

Decoding European Creative Skills



Creative Challenge
Barcelona

15—23 Jan 2018

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INTRODUCTION TO THE PROJECT

Within the framework of the Decoding European Creative Skills project, three creative Challenge are organized in each of the partner universities.

The first creative challenges took place in Barcelona with great implication of all participants, they have provided very interesting proposals and at the same time they have allowed to further develop the research on the competences during the design process.

Creative Challenges have been carried out for a week, from the 15th to the 23rd of January.

The challenge began with the visit of Companies to ELISAVA where they introduced themselves and presented their challenges.

These three companies, who do not use design in their usual processes, proposed ambitious and audacious challenges, which motivated the work of the teams during a week of intense work. These teams were made up of 30 young designers (last year bachelor students, Master students and young professionals), who

worked in multidisciplinary teams without knowing each other before.

During the month of March the challenge will take place in Salzburg and in April it will take place in Eindhoven.

COMPANIES AND CHALLENGES

The companies that took part and their respective challenges are the following three:

Districte Comerç

Is part of the Department of Tourism, Trade and Markets of the City Council of Barcelona, it has among its functions the management of policy development in the fields of tourism and commercial trade, fostering all kinds of actions in these areas.

<http://ajuntament.barcelona.cat/comerc/en/>

Team 1 Districte Comerç :

Constanza Simioni
Glòria Macià Muñoz
Ana Fortuny Casablanca
Laura Ballesteros Villareal
Javier Carracedo
Judith Gómez Cuyàs

Challenges :

How to improve the poor visibility of emblematic shops in the city of Barcelona?

How to help to create a stronger intercultural commerce network in Barcelona?

Team 2 Districte Comerç :

Maria Inês Silva
Júlia Claveria Baro
Doa Rodriguez Pastoriza
Alba Eiriz Martínez
Gisela Chueca de Bruijn



**Ajuntament
de Barcelona**

The companies that took part and their respective challenges are the following three:

Xarxa Ambiental

Is a private, non-profit entity dedicated to industrial research and technology knowledge transfer, based on the textile industry, providing technical and human means for all companies, individuals, and entities interested in these areas to effectively apply them.

<http://grupxarxa.cat>

Team 1 Xarxa Ambiental :

Irati Abad
Lautaro Martin Scolpatti
Paulina Montenegro Pau
Romina Calzi

Team 2 Xarxa Ambiental :

Marc Godayol i Hasse
Alessandra Sebastiani Garcia
Natàlia Catalan Tàsies
Claudia Blanes

Challenges :

How to draw the attention of the fashion sector to adapt its capacity for innovation regarding new textiles to this sector?



**The companies that took part
and their respective challenges
are the following three:**

Eurecat

Is a private, non-profit entity dedicated to industrial research and technology knowledge transfer, based on the textile industry, providing technical and human means for all companies, individuals, and entities interested in these areas to effectively apply them.

<https://eurecat.org/en/>

Team 1 Eurecat :

Andrea Méndez Oliver
Hector Lezaun Pegenaute
Luis Gasca Peña
Oriol Povill Cerdeira

Challenges :

How to draw the attention of the fashion sector to adapt its capacity for innovation regarding new textiles to this sector?

Team 2 Eurecat :

Delia González González
Mayra Falbo
Olivia Muiños Benítez
Oscar Vera Blanco
Roger Zambrano

Activities

PROPOSALS

The motivation of the participants has resulted in proposals of great quality and originality and a very good mood for the project.



DISTRICTE DE COMERÇ

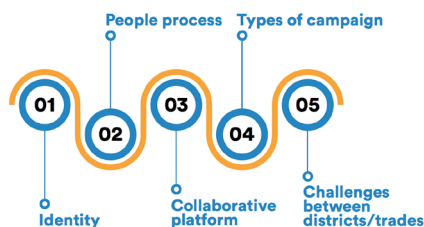
The teams that worked on the challenges posed by Districte Comerç, proposed the design of a website that brought together emblematic businesses, bringing it with it social events, games and the very idea of an emblematic brand, “Ruta dels emblematic”, interacting with both, foreign tourists and residents of the city.


The other team proposed an association that would unite and facilitate the interaction of foreign merchants once they arrived in Barcelona and to bring them closer them to the client, approaching their stories and treating the idea of a neighborhood as an union, the platform that would guide all this would be Co-net.

