



ETSAB Summer School - MBDesign ***“Design, Technology and Culture”***

Objective of the course:

Introduce participants to the discussions and topics related to the contemporary design and its future development, related with the Master's Degree in Advanced Studies-Barcelona Design (MBDesign), given by the UPC and the UB. In this case, is focused on Design as a link between Technology and Culture.

Student profile:

International and local students who may be interested in studies of MBDesign. Professionals and/or students from the formation of Design, Architecture, Engineering and Art, in the broadest sense, interested in the future ways of development of Design.

Language:

English (working language) - Spanish (additional information)

Contents and teaching methods

1. Lectures of presentation on the current situation around the relationship between technology and culture, as well as their link to Design.

Participation of teachers from different schools and representatives of companies and institutions involved. Formation of working teams among the registered participants.

Lectures and participants:

- *Barcelona-Design and the Mediterranean culture* – Josep M. Fort (ETSAB – UPC, Director of the MBDesign)
- *The Museum of Design of Barcelona* – Pilar Velez (Director of the Design Museum of Barcelona)
- *Footsteps of Turkish heritage and culture in today's Design* – Asli Sungur (Yıldız Technical University – Faculty of Architecture)

Other participants (members of the MBDesign): Enric Trullols - Josep M. Monguet (EPSEVG-UPC) / Jordi Voltas (ESEIAAT-UPC) / Oriol Moret (BBAA-UB)

2. Visits to its participating companies.

Here are:

- a. Design Museum of Barcelona (ICUB - Barcelona City Council)
- b. Design office SIMON (Electrical and Electronic equipment, for home and public space)
- c. Hewlett Packard Research Laboratory (Computer print, 2D and 3D)
- d. Office design SEAT (Automotive)

3. Visit the Centre of Documentation and private collections of the Design Museum of Barcelona. Presentation and final debate between the course teams. Compilation of conclusions.

Dates:

From 3-7-2017 to 7-7-2017 (both included) Time: 15:30 to 19: 30h - Total: 20h

- 3-July-2017 - Opening session and presentations ETSAB. Proposed areas for reflection
- 4, 5 and 6 July 2017 - visits to the headquarters of the three participating companies
- 7-July-2107 - Visit the Museum of Design in Barcelona and final debate.

This activity is organized by the team of the MBDesign (Master's degree in Advanced Studies in Design-Barcelona - UPC / UB), given by:

- Barcelona School of Architecture (ETSAB- UPC – Coordinating Centre)
- Vilanova i la Geltrú School of Engineering (EPSEVG- UPC)
- Terrassa School of Industrial, Aerospace and Audiovisual Engineering (ESEIAAT- UPC)
- Faculty of Fine Arts (University of Barcelona - UB)

For more information visit: <https://etsab.upc.edu/ca/estudis/mdb>