

PROGRAMME

12.02.25 > 23.02.25

LA FABRICA

FEB

Fiesta Design

12.02.25 > 23.02.25

FIESTA DESIGN

Fiesta Design's programming addresses a series of installations, samples and interventions that reflect how design provides answers to problems of today's society. Thus, in the Free Education Institution it will be possible to draw a holistic perspective of the role of this discipline in essential issues: from the use of historical resources such as wool or clay, which can be converted into an engine of development, to artistic reflections regarding fundamental elements such as water or the city. Fiesta Design thus unites tradition, avant-garde, technology and creativity in a proposal that inhabits the future responsibly to, from our days, provide real and inspiring solutions to the challenges and problems of today's society.

ILE. Institución libre de enseñanza

General Martínez Campos, 14. Madrid

PROGRAMME

12.02.25 > 23.02.25

PLANTA -1 -1 FLOOR

SALA DE EXPOSICIONES |

GUATEMALA
DISEÑA CON
LAS MANOS

AUDITORIO |

JORNADAS
PROFESIONALES

GALERÍA | ACTIU

¿QUÉ TIPO DE
CRIATURA DE
INTERIOR ERES?

PLANTA 0 GROUND FLOOR

0.1 |

REGINA DEJIMÉNEZ
INÉS SISTIAGA
WOOL4LIFE
X AMAZON

ORO BLANCO

0.4 |

GIANLUCA PUGLIESE
X SIGNUS

CYTIRE: UNA
CIUDAD DEL
FUTURO

JARDÍN |

RADIANTE LIGHT
ART STUDIO X MINI

CARTOGRAFÍA
DEL RAYO

0.2 |

TOMÁS ALÍA
X CASTILLA-LA MANCHA

TRAMAR
EL BARRO

0.5 |

WHAT IF FT. ÁNGELA
POLANCO X MINI

RETROSPECTIVA
5 AÑOS DE
PREMIOS MINI

GALERÍA |

OTEYZA

ZAGAL

FAME

DE-RAÍZ

0.3 |

MUT DESIGN
X SOLÁN DE CABRAS

EL VIAJE DEL
AGUA

PABELLÓN

MACPHERSON |
INMA BERMÚDEZ
STUDIO Y FINSA X
SANCAL

SURICATA
PARTY

ESTER CRUZ DESIGN

R AL DISEÑO

PROGRAMME

12.02.25 > 23.02.25

PLANTA 1 1ST FLOOR

1.1 |

NACHO ÁLVAREZ,
MANUEL ESPEJO,
SIGFRIDO SERRA,
VIRGINIA ALBUJA
X FORMICA

**SERIE
4X4**

1.2 |

ELENA ROCABERT
Y RAQUEL BUJ
X ISTITUTO EUROPEO
DI DESIGN IED MADRID

**UN AGUJERO
EN MI JARDÍN**

1.3 |

UDIT, UNIVERSIDAD DE
DISEÑO, INNOVACIÓN
Y TECNOLOGÍA

**LA ATÍPICA
UNIVERSIDAD**

SALA DE LECTURA |

GONZALEZ HAASE AAS X BERLÍN

PANORAMA BERLINÉS

TORRE 2

TOWER 2

UNIVERSIDAD FRANCISCO DE VITORIA

EMERGE 25

DOTTOD X IL·LACIONS DESIGN GALLERY

ICONS' REPLICANTS

CLAUDY JONGSTRA

ART AND ECOLOGY

TORRE 3

TOWER 3

SALA 2.1 - 2.2

**ACTIVIDADES,
TALLERES Y
PRESENTACIONES**



Exhibitions
hall



12.02.25 > 23.02.25

INSTALLATION

GUATEMALA DISEÑA CON LAS MANOS

Guatemala, a featured project at Fiesta Design 2025, presents an exhibition space showcasing the work of 14 contemporary Guatemalan designers. This participation celebrates the country's cultural richness and creativity through an innovative capsule installation that merges heritage and modernity in an immersive multisensory experience.

The installation, organized by the Guatemalan Institute of Tourism (INGUAT), features a pop-up architectural structure serving as a gallery of audiovisual content. This space highlights the emerging talent of Guatemalan design and the main tourist attractions from different regions of the country.





Additionally, it emphasizes collaboration between designers and artisan communities, demonstrating Guatemalan design's ability to blend tradition with modernity and project a vision of Guatemala that is both ancestral and contemporary to the world.

The selected designers, representing the country's innovation and identity, are: Casa Edel, Cinco x cinco, Chivas y Chivas, Diego Olivero Studio, Estudio Cálido, Estudio Fábrica, Índigo, Itza Wood, Mayú Handmade, Meüs, Mira Mira, Nada Duele, Nébula and RÖJ.

Organized by

INGUAT
GOBIERNO DE GUATEMALA

Galería



12.02.25 > 23.02.25

INSTALLATION

WELCOME INDOOR CREATURES

WANNA X ACTIU

Organized by

ACTIU

Actiu and the Wanna studio present a unique installation that reimagines the relationship between spaces and our well-being. Based on the Life Friendly Spaces philosophy, it invites you to reflect: What if instead of inhabiting spaces, we started living them?

In a world where we spend 90% of our time indoors, this proposal explores how design can improve the way we live and connect. At its core, Qyos, acoustic booths that redefine microarchitecture, offering versatile solutions for offices, education or healthcare.

Developed with Greenarea and architect Anna Ferrer, a specialist in biophilic design, the installation highlights sustainability, concentration and well-being. An inspiring experience that demonstrates how design can transform spaces into more human environments connected to our needs.



0.1



12.02.25 > 23.02.25

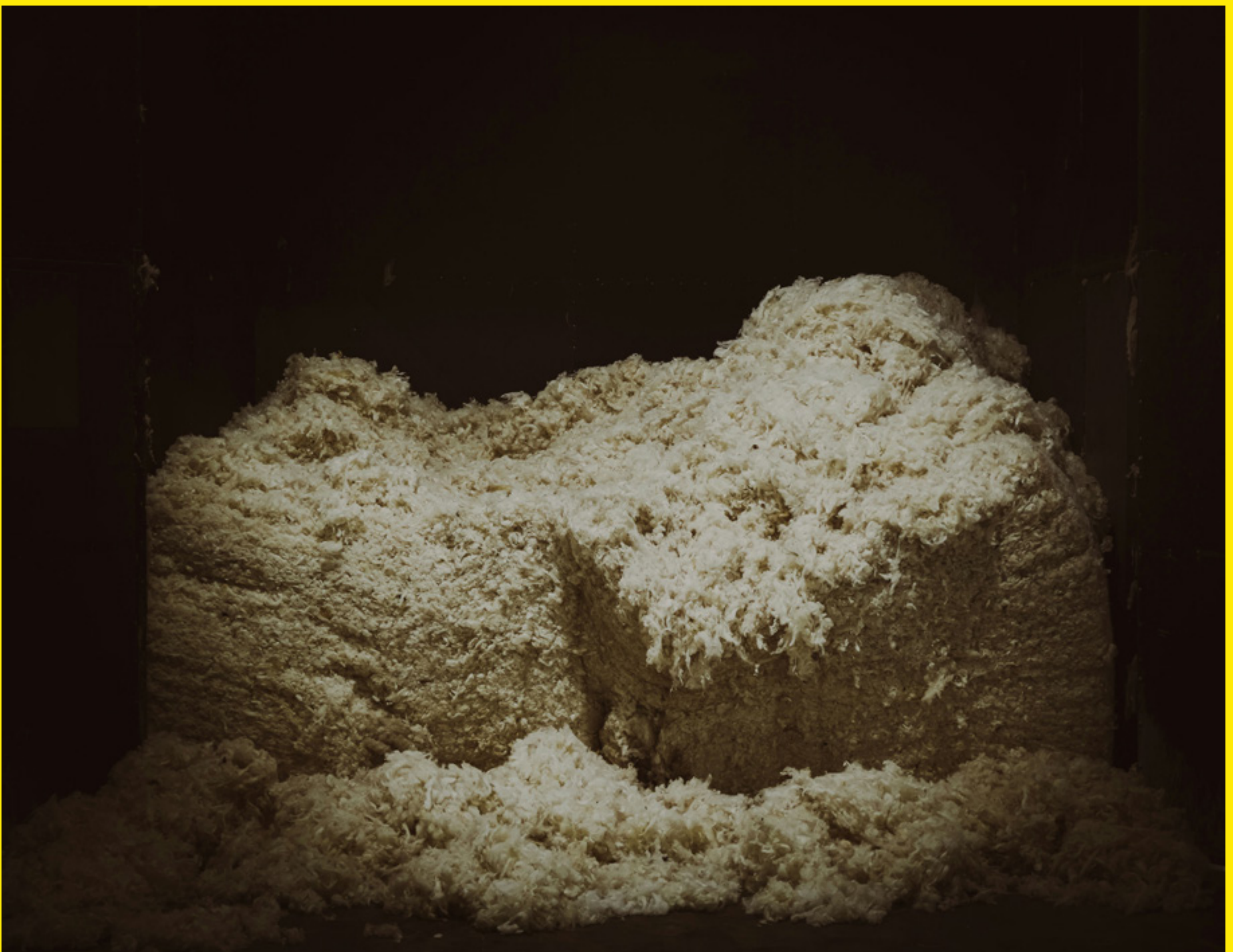
INSTALLATION

ORO BLANCO

REGINA DE JIMÉNEZ
INÉS SISTIAGA
WOOL4LIFE

Within the project Tejiendo Redes: Wool heritage in extinction, we present an installation and a capsule collection made in collaboration with Amazon that vindicates the importance of wool and its contribution to the world of design from the perspective of designers Inés Sistiaga and Regina Dejiménez, in collaboration with Wool4Life.

