

MADRID DESIGN FESTIVAL 23

LA FABRICA

PRESS KIT

Madrid Design Festival
7 February — 9 April 2023
Programme summary

www.madriiddesignfestival.com

MADRID DESIGN FESTIVAL

Madrid Design Festival 2023 will be held between 7 February and 9 April. The sixth edition will focus its efforts on recognising the excellence and importance of the work of designers and on showcasing a discipline that is essential in improving people's day-to-day lives.

Design harbours many of the answers to the uncertainties and complexities which our society is facing today. The climate emergency, the depletion of natural resources, energy efficiency, overconsumption, habitability and mobility in large urban nuclei, rural depopulation, the loss of the traditional artisan trades and demographic movements: all of these issues can and should be addressed from a design perspective.

Thus, the projects in Madrid Design Festival 2023 will reflect design's attitude and the starting point of the times we are living in. In short, it will showcase projects that meet a common goal which has accompanied the Festival since it was founded: to redesign the world.

MDF23 will showcase the work of a large number of creators today whose ideas are making a decisive contribution to developing new paradigms, and who draw from the ideas of some of the key figures in the history of design.



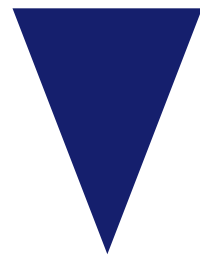
MADRID DESIGN FESTIVAL 23

The Festival will have a programme of exhibitions and installations with a more prominent experiential component to invite all visitors to immerse themselves in design in a more participatory and surprising fashion.

To do so, MDF23 will present new formats and spaces that will foster encounters between designers, companies and audiences with the maxim of solidifying a model of festival where talent, creativity and economic development are the bedrock of its programming.

This edition will showcase Madrid design in an effort to rediscover new fragments from its historical legacy while also hosting new actions to support the emerging local design community.

It will also continue to build bridges with prominent international gatherings and cities where design is prominent in the twenty-first century. Competitions, contests, challenges, awards and four professional workshops with prominent Spanish and international designers will round out the programme of an edition focused on both younger and more experienced designers with the most novel ideas.



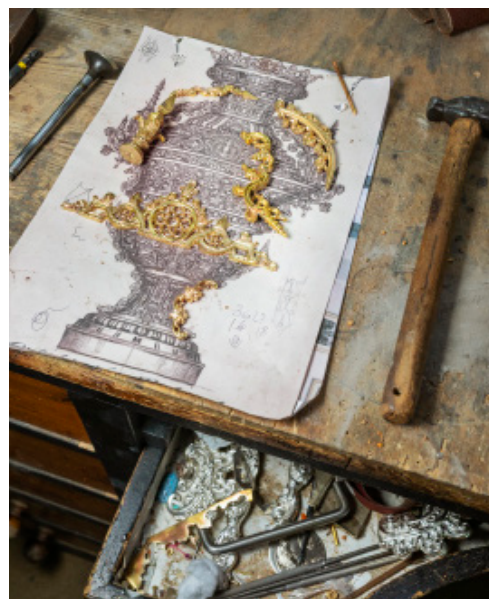
MDF23 GUEST CITY: SEVILLE

Seville is the guest city of Madrid Design Festival 2023. It is a city that currently figures prominently in design with the work of designers and studios that are rethinking the cities of tomorrow through an exquisite blend of its unique artisan heritage and premium contemporary design techniques.

Seville is a city that is historically associated with art and creativity; they are part of its DNA. It is a way of viewing life, of forging relationships, of making everything meaningful. The form or context do not matter; its talent is freely expressed in the way of interpreting the world and expressing emotions as a universal, innate language stemming from an ancestral sense of aesthetics, where the visual is a salient part of its mestizo identity.

Throughout its history, Seville has been the birthplace of great artists. Plus, the city itself and its peoples have served as the inspiration for numerous creations, and today Seville is a hotbed of internationally famous talents in an array of artistic disciplines.

Sevillian design will come to Madrid through several activities, including an exhibition that surveys current Sevillian design; a day of professional encounters with the top exponents from different disciplines; and a series of activities that will geographically unite the designers and their studios along the Seville-Madrid axis.



EXHIBITIONS AND INSTALLATIONS

Seville. Illuminated Shadow

Venue: Fernán Gómez Centro Cultural de la Villa

Date: 08.02.2023–09.04.2023

Curator: Macarena Navarro-Reverter

Exhibition design: Studio Noju

This exhibition will offer a survey of Sevillian design, from the most traditional languages to the city's avant-garde. It is a journey through the excellence of its crafts and the mastery of its trades, which survive and coexist today with the work of new designers.

The show will include a selection of more than 100 pieces that capture this fusion between past and present with 25 artists, including artisans and designers like Las Ánimas, Javier Menacho, Iloema, Todomuta, La Cartuja de Sevilla and Yukiko Kitahara.

