

BBDW21

CROSSOVERS AND
TRANSITIONS

18-25 November 2021

BILBAO BIZKAIA DESIGN WEEK

What is it?



Bilbao Bizkaia Design Week is a Bilbao City Council and Provincial Council of Bizkaia initiative to promote the Creative Industries as a factor of economic development and international projection of the territory.

It has become an annual event not to be missed since Bilbao joined the "UNESCO Creative Cities Network" in 2014.

This initiative is aimed at bringing the work of the creative sectors closer to other economic sectors and society, promote activities of a transversal nature, attract ever-wider audiences, encourage networking and the exchange of knowledge, showcase Bilbao as an "UNESCO City of Design" and achieve an increasing impact on Bizkaia's economic and social fabric.

BBDW21

THEME

CROSSOVERS AND TRANSITIONS

«But more than ever, we need creative thinking, innovation and problem-solving to imagine ourselves out of the challenges of inequality and vulnerability that we face daily. The creative industries, the lifeblood of the creative economy, are well placed to help».

Isabelle Durant,
Deputy Secretary-General of the United Nations
Conference on Trade and Development (UNCTAD)

We are living in a historic moment of great challenges that urgently need to be addressed from all areas. Climate change, health, economic and social crises, ageing of the population, technological advances and digital transformation... are forcing us to move towards **new ways of living, doing and being**, that are more sustainable, more inclusive and more creative, and to imagine and move towards **friendly, shared and safe futures** for all living beings.

In this context, agents, people and organisations from the different cultural and creative sectors are challenged to get involved and participate proactively, proposing **solutions** from traditional and emerging disciplines, **crossing over** artistic, cultural, creative, social scientific and technological practices, and also, of course, crossing paths between the creative sectors themselves.

This year's theme is based on reflecting on the concept of **TRANSIT**, transiting in a **transversal way** and **generating crossovers**, that are either organic or radical, from which we can start **DOING**.

Unlearning the "linearity" of processes, products and services to **innovate from "circularity"**, from **collaboration and hybridisation**. Learn from and with other disciplines, in short, cross paths and mix to move towards value propositions that address the challenges differently.

What would happen if we integrated concepts from philosophy into the design process? What if we mixed crafts with artificial intelligence? What would emerge by blending audiovisual communication, participatory design and sustainability? Could video game companies and industrial companies intersect to generate value? Could art, design and technology address the challenge of an ageing population?

BBDW21 wants to be a **space for reflection, debate, co-creation...** on how to trigger these crossovers between different, sustainable in time, that generate an actual transition towards new ways of doing, new opportunities and new futures.

BBDW₂₁

THEME

CROSSOVERS AND TRANSITIONS

«Our choicestoday have a direct impact on the future,
it's a big responsibility».

Kathy Krumpe, COO Future State

«Design can be the exponential transformation vector for democratisation
of well-being; designing new recyclable and sustainable services and
products, imagining a better future, generating added value, reducing
poverty, and helping to improve access to such basic services as health,
creative education, mobility in big cities, and clean and renewable
energy».

Allesandro Manetti, General Manager of IED Barcelona

CREATIVE AREAS AND TERRITORIES OF OPPORTUNITY

Territories of opportunity:

- Digital transformation
- Advanced Services
- Welfare
- Health
- Ageing
- Leisure
- Sustainability
- Circularity
- SDGs
- Participation
- Training

ANIMATION

INTERIOR DESIGN

ARCHITECTURE

MAKERS

CRAFTS

FASHION

AUDIOVISUAL

ADVERTISING

DESIGN

TECHNOLOGIES

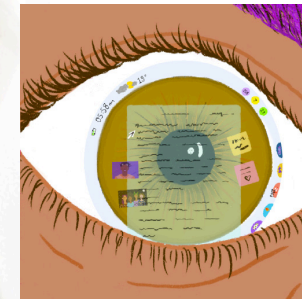
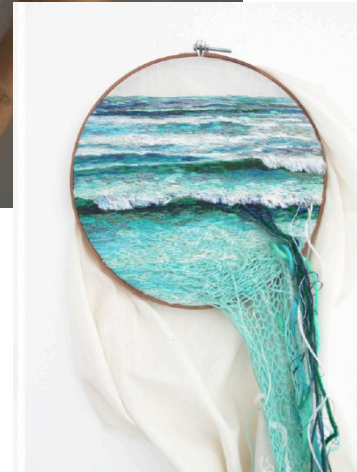
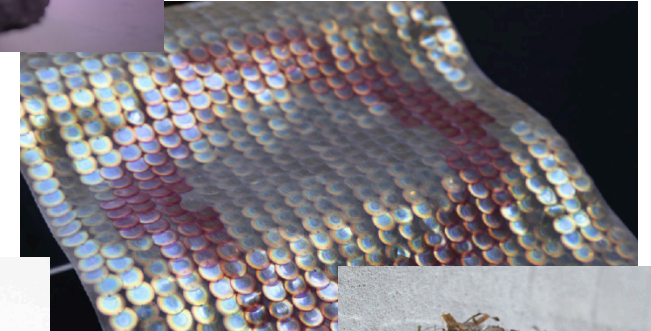
ILLUSTRATION

VIDEOGAMES

TRANSIT CROSSING PATHS

What would happen if we crossed over?

- Design / Art / Technology / Philosophy
- Ageing / Art / Videogames
- Industry / Environment / Design
- Videogames / AI / IoT / Health / Science / Design
- Architecture / New technologies / Welfare
- Illustration / Science / Education
- Design / Audiovisual / Digitisation
- Citizen participation / Design / Gender
- Sustainability / Communication / Art / Design
- Art / Crafts / Design
- Fashion / New technologies / Health
- Digitisation / Participation / Design



Images: 1. Oroi VR 2. Oscar Tomico 3. Enni Kukka 4. Elsa Casanova 5. Elissa Brunato 6. Ana Teresa Barboza 7. Arrate Rodriguez 8. Kathryn Larsen

DATES

The calendar indicates the activities programmed by the BiDC to avoid overlapping with them, as it is essential to fit in the rest of the activities between the opening and closing of BBDW21. Activities starting on other dates will be accepted in the programme, as long as some of them take place between 18 and 25 November.

Thursday 18
November

Friday 19
November

Saturday 20
November

Sunday 21
November

-in the afternoon-
BBDW21 Opening
Crossovers
and transitions

Monday 22
November

Tuesday 23
November

Wednesday 24
November

Thursday 25
November

-in the morning-
**BBDW21
Closing**
Nearby
experiences

Eskerrik asko!
Thank you!

**more
information
soon!**