



LCI
Barcelona

OFFICIAL MASTER IN

EXPERIENTIAL



INTERIOR DESIGN

OFFICIAL MASTER IN EXPERIENTIAL INTERIOR DESIGN

Experiential interior design refers to the practice of implementing experiential values in the design of spaces. It is a new approach to the design of interior spaces, emphasizing experiential human needs.

The concept of EID (Experiential Interior Design) is shaped through the subjective impact of our surroundings, designed on the formation of individual experience. This environmental experience is defined as the result of human interaction with a physical space, generating a certain emotional or intellectual impact.

Nowadays we can identify experience as the enabling factor of any product, space or service. Each one has a set of characteristics which can directly transmit meaning. The user can draw this meaning from themselves, with respect to the possible ways of using it.

On the other hand, the introduction of an experiential dimension for the user within a space has emerged as an answer to the shift in paradigm of brand-to-client relations. Today's consumers are no longer passive entities. They are now more critical and informed character and look for interaction with the universe of the brand via various platforms or channels. This may be on a website, a mobile phone app, a poster advertisement or in the physical space of a store.

PARTNERS

**EXTERNAL
REFERENCE**



DR. CARMELO ZAPPULLA MASTER'S PROGRAM DIRECTOR

He has a doctorate in Architectural Design from the Universitat Politècnica de Catalunya. He is the partner and co-founder of External Reference Architects, a studio dedicated to carrying out architecture and interior design projects. His noted work includes designing the exhibition for the Spanish Pavilion in the 2012 International Exposition in Yeosu, the office of La Fura dels Baus theatrical group and the Alkimia restaurant in Barcelona. This final project won him the SBID International Design Award 2017 and the INARCH prize for the Best Author's Restaurant 2017 (given by the Italian National Institute of Architecture).



PEDRO COELHO HEAD OF INTERIOR AREA

Professor and head of the LCI Barcelona Interior Design department. He carries out his professional activities designing interactive exhibition spaces. These enable the user to surround themselves with meaningful experiences that boost the communicative value of the commercial and institutional interior space. He has a master's degree in Design and Public Space from Elisava and is currently writing his thesis as part of the doctorate program at the Universitat Politècnica de Catalunya.

STUDY PROGRAM

STANDARD MODULES:

MODULE I (6 ECTS) RESEARCH IN THE DESIGN OF COMMERCIAL PREMISES

The syllabus includes a theoretical part, which will introduce the student to the main concepts, theories and trends which should be considered when creating projects to design relevant commercial spaces that provide real and effective solutions to the individual or society.

SUBJECTS

Experiential design trends for commercial premises
Methodologies for research in design

MODULE II (9 ECTS) PROJECT METHODOLOGY AND ADVANCED USER/CONSUMER CENTERED CONCEPTS

In this module, the student will be taught project methodology and advanced concepts which are user/consumer centred in the disciplines of experiential marketing and strategic brand communication.

SUBJECTS

Experiential marketing
Strategic brand communication
Methodology for the innovation of spaces and services

MODULE III (9 ECTS) ADVANCED TECHNOLOGIES AND MATERIALS IN THE DESIGN OF COMMERCIAL PREMISES

The student will address the material and technological universe related to the design of interior spaces and architectural construction. They will study and experiment with the properties of materials, their behaviour and characteristics.

SUBJECTS

Materials and sustainability
Design and digital production

MODULE IV (3 ECTS) DESIGN MANAGEMENT AND INNOVATION

The student will learn to manage design projects through applying an innovation and competitiveness approach.

SUBJECT

Innovation management and entrepreneurship

SPECIALIZATION MODULES:

SPECIALITY 1 MODULE V (11 ECTS) RETAIL DESIGN

This module aims to create new design formats for retail spaces, which are marked by creativity and innovation and are put at the service of the user-centred brand experience.

SUBJECTS

Visual merchandising
Methodological praxis: retail design

SPECIALITY 2 MODULE V (11 ECTS) HOSPITALITY DESIGN

This module aims to devise, develop and experiment with mechanisms for interaction in spaces which are dedicated to the hospitality sector. All in collaboration with the students from the Official Master in Creation and Development of Interactive Digital Projects.

SUBJECTS

Interaction design and development in the space
Methodological praxis: hospitality design

MASTER'S FINAL PROJECT (13 ECTS)

PROFESSIONAL INTERNSHIPS (9 ECTS)



TECHNICAL INFORMATION



DEGREE: Official Master in Experiential Interior Design



CREDITS: 60 ECTS



DURATION: 1 academic year



START DATE: October



LANGUAGES:

- Spanish option
- English option



COURSE TYPE: On campus



AREAS OF SPECIALITY:

- Retail design
- Hospitality design



CAREER OPPORTUNITIES

- Designing new concepts and formats for commercial premises (retail design)
- Designing new concepts and formats for hotel and restaurant spaces (hospitality design)
- Designing new experiences for corporate spaces in general
- Designing interactive experiences in commercial premises
- Designing interactive experiences in exhibition spaces: museography, exhibitions, stands and events
- Art direction for interior design and spatial design projects
- Designing interactive experiences for spaces in the fields of retail and hospitality
- Creative and artistic direction for brands in the fields of retail and hospitality
- Design and innovation project management for specialized projects in the field of retail and hospitality



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