

About FAD

What is the FAD?

The Arts and Design Promotion is a private, independent and not-for-profit association that has the objective of promoting design and architecture in the country's cultural and economic life. The FAD is articulated via six associations that represent the different disciplines of design:

- ADI-FAD (industrial design)
- ADG-FAD (graphic design and visual communication)
- ARQUIN-FAD (architecture and interior design)
- A-FAD (art and craftwork)
- ORFEBRES-FAD (contemporary jewellery)
- MODA-FAD (image and fashion)

Founded in the year 1903, the FAD has become the first centre of reference for design and architecture in Catalonia and Spain thanks to its commitment to the ongoing task of promoting creative culture through exhibitions, professional talks, prizes and events.

The FAD and the professionals

The FAD boasts over 1500 associated professionals, who receive abundant information on current affairs in the disciplines linked to design and architecture. In a voluntary manner, the members can form part of the boards of directors of the different associations with the purpose of organising all types of activities that raise society's awareness of the functions of good design.

The FAD and the students

The FAD acts as a bridge between the University and the professional world thanks to the FAD Incubator, its programme of bursaries for developing projects and for acquiring work experience in companies committed to good design. The FAD also furthers encounters between established creatives and newcomers.

The FAD and business

The FAD stimulates the incorporation of design in the business world through numerous activities and projects, such as the Mater materials centre. It boasts over 200 member companies that actively intervene in the country's cultural circuit through innovative and experimental initiatives.

The FAD and excellence

The FAD organises the most important prizes in the country in the different disciplines of design and architecture, with the objective of spreading professional excellence and of periodically reviewing their evolution.



Fostering Arts and Design

- FAD Awards to Architecture and Interior Design and Habitácola Prizes for architecture and design students (ARQUIN-FAD)
- Delta industrial design prizes and ADI Medal Prizes for students of the same discipline (ADI-FAD)
- Laus Awards for professionals and students of graphic design, advertising and visual communication (ADG-FAD)
- FAD Sebastià Gasch Prizes to Para-theatre Arts (FAD)
- Enjoia't Prizes to contemporary jewellery (ORFEBRES-FAD)
- MODAFAD Awards for young fashion designers (MODA-FAD)
- ARTFAD Prizes to art and craftwork (A-FAD)
- City to City Barcelona FAD Awards, to recognise any urban experience that will bring positive effects to the city.

The FAD and society

One of the FAD's principal objectives is to improve the lives of people through responsible design and architecture. To achieve this, besides acting as the interlocutor with the public administrations in representation of the sector, the FAD seeks to generate debate and opinion on the current affairs that preoccupy the citizens, bringing the disciplines of architecture and design closer to social sciences through projects such as Networks of Opinion of the FAD (<http://xarxesopinio.fadweb.org>).

Main projects

The Observatory of Design

The Observatory of Design is a platform for research and critical thinking on the changing practice of Design as well on the economic impact of the profession.

About the Observatory

These days, designers have the opportunity to design much more than simple static objects or spaces, designers deal with complex and dynamic interactions between objects, spaces and services. Designers are designing experiences and interactions that require looking in new places for ideas and inspiration and applying new techniques.

In the new technological paradigm, Design needs to lead change. Design needs to go from of a model based on the production of things to a model of flow and service, where things are not an end in themselves but a means to an end.

Because of this, the practice of Design is changing rapidly and it is necessary to explore, determine and understand what changes are taking place, how these



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changes affect the professional practice of design and what economic effects Design has.

The Observatory has four key objectives:

1. To research and show the new areas of design and its challenges: the evolution from the design of things to the design of services. The designer joins the researcher to achieve a deep understanding of the user experience.
2. To research and determine the value and contribution of Design to the national economy. We aim to create a knowledge base on the economic effects of design to raise awareness of the importance of the profession and to emphasize its ubiquity across industries and sectors.
3. To articulate and review the fundamental processes of Design and Design management that are specifically suited for the new design spaces and its challenges.
4. To become a referential platform for research and knowledge dissemination.

Programs

The Observatory has 3 programs:

1. Design, businesses and the public sector (Research of the economic impact of design)
2. The evolution of practice (Research of new developments in professional practice)
3. Continuous present (Program for knowledge dissemination on the themes of the Observatory. For scholars and general public)

Terminal B. Barcelona Creative Database

What is Terminal B?

Terminal B is a free, public platform for the national and international promotion of creative work generated in Barcelona by professionals in design, architecture, image, visual communication and creativity in general, regardless of their nationality or country of origin. The project is based around two locations, one physical (FAD) and the other virtual, the website

www.terminalb.org The two share an extensive database for viewing the census of creative talents based in Barcelona, and their areas of activity. The project currently has 2,600 members. It is designed to be an entry point for creative individuals who come to Barcelona from anywhere in the world and want to develop professionally in the city, as well as a launch pad for creative talents who work in Barcelona and want their work to be seen beyond our borders.

Terminal B was launched in 2006 in response to two areas where FAD felt there was a gap in Barcelona's creative panorama. On one hand, the intention was to improve the international profile of creative work originating from Barcelona, and on the other, to improve links both between different disciplines and with the business world, in order to improve competitiveness.

