

# — m d i

**masters of  
design and innovation**

**exhibition 2018**

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### lively curiosities

Suzanne Balima ▲

**"Curiosity (noun): The desire to approach novel & challenging ideas and experiences; It is associated with intellectual pursuit, engagement with the world, and learning. Research suggests that curiosity may also play a role in our social relationships."**

With a focus on social relationships, *Lively Curiosities* was born from a concept that aims to celebrate traditions, diversity, and togetherness.

From an international scale, the representation of our global cultural heritage is imbalanced in international media and cultural institutions, which in turn fosters preconceptions and unfair judgement against ethnic groups that have been marginalized by the single narrative.

With 258 million international migrants, the world is becoming a smaller place. Today it's not just distance, but culture that separates the people of this world. In order to understand and accept each other, "it is imperative to better understand our individual and collective histories." (UNESCO)

*Lively Curiosities* is a tea brand with a mission to create a shared future in our global world, by preserving cultural diversity and favouring mutual respect through stories. Since the beginning of time, storytelling has been used for teaching, sharing, learning, and entertainment. And it's because of this versatility that this method was selected as a tool of communication.

The *Lively Curiosities* storytelling experience begins with a unique tea blend which features an exotic ingredient from a given part of the world. The importance of using a blend further reinforces the idea behind this project: blending one culture with another, with the objective of promoting harmony.

Each *Lively Curiosities* tea-box delivers a unique storytelling experience with a focus on sharing the stories of under-represented groups, such as stories from the African continent. Lively

Curiosities thoughtfully and intricately designed the packaging, which shares pieces of intangible cultural heritage every time a teabag is consumed.

With sustainability being at the heart of the brand, the social, economic and environmental dimensions of sustainability are integrated in the design and business model.

The product is designed with a quasi-circular life-cycle which re-purposes used tea and teabags, and partners with local tea-blenders to encourage economic sustainability.

Now addressing the elephant in the room: Why tea?

Regardless of where you are in the world, from Asia to Latin America; Middle East to the United Kingdom, tea is always served as a sign of hospitality and welcome; it brings people together and encourages interaction. Building on this meaning, *Lively Curiosities* seeks to connect communities and at a larger scale, bring the world closer together with respect to culture. ■



### milk moon mama / ser mamá

Mariana Bracho Peregrina ▲

We are "**SER MAMÁ**" the new face coming up for *Milk Moon Mama*, an online platform for pregnant moms or moms who are in the first 2 years after childbirth. Here they can find videos guided by professionals with easy and useful classes and courses with key information, tools and techniques around pregnancy and the period after childbirth.

These tools will allow them to have a positive experience by removing doubts and fears, and to learn how to take care of themselves in order to bring the best to their families and have an enjoyable journey. We are "**SER MAMÁ**", an online platform for pregnant moms or moms who are in the

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The Problem: Lack of information and lots of misunderstandings around pregnancy, birth and the postpartum period, what generates fears, confusion and guilt in women.

Lack of access to courses due to living outside the big cities in Latin America.

Lack of time to attend classes in person living in big cities.

Lack of time to recover themselves while they handle maternity.

Moms feel hidden guilt and suffer after childbirth, but it's a taboo, no one talks about it.

The big questions: am I going to be good taking care of the newborn baby? Am I going to recover myself and my life someday?

"Ser Mamá" provide moms with: Key information from professionals to face the challenges during pregnancy, birth and after childbirth.

The possibility to learn from home or any place they want.

Techniques to do a great job taking care of the newborn baby.

Empathy with "postpartum guilt" - which is more common than you might think - . Practical tools they can adopt while they do every single task during the day to recover their self-esteem and physical strength investing a little amount of time.

The Content of the courses: *Hombres de Venus y hormonas de mamá* (physical and emotional changes in the couple), *Tengo hambre y sed de amor* (physical and emotional nutrition), *Amor sin tiempo libre* (Communication with my partner), *Mi talento es Parir I y II* (The options for a natural birth), *La caja de heramientas del médico* (medical interventions), *Remedios de la Abuela* (Natural remedies to relieve the pain during the birth), *Leche con amor de Mamá* (Lactation, tools and techniques), *Tranqui mami, el baño es en familia* (The first cares for the newborn baby and the new mom), *Fairy or witches tale?* (the postpartum), *Burbuja de escape* (meditation and visualizations), *DEL EMBARAZO A LA CRIANZA* (a Full course with all previous topics), *BYE PANCITA DE MAMÁ* (Recover your self-esteem, your body and its strength). ■



### gaita travel

Manuela Briceño Bello ▲

**"There is a place where kindness, joy, diversity, flavor, and music come together to make people vibrate", this place is Colombia, but today it is mostly unexplored. Tourism is concentrated in just five main cities - Bogotá, Medellín, Cartagena, Cali, and San Andrés - creating overcrowded destinations and most travellers, as many as 80% of them, miss the opportunity of experiencing the culture and nature of exceptional destinations.**

More and more travellers are interested in visiting Colombia and the tourism industry in this country is growing exponentially, the annual average growth of tourism in Colombia occurs at a rate of 12.2%, which was three times the world average between 2005 and 2016.

