### MASTER IN STRATEGIC DESIGN OF SPACES

**UNLEASHING THE POWER OF DESIGN TO BOOST TRANSFORMATION**

<table>
<thead>
<tr>
<th>Type of degree</th>
<th>Master</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Madrid</td>
</tr>
<tr>
<td>Duration</td>
<td>10 months</td>
</tr>
<tr>
<td>Intake / Start</td>
<td>October</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Format</td>
<td>Full Time</td>
</tr>
</tbody>
</table>

©IE School of Architecture and Design  
#IEArchDesign, #IEMSD  
IE School of Architecture and Design - MSD

WWW.IE.EDU/MSD
How we undertake all our daily activities is, literally, being transformed by technology. How and where we work, how and where we shop and how and where we learn have been impacted by the digital revolution. These changes, in turn, lead to new patterns of behavior, new ways of communicating, new ways of collaborating and new ways of approaching daily tasks. But the revolution doesn’t stop there. All of this has an effect on physical space. This multifaceted degree looks beyond the traditional boundaries of design-oriented programs and delves deeply into the new sociological and technological shifts that are transforming the way we define and design innovative spaces. The program is aimed at those who are looking to develop people-centered design solutions to create flexible and sustainable environments for today and tomorrow.

Thanks to the combination of the Design Studio methodology, where students collaboratively tackle real world projects, with courses in technology and sociology, students will be able to see and understand the relationship spaces—physical and virtual—of people and technology. This program focuses on work, retail, hospitality and learning environments, the four main types of spaces where change is occurring and that have the greatest potential for innovation. However, the strategies employed transcend these typologies and can be applied to almost any type of space.

Students will have first-hand experience and the chance to network with professionals in the field by visiting top studios and attending the IE Architecture and Design special lecture series.

IF YOU BELIEVE THAT DESIGN IS THE DRIVER OF CHANGE, MAKING INNOVATION & DISRUPTION POSSIBLE, THIS PROGRAM IS FOR YOU.
Alongside this, you will develop critical-thinking, storytelling through design narrative, negotiation, and collaboration skills—while exploring the never-ending limits of your creativity. You will discover how to outwit trends and passing fads, leveraging design as a tool of timelessness and enduring relevance. This will enable you to become fully conscious of the environmental impact of your design and plan for longevity in your proposals.

Are you ready to stay forever fresh and relevant? Keep reading... and welcome to the Master in Strategic Design of Spaces!

Elvira Muñoz
Director of Master in Strategic Design of Spaces
Principal of Interior Design for Europe, the Middle East, and Africa at AECOM
10 REASONS TO JOIN THIS PROGRAM

01 Designer of the Future
You will be a “designer of the future”, a creative problem solver, able to deliver fast design solutions to help clients in the decision-making process.

02 Strategic Designer
You will learn how to be a strategic designer that provides tangible, adaptable solutions, working together with clients in multidisciplinary teams, capable of designing the best experience for the user, aligning the physical and the virtual spaces.

03 Sustainable Solutions
Our holistic approach to design helps you create sustainable solutions that impact business performance. Because true sustainability is more than the materials we use—it’s about versatile, economically viable spaces that influence the way we interact with our surroundings.

04 Interiors for the 21st Century
The Master in Strategic Design of Spaces will give you tools to create interiors for the 21st century, strengthening the connection between design, environment and technology, approaching each project with a holistic view.

05 Design Impact on Behaviors
It will help you raise the awareness of the impact of design on culture and behaviors. You will translate the value that your design solutions are delivering to productivity, functionality, branding, well-being, happiness etc - not to mention the sustainability solutions it can provide.

06 Bespoke Solutions Designer
This master’s degree will provide you with a mindset, tools and structure that will ensure you are constantly evolving to meet the market demands, anticipating the trends and giving the right attitude to face disruptions.

07 Design Thinking
You will acquire a broad new knowledge and design thinking capability that will make you a hybrid person fluent in the creative realm who has enough experience to generate ideas, execute them efficiently and aligning your ideas with the business goals.

08 Differentiation
It will differentiate you from the design driven designers, but also from the RE, HR, IT directors that are unaware of the consequences of the design implications of their decisions. It will prepare you to face successfully the challenges of the real world providing you with an added value that will differentiate you from your peers.

