2 to 4 February at Llum BCN 2024

IED Barcelona's "Luminent" showcases the Poblenou neighbourhood's historical identity

The lighting installation combines light and bubbles to symbolise the four elements that form the identity of this Barcelona neighbourhood: the fire of its industrial history, the air of its renewal, the water along its beaches and the earth that sustains its community.

Devised by students from Product Design, Interior Design, Motion Graphics & Video, and Business Design, the proposal can be found at Carrer de Tànger, 23, as it pays homage to the essence of this place through the magic of light.

IED Barcelona's "Luminent" makes a total of ten entries in this lighting arts festival in the Catalan capital, a European benchmark in lighting design.

Barcelona, 19 January 2024. - IED Barcelona is participating in the **Llum BCN** lighting arts festival with **"Luminent"**, a proposal that showcases the Poblenou neighbourhood's historical identity. The festival is organised by the **Barcelona City Council's Culture Institute** and this year celebrates its 13th edition in the Catalan capital from **2 to 4 February**.

Devised by students from **Product Design, Interior Design, Motion Graphics & Video, and Business Design**, the installation **pays homage to the soul of this neighbourhood by combining light and bubbles to represent its four distinguishing features**.

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"Poblenou was known as 'Taulat' during its origins, a term that means a 'piece of farmland', which is exactly what remains now on the lot at Carrer de Tànger, 23, where our installation is to be located. The proposal aims to reconnect people with the history of this neighbourhood in which we find ourselves, returning to its essence by representing the fire of its industrial history, the air of its renewal, the water along its beaches, and the mud and gravel that sustain its community," explains **Raffaella Perrone, Head of the Design School at IED Barcelona**.

Each component of "Luminent" symbolises an element of this identity: the "crater" space alludes to earth and demolition, the light refers to the energy of fire, the soap bubbles contain water, and the balloon represents the lightness of air.

Hypnotic effect
Besides its reference to the natural elements and spirit of Poblenou, "Luminent" is a contemplative installation that aims to recover the ability to astonish thanks to the beauty of lighting design. As **Mery Glez, Head of the Visual Arts School at IED Barcelona**, attests: "In a world in which it seems to be increasingly difficult to surprise us, this proposal aims to leave the general public speechless, to say 'wow' as they enjoy the magic and illusions created by the bubbles interacting randomly with the light."

A decade of light
IED Barcelona's presence at Llum BCN has this year reached a round number: ten times participating in a festival that annually positions Barcelona as one of the leading places to be in terms of European lighting design, alongside internationally prestigious events such as **Fête des Lumières** in Lyon, France. In fact, **"Slow Light"**, IED Barcelona's project for the last edition of Llum BCN, travelled there from 7 to 10 December as the only Spanish design school – selected from among 220 candidates – to form part of its programme. The installation thrilled the public and city authorities with its interactive proposal that recreated star constellations with minimal energy consumption. Almost three million people visited Fête des Lumières.

"Luminent" at Llum BCN 2024
Installation number 18
Place: lot at Carrer de Tànger, 23

 "Luminent" credits

IED Barcelona students (in alphabetical order):
Iman Balzhanova – Business Design
Joab Buenaño – Motion Graphics & Video
Bianca Giacomini – Interior Design
Lisa Henry – Interior Design
Clara Marcó Viñas – Motion Graphics & Video
Hugo Martín Sánches – Product Design
Stepan Shalaev – Product Design
Reina Tay Bou Dargham – Product Design

Tutors: Joan Recasens, Raffaella Perrone and Mery Glez

Coordination: David López and Simona Cannonito

With the collaboration of Eutópica.

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IED Barcelona's 10 participating works at Llum BCN:
2015 "Xarxa"
2016 "Dins de l'Univers"
2017 "ADN BCN"
2018 "People Are Light"
2019 "Entremurs"
2020 "Lluman"
2021 "4-7-8"
2022 "Treequency"
2023 "Slow Light"
2024 "Luminent"

About IED

The Istituto Europeo di Design (IED) is the largest education network in the creative field — design, fashion, the visual arts and communication — with 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao and Como.

More than 130,000 students have graduated since its opening, and every year it welcomes 10,000 students from all over the world. IED is committed to educational initiatives and practices related to a corporate reality, and has established over 1,000 business agreements during its 50-year history.

In its more than 20 years of experience, the IED Barcelona headquarters, located in the Gràcia neighbourhood, has consolidated its position as one of the reference training centres in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) degrees awarded by the University of Westminster, IED Diplomas, and Master's, Postgraduate, Specialisation and Summer courses, as well as tailor-made training for companies and professionals.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,000 students of more than 100 different nationalities each year.

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