*Gaita Travel* creates tailored trips that go off the beaten track with unique immersive experiences, with trips that are full of nature, allowing a connection with the local culture. *Gaita Travel* was born to bring travellers closer to the unexplored destinations of Colombia and to connect with local communities and establish meaningful relationships while experiencing traditional Colombian culture.

The travellers to whom *Gaita Travel* is mainly focused, are the Cultural purists because they like to immerse themselves in an unknown culture and to search for the essence of the place, and Ethical travellers, because they are concerned about the environment and how their spending on tourism contributes to local economies and markets. Travellers will be able to explore and go beyond conventional tourism.

One of the main objectives of this project is to avoid mass tourism and support local economies, for this reason, the experiences are replicable in different communities of Colombia, creating trips in different time frames in each destination. This is done in order to avoid saturation of tourists and to allow the proper regeneration of the natural ecosystem.

Through this contest, the new talents will be allowed to generate a network to collaborate in further projects. They

*Gaita Travel* explores the side of Colombia that can't be found in guides and allows like-minded travellers, to discover the rewarding secrets that this country has to offer. Join us and be prepared to be amazed by the food, nature, colours and its people, embark with us on an experience that we are sure you'll never forget. ■



### 10 films

Juan David León ▲

Colombia is one of the top countries producing audiovisual content in Latin America over the last 10 years, with both commercial and entertainment content. As the orange economy increases, the number of professionals in these areas keep growing, but because the industry is still limited, new talents are having issues entering the network as they graduate from film schools.

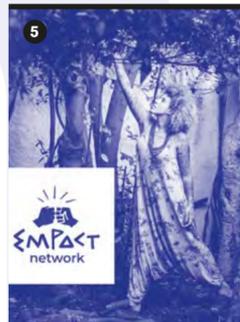
*10 Films* is the ultimate speed filmmaking contest in which emerging talents enrol to team up and solve audiovisual challenges for real brands in the market within an intense weekend of networking, ideation and filming. New talents will have an opening night for working in their network and selecting a team to face the challenge. These teams will be led by top experts in different specialities inside the industry to deliver innovative content solutions to companies and brands seeking new perspectives to connect and generate brand communication by introducing not just filmmaking narratives but new technologies solutions to enhance the way the content is consumed. On the last night of the contest, the 10 possible solutions will be presented in an award ceremony to close the event and select the winners of the solutions.

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will also have the chance to mix with experts that are already working in the industry and become visible in the filmmaking scene and, as a plus, the opportunity to work in real projects to introduce in a portfolio with an award to showcase.

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In this way, the new talents will be more accessible to other companies, they will gain visibility, generate new teams and develop their skills in order to be prepared and ready for the emerging market that is increasing each year in Colombia and other Latin American countries and around the globe. ■



### empact network

Danilo Conti ▲

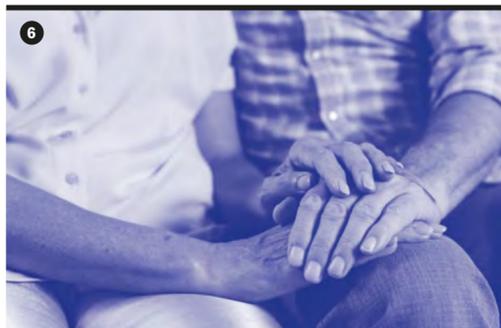
Faced with an economy in transition, climate change, and increased inequality, we understand that small companies play a leading role in this scenario. They are more flexible and agile to adapt to change than large companies, generate the majority of jobs, and many already adopt new values and sustainable attitudes.

In Brazil, land of one of the largest natural reserves in the world, small businesses represent 98.5% of enterprises. Even though they are only 27% of Brazil's Gross Domestic Product (GDP) and 3% of exports. This low contribution reflects an unfriendly business environment.

In order to assist the development of these companies and generate a positive impact on society the *Empact Network* was born, from Brazil to the World. *Empact* is a network focused on connecting companies into the entrepreneurial ecosystem, accelerating their projects and help them achieve a balance between profit and purpose.

It's a community for entrepreneurs: dreamers, makers, visionaries, and innovators united by human values and sustainable attitudes. *Empact* provides tools for these people to share experiences, develop solutions and live their beliefs. Their solutions are based on 3 pillars: P2P virtual Marketplace, Experience Sharing, and On-demand business solutions. ■

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### origina

Mauricio Guillén ▲

It seems that the gods have granted us with the gift of longevity. In the beginning of the 20th century, the life expectancy was about 31 years. Nowadays, it has increased to 80 years.

Through history, we have managed to survive different difficulties, letting us reach more advanced ages. It's a fact that the elderly population is growing. 8% of the world population is older than 65 years and in Spain, the elderly population accounts for 18%, meaning 8.6 million people.