More information of this project can be consulted at :

[Link to the challenges in the trade page.](#)

[Link to youtube about the challenges.](#)





Ajuntament
de Barcelona

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Entrepreneurs

Shop

Create Your **WIX** Site



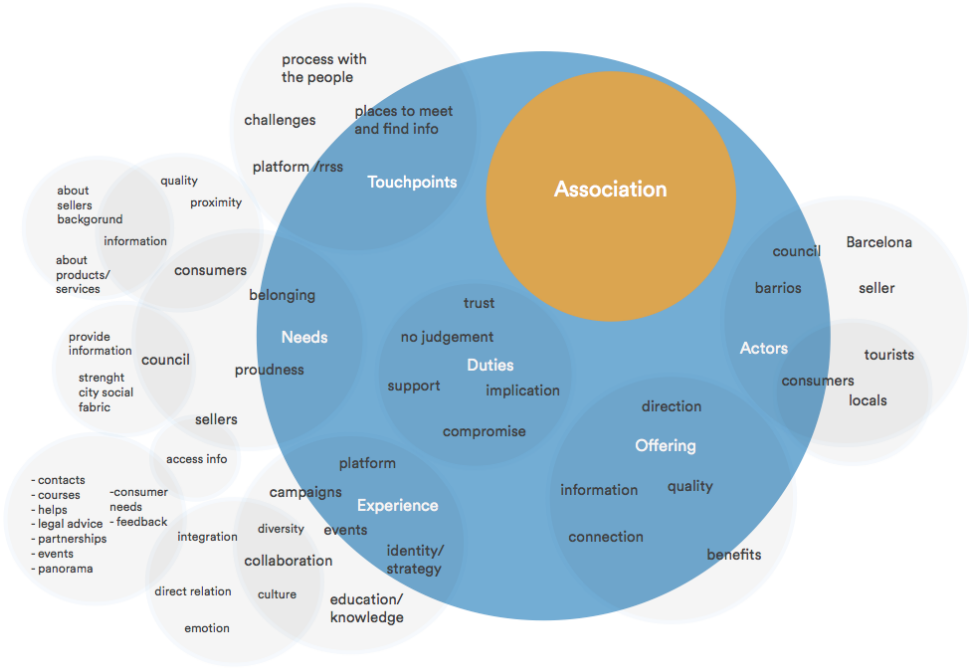
The tour



Get your emblematic map!

Get to know every single emblematic shop of Barcelona with the help of this map. Five different lines have been distinguished in order to let yourself decide which one fits best for you.

— Association / Network



EURECAT

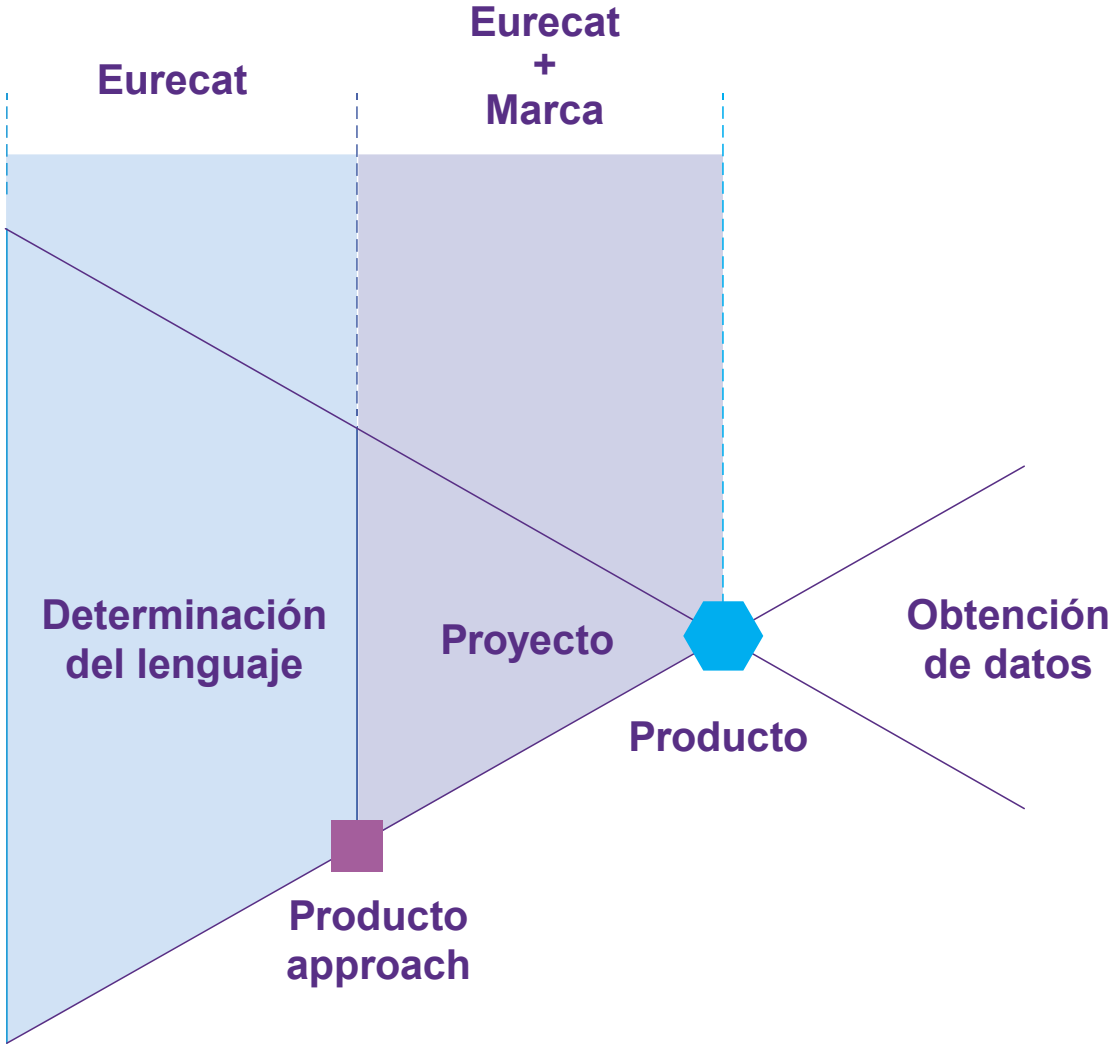
For the challenges posed by Eurecat, participants proposed to rethink the way they were approaching their different targets, since this was a completely different market from the one they used to deal with, so they propose a shift in the communication between brand and fashion companies.

