



# Think with your Hands. Isidro Ferrer & Pep Carrió



## Illustrated journals come to life through augmented reality.

*Think with your Hands* is a new way to approach drawing and illustration. This is a show that breaks the molds of a traditional exhibition. It all revolves around the work of Pep Carrió and Isidro Ferrer, two of the most prestigious graphic designers in Spain. Their notebooks, objects and collages come to life when interacting with mobile device technology.

This innovative project is a clear example of how new technologies can be fused with the imaginative world of senses of artistic work.

## ABOUT THE ARTISTS

**Pep Carrió**, who is a graphic designer, is not only that: Pep Carrió draws infinite books, his own and of others'. He is the publisher of books that just weren't there before. He builds memories locked in dreamed objects. He shares his knowledge and his questions in courses, workshops, blogs. Those interwoven truths define a certain way of making things, of understanding the world, of communicating with the other. Pep Carrió manages a graphic design studio in Madrid, working for public institutions or private companies, particularly in the realm of culture. His images for book covers, posters for festivals or organisations, his sculptures for awards, have consolidated his production as definitely public, although his work certainly touches design for brands or companies of any sector.

**Isidro Ferrer** obtained a degree in Drama and Background Design in Zaragoza, studied mime in Paris, worked in Barcelona in the studio of graphic designer Peret, and he moved to Huesca, where he has lived since. He began working initially in theater, but for the last twenty years his work has developed in the field of graphic design. In 2002 he received the Spanish National Design Award. This

**DESIGN**  
**MIAMI**

Thu, May 08–  
Wed, July 30, 2014

### Venue

CCEMiami, 1490 Biscayne Boulevard  
Miami, FL 33132

[View map](#)

Phone: 305-448-9677

### Admission

Free. Visiting hours: 10 am–5 pm.

### More information

[CCEMiami](#)

### Credits

Organized by Secretaría de Estado de Cultura, Unit edición experimental e interactiva, Universitat Politècnica de Valencia, CCEMiami and SPAIN arts & culture. Special thanks to Freixenet. Image: Unit Experimental UPV.



is not his only creative field of work, his effective incursions in the field of illustration earned him the Spanish National Illustration Award a few years later, in 2006. He recently received the Golden Label of Austria, and the US Film Festival Poster Award, among others, in recognition to his work.

## ABOUT THE PROJECT

This innovative project is a clear example of how new technologies can be fusioned with the imaginative world of senses of artistic work. It has been developed by Unit, Experimental Publishing, a collective comprised by researchers from the Faculty of Fine Arts and the School of Engineering in Computer Science, both within the Polytechnic University of Valencia, with the collaboration of the graphic communication company La Imprenta CG.

Opening reception on May 8 at 7 pm. [Download the free app](#), *Los cuadernos*, available for iOS and Android.