Oro Blanco is a project to develop products from wool with a real market launch. A capsule collection that addresses the entire process of wool from different native Spanish species.



From this first phase, this special collection of products can be purchased through a specific online store on Amazon, created exclusively for this project.

The collection, together with an artistic installation, will be the result of this collaborative project, which seeks to demonstrate the value of design in the wool industry.

Organized by

AMAZON



0.2



12.02.25 > 23.02.25

EXHIBITION

TRAMAR EL
BARRO

TOMÁS ALÍA

The pottery of Castilla-La Mancha, with medieval roots, stands out for its artisanal excellence and unique materials such as clay. Towns such as Talavera de la Reina and Puente del Arzobispo have brought this tradition to worldwide recognition. Inspired by its iconic colours – Talavera blue and Puente del Arzobispo green – the exhibition Castilla-La Mancha Diseña: Tramar el Barro, curated by Tomás Alía, reinvents this heritage in a contemporary key.





The exhibition includes a sculptural clay lattice that combines tradition and modern design, and a curtain of glazed clay pieces that reinterprets the flexibility of metal.

This project celebrates the cultural and technical richness of La Mancha pottery, projecting it into the future at the Madrid Design Festival 2025.

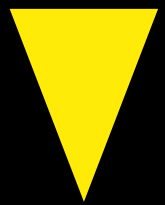
Organized by

LEGADO ARTESANO

JUNTA DE COMUNIDADES DE
CASTILLA-LA MANCHA



0.3



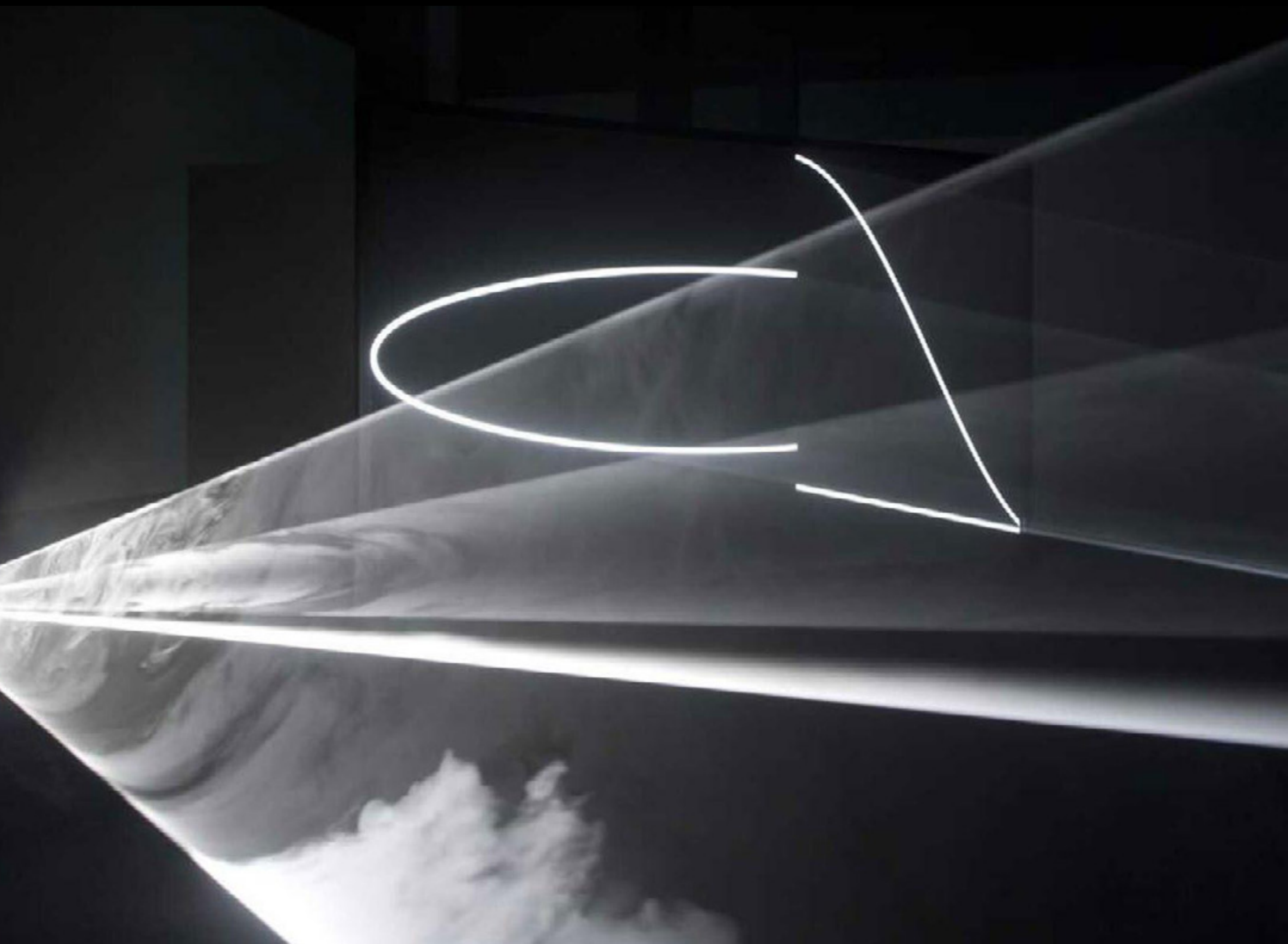
12.02.25 > 23.02.25

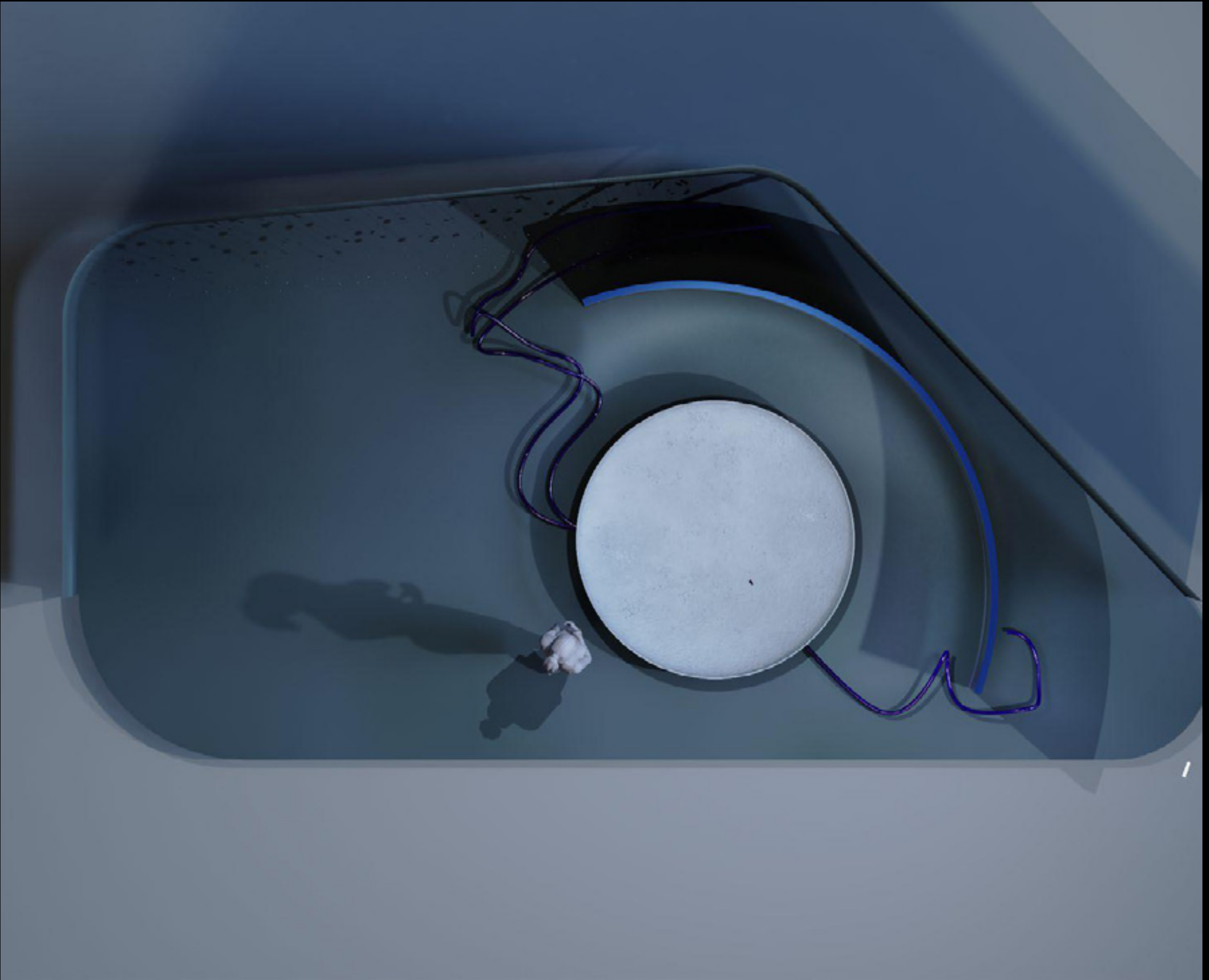
INSTALLATION

EL VIAJE
DEL AGUA

MUT DESIGN

The water we drink embarks on a fascinating journey, from rain infiltrating the soil, passing through geological layers dissolving minerals, and emerging at the spring, to being filtered and bottled for consumption. An ephemeral journey in constant motion, which inspired the installation. This piece highlights the purity and fluidity of water, integrating it into a cutting-edge, technological context that celebrates its transformation and adaptability.





With a contemporary geometric design, understated lighting, and a futuristic atmosphere, the installation invites visitors to immerse themselves in a space symbolizing the continuous flow of water as a metaphor for change. Through light, sound, and shapes, it reflects on the connection between the essential and modernity, showing how water can be integrated into urban life without losing its essence.

Organized by

SOLÁN DE CABRAS



0.4



12.02.25 > 23.02.25

INSTALLATION

**CITYRE:
UNA CIUDAD
DEL FUTURO**

GIANLUCA PUGLIESE

This installation is built from end-of-life tyres, from which urban elements made from recycled material are produced. The aim is to highlight the value of recycled materials and emphasise the importance of using waste to transform it into resources, in line with the principles of the circular economy and sustainability.



GIANLUCA PUGLIESE

Designer born in Turin where he specializes in 3D printing. In 2018 he founded LOWPOLY in Madrid, a company dedicated to sustainability in the field of large format 3D printing, researching and developing new technologies and sustainable materials. He specializes in retail, decoration and interior designing projects for various international brands. Teacher of 3d printing and digital craft at IED Madrid, LCI Barcelona and IE Business School.



Organized by

SIGNUS

0.5



12.02.25 > 23.02.25

EXHIBITION

**RETROSPECTIVA
DE LOS 5 AÑOS
DE PREMIOS MINI**

**WHAT IF FT.
ÁNGELA POLANCO**

The MINI Design Award has established itself as one of the most prestigious design accolades in Spain. This award recognizes and supports professionals who drive creative solutions and innovative ideas to enhance urban living.

