

HOLA DESIGN MATTERS, LET'S TALK ABOUT

A New Renaissance for Latin America

WEDNESDAY, JANUARY

31

CDMX



The Triumph of Death (c. 1562)
Pieter Bruegel the Elder



The Triumph of Death (c. 1562)
Pieter Bruegel the Elder





I'm finding the ongoing end of the world incredibly exhausting



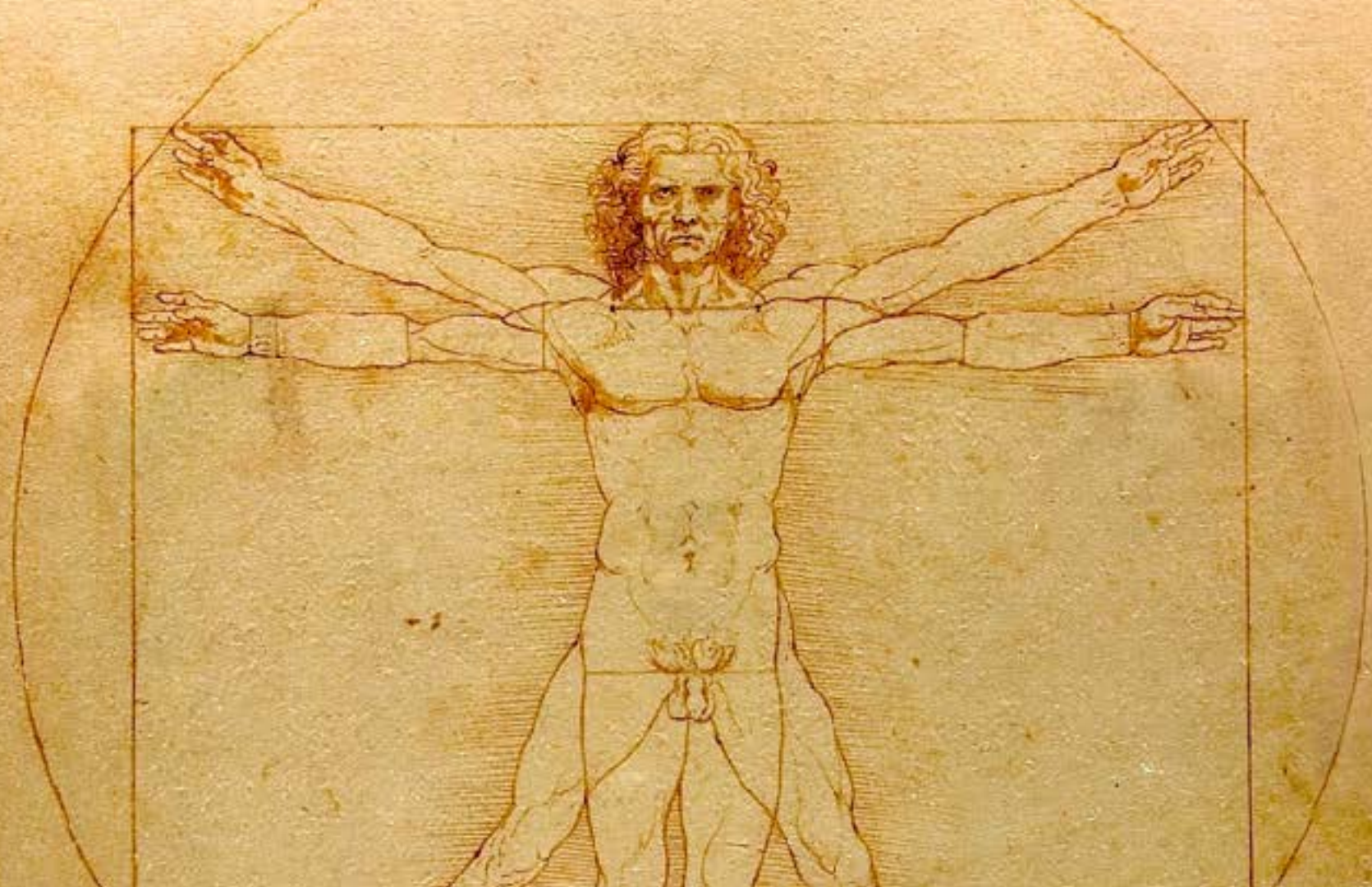
The School of Athens (c. 1509-1511)
Raphael di Sanzio





A new way of seeing





New technologies
ways of work
forms of organization
urgent challenges



**NO
VOLVEREMOS
A LA
NORMALIDAD
PORQUE LA
NORMALIDAD
ERA EL
PROBLEMA**



**We have this tremendous opportunity
to think and act differently.**



**We have this tremendous opportunity
to think and act differently.**

To start a New Renaissance. 



This is the punchline:

**We can design our way out of
the mess we're in.**

**But we're going to need some
new ways of designing.**



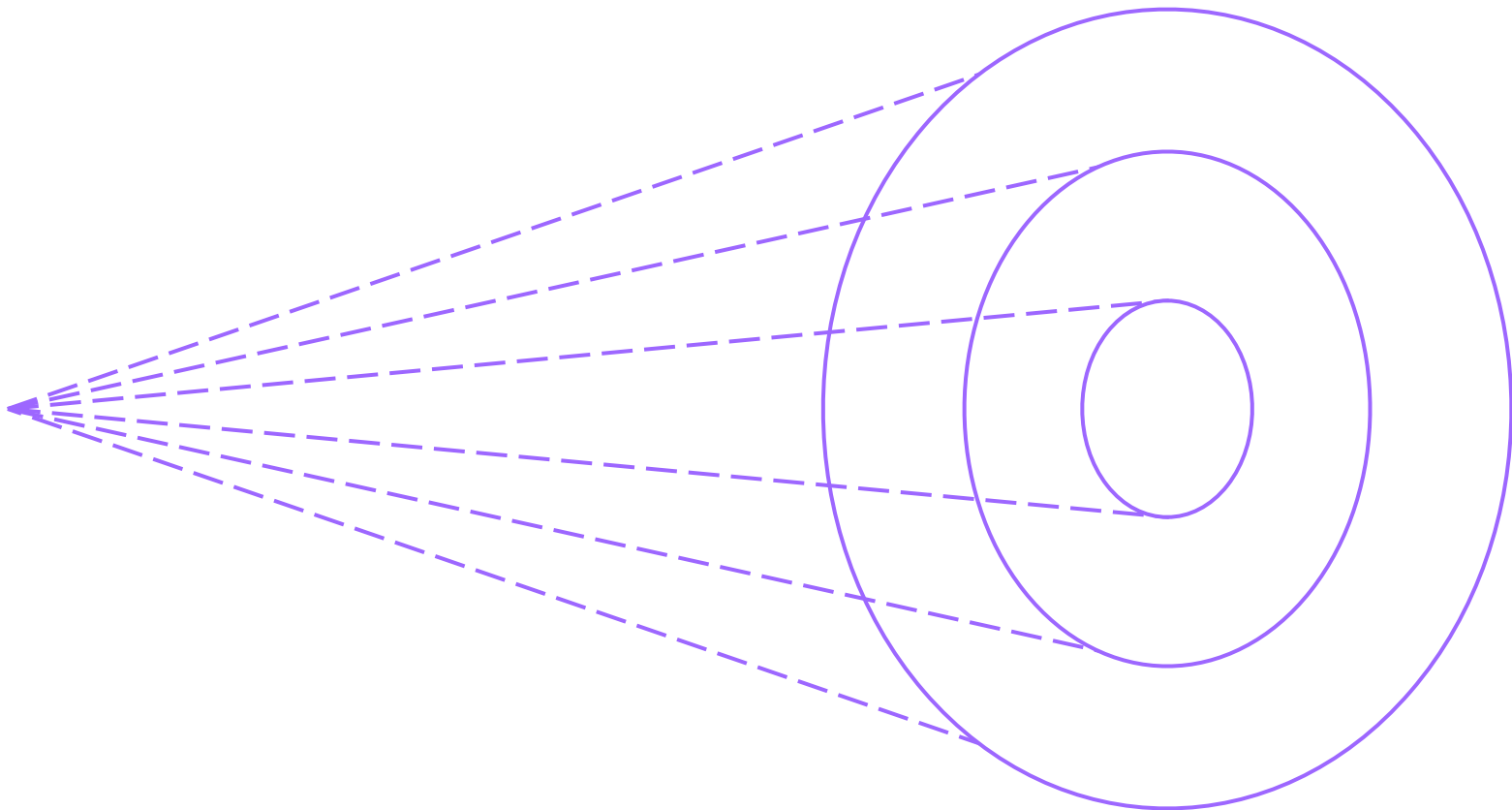
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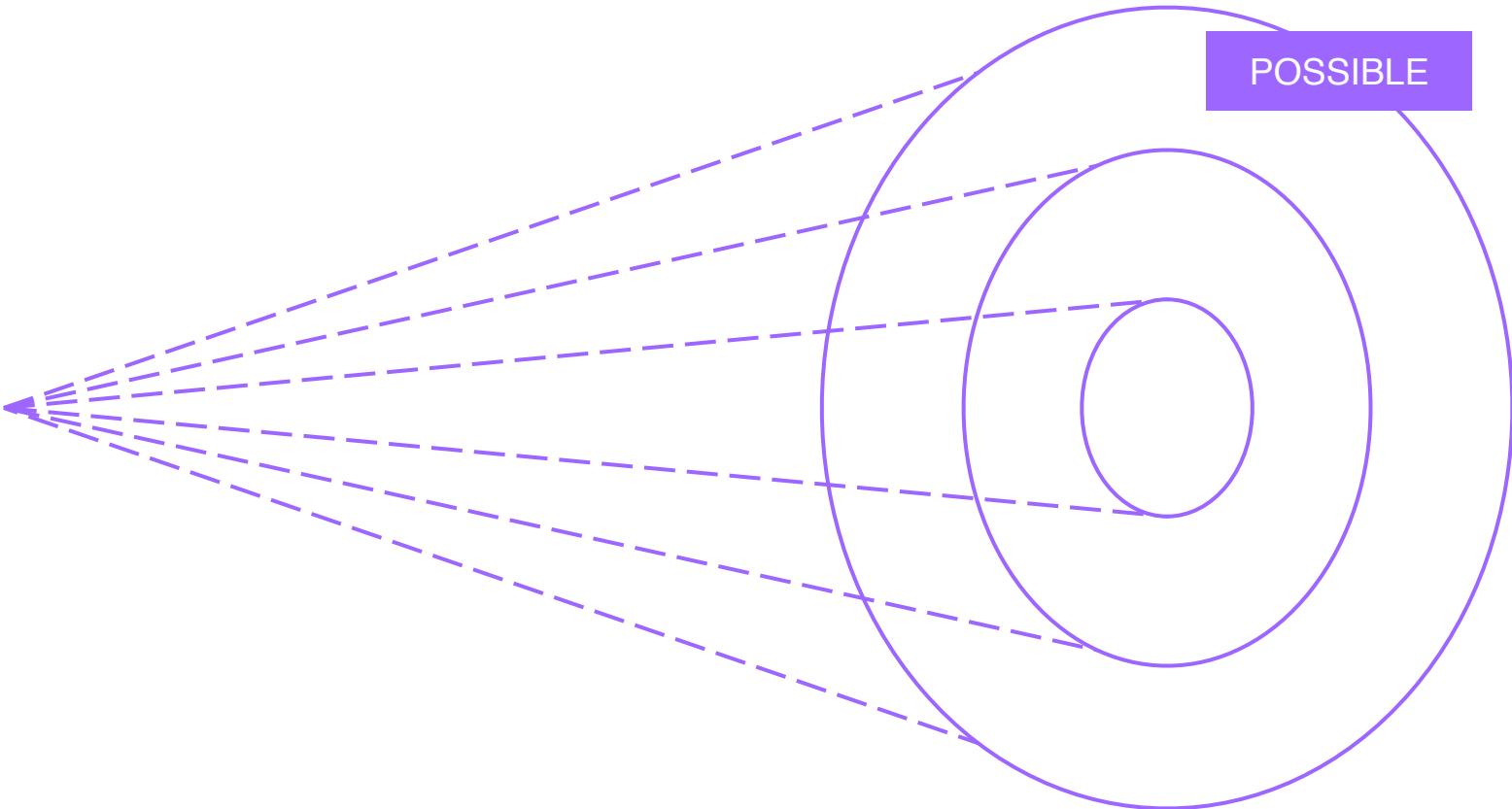
But we're going to need some
new ways of designing.



