



livepods
BARCELONA

IN COLLABORATION WITH



ESCOLA SUPERIOR
DE DISSENY
CENTRE ADSCRIT A LA
UVIC



AN EXTREME DESIGN THINKING EXPERIENCE

BARCELONA, OCTOBER 5-14, 2012

FORTY PARTICIPANTS, TEN DAYS, A 20 FT. CONTAINER THAT TURNS INTO A HYDROPONIC GREENHOUSE AND A CLOSED PATENT BY STEFANO MANCUSO THAT OPENS AND BECOMES AN OPPORTUNITY FOR THE WORLD.

A MIX OF DESIGN THINKING, TOURISM AND FOOD DESIGN IN AN UNPRECEDENTED EVENT.

THIS OCTOBER IN BARCELONA IT'S GOING TO BE CRAZY.

HELP US REWRITE THE RULES OF LEARNING, TOURISM, DESIGN AND BUSINESS BY SIGNING UP FOR THIS TEN DAYS EXTREME CHALLENGE.

JOIN A MOTIVATED TEAM OF FORTY PEOPLE TO LEARN THE FUNDAMENTALS OF DESIGN THINKING WHILE WORKING ON AN OPEN PROJECT THAT CAN CHANGE YOUR LIFE AND THAT OF MANY MORE.

HURRY UP, THERE ARE ONLY 40 SPOTS AVAILABLE.

FOR MORE INFORMATION, PLEASE CONTACT ALESSANDRO@OHBCN.ES OR BARBARA@OHBCN.ES

WHEN AND WHERE

This October, from the 5th to the 14th participants and organizers will stay at Twentytú, the coolest eco-friendly high tech hostel in Barcelona.

The container will be built in a wood, iron and electronics workshop located in the district of 22 @ barcelona.

WHAT'S IN IT FOR ME

Participating in LIVEPODS gives you:

- an important role within an experiment in open design with a social goal
- the theory and the practice for building and running a hydroponic greenhouse in your own country
- a primer on trends research and a live coolhunting session
- the fundamentals of applied design thinking and of vision based design
- knowledge on techniques of glass work and direct interaction with local designers, craftsmen and artists
- practical abilities to cut, weld, bend and mount a hydroponic greenhouse
- a lot of fun at the parties and surprise events
- hard work, during ten days, with positive and creative people just like you
- a unique perspective of barcelona with people who live and work in the creative industries
- direct contact with local and international recognized professionals
- good meals, from traditional to experimental, and related with this year's theme
- a unique experience that will leave you with a lot of good memories!

BACKGROUND INFO

All the information about the project including ideas, versions and literature will be available at livepods.net. Please visit the site regularly to keep up to date.

TEAM AND CHALLENGES

You will join a multidisciplinary project team of eight: three designers, two engineers/scientists, one entrepreneur/business analyst, an artist and a journalist/blogger. Five teams, a common challenge and a specific challenge by discipline.

The challenges:

- common: build in nine days a functional prototype of a hydroponic greenhouse in a used 20 ft. container.
- design challenge: to generate vision-based short and long term ideas on the container's systemic, aesthetic and functional aspects and make it a regenerating opportunity for the environment
- engineering challenge: to envision and design a sensors system that connect plants with arduino allowing the container to communicate via mobile phone
- business challenge: to design an open and sustainable business model, allowing it to generate seed money to build a second prototype and to give back part of the participant's fees
- art challenge: to contribute with concepts and artistic pieces and ensure that the container becomes the host of enriching and inspiring experiences
- content challenge: to creatively document the design and development process producing information for the rest of the world. To prepare the presentations for the closing party, on saturday the 13th

IN COLLABORATION WITH



PARTICIPANTS

A group of innovative local and international professionals will be part of the LIVEPODS teams. Join them today!

HELP AND SUPPORT

Barbara Barrera . journalism and blogging
www.localcuatro.com

Maria Lafuente . fashion
www.marialafuente.es

Stefano Mancuso . botany
www.lin.v.org

Alessandro Rancati . design management
www.direccioncreativa.es

Pam Warhurst . business
www.incredible-edible-todmorden.co.uk

COOLHUNTING AND TRENDS RESEARCH

Three positions available

GRAPHIC DESIGN

Three positions available

INTERIOR DESIGN

Shailee Trivedi . Rajkot, Gujarat (India)

Anna Puigjaner . MAIO (Barcelona)

Fabrizio Pierandrei, Pierandrei Associati, Milán, Italy.

