



2008
2019

*12 años de calendario
12 calendar years
12 années de calendriers*

grupidea

Imagine Design Build

www.grupidea.com
Barcelona, Valencia, Paris,
London, Ciudad de México

Homenaje al Calendario de Grup Idea

Barcelona, 31 de diciembre de 2019

- Han pasado doce años desde que diseñamos el primer calendario de Grup Idea. En su interior hemos plasmado nuestro trabajo, cómo lo hacemos y en qué nos inspiramos. Al principio pensábamos en proyectos, después en historias, y últimamente en conceptos. Ha sido un placer trabajar con varios diseñadores para cada una de las ediciones y también que clientes y amigos lo hayan tenido en su mesa durante todo este tiempo.

Entre otros aspectos, nuestra **RSC** tiene como objetivo luchar contra el cambio climático y cuidar del medio ambiente reduciendo al máximo el uso del papel (paperless). Por este motivo no imprimiremos más calendarios. En su sustitución hemos realizado una **donación a FEMACPA** (Federación Española de Malformación de Chiari y Patologías Asociadas) para que se destine íntegramente a la investigación de estas enfermedades en la UNNIN (Unidad de Neurotraumatología y Neurocirugía) del Hospital de la Vall d'Hebrón Institut de Recerca de Barcelona.

Como homenaje al calendario de Grup idea os presentamos esta publicación con la recopilación de todas las ediciones. Esperamos que os guste.

Tribute to Grup Idea Calendar

Barcelona, 31 December 2019

- Twelve years have passed since we designed the first Grup Idea calendar. Inside, we have captured our work, how we do it and what inspired us. At first, we thought of projects, then stories, and recently concepts. It has been a pleasure to work with designers for each edition and also to see them on the tables of clients and friends over the years.

Among other things, our **CSR** aims to fight climate change and take care of the environment by minimizing the use of paper (paperless). For this reason we will not print calendars anymore. As a replacement, we have made a **donation to FEMACPA** (Spanish Federation of Chiari Malformation and Associated Pathologies) to be used entirely for research into these diseases at the UNNIN (Unit of Neurotraumatology and Neurosurgery) of the Vall d'Hebrón Hospital Research Institute in Barcelona.

As a tribute to the Grup Idea calendar, we present this publication with a compilation of all editions. We hope you will enjoy it.

Hommage au calendrier de Grup Idea

Barcelone, le 31 décembre 2019

- Douze ans se sont écoulés depuis que nous avons conçu le premier calendrier Grup Idea. À l'intérieur, nous avons capturé notre travail, comment nous le faisons et ce qui nous a inspiré. Nous avons d'abord pensé à des projets, puis à des histoires et, dernièrement, à des concepts. Ce fut un plaisir de travailler avec les designers pour chaque édition et de les voir sur les tables des clients et des amis pendant toutes ces années.

Notre **RSE** vise, entre autre, à lutter contre le changement climatique et à prendre soin de l'environnement en minimisant l'utilisation du papier (paperless). Pour cette raison, nous n'imprimerons pas d'autres calendriers. En remplacement, nous avons fait un **don à la FEMACPA** (Fédération Espagnole de Malformation Chiari et Pathologies Associées) pour être utilisé entièrement pour la recherche sur ces maladies à l'UNNIN (Unité de Neurotraumatologie et Neurochirurgie) de l'Institut de Recherche Hôpital de la Vall d'Hebrón à Barcelone

En hommage au calendrier de Grup Idea, nous présentons cette publication avec une compilation de toutes les éditions. Nous espérons qu'il vous plaira.

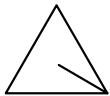
Iluís Sáiz

Architect

Business & Development Manager

Grup Idea

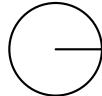
Grup Idea is an international company specialised in imagining, designing and constructing spaces.



WE IMAGINE

We imagine spaces which are focussed on both the business model and the end-user. Our work method is based on design thinking and open innovation. We guarantee the final result will always be unique and profitable.

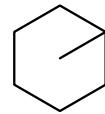
- Strategic definition
- Concept design
- Design development



WE DESIGN

We specialise in the development of projects for brands. We coordinate and supervise all people involved in the project and construction phases. We provide everything you need to make your business ideas come true.

- Local architect
- Architect of record
- Engineering-MEP design
- Project Management
- Facility Management



WE BUILD

Abessis is our construction company. Our in-house team works together with our external collaborators and providers. Our proactive attitude ensures compliance with deadlines and quality in every detail.

- Building
- Shopfitting

Strategy & Design

Architecture & Engineering

Building & Shopfitting

www.abessis.com

MAIN CLIENTS

Abercrombie & Fitch



Adeslas

COMPTOIR DES COTONNIERS

DOCKERS®

Grupo Axo®

HOTELES GARGALLO HOTELEROS DESDE 1923

LE CREUSET®

Salvatore Ferragamo®

THE WESTIN VALENCIA

Sabadell

Degroof Petercam

Etam

HACKETT LONDON

KAPORAL

MANGO

SHARP

undiz

BBVA

DENTIX

FIATCM SEGUROS

Clinica Hepler Bone

KIKO MAKE UP MILANO

MICHAEL KORS

SPRINGFIELD

VICTORIA'S SECRET

Bershka

derbyhotels collection

Foot Locker

HOLLISTER

LEGO

NIKE

STARBUCKS®

Wolala SMART SHOPPING

caser seguros

Desigual

General Optica

H&M

Levi's

Pepe Jeans

SWAROVSKI

women'secret

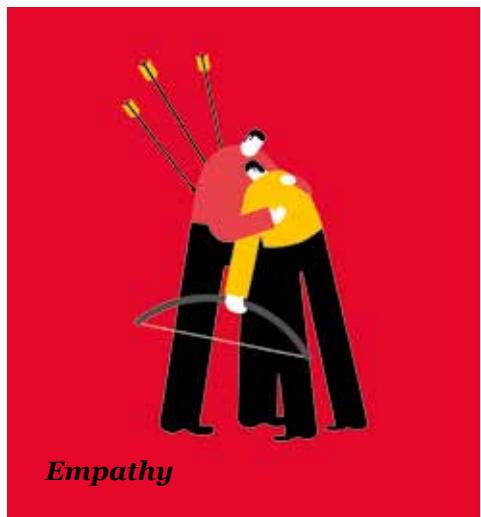
2019



grupidea imagination
that sells

After 25 years of business experience we have come to realize that intangible aspects are what make the difference. They are abstract concepts which are essential to explore new opportunities and relationships with our customers. They have helped us grow, they have

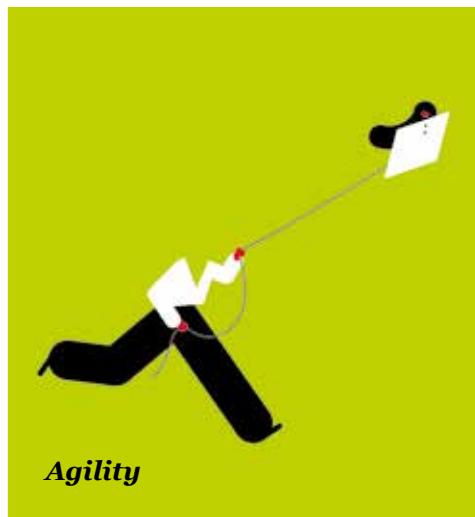
supported us in difficult times and we believe it is important to share them with you. The design of the 2019 calendar is inspired by these aspects. We hope that this "pika pika" (taster) of concepts will help you reflect on what the future holds for us.



Empathy



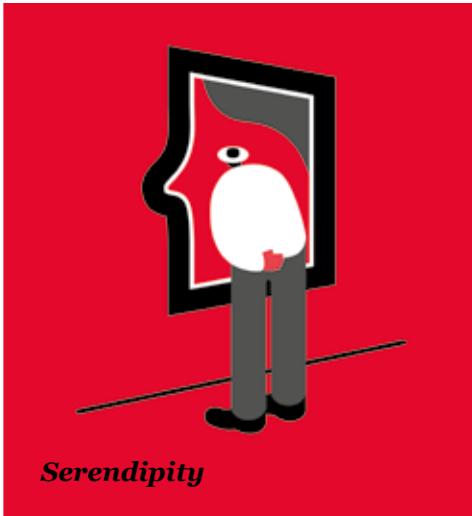
Explore



Agility



Unlearn



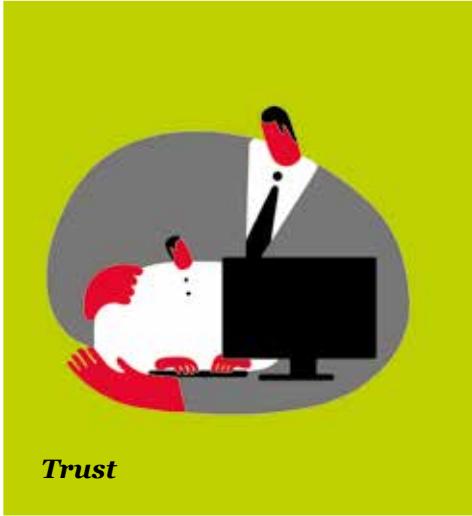
Serendipity



Soul



Creativity



Trust



Reciprocity



Resilience



Collaboration



Persevere

Empathy***Explore******Agility***

The ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation.

To search, discover and learn.

The ability to move and respond quickly and easily.

Unlearn***Serendipity******Soul***

To make an effort to forget the usual way of doing something in order to learn a new and sometimes better way.

The fact of finding interesting or valuable things by chance.

The part of a person that is not physical and experiences deep feelings and emotions.

Creativity***Trust******Reciprocity***

The ability to produce original and unusual ideas, or to make something new or imaginative.

To believe that someone is good and honest and will not harm you, or that something is safe and reliable.

Behaviour in which two people or groups of people give each other help and advantage.

