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MEDIA ALERT

CENTRO UNIVERSITY IN MEXICO CITY INAUGURATES NEW CAMPUS DESIGNED BY ENRIQUE NORTEN ON SEPTEMBER 29, 2015

Mexico's leading design & film school announces a daylong series of celebratory events, including a special symposium on "The Future of Creative Education"



CENTRO University's new campus, designed by Enrique Norten / TEN Arquitectos

WHAT

Grand Opening of CENTRO University's new campus in Mexico City, designed by Enrique Norten

WHEN

Tuesday, September 29, 2015

8:00 AM: Tour of the new campus with Kerstin Scheuch, Director of CENTRO

9:00 AM: Press Conference with remarks by CENTRO's founders, Gina Diez Barroso and Abraham Franklin, architect Enrique Norten, and artist Jan Hendrix

10:00 AM: Formal ribbon cutting ceremony with Gina Diez Barroso, Enrique Norten, and Dr. Miguel Angel Mancera, Mayor of Mexico City

11:30 AM: Symposium: *The Future of Creative Education*

8:00 PM: Campus Celebration and opening of *Procesos* exhibition

DESCRIPTION

CENTRO University will commemorate the opening of its new campus, designed by **Enrique Norten**, with a daylong, campus-wide celebration. The inauguration will begin with a morning **press conference and ribbon cutting**, with remarks by Gina Diez Barroso, Enrique Norten, and the Mayor of Mexico City, Dr. Miguel Angel Mancera. Following the ribbon cutting, **a symposium on *The Future of Creative Education***, will be held in CENTRO's new state-of-the-art auditorium. Featuring leading figures in the fields of design, architecture, film, digital media and other disciplines, the symposium will engage an international audience of students and creative professionals from around the world on a range of topical issues in education. Panels will look at case studies of innovative projects, as well as the role of technology, social responsibility, business and research when it comes to developing new models for educating students in creative fields and fostering their talent.

Symposium speakers include:

Arturo Cherbowski (Mexico),
Executive Director,
Santander Universidades, Mexico

Alpha-Ville Collective (UK)

Alejandro Villaneuva (Mexico), Director of
POSIBLE Entrepreneurship Program /
Fundación Televisa

Blanca Heredia (Mexico), Professor,
researcher and Director of the Interdisciplinary
Program on Education Policy and Practice
(PIPE) at CIDE

Paulina Cornejo (Mexico), Social Design Hub
Director, CENTRO

Simon Bolton (UK), Associate Dean, Faculty
of the Arts, Design, and Media, Birmingham
City University

Jake Dunagan (USA), Professor, Strategic
Foresight and Tactical Media, DMBA Program,
California College of the Arts. and Research
Director, the Institute for the Future, Palo Alto,
CA

Karla Paniagua (Mexico), Director of Research
Center of Creative Economy, CENTRO

Antonio Quirarte (Mexico), CEO
Hacedores.mx

León Felipe Sánchez (Mexico), Creative
Commons Mexico

Mariana Amatullo (USA), Vice President,
Designmatters Department, Art Center College
of Design, Pasadena, CA

Nikolaus Hafermaas (Germany/USA), Co-
founder of Ueberall and Chair of Graphic
Design, Art Center College of Design,
Pasadena, CA

Raúl Cárdenas (Mexico), Founder and
Director, Torolab. Professor, Social and Political
Context, CENTRO

Sebastián Ocampo (Mexico), Chairman of
Industrial Design, CENTRO

Kenneth Goldsmith (USA), Poet, Founding
Editor of UbuWeb, and Creative Writing
Faculty, The University of Pennsylvania

Breixo Viejo (Spain), Historian and Film Critic,
University College London

Jorge Bolado (Mexico), Chairman of Film and
Television, CENTRO

Erica Clark (US), Strategic Planning
Consultant, Carnegie Observatories

Ivan Chermayeff (USA), Chermayeff &
Geismar & Haviv

Sagi Haviv (Israel) Chermayeff & Geismar &
Haviv and Design Faculty, The School of Visual
Arts, New York City

Uzyel Karp (Mexico), Chairman of Visual
Communication, CENTRO

Kerstin Scheuch (Austria), General Director,
CENTRO

Full information and symposium program available at: www.centro.edu.mx/symposio

The grand opening festivities will conclude with a sunset **cocktail reception and open house**, inviting CENTRO's family and friends to explore the university's new Enrique Norten-designed home.

The celebration will also open **Procesos**, a large-scale exhibition that will demonstrate CENTRO's innovative approach to creative education and the talent of its student body. The exhibition will showcase the results of specialized exercises, projects and experiments conducted by students across CENTRO's course offerings. Guests can view these works in-progress throughout the new campus and engage with students in attendance to discover more about their creative process.

GUESTS

More than 3,000 guests, including students, alumni, faculty, friends of CENTRO, and representatives of Mexico City's larger cultural community will join founders **Gina Diez Barroso** and **Abraham Franklin** in celebrating this great achievement for the school.

VIP attendees include:

Emilio Cabrero, Director, Design Week Mexico

Hector Esrawe, Designer, Esrawe Studio

Iñaki Bonillas, Artist

Miquel Adrià, Chief Editor of Arquine and Director of the Master Degree in Architecture, Urban Planning and City.

Lorenzo Hagermann, Film director and cinematographer

Marinela Servitje, Director, Siete Colores

Paula Astroga, Former Director of Cineteca Nacional

Juan Domingo Beckman, CEO, Casa Cuervo

Fernando Fabre, Director, Endeavour Global

Carlos Gomez Andonaeguil, Chairman of the Board, Endeavour Mexico

Alejandro Ramírez, Director, Cinopolis

Carmen Cordera Lascurain, Director and founder of Galería Mexicana de Diseño

Emiliano Godoy, Designer

Ariel Rojo, Designer, Co-founder of Abierto Mexicano de Diseño

Kelly Talamas, Chief Editor, Vogue Mexico

Barbara Terán, Chief Editor Harper's Bazar Latinamerica

Jan Hendrix, Artist

CENTRO'S NEW CAMPUS

Located in the heart of Mexico City on Avenida Constituyentes, CENTRO's expansive new campus embodies the school's dynamic and inclusive atmosphere. Built according to the standards of LEED Platinum certification, the campus covers over 55,000 square feet and features three interconnected buildings. Through an ideal combination of interior studios and outdoor work areas, Enrique Norten's iconic design allows for fluid teaching methods and cross pollination between CENTRO's many creative disciplines. Highlights of the campus include expanded classrooms and workshop spaces equipped with the latest technologies; a multifunctional, 450-seat auditorium; a four-story media library and a monumental staircase designed by Dutch-born, Mexican-based artist, Jan Hendrix. With this new home, CENTRO will continue to thrive as an institution for creative minds to develop into the next generation of thoughtful leaders, both in Mexico City and abroad.

ABOUT CENTRO

CENTRO is Mexico City's first institution of higher learning specialized in creative studies. Since its founding in 2004 by Gina Diez Barroso and Abraham Franklin, CENTRO has become a pioneer in the field of creative education, providing its 2,500 students with the unique opportunity to transform their passion and talent into successful, cutting edge professional careers. The school offers training alongside leading professionals as well as study programs that strike a careful balance between

concept and execution, theory and practice and risk and certainty, with an interdisciplinary and enterprising focus. Students have access to a broad range of academic programs including seven undergraduate degrees; nine graduate degree programs; and continuing education courses in related topics. In addition to the school's competitive curriculum, CENTRO also offers real-world experience that extends far beyond the confines of the classroom. Through social impact partnerships and collaborations with international organizations such as Wanted Design, 72and Sunny, 3M, MoMA and London Graduate Fashion week, students begin to build their own network long before they graduate while working on complex projects that prepare them for future leadership roles in their chosen fields.

While based in Mexico City, CENTRO is a global university with impressive alumni and recognition from all over the world. The school was celebrated at the Venice Biennale Critics' Week in 2011 and has won several other prestigious design awards, including Mexico: Premios Quorum (2011) and the British Design and Art Direction Student Award (2010). 98% of the school's professors are working professionals who are experts in their field.

MEDIA CONTACTS

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