Reaching this age is quite an amazing experience. Different anecdotes and lovely memories form part of your day to day life. But there's always a catch: our body is still aging, making us more vulnerable to different physical and mental diseases. That's the case of unwanted loneliness. Nearly 14% of the Spanish elderly population develops this feeling. According to Perlman & Peplau, we can define it as "a subjective, unwelcome feeling of lack or loss of companionship. It happens when we have a mismatch between the quantity and quality of social relationships that we have, and those that we want." As a consequence, the person could develop different physical and mental health issues such as increasing the risk of cardiovascular diseases, strokes and even suicide, which is a probable scenario for the elderly in Madrid.

Under this context, *Origina* was born. It is a non-profit organization which focuses on creating and executing solutions to reduce the unwanted loneliness of seniors in Madrid, Spain. It is composed by elderly volunteers and a team of facilitators, whose way of working is inspired by origami's patience philosophy and the contemporary agile mind-set of innovation. Through this methodology, facilitators foster purpose-centric ideation processes with seniors in order to come up with and help them build different feasible solutions to reduce unwanted loneliness in the aged population. Elderly-friendly companies are crucial in this crusade, since they sponsor the projects that are built. Finally, by letting the elderly propose different solutions for unwanted loneliness, we are not only pursuing the reduction of this social problem, but we are enhancing the elderly's participation in the community, stimulating their neuronal activity, promoting self-esteem and developing social networks.

The elderly are a source of wisdom, experience and stories. Let them contribute in an active way with society, because many small things can sum up to make one big difference. ■

coherent Valeria Ledesma Bohl ▲

It is hard to imagine, but we are actually living in an era where it is possible to do good and be profitable. In Peru, there are many entrepreneurs that have already embarked on this journey, making products or providing services that are profitable but at the same time are socio-environmentally aware. But, they are having a difficult time, the market is not ready for them.

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need guidance tuning their offerings to Corporations' needs and explaining to them their competitive advantage, the impact they can generate.

*Coherent* is a consulting firm that aligns Corporations' needs and Socially Responsible Entrepreneurs products and services helping them both be coherent with their actions. ■



### ricordi

Eduardo Lima ▲

We live in a time where travelers love to share their experiences through posts that reach everyone and are aimed at no-one, where hashtags and digital stickers label destinations and emotional content amounts to the humor a gif can provide.

Going back to basics, *RICORDI* gives travelers a tangible way to share special moments through an all-in-one service that provides: postcards, stamps and mailing. Featuring limited illustrations by local artists, it offers meaningful and one of a kind souvenirs.

*Ricordi* aims to strengthen human connection, promote local products and rekindle with our own voice by sharing real emotions while traveling. ■



### skilltrade

Stephany Macedo Senmache ▲

I always hear people saying being an entrepreneur is really hard? But why is that? Because we have to struggle with uncertainty, lack of experience, but most of all lack of money.

We become very careful with the expenses we have, at least at an early stage of the business.

Based on the needs of this audience, I realized there was something we can help with. This is how "*Skilltrade*" came to life.

The main objective of *Skilltrade* is to help entrepreneurs grow their business through a time exchanging system which allows them to have access to convenient services they might be needing for their company.

Let's take a look at how it works:

Carlos has a financial consultancy focused on medium-size companies. He knows his business won't be able to grow if he doesn't let the world know he exists. Carlos needs a communication campaign. On the other hand, Catrina has a stationery business. She knows what she wants to reach with her business, but she doesn't know how to measure her growth. *Skilltrade* offers a network willing to exchange 1 hour of their knowledge for 1 hour of yours.

Through my professional life I have seen creative and analytical profiles not willing to work together, they speak different languages, most of the time they don't understand each other. These differences bring real value when it comes to problem solving.

This project has been tested with more than 50 people, coming from analytical and creative disciplines. 80% of them said they are interested in being part of this network and would have loved this to have existed when they needed it.

This is *Skilltrade*. Now, make your business jump to the next level. ■



### the new obrador san javier

Andrea Martín Torruco ▲

My father has been in the meat industry since he was 13 years old. It is a family tradition. Everyone in Tlalneptla Mexico knows him as Mr. Juan, the owner of *Obrador San Javier*.

'Obrador' is the name given to artisan craftsmanship. In this case it refers to how a pig is carefully and manually butchered in order to sell its parts either to wholesaler or to smaller traditional businesses.

*Obrador San Javier* is a family run business that has gained its reputation for selling and delivering high quality pork meat in Mexico City. This has been the case for many years.

My father is known as a serious person, trustworthy and very reliable and this has helped in the process of getting new clients and retaining old ones. But, nowadays it is

María Isabel Maldonado Fajardo  
Celia Martínez Marco  
Magdalena Anna Puchalska



not possible for my father to be present during all of the processes of the business. The relationship with customers has been delegated to the hands of the employees.

Unfortunately, employees are not always properly trained to have direct contact with customers, which has led to a negative impact on the customers' experience.

"Obrador San Javier needs better trained and more professional workers," mentions Raúl Briceño, who has been a customer for the past 20 years.

In the past customers were satisfied when they got a quality product. Nowadays, a quality product needs to be accompanied with good service.