Resilience***Collaboration******Persevere***

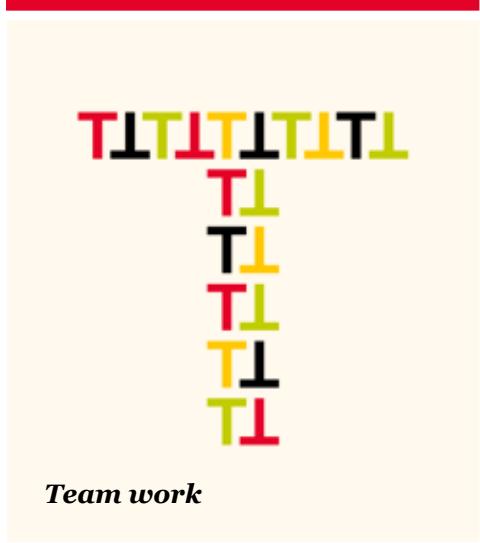
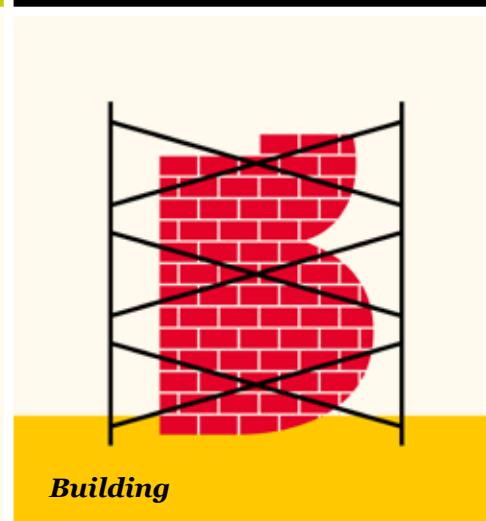
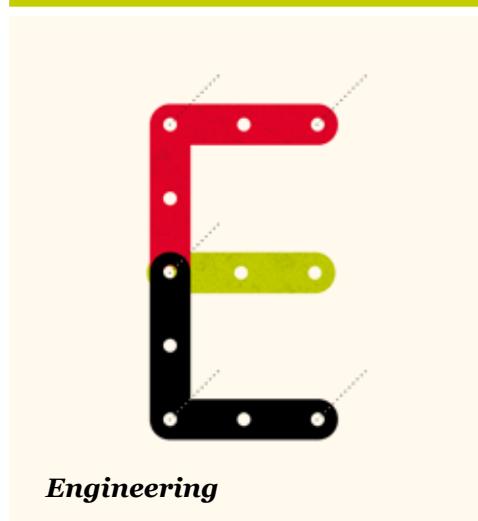
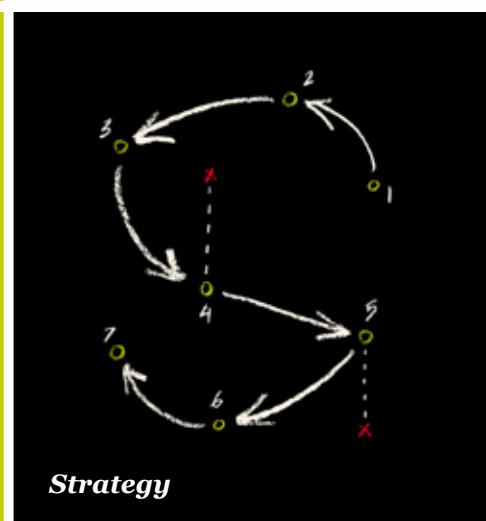
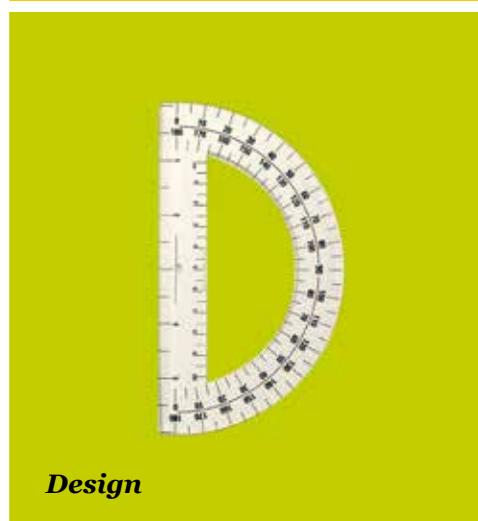
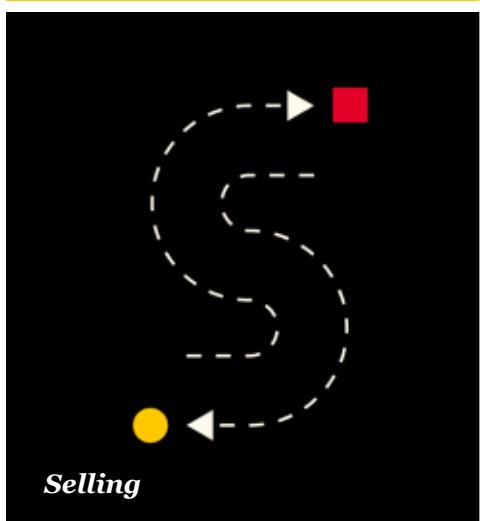
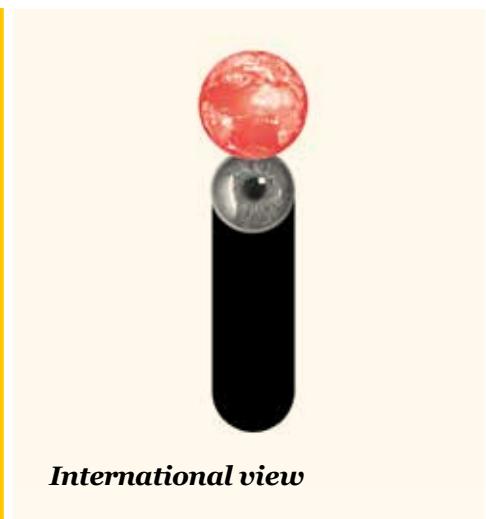
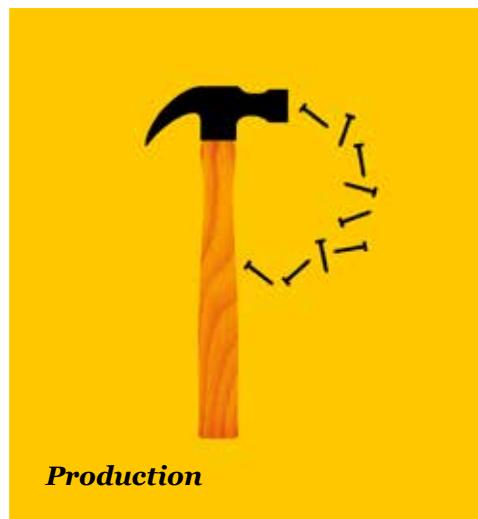
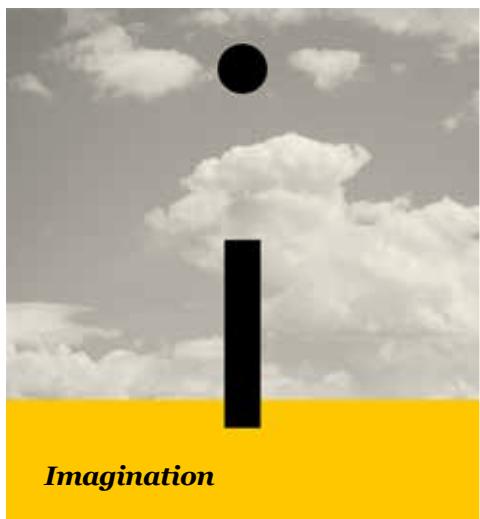
The ability to be happy, successful, etc. again after something difficult or bad has happened.

The situation of two or more people working together to create or achieve the same thing.

To try to do or continue doing something in a determined way, despite having problems.



