

origin

wörds

The words behind our origin

wörlds

identity

Who am I?

Where do I come from?

What makes me different/special?

me → we

Who are we?

Where do we come from?

What makes us different/special?

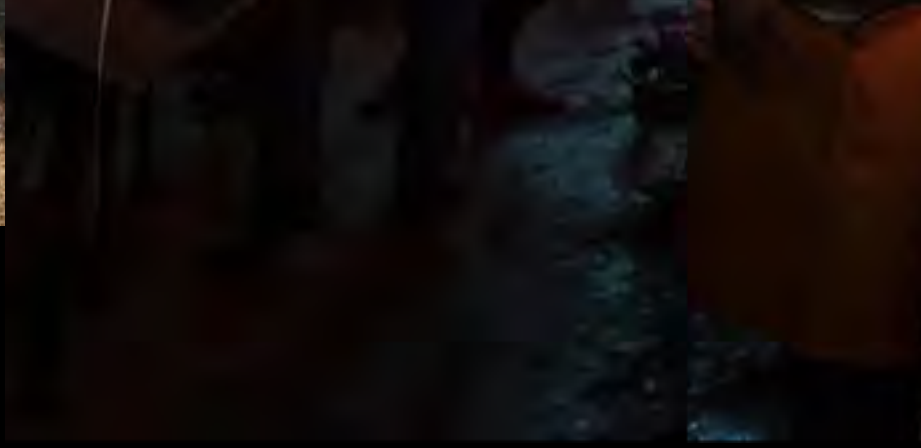




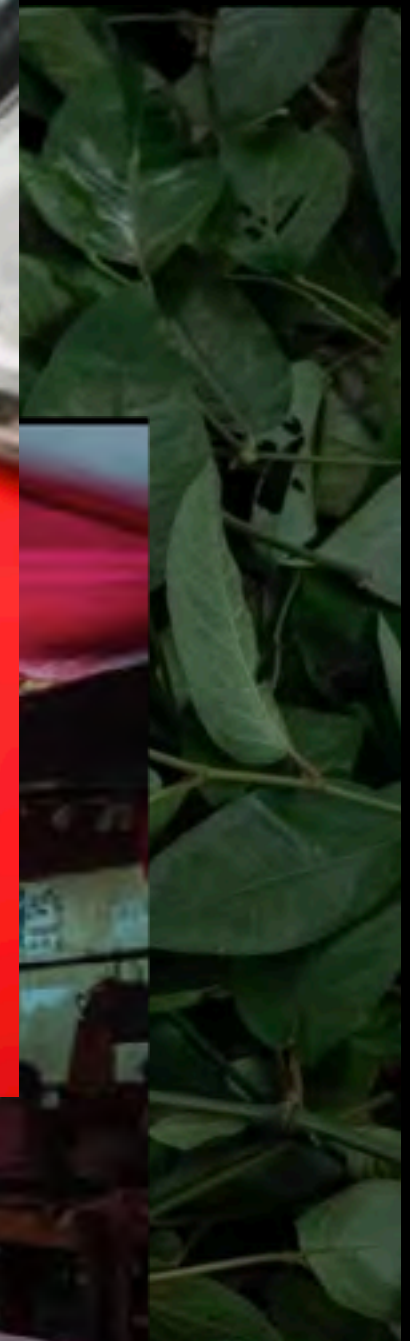
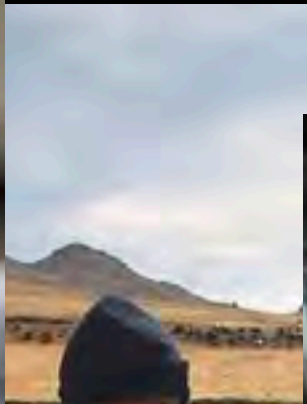




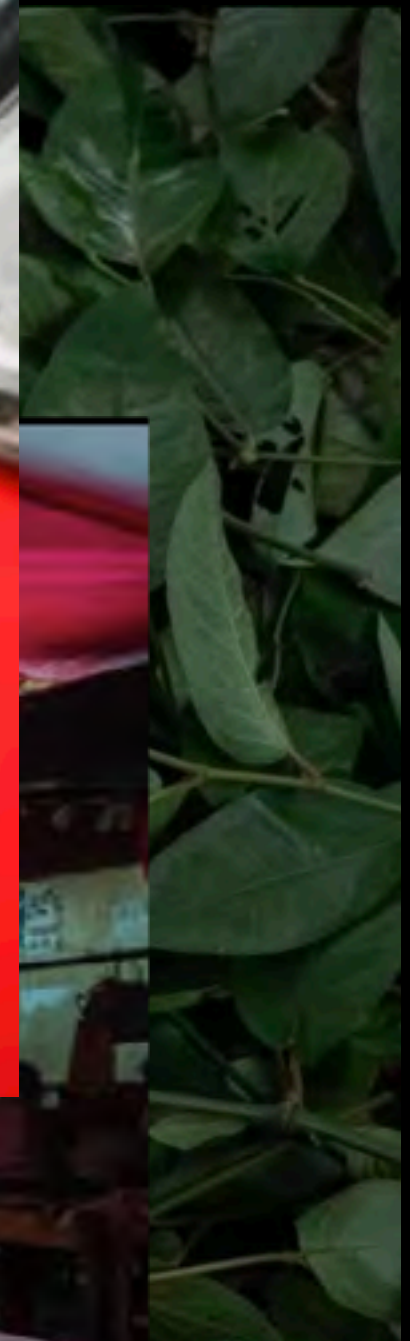
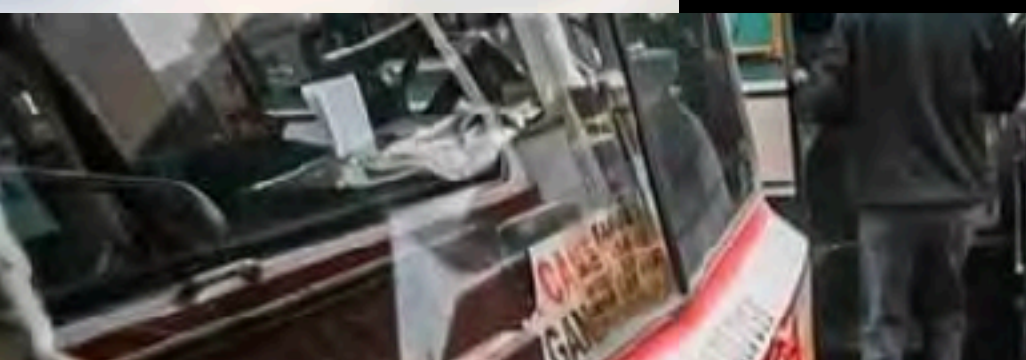
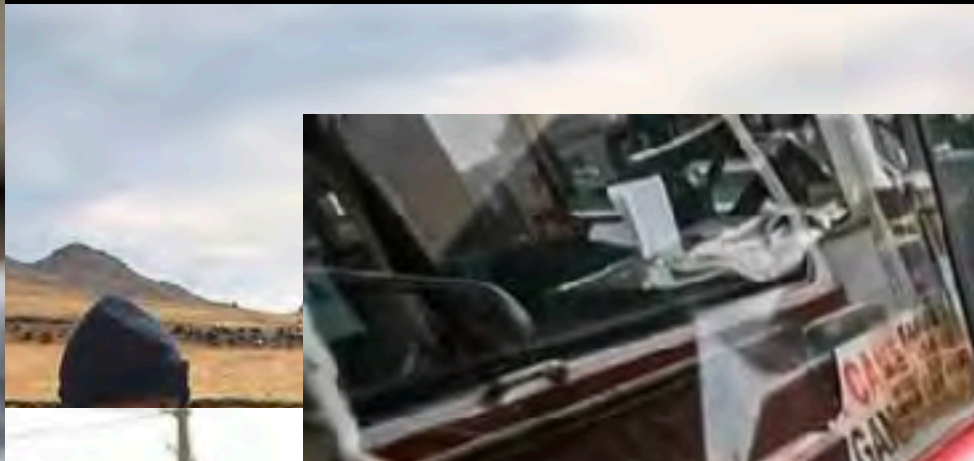


