

2011.07.23



# About

Our magazine is a platform for sharing the work and stories of designers based in Barcelona and the surrounding region. We feature a range of designers working in various fields, from established professionals to emerging talents. Through our magazine, you can learn about the challenges and opportunities facing designers in the area, and get to know the people behind the work. Join us as we explore the design scene of Barcelona.

# Verònica



Verònica Fuerte founded the renowned, Barcelona based, Hey in 2007. The studio's work is epitomised by bold vibrant colour, elegant geometric simplicity, and a conceptual approach which has led Hey to become one of the most recognised names in the design world. This creative approach has grown from Verònica's preference for a strong concept behind every project and her belief that colour is 'a universal language that everybody understands'. When she started her studio, Verònica wanted to pursue her own way of working, choosing a friendly name in Hey to represent the studio's attitude. This also fits with Hey's belief in the power of images to communicate ideas across different languages and media forms.

For the three years after Hey's launch, Verònica invested a lot of time and energy into finding the kind of clients she wanted to work

Dissenyadors//

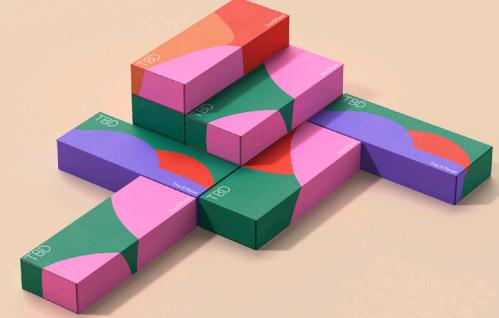
# Fuerte

with and discovered that reputation building is a gradual process. To grow her client base beyond friends, she sent out direct mail examples of Hey's work to a range of potential clients in Barcelona, which included self-initiated design projects, whilst she built up the studio's portfolio. Social media has also been crucial as a means for Hey to connect with people in Spain and across the world – the studio was approached by Apple via Instagram.

As well as creating work for commercial clients, side projects have always been an important part of studio life at Hey. Verònica has always seen these projects as an important way for her and her team to grow as creatives, experiment freely and explore new ideas without commercial constraints. Her latest venture has been launching Hey Shop in Barcelona, which is the culmination of these projects and a showcase that reflects perfectly the

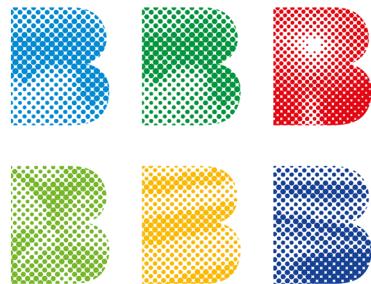
studio's distinctive creative voice. During her career, Verònica has come to appreciate how few women in the design industry make it to senior positions such as Creative Directors and business founders. Whilst she feels proud to be one of

the few, she recognises that change still needs to happen. Her inspirational and successful career as a studio founder illustrates how believing in yourself and your individual creative approach, resilience and determination can lead to great things.





Barcelona pel Medi Ambient Identity System Symbols Colors



# Mario Eskenazi

Mario Eskenazi is a Barcelona-based graphic designer with a portfolio that includes collections for Paidos Publishers, Banco Sabadell and Palau Robert. His most significant work

includes Barcelona pel Medi Ambient, Transports Metropolitans de Barcelona and Centre Cultural Blanquerna.

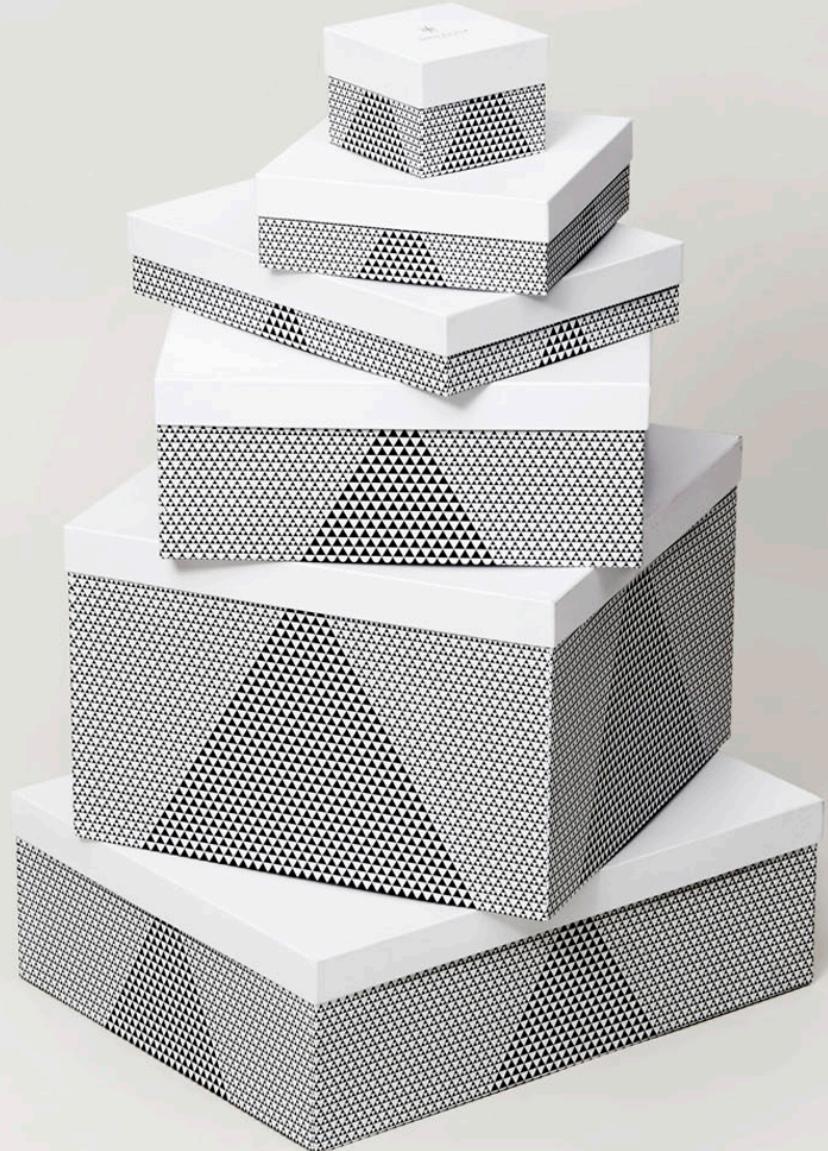
Eskenazi has also featured in articles and

publications such as Visual, étapes and Graphics Explained. He has also received multiple awards, including LAUS, Communications Arts and the National Design Award in 2000,

Dissenyadors//

Spain's highest recognition in the field of Design. He has also been a member of Alliance Graphique Internationale since 1997. He also produced exhibitions from Pica-

sso vs. Russinyol at the Picasso Museum to Thetravels of Josep Plà at the Blanquerna.



