

IED INTERNATIONAL PROJECT

IED España & MOSCOW STATE STROGANOV ACADEMY OF DESIGN AND
APPLIED ARTS & LAS MANUELAS Perú



IED KUNSTHAL BILBAO



IED
Kunsthall Bilbao
Centro Superior
de Diseño

The Istituto Europeo di Design (IED) was born in Milan more than 50 years ago as a private institution specialized in the field of education and research on design and communication. Today, IED is an international network in continuous expansion, with eleven seats in Italy, Spain and Brazil. Its main interest, all throughout these years, has been to become a global reference of quality in the education and popularization of design and culture at international level. The aim of the Istituto Europeo di Design is to train youngsters in the fields of Design, Fashion, Visual Communication and Management for Creative Industries, providing them with efficient implements to become capable of responding to the demands of the current professional world. To do so, the school has developed an innovative and diversified didactic methodology, which deals with aspects such as technology and experimentation, expressiveness in messages and integrated communication, along with market problems and new scenarios.

IED MADRID



IED
Madrid
Centro Superior
de Diseño

MOSCOW STATE STROGANOV ACADEMY OF DESIGN AND APPLIED ARTS

Moscow State Stroganov Academy of Design and Applied Arts (Stroganov Academy), founded in 1825, is the oldest applied and industrial art university in Russia. Today the Academy prepares highly qualified specialists in popular artistic professions, among them: product, environment and graphic designers, muralists and sculptors, decorative artists, restorers and art critics.



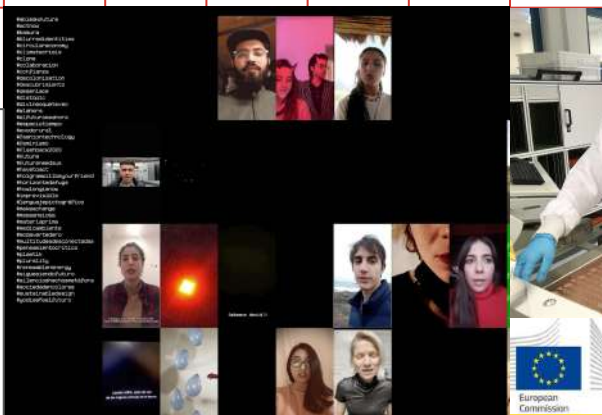
LAS MANUELAS Perú

LAS MANUELAS is a community, a methodology, a commitment, a project ..., developed in collaboration with IED REC, the non-profit Research Center of IED Madrid and the Peruvian NGO Movimiento Manuela Ramos, supported by Fundación La Caixa and Economistas sin Fronteras.

A cooperation initiative which developed its own methodology and digital platform to connect alpaca herders and artisans from southern Peru with artists and designers from all over the world to co-create unique series of hand knitted pieces.



REC is a team of designers, investigators and strategists based in Madrid developing research programmes and innovation projects in collaboration with a wide pool of partners and contributors from all over the planet; an extensive growing network generating new knowledge to be implemented across different areas.



MISSION

VALUES

Design and development of a collaborative project to forge an **inspiring and productive experience** between both entities and their participants.

The aim of the project is the creation of **new & shared messages and languages** which express the values of the new generation of thinkers and creatives finalizing in a handknit alpaca wool collection.

By connecting Russian art students with design students from Spain and the Peruvian artisan collective Las Manueles, we will build a **global community without borders** and offer each participant an enriching experience and opportunity for personal and professional growth.

The final goal of this exceptional collaboration project is to create a **new concept of visual communication, by means of an universal design programme**, inspired by the Art Work of Varvara Stepanova as formal expression of the Russian Constructivism.

The outcome should reflect the contemporary concerns and aesthetics of the new generation of creatives and will serve as the conceptual context to co-create a new collection that will be realized by the precious hands of the Peruvian Las Manueles Collective in Puno.

