

# **WORLD DESIGN STREET FESTIVAL**

16-25 DE SEPTEMBER DE 2022



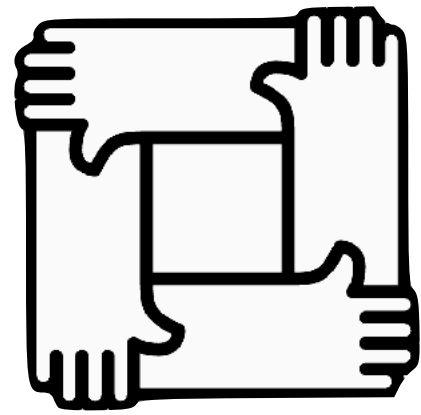
# **TRANSFORMATION OF THE TERRITORY THROUGH DESIGN**

**VISION**

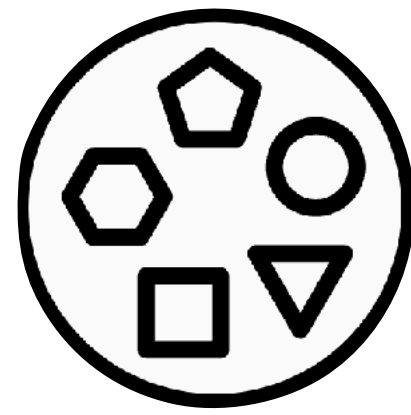
## **VALENCIA AND THE VALENCIAN TERRITORY**



**AS A MODEL OF TERRITORY ORIENTED TOWARDS THE WELL-BEING OF  
CITIZENS, WHO FACE THE CHALLENGES OF THE FUTURE WITHOUT GIVING  
UP ITS IDENTITY AND CULTURAL HERITAGE THROUGH CREATIVITY,  
INNOVATION AND DESIGN.**



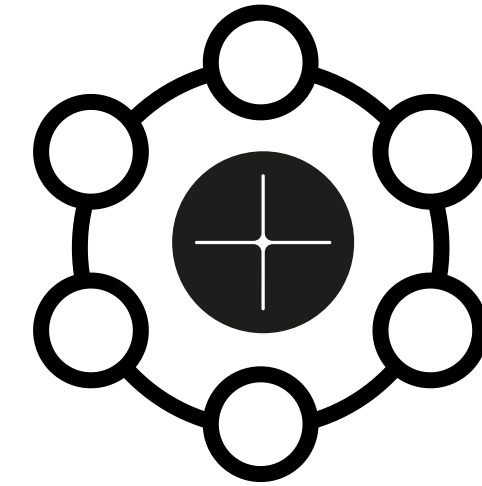
PARTICIPATIVE



INCLUSIVE



SUSTAINABLE



STRATEGIC

# 6 STRATEGIC AREAS

## DESIGN

### HEALTH & WELL-BEING

From a design perspective we develop proposals that improve people's well-being and health. We include sports, nutrition, physical health, mental health, and people's social well-being.

### DESIGN EDUCATION

Activities and initiatives to activate design in both public and private education. Implementation of design processes in teaching that contribute to our academic community.

### ECONOMY & INNOVATION

Design as an engine for a sustainable production model, and to promote policies and initiatives to be incorporated into the corporate strategies of our companies.

### HERITAGE & IDENTITY

To identify the definition of what's Mediterranean, the direct heritage of the culture in which we were born, lived and where our personality has been forged. The Mediterranean design that expresses its values and qualities.

### EQUALITY, INCLUSIVITY & DIVERSITY

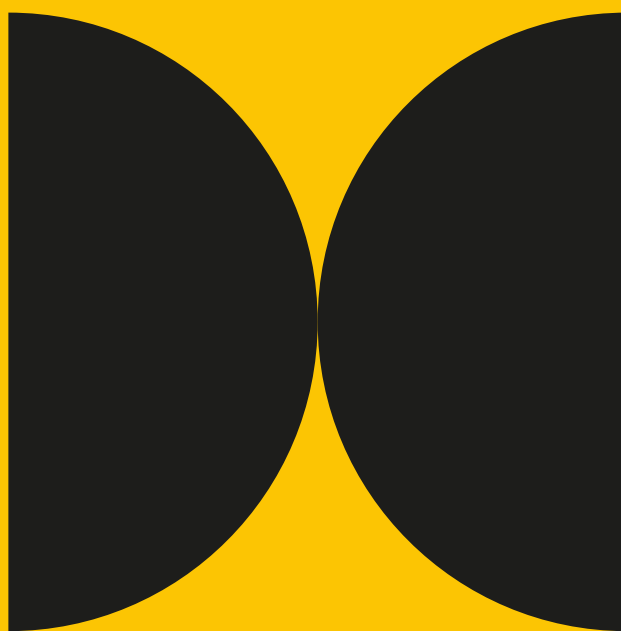
The design of environments, products and services for each and everyone regardless of age, gender, abilities or culture so that they can enjoy our society on equal terms.