Over the course of its five editions, the award has highlighted both renowned figures such as Inma Bermúdez and Álvaro Catalán de Ocón –both National Design Award winners– and emerging talents who are transforming the industry and redefining creative practices.





To celebrate the 5th anniversary of the award, and in collaboration with MINI Spain, we present a retrospective exhibition featuring all the winning projects, from the professional category to emerging talents. This showcase offers a unique opportunity to delve into the work and evolution of designers whose impactful projects have left a lasting mark on the creative landscape.

Organized by

MINI



Galería



12.02.25 > 23.02.25

INSTALLATION

R AL DISEÑO

SELECTED PROJECT
OPEN CALL FIESTA DESIGN 25

ESTER CRUZ
DESIGN

Flamingo side table

Inspired by the flamenco posture. The position that your body adopts in moments of relaxation is the key to creating the legs of this table. Its S-shaped structure supports a recycled coralite red marble top. The legs, made of reused MDF board, facilitate disassembly and transport in a flat box.

Kokeshi space divider

Based on Japanese lanterns, it combines a black metal structure with textured recycled plastic panels. They have horizontal grooves to simulate the texture of lanterns. It is adjustable, backlit and allows you to create compositions with several modules.

Fanus Lamp

Inspired by Arabic lanterns, it is a copper-plated geometric container with side windows, through which a soft light emanates through a cylindrical wooden screen. The combination of the triangle and the circle gives the lamp a charismatic geometric projection. Its structure is adaptable as a table or suspended lamp, allowing compositions with several units.



Galería



12.02.25 > 23.02.25

INSTALLATION

ZAGAL

SELECTED PROJECT
OPEN CALL FIESTA DESIGN 25

OTEYZA

Ortiz Echagüe's work exalts tradition and identity through a visual language that borders on abstraction. His photography captures the essence of the landscape and humanism, using wool as a metaphor for collective memory and resistance.

In his images, wool vibrates like a living organism, reflecting the connection between man and his environment. An example of this tradition is the shepherd's cloak from Villaciervos, a centuries-old symbol of Iberian pastoral culture, made from Spanish merino wool and recognized for its functionality and minimalism.

Inspired by this dialogue between past and present, OTEYZA presents El Pastor, a piece that reinterprets the shepherd's cloak with wide cuts and noble materials, fusing tradition and contemporary design. Wool, the central element of the installation, becomes a symbol of identity and evolution.



Galería



12.02.25 > 23.02.25

INSTALLATION

DE-RAÍZ

SELECTED PROJECT
OPEN CALL FIESTA DESIGN 25

FAME

Fashion is more than just a trend; it is a language that unites creativity and tradition, reinterpreting our cultural identity. This exhibition is not an end, but a starting point for a dialogue on how to preserve and reinvent artisanal know-how in a constantly changing world.

A journey that explores Spanish fashion from its roots to its evolution in contemporary design. It also proposes a new form of display, moving away from traditional window dressing and focusing attention on the piece, its material and its history.

The installation presents the creations of Carlota Barrera, Leandro Cano and Suma Cruz, winners of the Spanish Fashion Awards. With an innovative visual and narrative approach, it invites the viewer to interact and reflect on the future of fashion.

