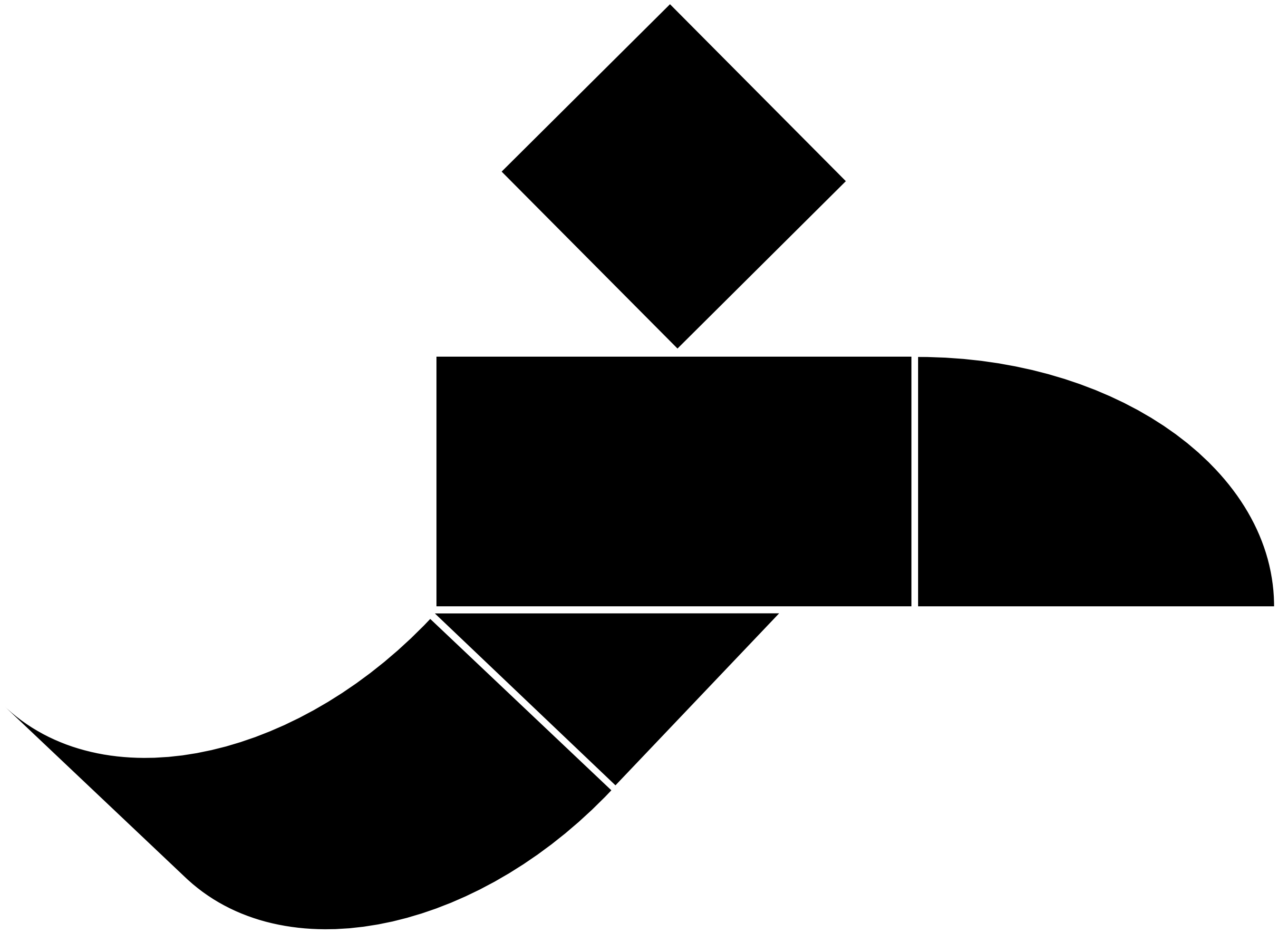


design معرض للتصميم la ruta del diseño



supported and organized by, بدعم و تنظيم من,
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Spain



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creative dialogue
association

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الجامعة الألمانية الأردنية
German Jordanian University

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Academic Partner

ELISAVA Barcelona School of
Design and Engineering



Venue:
Ras Al Ain Gallery
Amman
16-18/02/2012

المكان:
غاليري راس العين
عمان - الأردن

design workshops - exhibition - seminars
ورش عمل - محاضرات - معارض
talleres de diseño - exposición - seminarios

درب التصميم مسار المصممين التصميم la ruta del diseño

Amman

Exhibition

معرض

Exposición

Collective Design Exhibition showing work by the international designers participating in Design Road.

معرض جماعي لأعمال المصممين العالميين المشاركين في درب التصميم

Exposición de diseño colectiva de la obra de todos los diseñadores que participan en La Ruta del Diseño.

16 - 23/02/2012
11.00h - 19.00h
Ras Al Ain Gallery
Amman
T: +962 79 81 67 069

Design Road is a journey undertaken by international designers and creative professionals from various disciplines with the aim of exchanging experiences with local creative people and innovators.