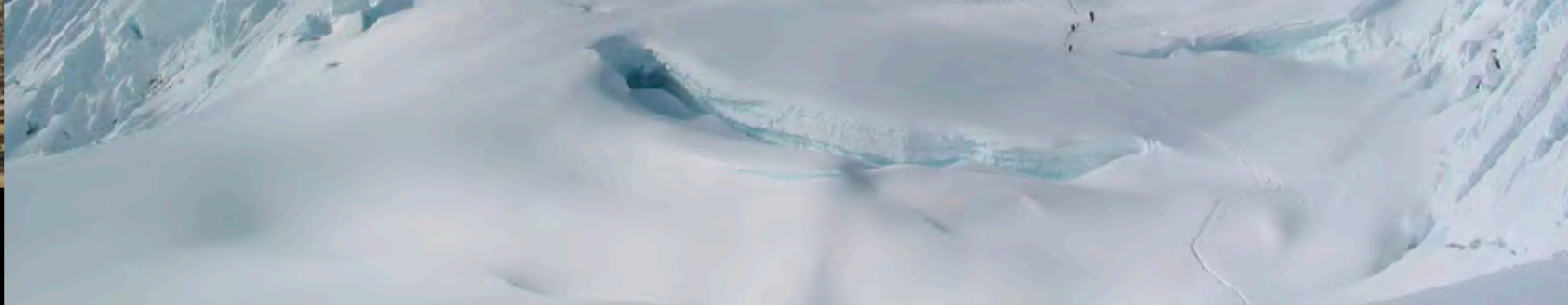
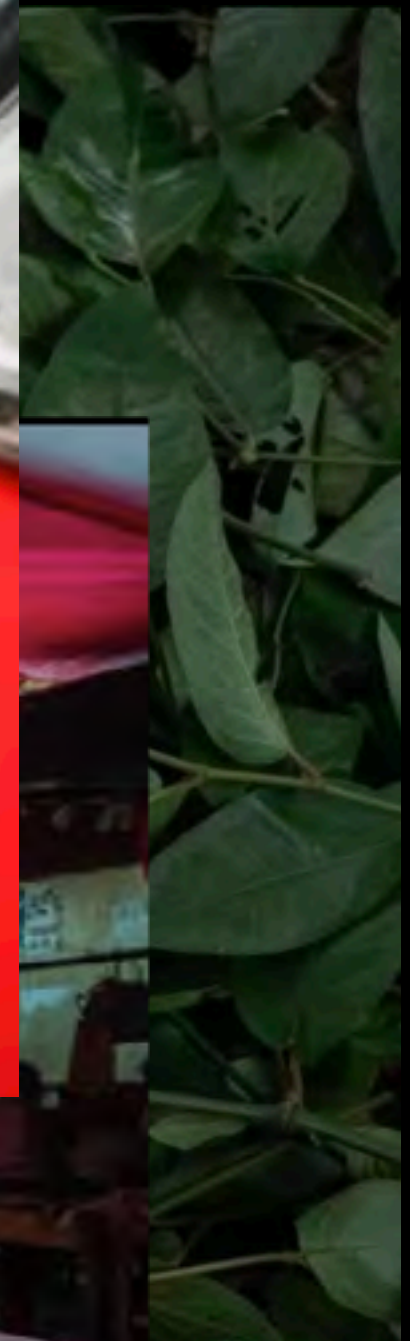
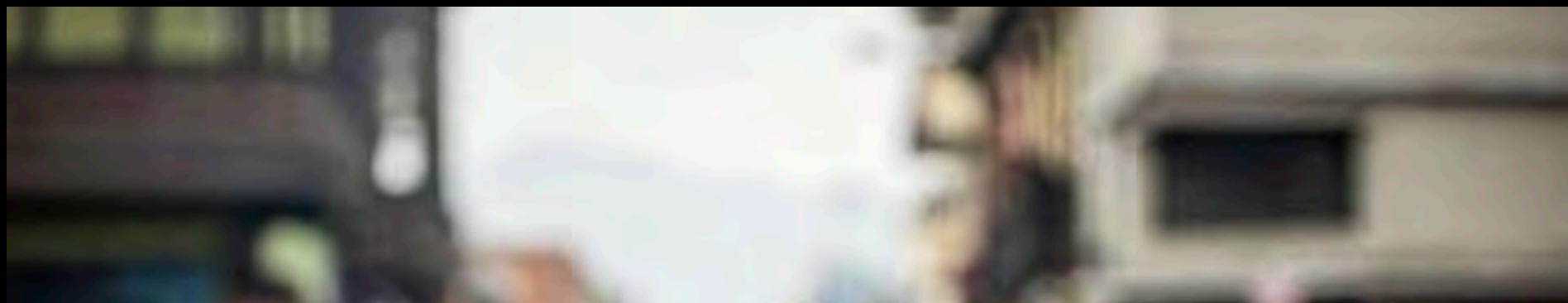


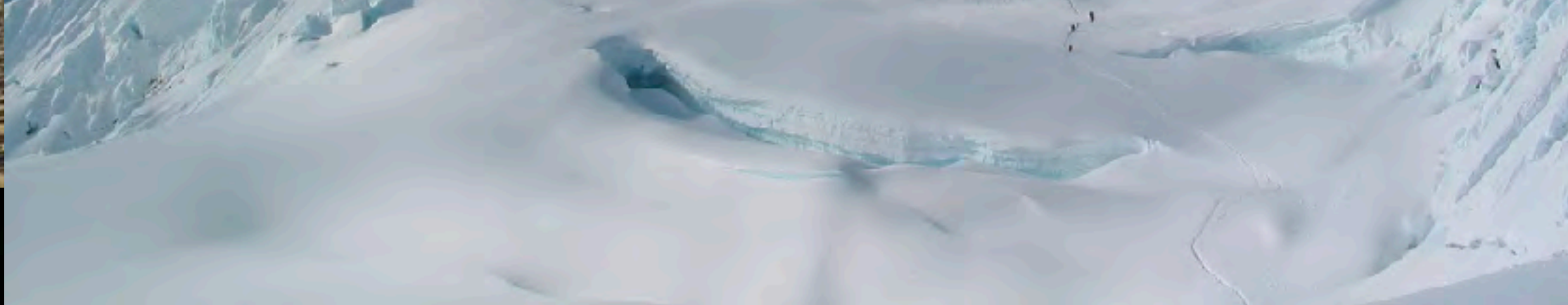
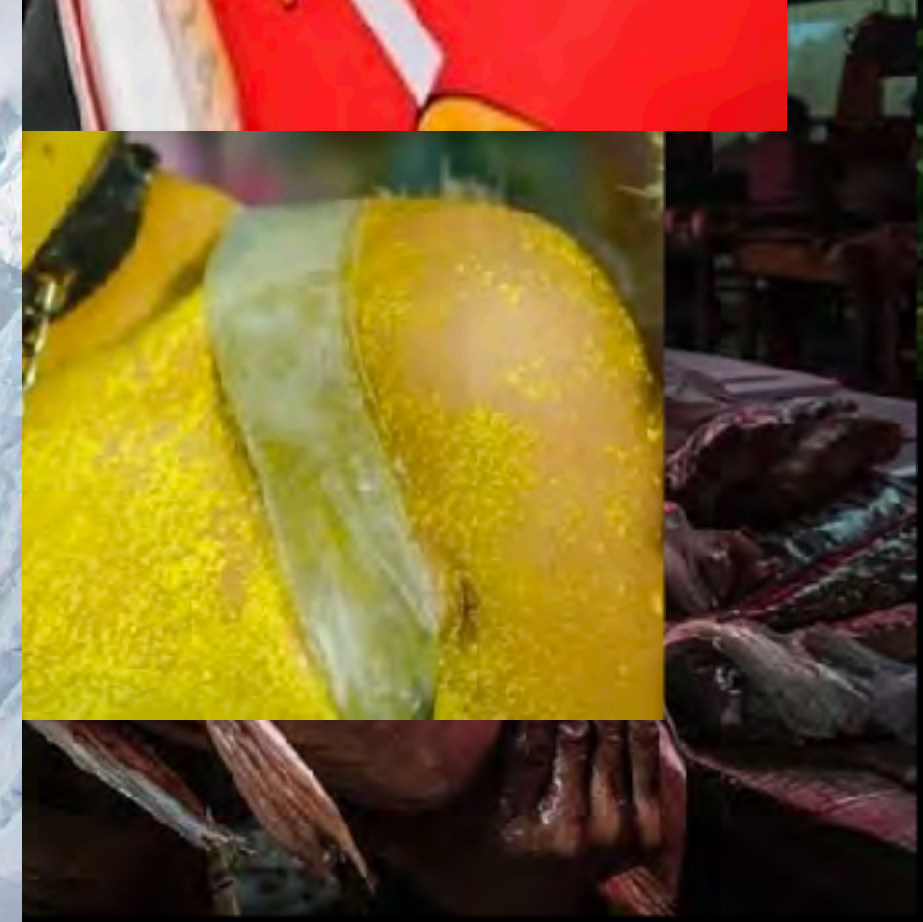
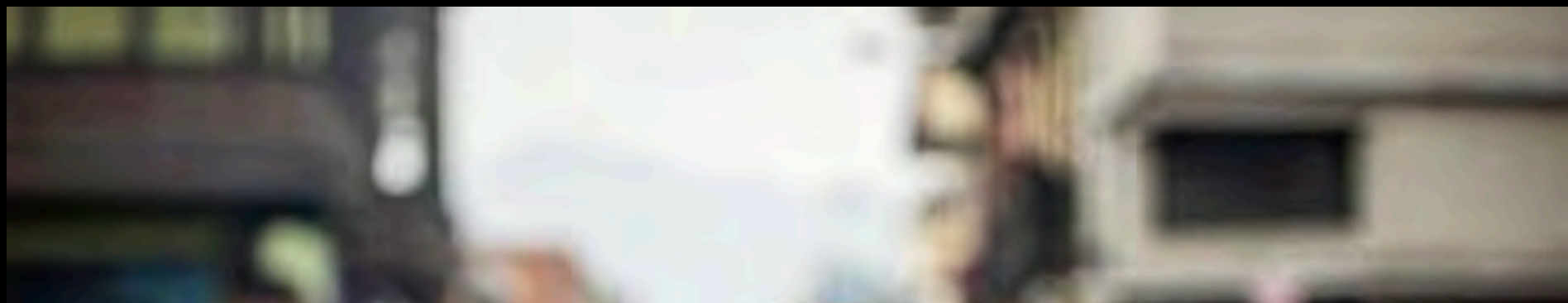


