

MONDAY 19 - FRIDAY 23
SEPTEMBER



WORLD DESIGN
CAPITAL
VALENCIA 2022

WDO WORLD
DESIGN
ORGANIZATION

WORLD DESIGN STREET FESTIVAL

DATE/LE UNA
VUEJA

PRESS PROGRAM



AJUNTAMENT
DE VALÈNCIA



GENERALITAT
VALENCIANA

TOTS
A UNA
VEU

IVACE
INTERNACIONAL

VLC VISIT
VALENCIA

ICEX

Escuela
Española
de Internacional
de Negocios

FHaV



FERIA VALENCIA

ADCV

Asociación de
Diseñadores
de Valencia

CCCC



ANIEME

RTEVAL

CDI
CV

COLEGIO DE
DISEÑADORES
DE INTERIOR
C.VALENCIANA

MUSEU
BELLES ARTS
VALENCIA



ACTIU

Andreu World



Gandia Blasco Group

lzf

POINT.

VONDOM

WELCOME LETTER

It is a great pleasure to greet you again from World Design Capital Valencia 2022, and especially in this month of September, in which many of the projects we have been working for will materialize.

I am firmly convinced that from Valencia we are organising the most ambitious agenda of activities of all the world capitals of design that have preceded us, and this is also thanks to you, to your media, your support, generosity and commitment to this exciting project.

For you to enjoy some of our main activities reserved exclusively for the media and press professionals, enclosed please find the agenda of activities that we have prepared for the week of September 19 to 23, a programme in which I would love you to join us.

For you to confirm your attendance to any of these events, please state your preferences through this form: <https://wdc2022.typeform.com/pressprgrm-sept>

This program is organised concurrently with the World Design Street Festival, one of our most important events of the year, in which design takes the streets of Valencia with a complete agenda of activities, exhibitions, congresses, conferences, meetings, open days, concerts and installations. Please refer to our website for further information and updates: www.streetfestivalvalencia.com

In addition, this year, the Association of Designers of the Valencia Region (ADCV) organises a very special edition of the Valencia Disseny Week, the great week of Valencian design, with activities that highlight the value of design as a tool to improve the quality of life and the economic competitiveness of our region. More information on www.valenciadisenyweek.com

I sincerely hope to meet you personally during these days and welcome you to any of our events. Both myself and the entire team of World Design Capital Valencia 2022 we send you our warmest regards.

Xavi Calvo

Director, World Design Capital Valencia 2022

Àgora València

PLAZA DEL
AYUNTAMIENTO

12.00h

Presentation of "La gran D", the design podcast of World Design Capital Valencia 2022 and Podium Podcast

15.00h



Briefing: Visit to Àgora València and presentation to press and media of our program of activities

Andreu World

POLÍGONO MÁS DE BALÓ,
RIBARROJA DEL TURIA

17.00h

Visit to the new Andreu World factory, followed by "An evening with Philippe Starck"



Vondom

POLÍGONO 6, 16, 46293
BENEIXIDA, VALÈNCIA

20.45 - 23.00h

«A Dome Design Night» with Ramón Esteve, Eugeni Quilet & JM Ferrero (EstudiHac)

22.45h

Transfer to the hotel.