Traditional trades and techniques team up with new designs and interpretations. Wise, sensitive hands, minds that have inherited a millennia-old culture that today focus on contemporary design to generate vibrant collaborations and unexpected ideas.

The exhibition is coming to the festival with the goal of inviting us to rediscover the city from a contemporary perspective and showcase its tangible and intangible heritage by making it visible through the talent of its people and their customs.



Mother Nature

Venue: Fernán Gómez Centro Cultural de la Villa

Date: 08.02.2023–09.04.2023

Curator: Teresa Herrero

Exhibition design: Plantea Estudio

This is a collective exhibition that speaks about the Earth and design as a tool for change to create a more sustainable, inhabitable world. Sustainability, circularity and eco-design aimed at lowering the ecological footprint are the core and the goal of its innovative materials and projects.

The current generation is exploring art, science and technology to stretch the limits of experimentation and creativity and create projects that use design to stimulate the imagination and boost environmental awareness.

Mother Nature has its sights set on nature, which welcomes us and closes the life cycle. It is a love story that our designers have interpreted through the four elements: earth, fire, air and water. It is an emotional, sensorial and immersive exhibition which springs from ancestral, primitive emotions that showcases pieces by Lucas Muñoz, Ícaro Maiterena, Ana Illueca, Amarist, Omayra Maymó, Mut Design, Barbara Long and Ovidi Benet, among others.



Fossil Lake Metamorphosis, Amarist

Madrid: Potter's Workshop of Modernity. Mid-twentieth-century pottery and design

Venue: Fernán Gómez Centro Cultural de la Villa

Date: 08.02.2023–09.04.2023

Curators and exhibition design: Pedro Feduchi and Pedro Raula

This exhibition seeks to showcase a seminal period in Madrid's modern culture in the mid-twentieth century, when young artists began to experiment with pottery and design in an effort to break down the artificial boundaries that had been raised among the different fine arts disciplines during the centuries of academicism.

With varied types of training and studies in different fields, this group of inquiring creators got their start by trying to ensure that modern ideas that were already a reality abroad were also reflected in the closed society of the Franco regime. Many of these creators found the inspiration and forms that they would later put into practice in Madrid in Paris in the first half of the 1950s.

The potter's workshop became one of the spaces where artists shaped their innovative creations, a shared space where the spirit of modernity that Spain had lost after the war was revived. The interactions between art, crafts, architecture and design allowed for experimentation in different fields and were well received by some of the critics and disseminators who were the most attentive to innovations.

Two events form the crux of the exhibition: the 1958 creation of the SEDI (Society for Studies for Industrial Design) and the Spanish pavilion at the New York World's Fair in 1964. This core extends to the prior period of testing as well as the attempts at commercial consolidation after the fair, but it all runs through that idea that unites the concepts of integration of the arts and applied arts and the inclusion of industrial design as an extension of artisan activity.

Luis M. Feduchi, who already had extensive experience in the field of design, encouraged the continuity in Madrid of the production of artistic pottery learned in Paris by artists like José Luis Sánchez, Jacqueline Canivet and Arcadio Blasco. He and the architects Carlos de Miguel and Javier Carvajal and the designer Paco Muñoz founded SEDI, a society whose mission was to introduce industrial design into Spain.



This early momentum carried on, and by the mid-1960s these initiatives were rounded by Javier Carvajal to become part of the materials displayed in the Spanish pavilion at the 1964 New York World's Fair. After the fair, by creating the company Hintrade, the business group Huarte revisited similar ideas to try to render economical and feasible a commercial venture that was nonetheless unable to break with the prevailing backwards taste. They were years of excitement, a flurry of activity and a great deal of creativity that should be showcased and shown once again as part of a movement in which subsequent designers gradually brought Spanish design forward until it reached the power and development that it enjoys in the world today.

This exhibition seeks to bring the zeal for inquiry and the works of this prominent group of creators back from oblivion. Many were involved: the aforementioned Sánchez, Canivet, Blasco, Feduchi, Carvajal and Muñoz were joined by such prominent artists and architects as Antonio Fernández Alba, Miguel Fisac, Javier Feduchi, Luis Feito, José María de Labra, Manuel Suárez Molezún, Carmen Perujo, May Cavestany and Elena Colmeiro and Antonio Salvador Orodea, among others.

To do so, seminal works of pottery are exhibited, primarily showing the pieces that are the most closely associated with design, all of them complemented by examples of furniture, graphic design and industrial design made by the same authors during those years. Many of those pieces still retain a strong artisan component associated with tradition and were produced at a time when industry was still distant from the artistic values from which their creators drew.