# América Sánchez

His real name is Juan Carlos Pérez Sánchez and he was born in Buenos Aires (Argentina) in 1939. Self-taught, he learnt from the so-called Swiss School (International Typographic Style). After working at the Agens advertising agency and some years working at different agencies, he moved to Barcelona and set up his own design studio. He has also taught at the Eina Design and Art School in Barcelona since 1967. He is responsible for the corporate branding of

renowned institutions and companies such as the Picasso Museum and the National Theatre of Catalonia. He is also responsible for the graphic branding of major events such as the logo for the Barcelona 92 Olympic candidacy. His style combines the rigorous design of European tradition with wpopular graphic art.



Dissenyadors//



America Sanchez

# Enric Jardí

Enric Jardí's work has focused on magazine and publication design and art direction, book covers, corporate identity, typography, and illustration. His clients have included numerous local and global organizations and a selection of international and national companies.

Enric Jardí graduated from ELISAVA Escola Superior de Disseny i Enginyeria de Barcelona 1988 where he continued to teach for a number of years after his graduation.

His professional work has focused on magazine and publication design and art direction, book covers, corporate identity and illustration. His clients have included numerous local and global organizations and a selection of international and national companies.

In 1991 along with other typographic designers as group Type-Ø-Tones he developed a series

**"In a letter there are desires, there are fears, there is identity."**

of typefaces which are distributed by Berlin based FontShop. From September 2005 to April 2009 was he president of the Association of Art Directors and Graphic Designers ADG-FAD and subsequently served for two years as a member of the board of this organization. Enric is the author of many articles on design and typography. In 2007 published his book "Twenty-two tips on typography (that some designers will never reveal) / Twenty-two things you should never do with typefaces (that some typographers will never tell you)" in Actar publisher house and in 2012 Editorial Gustavo Gili published "Pensar con imágenes" (Thinking with Images). Both have been translated into a number of languages.

He is currently director of the Master's in Advanced Typography at Eina Centre de Universitari de Disseny i Art working in conjunction with the Universitat Autònoma de Barcelona. He is also a visiting professor in the Master in Arts in Advertising at Blanquerna, Universitat Ramon Llull (Barcelona), Masters in Design and Art Direction and Masters in Packaging at ELISAVA, Universitat Pompeu Fabra (Barcelona) and teacher of the Graphic Design Course at the University of Lapland (Finland). Since 2016 he teaches Semiotics and Image Theory at IDEP School in Barcelona.

In October 2009 he received the National Prize of Culture in design from the Generalitat de Catalunya.

Dissenyadors//

//Decembre 2022





# Firma

What started out as two guys (and an intern) who believed in a different way of creating and building brands, working from a small office in

Barcelona, doing their thing, relentlessly and (fortunately) successfully, has now become an independent agency in BCN-Miami-LA.

The agency continues to bring together more than 40 professionals who also share the vision that combining innovative processes,

Dissenyadors//

business strategy and a creative perspective is the secret to success when it comes to brand challenges.

**"We remain true to our origins, working hard to keep it real and personal with our clients who we regard as partners."**

//Decembre 2022

# Lo Siento

Lo Siento is a small studio from Barcelona that specially enjoys taking over the whole concept of the identity projects.

Its main feature is an organic and physical approach to the solutions, resulting in a field where graphic and industrial design dialogue, always searching an alliance with the artisan processes.



"We consider LO SIENTO not just as a graphic design studio dedicated to external commissioned works but as a laboratory and workshop of ideas. We care about doing research into new ways of telling and expressing new things."

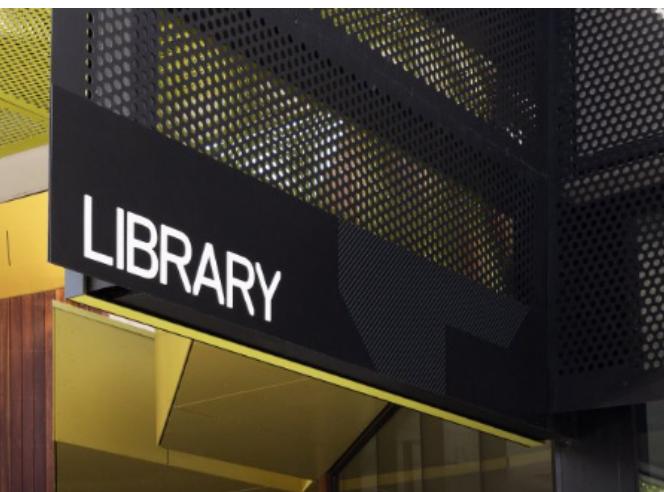
# Mucho

A global boutique design studio with offices in Barcelona, Berlin, Newark (Nottinghamshire), San Francisco, London, New York and Paris, Mucho is led by a team of award-winning creative directors and partners – Marc Català, John Dowling, Rob Duncan, Pablo Juncadella, Loran Stosskopf and Tilman Solé.

Their approach is driven by strong ideas and the desire to create relevant, unique work. Collaborating across oceans and cultures

allows them to infuse our work with fresh perspectives.

Above all, they are committed to creating the very best visual communication, helping businesses stand out – however small or large they are, and wherever they are in the world.



[14]



"We design with meaning. Visual language is key, it is essential, it is how we speak today."



