



WORLD DESIGN CAPITAL VALENCIA 2022

OFFICIAL

PROGRAMME

6 STRATEGIC AREAS

DESIGN

HEALTH & WELL-BEING

From a design perspective we develop proposals that improve people's well-being and health. We include sports, nutrition, physical health, mental health, and people's social well-being.

DESIGN EDUCATION

Activities and initiatives to activate design in both public and private education. Implementation of design processes in teaching that contribute to our academic community.

ECONOMY & INNOVATION

Design as an engine for a sustainable production model, and to promote policies and initiatives to be incorporated into the corporate strategies of our companies.

HERITAGE & IDENTITY

To identify the definition of what's Mediterranean, the direct heritage of the culture in which we were born, lived and where our personality has been forged. The Mediterranean design that expresses its values and qualities.

EQUALITY, INCLUSIVITY & DIVERSITY

The design of environments, products and services for each and everyone regardless of age, gender, abilities or culture so that they can enjoy our society on equal terms.

ENVIRONMENT & SUSTAINABILITY

The design for the environment: urban interventions, cleaner cities, greener cities, sustainable agriculture, water supply and renewable energies.

OUR LEVELS OF INTERVENTION

WORLD DESIGN CAPITAL VALENCIA 2022

1. INSTITUTIONALIZATION OF DESIGN

A work of didactics, management and awareness so that the design becomes part of the institutional decisions that are taken from the political authorities. A task that involves valuing our design, its hiring, its importance and the value it has as a tool for social transformation.

2. ACTIVATION OF OUR ECOSYSTEM

Local, regional, national and international through agreements and projects to seek cohesion and show that design is a cross-cutting tool that adds value to any economic activity.

3. LEGACY

We are not a set of activities that happen and happen. Every step we take is aimed at staying or changing the way we do things, leaving behind us a whole series of structural changes that will be the legacy we leave behind.

4. OUR PROGRAMME OF ACTIVITIES

To promote a culture of design at all levels: local, regional, national and international.