grupidea imagination
that sells





GRUPIDEA
architecture and engineering

Imagination
that sells

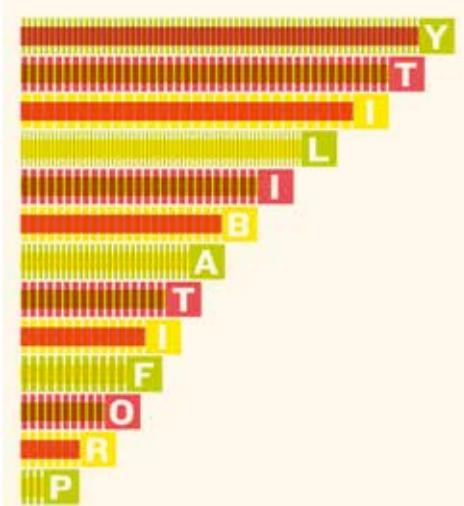
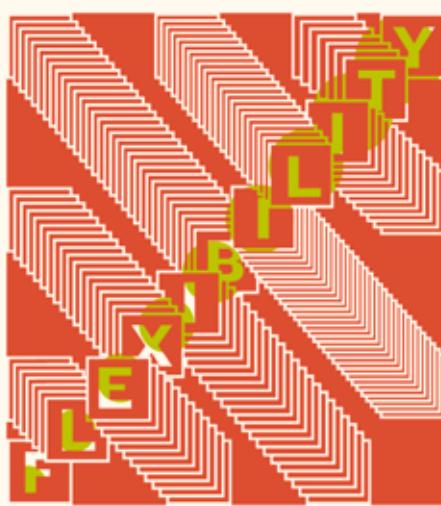
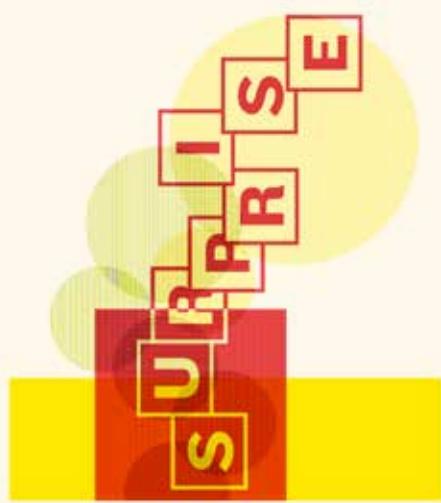
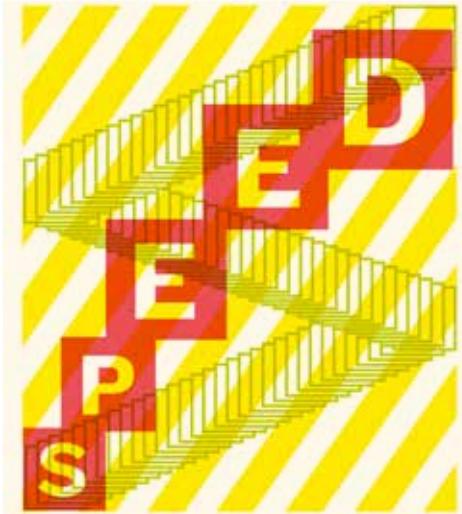
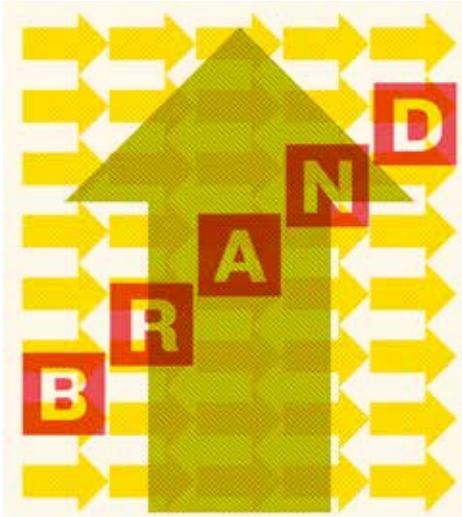
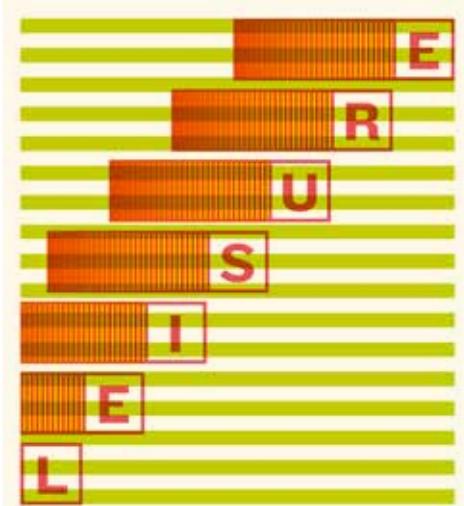
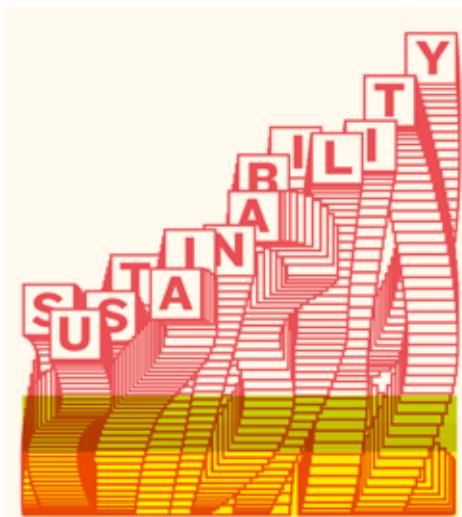
2017



nuklee
core design for brands



ABESSIS
BUILDING IDEAS





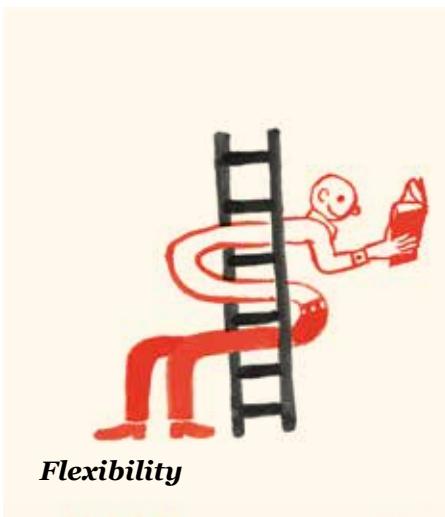
Getting to know
more about us...

GRUPIDEA
Imagination that sells

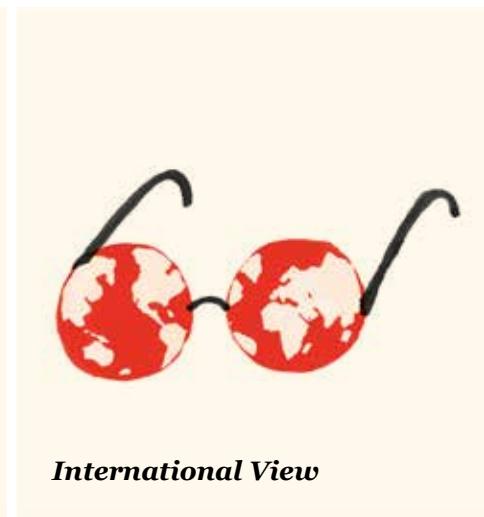
grupidea.com
+ 34 902 021 707



Teamwork



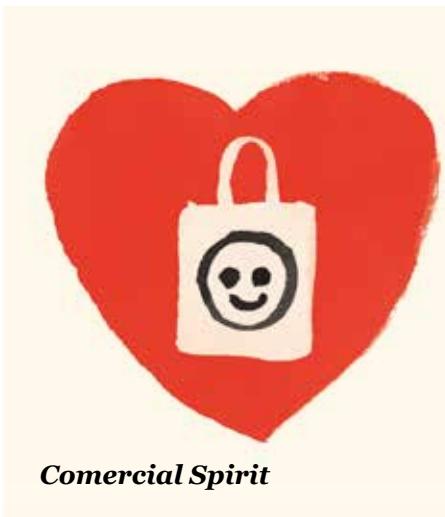
Flexibility



International View



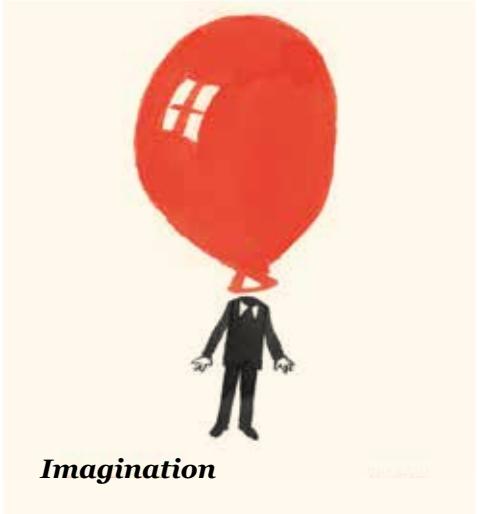
Excellence



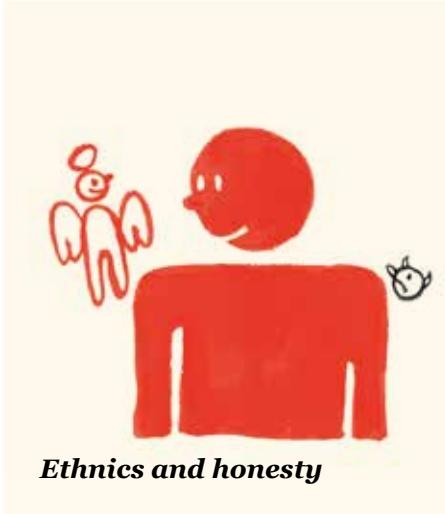
Comercial Spirit



Achievement



Imagination



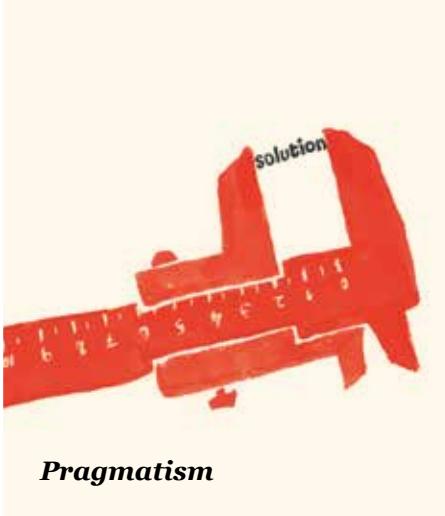
Ethnics and honesty



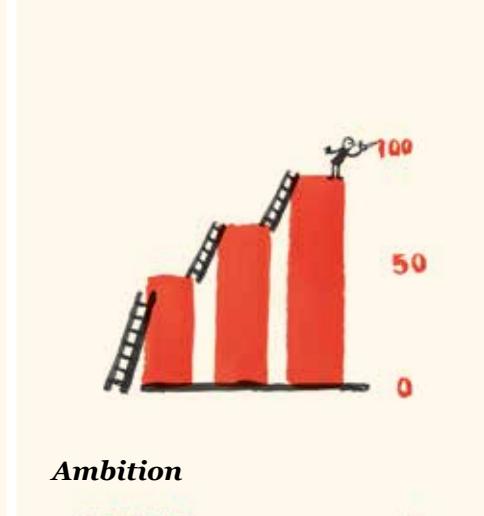
Involvement



CSR



Pragmatism



Ambition



365 days around
the world

grupidea.com
+ 34 902 021 707

GRUPIDEA
Imagination that sells

Grup Idea likes the world. We like travelling to find new projects and challenges, just because we are passionate about being close to our collaborators, sharing ideas, discovering new opportunities, and growing together with our clients.