Dissenyadors//

//Decembre 2022

[15]

# Folch



Folch is a Barcelona based design agency founded in 2004 by Albert Folch.

The studio works with national and international clients across multiple disciplines

including brand identities, naming, print, editorial and publishing, websites and digital platforms as well as content creation, creative direction in production, audio visual and photography.

Folch's approach is defined by its engagement with all stages of any given project, from concepts to final form participating actively in art direction and content editing. This diverse approach set the

foundations for two new editorial adventures that launched in 2011: Odiseo publication and Eldorado experience.

**"We build our projects through the concepts of Business Design, Liquid Branding and Brand Narratives."**



# Alex Trochut

Alex Trochut was born in 1981 in Barcelona, Spain. After completing his studies at ELISAVA Escola Superior de Disseny, Alex established his own design studio in Barcelona before relocating to New York City. Through his design, illustration and typographic practice he has developed an intuitive way of working that has resulted in his expressive visual style.

For Alex, typography functions on two hierarchical levels. First, there is the image of the word we see; reading comes secondary. As a designer, Alex focuses on the potential of language as a visual medium, pushing language to its limits so that seeing and reading become the same action and text and image become one unified expression.

Mixing styles and genres and drawing equally from pop culture, street culture, fashion and music, Alex has created design, illustration and

typography for a diverse range of clients: Nike, Adidas, The Rolling Stones, Katy Perry, BBC, Coca-Cola, Pepsi, The Guardian, The New York Times, Time Magazine and many others. Alex's work has been internationally recognized, appearing in exhibitions and publications worldwide. He has given talks and been honored by the Art Directors Club—including being named a 2008 Young Gun—the Type Directors Club, Creative Review, Cannes, Clio and D&AD among others. His monograph, More Is More, explores his working methodologies and influences and was published in 2011.



“Design is an act of empathy; Art is an act of freedom.”

Dissenyadors//

# Astrid Stavro



Astrid Stavro is an internationally-renowned graphic designer with a reputation for strong concept-driven design that is to the point, emotionally engaging, and emphasising exquisite typography and craft.

Her clients span the cultural and commercial worlds, and her work encompasses brand identity, editorial, exhibition design, wayfinding systems, and packaging.

She has worked for Camper, Vitra, Phaidon, McKinsey & Company, Tate Publishing, Fedrigoni, Port magazine, Laurence King, The National Portrait Gallery, and Wallpaper\*, amongst many others. Also, she led the celebrated redesign of the London-based arts and culture magazine Elephant, where she was Art Director and Contributing Editor from 2013–2017.

Stavro directed her own award-winning studio in Barcelona for ten years, and in 2013 she co-founded the renowned brand and design consultancy Atlas with Pablo Martin. In 2018 she was invited to join Pentagram as a Partner, where she directed her team for three years.

Her work has been widely published and has received over 150 international awards, including D&AD and the Type Directors Club of New York. In 2010, she was elected a member of Alliance Graphique Internationale, the world's most prestigious design association.

**"The day I stop learning it's the day I have to stop being a designer."**



# Miguel Milà

Miguel Milà represents like no other person Spanish contemporary design. He belongs to the pioneer's generation of the 50s, and has seen how many of his pieces of furniture and lamps have become real classics.

Miguel Milà started working as an interior designer in the architecture studio of his brother Alfonso Milà and partner Federico Correa. It was the end of the 50s, a time of

crisis when Spain hardly knew what industrial design was. There was practically no industry, everything was generally handmade. This framework marked the way Miguel Milà understood design, sensitive to the appreciation and use of traditional techniques.

Despite the shortage of objects, means and raw materials of the time, Miguel Milà started designing lamps and furniture, that he soon

manufactured in his own company, Tramo, a company he set up with two friends: architects F. Ribas Barañé and E. Pérez Ullibari.

Many works came out of Tramo, abbreviation for "trabajos molestos" (annoying works), including the previous versions of the famous TMC and TMM lamps (1958 and 1961), timeless classic designs that are still being sold today. Subsequently, he set up his own industrial and interior design studio.

Miguel Milà participated in the foundation of the ADI-FAD, together with Antoni de Morañas, André Ricard, Oriol Bohigas, Cirici Pellicer, Manel Cases and Rafael Marquina. This association sought to foster Spanish design abroad, and to make a connection between young Spanish professionals and international design.

Miguel Milà has come to be a classic figure in design. In fact, he almost represents the history of Catalan modern design. His work has focused on bringing tradition up to date: many of

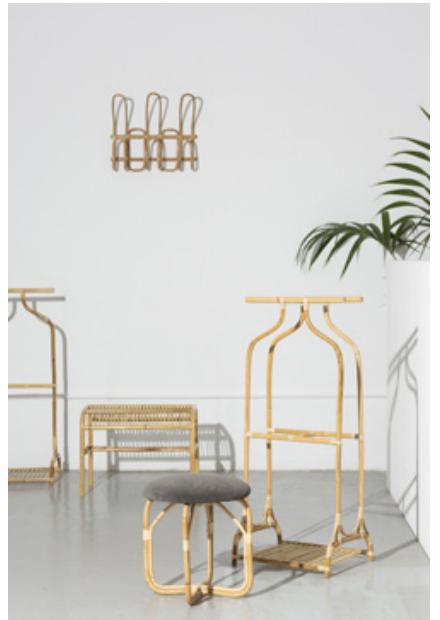


Dissenyadors//

his products have overcome the circumstances under which they were made, and are still selling nowadays, "thanks to having been born at a time when rigor and honesty were high values", states Milà. In 1987, he was awarded with the Premio Nacional de Diseño and in 2008 reward the Compaso d'Oro in recognition of his career history and his contribution to the promotion of Spanish design.



//Decembre 2022

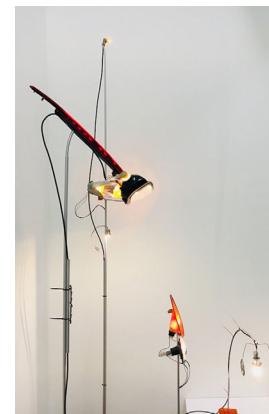


# Antoni Arola

He was born in Tarragona in 1960 and now lives in Barcelona. He studied at EINA School in Barcelona, and in 1984 began his professional career at the Estudio Liévore y Pensi. He subsequently joined the company AD Associate Designers and in 1994 founded Estudi Arola.

