INTERIOR SPACE DESIGN METHODOLOGY
Technical file

Credits:
60

Language:
English
Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5.

Duration:
from 16th January 2020
to 24th July 2020
The enrolment will be active from January 7th 2020, until the official submission of the student’s records, which will be executed on December 31st 2020.

Timetable:
Monday to Friday from 6.30pm to 10.40pm

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA). IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS). IED issues its own exclusively private Master’s degrees.
Introduction

Based on a project culture and on our own innovative methodology, this Masters course aims to produce professionals with the ability to innovate in the vast field that is space design.

Different spaces and scales will be worked on in a multicultural context, ranging from the human side to urban aspects, focusing on the details and taking on a contemporary, cross-sector approach. The programme draws on the importance of creative autonomy in the project design process, geared towards producing original solutions by inverting the usual procedure behind space design. This is done by limiting options to a single material but offering the incentive of technical innovation based on the student’s research. The process culminates when the space designed is able to instantly transmit sensations and atmospheres from the moment the user interacts with the space and the material. The result is a space capable of combining authorship, concept and meaning. The course gradually reveals the origin, essence and soul of things. It ventures deep into the core and the rigour of the raw materials that construct space, exploring and researching the power of materials in the quest for an architecture that can unveil the intrinsic nature of each one.

General course objectives

- To focus predominantly on research by learning a methodology and project process. The end result is not a goal in itself, but a vehicle for providing the student with the necessary knowledge and tools to handle any type of multidisciplinary project in the future. Students develop the ability to plan and understand the stages of the work process by alternating both aspects. The course also draws on the students’ diverse backgrounds in order to further enhance the group’s knowledge.
- To have greater contact with the professional world and acquire the necessary tools to tackle the heterogeneity and diversity of programmes and places encompassed within the field of interior design.

Learning outcomes

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.
- Ability to structure theoretical arguments.
- Application of theoretical concepts in design solutions.
- Capacity for analysis and critical thinking.
- Using design methodology for project development.
- Collecting appropriate documentation and its proper use and analysis within the project.
- Project management.
- Using techniques and models to express spatial ideas.
- Capacity to plan and design.
- Presentation and communication tools.
Target Audience

The course is aimed at professionals and students from various areas of space design:

Architects; interior designers; designers of ephemeral or permanent public spaces, landscapers and urban furniture designers, atmospheric designers as creative art directors (film, television and advertising); product designers (furniture systems, surfaces, design of recycled sustainable interior finishes); design consultants; graphic designers; set designers (theatre, dance); creators and assemblers of exhibitions; exhibitions or stands; professionals of the fine arts (sculpture, performance, installations, photography); designers and event organizers (fashion shows, corporate events, parties).

Career outlook

Space designers have a variety of career options open to them. Students who complete the masters, depending on their profile and prior experience can steer their careers in different directions, including:

- Working as a design expert for architecture and interior design firms or multidisciplinary studios specialising in space design, landscape design, window displays, product design, stage design, or home, retail and urban furnishing.
- Becoming a designer for events, pop-up architecture, museum installations, fashion shows, exhibitions, stands, experiences, audiovisual communication, identity design or art director.
- Collaborating with design studios in every speciality and working on a team during the concept application stage, development and management of space design projects.
- Working in multidisciplinary teams to carry out permanent or pop-up residential and retail interior design projects under public or private initiatives.
- Working as a freelance designer and entrepreneur in any design speciality: product, interior design, furniture, etc.
Collaboration with companies

For the students to develop the Master’s Final Project in the real context of the labour market, we have the collaboration of companies selected by IED Master. In the last edition the students collaborated with Value Retail during their final project.

Project by Thanchira Pudchakul
IED Barcelona Master methodology

IED Master is the continuing studies school of IED Barcelona that provides professional training and specialization to keep you updated in all aspects of design, founded by the historical and cultural heritage of Italian design.

In our strategy for the future, we take into account macro trends at a social, environmental and economic level, and the changes to which society and our environments will have to adapt during the next 30 years.

We believe that we can provide answers and solutions by training professionals who, thanks to the culture and tools of design, can face these changes as promoters and creators of innovation.

We propose our training offer from 4 scenarios designed to meet the needs of the future: design for sustainable development, design for new business models, design for new media and design for people.

