

Master in Work Space Design



“For professionals involved in the design processes of innovative work environments...”



Integrating design strategies, technology,
user needs & the organizational culture in the work space

IE Master in Work Space Design

QUICK FACTS

Type: Blended

Location: Madrid, London & Online Campus

Language: English

Intake: February

Length: 13 months

Admissions period: Rolling process (no deadlines)



A word of welcome



Dear prospective student:

Today the definitions of where we work and when we work are becoming increasingly flexible. No longer need we be trapped by the eight-hour day, tied to a specific desk. Technology, research and changing corporate cultures have contributed to new ways of seeing the work place, putting people at the center of the picture. Designing for the workplace of the 21st century means considering everything from the design of furniture to the structure of the city. Innovative workplace strategies may directly impact productivity, health, economic viability, sustainability and even creativity.

More and more research and development is being undertaken by corporations and leading businesses to understand the nature of work space and increasing budgets are being spent to create innovative work spaces and adapt existing ones for new needs. In times of economic uncertainty, wise investments in work spaces become especially crucial.

The Master in Work Space Design is a pioneering program based on analyses, skills and strategies for understanding and proposing creative ideas for the changing work place. The complex issues affecting the work environment, business and the individual today must take into account changes in technology, new forms

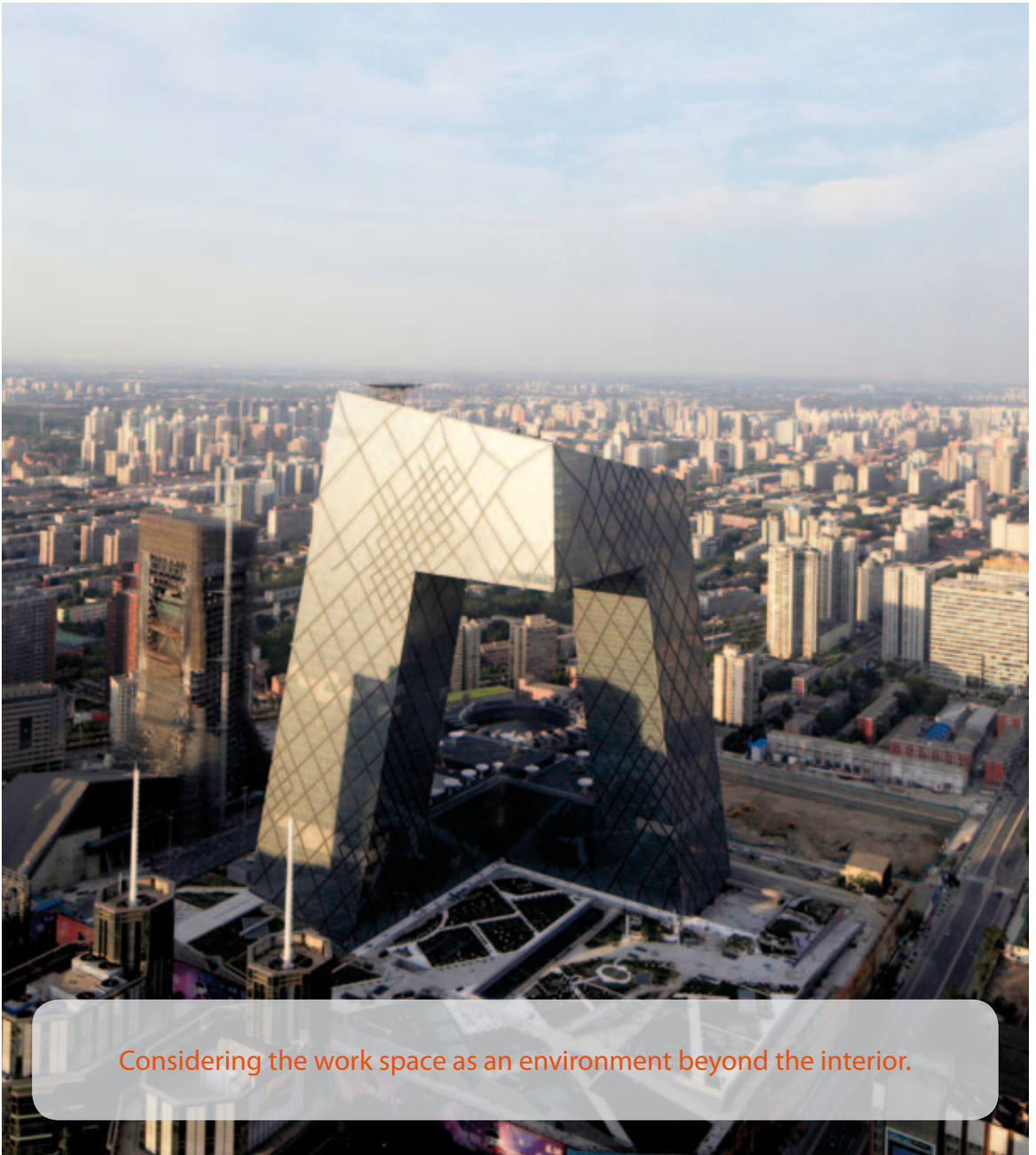
of communication, increasing globalization, sustainability and of course, stakeholders' expectations. Within the Master of Work Space Design all these issues will be explored and the most innovative solutions will be developed.

Located in the vibrant city of Madrid, IE Business School has been educating business leaders for over 40 years through MBA Programs that have been consistently ranked at the top of their field. IE is an international institution where diversity, the entrepreneurial spirit and a humanistic approach are united to provide the highest quality learning. Based in Segovia and Madrid, IE School of Architecture & Design is an increasingly recognized school where quality design plus management and innovation are woven together to grant a competitive edge.

The innovative and ground breaking profile of this master course lies in the combination of IE's business expertise in conjunction with the research knowledge of the Helen Hamlyn Centre for Design at the Royal College of Art, London, and the creative approach of the IE School of Architecture and Design. We hope you will join us for this 13-month blended Master's program where creativity, knowledge, skills and the participation of the best experts in the field promise a stimulating journey.

Javier Quintana
Dean
IE School of Architecture & Design

Guzmán de Yarza Blache
Director
Master in Work Space Design



Considering the work space as an environment beyond the interior.



Dear prospective student,

The new international Master in Work Space Design being launched by the IE School of Architecture, Segovia and Madrid, in partnership with the Helen Hamlyn Centre for Design at the Royal College of Art, London, comes at a time when organizations all over the world are radically rethinking how they will work in the future.

