

MASTER IN STRATEGIC DESIGN OF SPACES

UNLEASHING THE POWER OF DESIGN TO BOOST TRANSFORMATION

MSD	Type of degree	Master	Location	Madrid
Language	English	Duration	10 months	
Format	Full-Time	Intake / Start	October	

FIND US ON:



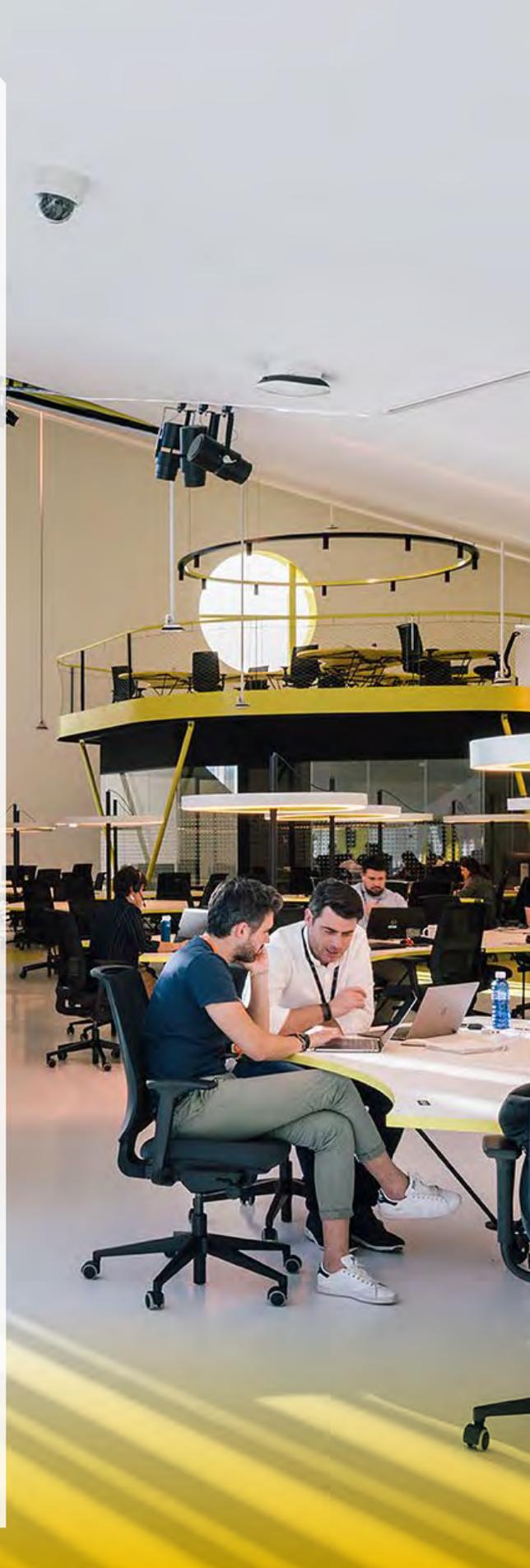
@IE School of Architecture and Design

#IEArchDesign, #IEMSD

IE School of Architecture and Design - MSD

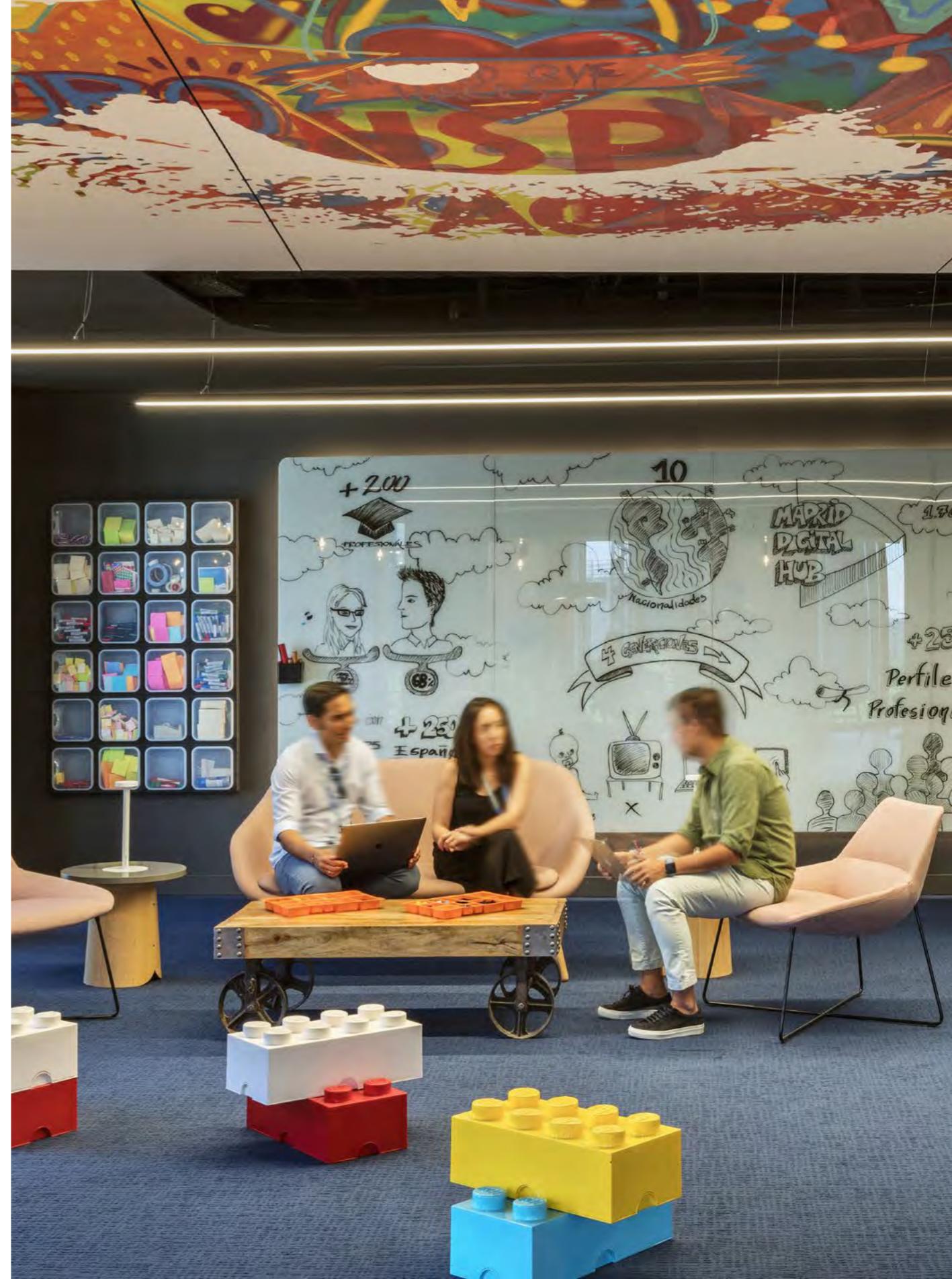


WWW.IE.EDU/MSD



CONTENT

- 04 Quick facts about the program
- 06 A word of welcome
- 08 10 reasons to join the program
- 10 Program content
- 12 Program drivers
- 14 360° Program structure
- 16 Courses
- 18 Design. Learn by Doing
- 20 Study Trips
- 24 Class Profiles
- 26 Professional roles
- 28 Career Opportunities
- 30 Lecture Series
- 32 Faculty
- 34** About IE
- 36** About IE School of Architecture and Design
- 40** Why Madrid?
- 42** Admissions process
- 44** IE's global presence



QUICK FACTS ABOUT THE PROGRAM

FORMAT



FULL-TIME MADRID

INTAKE



OCTOBER

DURATION



10 MONTHS

LANGUAGE



ENGLISH

AGE RANGE



23-35 YEARS

WORK EXPERIENCE



0-10 YEARS

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.



A WORD OF WELCOME



Dear prospective student,

Did you know that, on an average day, professionals spend over 65% of their working hours away from their desk? This means office buildings around the globe are regularly half-empty, yet organizations still pay for the space! How is this sustainable?

Or, when an online store opens a brick-and-mortar one, did you know that online sales go up in that geographic area? As e-commerce players are quickly realizing, a symbiotic relationship is often essential for success.

