

**territory_
design_**

**7th
bid
meeting
of training
and design
from 23rd to 26th
october 2017
student
exhibition
(bid_est)**

From 23rd to 26th October 2017
Central de Diseño/Matadero Madrid

Organised by Madrid Design Foundation (DIMAD)

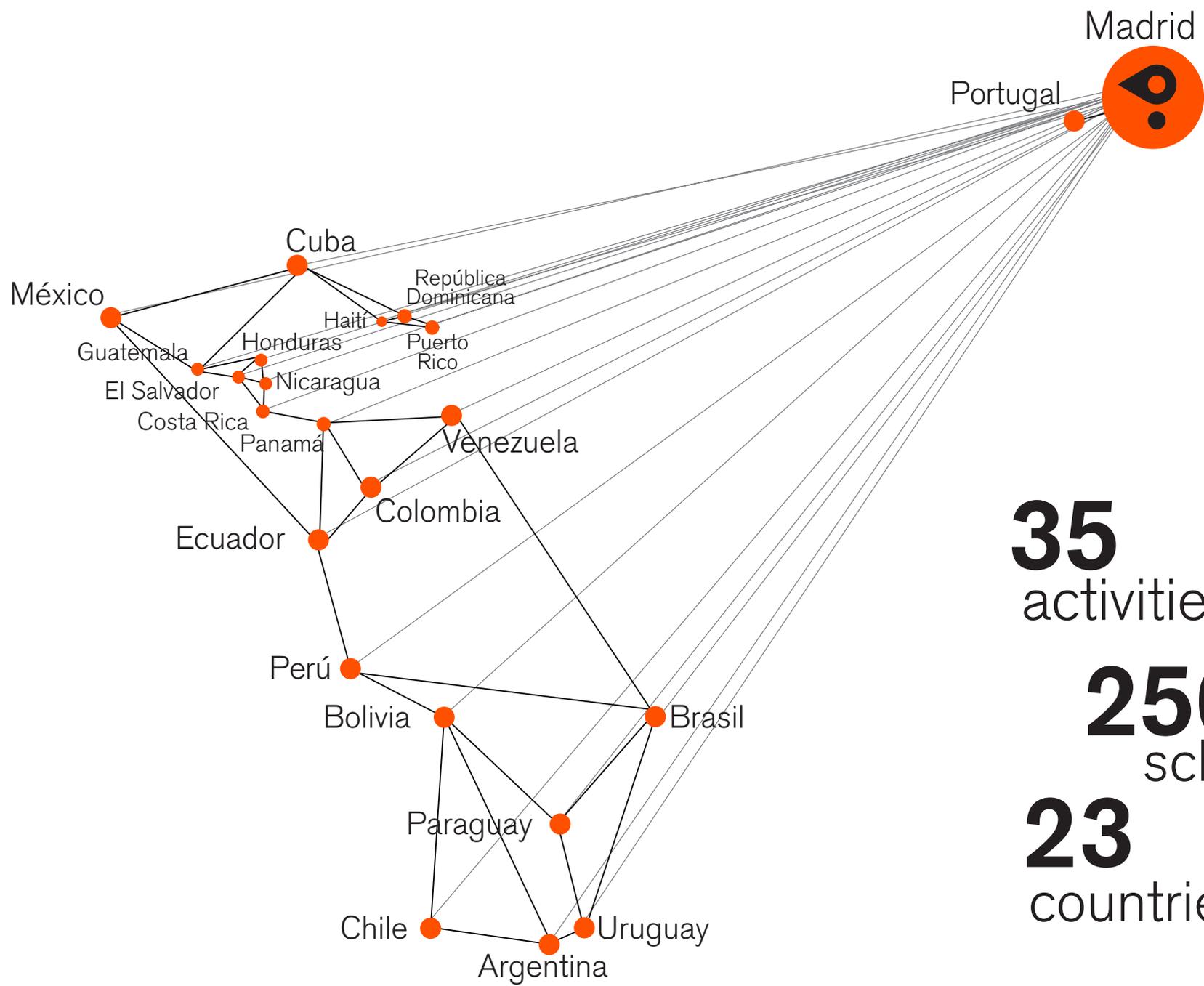




target audience

The whole community of Iberoamerican design educational institutions





35
activities

250
schools

23
countries



BID MEETING is a platform for the Ibero-American design training centres community to meet, discuss and coordinate, organised by DIMAD within the Ibero-American Design Biennial (BID) Meeting Point.