His projects cover highly diverse fields such as lighting projects for various design firms like Santa & Cole, Vibia, Viabizzuno, pieces of furniture and perfume containers, as well as interior design projects and ephemeral installations.

He combines his professional career with teaching, workshops, artistic experimentation and research into light. His eternal and continuous investigation into beauty, inspired by ancestral cultures and his own way of looking at light, providing a unique versatility which influences each project.



"My job is to take care of the light: to tame it and make it mine, to bring it to either objects or spaces."

His work has been shown in individual and collective exhibitions around the world in cities like Barcelona, Madrid, Milan, London, Mexico, New York and Tokyo. Arola has been awarded with the National Design Prize in 2003, four times winner of a Silver Delta Design Awards, and in 2012 winner of a Red Dot Design Award.



# André Ricard



André Ricard has been a pioneer and a champion of industrial design in Spain, and he has contributed definitely to both the institutional and professional development of this discipline.

He has been President of the ADI-FAD (Design Association of the

Fad), Founding President of the ADP (Association of Professional Designers), Vice-president of the ICSID (International Council of Design), Vice-president of the BCD (Barcelona Design Centre), Member of the Faculty of the Art Center (Switzerland), Head of Department of Product Design in the

Barcelona Eina design school as well as Patron of its Foundation and also President of Design for the World (NGO of design).

At present he is Honorary Patron of the Loewe Foundation, Member of Honour of the Royal Academy of Fine Arts Sant Jordi and

Dissenyadors//



Academic of the Barcelona Royal Academy of Arts and Sciences. His projects have aimed to improve the function of a great variety of everyday objects. Since 1963 his packaging designs for Antonio Puig Perfumes have been particularly outstanding and prolific. His works for the

Olympic movement must also be highlighted, especially the Torch for the 1992 Barcelona Olympic Games and the Crucible for the Olympic Flame in the Musée Olympique in Lausanne (Switzerland). In his role as promoter of the profession at a national and international level, as well as writer

and teacher, he stands out for his ethical conception of design linked directly to the improvement of usefulness.

# Nani Marquina



True to her design roots, Nani Marquina launched her namesake brand in 1987, a time in which contemporary rugs were non-existent in Spain.

After studying industrial design at the Escola Massana of Barcelona and enjoying

the success of her first bespoke textile designs, Nani launched nanimarquina, a brand dedicated to the design, creation, and distribution of rugs and textile products for the home, based on values such as observation, innovation, and enthusiasm, with the

goal to use traditional craftsmanship and techniques to create contemporary pieces. In 1993, Nani Marquina embarked on a daring business venture: she moved manufacturing facilities to the north of India. The further incorporation of craftsmanship and tradition as

a new design concept marked a clear difference, consolidating the brand.

Through the years, the brand has garnered numerous awards such as the National Design Award and the Premi Cambra a la Gestió Empresarial (Chamber

Award for Design Management) in 2005. Nani Marquina has also received the International Women's Entrepreneurial Challenge Award from the Manhattan Chamber of Commerce, a personal achievement that led to the 2007 FIDEM Award for Entrepreneurial Woman

of the Year. Recently she has been back to her roots, focused on the creative side of the business. Leading the design team of the company, they've developed one of the most successful collections of Nani Marquina's history: Tres.

# Bendita Gloria

Bendita Gloria is a graphic design office run by Alba Rosell and Santi Fuster since 2007.

The studio is based in Barcelona and works across various media (packaging, editorial, branding,

communication). We develop content driven solutions pursuing appropriateness, intelligibility and a certain element of surprise..

They prefer quality over quantity, it seems more perennial and they confess they do not get on well with agencies because we probably speak different languages, although they admit they would love to find someone with whom explore new territories.

Regarding their dreams, they are categorical, they consider they are like wishes and they do not dare to pronounce them for fear of not being fulfilled. However, their brilliant minds are full of them and they hope that one day come true.

if the project is interesting, Bendita Gloria will work for any client.

Dissenyadors//



"We don't feel comfortable with the word 'inspiration'. Design, in our opinion, needs analysis, not great Muses."



# Practica

Practica believes that design – no matter how it's created – is both an intellectual and an emotional process. Their approach aims to balance the two ends of the spectrum: analytical, contextual, yet intuitive and expressive. They also believe that design – no matter how it's situated in the comparative landscape – needs to belong uniquely to the organizations that help shape the work.

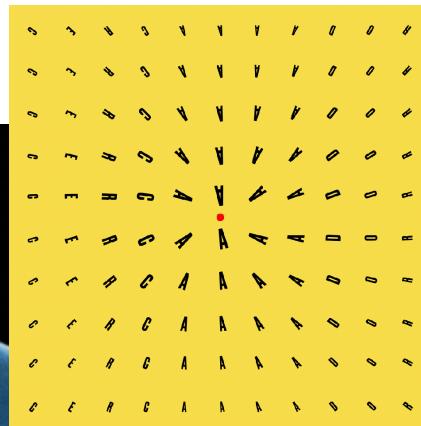


# TheOthers TV

"We're not like the others. We are  
The Others."