Feria Hábitat

9.00 A.M. TRANSFER
HOTEL < > FERIA VALÈNCIA

09.30 - 19.00h

Feria Hábitat València

10.00h - 17.00h

Talks at Forum World Design Capital Valencia 2022

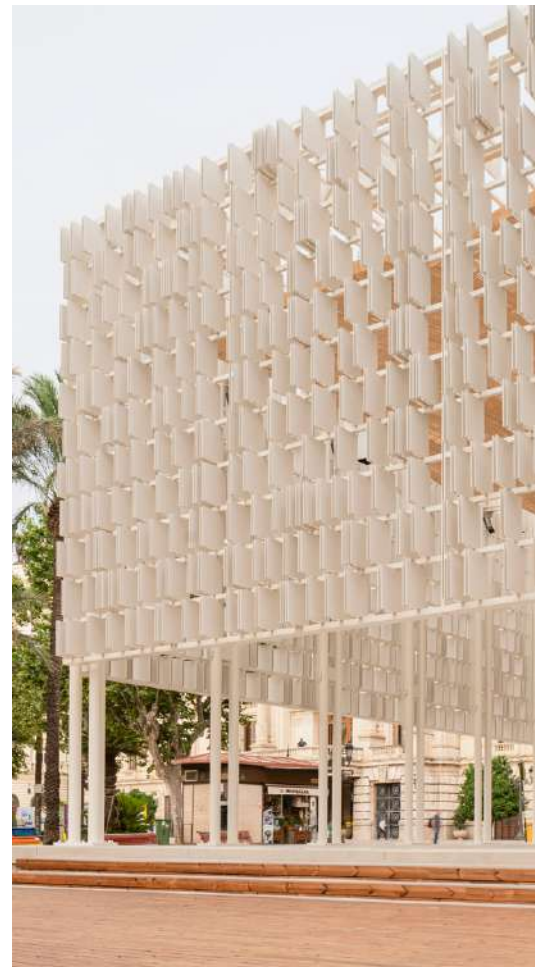
12.30h

Foro Centro — Official Inauguration of Feria Hábitat València, with the presence of:

- Rafael Climent, Regional Minister of Sustainable Economy, Productive Sectors, Commerce and Labor
- Joan Ribó, Mayor of València
- Xavi Calvo, director of Valencia World Design Capital 2022

13.00h

World Design Capital Valencia 2022 Forum, Hall 3
— Presentation of the World Design Capital Valencia 2022 programme, presentation of the “International Interior Design Forum” and inauguration of the Vicent Martínez retrospective exhibition



Guided Tour Valencia City

17.00h

Design Walk, by ADCV (City Center Tour)

17.00 - 19.00h Starting Point: ÀGORA VALÈNCIA

“Ceramic DNA” guided tour (Visit to ceramic workshops in the city)

Àgora València

PLAZA DEL
AYUNTAMIENTO

19.00h - 22.00h

Off Feria Hábitat València

Yonoh Studio

C/BURRIANA, 14

19.00h

«Yonoh 15 Years».

Presentation of their book and new design studio



CCCC

C/ DEL MUSEU,
2, 4, VALÈNCIA

20.00h

«20 years of NUDE». Presentation of the retrospective exhibition and catalogue
Round table: Javier Pastor (Expormim), Sandro Tothill (LFZ Lamps), Eli Gutiérrez, Cutu Mazuelos y Eva Prego (Stone Designs). Moderates Pepa Casado

20.30h - 22.00h

«Endless Mediterranean: sustainability and design by Actiu»

23.00h

Bus transfer to hotels. Meeting point: Blanquerías St./ corner with Plaça Portal Nou

Feria

Hábitat *Detailed information to come

9.00 A.M. TRANSFER
HOTEL < > FERIA VALÈNCIA

9.30h - 19.00h

Feria Hábitat València

10.00h - 17.00h

Talks at Forum World Design Capital Valencia 2022
(detailed information to come)



07.00 P.M. TRANSFER
FERIA VALÈNCIA < > HOTEL

Valencia City

Suggested exhibitions, Free Visit

«El Último Grito. Earth, a retrospective» in Bombas Gens

«Product Product Product» by Jorge Herrera at EASD València

«20 years of NUDE» at CCCC

«Play with Design» at CCCC

«Mujeres que no son Florero» in Merkato Hub

«InfinitaMente», a retrospective exhibition of Jaime Hayon (from Thursday, September 22) at CCCC

«Design and modernity. Pioneers of design in the Valencian furniture industry (1898-1986)» at the Bancaja Foundation

«Vicent Martínez, a continuous present. Memory, the recent and the unprecedented» at Feria València

«Point, 102 years» at Feria Valencia

«Nude 2023» at Feria València

*Detailed information to come

● Guided Tour Valencia City

Starting Point: ÀGORA VALÈNCIA

17.00h - 19.00h

Route "TiposQueImportan" (Old commercial signs in the city)

● CCCC

CARRER DEL
MUSEU, 2, 4

18.00h

Exclusive media presentation of
"InfinitaMente", the retrospective
exhibition of Jaime Hayon

● Àgora València

PLAZA DEL
AYUNTAMIENTO

19.00h - 22.00h

Off Feria Hábitat València

● Valencia Museum of Fine Arts, San Pío V

C/ DE SANT PIUS V,
9, VALÈNCIA

20.00h - 23.00h

«Night at the Museum». Dinner and
Mingling by LZF Lamps, Gandía Blasco and
ADN Cerámico

23.00h

Bus transfer to hotels. Meeting point: Museum
Main Entrance



Feria Hàbitat

9.00 A.M. TRANSFER
HOTEL < > FERIA VALÈNCIA

09.30h - 19.00h

Feria Hàbitat València

10.00h - 17.00h

Talks at Forum World Design Capital Valencia 2022

10.00h - 19.00h

«International Forum of Interior Design (FIDI)»

MORNING SESSION

Conference by Luis Rojas Marcos.