SIGNATURE EVENTS

WORLD DESIGN EXPERIENCE

13-18 JUNE 2022

LA RAMBLETA + LA MARINA DE VALÈNCIA

EXPERIENCE
VALENCIA 22

WORLD DESIGN STREET FESTIVAL

19-25 SEPTEMBER 2022

VALENCIA CITY

WORLD
DESIGN STREET
FESTIVAL
TURN IT
AROUND

WORLD DESIGN EXCHANGE

23 SEPTEMBER 2022

BOMBAS GENS CENTRE D'ART

WORLD DESIGN
EXCHANGE

WORLD DESIGN POLICY CONFERENCE

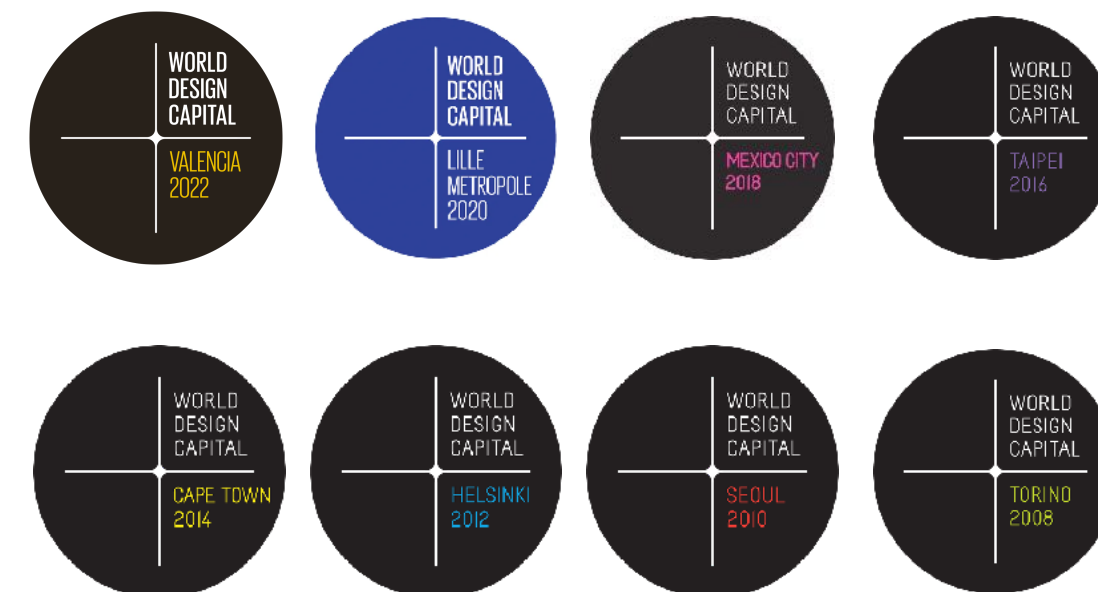
3-4 NOVEMBER 2022

VALENCIA CONGRESS CENTRE

 DESIGN POLICY
CONFERENCE

WORLD DESIGN
CONVOCATION
CEREMONY

WORLD DESIGN CONVOCATION
CEREMONY 3 NOVEMBER 2022



WORLD DESIGN CITIES MEETING

4 NOVEMBER 2022

VALENCIA CITY COUNCIL



WORLD DESIGN SPOTLIGHT

DECEMBER 2022

SIGNATURE EVENTS

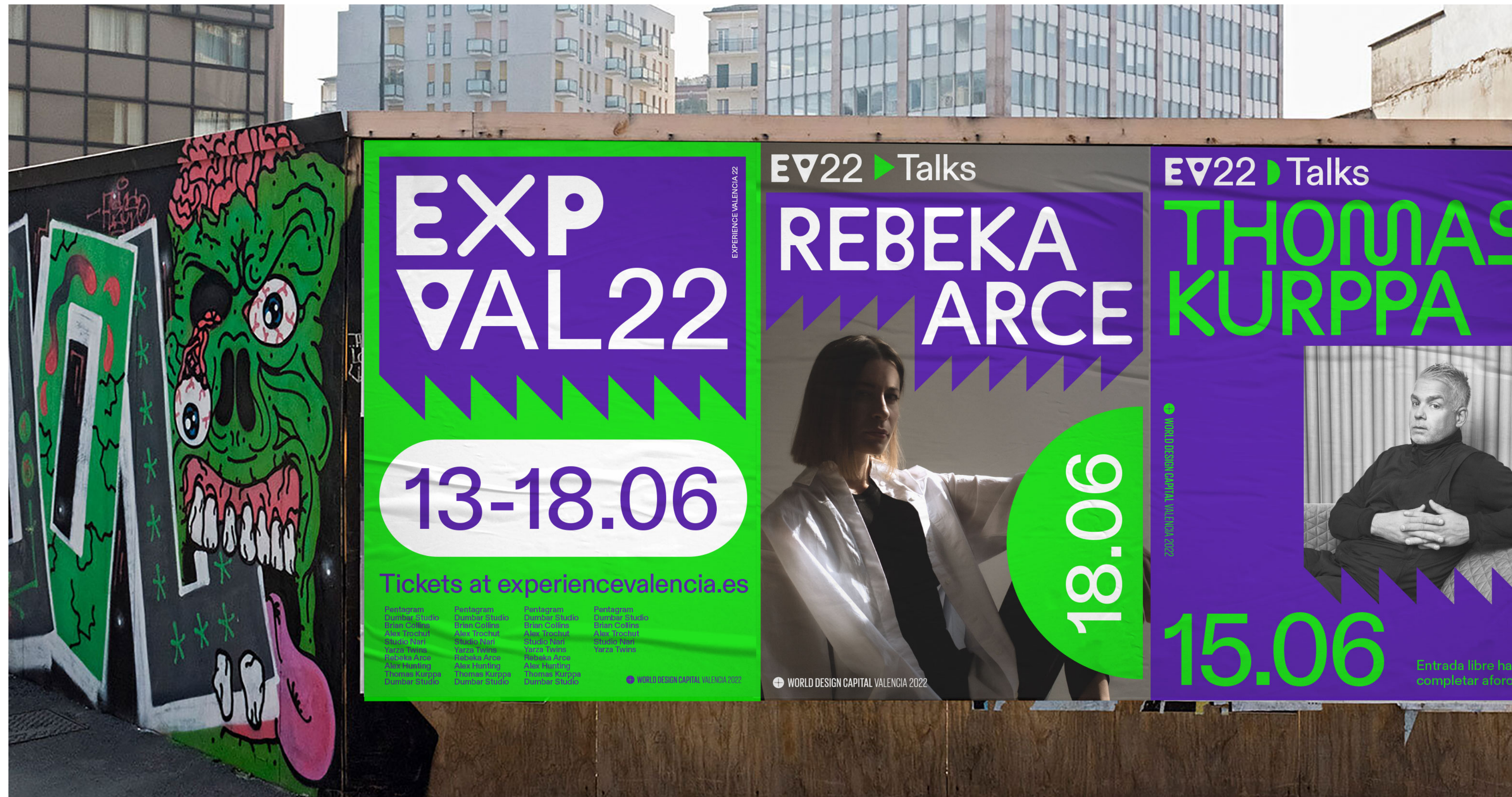
WORLD DESIGN EXPERIENCE

13-18 JUNE 2022. LA RAMBLETA + LA MARINA DE VALENCIA

EXPERIENCE
VALENCIA 22

Some of the best national and international designers will show how they work and their opinion about design nowadays.

Experience Valencia 2022 will be a mixture of digital and interactive design, graphic design, motion graphics, music, creatives, product designers and artists with world-class participants and speakers.



SIGNATURE EVENTS

WORLD DESIGN EXPERIENCE

13-18 JUNE 2022. LA RAMBLETA + LA MARINA DE VALENCIA

EXPERIENCE
VALENCIA 22

BRIAN
COLLINS

CATERINA
BIANCHINI

THOMAS
KURPPA

ALEX
HUNTING

LIZA
ENEBEIS

ALEX
TROCHUT

HENRY
DAUBREZ

DAVID
NAVARRO

REBECA
ACRÉ

cuchillo

YARZA
TWINS

PARADISO
PHANTOMS

SIGNATURE EVENTS

WORLD DESIGN STREET FESTIVAL

19-25 SEPTEMBER 2022. VALENCIA CITY.

WORLD
DESIGN STREET
FESTIVAL
**LOVE IT
AROUND**

The World Street Festival puts the spotlight on how to show design and make it accessible and easy to everyone.

Through activation proposals of different kinds and a series of initiatives in the city, it poses to people the necessary questions about their perception and meanings regarding design.



SIGNATURE EVENTS

WORLD DESIGN STREET FESTIVAL
19-25 SEPTEMBER 2022. VALENCIA CITY

WORLD
DESIGN STREET
FESTIVAL

↳↱↲ IT
AROUND

WORLD
DESIGN STREET
FESTIVAL

DÓNA-LI UNA
VO↱↲

WORLD
DESIGN STREET
FESTIVAL

DATE/LE UNA
VUE↱↲



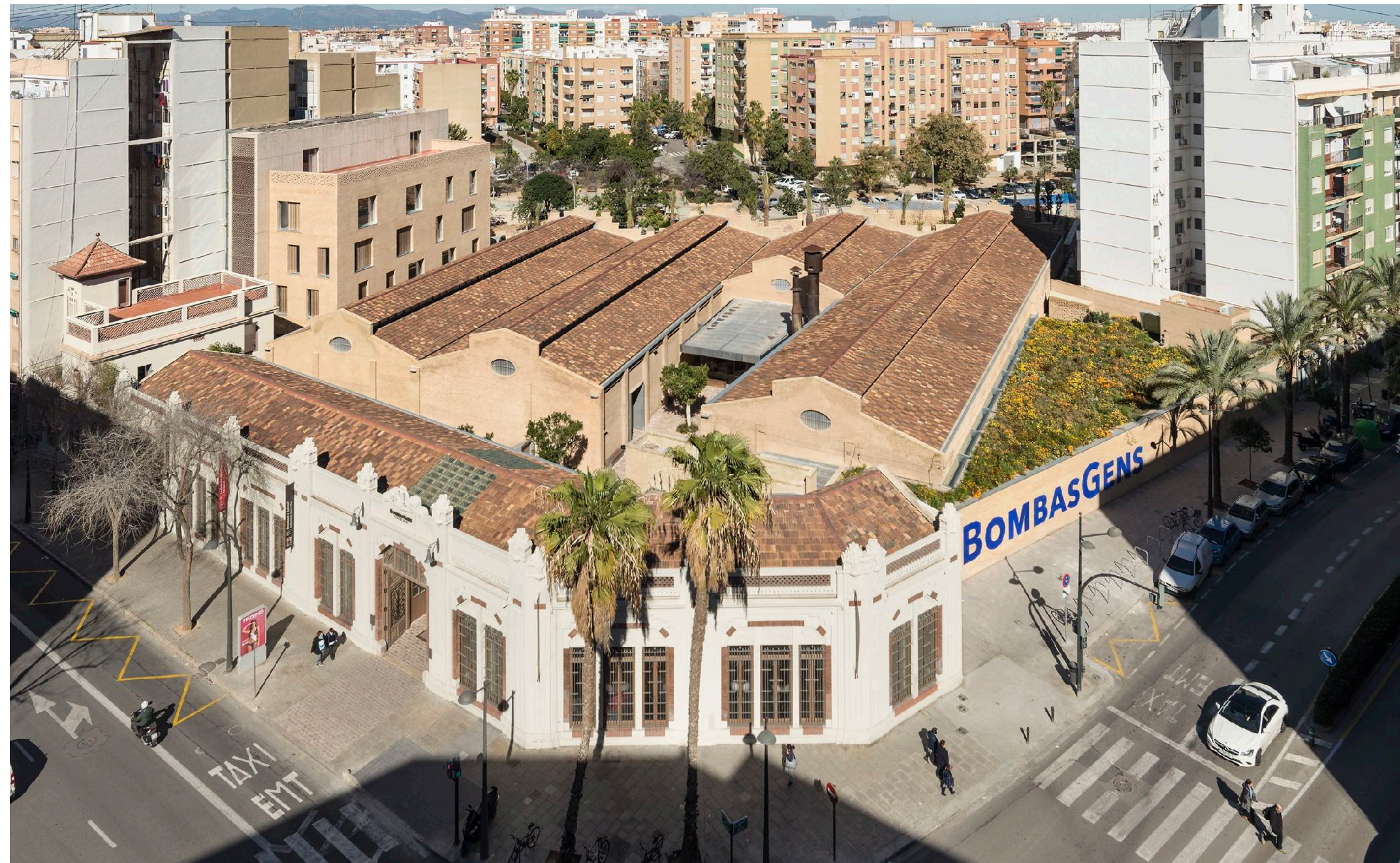
SIGNATURE EVENTS

WORLD DESIGN EXCHANGE

23 SEPTEMBER 2022. BOMBAS GENS CENTRE D'ART

WORLD DESIGN EXCHANGE

20 directors of relevant design events across 5 continents will share their experiences, projects and activities to generate synergies and share initiatives aimed to promote a design culture at a global level, while encouraging the social participation at large.