Following an initial phase of publicising the project and recruiting creatives to the database, a second phase of consolidating the project has started. The aim of this second phase is to create an identifying trademark for creative work produced here which will be synonymous with quality. This will help our creative work flourish and will be used to launch it into the outside world. It is in this context that the trademark "Created in Barcelona" has been established. It is attached to all designs that are conceptualised here, and represents a Catalan label for the project at international level.

The Internet search engine

One of the key aims of the project is to make it easier for companies and organisations that might require the services of professional creatives to find the right person. This aim has been achieved by showing a concise summary of their work on the internet. The website has been designed to be functional and interactive, in order to establish it as a benchmark tool for locating creatives. Creatives are classified according to discipline, sub-discipline and nationality, and their professional profiles are clearly laid-out, in order to facilitate contact between creatives and the business world. As a result, this is the leading search engine for creatives in Spain in terms of numbers of members, and the only one which includes up to ten different professional disciplines. The results so far have been more than satisfactory: some 40% of professionals who are registered on Terminal B have been contacted at least once for professional reasons.

Activities

Internationalisation

Two years after its launch, and with 2.600 creatives featuring on its database, the principal aim of Terminal B is for the project to publicise creativity from Barcelona to the outside world. We feel that supporting design and making it international is not just vital for exporting our talent abroad, but is also a unique opportunity which must not be wasted, since trans-national recognition of the work of creatives will attract interest to the country as a whole.

It is necessary to understand that strengthening the creative sector is of vital economic importance, with multiple possibilities for business, linked directly and indirectly to various industrial sectors, and as a key element in economic growth.

The book *Terminal B. Barcelona Creative Database*

In addition to its digital on-line format, the list of creatives who are members of Terminal B is also published in a collection of books entitled *Terminal B. Barcelona Creative Database*. Every year these feature the profiles of one hundred creatives selected from the project's database, and are more than four hundred pages long. The publication is distributed nationally and internationally, and has been very well received both here and abroad, making it a powerful communications tool for the project. The publication of these volumes makes it possible to draw up a map of the evolution of creativity in the city, highlighting the diversity of origins, disciplines and generations that live together here, and demonstrating the creative, vibrant nature of its inhabitants.

Terminal B Programmes!

With specific objectives in mind, the initiative *Terminal B Programmes!* is a series of initiatives that aim to make the non-web-based activity of Terminal B more dynamic by encouraging the "physical" involvement of its members and offering them a regular meeting point at the FAD headquarters. These initiatives fall into three categories: *Terminal B Expo!*, *Terminal B Live!* and *Terminal B Link!*. All three are carefully designed to make the most of the more cultural aspects of Terminal B.

Mater. Materials Center

Mater was born at a time when the existing philosophy in the field of materials is in a state of flux. In the past, the material was created and then an application was sought for it. Nowadays we could say that the contrary occurs; that is, materials are manufactured "à la carte". In this context, it is science, engineering and design that has to put the most suitable materials for the manufacture of products at the disposal of industry.

However, how to tackle this situation without a tool that will allow us to properly select materials? And to take it even further, how to compete with other countries if we do not know about the novelties they offer and without raising awareness of what we are offering? Any question has an answer and, in this case, it comes with its own name: Mater.

What is Mater?

- An international Center of Materials offering material solutions to companies, professionals and technological centres.
- A global service of innovative and singular materials.
- A platform to promote innovative materials on an exhibition tour 'Mater in Progress' which presents Spanish projects from all economic sectors and allows recognition for the companies, professionals and technological centers which produced them.

International Network

Mater belongs to an international network of centers dedicated to innovative materials (Paris, Antwerp, and Prague).

Background

- During 2006 and 2007 a team of experts from the main Spanish Research Communities (CDTI, CSIC, General Office of Industrial Development of the Spanish Ministry of Industry, Tourism and Business, Cotec Foundation) and the Mater team described the state of the art in the area of innovation on materials in Spain.
- 4.000 companies and technological centres were contacted, 335 projects were selected for the “Mater in progress. New materials, new industry” exhibition and published in a compilation book.
- More than 20.000 people visited the exhibition which took place in Barcelona from 8 February to 28 April 2008.

Solutions. The appropriate material for each Project.

- Online library with immediate access to 3,500 innovative materials, information on their characteristics and on the manufacturing / distribution companies.
- Library opening with 800 samples of materials, a collection that will keep growing by incorporating the latest international innovations on materials.
- Research on specific materials on demand.
- A large and personalised range of consulting services: choice of material, design, production supervision, quality tests, etc.
- News, international forums, service of clipping, technical glossary and many others services through our website.

Promoting innovation on materials. Exhibition Tour

- The “Mater in Progress” exhibition has agreements to tour in the best exhibition centres in Saragossa and Madrid during the first half of 2009 and is currently studying the proposal of different international centers.
- The exhibition is continuously updated, according to the philosophy “in progress”, in order to introduce local projects during its run.