Round table: Luis Rojas Marcos, Mara Dierssen, Ana Lluch y Benedetta Tagliabue

Moderates: María Cortell

AFTERNOON SESSION

Conference by Juan Luis Arsuaga

Round table: Juan Luis Arsuaga, Juli Capella, Anatxu Zabalbeascoa

Moderates: Marcelo Leslabay



07.00 P.M. TRANSFER
FERIA VALÈNCIA < > HOTEL

Guided Routes by Valencia City

16.00h - 18.00h

Design Walk, a guided tour visiting design studios in the city by ADCV ("El Carmen" Route)

17.00h - 19.00h

Guided tour Valencia Disseny Map



● MUT Design

PLAÇA DE LES
ESCOLES PIES, 3

18.00h

Opening of the exhibition “Twisting and Twining” by MUT Design & Domaine de Boisbuchet

● CCCC

CARRER DEL
MUSEU, 2, 4

19.00h

Official Inauguration of «InfinitaMente», the retrospective exhibition of Jaime Hayon

20.15h

Departure to Àgora València (Plaza del Ayuntamiento)

● Àgora València

PLAZA DEL
AYUNTAMIENTO

20.45h

Viewing and Photo Opportunity from to the balcony of the Valencia City Hall. Meeting Point: Main Entrance Valencia City Hall, Plaza Ayuntamiento

21.15h

Light Installation in Àgora València

21.30h

Transfer to Marina Beach Club



● Marina Beach Club

MARINA BEACH

22.00h

POINT: «A dinner with history»

24.00h

Bus transfer to hotels. Meeting points: Marina Beach Club Entrance

Feria Hábitat

9.00 A.M. TRANSFER
HOTEL < > FERIA VALÈNCIA

09.30h - 18.00h

Feria Hábitat València

15.30h

Presentation of the new collections by Patricia Urquiola. Stand Andreu World, Hall 3 Pavilion 2 Stand B11



9.00 A.M. TRANSFER
HOTEL < > FERIA VALÈNCIA

Àgora València

PLAZA DEL
AYUNTAMIENTO

17.00h - 19.00h

Presentation of the book «Jaime Hayon». A conversation between the designer and Marco Sammicelli, Director of Triennale Milano

19.00h - 20.30h

Presentation of the book "People who count", by Anatxu Zabalbeascoa, and a conversation with Patricia Urquiola, Nacho Lavernia and Eva Serrano

Fundación Bancaja

PLAZA DE TETUÁN 23

20.00h

Official Inauguration of the exhibition "Design and modernity. Pioneers of design in the Valencian furniture industry (1898-1986)»

→ TALKS FORUM WORLD DESIGN CAPITAL VALENCIA 2022 AT FERIA HÁBITAT

TUESDAY 20

13.00h

Presentation of the World Design Capital Valencia 2022 program

15.00h

Seminar:

«Keys to succeed in Middle East Markets». Four of the most relevant studios and interiors consulting companies in the Middle East share with Spanish companies the keys to operate and consolidate operations in one of the world's most interesting and competitive markets. Invited studios: Swiss Bureau Interior Design & Build, Roya Internacional, Sky Design Me and JW Turner Contracting. Moderator: Mario Mariner

16.00h

Conference: «Atlas of Design Culture in Spain». Marisa Santamaría (Researcher, teacher and disseminator of global trends in design and architecture)

17.00h

Presentation of the exhibition «Vicent Martínez, a continuous present. Memory, the recent and the unpublished». Followed by a guided tour to the exhibition

FeriaHábitat
20-23.09.2022
 FERIA VALENCIA

Promotores de
Promoters of

 WORLD DESIGN CAPITAL VALENCIA 2022

→ TALKS FORUM WORLD DESIGN CAPITAL VALENCIA 2022 AT FERIA HÁBITAT

WEDNESDAY 21

11.00h

Andreu World round table for the presentation of the book «Working well seated. Good design is good business»

12.00h

International round table: «New trends linked between ceramics and design». Analysis from European to global level, and between the Nordic and the Mediterranean culture.