### ENVIRONMENT & SUSTAINABILITY

The design for the environment: urban interventions, cleaner cities, greener cities, sustainable agriculture, water supply and renewable energies.



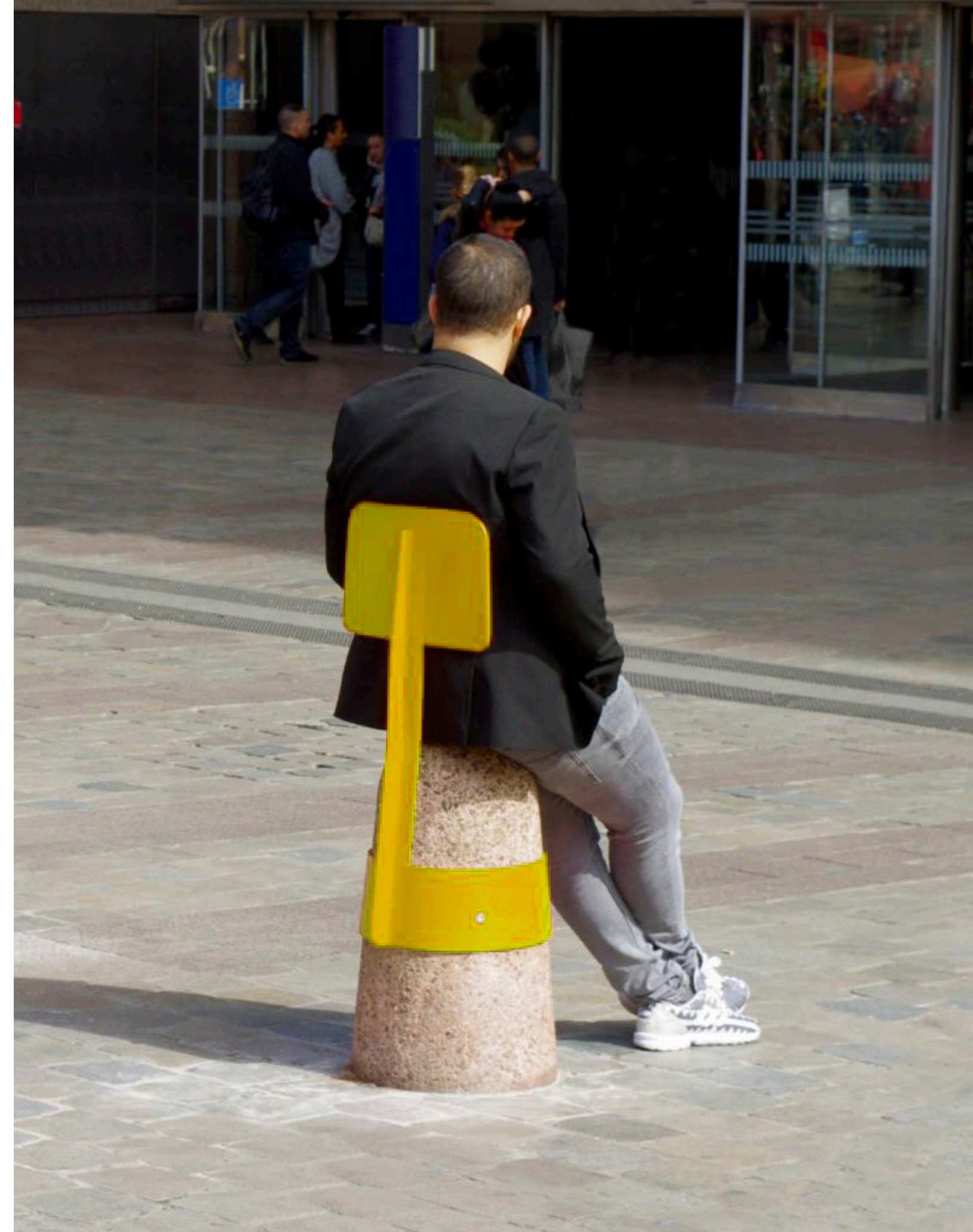
# WHAT IS WORLD DESIGN STREET FESTIVAL?



