



Design can be defined as the "harmony"  
that surrounds us.  
ANDRÉ RICARD in his study in  
Barcelona. 24th of June, 2006

Das Design ist wie ein harmonisches Element,  
das uns umgibt.  
ANDRÉ RICARD in seinem Studio von  
Barcelona. 24. Juni 2006

"The designer is a creative expert who specialises in the study and projection of the shape of things, so as to make our lives more comfortable and improve the aesthetics of our environment. Design is not only limited to this function. If we apply the same logical analysis method to adapt different shapes and uses, we can also provide coherent and sensible solutions to other types of structural or functional problems. Therefore, the imaginative focus provided by design is incredibly useful in many different business approaches".

“Der Designer ist ein Experte für kreative Gestaltung, der sich auf das Studium und die Planung der Formen spezialisiert hat, welche die Dinge haben sollten, damit sie bequem bei ihrer Verwendung sind und gleichzeitig eine gute Optik aufweisen. Das Design ist jedoch nicht nur auf dieses einzige Ziel aus. Auf die gleiche Weise, in der ein Designer die logische-analytische Methode bei der Anpassung der Formen und des Gebrauchs anwendet, kann er ebenso kohärente und besonnene Lösungen zu anderen Problemen von struktureller oder funktionaler Art einbringen. Auf diese Weise erweist sich das einfallsreiche Konzept, das durch das Design gegeben wird, für zahlreiche Unternehmensbereiche sehr nützlich.“

BIOGRAPHY. 1929, Born in Barcelona. 1944-1947, Fine Arts studies in the studio of S. Warnia Zarzecka in Barcelona. 1950-1951, Lives in London, where he initiates his creative activity in Davies & Turner. 1956, Trip to New-York, where he meets Raymond Loewy and Muller-Münk, Co-founder of the ICSID. 1958, Creates his own studio in Barcelona under the name of CDI: Centro Diseño Industrial (Industrial Design Centre). 1959, Invited as an Observer to the first ICSID Congress, Stockholm. Meets Antoni de Moragas. 1960-1962, Founding member of the ADU/FAD Governing Body. 1963-1972, Vice-President of the ADI/FAD. 1971, Designs the MINI-GAGGIA espresso machine for GAGGIA ESPAÑOLA . 1972-1974, President of the ADI/FAD. 1976-1979, Vice-president of the ICSID. 1976, Designs the MINI-MOKA M6000 espresso machine for GAGGIA ESPAÑOLA SA. 1978-1980, founding President of the ADP (Association of Professional Designers). 1980, Visits Joan Miró who signs dedications of photos of his sculpture inspired by a perfume bottle designed by André Ricard. 1984, Designs the VISACREM VX espresso machine. 1986, Collaborator and coordinator of the public image of the Centro de Arte Reina Sofia of Madrid. 1988-1992, Member of the Advisory Committee of the Barcelona 1992 Olympic Games Committee. 1988-1996, Member of the Faculty and Advisory Council of ART CENTER EUROPE, Vevey (Switzerland). 1989, Designs the VISACREM KB espresso machine. 1990, President of the Mostra Internacional de Disseny (MID'90). Member of the Committee of Advisors to the Art Center Europe, Vevey (Swiss). 1993-1994, Design advisor to the International Olympic Committee (Switzerland). 1993-1999, Head of the Department of Product Design in the EINA School (Barcelona). 1999, President of the DW organisation - Design for the World. 2001: General advisor to the project of the Design Museum of Barcelona. 2006, Designs the VISACREM V6 espresso machine.