

# Latin-American Context



## Regional Experiences

Some examples about the Design experiences and promotional activities.





## Design in Colombia

"Future with Design" is an event intended for design students and professionals, which presents job performance alternatives consistent with the Colombian reality.

Organized by **laLA** Latin America, "design consultants for the region", a Design Organization devoted to training, disseminating, and assisting entrepreneurs, academics, and the public sector in order to contribute to leading the way for design in the region.



## Futuro con Diseño

SEMINARIO DE DIRECCIONAMIENTO PROFESIONAL



## Encuentro Diseño Latino 2004

The growing globalization of markets demands integration of Latin American professionals, to preserve their identities and cultural backgrounds and, through this gathering, accomplish the appearance of a trend enabling the competitiveness of our products and services before highly industrialized countries.

- Exchange business prospects
- Improve design education
- Industry-Government Synergy





## ProDiseño, Design Promoters:

ProDiseño is an association founded in 1986 with the purpose of furthering all forms of design. Its members are a group of designers, architects, and related companies that have contributed their time and expertise to meet the multiple challenges that have generated interest in the profession and integration with the various economic sectors.



## Design in Brazil

Brazilian design has a 53-year history. It started as a discipline in 1951, at Instituto de Arte Contemporânea – IAC, and the Universidad de São Paulo School of Architecture and Urbanism. Sao Paulo, the largest industrial state in Brazil and Latin America, which has been and continues to be the country's development machine, has 17 million inhabitants in the city and 32 million in the whole State, and accounts for more than 50% of GDP.

### Nowadays:

70 Design University and Techniques Programs  
3.000 Professionals graduate annually





## Brazilian Design Program

Brazilian Design Program (PBD) operates since 1995 under the authority of the Ministry of Science and Technology (MCT) of the Federal Government.

This program is founded on the situation of design in Brazil, described as follows:

- Brazilian originality and creativity.
- The existence of infrastructure for human resources training.
- Design contests promoted by industry associations.
- The existence of more than 1,200 design bureaus.
- Specialized magazines.
- Articulation between in-country design promotion organizations with foreign centers and international organizations.
- Brazilian design's value recognition abroad.

### Purposes:

- Modernize industries.
- Induce technology through design.
- Strengthen economic and social development.
- Competitiveness of Brazilian products.
- Insert design policies into the government



## Brazilian Design Program

Areas of Greatest Development in Design: Jewelry, furniture, shoes and leather goods, textile (particularly bathroom linens), and domestic utensils.

Design sector development as a short-term identity: Pottery, transportation (buses, medium-size airplanes).

Sectors needing major reinforcement from development entities: Medical equipment for hospitals, measurement instruments, electronics, information technology. Capital goods.

### Achievements:

Consolidation of design as a business and as a global activity.

- Recognition of a Brazilian identity in some Brazilian industrial sectors.
- Trademark exporting (Graphic Design).





# SEBRAE

Brazilian Micro- and Small Business Support Service, since 1972 provides sustainable support for small-sized business activities.

- Promotes seminars and courses.
- Facilitates access to credit.
- Encourages inter-company cooperation.
- Organizes fairs and business conferences.
- Encourages the development of activities contributing to the generation of successful projects.



# SEBRAE

Via Design is a program of SEBRAE that drives the development of all production areas in the country that substantially contribute to its growth. Such areas include but are not limited to Furniture, Fashion, Handicrafts, Shoe, Plastic Processors, and Packaging manufacturing, Jewelry, Pottery, Graphic, Agricultural, Construction, and Metal Mechanics industries.

SEBRAE is present in 26 States of Brazil, with 600 attention offices





## Design Promotion Centers

**Abimovel** - Asociación Brasileña de Industria del Mueble

[www.abimovel.org.br](http://www.abimovel.org.br)

**Abipti** - Asociación Brasileña de Investigación Tecnológica.

[www.bsb.netium.com.br](http://www.bsb.netium.com.br)

**Brazil Faz Design**

[www.brasilfazdesign.com.br](http://www.brasilfazdesign.com.br)

**CNI** - Confederación Nacional de Industrias

[www.cni.org.br](http://www.cni.org.br)



## Design in Argentina

Currently, there are two national programs for promotion of design: Plan Nacional de Diseño de la Secretaría de Industria y Comercio, and Centro Metropolitano de Diseño, an agency of the Government of the City of Buenos Aires. Additionally, there are several private groups formed by designers, and Research Centers, such as Universidad Nacional de La Plata, Universidad Nacional de Mendoza, Universidad Nacional de Buenos Aires, Instituto de Diseño (IDI), and others.