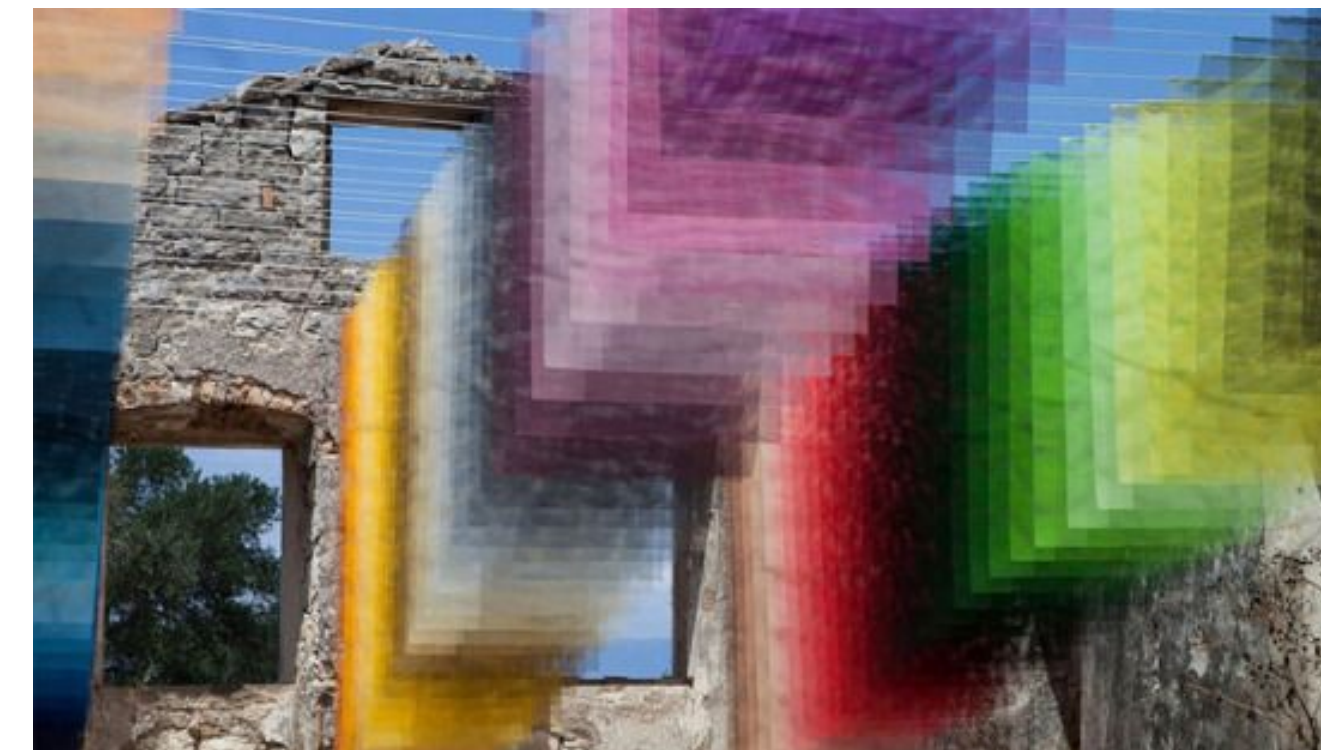


The objective of the Street Festival is democratize design, open the capital to the company in its set and offer an umbrella under which a schedule is managed of general interest from which they can be part of all agents linked to the industry.

The Street Festival will take place in different points of the city and with interventions of different impact and visibility but always under a common goal:



**SURPRISE, VISIBILIZE AND SHOW THE**  
**IMPORTANCE AND VERSATILITY OF DESIGN**  
**FOR SOCIETY.**





WORLD  
DESIGN STREET  
FESTIVAL

LORA IT  
AROUND

489701



DÓNA-LI UNA  
VOΛΛA

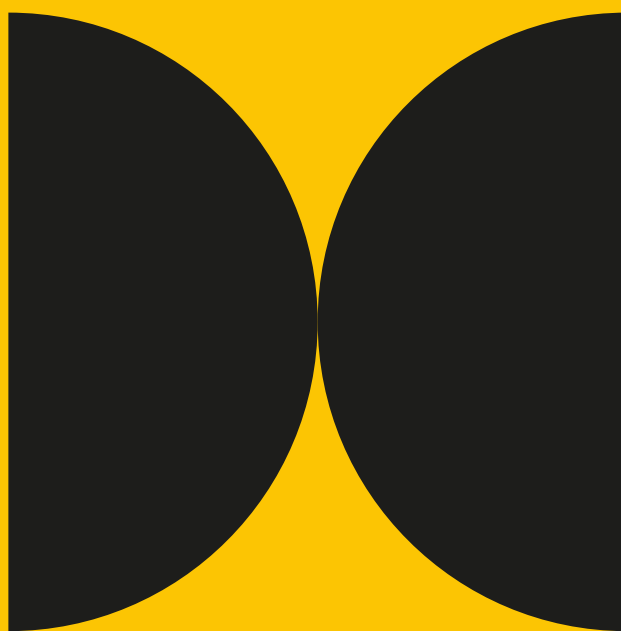


WORLD  
DESIGN STREET  
FESTIVAL

19 -25  
SEPTEMBRE

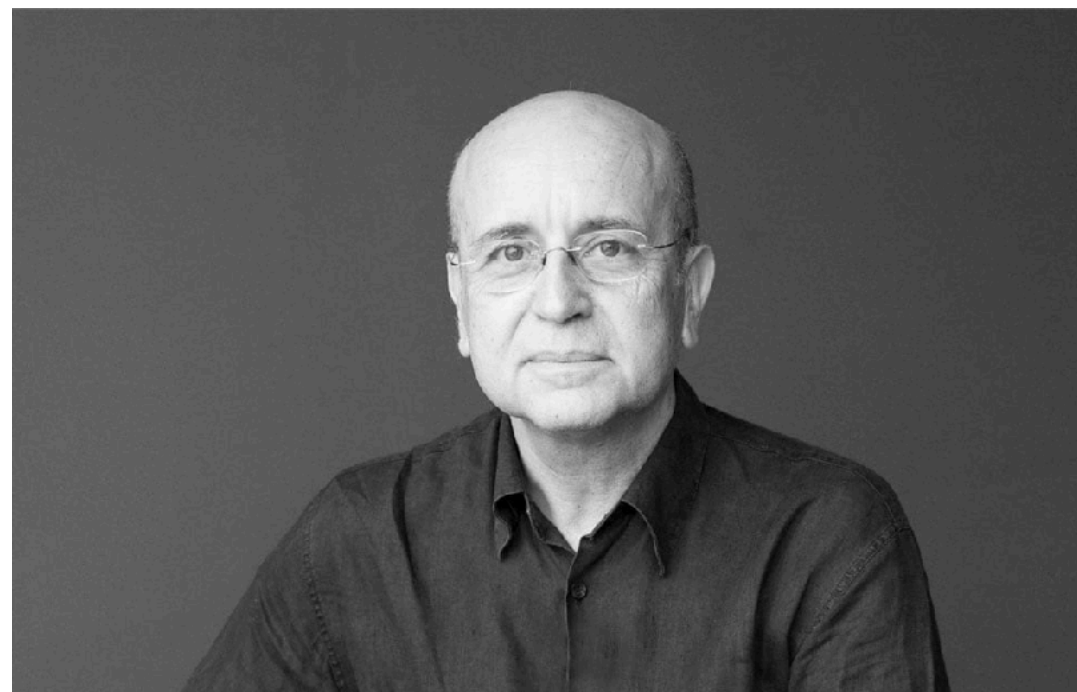


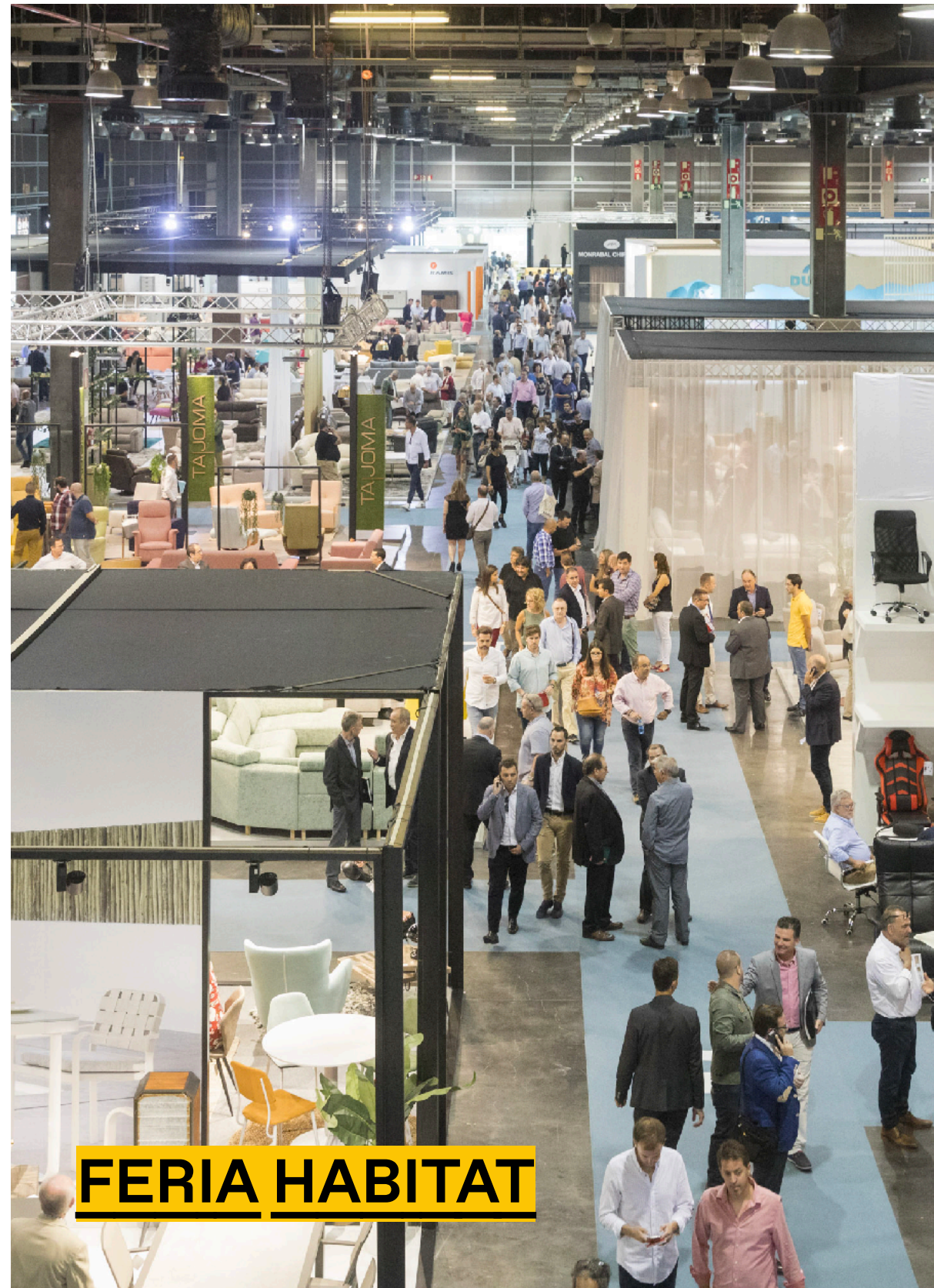
**HOW DO WE ACHIEVE THIS?**



# COUNTING ON OUR CREATIVE / BUSINESS COMMUNITY


WORLD DESIGN  
CAPITAL  
VALENCIA 2022





## **AND ALSO INTEGRATING THE STRUCTURES ALREADY GENERATED IN OUR CITY AND SURROUNDINGS**

We pretend that this festival does not remain only in the city, that design is being brought closer to everyone, and for this reason we have closed agreements with fairs and festivals that are generated around our city and coordinated those dates.



We pretend to bring Habitat Fair closer to citizens, a fair that until now was mainly for business enjoyment. The mission of this festival is to **GENERATE AN OFF HABITAT FAIR**

We join the initiative developed by ADCV to generate a **MORE POWERFUL AND AMPLIFIED DISCOURSE OF DESIGN**

VALENCIA  
DISSENY  
WEEK  
.COM

**VALENCIA  
DISSENY WEEK**

We join the Miradors de l'Horta Festival, a festival that is generated in l'Horta Nord with the idea of magnifying the orchard through design. Thanks to them **WE ACHIEVED TO REACH BEYOND THE CITY.**

**MIRADORS DE  
L'HORTA**

With Open House Valencia we want to **DEMOCRATIZE QUALITY ARCHITECTURE AND REACH THE WHOLE CITY**

**OPENHOUSE  
VALENCIA**

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GENERATED IN OUR CITY AND SURROUNDINGS**

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**WHAT WILL WE DO?**



We will fill the city with different types of interventions:

- 1. NETWORKING, LOUNGE AND PRESENTATIONS WORLD DESIGN CAPITAL**
- 2. MAJOR INTERVENTIONS**
- 3. DESIGN WINDOWS**
- 4. MURAL PAINTING INTERVENTIONS**
- 5. BILLBOARDS IN THE CITY**