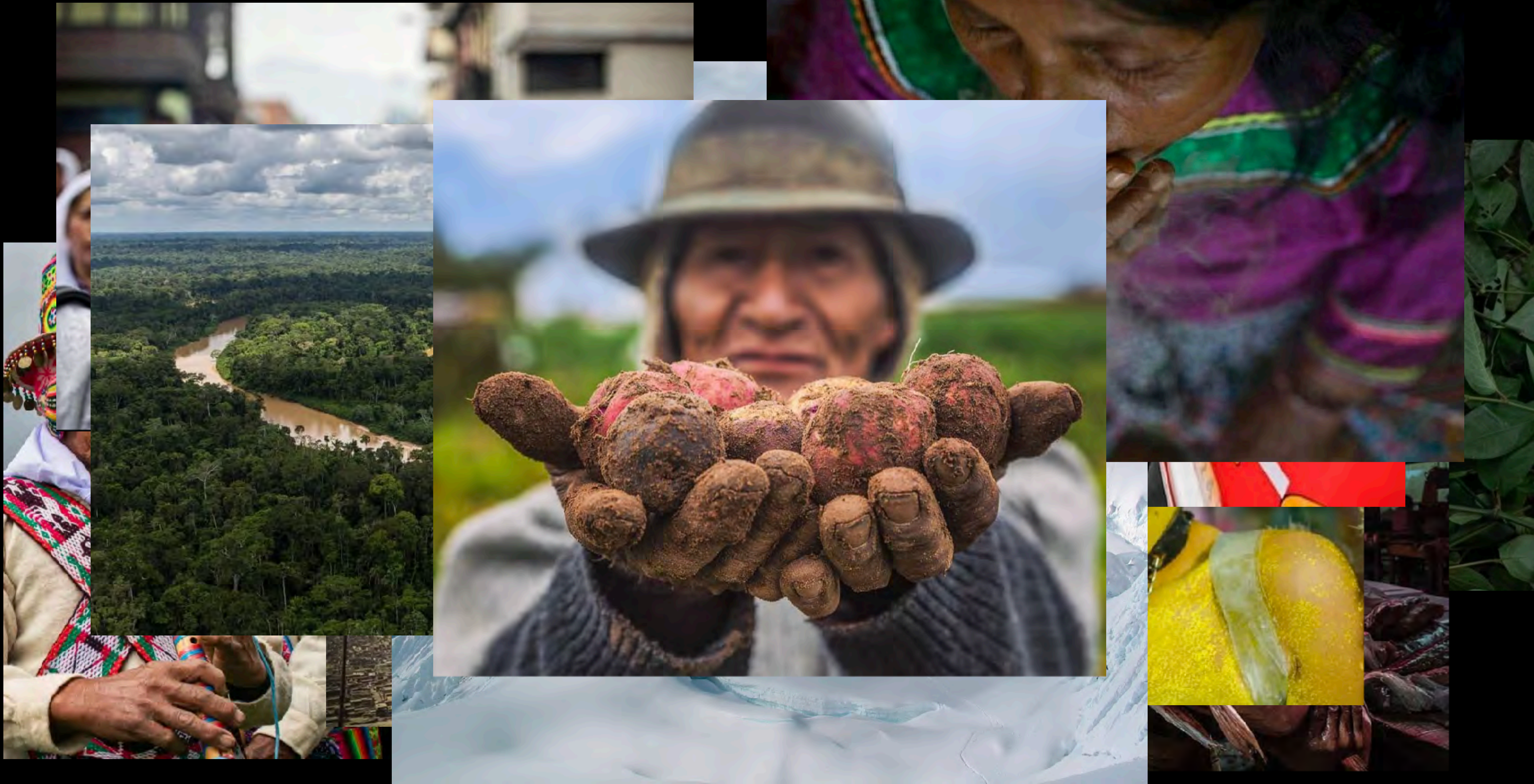














1. Brazil
2. Indonesia
3. Colombia
4. China
5. Mexico
6. Australia
7. Peru
8. India
9. Ecuador
10. United States

Top Biodiverse Countries

1. Brazil
2. Indonesia
3. Colombia
4. China
5. Mexico
6. Australia
7. Peru
8. India
9. Ecuador
10. United States

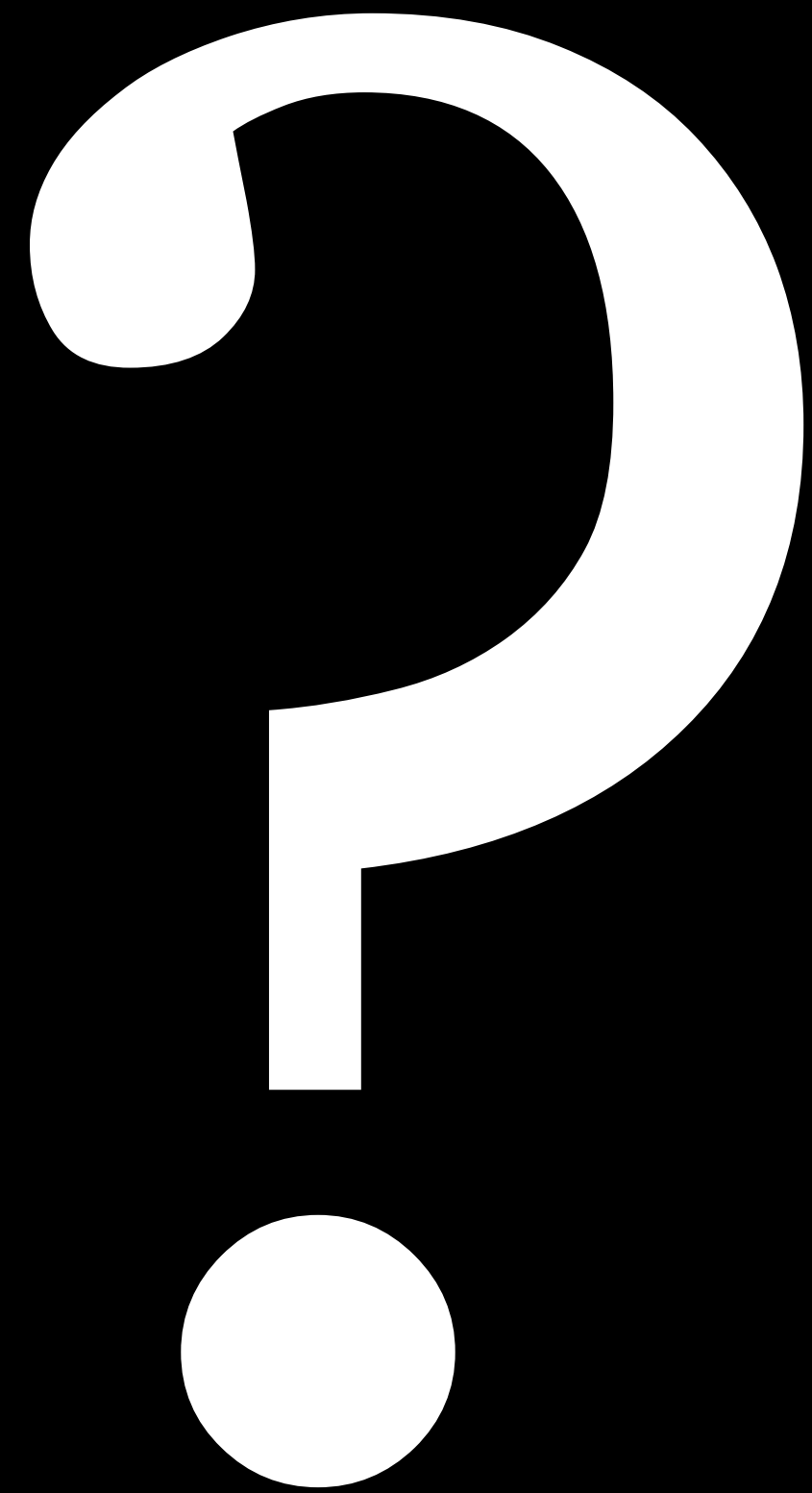
Top Biodiverse Countries

5 out of 10 from
195 countries
in the world.

1. Brazil
2. Indonesia
3. Colombia
4. China
5. Mexico
6. Australia
7. Peru
8. India
9. Ecuador
10. United States

Latin America:
the land of
biodiversity.

But also a land of
instability,
inequality,
invisibility...



Biodiversity, food and pride.



THE INGREDIENTS FOR
A GASTRONOMIC REVOLUTION

1. A megadiverse country.
2. A talented and committed community with a clear purpose and a powerful speech.

GASTÓN ACURIO

"We went from 400 Peruvian restaurants in the world to 4,500 in ten years. But the most important thing is the process of vindication, trust, security, pride, and love for our identity."



VIRGILIO MARTINEZ

"We are lucky to have so many cultures in Peru. We are local, but we see the whole world through 500 years of fusion."



INTERESTING COINCIDENCES

They both lived abroad.

They both mastered the classic
cooking techniques.

They both came back to understand who
they were and where did they come from.

invisible

visible

🕒 This article is more than 7 months old

Lima's Central restaurant named world's best in boost for Peruvian cuisine

Peruvian eateries have been a fixture in top 50 list for close to a decade and now one has claimed the crown



📷 Colours of Amazonia, a dish from the tasting menu at Central in Lima in 2017. Photograph:

• This article is more than 7 months old

Lima's Central restaurant named world's best in boost for Peruvian cuisine

Peruvian eateries have been a fixture in top 50 list for close to a decade and now one has claimed the crown



Colours of Amazonia, a dish from the tasting menu at Central in Lima in 2017. Photograph:

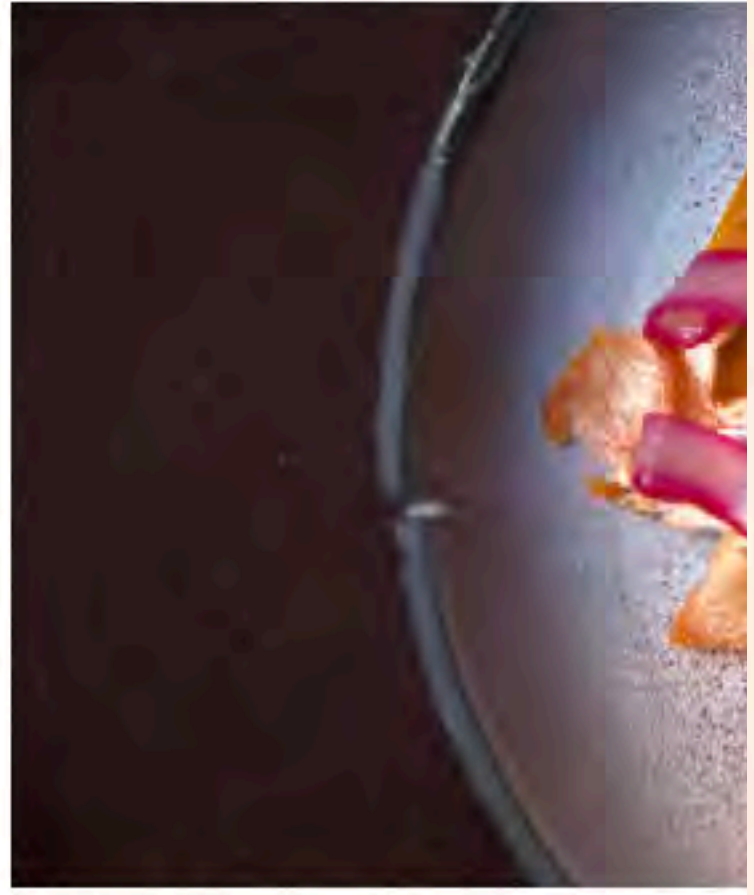
Gastón Acurio

"We can use our cuisine as a weapon of change."