All workshops are being held in collaboration with Elisava School of Design - Barcelona and Kingston University London.

درب التصميم هو عبارة عن رحلة يقوم بها المصممون والمبدعون العالميون من مجالات عدة بقصد تبادل الخبرات مع غيرهم من المبدعين المحليين.

جميع ورش العمل هي بالتعاون مع مدرسة اليبسافا للتصميم في برشلونه وجامعة كينغستون في لندن.

La Ruta del Diseño es una ruta que realiza un grupo de Diseñadores y Creativos internacionales de diversas disciplinas para intercambiar experiencias con los creativos locales e innovadores.

Todos los talleres son en colaboración con la Escuela de Diseño Elisava de Barcelona y la Universidad de Kingston Londres.

Seminars

محاضرات

Seminarios

Design Seminars by International Designers

محاضرات عن التصميم يليقها مصممون عالميون

Seminarios de Diseño por diseñadores internacionales

16 - 18/02/2012
19:00h
Ras Al Ain Gallery
Amman
T: +962 79 81 67 069

16/02/2012
19.00 h

Creative Dialogue
Samer Yamani

Typography and storytelling
Lupi Asensio

17/02/2012
19.00 h

Public Space Design
Christophe Lurder

Rethinking – Furniture Design
Bahbak Hashemi-Nezhad

18/02/2012
19.00 h

Take more than pictures, make stories
Pedro Vicente

Certification and Closing
All teams

Workshops

ورش عمل

Talleres

3-DAYS DESIGN WORKSHOPS
16 - 18/02/2012
12.30 - 18.30h
Ras Al Ain Gallery
Amman

Language:
English

Registration and more information:
www.creativedialogue.net
T: + 962 79 533 4185
T: + 962 79 922 3376



Exhibition Design / Creative Dialogue.

By Samer Yamani

- Lecturer on Postgraduate Diploma in Design, Image and Architecture – Elisava School of Design, Barcelona.
- President of Creative Dialogue Association (CDA).
- www.sameryamani.com

Focus: Practical training on designing an exhibition from brain storming to press campaign, focusing on the cultural sector and needs in your city in order to create and design a necessary exhibition related to it.

Aimed at: All creative professionals, Architects, Graphic Designers, Interior Designers, Fashion Designers, Visual Artists.

Total Hours: 20 Hours / Duration: 3 days



Public Space Design / Maps of extensive and intensive urban public space.

By Christoph Lueder

- Principal lecturer Architecture and Urban Design – Kingston University London.
- Taught at University of Stuttgart, ETH Zuerich, Canterbury School of Architecture and led international workshops at METU Anker and CAFA Beijing.

Focus: Aims to produce a collective map of a selected local urban space, re-envisioning prior local spatial and social knowledge of students as well as immediate experience through new methodologies and expanded frames of reference.

Aimed at: Students and young professionals of Architecture, Urban Design, Design, Fine Arts, Graphic Design, Sociology, Anthropology, Geography.

Total Hours: 20 Hours / Duration: 3 days



Typography and storytelling/ Cut and paste posters.

By Lupi Asensio

- Director of Postgraduate Diploma in applied Typography – Elisava School of Design, Barcelona.
- Lecturer in a different Design Congress, Festivals and Symposiums.
- Founder and partner with Martin Lorenz of TwoPoints. Net.
- Researcher on Design Pedagogy.

Focus: Practical training on the use of typography and shapes in posters, both formal and conceptual. Developing with the help of typography a narrative based on the tridimensionality of the object (folding).

Aimed at: Graphic Designers, Typography curious/ convinced ones of the power of the letters, Artists.

Total Hours: 20 Hours / Duration: 3 days



Photos or Photographs: Take more than pictures, make stories.

By Pedro Vicente

- Director of Masters Program in Design and Photography – Elisava School of Design, Barcelona.
- Lecturer in different Universities in Spain and UK.
- Curator, writer, editor and director of photography festival VISIONA – Spain.

Focus: Critical thinking on contemporary photographic practices from documentary photography to domestic photography and the aim of taking photographs. Make reflection on the nature of Photography in the digital era. Create a debate on the difference between making and taking photographs.

Aimed at: All creative professionals, Visual Artists, Photographers, Students of Visual Arts, Fine Art, History and Theory of Art and Photography.

Total Hours: 20 Hours / Duration: 3 days



Rethinking – Furniture Design.

By Bahbak Hashemi-Nezhad

- MA Royal College of Art.
- Lecturer and tutor at Royal College of Art.
- Visiting lecturer at London college of Communication.
- Visiting lecturer at Central St. Martins, London.
- Seminar/workshop leader at Westminster Academy.

Focus: Conceptual design and research related to new forms and definitions of furniture. The workshop will commence with observational research and new ways of seeing familiar environments. It will then advance into brief writing, concept generation, and investigating new forms and ideas that challenge norms of design in the field of furniture related to both interiors and public space.

Aimed to: All creative professionals, Architects, Graphic Designers, Interior Designers, Fashion Designers, Visual Artists.

Total Hours: 20 Hours / Duration: 3 days