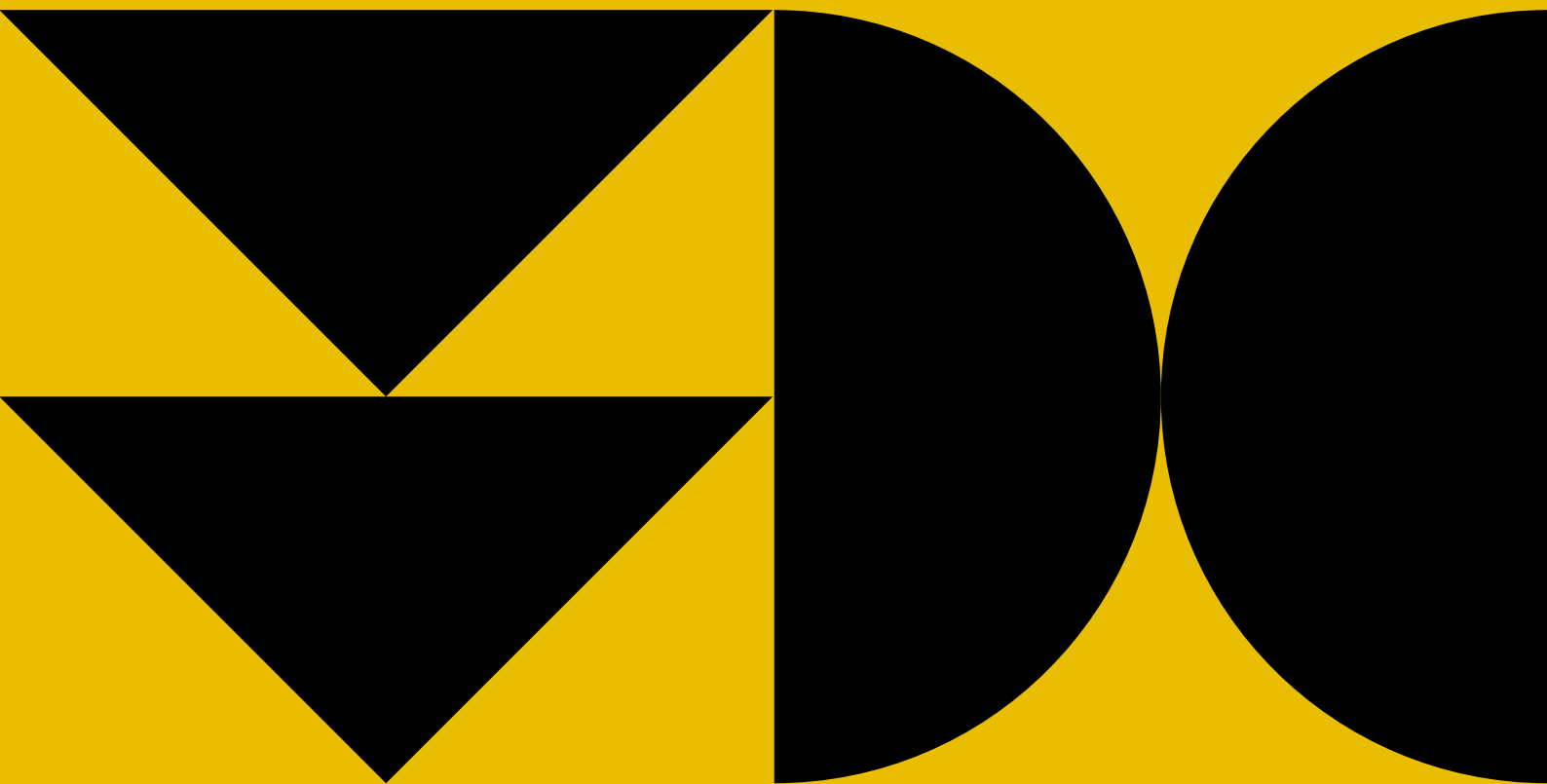




WORLD DESIGN CAPITAL VALENCIA 2022

PRESS KIT



WORLD DESIGN CAPITAL VALENCIA 2022

The World Design Organization (WDO)® has officially designated Valencia in 2022 for its use of design as a driver of economic, social and cultural development. Valencia as World Design Capital appeals to a way of understanding the world from a Mediterranean point of view, which is based on empathy, the joie de vivre of its society, tolerance, diversity and its open and creative character.