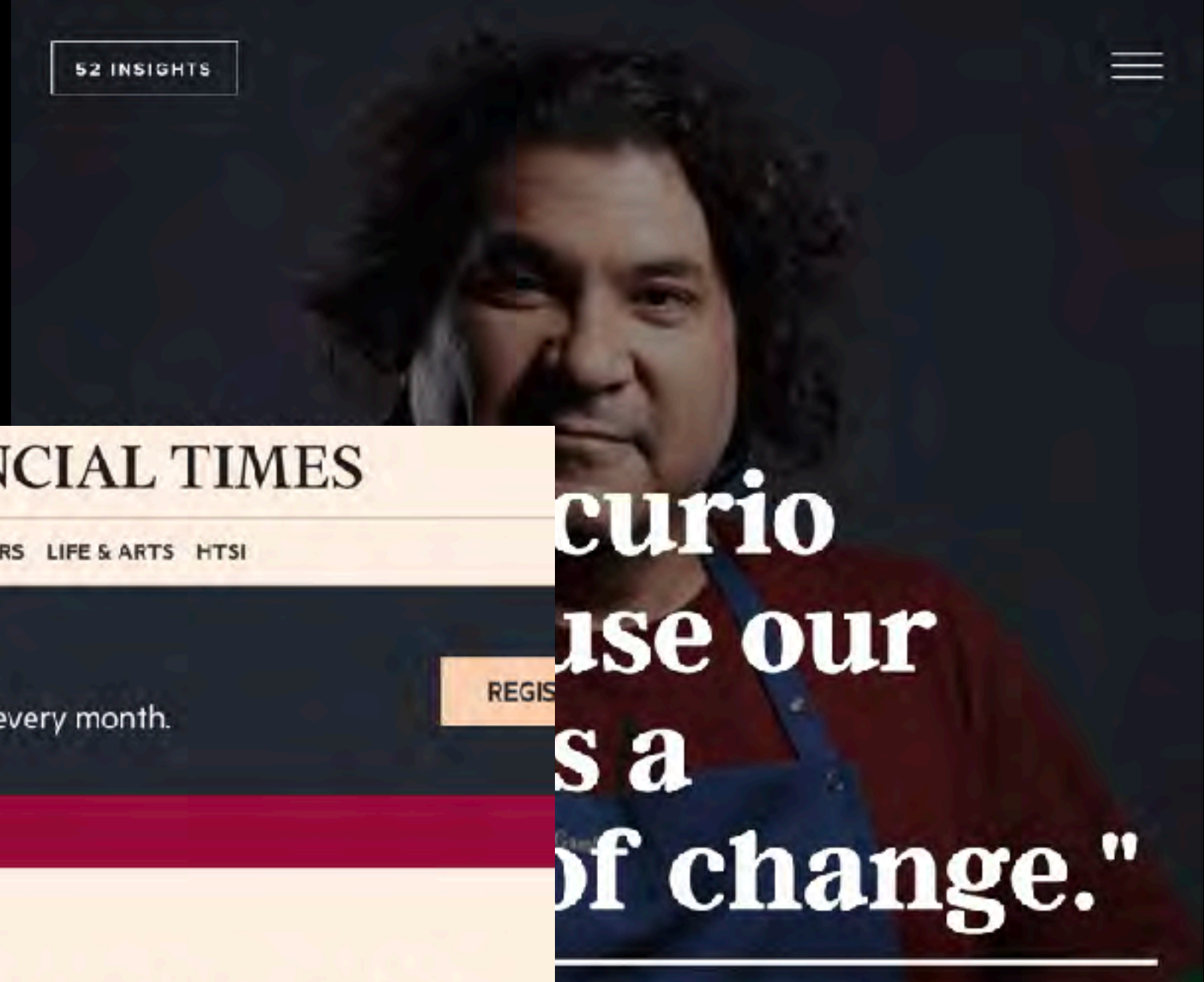
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Lima's Central restaurant is the best in boost for Peru

Peruvian eateries have been a fixture in the capital for a decade and now one has claimed the crown



Colours of Amazonia, a dish from the tasting menu



52 INSIGHTS



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Investing in Peru

Peru + Add to myFT

How a unique recipe took Peru to the top table of global cuisine

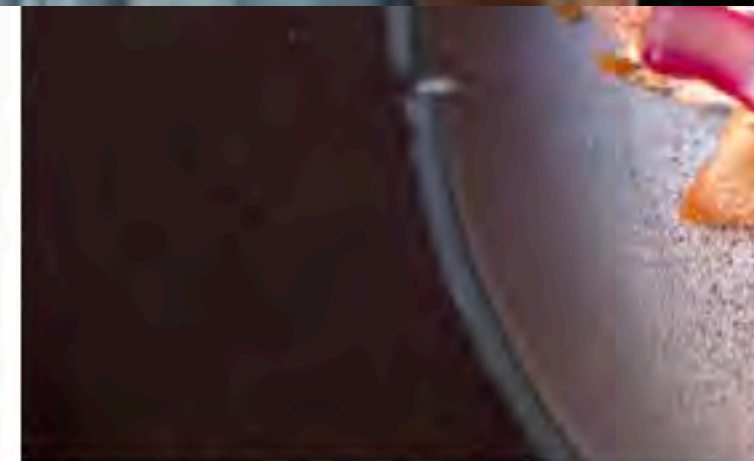
A wealth of ingredients and cultures made food a source of pride and 'agent of change'



Harper's Bazaar India in an exclusive conversation with the world's #1 chef, Virgilio Martínez Véliz

Having just won the top spot for his restaurant Central, at World's 50 Best Restaurant, the Lima-based chef shares his food philosophy.

Aug 01, 2023 | by Sonal Ved



Colours of Amazonia, a dish from the tasting menu



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Unique recipe took Peru to the top table of global cuisine

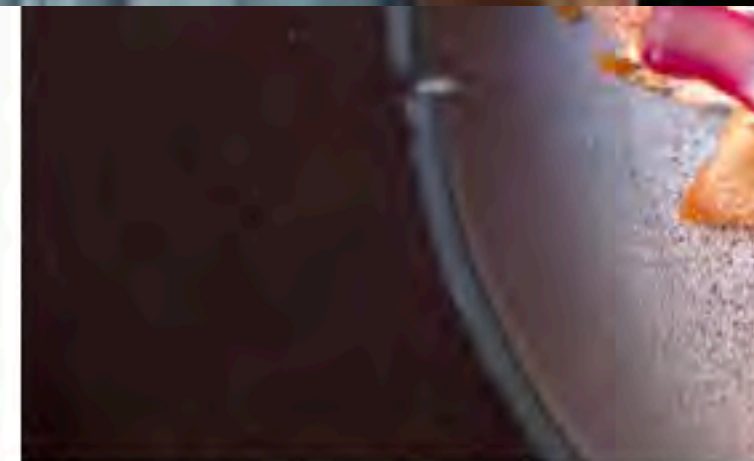
Ingredients and cultures made food a source of pride and 'agent of change'

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use our
s a
of change."

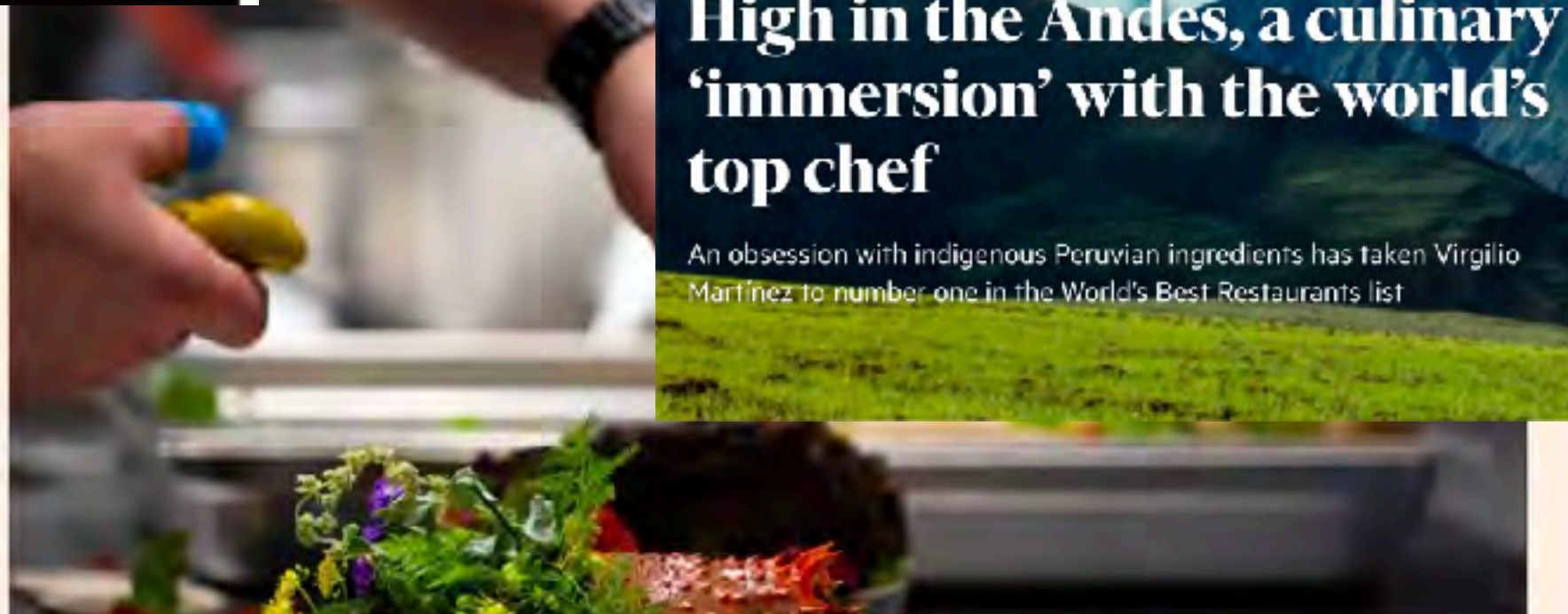
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Unique recipe of Peruvian cuisine

Ingredients and cultures merge

Travel + Add to myFT

High in the Andes, a culinary 'immersion' with the world's top chef


An obsession with indigenous Peruvian ingredients has taken Virgilio Martínez to number one in the World's Best Restaurants list

