

**WORLD**  
**DESIGN**  
**CAPITAL**  
**VALENCIA**





**WHY A PROJECT SUCH AS**  
**WORLD DESIGN CAPITAL VALENCIA 2022?**

**A STRATEGIC VISION  
VALENCIA, THE REGION, AND SPAIN TO BE DRIVEN BY DESIGN  
A PROJECT OF CITY TRANSFORMATION**



# **A STRATEGIC VISION** **VALENCIA AS A ROLE MODEL FOR OTHER MEDITERRANEAN CITIES**



**A STRATEGIC VISION**



VALÈNCIA  
WORLD DESIGN  
CAPITAL 2022

[designvalencia.eu](http://designvalencia.eu) | [2022@designvalencia.es](mailto:2022@designvalencia.es)

**FOR DESIGN TO BE AT THE FOREFRONT OF POLITICAL DECISION-MAKING,  
INSTITUTIONS, CORPORATIONS, EDUCATION AND NATURAL TO CITIZENS**

**WHAT DO WE HAVE?**  
**WHERE DO WE START FROM?**

**SURELY NOT FROM SCRATCH.**

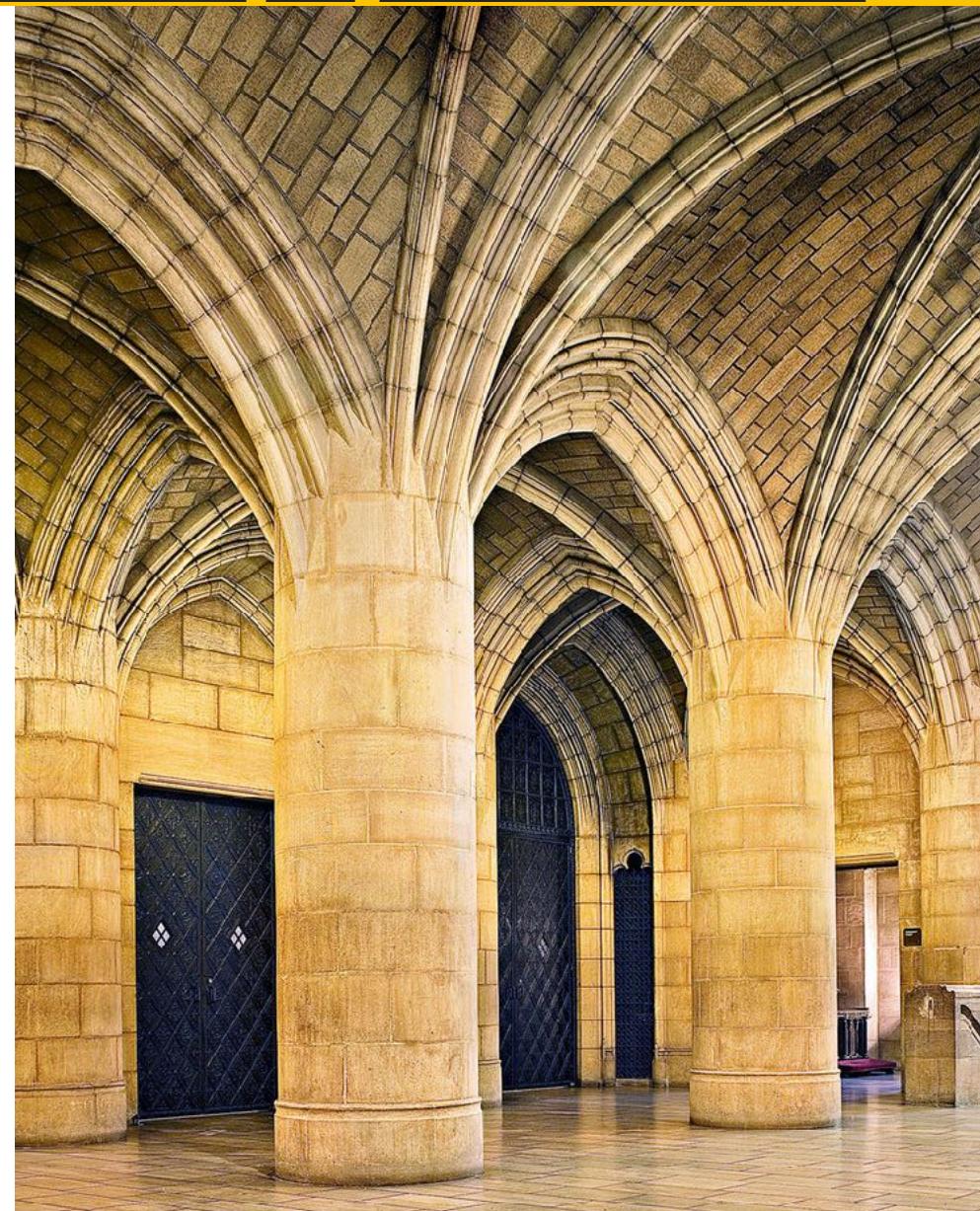
# VALENCIA & DESIGN



The city of Valencia and by extension the Valencia Region, is a land of creativity.

The work of designers, interior designers, architects and illustrators over the last hundred years shows that València breathes design on all four sides: samples of graphic design are present throughout the city; iconic and unique buildings in every street, and the new architectural, urban and environmental projects that are shaping the Valencia of the future. And not to mention the design and beauty of its iconic interiors, both the old and the most innovative ones.

# VALENCIA & DESIGN



## Benimaclet



## Garbí



## VALÈNCIA, THE CITY THAT BREATHES DESIGN

The city of Valencia as we know it today is, among other factors, the result of more than a century of design. Urban, architectural, artistic, product, interior and graphic design that has found its place as city with a global projection.

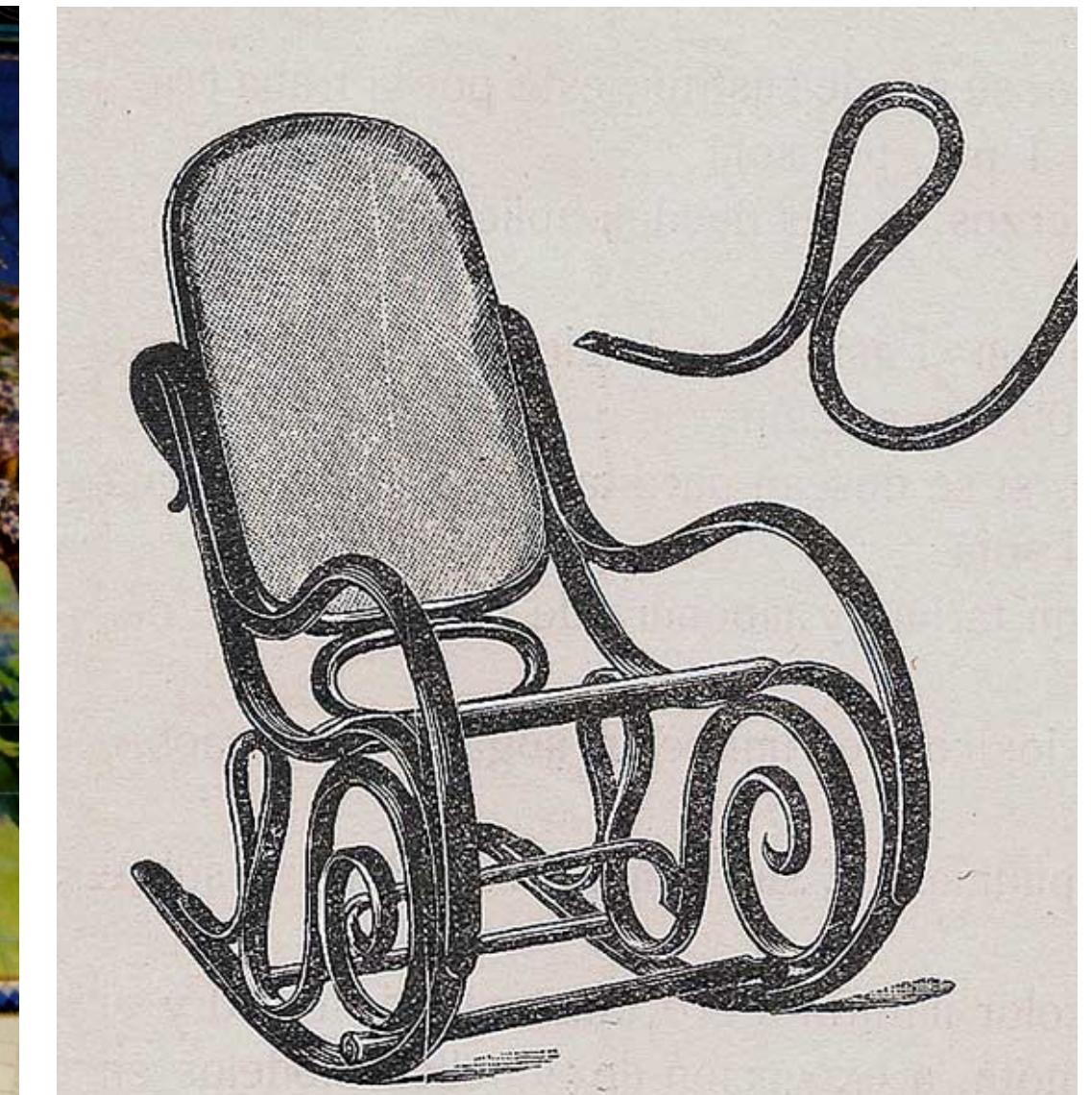
The 21st century is the century of differentiation and design. Design as a vehicle for creativity, innovation and knowledge. But design that brings tangible benefits to the industry, the economy and society in general.