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[Full programme](#)
[Daily agenda](#)

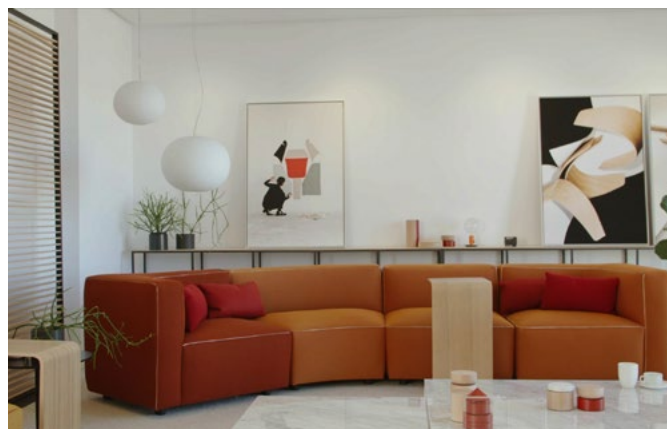


10 REASONS WHY VALENCIA IS THE WORLD DESIGN CAPITAL

Valencia is World Design Capital in 2022 after the biannual nomination carried out by the renowned institution World Design Organization®. The city of Valencia and, by extension, the Valencian Community, is a land of creativity. In fact, it is no coincidence that Valencia was designated World Design Capital, as this milestone is backed by a heritage of several centuries of history and multiple reasons, among which stand out:

Its companies

Valencia is the result of more than a century of design, a history cultivated by industry and business. Outstanding companies that have committed themselves to urban, architectural, artistic, product, interior and graphic design have enabled Valencia to find its place as a city with a global voice.



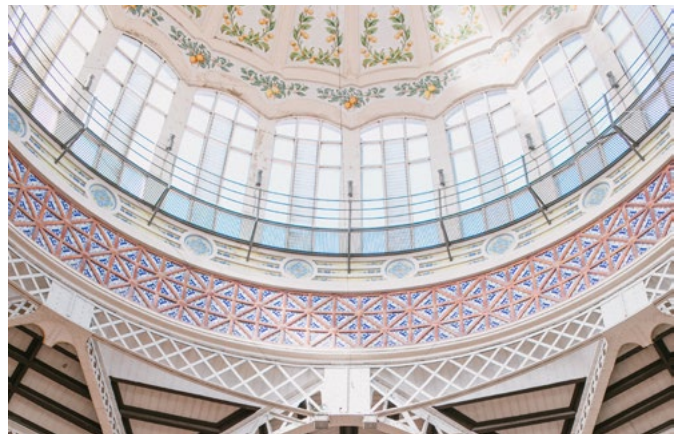
Its professionals

Valencia has great creative people, and is the birthplace of many Spain National Design Awards. The work of professionals in design, architecture, interior design and illustration demonstrates a culture that extends throughout the Valencian territory. Evidently, Valencia World Design Capital 2022 would not be possible without the support of the professional associations in the sector.



Its buildings

Valencia is a city that has always had design as the backbone of the history of its industry and artistic and cultural heritage, as well as its architecture. To walk through the streets of Valencia and observe its buildings is to immerse oneself in an ocean of creativity that ranges from innovative architecture to modernist jewels and urban design that has created unique green spaces such as the Turia River Garden and the Parque Central.



Its history

Valencia World Design Capital in 2022 is an exciting project in itself that contributes to the spread and appreciation of the richness of the centuries of history behind this name. Traditions such as silk, together with ceramics, firmly rooted in the Valencian territory, represent the origin of design in Valencia and, today, continue to place it in a preferential position at an international level.



The gastronomy and design tandem

Valencia cannot be understood without its gastronomy, without the flavors linked to the sea and the land, which are combined with a design that coexists with culinary excellence on equal terms. The relationship between design and gastronomy is transversally present throughout the Valencian culinary universe and especially in aspects of the sector such as branding, packaging, interior design and tableware.



Its premises

The conjunction of all the social agents in the world of design has provided Valencia with hundreds of physical spaces that, through good design, make the difference of a Mediterranean city open to the world. An impulse that, district by district, is noticeable in every place throughout the city and shows the progress of Valencia through its galleries, museums, hotels, restaurants, shops and creative spaces.



Well-being as a common denominator

A privileged climate, the abundance of products focused on people's wellbeing, the application of public policies to improve accessibility, the implementation of projects in pursuit of sustainability... This combination of ingredients makes Valencia a very favorable location for innovation, experimentation and social and economic development.



Its inclusive spirit

The professional network of Valencian creatives stands out for the application of design to projects of social transformation. The work of groups, professional associations and individuals linked to creativity has contributed in recent years to improving the lives of people at risk of social exclusion, helping their integration or even their own wellbeing. Projects such as Trampolín, Lo por venir or Impresas have awakened creativity in people with difficulties in social, educational or health areas.



Its schools

The programme of World Design Capital Valencia 2022 has the support of around twenty specialized educational institutions. It is no coincidence that the Valencian Community has numerous design schools, such as the CEU Cardenal Herrera University, the School of Arts and Crafts (currently EASD Valencia) and the Polytechnic University of Valencia, among many others.



Its entrepreneurs

The region of Valencia has an entrepreneurial ecosystem, inspired by the specialized talent that resides in the territory, an environment that encourages the flourishing of business projects. Projects such as Lanzadera, the startup accelerator and incubator, put the collective intelligence at the service of innovation and support to entrepreneurial leaders in order to create efficient companies and add value to society.