All of the traditional assumptions about time, place and space for working are currently being overturned by profound changes in technology, economics and culture. Against this background, the architects and designers who will create tomorrow's workplaces and spaces must figure out how to combine business objectives, spatial considerations and occupier needs in new, unprecedented ways.

Understanding users, interpreting corporate strategy and maximizing building efficiency come together in the Master in Work Space Design, which draws on an unparalleled network of experts in the field to explore design for new ways of working.

The program has itself been designed to be practical, dynamic and relevant, creating a learning experience with a direct and profound applicability.

In a profession that will increasingly look to work space commissions for future business, it is important that architects get to grips with the challenge of tomorrow's working environments by developing the right techniques and methodological approaches.

The involvement of the Helen Hamlyn Centre for Design, the largest and longest running centre for design research in the RCA, brings specialist expertise and knowledge in design anthropology and user engagement to the Master in Work Space Design. Our Work & City research lab has a history of design studies for a more people-centered workplace.

Please take some time to explore this prospectus and learn more about an educational program that will help you to enhance the work spaces of tomorrow – and enhance your career prospects at the same time.

Professor **Jeremy Myerson**
Director
Helen Hamlyn Centre for Design, Royal College of Art

Overview

design strategy + user needs + technology & organizational culture

New challenges in the work space...

The Master in Work Space Design is an innovative post-professional program that addresses the implications of change in our contemporary work place.

There are new complexities in the work place – including how we work, where we work, the technology we use, increased competitiveness, new forms of communication, globalization, stakeholders' expectations, sustainability and more. The Master in Work Space Design has been designed to provide students with the necessary skills and knowledge to establish positive relationships between the design of the work space, business and the individual.

...requiring a holistic approach.

Through careful analyses of the complexities of the work place, business cultures, user requirements and perceptions, along with advanced design instruction, the program seeks to provide an innovative understanding of the relationship between organizational culture and architectural concerns; paying special attention to the interior design of the work environment and its relation with branding, efficiency and social responsibility.

Training designed to develop experts in a demanding field.

While completing the program, students will be able to either join firms and practices that are providing design services to companies, or establish or enhance their own practice addressing the niche, yet very wide, field of work space design, a field in which the highest level of architectural expertise is demanded.

Highlights

The innovative and pioneering profile of this master course lies in the combination of IE's business expertise in conjunction with the research knowledge of the Helen Hamlyn Centre for Design at the Royal College of Art in London and the creative approach of the IE School of Architecture and Design.



The Program

"The challenge of today is to be able to design strategies and physical space for change. The new Master's program seeks to embrace change and use it to benefit work spaces and the people who use them."

Martha Thorne

Associate Dean for External Relations, IE School of Architecture & Design

Executive Director of the Pritzker Architecture Prize



Microsoft Amsterdam HQ by Sevil Peach.

Format

The Master in Work Space Design is a 13-month, blended program that allows participants to work and study at the same time alternating on-line sessions with 3 on-site periods. The face-to-face periods are held in Madrid and in London, providing networking opportunities with classmates and professors.

Courses

The program comprises four core modules, three transversal units and a final project or Strategic Design Studio:

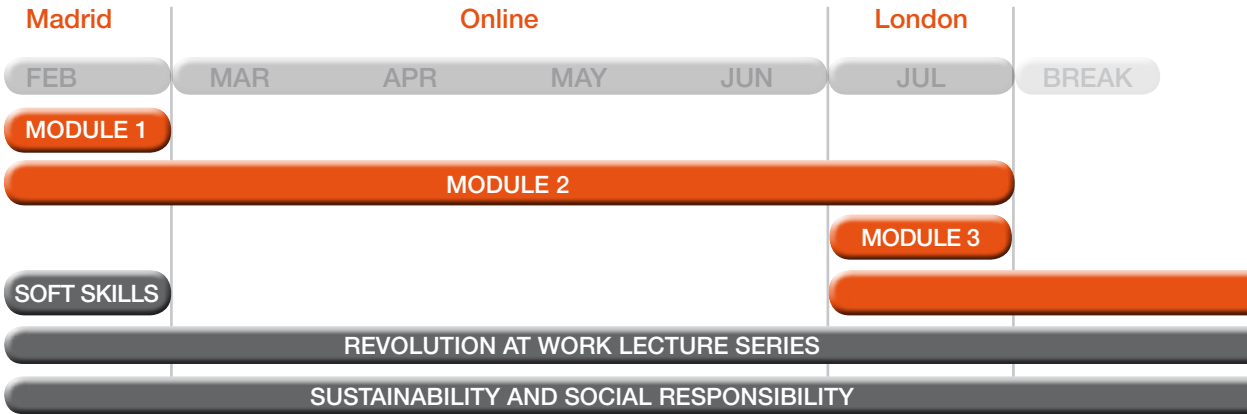
Module 01	Work Space Design Fundamentals
Module 02	Work Space Design + Business
Module 03	Work Space Design + User
Module 04	Work Space Design + Technology
Transversal Unit A	Sustainability and Social Responsibility
Transversal Unit B	“Revolution at Work” lecture series
Transversal Unit C	Soft Skills

The program is aimed at a wide variety of professionals involved in the design and decision-making process of the work environment such as:

- Design oriented professionals, such as architects, interior designers, space planners, interior environmentalists, willing to improve their expertise on the work space and all the elements that comprise it.
- Technically oriented professionals, such as engineers, IT specialists, and consultants seeking to take a step forward in their know-how about interior environments.
- Managers for Facilities and HR who are responsible for the translation of corporate culture and productivity to the physical environment.



