

Design

Design has established itself as a fundamental pillar of the Spanish economy. Architecture, interior design, and product design have become distinctive hallmarks of Spanish companies, not only in sectors like fashion or habitat but also in areas where design, even when not at the core, functions as a distinguishing factor. Simultaneously, new specialties like digital design, service design, and design thinking are gaining ground in Spain. Alongside prominent international references and renowned studios, design infiltrates the Spanish business landscape, bolstering its value.

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01.

Internationally
recognized



45 Spanish companies and 30 design studios awarded

in the IF Design Awards 2023

**Acciona
Cultura**
*for Life and Work
of Frida Khalo*

Actiu
for its chair Fluit

Acquabella
*for its shower tray
Natur Wave*

Roca
*for its toilet
In Wash Ona*

Mapfre
*for its new
sound identity*

Succeeding at the peak of design

Four Spanish companies awarded at
the Red Dot Design Awards 2023

Roca,

the company's stand at the international ISH fair was
awarded the prestigious Red Dot Design Award

Enea,

their chair Mate C won the award for innovative design

Acquabella,

Acquabella's Natur Wave shower tray received
recognition for its innovative design and high quality

Andreu World,

received two awards for the Adela Rex chair
and the Forest Club sofa

Multidisciplinary design

Rising Talent awards, with seven awarded designers.



Marta Ayala Herrera,
combines industrial design and craftsmanship in her Barcelona studio



Miguel Leiro,
after studying in New York, founded his studio in Santiago de Compostela



Marta Armengol,
responsible for Rosalía's stage design, focuses on light and everyday objects



Josep Safont,
an artist, textile designer, and contemporary craftsman from Barcelona



Max Milà Serra,
focused on experimental lighting after working with Antoni Arola



Tornasol Studio,
a Madrid team formed by Inés Llasera and Guillermo Tapiello



Álvaro Aramburu,
works with wood from the Swedish forests of Dalsand, Sweden

With prominent figures

Spanish designers at the pinnacle of international design

Patricia Urquiola

art director of Cassina and with her own studio in Milan, collaborates with major Italian and Spanish firms, and her works have been exhibited at the MoMa in New York

Jaime Hayón

exhibited in museums like Groninger in the Netherlands and the Daelim in Seoul, considered one of the most influential designers of our time by Time magazine

Six'n Five

a creative studio founded by Ezequiel Pini in Buenos Aires but based in Barcelona

Inma Bermúdez

the only Spanish designer working for Ikea and the recipient of numerous awards like the Red Dot Award, iF Awards, or Delta de ADI-FAD

El Equipo Creativo Estudio

recognized with numerous international awards, formed by architects Oliver Franz Schmidt, Natali Canas del Pozo, and Lucas Echeveste Lacy

Alex Trochut

a graphic designer, illustrator, and typographer who has worked for Nike, Fila, or Coca-Cola

Packaging



Eleven Spanish packaging designs awarded at the Worldstar Global Packaging

Contenedor Susceptor Naturtilla

Flexomed

Secure E-Box

International Paper

Beardburys x Gas Monkey

Carobels Cosmetics

Alzamora Carton Packaging

Enovo

One Piece Partition

Smurfit Kappa

Match Agua Tónica

Durero Packaging (Grupo Autajón)

Concentralia Naturbio Ecofoam System

Salló Kyra

4Liquids

Font Packaging Group

Octogonal Bag in Box for water

Smurfit Kappa*

e - Hug

Smurfit Kappa

Goliath Box

Smurfit Kappa

(*All four projects from Smurfit Kappa were manufactured in Spain.)

02.