And what about the portmanteau *bleisure*? Have you heard of this concept of taking a business trip and adding a short vacation at the end? Combining work and play is an emerging trend, especially among younger travelers, and hotel owners must be ready to address this in terms of services and spaces.

How can design respond to these issues?

The Master in Strategic Design of Spaces helps you respond to new needs and changing paradigms to become a designer of the future.

With us, you will become aware of the impact the built environment has on human behavior and relationships. We will help you understand the connection between the organization of a workforce and its workspaces. **You will gain insights into how hoteliers and retailers improve their engagement with customers depending on the customer experience—something that is directly related to physical and digital space—and how these companies present themselves.**

With this master's program, you will learn how to make a positive impact through your design solutions because you will be aware of the connections between space, culture, technology, sustainability, and well-being. On top of this, you will discover how technology is reshaping the way we interact, communicate, collaborate, learn, shop, and are entertained.

You will propose strategies to approach the complex issues that will lead to responsive physical and digital environments. This approach will help you optimize the resources that you use in your projects: your energy and ideas, the use of time, and the natural and economic resources of the companies and organizations that are your clients.

The entire program is centered around learning by doing, beginning with simple projects that become more complex as you progress. Every subject will enable you to develop projects to a more advanced standard than you may have previously imagined.

You will realize that design is the driver of change, making innovation tangible and disruption possible. Design is the key to unlocking creativity and innovation. In a broad sense, **design stands out as one of the most high-potential fields for ambitious professionals in the future.**

The Master in Strategic Design of Spaces will provide participants with the necessary skills and knowledge to strategically tackle today's emerging challenges. By developing this critical set of skills, you will future-proof your career—even as the predicted 40-75 million jobs are automated or robotized by 2030.

You will learn to translate needs and expectations into design solutions and measure the success of those proposals.

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

INTEGRATING DESIGN STRATEGIES, TECHNOLOGY AND USER NEEDS



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.



PROGRAM CONTENT

In the program you will:



Design solutions that are omnichannel, future-proof, and include interconnectivity.



Learn tools and techniques, understand various processes and desired outcomes, and put creative strategies into place that achieve results.

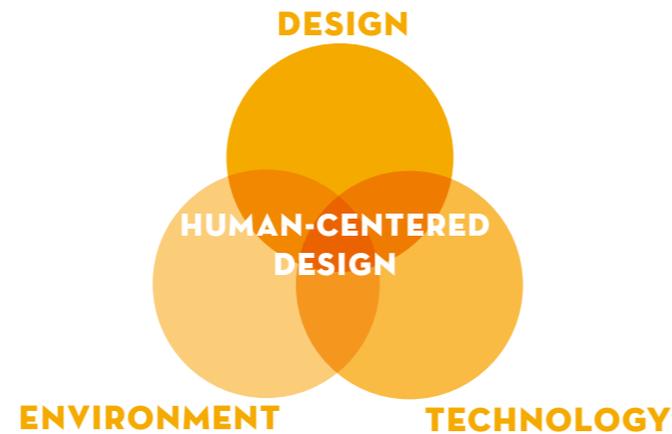


Understand the connections between the spaces we experience and inhabit, seamless technology, and your client's future goals.



We explore a variety of types of spaces and those that are becoming hybrid spaces, including retail, education, hospitality and 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.



01

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.

02

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.

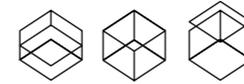
03

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.

SKILLS ACCELERATOR

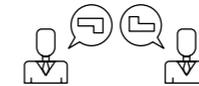
You will gain a complementary skill set that will help you understand the impact of any design in business. This new skill set will help you to succeed in clarifying your client's vision.



CREATIVITY



ABILITY TO COORDINATE MULTIDISCIPLINARY TEAMS



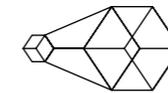
HOLISTIC APPROACH



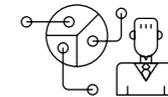
DESIGN TOOLS CONNOISSEUR



CRITICAL THINKING



AGILITY FLEXIBILITY



USER EXPERIENCE FOCUS



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

	DESIGN			ENVIRONMENT	TECHNOLOGY	
	MODULE 1 FUNDAMENTALS & RESEARCH	MODULE 2 STRATEGY	MODULE 3 DESIGN TOOLS	MODULE 4 ENVIRONMENT	MODULE 5 TECHNOLOGY	DESIGN STUDIO LEARN BY DOING
FIRST TERM BASIC CONCEPTS / BASIC PROJECTS	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.	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.	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.	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.	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.	BASIC COMPLEX INNOVATIVE
SECOND TERM DESIGNING FOR COMPLEXITY					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, that range in complexity from basic to highly innovative.	
THIRD TERM THE NEXT “BIG THING” DESIGNING FOR THE FUTURE						

360° 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.**

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.

