MASTER IN STRATEGIC DESIGN OF SPACES
UNLEASHING THE POWER OF DESIGN TO TRANSFORM BUSINESS

Using design to integrate the digital and physical spaces of today and tomorrow

WHY YOU SHOULD JOIN THIS PROGRAM?

The world today is often described as volatile, uncertain, complex, and ambiguous (VUCA). In this ever-changing context, design emerges as an important tool to overcome complex challenges and to resolve difficult problems.

Technology has impacted our lives more than at any time in history. Faced with new ways of working and thinking about physical space, we need to seamlessly integrate our physical world with the digital. That is where design comes in!

Design solutions should take a holistic approach to create spaces and experiences that align with an organization’s goals. This means all solutions should be interconnected, omnichannel, and future-proof. By taking this approach, we can harness the power of technology and drive innovation while also allowing for flexibility, enhancing productivity, and ensuring the wellness of the user and environment.

In this program, you will discover how to implement innovative design changes that impact behavior and align with an organization’s goals—whatever they may be.

“"There’s a design talent shortage—Companies are grappling with how to find great design talent. For young designers, it’s a major opportunity. Business has finally recognized design’s true value. But there’s still one problem: Where do you find enough good designers to do the job?”

“"It is not only my life that has changed, but also myself! Thanks to the MSD and its forward thinking approach, I have a wider perspective on design, architecture and business.”

“"I want to change the world in such a way that many people enjoy the workplace atmosphere, the experience. Work in general, should be more enjoyable, through good design we can change that”

“"We are bringing the organization together — business, technology, control functions, all together centered and anchored on the customer or the client through human-centred design.”

DEREK WHITE, (FORMER) CHIEF DESIGN OFFICER, BARCLAYS

MARICRÚZ PEDRERA, SPAIN
Master in Strategic Design of Spaces
Project Designer at Zara Studio (Inditex)

YUKI KANAMORI
Master in Strategic Design of Spaces
WORKSIGHT LAB
Researcher Coordinator
**THE VALUE OF DESIGN**

Did you know that an organization’s space and infrastructure is the second-largest expense after HR costs? Properly investing in physical and digital spaces has a myriad of benefits for a company. It allows them to save money, enhance functionality, strengthen their brand, and boost productivity and satisfaction—not to mention the sustainability solutions it can provide.

**NEW TOOLS AND KNOWLEDGE TO APPLY**

Design is a profession that always looks to the future. To understand our current context and illustrate future scenarios, it’s important to make proper use of digital tools. In this program, students engage with workplace consultancy tools and building evaluation tools, among others. Going beyond this, you will discover important techniques ranging from design thinking to strategic briefing. These will empower you to clarify your client’s vision and aid in the decision-making process.

**DIGITAL TRANSFORMATION AS AN ASSET**

Every aspect of our lives is touched by technology. We can work remotely, order anything online, communicate via multiple platforms, and search for the most rewarding vacation experiences, to name a few. But the way we interact with technology is always evolving. With effective design, we can understand different processes and desired outcomes, allowing us to use creative strategies that produce great results.

**ENHANCED BRANDING, STRATEGY, PRODUCTIVITY, EXPERIENCE, AND ENVIRONMENTS**

The days of silos and isolation are over, making way for a world of interconnectivity. This is at the heart of becoming a successful strategic designer. It’s about building connections between the spaces we inhabit and interact with, seamlessly integrating technology, branding, and future goals to ensure all our KPIs are on target.

**OUR METHODOLOGY - LEARNING BY DOING**

We take a totally practical approach, using real projects to apply concepts, skills, tools, and knowledge. Alongside this, we also encourage students to bring their own projects and challenges into the classroom to help them learn in a collaborative environment.

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**WHO SHOULD JOIN THIS PROGRAM?**

Creative thinkers who like to connect the dots when tackling complex problems. You may already hold a degree in architecture, design, branding, engineering, tech, or any related fields. Alternatively, you may just be passionate about the power of design, a computer wiz, or interested in the interaction of physical and digital spaces to drive innovation. Whether you’re a designer eager to gain business acumen or a decision-maker with little design experience, you will gain a complementary skill set in this program. Whatever category you fall into, we are happy to welcome you to our community!

