

### 2023 DISSENY HUB BARCELONA PROGRAMMING

The amazing art and design experience 'Digital Impact' and the exhibitions on Picasso, women designers and Tvboy's urban art are featured in a programme that also includes festivals, workshops and activities for all audiences

- Disseny Hub Barcelona's 2023 programming aims to share and bring design and culture to citizens through exhibitions and to drive and promote the creative industries with festivals, professional workshops, projects to promote young talent and activities and workshops for all audiences in conjunction with the organisations based there: Museu del Disseny, BCD, FAD and the El Clot - Josep Benet Library
- The highlighted exhibitions of 2023 will include the major show of digital artists 'Digital Impact', 'Picasso's will: The ceramics that inspired the artist', 'We are here! Women in design, 1900 - today' and the show devoted to the urban art of Tvboy, in addition to the Museu del Disseny's five permanent exhibitions
- The Disseny Hub will also host festivals like 'FLIC', 'OFFF', 'BARQ' and 'T'Art Photo Festival', along with conferences, lectures and professional workshops like 'D- Generades' and 'Barcelona Design Week', and it will sponsor projects to promote young talents like 'ÒH!PERA', 'Barcelona Fashion Forward' and the 'Sustainable Challenge'
- The Disseny Hub Barcelona has returned to pre-pandemic figures, with 178,066 visits to its temporary and permanent exhibitions in 2022, 86,727 of which were to the Museu del Disseny's permanent exhibition



## Digital art, urban art, Picasso's ceramics and women designers are at the heart of the exhibitions planned for 2023

### EXHIBITIONS

- ***Digital Impact***

From 28 April to 27 August 2023

Organised by: OFFF with the sponsorship of Disseny Hub Barcelona

- **Picasso's will. The ceramics that inspired the artist**

From 21 June to 17 September 2023

Organised by: Museu del Disseny de Barcelona

- ***TVBOY. The Invasion***

From 5 July to 10 September 2023

Organised by: Tvboy with the sponsorship of Disseny Hub Barcelona

- **We are here! Women in design, 1900 - today**

From 5 October 2023 to 7 January 2024

An exhibition of the Vitra Design Museum expanded by the Museu del Disseny

- **New realism. New Catalan architecture**

From 5 October 2023 to 7 January 2024

Organised by: Disseny Hub Barcelona

- **Design of the Year**

From 5 October 2023 to 7 January 2024

Organised by: FAD, Foment de les Arts i el Disseny

[Download photographs of the exhibition here](#)

[See the Digital Impact press release here](#)

The **Disseny Hub Barcelona's 2023 programming** will reflect its role as a **benchmark space for showcasing and projecting the creative industries and sharing the city's design and culture** on a global scale. Furthermore, the Hub is reinforcing its **focus on digital art and new formats** by setting its sights on the future trends in the fields of art and creation and positioning itself as one of the venues that is contributing to **Barcelona's** increasingly prominent role as a **benchmark city in the field of the visual and digital arts.**

Participants in the programme include Barcelona Activa and the organisations headquartered at the Disseny Hub Barcelona: the Museu del Disseny, the Barcelona centre de Disseny (BCD), Foment de les Arts i el Disseny (FAD) and the El Clot - Josep Benet Library.

The **main event** of 2023 will come on 28 April with '**Digital Impact**', **an art and design experience that straddles the physical and virtual worlds** which will show the works of internationally renowned digital artists like **Refik Anadol, Universal Everything, Random International, Brendan Dawes and Field**, in addition to the local artists **Domestic Data Streamers, Alba G. Corral and Antoni Arola**. Directed by **Pep Salazar** and curated by **Héctor Ayuso**, this exhibition promoted by Disseny Hub Barcelona with the support of the Barcelona Councillor's Office for Tourism and Creative Industries and the Department of Culture of the Generalitat de Catalunya proposes an experience, a city to explore and a map where the name of people who believe in the present and future of art can be plotted, and where visitors can immerse themselves and reflect by spotlighting issues about the future of art and the digital paradigm. 'Digital Impact' will be at the Disseny Hub **from 28 April to 27 August 2023.**