260 INTERNATIONAL PROJECTS.

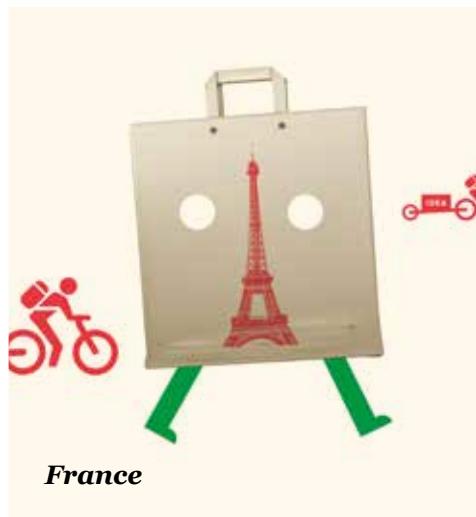
United Kingdom 20 - France 61 - Rest of Europe 44 - Russia 10 - China 72 - Rest of Asia 9 - Middle East 6 - Mexico 30 - Rest of Latam 8



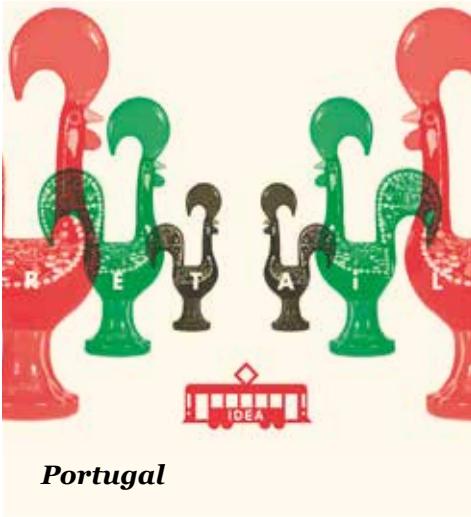
Russia



Mexico



France



Portugal



United Kingdom



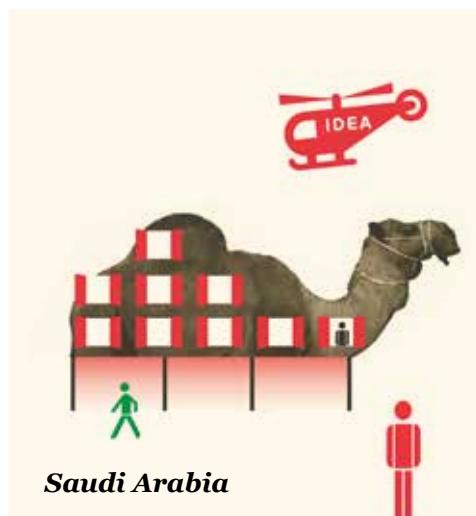
Italy



Colombia



United States



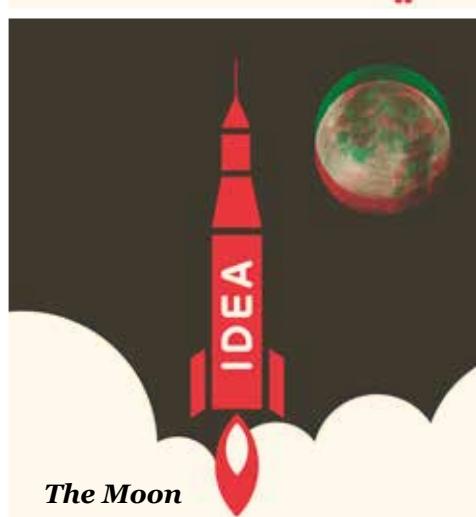
Saudi Arabia



China



Germany



The Moon

2014

Lighting up your brand

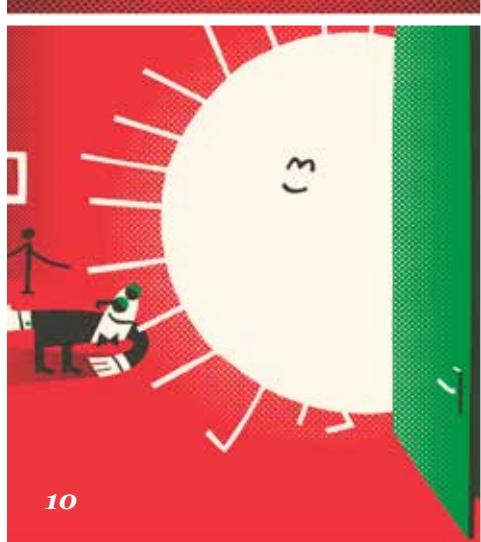
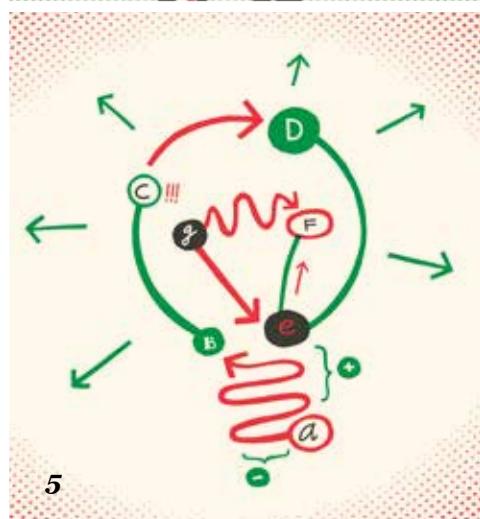
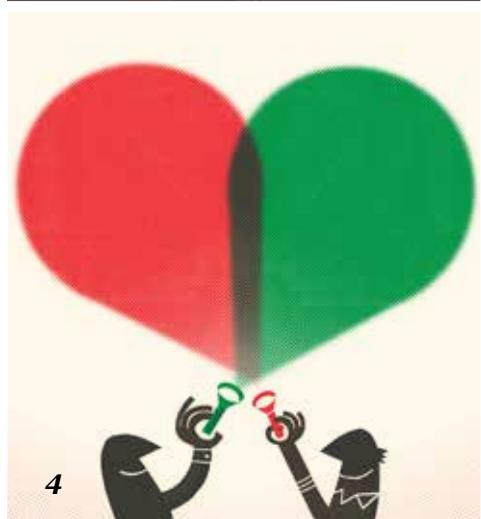
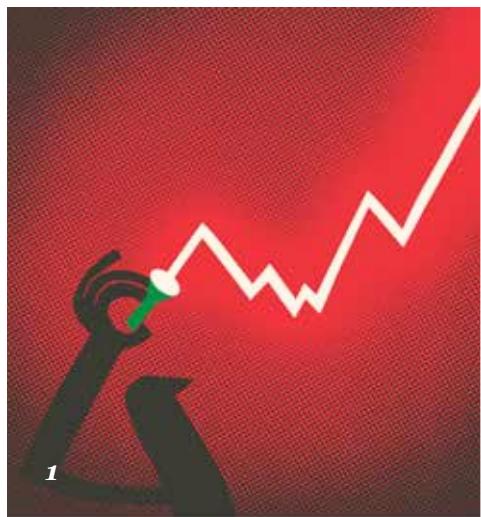
grupidea.com
+34 902 021 707

GRUPIDEA
Imagination that sells

IDEAPIKAPIKA is an itinerant event organized by GRUP IDEA. It is a networking meeting, preceded by a speaker who develops different

subjects within our specialty. To culminate the event we offer a tasty pika pika. Each IDEAPIKAPIKA is celebrated in an emblematic location.





1
"Can design help the economy?"
Ramón Aymerich, Economy
Editor in Chief of "La Vanguardia".
At Grup Idea's Headquarters

We help brands sell with
imagination. Investing in design
and innovation helps companies
and the economy, adding value.

2
"The future is CO."
Alfons Cornellà, founder and
President of "Infonomia".
At Grup Idea's Headquarters

Open innovation is achieved by
the exchange obtained from
networking collaboration. Are
you interested in co-designing
together?

3
"Gaudi's Studio. The workshop of
a genius or a madman"
Marià Marin i Torné, historian and
Commissioner of "Gaudi's Study".
At Museu Diocesà of Barcelona

4
"Draw from yourself and from
your environment, but draw"
Pere Monràs, founder of "Helix3C",
vice president of the "Fundació
Cercle per al Coneixement".
At Grup Idea's Headquarters

We know talent is within the
people and that is why we work
the intangible and the emotions.
By taking care of the people and
their emotions we encourage
their creativity.

5
"10 ideas without answer. The
evolution of the façade as an
excuse"
Xavier Ferrés i Padró, consultant
architect in technology and
design of light facades.
At Arpa/Trespa Barcelona Design
Centre

The order, does affect the result!
For this reason, we organize the
working processes in a rational
way.

6
"Trends in the time of friction"
Daniel Córdoba i Mendiola,
coolhunter founder and CEO of
"The Hunter".
At Grup Idea's Headquarters

7
"Paradigms melting in retail"
Lluís Martínez-Ribes, retail
expert, Professor of "Esade" and
consultant partner of "m+f=".
At Arpa/Trespa Barcelona Design
Centre

We always put the user and the
customer
in the centre. In our Projects,
everything revolves around the
customer.

8
"Eames strategies.
Design as communication"
Oscar Guayabero, curator, editor,
paradesigner.
At Showroom Vitra Barcelona

To design is to communicate. It is
telling a story. Therefore we take
care of the brand experience at
the place where it sales.

9
"The Bank as a Shop"
Carles Casanovas, Area Director
at "la Caixa" / 9794 business
promoters.
At Grup Idea's Headquarters

10
Technology, design and emotion.
"The light, media of the brands"
Gustavo Avilès, lightdesigner
architect partner founder of
"Lightteam".
At Showroom Hunter Douglas
México DF

We take care of the lighting in the
commercial space consistently
with color and emotions. In retail,
without light there is no product,
without light there is no sale.

11
"Innovative materials. For the
betterment of the shopping
experience"
Javier Peña, "Materfad" scientific
director.
At Espai Forum FAD

Science allows us to find new
materials or to modify the ones
we know, so we can apply them
to the new commercial spaces.

12
"Design management. From
design thinking to business"
Tomás Cerón, Architect, design
manager.
At Col·legi Oficial d'Arquitectes de
Catalunya, COAC

The new collaborative
technologies and creative
methodologies generate added
value making the brands grow
with us.