European Investment Bank by ingenhoven architects.



module 1

Work space design fundamentals

Madrid

- Evolution of Work Space (Typologies, Case Studies, Evolution and Change)
- Geography of Work Space (World Awareness, Global Facts, Regional Concerns)
- Emerging Paradigms (Workspace Today, Virtual, Domestic, Co working)
- Work Space Design Approaches (Tools, Strategies and Opportunities)

This module introduces the foundations of work space design, looking at its historical evolution, case studies, global and regional facts that have changed the contemporary work environment.

module 2

Work space design + Business

Madrid + Online + London

- Space as Brand (Corporate Identity, Branding, Talent Attraction)
- Space and Effectiveness (Productivity, Functionality, Organizational Culture)
- The Economics of Work Space (Space as Asset, Space as Real Estate)
- Design for Business Lab (Work Space as Business Material)

Students acquire the skills and know how necessary to integrate the business culture with the work space design. Students learn how design decisions affect efficiency and productivity in businesses, through key subjects such as branding and corporate identity.

transversal unit A

Sustainability and Social Responsibility

Madrid

This transversal unit is involved with the rest of the modules and has been programmed for students to be aware of all the concerns related to sustainability and work space design, not only from the “green” point of view but also from a social and political point of view. Every subject of the modules will pay specific attention to these matters so that instructors will have to detect and analyze the major concerns that affect each of the disciplines. Students will then have to take into account sustainability issues not as a singular input in design processes, but as a core and substantial fact that has to underlie every aspect of work space design.

transversal unit B

“Revolution at Work” lecture series

Madrid + London + Online

This transversal unit is involved with the rest of the specialized lectures series from world-class, internationally recognized firms of architecture and design that have changed the world of work space. From large firms to cutting edge designers, students will have a unique opportunity to meet, in an “unplugged” version, the processes and strategies developed by such top practitioners.

Online

Madrid

SEP

OCT

NOV

DEC

BREAK

JAN

FEB

STRATEGIC DESIGN STUDIO

MODULE 4

module 3

Work space design + Technology

London + Online

- The Agile Workplace Design (The Ephemeral Condition of the Office)
- Elements of Comfort (Light, Air and Sound)
- The Digital Environment (Interactive Office, IT, BIM)
- Design and Technology Lab

Students analyze the user as the center of gravity of the work environment, considering aspects such as ergonomics and organizational behavior. This module leverages on sociological knowledge to improve design skills, considering the work space as a social transformer. It is designed by the Helen Hamlyn Centre for Design and will be taught at their Work and City Research Lab in London.

module 4

Work space design + User

London

- Sociology of Work Space (Work Space as Experience, Work Space and the User)
- Work Space Research Techniques (Observation, Information, Field Work)
- Social Design Lab (Work Space as a Social Transformer)

This module provides the latest engineering and construction technologies to be integrated into the design of the work environment. It focuses on new information and communication technology and their implication on digital environments.

transversal unit C

Soft skills

Madrid + London + Online

The program includes an intensive module based on a series of skills such as Personal Branding, Negotiation and Leadership, Presentation, Virtual Collaboration and Teamwork. These subjects will be taught by IE's Business School professors and faculty, taking advantage of their expertise in business and entrepreneurial spirit. The subjects will be adapted to the needs and expectations of work space designers, so they can improve and enhance their skills in their professional practice from the very beginning of the master.

strategic design studio

London + Online + Madrid

As a culmination of the program, students will conceptualize an innovative proposal of an office/ work space for a company or institution, committed to improving its working environment through the redefinition of its space. Students will have a twelve week period to develop their proposal, which will be presented and debated in a final revision week, with external juries of architects and designers.



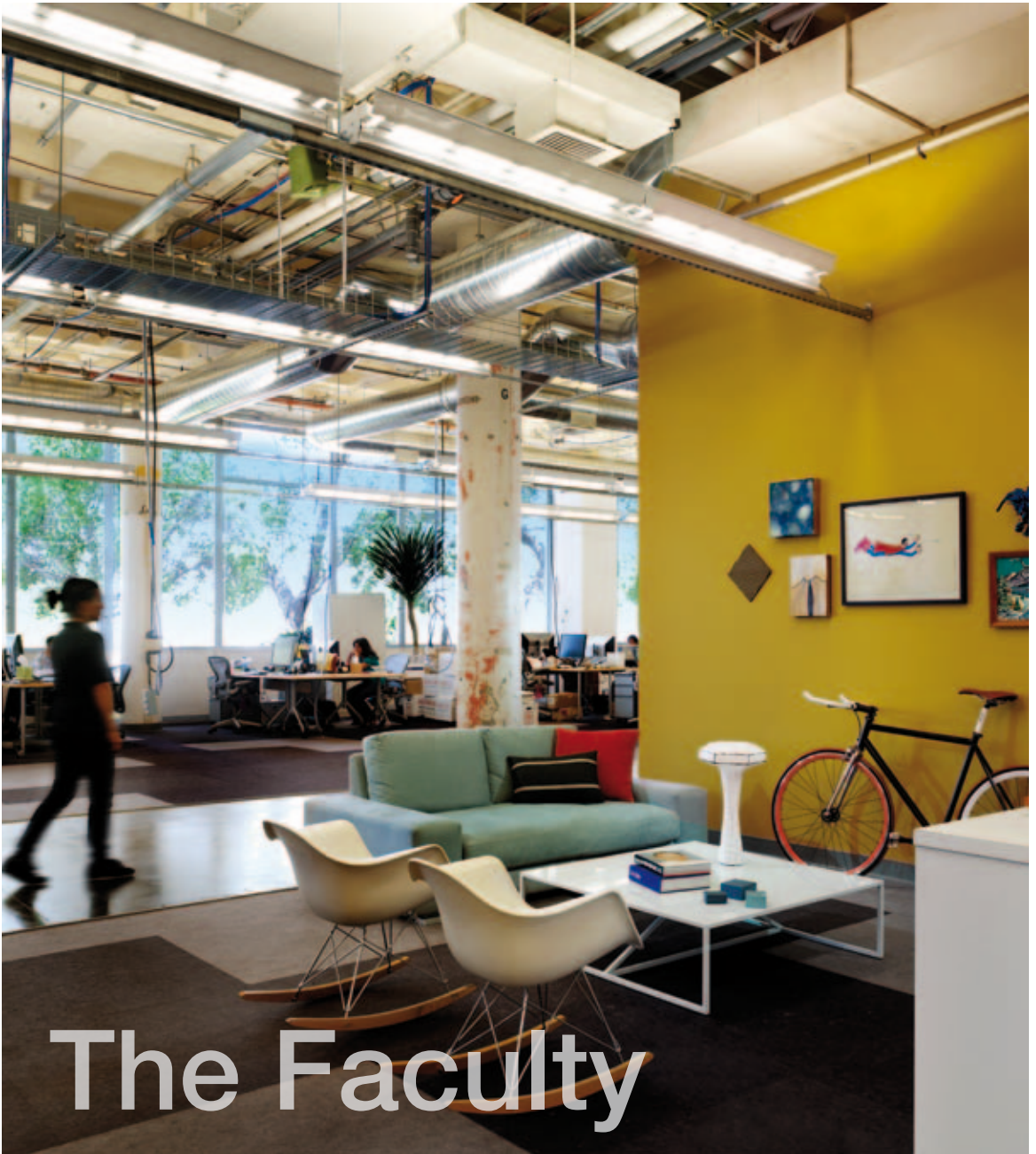
Why the Master in Work Space Design?