Water Contours

Venue: Fernán Gómez Centro Cultural de la Villa

Date: 08.02.2023–09.04.2023

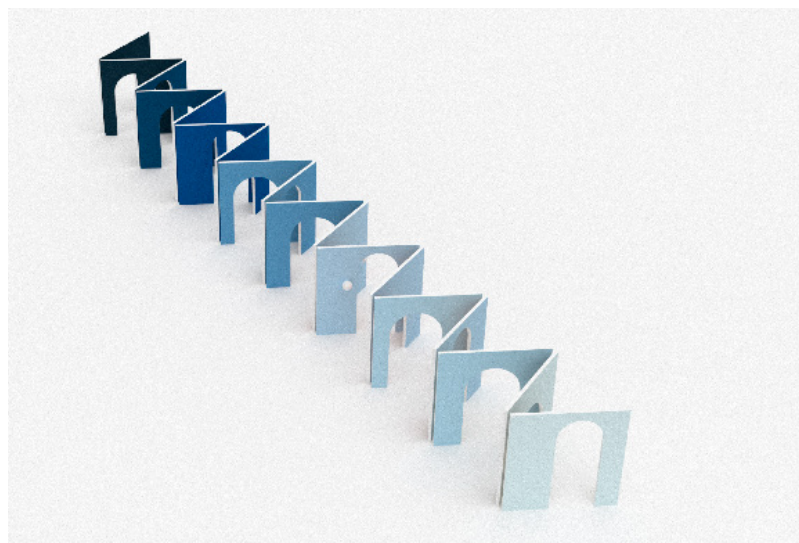
This installation encourages visitors to take a conscious journey through material, light and sound that evoke the feel of water and the importance of managing this resource sustainability in order to restore the balance of life and the planet.

Formica Group and the architect and designer Teresa Sapey have designed an interactive installation in the vestibule of Fernán Gómez Centro Cultural de la Villa. The installation suggests that users take a journey 'underwater'. Through material, light and sound, travellers can immerse themselves into a dreamlike experience which brings them closer to one of the most important elements that nature provides us: water.

Thus, it encourages us to reflect on the importance of managing this natural resource in a conscientious, sustainable way, an essential reflection in order to restore the balance of life and the planet.

In both its design and the choice of materials, the installation has been envisioned to be disassembled and transported easily and stored efficiently so it can be reused in other exhibitions.

Water Contours is a sustainable exhibit in both its design and its concept, which has one essential goal: to remind users of the importance of water and the conscious, sustainable use of it. The project was created in conjunction with Fernández Molina and Viabizzuno.



Orixe

Venue: Fernán Gómez Centro Cultural de la Villa and Institución Libre de Enseñanza

Date: 08.02.2023–09.04.2023

This is a furniture installation made up of modular benches and a tree stump-pot designed by Stone Designs studio for Savia, which offers visitors the chance to freely use the different elements for relaxation and as a meeting point for the groups visiting the shows.

Orixe is a way of doing things. It is also the intention to promote Finsa's best values as a corporation where the environment and people are always at the core. Orixe draws inspiration from trees, specifically from the stump that is left after they have been felled, as the sole vestige of their existence in the forest.

Orixe is a furniture programme comprised of tables in different shapes and heights, benches and seating elements, umbrellas, plant pots, rubbish bins and space dividers. It is a comprehensive collection for outdoor, indoor and contract uses which seeks a direct connection between the forest and the product into which it has become, showcasing the commitment to the local economy and sustainability. The cracks caused by the dryness of the wood after it is cut give Orixe stumps their functionality by housing a host of almost infinite different combinations which enable us to create the environment we want, both indoors and outdoors.



Slow Furniture for Fast Change

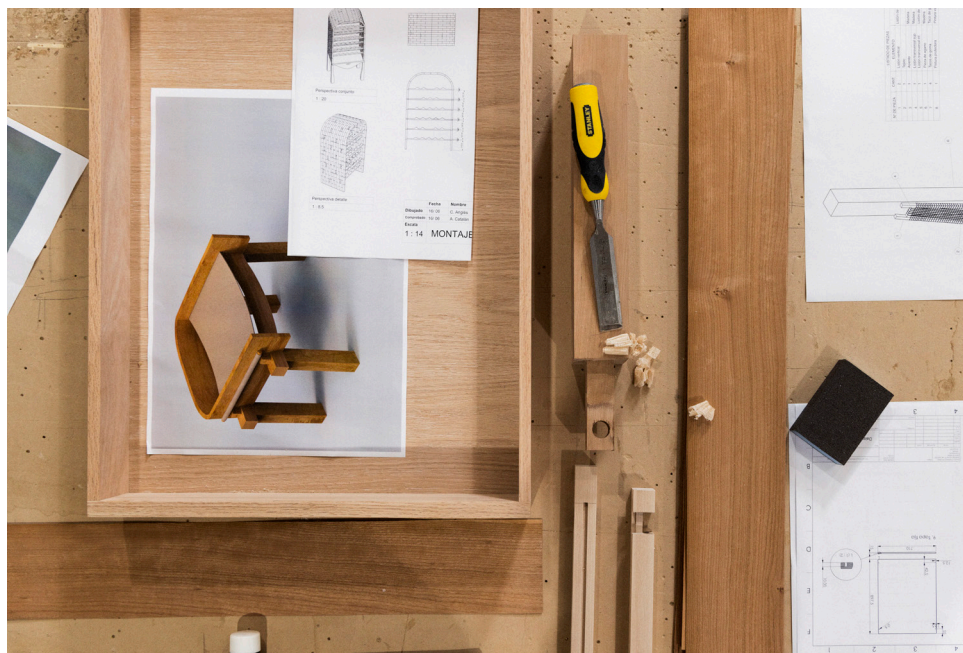
Venue: Fernán Gómez Centro Cultural de la Villa