2013

grupidea.com
902 021 707

GRUPIDEA
Imagination that sells



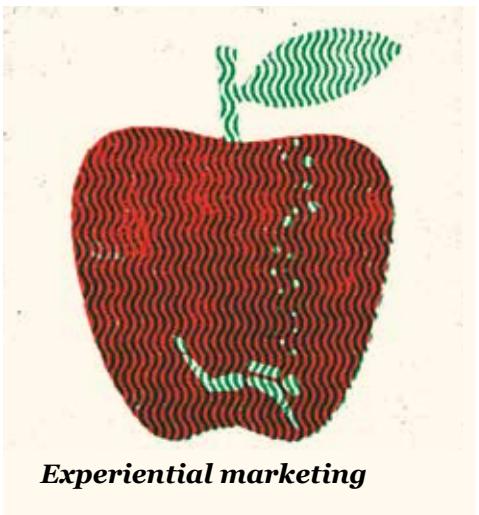
Retail design



Coworking



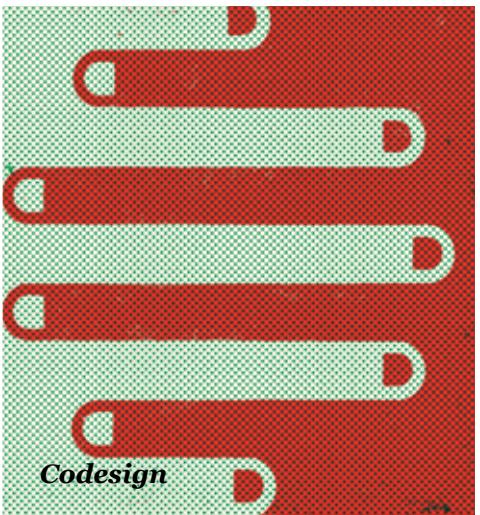
Service design



Experiential marketing



Lateral thinking



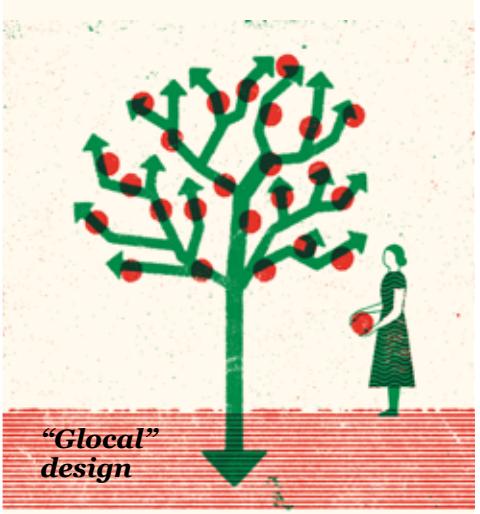
Codesign



Knowledge economy



Corporate Architecture



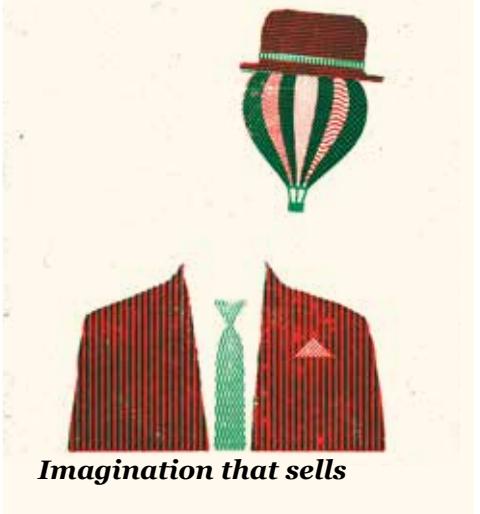
“Glocal” design



Design management



Architecture and engineering



Imagination that sells

Retail design

Combines different areas of the shopping experience in the design of interiors and the construction of small spaces.

Coworking

A model of "networking of partners". It allows various professionals to share projects, knowledge or the same space.

Service design

Plans processes, personnel and materials that comprise a service in order to enhance its quality and the interaction between the provider and the client.

Experiential marketing

The user has an emotional relationship with the brand beyond their rational logic understanding of the message.

Lateral thinking

Method of thinking that can be used as a technic for creative problem solving.

Codesign

Creates value in each project, with knowledge from the client, the user or external disciplines, that the designer chooses to apply in a project.

Knowledge economy

Utilizing knowledge as raw material to generate added value and wealth through the transformation of information.

Corporate Architecture

Architectural discipline used to design and construct buildings, spaces or environments in order to satisfy the needs of a brand.

"Glocal" design

Refers to global + local, which is a design or an activity in which you act globally and think locally.

Design management

An effective tool for understanding and using design as a strategy to find the intangible value in new models of business.

Architecture and engineering

Team work makes possible to offer a global service towards the technical development of a comprehensive project and its management, representing added value.

Imagination that sells

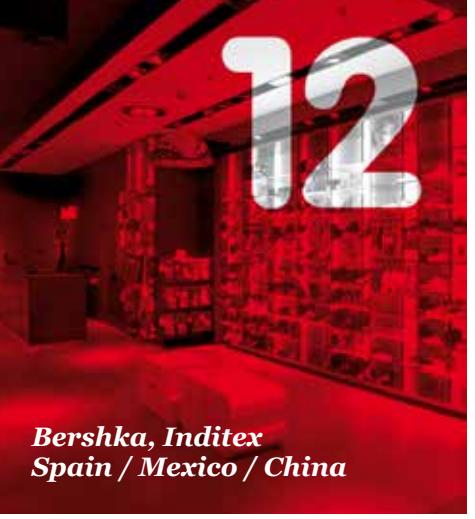
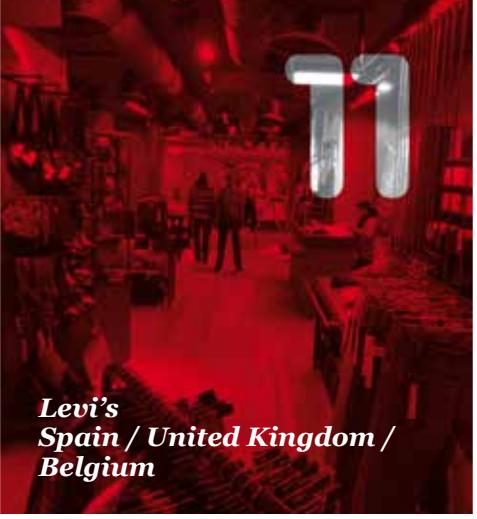
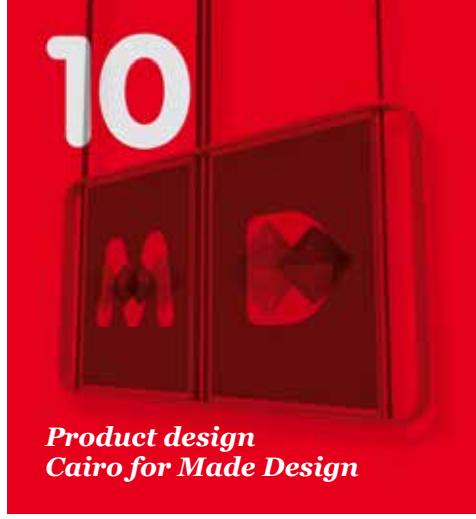
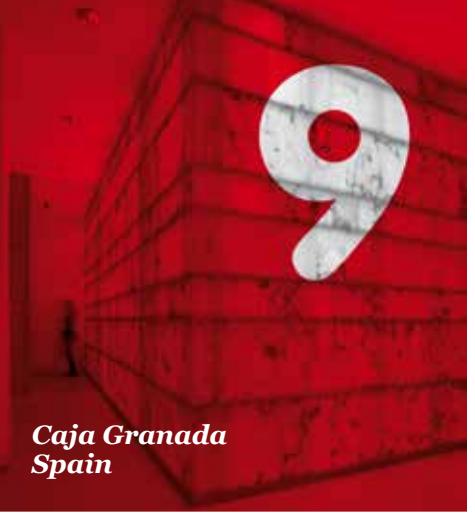
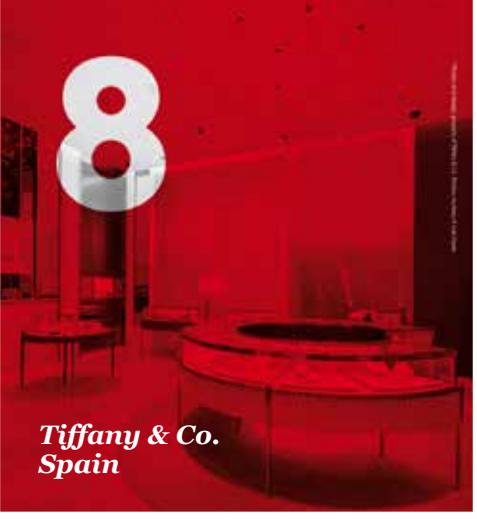
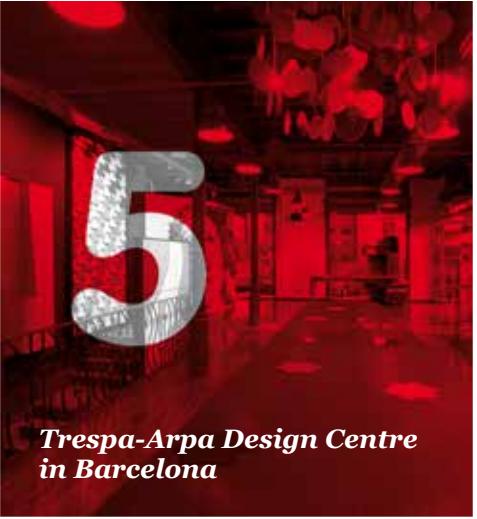
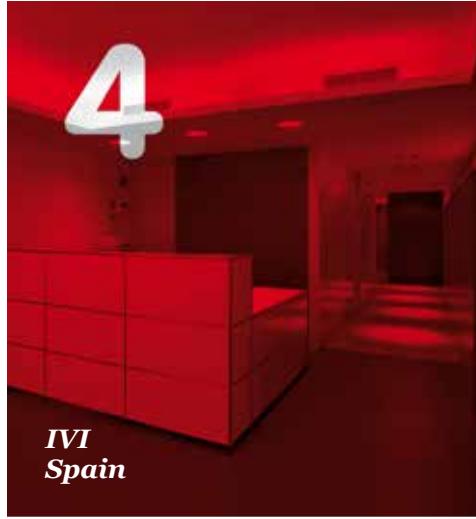
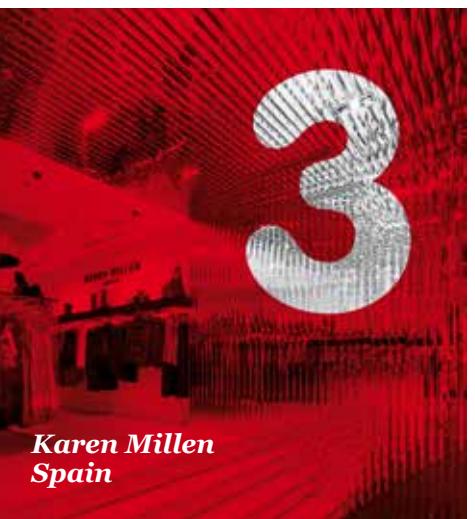
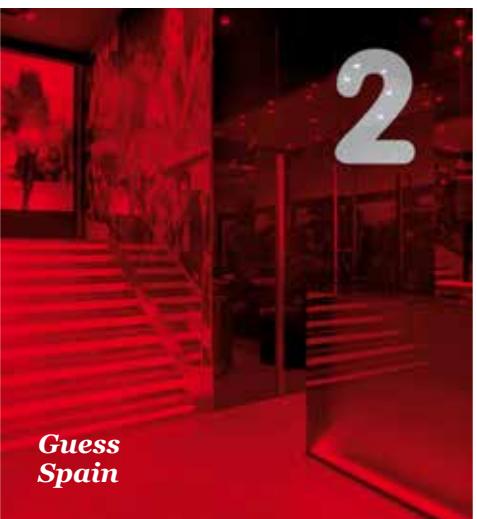
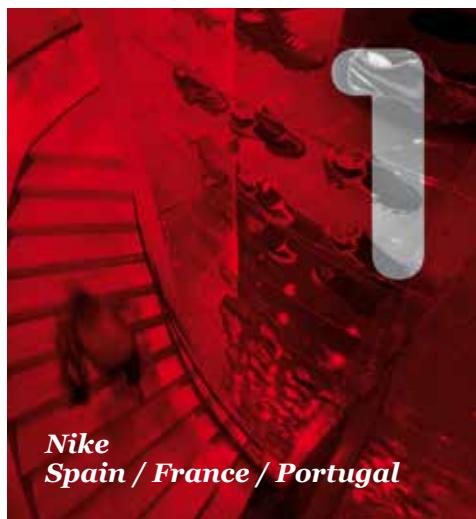
Design understood as a tool of desire and purchase.