→ Irene Biolchini (Italy), curator of the International Ceramics Museum in Faenza, Italy.

→ Josephine Akvama (Denmark), designer and surface ceramist. Founder of «File under Pop» creative laboratory of contemporary ceramics. Josephine produces part of her work in Valencia.

→ Ana Illueca (Spain) ceramic craftswoman and teacher, founder of “ADN Cerámico”, collaborator of Hermés, and winner of more than 40 prizes in creativity.

→ Moderates: Xavi Calvo

13.00h

Colloquium on design and hospitality: «Contract design capable of transmitting emotions». Organized by: ACTIU

16.00h

Lecture «Time and design». Mariví Calvo (LZF Lamps) and Lola Rúa (architect and multidisciplinary designer specialized in high-end retail interiors)

17.00h

Conference «Design in Molecules».
Mónica Armani (Designer, architect and interior designer)

→ TALKS FORUM WORLD DESIGN CAPITAL VALENCIA 2022 AT FERIA HÁBITAT

THURSDAY 21

10.00h

Presentation Zumex & Lowpoly. «Design, technology and circularity. Investigating new forms of creation». Project for the exploration of design and manufacture of products with 3D printing from the reuse of orange peel waste. José González (Chief Innovation Officer of ZUMEX®) and Gianluca Pugliese (CEO & Founder of LOWPOLY)

11.00h

Presentation of the results from the report «The New Habitat 23/24». By Pepa Casado (Trend researcher. Future-A)

12.00h

Conference «Women in Office Design». Hybrid life and work models. Moderator: Soledat Berbegal

13.00h

Lecture: «Office as a tribe, a more humane version of public space». By Juan Carlos Baumgartner (Director SPACE, international architecture firm based in Chicago)

16.00h

Conference «Innodesign. Beyond Design». Participants:

→ Mara Pardo (Interior designer)

→ Miguel Lozano (Interior designer specialized in commercial spaces)

→ Ramón Prous (Sustainability, Social Responsibility and Agenda 2030 Consultant and ODS in Retail)

→ Mar Vera (Interior designer and art advisor)

17.00h

Conference «How to integrate the SDGs into your corporate strategy». By Begoña Beltrán Morey (Innova Group)

FeriaHábitat
20-23.09.2022
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→ TALKS FORUM WORLD DESIGN CAPITAL VALENCIA 2022 AT FERIA HÁBITAT

FRIDAY 23

10.00h

Presentation «Habitat Trends Notebook 22/23: sustainability, health and digitization as drivers of change in the habitat»:

→ Cristina Revert (AIDIMME Technological Institute)

→ Lutzía Ortiz (Product Design Unit at ITC)

→ Malen Segarra, (Industrial and textile designer. OTH representative at AITEX)