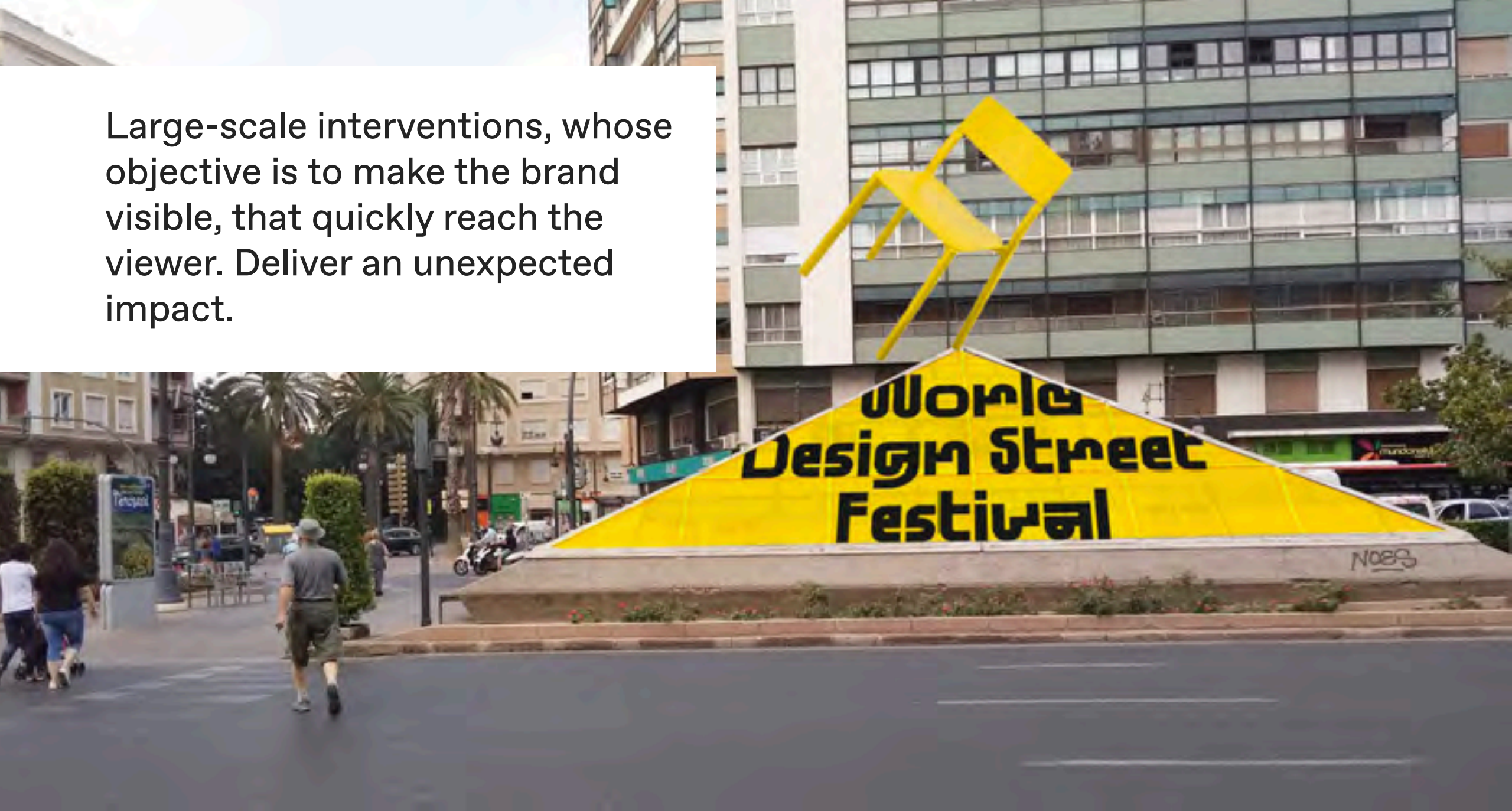
# 1. NETWORKING, LOUNGE AND PRESENTATIONS WORLD DESIGN CAPITAL



## MEET AND GREET STREET FESTIVAL LOUNGE

Offer the opportunity to celebrate and meet the world of design (meeting point & networking).

Large-scale interventions, whose objective is to make the brand visible, that quickly reach the viewer. Deliver an unexpected impact.