MAIN OBJECTIVES OF WORLD DESIGN CAPITAL VALENCIA 2022:

01. Wellbeing
02. Social transformation
03. Legacy
04. Design didactics
05. Strengthening of the professional network
06. Storytelling and regional cohesion
07. Internationalization



Wellbeing. Architecture, interior design, urban planning, product design... The city is in constant search of a better quality of life with design as a key tool to achieve it.



Strengthening of the professional network.

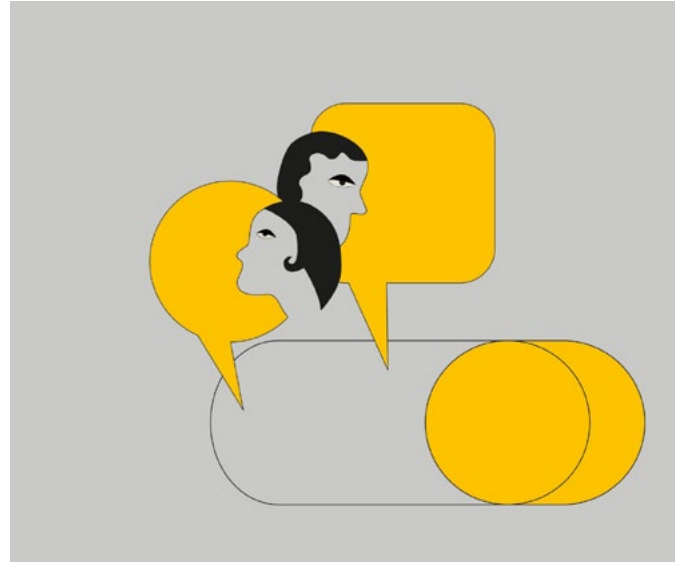
Strengthening the relationship between professionals contributes to improving the perception of design for society and industry.



Storytelling and regional cohesion. The official programme of events and projects extends throughout the Valencian Community.



Design didactics. The creation of its own story to position Valencia as a land of talent and creativity.



Social transformation. Our own projects such as the section Diseño en femenino help the public to work towards a society that is egalitarian, diverse, inclusive and respectful of our environment.



Internationalization. A return ticket to the other key events in the field of design, to experiment and transcend in time.



Legacy. All programme activities aim to transcend and permeate society and industry beyond 2022.

EXHIBITION

‘Why am I like this?’

FESTIVAL PARADÍS

EXHIBITION

‘Anni & Josef Albers:
Art and life’

PROGRAMA 'FOC:

‘Fallas, design and tradition’

EXHIBITION

‘Through post-truth’,
by Pepe Gimeno

FEBRUARY

EXHIBITION

‘Design the air’
by Vicent Martínez

EXHIBITION

‘Josep Renau and the
time of images’

EXHIBITION

‘Denise Scott Brown.
Traveling with Denise’

PROGRAMME

‘Today is tomorrow: Design
+ contemporary art’

APRIL

FESTIVAL EXPERIENCE VALENCIA

CYCLE

‘World Design Capital
Valencia 2022’ en 37ª
ED. de Cinema Jove

AGORA VALENCIA PAVILION

INSTALLATION

‘Ron Arad720°’

BIENNIAL

‘XV International Biennial of
Manises Ceramics’

EXHIBITION

‘20 years nude’

EXHIBITION

‘Play with design’

JUNE

2022, PROGRAMME HIGHLIGHTS

MARCH

EXHIBITION

‘Life Wins!’
by Cachetejack

EXHIBITION

‘Graphic route: the sound
of design in Valencia’

MAY

CICLO

‘Diseños de cine’
en la Filmoteca de
València

JUNE

EXHIBITION

ADCV Awards: the best
design of the Comunitat
Valenciana

EXHIBITION

‘Design fruits’

EXHIBITION

‘Falles experimentals’

**WORLD DESIGN
STREET FESTIVAL**

FORUM

‘Interior design & health’

VALENCIA DISSENY WEEK

FESTIVAL

‘Miradors de l’horta’

OPEN HOUSE VALÈNCIA

EXHIBITION

‘Jaime Hayon: InfinitaMente’

SEPTEMBER

EXHIBITION

‘Scenarios for the near future’

**WORLD DESIGN
POLICY CONFERENCE**

**WORLD DESIGN
CITIES MEETING**

**WORLD DESIGN
CONVOCATION CEREMONY**

PREMIERE

Montesinos Documentary

NOVEMBER

JULY & AUGUST

INSTALLATION

LIGHT SHOW AT
AGORA VALENCIA

EXHIBITION

‘Houses to play with’

EXHIBITION

‘El Ultimo Grito:
Earth, a retrospective’

WORKSHOP

‘El arte de diseñar letras’

OCTOBER

EXHIBITION

‘Design & health’

CONGRESS

‘Future of fashion’

EXHIBITION

‘Beyond the plastic wave’

PREMIERE

Mariscal Documentary

DECEMBER

EXHIBITION

‘Fallas and design’

EXHIBITION

‘Tipos Que Importan’

**WORLD DESIGN
CAPITAL VALENCIA
2022DOCUMENTARY
PRESENTATION**

OFFICIAL MONTHLY PROGRAMMING

JANUARY

Address the Valencia of the future through design.



