

EDITORIAL

Dear readers and collaborators,

Welcome to the edition of volume 11 number 2, a special supplement of the 7th edition of the International Forum Design as a Process. The Projética, a Brazilian scientific magazine from the Universidade Estadual de Londrina, Brazil, will be publishing the best twelve articles presented in the 7th INTERNATIONAL FORUM OF DESIGN AS A PROCESS.

The event is a field of discussion from the Latin Network for The Development of Design Processes. This is a group of researchers, academics, students and businessmen of Latin language and culture, who study and operate in a particular field of design known as design processes. They meet in the Latin Network Forum, conceived as an international specialized conference, in order to debate and discuss their studies and experiences.

The Network has been founded in 2008, with the manifesto “Carta di Torino”. Since its very beginning, Professor Ph.D. Flaviano Celaschi has been leading a team that over the years guaranteed the cultural and scientific focus of the members of the Network, developing inter-institutional cooperation. By now, six forums have been held by the members.

The “7th INTERNATIONAL FORUM OF DESIGN AS A PROCESS” was born from the joint work of the Faculty of Engineering and Administration of the Universidad Nacional de Colombia - Sede Palmira, the Instituto Tecnológico de Monterrey in Mexico and the University of Bologna in Italy, to be carried out in Cali, Colombia, based on presentations by renowned international academics and research on territory and design presented by academics, teachers, and students from Latin universities.




However, at the end of 2019, the SARS COVID-19 virus spread rapidly from China to the rest of the world.


Efforts to control contagions made countries take different measures to lessen the impacts, however, on March 11, 2020, the World Health Organization declared this situation a pandemic. Thus, it was necessary to adapt very quickly to change, generate options and reconvert the event, that was then renamed “7th INTERNATIONAL FORUM OF DESIGN AS PROCESS, DESIGN AND TERRITORY EMERGENCIAS AND CONFLICTS, WEBINAR SPEAKERS” and was held on June 23 and 24, 2020, with the virtual presentation of the main speakers. At the same time, it was decided to publish the articles of researchers, professors and students, which had been previously evaluated in a very discerning double-blind review performed by academic peers, in prestigious academic journals, one of them the *Projética*.

The main topic proposed for this new forum is DESIGN AND TERRITORY, focusing on the appropriation made by the communities, their identity and relation with their environment. In the territory, the local, the regional and the global are overlapping, resulting in different forms of perception and assessment that can be metamorphic and conflicted. The conflict is part of nature and life, it is the result of the relationship between single persons and the community; it is not a negative fact in itself that must be eliminated, but it is a different view which requires to be studied and analyzed. It is also a potential catalyst that boosts transformations that otherwise would take long time.

Thinking about the interrelation between the multiple dimensions of conflict and design, it also addresses the great challenges existing in the diverse territories: from social and economic inequality, the dramatic environmental changes, the processes of identities and its populist ravings, the migrations (cross-national, rural to urban sectors, intercity, etc.), from the aging of the population and the cultural transformations to the equity and gender identity, among many others.



The emerging scenarios in design, which address conflicts in territories, are the main matter in this scientific conference, and the invitation on this forum is to participate through the exchange, debate, discussion of studies, findings and experiences, focused on these matters.




In the sequence, it will be presented the articles evaluated by the event as the most representative of the themes discussed in this edition. Readers and collaborators will have the opportunity to know various surveys and studies with unpublished and relevant content.

The first article, presented by Iris Reyes and Daniela Cifuentes, provides the results of the final project developed to obtain the bachelor's degree in Industrial Designer from the National University of Colombia, in Bogota. As designers, we have found an opportunity to solve Service Design issues related to food waste while working hand in hand with the Archdiocesan Food Bank of Bogotá, which was founded eighteen years ago with the aim to join the academy, the private and public sectors, with non-profit organizations that serve to vulnerable populations by collecting, selecting and distributing food, goods and services, donated or purchased. The authors, in the article named "Designing at the service of rural territory", believe that organizations like these have a huge potential to guarantee food security for the Colombian population by reducing waste and reaching quality food to those in need. That's why as a result for this project they have developed ideas of improvement to be implemented on the actual service of PREA ("Programa de Recolección de Excedentes Agrícolas", Collection of Agricultural Surpluses Program), one of the many programs that belong to the Food Bank previously mentioned. During the whole process, they have realized that through design there are many possibilities to make these services and programs more "usable", simple and replicable. The full implementation of this project could create new bridges between stakeholders of the food industry and food banks, so they would all be involved on a circular and sustainable economy. The design process includes research, co-creation with the food bank team, use of

creative tools and many field workdays. This project not only consists of a diagnosis of the major areas of weakness of the service, but also provides a guide portrayed in a blueprint, to improve specific areas of the service and highlight the phases that require more attention from the bank directors.

