

BARCELONA 5-DAY IMMERSIVE INNOVATION PROGRAM AGENDA



Meetings with Barcelona's leading innovators in **mobile technology, product design, food, fashion, sustainability, retail, hospitality and architecture**, in their **workplaces, studios, labs & offices** to hear their innovation philosophies and see firsthand how the **physical & mental environments** they create **foster creativity and innovation**.

[DETAILED AGENDA PDF](#)[BROCHURE PDF](#)[REGISTRATION](#)[MONDAY JUNE 19TH](#)[TUESDAY JUNE 20TH](#)[WEDNESDAY JUNE 21TH](#)[THURSDAY JUNE 22ND](#)[FRIDAY JUNE 23RD](#)

SUNDAY JUNE 18TH



VISIT TO ANTONI GAUDÍ'S CASA BATLLÓ | ARCHITECTURE INNOVATION

Casa Batlló showcases the multi-talented creative genius of Antoni Gaudí, the internationally renowned Catalan Modernist architect. Gaudí also innovated in art, carpentry, engineering and furniture design, to create this awe-inspiring showpiece. It's a perfect way to kick off Inventours' multi-disciplinary innovation theme.



7:30-9:30PM DINNER AT BOCA GRANDE RESTAURANT | WELCOME DINNER TO INTRODUCE WEEK

Beautifully prepared, classic Spanish seafood dishes with innovative new twists, in an unusual atmosphere. The group welcome dinner, hosted by Inventours founder, Michelle Greenwald, enables participants to get to know each other before the exciting week begins.

MONDAY JUNE 19TH



AECOC LAB: RFIC & INTERACTIVE MOBILE | RETAIL EXPERIENCE & MOBILE INNOVATION

President Aleix Valls will explain how his organization accelerates globalization of entrepreneurial, digital ecosystems to grow and scale new transformative businesses based on mobility, fosters tech transfers, and serves as a talent hub for startups, investors and large corporations. We'll visit their lab with the latest in interactive retail experiences through mobile, including augmented reality, mirroring, face & mood recognition, contextual promotions, consumer tracking & data analytics.



ORIO BALAGUER: CHOCOLATE & PASTRY MASTER/CREATOR/DESIGNER | FOOD INNOVATION

Winner of "Best Dessert in the World", "Best Cookbook in the World", "Best Gastronomy Website in Spain", "Best Gastronomy Shop in Madrid", "Best Pastry Chef in Spain", "Best Croissant in Spain", Oriol Balaguer will share how he combines art, architecture & design into his confections & pastries, his retail stores, & his website, plus we'll be able to taste & experience his creations firsthand.



11:45-12:30PM DESIGUAL | FASHION INNOVATION

An amazing opportunity to meet with Desigual at their beautiful, new, state-of-the-art headquarters on the Mediterranean. We'll hear about the creation of the distinctive Desigual global fashion line, & how their interior design team innovates in layout & design to create exciting shopping experiences.



12:45-1:30PM

LUNCH AT OPERA SAMFAINA | FOOD INNOVATION

Catalonian culture is experienced through a 5 senses journey where the images, music and food are beautifully orchestrated together. Described as “a new gastronomic entertainment concept”, the restaurant was created with the ideas of Franc Aleu, a pioneer in theatrical, opera, film, new technology and robotics, with unusual craftsmanship, design and food.



VISIT TO WAYRA TELEFÓNICA'S HIGH TECH IT INCUBATOR | TECHNOLOGY INNOVATION

We visit and speak with management from the start-up accelerator of Telefonica, one of the largest telephone operators and mobile networks in the world, that promotes entrepreneurship & disruptive start-ups in Europe and Latin America. We'll learn how their selective mentoring process connects start-ups, partners, investors, & a global talent network to increase their odds of success.



3:30-4:30PM

LUKI HUBER & BOOK “MANUAL THINKING” | INDUSTRIAL DESIGN INNOVATION

Luki is the industrial designer who collaborated with Ferrán Adriá and El Bulli (5 times “Best Restaurant in the World”) to create one-of-a-kind utensils and dishware that enhanced each dish of the 35-course menu. His work, at the intersection of design and gastronomy, has been exhibited at the Pompidou Center in Paris. Luki will speak about his “Manual Thinking” technique that fosters creative teamwork in an unusually active, visual and methodical way, for product design and marketing tactics innovation.



CASA DE CARLOTA: GLOBAL BRANDING FIRM USING THE DISABLED, PROFESSIONALS & ART STUDENT TEAMS

Managing Director, Sergi Capell, will explain his global branding design studio's novel and highly effective approach that combines the unfiltered, surrealistic, naïve design perspectives of designers with Downs Syndrome and autism, with professional designers and art students, to push design boundaries to help clients' brands stand out, have a unique identity, and sell more products.