CO-RESEARCH

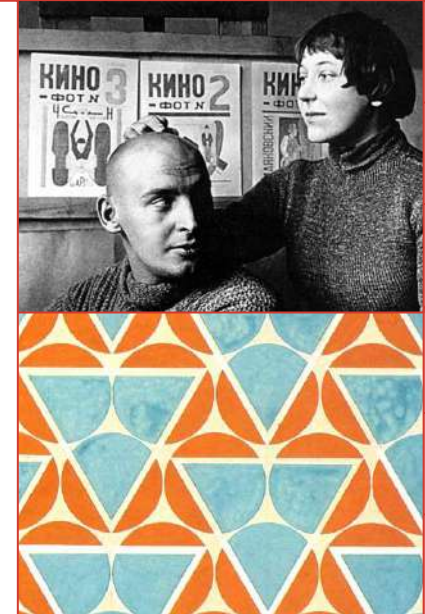
Design Manifesto

An investigation will be carried out to delve into the context of **Constructivism in Russia** and also of **contemporary Vanguards in Europe**.

The team will co-reflect through a collective research and generate common values and messages in form of a design manifesto for our contemporary society, a collective formal programme, a common visual language.



This study of Varvara Stepanova's Artwork within the context of the Russian Constructivism will fundate the investigation on how political and social messages can be transformed to design programmes and visual languages as is the textile work of Varvara that represents of Stepanova's activism.



CO-CREATION

Identity & Design Brief

The whole group of researchers will co-decide the title and the concept of the collection, based on the common messages and formal manifesto developed previously at the co-research workshop. They will co-decide common formal elements to be used in each design.

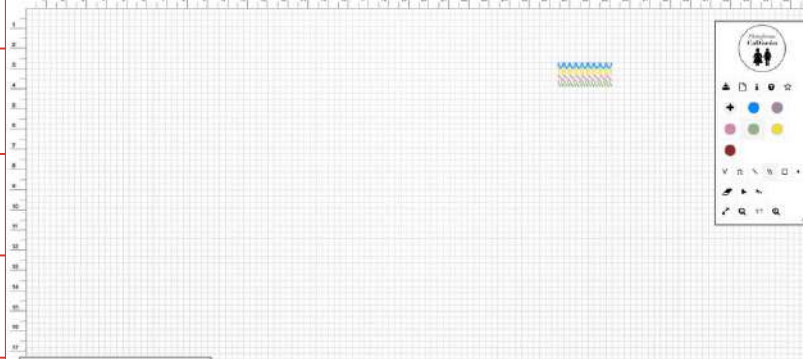
Each student will present one idea/design concept and the formal interpretation of the manifest and common element in their own textile piece.



PRACTICE

KNIT

We will practice together with artisan knitting techniques.



CO DESIGN PLATFORM

We will focus on practicing the use of the [Co-Design Platform](#) to develop the skills and autonomy to work with this advanced tool developed ad-hoc to collaborate with the Alpaca artisans of Puno.

DESIGN

CONCEPT

Each student will develop their own design concept.

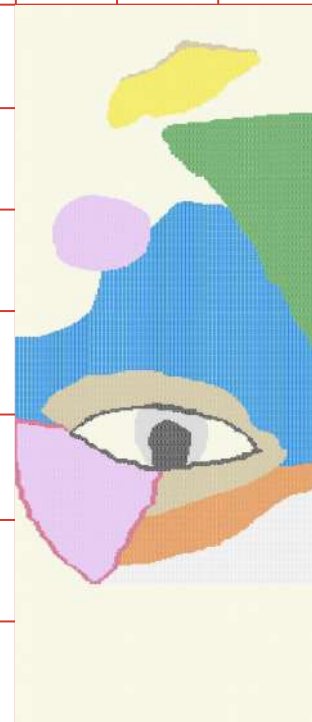
- Formal elements
- Colours Palette
- Textures
- Composition
- Proportions

DEVELOPMENT

Each student will develop their design through the Co-Design Platform.

DELIVERABLE

A final presentation will be organized to review all designs within the collective Art Direction and aim of the project.



