



**Design:  
dissension, ethics  
and collective  
process**

**Exhibition of final course projects  
by 2016-2017 year students of ESDAP,  
with interventions by Carla Flores, Carles  
Garrido, Behnaz Rezaei and Berta Vallvé.**

The exhibition in **Espai Zero** at **Fabra i Coats**, presented as part of **Barcelona Design Week 2018**, is a selection of final projects by ESDAP Catalunya students from the 2013-2017 degree course, which reflect on society and also provide proposals for its transformation, with the aim of rethinking the role of design.

A depiction that defines the role of the school's education in design based on its ideological commitment to its surroundings, rethinking the role of design as an element for social transformation. A reflection from a theoretical viewpoint on the application space, understanding all artistic forms to have a political, technical, formal and practical dimension.

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**Exhibited Projects**

- Eklegein* \_ Montserrat Aunós
- Heura: element urbà* \_ Jorge Braun
- El Ricart - Hotel & Club social*  
Pilar da Pena
- Estereotípia* \_ Carla Flores
- La casa atòmica* \_ Juana García
- La coberta* \_ Carles Garrido
- Manifesto BEIA-A* \_ Leia Goiria
- H2O: Centre Esportiu de Rem  
i Piragüisme* \_ Anna Grau
- Okulys* \_ David Ramos
- Humans Sandals* \_ Behnaz Rezaei
- Re-meis* \_ Neu Sociats
- WDF-We don't fit* \_ Berta Vallvé

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**Intervencions a l'espai**

**Estereotípia**  
**Carla Flores**

*Estereotípia* is a project that materializes in a teaching unit designed for use with first cycle of secondary school children. It aims to break with the most common stereotypes present in the city of Badalona.

Migrations, humans' ability to move to new places, are natural movements that have taken place throughout the history of mankind. Currently, we find that classrooms are no longer monolingual or monocultural, and for this reason, this project aims to provide the tools to help become aware of the existence of stereotypes and to promote observation and reflection on the environment among young people.

*Estereotípia* consists of four activities that address the different factors involved in the reproduction of stereotypes. Their common goal is to foster positive cohabitation. It is an experiential product and the project includes the design of a web page and a promotional object with which the user can generate their own content that will contribute to the growth of the *Estereotípia* project.

## **Humans Sandals**

### **Behnaz Rezaei**

We start from the basis in which we all recognize the essential animal nature that connects us. There are no differences. All our footprints are equally simple, equally poor, equally human.

Although time, civilization, materials and technology may change our world, we will all continue to recognize each other, as humans, in the footprints that each one of us leaves on earth.

The basic idea of this project is an ethical and immaterial, simply fraternal positioning that has sought to be translated, implemented and conveyed by means of an object: the sandal, understood as an aesthetic product.

*«If I could give a message of peace, it would be this one: Although it may not seem like much, do not cease to give or to do good. If we all unite, we can do great things. Although the image of the future is terrible, it doesn't matter. We're going to work.»*

*Vicente Ferrer*

This project results in a product that can be marketed through the Vicente Ferrer Foundation, an organization that works to help the most disadvantaged people in India. So, to assist in attaining and achieving its goals, several sandals have been designed to increase the profits of the Foundation through the sale of its products, looking out for the workers and with the entire manufacturing process conducted in dignified conditions.

## **WDF–We don't fit**

### **Berta Vallé**

*We Don't Fit* is a reflection on how the established social structures, the systems of power relations and hierarchies operate as devices for standardization acting on dissenting bodies and identities.

It seeks to create pieces that host struggles experienced in the first person, of those that do not fit into the regulatory structure and how this translates into a constant conflict between the individual and conventional attire.

Three experiences denote the content of the project:

1. Mariana Olisa, from the point of view of black feminisms, analyses the questioning the hierarchies of power that place the white European man at the top of everything, making use of institutionalized machismo and racism.
2. Mario Peinazo, from the trans point of view, analyses the breakdown of the traditional roles of men and women through reflections on the binary nature of gender identity.
3. Kai Guerrero, as a person labelled fat, analyses the need to break with the canons of beauty as a single model and the demand for non-standard bodies from the standpoint of anti-fat phobia activism.

The format is an in-disciplinary documentary work of an artistic and political nature that includes design, activism and audiovisuals with the aim of giving voice to dissenting discourses. This project (conceived for dissemination, not commercial purposes) seeks to create a space for reflection that goes beyond the economic order. In fact, it criticizes capitalism and opens its arms to welcome ways of working cooperatively and sharing. The pieces are a loudspeaker that amplifies the voice of the people portrayed and, in this regard, the success of the project depends on its dissemination. That's why the process is recorded and social networks are used for dissemination in the form of a mini-series of documentaries.

**The complete mini-series on YouTube: [WDF - We Don't Fit@wdf\\_wedontfit](#)**

## **La coberta**

### **Carles Garrido**

*La Coberta* has arisen from the need to help everyone who has had to abandon their home as a result of the refugee crisis. The project aims to provide decent accommodation and, at the same time, raise awareness of the problem. Abandoned concrete frames are used to house dwellings, thus taking advantage of disused spaces and giving them a useful life.

Building materials such as works huts or props articulate a modular construction system to serve all needs. Their modulation enables versatility in use and ease of transport to different locations, keeping the same functionality.