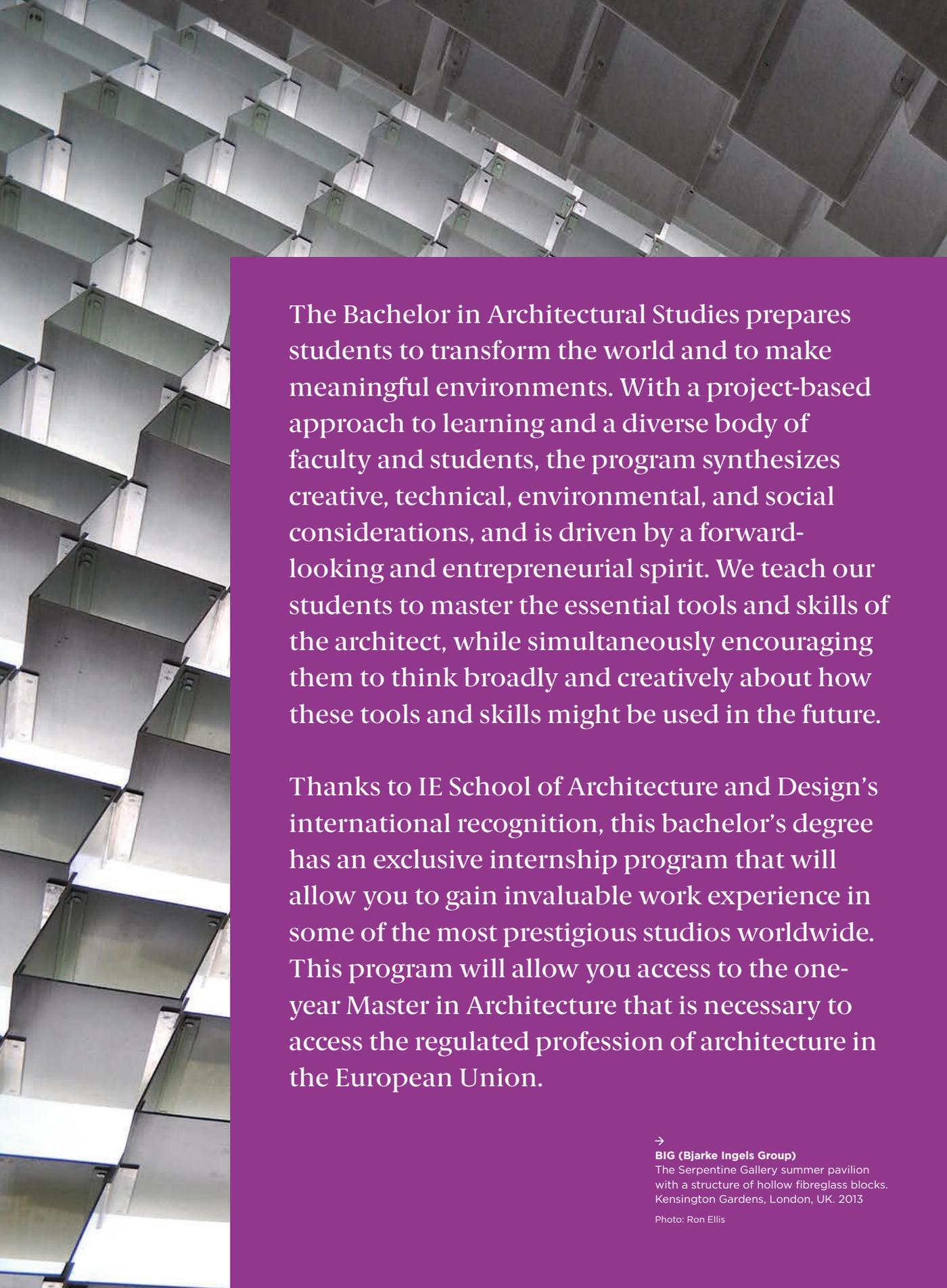


2018 – 2019

BACHELOR IN  
**Architectural  
Studies**

Make meaningful environments

<b>Type of Degree</b>	Undergraduate
<b>Language</b>	English
<b>Format</b>	Full-time
<b>Location</b>	Segovia and Madrid
<b>Duration</b>	5 years
<b>Start / Date</b>	September



The Bachelor in Architectural Studies prepares students to transform the world and to make meaningful environments. With a project-based approach to learning and a diverse body of faculty and students, the program synthesizes creative, technical, environmental, and social considerations, and is driven by a forward-looking and entrepreneurial spirit. We teach our students to master the essential tools and skills of the architect, while simultaneously encouraging them to think broadly and creatively about how these tools and skills might be used in the future.

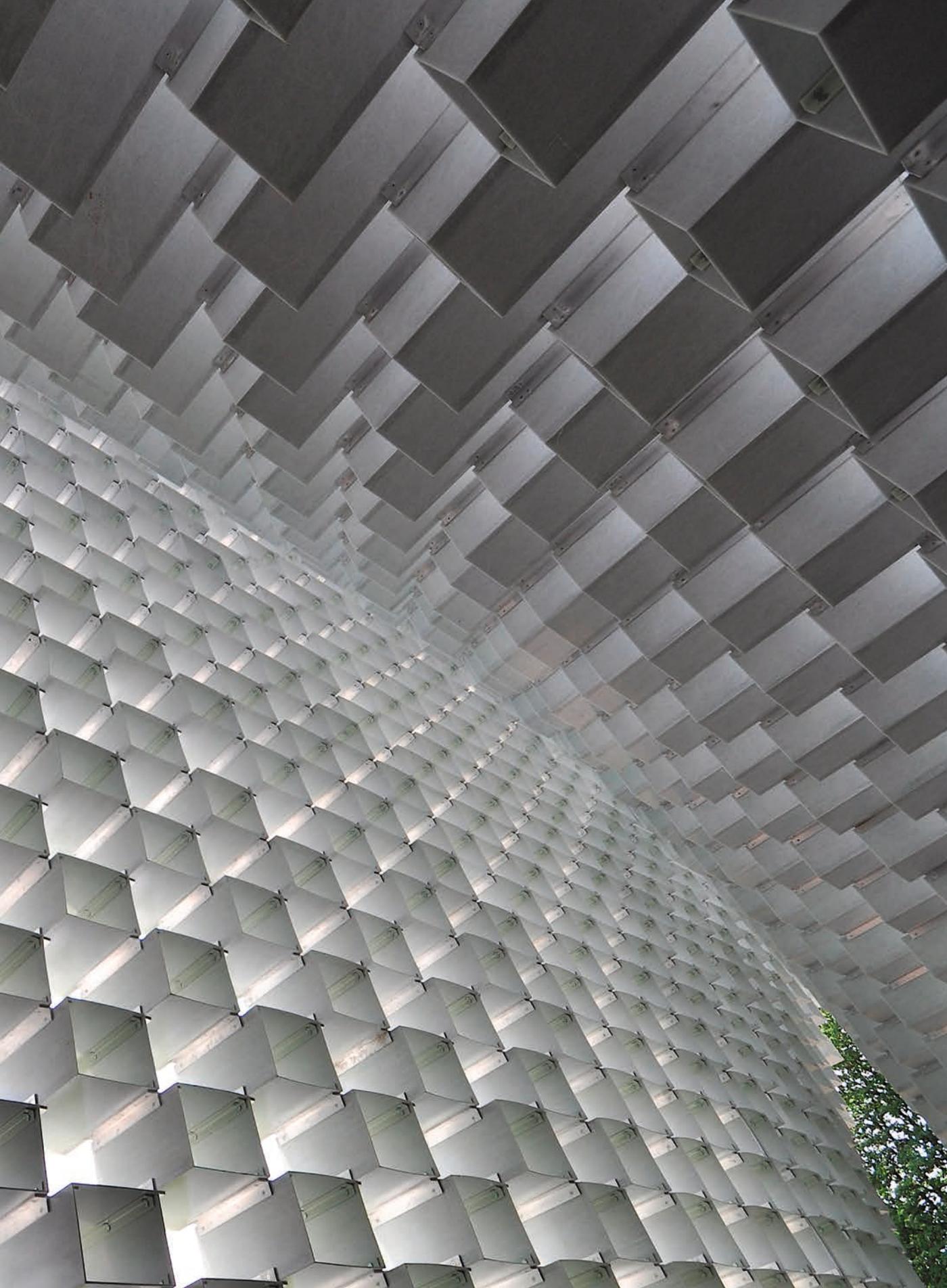
Thanks to IE School of Architecture and Design's international recognition, this bachelor's degree has an exclusive internship program that will allow you to gain invaluable work experience in some of the most prestigious studios worldwide. This program will allow you access to the one-year Master in Architecture that is necessary to access the regulated profession of architecture in the European Union.



**BIG (Bjarke Ingels Group)**

The Serpentine Gallery summer pavilion  
with a structure of hollow fibreglass blocks.  
Kensington Gardens, London, UK. 2013

Photo: Ron Ellis



You've just opened the brochure that will guide you through the first steps to becoming the person you want to be. It will give you a detailed view of the IE University student experience and, specifically, what life is like as part of the Architecture program. Learn firsthand about the amazing journey you will embark on over the next four years and the opportunities available to you as an IEU student. By the time you're finished reading, you'll be one step closer to becoming part of the talented community we are so proud of.



**DEAR STUDENT,**

To be an architect is to see possibility where others don't, to imagine things differently, and to have the tools and the discipline to turn even the most outlandish ideas into tangible reality. To be an architect is to engage in the world, and to change it. That's why we're here. And that's what you'll learn to do if you pursue the Bachelor in Architectural Studies at IE University.

Our program will prepare you to think and act both globally and locally, and to see opportunities where others merely see crisis. Indeed, we see the current moment as an exciting one, as the beginning of a new way to practice architecture, and as an unprecedented moment for innovation in architectural education. We want to sculpt the next generation of leaders in architecture and design—those who will show us a range of paths out of our current crisis, suggesting new ideas for the future.

So, how do we do that? First, we give you the technical, creative, and entrepreneurial tools you'll need to make a difference. Our Design Studio sequence will teach you to tackle problems in the real world, and to propose new visions; our series of Experimentation Workshops will open you up to new modes of working and new media; our Integration Workshops will introduce the technical complexity of the contemporary architectural project; our Fabrication Lab and sequence of digital coursework will give you hands-on experience; and our Alternative Practices semester will show you a range of different ways to apply your architecture training to the world around us.

We also give you practical experience. You'll spend up to four months of your second, third, and fourth years engaged in internships around the world, while you conduct your coursework through videoconferences and internet forums. When you finish your time at IE, you'll have a year of professional experience—in three different contexts—under your belt, while also learning to develop projects online and in collaboration with your colleagues.

Finally, we give you a global perspective, and we offer you the possibility of exchange programs around the world.

This is what makes us different. Please come visit us here in Segovia, and see how we're turning this vision into reality. Now is a moment of opportunity. We want to help you seize it.

**David Goodman**  
Director of the Bachelor in Architectural Studies

# IE School of Architecture & Design

IE School of Architecture & Design places emphasis on excellence in design, innovation, and entrepreneurship. Our students are encouraged to take a creative approach to architecture, learn the latest digital skills in a contemporary context, and develop talents to become leaders in a changing field. IE School of Architecture & Design is part of a broader university, which supports learning across disciplines, especially the humanities and business.