Curated and designed: Fundación Academia de la Moda Española
Miguel Cruz Faber



Pabellón
Macpherson



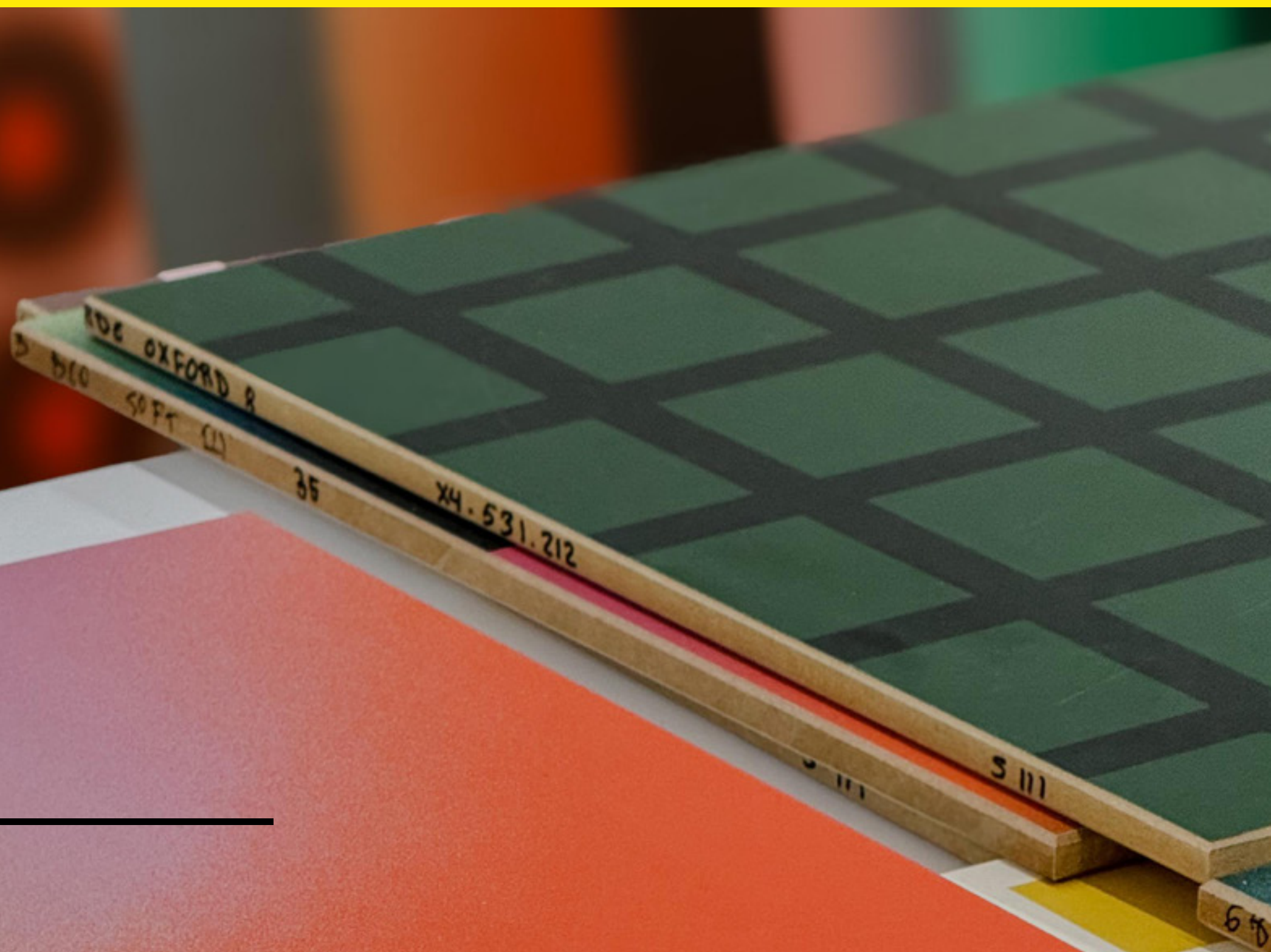
12.02.25 > 23.02.25

EXHIBITION

SURICATA PARTY

INMA BERMÚDEZ STUDIO

Finsa presents a collaborative exhibition where Sancal unveils the SURICATA desks, the result of its first collaboration with industrial designer Inma Bermúdez. As part of the Madrid Design Festival, this partnership between Finsa, Sancal, and Inma Bermúdez Studio emerges as a creative experiment. The collaboration explores the potential of Finsa's new printing service, bringing to life a series of graphic patterns that resonate with the innovative spirit of the Institución Libre de Enseñanza. Sancal has developed prints featuring unexpected color combinations, while Inma Bermúdez's studio has shaped these ideas into the unique architecture of this singular desk.



Organized by

FINSA | SANCAL

Jardín



12.02.25 > 23.02.25

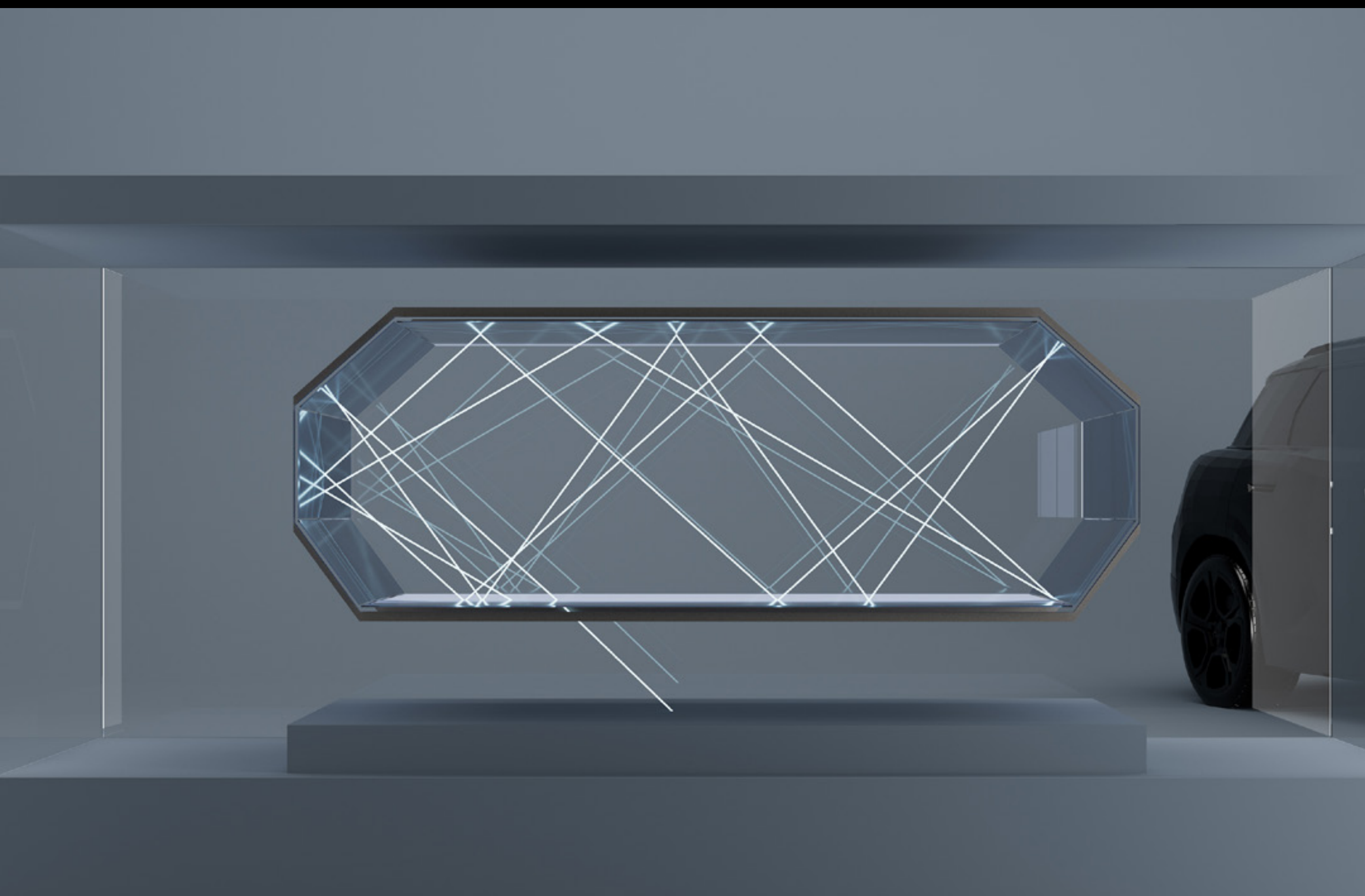
INSTALLATION

CARTOGRAFÍA DEL RAYO

RADIANTE

Cartografía del Rayo is an artistic installation that fuses nature, light and visual experimentation. Transparent display cases emerge from the ground, connecting the environment with a space for light exploration. The tour culminates in a central piece where light and geometry converge in a hypnotic experience.

Inside, a geometric figure of iridescent mirrors evokes the design of the new MINI Aceman. A laser beam passes through it, bouncing off its surfaces and creating an optical spectacle in constant transformation.





Depending on the angle of incidence, it reflects certain colours while others pass through it, generating a dynamic prism of light.

The interplay between mirrors and lasers prolongs the reflections to infinity, offering a unique sensory experience. Cartografía del Rayo invites the viewer to immerse themselves in an endless visual journey, exploring the shapes and light of the new MINI Aceman.



Organized by

MINI

Sala de
lectura



12.02.25 > 23.02.25

EXHIBITION

PANORAMA BERLINÉS

GONZALEZ HAASE AAS

Berlin has held the title of “UNESCO City of Design” since 2006. The city has a long tradition and a rich repertoire in the varied field of design, from the influential Bauhaus movement and its products to postmodernism and the holistic futurism of the ICC Berlin, passing through contemporary digital and hybrid forms. Berlin design is communicative, globally acclaimed, unique, forward-thinking and culture-defining.





This installation develops a conceptual and spatial framework that shows “Berlin scenography” with the work of González Haase AAS together with Berlin designers from various fields, complemented by interactive elements and events. The Berlin presentation aims to represent the city’s influential cultural role and its versatility.