09 Shape Your Uniqueness
The Master in Strategic Design of Spaces will also shape and design your uniqueness and will provide you with a new network of coaches, mentors and colleagues.

10 Excellent Faculty and International Network
International professors who are working in director positions in the architecture, design and workspaces field or who are recognized academics, providing different perspectives and viewpoints.
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 workspaces.

The learning experience is organized around three convergent areas—design, environment and technology—which together contribute to create human-centered experiences. Students will propose design strategies to create new experiences and behaviors. This topic leverages sociology to improve design, whereby work, retail, hospitality or learning spaces serve as social transformers.

**O1 DESIGN**
Understanding, visualizing and designing new environments that both respond to needs as well as innovate, are the key objectives of this area. In each design lab, students will gain hands-on training by working directly with industry experts, and will be able to put into practice previously developed concepts.

**O2 ENVIRONMENT**
Multifaceted assignments will demonstrate students acquire learnings throughout their studies, and their knowledge for tackling complex problems. Quality, coherence, feasibility, sustainability, and innovative aspects of each project will be evaluated. Students will broaden their knowledge, as well as delve into the new challenges and opportunities facing the environment.

**O3 TECHNOLOGY**
The objective of this area is to provide students with sufficient background to be able to understand and evaluate the relative efficacy of various design choices, and to formulate compelling, resourceful and appropriate technology proposals.

You will gain a complementary skill set that will help you understand the impact of any design in business. This new skill set will help you to succeed in clarifying your client’s vision.
PROGRAM DRIVERS

1. 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.

2. 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 design 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.

3. 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.

4. 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.

5. 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.

STUDY PLAN

<table>
<thead>
<tr>
<th>FIRST TERM</th>
<th>SECOND TERM</th>
<th>THIRD TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC CONCEPTS / BASIC PROJECTS</td>
<td>DESIGNING FOR COMPLEXITY</td>
<td>THE NEXT “BIG THING” DESIGNING FOR THE FUTURE</td>
</tr>
</tbody>
</table>

**DESIGN**

- **MODULE 1 FUNDAMENTALS & RESEARCH**
  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.

- **MODULE 2 STRATEGY**
  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.

- **MODULE 3 DESIGN TOOLS**
  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.

- **MODULE 4 ENVIRONMENT**
  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.

- **MODULE 5 TECHNOLOGY**
  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.

**ENVIRONMENT**

**TECHNOLOGY**

**DESIGN STUDIO LEARN BY DOING**

- **BASIC**
  Over the course of each term, you will apply all your learnings through the development of one of four types of spaces: retail, education, hospitality, workspace.

- **COMPLEX**
  That range in complexity from basic to highly innovative.
All the featured guest lecturers are professionals from around the world who will share their experience and knowledge candidly with students. These events will feature Q&A sessions, designed to provide students with insights into the diverse roles and viewpoints of our professional guests.

### 360º PROGRAM STRUCTURE

Everyone from design-curious professionals to students from business, marketing or HR backgrounds will become more aware of the impact of design on culture and behaviors. They will understand the endless possibilities design solutions can provide, equipped with the knowledge and ability to make space-related decisions in their future jobs.

Most companies are searching for highly creative candidates with a holistic skill set, able to efficiently generate and execute ideas while aligning them with business objectives. This master’s program takes a hands-on approach by focusing on developing real projects throughout the degree. You will be taught the application of concepts, skills and tools based on everyday design cases. In five clearly defined modules, you will acquire new knowledge and tools during the program you can apply to hands-on projects. In this way, you will continuously improve your skills as you go, resulting in a noticeable improvement upon completion. Classes take place from Monday to Friday, with certain dates reserved for guest lecturers, special projects and events.

### Basic Research Tools

- Intro workplace consultancy
- Metrics

### Design Ethnography Techniques

- My vision of Design
  - Giulio Cappellini
- Sustainability and cost control
- Working with providers

### Anticipating the Needs of the Future

- Design for stakeholders
- Change management, people and performance
- New trends, spaces for innovation
- Built to last; designed to remain
- Staying ahead of the game

### Study Trips

- Milan (February)
- Vitra Campus (May)

Study trips to Milan and Basilea will take place throughout the program. Visiting real projects and companies and speaking with professionals and stakeholders in different countries provides an invaluable learning experience and connects the classroom to the real world.

