



7ª bienal
iberoamericana
de diseño

Press Release

NEW EDITION OF THE 7TH IBERO-AMERICAN DESIGN BIENNIAL

Inaugural week from November 23rd to 27th
Madrid

The **BID** is a **visibility platform** promoted by DIMAD Foundation, which gathers the best design **proposals from Latin America, Spain and Portugal**, in all areas of the discipline. All these projects show the excellence of Latin American design, its creative and cultural diversity, and its commitment to increasing the development and welfare of citizens, reducing social inequalities.

The **BID** aims to **boost the culture of Ibero-American design** and help promote the economic development of the countries in the region through the discipline.

In this edition **420** works were presented from the **23** Latin American countries, and this year we have **140** finalists and **66** awards (prizes and mentions) for **54** works from different countries and different design disciplines (29 in each category, 35 in special awards and 2 in the specific call for research and design).

Thematic axes such as sustainability, innovation, design for all people or design for development cross the proposals conceptually. There are **two specific calls for proposals and four awards** that have **institutional support**.

Jury

Ten professionals from different disciplines and countries are in charge of granting the acknowledgements and awards to the works presented to the 7th edition of the IDB. The jury has chosen the projects based on innovation, quality of use, inclusive access, ecological factor and formal-aesthetic quality. The jury is formed by **Paola Antonelli** and **Anna Burckhardt**, Senior Curator and Curatorial Assistant of the Department of Architecture and Design of the Museum of Modern Art of New York, MoMA (USA); the designers **Fernando** and **Humberto Campana** (Brazil); **Stiven Kerestegian**, Innovation Head of Ikea (Chile/Sweden); **Ti Chang**, product designer and director of Craven (USA); **Marisa Gallén**, graphic designer and the latest Spanish national design award; the Zimbabwean-born graphic designer based in Massachusetts, **Chaz Maviyane-Davies**; **Marina Willer**, Brazilian graphic designer based in London and member of Pentagram Design; and **Danielle Lafaurie**, Colombian fashion designer and producer.

Awards by categories

Design of Spaces

Mi casita Preschool and Culture Center / My home Preschool and Culture Center

Studio: 4|MATIV

Country: Venezuela



Mi Casita is a bilingual (English-Spanish) cultural and preschool center with a focus on the arts and environment. The program includes three classrooms, plus a community support space. The classrooms are organized around a central area with an L-shaped sink that serves as a meeting place. The divisions between the classrooms are made with furniture, allowing them to be transformed into multipurpose rooms. The focus of the school is to be a home away from home and to learn about different cultures.

Product Design

Natura

Studio: INNGAGE

Country: Portugal



In a close relationship with Fogo Montanha, the studio was given the goal of designing a wooden stove (salamander) so that people could touch and relate to heat more attractively. Research work in this market indicated that people like heat but are afraid of being hurt when interacting with it. Therefore, a natural material, cork, was incorporated, taking advantage of its natural properties to create a barrier between the heat and the user. Cork allows heat to flow and at the same time prevents injuries.

Fashion Design

Colección 002 Tierra / Collection 002 Earth

Studio: Cancino (Francisco Cancino Lara)

Country: Mexico



The project presents a reflection on traditional Mexican clothing, resulting in garments that seek to transcend all temporality and reflect great aesthetic innovation and textile experimentation.

Tierra reveals the study and reinterpretation of Mexican culture, explores minimalism and brutalism through art and crafts, playfully interweaves these elements with technological trends, achieving absolute attention to detail in the pattern and construction of each of its pieces.