TUESDAY JUNE 20TH



8-8:45AM

BREAKFAST AT ESADECREAPOLIS | INNOVATION ACCELERATOR ECOSYSTEM

A ground-breaking innovation center developed by prestigious ESADE Business School, in collaboration with large Barcelona companies, SMEs, growing start-ups, entrepreneurs, academics & students. We'll see how their unique ecosystem inspires, facilitates & accelerates innovation opportunities & processes across sectors.



CAMPER HOTEL & CAMPER SHOES | HOTEL & SHOE DESIGN INNOVATION

We'll see the unique “Casa de Camper Hotel” concept that's part of the style-setting Camper Shoes empire. The building, a typical 19th-century gothic tenement, was restored and is now considered one of Barcelona's premier boutique hotels.



10:15-11:30M

BEABLO | MOBILE MARKETING TECHNOLOGY & WI-FI ANALYTICS ROI MONITORING TOOLS

Founder and CEO, Jaume Portell explains Beablo's unique and cutting edge combination of retail digital signage, beacons, & Wi-Fi promotion hardware & software including video analytics, to measure & constantly improve store performance, product movement & ROI.



11:45-1PM

LA BOQUERÍA | INSIDER'S TOUR AND LUNCH AT "ONE OF THE 10 GREAT FOOD MARKETS OF THE WORLD"

It's the ingredients source for Ferran Adria's food concept invention workshop nearby. A feast for the eye, incredibly dynamic and fun, it's my favorite place in the world to eat. Impeccably fresh ingredients, prepared in front of you, right behind the counters.



1:15-2:30PM

OBLONG | INNOVATIVE WORK & VISUAL COLLABORATION PROCESSES & ENVIRONMENTS

Oblong was founded by 2015 National Smithsonian Design Award winner, TED presenter and MIT Media Lab researcher John Underkoffler, who envisioned the future of workplaces for films such as Minority Report and Iron Man and re-imagined business meetings. That sci-fi technology is now a visual collaboration system that links locations, teams, content, and devices in an immersive, shared workspace to facilitate innovation and multi-site and multi-input collaboration and integration.



MARTÍ GUIXÉ

| CONCEPT INNOVATION ACROSS FOOD/INTERIORS/EVENTS/PUBLICATIONS

Creator of the 1st master's program in the world in Food Design at the Milan Scuola Politecnica de Design, Martí's work for clients include Dentsu, Alessi, Desigual, Chupa-Chups and Imaginarium in more than 30 cities around the globe, includes interior and industrial design, communications campaigns, events and publications. He's a brilliant cross-disciplinary thinker at the forefront of technology and culture. We'll also visit his new 3D printing one-of-a-kind Bar Ex designer.

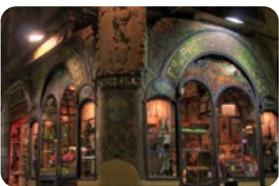


4:15-5:30PM

EX DESIGNER 3D PRINTED BAR | BAR, TECHNOLOGY & CULTURE INNOVATION

The bar is 3D printing itself in real time, onsite, including the glasses and utensils. The space, described as halfway between art and technology, is in continuous evolution. Once the utensils and tools are completed, food will be 3D printed. The goal is to define a new relationship between technology, innovation and fiction, and between culture, art and business models. Ex designer is also a community space with symposia, networking, experimentation, action and research.

WEDNESDAY JUNE 21ST



8:45-9:30AM

INTERACTIVE EXTRAORDINARY BREAKFAST AT LA ESCRIBA | PASTRY INNOVATION

One of Barcelona's oldest and finest bakeries and also a wonderful chocolate shop, we'll see, hear and taste how Escriba's founder keeps innovating on traditions to maintain the popularity of this treasured institution. We'll watch the artisanal bakers who supply the city's finest restaurants, and visit the truly magical and inspirational secret workshop where the most extravagant, one-of-a-kind confections, cakes and pastries are conceived, utilizing art, architecture, physics, and chemistry!



9:45-10:45AM

VISIT OF ROCA GALLERY | INNOVATIVE RETAIL DESIGN & FUTURISTIC SHOWCASE

The world's leading bathroom company built this spectacular, totally unexpected, modern gallery/showroom that imaginatively showcases water, light and colors (the essence of the Roca brand), that create interesting spaces and environments through architecture, technology and multi-media. We'll hear how Roca creates elegant designs and we'll experience their highly original, digital, interactive, and theatrical way of showcasing the product line.