We understand IED Master as a laboratory for research, experimentation, innovation, and entrepreneurship where students take responsibility for their training path and choose how to build it with the support and tutoring of experts.

Specific course methodology

The duality between the two worlds of method and practice harbours a system based on values: a manifesto of intentions and actions happening all at once to produce a singular learning methodology.

Our manifesto seeks to express the principles and actions that guide a different way of seeing, thinking and expressing through architecture.

- Know-how vs inspiration
- Process vs results
- System vs form
- Efficiency vs accessory
- Multi-scale vs mono-scale
- Strict vs random
- Experience vs image
- Subtle vs explicit
Project by Maria Camila Lea
Teaching programme content

The teaching programme is divided into 1 Specific Module and 2 Common Modules. The Specific Module is the proper course and develops the professional specialization.

Specific Module: Own set of master content through which professional specialization is developed by combining theoretical and practical classes, visits, conferences or workshops.

Common Module: It promotes a common culture to the IED Barcelona community. It is made up of classroom subjects around communication tools and personal promotion, and online subjects that address the foundations and cultural and methodological aspects of the Design Culture.

Specific module of the Master in Interior Space Design Methodology

The course provides a programme based on the practical interpretation of theoretical concepts, which is focused on three content areas, establishing synergies and organising the design process into annotations on the project location and process.

Theoretical seminars:
Presented by architects, designers and sociologists form the basis of the subsequent discourse of the projects, providing them with a solid foundation and more process variables and content. These activities are reinforced by lectures given by renowned design and architecture professionals and supplemented by visits to in situ works.
Cultural subjects include the study of historical precedents and the evolution of commercial development, which will provide students with a broad contextual analysis when studied together with the influence of professional practices and trends.

CRITICAL THINKING
Context is a determining factor in a society in which information consumption reigns supreme. We need to develop mechanisms that can help us to be selective in this information overload in order to prevent us from turning into passive agents. Analysis and criticism are essential tools for us to be able to recognise and select. We need to develop tools to form an independent opinion that is capable of understanding the complexity of reality.

PROJECT MANAGEMENT
Classes combine the analysis of traditional methodologies documented in textbooks with real working-life experiences. This allows students to understand the roles and activities involved in the interior design process and be able to relate them to their previous training.

DESIGN MANAGEMENT
This subject is an approach to design management. The aim is to implement this methodology in the projects proposed in the course as a new way to acquaint students with knowledge and experimentation in creative design processes. Students learn to apply design management in industrial and commercial formalisation in an effective, viable and creative manner.

Technology subjects:
The Common Module Subjects are shared supporting the main activity of updating and expanding student knowledge and skills. An in-depth knowledge of processes and technologies are involved in the day-to-day of construction, including ecodesign and information technology.

MODEL MAKING
Model making should not to be viewed as a separate subject, but rather as a parallel, integrated workshop to the design course. Our interest lies in a work method that uses the model as a tool for thinking, testing, sketching and explaining ideas and thoughts and, more importantly, thought processes and the design process itself. As students develop their projects, they explain their ideas through models, with the model-making class becoming an extension of the design classes.

GEOMETRY & ENERGY
This subject introduces the basic concepts of environmentally conscious design, understanding sustainability not as a new concept that must now be taken into account, but as an important feature of good timeless human and natural design. The classes will help students to become aware of how the work that designers undertake bears major responsibility
as regards improving the conditions of our liveability, both at a local and global level.

**TECTONICS**
This subject is mainly focused on an approach to construction materials in an attempt to understand the different systems of construction. The lectures deal with the logic of each material in the way that they offer a better construction system to generate space. The subject reveals how these construction systems approach limits and how they relate to them. Finally, students explore how these construction systems change their scale to adapt to different situations and relate to the human scale.

**MATERIALITY WORKSHOP**
Students attend theoretical classes at the beginning of this workshop to understand the meaning of materials and the different ways to work with them, analysing their use through abstract concepts. They then explore the expressiveness of one particular material, developing the design of an interior space and trying to understand the soul and possibilities about materiality. By analysing materials, students explore various elements that can be found in any construction and how de-signers and architects identify different solutions.

**LIGHTING WORKSHOP**
This workshop aims to train students in the use of light as a material in the design and construction of their projects. They learn to explore the expressive capacities of light by studying how artists and architects have used it. The workshop introduces students to the world of lighting design, its protagonists, the lighting design project, its content and methodology and the lighting specifics of a commercial project.