## Plan Nacional de Diseño Argentina

Since 2002, the Plan Nacional de Diseño (National Plan of Design) works in Argentina, a section of the Undersecretary of Industry of the Government, aimed at promoting and transferring design to the main entrepreneurial sectors in the country.

### Primary purposes:

- Contribute to the competitiveness of national businesses by means of integral technical assistance, by applying design.
- Promote and disseminate design and innovation among entrepreneurs, professionals, and users.
- Integrate the design management into businesses' quality policies.
- Strengthen the value chain by introducing design into its various links.



## Centro Metropolitano de Diseño

The Metropolitan Design Center is a public institution created to assist businesses, designers, and entrepreneurs in the City of Buenos Aires.

### Primary purposes:

- Publicly promote the economic and cultural importance of design.
- Collaborate with, support, and sponsor the most noteworthy, private or public design-related initiatives.
- Act as liaison between small- and medium-sized companies, designers, and the Government.
- Sponsor, promote, and lead research aimed at successful management of design.





## Feria Puro Diseño

Feria Puro Diseño Argentino was instituted in 2001, to disseminate Design in all market segments within a relatively short period.

The results were impressive, and now Argentinean design is respected and pondered, and is beginning to have a future in other markets.

In 2003, the number of exhibitors grew from 95 to 125 booths. About 35,000 people visited the fair, 22% more than the previous year.



Centro de Investigación en Diseño industrial CIDI



## Chile

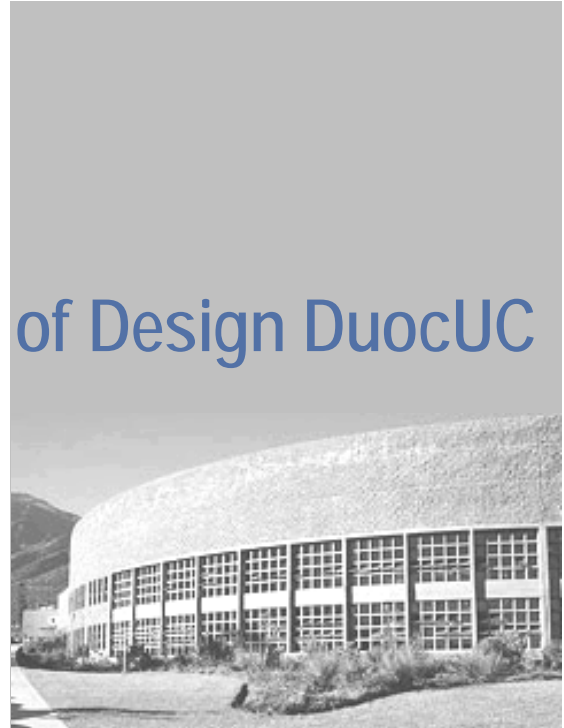
- Chile spreads from the 17°30' of south latitude in its north limit, up to the 56°30' of south latitude in the southern South American part of the American continent
- Population: 15.116.435
- System of Government: Democratic Republic.
- Chilean Currency: Peso \$ (one Dollar is Equivalent to \$660)
- Official Language: Spanish
- Religion: 70 % Catholic, lay State, respects all kinds of religion.
- Surface: 756.950 km<sup>2</sup> in the American continent
- Territorial Length: 4.329 kms.
- Maximum Width: 400 kms.







## School of Design DuocUC



The **School of Design DuocUC** is distributed in 6 sites and located in 3 of the most important regions from the productive, economic and entrepreneurial point of view of Chile.

The School of Design provides undergraduate design education to Industrial, Furniture, Graphic, Fashion, and Interior Design at university-level professional study programs, with a substantial amount of conceptual and projective contents, provided under eight-semester long curricula. In addition, two very concrete vocational training study programs are provided: Graphic Production and Digital Illustration, which stress the development of operating aptitudes, under curricula spanning no more than five semesters.

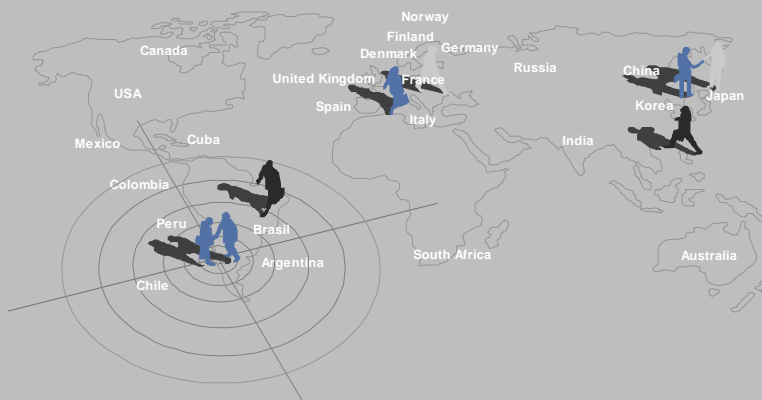
- Santiago (Alameda, Plaza Vespucio, Plaza Oeste, San Carlos de Apoquindo)
- Viña del Mar
- Concepción





## Programs and Sites

Industrial Design	●		●		●	
Furniture Design	●					
Fashion Design	●			●		
Graphic Design	●	●		●	●	
Graphic Production	●	●			●	
Digital Illustration	●					
Interior Design				●	●	
	San Carlos Apoquindo Site	Plaza Vespucio Site	Plaza Oeste Site	Alameda Site	Vina del Mar Site	Concepción Site



Design Competitions in a Global Environment.....

# Regional Student Design Competition 2003



## Desarrollo de Propuestas

Una vez configuradas las propuestas conceptuales y cada Brief de producto con todas aquellas propiedades y requerimientos establecidos sobre la comunicación y la telefonía del futuro, los alumnos realizaron la conformación de las primeras alternativas de propuestas.

Por tratarse de alternativas de exploración, las etapas siguientes se concentraron en acercar las propuestas a productos reales con las consideraciones y detalles que las propiedades de los productos poseen.

La mayoría de las propuestas se realizaron bajo plataformas de modelación y simulación digital. Las entregas finales incluyeron propuestas gráficas de representación de productos para generar sintéticamente una idea de las cualidades y atractivos de cada uno de ellos.



# Regional Student Design Competition 2003



David Quintana

Materialmente translúcido y con una gran pantalla con tecnología touch-screen que otorga buena visibilidad. La habilitación del equipo se hace mediante un pequeño escáner que reconoce la huella digital del usuario. Formalmente el equipo presenta una tendencia orgánica debido al juego existente en sus curvas pero evitando la exageración de ellas, características como estas permiten una fácil manipulación a través de la mano y brinda un cómodo transporte.



## Regional Student Design Competition 2003

Pilar Rojas



Sus características formales responden al tacto y a la interacción con el usuario de forma óptima, su color complementa perfectamente su carácter simple, siendo éste suave, limpio y neutro permitiendo además la personalización del teléfono adaptándose a su beneficiario, por medio del cambio de color que se produce internamente y es reflejado hacia el exterior, siendo éste una demostración de nosotros mismos y de nuestra personalidad.

Cuenta con un joystick de navegación para el recorrido de sus funciones y con discado por voz para simplificar aun más su funcionamiento.

Raúl Fernández



Este objeto es de tamaño compacto y ergonómico, sus bordes están fabricados en silicona, lo cual permite que la mano se amolde y no se deslice, su forma plana nos permite guardarlo en cualquier zona. Su pantalla esta construida con Tecnología Oled que le permite ser flexible y auto luminica, reduciendo su espesor comparado con otros equipos, además la interfaz se da por medio de una cámara que sigue nuestro movimiento ocular y selecciona lo que elegimos. Otro concepto es **Exhibición**, que surge de la necesidad de los usuarios por personalizar sus equipos, de sentirlo parte de él y el hacerlo suyo con la modificación de la configuración y la interfaz; generando nuevas pieles (Skins). El cuerpo es totalmente transparente lo cual permite utilizar toda la superficie para intervenir y personalizarla.

## Regional Student Design Competition 2003





Para ver esta película, debe disponer de QuickTime™ y de un descompresor TIFF (LZW).

# Only planet - Chile Taller Diseño Nokia Workshop 2005

1  
Nokia Design - Only Planet - Chile - Axel Meyer - March 2005



Nokia Design believes in the power of stories in creating experiences

9  
Nokia Design - Only Planet - Chile - Axel Meyer - March 2005

**NOKIA**



Escrachamatic

NUEVO!

Escrachamatic

Charla Presentación:

**NOKIA**  
DESIGN

Expone: **Axel Meyer**  
(Senior Design Manager, Nokia Design, Multimedia Business Group).

Jueves 31 de Marzo 12:30 Hs.  
Centro de Producción Audiovisual  
Sede San Carlos.

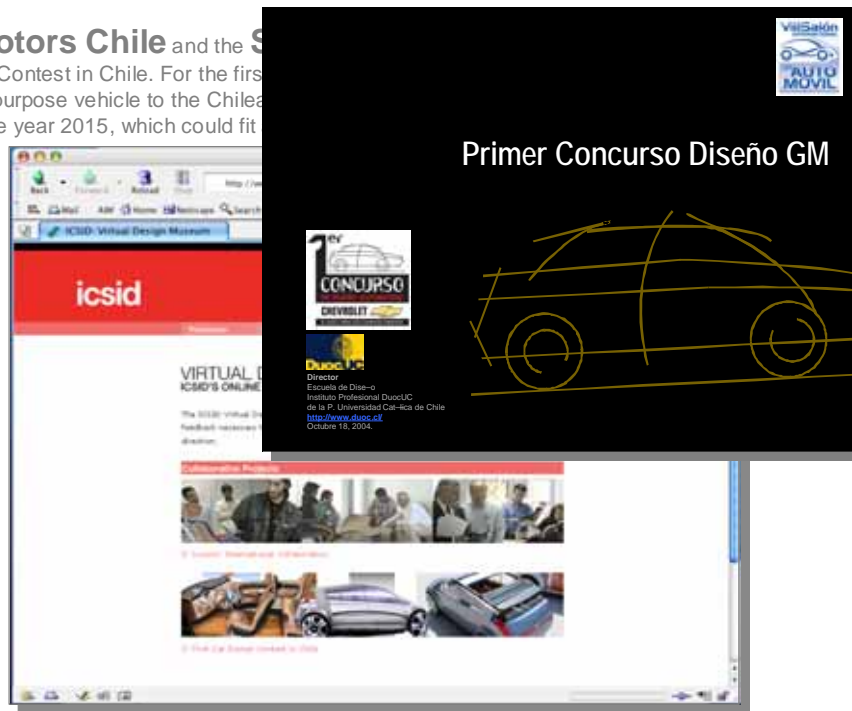
Camino El Alba 12881  
Las Condes  
Tel. 354 0200

**DuocUC**

# Chile's First Car Design Contest 2003

This is a sample of close university-industry collaboration which achieved excellent outcomes.

**General Motors Chile** and the **S**  
 First Car Design Contest in Chile. For the first  
 conceptual multipurpose vehicle to the Chilean  
 automobile for the year 2015, which could fit



DuocUC

**PGD / General Motors**

**Proyectos Académicos**

**PGD**  
 Proyectos de Posicionamiento Global del Diseño

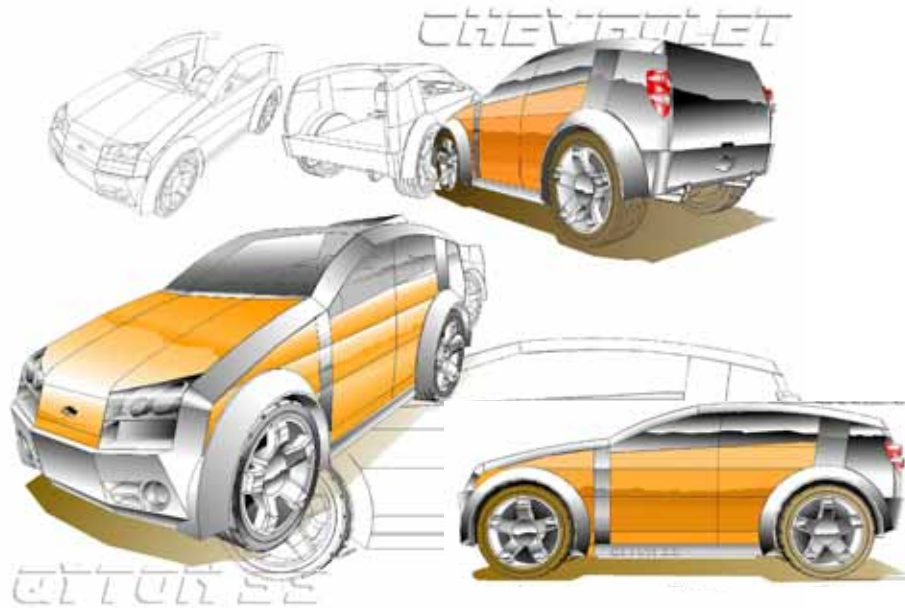
- Savory
- General Motors**
- Mitsubishi
- Gerda U Aza
- CMPC
- Samsung
- ProCobre
- Makita

**PCE/E**  
 Programa de Colaboración Escuela - Empresa

- CTI
- Lever
- Unilever
- Ducasse
- Marisio
- Cuatro Ases
- Savomet
- Mattbags
- Kabal
- Somela

**PAI**  
 Plataforma de Articulación Laboral

- I - Pymexport



Proyectos Académicos

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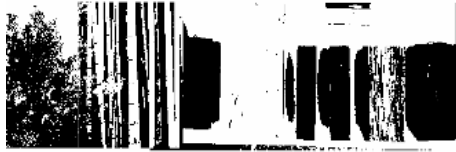
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 University of Art and Design UIAH, Helsinki, Finland.



INTERNATIONAL COLLABORATION  
 Professor Makoto Shimazaki  
 Department of Industrial, Interior and Craft Design  
 Musashino Art University MAU  
 Tokyo, Japan



Yrjö Wiherto



# BAMBÚ

2003

WORKSHOP DISEÑO DE MUEBLES



## Inicio del trabajo Individual

La metodología de trabajo aplicada por el profesor Wiherto para este WorkShop fue la misma utilizada normalmente en la Universidad de las Artes en Finlandia.

WORKSHOP BAMBÚ



En estas imágenes se refleja el trabajo realizado en el taller de herramientas y, en profundidad, el proceso desde el desarrollo proyectual de una idea al desarrollo tangible y material de un producto.





workshop





# Welcome to Chile!

## ICSID SECOND LATINAMERICAN REGIONAL MEETING

Venue: San Carlos de Apoquindo DuocUC

Santiago, Chile

January 20 –21, 2005

Theme:

**“GLOBALIZATION DRIVEN BY  
DESIGN: OPPORTUNITIES AND  
CHALLENGES FOR  
LATINAMERICA”**



Francisco Zlatar  
DuocUC Designer



Francisco Zlatar  
DuocUC Designer



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Rodolfo Escobar  
DuocUC Designer





Availability of a proper system of coordination between education, employment and economics would make it possible to conceive of an effective, flexible Design Education system that would contemplate a comprehensive set of competencies,

## School of Design DuocUC

as well as mastery of the various techniques required for this profession according to specific areas of demand.

To achieve this, there must be conceptual and methodological tools available for strengthening the weak connection existing in the Design field, between the educational sector, the requirements of a productive world, and society in general.