11-12:15PM AVANADE | INTERCONNECTED TECHNOLOGY INNOVATION

Co-founded and jointly owned by Accenture and Microsoft, Avanade designs and develops innovative digital solutions for all industries including retailing, healthcare, automotive, and financial services that integrate cutting edge technology including augmented, virtual, and mixed reality, Internet of Things, AI and cognitive services, and predictive analytics across devices and channels. They'll share how they help their clients visualize the art of their possible across sectors and give examples of the work they do as we tour their flagship Avanade Innovation Center.



12:30-1:45PM CANTINA PALO ALTO WITH A PAELLA COOKING DEMO | LUNCH OUTDOORS

The Palo Alto creative complex, also known as the "Private Foundation Centre of Artistic and Cultural Production Palo Alto", provides space for designers from architecture to graphics to fashion to tech, as well as exhibitions and events. The Cantina's chef will prepare a classic seafood paella with locally-sourced ingredients, while we watch.



&ROSÀS | LEADING INDEPENDENT CREATIVE AGENCY: COMMUNICATIONS INNOVATION

Jordi Villar, founder of this cutting-edge advertising agency that works for clients including Audi, Dewars, Pepsi, Decathlon, Seagrams, Martini, SEAT (automotive) we will discuss how the agency creates emotional bonds for brands with non-traditional communications and how their innovative organizational approach and working environment encourage the flow of creativity.



FRANC ALEU | AUDIO VISUAL & NEW TECHNOLOGY ENTERTAINMENT INNOVATION

Artist, composer, documentarian, technical production genius Franc Aleu draws on his talents in photography, film, mechanical installations and design to stage breakthrough productions around the world in opera, theater, film, ballet and restaurants. He created the documentary El Somni which combines the former #1 Restaurant in the World, El Celler de Can Roca.



B.D. BARCELONA DESIGN | DESIGN AND ART INNOVATION

We'll meet with Ramon Ubeda founder of b.d. Barcelona Design, Design meets Art, and a director in the Camper Together. Camper teams up with creative thinkers from the worlds of art, fashion and architecture to develop memorable products that push the boundaries of contemporary design. They design unique furniture for innovative environments, from museums to train stations, hotels, offices, bars & restaurants, inspired by the world's best architects.



CAMPER TOÐER | RETAIL COLLABORATION WITH ARTISTS, FASHION DESIGNERS & ARCHITECTS

Camper Together is a model of collaboration in which Camper partners with leading designers to create exclusive products and stores. Camper teams up with creative thinkers from art, fashion, and architecture to create memorable retail design experiences throughout their stores. We'll meet with architect Curro Claret and designer Sergi Jorda to hear their inspiration and collaboration with the homeless to create the unique Camper store near Plaza Catalunya.

THURSDAY JUNE 22ND



8:30-9:30AM LA PALLARESA | BREAKFAST

The best hot chocolate, churros and whipped cream I've ever tasted. served in a charming shop with local art, on the narrow pedestrian alley, Calle Petrixol: Old world simplicity that doesn't get any better and the best of what life is all about!



9:45-11AM LÉKUÉ | INNOVATION IN COOKWARE, MATERIALS & COOKING METHODS

Lékué combines fun and practical design and functionality, incorporating new materials like silicon to revolutionize cooking techniques to be healthier and use steam to make tastier foods than previously possible, reducing the need for oil in cooking. Their designs and processes have been received numerous international awards for design, trends and popularity.



11:15-12:15PM REACTABLE WITH SERGI JODÀ | SOUND INNOVATION

Sergi Jordà, the trained physicist who directed the invention of Reactable, a revolutionary and futuristic electronic music instrument, which allows both professionals and complete novices to be creative in previously unknown ways, will present. We'll be able play this award-winning instrument, a favorite of Björk and Coldplay, that's showcased in tech and science museums around the world, We'll also test Reactable's latest products & prototypes on a range of devices.



12:30-1:30PM LUNCH AT THE MORITZ BEER FACTORY | MODERN TOUCHES TO OLD GOURMET RESTAURANT

World-renowned architect Jean Nouvel adapted this decades old beer factory into a space that combines antique design & vintage ads, with modern touches including metal & glass. The gourmet restaurant serves tapas & local Catalan dishes that wonderfully complement the fresh beer, brewed on premise.



2:15-3:30PM INQBARA WITH CEO NACHO SÁNCHEZ | MUSIC APPS INNOVATION

CEO Nacho Sánchez will speak about how Inqbara innovates using music and technology to create breakthrough apps like Splyce, the United Nations World Summit Award winner for "Best Music App", and Apple's "Best Music App" of 2013.



VAHO | "TRASHION", HAPPY PILLS & O BAG: SUSTAINABILITY & CUSTOMIZATION INNOVATION

We'll visit 3 unique shops near ultra charming Plaza del Pi, that incorporate recyclability and customization with style and humor, including accessories made from recycled advertising posters, customizable & changeable handbags, & candy to customize for gifts based on occasion or mood.