[→ SEE MORE](#)

FEBRUARY

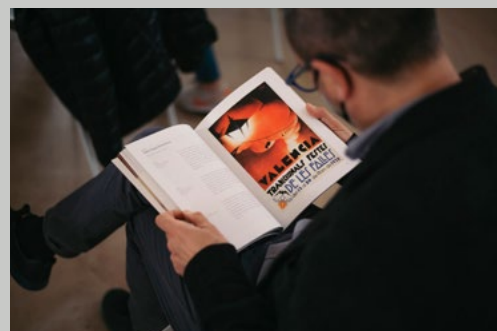
Emphasize good design in everyday life.



[→ SEE MORE](#)

MARCH

Pay tribute to Valencian cultural heritage.



[→ SEE MORE](#)

APRIL

Strengthen links between tradition and innovation.



[→ SEE MORE](#)

MAY

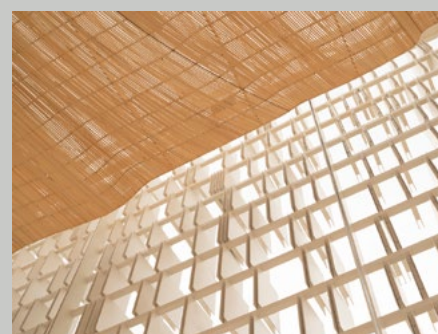
Encourage conversation between design and film, photography, illustration and gastronomy.



[→ SEE MORE](#)

JUNE

Democratization as a primary objective: design reaches the heart of the city.



[→ SEE MORE](#)

JULY

Open for holidays: a summer of creativity.



[→ SEE MORE](#)

AUGUST

Enjoy the playful and festive side of design.



[→ SEE MORE](#)

SEPTEMBER

Celebrate design in streets across the city.



[→ SEE MORE](#)

OCTOBER

Promote two essential dialogues: design and health, fashion and sustainability.



[→ SEE MORE](#)

NOVEMBER

Learn to transform cities through design.



[→ SEE MORE](#)

DECEMBER

Designate the turning point for the city.



[→ SEE MORE](#)

SIGNATURE EVENTS

FLAGSHIP EVENTS OF THE CAPITAL YEAR →

The World Design Organization® promotes in each of its World Design Capitals a series of fixed activities - called Signature Events - conceived with the aim of instilling the importance and recognition of design as a key tool for the improvement of the economic, social, cultural and environmental development of the territories.

The Signature Events promoted together with the WDO® are expected to attract 130,000 visitors by the end of 2022 and more than 100 top international speakers. They are concentrated in the second half of the year, as a culmination of the capital year.

01

ÀGORA VALENCIA

FROM JUNE DE 2022
TOWN HALL SQUARE



Following in the wake of the pavilions that other World Design Capitals such as Helsinki (2012) or Taipei (2016) built as the heart of their programme, where design could be seen and experienced, Valencia takes the opportunity to bring design closer to citizens, companies and institutions from its own space: Agora Valencia.

The design takes the heart of Valencia from a public and inclusive space, built from ceramic and vareta wood (the traditional technique with which the Fallas were historically built), which gives thermal comfort to its interior and relates the space to Valencian industry.

Its programme, which is growing month by month, presents a continuous activity for children with workshops for families at weekends. There will also be days of debate on how design improves people's lives, which will bring together both specialists and the citizens themselves who want to join in. Meetings to reflect on the intersections of design in areas as diverse as urban planning, ecology, international projection, the image of the city, sustainable growth and internationalization.

[→ PRESS KIT](#)

02

WORLD DESIGN EXPERIENCE

13-18 JUNE 2022 | LA RAMBLETA,
VELES E VENTS & LA MARINA DE VALÈNCIA



Experience Valencia has been created as a global event that promotes the internationalization of established and emerging designers. Directed by Wences Sanz-Alonso, it is a festival open to designers, professionals and students, and to all those interested in design, where the best national and international design professionals show their work processes and their opinion on the current situation of the creative disciplines.

The speakers taking part in this edition are Brian Collins (Collins), Alex Trochut, Caterina Bianchini (Studio Nari), Yarza Twins, Thomas Kurppa (Kurppa Hosk), Rebeka Arce, Liza Enebeis (Studio Dumbar), Kaave Pour (Space 10), T.O.T, Mathieu Desjardins and Valerio Monopoli (Pangram Pangram), Cuchi-Ilo, Hamill Industries, Sebastiaan Scheer (Media Monks), Marta Cerdà, Buba Viedma, Bráulio Amado, Simon D'haenens (Dogstudio), Roanne Adams (RoAndCo), Rubén Sánchez (Dgrees) and Diana Kasay & Alya Daty (Readymag).