In fact, the Valencia Regional Government is carrying out a survey in collaboration with the Valencian Institute for Economic Research (IVIE) on the economic contribution of design in Spain and in the Valencia Region. And the first results are very revealing.

**WE HAVE BEEN MAKING DESIGN FOR CENTURIES, BUT...**

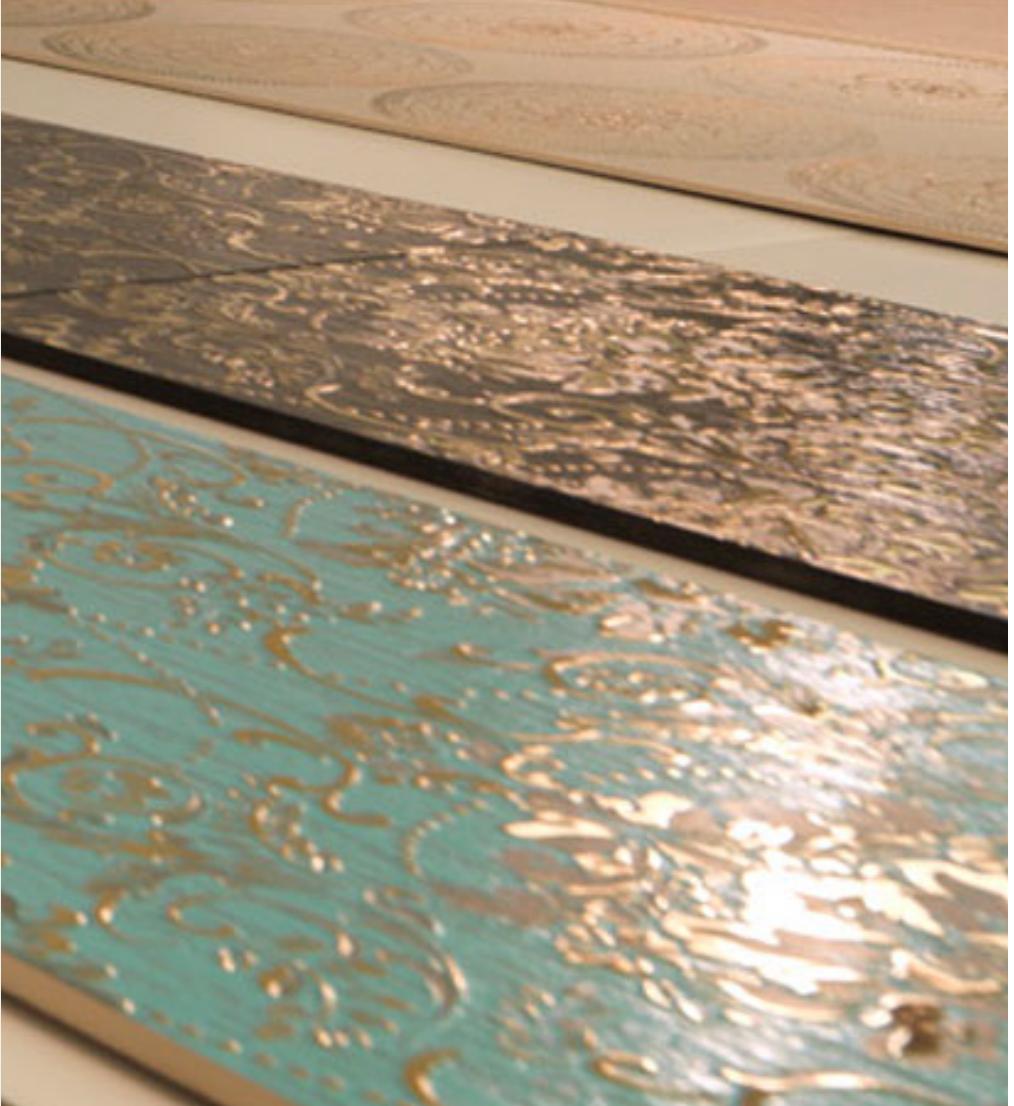


BUT WE WERE TOTALLY UNAWARE OF IT.



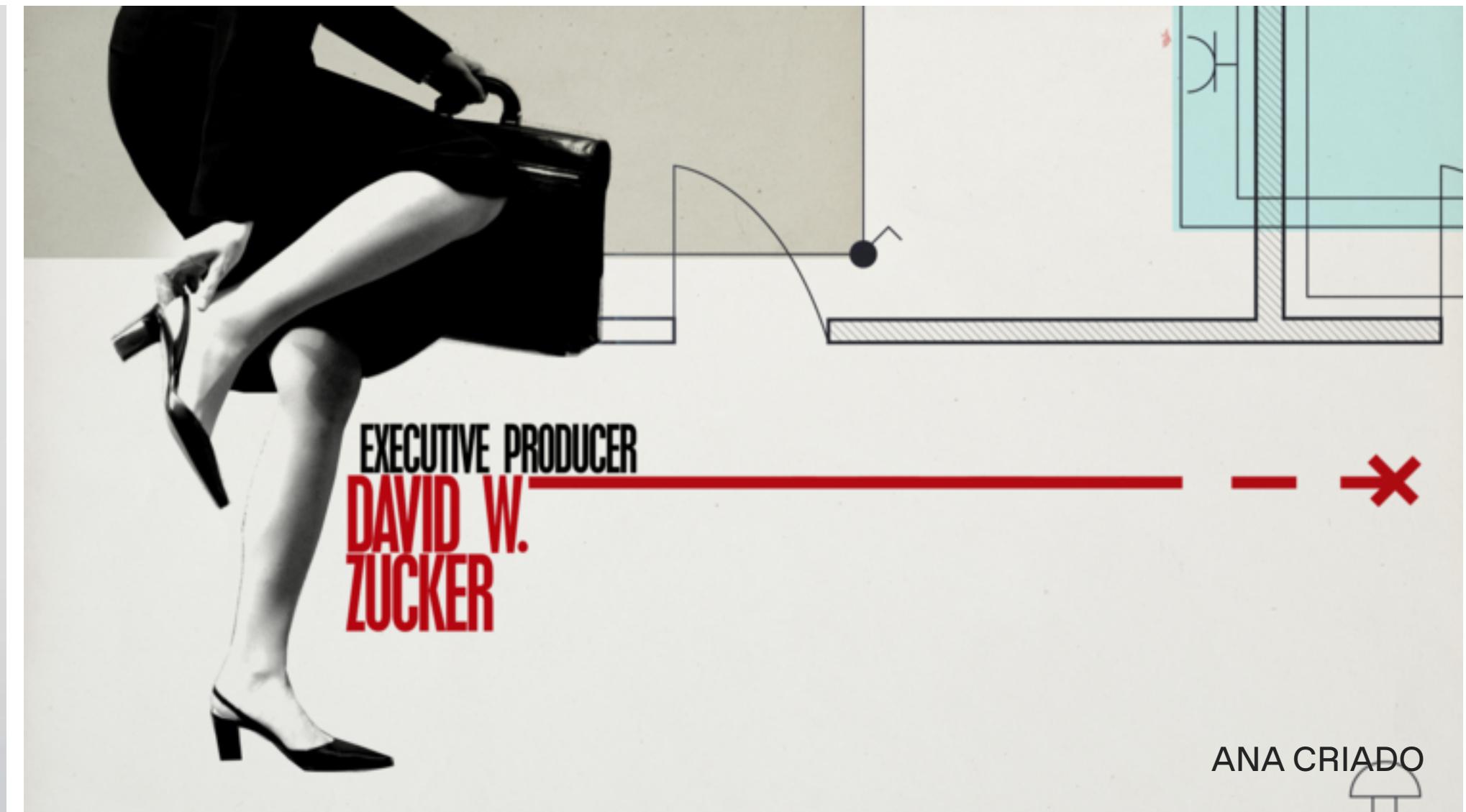
# GRAPHIC, FURNITURE, TEXTILE, CERAMICS, TOYS, TILES...