11.00h

Presentation «SDG Digital Platform». By AIDIMME Technological Institute

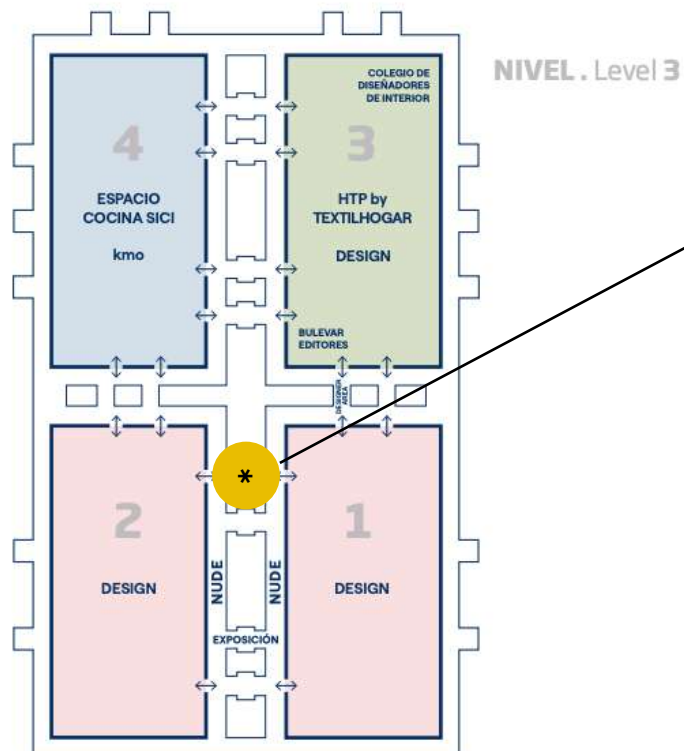
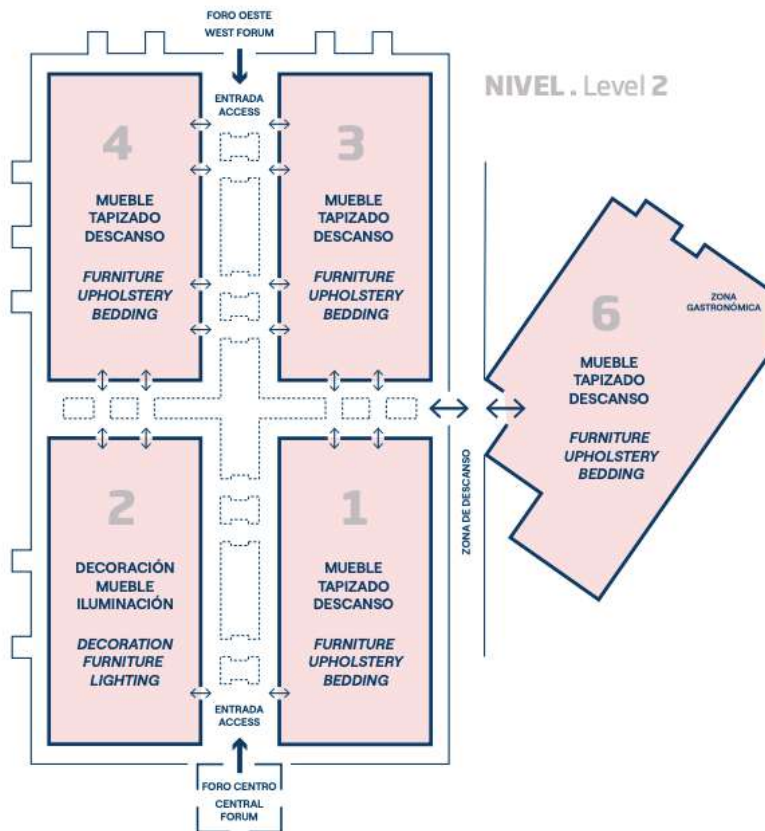
12.00h

Data-driven design conference. By Alberto Torres (Portobello Street)

13.00h

Conference «Digital growth in the industry. From the physical to the digital channel. By Rubén Manceras (Product Hackers)

→ FERIA HÁBITAT



MEETING POINTS

Àgora



Plaza del Ayuntamiento
de Valencia, 46001 València



CCCC



Carrer del Museu,
2, 4, 46003 València



Feria València



Av. de les Fires, s/n,
46035 València



Fundació Bancaja



Carrer del Museu,
2, 4, 46003 València



Bombas Gens



Av. de Burjassot, 54, 56,
46009 València



Museo Bellas Artes



Carrer de Sant Pius V, 9,
46010 València, Valencia



HOW TO GET AROUND VALENCIA?

METRO VALENCIA

01. Airport

02. Àgora València

03. CCCC

04. Feria València

05. Fine Arts Museum

06. AVE Station Joaquín Sorolla



→ CHECK THE MAP

VALÈNCIA EMT

→ CHECK THE BUS NETWORK

TELE TAXI VALENCIA

(0034) 96 357 13 13

CURRENT EXHIBITIONS



BOMBAS GENS

«El Último Grito. Earth,
a retrospective»

UNTIL JUNE 2023



CCCC

«20 Years NUDE»

UNTIL OCTOBER 16



CCCC

«Jaime Hayon: InfinitaMente»

20/09/2022 - 16/04 2023



CCCC

«Play with Design»

UNTIL OCTOBER 23



EASD VALÈNCIA

«Product, Product, Product»

UNTIL OCTOBER 23

CURRENT EXHIBITIONS



FERIA VALÈNCIA

«Vicent Martínez» Retrospective
FROM TUESDAY 20 TO FRIDAY 23



FERIA VALÈNCIA

«POINT, 102 YEARS»
FROM TUESDAY 20 TO FRIDAY 23



FERIA VALÈNCIA

«NUDE Showcase 2022»
FROM TUESDAY 20 TO FRIDAY 23



FUNDACIÓ BANCAIXA

«Design and modernity. Pioneers of design in the Valencian furniture industry (1898-1986)»
UNTIL NOVEMBER 27