Dutch Design Week (Europe)
Stockholm Design Week (Europe)
Helsinki Design Week (Europe)
Berlin Design Week (Europe)
Bogotá Design Festival
Semana de Design de São Paulo (Latin A.)
Nairobi Design Week (Africa)
Barcelona Design Week (Europe)
Valencia Design Week (Europe)
Zagreb Design Week (Europe)
Design Week Mexico (Latin/North America)
Seoul Design Festival (Asia)
Shenzhen Design Week (Asia)
Kaunas Design Week (Europe)
Munich Creative Business Week (Europe)
Design Biennale Zürich
Porto Portugal (Europe)
Tokyo Design Week (Asia)
NYCxDESIGN (N. America)
Milano Design Week (Europe)
DesignTO Festival (N. America)
San Francisco Design Week (N. América)
San Diego Design Week (N. América)
Design Miami
Design Shanghai (Asia)
Beirut Design Week (Asia/Middle East)
Dubai Design Week (Asia/Middle East)
Design Indaba (Africa)

SIGNATURE EVENTS



WORLD DESIGN POLICY CONFERENCE

3-4 NOVEMBER 2022. VALENCIA CONFERENCE CENTRE



DESIGN POLICY
CONFERENCE

The World Design Policy Conference provides a global platform for the exchange of ideas and an experimentation lab or “think tank”, to showcase the best practices in different countries, regions and cities currently working on the inclusion of effective design policies.



The result of these meetings and their conclusions seeks to lay the foundations for exercising public policies where design plays a relevant role, understanding design from the perspective of rigor and good judgment in its application. A content that can modify existing policies, facilitating a legacy in political management, benefiting the design community and mainly citizens, even long after the year of designation of Valencia as World Design Capital.

A physical meeting in Valencia that will focus on the debate and exchange of ideas at international level, with the city of Valencia at the forefront, and as a pole of attraction for foreign investments seeking opportunities thanks to the city's development and stability.

SIGNATURE EVENTS

WORLD DESIGN POLICY CONFERENCE

3-4 NOVEMBER 2022. VALENCIA CONFERENCE CENTRE



DESIGN POLICY
CONFERENCE

BRANDON
GIEN



LEYLA
ACOROGLU



PÄIVI
TAHKOKALLIO



RAULIK
MURPHY



HERITAGE & IDENTITY

DESIGN CONSCIENCE: CAN WE MAKE IT
MAINSTREAM?

DIVERSITY & EQUALITY

DESIGN FOR SOCIAL CHANGE

DIDACTICS & EDUCATION

EDUCATING OUR SOCIETY FROM EARLY AGES

ENVIRONMENT

URBAN CHANGES THROUGH DESIGN

ECONOMY & GROWTH

DESIGN OF ACTION PLANS, FROM LOCAL TO
GLOBAL

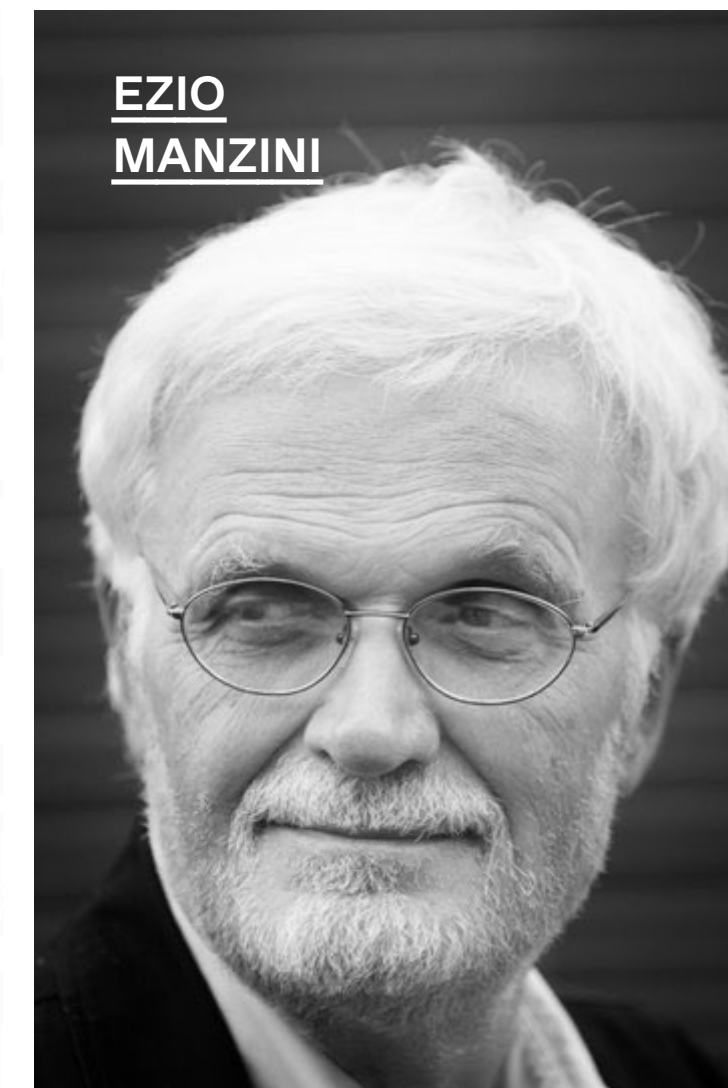
ALOK
NANDI



ANNA
WHICHER



EZIO
MANZINI



RENE
SPITZ



SIGNATURE EVENTS

WORLD DESIGN CONVOCATION CEREMONY

3 NOVEMBER 2022

WORLD DESIGN CONVOCATION CEREMONY

A symbolic event to mark the highlights of the year 2022 in Valencia as World Design Capital, and showcase our milestones. Share the first data from our impact report, reflect on the legacy of the event to future generations, and officially deliver the title of World Design Capital to the next cities: San Diego-Tijuana.

