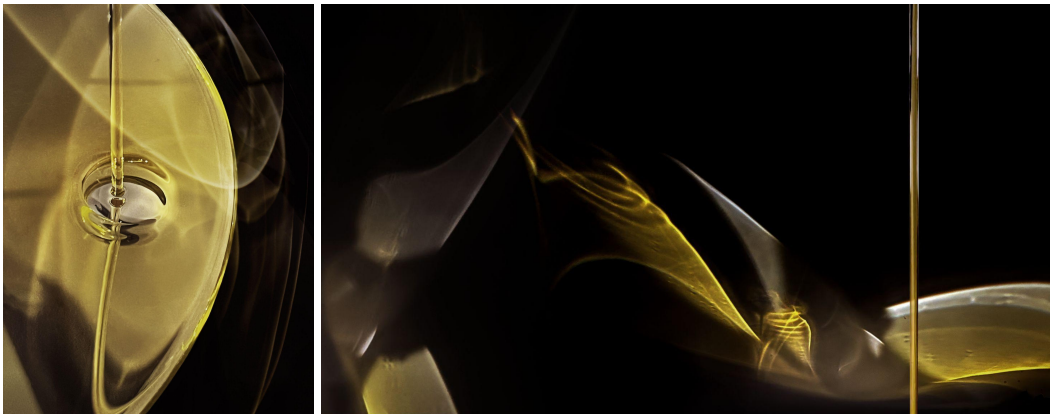


INSPIRED IN BARCELONA®

Milan Design Week, 20–26 April 2026

“Inspired in Barcelona: Matèria Prima” turns the creative process into a sensory journey during Milan Design Week

The installation brings together some of the leading figures in Catalonia’s design ecosystem and explores the delicate, unpredictable balance of the creative process through two essential ingredients at the heart of Mediterranean culture: bread and olive oil;



Inspired in Barcelona: Matèria Prima. Photo courtesy of Queralt Suau

PRESS KIT:

<https://www.dropbox.com/scl/fo/9v0fi8nz3fkquv3js6nby/ALL3bweRmaU4vEZ7hWTCGAE?rlkey=87lq6o4flwar0qnr1d4ebun9&st=jrvilr3o&dl=0>

Barcelona, 23 March 2026. “**Inspired in Barcelona: Matèria Prima**” is an installation presented during Milan Design Week 2026, from 20 to 26 April, that invites visitors on a sensory journey exploring the origins of creativity through two essential ingredients of Mediterranean culture: **bread** and **olive oil**. The exhibition uses these fundamental elements of gastronomy as metaphors for the creative process and for the search for balance that lies at the heart of design practice.

“Inspired in Barcelona: Matèria Prima” is curated by the architecture studio **Queralt Suau**, with the participation of designer **Andreu Carulla**. It is organised by **Barcelona Creativity & Design Foundation** and promoted by **Barcelona City Council’s**

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Department of Culture and Creative Industries through **Disseny Hub Barcelona (DHub)**, and by the **Government of Catalonia** through **ACCIÓ - Catalonia Trade & Investment**.

Interpreting the theme proposed by Fuorisalone for Milan Design Week 2026, *Essere Progetto* - an invitation to rediscover design as a dynamic and responsible process, in which human beings reclaim their central role as agents of change - the installation is inspired by the idea that the value of design lies not in the finished form, but in the process that gives rise to it.

Based on this premise, the exhibition **leads visitors** through a sequence of scenes that invite them to experience this metaphor firsthand. The journey begins with a transition from the bustling atmosphere of the fair into a calmer space, where visitors can contemplate the “auroras” created by the reflection of a constant flow of oil over a moving table that attempts to master it - a symbol of the energy of ideas. Next, a large-scale collective photograph composed of portraits by **Txema Salvans** of figures from Catalonia’s design ecosystem evokes the search for creative balance that underpins every design process. The work brings together professionals from a wide range of disciplines, from chefs and pastry chefs to product, fashion and interior designers, as well as food designers.

The experience concludes with a participatory installation conceived by **Andreu Carulla**: a space where visitors can play with oil, create their own auroras and bring the journey to a sensory close by tasting a bread specially designed for dipping in olive oil.