## 2. MAJOR INTERVENTIONS

### 3. DESIGN WINDOWS



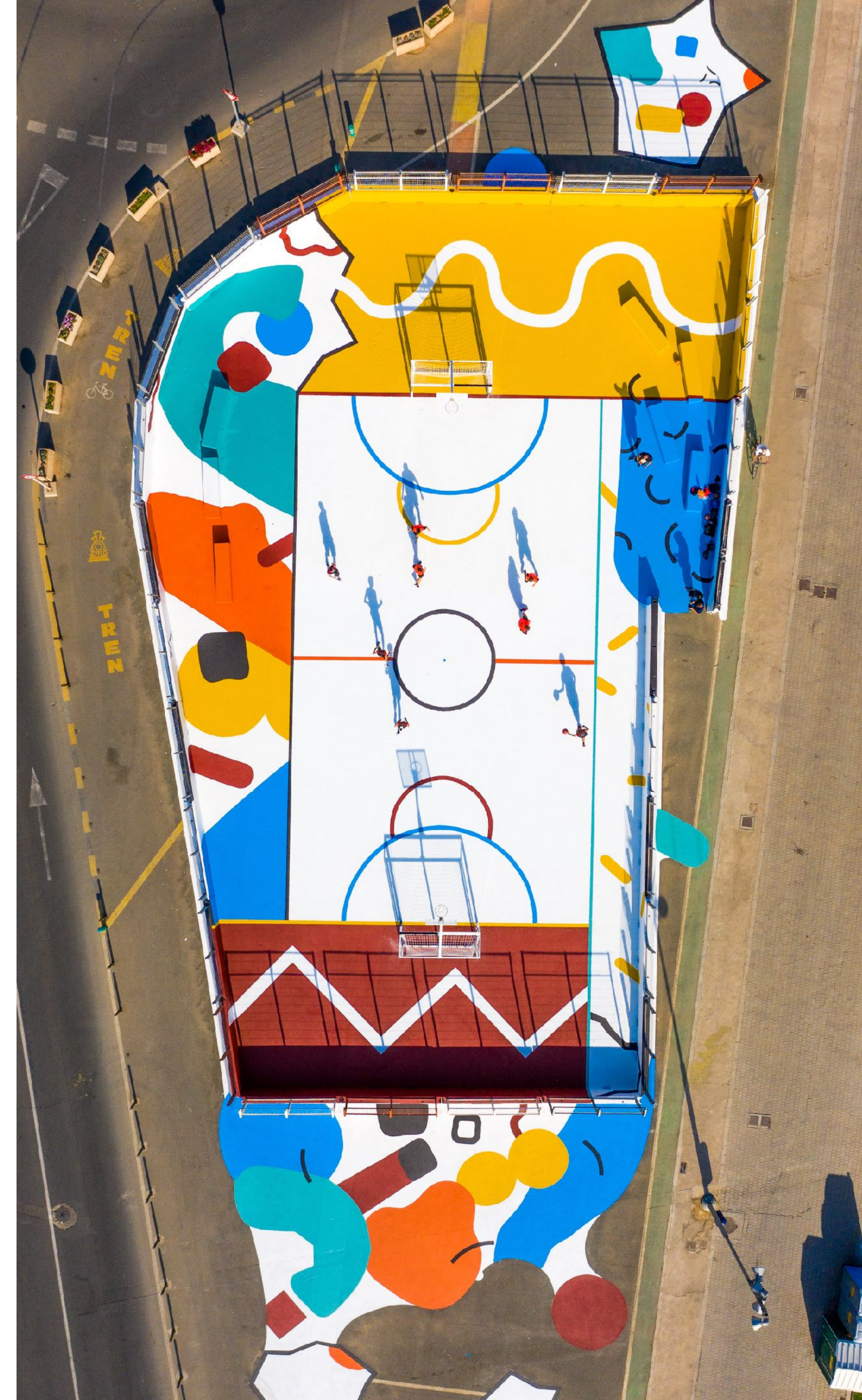
Exhibit in unexpected places, out of context, elements that are associated with design, with the very space-location where it is found and that are part of a sequence of interventions with their own narrative. Spaces that bring citizens closer to the Habitat Fair.



## 4. MURAL PAINTING INTERVENTIONS



To highlight the usefulness of design by providing new uses, image and content to those interesting points in the city.