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
	TERM 1: BASIC CONCEPTS, BASIC PROJECTS			TERM 2: COMPLEX CONCEPTS, COMPLEX PROJECTS			TERM 3: DESIGNING THE FUTURE		
Module 1: FUNDAMENTALS & RESEARCH	BASIC RESEARCH TOOLS			DESIGN ETHNOGRAPHY TECHNIQUES			ANTICIPATING THE NEEDS OF THE FUTURE		
	Intro workplace consultancy					My vision of Design GIULIO CAPPELLINI			Design for stakeholders
Module 2: STRATEGY	BRIEFING: THE STRATEGIC PROCESS			ORGANIZATIONAL CULTURE			WELL-BEING + SUSTAINABILITY		
			Metrics		Sustainability and cost control		User Experience	Change management, people and performance	
Module 3: DESIGN TOOLS	DESIGN TOOLS, DESIGN SKILLS, DESIGN SOLUTIONS			CREATING THE ATMOSPHERE			SPACE AS BRAND		
	Good Design is Good Business	Narrative and visual communication			Working with providers			New trends, spaces for innovation	
Module 4: TECHNOLOGY AND DIGITAL TRANSFORMATION	THE TECHNOLOGICAL ENVIRONMENT			DIGITAL TRANSFORMATION			WHAT IS NEXT IN TECHNOLOGY?		
					Ethical sustainable technology			Insights studio and Artificial Intelligence (AI)	
Module 5: ENVIRONMENT	CREATIVE AND SUSTAINABLE DESIGN			AGILE METHODOLOGIES FOR USER CENTRIC DESIGN			DESIGN FOR SUSTAINABILITY; WITH STAKEHOLDERS		
						A sustainable future	Built to last; designed to remain		Staying ahead of the game
Module 6: DESIGN STUDIO / LEARN BY DOING	LEARN BY DOING: BASIC PROJECT OPTIONS OF FOUR BASIC TYPES OF PROJECTS			LEARN BY DOING: COMPLEX PROJECT OPTIONS OF FOUR COMPLEX TYPES OF PROJECTS			LEARN BY DOING: THE NEXT BIG THING INTRO TO PROJECT OF THE FUTURE, THESIS PROJECT		

STUDY TRIPS

*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.

Milan (February)

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.

Vitra Campus (May)

360° PROGRAM STRUCTURE: 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: behaviour, 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.

ANTICIPATING THE NEEDS OF THE FUTURE

This is an interactive course, led by a renowned innovator and forward thinker, who will lead students into the framework of disruptive thinking.

DESIGN FOR AND WITH STAKEHOLDERS

Only through the early and full integration of the key stakeholders, taking into account all types of stakeholders and understanding who will use and be affected by your project, will your design solutions be relevant and will stand the test of times.

M2. STRATEGY

BRIEFING: 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

During a project there are some 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.

SUSTAINABILITY AND COST CONTROL

You will learn how to respond to a challenge providing a design solution which needs to be future proof, sustainable and with a controlled cost.

WELL BEING + SUSTAINABILITY

Workplace well-being strategies focus on workplace health and well-being, throwing a spotlight on how businesses can ensure their people are well, engaged and satisfied in their jobs, to drive productivity.

CHANGE MANAGEMENT: PEOPLE AND PERFORMANCE

Change Management is the application of processes and tools to manage the people side from a current state to a new future state so that the desired results (and expected return on investment) are achieved.

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 business, 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.

WORKING WITH PROVIDERS

To guarantee we deliver a successful project, all our design ideas will need to be constructed, manufactured, or customized. Only through a close collaboration among designers & manufacturers/craftsmen innovation will arise.

SPACE AS BRAND

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

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.

M4. TECHNOLOGY

THE TECHNOLOGICAL ENVIRONMENT

How to assess your client 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.

