating it as another industrial process to manufacture luminaires and, on the other hand and most importantly, the interest in generating products each time more sustainable, thus contributing to circularity.

Tierra, Mar y Aire has a protest nature in response to the current climate crisis and invites us to address this problem in a global way.



A cover for Rodrigo

Location: Universidad Francisco de Vitoria

Date: 29.02 –08.03.2024

Universidad Francisco de Vitoria presents on its campus, on the occasion of Madrid Design Festival 2024, the exhibition A cover for Rodrigo, dedicated to the art director of Revistas de Unidad Editorial (Spain), journalist and press graphic designer, Rodrigo Sánchez.



Accidents

Location: Escuela Sur. Círculo de Bellas Artes

Date: 15 –18.02.2024

Accidentes (Accidents) is the collective exhibition of the first-year students of the Master of continuing education in arts and artistic professions CBA-UC3M taught at SUR, the School of the Círculo de Bellas Artes.

The exhibition, generated in the textile design workshop, arises from the meeting of fourteen artists. Their works interweave memories, drawings, sounds, tapestries, patterns and sculptures that bring together all the meanings of the term "accident" in the same room: an eventual event, an alteration of the regular order of things, irregularities of the terrain, passions and movements of the spirit.



Design encounters

Location: Ateneo de Madrid

Designing in the age of AI

Date: 20.02.2024

A cross reflection on the current situation of design from different perspectives: the purely professional, Administration as a lever that can bring Design closer to society, the world of teaching and the use of Design as a tool of enormous importance for the business world. All of this in a changing scenario influenced to extremes that are difficult to predict by the emergence of Artificial Intelligence. With: Óscar Mariné, designer and illustrator artist, and representatives from the world of Design education, companies and administrations that promote it.

Desing Matters

Date: 28.02.2024

Presentation of the work and approach of three teams of designers of special relevance in the current scenario, due to their quality, commitment and solidity. Subsequent conversation about the meaning, importance and scope of design, essential criteria, possibilities for transformation and impact on our society. With: Kresta Design, Cristina Domínguez Lucas, Fernando Hernández Gil, Mayice Studio, Imanol Calderón, Marta Alonso, Alvaro Catalán de Ocón. Speakers: Carolina González Vives, Governing Board of the Ateneo de Madrid.



DiS(u)eños de cine. The Filmoteca Española collections

Location: Filmoteca Española

Date: February 2024

Filmoteca Española joins the celebration of the Madrid Design Festival for the first time.

Its collections not only contain film backgrounds, but also film collections in which design is very present. Just think about pre-cinema objects, the collections of artistic direction, posters or graphic works that it treasures; or in some of the documentary and bibliographic collections such as the film magazines that inhabit its facilities. And of course, the most famous designs of Javier Feduchi, in charge of the rehabilitation of the Doré cinema in the 80s.

This new edition of the festival will be a unique opportunity to enjoy design and cinema together, two creative worlds closely linked by the processes associated with technological advances, art and emotion.



SHOWROOMS

ANDREU WORLD

Location: Calle Velázquez, 26

Andreu World and Madrid Design Festival join forces to present the *Circular Design Challenge*, an initiative that appeals to the collective conscience. Under the motto *Manufacturing a better world*, this challenge materializes Andreu World's commitment to sustainability and seeks to address the urgent need for a new vision in more sustainable design, manufacturing and distribution on a global scale.

The *Circular Design Challenge* is a call to adopt practices such as ecodesign, zero waste management and neutral carbon footprint, selection of sustainable materials and adherence to certifications such as B Corp, Level 3, Cradle to Cradle or Greenhealth Approved. These practices are oriented not only towards the environment, but also towards the well-being and health of people, as well as the full integration of circularity principles. This challenge seeks to inspire the adoption of greener approaches in the industry and encourage innovation and progress towards a positive impact for the planet.

Also during the festival, Andreu World's Madrid showroom will present the latest collections of seats and tables by prominent international designers such as Patricia Urquiola, Philippe Starck, Benjamin Hubert and Alfredo Häberli. Collections that stand out for their commitment to sustainability, in which each piece has been carefully designed to be easily separable, thus facilitating its reintegration in subsequent life cycles.