The growth of the business has been staggered for the past 5 years and after a deep analysis using design research methodologies, I can understand that the culture and processes of the business are the ones that have been limiting its growth, they are not aligned with its development.

In any business, its value added is directly linked to its employees since productivity will be directly proportional to employee satisfaction.

With my project, I want to achieve the cultural transformation of the business. Changing the employees' experience inside the company will generate a positive impact on the experience the customer has.

How to achieve this? Implementing a fixed growth mindset in the employees, empowering them by recognizing their skills and rewarding them, making them have a one-of-a-kind experience.

How can we positively affect our customers? By implementing digitally traceable processes, making them seamless and transparent. ■

#### las doñas

"Los trapos sucios se lavan en casa"  
Marta Ortiz Pérez ▲

I'm pretty sure that this colloquial expression may be familiar to you and it is probable that you have never stopped to think what is hidden behind it. The reality and daily life of women in Puerto Nariño, a small indigenous community on the Amazon riverside, is ruled by this apparently harmless saying. It is commonly used to refer to the need to solve differences and problems within the family core, without giving explanations to anyone, but it usually masks gender violence, the biggest problem that women face in a society like this, where decision-making power is kept away from them in the political, personal or labor spheres.

However, in this society, as in many others, there is something that is exclusively the responsibility of the female gender: domestic chores. Something as elemental as the daily task of washing clothes, a moment of intimacy and encounter between women, turned out to be the main opportunity to make a change. This activity, with an obvious sexist connotation, was transformed into the main strength of the project and the basic tool to raise women's self-esteem.

This is how "Las Doñas, Servicio de Lavandería" was born; an engaging safe place where, on the one hand, local women can wash their clothes and offer a professional laundry service to their neighbors and tourists or hotels; and, on the other hand, they can chat with peers, ask honest questions about their intimate life and receive gender and domestic violence education and support.

In the end, this social enterprise represents a double impact in the community: not only the obviously economic one, but a deeply cultural transformation from an educational perspective. The laundry service and local soap selling activities will become an employment and income

source for women, allowing their economic independence; and The Club will generate a sense of community among women by empowering them and generating awareness about gender violence.

Sustainability, self-sufficiency and management, adaptability and feasibility stand as the pillars of the project, making "Las Doñas" an scalable and replicable project in all those places all over the world where women deal with similar situations.

"Los trapos sucios se lavan fuera de casa", the motto of the laundry that aims to change the world. ■



laya  
Ania Pamplona Bada ▲

Take a deep breath and begin to be conscious of your weight on the earth, the presence of your body on the ground, of the position of your arms, legs, back. In this way, many meditation sessions begin and the purpose is that our mind starts to recognize the body in which it lives, many times we are not really aware of how our body is moving, of its behavior, and how it is talking about what it needs.

Today we live in a world of connections, from doing business to making and maintaining friendships, everything is connected but we forget the most important thing, we are not aware that the connection between our mind and our body is key to finding well-being.

Laya is a service that connects you with professionals in nutrition, psychology and physical training who are nearby. Teaching you how to take care of your mind and body in the same level. The professionals keep tabs on your progress following you every step of the way. Laya combines balance and personal growth with gamification, you choose where to start, as a beginner needing guidance or as an expert wanting to improve and learn more about your mind and body. One of our main objectives is that you share your goals and progress with other users so we can create a community towards a holistic health.

Everyone has a goal, Laya can help you reach yours. ■



bmaestro.io  
Thiago Rodrigues  
Rezende Leite ▲

Bmaestro, is developing a digital platform to collect data through mobiles, IoTs and laptops to help Public speakers such as teachers and facilitators to evaluate and improve themselves, as well increase the interaction with their audience.

The platform will explore Statistics, Artificial Intelligence, Computational Vision, Gamification, Speech and Language Processing in order to give professionals insights and advice and to support their improvement. ■



healrr  
Laura Santana ▲

Healrr makes it easy for patients and therapists to find each other.

If you are a patient, Healrr conveniently connects you to the wellness professional that best matches your lifestyle. With Healrr you can find therapists in your area, book instantly and read other patients' reviews - giving you the peace of mind you need.

If you are a therapy expert, Healrr helps you maximize your resources so you can provide the best patient experience while managing the day-to-day activities of your business. With Healrr you can easily track and update your work schedule, store your patients' information in a secure way and streamline your business activities.

Healrr aims to serve as a meeting point between patients and experts, fostering a wellness community while promoting the importance of taking care of your body and overall health. ■

Bite-Sized offers informal learning opportunities in the workplace, and integrates them with moments of sharing food and drinks, and adopting a learn-by-cooking methodology into the training sessions. By including food and drinks it will improve employee attendance, motivation and retention. ■



bite-sized  
Juan Sebastián  
Sierra Ramirez ▲

Bite-Sized offers engaging employee training programs for companies as part of their digital transformation strategy, by providing informal learning opportunities in the workplace and integrating them with moments of sharing food and drinks.