The following article, named "Systemic models as optimization tool for territory design. Case study" has as objective to present the optimized design of the territory with respect to the sustainability of systems belonging to the "new rurality", based on action research, through the use of systemic models, which intend to carry out a design of the territory, according to the use of the new technologies and with the consideration of the socioeconomic and technical aspects of local development. For this, the authors, Bernabé Hernandis, Iñaki Esnal, Miguel Angel Agustín, Angelly Joana Arzuza and Diana Arévalo present two cases belonging to the Colombian territory, that have been studied in matters and related to emerging systems of the territory. The use of systemic models has enabled the approach and simulation of the models, which represent the territory and, therefore, the decision-making, which allow the optimization of available resources in units considered as sustainability modules. The initial results suggest that the extraction of knowledge is necessary for systemic implementation. The results obtained allow the achievement of objectives and their final representation.

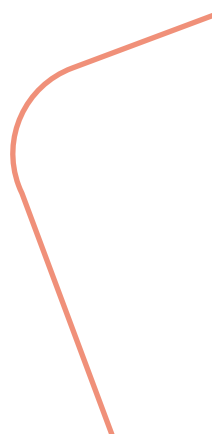
The third article, by Ruby Acuña Ariza, has as purpose to establish a strategy oriented towards economic and social growth in two indigenous communities, comprised by (12) twelve women belonging to Tukano Oriental and Nukak Makú ethnic groups resettled in San José del Guaviare. This will generate a strengthening for local development of the region, focused on the sustainable use of Chambira palms located in the administrative department of Guaviare - Colombia, through study applications and managing dynamics for the vegetal species used. It applied an experimental design approach supported by a mixed methodology, distributed in four phases: diagnosis, strategic formulation, implementation and evaluation. It



was possible to evidence a clear absence of concertation mechanisms or productive alternatives agreed between the communities and the State, that give solution to the different problems present in the territory; likewise, an unnecessarily destructive use was identified in the harvest of the palm as a daily practice of the Nukak people in comparison with the process of non-destructive use adopted by the Tukano community. The article, named as “Socioeconomic and cultural strategy focused on a sustainable use of las palmas de chambira (CUMARE) with indigenous communities in Guaviare – Colombia”, concludes by proposing the implementation of sustainable practices for adequate utilization, managing and transformation of vegetal fiber from native communities supported in an associativity strategy between base organizations and women from the involved ethnicities, generating exchange networks.

The next article, named “The Designer as Mediator”, by Gilberto Mendes C. Junior, Luiz Braga and Rita Maria De Souza Couto, demonstrated the use of CANVAS by professionals in the area of Service Design. It is considered one of the current challenges that designers face when exposed with the responsibility of working with multidisciplinary groups with CANVAS as a central and support tool for the integration of knowledge. The designer’s ability to mediate, above that of facilitating, the interactions and conflicts is inherent in the search for socially relevant results, since the working groups have a high level of instruction and come from different areas of knowledge.

The article by the researchers Jairo Ernesto Luna-Garcia, Maria Alejandra Alarcón Bolívar, Emilio Alejandro Almeciga Mora, Manuel Francisco Berdugo Sanchez, Laura Natalia Carrero Angel, Diego Alexander Carreño Rodriguez, Diana Cristina Caviativa Pinzon, Angelica Maria Chaves Hernandez, Juan Jose Clavijo Castiblanco, Felipe Franco González, Maria Camila Galeano Melo, Fausto Andrés García Urueña, Andrea Hernández Galvis, Yenny Alejandra Jimenez Mariño, Andres Javier Jimenez Martinez, Paulo Roberto Pachón Serna, Angie Stefanny Patiño Gutiérrez, Paula Daniela Peña Rivera, Cristian Fernando Porte Ocampo, Jorge Hernando Preciado Garcia,

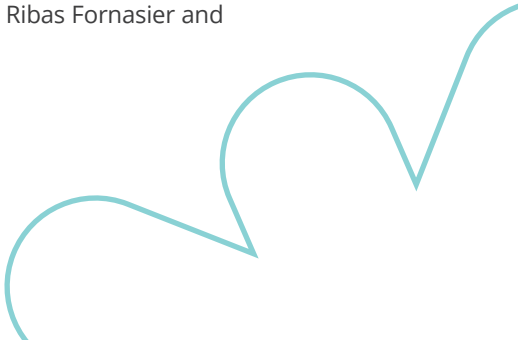
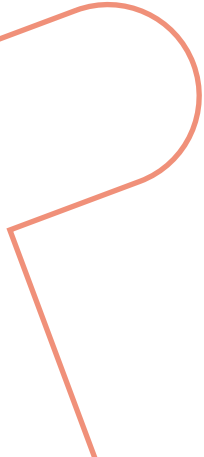