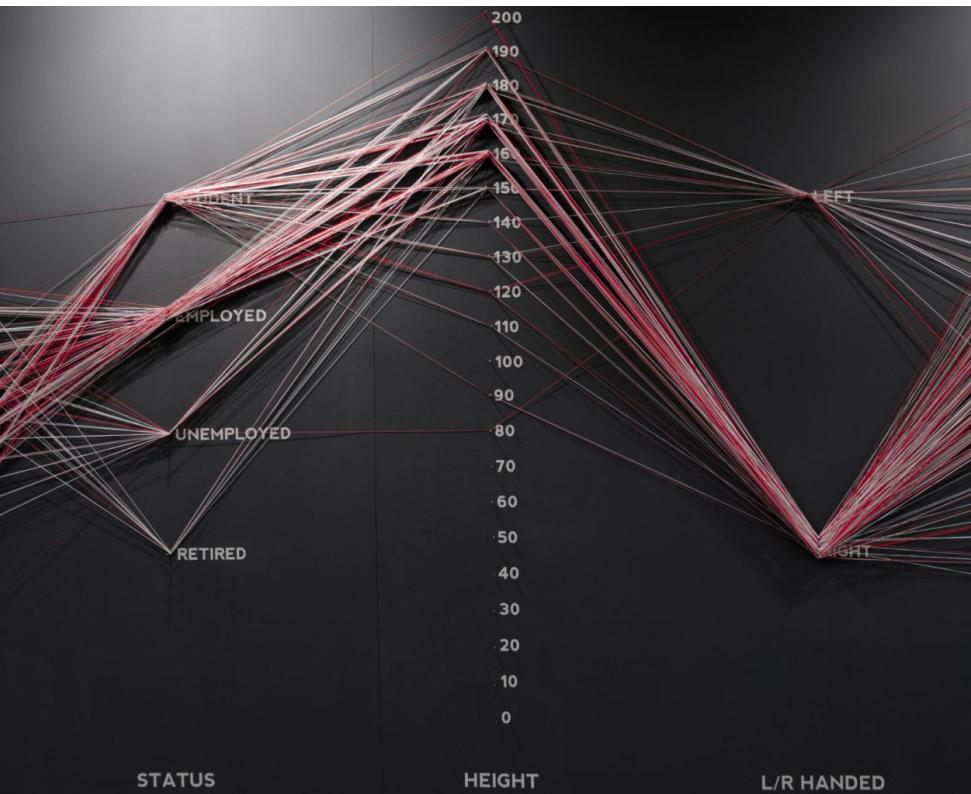
TheOthersTV are a production studio specializing in creative digital content, as well as 2D and 3D animation. They were founded in Barcelona, but have had a global impact.

TheOthersTV operates on a set of core values consisting of a focus on human stories, unconventionality, motion, and innovation.



DASH  
AND  
STARS ⚡

# Domestic Data



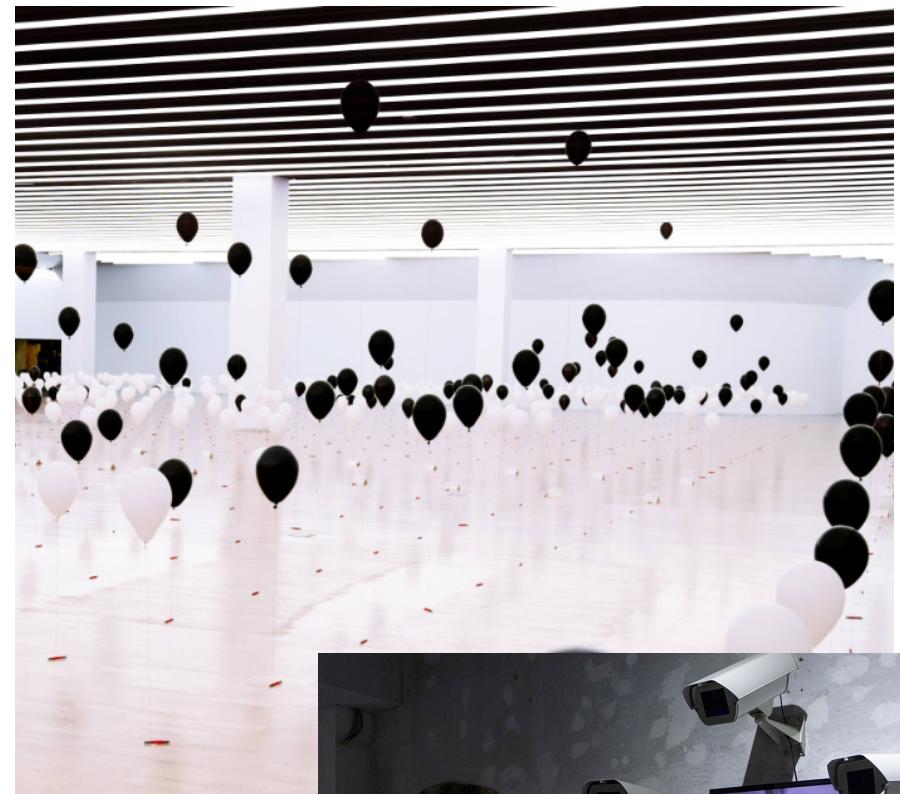
## Streamers

Domestic Data Streamers was founded the 28th of September of 2013 with a simple idea: That the world couldn't be understood

without numbers, but it wouldn't be understood with numbers alone. DDS believes that any meaningful interchange of information between

people needs to carry emotions, experiences to create knowledge or change. Since then they have brought this idea all over the world, from

Dissenyadors//



//Decembre 2022

**"I understand design as a logical concatenation of thoughts that culminate—ultimately—with an appropriate formalization."**

Studio Albert Romago-sa, founded on early 2014, is a full-service graphic design and creative direction office operating from Barcelo-na to the world. Our work focuses on the values of the product or brand, starting with a tailored analysis of the clients needs and finishing with an exquisite