Organized by

VISITBERLIN



1.1



12.02.25 > 23.02.25

EXHIBITION

SERIE 4X4 BY FORMICA GROUP

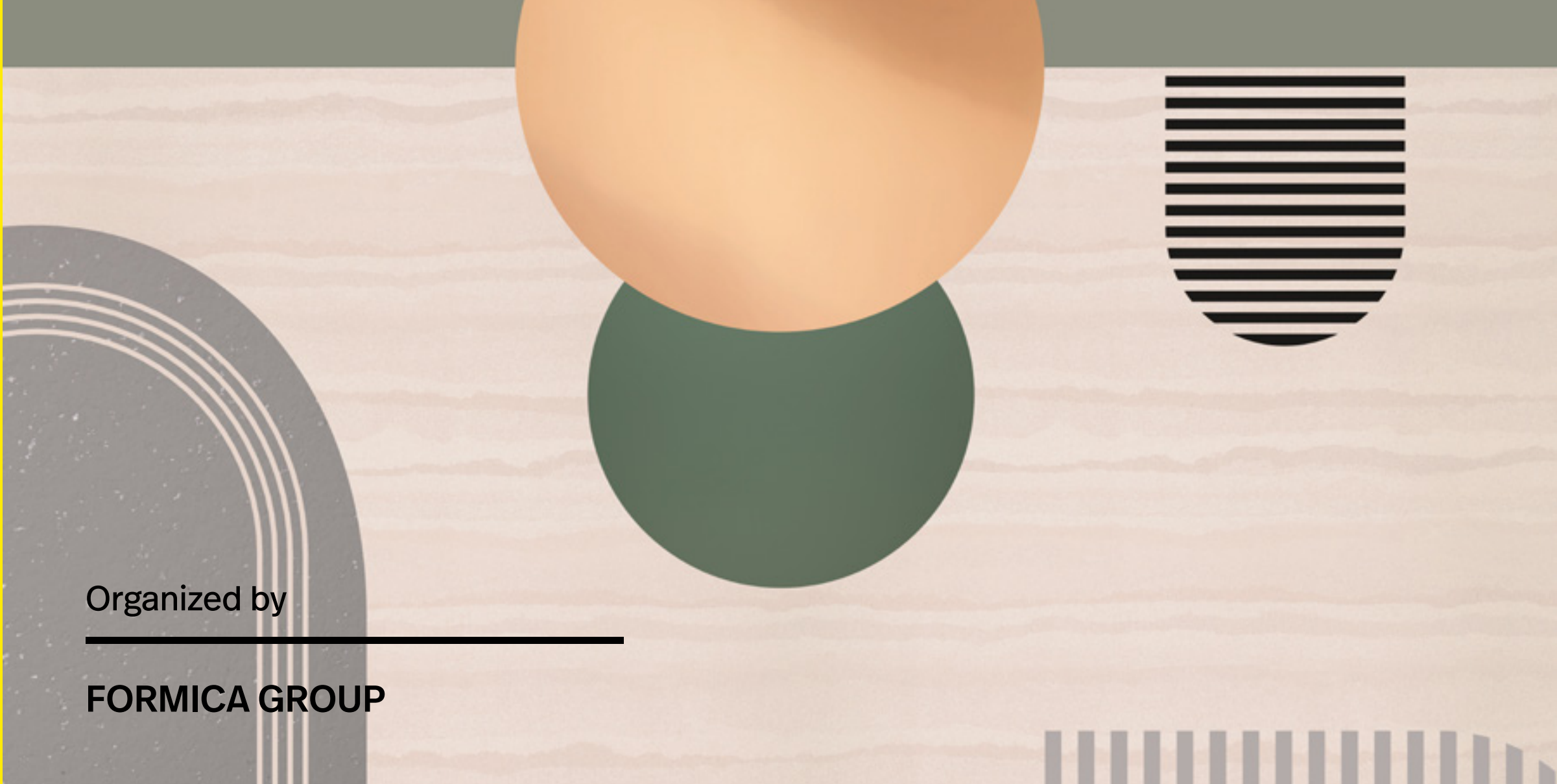
NACHO ÁLVAREZ
MANUEL ESPEJO
SIGFRIDO SERRA
VIRGINIA ALBUJA

A LIMITED-EDITION SERIES
OF DESIGNER FURNITURE

A limited collection of designer furniture that celebrates creativity, innovation and the key role of materials. Four designers – Manuel Espejo, Nacho Álvarez (Onlyyou Design Studio), Sigfrido Serra and Virginia Albuja – create four exclusive pieces each, fusing their vision with the excellence of Formica Group laminates.

This series highlights the versatility of Formica®, Arpa®, Homapal® and Fenix®, materials that combine aesthetics and technology to transform interior design. Each piece reflects the identity of its creator, turning furniture into functional art.

More than a collection, SERIE 4x4 is a manifestation of how design elevates spaces. A testament to the fusion of craftsmanship and creativity, giving life to a series as unique as it is inspiring.



Organized by

FORMICA GROUP

1.2



12.02.25 > 23.02.25

INSTALLATION

UN AGUJERO EN MI JARDÍN. UNA EXPERIENCIA MULTISENSORIAL

ELENA ROCABERT
RAQUEL BUJ

The Istituto Europeo di Design, IED Madrid invites us to walk through a tunnel of mycelium skin, a space that evokes a laboratory with white walls and rounded shapes. The light filtered by metal branches visually connects with the garden outside, inspiring us to think about the invisible processes that occur underground.

The mycelium creates an underground network that connects fungi, trees, plants and insects. The installation offers a material, light and sound experience where the mycelium skin contracts when it dries and expands with water, regenerating in the space itself.

Inspired by the growth patterns of mycelium, the proposal immerses us in an environment of transforming fabrics, inviting us to reflect on the fragility of ecosystems and our connection with them.

Organized by

ISTITUTO EUROPEO DI DESIGN



1.3



12.02.25 > 23.02.25

EXHIBITION

LA ATÍPICA
UNIVERSIDAD

ESTUDIO HILERA

UDIT, University of Design, Innovation, and Technology, will present a space dedicated to showcasing the diverse talents of designers trained at the institution, who are now excelling in their respective fields.

The space, conceived as a conceptual proposal, has been designed by alumna and interior designer Teresa Criado, in collaboration with her team at Estudio Hilera. It will feature standout pieces by fashion designer Vicente Martos, graphic designer Hugo Morán, and product designers Lucía Arburu, Álvaro Prota, Aleksander Kaczmarek, Adrián Martín, Micaela Salomone, and Javier López.



Organized by

UNIVERSIDAD DE DISEÑO, INNOVACIÓN Y TECNOLOGÍA

Galery



12.02.25 > 23.02.25

INSTALLATION

SUITE ESPAÑOLA

SELECTED PROJECT
OPEN CALL FIESTA DESIGN 25

JORGE VELA

Collection of pieces of furniture made with native resources of the Iberian Peninsula. It is a journey through industrial design with the aim of showing the viewer the most beautiful corners of our territory.

Each of the creations is reflected in the object par excellence of industrial design, the chair. Individual chairs, each made of monomaterial, focusing on the beauty, composition and physical-mechanical qualities of each natural resource.

This project is a constant search for the true hidden gems that make up the cultural geographic framework of our country. Local resources that go unnoticed by society, and are the main driver of the biodiversity of our environment and one of our hallmarks.

It is a way to show the world the beauty and richness of our resources. A way through design to reveal what we are made of as a society.



Galery



12.02.25 > 23.02.25

EXHIBITION

NATIVE WOOL

SELECTED PROJECT
OPEN CALL FIESTA DESIGN 25

LEELA ROMEO

Contemporary textile art in collaboration with decorators, interior designers and architects.

We bring to the world of space decoration the naturalness of textiles linked to the eccentricity of a piece of art.

In a place between art and crafts, Leela Romeo under the Desanuda brand, develops artistic pieces for each space, specifically for each space. Create from the need of each void.

Desanuda Fiber lab talks about “unraveling” your own creative process, free of judgments and established artistic bases, using the process of experimentation as a way to create.



Galery



12.02.25 > 23.02.25

INSTALLATION

BUTACA CORAL

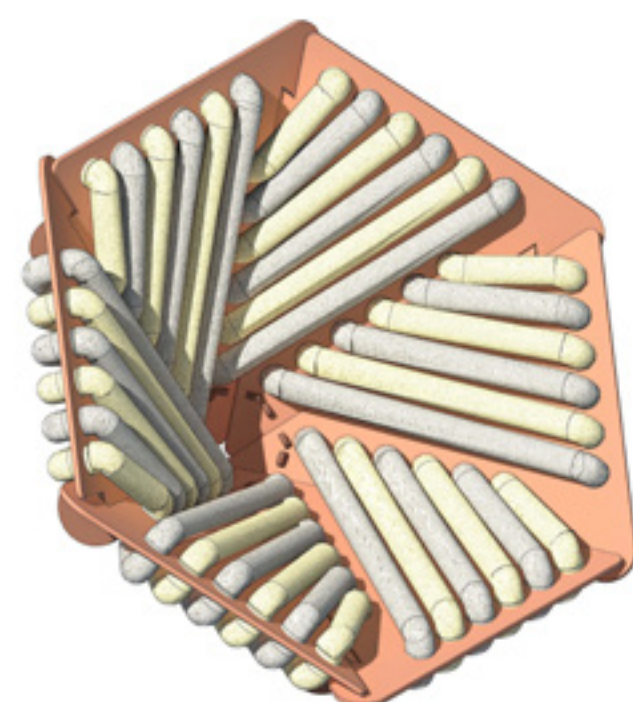
SELECTED PROJECT
OPEN CALL FIESTA DESIGN 25

IZASKUN CHINCHILLA
ARCHITECTS

The Coral armchair, designed for public and outdoor spaces, combines sustainability and comfort. Made with Finsa's Tricoya Infinite board and Sunbrella outdoor fabric, it guarantees durability and environmental commitment. It also incorporates recycled tubes, aligning with the principles of circular economy.