**PARTNERS, EXCHANGE, INTERNSHIPS**  
IE School of Architecture and Design understands that collaboration, especially on an international level, contributes to our community. Recognizing and appreciating diverse outlooks by studying and working with others in different places and in different settings enhances the overall academic experience.

## **PROGRAMS**

We offer a series of programs. The five-year Bachelor in Architectural Studies degree means that upon completion our students have completed all the requirements to be fully recognized architects. The various masters and special programs allow our students to acquire the skills needed in the world

of architecture in order to develop successful careers. Moreover, all this is combined with direct and continuous contact with leading international professionals in architecture and design that confer to each of our programs the added value of learning from the experience of leaders in their fields.

## **OTHER BACHELORS BESIDES THE BACHELOR IN ARCHITECTURAL STUDIES:**

### **Bachelor in Design**

The Bachelor in Design is a comprehensive degree that seeks to challenge today's physical, experiential, functional and emotional reality. It has been designed for flexible and audacious individuals who can

seek creative solutions for a better and sustainable life, even when faced with limited resources.

This degree of IE School of Architecture & Design uses a unique combination of a solid foundation in design, a demanding project-based methodology and a focus on real life challenges. Rigorous scientific and creative aspects of design are combined with a business perspective, allowing you to transform and improve people's daily lives.

## **MASTERS**

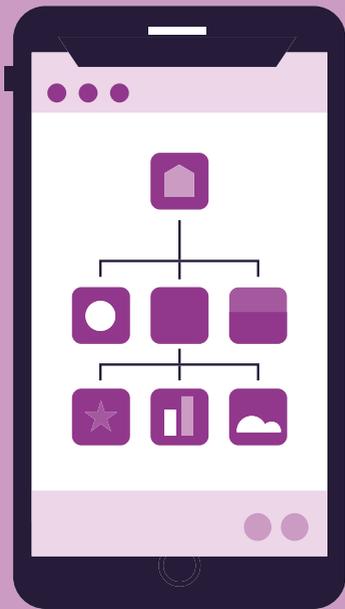
- › Master in Architectural Management and Design.
- › Master in Strategic Design of Spaces.
- › Master in Real Estate Development.



# ARCHITECTURE & DESIGN

It's a matter of scale

BACHELOR IN DESIGN

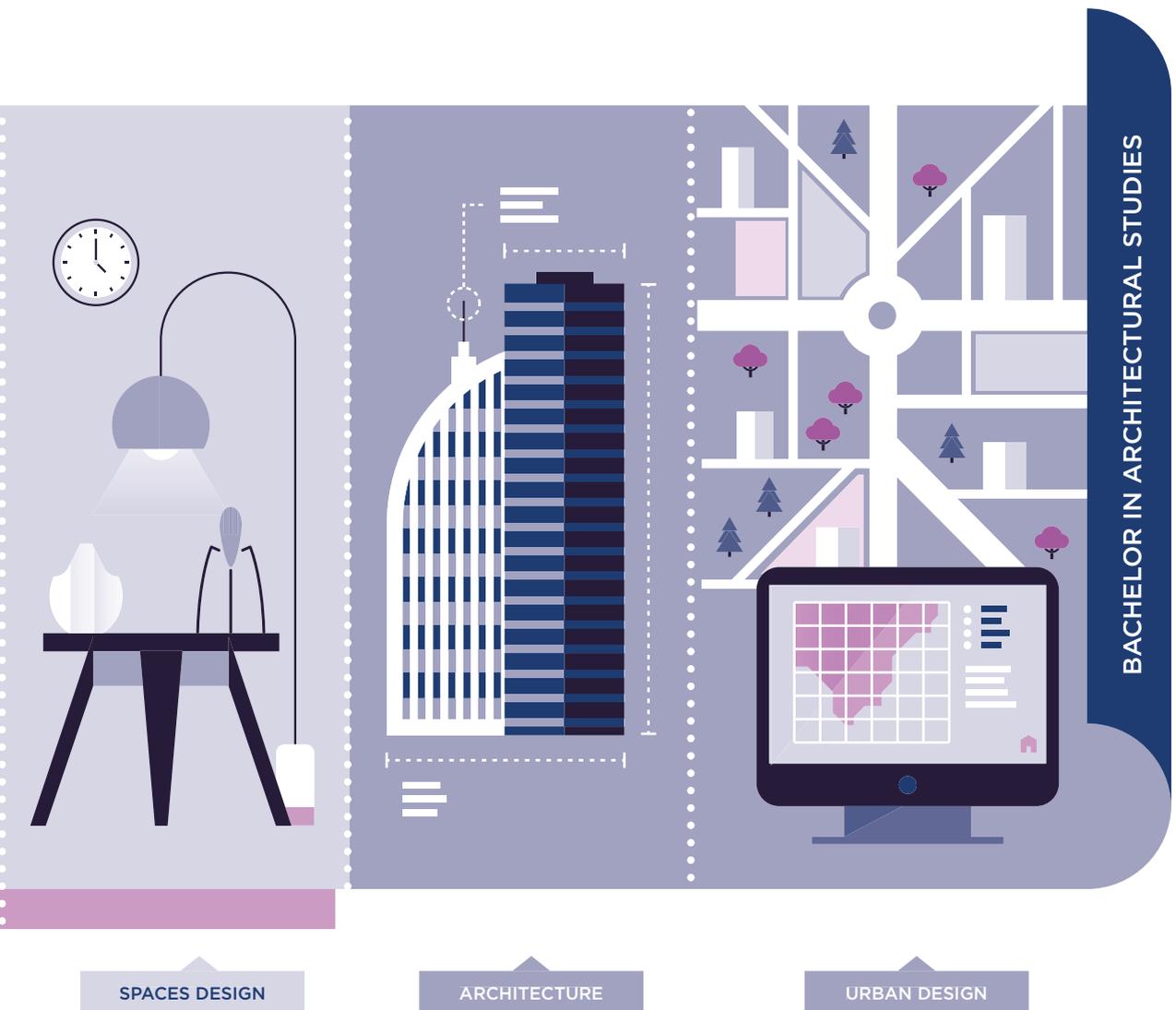


STRATEGIC DESIGN AND  
USER EXPERIENCE (UX)

VISUAL DESIGN

PRODUCT & DIGITAL  
PRODUCT DESIGN

Scale is an object's size in relation to ourselves and the world around us. As a designer, you can draft and create intangible concepts such as systems or strategies, small objects such as SIM cards or pens, or large-scale structures like buildings or even cities. Our design school offers programs all along this scale. While the *Bachelor in Design* focuses on the small end of the scale, the *Bachelor in Architectural Studies* concentrates on the larger one. Both come together in the study of products and interiors, where students from the two programs collaborate and share knowledge.





# My Studies



Our professors are completely accessible to students, which means that you will have daily interaction with them, get regular feedback, and receive the support needed to accomplish your professional goals.

Studying at IE University means not only that you will receive the most up-to-date education; you will also be joining a community of exceptional academics who share your passion and look forward to guiding you throughout your degree. They will help you learn and provide you with the tools that will help you become the professional you want to be.

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# FIVE REASONS TO STUDY THIS DEGREE AT IE UNIVERSITY

A sure path to success

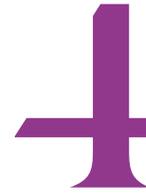
## BACKED BY THE IE SCHOOL OF ARCHITECTURE AND DESIGN

IE School of Architecture and Design places emphasis on design, innovation, and entrepreneurial spirit. Architecture students will be part of a community of students and professionals encouraged to take a creative approach to architecture and design, think critically when confronted with a challenge, and not be afraid to think outside of the traditional boundaries.



## INTERNATIONAL GUEST SPEAKERS

Every year, the IE School of Architecture and Design brings outstanding figures in the industry and beyond to give talks on their fields of expertise. They present fresh ideas to the school and bring pioneering new design approaches to the challenges posed by contemporary society.



### EDUCATION WITH BREADTH AND DEPTH

Our Bachelor of Architectural studies combines the core architectural coursework with additional modules dedicated to design entrepreneurship, experimentation, management, and alternative modes of professional practice. This rich combination of experiences will prepare you to respond to the complex challenges of the future, and to set your own professional path.



### A HIGHLY CREATIVE ENVIRONMENT

Students are immersed in a vibrant studio atmosphere where they can develop their creativity in a dynamic working and learning environment. Thanks to the time spent in the Design Studio, you will be encouraged to engage in dialogue, collaboration, risk-taking, and innovation.



### A GLOBAL PERSPECTIVE

The Bachelor in Architectural Studies is among the most international architecture programs in the world, with a learning environment and content that give you a truly global vision. You will study in a diverse community of students and professors, and will be able to take advantage of study abroad and international internship opportunities.

# STUDENT PROFILE

## Defining your future

IE University welcomes students who embrace change and seek an innovative learning experience. Our unique community is formed by students from over a hundred countries and a faculty made up of prestigious academics, successful professionals, and industry leaders. Through a personalized path and a student-centered methodology, IE University helps students enhance their unique value and play a leading role in shaping the world.

### THE BACHELOR IN ARCHITECTURAL STUDIES

IS FOR INDIVIDUALS WHO ARE able to see possibilities where others don't. They understand that there are many ways to approach a problem and interpret the spaces around them, and are interested in the significance of scale. They want to create meaningful things for the modern society.

### LOOKING FOR

A program that reinvents architectural education. For those who want to stimulate their creativity, work with the latest technologies, and address the challenges of sustainability. A program that gives students an entrepreneurial mindset and the skills needed to be leaders in the transformation of the built environment.

### TO BECOME

The head of your own firm;  
A sustainability expert;  
An urban design specialist;  
Part of a major architecture or Engineering studio.

### GRADUATE PROFILE

IEU architectural studies graduates are people who transform the world by projecting ideas, and who are prepared to understand and design an environment from an inclusive point of view. They are prepared to create sustainable communities, make urban spaces more personal, work as design architects at a large firm, create art in three dimensions, and many other things. Our graduates are architects with all the necessary skills to steer their career in any direction, and succeed while designing experiences, coming up with innovative solutions.

# THE PILLARS OF ARCHITECTURAL STUDIES AT IE UNIVERSITY

## Create meaningful environments

This bachelor degree is aimed at those who are passionate about ideas, creativity, and people, and who aspire to create innovative and meaningful environments. The program integrates technical and humanistic teaching methods, with special emphasis on design, management, and entrepreneurship. Together, these elements cultivate students' aesthetic judgment and encourage dialogue based on the student designer's knowledge and concerns when it comes to working on design projects of all scales. Thanks to IE School of Architecture and Design's international recognition, this bachelor's degree has an exclusive internship program that will allow you to gain real-world experience in some of the most prestigious studios worldwide.

### A COMBINATION OF IN-DEPTH ARCHITECTURAL FUNDAMENTALS WITH A WIDER REACH

A firm understanding of the fundamentals and the application of architecture to society are key to life as an architect. This knowledge, combined with a design approach, an entrepreneurial mindset, and advanced management and communication skills will make you stand out as a versatile architect, capable of creating innovative environments and spaces.

### IDEAL ENVIRONMENTS TO COLLABORATE AND EXPERIMENT

Spaces are essential in order to stimulate learning. Our open Design Studios replicate the working environment of a firm or agency. The Fabrication Laboratory, or "Fab Lab," is a fundamental part of what we call the culture of making. It's a space where students experiment with digital and traditional woodworking tools to truly understand how things are built. There are two parts to the Fab Lab: one which uses digital tools (CNC router, laser cutters, 3D printers) and the other which uses more traditional carpentry and shop tools, allowing students to "think with their hands."