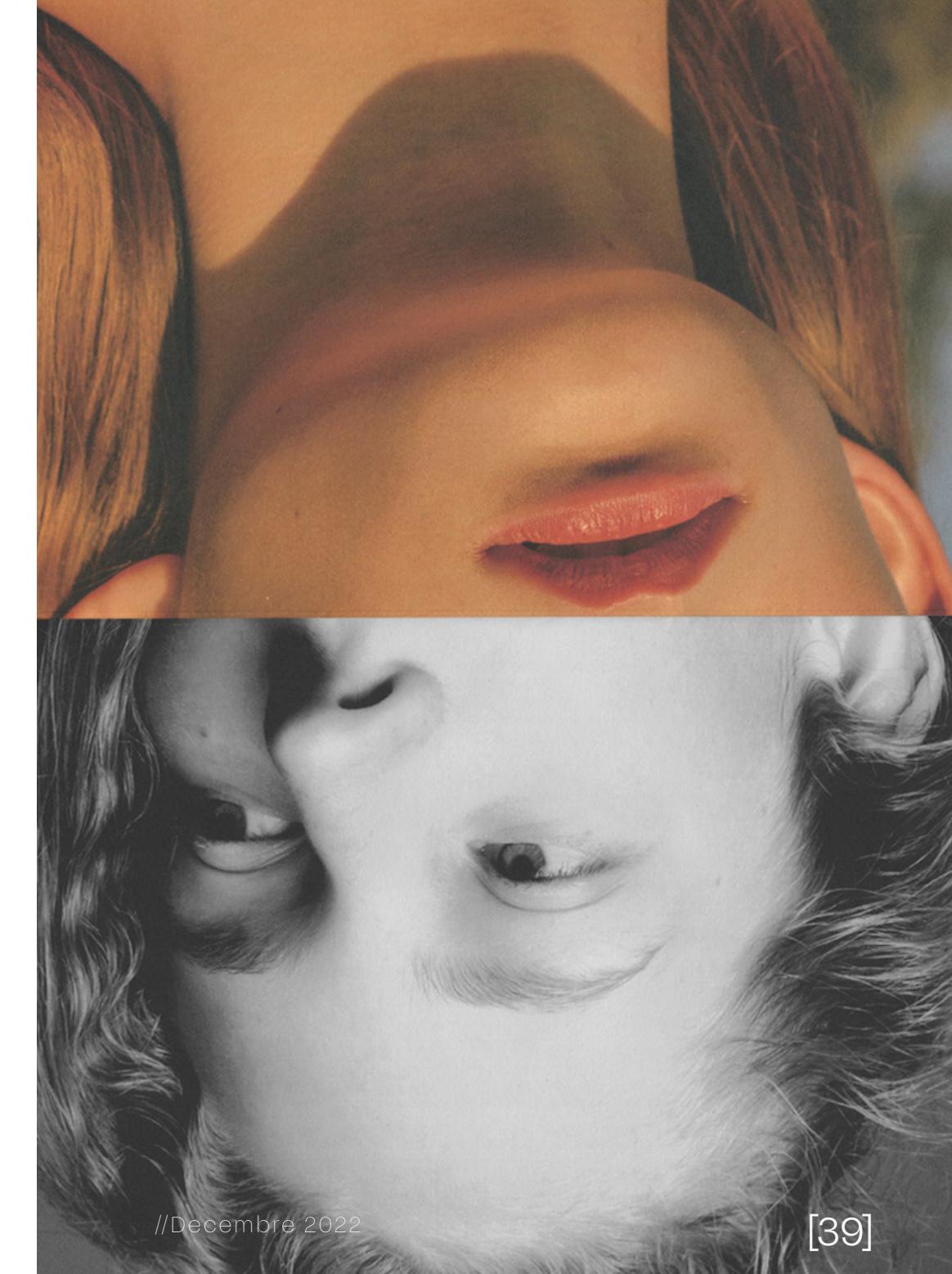
visual formalization. The studio works for all kind of clients across a wide range of disciplines developing visual identities, brand strategies, websites, art direction, printed design, books, magazines, naming, communication collateral and many more. Albert's work has been published

in several prestigious books and magazines such as it's nice that, this is paper, étapes france, index book and thames & hudson. Aside to running the office, Albert gives lectures and teaches at different design universities. He also guides the design of periodicals project in the masters in editorial design at ELISAVA.

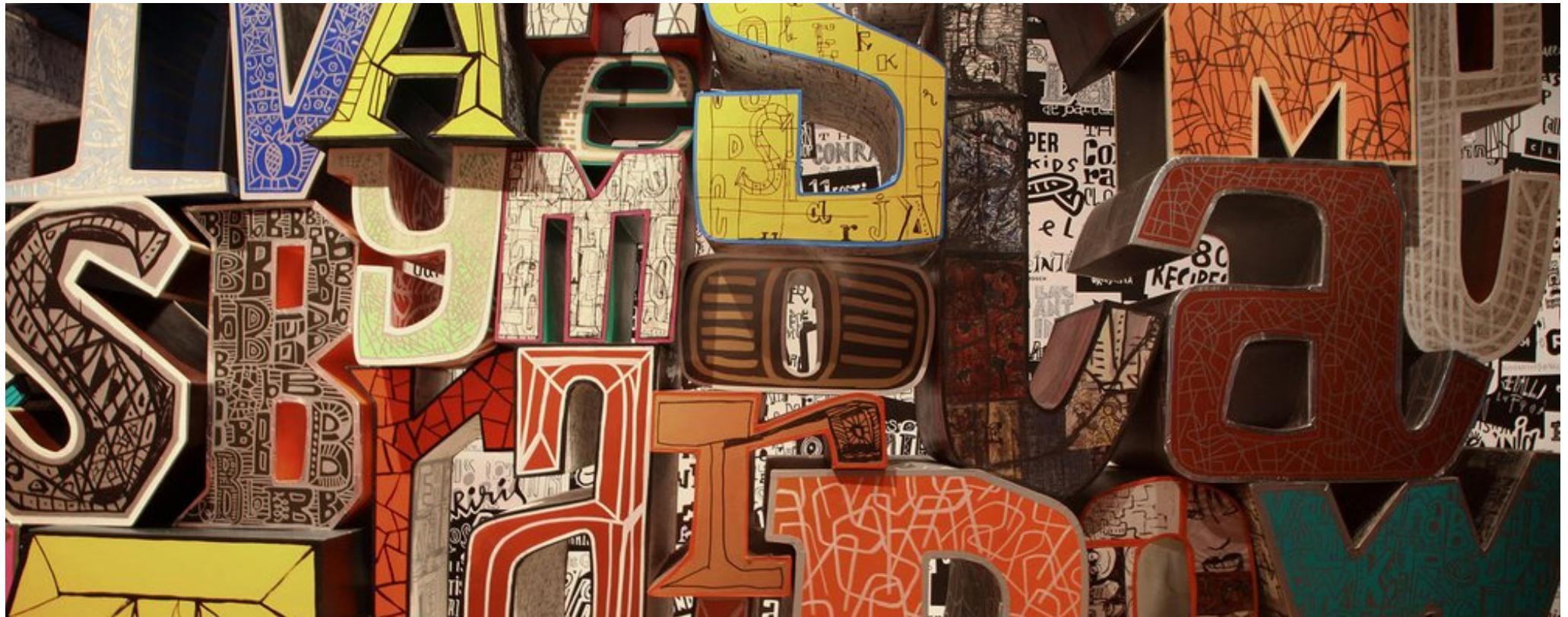
Member of the presiden-tial board of ADG-FAD (art directors and graphic designers association) between 2015 and 2018, Albert has been chairman at the adg laus awards in 2016 and 2017.