Its pyramidal geometry allows for multiple supports, changing the shades of the backrest and adapting to different moods. Its design encourages dynamic interaction, allowing the angle of the seat to be adjusted for a more personalized and relaxing experience.

The armchair invites tactile and visual exploration, becoming a functional and expressive object. In collaboration with other designers, textiles with textures and elements inspired by natural landscapes will be worked on, evoking the memory of the environment before urbanization. Innovative furniture that unites ecology, subjectivity and desire in contemporary design.



T.2



12.02.25 > 23.02.25

EXHIBITION

EXPOSICIÓN
EMERGE 25

UNIVERSIDAD FRANCISCO
DE VITORIA

The Francisco de Vitoria University brings together in EMERGE 25 a selection of the best Final Degree Projects from the last academic session.

This is, on this occasion, the fifth collaboration of the UFV with the Madrid Design Festival as an associated school.

The exhibition reflects the diversity of the profile of our students of the Degree in Design, providing different solutions and carrying out in-depth academic and creative research in the areas of design chosen by them. The exhibition includes a graphic panel of each of the students selected for the exhibition in which they summarise the main contributions of their project, the selection criteria of the curator being the grade obtained by the TFG.



T.2



12.02.25 > 23.02.25

EXHIBITION

ART AND ECOLOGY: A QUEST TO HEAL OUR LANDSCAPE

CLAUDY JONGSTRA

The Villa del Arte gallery presents a special exhibition with two works by Claudy Jongstra and a screening about her creative process and commitment to sustainability.

Jongstra is known for her monumental textile installations, created with wool from Drenthe Heath sheep raised on her own farm in the Netherlands. She also grows dye plants to produce natural pigments, achieving a self-sufficient and ecological production chain.

Organized by

BCN ART GALLERIES (VILLA DEL ARTE)



T.2



12.02.25 > 23.02.25

EXHIBITION

ICONS' REPLICANTS

DOTTOD

Il-lacions presents Icons' Replicants by DOTTOD. The result of research work carried out by the DOTTOD collective in 2022, this unique collection of real furniture and objects emerged as a result of the visual interpretation made by an emerging AI on iconic pieces of design. The official descriptions of these objects were used as input (prompt) for an intelligent machine capable of creating images and artistic forms. Once generated, the design duo built - for the first time in history - the functional prototypes. This process generated an ongoing negotiation between designers and artifact: viability versus fidelity or materiality versus surrealism. The paradigm shift in design methodology challenges creators, who seek to bring the AI vision to life without losing the functionality and integrity of the original designs, offering them the possibility of focusing on meticulous craftsmanship.

Organized by

IL·LACIONS DESIGN GALLERY



ACTIVITIES

12.02.25 > 23.02.25

ROUND TABLES

2.1 - 2.2 | 13.02

OFICINA ESPAÑOLA DE PATENTES
Y MARCAS
ARTESANÍA Y DISEÑO:
NUEVAS HERRAMIENTAS
DE PROTECCIÓN

2.1 - 2.2 |

OFICINA ESPAÑOLA DE PATENTES
Y MARCAS
EL DISEÑO GENERA VALOR
EMPRESARIAL

MEETINGS

TOWER 3 | 17.02 Y 18.02
DESIGN À TROIS

2.1 Y 2.2 |

13.02

OFICINA ESPAÑOLA DE PATENTES
Y MARCAS
SERVICIO DE CONSULTAS Y GUÍA
EN EL PROCEDIMIENTO DE
REGISTROS DE DISEÑO

TOWER 2 | 20.02

UNIVERSIDAD FRANCISCO DE VITORIA
LECCIONES DE ANATOMÍA

2.1 - 2.2



13.02.25

ROUND TABLE

ARTESANÍA Y DISEÑO: NUEVAS HERRAMIENTAS DE PROTECCIÓN

10:00h a 11:30h

Actividad dentro
de la jornada

**El diseño como valor
empresarial**

Free Admission
Until Full Capacity

The Spanish Patent and Trademark Office, O.A (OEPM), is participating in the eighth edition of MDF, within the Fiesta Design program. On the morning of Thursday, February 13, we will celebrate the “Design as a business value. Spanish Patent and Trademark Office” conference, with various activities, where attendees will be shown the importance of protecting the creative effort of designers and the new protection tools for artisans.

Moderator:

María José de Concepción

Director of the Patents and Technological Information
Department of the OEPM

Speakers:

Marina Rubio

Head of Industrial Designs Service at the OEPM

Silvia Martín

Fundesarte Responsable

Ana Bendicho

Creative Director of the Novo Diseño studio

Organized by

OFICINA ESPAÑOLA DE PATENTES Y MARCAS

2.1 | 2.2



13.02.25

ROUND TABLE

EL DISEÑO GENERA VALOR EMPRESARIAL

12:00h to 13:30h

Actividad dentro
de la jornada
**El diseño como valor
empresarial**

Free Admission
Until Full Capacity

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Moderator:

Alicia Colomer

Head of the Model, Design and Semiconductor Examination Area

Speakers:

Elena Borque

Head of Industrial Designs Service at the OEPM

Florencia Maciel

Architect and Project Director at Biotonomy

Andrea Abad y Leticia Verano

Co-founders of Faldoneta

Antonio Jiménez

ASITEC CEO

Organized by

OFICINA ESPAÑOLA DE PATENTES Y MARCAS

2.1 | 2.2



13.02.25

WORKSHOP

SERVICIO DE CONSULTAS Y GUÍA EN EL PROCEDIMIENTO DE REGISTRO DE DISEÑOS

10:00h a 14:00h

Free Admission
Until Full Capacity

Actividad dentro de la jornada
El diseño como valor empresarial

As a parallel activity to the round tables, on the morning of February 13, from 10 a.m. to 2 p.m., OEPM officials, experts in the design registration procedure, will answer questions about industrial designs from all those interested parties who want to know how to protect their innovations under this modality of industrial property.

Organized by

OFICINA ESPAÑOLA DE PATENTES Y MARCAS

T.2



20.02.25


MEETING

LECCIONES DE ANATOMÍA

17:00h

Free Admission
Until Full Capacity

Through the Francisco de Vitoria University, the students who obtained the highest grades in the defense of their Final Degree Project in the last academic session - on this occasion three Honors - will make a presentation of their projects in the Fiesta Design area within the Madrid Design Festival 25. With an approximate duration of 15 minutes for each talk, we will see in presentation mode with audiovisual support, and with the help of its authors, the development, research and Design solution of each of the projects presented.



Francisco de Vitoria
UFV Madrid

Organized by

UNIVERSIDAD FRANCISCO DE VITORIA



T.3



17.02.25 > 18.02.25

MEETING

DESIGN À TROIS

Acceso exclusivo para
seleccionados.

Monday 17

10:00h to 14:00h

16:00h to 20:00h

Wednesday 19

10:00h to 14:00h

Organized with the support of the Ministry of Economy, Finance and Employment of the Community of Madrid.

Design à trois is a meeting program that encourages direct collaboration between companies operating in Madrid, whose strategic approach already incorporates design in their work methodologies, with designers from various disciplines, design studios and students.

Each company will raise the main issues on which it is working and that require a design approach, in order to establish a dialogue with the designers that allows the exchange of ideas and the formulation of creative proposals.

The sessions will feature the founder and director of NADIE Progressive Brands, Quico Vidal, to facilitate the intersection and fluidity in these meetings. In addition, Diariodesign will be the official medium of the program.

Organized by

COMUNIDAD DE MADRID



T.3



18.02.25 > 19.02.25

EXHIBITION

**VIVEROS.
PUNTO DE
ENCUENTRO**

Tuesday 18 | Inaguración

18:00h

Wednesday 19

10:00h to 21:00h

UAK DESIGN
(MARTA PASCUAL)

Free Admission
Until Full Capacity

We present Punto de Encuentro, the final exhibition of the Creative Laboratories project, coordinated by the Asociación Norte Joven and in collaboration with Tetuán Crea. This educational program has developed workshops where students and designers have created objects through design thinking, exploring the “art of the table.” In collaboration with students of carpentry, electricity, plumbing, commerce and hospitality, the exhibition shows pieces that celebrate what people and cultures have in common, using design as a link.