**From 21 June to 17 September, 'Picasso's will. The ceramics that inspired the artist'** will be open, a show organised by the Museu del Disseny de Barcelona on the 50th anniversary of the artist's death. The point of departure of the exhibition is the **donation of 16 ceramics to the Art Museums of Barcelona**, and it tells a story that started in the exhibition 'La Céramique Espagnole du XIII<sup>e</sup> siècle a nos jours' held at the Palais Miramar in Cannes in 1957. When Picasso saw the pieces displayed, he exclaimed, '**How is it possible that they did this before me?**' This encounter and this admiration for Spain's ceramic tradition translated

into the donation of the works that are currently housed at the Museu del Disseny de Barcelona, whose collections are among the most important and representative on the Spanish ceramic scene and reveal Picasso's love of Barcelona, as well as his generosity towards the city's museums.

**From 5 July to 10 September**, the Disseny Hub will be invaded by the urban art of Tvboy with the project '**TVBOY. The Invasion**'. Up to 70 works by the artist, including original paintings on canvas, installations and photographs of street art, will occupy different spaces in the Disseny Hub, interacting with the building's architecture. The works revolve around the four main themes characterising Tvboy's work, which are presented as the thematic routes of the project: love, power, heroes and art history. Behind Tvboy is **Salvatore Benintende**, one of the international champions of the Street Art Neo Pop movement and one of the most prominent artists of his generation, known for his provocative contemporary art which focuses on different realities and the social phenomena of today.

In **October**, the Disseny Hub will première **three major temporary exhibitions** which will be running **from 5 October 2023 to 7 January 2024**. The first is '**We are here! Women in Design, 1900 - today**', an exhibition that will take a critical look at the successes and working conditions of women designers in the past century. The show will present objects created by prominent women designers in different fields of design, ranging from furniture, interior design, graphic design and lighting to textiles, ceramics and jewellery. The designers featured include **Charlotte Perriand, Gae Aulenti, Lina Bo Bardi and Eileen Gray**. The exhibition is a production from the **Vitra Design Museum** in Weil am Rhein (Germany) and it will come to the Disseny Hub with an extension spotlighting Spanish design. The show in Barcelona will include the results of **research conducted at the Museu del Disseny**. It will focus on around 60 pioneering women designers in the 1960s, 1970s and 1980s. It also includes an area that examines design for women, with contemporary pieces.

The second main exhibition this **autumn** will be '**New realism. Catalan architecture**', which brings together the work of architecture studios that began operating in around 2008 and are characterised by respect for the environment in the building process with the revival of old construction systems, simplicity and geometric rationality and the abandonment of formal expressiveness. Their primary

field of work is housing, either group or individual, new or refurbished. The show is framed within a time of epochal change and comes on the eve of a year that will be particularly intense for architecture in Barcelona and Catalonia.

Finally, there will be a new edition of '**Design of the Year**', the annual exhibition organised by FAD in conjunction with the Museu del Disseny which brings together the shortlisted works and winners of the awards in the different design and architecture disciplines organised by the FAD associations: ADG Laus Graphic Design and Visual Communication Awards, FAD Art Awards, FAD Architecture and Interior Design Awards and Habitàcola Awards for architecture and design students. This is an annual show that is a must-see for understanding current design and architecture, a barometer of the country's creativity with almost 400 projects displayed each year chosen by Spanish and international expert juries.

In parallel to these temporary exhibitions, the Museu del Disseny's **permanent exhibitions** will also be open, namely '**Common objects. Local stories, global discussions**', '**Modernisme. Toward the design culture**', '**Dressing the body. Silhouettes and fashion (1550 - 2015)**', '**Do you work or design? New visual communication. 1980 - 2003**' and '**Extraordinary! Collections of decorative arts (3rd to 19th centuries)**'.

## **Festivals, workshops, conferences and projects to promote young talent**

Besides its exhibitions, the Disseny Hub also hosts a wide range of **festivals, lectures, professional workshops and conferences related to design, the cultural industries and fashion**, which reflect its mission to **drive and promote the creative industries sector** and gain renown as the **main venue for meeting and exchange in the city** for both young creators and professionals in the sector. In this vein, another of its main focal points is fostering **young talent**.