<table>
<thead>
<tr>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>TERM 1: BASIC CONCEPTS, BASIC PROJECTS</td>
<td>TERM 2: COMPLEX CONCEPTS, COMPLEX PROJECTS</td>
<td>TERM 3: DESIGNING THE FUTURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Program Modules

- **Module 1: Fundamentals & Research**
  - Intro workplace consultancy

- **Module 2: Strategy**
  - Metrics

- **Module 3: Design Tools**
  - Good Design is Good Business
  - Narrative and visual communication

- **Module 4: Technology and Digital Transformation**
  - The technological environment

- **Module 5: Environment**
  - Creative and sustainable design

- **Module 6: Design Studio / Learn by Doing**
  - Learn by doing: basic project
  - Options of four basic types of projects

- **Study Trips**
  - Milan (February)
  - Vitra Campus (May)

*Design Tools
Should you not be fluent with the design tools, you will have the opportunity of getting a beginners boost during the first month of the program.
COURSES

M1. RESEARCH

BASIC RESEARCH TOOLS
This subject will teach you the research tools, framework and structure to analyze the five areas that impact every design project: behavior, bricks, bytes, business, branding.

INTRODUCTION TO WORKPLACE CONSULTANCY
The design of a workplace reflecting of culture and brand, reduced rental costs and operating expenditures, improved sustainability measures, increased flexibility that will allow businesses to respond faster to change, improved employee performance, commitment & recruitment

DESIGN ETHNOGRAPHY TECHNIQUES
The purpose of design ethnography is to gain design insights understanding the current culture and unwritten rules, design ethnographers are visitors who observe and immerse themselves in the organization.

M2. STRATEGY

BRIDGING THE STRATEGIC PROCESS
Briefing is not just presenting a set of documents to the design team; it is a process of developing a deep understanding about client needs. Understanding and ensuring compatibility between the client's vision and the resulting product.

ORGANIZATIONAL CULTURE
Employ a project framework and key strategic decisions: how you settle up your project team, how you interact and share information, knowledge and advances with your client and how you interact with them to understand their culture. All design solutions will contribute to change the organizational culture and you need to be aware of your impact.

METRICS
"You can't manage what you can't measure." Peter Drucker. And you can't improve any issue if you don't know what you are improving it against, success is achieved when it is well defined and tracked.

M3. DESIGN TOOLS

DESIGN TOOLS, SKILLS & SOLUTIONS
Design thinking refers to the cognitive, strategic & practical processes by which design concepts are developed by designers and/or design teams. Applying DT to providing solutions to businesses, increases dramatically the success rate for innovation & the alignment of all stakeholders.

NARRATIVE AND VISUAL COMMUNICATION
Narrative offers a new way of thinking about holistic design, by envisioning experience themes at the start of a project. An “Experience Theme” is a phrase that encapsulates the value & focus of the experience we intend to deliver to users & identifies what the product/service is about.

CREATING THE ATMOSPHERE
Having the ability to design an atmosphere is critical to a designer. How to select the best lighting scenarios and the best elements to achieve the atmosphere that you intended to convey.

M4. TECHNOLOGY

THE TECHNOLOGICAL ENVIRONMENT
How to assess your project about which new technologies and means are necessary for implementing the system and whether new technologies should be employed for strategic and technical reasons and how they would benefit your project.

WHAT IS NEXT IN TECHNOLOGY?
Learning how to make the most effective use of the existing technology, understanding the obsolescence of the technology you are implementing in your project, and planning for the unknown future will be key to your success. Versatility is the keyword here.

M5. ENVIRONMENT

CREATIVE AND SUSTAINABLE DESIGN
Every designer hopes for the perdurability of its designs; sustainability, relevance & durability are key drivers for companies that are focusing deeply to their clients' needs for technology are aligned and progress jointly to ensure success.

DIGITAL TRANSFORMATION
Digital transformation is the use of new, fast and frequently changing digital technology to solve problems. A designer and consultant needs to ensure that Design, Sociology and Technology are aligned and progress jointly to ensure success.

NEW TRENDS, SPACES FOR INNOVATION
How do spaces affect your creative abilities? How can they impact your skills and make the most out of your talents? Go beyond the digital and technological solutions and develop a holistic approach towards innovation.

SPACE AS BRAND
Living the brand values and being able to convey the key business differentiators to employees, employers, clients and visitors is key for all business. In this course you will learn how to create brand with space and space with brand.