The project seeks to bring design closer to those who have not had contact with this discipline, offering it as a professional option. More than an exhibition, it is a social design initiative that promotes creativity, co-creation and the inclusion of underrepresented groups in these spaces. An experience that vindicates the power of design to unite and transform.

Organized by

COMUNIDAD DE MADRID

WORKSHOPS

12.02.25 > 23.02.25

WORKSHOPS

2.1 - 2.2 |

15.02 Y 16.02

BIC KIDS

TODO EMPIEZA CON UNA LÍNEA:
MINI LAB DE CREATIVIDAD Y
TECNOLOGÍA

19.02 Y 20.02

MATERIAL BANK

MATERIALIDAD CONTEMPORÁNEA

21.02

PEFC ESPAÑA

LOS TEJIDOS DE BOSQUES
CREAN HOGAR

EXHIBITION HALL

14.02 Y 15.02

INGUAT, GOBIERNO DE GUATEMALA
HILOS Y PÍXELES: TEJIENDO
IDENTIDAD

21.02

INGUAT, GOBIERNO DE GUATEMALA
PAUSA CREATIVA

GALERIA |

22.02

MAPA DE LLANAS

TOWER 3 |

14.02

IE Y FINSA

TEJIENDO LA SOSTENIBILIDAD

15.02

GRAZIELLE PORTELLA

DESCUBRIR, DIBUJAR Y
DISEÑAR EL MADRID
DEL FUTURO

21.02

TEIXIDORS

TEJIENDO MEMORIA
CON LAS MANOS

22.02

HILANDIA

FILANDÓN:

TEJIENDO HISTORIAS

22.02

ALEJANDRO ABARZÚA

TEJER CON LOS DEDOS

22.02

INGUAT, GOBIERNO DE GUATEMALA
CONSTRUYENDO HISTORIAS

22.02 Y 23.02

INGUAT, GOBIERNO DE GUATEMALA
CONEXIONES CON NUESTRA

T.3



14.02.25

WORKSHOP

TEJIENDO LA SOSTENIBILIDAD

IDOIA CUESTA
SUSANA CÁMARA
STEFANO FUSANI
ARANTZA OZAETA
ÁLVARO MARTÍN FIDALGO

Pase mañana
10:00h a 13:30h
Pase tarde
16:00 a 19:30

Free, prior registration.

[REGISTRATION HERE](#)

This event, taught by designers, architects and professors Susana Cámara Leret, Stefano Fusani, Arantza Ozaeta Cortazar and Álvaro Martín Fidalgo, delves into the intersections of sustainability, traditional craftsmanship, industry, and contemporary design through a collaboration between master weaver Idoia Cuesta and students from the Collaborative Design Studio II course at the IE University School of Architecture and Design. With the support of FINSA, company dedicated to the industrial transformation of wood, we will weave and talk, to reimagine the waste streams of wood's industry and create wearable, handmade headpieces inspired by personal stories and the rich heritage of folklore.

This creative process will not only result in unique and beautiful pieces but will also encourage reflection on the innovative role of craftsmanship in design and the exploration of more sustainable futures. The event includes a morning and an afternoon session, offering festival attendees the opportunity to engage with traditional weaving and textile techniques.

Event supported by FINSA

Organize

IE UNIVERSITY

2.1 | 2.2



15.02.25 > 16.02.25

WORKSHOP

TODO EMPIEZA CON UNA LÍNEA: MINI LAB DE CREATIVIDAD Y TECNOLOGÍA

Saturday 15

10.30h a 13.30h

16:30 a 19:30

Sunday 16

10.30h a 13.30h

[REGISTRATION HERE](#)

PRECIO 15 €

Un mini lab de experimentación para estimular la imaginación. Un espacio para que padres e hijos (6-10 años) exploren la creatividad combinando lo manual y lo digital. Estudios demuestran que aprender con las manos y los sentidos es clave en los primeros años. En BIC Kids creemos que la imaginación infantil es única y debe ser estimulada. En un mundo digital, ¿perderemos creatividad o la tecnología la potenciará?

En este taller, con la guía de expertas en arte y tecnología, exploraremos juntos nuevas formas de creación. Con prismáticos de exploradores, padres e hijos experimentarán en un mini lab lleno de sorpresas. Además, compartiremos trucos y consejos para estimular la creatividad y aprovechar mejor la tecnología. Una experiencia WOW para descubrir, imaginar y crear en familia.

Organized by

BIC KIDS



T.3



15.02.25

WORKSHOP

DESCUBRIR, DIBUJAR Y DISEÑAR EL MADRID DEL FUTURO

10:00h a 12:00h

Free, prior registration.

[REGISTRATION HERE](#)

GRAZIELLE PORTELLA

What animals, plants, buildings, and objects will shape the city? What scents, flavors, and colors will dominate its streets? How will we play, move, and interact with spaces? This workshop invites children to explore these questions and create their own visions of a future Madrid.

The goal of the workshop is to stimulate creativity and critical thinking, encouraging participants to imagine a city that combines the real and the possible, the fantastic and the functional. Through sensory interaction, memory, and speculative fiction, children will have the opportunity to draw and design, practically exploring tools from urban design and architecture.

5-9 years old

Organized by

IE UNIVERSITY



T.3



15.02.25

MEETING

COCREANDO UNA VISION CULTURAL Y UN MODELO ECONÓMICO

12:00h

Free, prior registration.

[REGISTRATION HERE](#)

CLARA LLAMAS
DAVIDE FICHERA

TetuánCrea is an emerging creative collective in the Tetuán district of Madrid, a neighborhood undergoing social and architectural transformation. Its mission is to connect local designers, artisans, and artists while preserving the unique identity of the area. It now faces the challenge of consolidating a solid cultural brand with local and international projection.

Strategic Design students from IE University have collaborated with more than 35 studios from the collective to define its identity. Through ethnographic research and co-creation, they have developed strategies to strengthen their cultural impact, establish membership criteria, and guarantee their economic sustainability. In this talk, together with the promoters of the collective, they will share their work process and how they have designed a model that positions TetuánCrea as a cultural reference in Madrid, generating value for its members and the community.

Organized by

IE UNIVERSITY

Exhibition
hall



15.02.25

WORKSHOP

HILOS Y PÍXELES: TEJIENDO IDENTIDAD

Saturday 15
Dos pases

12:00h | Families

18:00h | Adults

Free, prior registration.

[REGISTRATION HERE](#)

With this workshop, Sofía Contreras-Paredes, a member of the Cinco x Cinco collective and founder of the brand MEÜS, aims to demonstrate how textiles and the graphic language developed by Indigenous communities are connected to the origins of the visual identity we perceive today in brands, individuals, movements, and more. The textile designer draws these connections to highlight that the relationship between something «ancestral/ancient» and something ultra-contemporary creates a bond rather than a gap of separation or division.

In this workshop, we will explore composition through the pixel and the ability to translate this digital concept into the creation of symbols that can be materialized with thread and needle.

By the end of the workshop, we will unite the individual works to create a collective piece that captures the experience of the workshop and each participant's contributions.

Organized by

INGUAT, GOBIERNO DE GUATEMALA

2.2



19.02.25 > 20.02.25

WORKSHOP

MURIEL BOURGEAY

Wednesday 19 | Thursday 20

Three sessions per day

11:00 | 12:30 | 16:30

Free entry until full capacity is reached

[REGISTRATION HERE](#)

On February 19 and 20, Material Bank and Matter join forces to present “Contemporary Materiality”, an exhibition in room 2.2 that explores the impact of materials in the creation of innovative interior spaces. Through a careful selection of avant-garde, sustainable and functional materials, we will demonstrate how the conscious choice of textures, colors and properties can transform interior design.

We have prepared three exclusive workshops per day, designed especially for invited architects and interior designers. At these meetings, attendees will be able to experiment with innovative materials, discover new applications and explore our digital platform to optimize their creative process.

Organized by

MATERIAL BANK

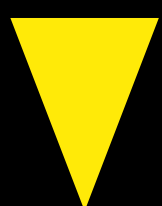
Free Admission Until Full Capacity |

Sign up at the following [link](#)



M A T T E R

2.2



21.02.25

WORKSHOP

LOS TEJIDOS DE BOSQUES CREAN HOGAR

10:00h a 12:00h

Free, prior registration.

