

# 10.11.2013

## Press Release

The Mayors of Barcelona & Holon announce the participation of Israel as guest country of the Barcelona Design Week 2014 during a visit to the Design Museum Holon on Sunday, November 10<sup>th</sup>, 2013.

- 'Guest Country: Israel' will focus on entrepreneurship and innovation aiming to show the creative and innovative potential of Israel, and to facilitate synergies and business opportunities with professionals and companies in Barcelona
- The initiative, that has the collaboration of the Design Museum Holon and the Embassy of Israel in Spain, will include exhibitions, conferences, business meetings, round tables, and *networking* sessions
- The Barcelona Design Week, organised by BCD since 2006, closed the last edition with thousands of attendees, 1.500 businesses and professionals, and more than 70 activities, and consolidated itself as the reference event for design and business in Barcelona, and as one of the most important Design Weeks internationally

### Holon (Israel), 10th November 2013:

The Mayors of Barcelona and Holon, **Mr Xavier Trias** y **Mr Moti Sasson**, accompanied by **Mr Luis Vendrell**, from the executive commission of BCD Barcelona Design Centre, **Mr Alon Sapan**, Director General of Mediatheque Holon and **Mr Raphael Gamzou**, Deputy Director General for Cultural Affairs in the Ministry of Foreign Affairs, announced this afternoon the participation of Israel as a guest country at the Barcelona Design Week 2014, event that will take place between 2-14/6/14.

Aiming to show the creative and innovative potential of Israel, and to facilitate synergies and business opportunities with professionals and companies in Barcelona, the Barcelona Design Week 2014 will include a full programme of activities under the initiative 'Guest Country: Israel', organised in collaboration with the Design Museum Holon and the Embassy of Israel in Spain.

'Guest country: Israel' will focus on entrepreneurship and innovation, two strategic areas for both Israel and Barcelona. The activity programme will be composed of conferences, exhibitions, business meetings, networking sessions and a roundtable that will discuss about the creative and entrepreneurship system in Israel and Catalonia.

By taking part in the Barcelona Design Week 2014, Israel joins Austria (2011), Sweden (2012) and the Netherlands (2013) as guest country, a unique opportunity to show its creative and entrepreneur potential within an international event, as well as enhancing business and institutional links with Barcelona.

The Barcelona Design Week, organised by BCD since 2006, closed the last edition with over 5.000 attendees and 1.500 businesses and professionals, which took part in more than 70 activities. This event consolidated itself as the reference event for design and business in



Barcelona, and as one of the most important Design Weeks internationally. The Barcelona Design Week has the support of the Barcelona City Council, the Generalitat (Autonomous Government) of Catalonia, and the sponsorship and collaboration of a large number of companies and professionals.

**Statements Mayor of Barcelona Mr. Xavier Trias - Press release Barcelona / Holon / BCD about Israel as guest country of the Barcelona Design week 2014**

"I am sure that the participation of Israel next year, thanks to the collaboration amongst BCD (Barcelona Design Centre), the Design Museum of Holon and the Israeli Embassy in Spain, will be a unique opportunity to show the creative and entrepreneur potential of a country which is a world leader in advanced technologies and research."

"Entrepreneurship and innovation are strategic factors both for Israel and Barcelona, and they will be the key subjects of the wide variety of exhibitions, conferences, workshops and business meetings that will be organized. As Mayor, I firmly believe that design is also culture, knowledge, creativity and innovation in the service of the people, to improve their wellbeing and quality of life."

"I sincerely appreciate the support and participation of Israel, because it will give us the opportunity to share experiences and learn more about the current state of design in your country. I am sure it will be a great occasion for good business opportunities arising between Israeli and Catalan companies."

"Thanks to the participation of Israel, the Barcelona Design Week will be again a great success and I hope that the exchange relations that will be established between Israel and Barcelona will be very positive not just a week, but for the future."

**Statements Mayor of Holon Mr. Moti Sasson - Press release Barcelona / Holon / BCD about Israel as guest country of the Barcelona Design week 2014**

"I would like to start by thanking the Mayor of Barcelona, Mr. Xavier Trias Mr. Lluís Vendrell of BCD and of course he Israel Ministry of Foreign Affairs for inviting Israel, the city of Holon and the Design Museum Holon to be the guest country of the Barcelona Design week 2014"

"Choosing the City of Holon and the Design Museum Holon as representatives of the state of Israel is a recognition in the importance of the city and the museum as key players in the Israeli design field and at the same time strengthen our hand in leading long-term changes in education and culture of which effects and impact are apparent in the city around us.

We hope that this is just the beginning of a joint process to expose Israeli design world and the first in a series of exhibitions the museum with its international recognition will be invited to lead.'



**Statements of Mr Lluís Vendrell, member of the Executive Commission of BCD (Barcelona Design Center) - Press release Barcelona / Holon / BCD about Israel as quest country of the Barcelona Design week 2014**

"We appreciate the cooperation of the Barcelona City Council and its commitment to the Barcelona Design Week and BCD, as well as the involvement of the Design Museum Holon and the Israeli Embassy in Spain in the next edition of the Barcelona Design Week"

"Creative entrepreneurship and innovation are two strategic factors for both Barcelona and Israel. In this regard, the Barcelona Design Week is the ideal place to strengthen existing links and to create new business opportunities between companies and entrepreneurs in both regions"

**Statements of Ms Galit Gaon, Design Museum Holon, Chief Curator Press release Barcelona / Holon / BCD about Israel as quest country of the Barcelona Design week 2014**

"If 10 years ago Israeli Design was regarded as the world's most kept secret, today it is clear that Israeli design is one of the most important, interesting and apparent engines of innovation in the professional and cultural fields"

**About Barcelona Design Week**

BCN Design Week is the annual meeting in the sphere of design and businesses organized by BCD Barcelona Design Centre ([www.bcd.es](http://www.bcd.es)), an international event which brings together professionals, companies and organizations from any sector which have knowledge and creativity as their driving force. Business meetings, conferences, workshops, networking, exhibitions and presentations form the contents of an event which next edition will have Israel as its guest.

The Barcelona Design Week intends to encourage an exchange of knowledge and business opportunities between companies and professionals, to bring design closer to the public in general and to project the Barcelona brand in the world, linked to concepts such as creativity, design, innovation and entrepreneurship.

In its eight editions, BCN Design Week has had over 200 renowned international speakers and almost 15,000 participants who were able to learn, share and debate on different subjects which mark the current agenda of the design and innovation sector. This event has consolidated itself as the reference event for design and business in Barcelona, and as one of the most important Design Weeks internationally.

BCN Design Week has the support of the Barcelona City Council, the Generalitat (Autonomous Government) of Catalonia, and the sponsorship and collaboration of a large number of companies and professionals. Further information:

[www.barcelonadesignweek.com](http://www.barcelonadesignweek.com)



## About Israel - Guest country of Barcelona Design Week 2014

Israel will take part in the Barcelona Design Week 2014 as guest country. Aiming to show the creative and innovative potential of Israel, and to facilitate synergies and business opportunities with professionals and companies in Barcelona, the Barcelona Design Week 2014 will include a full programme of activities under the initiative 'Guest Country: Israel', organised in collaboration with the Design Museum Holon and the Embassy of Israel in Spain.

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## About Design Museum Holon

Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a center for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion.

[www.dmh.org.il](http://www.dmh.org.il)