### IN COLLABORATION WITH TOP STUDIOS WORLDWIDE

Combining classroom learning with a real-world work environment is one of the goals of the internship program. Students have the chance to interact and learn straight from influential professionals from top studios in the field during the second semester of years 2, 3, and 4. Destinations throughout the world include not only architecture and design firms, but also magazines, museums, and NGOs.

### AN ENGAGED AND ALTERNATIVE APPROACH

The Bachelor in Architectural Studies takes an integrated approach to learning. Our faculty is made up of architects, visual artists, designers, and engineers. They bring different perspectives to your studies and help enrich your understanding and expressive abilities. In the last year of the course, you will experiment in areas beyond architecture and design. *Alternative Practices* is a series of courses that will enrich your perspective: *The City, Landscape, and Environment, Management and Entrepreneurship* and *Design and Digital Studies*.

## WHAT ARE ARCHITECTURAL STUDIES AT IEU?



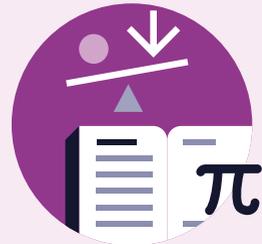
### DESIGN STUDIO

Both a physical and intellectual place where during your five years of study you will bring together and apply the range of things you've learned in class into real world design challenges.



### ARCHITECTURE HISTORY, THEORY AND CRITICISM

You will develop critical reasoning skills as well as general architectural literacy.



### ARCHITECTURE FUNDAMENTALS

Essential concepts, elements, and methodologies associated with architecture.



### AN ENGAGED AND ALTERNATIVE APPROACH

The Bachelor in Architectural Studies takes an integrated approach to learning. Our faculty is made up of architects, visual artists, designers, and engineers.



### INTEGRATION / EXPERIMENTATION WORKSHOP

Our integration workshop brings world-renowned architects to campus for a week-long design project. The experimentation workshops, meanwhile, allow you to work in photography, film, and site-specific art.



### URBAN STUDIES

Urban studies will provide you with a comprehensive vision of the reality of cities, their problems and possibilities, and how to deal with the social, political and economic issues that affect the city.



### ENVIRONMENTAL SYSTEMS

A strong foundation in environmental technologies will allow you to work productively with a project team to propose sustainable and innovative solutions.



### BUILDING TECHNOLOGY

In Construction Systems and Structures, you will learn the basic principles of putting a building together and go through the latest innovations in building technologies.

# STUDY PLAN

## The hunt for knowledge

### FIRST YEAR: THE FUNDAMENTALS

Your journey into the world of architecture begins as soon as you arrive on campus. A coordinated sequence of *Design Studio* and *Graphic Communication* courses will teach you a vocabulary of architectural operations, and the tools to represent them properly in architectural graphic language. You will also study the latest digital tools, and will ground your studies in a broader context with an introductory course in architecture history.

In your applied math and physics coursework, you'll prepare yourself for the structural and environmental calculations you will undertake later, and will come to understand the principles that underpin the technical component of architecture. In addition, you will have the chance to work on real-life projects by applying for one of our IEU Labs, like the d-Lab, which will allow you to participate in the design and construction of real projects near our campus in Segovia.

### SECOND YEAR: USES

In your second year of study you will broaden your focus to include building technologies, with an introduction to the world of building construction, structures, and environmental technologies. You will also begin to address the city and the region in your introduction to *Urban Studies* coursework.

All these concerns are synthesized in *Design Studio*, where you will explore how architectural elements and operations can create different experiences, and how architecture can accommodate—or even generate—new uses.



You will also start the *Experimentation* and *Design Entrepreneurship workshops*, and develop your creativity by stepping outside the boundaries of architecture to work in photography, film, and site-specific art. In this year you will explore entrepreneurship and discover that it goes beyond starting your own studio.

### THIRD YEAR: ENCOUNTERS

*Design Studio* in third year deals with an exploration of building systems and materials, and also with the challenge of working within existing built contexts. You'll strengthen this work by broadening your knowledge of structures and environmental technologies. In your *Architecture History and Theory* coursework, meanwhile, you will experience

### Architecture Studio

The space where you'll be working on your projects with your peers and professors



a global approach to architecture, with a survey of architecture across centuries and cultures.

For the next two years, you will continue your practical experience by having the chance participate in our international internship program, and to work directly with leading architects and designers in the field.

### FOURTH YEAR: ENGAGEMENTS

With your shift to the campus in Madrid, your studies will increasingly come to focus on the city as a central element of study. *Design Studio* will deal with collective housing in the urban context, and with the role of architecture on the scale of the broader territory. This work will be linked with real-world global challenges, as part

of the IE Module. *Urban Management* and *Urban Strategies* will complement this focus.

During your fourth year you will also have a chance to learn the latest digital technologies and continue to deepen your understanding of building structures and foundations. In *Architecture History*, meanwhile, you will analyze, appreciate, and evaluate the development of modern architecture from the Enlightenment to the present day.

### FIFTH YEAR: APPLICATIONS

In your final year in the bachelor degree, you will begin by exploring the broad range of areas in which architects can apply their skills, through our unique one-class-at-a-time *Alternative Practices* sequence, in which students participate in a series of short design workshops, each focusing on a different area of expertise, such as *Landscape and Environment*, *The City, Management and Entrepreneurship*, and *Design*, or *Digital Studies*. In second semester, you will undertake a complex and comprehensive architectural project, with special emphasis on real-world challenges and building constraints. The second semester also features the *Capstone Project*, an individually-driven research project that serves as a culmination of your academic and intellectual experience. You will follow your own area of interest in architecture, and will work with a faculty advisor to develop research on that topic.

# MASTER IN ARCHITECTURE

This one-year Master program bridges the gap between advanced design and the management skills needed to succeed in the Architecture, Engineering and Construction industry today. It is a multifaceted program that builds on students' knowledge of theoretical and applied principles, and who wish to acquire and apply business expertise.



The program involves rigorous research and project-based work, and you are constantly encouraged to develop and apply an entrepreneurial spirit. Throughout the year you will work on a thesis project comprised of 3 modules, and will also take part in an advanced design studio and a construction workshop. The Master in Architecture will enable you to enhance your creativity and organization skills, your strategic vision and also help you develop and demonstrate your project management skills.

Upon completion of the Master, you will be fully equipped with the skills and expertise needed to work as a versatile and fully-rounded architect and design entrepreneur.

To commence this Master program, you will need at least 300 etcs in Architectural Studies.

## STUDY PLAN

### FIRST YEAR

<b>1<sup>st</sup> Semester</b>	Design Studio I: Idea and Form Graphic Communication I	Applied Mathematics in Architecture I IE Module - Introduction to Management
<b>2<sup>nd</sup> Semester</b>	Design Studio II: Form and Material Graphic Communication II Architectural Geometry I	Architecture Histories and Contexts Applied Physics in Architecture I IE Module - Interpersonal Skills
<b>Annual</b>	Digital Tools and Operations	

### SECOND YEAR

<b>1<sup>st</sup> Semester</b>	Design Studio III: Experience Architectural Geometry II Applied Mathematics in Architecture II	Construction Systems and Applications Structural Types I Experimentation Workshop I
<b>2<sup>nd</sup> Semester</b>	Design Studio IV: Program Structural Calculations I Environmental Systems and Strategies I	Introduction to Urban and Regional Studies Applied Physics in Architecture II Design Entrepreneurship Workshop I

### THIRD YEAR

<b>1<sup>st</sup> Semester</b>	Design Studio V: Technique Construction Systems and Applications II Architecture History and Theory I	Structural Types II Urban Strategies I Experimentation Workshop II
<b>2<sup>nd</sup> Semester</b>	Design Studio VI: The Existing Structural Calculations II Environmental Systems and Strategies II	Construction Systems and Applications III Architecture History and Theory II Design Entrepreneurship Workshop II

### FOURTH YEAR

<b>1<sup>st</sup> Semester</b>	Design Studio VII: Aggregation IE Module - Ethics Professional Deontology Construction Systems and Applications IV	Architecture History and Theory III Urban Management Experimentation Workshop III
<b>2<sup>nd</sup> Semester</b>	Design Studio VIII: Territory Advanced Architectural Graphics Advanced Structures and Foundations	Architecture History and Theory IV Urban Strategies II Design Entrepreneurship Workshop III

**Note:** this information is subject to change. Please contact the Admissions Department for the updated curriculum.

### FIFTH YEAR

<b>1<sup>st</sup> Semester</b>	Alternative Practices: Landscape and Environment Digital Studies	<i>Management and Entrepreneurship Design</i> <i>Urban Infrastructure</i>
<b>2<sup>nd</sup> Semester</b>	Design Studio IX: Synthesis Advanced Technical Studies	Capstone Project

### MASTER IN ARCHITECTURE (Optional)

<b>1<sup>st</sup> Module</b>	Advanced Design Studio Thesis Project: Module I	Advanced Construction Workshop I
<b>2<sup>nd</sup> Module</b>	Thesis Project: Module II Advanced Construction Workshop II Creativity and Organization	Strategy Project Management
<b>3<sup>rd</sup> Module</b>	Thesis Project: Module III	

### COMPONENTS

COMPONENTS	CREDITS
Basic Courses	66
Core Courses	228
Final Projects	6
<b>Credits needed to graduate</b>	<b>300</b>

### LOCATION

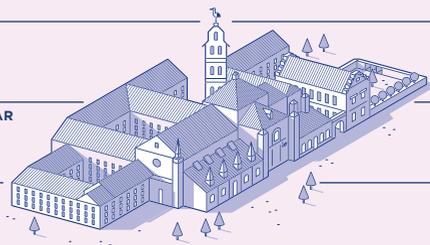
If you choose to study the Bachelor in Architectural Studies, then you will study the first three years in Segovia and the last two years in Madrid. Then, you will study one more year both in Madrid and in other European city.

#### SEGOVIA

##### FIRST YEAR

##### SECOND YEAR

##### THIRD YEAR



#### MADRID

##### FOURTH YEAR

##### FIFTH YEAR



# FAB LAB

A place to learn  
by making



Student using the laser cutter to build a model and test his idea.



Student using the carpentry tools.

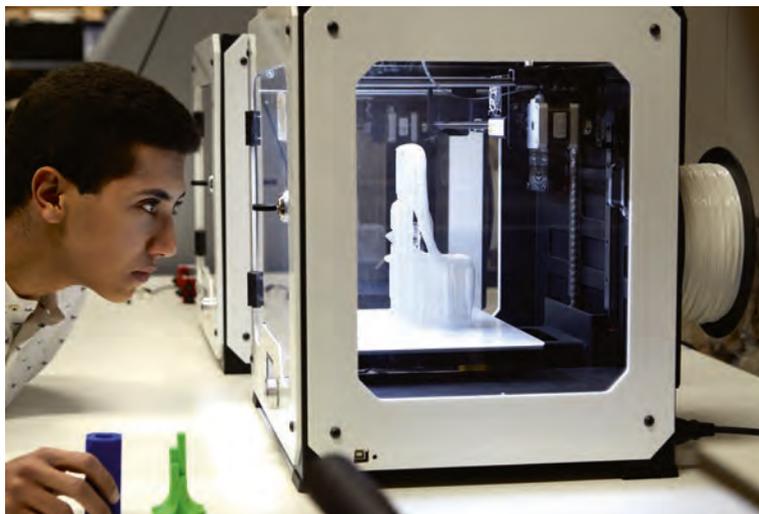


The Fab Lab is a fundamental part of what we call the culture of making. It is a place where students can experiment with digital and traditional woodworking tools. Throughout their studies, students will have the opportunity to experiment with different materials in order to understand how they fit together.

