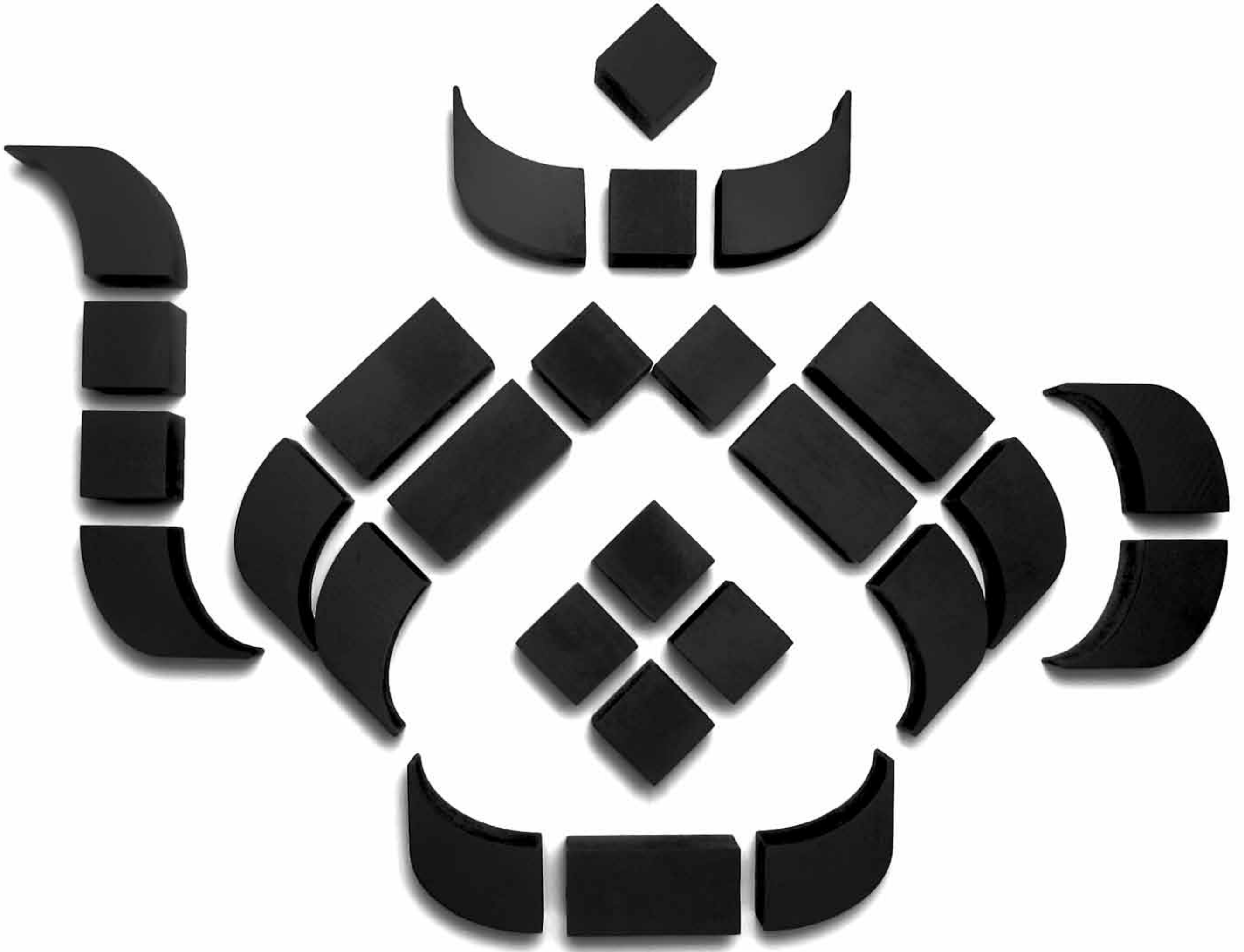


دروس من التصميم la ruta del diseño



supported and organized by, بدعم و تنظيم من,
subvencionada y organizada por:

Spain



Actividad subvencionada por el
Ministerio de Cultura



Dubai

دبي للثقافة
Dubai Culture
هيئة دبي للثقافة والفنون
Dubai Culture & Arts Authority



تشكيل
Tashkeel

Academic Partner

ELISAVA Barcelona School of
Design and Engineering



Venue:
Tashkeel
Dubai, UAE
01-05/12/2011

المكان :
تشكيل
دبي - الإمارات العربية المتحدة

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

درب التصميم برباص التصميم la ruta del diseño

Dubai

دبي

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.

