



## What is Terminal B?

Terminal B is a free, public platform for the national and international promotion of creative work generated in Barcelona by professionals in design, architecture, image, visual communication and creativity in general, regardless of their nationality or country of origin. The project is based around two locations, one physical (FAD) and the other virtual, the website [www.terminalb.org](http://www.terminalb.org). The two share an extensive database for viewing the census of creative talents based in Barcelona, and their areas of activity. The project currently has 2,600 members. It is designed to be an entry point for creative individuals who come to Barcelona from anywhere in the world and want to develop professionally in the city, as well as a launch pad for creative talents who work in Barcelona and want their work to be seen beyond our borders.

Terminal B was launched in 2006 in response to two areas where FAD felt there was a gap in Barcelona's creative panorama. On one hand, the intention was to improve the international profile of creative work originating from Barcelona, and on the other, to improve links both between different disciplines and with the business world, in order to improve competitiveness.

Following an initial phase of publicising the project and recruiting creatives to the database, a second phase of consolidating the project has started. The aim of this second phase is to create an identifying trademark for creative work produced here which will be synonymous with quality. This will help our creative work flourish and will be used to launch it into the outside world. It is in this context that the trademark "Created in Barcelona" has been established. It is attached to all designs that are conceptualised here, and represents a Catalan label for the project at international level.

## What disciplines does it cover?

The project aims to embrace all the disciplines that come under the umbrella of visual arts, design and architecture:

- Design and graphic communication
- Photography
- Advertising
- Multimedia
- Audiovisual design, television and cinema
- Industrial design
- Architecture and interior design
- Art and handicrafts
- Fashion
- Jewellery-making

Using this framework and the different specialisations, creatives have a platform from which to promote themselves through their work. They are also able to see the work of other creatives working in either the same or different areas, thus creating a sense of community.



## The Internet search engine

One of the key aims of the project is to make it easier for companies and organisations that might require the services of professional creatives to find the right person. This aim has been achieved by showing a concise summary of their work on the internet. The website has been designed to be functional and interactive, in order to establish it as a benchmark tool for locating creatives. Creatives are classified according to discipline, sub-discipline and nationality, and their professional profiles are clearly laid-out, in order to facilitate contact between creatives and the business world. As a result, this is the leading search engine for creatives in Spain in terms of numbers of members, and the only one which includes up to ten different professional disciplines. The results so far have been more than satisfactory: some 40% of professionals who are registered on Terminal B have been contacted at least once for professional reasons.

## Activities

### Internationalisation

Two years after its launch, and with 2,600 creatives featuring on its database, the principal aim of Terminal B is for the project to publicise creativity from Barcelona to the outside world. We feel that supporting design and making it international is not just vital for exporting our talent abroad, but is also a unique opportunity which must not be wasted, since trans-national recognition of the work of creatives will attract interest to the country as a whole.

It is necessary to understand that strengthening the creative sector is of vital economic importance, with multiple possibilities for business, linked directly and indirectly to various industrial sectors, and as a key element in economic growth.

### Terminal B. Barcelona Creative Database

In addition to its digital on-line format, the list of creatives who are members of Terminal B is also published in a collection of books entitled *Terminal B. Barcelona Creative Database*. Every year these feature the profiles of one hundred creatives selected from the project's database, and are more than four hundred pages long. The publication is distributed nationally and internationally, and has been very well received both here and abroad, making it a powerful communications tool for the project. The publication of these volumes makes it possible to draw up a map of the evolution of creativity in the city, highlighting the diversity of origins, disciplines and generations that live together here, and demonstrating the creative, vibrant nature of its inhabitants.

### Terminal B Programmes!

With specific objectives in mind, the initiative *Terminal B Programmes!* is a series of initiatives that aim to make the non-web-based activity of Terminal B more dynamic by encouraging the "physical" involvement of its members and offering them a regular meeting point at the FAD headquarters. These initiatives fall into three categories: *Terminal B Expo!*, *Terminal B Live!* and *Terminal B Link!*. All three are carefully designed to make the most of the more cultural aspects of Terminal B.