Date: 08.02.2023–28.02.2023

Slow Furniture for Fast Change, promoted by the American Hardwood Export Council (AHEC), brings together the work of 17 students chosen from nine design schools in Spain. The projects were carefully chosen by their teachers, and their designers were later mentored by Inma Bermúdez and Moritz Krefter (Studio Inma Bermúdez), Álvaro Catalán de Ocón (ACdO) and Jorge Penadés (Oficina Penadés).

Along with the AHEC team, these renowned designers have worked with the students to fine-tune their ideas and bring them into being with a selection of sustainable woods from the United States.

The briefing asked each young designer to create innovative pieces around the concept of slow design. The prototypes were handcrafted in the La Navarra woodworking workshop in Madrid with a selection of four sustainable hardwoods from the United States that are underused in Europe: red oak, maple, cherrywood and tulip trees. As a result, the exhibition will include aesthetic and functional works, from side tables to shelves, dividers, a desk and a reinvented chair.



Natural Connections

Venue: Matadero Madrid

Date: Starting 08.02.2023

Starting with the goal of connecting people naturally by creating a unique focal point in the public space where people can gather, enjoy and expand their own knowledge, the project promoted by the American Hardwood Export Council (AHEC) includes three independent pieces designed by Inma Bermúdez/Moritz Krefter, Jorge Penadés and Álvaro Catalán de Ocón. Each designer chose one of these hardwoods—red oak, cherrywood and maple—to celebrate the beauty, performance and sustainability of hardwoods from the United States by creating a natural, sustainable counterpoint to the industrial architecture of Matadero Madrid.

After serving as the mentors for the project Slow Spain, which brings visibility to the works of 17 students from design schools all over Spain, AHEC invited Inma Bermúdez/Moritz Krefter, Jorge Penadés and Álvaro Catalán de Ocón to develop proposals for a parallel exhibition. In this case, the common thread is the connection between the material and people in a common environment, and the resulting designs foster the diversity and pleasure of encounters, inspired by the beauty and quality of the wood.

Each designer was given the option of choosing from the three hardwoods from the United States: red oak, maple or cherrywood.

Inma Bermúdez and Moritz Krefter drew inspiration from the shape of old carved wooden benches to design a family of five pieces through a wholly handcrafted process they called The Lost Herd. Their arrangement in the lobby of Matadero encourages visitors to sit down, chat and connect in a freer and more relaxed way, inspired by the informal, undefined appearance of the furniture.

Through his collaboration with AHEC, Jorge Penadés was able to investigate new applications for the wood and take it to the limit of its versatility. Wrap is an innovative work characterised by modular elements that enable different kinds of furniture to be arranged. Penadés's design for Natural Connections will spark visitors' curiosity about the creative use of hardwoods from the United States.



Finally, Álvaro Catalán de Ocón created a large CLOUD using red oak, cherrywood and maple. His creative process led him to transform the wood into smaller pieces that create an ethereal, lightweight yet striking element when joined together by hand, a cloud that makes the environment unique and adds the warmth of the material, transformed into a new wraparound element inspired by nature.



Mazda & SACo

Venue: Palacio de Santa Bárbara

Date: 09.02.2023–18.02.2023

Curator: Victoria de Pereda

Mazda and SACo are joining forces for Madrid Design Festival yet again to promote the crafts. This time, they are offering a sensorial, immersive experience in an intimate space where the excellence of contemporary design and the warmth and quality of the materials will converge in an interactive conversation among the pieces, emotional perception and sensorial suggestion for visitors. It is a modern concept that is respectful of the environment and sustainability.

In addition to the Mazda MX30 with a rotary engine, Mazda will also display its new crown jewel and the first plug-in hybrid, the Mazda CX-60.