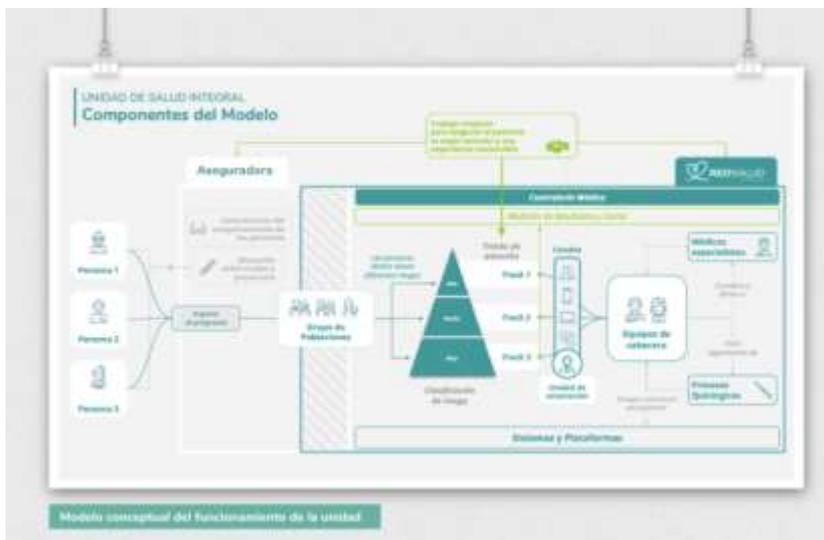
Link: video: <https://bit.ly/3muowrD>

Design of Services

Unidad de salud integral: transformando RedSalud hacia un modelo basado en el valor y centrado en las personas / Integral health unit: transforming RedSalud into a value-based and people-centered model

Studio: BBK

Country: Chile



Development in co-creation of a new management model and experience focused on the patient through a national research to patients, clinical and administrative teams, crossed with a documentary study.

In Chile there is a great gap between public and private health. RedSalud, the largest private network in the country, seeks to change this paradigm by providing access to quality health through a value-based model. As a result of the project, a channel strategy was developed with emphasis on digital media and an operating model that enables the quality/access equation sought.

Link video: <https://bit.ly/31RYhUI>

Digital Design

Faces of Assassination Website

Studio: café.art.br

Country: Brazil



The project pays tribute to those who took a stand against injustice and corruption and paid the highest price for it. In the 21st century there have been thousands of political assassinations around the world. This project began as a book that gathered 50 profiles of people killed for fighting against organized crime and for human rights, justice and equality.

The website emerged as a natural extension of the book itself and with a new set of challenges. A simple interface was created to generate an immersive experience with sound and movement. The book is part of the Global Initiative Against Transnational Organized Crime

Link video: <https://bit.ly/3jCWbgS>

Integral / Cross-cutting design

Manufactura Nacional / National Manufacturing

Studio: Fundación Madrugada

Country: Chile



It is a program of mediation of Design based on 4 fundamental pillars: production, visibility, commercialization and investigation, that looks for the dialogue between the crafts and the design. It is based on experimentation, knowledge and shared learning that promotes citizen involvement in the cultural production of displaced territories and the city. It always seeks to work around a raw material and Food Design, always concentrating the experience on the territorial heritage of the material with the variables of work: material, process, application and tradition.

Link video: <https://bit.ly/3e58GRi>

Graphic Design

Lñor

Studio: Deo

Country: Chile



Proposal of name, concept and label for Lñor, a wine from the País grape variety that is over 120 years old. This project seeks to rescue this grape variety, which is strongly linked to the wine history of Chile.

The label -inspired by the manuscripts- tells in a simple and elegant way the diverse elements of the project that make it particular: a field totally lost in time, generations of farmers who take care of the vineyards, a producer who after 40 years takes up again the production and an enologist who gives elegance to this rustic vine, among other elements. Thus, the name Lñor -which is the abbreviation of senior in the colloquial language of the farmer- represents the nobility, antiquity and tradition of the Chilean countryside.

Special Awards

Design for Development / Spain Cooperation

It recognizes those works that support and encourage people and their communities to face and solve the development difficulties they live with. These works make up a network of experiences linked to the management of design for local development.

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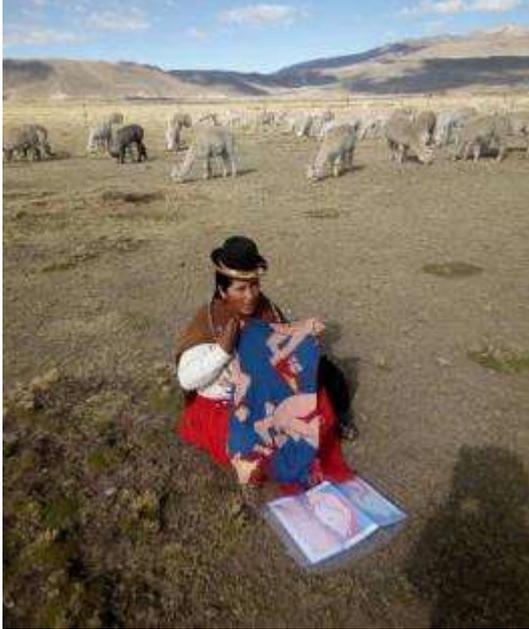
Link video: <https://bit.ly/3e58GRi>

Design and Citizen Participation

LAS MANUELAS Art Series (ex aequo)

Studio: IED-REC Center of Research and Education IED Madrid

Country: Peru



Las ManueLAS began as a research project promoted by the Peruvian ONG Movimiento Manuela Ramos MMR in collaboration with IED REC in Madrid.