[REGISTRATION HERE](#)

PEFC is organizing an event focused on the sustainability of wood in construction and interior design, with the participation of architects, designers and leading professionals. Key initiatives that use wood as an essential natural element in the transformation of the sector will be explored, highlighting its contribution to decarbonization and the objectives of the European Green Pact. In addition, a photographic exhibition of national and international projects using PEFC-certified wood from sustainably managed forests will be presented.

PEFC, as an advocate of forest sustainability, promotes the use of PEFC certified wood in architectural and interior design projects through the campaign «Designing the future with sustainable wood», guaranteeing its legal origin and responsible management.

Organized by

PEFC ESPAÑA



Exhibitions
hall



21.02.25

WORKSHOP

CREATIVE PAUSE

18:00h | Adults

Free, prior registration.

[REGISTRATION HERE](#)

‘Creative Pause’ is a workshop designed for creatives seeking a space to explore, experiment, and connect with their artistic side. Inspired by Guatemala’s traditions and cultural richness, participants will enjoy an enriching experience that combines learning, personal expression, and relaxation.

What can participants expect?

An inspiring space: A calm and stimulating environment, ideal for disconnecting and letting creativity flow.

Hands-on learning: Techniques such as modeling, wheel throwing, decorating, and glazing, enriched with elements inspired by Guatemalan traditions.

Personal connection: A moment to express emotions and tell unique stories through handmade pieces.

Unique creations: Take home personalized works that reflect both creativity and the essence of Guatemala.

Well-being and relaxation: An opportunity to practice mindfulness, reduce stress, and enjoy a break from daily life while working with their hands.

Organized by

INGUAT, GOBIERNO DE GUATEMALA

Exhibition
hall



22.02.25

WORKSHOP

BUILDING STORIES

12:00h

Free, prior registration.

[REGISTRATION HERE](#)

‘Building Stories’ will be a family ceramics workshop where participants will enjoy an enriching experience that combines learning, creativity, and connection, inspired by the traditions and cultural richness of Guatemala. This is more than just a workshop—it’s a unique experience to discover talents, create, share, and connect, while new stories intertwine with the cultural richness of Guatemala.

Participants will enjoy:

A welcoming space: A family-friendly and creative environment, ideal for all ages and skill levels.

Hands-on learning: Techniques such as modeling, wheel throwing, decorating, and firing.

Emotional connection: An opportunity to express creativity and tell stories through their pieces.

Unique memories: Taking home meaningful, self-made creations.

Personal well-being: A moment of relaxation and mindfulness, perfect for unwinding from daily life and connecting as a family

Organized by

INGUAT, GOBIERNO DE GUATEMALA



T.3



21.02.25

EXHIBITION

TEJIENDO MEMORIA CON LAS MANOS

11:00h a 19:00h

Free Admission
Until Full Capacity

Knitting is more than a craft; it is creativity, tradition and respect for noble materials. Since 1983, Teixidors has been creating unique pieces with natural fibres, connecting past and present in a sustainable way.

This day, the new issue of TRAMA is presented, a publication that explores design and culture. This issue highlights drawing and the symbolic power of hands, with illustrations by Xavier Orenes, who has portrayed life in the workshop: looms in motion, artisans concentrated and tools in action.

The exhibition brings together these drawings alongside collections from the workshop, such as the LABAU plaid, woven in Spanish merino wool and inspired by the Bauhaus and Le Corbusier's Unité d'Habitation. With hand-loom and contemporary design, Teixidors fuses tradition and modernity, reaffirming its commitment to authenticity and sustainability.

Organized by

TEIXIDORS



Galería



22.02.25

EXPOSICIÓN

MAPA DE LANAS

11:00h a 21:00h

Free Admission
Until Full Capacity

[REGISTRATION HERE](#)

A tapestry that unites tradition, biodiversity and art.

Spain is home to 45 native breeds of sheep, many of them in danger of extinction. Their wool, historically valuable, is a natural resource that keeps the rural economy and the balance of our landscapes alive.

Mapa de Lanas is a large collaborative mosaic created with wool from the 45 native breeds. Through this tapestry, we want to highlight the richness of our livestock and the importance of preserving these flocks, essential for the ecosystem and life in the countryside.

This project is the result of the effort and passion of many people who have donated fleeces and wool from each of the breeds to shape a unique work. More than a tapestry, it is a symbol of unity, diversity and love for wool.

Organized by

HILANDIA



T.3



22.02.25

WORKSHOP

FILANDÓN: TEJIENDO HISTORIAS

ANUNCI MARAZUELA
BLANCA FERNÁNDEZ NAVAS
LUPE ESTEVEZ

12:00h

Free, prior registration.

[REGISTRATION HERE](#)

The filandón is a traditional meeting where hands knit and words flow, uniting knowledge, stories and experiences. Around the wool, we share knowledge, we let ourselves be enveloped by the stories and we strengthen the ties that connect us. On this occasion, together with Anunci Marazuela, Blanca Fernández Navas and Lupe Estevez, we will give life to a unique experience: we will learn to knit with our fingers and together we will have a long rope of wool so long that it can reach the sky. Each strand, each knot, each hand that joins this weaving will be part of a great collective thread that symbolizes the union, creativity and memory of those who, generation after generation, have spun their stories with wool. Come with your family, bring your desire to create and together we will build a wool bridge between the earth and the sky. A filandón that becomes a dream woven by all!

Families with children between 5 and 12 years old.



Organized by

HILANDIA

T.3



22.02.25

WORKSHOP

TEJER CON LOS DEDOS

17:00h a 21:00h

ALEJANDRO ABARZÚA MOLINA

Free, prior registration.

[REGISTRATION HERE](#)

This workshop invites you to connect with the present through finger knitting and mindfulness. Through conscious breathing and repetitive movement, you experience an active meditation that calms the mind and releases creativity. The process begins with awareness of the here and now, observing each movement carefully and letting thoughts flow without attachment. We will learn to weave a cord with 100% natural wool, exploring texture and harmony, improving motor skills and concentration.

Weaving is also a collective experience: each participant will contribute to a common rug, symbolizing collaboration. More than a technique, it is a meditative and creative practice that teaches us the beauty of simplicity and the serenity of concentration. In the end, attendees will have discovered the pleasure of creating with their hands and the importance of community work.

Organized by

INGUAT, GOBIERNO DE GUATEMALA



Exhibitions
hall



22.02.25 > 23.02.25

WORKSHOP

**CONEXIONES
CON NUESTRA
TIERRA**
EL ARTE
ANCESTRAL DE
LA CREACIÓN
ARTESANAL

Saturday 22

18:00h | Adults

Sunday 23

12:00 | Families

Free, prior registration.

REGISTRATION HERE

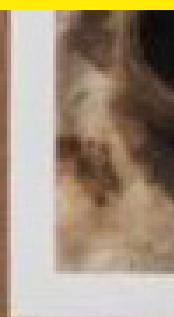
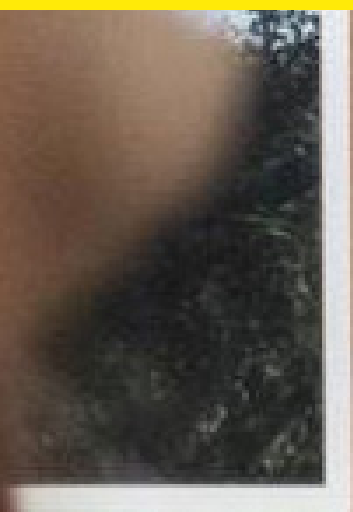
ROSA LÓPEZ
ROJ X SELVASAVIA
ANA VÁSQUEZ
ALFREDO HAEUSSLER

Immerse yourself in a creative journey that celebrates our Guatemalan roots and the ancestral art of shaping clay. In this workshop, we will explore the handmade creation process, inspired by the techniques and forms of our ancient cultures. The potters leading the course are third-generation artisans dedicated to the art of pottery, and it will be taught by Selva Savia.

This workshop is designed for all ages and skill levels. Come with curiosity, let your imagination soar, and connect with the art of our ancestors!

Organized by

INGUAT, GOBIERNO DE GUATEMALA



FIESTA DESIGN

Un proyecto de **LA FABRICA** | Con el apoyo de **GOBIERNO DE ESPAÑA** | **MADRID** | Ciudad invitada **CITY OF DESIGN BERLIN** | **unesco** Member of Creative Cities Network

Patrocinadores principales

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Castilla-La Mancha | **LEGADO ARTESANO** CASTILLA-LA MANCHA | **GOBIERNO DE ESPAÑA** | **MINISTERIO DE CULTURA** | Proyecto invitado **GUATEMALA**

Patrocinadores

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Sedes



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MADRID DESIGN FESTIVAL 25

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FIESTA DESIGN