Monica Tárrega, Barcelona

PRODUCT DESIGN

Gauzak . Spain
www.gauzak.com

White Elephant . Austria
<http://www.white-elephant.at/>

One position available

TEXTILES

Three positions available

ELECTRONICS / ARDUINO

Gustavo Martin, experto arduino e investigador en Telefonica I+D

PROGRAMMING

Two positions available

CHEMISTRY & SENSORS

Two positions available

ENGINEERING/TIC

Two positions available

BOTANICS

Maria Isabel Lopez Bravo, IACC Barcelona

ART

40 Plumas (Barcelona), glass art and design

Mónica UZ (Barcelona), glass art and design

Mun Muntadas (Barcelona), glass art and design

Pilar Aldana (Barcelona), glass art and design

Eri Maeda (France), glass art and design

JOURNALISM/BLOGGING/PHOTOGRAPHY

Alessandra Viola, periodista freelance, l'Espresso, la Repubblica, RAI, Italy

BUSINESS

Five positions available

PROGRAM

Friday, October 5th

WELCOME PARTY!

From 10:00h to 12:00h

Reception of local and foreign participants to the LIVEPOD workshop.

From 12:00h to 15:00h Transfer to Sant Andreu de la Barca, 15 km outside Barcelona. We'll find Nat Decoración, a unique space where we will familiarize with semi-automatic glass work techniques. We visit the facilities and get an update on all the possibilities: from cast design to finish and decoration. An absolutely enriching experience and a one of its kind facility all over Spain. Expert glass artists, craftsmen and designers will guide us and help clarify all doubts.

From 15:00h to 16:00h Lunch break

From 15:00h to 16:00h Quick round of presentations and update on the common and individual challenges.

21h. Dinner transfer at the foot of the Tibidabo. to the "El Roure" restaurant in Gracia, and after dinner cocktail at Mirablau, the bar-mirador with the best view over Barcelona!

Saturday, October 6th

SHOW AND TELL

From 9:00h to 10:00h Breakfast at TwentyTú*.

From 10:00h to 17:00h Special session on Design Thinking y Design Management by Alessandro Rancati, co-organizer and co-founder of oh!BCN. We'll talk about creativity, design and innovative ways to create happy environments. A primer that integrates and introduces the Glassnature conference. Visit to the most emblematic design sites in Barcelona. From Vinçon in Paseo de Gràcia to the trendiest shop in the Borne or in the Raval district. Lunch included

From 17:00h to 18:00h Rest time and preparation for the night

From 18:00h to Transfer to Mun Muntada's farewell party (swimming pool included). An unforgettable party with fired glass demonstrations.

*Only open to participants residing at TwentyTú

Sunday, October 7th

THE TRIP

From 9:00h to 10:00h Breakfast at TwentyTú*.

From 10:00h to 16:00h A primer on coolhunting and a Bicycle tour around Barcelona's green spots for a coolhunting session. Among other locations, we'll visit the Parc de la Ciutadella, the most frequented parc in Barcelona. Lunch included.

From 16:00h to 20:00h Relax

From 20:00h to 22:30h Transfer to the restaurante Cuinas de Santa Caterina, inside the Santa Caterina market, an architectural icon. The menu is based on variety of fresh market produce.

23.30h End of day at TwentyTú*

*Only open to participants residing at TwentyTú

Monday, October 8th

CONCEPT DAY AT ESCUELA BAU

From 7:00h to 9:00h Naad Yoga session and breakfast.

From 9:00h to 11:00h Creative sessions: first concepts, drawings and models for the livepod.

From 11:00h to 13:00h Five group presentations to explain the first ideas. Feedback sessions, refinements and integrations.

From 13:00h to 14:00h Lunck break, while we keep thinking on the solutions and ideas.

From 14:00h to 19:00h We decide the most feasible and inspiring solution and plan the work week. We make a list of materials and tools needed. People in charge of content start collecting the first sketches, drawings and pictures to work in the renderings and in the presentations.

From 21:00h a 23:00h Transfer to the restaurante Moritz, headquarters of the Moritz brewery, makers of the "Beer of Barcelona". An impressive space in the Raval quarter, recently rehabilitated under the guidance of Jean Nouvel.

23.30h End of day at TwentyTú*

*Only open to participants residing at TwentyTú

IN COLLABORATION WITH



IN COLLABORATION WITH



PROGRAM

Tuesday, October 9th

THE INSPIRATION

From 7:00h to 9:00h NAAD yoga session and breakfast*

From 9:00h to 9:30 Transfer to the Museu Blau to assist to Glassnature, oh!BCN's inaugural conference.

10:00h Introduction by Bárbara Barrera

10:15h - 11:30h Innovation and inspiration.