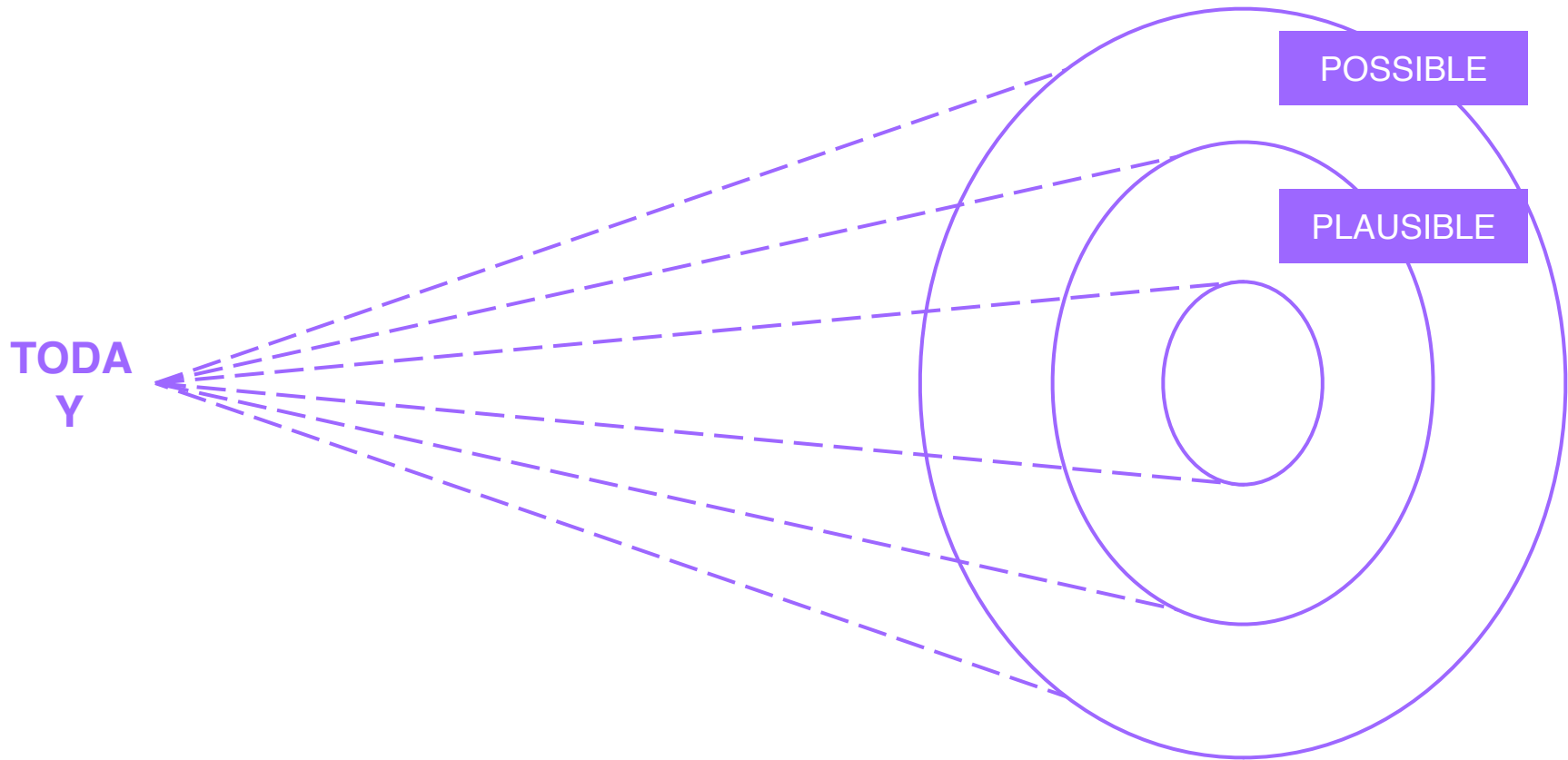
**TODA
Y**



TODAY



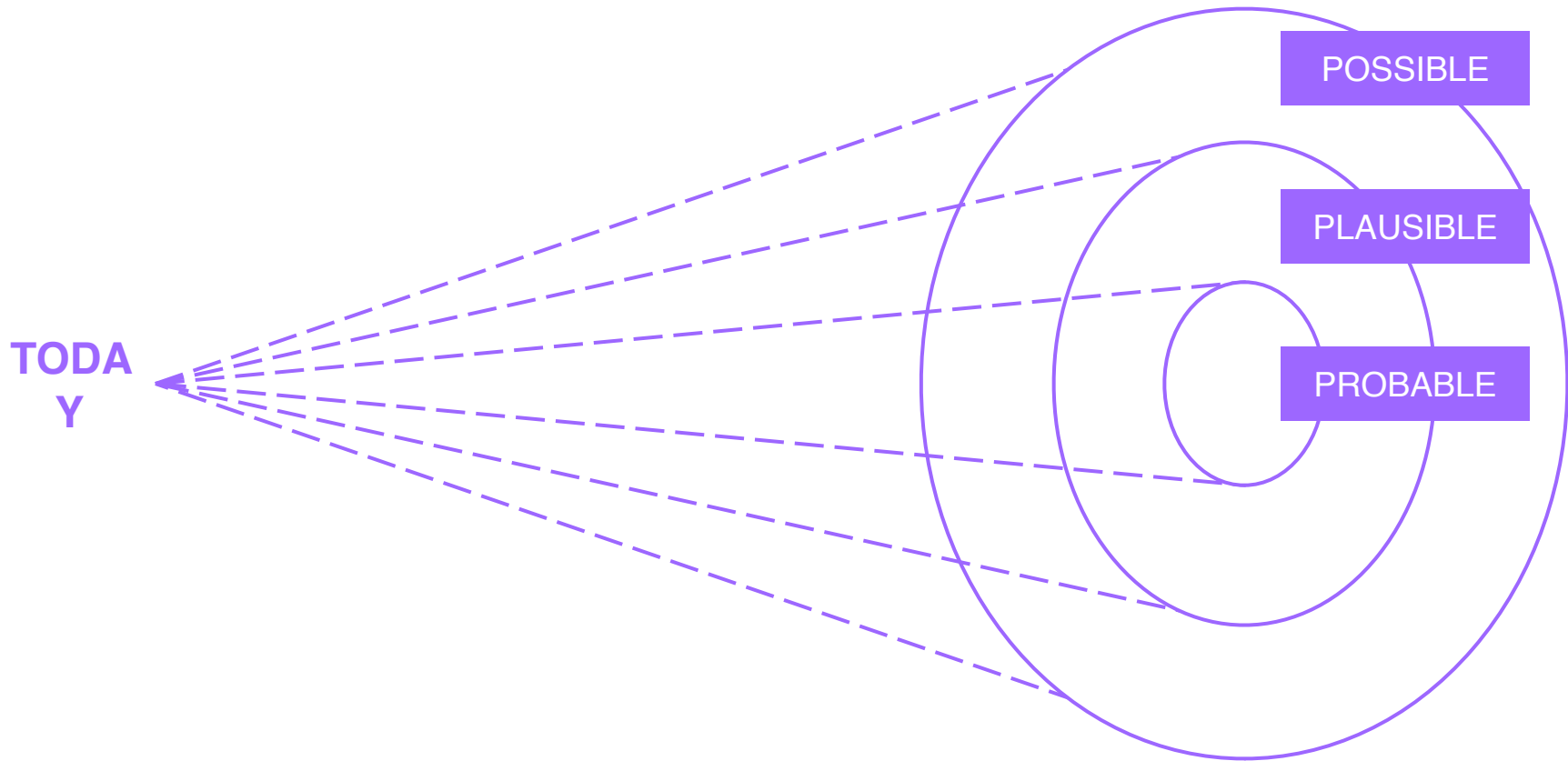
POSSIBLE

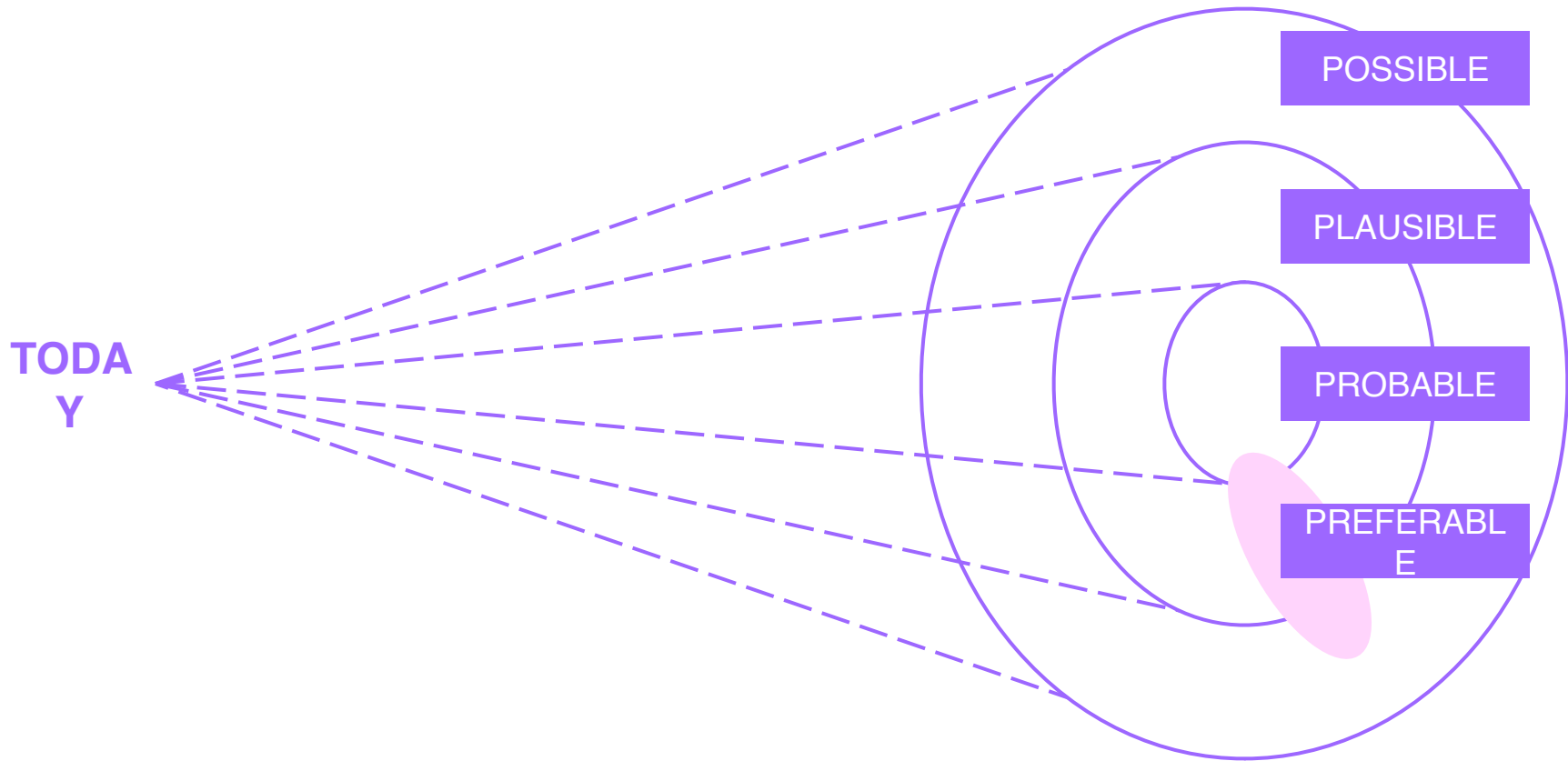


TODAY

POSSIBLE

PLAUSIBLE



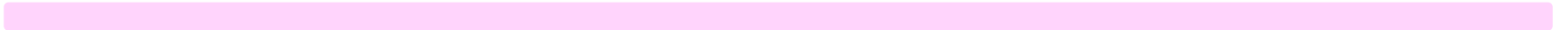


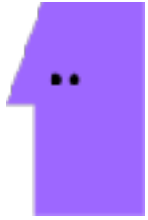
**The future is not just
something that happens to us.**



**The future is not just
something that happens to us.**

**What are the futures
we *want* to see happen?**





**From
institutional
breakdown
to
democratic
revival**





JUVENES
PREOCUPADOS
EN ESTUDIAR
Y TRABAJAR



54%