A SUSTAINABLE FUTURE: FOCUS ON RELEVANT SOLUTIONS
Some designers put creativity so high up that they forget about the perdurability, adaptability and versatility of their solutions. We live in a moment of excess of impactful images and the over-abundance of getting likes. You will learn how to be creative and respectful with the use of all resources, ensuring that your solutions last and can be adapted easily to future changes.

*Design Tools
Should you not be fluent with the design tools, you will have the opportunity of getting a beginners boost during the first month of the program.
DESIGN, LEARN BY DOING

PRACTICAL EXPERIENCE, WITH REAL CHALLENGES

01. BRIEFING
02. EXECUTING
03. DELIVERING

FIRST TERM - BASIC PROJECT
Students will be assigned a project for the term that they will have to develop individually, applying all the learnings of the sessions attended during these three months. There will be 4 themes and 4 coaches. The projects will be basic real ones of:

- Workplace,
- Retail
- Learning,
- Hospitality.

SECOND TERM - COMPLEX PROJECT
The second term, students will work in small teams (of 3-4). Each team will be assigned a project for the term that they will develop jointly, applying all the learnings of the sessions attended during these three months. There will be 4 themes and 4 coaches. The projects will be complex, recent real projects of:

- Workplace,
- Retail
- Learning,
- Hospitality.

THIRD TERM - THE NEXT BIG THING
The third term the structure will be different:
For each of the themes there will only be one team during the first month. This means teams will consist of 8-10 students with one coach. Again, the themes are:

- Workplace,
- Retail
- Learning,
- Hospitality.

The focus will be on imagining and designing the next big thing. A proposal that is forward thinking, disruptive, includes business intelligence, market sector knowledge and thought leadership.
STUDY TRIPS

MILAN, IN TOUCH WITH THE REAL WORLD

Students will get the chance to learn from others and speak with stakeholders in Europe outside the classroom. This program offers the opportunity to visit two different cities, Milan and Basilea.

*Mandatory

VITRA CAMPUS, BASILEA

Students will get the chance to visit the remarkable ensemble of contemporary architecture bringing together the commercial and cultural aspects of the Swiss furniture manufacturer, for decades, the buildings designed by renowned architects, have made the production site a magnet for fans of design and architecture from all over the world.

*Mandatory
**CLASS PROFILE**

The Master in Strategic Design of Spaces students seek to unleash their full potential as designers or professionals creating impact in any business through the power of design.

**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!

*Design Tools
Should you not be fluent with the design tools, you will have the opportunity of getting a beginners boost during the first month of the program.

**THE MASTER IN STRATEGIC DESIGN OF SPACES STUDENTS ARE ALSO DIVERSE**

They conform a solid group from all around the world, with valuable and different backgrounds and interests, that enrich the intense collaborative experience of the MSD.

---

**AVERAGE AGE & RANGE**

28 / 25-40 YEARS OLD

**NATIONALITIES**

+14

**PROFESSIONAL EXPERIENCE**

0-10 YEARS

**GENDER BALANCE**

\[ \geq 75 \% \text{ WOMEN} / \leq 25 \% \text{ MEN} \]
PROFESSIONAL ROLES

INTERIOR DESIGNER

DESIGN STRATEGIST

WORKPLACE CONSULTANT

CO-WORKING / CO-LIVING DESIGNER

CLIENT REPRESENTATIVE

PROJECT MANAGER

TECHNOLOGY CONSULTANT OR “SMART DESIGNER”

