

FINAL PROJECT

IE University

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Academic year: 22-23

Degree course: FOURTH

Semester: 2^o

Category: COMPULSORY

Number of credits: 15.0

Language: English

PREREQUISITES

Being in the 4th year and enrolled in all remaining courses of the bachelor's degree.

SUBJECT DESCRIPTION

COURSE ABSTRACT

The Undergraduate Final Project is a detailed work that presents a rigorous investigation into a design topic selected by the candidates and under the guidance of their faculty. Thesis students must demonstrate their capacity to critically synthesize design knowledge and make precise projects that show their excellence in argumentation, creativity, invention, presentation, creation and skills in scholarly and fieldwork research on design. Thesis class 2022/23 will be able to take the idea of design as a hybrid field, that is, one that is preoccupied with disciplinary and professional conversations but also with the reflection of design in society at large.

SUBJECT DESCRIPTION

The field of design is one of a multitude of endeavors, methods, lines of inquiry and modes of practice. From the idea and documentation to administration or construction, from theoretical production and

commercial praxis and research practices, from media or public intellectuals, the role of the designer is increasingly that of the polymath—at its best critically and culturally, engaged. Design is a contested field, subject to constant reshaping, expansion, and realignment. There is no singular definition to what design, is, does, or how it performs. This is to say, design as a discipline is steeped in debate, discourse, and fortified positions. Academically, the traditional positioning of design within different programs has created a discipline constantly held between multiple forces, in an ideally productive and dynamic equilibrium. Into this contested field, emerging practitioners (i.e. students) must add their own definition, and area of concern for design practice, positioning themselves through a research agenda in relation to the field. The design Final Project is the production of new knowledge, new possibilities, and, ultimately, new ways of being a designer. Therefore, what are the concerns of design today? The goal of this Final Project course is to orient students to the urgencies of the field, and to design's import within our political and cultural milieu.

Students will grapple with what sets the contemporary limits and possibilities of design practice, to engage in conceptual discussions, professional issues, and cultural processes etc. that are transforming society now. They will also be asked to expand the limits of their own practice in pursuit of an original project, while also expanding the territories of design. While the focus of the thesis is on developing and articulating individual voices and positions, during the first semester we will also collectively identify, analyze, and diagnose the contemporary forces shaping architectural and will foster a culture of robust dialog, criticism, and generosity within the Final Project class.

OBJECTIVES AND SKILLS

The objective of this course is the realization of a design project and research written report.

The Final Degree Project is a compendium of the training acquired in the course of the education received during the Degree and must allow the student to show the level of acquisition of the competences of the degree and of the principles that will be the basis of his future professional work.

METHODOLOGY

This class will be divided in two. First, there will be an intensive seminar of 6 sessions of 3 hours each, which dates are: Nov 29th (3-6 pm), Dic 7th (11am—2 pm), del Jan 10th (11am—2 pm) to Jan 13th (11am—2 pm).

After the seminar, we will have weekly tutorials on Mondays from 2:30 to 4 pm.

The structure of the work will be organized in four phases guided by three questions: What? Why? How? and Final Project. Each question will be developed slightly differently per faculty member in their group.

Phase I: What? (This phase will be developed during the intensive Seminar with Professor Cristina Goberna Pseudo)

In this phase, we will analyze the personal interest of each student and how to link them to both, international conversations on design and current urgent topics in culture, society, politics, and the environment at large. The final outcome will be the refinement of a Thesis Question and a rigorous explanation of the topic in a 3 minute film trailer.

Phase II: Why?

In this phase we will develop the critical eye of the students. In order to do so, they will undertake rigorous research where students will gather their sources: bibliography, archives and projects that will build the body of knowledge their Final Projects are contesting. In addition to that, the students will elaborate a statement-manifesto for their project.

Phase III: How?

In this phase the students will define what will be the outcome of their Project and a detailed calendar of production, specifying the methodology that they will apply.

Phase IV: Final Project

In this phase, the students will concentrate in the production of their project and final presentation.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	0.0 %	0 hours
Discussions	0.0 %	0 hours
Exercises	0.0 %	0 hours
Group work	0.0 %	0 hours
Other individual studying	100.0 %	375 hours
TOTAL	100.0 %	375 hours

PROGRAM

SESSIONS 1 - 2 (LIVE IN-PERSON)

Seminar: Introduction to Phase 1: What?

Seminar

SESSIONS 3 - 4 (LIVE IN-PERSON)

Seminar

SESSIONS 5 - 6 (LIVE IN-PERSON)

Seminar

SESSIONS 7 - 8 (LIVE IN-PERSON)

Seminar

SESSIONS 9 - 10 (LIVE IN-PERSON)

Seminar

SESSIONS 11 - 12 (LIVE IN-PERSON)

Seminar: Final Presentations

SESSION 13 (LIVE IN-PERSON)

Introduction to Phase II: Why?