The proposal was a communication strategy, a solution that needs to work with the brand communication from the base aiming to understand the client's needs from the get go.

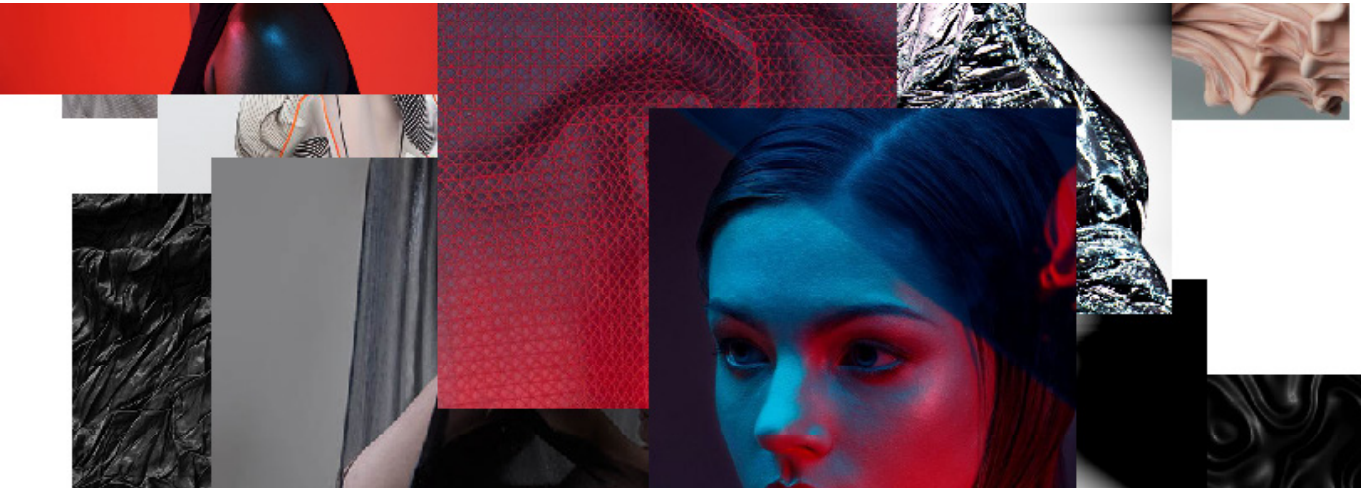