Talent and projection



Two Spanish Pritzker Prize winners


 **Rafael Moneo**
The Getty Center (1996)


 **RCR Arquitectes**
Akasaka Palace, Tokio (2017)

Four Harvard Wheelwright Prize winners in the last ten years

 **Marina Otero Verzier** (2022)

 **Daniel Fernández Pascual** (2020)

 **Anna Puigjaner**
(2020)

 **José M. Ahedo**
(2014)

Present on the international map

 **Valencia**
the world capital of design in 2022

 **Barcelona**
the world capital of architecture in 2026

A good place for education

Design has a network of specialized centers in Spain

Source: [Ceoworld](#)



IED
Barcelona

among the top 100 fashion schools in the world

Source: [World Brand Design Society](#)



Elisava, Barcelona School of Arts & Design and ESDI

three Spanish schools among the best design institutions in the world for 2023-24. Elisava ranks 8th, Barcelona School of Arts & Design is 14th, and ESDI Escola Superior de Disseny is 25th

Source: [Times Higher Education](#)



IE (School of Architecture and Design)

is among the top 20 universities in the world for employability

Source: [QS World University Rankings](#)



Universitat Politècnica de Catalunya, BarcelonaTech (UPC) and Universidad Politécnica de Madrid (UPM)

are among the top 30 architecture universities

Own dates

Spain hosts its own design events

Feria Hábitat de Valencia,

the primary international showcase for the Spanish habitat industry with a wide range of furniture, lighting, decoration, upholstery, and rest

From Spain With Design,

a project by the Red Española de Asociaciones de Diseño designed to promote Spanish design

Marbella Design Fair,

offering a tour of more than 50 spaces showcasing the best trends in residential and contract interior design

Blanc!,

a design and creativity festival with eleven years of experience and a reference in Spain

Casa Decor en Madrid,

an interior design, trend, and lifestyle platform in the heart of Madrid

Madrid Design Festival,

the major design event that turns Madrid into the capital of design

Barcelona Design Week,

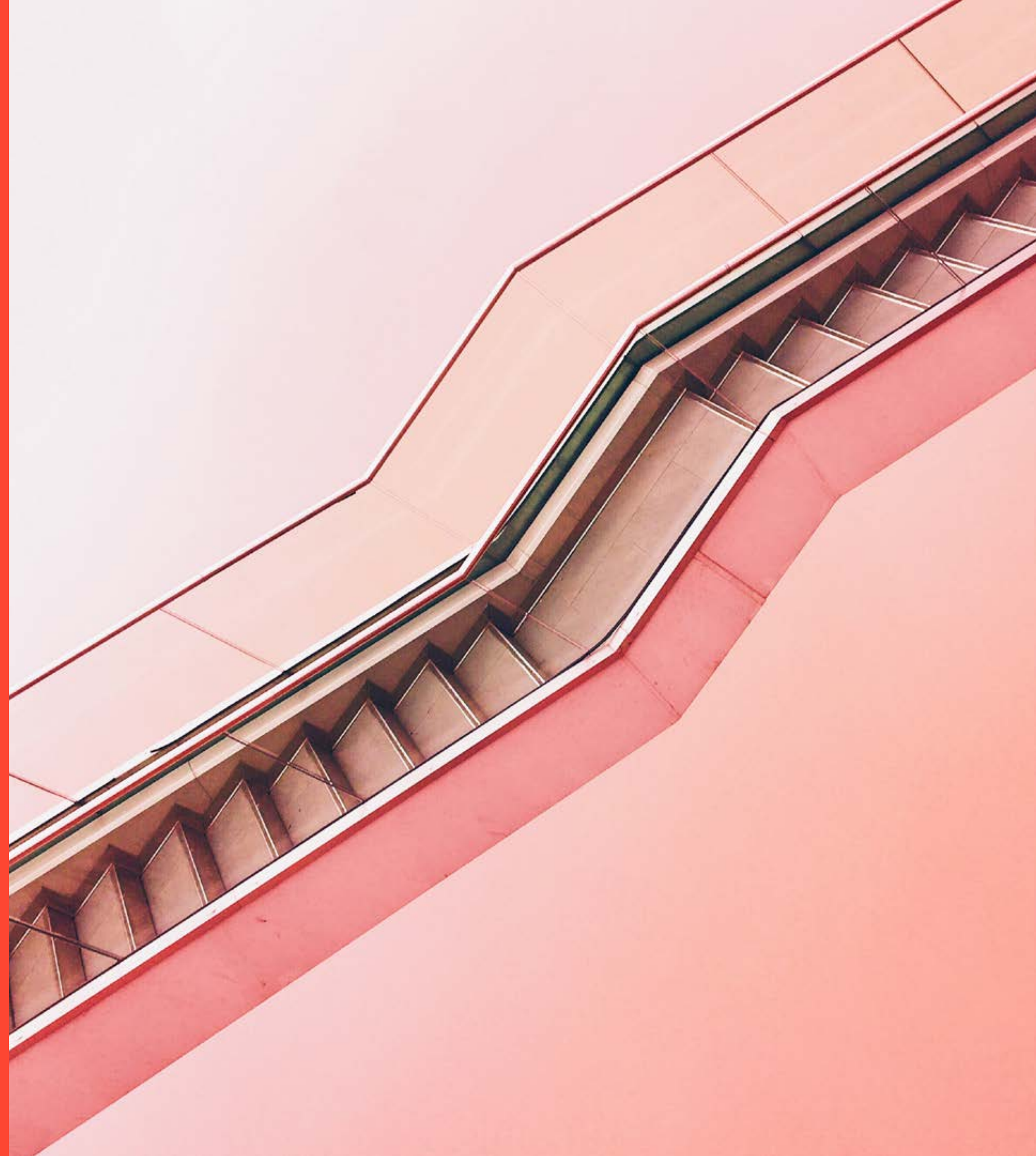
an essential event for design, creativity, and innovation in Barcelona