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03

WORLD DESIGN EXCHANGE

23 SEPTEMBER 2022 | BOMBAS GENS



Bombas Gens Centre d'Art will host the World Design Exchange, a meeting between the heads and organizers of Design Weeks and other world design events. A forum to discuss design from a global, creative and social perspective, where case studies, acquired knowledge and challenges will be shared through workshop and networking sessions.

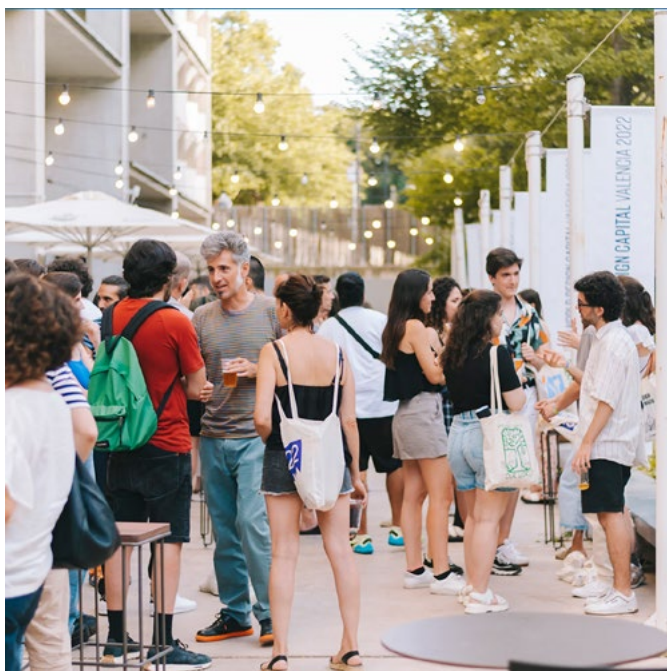
A total of 20 directors of design events from the 5 continents will share their experiences, projects and activities with the aim of generating synergies and sharing initiatives that promote design culture on a global level and involve society as a whole. The sessions will run parallel to round tables and debates to reinforce alliances between them, collaboration agreements, the exchange of contents and the activities on the programme.

[→ PRESS KIT](#)

04

WORLD DESIGN STREET FESTIVAL

19-25 SEPTEMBER 2022



El World Design Street Festival es la celebración de València Capital Mundial del Diseño 2022 en las calles de la ciudad, que tendrá lugar en septiembre con el objetivo de abrir el diseño a la ciudadanía. Una actividad que pretende promover el diseño y sus protagonistas con entusiasmo y compromiso, fomentar el orgullo local, y festejar la designación de la València como Capital Mundial del Diseño, al tiempo que se hace didáctica de la importancia del diseño en la vida de las personas. Una oportunidad para involucrar a la sociedad, atraer visitantes internacionales, mostrar la importancia del diseño, hacer didáctica del mismo y llenar la ciudad de instalaciones, talleres para todos los públicos, exposiciones, aperturas de estudios y creatividad desbordante.

[→ PRESS KIT](#)

05

**WORLD DESIGN
POLICY CONFERENCE**

3-4 NOVEMBER 2022
VALENCIA CONFERENCE CENTER

Directed by: Kike Correcher



The World Design Policy Conference provides a global platform for the exchange of ideas and a “think tank” laboratory of experimentation from which to spread the best practices from different countries, regions and cities that work from the inclusion of effective design policies. A physical meeting in Valencia that will focus its activity on debate and the exchange of ideas from an international perspective, with the city of Valencia at the center of attention and as a pole of attraction for foreign investment seeking opportunities thanks to development and stability. These meetings will seek to lay the foundations for public policies in which design plays a relevant role, understanding design from the perspective of rigor and good judgement in its application. The conclusions of the conferences propose to modify existing policies to facilitate a legacy in political management and to benefit the design community and society.

Leading international figures such as Ezio Manzini, Brandon Gien, Alok Nandi, Leyla Acoroglu, Rene Spitz, Anna Whicher, Paivi Tahkokallio, Gisele Raulik Murphy and Brigitte Borja de Mozota will be taking part.

[→ PRESS KIT](#)

06

WORLD DESIGN CONVOCATION CEREMONY

3 NOVEMBER 2022



The grand gala World Design Convocation Ceremony is a symbolic event to mark the World Design Capital milestones and showcase the highlights of the year. The event will serve to share the first data from the impact report, reflect on the legacy of the capital and officially hand over the title of World Design Capital to the next designated city. The awards will also be presented to the organizations, institutions, companies and professionals who have worked for Valencia and its design in recent years.