Our work has been prizewinner at the adg laus awards in 2015, 2016, 2018 and 2020 in a various range of categories such as visual identity, book, typography and magazine design.

# Albert Romagosa



# Mariscal



It is difficult to categorize Javier Mariscal's work: His creative endeavors cover the gamut of material and conceptual media. Working solo, in collaboration and since 1989 as principal of Estudio Mariscal, he has had a hand in the creation of the corporate image for the Barcelona Zoo; textiles for Nani Marquina;

furniture for the Memphis Group; comic characters such as El Señor del Caballito and Twipsy; illustrations and stories such as Metrópolis; Cobi, the mascot for the 1992 Olympic Games in Barcelona, along with the corporate identity for the Games; and the Acuario playground at Huis Ten Bosch theme park in Nagasaki. Some

of his most provocative projects have been multidisciplinary, with art and humor – mingled through words, images and acting – conspiring to send subversive, witty and occasionally controversial or personal messages. While the artist has been dubbed the Peter Pan of Spanish design for his work's simple,

dreamy, childlike qualities, that label can be misleading because it disregards the presence of an underlying social commentary. However, to extend the metaphor, Mariscal, like Peter Pan, is at home in the alternate realities he creates. In Barcelona since 1971, he has drawn inspiration from city life for small projects, such

as his postage stamp-sized pen-and-ink illustrations for Barcelona Un Dia, an anthology of stories about the city, as well as larger, more environmental installations like "El Gran Hotel" (1977), an exhibition of his own work set against the backdrop of an imaginary hotel from the 1950s that included a reception desk, bar,

lounge, bedroom, bathroom, radios, televisions and furniture from the era. In 2000, in celebration of his own 50th birthday, Mariscal produced Colors, an ambitious multimedia play about the history of color and visualization.

# Raúl Goñi

**"How can we be good designers without questioning the world we live in?"**

Raúl Goñi is a transdisciplinary designer who studied Graphic Design first in his hometown and later in Barcelona. He is currently a PhD researcher at the University of Lisbon Faculty of Architecture and Design.

Raúl created of the platform publicprotest-poster.org for the democratization of design and the mediation between interest groups. In June 2020 he finished

the interdisciplinary Master specialized in design research in ELIS-AVA (MUDIC). He has been teaching since 2007 in several schools of Art and Design.

He combines his activity with the organization of the only free frontier design festival in Europe, working as a curator and exploring the limits of design with other creative disciplines. In his professional

career he has won several awards, starting with the various Carta Blanca grants from the FAD, the Young Guns of the Art Directors Club New York, several Laus and Gran Laus in Graphic Design and Visual Communication as well as several Golden Lions at the Cannes Festival, Golden Suns at the San Sebastian Festival, Clio awards and The Cup.



# Francesc Ribot

In 2006, Francesc Ribot decided to convert his family business, Menage, formerly a family shop, into his own design studio.

Menage has an historical tradition dating back to the nineteenth century. The business started in 1870 as a family shop and five generations have been passed through more than 140 years.

Menage Design is a design studio specialized in the conception, creation and development of brands. Dedicated to providing a personalized service tailored to each project, meticulous attention is paid to every detail so as to ensure excellent results. This thorough work ethic, combined with their relentless drive, has enabled them to serve a long list of prestigious clients, from a diverse range of areas, over the last 20 years.

Francesc graduated in design by Eina School



and combines his professional career in a brand visual identity consultancy with teaching and research activity.

Within the professional field, he has more than 25 years of experience in the consultancy of graphic design in services and great consumption fields. Within the academic field, he

has been a professor in several schools. He currently is the Head of the Graphic Area, professor in the Degree in Design and in the Master in Packaging design at ELISAVA. Within the research field, he is

a PhD by Southampton University in a project that evaluates the mimetic behaviours of the corporate visual identity of products, companies and institutions.

Menage Design has created a blog, called Collecte, where old graphic collections online are posted. It is a good resource for finding references or just for remembering and reliving past times.

Dissenyadors//



//Decembre 2022

# Xavi Roca



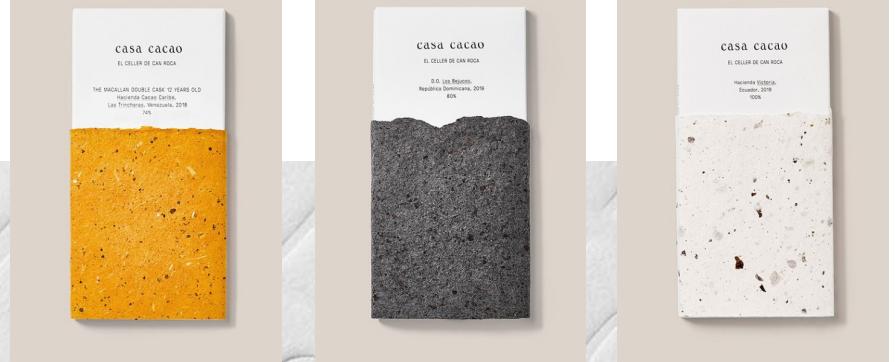
Born in Barcelona and graduated in Graphic Design at EINA school. After some time in Enric Aguilera's studio, he takes part in the team lead by Fernando Gutiérrez and Pablo Martín in GRAFICA. Nowadays

he is the creative director of RUN together with Eva Balart and Estefanía Aragüés.

