



Danae

>> Danae Esparza Lozano
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> Education

2007- 2008 MA Design Critical Practice in Goldsmiths University of London.
2000 - 2004 Studied BA Product Design in ELISAVA, Art and Design School in Barcelona.

> Complementary education

2007 Basic Photography Course in Grisart, Photographpy School in Barcelona.

> Professional experience

2005 - 2007 LEGO© Company. Research and ideation of new play experiences.
2005 WATCHCELONA. Watch and jewellery design.
2004 SCPF. Advertisement Company. Assistant creative team
2003 LA TIA BERTILA. Communication agency. Internship Designer.

> Activities

2006 - 2007 Member on the Board of Directors of the ADI-FAD, Barcelona's Product Design Association
2005 - 2006 Member of X-FAD, the younger Multidisciplinary Designers' Association at the FAD (Foment de les Arts Decoratives, Barcelona).
2003 Participant of Barraca Barcelona, a workshop which focused on producing solutions to housing problems in Barcelona. This workshop was tutored by Juan Herreros, Santiago Cirujeda, Anna Pla, Curro Claret and Anna Núfrio.
2003 Workshop at Lékué, a company which manufactures silicon and rubber household items. The company was searching for innovative products to incorporate into a new line.
Workshop with Lefreak, themed "Rubbish is Beautiful".
2002 Workshop for the Nautical Fair 2002 with Martín Ruiz de Azúa, the aim of which was to reinterpret the concept of boats and ships.

> Awards

Selected for INJUVE 2006 Awards for Young Ceators by the Ministry of Labour.
Special mention at the 31st Delta Prize 2005 awards ceremony, Industrial Designers' Association in FAD.
Winner of the 16th "Habitacola 2003" competition, the Barraca Barcelona.
Finalist in the 2nd AHEC (American Hardwood Export Council) 2002 competition.

> Exhibitions

Cervantes Institute, Milan Furniture Fair 2008 "New Spanish Design"
Museum of Modern Art and Illustration (MUVIM), Valencia 2007 "Making of"
Pedralbes Palace, Barcelona 2006 "Offjects, Concepts and Designs for the New Century"
Fine Art Circle, Madrid 2006 "INJUVE Creation"
Byam Shaw School of Art, London 2006 "Stick Statistics"
FAD, Barcelona 2006 "11.You Will Never Piss in the Street"
Fòrum building, Barcelona, 2005 "Delta prizes"
Metro-room gallery, Barcelona 2004 "Live in the minimums"
Mies van der Rohe Pavilion, Barcelona 2003 "Barraca Barcelona"
Nautical Fair, Montjuïc 2, Barcelona 2003 "Ship of the Future"

> Press coverage

Guayavero, Oscar. "Offjects, Concepts and Designs for New Century", Museu de les Arts Decoratives 2006. pg.62.
Moya, Eva. "Object without rules". El Periodico, 23th November 2006, pg. 40.
McSpadden, Alexander. "From the Bladder". DAM, nº 8 (2006), pag 125.
Arza, Alberto. "Unexpected Solutions". d(x)i, nº 23 (2006), pag 6-7 y 17.
Fontova, Rosario. "Don't piss in the street". El Periodico, 19th January 2006, pg. 39
"ADI medals". Experimenta, nº 52 (2005), pg. 137.
Nuñez, Pati. "Alternatives to habitat, new proposals".Proyecto contract, nº 7 (2003), pg. 128-137.
Pérez Enrique. "Leisure and nautical, new concepts". MD nautical fair special, nº 6 (2002).
Cid, Daniel; Bohigas, Josep. "Barraca Barcelona Project, Alternatives to Habitat". Inde (2003), pg. 32-35.
Daifuku, Jonathan. "Trend notes". Eben, nº 36 (2002), pg.8-9.