2012



Imaginació que ven
Imagination that sells
Imagination that sells

GRUPIDEA



2011



Imaginació que ven
Imaginación que vende
Imagination that sells

GRUPIDEA

IdeaLab

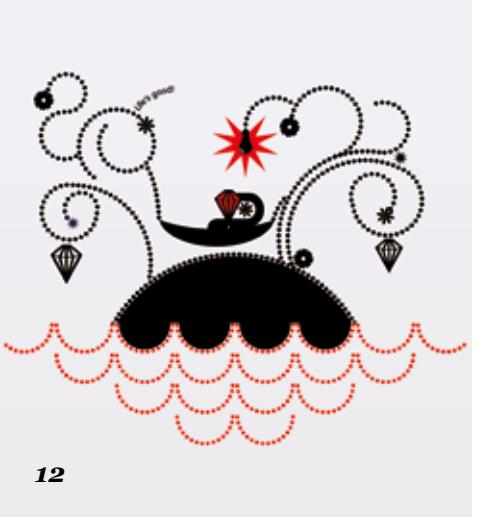
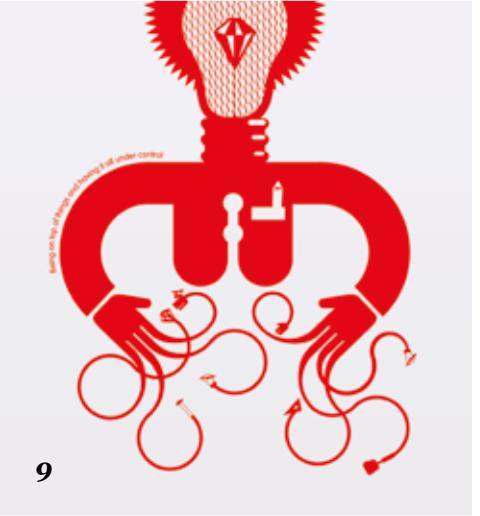
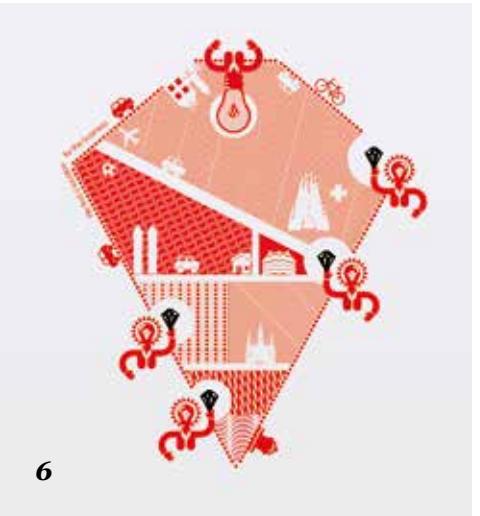
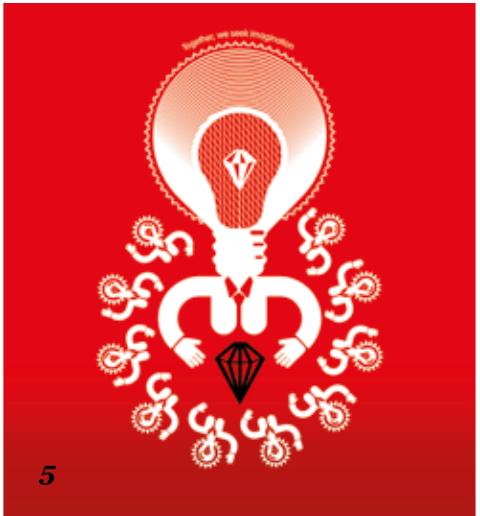
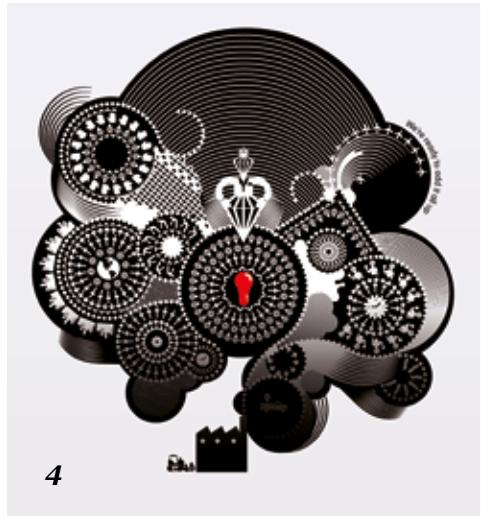
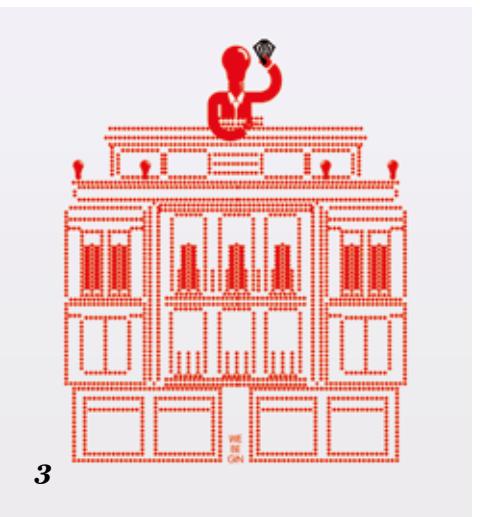
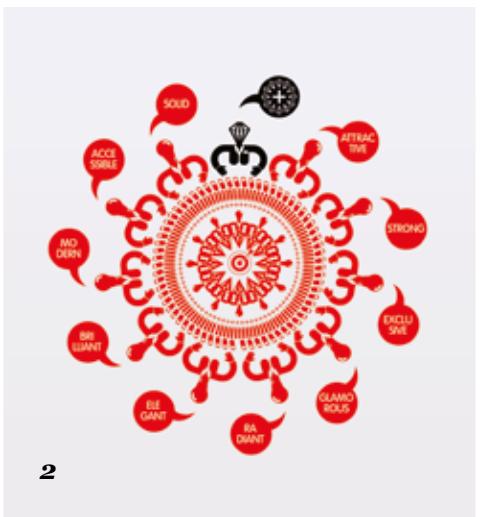
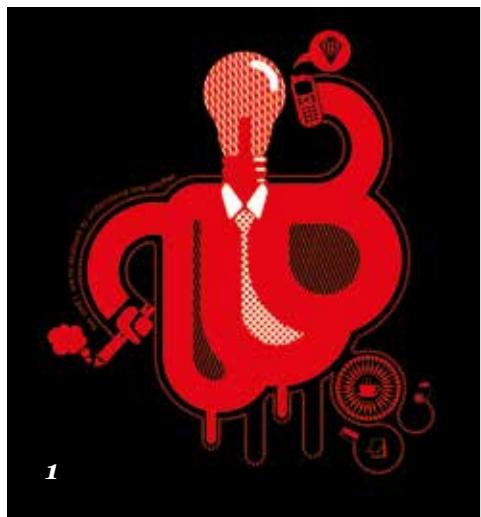
Develops new design and sales concepts.

IdeaLoft

A space to raise our minds to a special space that invites us to imagine, talk, listen, interact and dream.

IdeaCoworking

We are constantly sharing, learning and innovating as a result of the philosophy put into practice by Grup Idea coworking.



1

Volia vendre joies arreu del món i vaig trucar a Grup Idea.

Quería vender joyas por todo el mundo y llamé a Grup Idea.