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.

ETHICAL, SUSTAINABLE TECHNOLOGY

You will learn how to contribute deeply to your clients' needs for digital transformation maintaining the focus on sustainability, viability, and ethical solutions.

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 for the success. Versatility is the key word here.

INSIGHTS STUDIO AND AI

Artificial Intelligence (AI) now forms part of our everyday lives. Data drives every decision, every response about each new product, service, project...You will learn about AI and the use of data to help you boost your design career.

**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.

M5. ENVIRONMENT

CREATIVE AND SUSTAINABLE DESIGN

Every designer hopes for the perdurability of its designs; sustainability, relevance & durability are key drivers for companies that manufacture products. You will learn how some of these companies have been successful during many decades.

AGILE METHODOLOGIES FOR USER CENTRIC DESIGN

The design world has adapted the "Agile Manifesto principles" to improve its own methodologies and ideas: collaborate more with clients, communication, focus on delivering and testing design solutions, be open to changes.

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 overambition 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 FOR SUSTAINABILITY INVOLVING STAKEHOLDERS AND RAISING THE AWARENESS

This course will teach the focus of the analysis with the user as the center of gravity of each project, considering all individual aspects and the organizational behavior.

BUILT TO LAST. DESIGNED TO REMAIN

Built to last is a sustainable business strategy that mimics the regenerative cycle of nature in which waste is reused. You will learn how to respond to the global environmental challenge providing a design solution which needs to be future proof, sustainable and timeless.

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

**Mandatory*

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.



VITRA CAMPUS, BASILEA

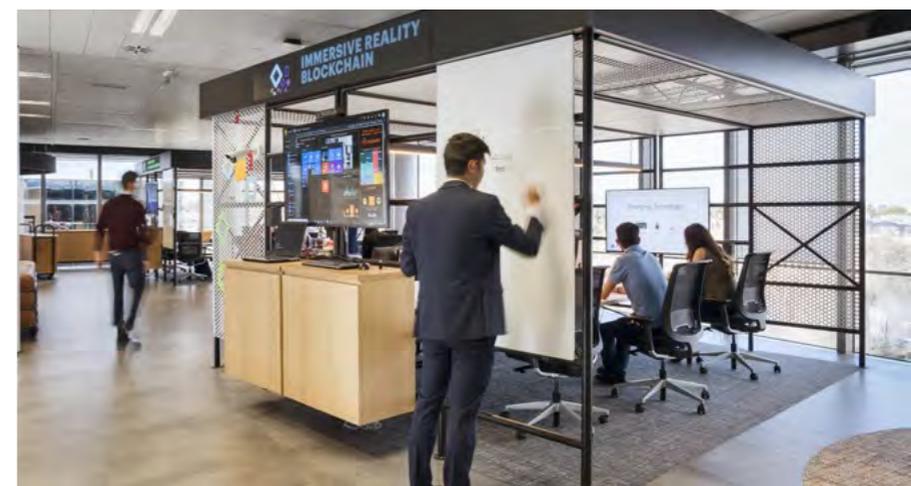
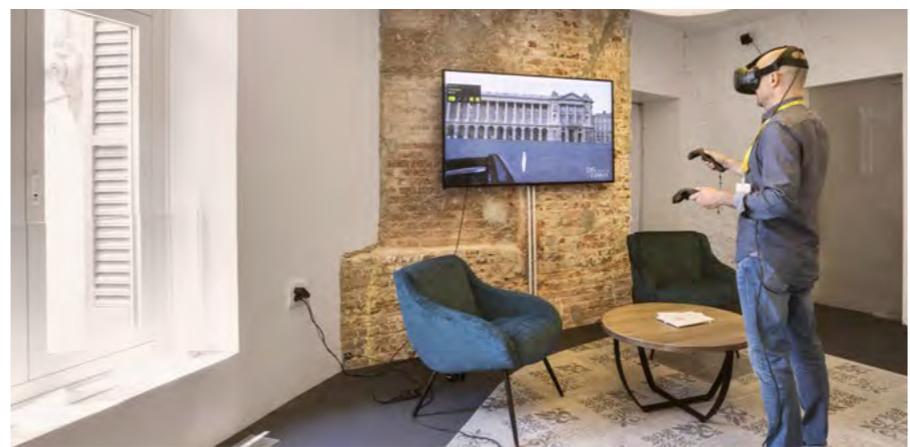
**Mandatory*

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.