Bienal Española de Arquitectura y Urbanismo,

which has been bringing together a range of activities related to architecture and urban planning since its inception in 1991, as well as an itinerant exhibition


03.

Spanish design gains momentum



Fashion continues to grow

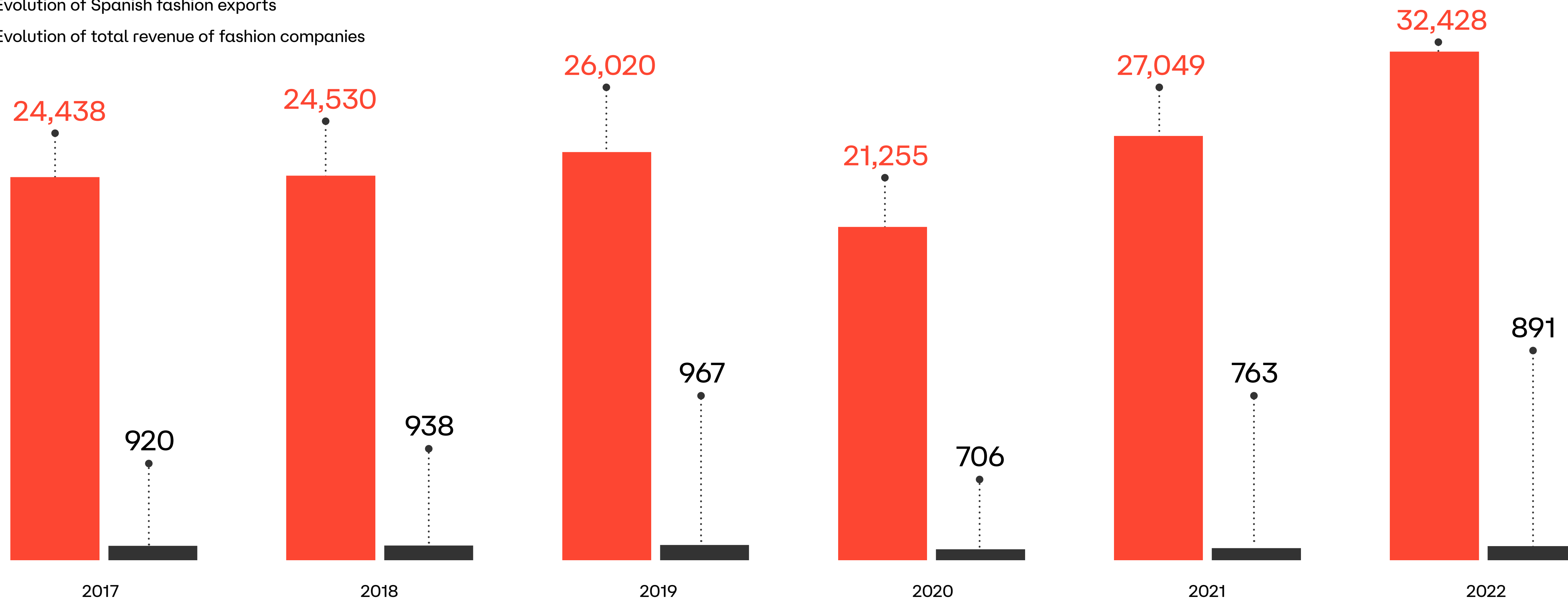
The sector experienced its largest revenue increase in 2022 since 2015, marking the beginning of the historical series.