**REPRESENTATION WORKSHOP**
Each project is different, so its uniqueness should also be visually expressed in various ways. This workshop deals with the theme of representation by analysing a variety of 2D drawings that reinforce the project concept, focusing on the idea behind each line and changing depending on the scale of each document. Students also work on the correct representation of symbols and graphic signs for a proper understanding of the plans and composition of panels.

**DIGITAL WORKSHOP**
The main focus of this workshop is to provide students with the knowledge to help them draw in 3D with Rhino and represent these 3D files with V-Ray renderings, thereby establishing the basis to work in terms of digital design. The idea is also to keep abreast of today’s workflows by covering all concepts related to the bases of computational geometry, digital design and digital representation, focusing on mesh and NURBS geometry via Rhinoceros software, which provides a greater degree of freedom in terms of design that is difficult to find in other CAD software.

**PROJECT WORKSHOP**
The aim of this one-week workshop is to increase self awareness and self understanding in students through a design exercise. It aims to encourage personal identity and specific creative and professional interests and through this inform and empower each student in order to better understand and steer their own creative and professional path.

**STUDIO PROJECT**
The Studio Project is strategically positioned at the heart of the course as part of a radial structure, with more than 40 percent of class time dedicated to it. This is where the main projects of the course are developed. The theoretical and technological content acts as a basis for this core activity, with a great degree of integration into all other subjects in the course: each subject contributes different layers of knowledge and these merge in the Studio Project activities. With this methodology, all content developed in the course is aimed at enriching the Studio Project, incorporating two documents per subject to the main project presentation.

**Classroom common module: Communication tools and personal promotion**

**DESIGNING FOR THE MANY**
Project common to all Master courses in which multidisciplinary teams of students solve challenges launched by a company, thus enriching their project portfolio.

**DESIGN TOUR**
Visit of Barcelona with the aim to know the city from the point of view its culture and the creative people producing their work within it. The Design Tour is specifically designed to match with the aim of the master course.
PUBLIC SPEAKING
Develop confident, clear and creative public speaking skills. Students are trained in their ability to express concepts persuasively and work is also done on body language, reading and non-verbal language practice.

PORTFOLIO AND PERSONAL BRANDING
The portfolio resumes the progress and competences acquired during the course. It’s a communication tool that includes the professional and the academic experience and shows the student’s personal branding.

Online common module: Design Culture

ITALIAN DESIGN CULTURE AND HISTORY
 Acquisition of knowledge about the precedents of world design with a special emphasis on Italian culture, which is an integral part of the IED Barcelona ethos.

DESIGN PROCESS
Visualization, knowledge of the different steps driven to the creative problem solving

SOCIAL DESIGN AND SUSTAINABILITY
Completion of projects that ensure a balance between economic growth, environmental stewardship and social welfare, taking into account the environmental impact of any proposal during each of its phases.

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.
Coordinator

Josep Ferrando
Combines design and construction with his teaching activities. He has taught classes in several universities since 1998. Some of these include the Escola Tècnica Superior d’Arquitectura de Barcelona (ETSAB), La Salle Engineering and Architecture School, the University of Illinois at Chicago (UIC), Universidad Torcuato di Tella in Buenos Aires (UTDT), Istituto Europeo di Design, and the Eina School of Art and Design. He has also been a guest professor at Hochschule für Technik Zürich (HSZT) in Switzerland, and Escola da Cidade in Sao Paulo, Universidade Positivo (UNICENP) in Curitiba, and Universida de Federal do Paraná (UFPR), Brazil. He has given talks at various universities, including Harvard Graduate School of Design, Cornell University, Universidad de Palermo in Buenos Aires, the University of Illinois at Chicago, and at the International Union of Architects (IUA) conference in Tokyo. His work has been exhibited in several countries including the United States, Switzerland, Sweden, Norway, and Portugal, and prestigious Architecture Galleries like Aedes Berlin and events like Biennale di Architettura in Venice.

Teaching Staff

The teaching staff comprises sector professionals from various leading fields.