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07

WORLD DESIGN CITIES MEETING

4 NOVEMBER 2022



The World Design Cities Meeting is a forum for political representatives with the capacity to decide on design policies that includes, among others, the mayors of the cities that have been designated World Design Capital in the past. Led by the World Design Organization, this event provides an opportunity to exchange ideas and to highlight policies and initiatives that, from the city councils, aim to change life in cities.

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08

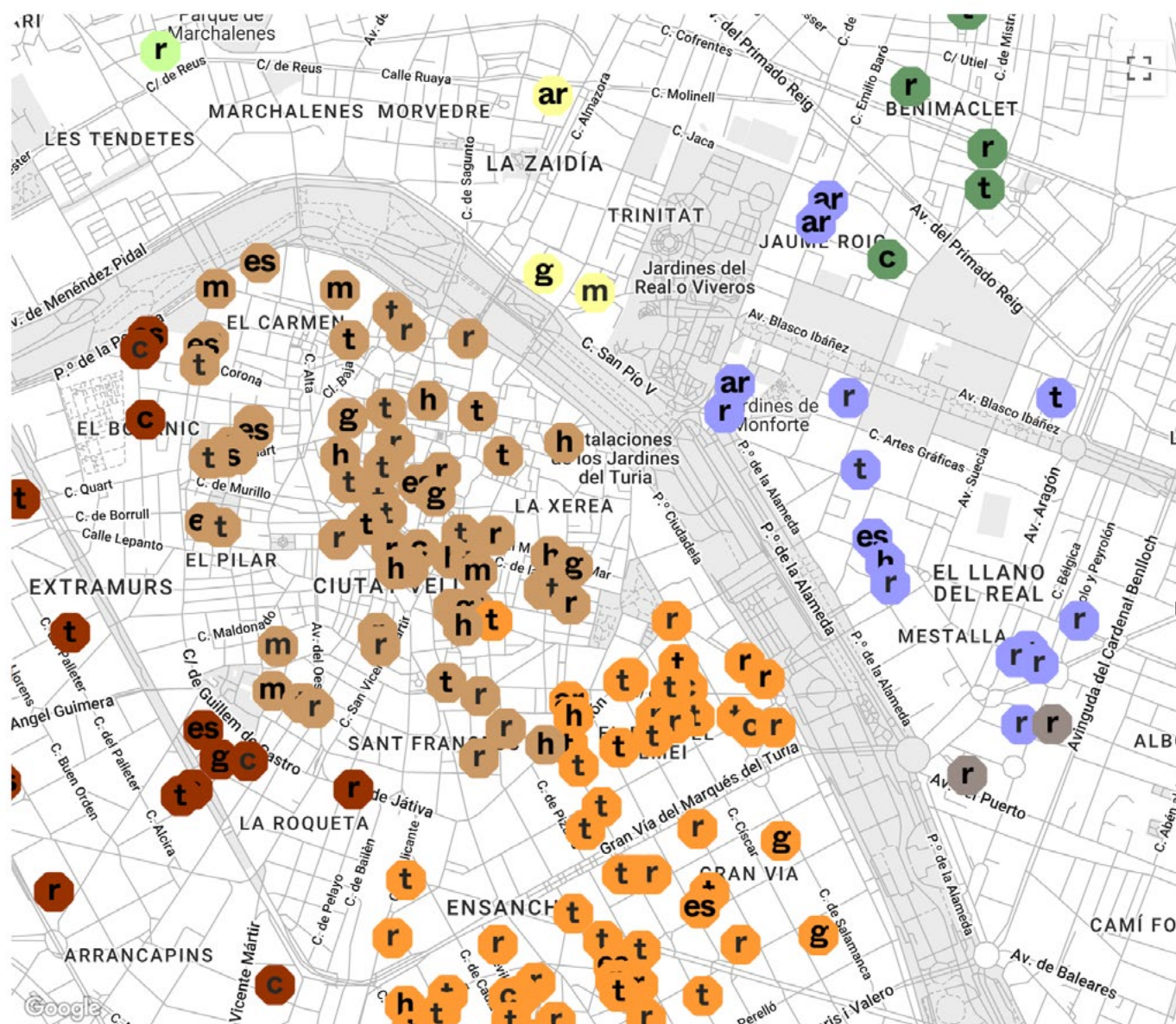
WORLD DESIGN SPOTLIGHT

DECEMBER 2022



World Design Spotlight is a celebration of Valencian design and its professionals. A total of 52 professionals will be recognized through monographic biographies that will be communicated during each week of the year to learn about their works, awards, projects and the brands with which they have worked, as well as their most iconic pieces. A tribute to the community of designers who, from a local perspective, promote the image of the city, and an example of the influence and visibility of Valencian design in the world.

