



DOSSIER 1st EDITION FEB 12-16 2013

PRODUCT DESIGN MADRID

Product Design Madrid is a new generation event exclusively devoted to industrial design. An open event oriented to promotion and marketing where designers, studios and schools -and specially their products- play the leading role face-to-face with publics and brands.

Started up in March 2012, is a new professional platform that contributes to the development of the Spanish design industry. Product Design Madrid takes on every agent of the design sector and generates activity and new opportunities as the best way for talents to come into contact with the established design industry.

GOALS

Product Design Madrid essentially aims **to launch the best products of** both national and international **designers** and **provide a professional event** with the collaboration of the different agents of the design field. On the other hand, PDM wants **to promote the city of Madrid as a promising destination for** production and development of the **industrial design**.

TEAM & ORGANIZERS

Product Design Madrid model of management follows a collaborative scheme composed by a group of young professionals with different backgrounds that firmly trust in the necessity and viability of this thrilling challenge.

The project was conceived by 6mas1 Arquitectura Arte Diseño S.L. in collaboration with Setcreativo S.L. 6mas1 works in the field of interior and project design and guarantees the quality of the exhibitors. Setcreativo is an event-organizer company responsible for PDM communication. Despite of their youth, their combined backgrounds demonstrate expertise to reliably develop and carry out an attractive design event for Madrid.



THE FAIR: FIRST EDITION

[WHERE]

The first edition of Product Design Madrid took place in an exceptional enclave, **the new premises of the Architects Association of Madrid (COAM)**. This bright space is a superb setting for Design in Madrid city center.

The exhibition area took up 1 000 square meters on the ground level of the building, including a lounge area where several activities took place and completed the product exhibition.



[WHEN]

- February 12: Opening night of the fair.

With the attendance of 250 guests: members of the jury, institutions representatives, PDM partners, sponsors and collaborators, and other professionals of the design field. Opening ceremony included attention to accredited media.

- February 13,14 and 15: General admission for public 12 to 10 pm.

- February 16: General admission 11 am to 4 pm.

[VISITORS]

Product Design Madrid held its main exhibition event of the year during the 'Arts Week' of the city, as it takes place several fairs (ARCO, ArtMadrid, JUSTMAD, etc) thus contributing to the cultural scenario. Arts Week has attracted national and international personalities.

Aiming to enhance success opportunities for exhibitors and products, the communication team of PDM did a big effort to attract active and professional publics to the event, with special attention to design brands and specialized press.

Number of visitors:

3 450 assistants over the four-day event.

General profile:

Medium - Medium High.

Wide age range (between 16 and 60 years old). Interested in or belonging to design, arts and architecture sectors.

Group visits of students coming from Malaga, Ciudad Real, Seville and Madrid.



EXHIBITORS OF THE FIRST EDITION

[DESIGNERS]

Designers and creators are the backbone of this event. Product Design Madrid admits participants from any country having one or more ready-made products and needing visibility and a push into the design market.

Number of products from designers and studios: over 70 (of a total of 100).

Number of exhibitors: 41. Seven countries represented: France, Italy, Russia, Mexico, Switzerland, Romania and Spain. See below full list of exhibitors of the 1st edition of Product Design Madrid:

Alberto Gorgojo	albertogorgojo.es
Alessandra Scarfò Design & RELOV	alessandrascarfodesign.com
Álex Fernández Camps	alexfernandezcamps.com
Alexis Amador para Neutra Ediciones	neutra.es
Almudena Pérez González	almudenaperez.es
Andrés Borqué	andresborque.tumblr.com
Andreu Carulla	andreucarulla.com
Antonio Serrano Bulnes	mad-lab.com
Arthur Analts y Rudolf Streils	analts.com
Bahí & Güell	bahiguell.com
Berta Pascual	lacondesa131.com
Betula Studio	betulastudio.com
Carlos Maté Studio	carlosmate.com
Cecilia Álvarez	projectedbycecilia.es
Claudia Bueno Ros	estudionuba.com
ControlMad	controlmad.com
díez+díez diseño	diezmasdiez.com
Domingo Díaz-Parreño	dodidiaz.blogspot.com.es
Enrique Kahle	dvelas.com
Fernando Pino & Manuel G. Paredes	redo-me.com
Íñigo González-Haba	gonzalez-haba.com
Jorge Penadés	jorgepenades.com
José García Puente	testastudio.es
Lorenzo Patuzzo	lorenzopatuzzo.com
María José Gutiérrez Encinas	lucedeneon.es
María Navascués Abad	ventilacioncruzada.com
Mecedorama	mecedorama.com
Miguel Fernández Montijano	montijanoestudio.com
Mimétrica	mimetrica.com
Muakbabi Estudio	muakbabi.com
Norman Bouzidi	sauces-design.com
Noviembre Estudio	noviembreestudio.com
OBJECTS by Estudio Carme Pinós	objects.es
Oficina 4play	oficina4play.com
Patricia Santos	patriciasantos.info
Pilar de Prada	datproject.com
Raúl Lázaro	escueladecebras.com
Ricardo Almendros	ricardoalmendros.com
Schneider Colao	schneidercolao.com
Valentín Sanz Sanz	liquenlav.com
Yuri Sviridov	yurisviridov.com

[DESIGN SCHOOLS]

The Educational Institutions -both national and international- are welcome to be part of this event thus showcasing their student works in a professional scenario. A valuable opportunity for young talents. These are the Design Schools that participated in the first edition of PDM presenting over 25 products:

EUITI Universidad Politécnica de Madrid - <http://www.upm.es/institucional>

The Technical Industrial Engineering School (Escuela Universitaria de Ingeniería Técnica Industrial) of the Universidad Politécnica de Madrid dates from the year 1795 and is located in the heart of Madrid. The school offers five undergraduate degrees, in Electrical Engineering, Industrial Electrical Engineering and Automation, Industrial Design and Product Development, Mechanical Engineering, and Chemical Engineering. The School currently has 2100 students. Its strength is the broad applicability of the subjects it teaches and researches, and its ability to integrate a range of subjects in a manner useful to those looking to manage the use of technology.

Technical School Drvo Art (Belgrade, Serbia) - www.drvoart.edu.rs

The Technical School 'Drvo Art' (Wood art) is high technical and artistic school established in 1956. This school educates students in the field of furniture design and manufacturing, landscape architecture and interior design. Thanks to that, the School has become a leader among Serbian schools engaged in furniture design and woodwork.

Shih Chien University, Taipei (Taiwan R.C.) - www.usc.edu.tw/college/industry

The Department of Industrial Design, Shih Chien University (SCID) was founded in 1992. In 2009, Business Week Magazine reviewed its curricula as one of the Top 30 World's Best Design Programs. The comprehensions, reflections, and judgments derived from discussions on humanity, society and technology foster students' ability in understanding industrial design and being able to develop unique process of designing. SCID has won over 1 000 design awards including nearly 300 international ones.

ELISAVA Escuela Superior de Diseño e Ingeniería de Barcelona - www.elisava.net

ELISAVA is a well-known international University Centre that promotes education, knowledge, research, development and innovation in the field of design, engineering and communication through university training that prepares its students to meet professional challenges at international level.