Daniela Sánchez Buitrago, Laura Catalina Torres Avendaño, Duban Ricardo Vargas Jaimes, Clara Fernández and José Vega, named “Design, Social Innovation and Peace: Experiences from the Amazon-Orinoquía border in Colombia (2018-2019)”, presents a contribution to the implementation of the Peace Agreements in Colombia, an accompaniment initiative has been developed from the discipline of industrial design for the promotion of productive and social projects, aimed at supporting the process of reinstatement of former combatants of the FARC EP guerrilla in the department of Guaviare. It has as objective to support the construction of Peace from the design activity as a strategic element in social development through innovation dynamics and strengthening productive processes of grassroots economy, articulating the dynamics and interests of communities and government institutions in the local development. It was used as methodology the Co-design process among teams of students, FARC EP ex-combatants and community members in order to formulate and develop productive projects and social development linked to the Territorial Training and Reincorporation Space Jaime Pardo Leal (“Espacio Territorial de Capacitación y Reincorporación Jaime Pardo Leal” in Spanish), in the village of Colinas, municipality of San José del Guaviare - Colombia.

The next article, by Karla Paniagua and Paulina Cornejo, presents the first results of two years of work of Tenkuä, a future and social impact workshop created by CENTRO, a Mexican higher education institution specialized in creativity. The article, that goes by the title “Tenkuä. Futures Literacy for Social Innovation: Designing Alternative Visions for Broken Cities”, made reference to the game that was created to facilitate the teaching of the workshop. Likewise, the authors reflect on the scope of the nine iterations that have been carried out to date, as well as the pending subjects of the project.

The seventh article, named “Coding’s process of a microcosmos of the historical museum of Londrina by means of design thinking and design of exhibitions”, by the authors Ana Paula Perfetto Demarchi, Cleuza Bittencourt Ribas Fornasier and






Junior Yuki Morimoto, presents the development of an innovative solution through the coding process of communication by visuality using the exhibition design to share/clarify knowledge, avoiding and eliminating differences in the acquisition of knowledge. The design thinking approach used raised knowledge about a microcosm of the permanent room in the Historical Museum of Londrina, through the analysis of the scenario and its artifacts, so that history is learned, told and humanized, seeking the innovation in the representation of knowledge in order to verify the knowledge acquired by visitors. The research is qualitative and of exploratory nature, based in visitor's interviews and observations from groups of students visiting the museum. This article has the objective to understand whether they acquired the desired knowledge, then propose collaborative solutions by the use of the DTKBoard system, based on design thinking and by the introduction of the precepts of the exhibitions design in order to improve the communication of culture and knowledge of the period related to the chosen microcosm. During the project, it was identified the needs of change in the representations of knowledge and the insertion of humanization to create empathy with the visitor. The research is in the validation phase of the prototypes developed with the insertion of the exhibition design and the humanization, generating changes in the microcosm for the participation and validation of the target audience, for later implementation.

The next article, written by Carolina Magaña Fajardo, discusses how Contemporary Mexican artists and designers have managed to communicate the reality of migrants from 1930 to date and have encouraged society to reflect on this issue through activism. The article named "Mexican art and design as reflection and social denunciation of migration. Interview with Betsabeé Romero, 2019" sets an example. The work of the visual artist Betsabeé Romero explains us how she represents her social complaint through her art, with the theme of migration.


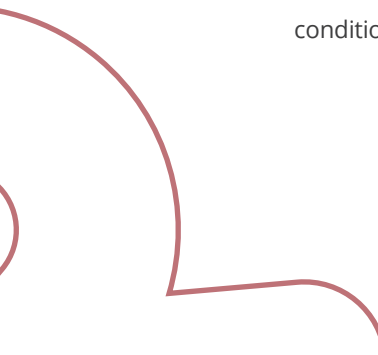
Daniela Garzón Osorio, in her article "Traditional Colombian cuisines. Objects and ritual", has as main purpose to characterize and analyze attributes of preparation




and consumption rituals in some Colombian traditional dishes, specifically plates for the region of Valle del Cauca, as a matter of an exploratory work, in order to approach a model based on the ritual analysis that allows to create a dish “taxonomy” for the future work in different fields of knowledge including design, mainly because it is part of a future undergraduate thesis. For the field work, ethnographic techniques as participant observation and semi structured interviews were used. The obtained information was organized in consumption ritual categories of an own diagram model created from several authors perspectives, however, to fulfil it in a more complete way, techniques that dig further in the symbolic aspects are necessary. It considers the traditional Colombian cuisines as an intangible heritage of the country and, even when globally, they still have a way to go to reach high recognition, they have great potential, and along the last years an important work of rescue and highlight of them has been taking place. They have been also a focus of interest of academic work from different knowledge areas, however designers are barely involved. Many aspects of Colombian culinary dimension need to be analyzed yet, and in that way strength the highlighting work.

