



Programme of exhibitions and activities at the Museu del Disseny (Barcelona Design Museum) in 2019

- The Museu del Disseny takes a critical look at the role of design as a tool for social transformation

Temporary exhibition:

“Victor Papanek: the politics of design”

31 October 2019 - 2 February 2020



Victor J. Papanek in Buffalo, NY, April 1959
© Donated by Nicolette Papanek,
Courtesy of the Victor J. Papanek Foundation



Victor J. Papanek *Tetraikadecahedral*, movable game structure. 1973-1975
© University of Applied Arts Vienna, Victor J. Papanek Foundation

The exhibition ***Victor Papanek: the politics of design, from 31 October 2019 to 2 February 2020***, is the Museu del Disseny's first major retrospective focusing on the designer, author and activist Victor J. Papanek (1923-1998). The exhibition aims to rediscover Papanek as one of the **twentieth century's most influential pioneers of a socially and ecologically oriented approach to design** who, in the 1960s, was among the first to make a plea for inclusion, social justice and sustainability, themes that are hugely relevant in design today.

This is both a retrospective and a themed exhibition, and through focusing on Papanek the person we are able to gain a greater understanding of a broader issue, namely, the importance of design as a tool for social transformation.

The exhibition includes high-value exhibits such as drawings, objects, films, manuscripts and prints, some of which have never been exhibited before. They are complemented with works by Papanek's contemporaries from the 1960s, 70s and 80s, including George Nelson, Richard Buckminster Fuller, Marshall McLuhan and the radical design initiative Global Tools. The exhibition also features some twenty contemporary works from the areas of critical and social design, which provide insight into Papanek's lasting impact in the 21st century.

At the same time it examines how Papanek's socially committed design is changing our world today.

Victor Papanek: the politics of design is an exhibition from the **Vitra Design Museum** and the **Museu del Disseny de Barcelona**, in collaboration with the **University of Applied Arts Vienna, Victor J. Papanek**

Foundation.

Social design will be the **main focus of the Museu del Disseny's work in 2019**. This theme will be examined in a series of collaborations with design schools, in the Disseny en Família conference programme, in the Disseny per Viure conferences and in other activities and proposals which, through practice and reflection, emphasise this area of design.

[Images to download](#)

Temporary exhibition:

The Advertising Boom. Tin, cardboard and tile advertising posters. 1890-1950

14 December 2018 - 31 March 2019



Exhibitions room *The Advertising Boom. Tin, cardboard and tile advertising posters. 1890-1950*



Leonetto Cappiello

Agua de Solares. Glazed, tubed ceramic panel 1925-1936
Fábrica de Mayólica y Azulejos Francisco Lahuerta, Manises
Museu de Ceràmica de Manises

The exhibition follows **commercial advertising with a particular focus on the advertising of everyday products** from the late 19th to the mid-20th century. **During this period, tin, cardboard and ceramic tiles** were important advertising media, which contributed to the widespread dissemination of the products being advertised, particularly in commercial establishments — from small shops to department stores — on counters, in shop windows or on façades. These advertising objects were placed in strategic, crowded places and blended in very well with the everyday landscape, which contributed to their popularity.

The exhibition features **250 pieces**, iconic advertising images of everyday products and brands. The tin and cardboard works come from the **Mateu Llinàs i Audet Collection** in Barcelona and the ceramic works from the **Manises Museum in Valencia**.

The aim of the exhibition is to show all audiences these advertisements, which were conceived as an ephemeral product and were very popular in their day, and have now come to be considered as cultural heritage for their communicational, artistic and social dimensions. It is a heritage that will remind older, and not so old, audiences of a distant past, and which aims to awaken younger people's interest as they discover the power of icons that have survived for close to a century.

Curator: **Pilar Vélez**

The **activities running parallel** to the exhibition begin in January:

15.01.19 / 7 pm Talk **Advertising icons, images from an analogue and “politically incorrect” era.** **Pilar Vélez** (curator of the exhibition and director of the Museu del Disseny).

22.01.18 / 7 pm Master class **Creativity.** Delivered by **Lluís Bassat** (advertising).

19.02.2019 / 7 pm Round table: **The curious, collectors and connoisseurs of early modern advertising.** With **Santi Barjau** (art historian), **Mateu Llinàs Audet** (collector), **Víctor Oliva** (graphic designer and collector), **Sara Blanes** (director of the Museu de Ceràmica de Manises) and **Núria Sadurní** (historian and museologist). Moderated by: Pilar Vélez.

26.02.19 / 7 pm Talk **The imaginary chronicler.** Graphic design collections. **Albert Isern**, designer who collects...

05.03.19 / 7 pm Talk **How do advertising media talk to us?** **Carolina Serra Folch**, head of studies of the Degree in Advertising and Public Relations. UIC.

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Temporary Exhibition:

“The best design of the year”

18 May to 1 September



“The best design of the year “ is the unmissable exhibition for seeing and understanding what is happening in the world of design in all its forms of expression. It features the finalists and winners of the prizes awarded by the FAD associations, the longest-running and most renowned awards in their respective design disciplines, such as the ADG Laus Awards for Graphic Design and Visual Communication and the FAD Architecture and Interior Design Awards.

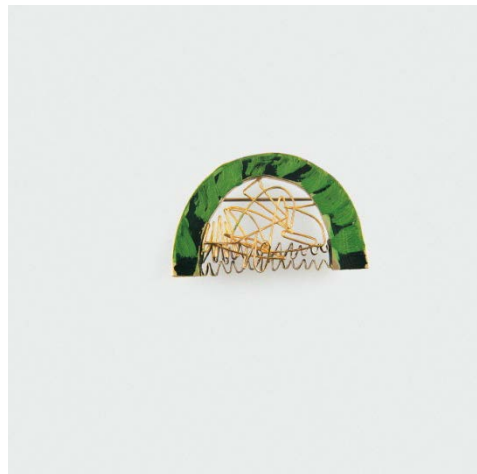
The exhibition is endorsed by the work of juries made up of professionals of national and international prestige who make their selection by applying the strictest criteria of excellence, innovation, sustainability and originality.

Exhibition **organised by the FAD in collaboration with the Museu del Disseny**

[Images to download](#)

Temporary Exhibition:
"Joaquim Capdevila, jeweller"

October 2019



Within the framework of [ENJOIA'T](#), the Contemporary Jewellery Awards organised by the AFAD which select the most notable contemporary creations from the jewellery sector, the Museu del Disseny is organising a retrospective exhibition on the jeweller Joaquim Capdevila, one of the key figures of the "Nova joia catalana", who revamped the idea of jewellery as a means of artistic expression. Stemming from this reflection on jewellery and its role in the world of contemporary art, the Orfebres FAD awards were created in 1979 to promote the creation and dissemination of Catalan precious metal work and its internationalisation. Capdevila, together with other jewellers, was one of the promoters.

[Images to download](#)

Activities:

4th Creativity and Trends Day

11 April, 2019

JORNADA
DE CREATIVITAT
& TENDÈNCIES

The fourth edition of this event in which ideas, concepts and innovative practices of the big market trends are brought to an audience of design and creative industry professionals.

This year, **emotion and multi-sensory experience** form the basis of the day's talks, workshops and proposals.

Headliners include the French philosopher **Gilles Lipovetsky**, who will talk about the importance of emotional and multi-sensory experiences. As every year, we will present the future vision of a company that is an authority on trends, who will explain how macro trends impact on fashion, furniture, packaging and graphic design.

Experts and the creative teams of companies and brands will enlighten us about how interactive storytelling works, how to generate surprising, immersive, participative experiences for audiences, and about the latest trends in user research and service design.

In the **workshops** we will explore the past, present and future with artists and designers and through inspiring pieces from the **Museu del Disseny collection**.

Other activities in collaboration with the Museu del Disseny

Literary Creation for Children and Young People Fair

March 15-16

Within the [FLIC .9th literature and arts for children and young people festival](#) programme.

Once again this year, the Museum is hosting this fair on literature for children and young people, which reflects on the relationship between the various art forms using innovative and experimental formats. Aimed at the professional sector, this year the event is also open to new audiences with a wide range of talks, meetings and a programme specifically for families.

OFFF Festival 2019

25 - 27 April

[The OFFF Festival](#) is the leading event for finding out all there is to know about trends in graphic design, video clips, photography, advertising, film and editorial art. Once again, the programme of talks and meetings will provide the keys to discovering where all these disciplines are heading and give audience a chance to connect with the most inspirational, influential creators.

Festival Blanc

3 - 5 October

For the first time, the Museum will be hosting this long-running festival. [Festival Blanc](#) is one of the unmissable events for graphic design fans. Talks, master classes and activities related to design and creativity. The focus will be on emerging talent and recognising the home-grown masters and pioneers of design.