of people across Latin America
are indifferent to democracy



**NO A LA
CORRUPCION**



RATEROS







**Our institutions are failing to
deliver the outcomes we expect**



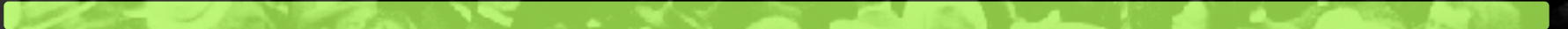
**Our institutions are failing to
deliver the outcomes we expect
– and that's a pretty big problem**





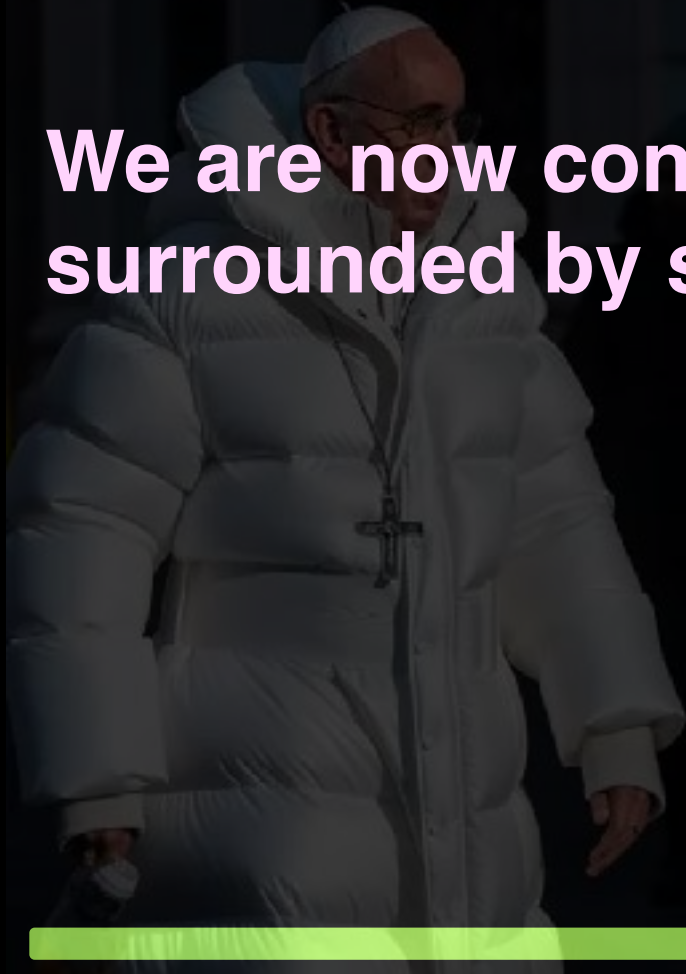
A large crowd of people, many wearing hats, is visible in the background. The image is dark and has a heavy overlay, making the details somewhat obscured. The text is overlaid on the upper left portion of the image.