- The program provides **integral training** considering design strategies, user needs, technology, and the organizational culture in the work space.
- The **blended format** allows you to meet your professional obligations thanks to the combination of on-line sessions with three on-site periods ranging from 1 to 3 weeks duration each. Experience sharing therefore becomes an essential part of the master, with discussions being tutored and facilitated by experts in the corresponding subjects.
- A **practice-oriented program** that allows students to apply their skills and strategies to real environments at innovative companies.
- The **“Revolution at Work”** specialized lecture series is a unique opportunity to meet, in an “unplugged” version, some of the most relevant professionals who have revolutionized the understanding and design of work environments.
- Throughout the master program there are sessions focusing on the **development of “soft skills”** such as teamwork, communication and leadership, specially adapted for architects and designers. Sustainability and social responsibility naturally underlie every aspect of work space design.
- **Strategic Design Studio.** Culminating the program, participants will conceptualize a work environment proposal according to the needs and brief from real companies. The proposals will be presented in front of an external panel of designers and experts.



*Mexx Design Center. Amsterdam.
By Sevil Peach.*

- The uncompromising commitment to **academic excellence** of the Faculty of IE School of Architecture & Design.
- **International & multicultural intake.** Students at IE enjoy a truly international atmosphere, with more than 80 nationalities on campus and a faculty with almost 50% international professors.
- **The Alumni Association** promotes relations among IE graduates and acts as a networking platform for its 40,000 alumni members in over 100 different countries around the world. Through the Association, IE promotes the continuous training of our graduates and provides assistance in their lifelong professional development. www.alumni.ie.edu
- **IE Business School’s international recognition as one of the top 10 business schools in the world**, according to international journals such as Financial Times, The Economist or The Wall Street Journal. IE is also fully accredited by the three leading accreditation agencies - AACSB, EQUIS and AMBA – guaranteeing the quality and academic rigor of our programs.



The Faculty

Ali Ganjavian & Key Kawamura

Kawamura-Ganjavian is an architecture and design studio founded in 2000 by Key Portilla-Kawamura and Ali Ganjavian. Having met in London in the late 1990's, they worked in India, USA, Japan, Great Britain and Switzerland. The studio was established in London and is currently based in Madrid and Lausanne, with outposts in Brussels, London and Paris. The studio understands architecture in its full variety of scales, working in the field of product and furniture design, temporary architecture, interiors, building projects and territorial studies.

Kawamura-Ganjavian have taught at the Instituto Europeo di Design, the Accademia di Architettura di Mendrisio and currently at the EPFL School of Architecture in Lausanne and at the IE Architecture and Design School in Madrid/Segovia; and have participated internationally in exhibitions, workshops and conferences in prestigious institutions such as MoMA New York, la Triennale di Milano, Fondazione Pistoletto in Biella, Tokyo Designers Week, Boisbuchet Summer Workshops, Strelka Institute Moscow or LABoral art center Gijón. Work by the studio has been awarded internationally and published in magazines and books globally.

KG Studio will be teaching the subject "Emerging Paradigms" during the face to face period in Madrid.

Catherine Gall

Director of Steelcase WorkSpace Futures research in Europe.

Since 2004, this European Centre of competence of Steelcase's global research practice specialises in Social and Demographic exploration studies. Catherine has 20 years of experience working with corporations on social/organisational studies and workplace design research, as well as change management projects. During her career, she has lived and worked in France, North America and Germany. A native of France, she graduated from the Strasbourg School of Management and has also studied product design and development at Stirling University in Scotland. Recent publications of the practice include: "Office Code: Building Connections Between Cultures and Workplace Design", 2008. A second edition is under print. Mrs. Gall will be teaching the subject "Geography of Work Space".

Cristoph Ingenhoven and Ben Dieckmann

Dipl.-Ing. Architect BDA, RIBA, AIA int.

ingenhoven architects. Principal.

In 1985 he founded the architectural studio of ingenhoven architects which has today become one of the world's leading architectural practices in sustainable design. Among the best known projects are the RWE headquarters in Essen, one of the world's first ecological high-rises, the Lufthansa Aviation Center in Frankfurt, where he designed as well the workspace furniture and 1 Bligh in Sydney, Australia's first office high rise with a double façade with the highest six star rating. The new main station Stuttgart, currently under construction, was awarded the Global Holcim Award in Gold for sustainable design. ingenhoven architects won in 2011 the international competition to design the new Google Head Quarters in Mountain View, California, that will host 2500+ employees of the company.

Mr. Ingenhoven and Mr. Dieckmann will be teaching the "Strategic Design Studio".

Belinda Tato and Jose Luis Vallejo

Ecosistema Urbano, Principals.

Belinda Tato and Jose Luis Vallejo are architects and founding members of Ecosistema Urbano, a Madrid based group of architects and urban designers operating within the fields of urbanism, architecture, engineering and sociology. Their approach is focused in urban social design by understanding the design of environments, spaces and dynamics in order to improve self-organization of citizens, social interaction within communities and their relationship with the environment. Their recent projects include the design of an interactive public space for the Shanghai World Expo 2010, an experimental urban playground in Dordrecht (Netherlands), the "Ecopolis Plaza" a waste to resources building on the outskirts of Madrid and the project dreamhamar for Hamar (Norway) a network design project for the future of the main public space of the city. Since 2000, they have received more than 30 awards in national and international architecture design competitions. In the last four years their work has been covered by more than 100 media streams from 30 countries. Ecosistema Urbano is running a platform that develops social networks and manages online channels around the subject of creative urban sustainability. They develop social software, exploring the new possibilities technology offers to empower people and improve social connectivity and interaction. Besides running their practice, they are usually engaged in teaching at different educational institutions worldwide (currently at Harvard GSD).

Mrs. Belinda Tato and Mr. Jose Luis Vallejo will be teaching the subject "Design and Technology Lab" with face to face sessions in London and online sessions.

Elvira Muñoz

Director of Consultancy and Design Strategy+ at AECOM

After some years as a freelancer, Elvira joined DEGW in 1998, where she has been leading the Consultancy & Design team since 2000. Within this field of interest, Elvira has been actively involved in the development and implementation of "New Ways of Working", and also been part of the international team for the European Commission supported research project "Sane": Sustainable Accommodation for the New Economy which explores the implications of the distributed workplace and is financed by the European Economic Community. She has worked during the last 4 years directly with the Secretary General of Universities of the Ministry of Education to develop "Social Spaces for Learning", demonstrating that the interstitial spaces of socializing and connection that occur in activities that are not led are crucial in the university experience and in the achievement of Didactic Campuses.

Mrs. Muñoz will be teaching the subject "Space and Efficiency" with face to face sessions in Madrid and online sessions.

Hermen Jan van Ree

Hermen Jan van Ree is a property strategist and benchmarking expert. He is a Senior Consultant at DHV Group, a leading international consultancy and engineering firm. Previously, he worked as Head of Corporate Services at the Investment Property Databank, as a Senior Research Fellow at University College London, and as a researcher manager in both the Netherlands and the United States.

His main fields of expertise include performance management and measurement, corporate responsibility and sustainability as well as strategic alignment and cultural change. He is an expert to the European Committee for Standardisation, active member of the BIFM and guest lecturer at various institutions. Furthermore he is co-author of the bestseller "Planning Office Spaces" (also available in Spanish,

French and Portuguese, with Chinese underway). In 2008 he was named European FM Researcher of the Year and nominated for the CoreNet Innovation Award.

Mr. Jan van Ree will be teaching the subject "The Economics of Work Space" with face to face sessions in Madrid and online sessions.

Ignacio Calles

PhD in Telecommunications Engineer. Universidad Politécnica de Madrid.

Mobile Business Director. Ideup!.

Ignacio Calles has a long career in technology, innovation, and business development. He has been Managing Director in Babcock Wilcox, Electronic Data Systems Spain, and more recently in Nokia Networks Spain. In all these positions he was developing and leading projects where technology was used for business transformations. He has been founder and CEO of conversa.com later sold to Jazztel. He left Nokia to create MobileSnack Labs., a mobile solutions provider and technology consultancy. He successfully launched the project, raised VC funds, and after three years of operation, he sold the company. In MobileSnack he developed projects for companies like La Caixa, AirEuropa, FNAC, Ticketmaster, entradas.com, YELL, Orange, Blackberry and Nokia. Ignacio maintains the entrepreneurial and investor activity in other tech startups, and acts as mentor for "inVenture", a seed capital & business accelerator project in Malaga, Spain. As a freelance consultant he is doing strategic advisory work in mobile technology and new media for companies like Banco Santander, Openbank, Yelmo Cines, and BOE. In ideup!, a leading digital agency in Spain, Ignacio is director for Mobile Business, working in projects for Iberia, Gas Natural, Grupo FIAT, and Carrefour amongst others.

Mr. Calles will be teaching the subject "Digital Environments" with face to face sessions in London and online sessions.



Gira Production Building, Germany. ingenhoven architects.

Jacob Benbunan

CEO of Saffron Brand Consultants.

In March 2001 Jacob founded Saffron with Wally Olins with a clear proposition: Brand is the promise of an experience delivered. Brands like Vueling, BA in New York, Sao Paulo, Dubai and Shanghai; Bankinter, EVO, Volotea or Yoigo in Spain; Apollo in India; Banco Deuno, Baker & McKenzie or Mabe in the Americas have granted Saffron its reputation. Before Saffron, Benbunan ran Wolff Olins Spain and was also a member of its international Board of Directors from 1994 to 2001. During this period he led projects for brands as relevant as Orange, Repsol, Saint-Gobain or Credit Suisse. Previously, after graduating Cum Laude as Bachelor of Science and receiving a Master of Engineering at Boston University, Jacob was Strategic Services Senior Manager at KPMG Management Consultants. Recently, Benbunan has been appointed: Chairmain of Aebrand (Spanish Association of Branding), Member of the Executive Association of Spanish Agencies, Member of the Advisory Committee to the Communication Master of IE Business School, Design Jury at Cannes Festival 2012 & Branding Jury of El Sol Festival 2012.

Mr. Benbunan will be teaching the subject "Space as Brand" with face to face sessions in Madrid and online sessions throughout spring.

Jeremy Myerson

Helen Hamlyn Chair of Design. Royal College of Art. London.

Jeremy Myerson is a leading author, academic and activist in workplace design. He holds the Helen Hamlyn Chair of Design at the Royal College of Art, London, where he is Director of the College's Helen Hamlyn Centre for Design. He also chairs the management board of the InnovationRCA network for business. He is an advocate of a people-centered approach to design and architecture. His many books on workplace design include *The 21st Century Office*, *The Creative Office*, *Space To Work* (all with Philip Ross) and, most recently, *New Demographics New Workspace*, which was published in 2010 by Gower. He holds degrees from the University of Hull and the Royal College of Art, and sits on the advisory boards of design schools in Hong Kong and Korea.

Mr. Myerson will be teaching in the London module of the program during July.

Jesús Vassallo

Associate Professor - IE University.

Jesús Vassallo studied Architecture at Harvard University (M.Arch. II 2007 - Distinction) and Universidad Politécnica de Madrid (Diploma 2004). He is also a PhD Candidate in Universidad Politécnica de Madrid. He currently teaches at IE University, prior to which he has taught at the Boston Architectural College (Visiting Professor, 2005 – 2006), Harvard University Graduate School of Design (Teaching Assistant, 2005 – 2006) and Universidad Politécnica de Madrid (Teaching Fellow, 2007 – 2010). He has also been invited as external reviewer to several universities such as Princeton University, École Polytechnique Fédérale de Lausanne, or Instituto Tecnológico de Monterrey. One of his areas of expertise is furniture design, with a special interest in the evolution of office furniture systems. Since 2007 he works as a project architect in the office of Mansilla + Tuñón Arquitectos in Madrid.

Mr. Vassallo will be teaching the subject "The Agile Workspace Design" with face to face sessions in London and online sessions throughout autumn.

Jo-Anne Bichard

Jo-Anne Bichard is a Research Fellow and Work & City Lab Leader in the Helen Hamlyn Centre for Design at the Royal College of Art, London. She is a design anthropologist whose research focuses on interdisciplinary collaboration. She has a BSc (Hons) in Social Anthropology from Goldsmiths College, University of London, an MSc in Science Communication from Imperial College and is currently completing a PhD in ethnoarchitecture. She has conducted a number of ethnographic studies of working environments and public spaces including medical research labs, corporate offices and public sanitation environments. Jo-Anne leads the academic research program at the centre and is Conference Director of Include, a biennial international conference on Inclusive Design. She is the co-author (with Jeremy Myerson) of *New Demographics New Workspace* (Gower 2010).

Jo-Anne Bichard will be teaching in the London module of the program during July.

John Worthington

AA (Dip Hons); MArch (Penn); Hon FRIBA; FRSA.

Co-Founder of DEGW and Director of the Academy of Urbanism (UK).

John co-founded DGW in 1973, a strategic workplace consultancy that currently operates from offices in Europe, Asia Pacific, and the Americas. Recent assignments include high building strategies for the cities of Rotterdam, London and Dublin, where he continues to advise both cities on managing the process of innovation and change. John was also responsible for the briefing and research for Stockley International Business Park, Heathrow and the regeneration of Carl Zeiss Jena in East Germany. Past appointments include Professor of Architecture and Director of the Institute of Advanced Architectural Studies, the University of York (1992-97). Visiting Professorships at the University of Sheffield (1997-2008), Chalmers University of Technology, Gothenburg (2000-03) and Professorial Fellow University of Melbourne (2007-10). He was a Board member London Thames Gateway Development Corporation (2004-09); Chair of CABE/RIBA Building Futures (2003-06) and has been a past Chair and is a current Patron of the Urban Design Group. Recent publications include *Reinventing the Workplace* (2nd Edition, Architectural Press 2006) and *Co-author with Alastair Blyth; Managing the Brief for Better Design* (2nd Edition Routledge 2010).

Mr. Worthington will be teaching the subject "Design for Business Lab" with face to face sessions in Madrid and online sessions throughout spring.

Juan Gallostra Isern

CEO and General Manager of JG Ingenieros.

Juan Gallostra is CEO and General Manager of JG Ingenieros, SA since 2001. He is Director of Hospitecnia, SL and the British company First Q Plc. Advisor at zRenta Corporación since February 2006. In 1999 he founded TEST, SA, being its managing director until 1995. Between 1997 and 2005 he was Associate Professor of Construction Engineering of the Polytechnic University of Catalonia. He is a member of the Executive Committee of the Chair UPC-JG for sustainability in construction engineering (chair endowed by JG Ingenieros). He is an associate professor at the Barcelona Institute of Architecture. He is member of the Board of representatives of the Association of Industrial Engineers of Catalonia. He has a degree in Industrial Engineering from the UPC and PDG from IESE. His most relevant projects include the City of Justice in Barcelona by David Chipperfield Architects and B720 Arquitectura, the Fira Towers in Barcelona by Toyo Ito and B720 Arquitectura, The Reina Sofia Museum enlargement in Madrid by Jean Nouvel and the Auditorium of Leon by Mansilla-Tuñón Architects, among others.

Mr. Gallostra will be teaching the subject "Elements of Comfort" with face to face sessions in London and online sessions throughout fall.

Miguel A. Alonso del Val

Chair Professor of Design ETSAUN (ES).

Principal of AH Asociados, Architects.

Miguel graduated as Architect and Urban Planner (1979) and PhD. in Architecture (1983), both with High Honors, at the School of Architecture, University of Navarra. Has a Master of Science in Architecture & Building Design (CUNY1985) and was Fulbright Scholar, he was trained with Professors like Javier Carvajal (ETSAUN-ETSAM), Kenneth Frampton (Columbia University) and Roy Landau (Architectural Assoc.) He is a professor at the School of Architecture of Madrid (1993-97) and Chair Professor at Pamplona (1985 -), he was appointed Director of the Department of Design (ETSAUN 1990-1993) and Director of Doctorate Program in Architecture (ETSAUN 1996-2008). He has lectured in many Spanish Schools and Colleges of Architects, and has been Visiting Professor at UPC, UPM and UAC (Spain), University of Arizona (USA), Architectural Association (UK), UNIS (Guatemala), FADA-PUCE and FAUC (Ecuador), and La Salle, UNAM and ITESM (México). Currently he is member of the ANECA and researcher-evaluator in the fields of theory and history of the modern project, combined with other more technical on sustainable construction and urban design.

In 1989, he founded with Rufino J. Hernández Minguillón the architectural firm ah asociados with offices in Pamplona, Bilbao, Barcelona, Madrid and Doha. They have won more than seventy professional First Prizes in competitions and awarded in the COAVN Prizes (1993-1995-2001-2003 and 2007), II-III-VI-X Biennial of Spanish Architecture (1993-1995, 2001 and 2009) ; IV Spanish Architecture Exhibition (1996); Veteco (2002 & 2004); Community of Murcia (2003), FAD (2002), Construmat (2003 & 2009) and Saloni (2007) Prizes. They have been also received National Awards like SEDIGAS 2002, PAD 2003, PACE 2005, NAN 2009 and 2011. Mr. Alonso will be teaching the subject "The Evolution of Work Space" during the face to face period in Madrid in February.



Pedro Feduchi

Pedro has a Ph.D in Architecture at the Escuela Técnica Superior de Arquitectura de Madrid, where he is also Associate Professor. He combines his academic activities with the professional ones from his own firm, where he develops works on architecture, restoration and design. In 1987 he obtained a scholarship from the Academy of History, Archeology and Fine Arts in Rome, and in 1988 he obtained a scholarship for the Research Fellow Training. Since 1990 he is associate professor at the School of Architecture of Madrid, where he has taught Design Studio and Furniture Design. Since 2010 he also teaches in the Master in Advanced Projects by the ETSAM. He has also evaluated and designed exhibitions for world class museums and cultural institutions. He has a wide expertise as furniture and interior designer, where he has been awarded and published internationally.

Mr. Feduchi will be teaching the subject “The Agile Workspace Design” with face to face sessions in London and online sessions throughout autumn.

Philip Ross

Philip Ross is an author, commentator, futurist and consultant specializing in the future of work. He focuses on the impact of emerging technology on business, architecture and real estate with an emphasis on people’s behavior and expectations. He has worked with organizations such as Ernst & Young, Eversheds, McKinsey & Co, PriceWaterhouseCooper, Macquarie Bank, Nokia, Microsoft and Regus, and spoken extensively at conferences around the world including the Wall Street Journal Europe CEO Forum on Converging Technologies and Corenet’s Global Summits in Beijing, Sydney, Orlando and Melbourne. He has written a number of books on the future of cities, work and workplace including The Creative Office, The 21st Century Office and Space to Work (all co-authored with Jeremy Myerson) and has contributed to publications such as the Corporate Fool and the Responsible Workplace. He is an advisor and mentor to the Work & City Lab at the Helen Hamlyn Centre for Design at the Royal College of Art and now runs Cordless Group, comprising: UnWork.com, Unwired Ventures, Cordless Consultants, Building Zones and Building Sustainability.

Mr. Ross will be teaching in the London module of the program.

Primo Orpilla

Principal. Studio O+A. San Francisco. US.

Primo Orpilla and Verda Alexander are the award-winning co-founders of Studio O+A, the San Francisco design firm responsible for groundbreaking offices at Facebook, Microsoft, Aol, Yelp, Samsung, TATA, Levi Strauss, among others. A leader in the field of workplace environments with an emphasis on “democratic design,” O+A’s expansive, open-plan offices have become a signature look for some of the country’s most forward-thinking tech innovators.

Orpilla and Alexander established their firm in 1991 with an eye to bringing the agility, innovation and speed of execution then prevalent in the Bay Area’s entrepreneurial economy to the offices in which that economy was being hatched. Studio O+A’s design for the Facebook headquarters in Palo Alto, received the International Interior Design Association’s 2010 Northern California Honor Award and was a finalist in Frame Magazine’s 2009 Great Indoors Awards. Its design for Aol’s West Coast Headquarters in Palo Alto won Best Workplace Environment at the FX Design Awards in London in 2011. Last year Contract Magazine named Primo Orpilla and Verda Alexander Designers of the Year.

Mr. Orpilla will be teaching the subject “Work Space Design Approaches” during the face to face period in Madrid in February.



Revolution at Work Lectures

Christopher Budd

Principal, Studios Architecture.

Christopher developed ethnographic research tools to analyze employee populations, work processes, and environments and their impact on the business objectives of his clients. In addition, Christopher develops innovative interior infrastructures to respond to high levels of user control, cost containment, and changing processes. His largest infrastructure design is a 4.5 million sf for the Pentagon. Other clients include Accenture, World Bank, Discovery Channel, Nokia, USO, Godrej and Olmsted County.

Frank Rexach

Vice President and General Manager

Haworth Asia Pacific, Middle East, Africa & Latin America

Frank Rexach is Vice President and General Manager of Haworth Asia Pacific, the Middle East, Africa & Latin America. Based in the company's regional headquarters for the Emerging Markets in Shanghai, China, Frank oversees operations for Haworth throughout the Asia Pacific, Middle East, Africa and Latin America region, including China, India, Singapore, Australia, the UAE and Mexico. Frank is responsible for the development of Haworth's overall strategy for the Emerging Markets, including product portfolio development, global and regional sourcing strategies, manufacturing and supply chain initiatives, sustainability, new business development, global account management and brand marketing. Since joining Haworth in 2002, Frank has directed and achieved several key objectives to support Haworth's business expansion in Asia Pacific, the Middle East, Africa and Latin America.

Josef Hargrave

Consultant, ARUP Foresight and Innovation

Josef Hargrave is a foresight and innovation consultant at Arup. He is responsible for foresight activities across the Europe Region. This includes the delivery of market specific trend reports, company or project visions, scenarios, stakeholder workshops, and presentations. Josef works on projects spanning a wide variety of sectors and markets, using tools and techniques that help individuals and companies identify the key issues shaping the future of their business.

Recent work has included trends in zero-energy building design, the future of urban mobility, trends in workplace design and operation, and the future of the hospitality sector.

Josef has more than six years of foresight consulting experience, working in both Germany and the United Kingdom. Past and current clients include InterContinental Hotels Group, Audi, Volkswagen, Siemens, BASF, and the European Investment Bank.

Oliver Marlow

Co-founder, Studio TILT.

Oliver Marlow is a multi-platform designer and co-founder of TILT. With his unique skill-set as a designer, craftsman, academic and facilitator, he works on all levels of the design process. He is responsible for the TILT Codesign Methodology and is Creative Director at TILT. As Head of Design at The Hub he collaborated on over 25 collaborative co-working Hubs all over the world. He was a co-founder of the award winning Forest Café and Arts Centre in Edinburgh, and has designed with amongst others, the Young Vic Theatre, The Battersea Arts Centre, Aldeburgh Music, Southbank Centre, Edinburgh Film Festival and NPI, Shanghai, the first social innovation centre in China.

TILT is a design practice, a unique mix of disciplines including architecture, interiors, furniture, interaction, graphic and communication design. They are leading experts on the design of collaborative spaces and places of interaction, from co-working spaces and workplaces to learning environments, blended arts spaces and galleries. Their recent projects include: a Student Hub in Oxford, UK, with mixed use elements, including restaurant, library, events, meeting rooms and office spaces. They have created co-working spaces in Sao Paulo, Zurich, London, Los Angeles and Vienna. The Festival Village is also one of their projects, a multi-use arts space for Southbank Centre, London; the largest arts organization in Europe. They also work furniture design for Haworth Asia Pacific, NHS, London and The Design Council.

Philip Tidd

Head of Consulting, EMEA, Gensler

Philip is the Head of Consulting, EMEA for Gensler. His role is to lead and expand Gensler's Consultancy business in the EMEA region. His team covers all aspects of Workplace research, strategy and its implementation in the European/ Middle East region and his background also extend Gensler's reach in Architecture/ Design and Urban Strategy services. With an architectural and design background, Philip has over 22 years experience in Workplace Consultancy, Real Estate advisory and Design and Urban Strategy services. His experience includes work with both International Corporate and local Public Sector organizations advising them on all aspects of how improved working environments can lead to enhanced business performance. Philip regularly undertakes public speaking/ conference engagements in the UK and Europe on a wide range of 'Workplace and City' issues and is an active member of Corenet, the British Council of Offices (BCO), the Workplace Consulting Organisation (WCO) and the Urban Land Institute (ULI), British Institute of Facility Management (BIFM), EuroFM and the Federation of Corporate Real Estate (FCRE).

Sir Richard Rogers

Chairman Rogers Stirk Harbour + Partners (RSHP).

2007 Pritzker Architecture Prize Laureate, winner of the 2000 Praemium Imperiale Prize for Architecture and the recipient of the RIBA Gold Medal in 1985. Richard was awarded the Légion d'Honneur in 1986, knighted in 1991 and made a life peer in 1996. He was Chief Advisor on Architecture and Urbanism to the former Mayor of London, Ken Livingstone and has played an advisory role on design to the current Mayor of London, Boris Johnson. He has acted as Chairman of the British Government's Urban Task Force and was a member of the Mayor of Barcelona's Urban Strategies Advisory Council.

Richard Rogers Partnership became Rogers Stirk Harbour + Partners in 2007 to reflect the growing importance of two of the younger Partners, Graham Stirk and Ivan Harbour, and their role alongside Richard Rogers in the practice's future. Rogers Stirk Harbour + Partners (RSHP) is an international architectural practice based in London. The quality of its designs has been recognized with some of architecture's highest awards, including two RIBA Stirling Prizes, one in 2006 for Terminal 4, Madrid Barajas Airport and the other in 2009 for Maggie's London.

Sevil Peach

Principal. Sevil Peach Architecture and Design.

Sevil Peach, born in Turkey, studied Design at Brighton University, England. Sevil formed her London based studio SevilPeach, Architecture+Design in 1994; having previously worked for several leading Architectural practices. Their groundbreaking workplace solutions for the interiors of Vitra's offices in their Weil am Rhein Campus in Germany which won Office of the Year award, has led to a longstanding and on-going consultancy to Vitra on creation of new office concepts and products as well as designing numerous exhibitions, showrooms and offices throughout Europe and USA. Their approach to work environments has led to their involvement in a great number of internationally recognized projects for clients such as Sony, Mexx, Deloitte, Novartis, Eczacibasi Holdings & Microsoft. They have recently refurbished and created further new concepts for Vitra's Offices and are currently working on a new concept for a Laboratory Workplace for Novartis in Shanghai, Swiss Re Headquarters in Zurich and are collaborating with Herzog & de Meuron Architects on the new Tate Modern Museum Extension Building in London.

Simon Jordan

Managing Director. Jump Studios.

Jump Studios is an architecture and design practice specializing in high concept interiors, installations and architectural design. With a broad portfolio encompassing workplace, retail, branded spaces, and hospitality design, the practice's output has been published to international acclaim and received multiple awards. Jump Studios has carved a niche in working with brand owners on translating intangible, brand ideas into immersive and engaging physical spaces. Clients to benefit from this approach include Nike, Google, Red Bull, Bloomberg, Levi Strauss, Adidas and Honda, to name a few.

Victor van der Chijs

OMA Managing Director and Partner.

Managing Director and Partner of the architecture and design office OMA, founded by Rem Koolhaas, with offices in Rotterdam, New York, Beijing and Hong Kong and projects in over 30 countries worldwide. Van der Chijs joined the firm in 2005. Along with the day-to-day responsibility for OMA's worldwide operations, he is responsible for the company's overall strategy, and business development required for OMA to continue its pace of rapid growth and expansion.

William Russell

Partner. Pentagram.

Pentagram is the world's largest independent design consultancy. The firm is owned and run by 19 partners, a group of friends who are all leaders in their individual creative fields. We work in London, New York, San Francisco, Berlin and Austin. We design everything: architecture, interiors, products, identities, publications, posters, books, exhibitions, websites, and digital installations. Each of our clients works directly with one or more of our partners. This reflects our conviction that great design cannot happen without passion, intelligence, and personal commitment, which is demonstrated by a portfolio of work that spans five decades.

Admissions Process

The main objective of the admissions process is to select highly motivated students with great potential for success and leadership in their chosen field. IE's admissions process is based on a review of a candidate's application materials as well as short interviews with our admissions and academic team to ensure a good fit between the program and the candidate's preparation and career interests. The process follows the steps indicated here.

Rolling admissions process and the admission is valid for two years

Admission Requirements

The application form provides the Admissions Committee with important information for evaluating candidates for this program. In addition to the completed form, please enclose the following documentation in your application package:

- Evidence of completion of a Bachelor degree (or equivalent) from an accredited university.
- Photocopies of complete university transcripts (complete with original or copy bearing official stamp).
- One-page CV.
- Photocopy of current passport.
- One passport-sized photo.
- A portfolio or graphic sample of your work, contained in a PDF format of 5 pages (max. file size of 15MB).
- Duly completed application form, including all supporting documents.
- English proficiency (written and oral) is required for the course and will be evaluated during the interview stage of the admissions process.
- Application fee €125 (non-refundable and payable by credit card or cash).
- Financial Aid & Scholarships.

Financial Aid & Scholarships

IE's Financial Aid Department offers a range of loan agreements, scholarships and other financial aid options to help you fund your studies. If you feel your profile is of particularly high merit, we encourage you to apply for the Scholarship for Promising Work Space Designers that covers up to 50% of your tuition fee. We recommend that you apply for all financing options as early as possible, as financial resources are limited and competition is high. Further information is available on www.ie.edu/financialaid

Virtual Insight Sessions

We encourage you to join one of our Virtual Insight Sessions to find out more about the program. These on-line sessions are scheduled on a regular basis and provide you with the opportunity to “meet” with faculty and staff from the program to ask questions and better understand how the program might fit with your needs, interests and career plans. For details of the next session, please e-mail: admissions.architecture@ie.edu, or visit www.ie.edu/mwsd

Step 1 Application

Visit our website and download the application form and instructions (mwsd.ie.edu). You can submit your application online.

Step 2 Initial Review

Our admissions and academic team will review your submitted application form and all accompanying documents.

Step 3 Interview

Candidates who pass the initial review will be invited to interview with our admissions and academic staff (in-person, or on-line).

Step 4 Decision

IE Admissions makes a final decision. The admissions process is a rolling process and as such there is no deadline for application for a particular intake. If you have any questions, please do not hesitate to contact the Admissions Department at **(+34) 915.689.610** or admissions.architecture@ie.edu





DEGW



Microsoft Amsterdam HQ
by Sevil Peach.

Master in Work Space Design



Vitra "Citizen Office" Weil am Rhein. By Sevil Peach.



AOL HQ by STUDIO O+A. Photo by Jasper Sanidad



HUB MADRID by CHQS Architects



Lufthansa HQ. ingenhoven architects



Microsoft Amsterdam HQ. By Sevil Peach



Oeconomicum University Dusseldorf. ingenhoven architects

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IE School of Architecture & Design would like to extend its deepest thanks to all those students, alumni, faculty members, and other parties who appear in this brochure.