FALLES DE VALÈNCIA 2016

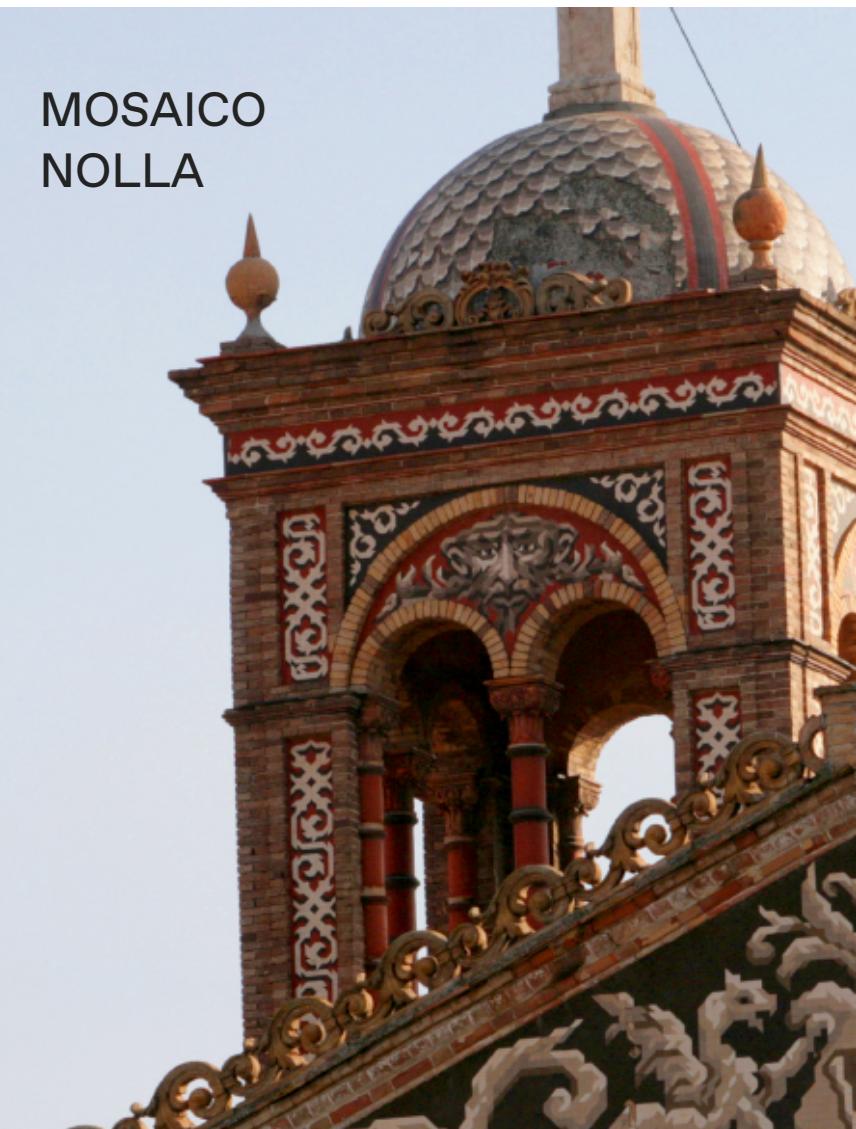


# VALENCIA HAS BEEN A TRADITIONAL HOTSPOT FOR SPANISH DESIGN & CREATIVITY

CLOSCA BOTTLE



MOSAICO  
NOLLA



PUNT MOBLES



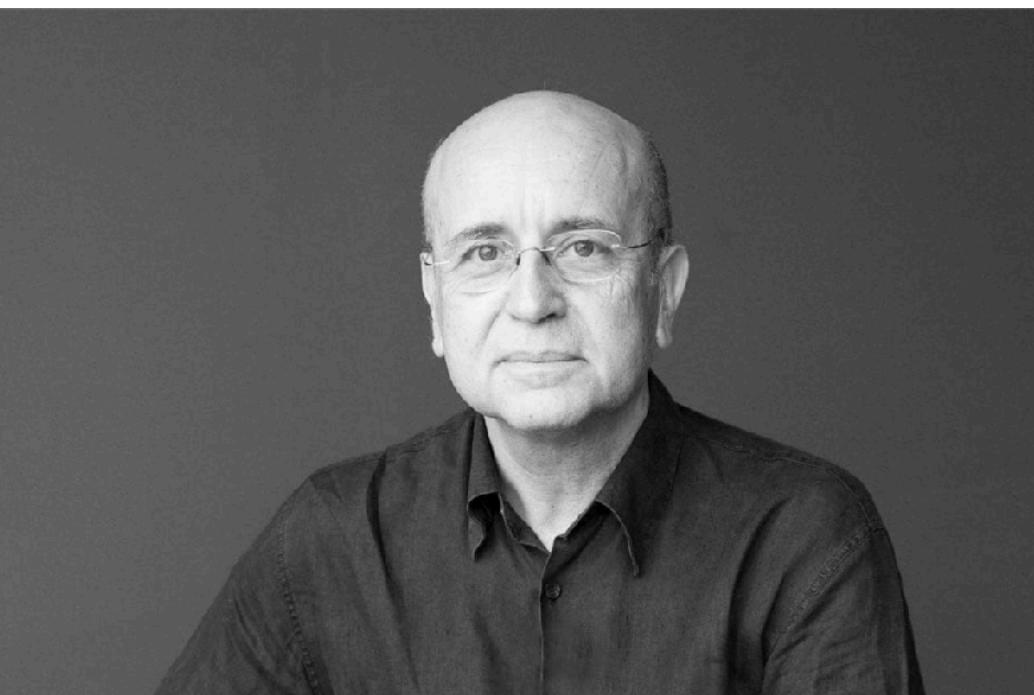
LZF LAMPS



ANA ILLUECA



# PROFESSIONALS



**SO WHAT'S VALENCIA?**  
**WHICH IS OUR DNA?**



**MEDITERRANEAN, INDUSTRIAL,**  
**OPEN, SUSTAINABLE, CREATIVE,**  
**COMPETITIVE & TOLERANT.**



**MEDITERRANEAN:** Geo-strategic location, well-being, collaboration, innovation, creativity and cultural heritage.

**INDUSTRIAL POWERHOUSE:** a very powerful crafts and design industry with high quality materials and finishes; ease for the economic development of SMEs, agility, driving industries of the region (furniture, ceramics, textiles, footwear, tiles, toys, agriculture, gastronomy, printing, tourism, logistics).

**CREATIVITY:** graphic design, product design (artisan and industrial), architecture, gastronomy, music.

APPARENTLY I HAVE IT ALL,  
SO WHAT CAN I DO?

**WE NEED VALENCIA TO BE SPOTTED IN THE GLOBAL MAP**  
**THANKS TO DESIGN, INNOVATION AND CREATIVITY.**



# THANKS TO WORLD DESIGN ORGANIZATION (WDO)

**WDO**

WORLD  
DESIGN —  
ORGANIZATION



The World Design Organization is an international entity that, since 1957, highlights the role of design in our societies.

Helsinki, Seoul, Taipei, Mexico City or Cape Town have been appointed World Design Capitals in the past, positioning both Valencia and Spain among the international design elite.

Being World Design Capital Valencia 2022 is a recognition to the industrial past and design heritage of the city, and a commitment to talent and future opportunities.

All cities that have been world design capitals in the past, have become a benchmark in the world of design and creativity.

For Spain, the fact that Valencia will become the World Design Capital in 2022 entails the verification of an internationally recognized brand, and a new dimension to attract visitors, investors and talent.



**WE KNEW WE COULD WIN!**

**VALENCIA WILL BE THE WORLD DESIGN CAPITAL IN 2022**

MOMENT OF THE WDO ANNOUNCEMENT

WHERE VALENCIA WAS ELECTED AS WORLD DESIGN CAPITAL 2022.



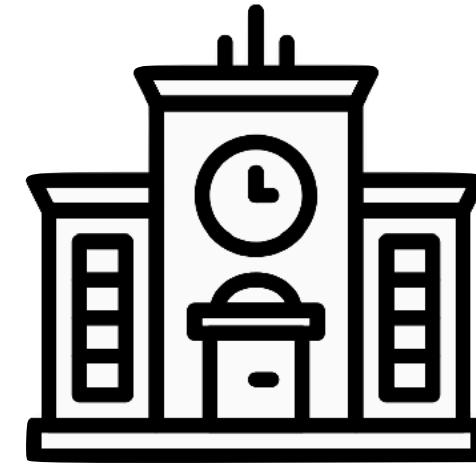
# OUR TARGET PUBLICS: 3 OPPORTUNITIES TO APPROACH DESIGN

1.



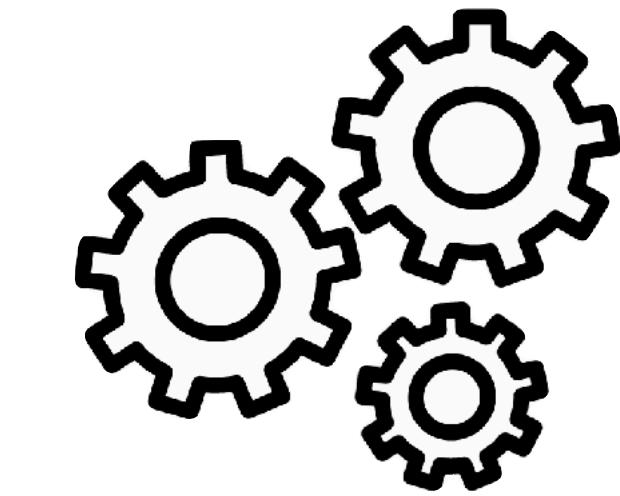
CITIZENS &  
GENERAL PUBLIC

2.



