



The Future is Today

3er BID Meeting on teaching and design

A Forum organised by
Central de Diseño and DIMAD, Fundación Diseño Madrid /
Asociación Diseñadores de Madrid

>>> from 28th to 30th November 2011

CENTRAL DE DISEÑO di_mad



Scientific committee's profiles

Félix Beltrán (México City, México)

Félix Beltrán is a graphic designer, a plastic artist and one of DIMAD's Members of Honour. He studied at the School of Visual Arts, the American Art School and the Art Students League of New York. He works as a curator for the Artis Gallery and the International Graphic Design Archive and is a member of the Career Committee of the Metropolitan University of Mexico. Beltrán is a full professor at the aforementioned university and a stand-in professor at Altos del Chavón University (Dominican Republic). He also performs the duties of International Consultant for the Conferencia Internacional de Diseño (International Design Conference), Mexico City, International Liaison of New York's Type Directors Club in Mexico and National Delegate of the Association Typographique Internationale, Paris; he is a correspondent in Mexico for the International Creators Organization, Kanagawa; he is a member of the Board of Advisers of the American Biographical Institute, Raleigh; of the International Biographical Centre, Cambridge; and of the International Trademark Centre, Zanddhoven.

As a pioneer in graphic design, he has written the first book on the subject in Latin America: *Desde el Diseño*, Havana, 1970; he presented Latin America's first trademark museum exhibition at Havana's National Museum, he is the author of the first book about typography in Latin America: *Letrografía*, Havana, 1973, and the creator of the first Cyrillic typographical font in Latin America, the Ciril font, Havana, 1974. In 1988 he established in Mexico the International Graphic Design Archive, the first collection of international graphic design works in Latin America and in 1989 he founded Galería Códice in Mexico City, the first graphic design art gallery in Mexico.

<http://www.uam.mx/>





Henrique Cayatte (Lisbon, Portugal)

Graphic designer. Chairman of the Portuguese Design Centre (CPD), Lisbon. He runs his own studio, Henrique Cayatte Atelier, where he develops graphic design, illustration and editorial production projects, and also has a multimedia consultancy. He works as a stand-in professor at the University of Aveiro. He is the founder and was the art director and graphic editor of the Spanish newspaper *Público* until 2000.

He was a design consultant for the the Expo '98 and is now the co-author of the communication and signs system of this event, and of its new Development Area. After having been the designer of the magazine *Egoísta* and of the Portuguese newspapers *Diário de Notícias* and *O Jogo*, he has also been in charge of the design of various exhibition areas, such as "1990-2004 - Arquitectura e Design de Portugal" ("1990-2004 - Architecture and Design of Portugal") for Milan's Triennial.

He is the author of the Portuguese pavilion at the Expo 2000 in Hannover (Germany) and at the Expo 2005 in Aichi (Japan). Furthermore, he has also designed the new Spanish ID card and the Portuguese electronic passport. He has received in two occasions the National Design Award of the Portuguese Design Centre, among other honours. He has participated in Eulda, the demanding graphic design award which acknowledges the best logos and brands in Europe, as a member of its jury.

<http://www.cpd.pt/>

<http://www.ua.pt/>

Bárbara Coutinho (Lisboa, Portugal)

Director of *MUDE – Museu de Design e Moda, Coleção Francisco Capelo* and Member of Francisco Capelo's Collection Management Board. Invited Assistant Professor (Instituto Superior Técnico) and collaborator in the Curatorial Studies Master (Lisbon University). Master in Contemporary Art History, is developing a PhD on the phenomenology of the exhibition space. Curator of MUDE Permanent Exhibition, *Seeds, Capital Value* (2010), *It's forbidden to forbid!* (2009) or *7 Environments/ 7 Designers* (2002). Author of *Sena da Silva, Designer* (2009) and *Unique and Multiple* (2011), signed essays and articles on contemporary artistic creation, design, architecture and museology. Has participated in conferences, juries and seminars. Curator of courses about art/design/architecture and coordinator of the educational department of Centro Cultural de Belém (1998 to 2006).

<http://www.mude.pt/>





María Cuevas (Madrid, Spain)

Professor at the Faculty of Fine Arts, UCM. Member of the research group at the UCM Chromatic research: Technical and formal features and features of meaning in the expression of colour through art. She has taken part in various congresses and has given lectures and seminars related to technology, colour and constructive poetics in the representation of space. She is also the author of the book "Estructuras Lógicas en las Artes Plásticas" (Logical Structures in Plastic Arts) and has co-written "Introducción al Color" (Introduction to Colour) and "Distorsión, equívocos y ambigüedades. Las ilusiones ópticas en el arte" (Distortion, misinterpretation and ambiguity. Optical illusion in the Arts) and "Matemáticas, arte y diseño" (Mathematics, art and design). She has also published articles in catalogues and websites on constructive processes and principles governing contemporary authors' work, systemic thought and teaching methodologies in Fine Art classes. Research orientation: Complexity and order; systemic thought; colour, structural poetics: From physical structures to conceptual structures; optical illusions; connective thought: Art, science and technology.