## FESTIVALS

- ***Crafts NOW***

26 and 27 January 2023

Organised by: A-FAD

- ***Festival Llum***

3, 4 and 5 February 2023

Organised by: ICUB in conjunction with Disseny Hub Barcelona

- **13th edition of the FLIC Festival**

From 9 to 12 March 2023

Organised by: FLIC in conjunction with Disseny Hub Barcelona

- **OFFF Festival**

23, 24 and 25 March 2023

Organised by: OFFF in conjunction with Disseny Hub Barcelona

- **BARQ - Barcelona International Architecture Film Festival**

September 2023

Organised by: BARQS in conjunction with Disseny Hub Barcelona

- ***Art Photo Barcelona Festival***

From 23 to 29 October 2023

Organised by: Art Photo

With regard to the **festivals** that the Disseny Hub Barcelona will either host or participate in during 2023, the year kicks off with '**Crafts NOW**' organised by A-FAD, which is holding its fourth edition this year but in festival format for the first time; it aims to examine the evolution, mainstreaming and interconnectivity between the sectors and disciplines working around **artisan innovation**. It will be held at the Disseny Hub on **26 and 27 January** and will be a space of exchange, exhibition and networking, with the presence of expert professionals from the craft, design and creation sectors.

Another highlight is a new edition of the '**Festival Llum**', which will be back in Barcelona's Poblenou neighbourhood **from 3 to 5 February** with dozens of installations by prominent Spanish and international artists. The Disseny Hub

Barcelona will become one of the illuminated spaces that will join this annual event in the city, with two installations inside the building and one outside.

Taking place on **11 and 12 March**, is the 13th edition of the '**FLIC**' festival, the festival of literature and arts for children and young people organised by Tantàgora. This year its theme will be the concept of '**(re)interpreting the world**', and it will focus on reinterpreted works from different literary genres (short stories, poetry, comics, albums and leporellos, illustrated books) which offer a bridge that enables the younger generations to reconnect with the literary legacy they have been bequeathed. As always, FLIC will be targeted at both children and adults, along with families and professionals in children's and young adult literature, and it will offer a wide array of workshops, gatherings and talks.

**On 23, 24 and 25 March**, the Disseny Hub Barcelona will host a new edition of '**OFFF**', a festival that over the past twenty years has become the biggest showcase and benchmark event of this kind globally, as well as a meeting point and opportunity to give visibility to contemporary visual creativity. As always, 'OFFF' will bring together speakers associated with creativity, design, visual art and digital culture and will host a range of parallel activities such as workshops, master classes, tutorials and talks.

In **September**, the Disseny Hub Barcelona will be the setting for the opening and closing sessions of the 3rd edition of the '**BARQ - Barcelona International Architecture Film Festival**', which will be held at different cinemas around the city, featuring **documentaries from all over the world** boasting high cinematographic quality that have never before been seen in our country. Its mission includes conveying recent debates to society as a whole.

Also in the **autumn**, the Disseny Hub Barcelona will welcome a new edition of '**Art Photo Bcn**', the photography festival and fair which has become a **major meeting point of authors, the art circuit and fans of contemporary photography**. After 9 years promoting the sector, the event fulfils a twofold objective: to showcase and promote the work of new creative talent and to support galleries, exhibition venues, institutions and independent curators who are committed to bringing photography to both the general and the more specialised public. The next edition will feature exhibitions, workshops and a series of activities around photography.

**WORKSHOPS, CONFERENCES, LECTURES AND FOSTERING YOUNG TALENT**

- ***D-Generades***

9 May 2023

Organised by: Museu del Disseny

- ***High Potentials***

18 and 19 May 2023

Organised by: FAD

- ***ÒHIPERA. Newly created micro-operas***

5, 6 and 9 July 2023

Organised by: Gran Teatre del Liceu and Disseny Hub Barcelona

- ***Sustainable Challenge***

Autumn of 2023

Organised by: FAD Fashion

- ***Barcelona Fashion Forward***

Autumn of 2023

Organised by: Barcelona Activa

- ***Barcelona Design Week***

From 3 to 15 October 2023

Organised by: BCD in conjunction with A-FAD and the Museu del Disseny

One of the Museu del Disseny's celebrated workshops, '**D-Generades**', will be held on **9 May**. This will be the third edition, entitled '**Dissident bodies and fashion**'. It is a gathering where different experts from the fields of fashion, gender and communication will reflect on this topic in a series of lectures, round tables and related activities.