For design students, it is essential to know how to bring an idea to life. Their proposals are tested through the creation of prototypes to ensure that they have work as intended. There are two parts to the Fabrication Lab: one uses digital tools (CNC router, laser cutters, 3D printers) and the other which uses more traditional carpentry and shop tools, allowing students to make their ideas tangible.

Students will participate in workshops where they will acquire a wide variety of technical abilities and learn how to use different machines and tools safely.

Our staff will be available throughout the process, advising students as they develop their projects and guiding them through challenges.



Student testing his idea with a 3D printer.

# IE MODULE

## Your keys for development

The IE Module consists of key subjects for your professional development which form part of every bachelor program from the first to the third year. In this module, you will acquire basic skills that reflect the university's culture and vision, and which reinforce the transversal components of our model (IEU Labs, advanced seminars, electives, and languages). You will also benefit from progressive learning, where content is structured to increase gradually in difficulty and in its optional character, and where you'll work with students from other programs.

The IE module subjects are based on four pillars: entrepreneurship, a humanistic and rigorous approach, diversity, and innovation.

### FIRST YEAR

During your first year, you will develop a broad understanding of business organizations and gain specific knowledge in areas such as markets, customers, finance, operations, and communications, among others. You will also undergo technological training to remain at the forefront of the digital world and make the most of the opportunities it offers. You will also develop your writing and presentation skills, which are essential to professional success.

### SECOND YEAR

Your second year will be focused on analyzing reality from different perspectives in order to develop your own points of view, and on establishing positive conditions for your success. You will learn how to influence, motivate,

and encourage others towards effectiveness and productivity.

The aim of our humanistic approach is to train young inventors, visionaries, and world-changers who, by exploring the humanities, can discover new paths to reveal unexplored aspects of reality.

### THIRD YEAR

The complex reality of today's globalized world demands professionals capable of having impact on a global scale. At IE University, we teach the skills and tools students need to become successful leaders capable of managing projects in an international setting. On the one hand, you will be immersed in a multicultural and international setting from day one that will shape your mindset.



On the other hand, you will take courses specifically designed to help you perform effectively in demanding professional settings. This training is crucial to your success as a global professional, regardless of your area of study.

### YEAR ONE

Business Management	6 ects
Technology Fundamentals	3 ects
Presentation Skills	3 ects
Writing Skills	3 ects

### YEAR TWO

Humanities	6 ects
Behavioral and Professional Skills	3 ects

### YEAR THREE

Global Challenges	6 ects
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# PROFESSIONAL CAREERS

## A world of opportunity

Once you finish your degree, you'll be ready to get out there and develop your career in a wide range of areas. Whether you are inspired by building design, starting your own studio, architectural engineering, urban planning or even going beyond and working as an architecture journalist, as an IE Architecture graduate, you will be more than prepared to use your expertise in fostering innovation to make a positive impact in your field and potentially beyond. Below you will find some of the areas you can specialize in.



### ALTERNATIVE PRACTICES

If you choose to go for a career in alternative practices, you will get to work as an architecture writer or journalist. You will also be doing urban planning, urban design and digital design.



### DESIGN

If you decide to go into the world of design, then you will be able to work in building design, interior design, or even be an art director.



### MANAGEMENT

If you feel more inclined towards management, then you will be prepared to create your own studio, work in real estate development, be a construction project manager or even provide consultancy.



### CONSTRUCTION & ENGINEERING

If construction and engineering is what you feel passionate about, then you will be involved in architectural engineering, civil engineering, and construction.



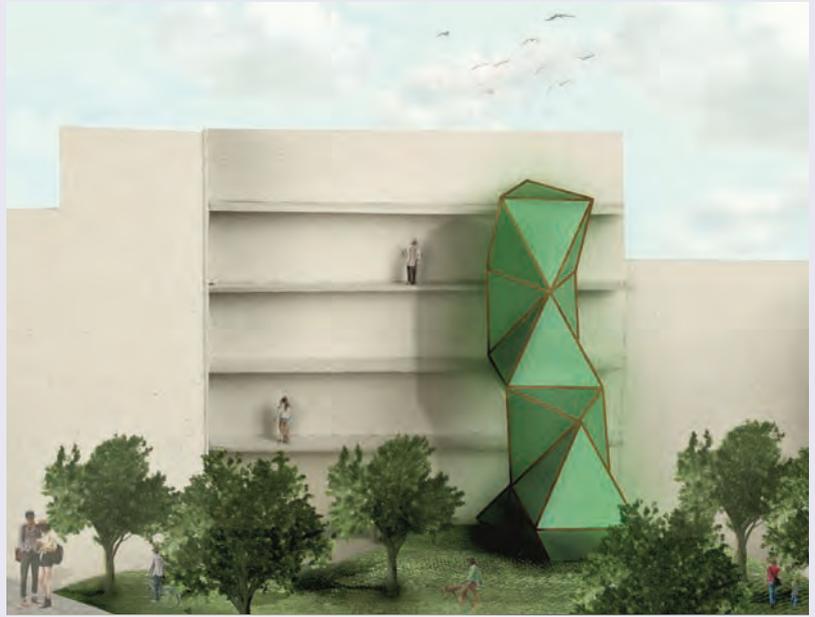
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“After graduating with a Dean’s Award Distinction in the summer of 2015, I was finishing a master’s degree at Rice University in the US and I really wanted to keep on living and learning there, so I sent some CVs out, and after a few internships I got an offer from Rick Joy Architects, one of the most renowned American architecture firms of our time. Not only did they hire me for my portfolio and CV, but also for my communication and social skills. I must say that IE University enables you to fully develop your unique potential through the personalized attention they offer, the internships they make available to you according to your interests, and by training you in communication skills, something usually underrated in schools, but that in my case landed me a fantastic job.”

**Jaime Pagés,**  
Bachelor in Architectural Studies,  
class of 2014

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# Students Projects



## THE PERMANENT TRANSITION

by Danielle White

The permanent transition project focuses on old buildings called corralas that often house working-class citizens in downtown Madrid, specifically one in the Lavapiés neighborhood. Over time, the area surrounding these old residential buildings has acquired an unfavorable reputation. The main goal of this project is to breathe new life into one Lavapiés corrala and to draw positive attention from residents and the city's tourists.

The project focused on creating a green space to enhance the building's aesthetic and promote sustainability, which is particularly important in such a densely populated area. A newly developed algae-based technology known as "solar leaf" will be used to carry out this vision.





## S'ARENAL MARKET STRIP

by Deiene González

In a neighborhood where mass tourism has destroyed its urban qualities and the deep soul of its people, S'Arenal Market Strip is a thesis project that is conceived as a strategy to face urban and social dispersion through the reinterpretation of the traditional Majorcan market.

The activity of the market is re-introduced into contemporary S'Arenal as an alternative for a more local touristic model, in which local traditions are valued, local urban qualities are enhanced and respected, and the presence of local people is highlighted, bringing back a meaning to the neighborhood.

The Market Strip operates as an urban connector-regenerator that aims to revive S'Arenal and rescue the buried identity of a neighborhood that felt once proud of it.



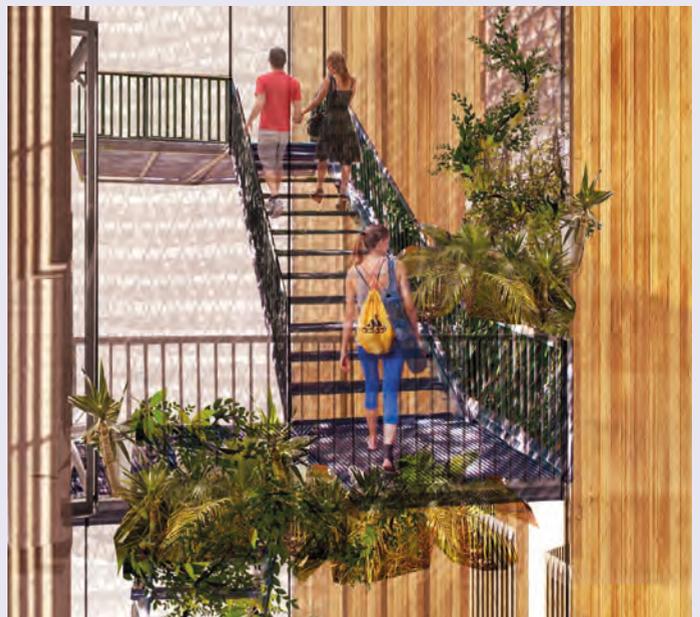


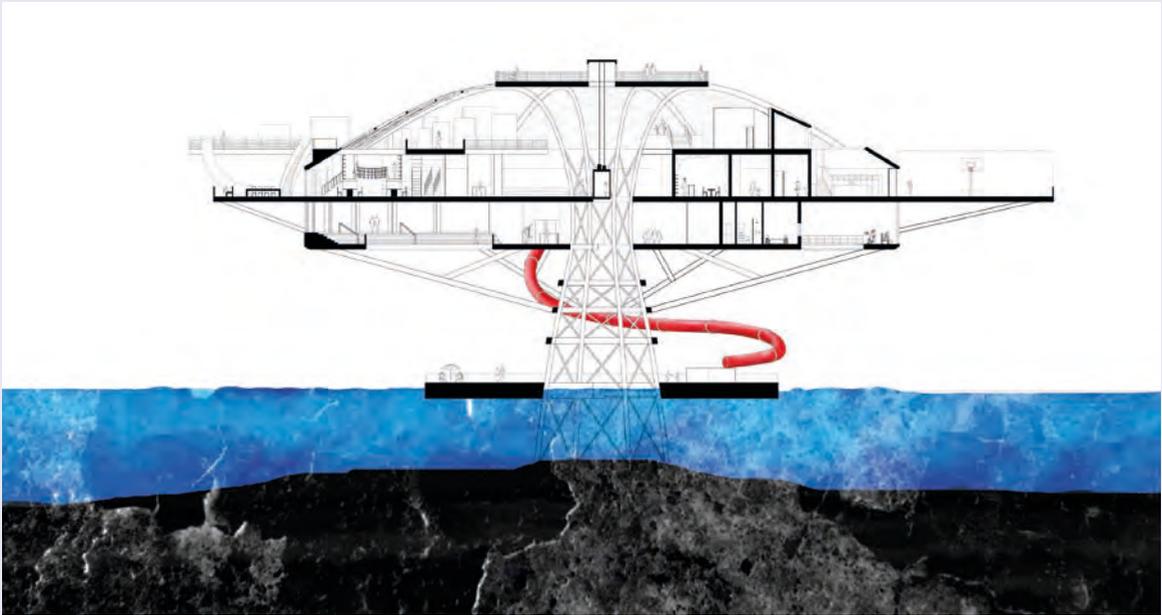
## CONSTRUCTION ENCOUNTERS

by Nathalie Lagard

Mallorca's western sandy coast, also known as Platja de Palma bay has been a successful holiday destination, attracting beach and sun holiday mass tourism. However as the yearly tourist number soars and human pressure grows, the residents lose the feeling of belonging to their neighborhood as the public space is prioritized for tourist use.