The lounge area of the fair during a designer presentation



A group of students visiting the fair

SUPPORTS AND COLLABORATIONS

Product Design Madrid wants to involve a wide range of agents of the design industry thus starting up a promising community focused in Madrid. To carry out its 1st edition, PDM had the decisive support of the following companies and institutions:



Apoyo Institucional



Patrocinador



Alojamiento Oficial



Partners



Colaboradores



Media Partners



Firmas asistentes



Organizadores

Concepción de la instalación
Estudio 6mas1



Comunicación
SETCREATIVO



INSTITUTIONAL SUPPORTS

Product Design Madrid has the institutional support and collaboration of the following public institutions:

Ministry of Education, Culture and Sports

General Direction of Political and Cultural Industries and Book, represented by Faustino Díaz Fortuny, General Deputy for Promotion of Cultural Industries and Patronage

ICEX Spain Export & Investment

(Ministry of Economy and Competitiveness) Represented by Bruno Fernández Scrimieri, Director of the Division for Fashion, Habitat and Cultural Industries

Madrid Regional Authority

Joaquín Castillo Dolagaray, General Director of Tourism

SPONSORS

Product Design Madrid wants to highlight the invaluable support of the companies that have believed in the potential of this project and whose contributions have fostered it decisively:

The prestigious design company **bulthaup Galera**, who presented its storage system b3; the textile firm **KA International**, who collaborated on the design of the lounge area of the fair, and the chain **High Tech Petit Palace Hotels**, as official accommodation of the fair. The list of collaborations is completed with the support of: Consejo Regulador del Cava, Trefilados del poniente, h.aceros, Nordés and Mimétrica.

PARTNERS

The following organizations support this event so far:

- **RED, Association of Spanish Design Companies.**

Gathers over 40 Spanish design brands and communicates PDM among its members. Its chief director, Juan Mellen, handed the **Critic's Award** to the best design conception on behalf of the Habitat Design Sector. This award went to the Savage Collection, designed by Goula Figuera Studio and edited by Boo in Barcelona. (www.red-aede.es/es/blog/premio-critica-red).



- **ADI-FAD, Designers Association of Barcelona.**

Promotes PDM among its associates and took part in the 1st edition presenting in the fair three design studios. We met its representatives' opinions on February 14th during a public debate with our partners. (<http://fad.cat/activities/view/542>).

- **Federmueble, Spanish Federation of Furniture Companies, and Confemadera, Spanish Confederation for Wood Companies.** General Secretary of Federmueble and Confemadera, Francesc de Paula Pons, attended to the fair to meet exhibitors and give their opinions about the Value Chain Designer-Producer-Consumer.

- **BCD, Barcelona Centre de Disseny**, also attended and wanted to forward support PDM.

MEDIA PARTNERS

ELLE DECOR SPAIN,

is an internationally reknown magazine and our Media Partner since the beginning of the project. Elle Decor spreads Product Design Madrid events through its printed issues and digital releases.

- > Publics: High and Medium-High social class women from 24 to 40 years.
- > Scope: 176 455 copies.
(Source: OJD Ene-Dic '11)
- > Community: 594 000 readers.
(Source: EMG 2º AM 2012)
- > Periodicity: 5 issues a year.
- > Offers: Art, Fashion, Quality and Trends.
- > Website: www.elle.es/elledecor



During the opening night of the fair, Elle Decor gave its annual award “**Young Talent 2013**“ to one of the participant designers of the fair. That prize went to **Noviembre Estudio**, that will be the next representative of Spain in Elle Decor International Awards 2013 (EDIDA) in Milan next April 2013.



Elle Decor included an article of the first edition of PDM in its February 2013 issue.

NUEVO ESTILO,

supported Product Design Madrid by giving a promotional space during **Decoracción**, its ‘party of interior design’. It took place from 27 to 29 September 2012 in Barrio de las Letras, Madrid. It was the presentat and the first public event for Product Design Madrid.
Website: www.nuevo-estilo.es



Rounding out this list of collaborators:

The international platform **Designspotter** (designspotter.com) and the Spanish magazine **Room Digital** (room-digital.com), which dedicated an article to PDM in its March 2013 issue.

BRANDS ATTENDING

Product Design Madrid is much more than a product exhibition for designers and visitors. Following its public goals, PDM involves actively specialized professionals, media and publics, and also as many **design brands** as possible. These relevant agents may find new talents among the exhibitors, enhance the commercial options of the products, and build a quality annual event.