GOVERNMENT  
& INSTITUTIONS

3.

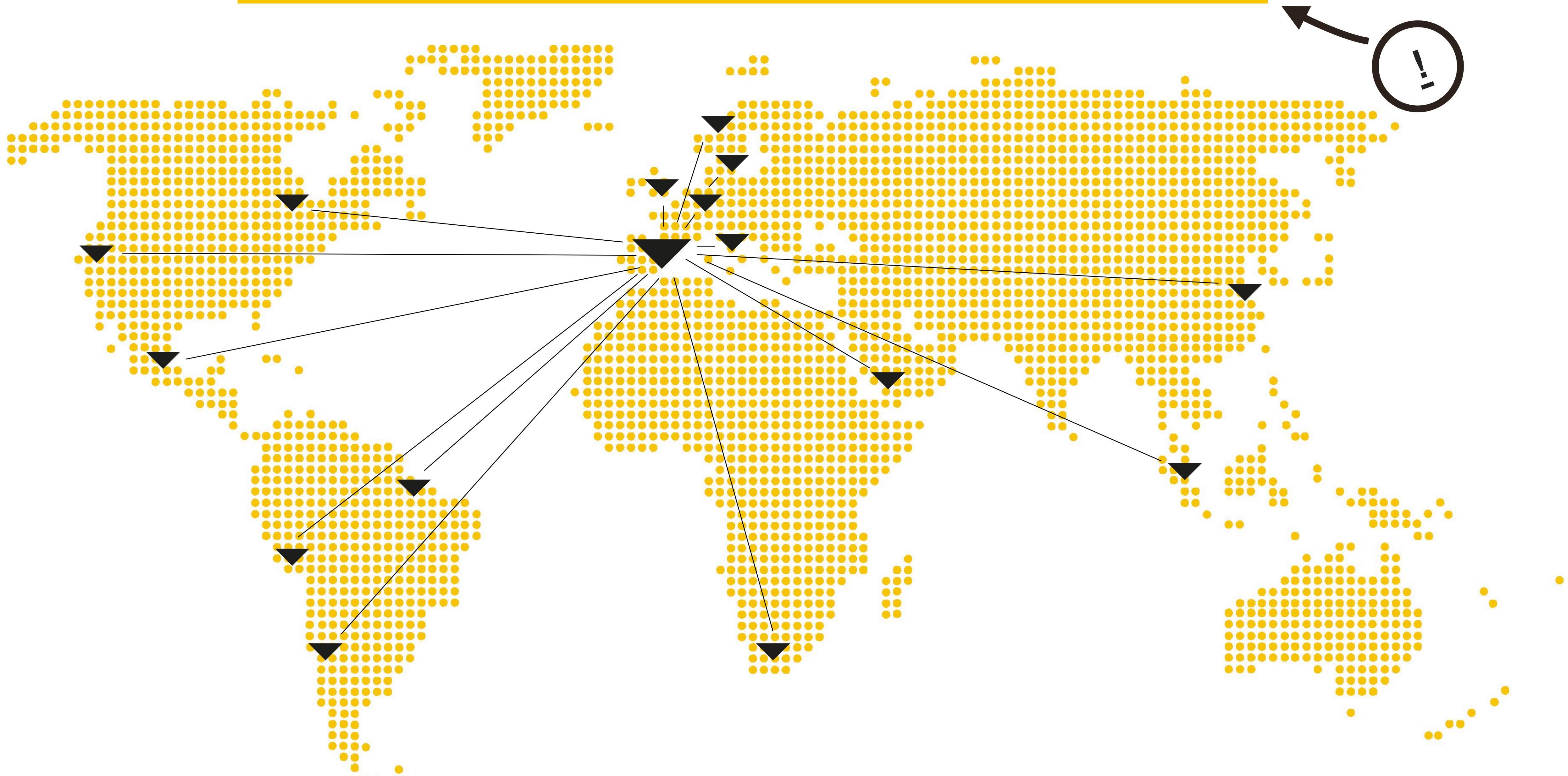


COMPANIES  
& PRIVATE SECTOR

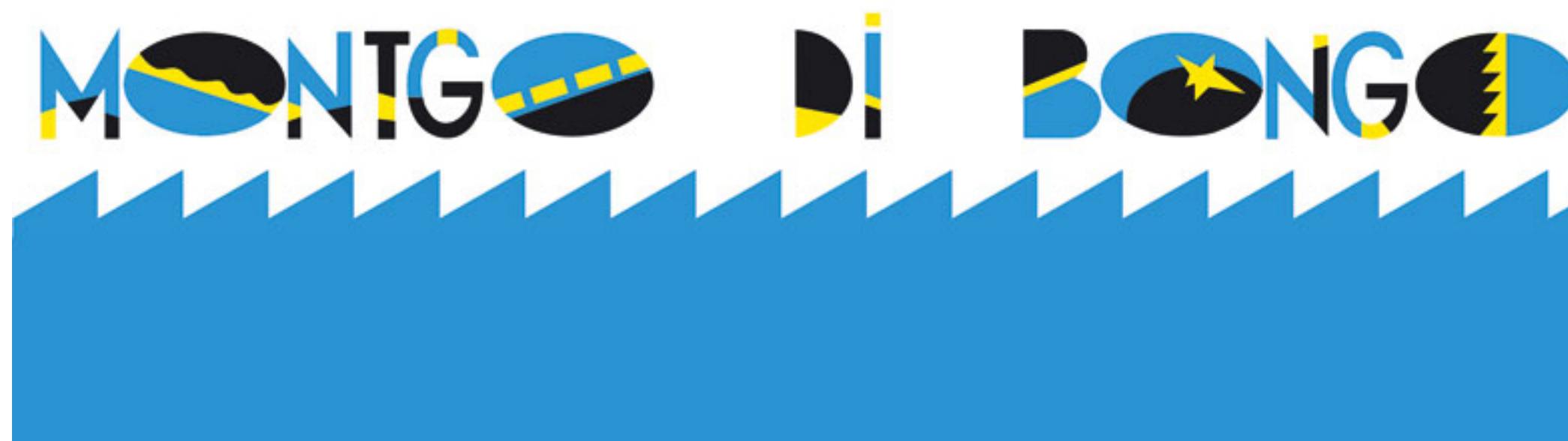
**WHAT ENTAILS**  
**TO BECOME**  
**WORLD DESIGN**  
**CAPITAL IN 2022?**