The boundary between indoors and outdoors is blurred across the intervention site as a technique to smooth the physical and perception boundaries between residents and visiting tourists. A new balance can be achieved between successful touristic activity and the unfolding of daily life by promoting a local tourism based on the exchange of human experiences.





## KINOLIONG SHULI

by Aaron Hesse

This project was based in Taipei. The idea was born when we noticed that the city was split into three parts, and all the bridges were only suited to motor vehicles. The main purpose of this project was to connect these three parts of the city for pedestrians through an array of bridges connected to “water mushrooms” that stand in the water.

These “water mushrooms” each offer several services (cafés, gyms, hotels, hair salons, libraries, etc...), which are organized in a playground-like fashion in order to create interesting circulation choices and experiences in each space.



# Future Talks

HAY FESTIVAL OF LITERATURE AND ARTS 2017

Rogers: “Design matters because it has an aesthetic element that allows us to make beautiful things, but most importantly because it solve problems”

This year’s Segovia program included 94 events that took place between September 16 and 24, and were attended by 13,000 people. “Cities” was the central theme of a series of discussions featuring world-renowned speakers. The Pritzker Prize-winning Richard Rogers spoke to Martha Thorne, Dean of the IE School of Architecture and Design, about his vision for the future of our cities. A rock star in the world of architecture, Rogers is behind some of the most iconic buildings on the planet—from Paris’s Pompidou Center to the European Court of Human Rights and Madrid’s own Barajas Airport T4. Richard Rogers stopped by the studios of IE University’s Bachelor of Architectural Studies program to engage with students and offer insight on their projects. While he was there, Rogers reflected on the key skills that architects and

designers must develop in order to deal with the challenges facing the industry. He identified the importance of “realizing that architecture is much more than a single act; it’s a complex overlapping of specialties, you have to work with other people to solve the problems.” Rogers also emphasized the importance of embracing technological change and understanding that these developments will shape the future of architecture, as well as society in general. Nevertheless, he noted that architects should strive to maintain a connection to the poetry of their designs, refusing to let the technological eclipse the aesthetic.

The IE School of Architecture and Design was proud to host Rogers, as well as the other speakers and guests who made this year’s Hay Festival Segovia a resounding success.

Richard Rogers with students of the Bachelor in Architectural Studies.  
© Roberto Arribas.





**Henk Ovink**

Special Envoy for International Water Affairs at Kingdom of the Netherlands

“I think three things are critically important. One, become this best designer architect because we need that specialism of creativity. Second, reach out. You can never do this alone. Be social and inclusive. Be able to build coalitions and do things together. Third, embrace the complexity this city brings you because this is the wealth of the future. Don’t ignore that complexity with one dimensional approaches, but take in the full breadth and width of your profession—the designer that can bring everything together. I think if you do those three, then you’ll be the best.”



**Alejandro Aravena**

Pritzker Prize 2016 winner

“I would say to be nerds of the past. I mean the amount of knowledge that’s been accumulated in the form of buildings... those are our real professors. We should go and draw and measure buildings. Design lessons can be instructed from there, so be as nerdy as possible. That would be my advice.”

## What are the main challenges for the architect of the future?



**David Goodman**

Director of Undergraduate Studies in Architecture at IE University

“Well it’s often said about architects that they know a little bit about a lot. But I think there are three key skills that the architect of the future is going to need.

The first is passion. Passion to wake up in the morning, make a change and make a better world. If you don’t have that passion or that driving desire to do this, the rest of these skills won’t make much of a difference.

The second is rigor. You can have all the desire in the world but if you don’t have a rigorous method and a way of working that lets you accomplish goals step by step, then all that passion won’t be very well directed.

And the third is a kind of breadth or broad mindedness about how we apply our skills. You might be trained as an architect, you might be trained as a designer, but those skills are useful way beyond what we might ordinarily think.

So those three things combined—a passion to make a change, a rigor in your method and a breadth in how you apply those skills—I think that’s what architects are going to need moving forward.”



**Deyan Sudjic**

Director of the Design Museum of London, member of the IE Design Council

“It’s two things. For the future, you always need to be able to ask questions and to try to answer them. The other skill is to always be fresh, optimistic and never give up. To me the world keeps changing, but underneath the surface it’s still the same. People still have the same needs—they want to meet each other, they want to spend time with each other and they want to make good places to be. Those skills are always the heart of what architecture and design is.



**Jeremy Myerson**

Academic, author and activist in design and innovation

“The three big challenges for architects in the future are to understand people, to understand place and to understand technology. We have to design the physical infrastructure, the digital infrastructure and the behavioral aspects as a single entity. Without all three elements you’re in trouble.”

# OUR STUDENTS

Meet our diverse community

## OSKAR WOHR

Swiss - USA  
Bachelor in Psychology  
Class of 2019

"I have come to realize that one cannot live life in an impactful way without connecting with people and gaining experience through constant learning in every part of daily life".

## ANNA ALVEMALM

Australia - Sweden  
Bachelor in Architectural Studies  
Class of 2021

"I knew from the start that I made the right decision by coming to IE University. Unlike others, this school poses no restrictions on creativity".

## SARAH AL ATIYAT

Jordan  
Bachelor in Architectural Studies  
Class of 2021

"Being an IBDP graduate has fostered in me an awareness of the impact I can have on the world around me. The experience helped me gain time management and organizational skills I will need in my profession".





**NEHA GOEL**

*India*

Bachelor in Architectural Studies  
Class of 2020|

"I have always been a well-rounded student with leadership skills. My greatest achievement was when my hard work resulted in an International School Award (ISA) from the British Council".



# My Enrichment Opportunities



From their first year, students form close ties with their classmates and with students from higher classes, who help and guide them throughout their journey.

Your experience at IE University will involve a lot more than your academic studies; we offer an exceptional range of opportunities that allow you to tailor your studies to suit your specific career goals and enhance your employability by obtaining extra qualifications.

IE University takes an applied and student-centered approach to education, identifying your unique strengths and giving you the chance to build your own path.

In addition to the core degree, you will be able to personalize your program and develop your skills by adding complementary courses, advanced seminars, internships and IEU Labs.

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# IEU LABS

## Learn by doing

IEU Labs are IE University's alternative to traditional work placements. They provide hands-on, internship-like experience on campus to first- and second-year students who wish to begin gaining professional experience. There are nine labs to choose from, and each allows you to build your professional profile and gain valuable practical knowledge of different sectors. You will also extend your professional network through direct contact with managers and directors of leading companies.

Throughout the program, you will work under the tutorship of professors, while experts provide training in areas like marketing, funding, and strategy and legal aspects, among others.

When the time comes to choose, you will be able to apply to a lab that matches your professional interests, or try one outside of your field of study in order to broaden your knowledge and work with students from other programs.

All labs start at the beginning of the academic year and continue year-round. In May and June, you will work full-time in the IEU Labs and participate in common modules and activities, including advanced seminars for professional skills, weekly presentations of your work, business simulations, and extracurricular activities.

Want to learn about the labs we offer? Keep reading!

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"The IEU Labs give students a genuine taste of work as members of a consultancy team in the sector of their choice, from design to finance. Already, various labs have had real-world successes, providing solutions for clients including Madrid's Thyssen-Bornemisza Museum and the investment bank Arcano."

**Isabel Sanchez,**  
Director of IEU Labs and Business  
Administration Undergraduate Studies

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## Start-Up Lab

The *IEU Start-Up Lab* is an incubator where you can develop your business plans and make them investment-ready with guidance from professors and entrepreneurs.

### Sample project:

#### PAELLA CHEF

**Objective:** specialize in the creation and distribution of canned paella in Spain and the rest of the world.

**Best things about it:** we got to start a company from scratch and be present at each step of the process, from the business plan to the corporate image. We knew that in June we were presenting to real investors, which was very motivating!

**Most challenging aspect:** customer acquisition. Even though we stated how we were planning on reaching out to customers—through paid research, organic research/SEO, PR, social media, inside sales, etc.—we ended up realizing that some of our assumptions were wrong or too expensive, so we had to rethink our customer acquisition protocols.

Members of the *Social Impact Lab* in an aid program in Ghana with local volunteers.



## Marketing Lab

In the *Marketing Lab*, you will be involved in brand building, strategy creation, and the implementation of marketing plans. You will also work on marketing research and consumer insights for a range of companies and institutions, as well as offer support to new startups and entrepreneurs at IEU.

**Sample project:**  
PÉREZ-LLORCA

**Objective:** analyze a law firm's website, compare it with the global market and come up with a proposal that will differentiate it from its competitors.

**Best things about it:** meeting with the client to obtain feedback and adapt our proposals to best meet their requirements and needs. Knowing that they were going to implement our ideas was a huge motivation.

**Most challenging aspect:** finding the perfect balance between being creative and innovative while also staying loyal to the brand's image and values.

## IR Lab

This lab is a fully tutored working space where you can execute professional projects with an international dimension for private companies, public organizations, and nonprofits. Our partner institutions work in different industries and sectors: consultancy, international development, public affairs, diplomacy, etc.

**Sample project:**  
WEBER SHANDWICK

**Objective:** analyze the political, social, economic, and legal trends that Weber Shandwick's multinational clients must be aware of while doing business in different countries, in order to propose an institutional relations and communication strategy.

**Best things about it:** the opportunity to work in multidisciplinary teams, guided by Weber Shandwick experts, and identify industry insights that allowed us to come up with accurate analyses and proposals.

**Most challenging aspect:** presenting results and strategy proposals to the clients that were worthy of Weber Shandwick's reputation and market standards.

## Social Impact Lab

In this lab, you can work with nonprofit organizations and other initiatives to manage social projects in international settings. You will also have the option to travel to developing countries in order to participate in real projects that have a visible, tangible effect.

**Sample project:**  
FINANCIERS WITHOUT BORDERS  
NGO

**Objective:** develop a microcredit project and a basic financial literacy course to improve the socioeconomic conditions of the Larbie community in Awutu, Ghana.

**Best things about it:** we got to travel to Ghana for research and data collection, which was a fantastic experience. All the information we obtained was used to provide financial and organizational recommendations so that the institutions we were working with could achieve enough sustainability to become attractive to private investors.

**Most challenging aspect:** knowing that all of our decisions were going to affect real people.



Professors guide students through the different stages of their IEU lab projects.

## D-Lab

This lab takes an integrated approach to the world of design and architecture, with projects in urban and rural architecture, city planning, and with local tourism authorities.

### Sample project:

#### FROM LIMIT TO LIVE IT

**Objective:** come up with a proposal for an international temporary art contest to decorate Segovia's city wall. Establish the rules and create the graphic material to send out to participants.

**Best things about it:** it was a very creative project where all ideas were welcome. The contest had specific objectives, but we were encouraged to think freely and come up with innovative proposals in order to meet those goals.

**Most challenging aspect:** coming up with the evaluation criteria was one of the most challenging hurdles. We needed to make sure that each aspect evaluated would give real value to the contestant's proposals and at the same time make sure it was viable, innovative, etc.

## Finance Lab

If you want to work in the world of finance, this is the perfect place to get your career started. This lab focuses on analyzing financial markets and consulting companies on a range of financial issues.

### Sample project:

#### ONE-TO-ONE CORPORATE FINANCE

**Objective:** analyze a company's high-performance benefits, real estate transactions, and investments in private equity funds.

**Best things about it:** the fact that we got to evaluate a company's real activity and value.

**Most challenging aspect:** being able to think long-term and come up with flexible solutions to problems which have yet to arise.