LEARNING, RETAIL, HOSPITALITY OR WORKPLACE SOLUTIONS DESIGNER

SPATIAL EXPERIENCE DESIGN

USER EXPERIENCE AND SERVICE DESIGNER

RESEARCH AND INNOVATION SPECIALIST IN THE DESIGN REALM

BRAND CONSULTANT
CAREER OPPORTUNITIES

Where our alumni work

**Gensler**
Position: Landscape Architect
Location: Abu Dhabi, UAE

**Scott Browning**
Position: Architect
Location: London, UK

**JLL**
Position: Architect & Workspace Strategy
Location: Madrid, Spain

**Colliers International**
Position: Senior Workplace Consultant
Location: Rotterdam, Netherlands

**Launchlabs**
Position: Founder
Location: Basel, Switzerland

**Inditex**
Position: Retail Space Architect
Location: Arteixo, Spain

**Idom**
Position: Architect
Location: London, UK

**Jean-Paul Viguier et Associés**
Position: Architect
Location: Paris, France

**Vitra**
Position: Workplace Consultant
Location: Basel, Switzerland

**Accenture**
Position: Designer
Location: Dubai, UAE

**Vodafone**
Position: Office Project Manager
Location: Madrid, Spain

**Ingenhoven**
Position: Business Development
Location: Düsseldorf, Germany

**O+A**
Position: Intern Architect
Location: San Francisco, USA

**Do We?**
Position: Founders
Location: Madrid, Spain
LECTURE SERIES

Students will meet top-tier, internationally recognized architecture and design professionals who will share their experience through specialized lectures. They will have the unique opportunity of learning from practitioners about the processes and strategies that have helped them shape their careers and achieve excellence.

THIS LECTURE SERIES HAS FEATURED SPEAKERS FROM THE FOLLOWING FIRMS:

- BIG
  - Website: www.big.dk

- Foster + Partners
  - Website: fosterandpartners.com

- shp
  - Website: shoparc.com

- AECOM
  - Website: aecom.com

- ingenhoven
  - Website: ingenhovenarchitects.com

- POPULOUS
  - Website: populous.com

- MIT
  - Website: web.mit.edu

- MoreySmith
  - Website: www.moreysmith.com

- MVRDV
  - Website: www.mvrdv.nl

- Pentagram
  - Website: pentagram.com

- ROSANBOSCH
  - Website: rosanbosch.com

- UNS
  - Website: unstudio.com
The faculty of the Master in Strategic Design of Spaces includes a combination of academics and practitioners from IE School of Architecture & Design and IE Business School. Partners from prestigious architecture practices will provide key insights in the Spaces for Innovation Lecture Series.

You will be taught by a first class faculty consisting of specialists in their fields and remarkable worldly recognized leaders such as Nora Fehlbaum, CEO of VITRA, Anders Byriel, CEO of Kvadrat, Giulio Capellini, founder of Capellini and many more.

**FACULTY**

**ELVIRA MUÑOZ**
Director of the Master in Strategic Design of Spaces and Principal of Interior Design for Europe, the Middle East and Africa at AECOM.

Elvira’s innovative vision has been focused on strategic and interior design to transform business. Elvira joined DEGW (now, Strategy Plus, a strategic business practice within AECOM) in 1998, and has been leading the Consultancy and Design team since 2000. She 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. For the last four years she has worked directly with the Secretary General of Universities of the Spanish Ministry of Education to develop, “Social Spaces for Learning”, demonstrating that interstitial and unprogrammed spaces for meeting are crucial in the university learning experience.