Juana Martín is the only Spanish designer in the official selection of Paris Haute Couture Week

■ Evolution of Spanish fashion exports

■ Evolution of total revenue of fashion companies

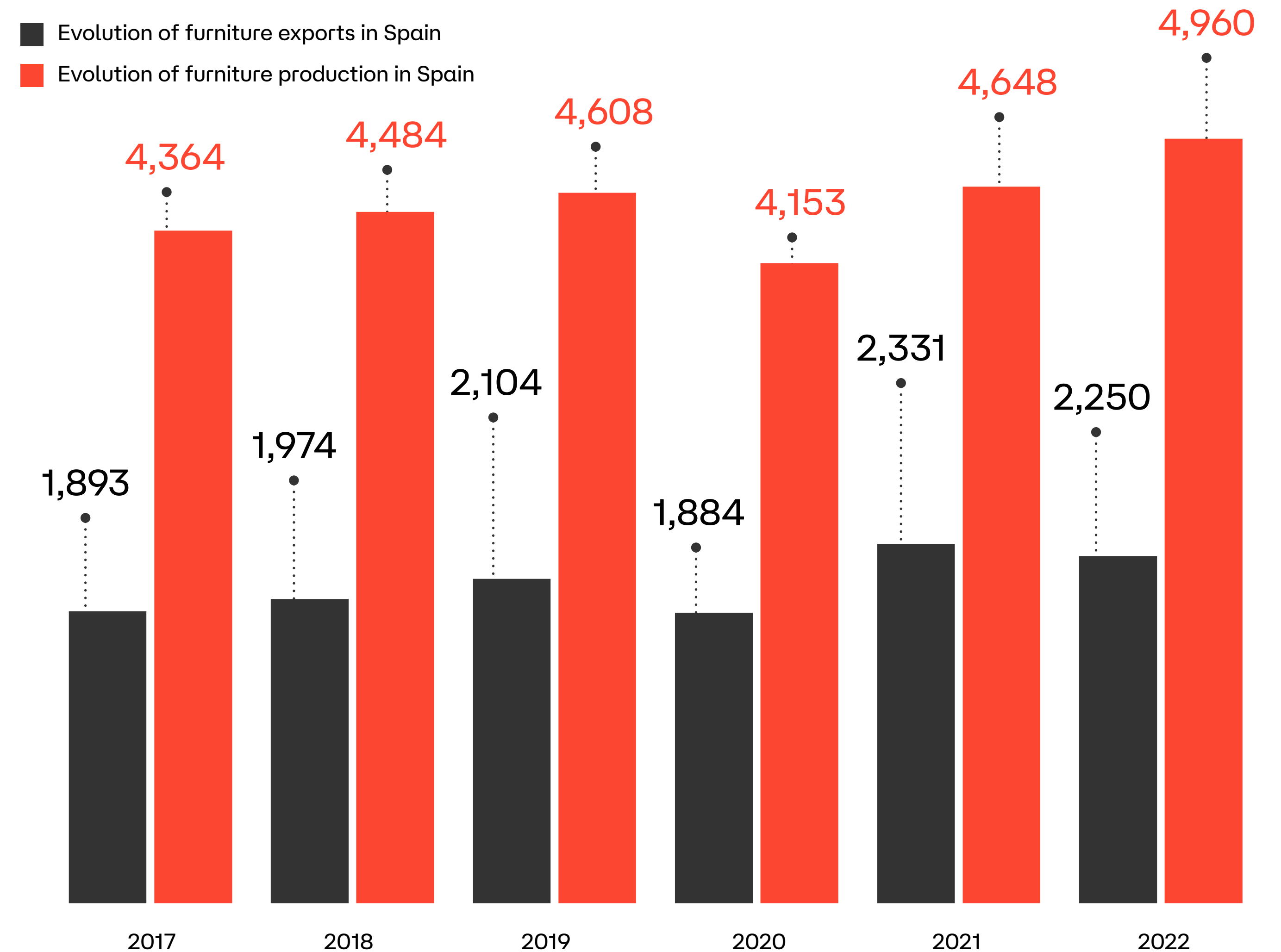


Furniture and interior design from Spain to the world

The exports of furniture in Spain have exceeded pre-pandemic figures

Evolution of Spanish furniture exports and production

In millions of euros



Main destinations for Spanish furniture



France

28.4%

of exports



Portugal

14.8%

of exports



United States

7.2%

of exports

04.

Design hub

