

**BCN SUMMER WORKSHOPS**  
**“Creating with the pioneers of Barcelona”**  
**24 July – 3 August 2017**

**IAAC** is launching a new summer workshop program to connect the pioneers of Barcelona with enthusiastic, curious, creative people from all around the world.

The workshops will take place in an ecological environment, in Valldaura where all the participants will live together during the program.

6 workshops from different disciplines; Land Art, Big Data, Architecture, Performance, Lighting design, Typography will bring together a diverse group of people with leading professionals of each discipline. All the workshops will be in English to connect Barcelona with the international community.

The program will start with revolutionary chef **Ferran Adria**'s opening talk.

Following this inaugural talk, from 24th of July until 4th of August, workshops will be conducted by prestigious names; Land artist **Jorge Rodriguez Gerada**, Graphic design studio **Losiento**, Industrial designer **Antoni Arola**, Theatrical group **La fura Dels Baus**, Data Visualization studio **Bestiario** and architecture collective **MAP13**.

**Each workshop will continue for 4 days**, starting with a welcome talk by the tutors on Monday and ending with a presentation on Thursday. All the participants will stay together in Valldaura house and share a table with ecological food in every meal.

All the workshops will encourage the participants for hands-on exploration, creative thinking and the production process. During these days Valldaura will be transformed into a dynamic, collaborative, accessible, vivid platform.

**BCN Summer Program** is a unique experience of; creating in an inspiring nature, interchanging knowledge, gaining new skills, discussing ideas, sharing a table with brightest minds of Barcelona.

## **VALLDAURA**

Valldaura is a magical place, a land where the telluric forces have entered into resonance with time and weather and human history, with over 850 years of settlement by the monks, kings, knights and citizens who built this place.

Valldaura Labs is located in the Collserola park, 30 minutes from Barcelona. The 3000 m<sup>2</sup> main XIX century house is surrounded by 134 hectares of forest and is the home of the [Green Fab Lab](#). The place is part of the [Institute for Advanced Architecture of Catalonia](#) with the purpose of developing the future for cities and architecture.

The history of Valldaura is one of successive periods of progress and decline since the 12<sup>th</sup> century. A Cistercian monastery in 1150, a royal palace of the Crown of Aragon in 1297, a district of Barcelona from 1517, a farm since 1888 and now a research centre (2010). Valldaura is about connecting age-old ancestral knowledge with the most advanced technologies.

## **THE PROGRAM**

**BCN Summer Workshops** offers 6 different workshops and Participants will be able to choose from these varied workshops, each one addressing a specific discipline and led by industry experts from the fields of Lighting Design, Typography, Land Art, Performance, Big Data and Architecture.

The program will start with revolutionary chef **Ferran Adria**'s opening talk on the 24th of July.

Following this inaugural talk, from 24th of July until 4th of August, workshops will be conducted by prestigious names; Land artist **Jorge Rodriguez Gerada**, Graphic design studio **Losiento**, Industrial designer **Toni Arola**, Theatrical group **La fura Dels Baus**, Data Visualization studio **Bestiario** and architecture collective **MAP13**.

## **WORKSHOPS**

**First week, 24<sup>th</sup> of July – 27<sup>th</sup> of July**

### **ANTONI AROLA**

LIGHTING DESIGN

<http://www.estudiantoniarola.com/>

### **JORGE RODRIGUEZ GERADA**

LAND ART

<https://gerada-studio.com/>

### **LOSIENTO STUDIO**

GRAPHIC DESIGN / TYPOGRAPHY

<http://www.losiento.net/>

**Second week; 31<sup>st</sup> of July – 3<sup>rd</sup> of August**

**LA FURA DELS BAUS** ( Performance on 4th of August )

PERFORMANCE/ THEATRE

<http://www.lafura.com/>

### **BESTIARIO**

DATA VISUALIZATION / BIG DATA

<http://www.bestiario.org/>

### **MAP13**

ARCHITECTURE

<http://map13bcn.wixsite.com/map13>