- Understanding language
- Understanding actors
- Understanding experience





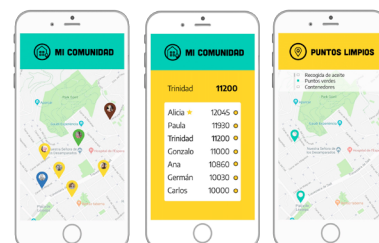
Data mapping

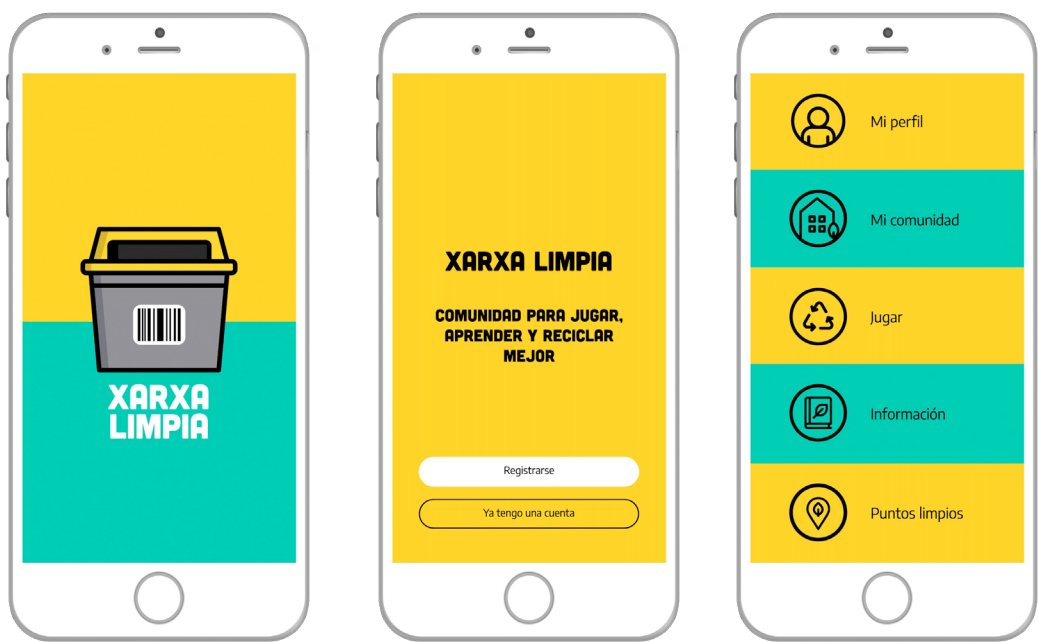
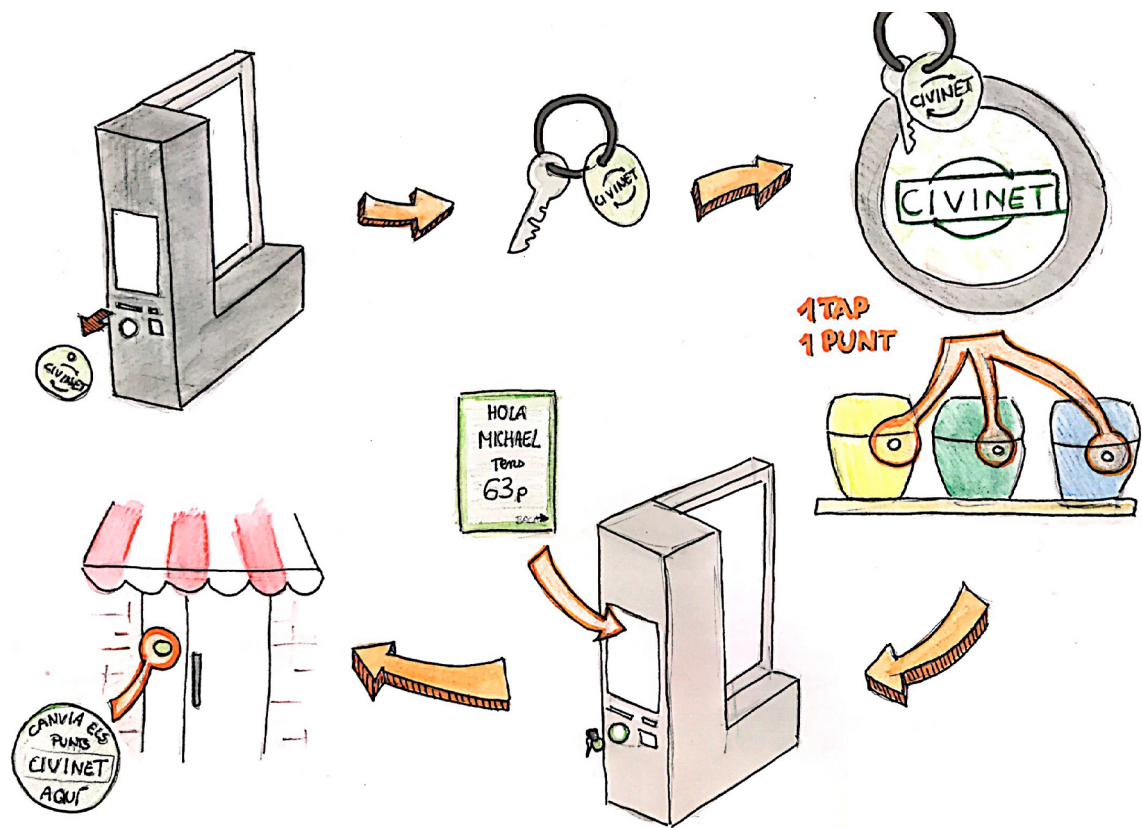