**Our political interfaces are based
on a different way of living**





**We are now continuously
surrounded by synthetic realities**

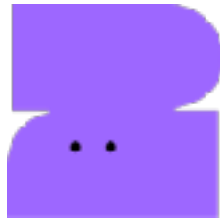


**Healthy democracies need
new political interfaces.
And those interfaces
need to be designed.**





From
institutional
breakdown
to
democratic
revival



From
climate
emergency
to
regenerative
economies







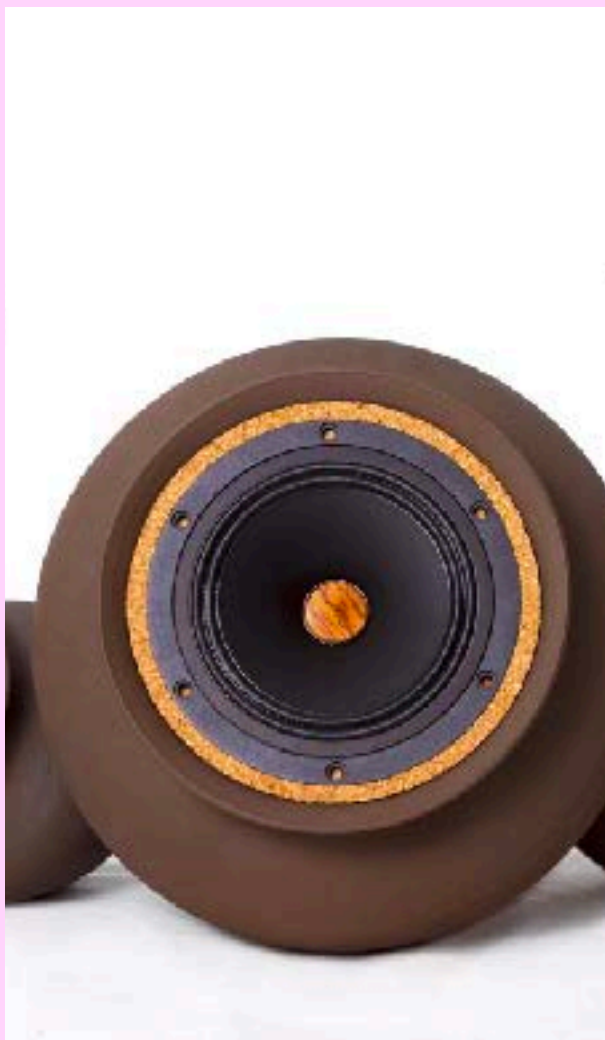


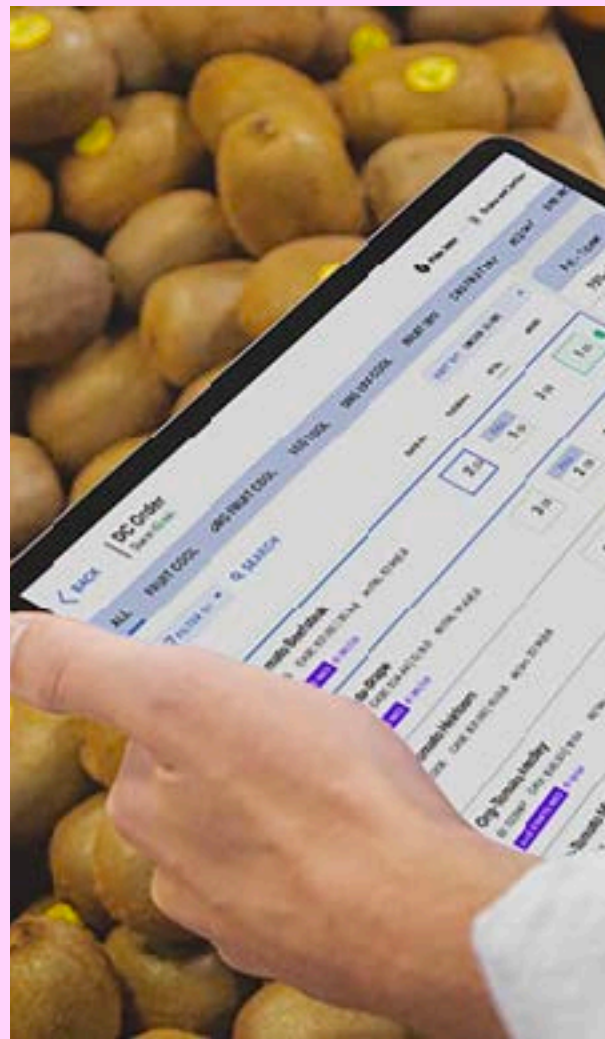
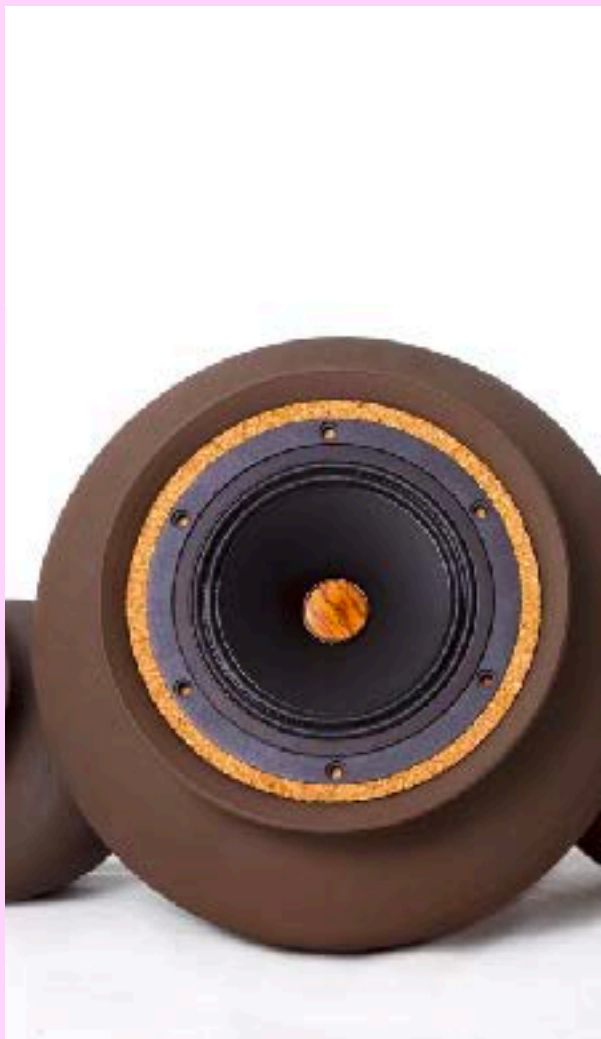