According to experts, the digital transformation process should follow the 20/80 recipe: 20% digital and 80% of cultural transformation. For traditional business, this has become a challenge which they are trying to overcome with different initiatives. The most common initiative fostering an innovation culture is training programs that help them adopt different skills commonly used by tech-companies, startups and entrepreneurs, such as: agility and adaptability, initiative and entrepreneurship, curiosity and imagination.

Employees are key for creating this culture; however, traditional training is usually perceived as one more mandatory activity they need to complete. Because of this, the expected results for the company are not fully accomplished. They end up having certified coworkers, but their motivation, productivity, and attitude at work remain the same.

Programs that integrate food and learning are a success at many companies, and for obvious reasons. Food is one of the best ways to attract and encourage employees to participate in training and team-building sessions, without the mandatory calendar appointment. An example of this happened at Wework: they decided to give free draught beer and pizza for all their we-workers (and all their co-working spaces), not only because food makes people get together, but also because it's an opportunity to talk and co-create with more people.

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## CDL

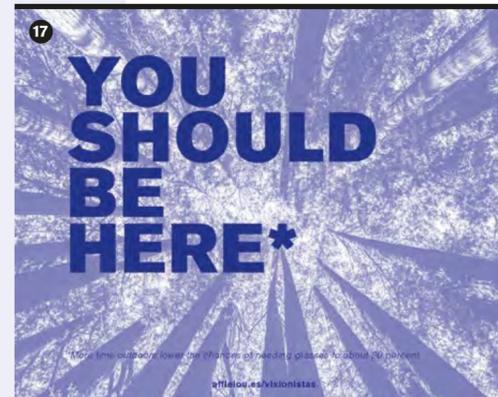
### communication design labs



shut up & listen  
Maria Isabel  
Maldonado Fajardo ▲

"Shut Up and Listen" is here to make a statement and raise awareness about the importance of being listened to in relation with mental health; through merchandising products (pins, tote bags, mugs).

The purchase prices of the products are going to be donated to the FASEC Foundation in Cuenca Ecuador. ■



visionistas,  
by alain afflelou  
Celia Martínez Marco ▲

Our eyes are an important part of overall health, they are connected in a holistic way. You know it, I know it. And Alain Afflelou knows it.

This project will combine prevention information for healthy eyes and a healthy life with reality bites of the target audience, to craft messages with an ironic and provocative approach, sparking curiosity and showing Alain Afflelou as a brand that cares about you in a complete, cool and modern way. ■

#### reframe

Magdalena Anna Puchalska ▲

Even though our contemporary world is dominated by visual culture, we are mostly not taught how to read and interpret the imagery that surrounds us. At a time of overwhelming uncertainties, an ability to analyse abstract concepts and think critically becomes more important than ever before. Simultaneously, as the STEM cheering culture dominates schools, providing tools to understand our shared roots, mistakes and great ideas seem to be an almost relinquished practice. How can we go forwards, while not sure where backwards is?

In the search for a potential remedy, a different institution format has been examined - a museum. Filled with knowledge and heritage, museums are currently searching for a way to respond to cultural changes, triggered by rapidly evolving technology. What opportunities, what difficulties did already emerge, or are just glimmering on a horizon? How can we adapt the format if we can barely imagine the future in

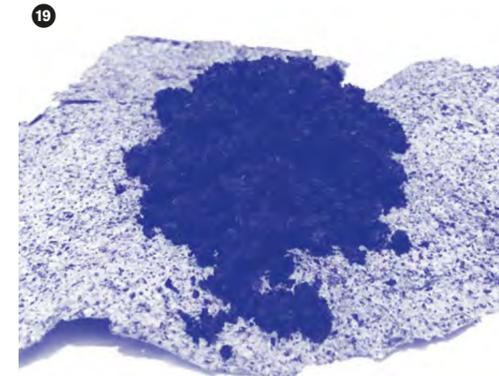
audience and create an extended relationship with the citizens of Madrid.

The research considers future scenarios, such as smart cities, forthcoming networking improvements, augmented reality or the ongoing digitalisation of cultural heritage, but even more importantly, it attempts to find out whether we have so far really been doing things the right way.

An attempt is made to redefine an experience of wandering around galleries' rooms, by breaking the linear-led narrative by crafting a transmedia based framework which can fit whatever media are to come. ■

## PDL

### product design labs



localize  
Meltem Naz Barış ▲

By extreme globalisation, mass production methods, as well as modern developments, humanity lost individual understanding. Trend-seeking and over-consumption became part of daily life. We started seeing the same products all over the world; without identity, with the same materials and production methods. This is not only making us appreciate the same aesthetics individually, but also, harming the common environment by importing materials from the other side of the world, consuming more than produced or choosing only the materials available for mass production methods.

This project will combine. However, we can't assume that all the consequences of modern developments are harmful. These developments are shaping our new world, becoming our new vernacularity and most of all, helping out human life more than before.