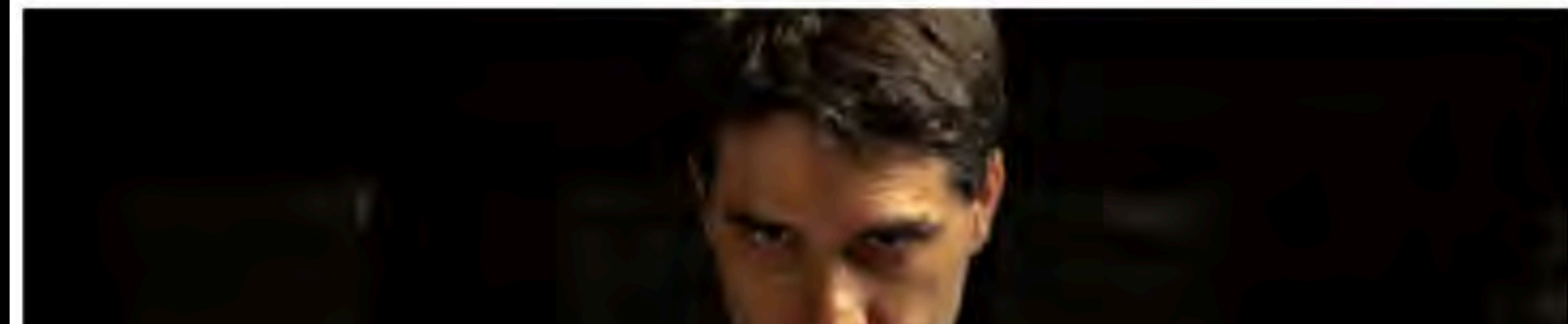
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use our



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How Peru's food culture pushed Lima to 'world's best restaurants' fame

The capital's achievement — four spots on the World's 50 Best Restaurants list — owes as much to Indigenous bounty as to chefs' creativity

By Simeon Tegel
January 6, 2024 at 11:50 a.m. EST



myFT

In the Andes, a culinary 'reversion' with the world's best chef

With indigenous Peruvian ingredients has taken Virgilio Martínez Véliz number one in the World's Best Restaurants list



THE
WORLD'S
50
BEST
RESTAURANTS™

2011



42

Astrid y Gastón
Lima, Peru

THE
WORLD'S
50
BEST
RESTAURANTS™

2013



14

Astrid y Gastón
Lima, Peru



50

Central
Lima

THE
WORLD'S
50
BEST
RESTAURANTS™

2015



4

Central
Lima



14

Astrid y Gastón
Lima, Peru



44

Maido
Lima

THE
WORLD'S
50
BEST
RESTAURANTS™

2022



2

Central
Lima



11

Maido
Lima



32

Mayta
Lima

THE
WORLD'S
50
BEST
RESTAURANTS™

2023



1

Central
Lima



6

Maido
Lima



28

Kjolle
Lima



47

Mayta
Lima

2023

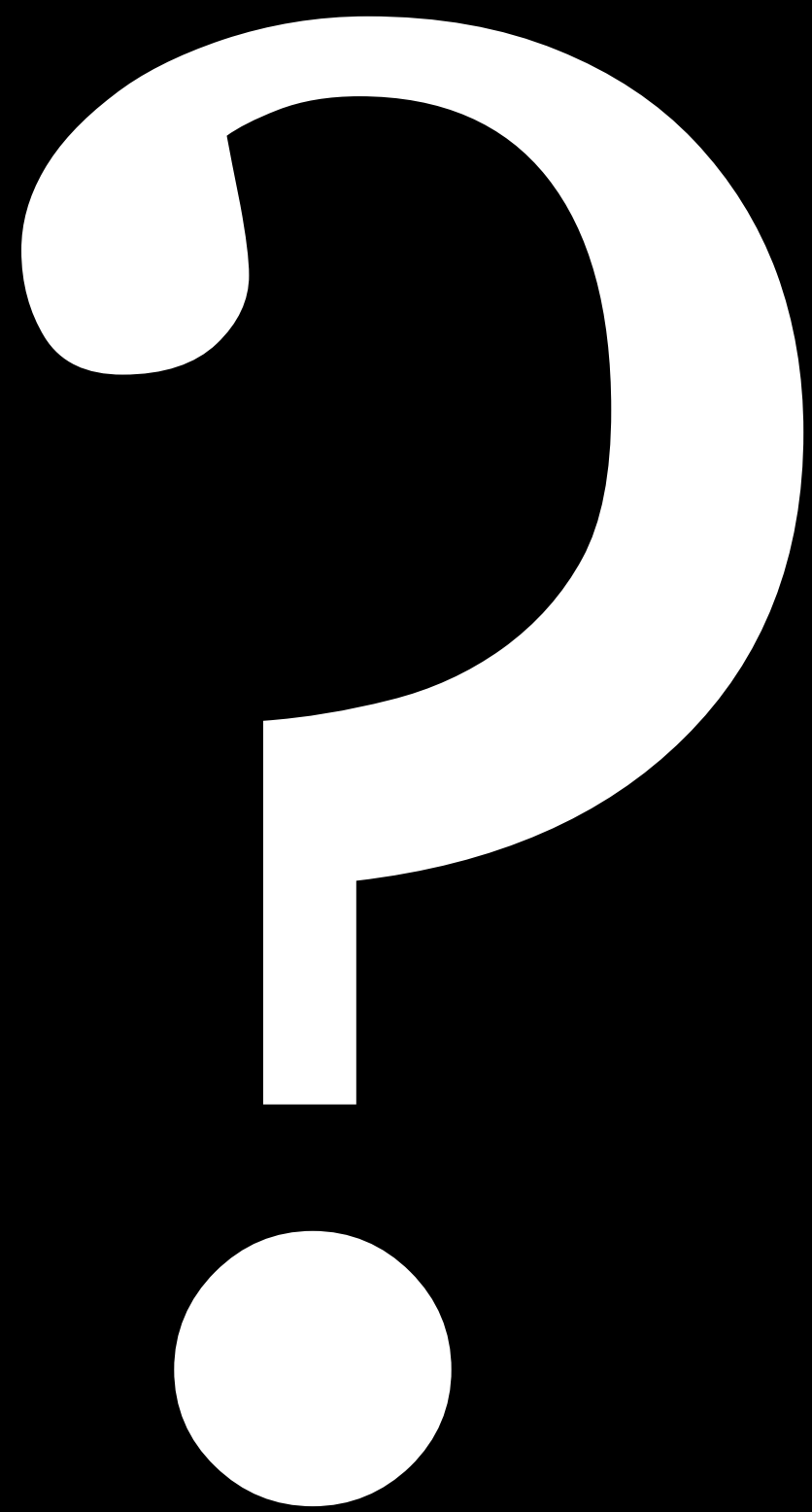


47

Mayta
Lima

WE MADE IT

The best restaurant
in the world is
Peruvian.



And what is the
f connection
between this talk
and design?

Let's talk about design



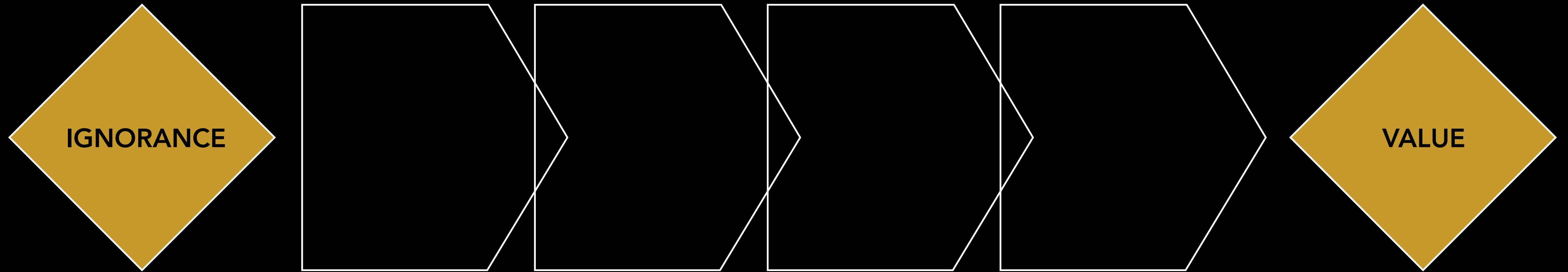
DESIGN

Design is a process
to find a solution
and give meaning.

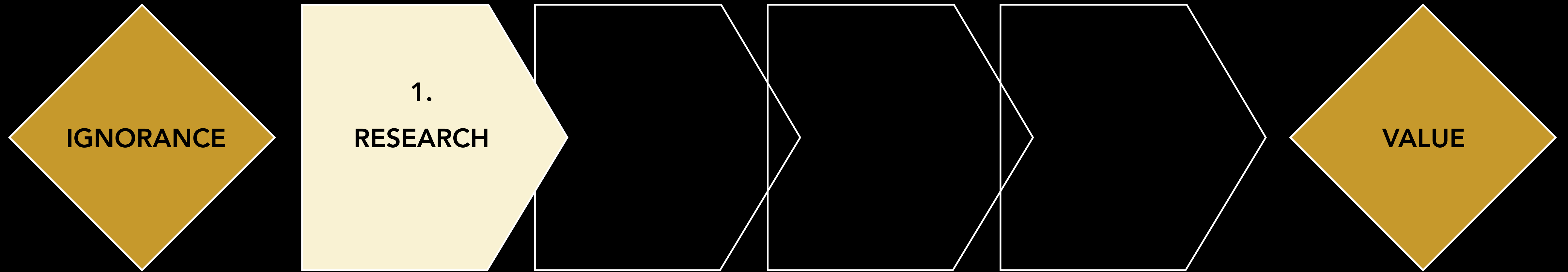
DESIGN

Design is a process
to find a solution
and give meaning.