Pablo Palazuelo. Line as a Dream of Architecture

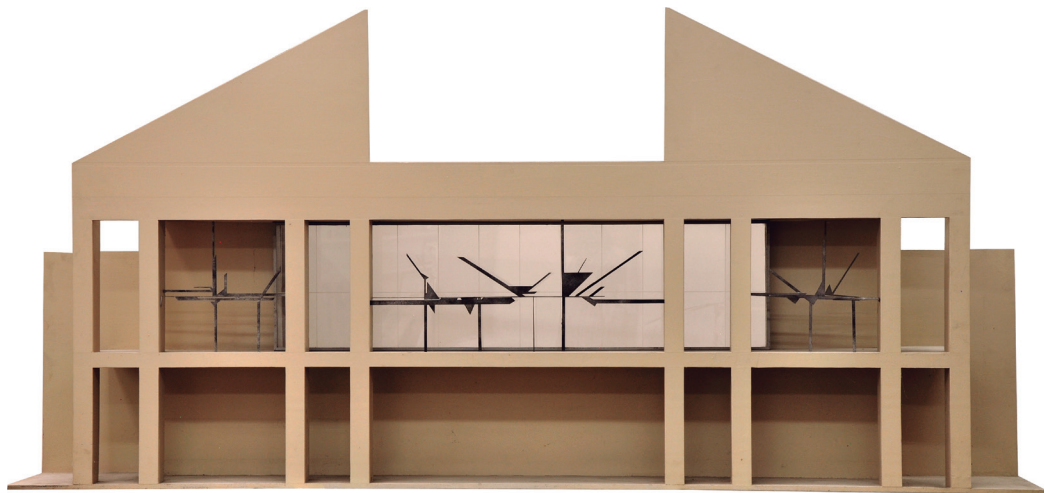
Venue: ICO Museum

Date: 15.02.2023–07.05.2023

Curators: Gonzalo Sotelo Calvillo and María Teresa Raventós Viñas

Organised by the ICO Foundation in conjunction with the Pablo Palazuelo Foundation, for the first time this exhibition brings together Pablo Palazuelo's 12 works and 12 most representative projects to illustrate his most direct approach in his geometric investigations and architecture.

Made up of more than 150 works on paper and canvas, scale models, sculptures, publications and video screenings, it is organised according to the artist's different ways of approaching the architectural reality, in addition to explaining Palazuelo's collaboration with architects like Ayerza, Bayón, Corrales and Molezún, García de Paredes, Moneo and Sáenz de Oíza, some of whom contributed texts to the exhibition catalogue.



PRINT3D. Printing Reality

Venue: CaixaForum Madrid

Date: 08.02.2023–28.05.2023

The exhibition PRINT3D beckons us to travel into the future through 3D printing. To what extent will it transform our daily lives, and what will it mean for the current manufacturing system? The show will help visitors to discover the versatility of this technology.

In it, they will find a host of practical applications in such diverse fields as medicine, construction and art where 3D printing is already being used.

With more than 200 3D printed pieces with their corresponding audiovisual elements and explanations, the exhibition offers an exploratory journey into this mode of manufacturing and takes a practical yet educational approach to deciphering how this revolutionary technology is already improving human life in many ways.



Miró's Star

Venue: CaixaForum Madrid

Date: 13.01.2023–21.05.2023

What is the story hidden behind Miró's star? This symbol—a blue five-pointed star accompanied by two smaller celestial bodies—is one of the seven tapestries that Joan Miró and Josep Royo created in 1980 on commission from the bank Caixa de Pensions per a la Vellesa i d'Estalvis de Catalunya i Balears. The goal was to create the bank's corporate image, as well as to convey its cultural and social values.

In April 2022, the emblem of 'la Caixa' was restored live and installed in a vitrine in the lobby of Barcelona's CaixaForum. Now it is being displayed in Madrid as part of a journey around the different CaixaForum centres in Spain.



Rising Talent Awards

Venue: Institución Libre de Enseñanza

Date: 15.02.2023–26.02.2023

Continuing with its collaborations and connections it forges with major international events, Madrid Design Festival will be present at the upcoming edition of Maison & Object with its participation in the Rising Talent Awards exhibition, which will be held at the prestigious Parisian fair from 19 to 23 January.

Faithful to its commitment to find hidden creative gems, Maison & Object showcases and promotes the work of six emerging furniture or object designers who are carefully chosen for each fair by a professional committee. The young designers given the Rising Talent Awards are the peak representatives of the fair's image and mission.

Marta Ayala Herrera, Max Milá Serra, Miguel Leiro, Tornasol Studio, Marta Armengol and Álvaro Aramburu are the designers that will participate in this collective exhibition, which we will also be held in Madrid's Institución Libre de Enseñanza from 15 to 26 February.



Ximo Roca. Mediterranean Design

Venue: Decorative Arts Museum

Date: 15.12.2022–19.02.2023

Curators and exhibition design: Manuel Estrada, DesignCamp S.L.

The National Decorative Arts Museum (MNAD), which is directly overseen by the Ministry of Culture, is presenting this exhibition devoted to Ximo Roca, an indisputable touchstone of Valencian design with a Mediterranean twist.