01 - 05/12/2011
10.00 h – 19.00 h
Tashkeel
Nad Al Sheba, Dubai.
T: +971 4 336 3313
www.tashkeel.org

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 اليسافا 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 يلقيها مصممون عالميون

Seminarios de Diseño por diseñadores internacionales

02/12/2011
19.00 h

Creative Dialogue

Samer Yamani

What is Bòlit Contemporary Art Center?
Rosa Pera Roca

03/12/2011
19.00 h

Urban Immersion

Jorge Rodríguez

Tectonic Patterns

Carmelo Zappulla

04/12/2011
19.00 h

Curating Contemporary Design

Gillian Russell

Urban Space

Christoph Lueder

05/12/2011
19.00 h

Brand Management in Television

Antoni Colomer Campos

Certification and Closing

All teams

Workshops

ورش عمل

Talleres

5 DAY DESIGN WORKSHOPS

01 – 05/12/2011

14.30 h – 18.30 h

Tashkeel

Nad Al Sheba, Dubai.

T: +971 4 336 3313

3 DAY DESIGN WORKSHOPS

03 – 05/12/2011

12.00 h – 18.30 h

Tashkeel

Nad Al Sheba, Dubai.

T: +971 4 336 3313

Language:

English

Registration and

more information:

www.creativedialogue.net



Coolhunting Design / Urban Immersion

By Jorge Rodríguez

- Director of Masters Program in Research for Design and Innovation – Elisava School of Design, Barcelona
- Partner at Algo Bueno Barcelona Agency, Barcelona
- www.algobueno.eu

Focus: Practical training on finding and understanding local and global trends as inspiration for human based or user oriented creation. Urban immersion, urban photography and video, lifestyle analysis, information analysis techniques, key-wording, tag-clouding, trend-boarding.

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

Total Hours: 20 Hours / Duration: 5 days



Exhibition Design

By Rosa Pera Roca

- Director of the Masters Program in Design and Exhibition Projects Management – Elisava School of Design, Barcelona
- Director of Bòlit Contemporary Art Center, Girona, Spain
- Member of the Barcelona Executive Committee of Culture
- Independent Curator
- www.bolli.cat

Focus: Tools and training on exhibition projects management. From concept to society. Working on contemporary art practices involving context and participation.

Aimed at: Students and young professionals of Curating, Design, Culture Management, Communication, Fine Arts, Architecture, Anthropology, Sociology, Art History, Designers, Fashion Designers, Visual Artists.

Total Hours: 20 Hours / Duration: 5 days



Retail Design / Tectonic Pattern

By Carmelo Zappulla

- Director of Masters Program in Interior Design for Commercial Spaces – European Institute of Design (IED)
- Co-founder of External Reference Studio, Barcelona
- www.externalreference.com

Focus: The workshop aims to train students to recognize pattern and its potential aspects in design.

‘TECTONIC PATTERN’ is a research project that aims to recollect pattern that discovers the geometries of matter, its properties, effects and qualities.

Aimed at: Architects, Product Designers, Interior Designers, graduates of Architecture or Engineering, students of Architecture, Graphic Designers, Mathematicians.

Total Hours: 20 Hours / Duration: 5 days



Event 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 event from brain storming to press campaign. Cultural Event, focusing on the cultural sector and needs in your city in order to create and design a necessary cultural event related to it.

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

Total Hours: 20 Hours / Duration: 3 days



Urban 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



Curating Contemporary Design

By Gillian Russell

- Tutor Masters Program in Curating Contemporary Design, Kingston University London
- Freelance curator/writer, London
- Co-founder DeTnk.com, London

Focus: Introduction to the main challenges and aims of curating exhibitions in a variety of settings, from gallery to museum, pop-up and festival. Training on the development of a curatorial proposal and selection of participating designers.

Aimed at: Curators, Creative Practitioners, Designers, Arts Professionals, Visual Artists, Architects.

Total Hours: 20 Hours / Duration: 3 days



Motion Graphics Design / Brand management in television.

By Antoni Colomer Campos

- Director of Postgraduate Diploma in Design and Television – Elisava School of Design, Barcelona
- Lecturer in Audiovisual Design, Faculty of Communication Sciences - Universitat Ramon Llull, Barcelona
- Head of the Graphic Design department of TV3, Televisió de Catalunya

Focus: The workshop aims to give students the basic keys to manage the brand on television, an introduction to the concept of Motion Graphics Design, the conceptualizer process of a brand in television. How a brand package works and which applications of it are necessary to communicate with the audience; logos, colors, typography, effects, mesh... etc.

Aimed at: Graphic Designers, Motion graphics Animators, Art Directors, Producers.

Total Hours: 20 Hours / Duration: 3 days