



WEDNESDAY 23rd JUNE 2010

**Central de Diseño
Matadero Madrid
Paseo de la Chopera, 14**

The Next Wednesday, 3rd of June 2010, the exposition "Cartográfica Madrid Diseña"/ "Cartographic Madrid Designs" will be inaugurated at the **Central de Diseño in Matadero Madrid (Paseo de la Chopera, 14)**. The main objective of this exhibition is to stand out and trace a map of the graphic design reality in its transversal and fluid relation with the city of Madrid.

The exhibition, organized for Central de Diseño/DIMAD (Madrid Designers' Association and Madrid Design Foundation), is commissioned by Pierluigi Cattarmole –Experimenta Design Magazine- and coordinated by Maria Cuevas – professor of Bellas Artes in the Complutense University and member of DIMAD.

"Cartographic" is based on an explanatory, innovative and participative project, as the professionals of graphic design and visual communication themselves will provide the information and the necessary projects to build diverse cartographies, diagrams and visual maps that will offer a new vision on the Design in Madrid. Therefore, the project is not only an exhibition but also a process of investigation that breaks with the exclusive exhibition formats of graphic design in order to give back prominence to the real actors of this professional and creative world/field.

The methodology, which is based on the concepts of network and community, provides the active participation of more than 600 professionals, and the interaction between the visitors, the exhibition and the projects.

"Cartographic" will offer its visitors a complete vision on the best graphical design in Madrid, and, at the same time, it will allow an investigation about the trends and a vision of the new horizons of an activity considered of vital importance for companies, culture and for the citizens of Madrid.

The inauguration of the exhibition coincides with *Straight to Business: Icoagrada Design Week in Madrid*, organized by ddi and ICOGRADA -The International Council of Graphic Design Associations. Then, the exhibition will visit the Pavilion of Madrid in the Universal Exhibition of Shanghai 2010 and will continue its route in other cities.



Organised: Central de Diseño/DIMAD (Asociación Diseñadores de Madrid y Fundación Diseño Madrid).

Sponsored by: Fundación Germán Sánchez Ruipérez, Pecsá y Fundación Pecsá.

With the cooperation of: Experimenta y Ayuntamiento de Madrid.

With the support of: Yorokobu.

More information: www.cartografica.org

ORGANIZAN

CENTRAL DE DISEÑO di_mad

PATROCINAN



COLABORAN

experimenta



APOYAN

YOROKOBU
TAKE A WALK ON THE BRAND SIDE