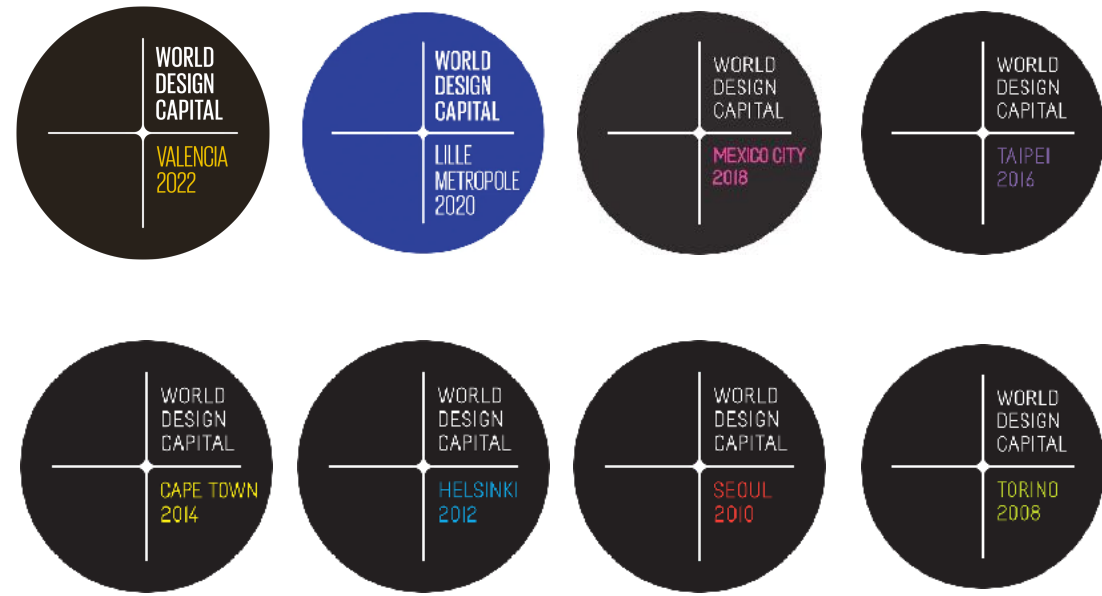


WDC Turin 2008
WDC Seoul 2010
WDC Helsinki 2012
WDC Cape Town 2014
WDC Taipei 2016
WDC Mexico DF 2018
WDC Lille Metropole 2020
WDC Valencia 2022
WDC San Diego – Tijuana 2024

The whole ecosystem of World Design Capital Valencia 2022 will take part in this event: political personalities who have supported the event, professionals, companies, the team behind World Design Capital 2022, and members of the World Design Organization, as well as the committee responsible for the next World Design Capital in 2024.

SIGNATURE EVENTS

WORLD DESIGN CITIES MEETING 4 NOVEMBER 2022



The “World Design Cities Meeting” is a forum for politics, decision-makers and local government representatives with capacity to decide on design policies, and includes all city majors from previous World Design Capitals.



WDC Turin 2008
WDC Seúl 2010
WDC Helsinki 2012
WDC Ciudad del Cabo 2014
WDC Taipei 2016
WDC Mexico DF 2018
WDC Lille Metropole 2020
WDC Valencia 2022
WDC San Diego-Tijuana 2024

→ Deepen the connection between past, present and future of World Design Capitals.

→ Create opportunities for city collaborations and commitments.

→ Set links with the current political leadership in all these cities.

→ Exchange information about the current state of design in these cities.

→ Highlight outstanding examples of design as a resource to improve quality of life.

SIGNATURE EVENTS

WORLD DESIGN SPOTLIGHT DECEMBER 2022. VALÈNCIA CITY



A valorization of why Valencia was designated World Design Capital in 2022 and the role of the city's creative community and design professionals in the current and future history of the region.



A tribute to our design community, because thanks to their activity and creativity, they reinforce the image of Valencia, its companies, projects and dynamism beyond our borders and all over the world.

Some 52 design professionals will be recognized and celebrated through monographic biographies to get to know their works, awards, projects and collaborations. Also their most iconic designs and major achievements.

- Architecture
- Event Design
- Exhibition Design
- Experience Design
- Fashion Design
- Graphic Design
- Industrial Design
- Interactive Design
- Interior Design
- Landscape Architecture
- Sound Design
- Textil Design
- Urban Design

ACTIVITIES

1. INSTITUTIONALIZATION OF DESIGN

VALENCIA DESIGN CENTRE



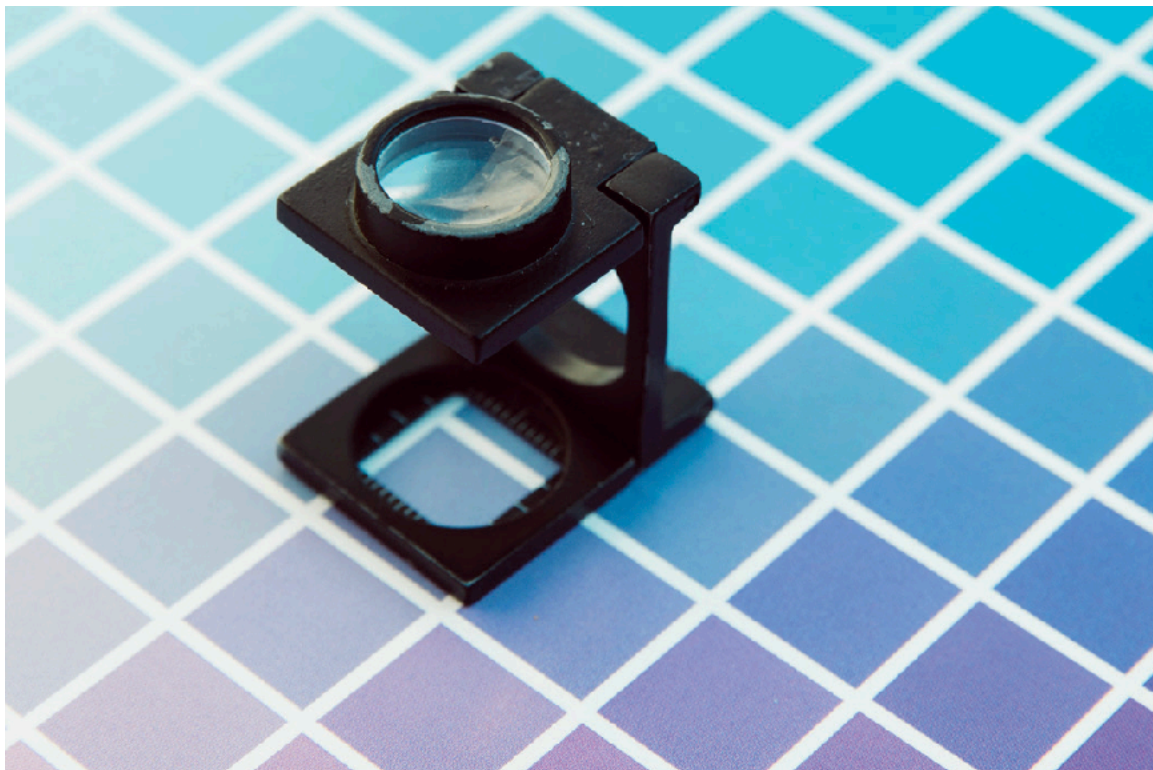
FUNDACIÓ DEL DISSENY DE LA COMUNITAT VALENCIANA