BID Meeting

- Proposes working sessions and debates, which present, question and analyse management models and experiences of educational processes of design schools and universities, as well as postgraduate and doctoral research projects. At the same time it seeks to promote and boost innovative initiatives of young students through the exhibiting of their work in the Muestra de Estudiantes BID_EST (Student Exhibitions), taking a selection of the best student projects resulting from a specific pedagogical or methodological proposal.
- The Ibero-American Design Biennial envisages the BID Meeting of Design Training Centres as a way of supporting and spreading good practices. This edition's main aim is to analyse and divulge new educational paradigms, new policy areas and new ways of collaborating and co-creating, as well as philosophical and social orientations and the methodological implications within the different approaches towards design in the region.

territory_ design

*Territory:

- bounded terrain
- to be administered,
- an inhabited space which is defended as one's own
- an action sphere

Design is increasingly developing into a transversal activity. Having overcome its initial role as an applied art and its perception as the younger sibling of the project disciplines, today design intervenes in every production activity, as well as in industrial ones. It has become as much an economic vector as a social and cultural one. Its practice traverses an increasing number of areas and brings together an increasing number of professional activities.

Parallely, design training, in order to adequately respond to a complex, global society demanding more capable professionals, opens up and branches out encompassing more conceptual disciplines and developing new complementary expertise.

An increasingly complex world demands differently trained designers, ones which have adapted to this new reality in order to be able to provide a service which is expected of them in a constantly changing society. Changing conducts (individual and collective) adopt new logics in light of political and social organisations where surroundings, transport, media, architecture or apparel are influencing factors contributing to the growth of local against globalisation. A profound and accelerating transformation which newly-trained designers must seek to follow.

Design should not only contribute to economic but to social innovation. It needs to cement itself as a strategic tool, to be adapted to new settings. The challenge facing the educational sphere is how to tackle these needs, how to tailor design training towards these new innovative aims, to build a new future.

Although design training needs to be channelled to intervene on a global stage, we mustn't omit the important role design plays as a key factor in the economic and social development in specified territorial contexts, and in which training centres can have a more direct influence. Meeting needs of local challenges is a unique opportunity. Training centres, through research and teaching, can play a vital role in the creation of social innovation, spawning expertise and methodology to the benefit of positive social and economic change in their local communities.

The BID MEETING, in its 2017 edition, proposes the study and debate of phenomenon which impact most prevalently the training and professional development of designers, in both local and global contexts.

It promotes the sharing of experience and knowledge to divulge the influence of this situation on design identity within each country. Design training can play a positive role on local environments through training proposals that influence a given place in one of two ways: Firstly, on business, identifying areas where design can have a positive influence, on the one hand collaborating with businesses on the creation or improvement of products, processes or organizational techniques, and on the other, contributing to a progressive changing of the business world's perception of design, highlighting its contribution to business success. Secondly, on a social level, showing how design can be used to meet needs. A lot of the challenges Ibero-America faces are related to social issues, which in order to solve require more than just state intervention. It is here where design training can bring new solutions which in turn will improve the everyday citizen's quality of life



1. DESIGN FOR SOCIAL DEVELOPMENT

Design for emergencies, for social wellbeing: forced emmigration in search of a better life, poverty, inequality, increase in elderly populations, the needs of the most marginalised, natural disasters, confrontations and their victims. Addressing these challenges from a design perspective means having a positive impact on our inhabited space, on mobility, on goods and services, ideas, industry, employment, on our way of life, solving existing problems to situations of absolute need, in an innovative way. This field of design is growing by the day, branching out to more non-traditional areas and generating local impacts within the parameters of design, sustainability and accessibility.

2. DESIGN FOR A SUSTAINABLE FUTURE

We are living through a communications revolution, new technologies are giving place to new ways of life, and design is heavily involved in responding to this change; biotechnology, nanotechnology, microelectronics, wearables etc. Today renewable energy is a must class for aspiring researchers, designers and any other professional looking towards the new world. The era of expertise and information, of makers and fablabs movements and of digital production is forging a new discourse before new actions and social impacts.