I wanted to sell jewellery all over the world, so I gave Grup Idea a call.

2

A IdeaLoft van escoltar els meus plans. El projecte quedava en bones mans.

En IdeaLoft escucharon mis planes. Mi proyecto quedó en buenas manos.

At IdeaLoft, they listened to my plans. I left my project in good hands.

3

La seu de Grup Idea és un gran edifici de finestres vermelles on les idees bullen.

La sede de Grup Idea es un gran edificio de ventanas rojas donde las ideas bulle.

The offices of Grup Idea are housed in a big building with red windows, bubbling with ideas.

4

Em vaig dedicar a desenvolupar el meu producte. Si tenia dubtes, consultava a Grup Idea.

Me dediqué a desarrollar mi producto. Ante cualquier duda, consultaba a Grup Idea.

I set to work developing my product. Whenever I was unsure about anything, I'd ask Grup Idea.

5

Els coworkers de Grup Idea van sotmetre el meu projecte a una productiva pluja d'idees.

Los coworkers de Grup Idea sometieron mi proyecto a una productiva tormenta de ideas.

The coworkers at Grup Idea subjected my project to a productive brainstorming session.

6

A Grup Idea van trobar el local més adient per al meu negoci.

En Grup Idea encontraron el local más adecuado para mi negocio.

Grup Idea found the perfect premises for my business.

7

El món és casa nostra. Les meves joies arribaran a tots els rincons del planeta.

El mundo es nuestra casa. Mis joyas llegarán a todos los rincones del planeta.

The world is our oyster. My jewellery is set to reach all four corners of the globe.

8

IdeaLab va estudiar el meu producte i en va millorar la posada en escena.

IdeaLab estudió mi producto y mejoró su puesta en escena.

IdeaLab analysed my product and tweaked the product setting.

9

Hi van participar enginyers, arquitectes, dissenyadors... No van quedar caps per lligar!

En el proyecto participaron ingenieros, arquitectos, diseñadores... ¡No se escapó ni un detalle!

The project brought together engineers, architects, designers... Nothing was left to chance!

10

Un engranatge d'operaris va treballar en la construcció del projecte.

Un engranaje de operarios trabajó en la construcción del proyecto.

A team of labourers worked on the construction of the project.

11

Va arribar el gran dia. La meva botiga va obrir les seves portes i va ser un èxit.

Llegó el gran día. Mi tienda abrió sus puertas y fue un éxito.

The big day arrived. My store opened its doors and was a hit.

12

Satisfet per la feina feta, em relaxo al meu iot. Gràcies per les vostres idees!

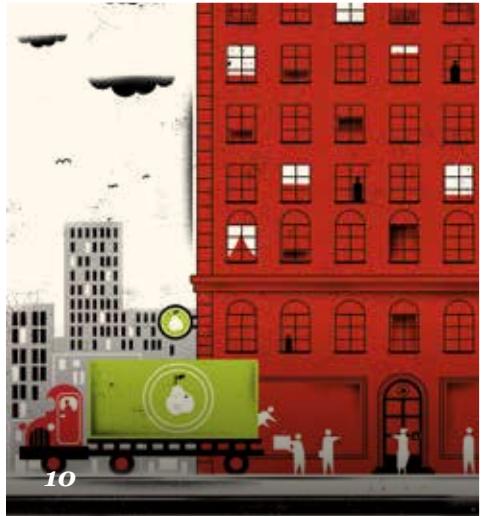
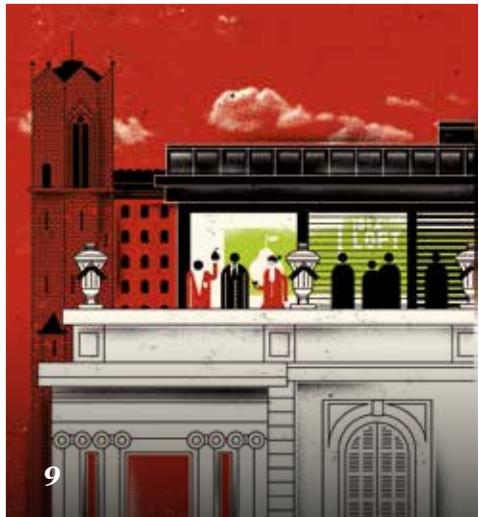
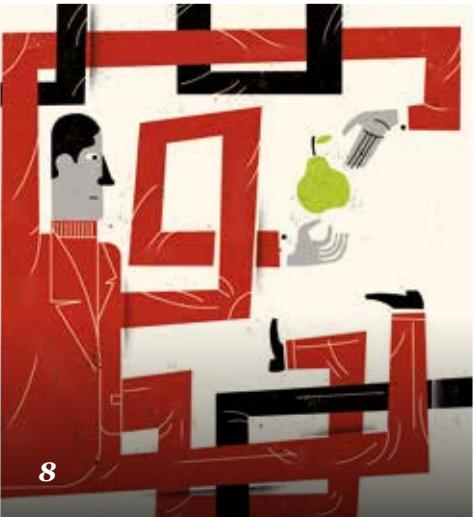
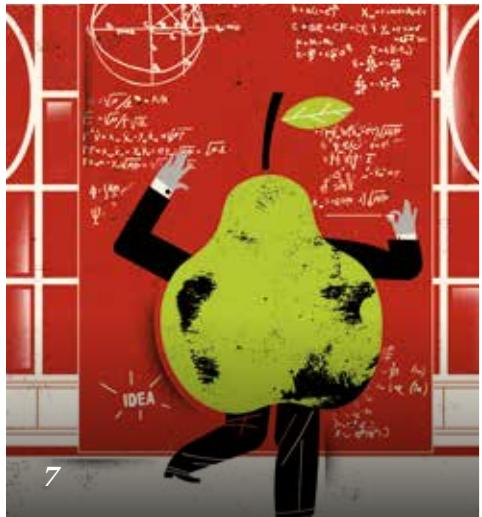
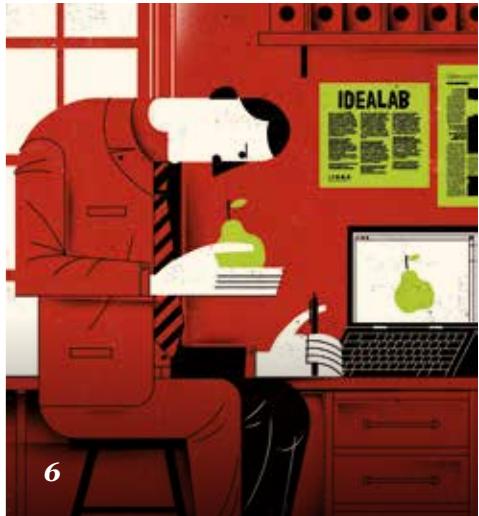
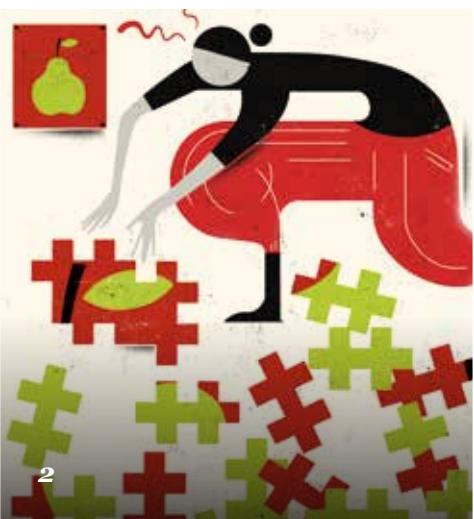
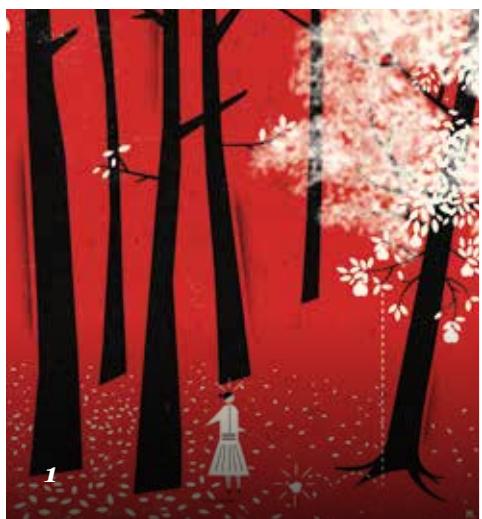
Satisfecho por el trabajo realizado, me relajo en mi yate. ¡Gracias por vuestras ideas!

Satisfied with the job, I can take time out on my yacht. Thank you for your ideas!

2010

Treballar amb grupIDEA serà la pera
Trabajar con grupIDEA será la pera
Working with grupIDEA will be fruitful *

GRUP IDEA
ARQUITECTURA CORPORATIVA



1

Passejant per la meva horta,
una pera caigué.

Paseando por mi huerta,
una pera vi caer.

Strolling around my orchard,
I saw a pear fall.

2

Com podria vendre milers de
peres verdes i sucoses?

¿Cómo podría vender miles de
peras verdes y jugosas?

How could I sell thousands of
green and juicy pears?

3

Pensant en peres, amb un edifici
de finestres roges vaig topar.

Pensando en peras, con un edificio
con ventanas rojas me topé.

Thinking about pears, I bumped
into a building with red windows.

4

Vaig entrar a la bonica oficina i la
meva idea vaig explicar.

Entré en la linda oficina y mi idea
expliqué.

I went into the smart office and
explained my idea.

5

Parlarem amb els seus amics,
gent d'aquí i d'allà, que pensava:
pera, pera, peres...

Hablamos con sus amigos, gente
de aquí y de allá, que pensaba:
pera, pera, peras...

We spoke with their friends,
people from here and there who
thought pear, pear, pears ...

6

Un senyor vestit de vermell a un
Laboratori la meva pera portà.

Un señor vestido de rojo a un
Laboratorio mi pera llevó.

A man dressed in red in a Lab
took my pear.

7

A grupIDEA es vestiren de verd i
de pera es disfressaren.