DO

# **REINFORCEMENT OF THE BRAND “VALENCIA” AND “SPAIN” AT BOTH NATIONAL AND INTERNATIONAL LEVELS.**



# POSITIONING DESIGN AS TOOL FOR TRANSFORMATION



CORTS VALENCIANES



# FOSTERING A DESIGN CULTURE AMONG OUR CITIZENS



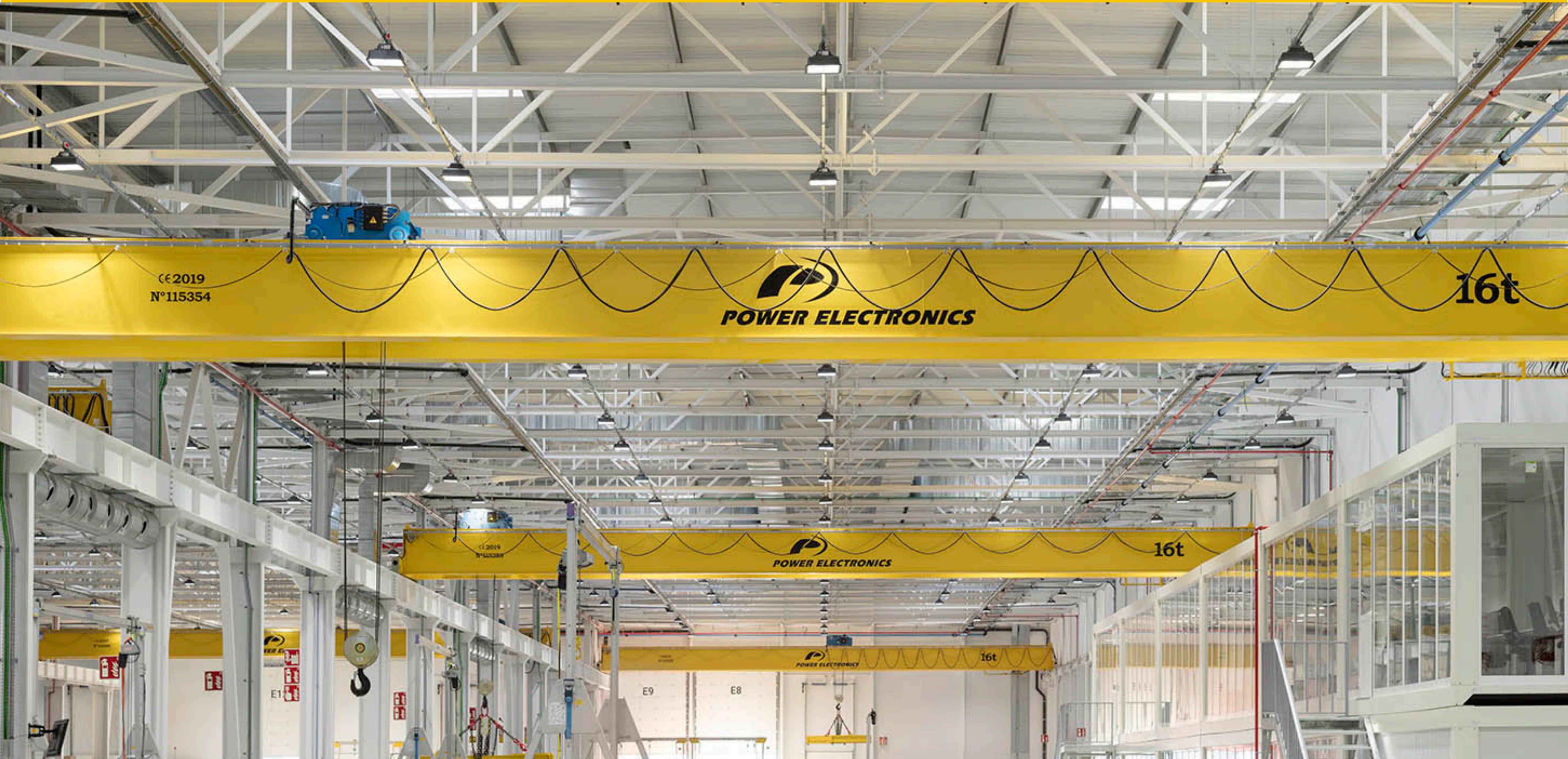
WORLD DESIGN  
CAPITAL  
VALENCIA 2022

## DISEÑO EN FEMENINO

Eje&Con - Asociación Española de Ejecutivas y Consejeras  
Ladies, Wine & Design Valencia  
Women in Office Design  
Womprende



# INTRODUCTION OF INNOVATION THROUGH DESIGN IN CORPORATE STRATEGIES FOR COMPANIES TO BECOME MORE COMPETITIVE



HOW TO ACHIEVE IT?

WITH AN EXTENSIVE PROGRAMME OF EVENTS AND PROJECTS

52

CITY INTERVENTIONS

36

EXHIBITIONS

48

MEETINGS, GATHERINGS,  
FORUMS, CONGRESSES

64

PUBLICATIONS

+200 PROJECTS

GLOBAL  
ECOSYSTEM

+70

PARTNERSHIPS



# GLOBAL ECOSYSTEM

## ACADEMIC INSTITUTIONS

BARREIRA ARTE + DISEÑO, BERKLEE COLLEGE OF MUSIC, EAS+C MANISES, EASD ALICANTE, EASD CASTELLÓN, EASD VALÈNCIA, ESAT, ESIC, GLASGOW CALEDONIAN UNIVERSITY, ISEACV, LABA VALENCIA. SCHOOL OF ART DESIGN & NEW MEDIA, UNIVERSIDAD CEU CARDENAL HERRERA, UNIVERSITAT JAUME I, UNIVERSITAT DE VALÈNCIA, UNIVERSITAT POLITÈCNICA DE VALÈNCIA, UNIVERSIDAD POLITÉCNICA DE MADRID

## MEDIA PARTNERS

À PUNT, ARCHDAILY, EUROPA PRESS, DEZEEN, DESIGNBOOM, FRAME, GRÀFFICA, INTERNI, INTRAMUROS, YOROKOBU

## CULTURAL VENUES

BOMBAS GENS, CENTRE DEL CARME CULTURA CONTEMPORÀNIA, ESPAI ALFARO, FUNDACIÓN CHIRIVELLA SORIANO, INSTITUT FRANÇAIS DE VALENCIA, IVAM, LA RAMBLETA, MUSEU D'ART CONTEMPORANI VICENTE AGUILERA CERNI, MUSEU DEL DISSENY DE BARCELONA, MUVM

## OTHER ENTITIES

ARXIU VALENCIÀ DEL DISSENY, AEROPUERTO DE CASTELLÓN, ARTENBLANC, ASOCIACIÓN CONTEMPORÁNEA DE ARTES Y OFICIOS, BARCELONA CENTRE DE DISSENY, BERLIN DESIGN WEEK, CERCLE EMPRESARIAL DE LA MARINA ALTA, CONFEDERACIÓN EMPRESARIAL COMUNITAT VALENCIANA, COITAVC, COLEGIO DE PUBLICITARIOS Y RRPP DE LA COMUNITAT VALENCIANA, COMUNITAD, CTAV, COACV, DIMOVA, FOMENT DE LES ARTS I DEL DISSENY, FORO DE MARCAS RENOMBRADAS ESPAÑOLAS, FTALKS FOOD SUMMIT, FUNDACIÓN ARQUIA, FUNDACIÓN CONEXUS, ICEX, IDECART, IF DESIGN, LA PINADA LAB, MADRID DESIGN FESTIVAL, PALACIO DE CONGRESOS DE VALÈNCIA, RED ESPAÑOLA DE ASOCIACIONES DE DISEÑO, SOUTHSUMMIT

# ENGAGEMENT

## INTERNATIONAL ADVISORY COMMITTEE

**BEN EVANS** (UK)

LONDON DESIGN FESTIVAL  
DIRECTOR



**JAIME HAYÓN** (SPA)

ARTIST & PRODUCT DESIGNER



**LUISA BOCCHETTO** (ITA)

ARCHITECT & DESIGNER



**HANNA HARRIS** (FIN)

CHIEF DESIGN OFFICER  
AT THE CITY OF HELSINKI



# IAC



**MARCO SAMMICELI**  
(ITA) TRIENNALE CURATOR



**BERTRAND DEROME**  
(CAN) WDO DIRECTOR



**GRETA ARCILA**  
(MEX) GLOCAL EDITOR



**SARA DE LA MORA**  
(SPA) VISUAL ARTIST & DESIGNER

# WITH AN EXTENSIVE PROGRAM OF EVENTS AND PROJECTS



## WORLD DESIGN CAPITAL VALENCIA 2022

1. LEGACY

2. MEETINGS AND  
PROCESSES

3. CITY

4. DESIGN TV

It is a global event with an extensive program of events, projects and contents, but beyond that, it is a process of change that intends to leave a legacy for the city.

For Spain, the fact that Valencia will become the World Design Capital in 2022 entails the verification of an internationally recognized brand, and a new dimension to attract visitors, investors and talent.