4:15-5:15PM AWARD-WINNING STUDIO MARISCAL | MULTI-DISCIPLINARY INNOVATION

We'll enjoy an insider's tour of the renowned multi-disciplinary creative genius, Javier Mariscal's studio. His astonishing array of work ranges from the 2011 Academy Award nominated feature animated film, Chico & Rita, to his legendary graphic designs for posters and books, to product designs for housewares, furniture, hotels, global retailers and lots more. We'll learn how this much sought after innovator, collaborates with highly diverse clients.



3:30-4:30PM

WINERY AND CAVA AT FREIXENET | INNOVATIVE WINE & CAVA, DIGITAL MARKETING

We'll visit the winery and Cava producing estate of Freixenet (Spain's leading Cava producer) that dates back to the 16th century, referred to as "the magic world of bubbles". We'll hear how the company has innovated in everything from technology in collaboration with NASA, to packaging, to digital marketing as an online video pioneer with film director, Martin Scorsese.

FRIDAY JUNE 23RD



8:30-9:30AM

MEETING WITH CEO OF CACAO SAMPAGA | CHOCOLATE INNOVATION

We'll meet the CEO of this unusual global chocolate shop and café that combines timeless architecture, fine woodwork, a café, and products that are beautifully merchandised and packaged to encourage exploration and gift-giving. Cacao Sampa's chocolates have unusual flavors and combinations, and the packaging, graphics, materials, and explanations are extremely arresting.



9:45-10:45AM

MEET WITH DESIGNER NANI MARQUINA | CARPET DESIGNER, SUSTAINABILITY & FAIR LABOR PIONEER

We'll meet with extraordinary designer Nani Marquina, whose carpets are full of color, novel patterns, materials, textures, and relief. We'll learn about her pioneering support for fair labor over the past 25 years, and her collaborations with workers in developing nations in Asia.



11-12:15PM

INNOGET | ONLINE INNOVATION COLLABORATION

Jordi Raffols, CEO & Founder of Innoget, will share the evolution of his global open innovation network where thousands of specialists in their fields from more than 180 countries list, discover, and find online innovation collaboration opportunities including including startup investment, R&D funding & grants, technology solutions, and patents for licensing.



12:30-1:30PM

LUNCH AT CERVECERÍA CATALANA: TAPAS EXTRAORDINAIRE | FOOD INNOVATION

It's Barcelona's most popular tapas restaurant for good reason. The selection and quality are irresistible, and the atmosphere is so full of life.



OHL, ENCANTS AND SANTA CATERINA MARKET | DESIGN INNOVATION

OHL, the global design and engineering firm will show us two spectacular structures they built including the reincarnation of the historic Encants flea market with soaring, modern rooftop mirrors & a dynamic space for congregating & selling that has become a hub of the city, and the spectacular, uplifting & inspiring new headquarters for Desigual on the Mediterranean.



PANEL WITH TEIXIDORS, ARRELS FOUNDATION, CAMPER TOGETHER & METALARTE

Camper Stores, Yök Casa, Curro Claret & others collaborate with the "Arrels Foundation" to make the homeless feel more useful, independent, worthwhile & creatively alive. Other collaborations are with Metalarte to create lampshades from colorful shoelaces, making hangers for sustainable hotels & distinctive fonts for brands & businesses. Teixidores goals are to help people with learning difficulties & make the highest quality textiles possible from the finest natural materials.



YÖK | LOCAL & SUSTAINABLE BOUTIQUE HOTEL DESIGN INNOVATION

Conceived by sustainability designer Petz Sholtus and Mari Rodríguez, Yök is eco-friendly, social, functional, affordable, practical and fun. Yök pays special attention to aesthetics, authenticity and the world around us. It aims to make guests feel like they are staying at somebody's very special house. All the decor is repurposed and local.



CARLES ABELLAN AT THE W HOTEL | DEBRIEF OF INVENTOURS

A final debrief with key lessons learned from this amazing week will help participants crystallize key insights and action steps they can take back to their firms. They'll share insights and observations, enjoy the exhilarating waterfront view, and have one more glimpse into Barcelona's passion for creativity with originally created and presented tapas, from Ferrán Adria protégé, Carles Abellán.

Please note the agenda is subject to change, as is inevitable, given how far in advance it has been planned. Any changes we are forced to make, will at a minimum maintain, or on the upside, improve the quality and integrity of the program.

\$6,750 for registration (before May 1st, after: \$6,950).

Includes meals and transportation throughout each day. Excludes airfare and hotels.

Register at: [Inventours-Barcelona.eventbrite.com](https://www.eventbrite.com/e/inventours-barcelona).

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