Since product designers are the creative minds behind the

objects and materials, we can benefit from a new understanding, which is easily applicable to our work, to help reduce bad consequences by using the good consequences of modern developments. This new design understanding is called Modern Vernacular Product Design, which is based on local needs, local organic and inorganic materials, in order to solve present problems via traditional knowledge and modern developments. One of the main key points of this understanding is to assume local waste as a new material opportunity, which is called inorganic materials.

Project Localize is aimed at implementing Modern Vernacular Product Design understanding into the design community to offer solutions to problematic consequences of extreme globalisation on an environmental and cultural level for product design. Products designers, who are already working with similar issues, or the ones who would like to use this new understanding in their projects, will have a chance to collaborate with each other and also with crafts-

men to find out what natural materials are available in their local areas in order to match local needs.

Turkish Culture is chosen as a case study to test and explain MVPD understanding. The local assets, social structure and arts and crafts of Turkish culture were discovered to identify local needs and local materials to create local products. All the steps are explained in detail.

Briefly, political crises are the main agenda of Turkey. The gap between the community is getting bigger every day. Rates of violence are higher than ever. The government has privatized or sold many factories to foreign companies.

For example; there is no paper production in high quality standards in Turkey. This is why many big printing houses import paper from abroad. In August 2018, there was a collapse of the Turkish lira and since then, the lira keeps crashing with ripples through global currency markets. Therefore, the printing industry is suffering a difficult

period because of the acts of the government.

Considering all these assets and social and political structures, the local solution was to use one of the most generated types of daily waste, black tea left-overs to create paper. The project is not only about creating a new material, but also a manifesto to bring out the social and political environment of Turkey, after deeply understanding it. ■



jepirach  
Vanessa Cabrera Figueredo ▲

Colombia is a beautiful country with stunning nature, empty beaches and lakes with strong wind throughout the year! Kiteboarding is growing quickly throughout the whole country with amazing waves and flat water to be found. It offers the perfect combination of kiting, travelling and discovering raw materials, arts and crafts. Wearing a helmet when they do kiteboarding could save their life. Dozens of people tell their stories over the years and they have been certain of the importance of wearing a helmet, otherwise, they would have been seriously injured or may have even died.

Telling stories through sports started as an awareness project of Colombian culture, an alternative study of different locations in Colombia where people go kitesurfing and indigenous weaving traditions live, by taking an industrial product and then giving it to the community for them to participate in it, we can create a match between industrial products and indigenous traditions. ■



memory well  
Andrés Córdova Aguiar ▲

Before social media, texting and digital photography came to existence we relied on printed resources such as diaries, letters and photos, these became our main source of memories. We can all remember a family photo album, sending letters to friends or family and some people pouring their souls into a diary. After some time, video recording came to our lives: birthdays, weddings, school

festivals, sports games and so on were recorded, then the digital era came by and this way of recording memories and history became something else: selfies, food photos and so on.

Memory Well was born after a nostalgic feeling about the way we remember things and all the tools that we still have to remember those who aren't with us anymore, Memory Well is an app that allows you to have a backlog of our daily and previous memories and also allows you to have a family and friends network where you can create shared memories of late people where everyone can upload and share printed, recorded and voice memories of that person. It also enables you to share your memories or ways to remind you as a digital or printed product. ■



**nest:**  
 A second life to home waste  
 Paula Girón Lafuente ▲

In the year 1894, years before the invention of the motor vehicle by Ford and the democratization of its product, the horse was the main means of transport for a growing society, and the management challenges were increasing. The London journalist Brian Groom of *The Times* predicted that the streets of his city would be covered 50 years later under a layer of three meters of horse feces due to the demographic lack of control, and he emphasized the need for awareness and greater management. Evidently, this never happened. Soon the combustion vehicle spread as a disruptive change and the problem of horse waste never came to pass.

Today, consumption grows, and without the need to venture into a wild forecast, the need for a paradigm shift or a break in standards to facilitate waste management is foreseen. In this case, recycling management has been implemented successfully as a management model, although it does not seem to be enough. Recycling, although positive, is a patch that partially mitigates the problem of the large generation of waste from our way of life, and therefore the emergence of a new standard that eradicates the generation of waste from the base begins to become necessary.



**divisa**  
 Organic Waste Separation  
 José Miguel Dias Fernandes ▲

"Organic Waste Separation in Urban Environments, targeting small apartments."

May 29, 2007. A major milestone occurred, the earth's population became more urban than rural.

By 2030, 6 billion people, 2/3 (two thirds) of the human population will be living in urban environments.

Every week, 1.4 million people worldwide migrate to cities. We have never experienced such levels of density in the human population.

The main purpose is to reduce the amount of organic waste improperly disposed of because if this organic waste ends up in a landfill, it will start emitting methane, thus damaging our atmosphere.

The aim is to stimulate a shift in society's mindset towards organic waste. By making organic waste the 4th recycling bin. ■

is capable of turning organic waste into top-quality compost that is useful for fertilizers and energy. In this way, the need for localized recycling is eliminated, with the logistical and centralization resources that this process needs, and a new culture is created to take advantage of every last gram of the elements that Nature offers us.