Stefano Mancuso. Vegetal design, communication and engineering for a more sustainable world

11:30h Gastronomic Break Organizes: Food Cultura

12:00h Science and conscience

Josep Pámies. The Stevia and the Dulce Revolución.

13:15h Experience and Culture

Luiz Pontual. Flowers from the Amazon, life in the forest and the connection among culture and nature.

14:00h-15:30h Food design

Food Cultura offers us the results of an investigation that brings back ancient recipes based on local plants, in glass supports designed and produced by Quim i Txell.

15:30h-19:00h Collaborative design

Short presentations and thematic workshops on design management, glass design techniques, cuisine, natural cosmetics, etc.

From 21:00h a 23:00h Transfer to the restaurante Santa, directed by chef Paco Guzmán, for a special menu inspired in vegetation and glass

23.30h End of day at TwentyTú*

*Only open to participants residing at TwentyTú

Wed, Thu, Fri October 10th - 12th

PROTOTYPING AT ESCUELA BAU

From 7:00h to 9:00h A NAAD yoga session and breakfast*

From 9:00h to 18:00h Transfer to the workshop and prototype production. Content and business model teams work in the adjacent office spaces.

Includes a visit to MATER for an update on materials

From 13:00h to 14:00h Lunch break, then we continue working on the prototype.

From 18:00h to 20:00h Public presentation of the results for the day, project status, needs and changes of plan.

From 21:00h to 23:00h Dinner.

23.30h End of day at TwentyTú*

*Only open to participants residing at TwentyTú

IN COLLABORATION WITH



Saturday, October 13th

PROTOTYPE READY

From 7:00h to 9:00h A NAAD yoga session and breakfast*

From 9:00h to 13:00h Last day at the workshop to finish the prototype. The content people collect the final conclusions from their team and and finalize the official project presentation, which will be showcased at oh!BCN closing party.

From 13:00h to 14:00h Lunch break.

From 14:00h to 17:00h Getting ready for the party

From 20:00h a 23:00h Transfer from the hostel to Balmes 229 at Coco-Mat, to celebrate oh!BCN's final party.

Enjoy gastronomic creations, drinks and the final presentations from LIVEPOD's teams and from all the creative groups. A mixed party with citizens, professionals, journalists, and other cool people from all over Barcelona. The night is open!

*Only open to participants residing at TwentyTú

Sunday, October 14th

HASTA PRONTO, BARCELONA

From 7:00h to 9:00h A NAAD yoga session and breakfast*

From 9:00h to 13:00h We gather for the final recap and to organize the production of the second LIVEPODS container! ¡Hasta pronto Barcelona!

*Only open to participants residing at TwentyTú



IN COLLABORATION WITH



FEES

10 DAYS WORKSHOP . 1600€

Experience Barcelona and work in multidisciplinary teams with international design professionals.

From October 5 to 14, 2012.

The fee includes:

- accomodation for nine nights
- breakfasts, lunch and dinners at emblematic restaurants
- NAAD yoga sessions
- a coolhunting primer and live session in the parks of Barcelona
- a design thinking masterclass with material
- a learning and design experience in a whole-cycle semi-automatic glass factory
- pass for the opening oh!BCN conference
- pass for the oh!BCN closing party
- all local transfers
- material for the prototype

The air fare to Barcelona and extra alcoholic drinks at restaurants and clubs are not included.

CONCEPT DAY . 150€

Share an intense design session with local and international professionals. Generate disruptive concepts that will fuel the prototyping sessions and network for future partnerships while learning the basics of design thinking.

PROTOTYPING . 450€

Three days of intense work to prototype a cargo container into a hydroponic greenhouse, developing and enhancing the outcomes of the concept day.

Teamwork sessions to build practical solutions and to build a working prototype at 22@, Barcelona's innovation district.

For architects, interior designers, engineers, designers, programmers, botanics, handymen...

CONDITIONS

Conditions to participate are simple:

- a positive disposition
- willingness to collaborate and contribute to an open project
- ability to work hands-on
- advanced knowledge in your area of expertise

REQUIREMENTS

If you participate in the 10 days workshop, please prepare a six minutes presentation about yourself.

Don't forget your laptop and/or camera.

NOTE

All concepts and solutions will be published at livepods.net under a CC Attribution, Share Alike license.

APPLICATION FORM

First name

Last Name

Country of residence

email:

Twitter/FB account:

Website:

Applying as:

- designer
- engineer
- entrepreneur
- journalist/blogger
- artist

Workshop option:

- 10 days . 1600€
- concept day . 150€
- prototyping . 450€

The experience is open to students and professionals. Please fill the form and send it to info@ohbcn.es