Regarding our mission to promote young talent, on **18 and 19 May** the Disseny Hub Barcelona will host '**High Potentials**', an event organised by FAD which will bring together **the most talented young creators from all over Europe**. The gathering will include agencies and design studios searching for emerging creators in the field of



communication and will also feature different workshops and activities where the young talents can present their work.

Also to promote **talented young designers**, another edition of the successful project '**ÒH!PERA. Newly created micro-operas**' will also be held, organised by the Disseny Hub Barcelona in conjunction with the Liceu. In this project, design students from different disciplines will create four short operas to be performed at the Liceu on the same evening.

The objective of 'ÒH!PERA' is to **promote young talent** by complementing their **training with learning in a real environment**. The operas address contemporary topics to connect with a young audience, thus updating the opera genre. This year ESDAPC, ESDI, IED and LCI will participate in the project. The operas resulting from this edition will be performed on **5, 6 and 9 July 2023** at the Gran Teatre del Liceu.

In **November** it's the turn of the fifth edition of the '**Sustainable Challenge**', an annual project organised by MODAFAD and the festival Design Manchester, promoted by Barcelona City Council and the Disseny Hub Barcelona with funding from the British Council. Its goal is to invite students from different fashion-related disciplines to create **solutions that make this industry sustainable to promote sustainability**.

Also as part of the projects to **promote young talent**, the fourth edition of '**Barcelona Fashion Forward**' will be held in the **autumn**, a programme promoted by Barcelona Activa and the Disseny Hub which aims to support emerging fashion designers and brands that incorporate **sustainability and innovation criteria into their creations**. The companies chosen will receive training, personalised mentoring and support from different professional services.

Finally, **from 3 to 15 October**, another of Disseny Hub Barcelona's major annual events will be back: '**Barcelona Design Week**', organised by Barcelona centre de Disseny in conjunction with FAD and the Museu del Disseny. This 18th edition will examine issues like **social design, creativity, impact and digitalisation**. As a new feature this year, BDW will include a **World Design Weeks Summit** with the participation of representatives from the different international Design Weeks, a main installation on Passeig de Gràcia dovetailing with its 200th anniversary and other activities like OFFF BDW, Disseny en Diagonal and creativity routes all over the city. Furthermore, this edition will be special because it will be part of the celebrations of **Barcelona's 50 years as a design hub**, with its headquarters at the Disseny Hub Barcelona.



2022 editions of 'D-Generades', 'ÒHIPERA' and 'Festival OFFF'

## Visitor figures that exceed the pre-pandemic numbers

In 2022 and up to the month of November, the Disseny Hub Barcelona welcomed **more visitors than it had in the years prior to the pandemic**. In that period, it welcomed a total of **229,685 visitors**, a figure that includes both visitors to the exhibition and facilities based there – like the Museu del Disseny, the Barcelona centre de Disseny (BcD), the Centre de Documentació, Foment de les Arts i el Disseny (FAD) and the El Clot – Josep Benet Library – and the participants in the different activities held there.

Regarding visits to exhibitions, the venue also exceeded pre-pandemic visitor figures, with **178,066 visits** to the temporary and permanent exhibitions up to November, **86,727** of which were to the Museu del Disseny's permanent exhibitions.

### *DHUB strategic lines*

The Disseny Hub Barcelona - the headquarters of the Museu del Disseny, the Barcelona centre de Disseny (BcD), Foment de les Arts i el Disseny (FAD), the Associació per a l'Estudi del Moble (AEM), the Art Directors Club of Europe (ADCE), the El Clot - Josep Benet Library and the international World Design Weeks network - designs its programming with the twofold objective of disseminating and bringing heritage and culture to citizens through exhibitions and activities for all audiences, as well as driving and promoting the creative industries sector through festivals, lectures, conferences, workshops and awards. This programming, in turn, is framed within a series of strategic lines, like promoting young talent, interacting with professionals and companies, training, transforming other spheres of the economy and mainstreaming or dissemination and interaction with citizens. The Disseny Hub also plays a key role in

education and research through close ties with universities and an extensive programme devoted to schools.

**Press Contact**

**Andrea Cosials**

[premsa.museudeldisseny@bcn.cat](mailto:premsa.museudeldisseny@bcn.cat)



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