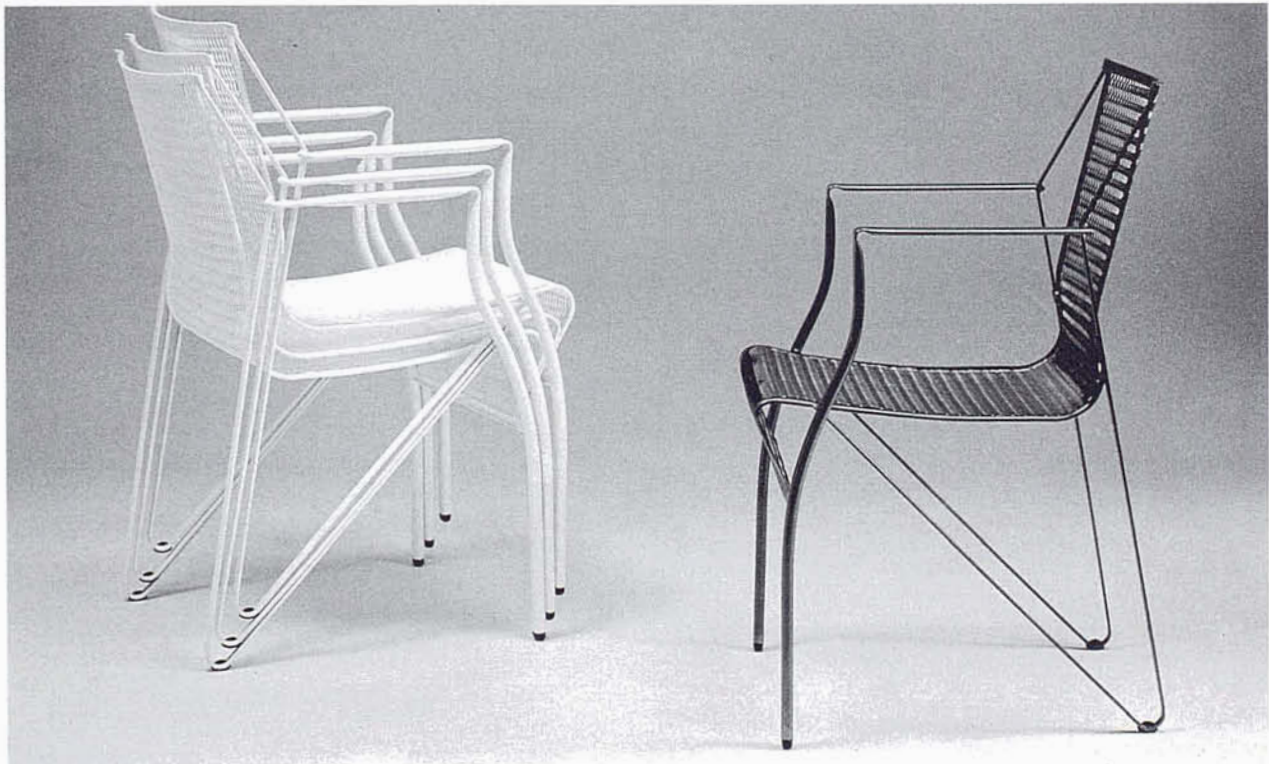


DESIGN IN CATALONIA

TODAY, CATALAN DESIGN IS A VALUABLE CULTURAL ASSET,
A RECOGNIZED CONTRIBUTION BY CATALONIA TO SPANISH
CULTURE AND BY BARCELONA TO CATALAN CULTURE.
TWO INDICATORS OF THE REALITY OF DESIGN IN
CATALONIA ARE THE EXHIBITION "DESIGN IN CATALONIA"
AND THE "ANUARI DEL DISSENY CATALÀ".



METALÀSTICA CHAIR. ÒSCAR TUSQUETS.

ESPERANÇA RABAT ART CRITIC



METRÓPOLIS BRACELETS.
MONTSERRAT GUARDIOLA.

Like Texans or cocaine, design has gone from rebellion to power in no more than thirty years. Today, design is a valuable cultural asset in Spain, a recognized contribution by Catalonia to Spanish culture and by Barcelona to Catalan culture.

In response to this situation, the BCD (Barcelona Centre Disseny) has recently promoted two initiatives which provide information as to the reality of design in Catalonia and allow a more complete awareness of the subject: the exhibition "Design in Catalonia" and the *Anuari del Disseny Català*.

"Design in Catalonia" has had the support of the "Departament d'Indústria i Energia de la Generalitat de Catalunya". It was inaugurated in Milan in 1988 and has since then been following an itinerary which has not yet concluded: Barcelona, Berlin, Stockholm, Nagoya, Stuttgart, New York, etcetera. The exhibition provides an overall view of contemporary Catalan design, without forgetting references to tradition. From Modernism to Post-Modernism, it contemplates the present situation of our design on the basis of a connecting thread represented by the very history of aesthetic ideas, of the arts, of architecture and decoration, and their influence on the situation today.

