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ELISAVA Barcelona School of
Design and Engineering

From dreams to reality: Quadpack continues partnership with Elisava, Barcelona School of Design and Engineering

2021 final degree project focuses on sustainable packaging solutions

Elisava, Barcelona School of Design and Engineering, has collaborated for the fourth consecutive year with international beauty packaging manufacturer and provider Quadpack, who once again sponsored the degree project of the class of 2021. The partnership is one of the ways in which Quadpack connects with stakeholders to share value and ideas. Working with academia allows it to foster young talent and inspire a mindset of collaborative innovation to create sustainable solutions.



The graduate project gives Quadpack unique insights into the minds of the next generation, bringing fresh thinking to industry issues, while supporting young designers as they embark on their career. Over the course of the partnership, the company has employed several graduates and acquired the rights to develop the most outstanding concepts.

According to Elisava, the students appreciate the corporate perspective from Quadpack. Tutor, ex-alumna and former packaging professional Anna María de la Corral said: “For the students, the degree project is a unique opportunity to demonstrate their worth as future professionals, in an academic context. Linking the project to a company like Quadpack – which proposed a real brief and monitored the project, making valuable, professional contributions – allows the students to experience the reality of what will be their future profession.”

This academic year, students were challenged to consider what is essential in packaging to design solutions that benefit not only the economy, but also the environment and society as a whole – all the while ensuring added value to consumers. Seven design and engineering undergraduates participated, spending their final year concocting proposals under the mentorship of Quadpack Designer Rubén Caño.

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Quadpack's Head of Market Development Pierre-Antoine Henry, member of the Elisava project review committee, said: "This year's students came up with some exceptional ideas. I always tell anyone involved with product ideation the same thing: start with the dream and work backwards. The students demonstrated their creative talent and did exactly that. As a packaging company, we are pleased to help them on the path to making their dreams a reality. We are able to share our experience in assessing feasibility and marketability, and transforming great ideas into real products."

Previous projects covered new perceptions of fragrance (2018), skincare packaging for mature audiences (2019) and emerging trends in make-up (2020). Some projects have been displayed at design and cosmetics trade shows, included in market trend presentations and shared with selected clients.

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About Quadpack

Established in 2003, Quadpack is an international manufacturer and provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, the Americas and the Asia Pacific region, and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. Listed on Euronext Growth in Paris, Quadpack relies on a workforce of 600 people to build a more sustainable world. Through its processes, products and people, it aims to have a positive impact on the planet and, through the Quadpack Foundation, on the communities in which it is present. For more information, please visit <https://www.quadpack.com/>

About Elisava

Elisava, the Design and Engineering faculty of UVic-UCC, promotes education, knowledge and research in the fields of design, communication and engineering. Located in Barcelona, Elisava has trained more than 20,000 students in its 60-year history. Together with Elisava Research, the school develops projects with companies, institutions and NGOs to generate and transfer knowledge, address present and future challenges and foster change. Elisava produces professionals with the skills needed to design products, services and environments that contribute towards creating a more environmentally responsible, inclusive and community-focused society. For more information: www.elisava.net

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