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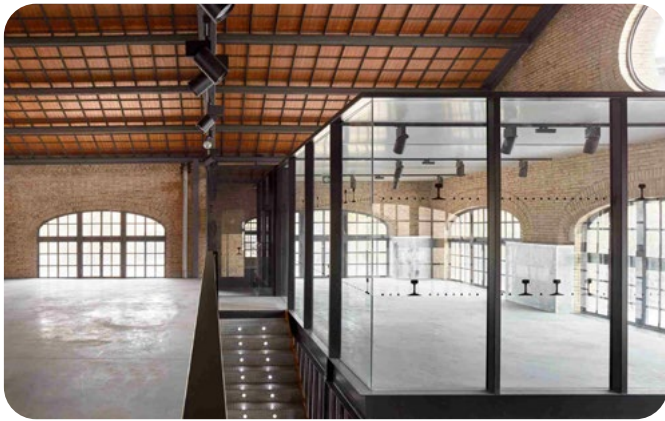
10 TYPES OF SPACES IN 11 DIFFERENT DISTRICTS, INCLUDING MORE THAN 300 HOTSPOTS SPREAD THROUGHOUT THE CITY. A GUIDE TO DISCOVER VALENCIA THROUGH DESIGN.



RESTAURANT → La Sastrería.



HOTEL → YOURS Hotel.



HERITAGE → Nau de Ribes.



HERITAGE → Mercat Central.



BAR → El Carrer.



RESTAURANT → Hikari Yakitori Bar.



STORE → Tienda Camper Can.



STORE → Joyería Candela en Rama.

HIGHLIGHTED PROJECTS

BEYOND 2022 →

On the other hand, World Design Capital Valencia 2022 is, beyond a global event with a broad agenda of events, programmes and contents, the genesis of a process where the legacy to the city is paramount. A legacy made up of a set of long-term projects - driven by the organization of World Design Capital Valencia 2022 - and structural changes that will remain after the end of the capital.

ADN CERÁMICO

DIRECTED BY ANA ILLUECA

The mapping of craftsmen and women who, through their work, contribute to increasing the value of design from ceramics throughout the region of Valencia.

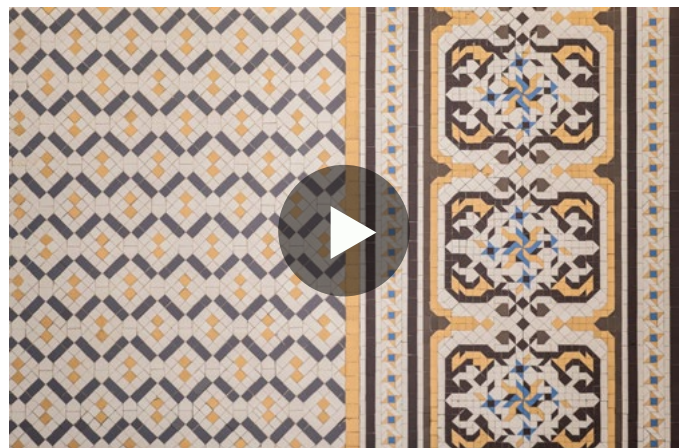
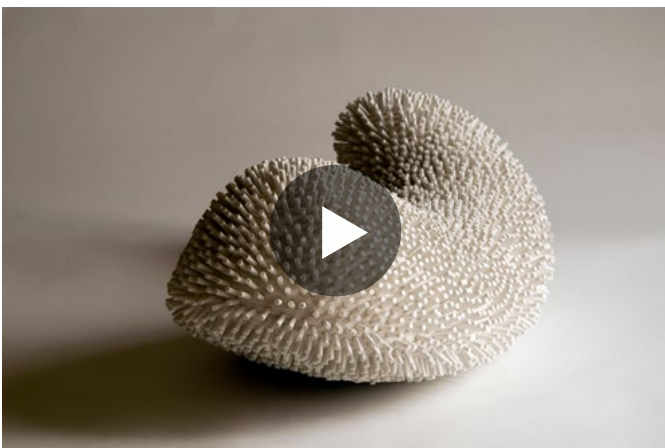
<https://adnceramico.com>

NOLLA MAP

DIRECTED BY ARAE PATRIMONIO

Digital world map that locates the presence of Nolla ceramics all over the world with the mission of disseminating, protecting, conserving and sharing this architectural heritage and thus preventing its disappearance.

<https://www.nollamap.org>



VALENCIA DESIGN MAP

DIRECTED BY AGENCIA DISTRICTE

Project to geolocate all the spaces in the city of Valencia recognized for their design and creativity.

<https://mapadeldissenyvalencia.com>



TYPES THAT MATTER

DIRECTED BY MIGUEL MAESTRO

This platform was created with the aim of documenting, exploring and contributing to the conservation and dissemination of local culture through the recovery of the Valencian commercial signage and graphic heritage.

<https://tiposqueimportant.com>



MESTRES PRINCIPIANTS

DIRECTED BY DISTRICTE AGENCY

Documentary series in which a total of 24 professionals from different generations engage in conversations about Valencian design, the industry, references and the possibilities and expectations of making a living from creativity.