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**STUDY PLAN**

<table>
<thead>
<tr>
<th>TERM</th>
<th>COURSE</th>
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<tbody>
<tr>
<td><strong>FIRST TERM</strong></td>
<td><strong>BASIC CONCEPTS / BASIC PROJECTS</strong></td>
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<td></td>
<td>You will learn to use the basic client-interaction tools, helping you understand their needs and requirements (the demand) and analyze the space or buildings (the supply). You will discover how to bring the highest value to each project.</td>
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<td><strong>SECOND TERM</strong></td>
<td><strong>DESIGNING FOR COMPLEXITY</strong></td>
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<td>Fit-out projects require more than simple decoration. The design strategy should achieve beauty, proportion, and quality, while also incorporating the latest trends. Alongside this, it’s important to ensure your strategy aligns with your client’s business strategy to ensure a robust, future-proof result.</td>
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<td><strong>THIRD TERM</strong></td>
<td><strong>THE NEXT “BIG THING” DESIGNING FOR THE FUTURE</strong></td>
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<td>Bringing your ideas to life involves mastering lighting techniques, using furniture and materials in a sustainable manner, and designing bespoke pieces. You will also learn how to interact with providers to reach solutions that are both viable and sustainable.</td>
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<td>We are all responsible for the well-being of our planet. But designers have a greater role in helping us get back on the right track. In this program, you will learn to align your beliefs with your design proposals to deliver versatile, sustainable, and client-focused solutions that adapt to future changes.</td>
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<td>Rapid technological advances have resulted in new gadgets and digital tools that have transformed how we work and interact with each other. Designing spaces strategically involves understanding the impact of the digitalization in every aspect of our lives. Alongside this, you will discover how to maximize the use of design tools to obtain the best results.</td>
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**SKILLS ACCELERATOR**

You will gain a complementary skill set that will help you understand the impact of any design in business.

- Creativity
- Critical Thinking
- Ability to Coordinate Multidisciplinary Teams
- Acuity
- Flexibility

This new skill set will help you to succeed in clarifying your client’s vision.

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**CONTENT**

In the program you will:

- Design solutions that are omnichannel, future-proof, and include interconnectivity.
- Learn tools and techniques, understand various processes and desired outcomes, and put creative strategies into place that achieve results.
- Understand the connections between the spaces we experience and inhabit, seamless technology, and your client’s future goals.
- We explore a variety of types of spaces and those that are becoming hybrid spaces, including retail, education, hospitality and workplaces.
**PROFESSIONAL ROLES**

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<thead>
<tr>
<th>Interior Designer</th>
<th>Design Strategist</th>
<th>User Experience and Service Designer</th>
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<tbody>
<tr>
<td>Workplace Consultant</td>
<td>Project Manager</td>
<td>Research and Innovation Specialist in the Design Realm</td>
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<tr>
<td>Co-working/Co-living Designer</td>
<td>Technology Consultant or “Smart” Designer</td>
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</tr>
<tr>
<td>Client Representative</td>
<td>Learning, Retail Hospitality, or Workplace Solutions Designer</td>
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**WHERE OUR STUDENTS AND COLLABORATORS HAVE LEADING ROLES?**

- wework
- JLL
- McKinsey & Company
- Steelcase
- IDOM
- Gensler
- Vitra
- BBVA
- Foster + Partners
- ROSANBOSCH
- AECOM
- The Collective
- Accenture
- MVRDV
- Scott Brownrigg
- Ingenuiren
- Inditex
- LOEWE
- Hilton
- Marriott
- Colliers International
- Vodafone
- o+a
- Kvadrat

**MORE INFORMATION**

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**IE SCHOOL OF ARCHITECTURE AND DESIGN**

IE School of Architecture and Design redefines design education based on pedagogical and technological innovation, project-based learning and environmental responsibility. In an international and entrepreneurial environment, the IE School of Architecture and Design seeks to bridge the traditional gaps between academia and the professional world and to connect architecture and design with the broader society.