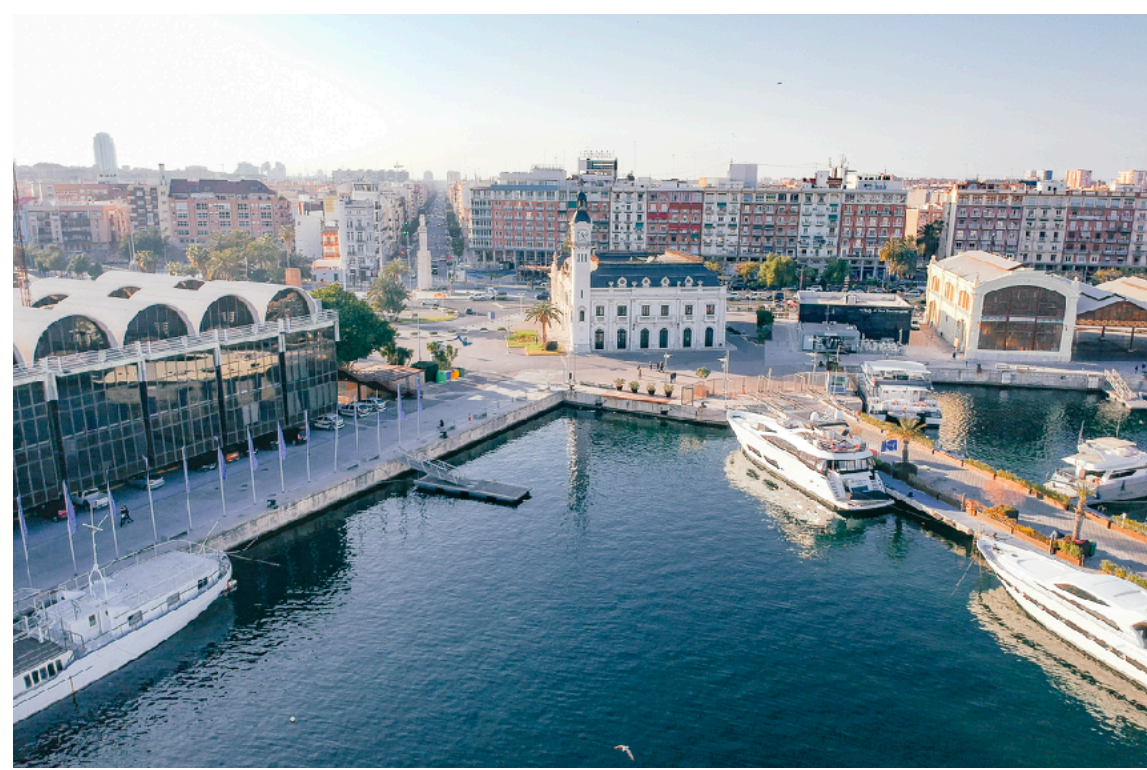
NEW EUROPEAN BAUHAUS



VALENCIA DESIGN COUNCIL



DESIGN CULTURE IN PROFESSIONAL EDUCATION



SUC. URBAN FURNITURE AND EQUIPMENT IN VALENCIA



PUBLIC PROCUREMENT OF DESIGN

ACTIVITIES

3. LEGACY

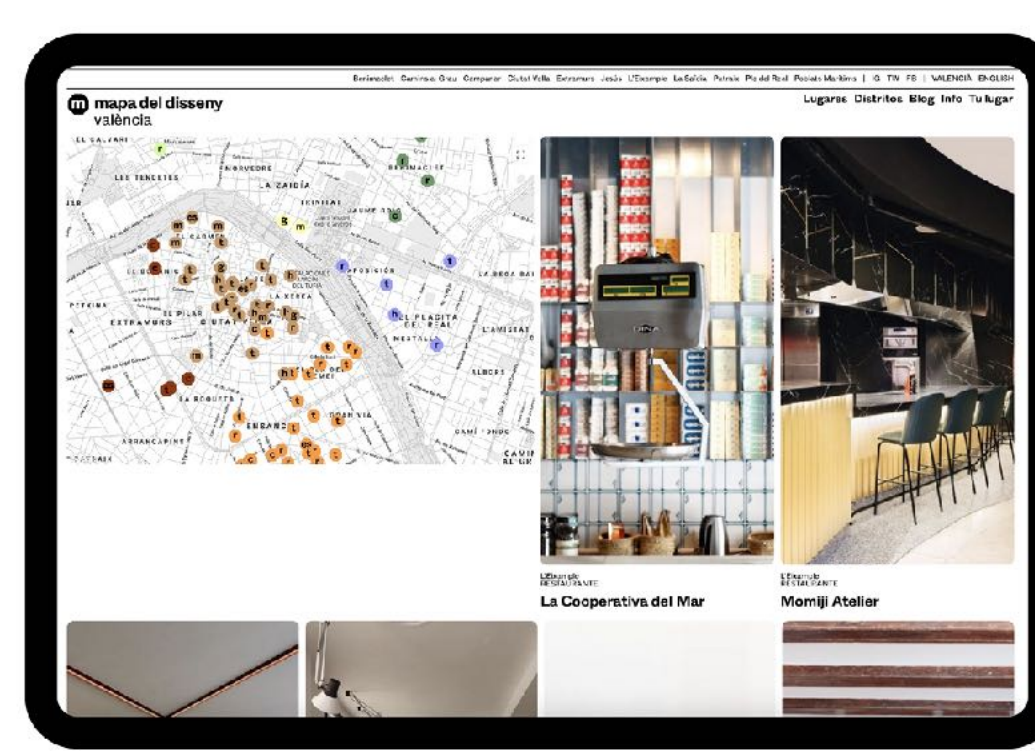
DESIGN PROCUREMENT



TYPES THAT MATTER



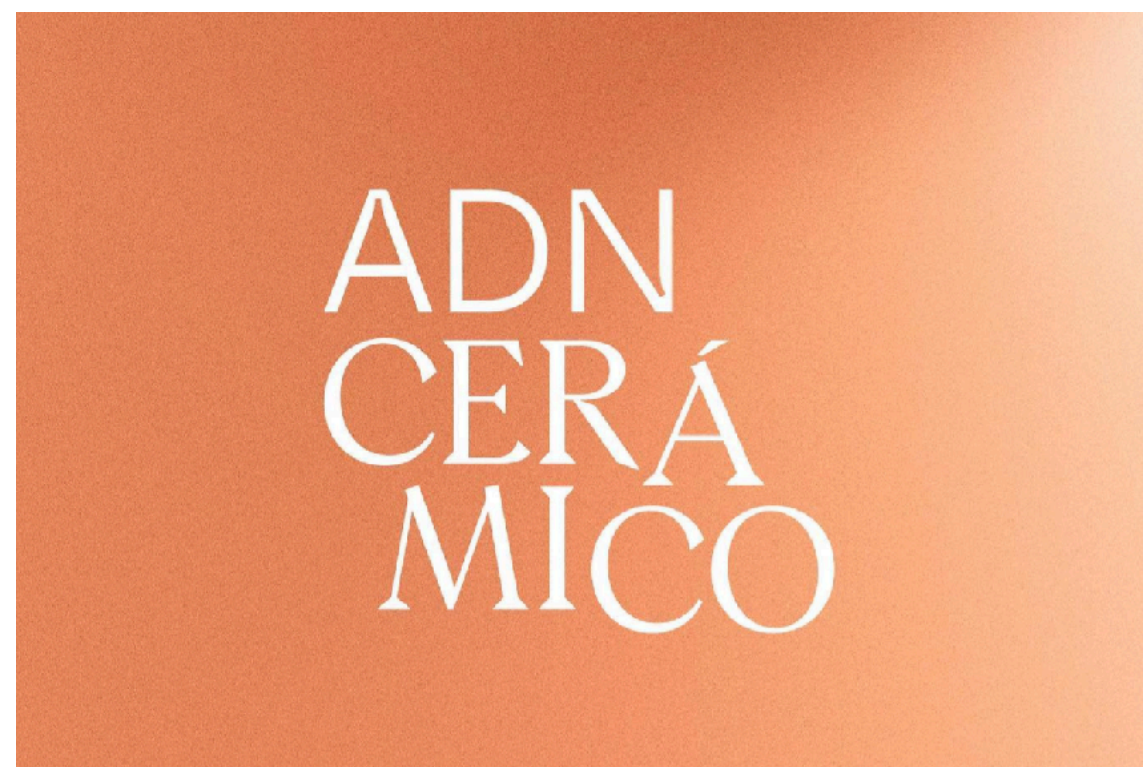
DESIGN MAP