COSENTINO CITY MADRID

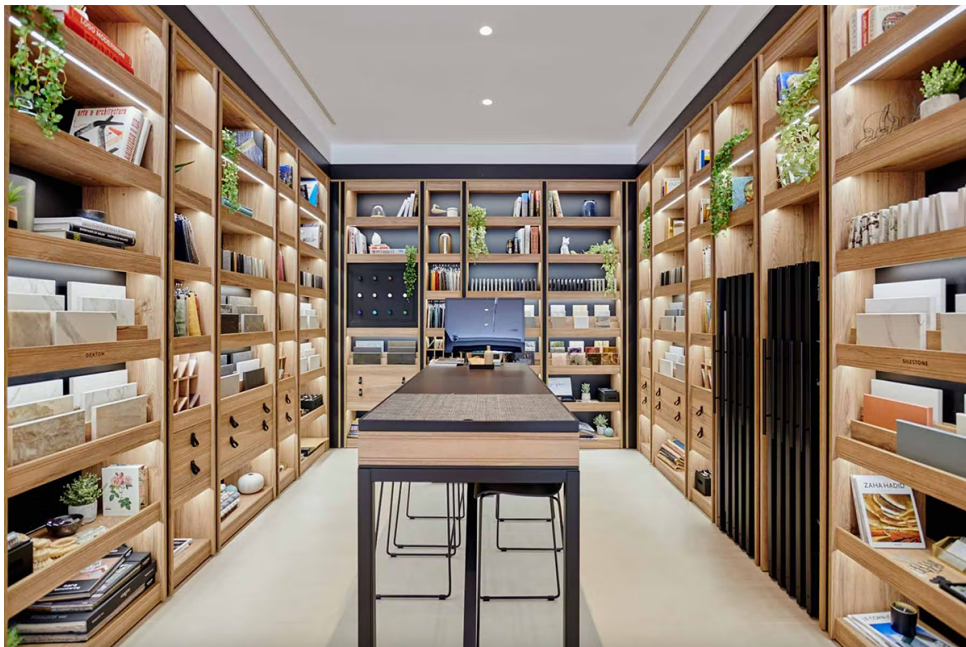
Location: Paseo de la Castellana, 116

Cosentino City Madrid is the meeting point for architecture and interior design professionals in the heart of Madrid, on Paseo de la Castellana.

With more than 1000 m2 spread over three floors, it has an Atelier Lab; a central space as a library of materials where you can find inspiration and develop all types of projects. In addition, it offers various social areas and digital design tools.

A space to learn about the materials applied in countertops, flooring, cladding and enjoy numerous meetings with professionals, exhibitions, round tables, showcookings, etc.

In the context of the 7th edition of Madrid Design Festival and within the cycle *From Poetics to Design*, organized by ROOM Diseño magazine and Cosentino City Madrid, Studiopepe will reveal the keys to their work and tell us about the processes on which it has built its career.



GANCEDO

Location: Calle Velázquez, 38

Gancedo's history has always supported textile art, forming part of its DNA and its sensitivity towards the textile world, artistic currents and design. During Madrid Design Festival it presents the works of Federico Antelo and Raquel Rodrigo in its flagship store in Madrid at C/ Velázquez, 38.

Federico Antelo, plastic artist and textile designer, focuses his work on the artisanal printing process. It is not a mechanical process but a creative, delayed and reflective one, in which modifications occur on the initial proposal, and which are the consequence of experimentation on the fabric. Conceived as a piece of art, and a product of this dynamic between planning and event, each textile is unique.

Raquel Rodrigo's project, Arquicostura, was born in 2011, and in it she has completely devoted the maximum expression of her discourse, bringing traditional cross stitch to the streets, a second skin that is embedded in buildings, plots, even non- places inspiring and transmitting to the viewer a personal relationship with their own history, their home, their family, their mothers and grandmothers, all the stories told and to be told. An initiative that brings to light a feminine and invisible art, the international and traditional cross-stitch embroidery.

On February 15, Gancedo also organizes a meeting to publicize the two textile designers who exhibit their work in the showroom. Two installations that are at the same time art, sculpture and performance.



GANDÍA BLASCO

Location: Calle Ortega y Gasset, 28

Gandia Blasco Group and the 3D Models platform, BoModels, join forces to launch the first international 3D creation contest aimed at 3D artists, 3D art directors and all types of creatives who use 3D creation tools in their work.

The contest invites 3D artists from around the world to explore the visual universe of Gandia Blasco, connecting it with nature, inspirational proposals to highlight the importance of preserving our natural environment.

At a time of maximum exposure and digital creativity, Gandía Blasco and BoModels become pioneers in the fusion of a furniture brand and an e-commerce of 3D models, taking a step forward in the legitimization, union and official status of 3D assets with copyright on a platform of 3D models.



ROCA MADRID GALLERY

Location: Calle José Abascal, 57

In 2010, Roca created the Roca Gallery project as a meeting point and constant dialogue with society as a whole and, particularly, with those professionals with whom it shares the concern and interest in innovation in the bathroom space. This objective was expressed through physical spaces located in unique buildings in cities such as London, Shanghai, Beijing, Barcelona, Madrid and Lisbon.

As a MDF24 showroom and under the title *Design with Soul. Craftsmanship and innovation*, Roca will bring together a group of the most influential product designers in Spain at Roca Madrid Gallery, to reflect on the importance of applying innovative techniques to designs without leaving aside the tradition and craftsmanship still present and strong in our country.

In addition, Roca Madrid Gallery will present its new showcase, designed by the Klunderbie studio and executed by Woodpeckers.