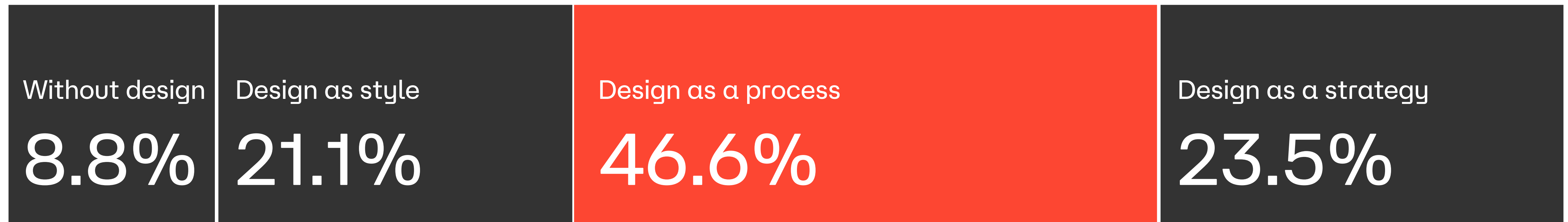


Design extends it's footprint

Companies rely on design to enhance their reach, and an increasing number of them are integrating this discipline into their processes. The Design Ladder, or design ladder, is a **conceptual model used to describe and analyse** the maturity of design in organizations.

The Design Ladder consists of four rungs, each representing a different level of design integration and evaluation.

Source: [Spain Design Index](#), by FMRE.



32% more income and better positioning for companies that excellently integrate design principles