MASTERS & BEGINNERS



PID. PROGRAM OF INNOVATION THROUGH DESIGN



CERAMICS DNA



IMPRESAS



TRAMPOLÍN

ACTIVITIES

2. LEGACY

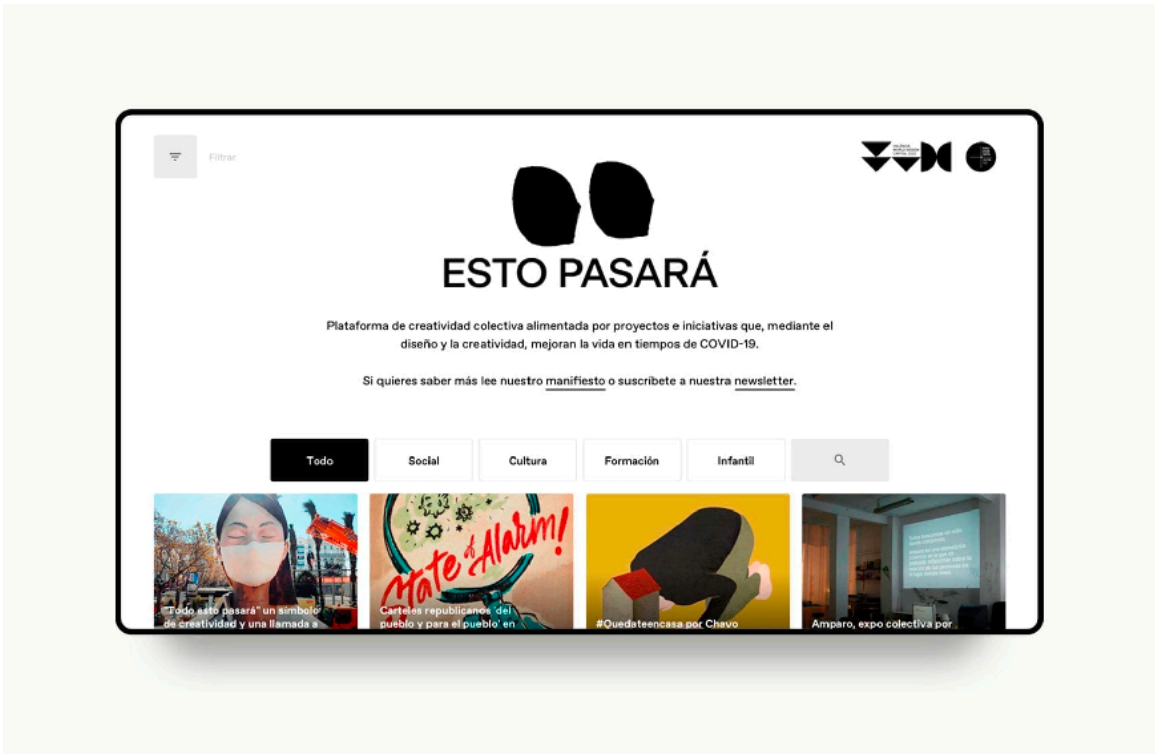
DISEÑANDO LO POR VENIR



GREETINGS FROM



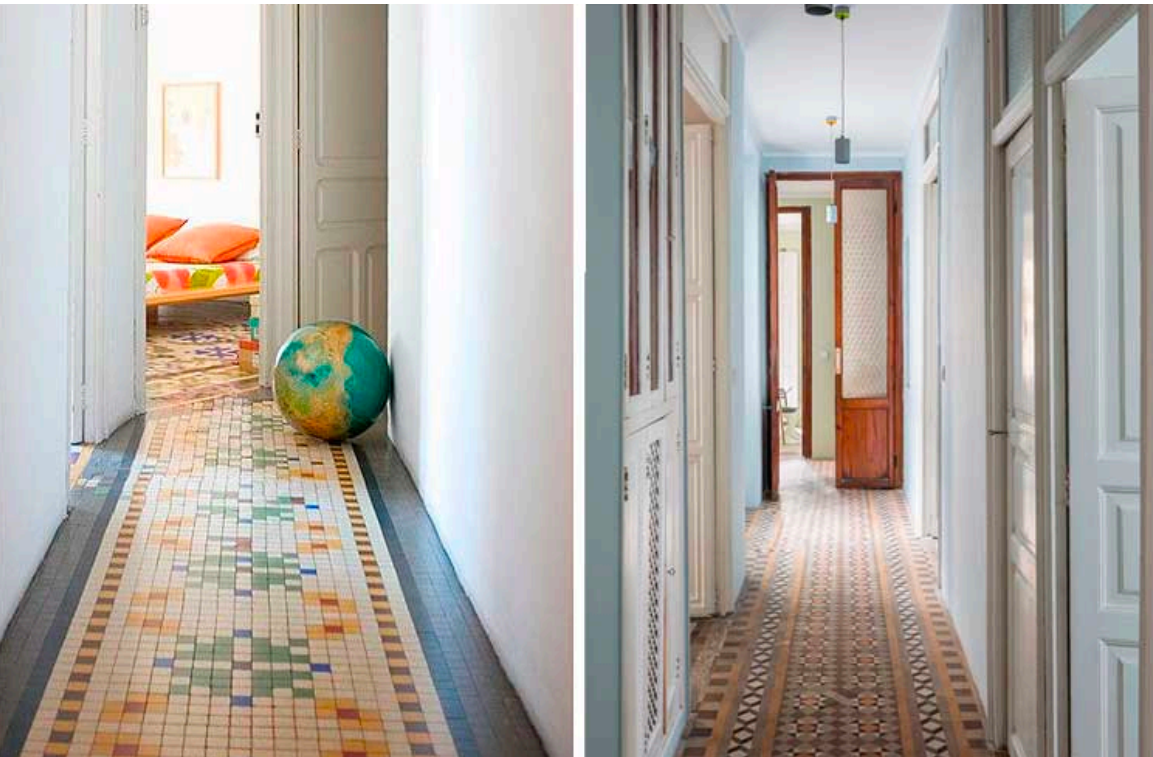
ESTO PASARÁ



DOCUMENTARY:
MARISCAL. THE JOY OF LIVING



DOCUMENTARY: MONTESINOS.
OTHER FACES OF THE MYTH.