**Most of the solutions exist already
– we just don't know how to get
them to the right people**









**Over the next decade, every
product and service we know
will need to be redesigned**





From
institutional
breakdown
to
democratic
revival

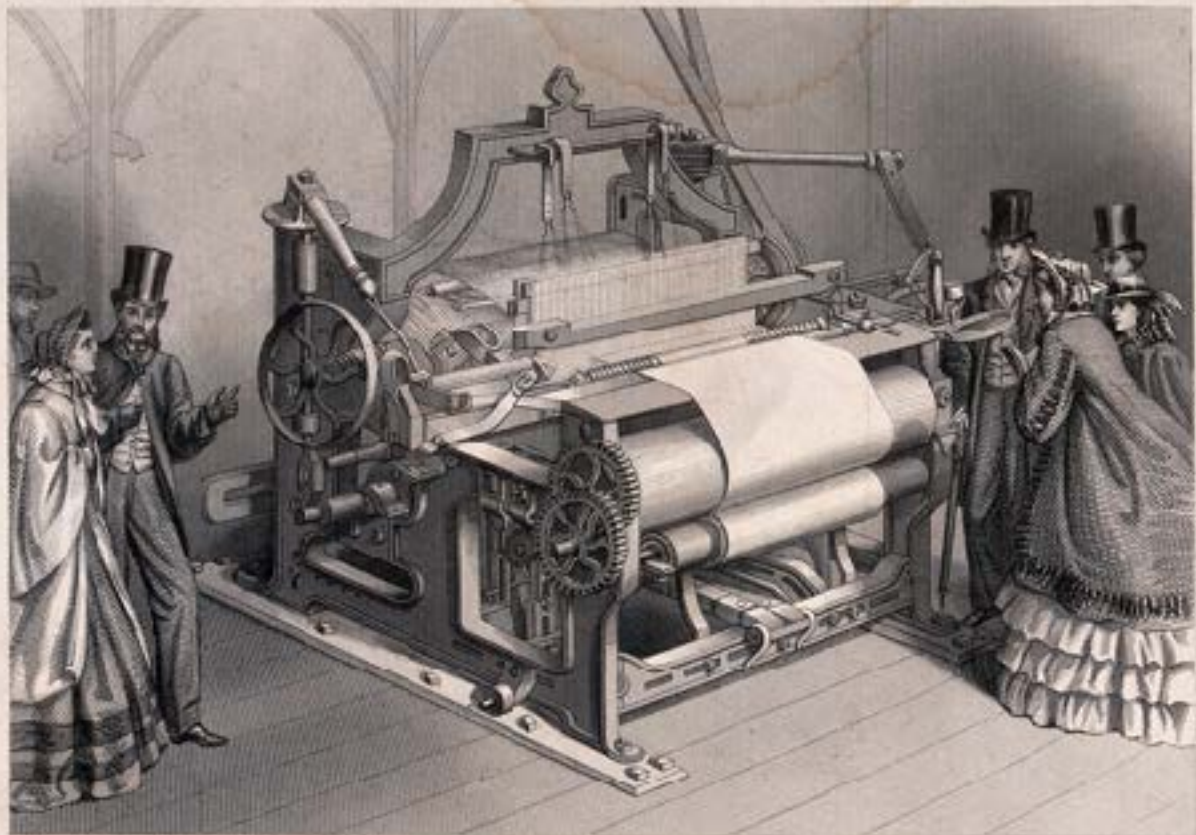


From
climate
emergency
to
regenerative
economies



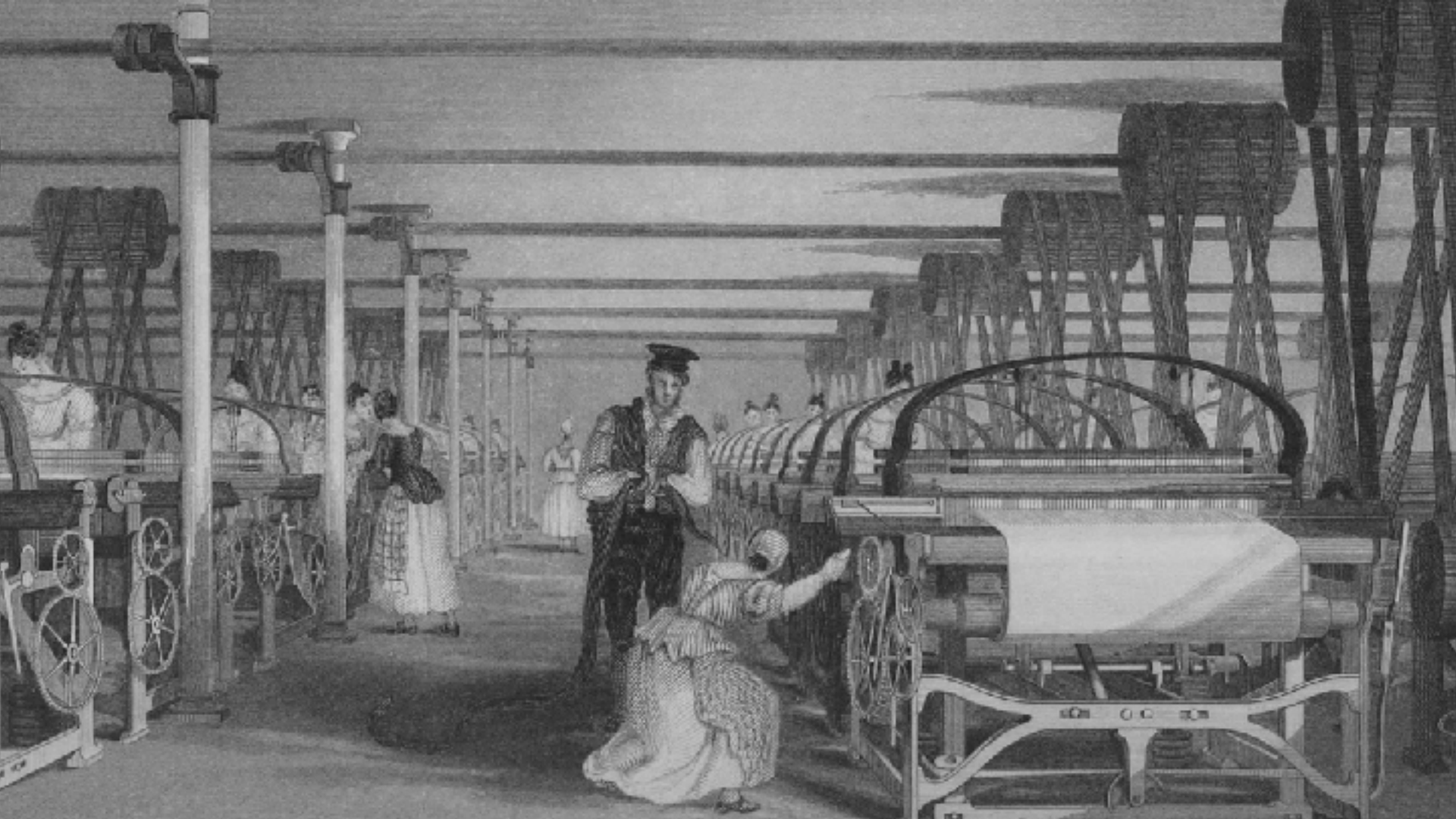
From
**informal
economies**
to
**networked
creativity**





W. S. TAYLOR'S PATENT POWER LOOM CALICO MACHINE.

REGISTERED FOR PATENT, 1852.








**This was not a technical decision:
this was a social decision**

**We make collective choices
about how we adopt emerging
technologies. Including AI.**





AI could widen the gap between digital and informal economies

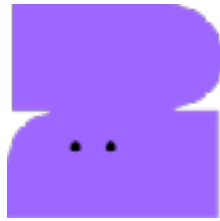
A photograph of a busy outdoor market stall. In the foreground, a man wearing a light blue tank top is focused on his work at a table. The table is cluttered with numerous stacks of papers, books, and other items. To the left, a yellow sign with the letters 'CA' and 'ME' is partially visible. In the background, other market stalls and people can be seen, creating a sense of a bustling, informal economy. The overall scene is dimly lit, with a dark overlay on the image.

**AI could widen the gap between
digital and informal economies
or it could enable a new generation
of middle-class entrepreneurship**





From
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breakdown
to
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revival



From
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emergency
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economies



From
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This is the punchline:

We can design our way out of
the mess we're in.

**But we're going to need some
new ways of designing.**



**The design industry is going through
an existential crisis**








TED



IDEO Jane Fulton Suri + IDEO thoughtfree acts? 50

STRENGTHSFINDER 2.0 TOM RATH

Gordon MacKenzie **ORBITING the GIANT HAIRBALL**


TEN TYPES OF INNOVATION  KEELEY

THE *Opposable* MIND  MARTIN

CREATIVE CONFIDENCE TOM KELLEY & DAVID KEELEY

Finding Our Way Margaret J. Wheatley

THE TEN FACES OF INNOVATION TOM KELLEY WITH JONATHAN LITTMAN

KUMAR  **101 Design Methods** A Structured Approach for Driving Innovation in Your Organization

THE SKETCHNOTE HANDBOOK: THE ILLUSTRATED GUIDE TO VISUAL NOTE TAKING RICHIE



NO SMOKING

OPEN
END-ONE





>
accenture

From the heart of
Change

The image shows a large trade show booth for Accenture. The booth is illuminated with vibrant blue and purple lighting. A large central screen displays the text "From the heart of Change" over a silhouette of a person standing in a futuristic, glowing environment. The booth is surrounded by people, and there are other displays and screens visible in the background.

McKinsey
Design



The Business Value of Design

McKinsey
Design



The Value of Design Leadership

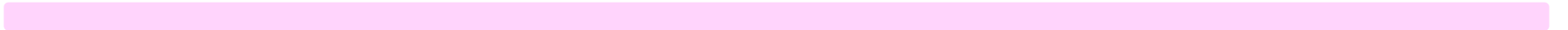
**Suddenly design became
the coolest thing**



**Suddenly design became
the coolest thing – until it wasn't**



Great expectations



**Great expectations met
bad creative management.**



**Great expectations met
bad creative management.
And then a freaking
pandemic happened.**







11-03-23 | PREMIUM

Design giant Ideo cuts a third of staff and closes offices as the era of design thinking ends

The storied design consultancy has been shedding staff throughout 2023 while it navigates a future in which its customary services are less in demand.



**It's the end of an era in design.
Not the end of design.**



What comes next?