Spanish companies rely on design to grow

These are the largest Spanish companies applying for industrial designs in 2022



The design department gains importance in companies

37.8%

of companies assert that design is an essential competitive resource

64.9%

state that design has been relevant to the company's economic success

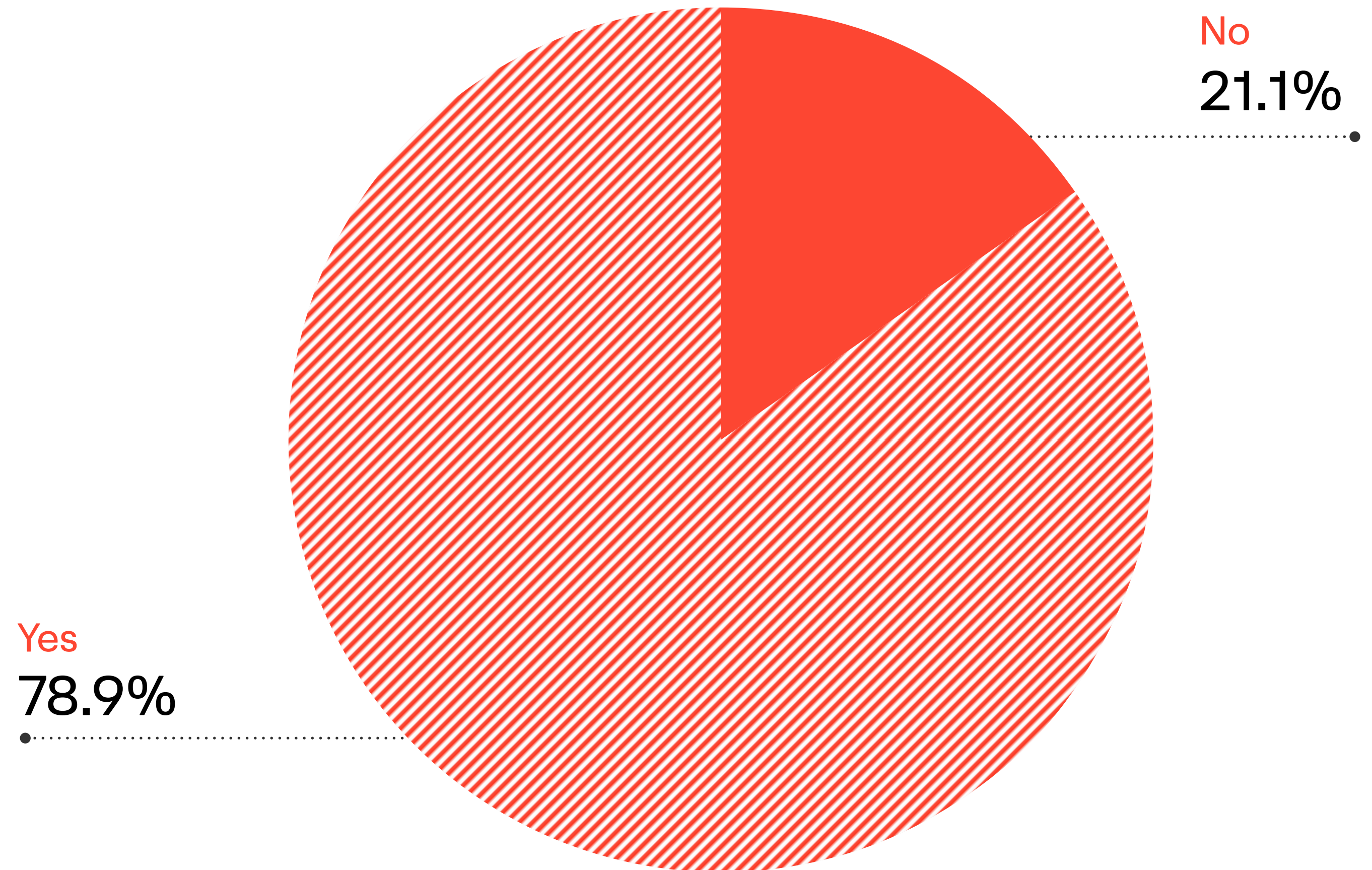
21.9%

of companies consider design a critical component in positioning the "Marca España" (Spain brand)

87.3%

of companies acknowledge that design "opens new markets and aids internationalization."

Presence of design departments in sectors



Spanish design strengthens bonds

The sector has various associations that bring together professionals and mobilize them through initiatives and information generation.

Fomento de las Artes y el Diseño (FAD)

Fundación B.C.D. para la Promoción del Diseño Industrial

Red Española de Asociaciones de Diseño (READ)

Foro de Marcas Renombradas Españolas



The six entities that constitute La Multilateral signed in June 2021, and to this day, 144 entities, 349 companies, and 488 professionals have joined

Fundació del Disseny de la Comunitat Valenciana

Asociación Creadores de Moda de España (ACME)



Leading
Brands of Spain
Forum