FROM IGNORANCE TO VALUE
- A FRAMEWORK -



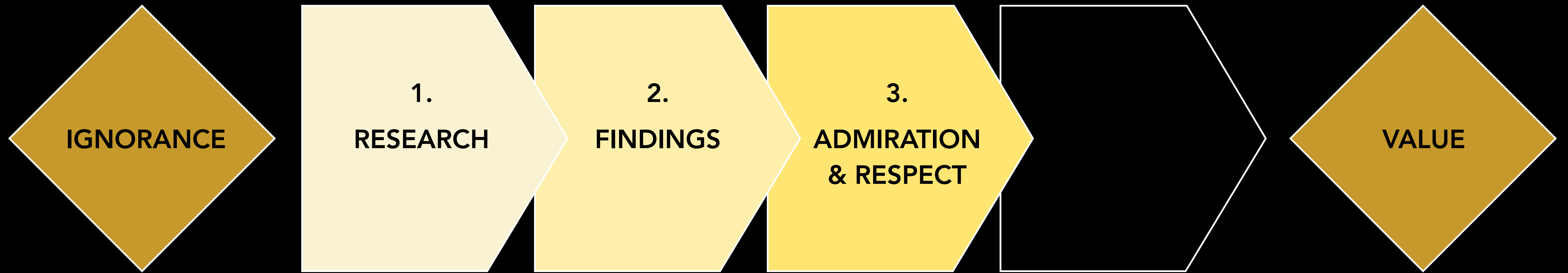
FROM IGNORANCE TO VALUE
- A FRAMEWORK -



FROM IGNORANCE TO VALUE
- A FRAMEWORK -



FROM IGNORANCE TO VALUE
- A FRAMEWORK -



FROM IGNORANCE TO VALUE
- A FRAMEWORK -



We can only add value
to something we know,
understand, admire
and respect.



Return



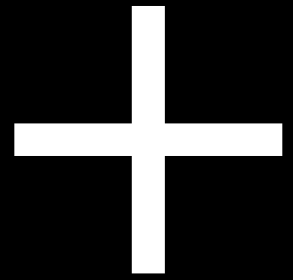
Sed:

CANDELARIA

A new beer brand
proud of our
culture.



on





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Per
+ Cu
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Per
+ Cu
+ P



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mic



Peru + Celebration
+ Culture + Colorful
+ Popular + Iconic

FROM IGNORANCE TO VALUE
- A FRAMEWORK -







VCA

LA POPULAR

CANDEARIA

6.1% ALC. VOL. * CERVEZA ARTESANAL * 330ml





LA POPULAR
CANDIA PILS
CERVEZA ARTESANAL
DEL PERU

PERU
PREMIUM
LAGER

330ml
11.3 FL. OZ.



CANDEARIA

• CERVEZA ARTESANAL •
DEL PERU

LAGER

PREMIUM

PREMIUM

LAGER

LA POPULAR
CANDEARIA
ARTESANAL
PERU

LA POPULAR
CANDEARIA

• CERVEZA ARTESANAL •
DEL PERU

ARTESANAL
PERU

CANDELARIA

Owning
our culture.



CAJALPAPA





LA POPULAR
CANDEARIA

330 ml

CERVEZA ARTESANAL
DEL PERU

MOCHE LOCHE

BRUNO LIZZI

LA POPULAR
CANDEARIA

330 ml

CERVEZA ARTESANAL
DEL PERU

MOCHE LOCHE

BRUNO LIZZI



SANAL



LABORATORIA

A new era for
Latin American
women in tech.



NO MAS
AUTORIDADES
CENSURABLES

TOCAN A
UNA, TOCAN
A TODAS

NI UNA
MENOS



NI UNA MENOS

BOTA

NO

NI UNA MENOS

NI UNA MENOS

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NI UNA MENOS

NI UNA MENOS

AUGUST 2016

#NiUnaMenos

The largest demonstration
in Peruvian history

DATA - PERU

- 32.3% of Peruvian women have experienced physical violence from their spouse or partner.
- Every month 12 women are murdered by their partners.
- In 81% of attempted femicide cases, authorities did not take measures to protect the survivor, and 24% of women were subsequently murdered.

Source: Wikipedia (2014 survey by the National Institute of Statistics and Informatics of Peru / The Peruvian Ombudsman)

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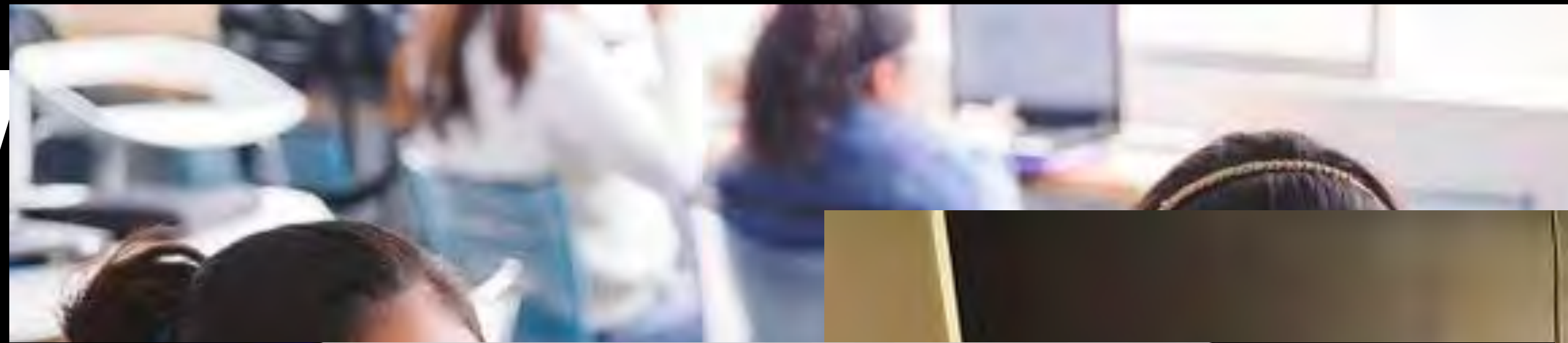
Quality



W

equality

-



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+
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equality
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W
+
T



equality
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W
+
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equality
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+ Boldness

Women + Inequality

+ H

+ I



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on

+ Boldness



Women + Inequality
+ Empower + Tech
+ Transformation
+ Boldness

<laboratoria>

#Guadalajara

quedan
5
días

<laboratoria>

<l>

último día
para postular

31 de enero

cambia
tu vida

Solo para mujeres
con ganas de
comerse el mundo

<laboratoria>

POSTULA
HOY!!!

Puedes cambiar tu vida
aumentando tus ingresos
y formándote como
desarrolladora web

<laboratoria>

LABORATORIA

Starting the project
from a respectful
point of view.

FROM IGNORANCE TO VALUE
- A FRAMEWORK -



LABORATORIA

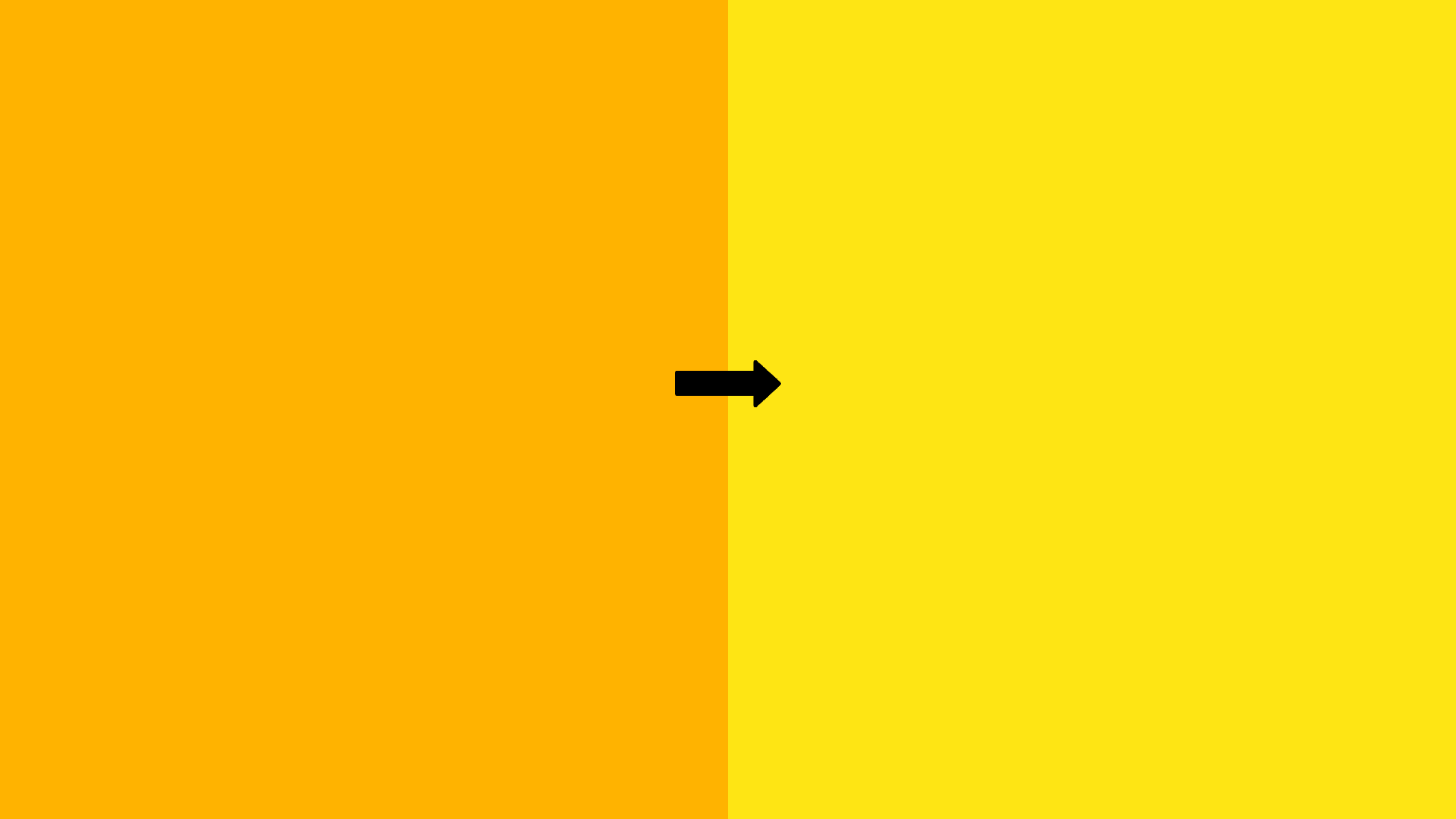
*“What is our origin?
What is valuable and
should we keep?”*