MERKATO HUB

«Mujeres que no son florero»
FROM TUESDAY 20 TO FRIDAY 23

PRESS KITS

ACTIU



[→ PRESS KIT](#)

COSENTINO



[→ PRESS KIT](#)

GANDIA BLASCO GROUP



[→ PRESS KIT](#)

DIABLA [→ PRESS KIT](#)
GAN RUGS [→ PRESS KIT](#)
GANDIA BLASCO [→ PRESS KIT](#)

POINT



[→ PRESS KIT](#)

ANDREU WORLD



[→ PRESS KIT](#)

FINSA



[→ PRESS KIT](#)

LZF LAMPS



[→ PRESS KIT](#)

VONDOM



[→ PRESS KIT](#)

INVITATIONS

MONDAY 19/09

Andreu World

www.andreuworld.com



Party with Philippe Starck

Monday 19/09

4:30pm – Pick up from the Àgora in the Plaza del Ayuntamiento in Valencia.

5:00pm – Visit the new Factory in Riba-roja del Túria.

6:30pm – Meet Philippe Starck in the Andreu World showroom.

Andreu World Showroom

Urb. Olimar, C/ Los Sauces, 7
Chiva 46370, Valencia

To confirm your attendance
and coordinate your pick up:
c.salavert@andreuworld.com
T. +34 660 262 307

We invite you to a get together with Philippe Starck to celebrate the fact that our relationship now totals 12 designs, all of them 100% sustainable, with Cradle to Cradle® certification. Come along to get a preview these latest projects that signify one further step towards the circular economy.

It will be held on Monday 19 September at 6:30 pm in our showroom in Valencia. Beforehand, you will be able to visit Andreu World's new production center in Riba-Roja, an Industry 4.0 project where technology and craftsmanship coexist, built on an industrial plot of 50,000 m².



**Cradle
to Cradle**

**A definitive
step towards the
Circular Design**



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INVITATIONS

MONDAY 19/09

A DOME DESIGN NIGHT

VONDOM

Eugen

Ramón Estere

Ferrero

MONDAY 19TH SEPTEMBER 2022 | 8:30PM - 11:30PM

VONDOM HEADQUARTERS

POLÍGONO 6, 16

46293 BENEIXIDA, VALÈNCIA

INVITATIONS

TUESDAY 20/09 - WEDNESDAY 21/09

ACTIU

ENDLESS

Mediterranean

MARTES 20

20:00h.
a
22:00h.

'Endless Mediterranean; sustainability and design by Actiu'

Diseñadores y fabricantes se están adaptando a nuevos retos, innovando para satisfacer las necesidades industriales actuales sin comprometer el futuro, en pro de la eficiencia y la sostenibilidad. Archirivolt y Actiu presentarán Fluit, la silla mediterránea 100% sostenible, poniendo en valor esta pieza como ejemplo.

Este acto incluirá una composición audiovisual y un vino de honor.



Centre Carme Cultura Contemporànea Valencia

MIÉRCOLES 21

13:00h.
a
14:00h.

Diseño contract capaz de transmitir emociones

Cuatro expertos de prestigio debatirán desde distintos puntos de vista cómo ven el futuro del sector hospitality, poniendo de manifiesto cómo conceptos como la sostenibilidad, el bienestar, la tecnología o la biofilia son claves para integrar diferentes usos y crear experiencias emocionantes en un espacio.

• **Modera:** Ariadna Rousaud, Periodista especializada en diseño e interiorismo.

• Ponentes:

- Matilde Sessolo, Senior Industrial Designer en Archirivolt Design.
- Isern Serra, arquitecto e interiorista.
- Cutu Mazuelos, Co-fundador y diseñador en Stone Designs.
- Gemma Alfaro, Arquitecta e interiorista socia de Alfaro-Manrique Atelier.



Feria Hábitat Valencia

Foro World Design Capital Valencia 2022

INVITATIONS

WEDNESDAY 21/09

Andreu World

www.andreuworld.com



Round Table Discussion

Wednesday 21-09 | 11:00 h

Forum Valencia World Design Capital
2022 Feria Hábitat Valencia

To confirm your attendance:
c.salavert@andreuworld.com

+ 34 660 262 307

We invite you to the presentation of the book "Work well seated: Good design is good business", edited by Andreu World and published by Lunberg (Grupo Planeta). It brings together fifty projects from around the world that illustrate how workspaces are changing. There are many questions in the air and in this publication we have posed them to the directors of the most influential magazines and platforms specializing in interior design and office trends.

