

CALL FOR PAPERS

Veure versió en català
Ver versión en español

1st International Congress of Design and Innovation of Catalonia

driving for the
social progress

**ES
Di**
20
1989 / 2009
ESDi 20 years
of commitment with people
who redesign the world,
and construct their own future

**ES
Di** Escola
Superior
de Disseny
centre adscrit
Universitat Ramon Llull

Escola Superior de Disseny, ESDi (Higher School of Design) invites you to participate in the **1st INTERNATIONAL CONGRESS OF DESIGN AND INNOVATION OF CATALUNYA** which, taking advantage of the celebration of its 20th anniversary of existence, will be held on 18th and 19th of March 2010. For more details check www.esdi.es/20anys

We consider that the fundamental value of Design for the next years will be in knowing how to detect the needs and interests of society, in helping the companies to redefine themselves and to find new directions in the market proposing innovation, strategy and communication.

Innovation for companies is based on the application of the scientific, technological and social advances with the aim of optimizing the processes that generate products and services created by

the companies. Applying the innovation with the suitable methodology through Design is the safest way to secure the enterprise competitiveness.

On the other hand, is undeniable that the social progress is related to the innovation; respecting the sustainability of the environment; quality improvement, functionality and security of products and services; the optimization of the production costs; the creation of new jobs; the inclusion in all the social activities of older people, disabled and people with physical dependencies.

The design has become the most adapted tool to look for the necessary balance between the enterprise benefits and the social benefits. For this reason, the motto of our congress is: **Design, driving force of the innovation and the social progress.**

Key Dates

Until 15th of September 2009
Call for Papers

15th of October 2009
Acceptance of abstracts

30th of October 2009
Publication of the detailed program and rapporteurs

Until 30th of November 2009
Submitting communications

From 1st of October 2009 to 28th of February 2010
Inscriptions to the Congress

18th and 19th of March 2010
Congress

Send your proposals by means of a summary (abstract) of 500 words to congres@esdi.es **before 20th July 2009.**

The program committee will communicate the acceptance of the proposals on 30th September 2009. You can submit the communications until 30th November 2009.

Languages

Catalan, Spanish or English are suitable languages for the communications. The organization will provide simultaneous translating.

The possible thematic lines are:

- 1 The use of new technologies in creativity and design.
- 2 The importance of Design as a reactivator of the economy.
- 3 The responsibility towards the environmental conservation: Ecodesign.
- 4 Design for the local development
- 5 Design for everybody. Accessibility and adaptability to the disabled ones, older people, young people and people with dependencies.
- 6 Pedagogical challenges in the formation of designers.
- 7 Identity in the diversity: the mestization, the multicultural and other sociological agreements of the good design.
- 8 Packaging
- 9 Past, present and future of Design.
- 10 The visualization of data and projects
- 11 Design of interfaces and interactivity

The Program Committee

President (Chairman)

Andre Ricard-Designer

Members (in alphabetical order)

Albert Esplugues-Director of "Centre d'Innovació en Productivitat Empresarial de Microsoft"(Microsoft Business Productivity Innovation Centre)

Albert Sanfeliu-Director of "Institut de Robòtica i Informàtica Industrial, IRI, de la UPC (Universitat Politècnica de Catalunya) (Robotics and Industrial Computing Institute)

Felipe César Londoño-Dean of Facultad de Artes y Humanidades (Arts and Humanities Faculty) de la Universidad de Caldas, Colombia

Francesc Aragall-President of Disseny for All Foundation (Design for All), DfA.

Isabel Roig-General Director of Barcelona Centre de Disseny (Barcelona Design Centre), BCD.

Javier Nieto-Designer, President of Santa&Cole

Jesús Martínez-Pujalte-President of the Executive Board of FUNDIT-ESDI

Joan Rieradevall-"Institut de Ciència i Tecnologia Ambiental", ICTA (Science and Environmental Technology Institute), Universitat Autònoma de Barcelona.

Jordi Montaña-Design Management Professor in ESADE.

Josep Pallarès-Business Group ROCA

Llorenç Guilera-Departmental Director of "Teoria i Desenvolupament del Disseny de l'Escola Superior de Disseny, ESDI" (Theory and development of Design of ESDI)

Secretary

Carlos Jiménez-Teacher of Escola Superior de Disseny, ESDI.

Sabadell (Barcelona): Tradition and modernity



Picture: Juanma Pelaez / Ayuntamiento de Sabadell

Sabadell is a city located in the metropolitan area of Barcelona with 201.000 population.

In the XIXth century, Sabadell was called “The Catalan Manchester” due to the importance of the textile industries and to the magnitude of its factories.

In Sabadell 45 industrial chimnies have been preserved and the majority of them have been protected as a cultural heritage of the city.

Is in the end of the XXth century when the modern city was planned fully equipped with the most current services and respectful with the enviroment.

In Sabadell you can find “Gremi de Fabricants de Sabadell” (Manufacturer’s guild of Sabadell), business assosiation with 450 years of history protecting the interests of the textile industry of the area and its social and economical development. Like this, the Manufacturer’s guild is carrying out an important work promoting and helping the companies acting as consultant, informing and promoting.

Sabadell is a city with a wide range of high quality and varied cultural offer that spreads its singularity in three different ways: symphonic music and opera, its important industrial textile patrimony and its archaeological collection

For more information:

- ▶ Ajuntament de Sabadell:
www.sabadell.cat
- ▶ Sabadell Informació Turística:
www.sabadell.cat/visitasabadell

How to get to Sabadell:

- ▶ By car: Highway C-58: Exits Sabadell Sud and Sabadell Centre
- ▶ Ferrocarrils de la Generalitat de Catalunya
- ▶ Renfe.



Factory of Don Juan Lonch y Hermanos. Sabadell, 1881.- Foto: Vives i Martí /AHS.

ESDi (Campus)

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With the collaboration of:

