

# ELISAVA Stand Up Workshop led by Marcos Catalan and Stefano Colli

A CREATIVE CONSTRUCTION OF  
CARDBOARD BOXES COMMUNICATED  
A DESIGN SCHOOL'S ETHOS.

**D**esigners Marcos Catalan and Stefano Colli teamed up to create the presentation of the ELISAVA Barcelona School of Design and Engineering at the trade fair Saló de l'Ensenyament. This event is held annually in Barcelona with exhibitors covering the complete range of educational services on offer in the region. For four months in the run-up to the fair, the designers worked together on this project directly with the school, as well as getting the creative input from six of the school's students: Alberto Aranda, Bernat Bisbal, Marc Borrell, Francisco Javier Camino, Andrea Josende and Andrea Soto. The team created a cloud concept capable of communicating a great variety of values that define the school and the courses it offers. These values were arrived at through the help and advice of educational tutors and the collaboration of our business partners. The principal element of the project was a hollow cardboard construction, with multiples of this box-type unit used as building blocks for the stand architecture. Each of the illuminated 'bricks' contained information about the school and student projects. Creating a sheltered space inside the booth, the bricks were also permeable and visible to people passing the stand. This curved, corner platform captured its surroundings thanks to the large, illuminated red letters that spelled the school's name and caught the attention of visitors from across the exhibition hall. Clad on all surfaces – floor, walls and ceiling – with grey carpet tiles, the interior boasted a calm environment with a muted colour scheme. The design team realised a bespoke octagonal multi-level 'carpet table' that formed an attractive centrepiece of the stand. Visitors were invited to take a seat on the Vitra chairs and cork stools, taking time to gather further information about the courses and watch the branded film.

TRADE FAIR Saló de l'Ensenyament  
WHERE Barcelona, Spain  
WHEN March 2012  
DESIGNERS Marcos Catalan ☒ p.494  
and Stefano Colli ☒ p.498  
STAND CONSTRUCTOR M6 Grupo  
Empresarial de Proyectos  
CLIENT ELISAVA Barcelona School of  
Design and Engineering  
MARKET SECTOR Education  
TOTAL FLOOR AREA 60 m<sup>2</sup>  
PHOTOGRAPHER Eugeni Pons

- ☒ The school's name was a metal framework with red textured paper, lit with LEDs.
- ☒ The tiered table was designed during the project.
- ☒ More information about the project and its collaborators at: [bitly.com/elisava](http://bitly.com/elisava).