*Nest* is a challenge and a promise of the future, a symbol and a useful product, and a technological advance placed in the hands of citizens to support a path towards deepening the relationship with waste, and overcoming standards of the relationship with waste that will allow society to move towards more efficient management and processes, towards savings and towards a more sustainable world. ■



**beating anxiety**  
 Anand Nayanar ▲

The World Health Organisation estimates that around 450 million people worldwide suffer from mental health problems (60% of whom do not receive any care), making it the single largest contributor to disability worldwide. As a result, there are staggering economic consequences as well. WHO estimates a cost of \$2.5 trillion in 2010 (projected to grow to \$6 trillion by 2030), with two thirds of these costs attributed to disability and the loss of work.

Anxiety disorder is one of the most common mental health conditions. Unfortunately, there is a stigma associated with speaking out about it. Young children can suffer from anxiety due to a number of reasons such as genetics, phobias, separation/loss of a loved one, traumatic experiences such as bullying etc. If left untreated, it could result in the loss of their childhood, and perhaps more importantly, a troubled life ahead.

An interesting approach towards treating anxiety in children is art therapy. This

is the process where the child is asked by a therapist to relax, and to imagine scenarios, feelings, colours etc and transform that into a drawing. While the very act of drawing can be therapeutic in itself, this process is also usually accompanied by an analysis session with a licensed art therapist, who helps the child relate the drawing, which is an expression of his subconscious, to his inner emotions. Through repeated sessions, this helps the child better understand himself.

Another interesting approach towards relieving stress is biofeedback. This is a process where the user can visualise physiological symptoms of his body (such as heartbeat, brain wave activity, and stress) through the use of sensors connected to a display. Being able to put an image to an otherwise abstract entity better helps the user bring it under control.

My project aims at combining the two approaches above into an entertaining mobile game, as young children love playing games. The objective is to guide the child to express his anxiety in the game in a painting, and during an anxiety attack 'beat' that painting to gain a sense of accomplishment, and control over the worries that plague him. ■



**gesibox**  
 Eugenio Wilfried Pérez de Lema Bühl ▲

Have you ever been to South Africa? If so, you know what I'm talking about, if not, I'm sure you've heard about this natural paradise, a reference in sustainable development. Sustainability is a concept that has evolved in various areas apart from the environmental one. At the beginning of the 21st century, it was concluded that sustainability, as the idea of a global society, could be defined as respect for nature, human rights, economic justice and a culture of peace.

*GesiBox* intends to be part of this change of mentality and contribute its bit. The solution forms a self-sustaining circle based on the use of a bio-digester to create clean energy through the anaerobic digestion process. The purpose of this project is to provide gas fuel for developing communities such as the Townships in South Africa.

*GesiBox* is more than a bio-digester. It is a social business project that creates low cost sewage infrastructures.

Its implementation provides a system for the treatment of organic waste together with the supply of biogas for its different uses. These services are offered in exchange for a minimum monthly cost to the community in order to carry out the maintenance of the facilities. The benefit of the company lies in obtaining an ecological fertilizer that is later commercialized. With this income, the aim is to expand the project to new territories that require these facilities.

This development is expected to improve the quality of life of people, as well as promote the use of renewable energies. It also aims to encourage collaboration among individuals in the same community to generate and manage their own resources. ■



**minimus**  
 Inês Ramos Correia Costa ▲

"Why do we shop? Could it be because we are searching for excitement, looking to increase our self-worth, confidence and recognition?"

We live in a world in which greater well-being and happiness are closely linked to greater material prosperity.

This compulsive consumerism affects us all, affects the planet's resources, the environment, future generations and our unceasing attempt to achieve happiness.

That said, my challenge with this project is to change the mindsets of young generations, regarding overconsumption by generating their own beliefs apart from social media and social pressure in order to have a more aware consumer in the future. ■



**supernormal exercise**  
 Carlota Rodríguez Gallo ▲

*Supernormal Exercise* explains how our basics instincts are still present in our modern world. Instincts evolved for survival on the savannahs 10,000 years ago, not today's world of technology, social media and industry that are being used to sell us products and increase the over-consumption.

In the 40's Nobel Prize-winning ethologist Niko Tinbergen invented the term "supernormal stimuli" to name designed imitations that appeal to primitive instincts and create a stronger response than the real thing. In his experiments, birds abandon their own eggs to take care of bigger plaster eggs.

But, where are Supernormal Stimuli present in the human kingdom?

The fact is that in the present-day society in which we live, humans are exposed to a lot of supernormal stimuli without being aware of it.

For example, supernormal stimuli are present in well-known things like artificial food, pornography or social media. And they are responsible for their success.

Why does artificial food have an unhealthy quantity of sugar? All these manufactured products take advantage of a human characteristic that is the appetite for sweets that has developed after millions of years of evolution. Sweet foods, such as fruits, indicated a high caloric value and therefore we have developed a preference for them. The food industry designs, based on this instinct, products such as hypercaloric drinks, which children and adults feel attracted to immediately.