Pedro Garcia
Architect, works in his own studio, design of buildings, furniture, urban sapaces, etc. Professor at Rovira Virgili School of Architecture (5th year studio). Professor at La Salle School of Architecture Universitat Ramon LLul (4th year studio). He had participate at workshops in Hamburg, Barcelona, Sao Paulo. Lectures at GSD Harvard University, Escola da Cidade Sao Paulo, Mackencie University Sao Paulo and PUC Rio de Janeiro, KTH Stockholm.

Marc Guitart

Jordi Queralt
Bachelor of Architecture and Fine Arts Master, Jordi Queralt runs his own studio www.queraltsuau.com, where they develop projects in a dialogue between Space, Time and Narrative. Working from the sensibility of the small scale: materials, textures, lighting, systems, they build most of the projects with their own hands. Theses projects are Scenographies, Installations, Exhibition designs and Architectures. Their clients are museums, cultural institutions and theater and dance companies.

Oriol Carrasco
Architect, March in Advanced Design. In 2009 he opened SMD Arquitectes, his own architectural practice and research office, in where is professionally engaged in the application of contemporary work methods to their architectural projects and collaborations with various studies of Architecture in Spain and Europe. He began his teaching career as assistant in workshops at IaaC Barcelona, Hyperbody Group TU Delft, and MIT Arch Massachusetts. He currently teaches in IED Barcelona and IaaC with collaboration in EsArq-UIC and UA. He has a declared interest in the construction process / manufacturing / prefabrication with digital manufacturing techniques of anything that digital design tools are capable of producing on-screen, with special interest in reproducing complex geometries in architectural projects.

Elena Rochi
PHD student in Theory and History of Architecture at ETSAB, Barcelona. She is Architect, Artist and Visiting Professor at ASU Herberger Institute for Architecture (Phoenix) and Teaching Fellow at Taliesin, the Frank Lloyd Wright School of Architecture. She won an Honorable mention in Europan 8, Architectural competition for young architects in 2006 and the second prize in the young
architects competition for Housings (Barcelona) in 2003, and she has been Senior Architect and Office Director of Miralles Tagliabue Associated Architects from 1995 till 2008. She gives lectures and Workshops in different Universities and Institution all around the world: Venice, Ciudad de Mexico, Nancy and Bordeaux, Casablanca, Scotland, Durban, Johannesburg, Pretoria and Cape Town, Buenos Aires, San Francisco, Phoenix.

José Manuel Toral
Architecture degree at ETSAB Barcelona, in 2002 received a scholarship from Caja de Arquitectos Foundation to work with the practice of Rafael Moneo in 2003. He was awarded with the AJAC prize in 2004. In 2005 he founded the practice peris+toral arquitectes with Marta Peris. In 2009, the practice was runner-up in the FAD prize with its project for social housing in Can Caralleu, Barcelona. In the same year the practice was awarded with the AJAC Prize for Young Architects 2010 for its project for 42 social dwellings in Son Servera, Mallorca. In 2011 received the Maresme architecture award for the project of public space in Vilassar de Mar. In 2013 the practice was selected in the FAD prize of interior design for the apartment renovation in Raval Barcelona. www.peristoral.com

Alexandra Gunnarson
Multidisciplinary Designer and Visual Artist - graduated from IED in 2009. After 4 years as the Head of Process & Design at an international Visualization Company in Stockholm and Bangkok, Alex took the time to re-invent herself. By researching her own creative process with the purpose of defining her own pattern of actions she went freelance and left Sweden once again. This process slowly brought her back to her colours as she originally came from the world of fine art. At this point though she had a different perception and approach which carries a clear relationship to the methodology she teaches. Today Alex is a recognised Visual Artist for her experimental work which has been exhibited and performed internationally.

Ferran Vízioso
Barcelona 1969. Architect (ETSAB) with DEA Master of Research (UPC), currently developing my PhD proposal on Menorcan vernacular architecture. Owning a firm since 2000 focused on environmental, social and built heritage interventions, with one vision: help to improve human habitability of planet Earth. He has awarded projects in both competition and built work prizes.

Eventual teacher in ETH Zürich Univ. of Girona and in Bon Summer Workshop Univ. at Buffalo and have been guest lecturer in Univ. of Virginia, ETSAB, ETSAV and Elisava.

Miquel Marín
Architect graduated from the Barcelona School of Architecture. He also attended the Faculty of Architecture at the Technical University of Delft (TU Delft). He worked in London and Barcelona. The work of his practice has been featured in national and international publications and has been awarded with FAD Award Opinion in 2015. In addition to practicing he has contributed to architectural debate through publications as an editor and exhibitions as a curator.