The objective of this alliance is the empowerment of Peruvian women in rural areas. A team of researchers from IED developed a collaborative design methodology and a digital co-design platform that connects designers with artisans living in remote areas. This is a process that can be traced back to its origin, the alpaca animal, a system that puts respect for the natural availability of the raw material and the working capacity of women artisans. Art Series is a test collection that generates collaboration between the collective Las ManueLAS and 11 international artists.

Link video: <https://bit.ly/31NO3nM>

CRIA experiencias de invención (ex aequo) / CRIA invention experiences

Studio: Micrópolis

Country: Brazil



Expography project for the exhibition CRIA - Experiences of Invention, held at the Minas Tênis Clube gallery, in Belo Horizonte, Brazil. The exhibition brings together contemporary art works that dialogue with a child audience, articulating sound, audiovisual installations, games and literature.



The exhibition project consists of furniture and signage developed to ensure unity to the whole, without competing with the works on display. The route of the exhibition was planned in order to explore the different stimuli and sensations that cause both the works and the environments and materials created, always taking into account the perception and scale of children.

Design for All

Hospital Sant Joan de Déu

Studio: Arauna Studio y Rai Pinto Studio

Country: Spain



This project was born from the need to "pediatrize" the spaces of a children's hospital in Barcelona. In other words, to adapt them to children's needs: to make children feel comfortable and be able to interact playfully in an already unfriendly place.

This is how "The animal hideout" came about, a concept that serves as a thread through the different spaces of the hospital. It is a system generated from life-size animals, hidden in the architecture and built using a visual language based on repetition plots, a range of colors and the dialogue between the two and three dimensions.

Link video: <https://bit.ly/381ddU7>

Design and Innovation

Aplicador analgésico para recién nacidos / Analgesic applicator for newborns

Studio: Jorge reyes

Country: Mexico



The approach to pain in the newborn needs the achievement of several prerequisites: adequate management in minimizing painful stimuli by professionals, prioritization of preventive measures and integration of the family in these measures.

This device contains the 25% sterile glycoside solution, and the ideal volume of 5ml. It offers the alternative of being able to apply a non-invasive analgesic to premature babies, newborns and infants through a natural reflex of every baby, the suction.

The concept is clear, a safe device, which is as effective as anesthesia, simple, intuitive, which does not hinder medical procedures.

Link video: <https://bit.ly/35KK2lr>

Design and Sustainability

Colección Soldados de la Tierra / Soldiers of the Earth Collection

Studio: Kenichi Sato

Country: Peru



Explore sustainable fashion using zero-waste design, creative reuse and eco-friendly materials. It also points to the versatility of fabrics and various body types in many of the garments. 90% of the garments in the collection managed to be Zero Waste in addition to using recycled materials, the materials used were native organic cotton, alpaca fabric selvages and alpaca yarn.

Link information: <https://bit.ly/34AP5oX>

Design and Entrepreneurship

Puna Project (ex aequo)

Studio: Puna Estudio

Country: Peru



Puna Project develops textile design pieces. From the visual part it is dedicated to the investigation and reinterpretation of the iconography of the ancient cultures of Peru with a contemporary approach; and from the technical part, to the revaluation of the artisan techniques of dyed spinning and weaving.

The studio works in a collaborative way with master craftsmen creating a symbiosis where the final product is the result of the combination of contemporary design and handcrafted labor. In this way, employment is generated for the communities and the preservation and permanence of the diverse ancestral weaving techniques that pass from generation to generation and are their most important heritage.

Link video: <https://bit.ly/3kNWruQ>

GCare (ex aequo)

Studio: GCare

Country: Chile



GCare is a social innovation health startup that provides a health intelligence service composed of 3 autonomous products that monitor and ensure the safety of the elderly. It consists of a device for the user, an application for caregivers and a platform for institutions, generating a network of assistance.

It reduces the response windows to accidents/emergencies, detecting and notifying your care community. It gives security and autonomy to the user, reducing and preventing the economic, psychological and health impact of the accident, promoting their quality of life. The system design is user-centered, where empathy, research and usability are the key to its validation and constant improvement.

