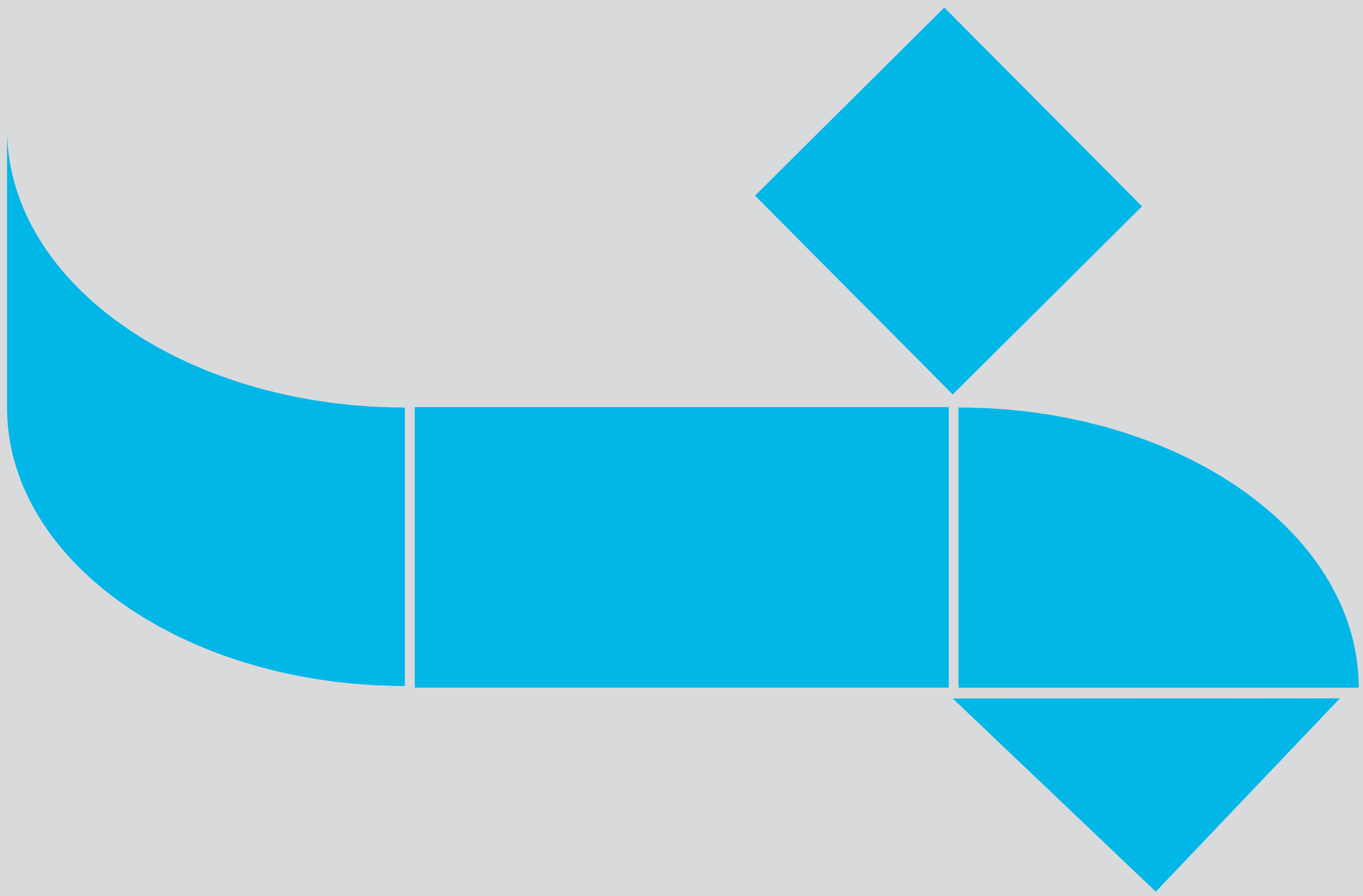


design roadmap للتصميم la ruta del diseño



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

Spain



Qatar



Media Partner



Academic Partner



Venue:
VCU- Qatar
Virginia Commonwealth University

23 - 25/02/2012

المكان:

جامعة فيرجينيا كومينولث
قطر - الدوحة

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

درب التصميم La Ruta del diseño

Doha

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.

Workshops

ورش عمل

Talleres

3-DAY DESIGN WORKSHOPS
23 - 25/02/2012
12:00 h - 18:30 h
VCU Qatar

Language:
English

Registration and more information:
www.creativedialogue.net
Sheryl Panganiban
T: +974 3314 3829

23/02 - 01/03/2012
08:00 h - 17:00 h
Gallery, VCU Qatar
T: +974 3314 3829
+974 3388 4234



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



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

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 يليقها مصممون عالميون

Seminarios de Diseño por diseñadores internacionales

23/02/2012
10.00 h

Opening Ceremony

23/02/2012
19.00 h - 20.00 h

Typography and
storytelling
Lupi Asensio

Geometry of Natural
Patterns
By Gorka de Lecea

24/02/2012
19.00 h - 20.00 h

Curating Contemporary
Design
Gillian Russell

Rethinking – Furniture
Design
Bahbak Hashemi-Nezhad

25/02/2012
19.00 h - 20.00 h

Creative Dialogue
Samer Yamani

Closing Ceremony
All teams



Geometry of Natural Patterns.

By Gorka de Lecea

- Professor at Master Advanced Design and Digital Architecture - Elisava School of Design, Barcelona.
- Inviting Professor at Master of Design, University of Southampton.
- Authorized Rhino trainer.
- Project Manager at HYBRIDa.

Focus: The workshop pretends to encounter the parameters for a morphogenetic process to create a tridimensional pattern with further architectonical potential applications, with the result of a big piece produced by the whole group of students.

Aimed at: All creative professionals, Architects, Graphic Designers Interior Designers, Fashion Designers, Visual Artists, Art & Architecture students.

Total Hours: 20 Hours / Duration: 3 days



Rethiking – Furniture Design.

By Bahbak Hashemi-Nezhad

- MA Royal College of Art.
- Lecturer and tutor - 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



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