## Legal Clinic

Students offer legal advice for startups, NGOs, nonprofits and institutions in need of legal consulting services. Several law firms also collaborate with this lab for research and consultancy to help their clients and firms.

### Sample project:

#### PRODIS

**Objective:** conduct a study among medium-sized enterprises in Madrid to ensure compliance with laws regarding the rights of disabled people.

**Best things about it:** we raised awareness about a topic that could make a huge difference in our society, particularly to those in poor health.

**Most challenging aspect:** finding out that a big percentage of the companies we interviewed are not aware of the law and the alternative measures to be implemented in hiring disabled people. That was quite discouraging.



Students from the Communications Lab working on the *Voices of the Royal Theater* project.



## Sports Lab

This lab monitors and reports on issues pertaining to sports players, teams, and coaches, and produces research and consultancy for Spanish and European soccer clubs, Formula 1, and others.

**Sample project:**

**ATLÉTICO DE MADRID**

**Objective:** predict and evaluate players' behavior.

**Best things about it:** we got to develop activities aimed at improving the lives of athletes and also demonstrate the value of sports to society.

**Most challenging aspect:** in order to be heard and get our ideas implemented, we needed to make sure that absolutely everything in our proposal was well founded and based on empirical evidence.

## Communication Lab

The *Communication Lab* works with the widest range of companies, institutions, and startups with communication needs. You will be in charge of creating content such as blogs, videos, and other media content according to the clients' needs.

**Sample project:**

**VOICES OF THE ROYAL THEATER**

**Objective:** execute a project to transform the opera into an accessible and trendy activity for young people.

**Best things about it:** we first had to immerse ourselves in the world of opera singers in order to understand their passion for the art!

**Most challenging aspect:** avoid making assumptions about why young people aren't interested in opera. We needed to come up with effective ways to learn their reasons and motivations in order to create a campaign that would impact the target audience.

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"Joining a lab is a fantastic experience since you get to know more about a topic that you are not very familiar with; in my case, finance. I've always been interested in it and this was a first step that somehow connected me to the real world around it."

Carmen,  
Finance Lab

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A DAY IN THE LIFE OF...

## “The best thing about studying at IE University is the friendly working environment”

**Gonzalo Coronado Maceda,**  
*Bachelor in Architectural Studies*

### What do you like most about studying at IE University?

The time you spend in the studio is very entertaining, even on stressful days, thanks to the people who spend time with you there and

contribute to creating an enjoyable environment. There's a lot of singing and fun conversations constantly going on. We are all very respectful to each other, but agree on the importance of mingling and keeping a cheerful atmosphere. All of this makes time pass really fast and before you notice, your projects are done!

### Are you involved in any extracurricular activities?

There's this thing about IEU—you are always involved, somehow, in an extracurricular activity! There are initiatives for all types of personalities and tastes, so it's hard not to participate in at least one of them. Personally, I've found myself immersed in some of these activities without even realizing it.

### What are your favorite subjects and why?

My favorite subjects are probably *Virtual Space*, *Digital Image*, and *Architectural Geometry*. In the first two, the teachers are awesome and engage with students in a very unique way. We have fun while learning and get astonishing results! When it comes to *Architectural Geometry*, even though it's one of the toughest subjects, I love the way we work with 3D software to create amazing models.

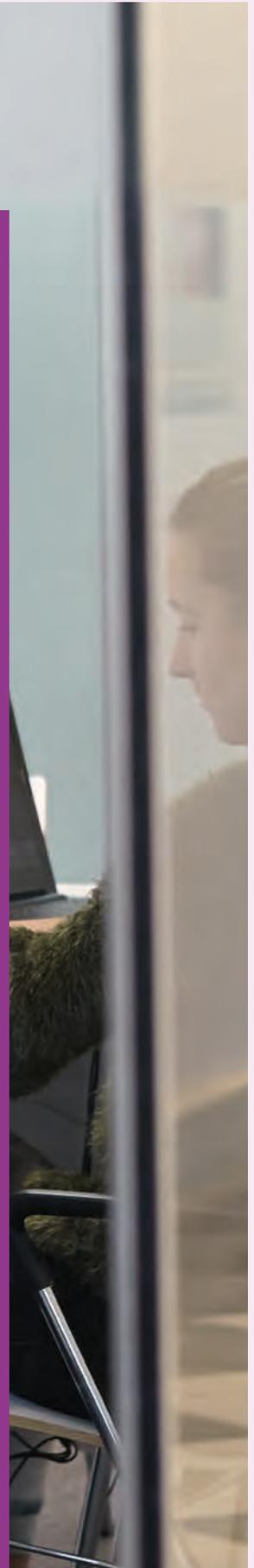
**7:30** Wake up—if I ever went to sleep—and get ready for class. The Bachelor of Architectural Studies is a very demanding program, and sometimes it requires working non-stop for 24 hours!

**9:30** Class time. The sessions tend to be quite long in order to take advantage of the studio time with the teachers. We tend to start at 9:30 and finish at 14:00 (with of course a short break in between).

**14:00** Well deserved lunch break! I usually have lunch at the cafeteria and use this time to catch up with my friends and just relax.

**15:30** Back to class! These classes last for one hour and 20 minutes each and usually go on until 19:30 or 21:00, depending on the day.

**21:00** If you are well organized and you learn how to manage your time and work, you can go home for a nice dinner or even go out with some friends. If not, you probably have to stay in the Architecture Studio at night until you finish your work.



# INTERNSHIPS

In touch with the real world

We understand that real-world experience is fundamental within the field of communication, and for that reason the Bachelor in Architectural Studies offers students the opportunity to complete internships with organizations worldwide. You will acquire more than a year's worth of professional experience, which is sure to help you stand out as you enter the job market and begin to establish yourself as a valued business professional.

Our students have completed internships at Aedes (Berlin), Aires Mateus (Lisbon), Cloud 9 (Barcelona), Crab Studio (London), David Chipperfield (London), Eva Jiricina Architects (London), Jump Studios (London), Miralles Tagliabue (Barcelona), SCB Architects (Chicago), Shigeru Ban Architects Europe (Paris), Studio Mumbai (India), and Zaha Hadid (London), among others.

“The time I spent working for Miralles Tagliabue allowed me to see what kind of architect I wanted to be in the future”

**Elena García Gómez**  
*Bachelor in Architectural Studies Student*

**Miralles Tagliabue**  
*Barcelona*

“My internship period in Miralles Tagliabue - EMBT definitely opened my mind. Prior to the internship experience, I thought that architecture was just about projects, housing, and building. However, I realized that architecture is much more than building things. Architecture covers a wide range of skills that go from furniture design to urbanism. EMBT works with architectural projects, open spaces, urbanism, rehabilitation, furniture design, and exhibitions. It was precisely their wide field of work that fueled my decision to work for them. I thought that the experience of working for a multidisciplinary studio could help me have a more comprehensive idea of the architectural world. And, indeed, it was a great success!

I must admit that when I was offered the chance to work for EMBT, I was a bit scared. I wasn't sure how helpful I would be in the office since I had not even finished the second year of my Bachelor in Architectural Studies at IE University, and I still had a long path to follow. However, I found it to be quite the opposite! Not only did they make me feel part of the team from the very beginning, but they also trusted me to perform different tasks, such as furniture design and the creation of exhibitions. Moreover, they took the time to instruct and guide me every step of the way. My youth and inexperience were not an obstacle when working with them. The months that I spent working, studying, and living in Barcelona taught me that having a positive attitude and willingness to work are essential in the workplace.”



↑  
Cloud 9  
team with  
the famous  
chef Ferran  
Adrià.



→  
Jacob  
Kummer  
discovering  
London

**Jacob Kummer**  
*Bachelor in  
Architectural  
Studies Student*

**Jump Studios**  
London

“The small studio culture at Jump Studios allowed me to get deeply involved in all stages of the project, from the conceptual design phase to the hand-over. Taking part in

a variety of internships throughout the Bachelor in Architectural Studies at IEU has taught me not only how to act responsibly in a professional environment but it has also helped determine what sort of role I want to play in the field after graduating. Internships are a great opportunity to travel around the world and meet and work with different kinds of people from different environments!”

Miralles  
Tagliabue  
team,  
Barcelona  
↓



“I was able to experience how it feels to be involved in such a huge project, and how organization and teamwork are essential for efficiency”

**Ángela Aza**  
*Bachelor in  
Architectural  
Studies*

**Cloud 9**  
Barcelona

**Tell us about your internship. How was the recruiting process—steps, tests, interviews?**

During the second semester of my second year at IE University, I completed an internship at Enric Ruiz Geli’s firm, Cloud 9, in Barcelona. I was involved in the ElBulli project, a new project for the famous chef Ferran Adrià.

**What types of projects did you work on?**

I was in charge of developing part of the construction details in 2D needed to carry out the working drawings, but it was during my two last months in the studio that I was in charge of making an enormous model that the studio was commissioned to build for the Somerset House in London. In order to develop this model, I used basic techniques combined with the most advanced 3D printing and CNC technologies, which I had learned at IE University.

**How do you think you benefited from this experience?**

It was a really amazing experience for me since I got to know a lot of professionals in many different fields, ranging from one of the best chefs in the world, to many engineers from different companies, to an expert in the use of ceramics in architecture.

**What tips or advice would you give to other students applying for an internship?**

I would definitely recommend this studio for future students, since the experience and knowledge you acquire from your internship is great, as well as the people you get to know. Even today I still have a strong relationship with them.

# STUDY ABROAD

## The world in your hands



As a student at IE University, you will have several opportunities to develop global perspectives and cross-cultural competencies—studying abroad is one of them. Living in another country for a semester or two is a great way to build confidence and broaden your outlook by experiencing other cultures and making new connections. At IE University we believe that seeing your studies from new perspectives is a life-changing experience. That's why we encourage students to spend one or two semesters at one of our more than 90 prestigious global exchange partner institutions in North and South America, Europe, Asia, Africa, and the Middle East.

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### WOODBURY UNIVERSITY LOS ANGELES, USA

“Studying abroad is a unique experience in which you are tested academically and as an individual. After completing a semester I came back to the IE University as a changed person, both in a personal and a professional aspect. Woodbury University has an excellent reputation for providing quality education, and I confirmed this when I attended the architectural Design Studio course which I was enrolled in.”

Josephine Gillard  
Bachelor in Arquitectural Studies

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Exchange partners vary from year to year and your options will depend on your program of study. The following list represents a sample for all IE University programs.



**GERMANY**

Jacobs University, Bremen  
Bauhaus Universität, Weimar  
EBS Law School, Wiesbaden

**SWITZERLAND**

University of Applied Science of Western Switzerland, Delémont  
University of St. Gallen

**TURKEY**

Koç University, Istanbul  
Sabancı University, Istanbul

**CHINA**

Tsinghua University, Beijing  
University of Hong Kong, Hong Kong  
Hong Kong University of Science and Technology, Hong Kong  
Shanghai Jiao Tong University, Shanghai

**MALAYSIA**

University of Kuala Lumpur, Kuala Lumpur

**SINGAPORE**

Singapore Management University, Singapore  
National University of Singapore, Singapore

**JAPAN**

Meiji University, Tokyo

**SOUTH KOREA**

Seoul National University, Seoul

**SOUTH AFRICA**

University of Pretoria, Pretoria

**AUSTRALIA**

RMIT University, Melbourne  
University of Technology Sydney, Sydney

**CORNELL UNIVERSITY**  
NEW YORK, USA

“I chose Cornell University, an Ivy League Institution, and benefited a lot from this decision. Not only did I get to study at a top university, which enhances my CV, but I also made several friends there who, I expect, will eventually become leaders in their fields. I got the chance to study in the USA, where the entertainment industry—the industry I want to work in—has been flourishing for decades.”