**CARLOS TEMPRANO**
Basic Research Tools
AECOM

**ANA T. CRISTÓBAL**
Introduction to workplace consultancy
PAGE & PARK ARCHITECTS

**GUZMÁN DE YARZA**
Briefing: The Strategic Process
JLL

**ANDREW HARRISON**
Metrics
SPACES THAT WORK

**JORGE PUENTE**
Design tools, design skills, design solutions
BESPOKE

**JAVIER HERNÁNDEZ**
Design tools, design skills, design solutions
AECOM

**GILLIAN STEWART**
Narrative and visual communication
MICHAEL LARD ARCHITECTS

**CARLOS TEMPRANO**
The technological environment
IE School of Architecture and Design faculty

**STEFLAN JUNESTRAND**
The technological environment
AECOM

**MARCEL ARAÚJO**
Creative and Sustainable Design
MARCELA ARAGÚEZ ARCHITECTURE

**MICHAEL LEUVE**
Design Ethnography techniques
IE School of Architecture and Design faculty

**GIULIO CAPELLINI**
My vision of design
Founder of Capellini

**CARMEN MORALES**
Organizational culture
ALMAGESTO

**FRANCOIS BRUNAIS**
Future proof design solutions: sustainability & cost control
HAWORTH

**ANDREA CARUSO**
Learn by Doing: Basic Project
OONIVO

**DIANA DO RÍO**
Creating the atmosphere
AECOM

**NICHOLAS WIG-HANSEN**
Working with providers
WIG-HANSEN DESIGN

**CRISTINA MATEO**
Digital transformation
Associate Dean at IE School of Architecture and Design

**RODRIGO ÁLVAREZ**
Ethical sustainable technology
ACCENTURE

**ELVIRA MUÑOZ**
Agile methodologies for user-centric strategy
AECOM

**ANDERS BYRIEL**
A sustainable future
KWADRAT

**IGNACIO USEROS**
Basic Project Review
OOONIVO

**DIEGO GRONDA**
Anticipating the needs of the future
STUDIO GRONDA

**IZASKUN CHINCILLA**
Design for stakeholders
CHINCILLA ARCHITECTS

**JOSEPH PISTRUI**
Well-being + Sustainability
IE School of Architecture and Design faculty

**RONEN JOURNO**
User experience
WEWORK

**NICOLA GLEN**
Change Management
CUSHMAN & WAKEFIELD

**JACOB BERNUMAN**
Space as brand
SAFFRON

**ENRIQUE DE LA PUENTE**
Space as brand
NEA BRANDING

**KURSTY GROVES**
New trends in spaces for innovation
KURSTY GROVES

**IGNACIO CALLES**
What’s next in technology?
CIEPU

**PETER ANDREW**
Insights studio and AI
CBRE

**IRINA TUMINI**
Design for sustainability with stakeholders
IE School of Architecture and Design faculty

**NORA FEHLBAUM**
Built to last. Designed to remain
VITRA

**ALBERTO ZONTONE**
Staying ahead of the game: URQUIOLA

**VICTOR PÉREZ-RAPOSO**
Complex Project Review
AECOM
ABOUT IE

MORE THAN 40
GRADUATE PROGRAMS

60,000 ALUMNI
HOLD MANAGEMENT POSITIONS IN OVER 100 COUNTRIES

+130 NATIONALITIES
ON CAMPUS

MORE THAN 500 FACULTY MEMBERS
28% OF WHOM ARE WOMEN

INTERNATIONAL CAREERS FAIR
HELD ANNUALLY
WITH MORE THAN 100 MULTINATIONAL ORGANIZATIONS

SINCE 1973
FOCUSED ON ACADEMIC EXCELLENCE

MORE THAN 60
DIFFERENT SCHOLARSHIPS AVAILABLE

29 INTERNATIONAL OFFICES
AROUND THE GLOBE

MORE THAN 200
STUDENT AND ALUMNI ORGANIZATIONS AND CLUBS
ABOUT IE SCHOOL OF ARCHITECTURE AND DESIGN

“Our world is undergoing great change due to globalization, technology and the expansion of traditional roles into new fields and new ways of working. IE School of Architecture and Design believes that seeing the ‘big picture,’ learning from other disciplines and working collaboratively are keys to the future.”

Martha Thorne, Dean of IE School of Architecture and Design and Executive Director of the Pritzker Prize

IE SCHOOL OF ARCHITECTURE AND DESIGN PLACES EMPHASIS ON DESIGN, INNOVATION AND ENTREPRENEURIAL SPIRIT.

The School focuses on the built, natural, and digital environments and understands that these three are fully interconnected. Our students, in whatever degree program they participate, are encouraged to think critically when confronted with any challenge and to creatively seek solutions. Diversity among our students and faculty, who come to us from all over the world, creates a rich blend of cultures and a broad learning experience. Graduates can aspire to work all over the globe and are able to consider the world as their hometown. Our programs integrate the following four dimensions:

A HOLISTIC APPROACH
Knowing that all proposals we make or actions we take will produce multiple effects, we seek to understand challenges and opportunities from many vantage points. With knowledge from other disciplines and a critical mindset, we are able to creatively approach problems and responsibility understand the outcomes.

MULTIPLE VOICES
Our special guest lecturers provide direct contact with leading international professionals. By sharing their experiences and engaging in open dialogue, our students are able to directly benefit from these experts’ knowledge and understanding of the field.

THE REAL WORLD
We believe that an academic setting should not just deal with speculation, but should help us understand the real world around us and our place within that world. We do this through internships, our adjunct professors who are also respected professionals, and partnerships with companies.

SUSTAINABILITY
With an increasing emphasis on the need for sustainable actions, the School seeks to be a leading voice proposing creative solutions. An entrepreneurial mindset along with knowledge to understand the challenges of the 21st century is a powerful combination leading towards sustainability.