Link Information: <https://bit.ly/2J60Dlu>

Design for (by and with) Culture

Testimonigràfic d'un territori, símbol d'un poble

Studio: Daniel Nebot

Country: Spain



More than 500 million years ago the Iberian Peninsula began to emerge from the sea bed, but it was not until the Cenozoic era that the Mediterranean coast emerged from the Tethys Sea. And with it that elongated and narrow geography in which today sits the Comunitat Valenciana, enclosed between the mountains of the interior and the sea.

This exhibition aims to be a brief story through the graphic legacy of its history, a journey through the various traces of peoples, civilizations and cultures that have settled in that territory. The first vestiges of this graphic universe are the paintings and engravings from the Upper Palaeolithic, 25,000 years BC, captured in caves and in objects...

Link video: <https://bit.ly/3oJVaaS>

Design and Design Publications

Conversaciones sobre diseño y creatividad / Conversations about design and creativity

Studio: Diseño y creatividad

Country: Argentina



Multi-platform project that explores the links between creativity and design from different perspectives threaded from talks with recognized exponents of the field of design and other related (and not so related) disciplines.

The project began as a printed book and was mutated to other supports and platforms to expand its scope. Thus, some fragments of Volumes 1 and 2 were transformed into the fanzines "Notebooks on Design and Creativity". Then, in the middle of the pandemic, "Pantallazo: fragmentos de diseño y creatividad en instagram stories" was published for free as a way of bringing these conversations to new audiences.

Link information: <https://bit.ly/3oChrHi>

Research and Design

Cobre chileno en textiles antimicrobianos para el cuidado de la salud de bebés / Chilean copper in antimicrobial textiles for baby health care

Studio: Daniela Cortés

Country: Chile



BabyCu and INN BIO UdeColaborate to create a fabric with BabyCu® antimicrobial technology, which eliminates 99.90% of fungi and bacteria.

This collaborative action of R&D generates innovation by design, through the development and production of antimicrobial fabrics, which are applied to clothing for premature babies and those with skin conditions. It opens a market opportunity based on R & D, which enhances the national productive matrix and offers a new opportunity to apply the Chilean copper. Baby Cu strengthens the main raw material of Chile, integrating design as a necessary value.

Link information: <https://bit.ly/35EaLjm>

Imagen ciudad - UCCI (Ciudades Capitales Iberoamericanas)

Whose objective is to recognize those works that detect and point out, in a precise way, the best differentiating qualities and the urban and cultural values of a city, putting them visually and semantically in relief.

A day of debate and presentation of good practices will be held around this theme, as well as an exhibition of models of action in Iberoamerica.

La Paz Ciudad del Cielo -Premio ex aequo- / La Paz City of the Sky

Studio: Gobierno Autónomo Municipal de La Paz, Agencia Municipal para el Desarrollo Turístico

La Paz Maravillosa

Country: Bolivia



The La Paz Ciudad del Cielo brand was created in a participatory manner for the city of La Paz, Bolivia, for social, economic and tourism development purposes. The brand reflects the characteristics of the city, its cultural fabric and represents the iconic Illimani, the city's protective mountain and one of the central Achachilas (Andean tutelary deity) of the Aymara culture.

The isotype is made up of a network of lines that simulate the typical ascents and descents of the city, in addition to relating to the Andean fabric. It is presented in five color palettes, as use options to represent different aspects and potentialities of the city.

Link video: <https://bit.ly/3mv4UUp>

Marca ciudad Bariloche, Argentina - Premio ex aequo / City Brand Bariloche, Argentina

Studio: Menos es más

Country: Argentina



Development of Bariloche's new identity through collaborative work that brought together all sectors of the community. More than 30 face-to-face workshops and more than 50 individual interviews and open surveys were conducted on an online platform.

In all these media, different people exchanged experiences, stories, ideas and opinions about the differential values and the most important highlights of the city. An analysis of the information gathered was then carried out to shape the project's conceptual platform.

Based on these guidelines, the new visual identity system was built, reflecting the real identity of the city as told by different citizens, which was very successfully accepted and implemented.

The call specifies **Company and Design "Frank Memelsdorff"**, has been postponed, given the adverse circumstances of this year by the Covid-19.

Madrid, headquarters of the IDB, is once again positioned as a bridge city between Latin America and Europe and as the Latin American Design Capital interested in disseminating and promoting the design of these 23 countries as an engine of economic, social and cultural development

The BID20 is possible/can take place thanks to the main collaboration of [Madrid City Council](#) and the collaboration of [Cooperación Española](#) through the [AECID](#).

[DOWNLOAD THE IMAGES OF THE AWARDED WORKS](#)

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