VALÈNCIA  
WORLD DESIGN  
CAPITAL 2022



154

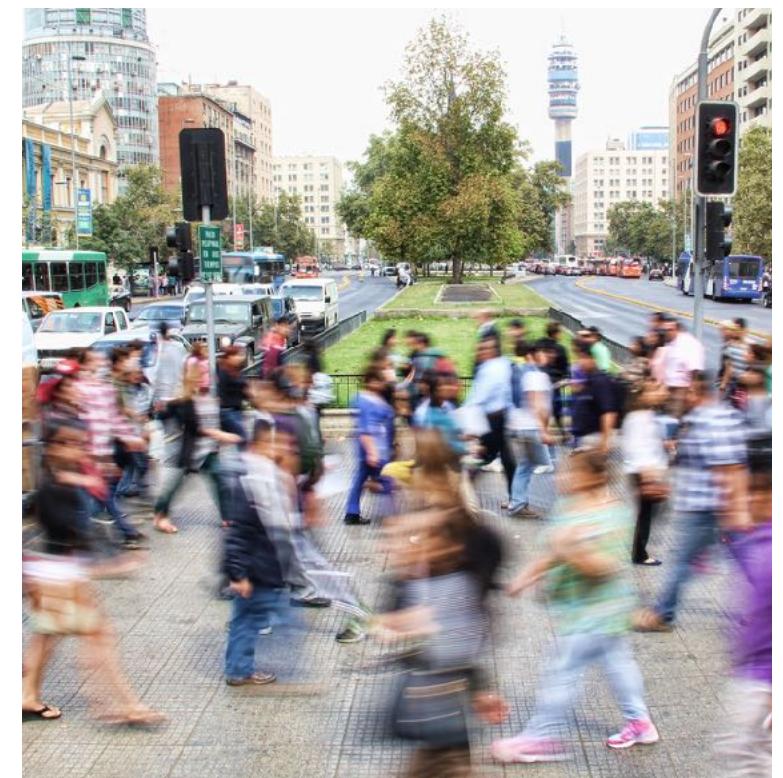
# PRO- GRAMME



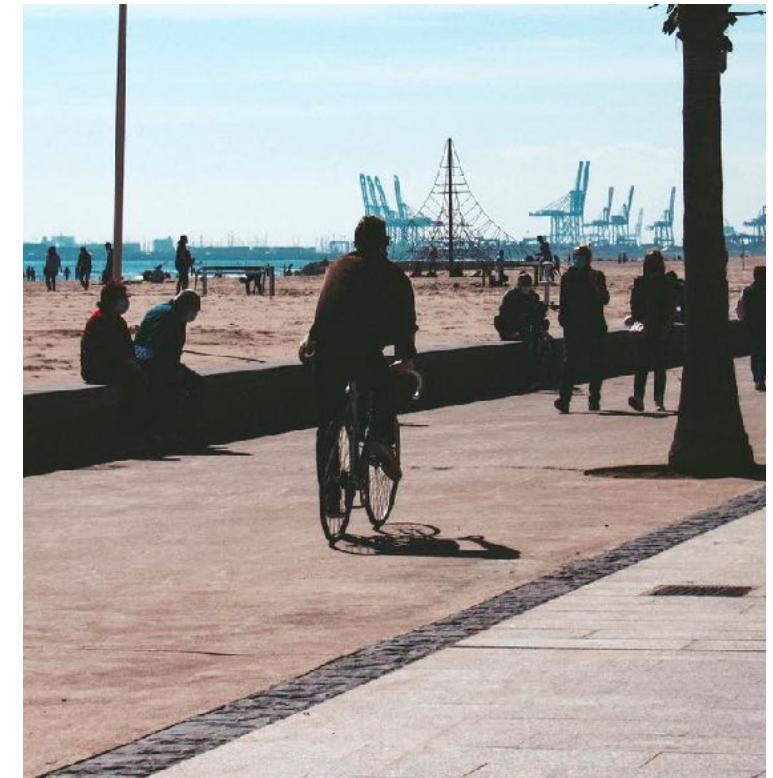
155

## 2. MEETINGS, FORUMS, CONGRESSES: TO IMPACT OUR PUBLICS.

### VLC ADAPT



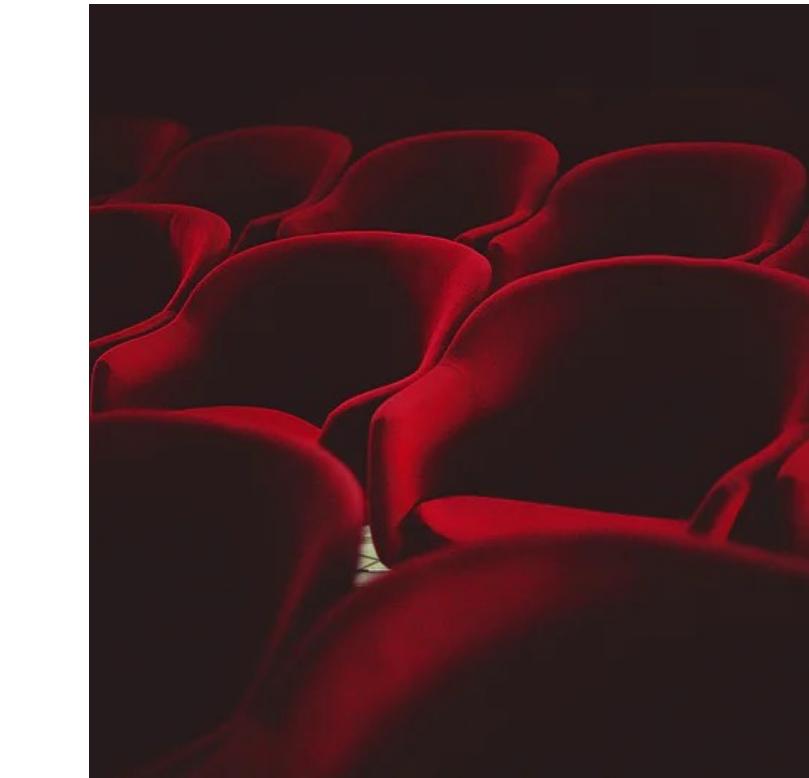
### WORLD DESIGN POLICIES



### WORLD DESIGN WEEK FORUM



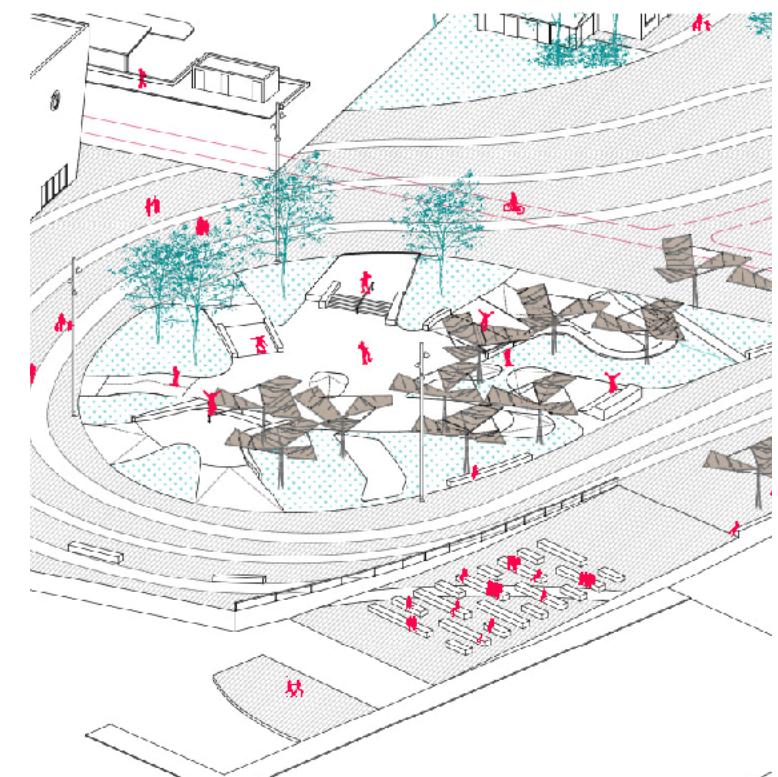
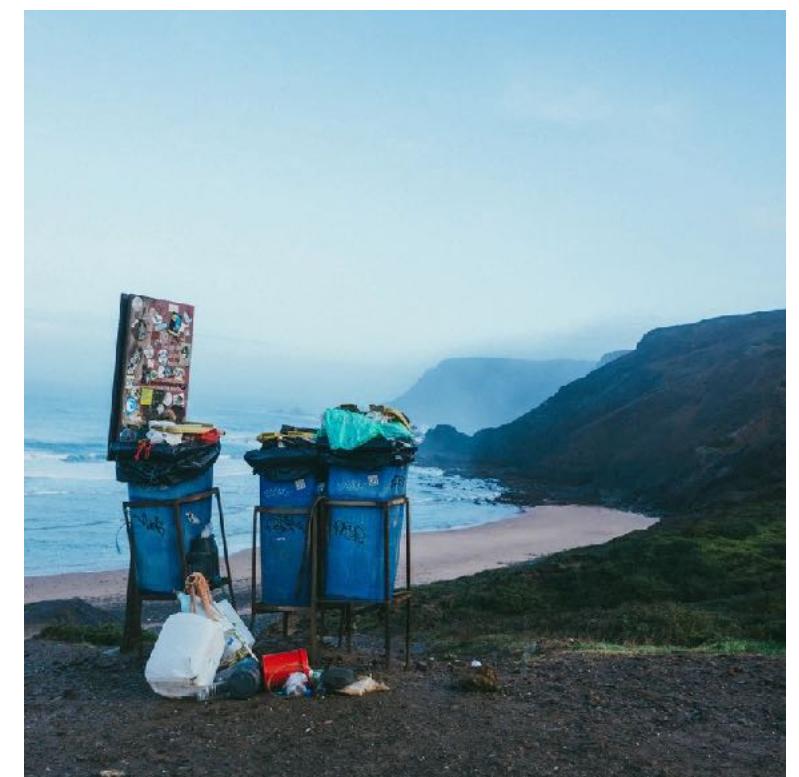
### WORLD DESIGN CONVOCATION CEREMONY