1. Unbundling

2. Grounding

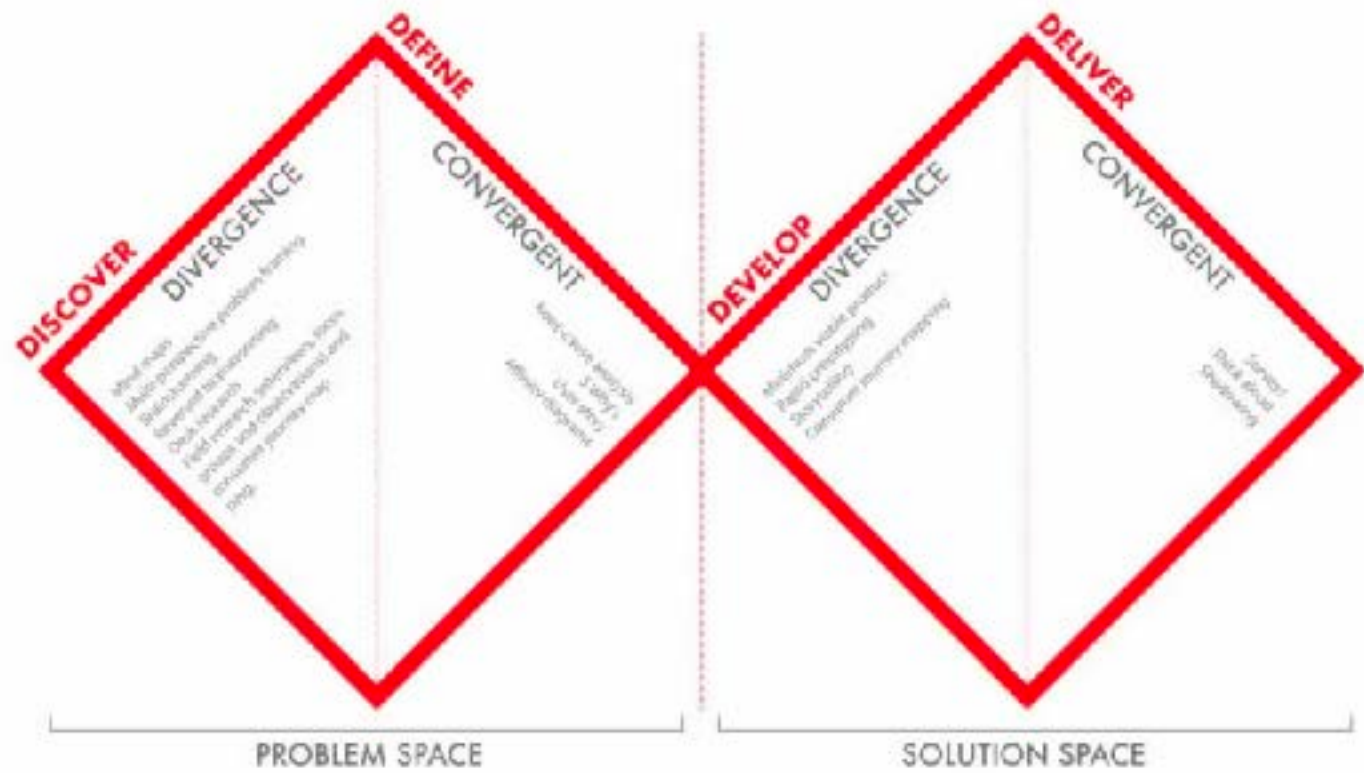
3. Experimentation



Unbundling

Breaking away from one-size-fits-all templates for deploying design





COMPONENTS | HISTORY | DEPENDENCIES

Labels

- Labels
- Nonepascal
- Dependencies
- Size
- Type

Failed generating preview for "Material icon set" (element: button) from: iconset

iconset

LabelType

type

default

Whether the button should be displayed with a suite style

iconset

Material icon set

floating-action-button v1.7.1

A floating action button (FAB) performs the primary, or most

iconset

iconset

iconset

Public | Endpoints | Components

iconset

media 2.0.1

Overview

Settings

COMPONENTS

- material-kit
 - Icons
 - grid list
 - button
 - text
- material-discovery
 - Search
 - autocomplete

This is our Design system

Primary



Purple
#6C02B7



Dark
#212121



White
#FFFFFF

Search...

Appet date

material package @material/material-ui-input

This component has been deprecated

Close

Done

History

History

October 28 2020

Display

October 28 2020

heading

October 28 2020

Progress

October 28 2020

user

0.42

0.42

see 100

all components 100

Collaborate with others

Enter name or email address...

Who can access?

More information	Share
Edjerman Malovic	Edit
Edjerman Malovic	Edit
Edjerman Malovic	Edit

Sharing settings

Done

“What’s the return-on-design?”

“How are we measuring impact?”

“What are your quarterly targets?”

“What’s your plan for the year?”



These aren't bad questions.

But they're not going to make you more creative or more innovative.

Sorry.



**The obsession with managing
creativity
leads inevitably to uncreative
outcomes**



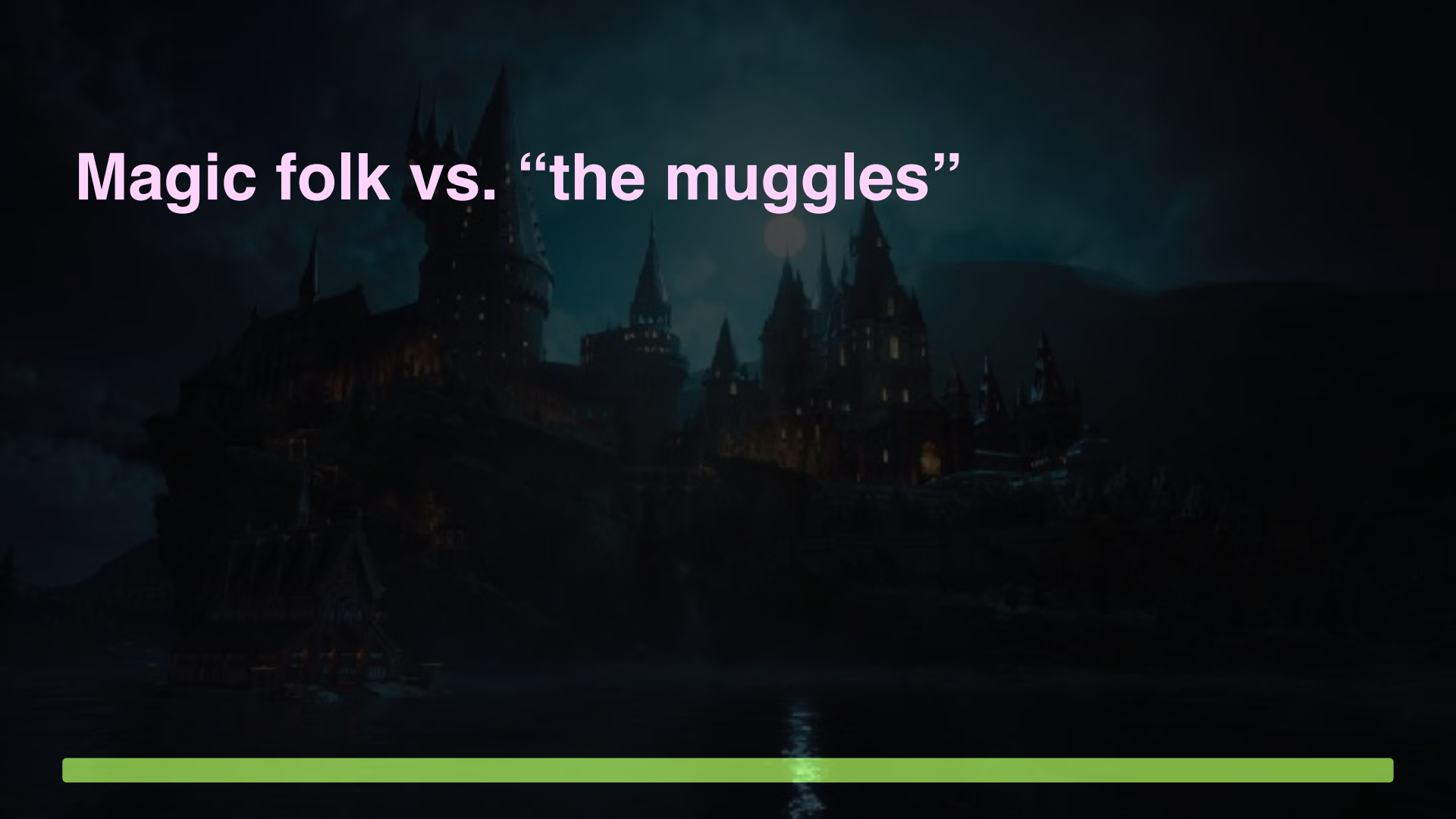
Grounding

Connecting design with the diverse communities and realities where it can have meaningful impact