David Recio
Architect by ETSAB (Escola Técnica Superior d’Arquitectura de Barcelona) and Master in Infoarchitecture and Interior 3D by FX Animation. Works in different Architecture Studios in Spain and China. Associate architect at Josep Ferrando Architecture since 2016. Since 2016 combines the professional practice with the academic field. Many of his projects have been widely published on the web and in various books, magazines, museums and galleries like Architekturforum Aedes of Berlin, MAM Museo de Arte Moderno in Rio de Janeiro.
At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months. This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.

**Masters**

60 credits

Top quality courses to specialise in a certain field of design, communication or management. Students gain the know-how, tools and skills to provide professional solutions.

**Postgraduates**

30 credits

An opportunity for all kinds of design professionals to become better qualified.

**Continuing Study Programs (CSP)**

15 credits

These courses are a chance for professionals to update and broaden their knowledge of design and creative methodologies.

**Summer Courses**

In July, IED Barcelona offers students the chance to live an intensive training experience thanks to its broad range of summer courses. Coming to our Summer School is an experimental journey through different courses in which to learn and have fun in an international, multicultural environment. The courses are divided into different levels depending on the student’s profile: Professional, Advanced and Introductory.
The opportunity

To combine

Courses
Our Partners

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final theses are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.
IED Barcelona has collaborated with more than 100 national and international companies and institutions.

Reebok

Vitra.

Ford

SEAT

Hyundai

BMW

Ferrari

Volvo

W

HOTELS

Guess

United Colors of Benetton

Desigual

Campers

Armand Basi

Mango

Adobe

Wacom

Ling

Wallpaper*

Vogue

Inditex

Valentino

Ericsson

Panasonic

PSP

Line

Adidas

Everlast

Barcelona Bridal Fashion Week

Páez

PARK

Guiding design leaders

Ajudament de Barcelona

Generalitat de Catalunya

Departament d’Ensenyament

AMB

Área Metropolitana de Barcelona

Port de Barcelona
The aim of the Student Center is to offer a welcome and consultation service to students who need this. It pays particular attention to foreign students, helping them to adapt to their new environment. The department wants to be a place that helps to improve and enrich the experience of being a student at the school in every way possible.

This section offers students the possibility of course-related and extracurricular internships with companies in their sector. It also facilitates contacts with the labour market for students who have completed their studies. It enters into direct contact with companies in the different sectors: fashion, design, communications, management, marketing, etc. in order to create collaborative links and offer opportunities of internships and jobs.

Possibility of personal and confidential assistance by an expert psychologist.

Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school’s facilities include: 26 classrooms, 6 multimedia labs equipped with PCs and Macs, 4 product, interior and transport design workshops, 9 fashion workshops, one printing centre and one photo and video studio.

Exclusive tools for the IED Community.

School’s students can use the software included in the Adobe Creative Suite, without any additional cost, both in the school’s computers and their own laptops. Therefore, all throughout their years enrolled in the school, students can enjoy for free the following applications: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign®

All the students can also download the Microsoft Office 365 for free. It includes the software Word, Excel and PowerPoint.

School’s students can use Autodesk, world leader in 3D design software for entertainment, manufacturing, engineering, etc. Therefore, the students can enjoy for free applications such as AutoCAD, Maya or 3ds Max, etc.

Emerald, another tool currently used in the most outstanding universities in the fields of management, marketing and communication, is a worldwide editor that connects research and practice for the benefit of society. Students can access to more than 290 magazines and 2,000 books.

The whole IED Community, from computers in the Library, can freely access to WGSN, the leading online platform to analyse and forecast trends in current lifestyles and consumption.

Digital records of famous magazines, including practically every edition from the very first issue to the most recent ones. All of the content has been indexed and can be accessed via the library computers.

The whole IED Community, from computers in the school, can freely access to Material Connexion, the world’s leader database in material innovation.

The whole IED Community has an unlimited Gmail account.
General entry requirements

Students must provide the following information:

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor’s, degree or equivalent).
- Letter of motivation in the language of the Master’s degree course.
- CV in the language of the Master’s degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master’s degree courses and/or admission exercise if required.

Fees

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For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.