### WORLD DESIGN CITIES MEETING



### ARQUIA FORUM



### ZERO WASTE



### VALENCIA LAB



### DESIGN CULTURE IN PROFESSIONAL TRAINING



### DESIGN PROFESSIONALS



### ARCHITECTURE WEEK

### FUTURE OF FASHION

# 3. CITY: TO ENGAGE CITIZENS AND INSTITUTIONS AND ALIGN THEM IN DESIGN CULTURE, CREATIVITY AND INNOVATION.

## PARADIS



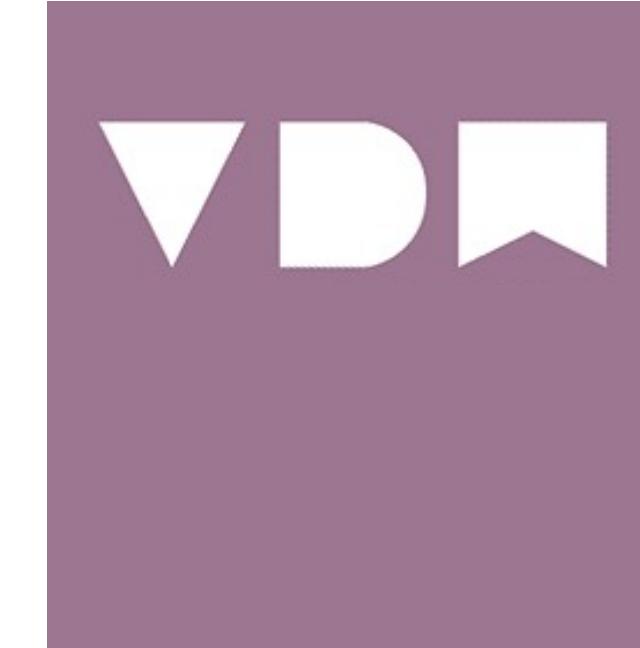
## WORLD DESIGN EXPERIENCE



## OFF HABITAT VALENCIA



## WORLD DESIGN STREET FESTIVAL



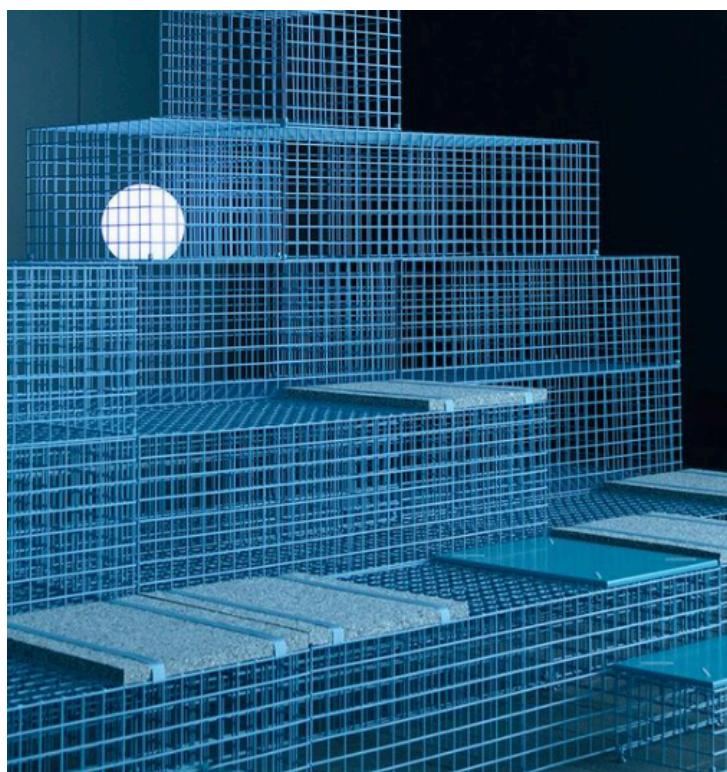
## EPHEMERAL SPACES



## BOT AWARDS



## APPROACH TO AESTHETICS



## TV SET MASTERCLASS DESIGN



## NEW YEAR



## ECO. CONSTRUCTIONS

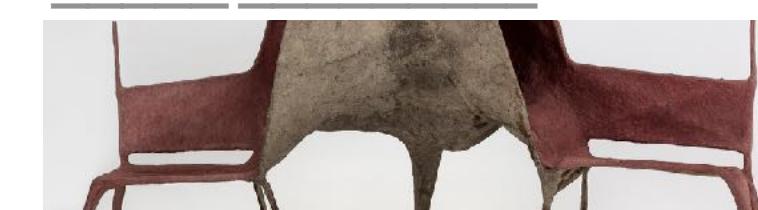


## MIRADORS DE L'HORTA



## ARFERTWORK SHOWROOMS

# 3. CITY: TO ENGAGE CITIZENS AND INSTITUTIONS AND ALIGN THEM IN DESIGN CULTURE, CREATIVITY AND INNOVATION.

CCCC	BOMBAS GENS	MUSEO NACIONAL DE CERÁMICA	MUVIM	BOTÀNIC	UPV
PLAY WITH DESIGN	MADRID DESIGN PORTRAIT	DESIGNING THE AIR	HEALTH & DESIGN	LOVE, LAUGH & LIVE	NEW MATERIALS
					
OUTDESIGNERS	EL ÚLTIMO GRITO	CERAMIC DNA	IVAM	EL CUBO DE LAS COMARCAS	LA MARINA DE VALENCIA
					
THE NEAR FUTURE SPACES	PEPE GIMENO	TOY HOUSES	GRAPHICAL ROUTE	MEDITERRANEAN CRAFTS	FUTURE IS DESIGN
					
CERVERÓ + GALLÉN	NACHO CARBONELL		DESIGN EXHIBITION		
					
DIDACTIC WORKSHOPS					
					
ON WAY	CTAV (COLEGIO TERRITORIAL DE ARQ. DE VALENCIA)	LA BENEFICENCIA CULTURAL CENTER	LA MURALLA SPACE	COLOMINA PALACE	VALENCA CITY COUNCIL
RAMBLETA					