NOLLA MAP



JO DE DISSENY NO SÉ RES



PACKS DE DIDÁCTICA

ACTIVITIES

3. PROGRAMME WORLD DESIGN CAPITAL VALENCIA 2022

FOC. FALLAS, TRADITION & LOCAL DESIGN



PARADIS 2



CONGRESS DESIGN & HEALTH



VALÈNCIA 360°



EXHIBITION: WHY AM I LIKE THIS? BY JULI CAPELLA



DISEÑAR EL AIRE



FUTURE OF FASHION



MACHINERIES

ACTIVIDADES

3. PROGRAMA PROPIO WORLD DESIGN CAPITAL VALENCIA 2022

PLAY WITH DESIGN



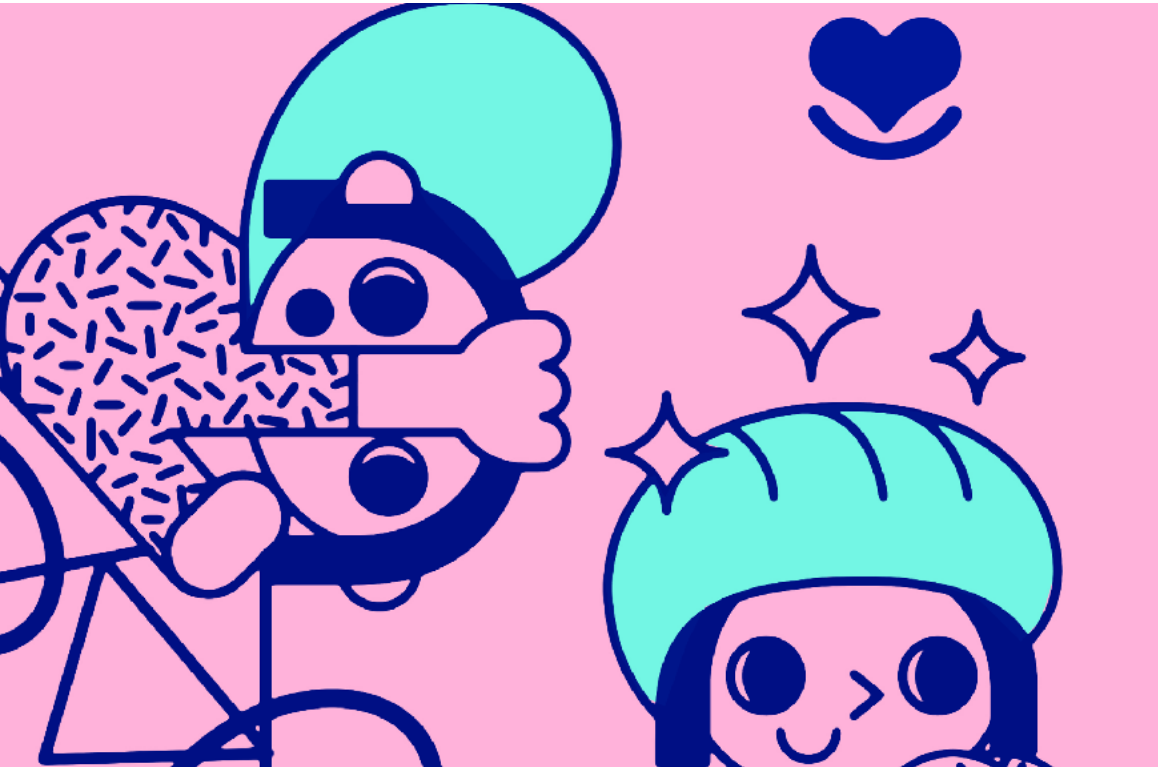
LA INCLUSIVA



ZONA SANTIAGO



EXPO 'ESCENARIOS DE UN FUTURO CERCANO'



EXPO 'DISEÑO + SALUD'



EXPO '20 AÑOS DE NUDE'



EXHIBITION 'JAIME HAYÓN RETROSPECTIVE'



TV SET

AGENDA

EXPO. EL ÁLBUM DEL ARQUITECTO: DENISE SCOTT BROWN:

ENE

2022

COMIENZA VALENCIA WORLD DESIGN CAPITAL 2022



EXPO. “¿POR QUÉ SOY ASÍ?”

PARADIS 2022

PRESENTACIÓN INFORME “EN CIRCULAR”

FOC. FALLAS, TRADITION AND LOCAL DESIGN
→ “MATERIALS PER A UNA TEORIA ESTÈTICA DE LES FALLES EXPERIMENTALS”
→ PRESENTACIÓN. LLIBRET DE FALLA “ESPURNA CREATIVA”.

TALLER DIDÁCTICO. BLOUBU

FEB

FEB

EXPO. “ANNI Y JOSEF ALBERS: EL ARTE Y LA VIDA”

ENCUENTRO. VALENCIA 360°. COLLECTIVE CREATION.

MASTERCLASS. BLABLANIGHTS.

FOC. FALLAS, TRADITION AND LOCAL DESIGN

→ EXPO. “EXPERIMENTAR CON LAS FALLAS”.
→ CONF. STUART MANGRUM “BURNING MAN: A LIVING LABORATORY FOR CIVIC DESIGN”.

EXPO. “RUTA GRÁFICA. EL DISEÑO DEL SONIDO DE VALENCIA”:

PRESENTACIÓN. “MESTRES ARQUITECTURA MODERNA EN LA COMUNITAT VALENCIANA”:

EXPO. LINA BO BARDI A BAHIA.

EXPO. “CACHETEJACK” AL JARDÍ BOTÀNIC

MAR

ABR

FOC. FALLAS, TRADITION AND LOCAL DESIGN
→ EXPO. “EXPERIMENTAR CON LAS FALLAS”.

EXPO. “DISEÑAR EL AIRE”

ENCUENTRO. PREMIOS ADCV

LA FILMOTECA. CICLO DE CINE Y DISEÑO.

PABELLÓN WDC2022

FESTIVAL. WORLD DESIGN EXPERIENCE.

EXPO. “EL ÚLTIMO GRITO”

EXPO NUDE. “20 AÑOS, 20 ESTUDIOS DE DISEÑO”

TALLER LA INCLUSIVA

EXPO. “A TRAVÉS DE LA POSVERDAD”

LA FILMOTECA. CICLO DE CINE Y DISEÑO.

CINEMA JOVE.
→ “TIPOS QUE IMPORTAN”
→ “ZONA SANTIAGO, LIBRE PARA JUGAR”
→ “AIXÓ TAMBÉ PASSSARÀ”

JUN

MAY

TALLER. MACHINERIES DE MILIMBO.

LA FILMOTECA. CICLO DE CINE Y DISEÑO.

EXPOSICIÓN. “PLAY WITH DESIGN”:

JUL

CICLO CINE CTAV
→ “TIPOS QUE IMPORTAN”
→ “ZONA SANTIAGO, LIBRE PARA JUGAR”

EXPO. “CASAS PARA JUGAR

FESTIVAL. WORLD DESIGN STREET FESTIVAL.

WORLD DESIGN EXCHANGE

CONGRESO 17TH DOCOMOMO INTERNACIONAL

EXPO. “RETROSPECTIVA JAIME HAYON”

FORO. DISEÑO INTERIOR Y SALUD

FESTIVAL. VALENCIA DISSENY WEEK

SEP

OCT

EXPO. “DISEÑO Y SALUD”

EXPO. “ESCENARIOS DE UN FUTURO CERCANO”

EXPOSICIÓN. “BEYOND THE PLASTIC WAVE”

ENCUENTRO. FUTURE OF FASHION

CONGRESO. WORLD DESIGN POLICY CONFERENCE

ENCUENTRO. WORLD DESIGN CONVOCATION CEREMONY

ENCUENTRO. WORLD DESIGN CITIES MEETING

FOC. FALLAS, TRADITION AND LOCAL DESIGN
→ EXPO. “LAS FALLAS Y EL DISEÑO”.