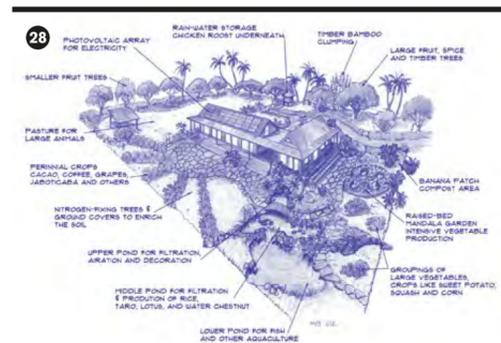
Why do some people prefer to watch porn in their houses rather than go on a real date? Humans were designed to respond sexually to visual stimuli, but if we receive the same chemical reward with pixels on a screen... so it is easy to fool us with images from a movie or magazine!

Why am I addicted to Netflix? The human being is a social animal by nature, and for its survival, the social world is much more important than the physical one. Knowing who is sleeping with whom, who hates whom, in whom you can trust and who not, is fundamental. In movies or serials, social interrelationships are complex and variable, and it is possible to be present when information occurs and absorb it directly. This translates into better social information without any effort.

In a world full of products increasingly designed to stimulate hunger, sexual desire, lust... just identifying the supernormal stimuli out there is a critical first step.

But, at the same time, we are the one animal that can notice; as humans we need to "trust our instincts" less and trust our intelligence more. We have a hyper-developed brain, and we can train our critical thinking to not get tricked easily.

Be aware, don't waste your time taking care of a plaster egg. ■



**unplug**  
 Brenda Summers Piaggio ▲

Agriculture is the largest contributor of greenhouse emissions in the world. Our freshwater resources are in decline, making it the New Gold for investors this century. Major seafood species are at the state of collapse, meaning that there is 10% or less of what would be considered a healthy yield of that species in the ocean. In addition, more than one-quarter of the planet's 7.5 billion people suffer from malnutrition and nearly 1 billion are chronically hungry.

If that's not striking enough, there's this: the world's population is expected to increase to a whopping 9.7 billion by the year 2050. So how do we expect to feed an extra 2 billion people on a polluted planet, if currently we are unable to feed everyone? Not to mention that due to climate change, increased demands and polluted supplies 5 billion people most probably will be suffering from water shortage and nearly 100% of all mayor seafood species will be at the state of collapse.

What will 2050 look like with virtually no sea food left, less fresh water and more people on earth? I don't know, but I wonder how the way we use our resources can end up killing us. Regardless of whether we are concerned or not about making this world a better place for the people we care about the most, we have to change the way we think and most important the way we behave. That is why I started my feasibility study called *UNPLUG*, where I envision people aware of their environmental impact and willing to start living a sustainable life.

The study allowed me to gather data that can be shared with people interested in changing the way they live. If you are asking yourself how to start with this amazing transformation, you are in the right place. My proposal consists of a five-unit guide that will help you calculate your energy and water consumptions, the amount of food you can grow and raise, and manage your leftovers. In this way

tasks they are going to do. *CWL* system consists of a rail system attached to the edge of the kitchen in which you can place the containers, wipes, utensils and other things so that you can have easy access when you need them, as well as using the vertical space that is not being used today.

By organizing the kitchen, the visually impaired are empowered to take control of what is happening in the kitchen, which can lead to a more pleasant cooking experience as well as allowing them to tend to their own needs. ■

you can be supplied by renewable energy and freshwater, high-nutritional food, and generate your own biogas in such way that they will work as a whole in a closed cycle loop. It's not only about being sustainable, but being aware of your actions. So, let's Unplug and transform our way of living! ■



**cooking without looking**  
 Christian Urrego Sabogal ▲

What would happen if you wake tomorrow without being able to see? Everything about your life would be different, you would have to learn again how to do most things. Many people go through this exact situation, where each day presents itself with many challenges, one of those is how to cook.

*Cooking Without Looking* is meant to help the recently visually impaired to cope with this new life and help them create their own system at the time of cooking. The products were designed to carry the culinary principle of "Mise en place", which translates everything in its place. These products are meant to organize the kitchen depending on the user's needs and what

## mdi objectives

- > To become leaders of change
- > To develop critical thinking
- > To learn to coordinate and work in a team
- > To take professional responsibility and integrate business, sustainability and innovation
- > To master project methodology
- > To design long-lasting strategies
- > To predict and interpret trends and future scenarios

The landscape in the professional practice of design, corporate, product and communication is undergoing a process of constant transformation. As a result, new dynamic and interdisciplinary working methods are being generated, providing new opportunities for collaboration and interaction between designers and the organisations in the productive, business, social and institutional sectors, both locally and internationally. Conceived as project laboratories, the Masters of Design and Innovation have created the right context to promote divergent thinking and analyse current design from different perspectives, training professionals capable of facing the challenges posed by the global market and contemporary society in the areas of product design, communication, production, design concepts and business strategies. These programs enable students to develop their work in a cross-curricular way, in multidisciplinary environments, leading to successful projects.