His relationship with the MNAD began years ago, when the Deputy Directorate General for the Promotion of the Fine Arts, in conjunction with the Central del Diseño, organised the show *Setting Precedent: Roca, Rodríguez, Valdés* as part of the second edition of the Ibero-American Design Biennial. Thanks to his generosity, his Salinas armchair (1989), manufactured by Bonestil, was added to the collection as a donation (2011). In 2018, he also offered the Kokoro dish from his collection *Auteur Dishes*, Boke Bazán Graphic Design made by Porvasal, a porcelain tableware manufacturer. That was when this exhibition was hatched.

Ximo Roca's contribution has enabled the museum to underscore values like comfort, ergonomics and sustainability due to his masterful ability to combine traditional and novel materials, coupled with the pure, simple lines of his creations and the technical quality of his productions manufactured with renowned companies in the sector. Today he is being presented as a universal, international designer.



Seventh Contemporary Goldsmithing Show

The goal of the Seventh Contemporary Goldsmithing Show is to disseminate and promote gold design and contemporary jewellery internationally through exhibitions at different venues.

Venue: Decorative Arts Museum

Date: 03.02.2023–18.03.2023

The Association of Contemporary Goldsmithing and Jewellery (AdOC) will hold this show at the National Decorative Arts Museum (MNAD) of Madrid, dovetailing with ARCO-Art Week and as part of the Madrid Design Festival.

Venue: Cerralbo Museum

Date: 31.01.2023–19.03.2023

Furthermore, within this context the Cerralbo Museum will host the exhibition Private Collecting, which will show gold works and contemporary jewellery by 20 Spanish and international artists. The pieces will be placed in vitrines scattered about the Museum's permanent exhibition halls with the intention of engaging the contemporary creations in dialogue with the historical works in the collection.



MINI DESIGN AWARD

Announcement of the winner: 16.02.2023

MINI, the main sponsor of the Madrid Design Festival, is launching the third edition of the MINI Design Award in conjunction with the Festival to recognise the creative attitude of all design professionals who gear their work towards improving life in cities. Reimagining the city and transforming life in cities are the backbone of an award which seeks to acknowledge innovative initiatives that bring about changes in the urban environment; actions to improve the quality of life and efficiency of cities as a whole; or projects that address the new possibilities and challenges to achieve smart, inclusive and sustainable cities in the twenty-first century.

The only award of its kind in Spain, the MINI Design Award encompasses all the design disciplines, from industrial design to product design, digital design, graphic design, architecture, urban planning, fashion design and design thinking. This award has a professional category encompassing the projects nominated by an expert committee, along with a category of new talents targeted at students in their last year of design schools and universities or recent graduates. In this case, their schools present the students' projects that best fit with the award's leitmotif: to improve urban life and reimagine cities based on sustainability.

Around 30 design professionals who are touchstones in their respective fields participated in this third edition. They have chosen 53 projects that address the reuse of materials, sustainable architecture, the circular economy and the empowerment of the rural dimension.

In turn, the new talents category received 61 projects from 15 design schools. The jury will be made up of professionals from the world of design and the MINI brand, who will assess



FIESTA DESIGN

Venue: Institución Libre de Enseñanza

Date: 15.02.2023–26.02.2023

One of the most exciting new features of this edition will take place at the Institución Libre de Enseñanza, whose amazing building will be transformed into a celebration of design called Fiesta Design. It will be a meeting point where professionals, brands and audiences will have the chance to meet and interact in an environment devoted to the experience of design.

Fiesta Design is a new format that integrates, expands and connects such important activities within the Festival as the Madrid Design Festival Awards—whose awards ceremony will be held on Thursday 16 February—and the MadridDesignPRO professional workshops.

Along with these, immersive activities will be held in an environment of connection, experimentation, inspiration and discovery. In short, it will be an open programme that will offer the possibility of learning in-depth about the work of design professionals through exhibitions, challenges, installations, talks and activities for all audiences.

With Fiesta Design, the festival is seeking to solidify its mission of fostering encounters between design and businesses to generate projects that stimulate reflection, suggest solutions and engage in dialogue with audiences, in a cocktail that combines the exchange of knowledge, a desire to spread the word, a fun experience, beauty and entertainment.