SESSION 14 (LIVE IN-PERSON)

Tutorials

SESSION 15 (LIVE IN-PERSON)

Tutorials

SESSION 16 (LIVE IN-PERSON)

Presentations. Introduction to Phase III: How?

SESSION 17 (LIVE IN-PERSON)

Tutorials

SESSION 18 (LIVE IN-PERSON)

Tutorials

SESSION 19 (LIVE IN-PERSON)

Presentations. Introduction to Phase IV: Final Project

SESSION 20 (LIVE IN-PERSON)

Tutorials

SESSION 21 (LIVE IN-PERSON)

SESSION 22 (LIVE IN-PERSON)

Presentations

SESSION 23 (LIVE IN-PERSON)

Tutorials

SESSION 24 (LIVE IN-PERSON)

Tutorials

SESSION 25 (LIVE IN-PERSON)

Tutorials

SESSION 26 (LIVE IN-PERSON)

Tutorials

EVALUATION CRITERIA

The evaluation system of the Final Degree Project will consist of the written presentation of the work and its oral defense before an academic tribunal. In both cases, both the theoretical and practical knowledge and the acquired competences will be evaluated, as shown in the following criteria:

Structured written report: 40-50%. Once the Final Degree Project has been completed, the student must submit a written report from which the examining board will evaluate:

- Search for materials: the adequacy of the resources used, as well as their diversity.
- Field work: the methodological rigor and the adequate application of suitable research techniques will be taken into account.
- Presentation of reports: the periodicity in the deliveries and the content of what is dealt with in them will be valued.
- Elaboration of the work: the student must develop a scientific work, with critical content, adequate methodology, elaboration of conclusions and proposals for improvement.

Presentation of the final report of the project before the University Tribunal: 40-50%. Among the evaluation criteria are the following:

- Coherence of the presentation.
- Mastery of the topic, problem and research.
- Clarity of ideas.
- Quality of the answers to the questions posed.

Self-assessment: 5-10%. Personal report containing an analysis of the student's experience: expectations and evaluation of personal development.

In conclusion, the Final Degree Project will evaluate the structure and clarity in the elaboration of the exercise, the originality in the approach and results, the adequate methodology and research techniques, the search for data and information, the use of research resources, as well as the oral presentation before the University Tribunal of the conclusions reached.

Criteria	Percentage	Comments
Presentation Phase I	10 %	
Presentation Phase II	10 %	
Presentation Phase III	10 %	
Written Thesis	30 %	
Final Presentation	30 %	
Student Self Assessment	10 %	

PROFESSOR BIO

Professor: **ANDREA CARUSO**

E-mail: acaruso@faculty.ie.edu

ANDREA CARUSO

Andrea Caruso is co-founder of Ciszak Dalmas studio based in Madrid, together with Alberto Gobbino Ciszak, working across a range of disciplines, including architecture, interior, product, furniture design, and art direction. Their practice aims to approach design projects with a holistic and experimental perspective, exploring the interconnections between traditional craftsmanship and new technologies, and their impact on business and societies.

They have undertaken projects of various natures in the commercial sector for Aesop, Bershka, Bosa, Bitossi, Camper, Loewe, Malababa, Max&Co., Muroexe, Saffron, and Zara among others. Side to the clients' work, their daily practice focuses on material experimentation and limited edition design. The duo is also founder of La Clinica Design, a contemporary furniture, and object brand.

In the academic field, they are adjunct professors at IE University, visiting at HEAD Geneva, Elisava, and holding lectures in an international framework, such as the Biennale di Architettura in Venice, Salone del Mobile in Milan, Experimenta Design in Lisbon and Design Ambassador in Hong Kong.

- BA in Industrial Design, Politecnico di Torino, 2005
- MA in Design, European Design Labs, Madrid, 2008
- 2022 Delta Award, Lighting Design Best Product of the Year by Adi-Fad Barcelona
- 2019 Best Retail Design of the Year, The New York Times Magazine
- 2016 First Prize, Best Packaging Design of the Year, Italian Design Council, Italian Embassy in Madrid
- 2018 Prize MD-i, Best Independent Designer of the Year, Madrid City Council
- 2010 First Prize for Young Talents, Injuve, Spanish Ministerio de Derechos Sociales

Professor: **CRISTINA GOBERNA PESUDO**

E-mail: cgoberna@faculty.ie.edu

CRISTINA GOBERNA PESUDO

Professional Positions

Architectural Agonism, Founding partner and Director (New York, Sydney, Barcelona)

Fake Industries Architectural Agonism, Founder Partner (New York, Sydney, Barcelona)

CIAH (Intelligence Cell of Architecture and Humanities), Founder Partner (Barcelona, New York)

The Destitute Institute, Founding Partner (Barcelona)

The Automatic Architecture School (New York), Founder Partner

Education

PhD Candidate, European Graduate School, Department of Philosophy, Art and Critical Thought, Saas Fee, Switzerland. 2018-today, PhD Candidate, Escuela Técnica Superior de Arquitectura de Barcelona (E.T.S.A.B).

Visiting Scholar, Institute of Fine Arts, New York University (NYU)/ Graduate Certificate in Advanced Architectural Research, Graduate School of Planning and Preservation of Columbia University (GSAPP)/ Master of Science in Advanced Architectural Design, Graduate School of Architecture, Planning and Preservation, Columbia University (GSAPP)/ Independent Studies Program of Contemporary Art Criticism (PEI), Museum of Contemporary Art of Barcelona (MACBA)/ Master in Structural Design, Escuela Técnica Superior de Arquitectura de Sevilla (E.T.S.A.S)./ Bachelor in Architecture (7 years program), Escuela Técnica Superior de Arquitectura de Sevilla, (E.T.S.A.S).

Selected Academic Jobs and International Competition Juror Positions

Juror for the competition for the curator of the Spanish Pavilion at La Biennale de Venezia di Architettura 2023 / Visiting Professor, Massachusetts Institute of Technology (MIT) Architecture School / Adjunct Assistant Professor, GSAPP, Columbia University (5 years) / Professor at the Royal College of Art, London/ Professor and Thesis Coordinator, Irwin Chaning School of Architecture, The Cooper Union, New York / Associate Professor of Practice, Architecture School, Illinois University/ Professor at BAU , Escola de Disenyo, Barcelona/ Senior Lecturer Professor, and course coordinator Sydney UTS/ Juror at European Norway competition/ Juror at MOMA PS1 Young Architects Program Competition/ Juror at The Architectural League of New York Architects Forum Competition / Invited by the search committees to apply for the Dean positions of Cooper Union School of Architecture, New York, the Chicago University at Illinois School of Architecture and CUNY, New York.

Public Programs Curator and Coordinator

Lecture Series at University Technology Sydney UTS School of Architecture / Epic Saloon debates, New Museum New Ink Columbia Univ Program, New York / Van Alen Books bookstore, Van Alen Institute, New York / Architecture as Double Secret Agent Talk Series, GSAPP, Columbia University / Replica Talk Series, GSAPP Columbia University, New York / Thesis Talk Series, Cooper Union, New York / Winner of the competition for the curator position at Mural Arts Program, Philadelphia / Manager and curator of Van Alen Books bookstore and its public program, Van Alen Institute, New York / Art Director of CIRCUIT, Moda Arte, Barcelona, etc...

Research Projects Director or Coordinator

At the Graduate School of Architecture, Planning and Preservation, Columbia University / MIT School of Architecture / Cooper Union School of Architecture / Royal College of Art, London / BAU, Barcelona etc.

Prices, Fellowships and Grants

Fulbright grantee/ Caja Madrid grantee/ Fellowship at the New Incubator, GSAPP Columbia University, New Museum, New York/ Graham Foundation Grant/ Alejandro de la Sota First Prize, Tarragona Architecture Biennial, / American Institute of Architects AIA New York New Practices Price winner/ Guggenheim Helsinki Museum competition (finalist)/ MOMA PS1 Young Architects Program (finalist)/ Design MIAMI/BASEL Architects Program, (finalist)/ New Velodrome for Medellin, Colombia, International competition (winner)/ European 11, 9, 8, 7 awardee/ Young Architects Forum Prize of the Architectural League of New York, 2009 winner./ Kinne Trip Prize GSAPP, Columbia University, 2009 winner/ Selected to represent Columbia University at the Rotterdam International Biennial, 2007/ Best project prize at Bernard Tschumi studio, GSAPP, Columbia University, 2007 winner, etc.

Selected Guest Speaker Venues

At Harvard GSD/ Princeton SOA/ Massachusetts Institute of Technology (MIT) /GSAPP, Columbia University / the Royal College of Art, London/ Irwin Chaning School of Architecture, The Cooper Union, New York / Sydney UTS/BAUHAUS University, Weimar/ Stockholm School of Architecture/ Graham Foundation, Chicago/ Melbourne School of Design/ Museum of Modern Art, MOMA, New York/ Guggenheim Museum/Oslo Architectural Triennial, Venice Bienal/ ETSAM, Madrid/ AIA New York/ etc...