3. DESIGN FOR LIFE STYLE

The relationship between people and things is in a constant state of evolution. Design and technology need to guarantee a simpler, more pleasant life for people. Transversal design and the crossing over of arts, technology and design bring new ways of communicating, interacting and producing, along with new products and services which respond to new ideas of ownership. We are before a new backdrop which needs new design processes tied to progress, quality of life and better social lives. In some ways a new opportunity for the welfare state.

4. DESIGN FOR ECONOMIC GROWTH

It is essential to reclaim and incorporate into training the role of design as a professional, cultural and economically productive practice. In many countries design is still not regarded as an economically viable activity, as a integral part of development and innovation in new products and systems. Its explicit inclusion in national development and innovation policies, in practices in production industries in open markets clearly results in an increase in competitiveness, sustainable development and improvement in the quality of life of citizens.

This implies strategic training in innovation advocating for an intelligent, sustainable and integrating economy, which in turn will create high levels of employment, productivity and social cohesion. Within this framework it is important to analyse in depth how universities mix with businesses and the production system

5. DESIGN FOR A COMPLEX WORLD

Imbalance, cultural and social polarisation, as well as the digital revolution and new technologies all intervene as factors contributing to dualisation, and producing levels never before seen of wealth and wellbeing, along with just as fast growing standards of instability and structural unemployment. The profession is facing new challenges, new spaces and roles where designers work in multidisciplinary, interdisciplinary, transversal teams of open and collaborative systems. Thus, designers must update formulas for relations and model linkage in order to fully interpret the relational framework in which design plays a role.

To do this, designers must take into account new perspectives, both in tangible and intangible design: service design, sustainable design, design for social innovation, information design. It's time to stop seeing design as a object, but rather a bond between individuals and their interactions.



activities

Conferences

Discussions

Communications / Papers

Design and Investigation Forum

Networking

Student Exhibitions

Workshops

bid_
est_

The **bid_est** Student Exhibition is inviting Iberoamerican design teaching professionals and their educational centers to the collective exhibition of Latin-American, Spanish and Portuguese design. Presenting the best work carried out by their students, under the “**territory_design**” motto.

A reflection of the current landscape of Iberoamerican design with a special focus on the students’ potential and the interesting development and context of their region.

An opportunity to present the work carried out in past years.

A place for reflection, analysis and debate in order to give visibility to young talent

student exhibition

New technologies

Good design practices

Innovation

Collaborative projects

Synergy between educational centers and companies

Responsible design: sustainability, for all

Design for development and Design for health



- Interiors/space design
- Product/industrial design
- Graphic design and visual communication
- Fashion/Textile/Accessories design
- Digital design
- Service design
- Transversal/interdisciplinary design
(projects within several categories)

previous editions meeting **BID**



futuros
6º encuentro
bid
enseñanza
y diseño

<http://bid-dimad.org/sextoencuentro/>

[Program](#)

[Streaming](#)

[Jobs gallery](#)

[Meeting galery](#)

[Memory](#)

[Publication](#)



5º encuentro **BID**
centros
iberoamericanos
de enseñanza
de diseño

<http://bid-dimad.org/encuentro/>

[Jobs gallery](#)

[Meeting gallery](#)

[Memory](#)

[Publication](#)

previous editions meeting **BID**

IV ibero-American
BID Meeting
design
training
centres

II ibero-American
BID Meeting
design
training
centres

III ibero-American
BID Meeting
design
training
centres

I ibero-American
BID Meeting
design
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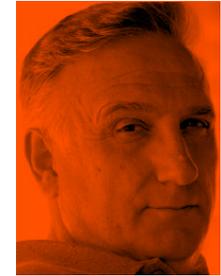
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**design is
a response
to social
change.**

—george nelson



WHERE

Central de Diseño/Matadero Madrid

WHEN

October 23rd to 26th 2017

INAUGURATION

October 23rd 2017

STUDENT EXHIBITION

October 23rd to December 2017



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