XARXA AMBIENTAL

Xarxa Ambiental received a proposal based on a social platform that educates and promotes the action of good recycling in a playful way, through games and social recognition in a virtual community.

The other work team proposed a civic card with access to a Civinet platform that allows users to earn points while recycling, those points can be exchanged at eco-friendly local shops. Besides that, the team also re-designed the visual communication of containers and designed a “station” to place them in the street that incorporates a screen to access Civinet platform.





DECODING SKILLS

While the participants worked on the challenges, a team made up of professors from TUE, FHS and ELISAVA acted as observers, recording and taking notes of the competences put into practice through the design process.

On the last day, these observations were shared with the teams to gather their point of view in a selfreflection session around the 10 analyzed competences. This experience has resulted very interesting for designers to gain more information about their own strengths and also to reveal competences they might keep improving.

The investigation of the creative process has collected evidence in relation to the 10 competences previously detected and proposed for this Creative Challenge program. Because of this, qualitative information has been gathered to enrich the project and further develop the investigation on creative skills.

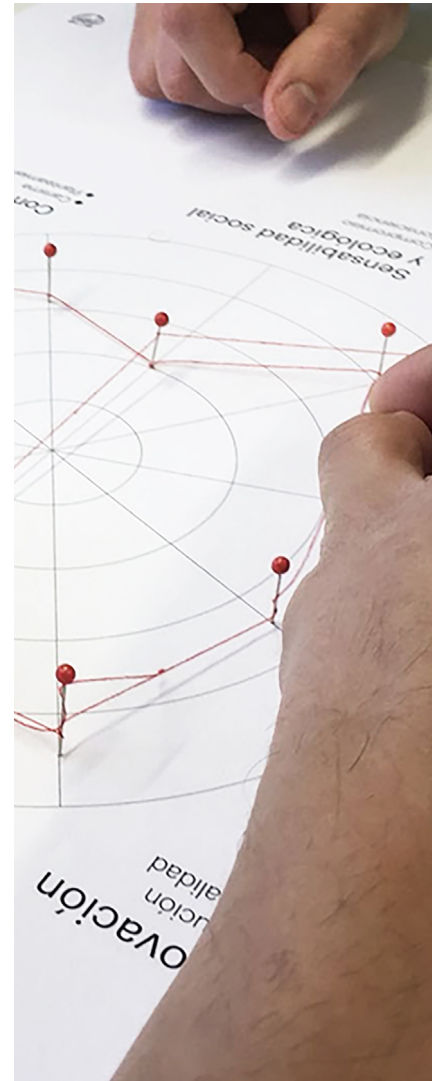
One of the most observed competences during this process has been teamwork. The morphology of the challenge favors the integration

and participation of all the members of the team, so the observation has allowed to collect many data on the implementation of this competition. Observation has also allowed us to establish a correlation between competences, such as Questioning and Strategic Vision or Initiative and Improvement proposition.

Even though they are autonomous competences, we find that they are related, opening new research questions to define the type of relation between them.

During the analysis it has been observed that there are competences that are more evident in certain stages of the design process, so that observation is richer if the competences are analyzed throughout the whole design process instead of independent stages.

To conclude, the observation carried out has served to identify the indicators or behaviors shown by designers during a design process, a set of qualitative information that will be compared with the quantitative data collected in the second part of the project through the Creative Decoding Tool.





Co-funded by the
Creative Europe Programme
of the European Union

ELISAVA

Barcelona School of
Design and Engineering

TU/e

Technische Universiteit
Eindhoven
University of Technology



FH Salzburg