The first edition of PDM involved the following international brands based in Spain:

Artemide, Gandía Blasco, iGuzzini, Andreu World, CasaDesús, Devoto, LaPalma, Kikekeller, Fontini, Alesta, Keraben, Font, Ares, Ramón Soler y Vetrolux.

PRODUCT DESIGN MADRID: THE EVENT

Besides the product sample, the first edition of PDM offered a cross **programme of activities** over the four-day fair aiming to exchange views and foster professional relationships between public, exhibitors and companies.

WEDNESDAY, FEBRUARY 13

(General admission 12 to 10 pm)

2 pm – 7 pm

Bridge Project: Open workshop by **Arthur Analts**

5.30 pm

Designers presentation (Part 1):



7.30 pm

Made in Italy with **Rossana Orlandi** and **Gisella Borioli**

8.30 pm

Rossana Orlandi and Gisella Borioli announce **the top ten products of the fair** that gain an exhibition place in **SuperStudio** during Milan Design Week 2013:



THURSDAY, FEBRUARY 14

(General admission 12 to 10 pm)

2 pm – 7 pm

Bridge Project: Open workshop by **Arthur Analts**

5.30 pm

Designers presentation (Part 2)

7.00 pm

"The Making Of..." ADI-Fad presents three successful cases from conception to production.

7.30 pm

Open Debate with ADI-Fad (Paola Calvet), RED (Juan Mellen), Federmueble (Francesc Pons), Diario Design (Gracia Cardona), the exhibitors and visitors. Subject: Value Chain Designer - Producer - Consumer/Prosumer.

8.30 pm

Juan Mellen, Chief Director of RED, announces the **Critic's Award** on behalf of the Habitat Design sector.

FRIDAY, FEBRUARY 15

(General admission 12 to 10 pm)

2 pm – 7 pm

Bridge Project: Open workshop by **Arthur Analts**

6.30 pm

Presentation of works by students and representatives of the participating **Design Schools:** EUITI Universidad Politécnic Madrid, Drvo Art School (Serbia), ELISAVA Barcelona and Shih Chien University (Taiwan).

7.30 pm

Open Debate with students and Design Schools (with the addition of Universidad de Navarra). Contributions of the educational institutions and professional agents in the success of young designers.



SATURDAY, FEBRUARY 16

(General admission 11 am to 4 pm)

12 – 4 pm

Bridge Project: Open workshop by **Arthur Analts**



ADMISSION

Single visit: 3 Euros / **Multi-pass:** 5 Euros

Single visit + Catalogue: 5 Euros

Multi-pass + Catalogue: 7 Euros

Catalogue: 5 Euros

* Free access for children under 12 and for visitors holding a 'JustMad 4' ticket.

Architects Association of Madrid Hortaleza, 63 Madrid
<M> Tribunal, Chueca, Alonso Martinez

NEXT STEP: MILAN DESIGN WEEK

The fair also incorporated a **designers contest** to give exhibitors international visibility. A specialized committee selected the **top ten products of the fair** which gained a space in Milan. There will be presented from **9. to 14. April 2013 at Freedom, Temporary Museum for New Design**, located in SuperStudio 13 in via Forcella, 13. All this in the context of **Fuori Salone** during **Milan Design Week**, the most relevant international event of the year in the design industry.

