



Specials > UTOPIA IS POSSIBLE. ICSID. EIVISSA, 1971, #1

The *Specials* podcasts focus on projects by artists and curators who have some kind of connection to the Museum's programming and the MACBA Collection. **UTOPIA IS POSSIBLE. ICSID. EIVISSA, 1971** is a three-part miniseries based on the research carried out for the exhibition of the same name. It brings together the testimonies of some of the participants who took part in the 7th Congress of the International Council of Societies of Industrial Design (ICSID), in an ensemble portrait of this collective experience.

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UTOPIA IS POSSIBLE. ICSID. EIVISSA, 1971. Culture, Counterculture, Design. The path to freedom

In the sixties, a new culture of design began to thrive in Catalonia, and the generation of artists who revolved around it instigated processes that promoted the aesthetic, ethical and political renewal of everyday life.

01. Summary

The 7th Congress of the International Council of Societies of Industrial Design (ICSID), organised by the Agrupació de Disseny Industrial del Foment de les Arts Decoratives (ADI/FAD), was held in Eivissa (Ibiza) from 14 to 16 October 1971. What might have been a conventional professional meeting became, in the Spanish context, an unprecedented event. For three days, what the ICSID did in Eivissa was not just an open congress where students and professionals could gather and debate; it was a point of convergence between design and the most experimental forms of art and architecture at the time in Spain. In this sense, it preceded the *Encuentros de Pamplona* (Pamplona Meetings) that took place the following year, which could be seen as a prolongation in an urban context of the innovative spirit that the ICSID had developed in a natural environment.

This three-part programme looks back at this event and pieces together an ensemble narrative based on the testimonies of some of its protagonists. Forty-one years after the Congress in Eivissa, designers, architects, artists, philosophers and other professionals from the cultural field come together again to reconstruct and analyse the spirit of that utopian adventure. The interviews that are reproduced here were originally recorded on video and are part of the exhaustive research behind the exhibition *Utopia is Possible. ICSID. Eivissa, 1971*.

Episode one of this miniseries looks at the socio-political context in which the 1971 ICSID Eivissa experience was conceived during the final years of Franco's dictatorship, a period in which culture took on a key role in the fight for freedoms. More specifically, design professionals and the design schools that were starting to pop up in Barcelona acted as a driving force and a hub for this desire for change. At the same time, subversive echoes of the hippy movement were starting to arrive in the country from the other side of the Atlantic.

02. Timeline

00:16 – 01:27 Presentation of the speakers

01:28 – 05:41 Late Francoism and the fight for freedoms

01:32 Daniel Giralt-Miracle

02:12 Luis Racionero

05:42 – 09:20 Design: a driving force for cultural renewal

05:42 Daniel Giralt-Miracle

07:14 Joan Antoni Blanc

08:15 Enric Franch Miret

09:21 – 11:43 Design and architecture. Industry and handicrafts

09:21 Enric Franch Miret

10:10 Joan Antoni Blanc

11:44 – 19:19 Design schools: Elisava and Eina

11:44 Daniel Giralt-Miracle

13:27 Bigas Luna

13:54 Lluís Pau

14:20 Joan Antoni Blanc



[Debates of the Congress inside of the Instant City, 1971. Joan Antoni Blanc Archive]

15:40 Lluís Pau

16:47 Jordi Pericot

19:20 – 20:00 **Barcelona's interior decoration and design**

Enric Franch Miret

20:01 – 22:01 **Design: between high culture, utopia and consumer culture**

20:01 Enric Franch Miret

21:01 Jordi Pericot

22:02 Coming soon

03. Interviewees

Joan Antoni Blanc (Tortosa, 1940): designer and artist. Joan Antoni Blanc was a member of ADI-FAD and FAD from 1966 to 1973, a teacher at Elisava and Eina design schools, and Coordinating Secretary of the ICSID Congress, Eivissa, 1971.

Enric Franch (Barcelona, 1943): industrial designer specialising in museology and museography. In 1971, Enric Franch was involved in the ADI-FAD Board, and had started to teach at Elisava school of design. He also worked for Metalarte, and attended the Eivissa Congress as a representative of this design company.