PRODUCTION

REALIZATION

All selected designs will be send via email to the Las Manuelas collective in Peru.

They will realize the textile pieces following the digital pattern of each design.

Each piece will be knit by hand, using the fibre of their own alpacas, natural wool handspun and dyed.



COMMUNICATION

EXHIBITIONS in Moscow and Spain

IED & STROGANOV will decide how to disseminate the project in their country and community, in order to promote the collection, its message and philosophy, and its participants (both to the students of both institutions, and the artisans of the Las Manueles collective), and generate possible future orders and collaboration.

- *All proceeds of eventual orders will go 100% to the Las Manueles project and collective.*

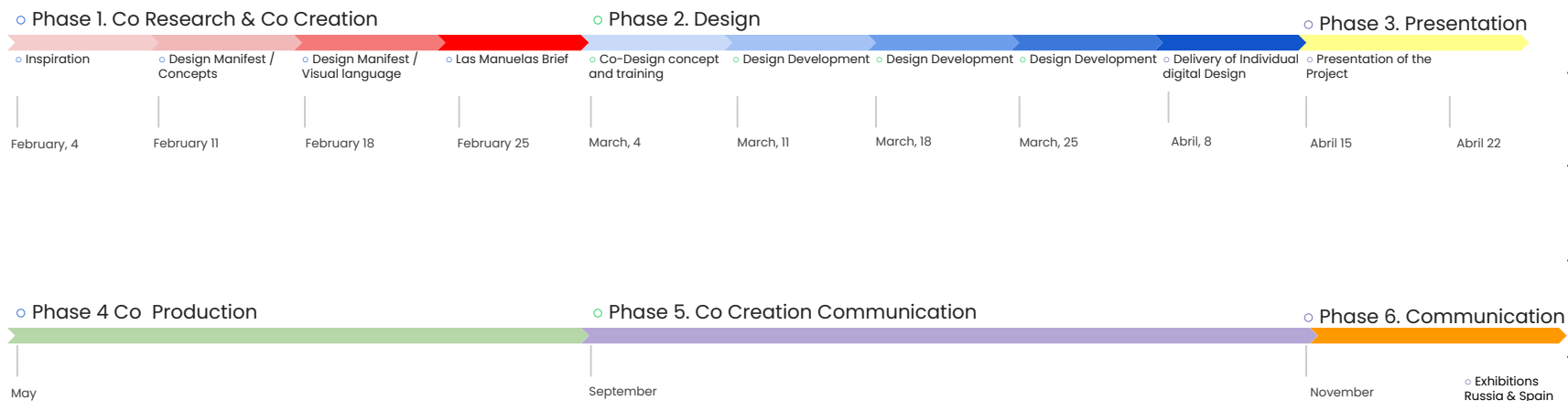


OUTCOME

VALUES

- A transnational community
- A formal definition of our “Zeitgeist”
- Cross-cultural values, languages and messages
- A materialization in the form of textile art pieces
- A cooperative activity
- An alliance for life

TIMELINE



STUDENTS

IED ESPAÑA

IED MADRID

Adoración Beltran Velasquez
Jacobco Cobian Sanchez
Andrea Carrera Gonzalez

IED BILBAO

Lavier Lasarte
Naia Escribano

STROGANOV

Polina Bychkova
Daria Denzel
Sofia Makeeva
Maria Mamaj
Sofia Yurchenko

ORGANIZATION

TEAM IED

MADRID

Project Leader: Isabel Berz

Local coordinator & tutor:

Carmen Collado

BILBAO

Project Coordinator IED España: Libe Mancisidor

Tutor: Susana Zanzibar

Facilitators:

Pablo Jarauta

Aitor Baigorri

Federico Antelo

Team Stroganov

MOSCOW STATE STROGANOV ACADEMY OF DESIGN AND APPLIED ARTS

Prof. Alexander Lavrentiev

Ekaterina Poliakova

Olga Sukhomlinova

Tutor of Stroganov students:

Anastasia Keltsyna

Expo design coordinator:

Sofya Krasnaya