She has coordinated the exhibitions "Design Speaks" and "Cartographics, Madrid designs", both organised by DIMAD, Madrid Designers' Association, at the Central de Diseño, Matadero Madrid.

<http://www.bellasartes.ucm.es/>

<http://www.cartografica.org/>

Manuel Estrada (Madrid, Spain)

Designer. DIMAD chairman and managing director of the Ibero American Design Biennial (BID). He specialised in graphic design, mainly in publishing and corporate design. His studio is the second to obtain AENOR Certificate in Quality (ISO 9001) and Environmental (ISO 14000) systems. His most outstanding work has been done for such institutions as Premios Cervantes, Metrovacesa, Fundación Repsol; Fairs like Casa Pasarela, Furniture Fair of the Entrepreneurs Fair; the front pages of a large part of the books published by El País newspaper for the last few years; magazines such as Spain Gourmetour, published by Instituto de Comercio Exterior de España (Spain's Foreign Trade Institute) or the IVAM (Valencian Institute of Modern Art). He has been awarded several prizes and distinctions such as Laus, AEPD and Art Directors Club of Europe. He is a member of the Management Committee for the Foundation Art and Rights, of the Board of Directors for VEGAP and of the National Artistic Education Committee.

<http://www.manuelestrada.com/>

<http://www.dimad.org/>





Pedro Feduchi (Madrid, Spain)

Doctor architect and professor at the ETS (Higher Technical School) of Architecture of Madrid, where he teaches Projects for undergraduates and Furniture Design at the MPAA Master course. He is the vice-chairman of DIMAD and a member of the BID's Advisory Committee. In his study he carries out projects of architecture, exhibition assembly and furniture design.

<http://www.pedrofeduchi.es/>

Carlos Hinrichsen (Santiago de Chile, Chile)

Professor Carlos Hinrichsen is an industrial designer and has held the post of Director of the Design School Professional Institute DuocUC of Chile's Pontificia Universidad Catolica. He is Design Director for Design Innovation in the Latin America area. A Senator at the International Council of Societies of Industrial Design -Icsid, since 2011 he has been an active member of the Board of Directors at this institution where he held the post of chairman from 2007 to 2009. He has been a pioneer in design teaching and intercultural communication. A member of the International Design Alliance (IDA) and the International Federation of Interior Architects/Designers (IFI) he has actively promoted - taking part in them- cooperation actions between South America and the global design community, setting up projects to connect communities, strengthen industrial design and innovate design teaching.

<http://www.icsid.org/>

<http://www.duoc.cl/>

Ruth Klotzel (São Paulo, Brazil)

Ruth Klotzel lives in São Paulo and works mostly in editorial design and corporate identity.

She received her MA from the school of Architecture and Urbanism of the University of São Paulo and taught at the architecture and design courses of Senac-SP and FAAP (Fundação Armando Álvares Penteado), for more than 10 years.

Ruth was one of the founders of ADG/Brasil in 1989, and has held the position of Director for four terms over the past 20 years.

She is also an international juror, lecturer and was an Icoagrada Vice-president for two terms, where she still collaborates at the peer review panel of Iridescent: Icoagrada Journal of Design Research.





She currently carries out design work in her studio, Estúdio Infinito, and serves on the board of directors of Mundaréu, an NGO dedicated to generate income for manufacturers out of the formal labour market.

Ruth is also one of the presidents of the BID - Iberoamerican Design Biennial, located in Madrid, Spain.

<http://www.estudioinfinito.com.br/>

<http://www.icograda.org/>

Delfina Morán Arnaldo (Madrid, Spain)

Delfina Morán graduated with a degree in Fine Arts (with a specialization in Design) from the Universidad Complutense de Madrid and completed her studies of Graphic Design at the Kunstacademie van Beeldende Kusten of Rotterdam.

Since 1990 she has developed her career as a designer of interactive multimedia systems and, from the year 2002, she combines this with investigation and teaching at the European University of Madrid, where she is currently head of the Department of Art and Design. She has been a curator of several exhibitions and has written various articles design, its teaching and promotion.

<http://www.uem.es/>

Óscar Peña (Colombia, United Kingdom and Holland)

Óscar Peña is the Global Senior Creative Director for Lighting in the Professional Area (urban, office and commercial) for Philips Design. Whether designing on a conceptual level or for the mass market, clarity, relevance and authenticity, with a focus on human content, define his works. His career has spanned several continents and design disciplines.

He worked for Bill Stumpf & Associates and Seitz Yamamoto Moss in the United States before joining Philips Design in 1987. Ever since, he has been involved in the design of numerous consumer and lifestyle products. In 1996 he was appointed Head of the Man and Activity Department at the prestigious Design Academy Eindhoven, The Netherlands. His main duty in said institution was the creation of the department's vision and its management.





He has given lectures in several universities and events in Europe and Latin America and he has been a supervising member of the Droog Design studio in Holland from 2001 to 2006. Peña studied at the Universidad Javeriana, Bogotá, Colombia, where he received his diploma of Industrial Design (1982). He studied a PhD in Visual Communication at the Minneapolis College of Art and Design (1985).

<http://www.designacademy.nl/>

<http://www.design.philips.com/>

Lita Talarico (New York, USA)

Lita Talarico is the co-founder and co-chair of the School of Design of the AMF Visual Arts Programme ("The designer as an author and a businessman") in the city of New York, that has been classified as one of the "Top Ten Graduate Design Programs" in *US News & World Report* and listed in *Business Week* as one of the "World's Leading Design Schools". Talarico also co-founded the SVA Masters Workshop in Italy, a renowned summer course. She teaches and gives lectures in design businesses around the world.

As a founding associate of Bill Lacy Design, she coordinates the architecture selection competitions and conferences for the Cleveland Museum of Art; the National World War II Memorial Design Competition; the International Design Conference at Italy's Manifesto Conference and has managed the Pritzker Architecture Award's annual jury meeting. She has been a professional adviser for GSA-US, something that led her to Massena and NY Design Charrette.

She was the founding managing editor of *American Illustration & Photography*. In addition, she is a co-author of the *Typography Sketchbook; Turning Graphic Design into Goods that Sell; Graphic: Inside the Sketchbooks of the World's Great Graphic Designers; Design School Confidential; and Design Career: A Practical Guide for Beginning Illustrators and Graphic Designers*.

She is an emeritus Board member of Adobe Education Partners by Design and member of AIGA Visionary Design Council, she holds a master's degree in Critical Art and Writing and has been a visiting professor at the American Academy in Rome in 2008 and 2010.

http://design.sva.edu/sva_de/docs/events.html/

<http://design.sva.edu/site/home/>





Ignacio Valero (Madrid, Spain)

Graduate in architecture at the ETSAM and a specialist in design of architectonic lighting. In his professional career he has worked on numerous buildings practically covering all the varieties: Corporate buildings, sports centres, hotels, museums, schools, parks, façades, shopping centres, etc. Many of these lighting projects are singular and have been carried out with the cooperation of outstanding architects. He is also a reputed specialist in natural light for architecture, a field where he has developed his own methodology.

He has extensive experience as a design teacher, starting at the Escuela de Arte 4_Interior Design, where he was the headmaster for five years. He is currently assistant professor at the School of Architecture of Madrid. He has founded and leads the project sector at the Master on Design and Architectonic Lighting taught at the ETSAM, a programme of wide international repute. He has given many lectures, taking part on a regular basis in several post-graduate programmes as the specialist he is in lighting and occasionally at other events such as courses organised by the Summer University Menendez Pelayo. He has also given lectures in Chile and Colombia. Furthermore, he has been a member at different panels among which the following are worth mentioning: Premio Nacional de Diseño (Spanish Design Award) and the Award Lamp Lighting Solutions at which he was the chair of the panel.

He has also organised and chaired the special lighting award at the Solar Decathlon Europe. In his professional career he has been a founding member of APDI, the Spanish Association of Lighting Designers, of which he is vice-chairman.

<http://www.a-pdi.org/>

<http://www.masterdia.com/>





Eugenio Vega (Madrid, Spain)

Eugenio Vega graduated from the Universidad Complutense de Madrid with a degree in Fine Arts. In 1999 he obtained a PhD with a doctoral thesis on visual identity in television. Since 1987 he teaches Graphic Design at the Escuela de Arte 10 and since 1996 he is an associate professor of the Department of Design and Image Arts of the Faculty of Fine Arts of the Universidad Complutense de Madrid.

In 2002 he participated in the creation of the curriculum of the Superior Studies in Design Course in Madrid, and has been a member of the team who have decided the curriculum of the Masters of Arts degree, which was finally approved in 2010. He collaborates in the composition of the Artistic Education Report that the Ministry of Education publishes every year. Since 2011 he is a member of the ANECA commission, in charge of this programme. He is a member of the Executive Committee of the Confederation of Schools of Design and Fine Arts.

He has been a graphic designer for several publishing companies and was part of the Department of Graphics of Televisión Española (Spain's top ratings public television channel). Since 2004, he is the director of the Escuela de Arte 10 in Madrid.

<http://www.artediez.es/home.htm/>

<http://www.eugeniovega.es/>