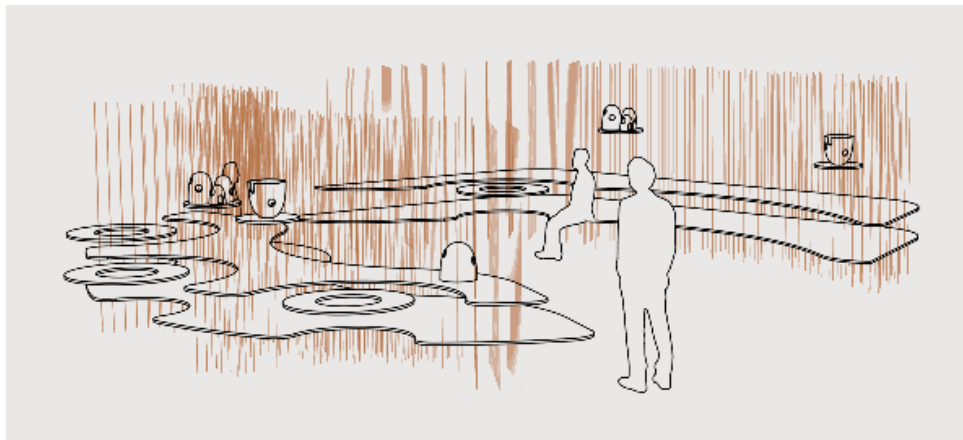


AMAZON | DESIGN THAT MOVES US. MARTÍN AZÚA

On 15 February the doors of Fiesta Design will open in conjunction with Amazon with Design that Moves Us, a project that seeks to celebrate and encourage a conversation on the importance of designing products and services that foster mobility efficiently and sustainably.

The project features Martín Azúa, a designer who is particularly interested in including natural processes in everyday use, along with artisan resources to protect the cultural and technological diversity. Experimentation, another crux of his work, will be prominent in the development of a space designed, adapted and personalised for the occasion.

Azúa will turn the main rooms on the ground floor of the ILE into spaces for contemplation and interaction, and for working on the challenges that will be held throughout the course of Fiesta Design with professionals, students and designers who will seek proposals that will be shared publicly at the end of the exercise.



DECOTHERAPY | CASA CARIÑO

Neuroarchitecture, biophilic design—which showcases the building trend of putting architecture in touch with nature—and healthy lifestyles converge in Casa Cariño, a home design show with interior décor by Decotherapy for La Redoute. It is a space for the exchange of experiences and emotions, where workshops and talks will also be held.



IKEA | SEARCHING FOR NEW WAYS IN YOUTH'S FRAUGHT ACCESS TO THEIR OWN HOME

Because it is passionate about life at home and guided by its vision of trying to create a better life for most people every day, IKEA wants to take all this a step further and along with youths from all over Spain, experts, design students and professionals try to find new formulas that contribute to solving a fraught problem: youths' access to their own home.

Spanish youths do not leave home until they are almost 30 years old, three years later than the European average. Based on this situation, IKEA is suggesting a three-phase project to be held within Fiesta Design.

The first phase consists in an ideas contest, an open call for ideas targeted at youths from all over Spain in which they can share their reality, the main barriers they encounter in finding their own home and new initiatives they would like to propose on the use of existing spaces, with the overarching goal of coming up with possible solutions that attempt to address this issue.

The second phase will be information collection. With the help of prior research and listening to these youths in the idea contest, five main working areas will be defined, five main challenges to address, which will happen in the last phase of the project: design thinking workshops led by the consultancy Soulsight, which will be held at the ILE from 14 to 16 February.

In these workshops, five working teams made up of professional designers, students and the participating youths will jointly come up with design solutions for the challenges identified. As the culmination of this project, the ideas generated by the teams will be presented to an expert committee, which will choose a winner, and they will be shared at a press conference scheduled for 17 February.



BOMBAY SAPPHIRE | SAW THIS MADE THIS

Bombay Sapphire will invite the public to redefine their way of looking at the world in order to extract creativity even from everyday life. A group of artists will display their works in the Saw This, Made This exhibition to show that beauty, inspiration and creativity are not concepts exclusively for museums or galleries, as the world itself is an art gallery writ large.

In parallel, design and creativity challenges will be launched to communities of design students and professionals with this leitmotiv as reference.



LADIES, WINE AND DESIGN | FARADAY: ART & DJS

This is an immersive experience in which club culture and electronic music meet up with design. This activity encompasses several actions: from live electronic music and audiovisual screenings to the showroom of a conceptual fashion brand and an installation, all in an atmosphere of networking with wine.

CARABANCHEL DISEÑA X MINI

Carabanchel Diseña brings together designers and the Carabanchel design and creation studios to showcase their projects. This area of the city has become the new nerve centre of creators, where more and more designers and studios are living and setting up their workspaces.

In this second edition of the event organised by MINI, the chosen studios and designers will not only show their work on open studio days but will also participate in a joint exhibition at the ILE as part of Fiesta Design.

With this initiative, the festival is seeking to support and disseminate the work of benchmark designers while also focusing on young professionals in order to encourage the growth of the creative community and the development of the sector.

SCHOOLS AND UNIVERSITIES

IED, the Festival's official school, will present the activity Designers, the Key Players in the New Scenes in which prominent professionals from business and design will debate the current scene in the design world, guided by Giuseppina Lara, director of IED Madrid.

This debate will be held in one of the spaces in the exhibition IED Madrid and its History, which reflects the history of this prestigious school through the most representative and famous works by its students.