# 4. DESIGN TV

## DOCUMENTARIES



MONTESINOS.  
LAS OTRAS CARAS  
DEL MITO



MARISCAL.  
L'ALEGRIA DE VIURE



AIXÒ TAMBÉ  
PASSARÀ



I'M BURNING



DULK

## WEB + AUDIOVISUAL SHORTS



MESTRES  
PRINCIPIANTS



ADN  
CERÁMICO



TIPOS QUE  
IMPORTAN

## MEETINGS + FORUMS



PARADÍS



TV SET  
MASTERCLASSES



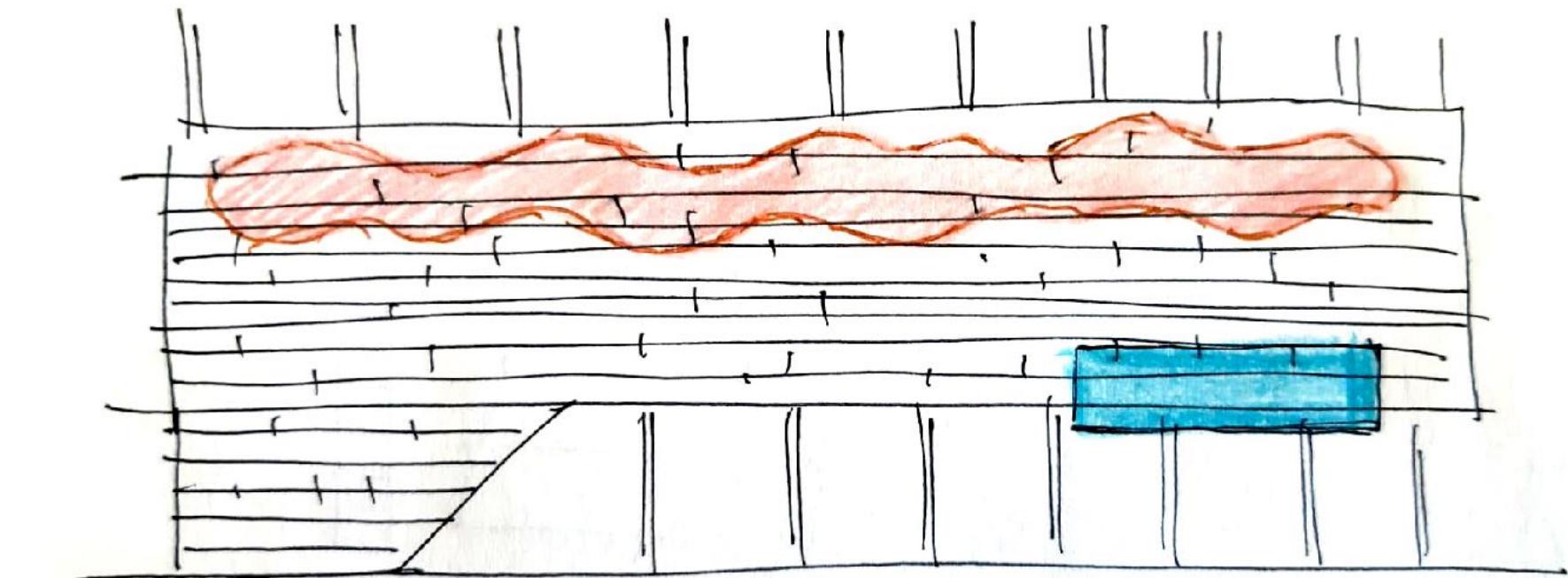
# WDC VALENCIA 2022

## ÀGORA VALÈNCIA



# WDC VALENCIA 2022

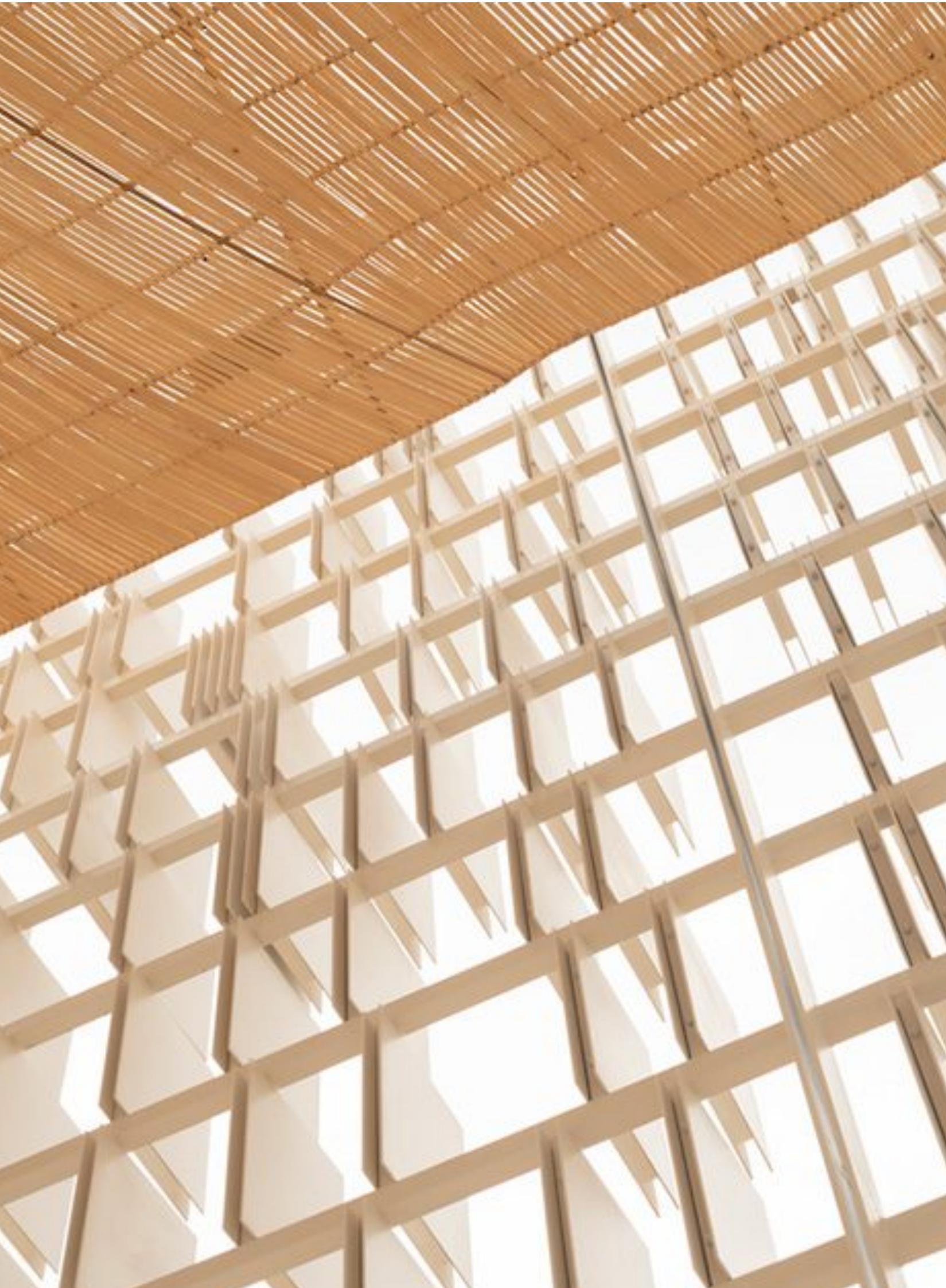
## ÀGORA VALÈNCIA



**2022 meeting  
point at the core  
of the city.**

# WDC VALENCIA 2022

## ÀGORA VALÈNCIA



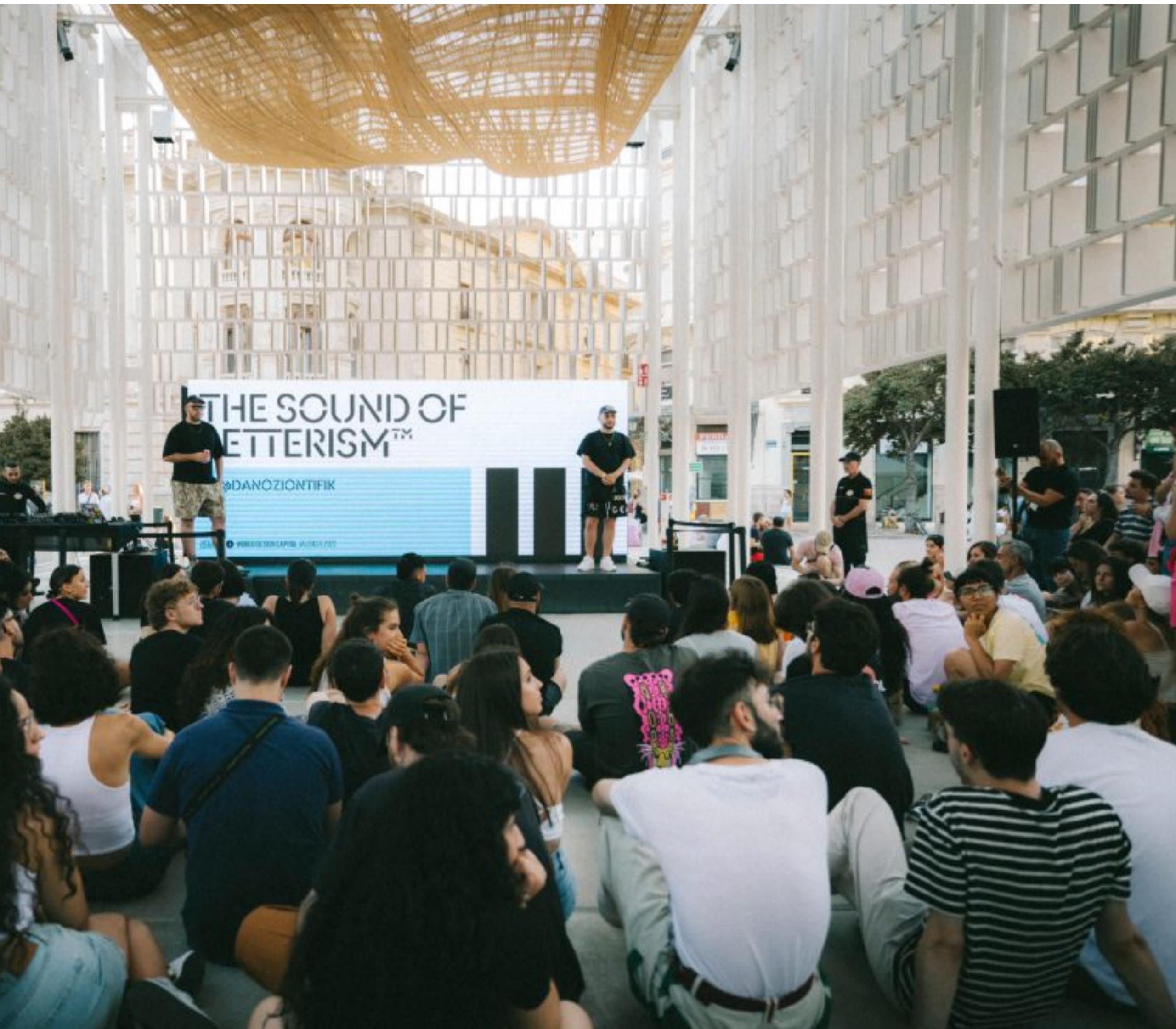
# WDC VALENCIA 2022

## ÀGORA VALÈNCIA



# WDC VALENCIA 2022

## ÀGORA VALÈNCIA

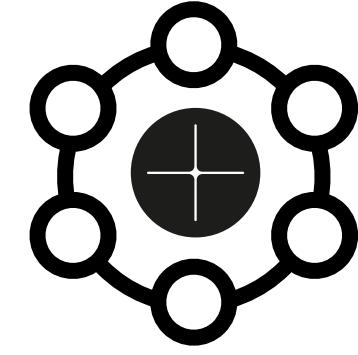
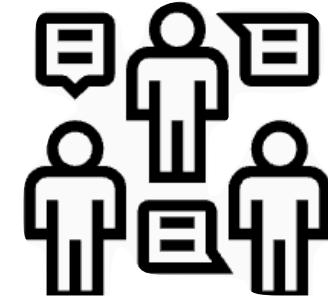


# WDC VALENCIA 2022

## ÀGORA VALÈNCIA



# WORLD DESIGN CAPITAL VALENCIA 2022



**+150**

**+200**

**+70**

**7**

**6**

INTERNATIONAL  
OPINION LEADERS

PROJECTS  
(EXHIBITIONS,  
INTERVENTIONS,  
PROCESSES,  
GATHERINGS AND  
PUBLICATIONS)

COLLABORATIONS WITH  
UNIVERSITIES, ACADEMIC  
INSTITUTIONS, PROFESSIONAL  
ASSOCIATIONS, CULTURAL  
SPACES...

INTERNATIONAL  
SIGNATURE EVENTS  
OF GREAT MEDIA  
REPERCUSSION

STRATEGIC PILARS

## WORLD DESIGN CAPITAL VALENCIA 2022

+200.000

FOREIGN VISITOR  
ATTRACTION

+2M

PEOPLE GENERAL REACH

THE VALENCIAN COMMUNITY BECOMES IN 2022 THE  
TERRITORY WITH THE MOST RESOURCES, ACTS AND  
EVENTS FOR THE PROMOTION OF SPANISH DESIGN.

\* according to the progress of the impact study  
carried out by the Polytechnic University of Valencia

CON EL SOPORTE DE:



CON EL APOYO DE:



EMPRESAS IMPULSORAS:



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THANK YOU  
GRACIAS