**Oyku Dikmen,**  
Bachelor in Communication

**HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
HONG KONG, CHINA

“Studying in Hong Kong was a life-changing experience. I immersed myself in a completely different culture, tried learning a bit of Chinese—which was very difficult!—and had the opportunity to travel. I made plenty of new friends, expanded my worldview, and broke out from my routine for a while, learning more about myself and the world I live in.”

**Katharina Hamman,**  
Bachelor in Psychology

**UNIVERSITY OF TECHNOLOGY SYDNEY**  
SYDNEY, AUSTRALIA

“I wanted to learn about a different culture, meet new people, travel somewhere I had never been before to get a hint of what it could be like to work abroad someday, and especially get out of my comfort zone. Now that I’m back, I have to say that it was probably one of the best decisions I have ever made and those six months were some of the best of my life.”

**Gonzalo Muelas,**  
Bachelor of Laws



# “IE University has provided me with a solid network of contacts and the confidence of knowing that nothing is impossible”

**Silvia Lucchetta**  
*Bachelor in Architectural Studies, class of 2015*

I am Italian and I have spent most of my life in the Veneto area, surrounded by the world of art and design. I have always loved languages, and traveling to Spain seemed like a great

option for my personal and professional growth. I had already had the opportunity to spend one year in an international school, in Scotland, which made me realize the great advantages of studying in a multicultural environment. I really wanted to experience that again, and learn a new language and culture.

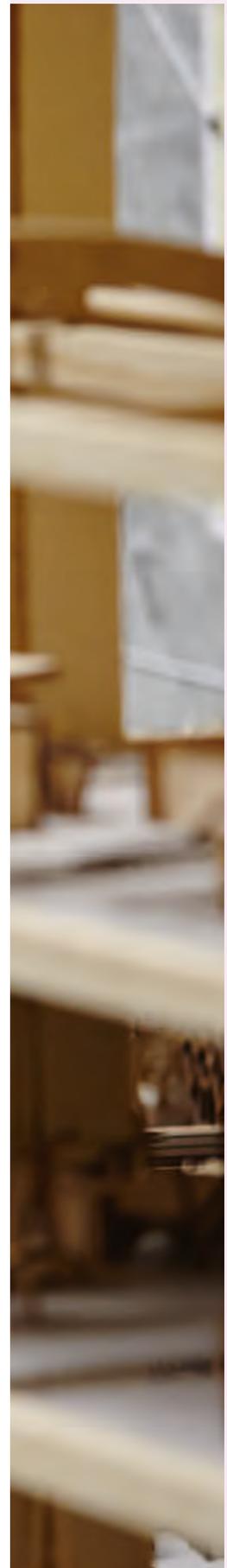
I think the environment I grew up in helped me shape my scientific and analytical capacities and, at the same time, awaken in me a great passion for art and design. I've always seen architecture as the perfect balance between these two passions, and that's why I decided to study it.

I think architecture at IE University has a very up-to-date program that prepares us to be 21st-century architects. Since architecture is rapidly evolving, I believe that one of the strongest points of the program is the intern-

ship period. For a timeframe of four months, second-, third-, and fourth-year students can work in companies from all over the world and continue their lessons online. In my opinion, these great experiences help students not only understand how “real life” works, but also helps them learn about tangent fields of architecture and, most importantly, about time management.

IEU has molded me in lots of aspects. In addition to the knowledge I've gained, IE University has provided me with a solid network of contacts, and the confidence of knowing that nothing is impossible. Being surrounded by other interesting students and professors, each of them with a great story behind them, can only be motivating.

After graduating, I would like to gain some experience in the world of high-end design and learn how this business works, how new designs are advertised and how new clients are obtained. Once I gain some knowledge I would like to specialize in Design Management and eventually run my own studio.





# My University



IEU Campus in  
Segovia.

From the very first moment, you will live a transformational experience that will enhance your unique value and will enable you to play a leading role in shaping the world and achieving your goals. You will receive an inspiring and challenging education that will broaden your horizons and will shape who you are and who you will become. It will connect you to the world and guide you on the unique path needed to achieve your goals.

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# FIVE REASONS TO STUDY AT IE UNIVERSITY

## 1

### CONNECT WITH A DIVERSE AND ACCESSIBLE FACULTY

Our diverse faculty is made up of both excellent academics and experienced professionals with international experience and close ties to the professional world. Also, our professors are completely accessible to students; you can enjoy daily contact with them, obtain regular feedback, and receive the support you need to accomplish your goals.

## 2

### TURN YOUR IDEAS INTO REALITY

We will inspire you to be innovative in any field or discipline by providing an environment where you can experience new ways of thinking, apply your creativity, and venture into the unexplored.

## 3

### PERSONALIZE YOUR PATH TO SUCCESS

Our innovative degree programs are recognized by the most prestigious associations in their respective fields, and integrate a broad range of teaching approaches and options that will allow you to shape your own education according to your professional aspirations.

## 4

### EXPERIENCE A PRACTICAL LEARNING METHODOLOGY

We combine theory with practice from the moment you begin your studies. You will apply what you learn in class to real-life cases and to your own projects. Each year, students are offered a range of internship opportunities to work on campus, in Spain, or around the globe. You will acquire an impressive set of skills and professional experiences that will make you an attractive job candidate after graduation.

“IE has been ranked 6<sup>th</sup> worldwide for innovation in technologies and teaching.”\*

## 5

### BUILD THE PATH TO YOUR FUTURE

We help graduates launch their careers across industries and around the globe. Employers of leading companies worldwide consider IE University one of their top recruiting pools. You will also make friends for life and enjoy an active alumni network of more than 45,000 people worldwide that you can depend upon throughout your professional journey.



## IE UNIVERSITY RECOGNITION

### Prestige and performance

IE University occupies a leading position among higher education institutions in Europe and worldwide for its excellence in innovation and learning technologies. In addition, our undergraduate programs are recognized by the most prestigious associations in their respective fields, and highly regarded by employers at leading corporations.



**1<sup>ST</sup>**  
University  
in Spain

**7<sup>TH</sup>**  
University  
in Europe

**24<sup>TH</sup>**  
University Worldwide

**Times Higher Education,**  
Global University Employability  
Survey and Ranking 2017

**1<sup>ST</sup>**  
University  
in Spain

**3<sup>RD</sup>**  
Best Bachelor in  
Business Administration  
Worldwide

**4<sup>TH</sup>**  
University in Europe

**\* Youth Incorporated,**  
Global University Rankings 2015

**5<sup>TH</sup>**  
in Recruiter Satisfaction  
Worldwide

**6<sup>TH</sup>**  
Student Satisfaction  
Worldwide

**14<sup>TH</sup>**  
Top University Worldwide

# IE UNIVERSITY CAMPUS

Your home away from home

As a student at IE University, you will gain an international outlook and global connections. You will benefit from diverse perspectives and experiences as you study with peers from around the world. Each year, an average of 100 different countries are represented on campus, and over 70% of students come from abroad.

## SEGOVIA

The campus in the city of Segovia offers a true campus experience. It is housed in the *Convent of Santa Cruz la Real*, a historic building declared a national heritage site in 1931. Segovia is only 25 minutes from Madrid by high-speed train, and welcomes students from over 100 countries to a global university setting with an academic and lively atmosphere. In Segovia, you'll find the perfect setting to become part of a close-knit community.

Segovia is a fairytale city full of narrow, twisting alleyways, Romanesque churches, and beautiful buildings. Additionally, this province of Spain has always been famous for its climate and traditional cuisine. It's not merely a city to be admired from afar; it's also a great place to live.

If you decide to study in Segovia, with the big city always within reach and history at your fingertips, you will experience the best of both worlds.

## MADRID

On our Madrid campus, you will find a groundbreaking education experience, with access to cutting-edge resources, specialized classrooms, and modern facilities. Studying in Madrid provides an opportunity to immerse yourself in a dynamic environment at the center of one of Europe's most important financial capitals.

If you decide to study in Madrid, you will benefit from a global environment, top-tier networking opportunities, and facilities equipped with the latest technologies—all shared with the top-ranked IE Business School.



IEU Campus in Segovia.



Students after class socializing near the cafeteria in the IEU Campus in Segovia.



Segovia and Madrid have excellent facilities. Students have ample space for studying, relaxation, and entertainment.



IEU Campus in Madrid.

# STUDENT LIFE

## Connections and activities

The memories you make during your studies last forever and can change the course of your life. We believe in diversity as a lifestyle and are proud to say that our community is as diverse as can be, providing space for all types of interests and unlimited opportunities.

The Student Life office coordinates more than 30 clubs, which are divided into six areas: arts, sports, social causes, debates, entrepreneurship, and academics.

Below are some the clubs you can take part in.

### IEU CONFERENCE CLUB

The *IEU Conference Club* organizes talks and cocktails where some of the most powerful and influential people in the international arena answer questions related to their field of expertise. You'll get to know some of the secrets of their professional success, network with them, and have your questions answered!

### IEU GREEN CLUB

This club reaches out to the student community to raise awareness about environmental stewardship matters

and healthy lifestyles. They organize riverside hikes and other nature activities. If you like to escape from your routine and enjoy outdoor activities, this is the club for you!

### IEU HUMANITARIAN CLUB

This club organizes innovative events in service of various NGOs. Its president, Zainnab Al-Kurdi, started a campaign to inspire and protect women all over the world.

### IEU MUSIC CLUB

The *IE Music Club* aims to enrich its members' musical knowledge and provide the opportunity to play together as a group. Its talented artists perform creative adaptations of songs or original compositions.

### IEU SPORTS CLUB

Exercise is important, so both our Madrid and Segovia campuses offer a wide

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“Our motto is ‘Talks that Inspire’. You see, we want to take a radically new approach to academic talks.”

Salvador Mompeán,  
IEU Conference Club Founder

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*The Real Casa de la Moneda* in Segovia, is a space provided by the city council for activities such as exhibitions, music, conferences, and workshops.



“The IEU Alpine Club is your destination for any and all outdoor activities, bringing like-minded people together to enjoy the beauty of nature in a fun way.”

Benjamin Weber,  
Sports Club Founder

variety of sports for students to enjoy. The sports that we offer vary from campus to campus, since Madrid is a city campus and Segovia is a rural one.

Among the team sports we offer are: volleyball, basketball, indoor soccer, rugby, basketball, and tennis. In addition, IEU has special deals with several gyms and fitness centers, to make available other sports such as golf, tennis, paddle tennis, swimming, and many others.

Tryouts for IEU’s official teams take place once every year, at the beginning of the fall semester.

“I’ve been living in Segovia for nearly two years and had no idea about its beautiful surroundings. Hiking by the river on Sunday was a nice alternative to spending the weekend in the city of Segovia or Madrid. For those who did not go with us, I highly recommend attending the next Green Club event!”