**MSD
SPIRIT**



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



≈ 75 % WOMEN / ≈ 25 % 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

GENSLER
Position: Landscape Architect
Location: Abu Dhabi, UAE

SCOTT BROWNRIGG

SCOTT BROWNRIGG
Position: Architect
Location: London, UK

JLL

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

Colliers INTERNATIONAL

COLLIERS INTERNATIONAL
Position: Senior Workplace Consultant
Location: Rotterdam, Netherlands

launchlabs
the corporate playground

LAUNCHLABS
Position: Founder
Location: Basel, Switzerland

ROSAN BOSCH

ROSAN BOSCH
Position: Architect
Location: Copenhagen, Denmark

INDITEX

INDITEX
Position: Retail Space Architect
Location: Arteixo, Spain

idom

IDOM
Position: Architect
Location: London, UK

JEAN-PAUL VIGUIER ET ASSOCIES
Architecture et Urbanisme

JEAN-PAUL VIGUIER ET ASSOCIES
Position: Architect
Location: Paris, France

vitra.

VITRA
Position: Workplace Consultant
Location: Basel, Switzerland

accenture

ACCENTURE
Position: Designer
Location: Dubai, UAE

vodafone

VODAFONE
Position: Office Project Manager
Location: Madrid, Spain

ingenhoven

INGENHOVEN
Position: Business Development
Location: Düsseldorf, Germany

O+A

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

DO WE...?

DOWE
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:

	Foster + Partners	sh p	AECOM
ingenhoven	A POPULOUS COMPANY		MoreySmith
MVRDV	Pentagram	ROSANBOSCH	UNS UNSTUDIO



FACULTY

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.

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 LAIRD ARCHITECTS

STEFAN JUNESTRAND

The technological environment
IE School of Architecture and Design faculty

MARCELA ARAGÚEZ

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 BROUNAIS

Future proof design solutions: sustainability & cost control
HAWORTH

ANDREA CARUSO

Learn by Doing: Basic Project
CISZAK DALMAS

DIANA DO RÍO

Creating the atmosphere
AECOM

NICHOLAI WIIG-HANSEN

Working with providers
WIIG-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
KVADRAT

IGNACIO USEROS

Basic Project Review
OOVIVO

DIEGO GRONDA

Anticipating the needs of the future
STUDIO GRONDA

IZASKUN CHINCHILLA

Design for stakeholders
CHINCHILLA ARCHITECTS

JOSEPH PISTRUI

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

RONEN JOURNO

User experience
WEWORK

NICOLA GILLEN

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?
IDEUPI

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 in 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 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



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.



SOME EXAMPLES OF THE CLUBS WE HAVE:

PROFESSIONAL CLUBS

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

SOCIAL CLUBS

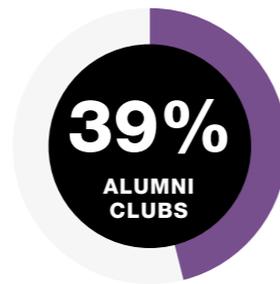
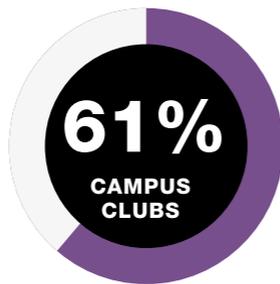
- IE Music Club
- IE Drama Club
- IE Photography Club
- And many more

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

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



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.

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.

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

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

europa@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

eeeca@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@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

southeastasia@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

southernafrica@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







**SCHOOL OF
ARCHITECTURE
& DESIGN**

CONTACT US:

admissions.architecture@ie.edu

MARÍA DE MOLINA, 11. 28006 MADRID

+34 91 568 96 00

FIND US ON



@IE School of Architecture and Design,
#IEArchDesign, #IEMSD

IE School of Architecture and Design - MSD



WWW.IE.EDU/MSD

MORE INFORMATION ABOUT THE SCHOOL:

WWW.IE.EDU/SCHOOL-ARCHITECTURE-DESIGN