

# 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



6-7:15 PM VISIT OF ANTONI GAUDI'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.

## MONDAY JUNE 19TH



9-10:15 AM 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.



10:15-10:45 AM SANT CUGAT SMART CITY | INNOVATION ACCELERATOR ECOSYSTEM

We will visit the smart city Sant Cugat del Vallès. It has invested heavily in smart facilities, a sustainable high-tech zone (smart street) where to implement a series of innovative measures, and an extensive communications infrastructure in place facilitate & optimise the management of municipal services. The city has a vibrant, knowledge-intensive economy and is home to several world-class universities and high-tech companies.



11:30 AM-1:30 PM AVANADE | MICROSOFT / ACCENTURE JV: 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.



2:30-4 PM SEAT | ENVIRONMENTALLY RESPONSIBLE TECHNOLOGY INNOVATION

We visit the SEAT digital lab where the automotive pioneer is developing mobility-related services for cities of the future, combining mobile technology with big data. It's a global leader in connected and environmentally friendly vehicles, new headlight technology and virtual reality in design and assembly.



4:45-6 PM 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.



6:30-7 PM 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.

## TUESDAY JUNE 20TH



9-10:30 AM 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.



11 AM-12 PM 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.



12:10-1 PM 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.



1:15-2:30 PM

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.

---



2:50-4:30 PM

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 how their fashion designers are inspired to create the distinctive Desigual global fashion line, and how their interior design team innovates in layout and design to create exciting shopping experiences.

---



4:45-5:15 PM

OHL AND ENCANTS | DESIGN INNOVATION

OHL, the global design and engineering firm will show us two spectacular structures they built, 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.

---



6-6:45 PM

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



9-10:15AM

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!

---



10:30-11 AM

PANEL WITH ARRELS FOUNDATION, CAMPER TOGETHER & METALARTE

We'll meet with brilliant interior designer Curro Claret at the unique Camper store near Plaza Catalunya to hear about the Camper Together project that engages different architects to design the interiors of each of their stores. We'll also hear how Curro, who specializes in social impact design, worked with the Arrels Foundation to engage the homeless community of Barcelona in contributing to the decor.

---



11:10-11:30 AM

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.

---



11:40 AM-1 PM

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.

---



1:15-2:30 PM

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.

---



2:45-4 PM

&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.

---



4-6 PM PANEL

LA FAGEDA | SOCIAL MISSION INNOVATION

The leading premium producer of yogurt, ice cream, desserts and jams in Catalonia, whose social mission is to employ individuals with mental disabilities as the majority of its workforce and give them purpose and a livelihood.

---



4-6 PM PANEL

ZICLA | ENVIRONMENTAL IMPACT INNOVATION

Sustainable products for sustainable cities: Innovative processes for converting recycled materials transformed from waste to sustainable, efficient and friendly products used on city streets. Their tagline is "Waste as a Business Opportunity".

---



4-6 PM PANEL

ARTLANTIQUE | ENVIRONMENTAL IMPACT INNOVATION

For the fishermen of West Africa, the concept of recycling is a lifestyle, not a fashion. Once the colorful mosaic fishing boats are no longer in good condition, the wood begins a new life as vibrant furniture, preserving the history of the fishermen.

---



**4-6 PM PANEL** | **FUNDACIÓN CARES | SOCIAL IMPACT INNOVATION**

A supplier that works with large companies who outsource logistics & supply chain functions by training and integrating people with disabilities into these roles. They thereby help companies achieve a positive social impact while accomplishing their business objectives.



**4-6 PM PANEL** | **PANEL WITH ARRELS FOUNDATION, CAMPER TOGETHER & METALARTE**

Camper Stores, Curro Claret & others collaborate with the “Arrels Foundation” to help homeless people get back on their feet, provide them meaningful work, self-esteem & creative outlets. They create lampshades from colorful shoelaces & make hangers for sustainable hotels.

**THURSDAY JUNE 22ND**



**10-10:30 AM** | **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.



**10:45-11:45 AM** | **CASA DE CARLOTA: GLOBAL BRANDING FIRM USING ART STUDENT & DISABLED PEOPLE 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.



**12-1 PM** | **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.



**1:15-3 PM** | **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.



**3:15-4 PM** | **LICEU OPERA HOUSE | ARCHITECTURE AND DESIGN**

The opera house Gran Teatre del Liceu, originally built in 1847 was the largest opera house in Europe. To this day, it's considered one of the most important Opera houses in Europe and creates a breathtaking experience. The curtain was designed by Antoni Miró.



4:10-4:50 PM PALAU DE LA MÚSICA | ARCHITECTURE AND DESIGN

The Palau de la Música Catalana is a concert hall, designed in the Catalan modernista style by the architect Lluís Domènech i Montaner. It was declared a UNESCO World Heritage Site and the décor is spectacular and highly unusual with phenomenal attention to detail and unlike any other concert hall in the world.

---



5-6 PM LUKI HUBER & BOOK "MANUAL THINKING" | INDUSTRIAL DESIGN INNOVATION

Luki is the industrial designer who collaborated with Ferrán Adrià 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.

---

FRIDAY JUNE 23RD



9-9:45 AM 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!

---



10-11:30 AM 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.

---



11:45-1 PM INQBARNA WITH CEO NACHO SÁNCHEZ | MUSIC APPS INNOVATION

CEO Nacho Sánchez will speak about how Inqbarna 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.

---



1:15-2:30 PM 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.

---



2:30-3:30 PM

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.



3:55-5 PM

MUSEU DEL DISSENY | DESIGN INNOVATION

The Museu del Disseny de Barcelona is a new center of Barcelona's Institute of Culture, which works to promote better understanding and good use of the design world, acting as a museum and laboratory. It focuses on 4 branches or design disciplines: space design, product design, information design and fashion. We'll learn more about the testing done in the laboratory. The Museum resulted from merging the Museu de les Arts Decoratives, the Museu Tèxtil i d'Indumentària and the Gabinet de les Arts Gràfiques collection.

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.inventours-Barcelona.eventbrite.com).**

**Contact: [Michelle Greenwald at info@inventours.com](mailto:info@inventours.com)**