Ola,  
IEU Green Club



# EMPLOYABILITY

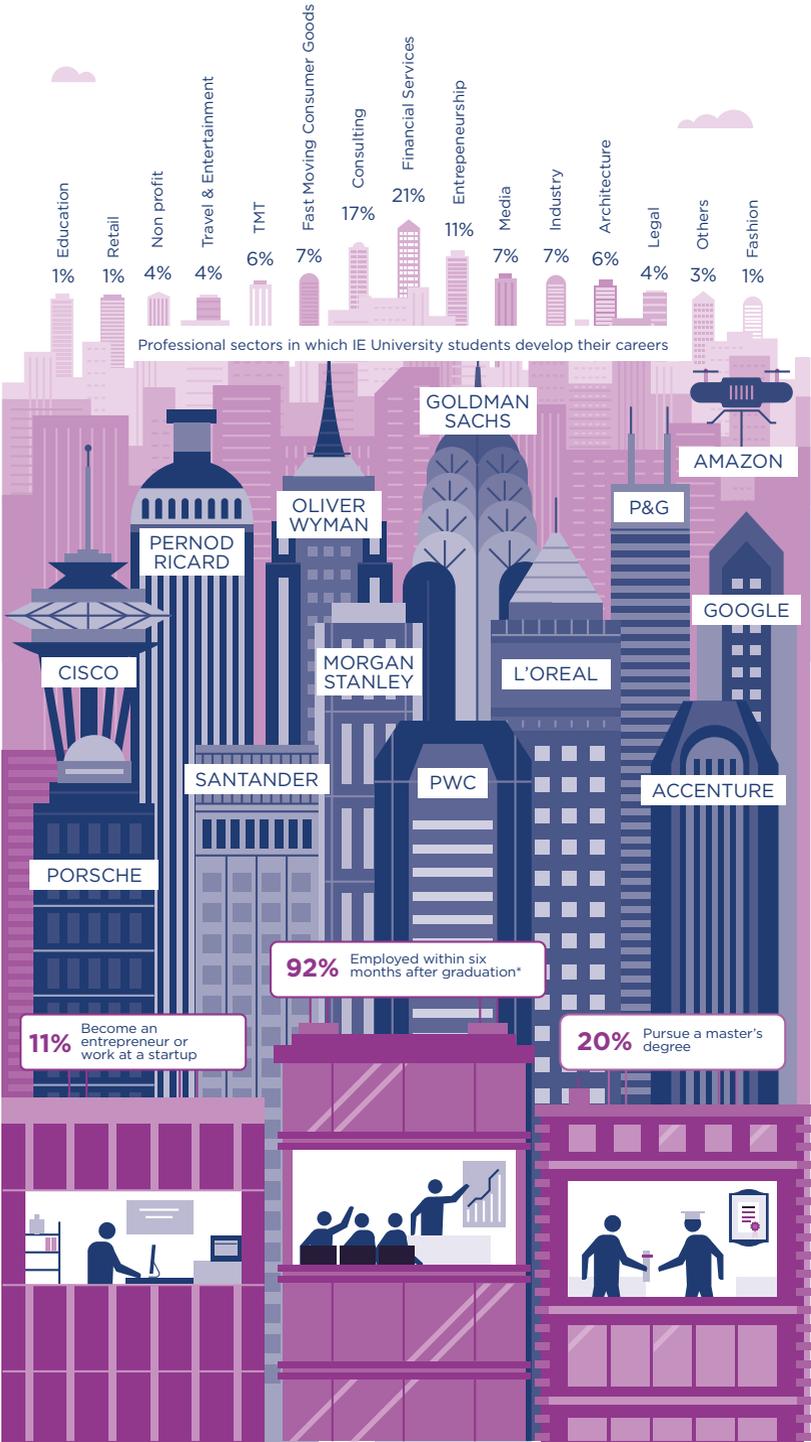
## Launch your career internationally

Choosing a career path is one of the most important decisions you will make as you progress through your studies. The IE Career Management Center (CMC) helps graduates launch their careers across industries and around the globe and guides them throughout this decision-making process.

IE University's international recognition and partnerships with leading companies and institutions provide graduates the opportunity to compete for international positions.

IE University students begin to receive employment offers even before they graduate. While many alumni are recruited by major multinational companies, others prefer to join small and medium-sized companies and startups.

Some students choose entrepreneurship as a career choice and start a business while studying at IE University or shortly after graduation, building and managing their own companies.



\* Of job seekers reported employed

# ALUMNI

## Life after IEU

In order to promote lasting relationships among the members of the IEU community, we offer resources for career development and lifelong learning opportunities, with the objective of propelling personal and professional development of IE University students and alumni.

As an IE graduate, you'll join a global network of more than 45,000 people in over 100 countries.

We organize regular events across the world to help our graduates stay in touch with friends or meet new people. By being part of the alumni community, you will also benefit from career development, social networking, and education opportunities, among others.

[www.ie.edu](http://www.ie.edu)

➤  
Students during their graduation in 2015.

# ADMISSION PROCESS

## Become part of IE University

At IE University, there's no single deadline for applying to our undergraduate programs. We have a rolling admissions policy, which means that you can apply to IE at any point during the year. The various stages of our admission process are aimed at identifying those areas of your academic and personal profile that make you unique, and to make sure that our educational model is a good fit for you.

As our programs usually fill up far in advance of the start of the academic year, we advise candidates to apply between three to six months before the semester begins. This will also allow you time to obtain any necessary visas or other qualifications.

Once you have received an acceptance letter, provisional or definitive, you must make a €1,500 non-refundable deposit to reserve your spot in the bachelor's program of your choice.

### 1 ONLINE APPLICATION

You can download the application form on our website. The form contains detailed step-by-step instructions to guide you through the process.

Your application is subject to a non-refundable admission fee of €120. Information on how to pay this fee is included at the end of the form.

### 2 ADMISSION TEST

Take IE University's admission test or international admission tests: the SAT, ACT, CAS, or LNAT. The IE University admission test assesses the verbal, logical, and quantitative abilities you have acquired both within and outside the classroom. Above all, it centers on your ability to reason, rather than on any particular set of information. This means you don't need to study for the test beforehand.

### 3 COMMITTEE DECISION-MAKING

Once you have completed the steps above, the Admissions Committee reviews your application file, assesses your profile, and determines whether or not you can advance to the final application phase: a personal interview.

### 4 PERSONAL INTERVIEW

The Admissions Department calls those who have been successful during the admission process. You

can be interviewed either on the IE University campuses in Segovia or Madrid, or at any of our 25 international offices. If you're not easily able to reach any of these offices, we can arrange an online interview.

The interview will allow us to get to know you better and assess certain qualities, such as your personality, your ability to defend your point of view and express yourself, as well as other communication skills.

### 5 FINAL COMMITTEE DECISION

After the Admissions Committee reviews your complete application and reaches a final decision, you will receive written notification of your admission. Once admitted, you may apply for scholarships and financial aid, make the non-refundable deposit of €1,500, and submit the documentation required for enrollment.

If you have any questions or would like us to explain personally how the application and admission processes work, don't hesitate to contact us by email at [university@ie.edu](mailto:university@ie.edu) or by phone at +34 921 412 428 or +34 915 689 620.

Our objective is for IE University to be the best university for you, and for you to fit well with us, too.

# The path to IE University

Discover the journey toward joining our community

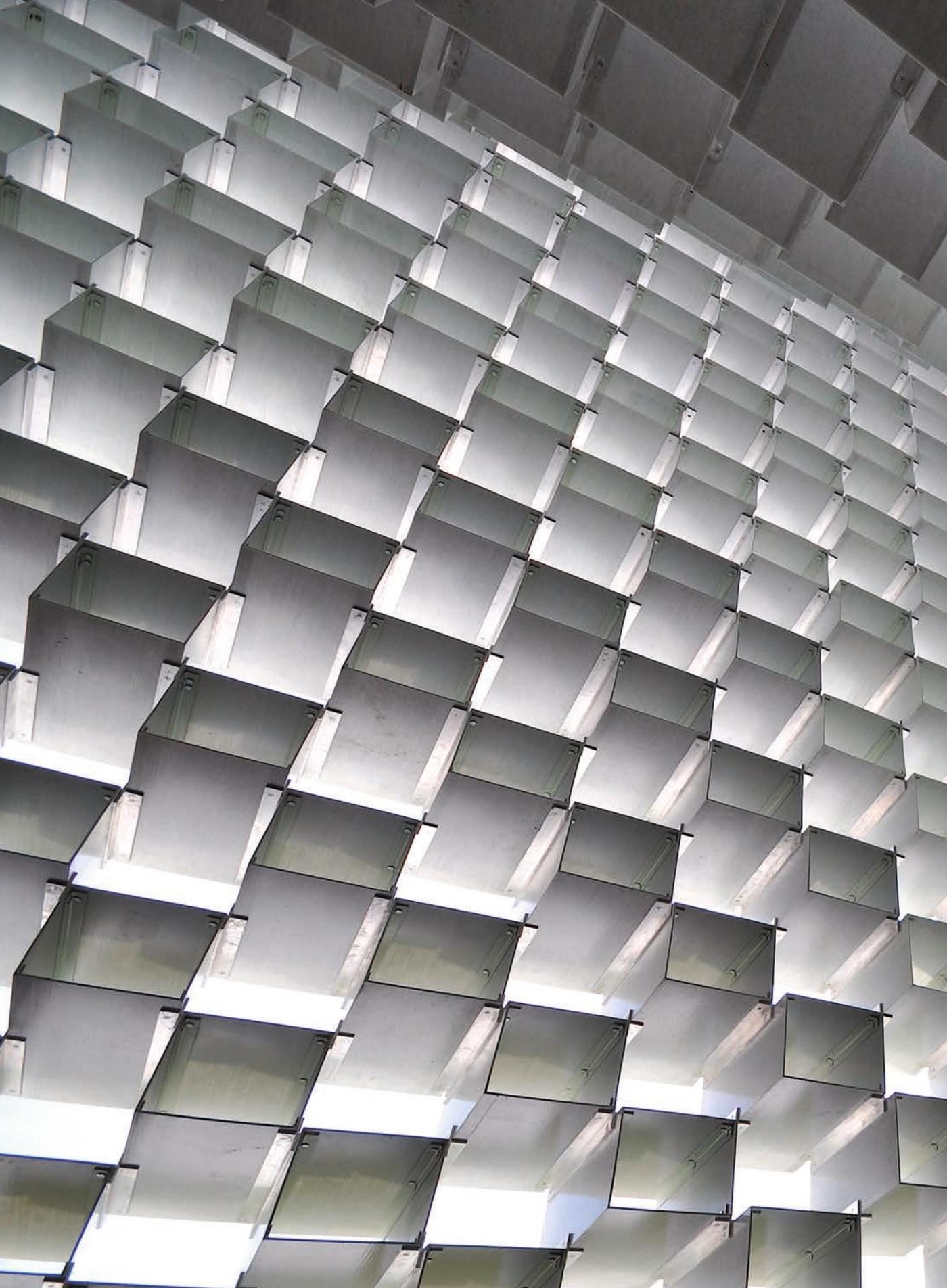


Scan the code  
and get started!



**[thepathtoie.uie.edu](https://thepathtoie.uie.edu)**

Discover more details about the next steps  
you need to take to become part of the IE  
University's community.



## INTERNATIONAL OFFICES

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### **EUROPE**

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[www.ie.edu/offices](http://www.ie.edu/offices)



[www.ie.edu/university/architecture](http://www.ie.edu/university/architecture)

Don't forget to check out our blog:  
**[drivinginnovation.ie.edu](http://drivinginnovation.ie.edu)**

#### **CONTACT US**

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*The information in this brochure is subject to  
revisions or changes. You will find the most  
up-to-date information on the University's website.*

#### **FIND US ON**