 **WORLD DESIGN
CAPITAL
VALENCIA 2022**



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INVITATION

WEDNESDAY 21/09



INVITATIONS

THURSDAY 22/09

POINT.
OUTDOOR LIVING



Una Cena con Historia



Jueves 22 Septiembre

INVITATIONS

THURSDAY 22/09



FeriaHábitat
20-23.09.2022

 **FERIA VALENCIA**

P2 N3 Stand A11

Promotores de
Promoters of

 **WORLD DESIGN CAPITAL VALENCIA 2022**

Coincidiendo con
Coinciding with

ESPACIO COCINA SICI / HOME TEXTILES PREMIUM BY TEXTILHOGAR

INVITATIONS

THURSDAY 22/09 - FRIDAY 23/09

JUEVES 22

12:00h.
a
13:00h.

'Women in Office Design'. Modelos de vida y de trabajo híbridos

Análisis sobre cómo están influyendo los nuevos modelos de vida y el formato de trabajo híbrido en la forma de diseñar los espacios, desde una visión más global e inclusiva.

• **Moderador:** Marcel Benedito, Director editorial de la Revista Distrito Oficina.

• **Introducción UK & Spain:**

- Harsha Kotak, fundadora internacional de WOD
- Joana Gaines, WOD en el Reino Unido
- Gracia Cardona, co-fundadora de WOD en España
- Soledad Berbegal, co-fundadora de WOD en España

• **Ponentes:**

- Anna Boscà, Directora Dpto. Arquitectura Sanitaria y Equipamiento en Ramón Esteve
- Clara del Portillo Pardo, Senior Designer y Socia en Yonoh
- Laura Ros, Arquitecta y socia en MADE Studio



Feria Hábitat Valencia

Foro World Design Capital Valencia 2022

13:00h.
a
14:00h.

"Office as a tribe", una versión más humana del espacio público

Juan Carlos Baumgartner, Director de SPACE (firma internacional de arquitectura con base en Chicago), presenta su libro "Office as a tribe", con la colaboración de Actiu. Aportar bienestar, fidelizar el talento y crear sentimiento de pertenencia para conseguir crear una 'tribu'.

A las 14:00h. Juan Carlos Baumgartner realizará una firma del libro en el stand C40 de Actiu - Pabellón N3-P1.



Feria Hábitat Valencia

Foro World Design Capital Valencia 2022

MIÉRCOLES 21 Y
JUEVES 22

13:00h.
a
14:00h.

Congreso 'Diseño Interior y Salud'

World Design Capital Valencia 2022 y el Colegio de Diseñadores de Interior de la Comunidad Valenciana organizan el FIDI -Foro Internacional de Diseño Interior-, un encuentro en el que situar al diseño como herramienta transversal de cambio social para mejorar la calidad de vida y la salud de las personas. Este Foro cuenta con el impulso de Actiu, Teika o Zúmex, quienes convertirán el Hall principal en un espacio colaborativo y de socialización en pro del bienestar y confort.

En línea con sus valores sobre sostenibilidad, eficiencia y bienestar, Actiu presentará a las 11:45h. su plataforma IoT Gaia by Actiu®, la cual permite crear espacios inteligentes de alto rendimiento.



Feria Hábitat Valencia

Centro de eventos Auditorio 1A, primera planta

INVITATIONS

FRIDAY 23/09

Andreu World

www.andreuworld.com



A decade with Patricia Urquiola

Friday 23/09 | 15.30 h.
Andreu World Stand B11 (N3-P2)
Feria H abitat Valencia

To confirm your attendance:
c.salavert@andreuworld.com

+ 34 660 262 307

Patricia Urquiola will be in our space at Feria H abitat Valencia presenting her latest designs for Andreu World, in addition to those made over the last decade. All of them are 100% sustainable, with Cradle to Cradle  certification, which is another step towards the circular economy.



**Cradle
to Cradle**

**A definitive
step towards the
Circular Design**



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WORLD DESIGN CAPITAL VALENCIA 2022

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www.streetfestivalvalencia.com

www.wdcvalencia2022.com