Credits

Curatorial concept and exhibition design: Queralt Suau

Exhibition graphics and communication: RUN Design

Creatius en equilibri: Txema Salvans

Sucar-hi pa: Andreu Carulla

The installation is organised by **Barcelona Creativity & Design Foundation** and promoted by **Barcelona City Council’s Department of Culture and Creative Industries** through **Disseny Hub Barcelona (DHub)**, and by the **Government of Catalonia** through **ACCIÓ - Catalonia Trade & Investment**.

Inspired in Barcelona: Matèria Prima

Dates: 20–26 April 2026

Opening hours:

20 April: 10 am to 16 pm (press preview)

21–25 April: Tuesday to Saturday, 10 am to 8 pm

26 April: 10 am to 3 pm

Opening event: Tuesday 21 April, 7 pm

Venue: Chiesa del Carmine, Salone Scalabrini, Via del Carmine 10

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Barcelona Creativity & Design Foundation

Barcelona Creativity & Design Foundation aims to position Barcelona as a global benchmark in business creativity and the creative economy. Its mission is to foster Barcelona's creative economy by collaborating with the professional and business community to develop its ecosystem and demonstrate the value creativity brings to any business. Through Inspired in Barcelona®, the foundation promotes the international visibility of Barcelona's creative talent and helps generate business opportunities at key events on the global stage. <https://www.bcd.es/en/>

Barcelona City Council (Department of Culture and Creative Industries – DHub, Disseny Hub Barcelona)

Disseny Hub Barcelona is a space that brings together and interacts with the city's different expressions of design and creative industries. Through Disseny Hub Barcelona, the City Council promotes debate, research, and the presentation of new projects and content produced by the creative industries sector at both local and international level. www.dissenyhub.barcelona

Government of Catalonia (ACCIÓ - Catalonia Trade & Investment)

ACCIÓ is the Government of Catalonia's agency for business competitiveness. It supports the growth of Catalan companies by fostering innovation, international expansion and business strategy. The agency provides guidance on R&D projects, green and technological transformation, as well as internationalisation processes and the establishment of subsidiaries abroad. With a team of 500 professionals and 40 offices worldwide, including one in Milan, ACCIÓ is also responsible for attracting foreign investment to Catalonia and helping companies generate a positive impact on their environment. www.accio.gencat.cat

Queralt Suau

Queralt Suau is a studio working at the intersection of narrative and space, with projects linked to art, culture and the public realm. Founded by Jordi Queralt (1979), an architect with a Master of Fine Arts, the studio uses space as a tool to structure narratives and activate content. Through both conceptual and material research and experimentation, its work brings together exhibition, stage and public-space projects connected to play. This cross-disciplinary approach turns professional practice into a deeply cultural tool www.queraltsuau.com

RUN Design

RUN Design is a Barcelona-based graphic design studio developing projects in visual identity, art direction and cultural communication. Its work is defined by an experimental approach to design, in which formal research, visual play and typographic exploration play a central role. Through a contemporary and inquisitive perspective, the studio creates graphic systems that aim to go beyond communication alone in order to generate distinct visual languages of their own. Its projects combine

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conceptual rigour with an open attitude towards testing and experimentation, understanding design as a space for visual thought and exploration. This way of working places RUN within a graphic scene that explores new ways of narrating and representing culture. www.rundesign.net

Txema Salvans

Txema Salvans (Barcelona, 1971) is a documentary photographer renowned for his ironic and observant on contemporary society. Initially trained in Biology, he soon turned to photography, developing long-term projects rooted in the patient observation of everyday and peripheral spaces. His work combines strong formal precision with a subtle, playful sense of humour that transforms seemingly ordinary scenes into images rich in meaning. In works such as *Perfect Day* and *The Waiting Game*, Salvans constructs visual narratives that invite reflection on the relationship between people and landscape. This combination of critical perspective and visual sensitivity has firmly established his work within contemporary documentary photography.

www.txemasalvans.com

Andreu Carulla

Andreu Carulla (Banyoles, 1979) is a Catalan industrial designer recognised for an approach to design that combines experimentation, craftsmanship and a deep sensitivity to materials. From his studio in Banyoles, founded in 2006, he develops projects ranging from furniture and lighting to tableware, spaces and creative direction. His way of working is grounded in the constant exploration of materials and processes, often combining traditional techniques with contemporary solutions. With a curious and inventive outlook, his objects seek a balance between functionality, sustainability and formal expressiveness. Carulla understands design as a tool for rethinking our everyday environment, creating timeless pieces that engage in dialogue with landscape, craft and Mediterranean culture. www.andreucarulla.com

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