<https://mestresprincipiants.com>

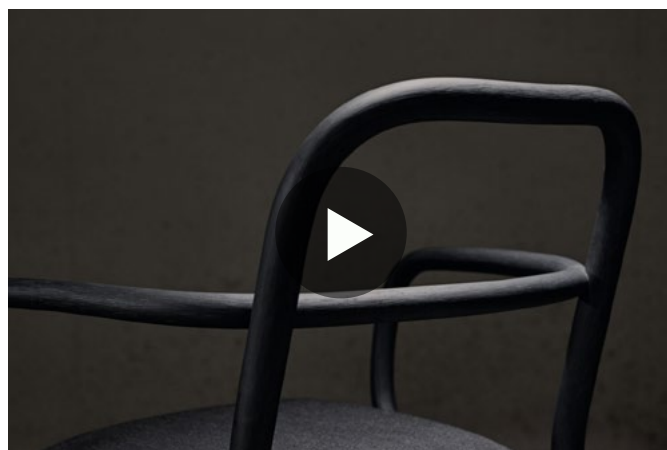


GUIDE TO DESIGN MANAGEMENT AND PROCUREMENT

DIRECTED BY ASOCIACIÓN DE DISEÑADORES DE LA COMUNITAT VALENCIANA

This initiative was created with the aim of being a reference tool for all types of organizations, companies, institutions and public administrations that need guidance when it comes to the proper management and procurement of design services.

<https://contratardiseño.es>



LEGACY AND INSTITUTIONALIZATION

One of the main levels of action of World Design Capital Valencia 2022 is the institutionalization of design through education, management and awareness on the part of public and private organizations. The mission? To highlight our design, its procurement, its importance and the value it has as a tool for social transformation.

NEW EUROPEAN BAUHAUS. MEDITERRANEAN BAUHAUS

The Valencian region is setting the path and the horizon for the European design of the future with a Mediterranean outlook through a movement of transformation towards a more social and responsible economic model in which several Valencian agents are working on proposals for the New European Bauhaus, focusing on people, their wellbeing and quality of life through design. Within the framework of this initiative launched by the European Commission by Ursula von der Leyen, World Design Capital Valencia 2022 together with La Marina de Valencia are shaping a movement that stirs up creative processes and promotes innovative projects: Design District Valencia, the maritime district of innovation and creativity.

mediterraneanbauhaus.eu

FUNDACIÓ DEL DISSENY DE LA COMUNITAT VALENCIANA

The Fundació del Disseny de la Comunitat Valenciana wants to collect, channel and promote the legacy of World Design Capital Valencia 2022 and unites the design ecosystem of the Valencian Community to emphasize the importance of design as a tool for creating value necessary to increase the competitiveness of companies and contribute to a better quality of life, both in cultural and socio-economic aspects.

fundaciodisseny.com

CONSELL DEL DISSENY

Valencia is committed to the promotion of a Local Design Council made up of independent experts and professionals with the aim of establishing a plan to improve the visual, functional and landscape quality of the city of Valencia and the maintenance of a Design Observatory. As well as the implementation of design training in both public and private agents. With its creation, Valencia becomes a pioneering city on a national level.

[→ DOWNLOAD PRESS KIT](#)

WHO ARE OUR INTERNATIONAL CONSULTANTS?

The IAC (International Advisory Committee) of World Design Capital Valencia 2022 is a team of international design professionals who offer support and advice in organizing the programme of activities and projects.

Hanna Harris, leads Helsinki's pioneering work in using design to build the city's future



Jaime Hayon, Spanish artist and designer, Spain National Design Award 2021



Sara de la Mora, creative communication designer and strategic branding consultant



Luisa Bocchietto, member of the World Design Organisation® Board of Directors



Marco Sammiceli, founder of the design, fashion and crafts sector at Triennale Milano and superintendent of the Museo del Design Italiano



Bertrand Derome, general director of the World Design Organisation®



Greta Arcila, founder of the publishing house C&EE (Color y Espacio Editorial) and creator of Glocal Design Magazine



Ben Evans, Director of the London Design Festival



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Zumex

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Universidad Politécnica de Madrid
Universitat Jaume I
Universitat de València
Universitat Politècnica de València

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La Rambleta
Museu d'Art Contemporani Vicente Aguilera Cerni
Museu del Disseny de Barcelona
MuVIM
Palau de la Colomina
Sala de la Muralla CM Rector
Peset

OTHER

Artenblanc
Arxiu Valencià del Disseny
Asociación Contemporània de Artes y Oficios
Barcelona Centre de Disseny
Berlin Design Week
Cercle empresarial de la Marina Alta
Confederación Empresarial Comunitat Valenciana COITAVC
Colegio de Publicitarios y RRPP de la Comunitat Valenciana
Comunidad
CTAV
COACV
Dimova
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Foro de Marcas Renombradas

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