In the catalogue published for the event, an analysis is made of the different vectors which go to shape the culture of Catalan design, from teaching and the institutional situation to publishing and the mass media, including

the main public and private moves to promote and spread design (ADIFAD, ADG FAD, IN FAD, BCD, etcetera). It also looks at the professional situation today and the importance of design in the industrial and graphic fields in the principal sectors of Catalan industry.

The work of André Ricard, Miquel Milà, Ramon Benedito, Gemma Bern, Ramon Isern, Xavier Mariscal, Pepe Cortés, Alberto Liébore, Jorge Pensi, Òscar Tusquets, Josep Llusçà and others stands out in the field of industrial design. In graphic design, there is Josep Pla Narbona, Peret, Albert Isern, Enric Satué, etcetera. As regards jewellery, there is work by Montserrat Guardiola, Joaquim Capdevila, Aureli Bisbe, Chelo Sastre, etcetera.

The exhibition provides the national and international public with a good cross-section of the most significant elements in the history of Catalan design, from the sixties to the eighties, and with a suitable framework for reflection on its importance, its identity, and its degree of implantation, rigour, innovation and quality.

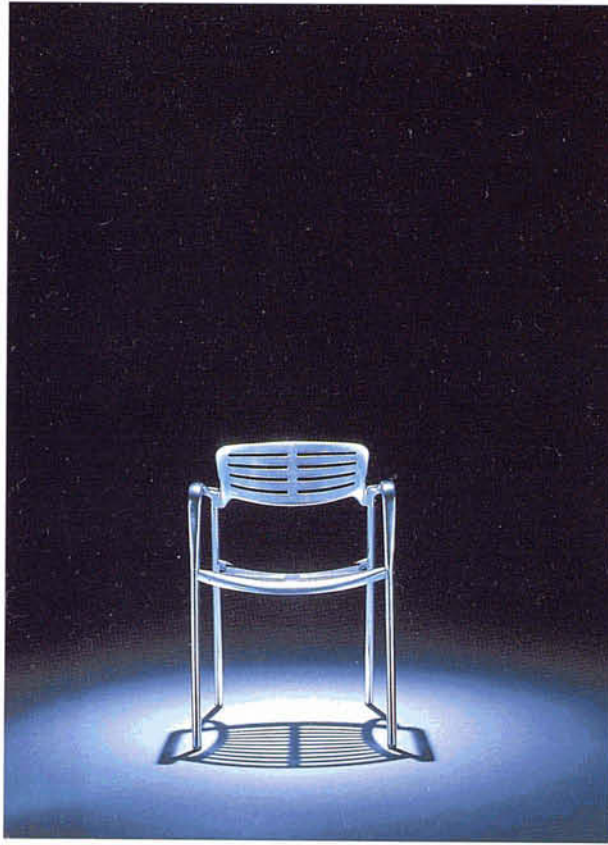
Meanwhile, the *Anuari del Disseny Català* is a yearbook covering the main developments taking place in Catalonia in the field of design. It includes references to work in design, publishing, journalism, commemorative work, and to prizes, competitions and other events of a similar nature. The first edition was published in 1988 and covered 1987, while the second, for 1988, has appeared in 1989.

The *Anuari del Disseny a Catalunya* provides a more complete and more detailed introduction to the reality of our design work.

Both these initiatives have the same objective, which responds to the general aims of the organizing body, the BCD: to promote everything connected with the culture of Catalan design beyond the subject's professional and academic circles, and bring it closer to a broader public, in the interest of something which has not yet been achieved in our country: a normal relationship between design and industry.

Because in spite of the importance attached to design in Catalonia today (one need only look at the endless list of students registered at the design schools), it is still looked on as a tool for cultural production, rather than as an instrument to be introduced in all fields of industrial and commercial production.

Both the exhibition and the Yearbook illustrate this characteristic of Catalan design culture. The emphasis on aesthetics, which is already determined by the designer's academic training, by the shape of industry itself and by tradition, the trend towards design work of a low technological level (furniture, illumination, coachwork, etcetera) and the predominance of the institutions and large companies are, broadly speaking, some of the keys to the culture of design in Catalonia, as can be seen in the exhibition "Design in Catalonia" and the *Anuari del Disseny Català*. ■



TOLEDO CHAIR. JORGE PENSI.



MANOLETA ARMCHAIR. ALBERTO LIÉVORE.



POSTER FOR MIES VAN DER ROHE EXHIBITION.
JOSEP M. MIR, JOAQUIM NOLLA.



ZAHRA T 20-40 SIDETABLE. PEPE CORTÉS.



TESTA STATIONARY. JOSEP LLUSCÀ, MARIBEL QUEROL.