RUN is a graphic design studio that focuses on corporate identity, packaging,

communication and editorial design for people, institutions and brands. He has developed numerous packaging projects in the sector of gastronomy and design for clients like Casa Cacao,

Dissenyadors//



Rocambolesc, Grupo Tragaluz or Isist Atelier. Xavi combines his professional work with teaching in ELISA-VA where he has taught classes in the areas of projects, corporate identity and packaging.

//Decembre 2022

# Javier Jaén

Javier Jaén (Barcelona, 1983) studied Graphic Design and Fine Arts in Barcelona, New York and Budapest. His professional activities focus on editorial illustration, book covers, and cultural communication. His is a symbolic, playful language, and he looks for narrative scenarios and aesthetics in close context, related to the everyday experience.

He has worked for Vanity Fair, The New York Times, The New Yorker, The Washington Post, Le Monde, Time, Harvard University, La Vanguardia, El País, Penguin Random House, Vueling Airlines, UNESCO, among others.

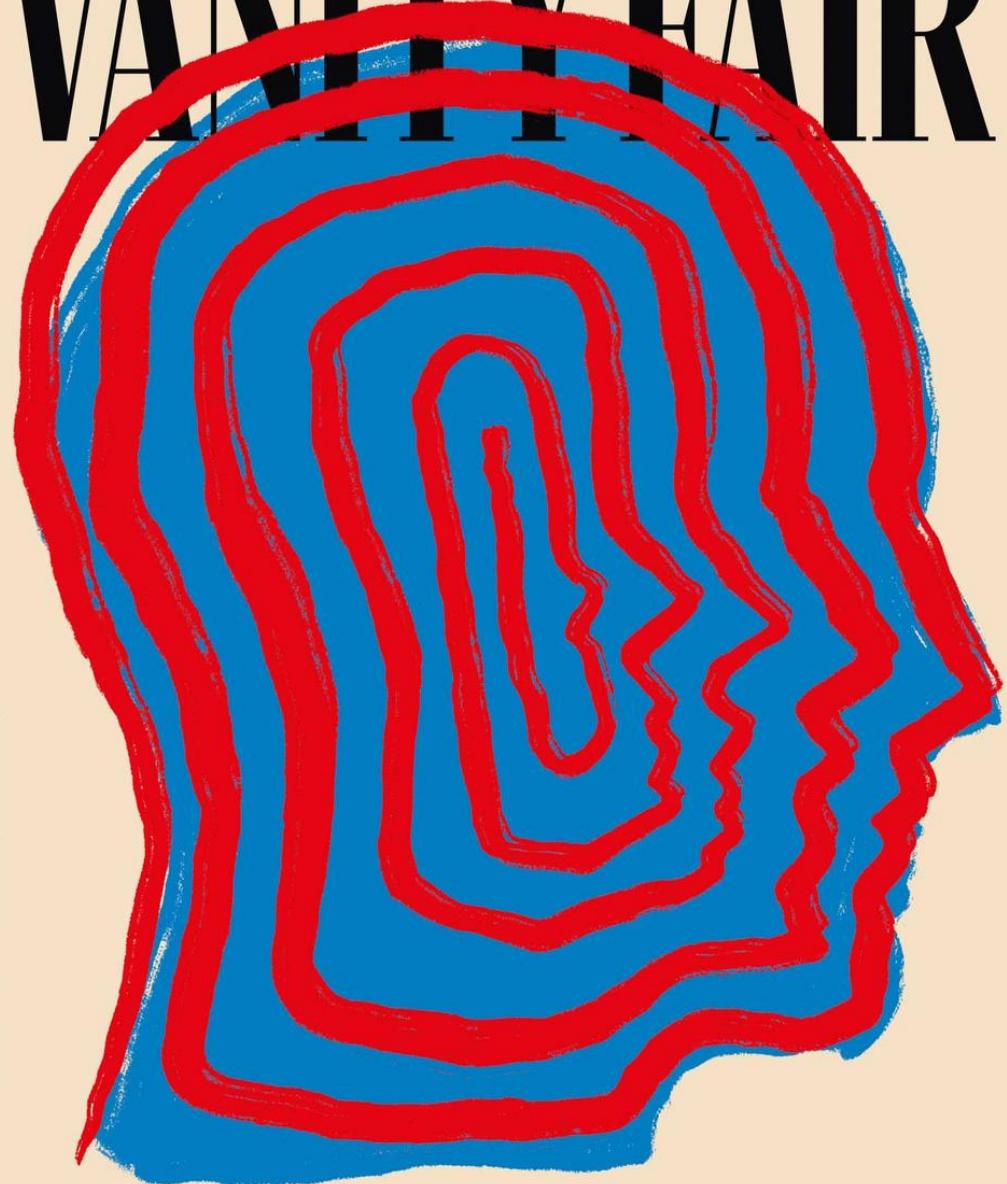
He has taught at Istituto Europeo di Design, IDEP, and frequently runs workshops and lectures. His work has been recognized by the Society of Illustrators (Illustrators 55, 56), American Illustration (AI33, AI34) Print magazine (New Visual Artist 2013), Junceda Award (2013),

and the Gràffica Award (2010). He has participated in exhibitions in New York, London, El Salvador, Tallinn, Rome and Barcelona.

He has still not written a child, planted a book, or given birth to a tree. Everything is waiting to be done.



# VANITY FAIR



*"El talento consiste en cómo vive uno la vida." - Ernest Hemingway*

**EL AÑO QUE DECIDIMOS CUIDAR DE NUESTRAS CABEZAS**

POR ANA ARJONA Y JAVIER SÁNCHEZ ILUSTRACIÓN JAVIER JAÉN

//Decembre 2022

***Dissenyadors*** is a platform for showcasing the work and stories of talented designers from Barcelona and the surrounding area. We believe in the power of design to inspire and enrich our daily lives, and we are dedicated to highlighting the creativity and innovation of the designers in our community.

Through our magazine, you can discover the latest trends in design, learn about the challenges and opportunities facing designers in Barcelona, and get to know the people behind the work. We feature a range of designers, from established professionals to emerging talents, working in a variety of fields including graphic, product, motion design, and more.

***Dissenyadors*** was made to serve as a source of inspiration and connection for designers in Barcelona, and a window into the vibrant design scene of the city for readers around the world.

