

## **IED Barcelona announces its first official master's degree for 2024 and previews its key strategic lines for new academic year**



**Aligned with the transformations arising from the impact of digital technologies on our lifestyles, the programme addresses the growing demand for professionals who can design not only tangible spaces, but also virtual or augmented reality spaces.**

**Barcelona, 21 September 2023.- IED Barcelona**, a leading national and international centre for design training, part of the **IED Group**, the biggest higher education network in the creative field: design, fashion, visual arts and communication, with 11 schools in Italy, Spain and Brazil, has presented to the media today at its facilities in the Gràcia neighbourhood its new courses for the 2023-2024 academic year, notable among which is the launch of its first official master's degree.

The course in question is the [Master in Spatial and Digital Environments Design](#), lasting 10 months and commencing in **September 2024**. It is one of the few master's degrees in Spain, and **the only one in Catalonia**, to combine the physical dimension of interior design with the development of virtual, augmented reality ideas or those linked to the metaverse dimension.

It specifically focuses on the design of commercial, educational, work and healthcare interiors, delving into the relationships between design and technology by emphasising the cultural dimension, user experience and sustainability.

The choice of an official master's degree in interior design is no accident. "This master's degree is aligned with our mission as drivers of innovation through design over our more than twenty years in Barcelona, innovation that cannot be separated from technological impact. This programme enables us to address the challenge of integrating advances of the calibre of AI, augmented and immersive reality, which are becoming increasingly present in our lives and will blur the borders between the physical and digital spheres," said **IED Barcelona Director Andrea Marchesi** during his presentation.

"This official master's degree at IED Barcelona becomes the academic bridge between our BA Degrees and PhDs, connecting with the world of research," added **Marchesi**.

#### **Strategic lines 2023-2024**

During the press conference, the key strategic lines for the 2023-2024 academic year were also announced. These include the creation of a **Communication Department** for IED Barcelona to promote training in this field or the signing of a collaboration agreement with the **University of London Arts (UAL)** to promote initiatives related to the provision of education, the mobility of students and teaching staff and the exchange of documentation and research material in shared academic fields.

IED Barcelona is also celebrating its 10th anniversary as a member of **Fusion Point**, an educational experience alongside ESADE and UPC that addresses social challenges by creating innovative projects such as Challenge Based Innovation, developed by Attract in collaboration with CERN Ideasquare, one of the world's leading research centres in particle physics, with the aim of generating disruptive innovation for social impact.

Moreover, the **2nd edition of the IED Enric Miralles and Benedetta Tagliabue Award for the Best Interior Design Thesis at IED Barcelona** was confirmed, as well as the participation of IED Barcelona in various national and international events taking place in autumn that unite design, innovation, talent and the city of Barcelona.

- **BNEW** (2 to 5 October)
- **Salón Náutico** (11 to 15 October)
- **Barcelona Design Week** (16 to 28 October)
- **Talk "Elevando la conciencia colectiva" ["Raising collective awareness"] with Universo MOLA Colombia – Moda sostenible** (7 November)
- **Fête des Lumières 2023** (7 to 10 December)

## About IED

The Istituto Europeo di Design (IED) is the largest education network in the creative field — design, fashion, the visual arts and communication — with 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao and Como.

More than 130,000 students have graduated since its opening, and every year it welcomes 10,000 students from all over the world. IED is committed to educational initiatives and practices related to a corporate reality, and has established over 1,000 business agreements during its 50-year history.

In its more than 20 years of experience, the IED Barcelona headquarters, located in the Gràcia neighbourhood, has consolidated its position as one of the reference training centres in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) degrees awarded by the University of Westminster, IED Diplomas, and Master's, Postgraduate, Specialisation and Summer courses, as well as tailor-made training for companies and professionals.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,000 students of more than 100 different nationalities each year.

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