En grupIDEA de verde se vistieron
y de pera se disfrazaron.

In grupIDEA they dressed in
green and dressed up as a pear.

8

Organitzaren una xarxa per
dissenyar la meva botiga de peres.

Organizaron una red para mi
tienda de peras diseñar.

They organised a network to
design my pear shop.

9

Em presentaren una idea en un
formós loft.

Me presentaron una idea en un
hermoso loft.

They showed me an idea in a
beautiful attic.

10

Vàrem construir una botiga de
peres molt bonica i tothom les
meves fruites volgué comprar.

Construimos una tienda de peras
muy bonita y todo el mundo mis
frutas quiso comprar.

We built a very pretty pear
shop and everyone wanted
to buy my fruit.

11

Vàrem obrir moltes botigues i
molt contenta em vaig sentir.

Abrimos muchas tiendas y muy
contenta me puse.

We opened a lot of shops and
were very happy.

12

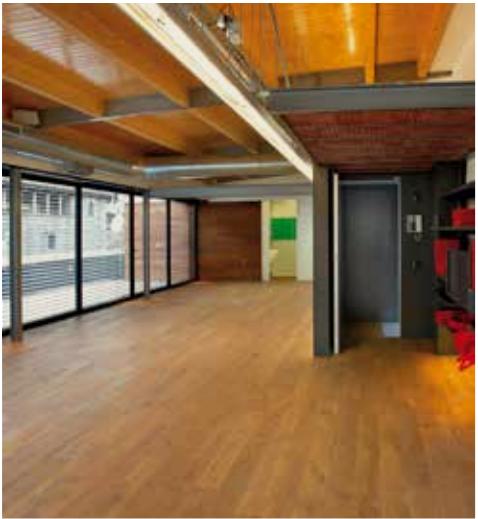
Un preciós edifici verd tinc ara i
els caps de setmana per la meva
horta passejo.

Un precioso edificio verde ahora
tengo y los fines de semana por
mi huerta paseo.

I now have a beautiful green
building and at weekends I stroll
around my orchard.

2009

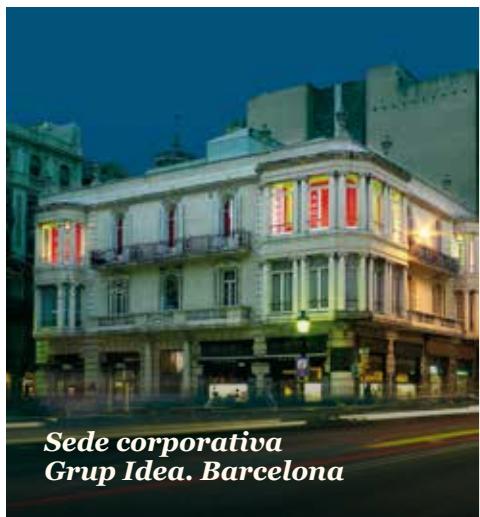
GRUP
I D E A
ARQUITECTURA CORPORATIVA



2009 Design: Cèl·lula

2008

GRUP IDEA
ARQUITECTURA CORPORATIVA



**Sede corporativa
Grup Idea. Barcelona**



**RACC.
Sede Central
Avenida Diagonal**



Proyecto de Centro Cívico



Proyecto de Casa de Cultura



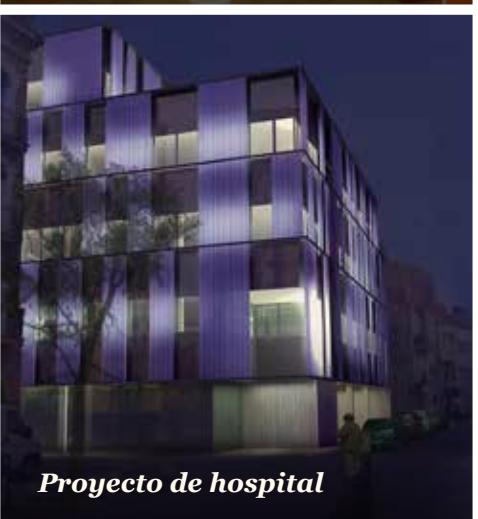
**Caixa Catalunya. Proyecto
nueva imagen oficinas**



Vivienda unifamiliar



Libro blanco Banc Sabadell



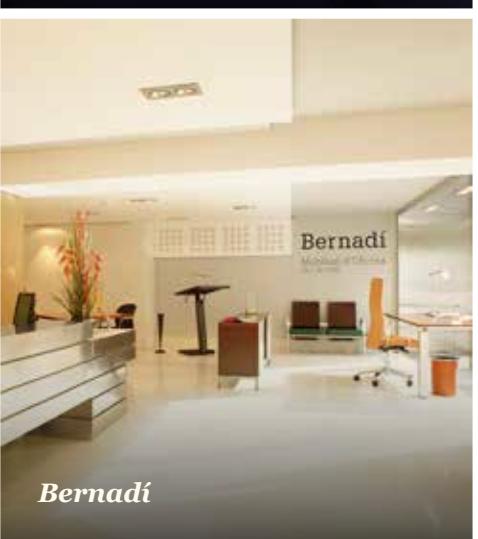
Proyecto de hospital



Proyecto de oficina prototipo



**Proyecto de
comisaría de policía**



Bernadí



Caixa Catalunya

FROM BARCELONA TO THE WORLD

More than 20 years of worldwide projects

+650

Retail

+2100

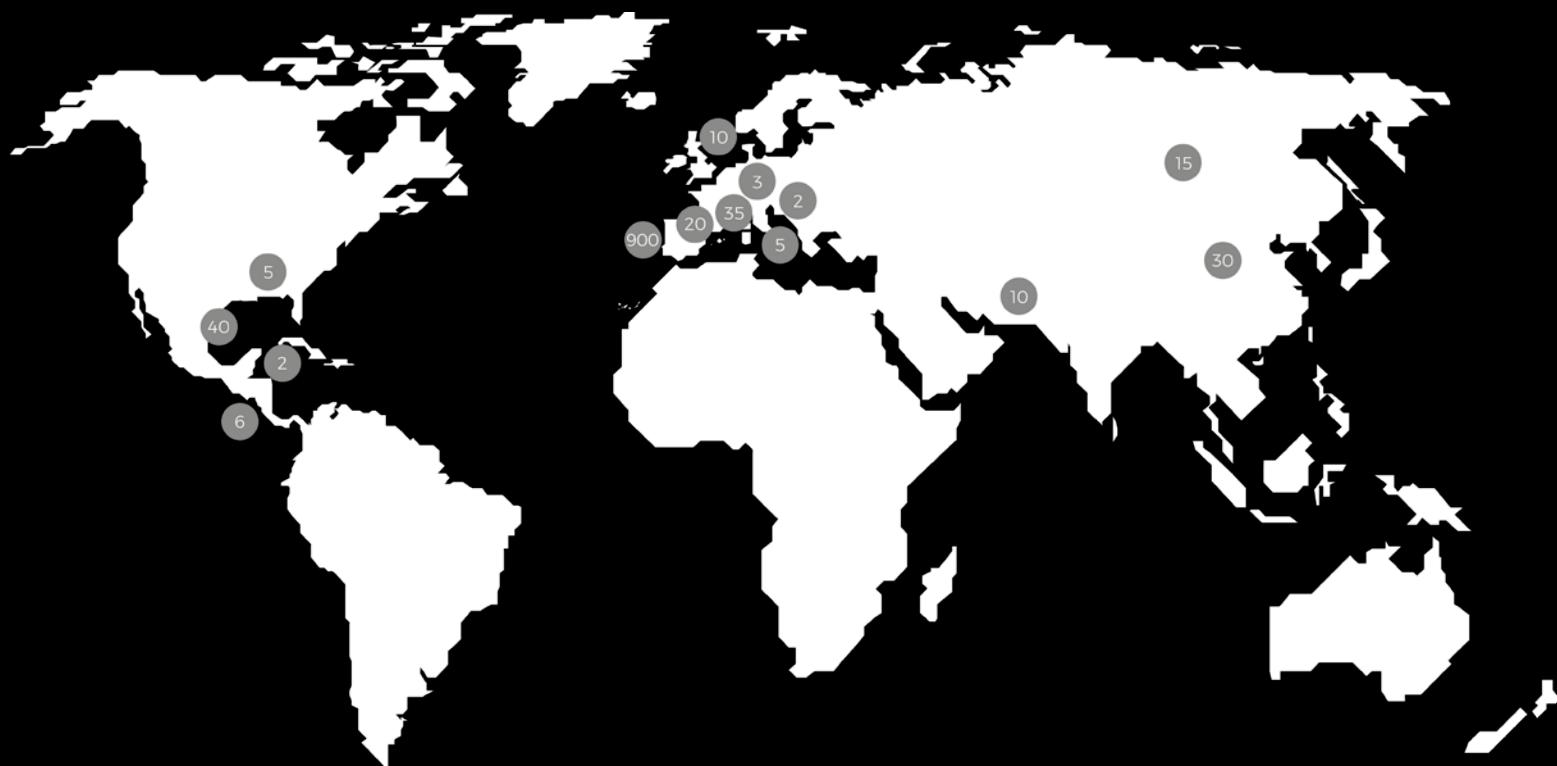
Workplace

+250

Healthcare

+60

Hospitality



grupidea

Imagine Design Build

www.grupidea.com
Barcelona, Valencia, Paris,
London, Ciudad de México

Barcelona
Plaza del Ángel 2, 2º 1^a
08002 Barcelona
T. +34 932 688 450
grupidea@grupidea.com

Valencia
Plaza Cánovas del
Castillo 1, 5^o
46005 Valencia
T. +34 963 527 357
abessis@abessis.com

Paris
13-15 rue Taitbout
75009 Paris
T. +33 (0) 1 72 71 25 77

London
33 Cavendish Square
W1G OPW London
T. +44 (0) 203 875 1810

Ciudad de México
Avenida Chapultepec 480
Oficina 1204
Colonia Roma Norte
Cuauhtémoc
06700
Ciudad de México
T. +52 (1) 55 520 723 45