Plus, the ILE turret will be the operations centre of the proposals by two important design training centres in Spain: the University of Navarra, which will present We Design, a show featuring the works of students in its design degree offered by the university's School of Architecture, and Francisco de Vitoria University, which will present the show EMERGE, with the best results of the end-of-degree projects by the students in its design degree.



MADRID DESIGN PRO

Venue: Institución Libre de Enseñanza

Date: 15.02.2023–18.02.2023

The professional workshops at Madrid Design Festival will bring together the leading figures in design in both Spain and abroad in different types of gatherings, including round tables, conferences and lectures.

Rosan Bosch, FormaFantasma, Hella Jongerius and Mac Collins are just some of the names participating in this edition.

For the first time, Madrid DesignPRO has drawn from a committee of experts made up of Cristina Didero, Luis Sendino, Mariona Rubio and Marco Tabasso, who will pose a series of questions that are crucial for design today. These issues range from inclusive design to the limits of design, and based on them this committee has gathered a group of professionals from different design fields to debate the role of this discipline in improving people's everyday lives.



SHOWROOMS

COSENTINO CITY MADRID

The panel *Home Z: The Home of the Future of Gen-Z in Spain* will be held in Cosentino City, a meeting point for architecture and interior design professionals in the heart of Madrid. This panel will share a sociological study spearheaded by the Silestone Institute with the participation of different experts in the matter.

GANCEDO

Gancedo, with its more than 75-year legacy of interior design with textiles, will present the exhibition *Textiles and Non-Textiles*, in which it and the contemporary artistic craft gallery Espacio Intermedio will offer an examination of this process from a contemporary vantage point.

Through the works of the artists Irene Infantes, Sixe Parades, Francesca Piñol, Mariona Cañadas and Pedro Murúa, the exhibition shows both research and the updating of the traditional textile manufacturing techniques and this material's expressive and symbolic value today.

GANDÍA BLASCO

Gandía Blasco will present the results of the Fifteenth Gandia Blasco International Outdoor Furniture Design Award, which challenges participants to design an outdoor office.

Plus, the project *Unravelling Merino* will be shown in the showroom, which focuses on the current situation in which Spanish merino wool is being abandoned, with the goal of attracting attention and investment to revive this industrial and artisan community. As part of this project, Gandía Blasco will host the premiere of a documentary that summarises the work of the Ras de Terra cultural centre to share the universe of merino wool with the public in an encounter in La Vera (Cáceres).



FESTIVAL OFF

The Festival OFF is a platform designed to showcase projects by the leading designers in Madrid, inviting them to become part of the festival by hosting interesting activities in their facilities.

The commercial spaces participating include design galleries, shops, architecture and interior décor studios, workshops, restaurants and pop-up businesses. The different spaces are invited to highlight their new goods and services by proposing all types of actions, ranging from shows of collections to exhibitions, installations, product launches, live artist actions, workshops, round tables or routes, all around different design disciplines, including architecture, furniture, graphic design, lighting, pottery, jewellery, food design and more.

The Festival OFF is a statement of intentions that brings design to every corner of the city, creating a route around the spaces with the most personality in Madrid which integrate design into their identity.



OFF Festival participants:

_2B Space To Be
Ábbatte
ACdO
Bover
Carrillo Art Center & Design
CEI Centro de Estudios de Innovación, Diseño y Marketing
CES Design. Centro Superior de Diseño y Arte Digital.
COAM
Diseño Interior y QUAM Arquitectura
DMAD - Escuela de Diseño
docontract MAD
DOSDE Interiorismo
Ecoplen
El Garaje de Sancal
GoodLight
Il.lacions Design Gallery
Instituto Cultural de México en España
La Casa de la Luz
L'Atelier Óptica
Librería La Fábrica
Lladró
Marazzi Showroom
Memoria
MIL Studio
Monamour Natural Design
Naranja Azul Studio
Nometri
NTT Data - Chazz
Palaish Showroom
PEFC España
Pepe Peñalver
Picalagartos Sky Bar & Restaurant
Pilma
Prodigioso Volcán
Sankore África
Shelum Bautista
Showroom Felipao



MADRID DESIGN FESTIVAL 23

Studio Bañón
Teresa Entretejidos
Tiempos Modernos
Tienda Real Jardín Botánico
Tienda Vista Alegre Madrid
Tocamadera Design
Tokyobike
Uecko
Usera Usera
Vertisol
Vical
Volupte Studio



MADRID DESIGN FESTIVAL 23

Un proyecto de

LA FABRICA

Con el apoyo de



cultura, turismo
y deporte

MADRID

Patrocinadores principales



Revista oficial

I C O N

Ciudad invitada

Sevilla.

Patrocinadores



Andreu World

Instituciones



Fiesta Design



Sedes



CLUB MATADOR



Showrooms



Hotel Oficial



Radio Oficial



Escuelas asociadas



Colaboradores



Medios asociados



LA FABRICA