The **committee** that selected the top ten designs was composed by:

- **Faustino Díaz Fortuny**, General Deputy for Promotion of Cultural Industries and Patronage (Ministry of Education, Culture and Sports).
- **Bruno Fernández Scrimieri**, Director of the Division for Fashion, Habitat and Cultural Industries, ICEX Spain Export & Investment (Ministry of Economy and Competitiveness).
- **Rossana Orlandi**, Godmother of the 1st edition of PDM, design gallerist (Spazio Rossana Orlandi) and prestigious patron for young designers.
- **Gisella Borioli**, CEO of Superstudio Group and Creative Director of the Temporary Museum for New Design.
- **Marta Riopérez**, Director of Grupo Hearst (ELLE and Nuevo Estilo magazines).
- **The management of Product Design Madrid.**



The participating **designers** who received this mention and whose product will be in **Milan** are:

Arthur Analts, Andreu Carulla, Antonio Serrano, Raúl Lázaro, Schneider Colao, Mimétrica, Yuri Sviridov, María José Gutiérrez, Noviembre Estudio and Controlmad. Also **Dodi Díaz**, who received a special mention for his social design.

COMMUNICATION CAMPAIGN

[WEB SITE]

www.productdesignmadrid.com.

Average monthly visits: **5 300**. Visits during the event (February 12-16): **3 600**.

[SOCIAL NETWORKS]

Facebook: Social community with **almost 7 000** followers in one year.

Twitter: Nearly 500 followers in 5 months and 900 tweets published.

[NEWSLETTERS]

40 000 newsletters sent over one year from info@productdesignmadrid.com

Presence in the periodic reports of:

Architects Association of Madrid (11 000 members), SuperStudio Group (120 000 contacts),

Diario Design, Notodo (Mailcultura), Federmueble and RED.

[THE 1st EDITION IN THE MEDIA]

RADIO & TELEVISION:

Informativo Territorial RTVE (02/15/13) y Radio Círculo, local station Madrid (03/04/13).

PRESS:

El País / Metrópoli by El Mundo / ABC. Magazines: Elle Décor Spain / Nuevo Estilo / Diseño Interior / ROOM / El Duende / Shangay.

DIGITAL MEDIA:

Europapress / Cultunet / Elle Décor Spain / Architectural Digest España / DiarioDesign / Infurma / LeCool Madrid / Plataforma Arquitectura / Designspotter / Interiores Minimalistas / i-Diseño / Decosfera / Doméstika / Room Digital / Abre el Ojo / NEO2 / Long-Brit / Artnau / DecoPuntoSuspensivo / Papeblog / Feriade / Tarte Magazine / Notodo / Guía del Ocio / El Duende / Shangay / Thunder.

BLOGS:

Tenmag Blog / Edgar González / Red Gráfica / Tectónica Blog / Cluster Disseny / Moda y Tendencias RTG / Mugutu / D!News / Queridos Adictos / Promateriales / Arquitecturaymas / Fjota / Utoopic / Dimeic / Blog-I Mas / Byhome / Estonosesunacuchara / Welovepompas / El blog de María León / ZMart.Co / Wannaone - Decohunters / BellaDonaLab / El blog del baño / Camino al Arte / Natui / La Madrid Morena / iGuzzini Blog / DI-Conexiones / Baaang / Ozestudi / WherEvent / EntretantoMagazine / Pedro Luis Carretero / La Cazuela / Yslandia / La Portegna / Coninternavarrá / Goula Figuera / Redo-Me / DVelas / Almudena Pérez / Lorenzo Patuzzo / Andreu Carulla / Mad-Lab / Cava Regulatory Board.

INSTITUTIONAL WEBSITES:

Madrid City Council (www.madrid.es) / Federmueble and Confemadera, Spanish Federations of Furniture and Wood Companies / RED, Association of Spanish Design Companies / ADI-Fad, Designers Association of Barcelona / DIDA, Association of Industrial Designers Asturias / BCD, Barcelona Centro de Diseño / EUITI Escuela Universitaria de Ingeniería Técnica Industrial / Universidad Politécnica de Madrid / ELISAVA, Escuela de Diseño e Ingeniería de Barcelona / OnCeU (Universidad San Pablo CEU) / Universidad Alfonso X El Sabio / Escuela ARTE12 y Escuela Superior de Diseño (Comunidad de Madrid).

* See whole Media Report of the 1st edition in www.productdesignmadrid.com



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