

صمم وُطور وُنفذ من قبلُ
Concebido, desarrollado
e implementado por
Conceived, developed
and implemented by



creative dialogue
association

تنظيم
Organizado por
Organized by



cooperación
española



Programa de Capacitación para
el Desarrollo en el Sector Cultural



COOPERACIÓN ESPAÑOLA



بالتعاون مع
Otros colaboradores
Other partners



Artistes i Artesans
Artistas y Artesanos
Artists and Craftspeople

بدعم من
Con el apoyo de
Supported by



EMBAJADA
DE ESPAÑA
EN MARRUECOS



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MARRAKECH

INTRO

دُرر هو برنامج دولي صمم وُطور وُنفذ من قبل جمعية الحوار الخلاق التي تهدف إلى تشجيع الإبداع والمعرفة التقنية في مجال المجوهرات والحرف اليدوية المعاصرة، وتشجيع الابتكار وبناء القدرات

Durar es un programa internacional, que tiene como objetivo fomentar la creatividad y el conocimiento técnico en el campo de la orfebrería y artesanía contemporáneas, apostando por la innovación y el desarrollo de las capacidades profesionales de los creativos locales.

Durar is an international programme which aims to foster creativity and technical knowledge in the field of contemporary jewellery and crafts, encouraging innovation and building professional capacities.

CITY

مراكش

Marrakech Marrakech

WORKSHOPS

30-31/03 - 01/04/2015 · 11:00h-17:00h

Instituto Cervantes Marrakech
14, Bd Mohamed V.
40 000. Marrakech

Language: French

More info and registration:
durar.pogram@gmail.com
www.creativedialogue.net
Tel: +212 524 422 055

TALKS

01/04/2015 - 18.00h-19.00h

محاضرات من قبل الخبراء
المحليين و الدوليين

Seminarios de Diseño por expertos internacionales y locales

Design Seminars by International & locals experts

Instituto Cervantes Marrakech
14, Bd Mohamed V.
40 000. Marrakech
Tel: +212 524 422 055

PHASES

- 1 Meeting local with local Creativity
Creative workshop with local creatives

Directed by

The art director of the programme and the creative director

Programme: Introduction and rethinking contemporary jewellery design; research methodology; new techniques inspired by local culture. Presentation of the Durar tailor-made production template, which will be used by local creatives as a production guide. Each designer should finish the workshop with a clear idea of the new design to be developed through Phase 02.

Duration: 3 days

- 2 Meeting local with international Creativity
On-line weekly monitoring sessions

Directed by

The technical director of the programme

Programme: Designers must work on their designs using the Durar production template, a tailor-made production template that consists of 3 main parts:

- Part 01: Reserch on local materials and concepts > 1 week
- Part 02: Design concept development, visualization and prototype > 1 week
- Part 03: Development of technical drawings and production material assignament > 1 week

Duration: 3 weeks

- 3 Designing local Creativity

Programme:

Final design submission. Local designers submit the final designs to the jury to be promoted through an e-catalogue.

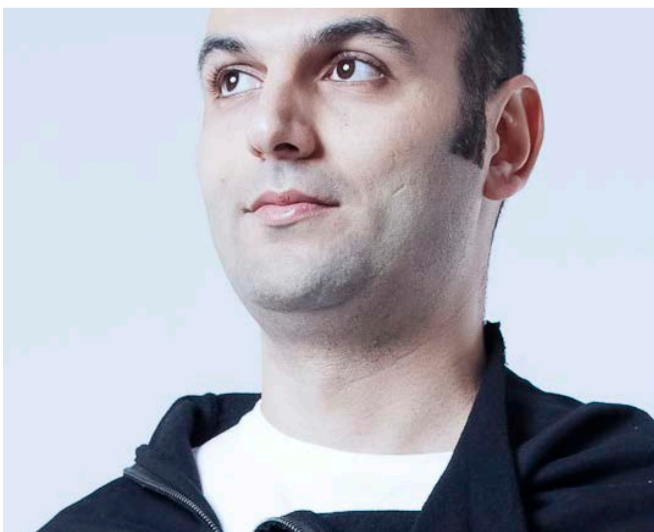
Duration: 1 week

PROJECT DIRECTORS

SAMER YAMANI

Art Director - Durar

Founder & Director of CDA.
Designer of Durar Program.
Specialized in human capital development program in creative industries fields.



www.sameryamani.com

ISABELLE BUSNEL

Creative Director - Durar

Jewelry designer, Member of Dialogue Collective, a London-based jewellers, She collaborates with La Garantie - France. Her work is exhibited in many galleries around the world.



www.isabellebusnel.co.uk

PIOTR RYBACZEK

Technical Director - Durar

Jewelry Designer & Collector.
Founder and director of La Basilica Galeria.
The reference space of contemporary jewelry in Barcelona.



www.labasilicagaleria.com