Selected Projects and Exhibition of Works

Venice Biennial/ Centre George Pompidou, Paris / Chicago Biennial/Lisbon Triennial/Seúl Biennial/Hong Kong Shenzhen Biennial/ Buenos Aires Biennial/Storerfront for Art and Architecture, New York/Museum of Modern Art MOMA, New York/Guggenheim Museum/GSAPP Columbia University/Architectural Association, London/ Istanbul Design Biennial etc...OE House, Alforja, Spain/ The New Velodrome for Medellín, Colombia / Aldea Moret rehabilitation , Spain/ 44 Rooms, Guggenheim Helsinki Finalist proposal/ Rooms, MoMa Ps1 Finalist Proposal/ The Architectures of Desire exhibition etc...

The Centre George Pompidou and the Chicago Art Institute have acquired Fake Industries Architectural Agonism work for their permanent collections.

Professor: **DAVIDE FICHERA BUFFO**

E-mail: dfichera@faculty.ie.edu

DAVIDE FICHERA BUFFO

Co-founder of Nina Mûr Eyewear and Fikera&Quiche creative agency, Davide started his career designing the ECOALF brand identity. He has been collaborating for more than 10 years with international brands such as Converse, Eastpak, Diesel, Wrangler, and Universal Music... His projects ranged from managing branding, marketing, advertising, and digital, to art direction, architecture, industrial design and video-making projects.

His latest company, Nina Mûr Eyewear, currently exports to more than 30 countries worldwide and has won several designs and business awards. Davide has taught at several universities in Spain, Italy and Mexico, always seeking to build a bridge between the business world and the academic world. He is passionate about industrial design, graphic design and entrepreneurship.

Co-Founder

- Nina Mûr Eyewear, Jan 2017 - Feb 2022 (www.nina)
- Fikera&Quiche creative agency, Feb 2010 - Feb 2022

Corporate Experience

- Brand Designer, ECOALF, Nov 2008 - Jan 2010
- Set Designer & Graphic Designer, Fun&Basics, Sep 2007 - Oct 2008

Academic Experience

- Workshop, Strategic Marketing, Universidad Anáhuac, Mexico City, 2014
- Adjunct Professor of Strategic Marketing Naba (Nuova Accademia di belle arti), Milan, 2013
- Adjunct Professor of Marketing&Design, IED, Madrid, 2011 - 2012
- Tutor of Graphic Design, IED, Madrid, 2010

Studies

- Master RSP European Design Lab, Visual Communication, 2006/2007
- Bachelor in Industrial Design, Architecture University of Florence, 2002/2005

Professor: **JOSE ANTONIO AVILA PEREDA**

E-mail: javila@faculty.ie.edu

JOSE ANTONIO AVILA

Jose Antonio has +9 years of experience designing products, services, strategies and business models for companies, NGOs and governments in Europe, UK and Latin America. His genuine curiosity about the limits of design have lead him to participate in projects that range from product, architecture and yacht design, to the definition of problems and the generation of opportunities in programs for the IDB, AECID and the Ministry of Foreign Trade and Tourism of Peru. Currently, at The Cocktail, he works internally and exclusively at BBVA, as part of the Design Discipline team overseeing how to scale the design functions throughout the organization.

Corporate Experience

- Senior Strategic Designer, The Cocktail, Spain, 2021-present
- Co-founder and Strategic Designer, Yunizon, Spain, 2019-present
- Senior Strategic Designer, Garaje de Ideas, Spain, 2019
- Senior Business and Strategic Designer, Nadie - The Creative Think Tank, Spain, 2019
- Special Projects Lead, Istituto Europeo di Design, Spain, 2013-2018

Academic Experience

- Adjunct Professor for Strategic Design Thesis, IED Madrid, Spain, 2014-2016

Academic Background

- Master in Strategic Design and Innovation, IED Madrid, Spain, 2012
- Bachelor in Industrial Design and Fine Arts, PUCP, Perú, 2006-2011

OTHER INFORMATION

OFFICE HOURS

Under appointment with each Professor.

CODE OF CONDUCT

1. Be on time: Students arriving more than 5 minutes late will be marked as "Absent".

Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor). 2. If applicable, bring your name card and strictly follow the seating chart. It helps faculty members and fellow students learn your names.

3. Do not leave the room during the lecture: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as "Absent". Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. Do not engage in side conversation. As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class. If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as "Absent".

5. Use your laptop for course-related purposes only. The use of laptops during lectures must be authorized by the professor. The use of social media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as "Absent".

6. No cellular phones: IE University implements a "Phone-free Classroom" policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. Escalation policy: 1/3/5, Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as "Absent." IE University implements an "escalation policy The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.