FESTIVAL OFF

Festival OFF is a platform designed to show the projects of the main design actors in Madrid, inviting them to be part of the festival with the development of interesting proposals in their spaces.

Among the participating commercial spaces are design galleries, shops, architecture and interior design studios, workshops, restaurants or pop-up venues. The various spaces are invited to highlight their innovations by proposing all types of actions that can range from collection samples, exhibitions, installations, product launches, live interventions by artists, workshops, round tables or walking routes, all around different disciplines of design, including architecture, furniture, graphic design, lighting, ceramics, jewelry, food design, etc.

Festival OFF is a declaration of intentions that brings design to every corner of the city, creating a tour of the spaces with the most personality in Madrid that integrate design into their identity.



OFF spaces:

ACDO
ALEXANDRA ESEVERRI - JARDINES DE LUZ
BOFFI | DEPADOVA
BOVER
BULTHAUP CLAUDIO COELLO
CARRILLO CENTER ART & DESIGN
CEI CENTRO DE ESTUDIOS DE INNOVACIÓN, DISEÑO Y MARKETING
CES DESIGN. CENTRO SUPERIOR DE DISEÑO Y ARTE DIGITAL
CLAP DESIGN ARQUITECTURA
D-LUZ
DOCONTRACTMAD
ESPACIO ATELLA
ETT RUM BY NORDIC STANDARD
FARADAY: ART & DJS
FUNDACIÓN ARQUITECTURA COAM
GABRIEL
GOODLIGHT
GUS&FLOWERS
HUAKAL
IKB 191
INSTITUTO CULTURAL DE MÉXICO EN ESPAÑA
JGF
KITCHEN FOR LIFE
LA CAJA
LA CASA DE LA LUZ
LA PALOMA DESIGN STUDIO V67
L'ATELIER ÓPTICA
LAUFEN
LIBRERÍA LA FÁBRICA
MANOJ SAWLANI STUDIO
MARAZZI
MI RINCÓN FAVORITO BY SKETCHUP
MIL STUDIOS
MINIM MADRID
MONAMOUR NATURAL DESIGN
OLIVARI
PEFC ESPAÑA



MADRID DESIGN FESTIVAL 24

QUADRIFOGLIO GROUP
STUDIO BAÑÓN
SUCURSAL URBANA
TERESA ENTRETEJIDOS
TERRASZA MADRID
TIEMPOS MODERNOS
TOCAMADERA DESIGN
TRENAT
USERA USERA
ZOOCO ARQUITECTURA



MADRID DESIGN FESTIVAL 24

Un proyecto de

LA FABRICA

Con el apoyo de



cultura, turismo
y deporte

MADRID

Patrocinadores principales

amazon



Revista oficial

ICON

Proyecto invitado

**LEGADO
ARTESANO**
CASTILLA-LA MANCHA

Patrocinadores



Finsa



SIGNUS

COSENTINO



Andreu World

Instituciones



EOI Escuela de organización industrial



AC/E
ACCIÓN CULTURAL
ESPAÑOLA

TURESPAÑA



FUNDACIÓN CONTEMPORÁNEA

Sedes

FERNÁN GÓMEZ
CENTRO CULTURAL
DE LA VILLA

ILE INSTITUCIÓN LIBRE
DE ENSEÑANZA
FUNDACIÓN FRANCISCO
GÓMEZ DE LOS RÍOS

CaixaForum



CLUB MATADOR



ATENELO DE MADRID



museo nacional de
**ARTES
DECORATIVAS**



MUSEO DE TRAJES
Centro de Investigación
del Patrimonio
Etnológico

di_mad

**FILMOTECA
ESPAÑOLA**



Showrooms

gancedo

**Roca
Madrid Gallery**

COSENTINO CITY



Radio Oficial

radio 3

Escuelas colaboradoras

UC3M UNIVERSIDAD DE
DISEÑO, INNOVACIÓN
Y TECNOLOGÍA

ie
UNIVERSITY
SCHOOL OF
ARCHITECTURE &
DESIGN

Colaboradores

Domaine de
Boisbuchet
Design Architecture Nature

SANTA & COLE

**Only
YOU
HOTELS**

THOMPSON
MADRID

estudiH}ac

iryo

MIL111

Soulstight

Escuelas asociadas



CARAMBA
estudio

SACo Sociedad
Española
Contemporánea

ACdO /

**RAM
ON
ESTE
VE**
ESTUDIO

Design
Institute of
Spain **DIOS**



SUR
DISEÑO Y ARQUITECTURA

Roca

Nadie

**ETUAN
CREA**

Andreu / Carulla



Medios asociados

**ARQUITECTURA
DISEÑO**

**Diseño
Interior**

ROOM

INTERIORES

NEO2



Experimenta

Minchó

gráfica.

**elástica
magazine**

thesignspeaking

PIN-UP

**de
zeen**

**ARCHITECTURE
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Leresa
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YOROKOBU
TAKE A WALK ON THE SLOW SIDE

CC/magazine



LA FABRICA