## 5. BILLBOARDS



Gráfica en castellano

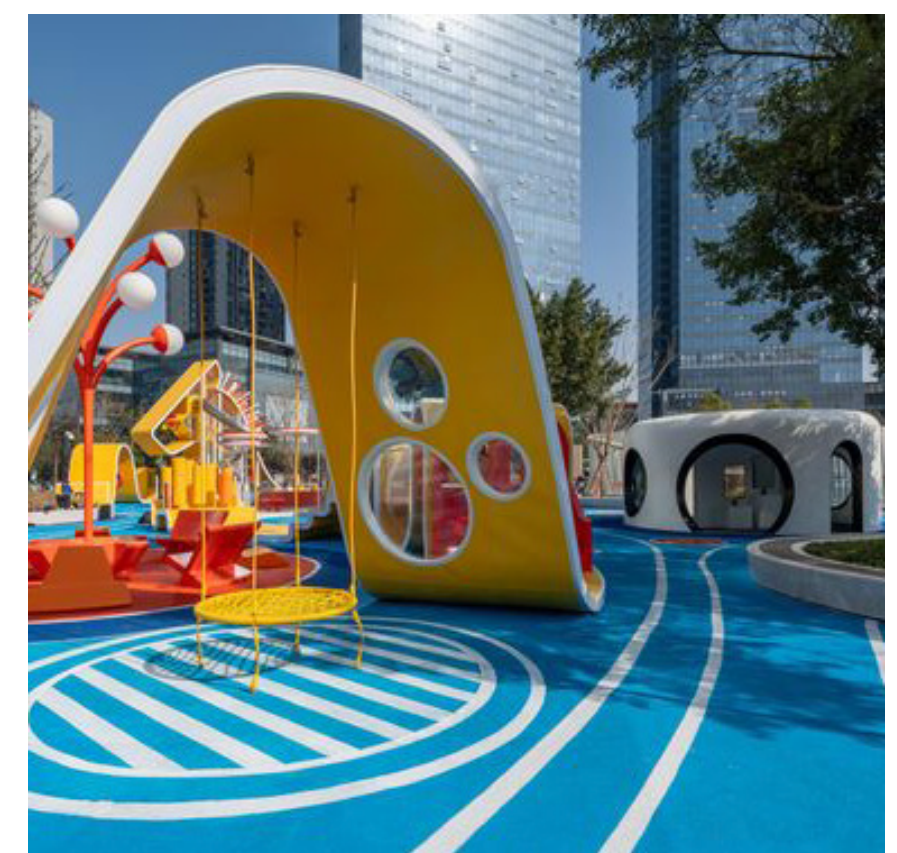
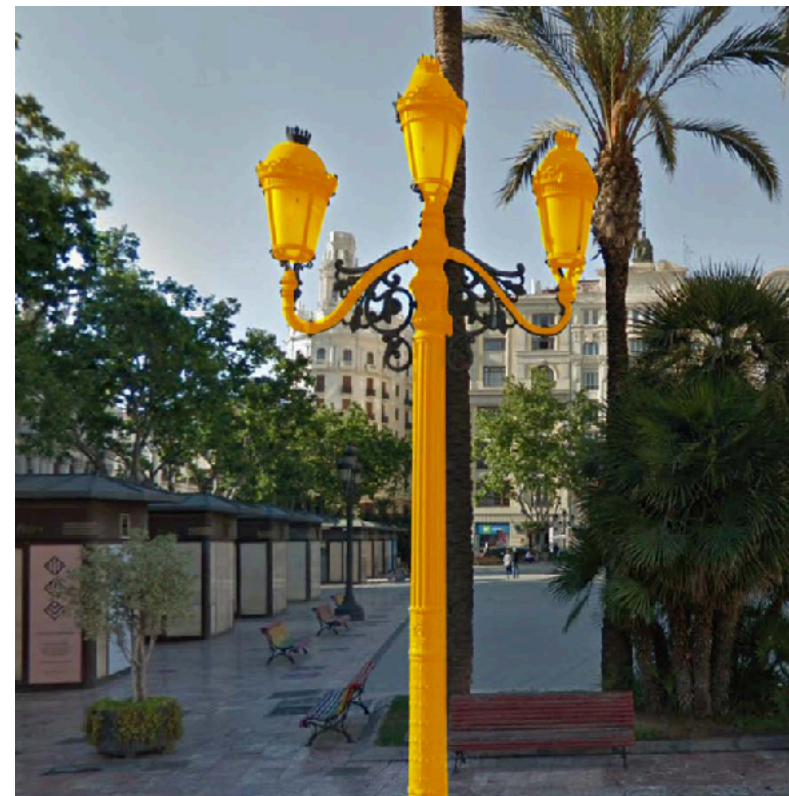


Graphic in English



# OTHER TYPE OF INTERVENTIONS





**THANK YOU!**