IE School of Architecture and Design
IE School of Architecture and Design offers the following programs:

BACHELOR IN ARCHITECTURAL STUDIES
BACHELOR IN DESIGN
MASTER IN ARCHITECTURE
MASTER IN STRATEGIC DESIGN OF SPACES
MASTER IN BUSINESS FOR ARCHITECTURE AND DESIGN
MASTER IN REAL ESTATE DEVELOPMENT

FIND US ON:

IE School of Architecture and Design, IEarchDesign, IEMSD, #Design #Environment #Technology
IE School of Architecture and Design - MSD
WWW.IE.EDU/MSD

Hay Festival, IE School of Architecture and Design, Segovia Campus
Students graduation 2018
IE EXPERIENCE

SERVICES FOR OUR MASTER IN STRATEGIC DESIGN OF SPACES

The IE Experience is much more than just an academic experience. We want you to enjoy your time and take advantage of all the opportunities around you at IE. Our students have a wide range of cultural, social and sporting activities, arranged by students themselves with the support of the Campus Life Office. Our current and former students at IE, proactive by nature, have started over 200 clubs both in Madrid and abroad, organizing countless regional and cross-sector events.

PROFESSIONAL CLUBS
- Net Impact Club
- IE Marketing Club
- IE Consulting Club
- IE Entrepreneurship Club
- And many more

SOCIAL CLUBS
- IE Music Club
- IE Drama Club
- IE Photography Club
- And many more

GEOGRAPHIC CLUBS
- IE Africa Club
- IE Japan Club
- Latin America Business Club
- IE DACH Club
- And many more

SPORTS CLUBS
- IE Football Club
- IE Basketball Club
- IE Running Club
- IE Sailing Club
- IE Rugby Club
- And many more

(*) FOR STUDENTS AND ALUMNI
WHY MADRID?

If you decide to join us at IE, you will be part of more than a master’s program. Your learning will go beyond classroom training; it will extend to a rich array of on- and off-campus activities, and the cultural and professional life in the excellent city of Madrid.

- **Entrepreneurship:** In the last decade, the city has developed a highly active entrepreneurial ecosystem, in which IE is a major player. The availability of space, affordable cost of living and active and engaging Spanish mindset contribute to this momentum.

- **Leading Design Community:** Recent and ongoing city transformations make Madrid an interesting place to live and study. Some of the most brilliant architects of our time have worked here. Special events like Madrid Design Week, and institutions such as the Norman Foster Foundation or the ICO Museum, support the design spirit.

- **Dynamic culture & leisure scene:** The city that never sleeps features wide-ranging and high-quality cultural offerings. All sorts of leisure activities are available throughout the year and around the clock. You can combine campus activities with talks, concerts, museum visits and meals at creative gastronomic spaces.

- **Madrid is the capital of Spain and Europe’s fourth-largest city.** It is the epicenter of Spanish culture, business, and politics.

- **IE’s campus** is around 20,000 m² in size, spread across 17 buildings strategically situated in the Salamanca neighborhood, in the heart of the city.

- **Spanish is the native language of 500 million people worldwide and the world’s second business language.** Learn it or improve it for free at IE, through extracurricular classes on campus.

- **Madrid is strategically located in the center of Spain, the core of Europe, connecting all major Spanish cities and international destinations.** You can travel throughout your student years all around Europe, on short trips with affordable flight fares.

- **Madrid is the foremost financial and industrial center of the country.** It is home to Spain’s largest stock exchange, and to important national and international companies.

- **Madrid’s geographical location gives it a priceless advantage: an excellent climate.** Enjoy the weather with a pleasant stroll on a sunny winter day, or sit down and enjoy the spring breeze in one of the many “terrazas” (café terraces).

- **Madrid is also known for being a city that never sleeps.** Every night you can enjoy hundreds of shows, bars, restaurants and nightclubs.

- **Although Madrid is one of the top 5 cities in Europe, it is distinguished as offering affordable living and good prices for social, cultural and gastronomic experiences.**

See videos and other information on Madrid and the IE Campus at: [www.ie.edu/madrid](http://www.ie.edu/madrid)
ADMISSIONS PROCESS

The main objective of the admissions process is to select students with the greatest potential who can make a significant contribution to the learning experience. We seek candidates who are dynamic, motivated, creative, and who not only present an excellent academic and professional background, but also offer the kind of interpersonal skills that will allow them to obtain maximum benefit from the program.

