

BUDAPEST DESIGN WEEK 2015 WELCOMES SPAIN AS ITS GUEST OF HONOUR COUNTRY

Budapest, 7th September 2015 ... Organised between 25th September and 4th October, Budapest Design Week follows on the successful traditions of the past few years and welcomes Spain as its Guest of Honour Country. The program palette is just as colourful as the Iberian Peninsula: exhibitions, presentations, talks, design tours, and even short films are offered for the audience.

Spain has given the world better and better designers and unforgettable creations since the turn of the century. Barcelona has been one of the leading creative centres of the world for 120 years; over the last decades Madrid and even Valencia are also catching up fast – what is more, Spanish design today is not limited to the Iberian Peninsula. Like the country itself is a kind of a cultural bridge between Europe and Latin America, its design also mixes the two worlds by being practical and exotic at the same time, combining European functionality and Latin joy of life. This year's Design Week attempts to introduce some of the most interesting elements of this 'creative colonization'.

The flagship exhibition of the **Spain Guest of Honour programs**, the **Collective Imagination – Ibero-American Design Biennial (BID14)** travelling exhibition is open in the Museum of Applied Arts from 25th September till 15th November 2015. Through some 60 artworks and 80 panels, it gives an overview of the most recent edition of the Ibero-American Design Biennial held every two-years in Madrid, and pays special attention to sustainability, innovation and social awareness.

Two Spanish star designers working on very different fields will visit Budapest during Budapest Design Week and give presentations at the Moholy-Nagy University of Art and Design Budapest (MOME). **Marti Guixé** who is one of the world's most acclaimed food designers personalises the relationship of design and gastronomy, while **SEAT's Designer-Chief Alejandro Mesonero-Romanos** guides us through one of the Spanish brand's car studies in the world of technology, design, creativity and functionality.

The **Tapas – Spanish Design for Food** exhibition is already open in the Museum of Applied Arts exploring Spain's food design through three different topics: Kitchen, Table and Food, by presenting many interesting, spectacular, creative and most of all, professional design objects. The finissage of the exhibition is part of the program of Budapest Design Week.

This year the popular Design Tours are organized in cooperation with **Hosszúlépés.Járunk?**, and offers a **Spain in Budapest walk** exploring the influence of Spanish architecture on the buildings and interiors of the Hungarian capital.

Some of Budapest Design Week's partners also join the Spain, Guest of Honour programs offering a colourful range of events. **Patricia Urquiola** designer plays an important part in the life of **Code Showroom**, so they decided to put together an exhibition from her works, while the **Design Lights** exhibition of **Bank Center** features a special selection from the works of Spanish lamp designers and industrial designers who successfully combine function with free-minded design in their works. The exhibition of **Játékszerek Anno** titled **Special Spanish Tin Toys**, and the **Lubloy Feat. Velazquez** program both try to find answers to the question what a Spanish baroque flat and the objects in it would look like today. The evenings will also bring some Spanish events: **AnKert** and **Edinas Paper Installations** offer all you need for a funky Saturday – at **Fashion-Gourmet-Fiesta** they will have a workshop, a fashion show and a party of course, complete with Spanish wines, tapas and music. The annual edition of **Super Channel's Budapest Design Film Festival** is a quieter program for the evening, the organisers bring the creative energy of Mediterranean cities to Toldi Cinema in Budapest through the short films of Spanish directors and designers.

Details about the Spain, Guest of Honour programs are available from designweek.hu.

The programs of Budapest Design Week's Spain, Guest of Honour program are realised in cooperation with the Embassy of Spain in Hungary.

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BUDAPEST DESIGN WEEK 2015: HOME SWEET HOME

Organised for the 12th time this year, Budapest Design Week takes place between 25th September and 4th October. The main sponsor and the patron of the festival is the Hungarian Intellectual Property Office, its leading professional partner is the Hungarian Design Council with Design Terminal as cooperating partner, and it is organised by HIPAVILON Hungarian Intellectual Property Agency.



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In 2015 the program series motivating the entire Hungarian design profession and attracting the wide public focuses on the world of homes. The central exhibition organised in the Museum of Applied Arts (Budapest) and satellite programs related to the **HOME SWEET HOME** slogan will aim at presenting how the social, cultural and technological developments of the past 10-20 years have affected our homes.

Further information for the media:

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