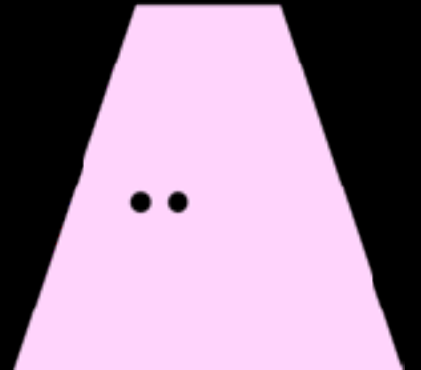
Magic folk vs. “the muggles”



**There's a lot of power in preserving
a sense of inside and outside**



**People should not be refused
access to the tools to solve their
own problems**



**Artificial intelligence should lead us
towards radical accessibility**



Experimentation

**Playing around with new ways of
organizing design and creativity**









The 21st Century Regulatory Stack

Automation, open design and other 3D digital fabrication are reinventing open regulation for the digital age. This "4D stack" of innovations offers the possibility of reimagining distributing and democratizing how machines are created, and more importantly, who creates them.

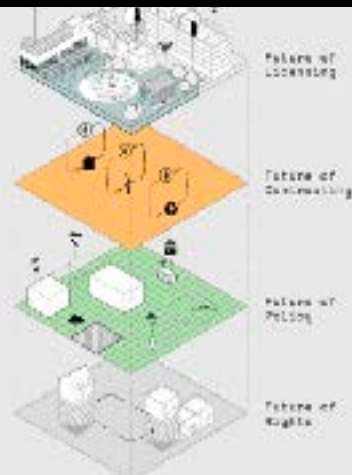


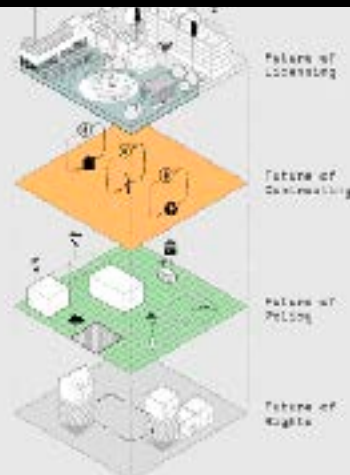
PHOTO: SPACE10

SEEK: BILLY JAHN



The 21st Century Regulatory Stack

Automation, open design and other 3D digital fabrication are reinventing architectural regulation for the digital age. This "4D stack" of innovations offers the possibility of reimagining how exercises are created, and more importantly, who creates them.



See Below Table

PHOTO: JAMES HARRIS



What Design Can't Do

Essays on
Design and Disillusion

Silvio Lorusso

Set Margins' #26

There is no *one true way* to organize design – and I think that's beautiful



I think we'll see more and more of:

1. Unbundling

2. Grounding

3. Experimentation



**There are a lot of really talented
people out there with amazing ideas
and access to unbelievable technology**

**This is the sign you were waiting
for to quit your job and go make something
awesome.**



**This is the sign you were waiting
for to quit your job and go make something awesome.**

Just kidding.



**This is the sign you were waiting
for to quit your job and go make something awesome.**

Just kidding. Or not.



This is the punchline:

**We can design our way out of
the mess we're in.**


**But we're going to need some
new ways of designing.**





I've spent way too much
time freaking out about
the end of the world 

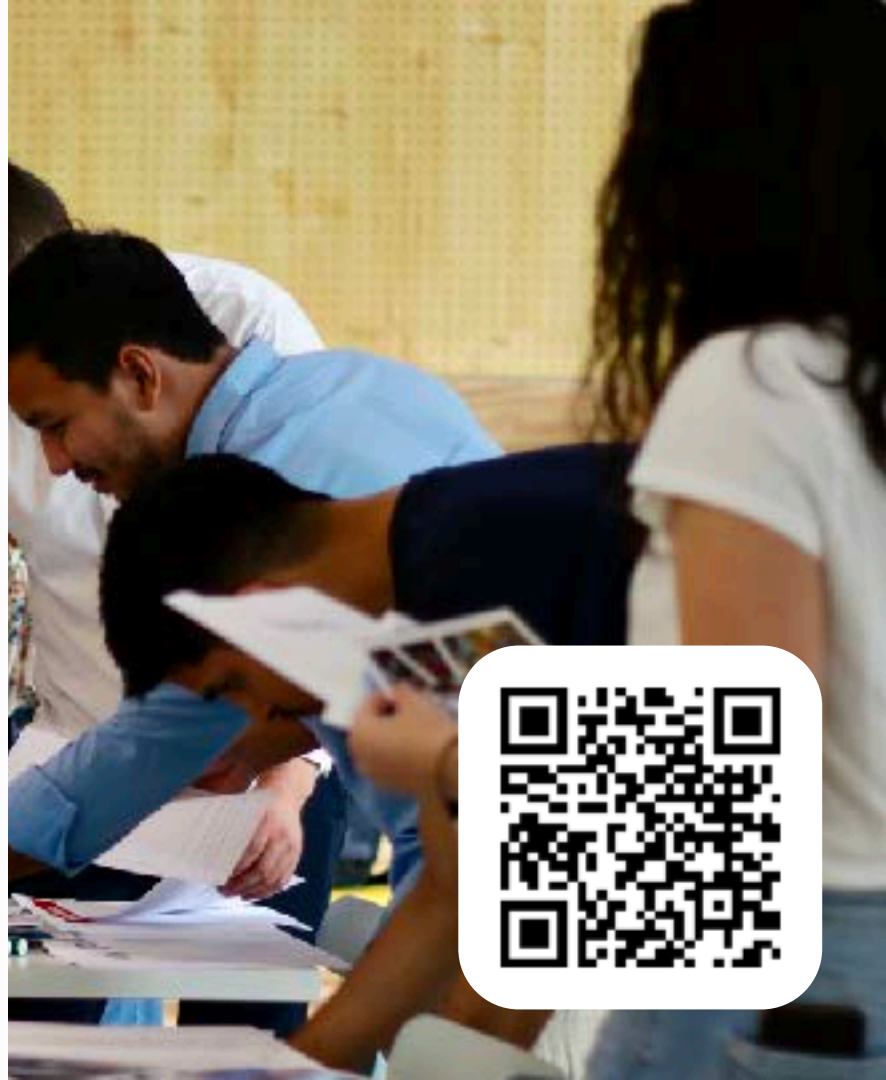


**I now want to imagine crazy,
wonderful futures.
Then figure out how
to make them happen. **



MUTA CIONES

Subscribe at
mutaciones.la



**We're building a movement for a
New Renaissance for Latin America.**

You should join us. 



**It's a wonderful time
to double down on the
value of creativity.**



Hi, I'm Eduardo 🖐️
and I came here to nerd out

ig: @piscosourgram
tw: @piscosour
tk: @therealpiscosour



AND REMEMBER:

Everything will
be alright



WEDNESDAY, JANUARY
31

CDMX