EXPOSICIÓN. “DISEÑO PARA LA PARTICIPACIÓN E INCLUSIÓN SOCIAL”

LA CABINA. DOCUMENTAL “FALLES INNOVADORES I EXPERIMENTALS”

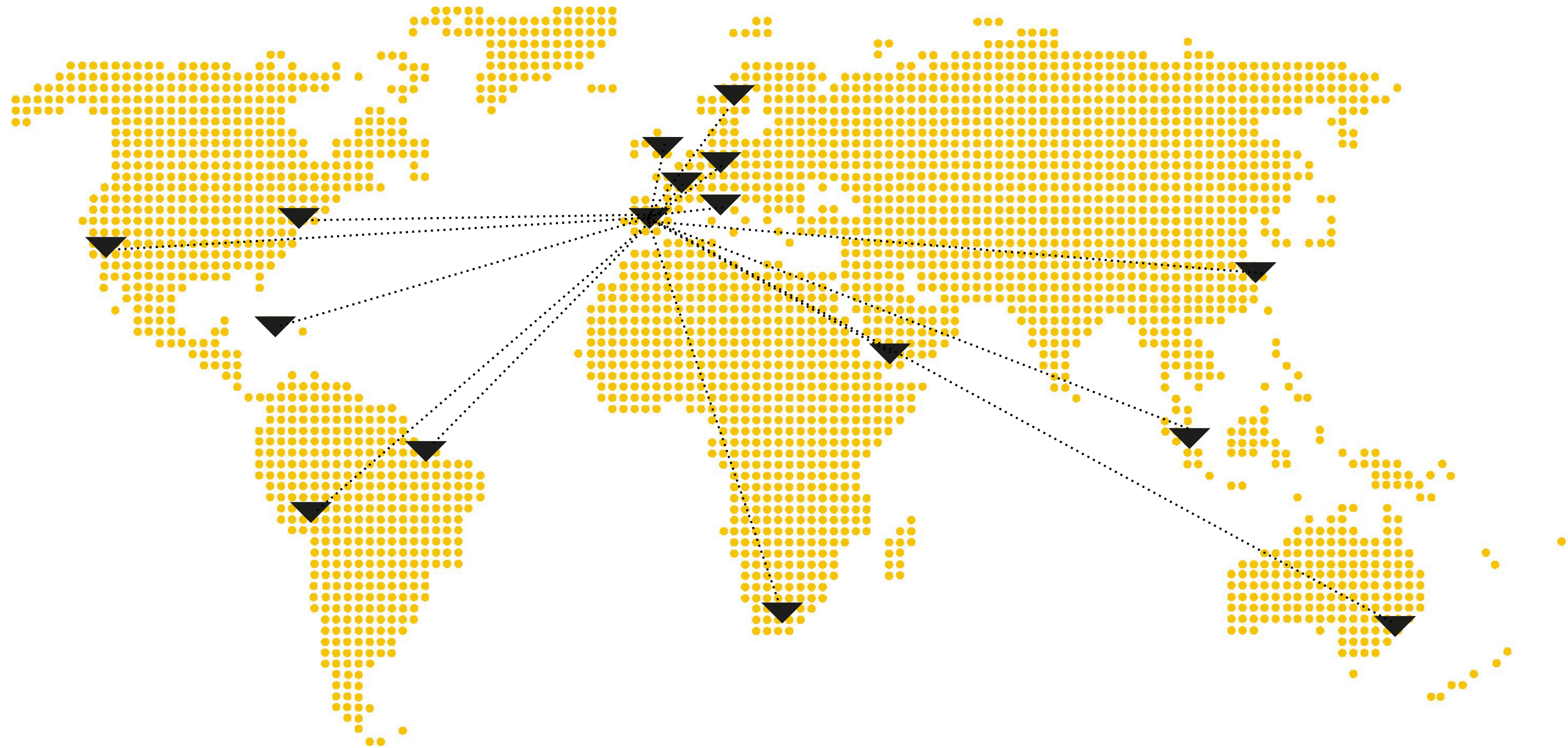
NOV

DIC

EXPO. “TIPOS QUE IMPORTAN”

ENCUENTRO. WORLD DESIGN SPOTLIGHT

INTERNATIONAL PROJECTION



INTERNATIONAL ADVISORY COMMITTEE

BEN EVANS (UK)

LONDON DESIGN FESTIVAL
DIRECTOR



JAIME HAYÓN (SPA)

ARTIST & PRODUCT DESIGNER



LUISA BOCCHIETTO (ITA)

ARCHITECT & DESIGNER



HANNA HARRIS (FIN)

CHIEF DESIGN OFFICER
AT THE CITY OF HELSINKI



A committee composed by 8 leading professionals with a solid international career in the field of design, whose main task is to provide a strategic vision to the Organizing Lead of World Design Capital Valencia 2022, through their knowledge and interesting synergies to the contents of our official program. Our IAC members can be also regarded as legitimators of our capital, acting as spokesmen/women of our values and contents, while amplifying the communication reach of our official program beyond our borders.

IAC



MARCO SAMMICELI
(ITA) TRIENNALE CURATOR



BERTRAND DEROME
(CAN) WDO DIRECTOR

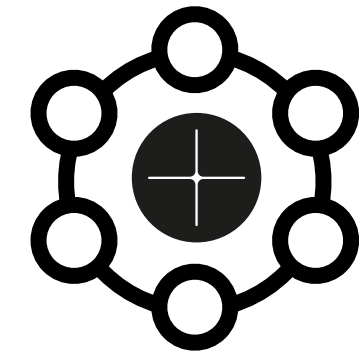


GRETA ARCILA
(MEX) GLOCAL EDITOR



SARA DE LA MORA
(SPA) VISUAL ARTIST & DESIGNER

OUR REACH AND IMPACT



+100

+100

+70

7

6

INTERNATIONAL KEY OPINION
LEADERS

PROJECTS
(EXHIBITIONS, CITY
INTERVENTIONS,
CONFERENCES,
WORKSHOPS &
PUBLICATIONS)

COLLABORATION AGREEMENTS:
UNIVERSITIES & ACADEMIC
INSTITUTIONS, TECHNOLOGIC
INSTITUTIONS, PROFESSIONAL
ASSOCIATIONS, CULTURAL
VENUES...

WORLD-CLASS
EVENTS OF
INTERNATIONAL
SIGNIFICANCE

THEME AREAS

OUR REACH AND IMPACT

+200.000

FOREIGN
VISITORS IN 2022
(EST.)

+2M

PEOPLE (GENERAL REACH)

VALENCIA WILL BECOME IN 2022 THE HUB FOR SPANISH DESIGN WITH A DEDICATED PROGRAM, RESOURCES, EVENTS AND ACTIVITIES TO PROMOTE THE DESIGN MADE IN SPAIN PROMOTION OF SPANISH.

INDEX OF GLOBAL AND POPULAR SUPPORT FOR VALENCIA TO BECOME WORLD DESIGN CAPITAL 2022 IS 8,65 / 10.*

* According to an impact survey carried out by the València Polytechnic University.

AND ALL THIS IS THANKS TO:

INSTITUTIONAL SUPPORT:



WITH THE SUPPORT OF:



OUR SPONSORS:



