



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



Lecturers' profiles

Walter Amerika (Holland)

Walter Amerika is an independent strategist, expert in socio-economics creativity and creative industries' policies. His working tools are design thinking, scenario sketching and brand building. Amerika advises corporate companies, as well as ventures, cities and regions, governments and public organisations on how to acquire creativity and innovation, how to control their management and gain social and business value in short, medium and long term.

Besides the performance of these duties, he works as the Connection of the Executive Board and Head of the Market Department of the renowned Design Academy Eindhoven in Holland, where he is also connected to industrial associations, former students, creative industries' policies and brand development. He is also the Chairman of the Creative Board of CCAA (Creative Cities Amsterdam Areas). In the past, Amerika was the Chairman and Chief Creative Officer of FHV/BBDO, an Amsterdam-based marketing communication group, and worked for corporate clients such as Heineken, Sara Lee and Pepsi Cola.

He has also been in charge of the NGO Dutch Design in Development, an Industry Board member of the European Union's CUSTOM-FIT programme in Rapid Manufacturing, Chair of the Doors of Perception Foundation and Chairman of the Dutch Art Directors Club.

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

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, Zandhoven.





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/>

María Teresa del Castillo (Caracas, Venezuela)

María Teresa del Castillo graduated from Caraca's Design Institute with a degree in Industrial Design in 1987. Her professional field of specialization is Graphic and Industrial Design. She has worked for several cultural institutions in the area of visual communication, for trademark consulting firms as a project manager and as independent designer.

In the area of Industrial Design, she has developed several projects based on the creation of furniture and museography. Between the years 2007 and 2009 she worked in the industry of manufacturing: she designed and produced promotional material and created a product line of eco-ergonomic inspiration called "Biorbe, diseño para vivir" ("Biorbe, design for living").

She has carried out independent projects for public institutions, for the NGO Conservación Internacional and for private companies, aimed at the social development of the community through the teaching and training in the co-design of handmade products manufactured with natural fibres. She is also an instructor at the Centro de Capacitación Artesanal (Centre of Craftwork Training) of Fundación Empresas Polar.

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





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/>

Pastora Correa (Bogotá, Colombia)

Pastora Correa is the dean of the Graphic Design, Photographic Image Production and Multimedia and Audiovisual Production programmes of Bogota's Jorge Tadeo Lozano University. She heads one of the largest faculties of the country and probably of Latin America. Pastora was born in Chimá (Córdoba, Colombia), and was raised in Medellín. She graduated as an architectural and engineering draughtswoman from the Colegio Mayor of Antioquia and as a graphic designer from Jorge Tadeo Lozano University. As a partner of Pictograma, a design office, she developed several periodicals and visual identity designs for companies of the productive sector and restaurants.

As an independent designer she has fulfilled various editorial projects for institutions connected to higher education. She has been a professor of the Universidad Javeriana. She is also a member of the institutional group for self assessment with accreditation aims. Her major professional achievements have





been obtaining the high quality accreditation of the Graphic Design programme and its renovation until 2015, and the transformation and flexibilisation of the programme's curriculum, based upon the academic credits system, which now provides the students with greater autonomy.

She is a member of the editorial and graphic committee of the student magazine *La Brújula*, of the Editorial Board of the magazine *Proyectodiseño* and of the Board of Directors of the Asociación de Amigos del Museo Nacional (Friends of the National Museum Association) and of the Advising Committee of the Centro de Desarrollo Tecnológico para la Competitividad de la Industria de la Comunicación Gráfica (the Technological Development for the Competitiveness of the Graphic Communication Industry), CIGRAF. She has been a juror of various competitions related to design.

<http://www.utadeo.edu.co/>

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/>

Jaime Cruz (Caracas, Venezuela)

Graphic designer graduated from Newman Design Institute in Caracas, Venezuela. He is a founding member of Prodisegno, School of Visual Communication and Design, where he teaches since 1989. He is currently the General Director of this institution. With over 25 years of professional experience he has lead editorial, museographical and corporate identity projects.





He was in charge of the team who entirely redesigned Venezuela's newspaper *El Nacional*, in collaboration with the Cases i Associates studio from Barcelona (2007), Spain. He participated in the modernization project of Caraca's Science Museum, designing several commercial and institutional books, and he also works with a team dedicated to the investigation of the transformation of the reading process in the context of the new information and communication technologies.

At present, he is amidst intense academic activity at Prodiseno, presenting his pupil's projects at numerous exhibitions in various cities of Venezuela. Two of these projects have received commendations at the international Design Awards that ID Magazine celebrates every year, in the category of Best Academic Project (in the years 2000 and 2003). He directs academic thesis and participates in the chair of History of Design.

<http://www.prodi.com.ve/>

Carlos Hinrichsen (Santiago de Chile, Chile)

Professor Carlos Hinrichsen has been the Director of the school of design Instituto Profesional DuocUC of the Pontificia Universidad Católica de Chile (Chile's Catholic University); he is the Director of Design Innovation in Latin America. He also works as a Board member of the International Council of Societies of Industrial Design (Icsid) and was its President between 2007 and 2009.

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

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

Renato Imbroisi (Río de Janeiro, Brazil)

Designer and consultant he investigates, creates and produces works in collaboration with groups of textile artisans in several locations in Brazil and Africa. He is specialised in the training of traditional craft working in communities who develop techniques that have been transmitted from generation to generation, and which are renewed under his guidance without losing their characteristic regional style.





He has a vast and remarkable experience in the field and in the creation of products using local materials and knowledge. He participates in several governmental initiatives and works with institutions of the tertiary sector. He is a collaborator of SEBRAE, the Brazilian support service for microenterprises and small businesses.

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

<http://www.mcb.sp.gov.br/>

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

Stephen Kaplan (La Romana, Dominican Republic)

Stephen Kaplan is a specialist in Supervision and Management in Art Institutions. He is the founder and rector of Altos del Chavón's School of Design, in La Romana (Dominican Republic), a subsidiary of the prestigious Parsons New School for Design in New York, a non-profit organization that has become a point of reference for the Caribbean —a vital meeting point for international design—, which has strong ties with North American and Latin American academic institutions. The school's curriculum includes Resident Artists, activities at the Regional Archaeology Museum and at Casa de Chavón (House of Chavón) in Santo Domingo. This curriculum incorporates a vast system of scholarships.

Kaplan chairs the schools Cultural Centre and he is the Art and Education Director. He has been Deputy Director of federal programmes of the Education Department in Brooklyn, New York. He frequently works as a curator and a consultant for Latin American art exhibitions, including those of the Centre for Caribbean Studies, America's Society, Rockefeller Foundation and Pollack-Krasner Foundation.

<http://www.altosdechavon.com/cms/>

<http://www.newschool.edu/parsons/>

Adrián Lebendiker (Buenos Aires, Argentina)

Manager of Gloc, a consultancy for creative businesses and ventures dedicated to design and technology and related to innovative and creative industries, which develops programmes to aid intrapreneurs. He has been the CEO of Dinámica SE, a programme of the Inter-American Development Bank, promoted by





several institutions, such as Universidad General Sarmiento, Universidad San Andrés, UTN Pacheco, Fundación Pacheco, CMD, Banco Santander Río, Unión Industrial de Tigre and other institutions. This programme was aimed at enabling and accelerating new dynamic ventures.

He is also a graphic designer and director of advertising. He has been the general director of the Centro Metropolitano de Diseño (Metropolitan Design Centre) and of Industrias Culturales y Diseño (Cultural and Design Industries) —under the authority of the Ministry of Production of the city of Buenos Aires— until the year 2007. He is the founder and manager of *If* (Interfase), a magazine on management and design (2001).

He is the promoter and coordinator of the first Argentinean enterprise incubator which works with ventures related to design, cultural industries and tourism projects and with entrepreneurs who produce with design RED (Red de Empresas con Diseño, Network of Companies with Design). He promoted and coordinated the presentation thanks to which Buenos Aires was elected City of Design under the UNESCO's Global Alliance programme: Creative Cities.

<http://www.gloc.com.ar/>

Ruth León (Mérida, Venezuela)

With a degree in Architecture from the Universidad de los Andes, Mérida, Venezuela, Ruth León is an associate professor of the Faculty of Philosophy and Design of said university. She obtained a PhD in New Foundations of Graphic and Industrial Design at the Universidad Politécnica in Valencia, Spain. She has also studied a master's degree for each of the following specializations: Interior Design, Management and Development of New Products and Design for Leisure.

Besides teaching during her university years and after she graduated, she has a remarkable academic activity in the fields of management, administration, coordination, planning, extension and inter-institutional relations. Furthermore, she has developed several projects related to the design of spaces and indoor furnishings, from their very first conception to their execution.

Currently, she is a member of the investigation group DIGD of the Universidad Politécnica (Valencia, Spain), and coordinates its master's degree in Design, Management and Development of New Products at the Universidad de los Andes.

<http://design.uniandes.edu.co/>





Thomas Markussen (Billum, Denmark)

Educated in the fields of compared literature and semiotics, Thomas Markussen is an assistant professor at the Department of Design at Aarhus School of Architecture in Denmark. He teaches the courses of Experience Design and Theory and History of Design of the IT Product Development programme, a joint initiative of Aarhus University and Aarhus School of Architecture. His interests in investigation reside in the interaction design, and especially on how incorporation and aesthetical interaction can be used as a resource for the design of new digital technologies for the workplace, cultural institutions and learning environments.

His PhD investigates the development of a new conceptual framework to incorporate interactions based on the merging of the theories of semiotics and incorporated cognition. The result of this work has been published internationally by Design & Emotion and Design Research Society, as well as by the International Journal of Design. He is a member of Senselab in Montreal, an investigation aimed at dancers, artists, designers, DJ's, philosophers, geographers, sociologists and other people who share a disciplinary interest in the exploration of new aspects of human experience with technology.

He is also an assistant professor at Kolding School of Design in the Department of Communication of Design, and at Aarhus School of Architecture, he holds a master's degree from the Institute of Teaching of Design and a degree in Interactive Design from the IT Product Development programme of Aarhus University and School of Architecture. He works as Communication and Branding Manager at B.I.G. Architects, Copenhagen. Currently, he is the editor of two special journal issues, one on "Exploring Affect in Interaction Design and Digital Art" and the other on "Aesthetic Disturbance – the art of urban interventions", which are both planned for publication in 2012. Media production for the Danish Broadcast Cooperation /Danmarks Radio.

<http://www.designskolenkolding.dk/>

<http://www.senselab.ca/>

<http://www.it.au.dk/>





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/>





Robert L. Peters (Manitoba, Canada)

Robert is a graphic designer and the Principal of Circle Design Incorporated, an award-winning design consultancy he founded in 1976 in Winnipeg, Canada. He is also an educator, and the former President of ICOGRADA (2001-2003). He is the author of the book *Worldwide Identity* and a member of honour of the Society of Graphic Designers of Canada. He was a member of the Board of Directors of the Association of Canadian Industrial Designers (ACID/M) and a founding member of the Board of Directors of IDA from 2003 to 2005. In 2010, he was appointed ambassador of INDIGO (International Indigenous Design Network).

A lifelong humanist and ecologist, Robert keeps himself internationally active as a design consultant, strategist, political adviser, writer, member of juries, reader and an expert orator. He was raised and educated in Germany, Switzerland and England, and has travelled and worked widely.

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

<http://www.circle.mb.ca/>

Alecio Rossi (Sao Paulo, Brazil)

An expert in media communication and design and author of the doctoral thesis "Communication and brand codes in contemporary culture", defended at the Faculty of Architecture, Arts and Communication of UNESP - Universidade Estadual Paulista. He is a specialist in furniture design.

He studied Humanities and Plastic Arts at UNESP and the School of Communication and Arts of São Paulo University, respectively, and he is a designer and educator responsible for the development of new courses in the areas of Communication, Arts and Design of the Centro Universitario Senac São Paulo – Serviço Nacional de Aprendizagem Comercial (University Centre Senac São Paulo – National Commercial Learning Service), where he has implemented the courses Graphic Design and Visual Communication.

He is also a professor of the Department of Arts of the Pontificia Universidade Católica de São Paulo (São Paulo's Catholic University). In addition, he works as a consultant of corporate identity and in special projects of communication and design.

<http://www.sp.senac.br/>





Ricardo Salas (México)

Ricardo Salas earned a degree in Graphic and Industrial Design from the Scuola Politecnica di Design (Milan, Italy) in 1977. He studied a PhD in Graphics, Animation and Typography at the Kunstgewerbeschule, Basel, Switzerland. He has published over 850 works and 50 world-famous corporate images in magazines specialized in design. There have been exhibitions of his works in countries such as the United States, Italy, France, Germany, Japan, United Kingdom, Spain, Brazil and Argentina.

He has researched at the National Library in Paris. He is a member of the Editorial Board of the magazine *Estilo México* and has been an adviser of the International Poster Biennial, of the Rufino Tamayo Museum, the Arte Popular museum and the IED, Madrid, Spain.

He is a professor at several universities: Anáhuac, Iberoamericana, Américas, Mayab, Puebla, Veracruz and Guadalajara (Mexico). He has given lectures at the George Pompidou Centre and at the Vitra Design Museum. His works have been published in the magazines *Matiz*, *A! Diseño*, *Estilo México*, *Artes de México en México* and *Caminante* (Mexico); *Experimenta* (Spain); *Domus*, *Abitare*, *Ottagono* (Italy), *Taschen* (France) and *Art Directors Index* (USA). He founded the studio Frontespizio in Italy. At present, he is the Director of the School of Design of Anáhuac University in Mexico City.

<http://www.frontespizio.com.mx/>

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

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/>

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.html/>

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





Manuel Fermín Villar Rubio (San Luis de Potosí, México)

Villar Rubio graduated with a degree in architecture from the Faculty of Habitat at the Universidad Autónoma of San Luis Potosi in 1979. He studied a master's degree in Architecture orientated towards the Preservation and Restoration of Heritage Property. He has a vast professional experience in this field and has developed several projects. In the private sector, he has worked, since 1976, in design companies and studios, such as Bufete Industrial de Construcciones, Legorreta Arquitectos, with the architect Francisco Marroquín Torres, Construcciones y Estructuras de Concreto S.A. and Villar Arquitectos studio.

In 1978 he became a professor at the Faculty of Habitat of his *alma mater*, and is currently a thesis adviser of the Architecture degree. At said university, he has been the Head of the Department of Expression, Head of the Aesthetical Investigation Area, Coordinator of the degree in Architecture and Head of said degree from 1992 to 2004.

At present, he works as Secretary-General at the Universidad Autónoma of San Luis Potosi. He won in two occasions the Preservation National Prize, awarded by the INAH. He is a member of the Evaluation and Monitoring Committee in the area of urban development and housing of the SIGHO, System of Investigation Miguel Hidalgo of the CONACYT; he is a member of the CIEES (the Institutional Commission for the Evaluation of Higher Education) committee; a member of the Architecture, Design and Town Planning Committee (CADU) since 1998, Academic Secretary of Mexico's National Association of Architecture Teaching Institutions (ASINEA) from 2002 to 2004, Deputy Chairman of ASINEA from 2000 to 2002, member of the Seminario Iberoamericano de Vivienda Rural (the Latin American Seminar on Rural Housing); a member of the Executive Committee of the State Institute of School Construction (IECE), among other responsibilities.

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