Daniel Giralt-Miracle (Barcelona, 1944): art critic and member of the ICSID committee. Daniel Giralt-Miracle was appointed Secretary of ADI-FAD in the late sixties. At the time, he was also contributing to the magazine *Destino* and teaching at Elisava school of design. He was part of the Organising Committee of the ICSID Congress in Eivissa.

Bigas Luna (Barcelona, 1946): filmmaker. At the time of the Congress, Bigas Luna was working as an interior designer and teacher at Elisava school of design. He was encouraged to attend the Eivissa Congress by Fernando Amat.

Lluís Pau (Castellfollit de la Roca, 1950): designer. As a student representative from Eina art school, Lluís Pau and three fellow students produced the audiovisual work *Imagen del diseño en España* (1971), which was presented at the ICSID Congress in Eivissa in 1971.

Jordi Pericot (El Masnou, 1931): professor Emeritus, Universitat Pompeu Fabra. As one of the directors of Elisava, Jordi Pericot hosted the first Assembly of the ICSID, which was held at the art school's auditorium in Barcelona in the lead-up to the Congress. He also participated in the Congress in Eivissa.

Luis Racionero (Seu d'Urgell, 1940): urban designer and writer. In 1968, Luis Racionero had gone to study urban planning at Berkeley University, where he came into contact with the countercultural movement. On his return to Barcelona, he co-drafted the 'Instant City Manifesto' along with Carles Ferrater and Fernando Benedito.

03. Related links

Documentary about the ICSID, Eivissa, 1971 on Stromboli, TV3, 1996
vimeo.com/44328742

'ICSID 1971 IBIZA. VII Congreso Internacional de Diseño Industrial', article by Daniel-Giralt Miracle published in *D'Art*. See RACO
www.raco.cat/index.php/Dart/article/viewFile/99735/150778

'La contra de la Instant', article by Carlos Ferrater published in *Quaderns d'arquitectura i urbanisme* #262, September 2011
quaderns.coac.net/2011/09/262-arxiu-ferrater/

'Albergue para congresistas, ICSID', 1971, article published in *Quaderns*



[Congress signage, 1971. America Sanchez Archive]

d'arquitectura i urbanisme #83, 1971. See *Quaderns d'arquitectura i urbanisme* #262, September 2011

quaderns.coac.net/2011/09/262-archivo-1971/

Lecture by José Miguel de Prada Pool as part of *the Little Talks* programme of round tables. 'L'arquitectura radical de les "Little magazines" 196X-197X', organised by DHB, 2009

vimeo.com/44344453

'Instant City com a ritual psíquedèlic', 1971, article published in *La web sense nom*

www.lwsn.net/article/instant-city-com-a-ritual-psiquedelic-1971

The *Utopia is possible. ICSID. Eivissa, 1971* exhibition at MACBA, Barcelona (2012-2013)

www.macba.cat/en/expo-icsid

Press release of the *Utopia is possible. ICSID. Eivissa, 1971* exhibition

www.macba.cat/uploads/20120619/Nota_ICSID_CAST.pdf

Instant City Manifesto (in Spanish)

www.macba.cat/PDFs/Instant%20City_manifest.pdf

Podcast: Bartomeu Marí, Daniel Giralt-Miracle and Teresa Grandas talk about the research processes and the execution of the *Utopia is possible. ICSID. Eivissa, 1971* exhibition. rwm.macba.cat/en/sonia/sonia_icsid/capsula

Video about the congress, produced for the MACBA exhibition

www.macba.cat/en/video-icsid-experienza

Video: Teresa Grandas talks about the *Utopia is possible. ICSID. Eivissa, 1971* exhibition (in Catalan)

www.macba.cat/en/icsid-grandas-video

Video: excerpt of the film by Raimon Torres about the ICSID experience, showing Josep Ponsati's work

www.macba.cat/en/torres-ponsati-inflable

04. Credits

Research and interviews: Teresa Grandas. Design and editing: Teresa Grandas, Dolores Acebal and Lucrecia Dalt. Voiceover: Tonina Cerdà. Edited on Ableton Live. Audio recorded on a Sony PMW-EX1 (DCAM) FullHD video camera and a SONY UTX-B2 Transmitter lavalier omnidirectional mic and URX-P2 receiver. Recording technician: Víctor Gonzalo. Video editing technician: Miquel Giner.

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