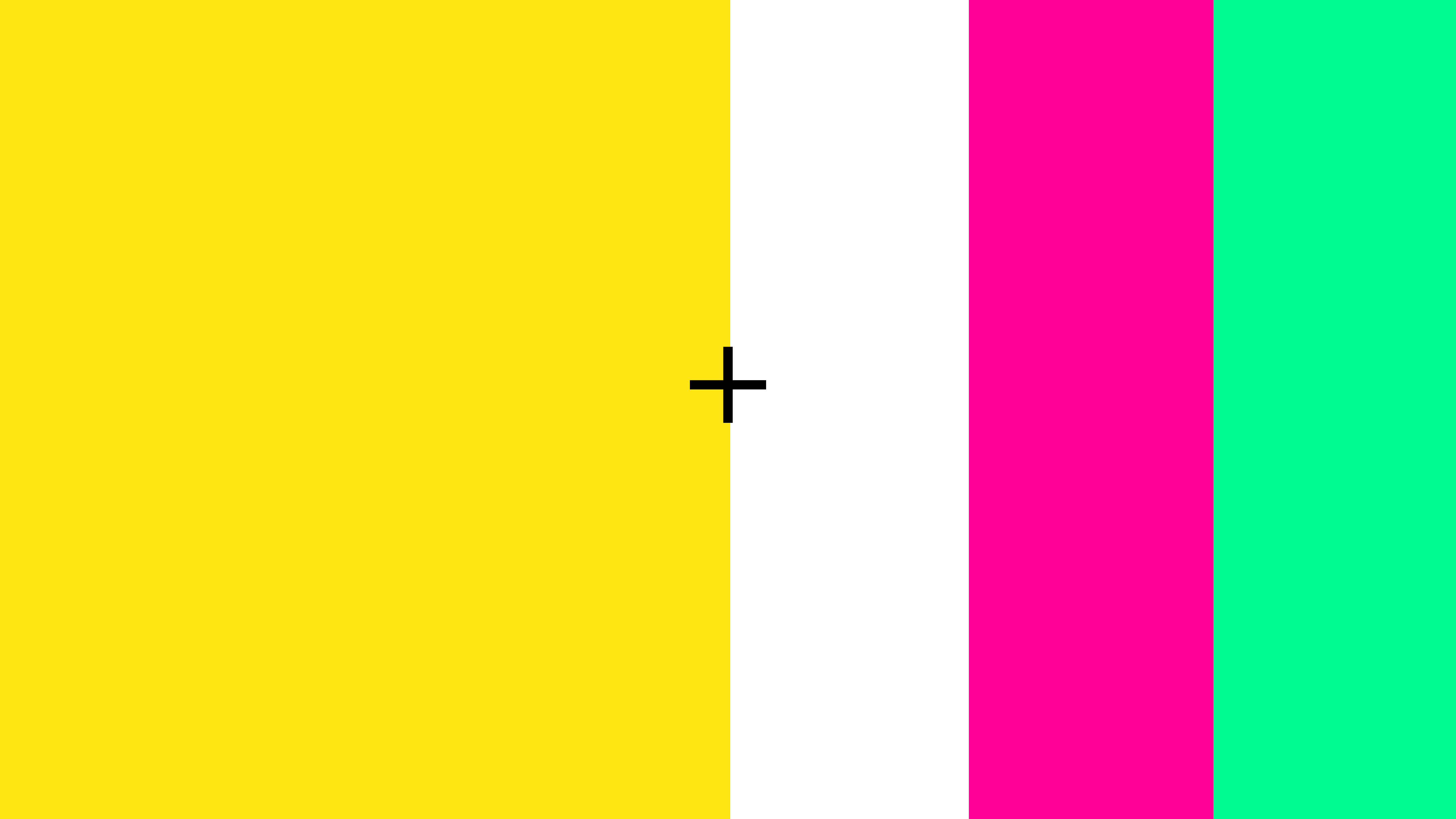




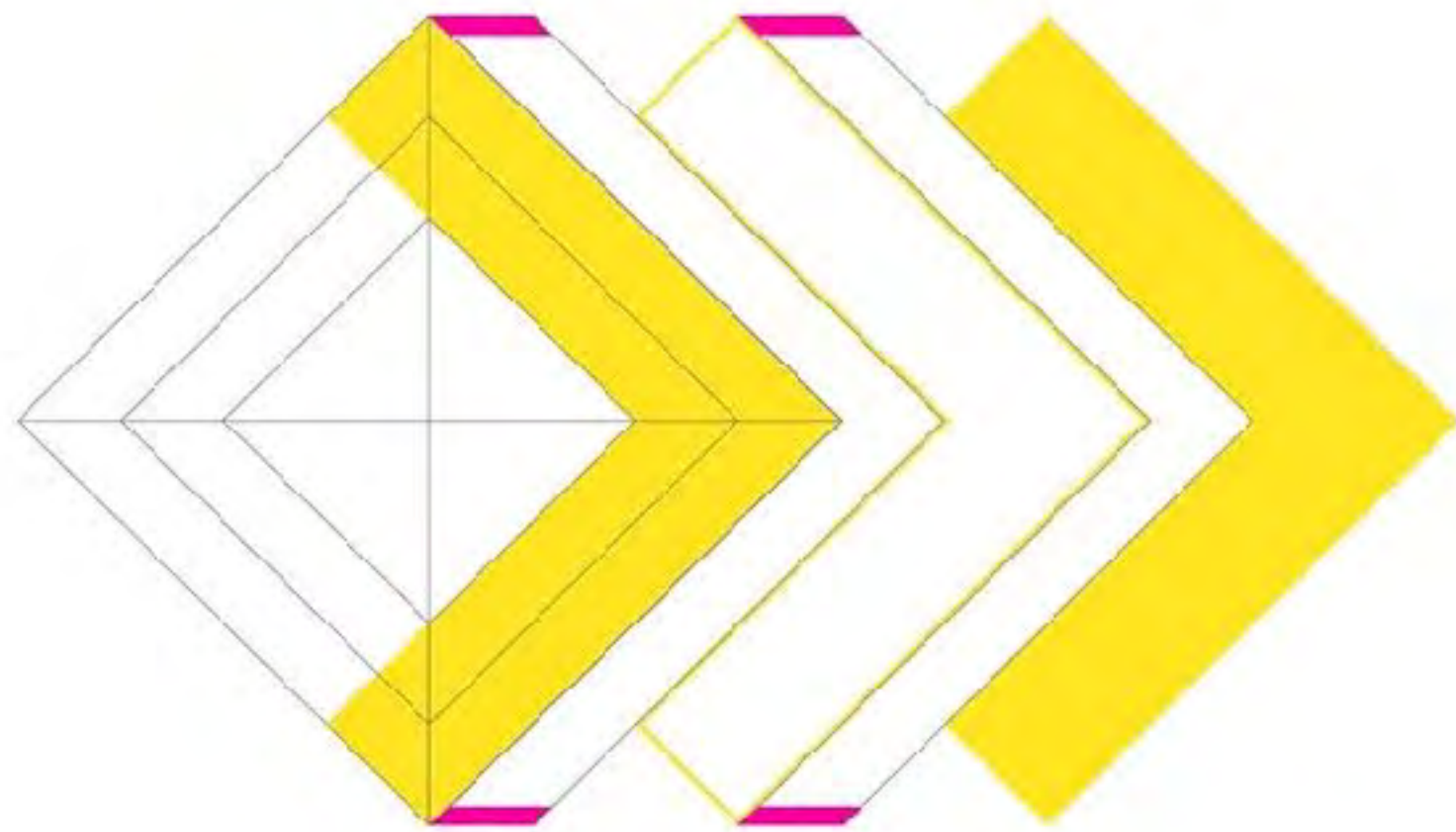
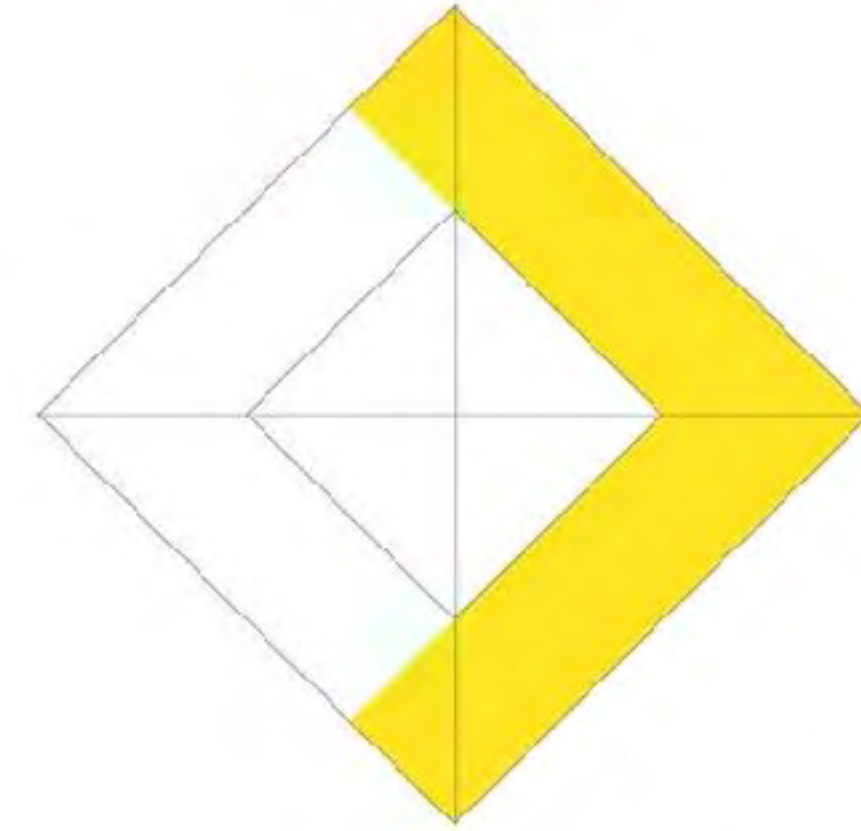
LABORATORIA

*“And what should
we improve
or change?”*





Brackets



Evolution

<laboratoria>

Before

<Laboratoria>

Now

Evolution



Before



Now

< Laboratoria >

Talent that transforms



¡Postula ahora!

<Laboratoria>

Ya estamos en Bogotá.

<Laboratoria>

Quedan

16

Días

<Laboratoria>

#Guadalajara

quedan
5
días

<laboratoria>



Quedan
16
Días

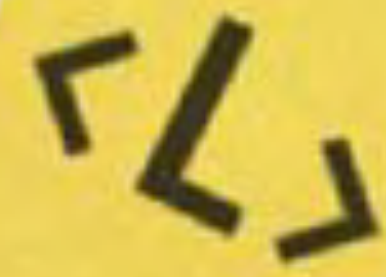
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CUADRO DE HONOR

Otorgamos este diploma con muchísimo orgullo a

Miriam Nallely House Tomas

Por haber sido una de las cinco mejores estudiantes de la
cuarta generación de Laboratoria

¡Felicitaciones!





Advertisement for "Laboratoria" Talent Fest Santiago 2018. The image shows a group of four women in a professional setting, gathered around a laptop. The background is a bright yellow with white and pink geometric arrow shapes. The text on the right side of the image reads:

«Laboratoria»
Talent Fest
Santiago / 2018

Miércoles 13 de Diciembre
Auditorio Central 7:00 pm









Laboratoria ha sido reconocida por Obama y Mark Zuckerberg

¡No lo dudes más y **comienza una carrera en tecnología** con nosotras!

< Laboratoria >

Quedan

10

Días

¡Atención Santiago y Lima!

Podrás iniciar una carrera en la industria tecnológica en sólo 6 meses. Te acompañaremos en todo el proceso de inserción laboral ¡POSTULA HOY!

< Laboratoria >



Explota tu talento al máximo

¡Postula hoy!

< Laboratoria >



Descubre tu potencial y reescribe tu futuro profesional.

¡Postula ya!

< Laboratoria >

Quedan

12

Días

¡Atención Santiago y Lima!

Puedes cambiar tu vida aumentando tus ingresos y formándote como desarrolladora web

< Laboratoria >



#AprenderAReinventarnos
Apoyando la transformación de las pymes junto al BIDLab
- Marisol Alarcón

<Laboratoria>

Newsletter

Nuevas opciones de contratación y capacitación del talento tech para el 2024

<Laboratoria>



+200
empresas empleadoras en diferentes países de Latinoamérica.

<Laboratoria>



Encuentra Web Developers con súper potencial

talento.laboratoria.la

EMPLEABILIDAD

Estas empresas apostaron por más mujeres en tecnología en el 2023



<Laboratoria>

LABORATORIA

Of course, not
everything is
“perfect”, but...

<Laboratoria>

PERFIL IDEAL

ANÁLISIS DE DATOS

PARA TU EMPRESA

talento.laboratoria.la



<Laboratoria>

*
*
*
**Fomento de la
diversidad e
inclusión.**

SEMILLEROS

¡Bienvenidas!

¡Abrimos
convocatoria..!



<L>

SHE
SKILLS
UP

Ellas son
talento con
alto potencial
en **JAVA**

<Laboratoria>

¡Nos vamos de vacaciones!

¡Pero tú no! 🙄

La convocatoria para el bootcamp de
Desarrollo web continuará abierta
🇪🇸 🇩🇪 🇬🇧 🇫🇷 🇮🇹 🇯🇵

<L>

SPEAK NOW ERA

Encontraste disponible ese trabajo que siempre soñaste
en **tecnología**, así que te estás esforzando para
conseguirlo mientras ruegas porque nadie más descubra
tu anhelo.



<L>

<Laboratoria>

PERFIL IDEAL

ANÁLISIS DE DATOS

PARA TU EMPRESA

talento.laboratoria.la



<Laboratoria>

Fomento de la diversidad e inclusión.

SEMILLEROS

¡Bienvenidas!

¡Abrimos convocatoria..!



<L>



SHE SKILLS UP

Ellas son **talento** con alto potencial en **JAVA**

<Laboratoria>

¡Pero tú no! 🙄

La convocatoria para el bootcamp de Desarrollo web continuará abierta



<L>

SPEAK NOW ERA

Encontraste disponible ese trabajo que siempre soñaste en **tecnología**, así que te estás esforzando para conseguirlo mientras ruegas porque nadie más descubra tu anhelo.



<L>

LABORATORIA

One brand
leads to another
:)

Código M

ZAPATA



#codigom

Código M

presented by
Laboratoria



NACHI
ZAPATA



LABORATORIA

And another...

Laboratoria +

Laboratoria+

LAS MUJERES ESTAMOS LISTAS PARA LLEGAR LEJOS

Adquiere nuevas habilidades y despega tu crecimiento profesional junto a otras mujeres dispuestas a desafiar sus límites.

+ ONLINE

INGRESA A
WWW.LABORATORIAPLUS.COM



Laboratoria+



TALLER GRATUITO

LIDERAZGO Y AUTOCONOCIMIENTO CON MARIANA COSTA

El liderazgo es un camino que comienza mucho antes de tener un equipo a tu cargo, reconociendo tu potencial y ejerciendo tu influencia. Te invitamos a descubrir cómo.

🕒 martes 17 de octubre a las 6pm. MX ~ 7pm. PE/CO ~ 9pm CL

Laboratoria+

WORKSHOP GRATUITO

ESTRATEGIAS PARA LA COMUNICACIÓN EFECTIVA

Ven y aprende a convertirte en una mejor comunicadora para crecer en tu carrera.

🕒 Jueves 21 de septiembre 5:00pm 🇲🇽 ~ 6:00pm 🇪🇸 ~ 8:00pm 🇨🇺



Mariana Costa
Co-founder de
Laboratoria+



Elaine Montilla
Founder de
5xMinority

LABORATORIA

and another...

kaudal

kaudal

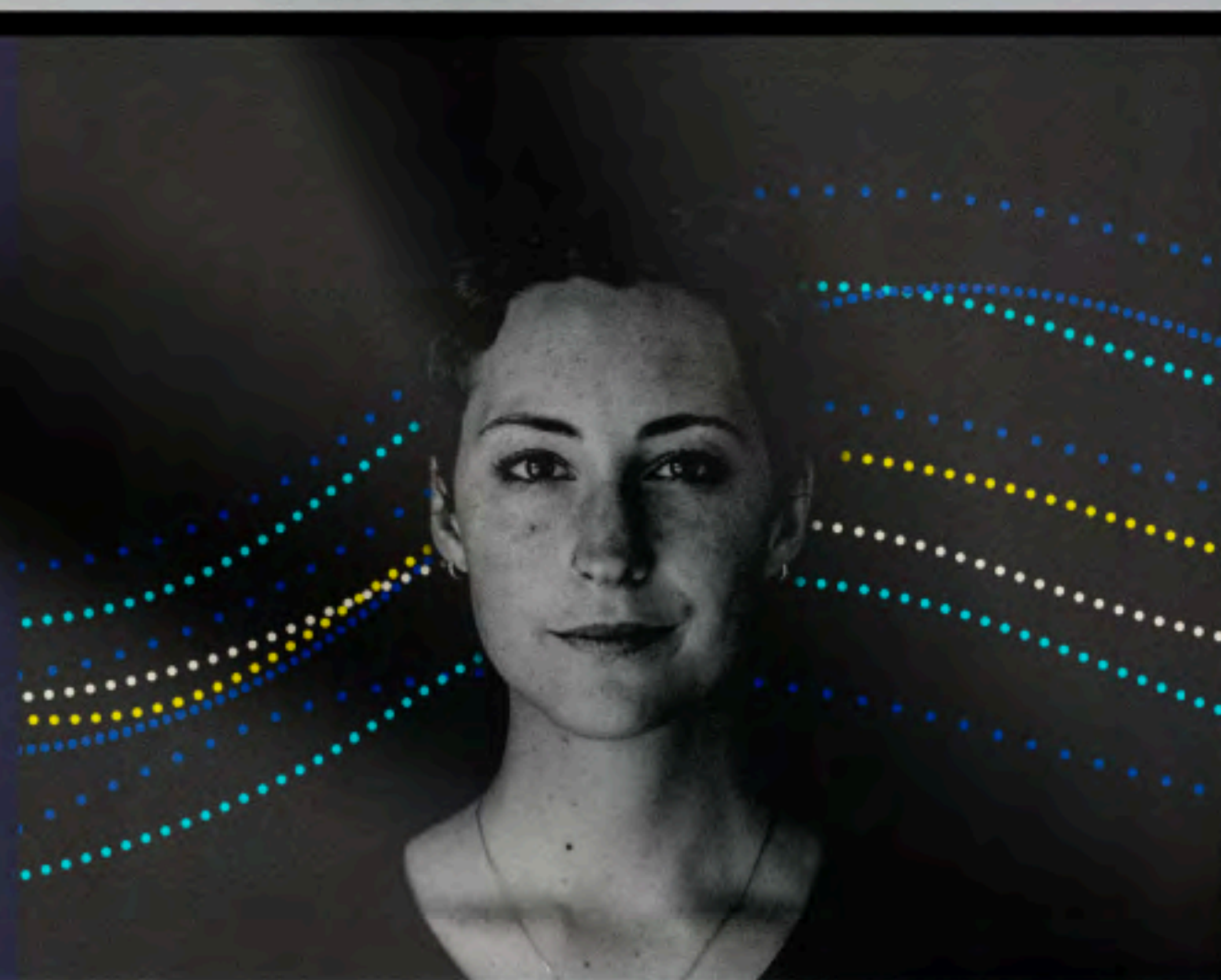
Curso Business Specialist



CHARLAS SOBRE NO-CODE

por Michael Kreitz

THE BEST CODE IS (NO-CODE)



Just 01 more thing.

ONE BIG LEARNING

We never know
enough, and we should
always have a look at
our origin to find value.

Sed:

in Sed:branding

f sedestudio

@ sedestudio

Bē sedestudio