THIS PROCESS HAS 4 STEPS

01. Online Application

Fill out the online application form at www.ie.edu/app, and upload the following documents:
- Bachelor Degree (or equivalent from an accredited university).
- Entrance exam (GMAT, the GRE or the IE Global Admissions test).
- English Language Certificate* (TOEFL minimum 100, IELTS minimum 7.0, or Cambridge Advanced (C1 minimum)/Proficiency not older than 2 years from the start of the program).
*Exemptions apply when you have completed an entire Bachelor’s Degree in English, or demonstrated courses taught in English and academic transcripts, or you have worked for a minimum of 2 continuous years in an English-speaking country.
- Photocopy of passport or ID Card
- 1 Photo
- 1 Page Curriculum Vitae.
- Application fee 125 euros.

02. Online Assessment

Once you have submitted your online application and paid the application fee, you will receive a link to answer three live questions, two in video format and one in written format. This way, our admissions team will be able to meet you virtually and evaluate your capacity to respond in real time.

03. Personal Interview

Upon review of your application and supporting documents, if you are granted an interview, the Admissions Committee will contact you directly to schedule one.

04. Final Decision

After the final review, it will take about 1-3 weeks for the Admissions Committee to review your complete application and provide you with a final decision. Acceptance is valid for two intakes, the current one for which you have applied and the following one.
IE’S GLOBAL PRESENCE

EUROPE

europe@ie.edu

FRANCE - PARIS
france@ie.edu

GERMANY, SWITZERLAND & AUSTRIA - MUNICH
dach@ie.edu

ITALY & BALKANS - MILAN
italia@ie.edu

PORTUGAL - LISBON
portugal@ie.edu

EASTERN EUROPE & CENTRAL ASIA - MOSCOW
ecca@ie.edu

SPAIN - MADRID & SEGOVIA
iespain@ie.edu

TURKEY - ISTANBUL
turkey@ie.edu

UK & IRELAND - LONDON
uk@ie.edu

NORTH AMERICA

northamerica@ie.edu

WEST & MIDWEST USA - LOS ANGELES
westcoast@ie.edu

SOUTH USA & CARIBBEAN - MIAMI
southusa@ie.edu

NORTHEAST USA - NEW YORK
northeast@ie.edu

CANADA - TORONTO
canada@ie.edu

LATIN AMERICA

latam@ie.edu

ARGENTINA & URUGUAY - BUENOS AIRES
argentina@ie.edu

URUGUAY
uruguay@ie.edu

BRAZIL - SAO PAULO
brasil@ie.edu

CHILE - SANTIAGO DE CHILE
chile@ie.edu

COLOMBIA - BOGOTA
colombia@ie.edu

centroamerica@ie.edu

ECUADOR - QUITO
ecuador@ie.edu

MEXICO CITY - MEXICO
mexico@ie.edu

PERU, BOLIVIA & PARAGUAY - LIMA
peru@ie.edu
bolivia@ie.edu
paraguay@ie.edu

VENEZUELA - CARACAS
venezuela@ie.edu

ASIA-PACIFIC

asia-pacific@ie.edu

AUSTRALIA & NEW ZEALAND - SYDNEY
australia@ie.edu

CHINA - SHANGHAI & BEIJING
china@ie.edu

INDIA & SOUTH ASIA - MUMBAI
india@ie.edu

JAPAN - TOKYO
japan@ie.edu

SINGAPORE & SOUTHEAST ASIA - SINGAPORE
singapore@ie.edu

SOUTH KOREA - SEOUL
korea@ie.edu

MIDDLE EAST/AFRICA

mea@ie.edu

SAUDI ARABIA - RIYADH
saudi@ie.edu

UAE, QATAR, BAHRAIN, KUWAIT & OMAN - DUBAI
uae@ie.edu

WEST AFRICA - LAGOS
nigeria@ie.edu

SOUTHERN AFRICA - JOHANNESBURG
southern@ie.edu

PLEASE DO NOT HESITATE TO CONTACT THE OFFICE NEAREST YOU IN CASE YOU NEED ANY ADDITIONAL INFORMATION.

YOU CAN ALSO CONTACT US VIA ADMISSIONS.ARCHITECTURE@IE.EDU