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ESARQ

Escola Tècnica  
Superior  
d'Arquitectura

Universitat  
Internacional  
de Catalunya

#### Information and Admissions Service

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## Master's Degree in Urban Scenography

MANAGING SPACES IN CONTEMPORARY CITIES

ESARQ · School of Architecture



Universitat  
Internacional  
de Catalunya

## MA Urban Scenography

MANAGING SPACES IN CONTEMPORARY CITIES

### PRESENTATION

The **ESARQ School of Architecture** at the Universitat Internacional de Catalunya (ESARQ\_UIC) in Barcelona offers a one-year postgraduate studio program in Scenography and Urban Spatial Design leading to the Master's Degree in Advanced Studies in Scenography.

This **Master's Program in Urban Scenography** addresses subject matter ranging from the basics of traditional scenography to modern interpretation and design of urban locations. The class lecturers are professionals who work in the theatre, virtual film and motion pictures. Students will define their ability to analyse urban reality as they improve their knowledge of and expertise with stage design, by producing a storyboard, managing lighting and building sets.

After gathering different levels of experience, such as their local memories of the city, personal views, perspectives and historical atmospheres, they will design and create theatrical spaces in the natural complexity of the disciplines of architecture, theatre and Contemporary cities.

The program boasts institutional connections with other international educational institutions such as the Bauhaus Foundation (Dessau-Germany), the Faculty of Fine Arts at Brno University of Technology (VUT, Czech Republic), The Liverpool Institute for Performing Arts (LIPA-UK), the Institut für Theater, Film und Medienwissenschaft, University of Vienna (Vienna-Austria), the Columbia University School of the Arts (New York-USA), The Art-Centre Tacheles (East Berlin-Germany) and the Tel Aviv University Faculty of Arts (Tel Aviv-Israel)

Our current partners in the industry of scenography are: **DELFINI GROUP, EDSA, FILMAX, FOCUS, GRUPO BASSAT OGILVY, MANTEROLA, MEDIAPRO, NUSSLI, POLAR STAR FILMS, STAGE ENTERTAINMENT** and others.

### WHO SHOULD PARTICIPATE AND WHY

We invite applications from: holders of undergraduate degrees in **Architecture, Theatre Studies, Urban Studies, Fine Arts, Art History, Design, Humanities, Advertising, Communication, Fashion Studies**. We also invite applications from candidates who have acquired secure scenographic knowledge and skills through previous programs, subjects or professional practice, and who wish to expand their skills and career possibilities, such as **scenographers, choreographers, designers, actors/actresses, producers, musicians, museographers, heritage managers, editors, journalists, lighting designers and audio technicians**.

"We prepare graduates to design urban scenographic strategies so they can seek jobs in theatres, museums, cultural, academic and scientific institutions, exhibitions, trade fairs, the film and media industry, the field of corporate communication, and so they can work as freelance scenographic designers"

"We encourage students to embark on innovative professional careers that allow them to work in different fields where they can use their own peculiar cultural sensitivity, along with solid technical knowledge"

### LEARNING FORMATS

Besides theoretical lectures, this Master's Programme includes the following formats and activities:

- An **instrumental scenographic project** based on a script selected and delivered to small groups of 5 students at the end of the first term. An executive scenographic project on a topic of the student's choice to be handed in with a business plan at the end of the second term. These two projects will be presented to a jury of examiners and supervisors at the end of each term.
- A **4-week professional internship** in a company working in the field of scenography and creativity. A group presentation at the Scenography Festival in Basel and a visit to the Prague Quadrennial. Two seminars (one per term) at the Central School of Speech and Drama at the University of London (CSSD, England) and the Faculty of Fine Arts at Brno University of Technology (VUT, Czech Republic).
- At the beginning of the programme, students will attend a 12-hour practical course (over one weekend) at the ESARQ\_UIC in Barcelona on **instrumental techniques and materials** for the scenographic representation of space and time.
- Participation in a **special scenographic event** such as a competition held on the premises of Camp Nou, the stadium of F.C. Barcelona, or similar.

### CONTENTS

#### 1st Term (October-February)

##### Methods 1 (4 weeks):

- What is Scenography?
  - Why Scenography?
  - How Scenography?
  - El Liceu in Barcelona
- Presentation/Representation  
Expanded scenography  
Audience  
Social Frameworks

##### Sources 1 (4 weeks)

- Which Texts?
  - Which Authors?
  - Which Cities?
  - National Theatre in Prague
- Textuality and Intertextuality  
Identities  
*Imaginaries*  
Traditions

##### Means 1 (4 weeks):

- Paper and Matter
  - Wood and Wool
  - Scene and Screen
  - Real and Virtual
- Representation 1  
Presentation 2  
Representation 3  
Presentation 4

##### Meanings 1-2 (4 weeks):

- Why the Body?
  - Why the Spirit?
  - Why Movement?
- Phenomenology  
Transcendence  
Dialectics

#### 2nd Term (February-July)

##### Meanings 1-2 (4 weeks)

- Why Machinery?
  - Why Reality?
  - Digital realities?
  - Mimesis or Metamorphosis?
- Structuralism  
Realism  
Postmodernism  
Physical Theatricality

##### Means 2 (4 weeks)

- Do you feel?
  - Do you listen to?
  - Do you see "well"?
  - Olympic London
- Acoustics  
Lighting  
Synthesizing  
Non-representational

##### Sources 2 (4 weeks)

- Gordon Craig and London
  - Adolphe Appia and Zurich
  - Josef Svoboda and Prague
  - Peter Brook and Barcelona
- Screens  
Exhibiting  
Scenography  
Architecture and Light

##### Methods 2 (4 weeks)

- Designing Scenography
  - Managing Scenography
  - Marketing Scenography
  - Business Scenography Plan
- Conception  
Production  
Communication  
Distribution

### SCIENTIFIC EDUCATIONAL COUNCIL

**Prof. Arch. Lawrence Wallen**, University of Technology Sydney  
**Prof. Dr. Thea Brejzek**, University of Applied Arts and Design, Zurich (ZHdK)  
**Prof. Dr. Arnold Aronson**, Columbia University School of the Arts  
**Prof. Dr. Wolfgang Greisenegger**, University of Vienna

**Prof. Dr. Shelley Rice**, New York University  
**Artist Petr Kvicala**, VUT Brno University of Technology  
**Prof. Dr. Nicolà Spinosa**, Polo Museale Napoletano  
**Prof. Dr. Donatella Barbieri**, University of the Arts of London  
**Prof. Dr. Shimon Levy**, University of Tel Aviv

### CREDITS 60 ECTS

**DURATION** 37 weeks between October and July

**LANGUAGE OF TEACHING** English

**TIMETABLE** Mon-Thu 16-20h

### SCHEDULE

- 1st Term beginning at 1st October 2012
- 2nd Term beginning at 4th February 2013

### PRICE €8.800

(60 credits - € 148,00 per cr)  
+ € 475 registration fees  
Reservation of place 20%  
€1.770.- (included in the total price)

### DIRECTION / COORDINATION

**Prof. Dr. Alfons Puigarnau**

### COORDINATION

**Ma Isabel Gabarró / Oriol Vaz-Romero**