The article titled “Design and Neoliberalism in Colombia - Approaches from Furniture to Everyday Life (1980-2000)” shows Colombia as a particular territory struggling with the imposed ‘globalization’ principles. Colombia seems exhausted, running an endless chase as a consequence of rushed and radical decisions, taken during the late 80’s and early 90’s by the Colombian State. Being part of an open economy model wasn’t planned, the proposal of stages that could meet in a transitional way with the global political obligations, were missing. The globalization process proposes steadiness and uniformity, resulting in a transcultural phenomenon that affects social structures, where the disciplines of design and its artifacts had a homogeneous outcome, deteriorating the particular cultural diversity of each place.


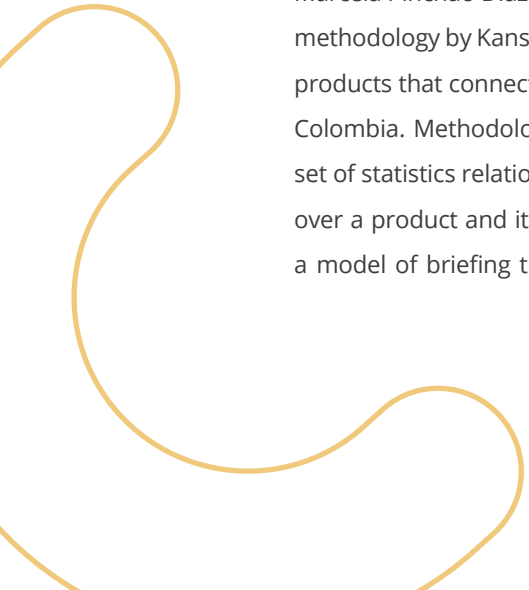
The article presented up next, named “Design activism and the favorable conditions for craft engagement - Bière de la Rade case study”, by the author Susana






Paixão-Barradas, presents the requirements surrounding activism and focuses the activist stance of the designer and the brewers. These requirements, based on sustainable development, manufacturing and local consumption, highlights a variety of tensions and ambiguities, including technical feasibility and economic viability that companies affront. Far from suggesting that they could or should be removed, these questions are valued in this paper, as they illuminate the meanings of engagement reproduced through co-design practices. The argument is illustrate through a case-study of a craft beer company – Bière de la Rade - that led a local mobilization with some local initiatives in the sense to promote Zero Waste production. The study establishes an original theoretical framework, illustrated with the analysis of six specific codesign projects developed by the company with design students. The main results show how companies can reduce their impact and wastage at the end of the manufacturing process: especially on packaging and transport. By analyzing these solutions, we can say that design activism is motivated by the craft engagement, that makes it possible because there are values, methodologies and common practices.

The last article presented in this edition, but not the least, distinguishes the cluster of coffee in Colombia by two sub-nucleus that constitutes character of consolidated product in two ways: those coffee nucleuses which line reaches the marketable product with accepted national reference level identity and ruled by “coffee culture”, and those producers who are primarily suppliers of the previous ones since its strength is not in intervention strategies development from design. The authors Johans Sánchez Murillas, Joan Sebastián Martínez Barco and Lina Marcela Pinchao Díaz present an investigation that exposes the application of design methodology by Kansei Engineering (KE) focused on aesthetic-formal development of products that connect emotionally with consumers inside the coffee cluster of Huila, Colombia. Methodology follows the Design for Aesthetics technique, the result is a set of statistics relations between emotional impressions of the potential consumers over a product and its aesthetic-formal properties. This methodology looks to build a model of briefing that allows develop products that connect with the user in an





aesthetic-emotional way, by intending to obtain requirements and design parameters identification and definition, and to build a more accurate relation between products and consumers as well. The article “Emotional design model as alternative for access of products from Huila to Colombian coffee market Versión 2” reinforces that the methodology indicated is specifically applied to a coffee packaging design, developed for a new indigenous coffee brand, with the propose to create a high competitive product, with the advantage that is based on emotional linkage with potential customers.

In this way, I finish this editorial, reinforcing that in a scientific community, the network communication structure mediated by the Internet acquires undeniable value with regard to meeting the information needs of social subjects.

We hope that the Design community will increasingly value the communication space offered by the journal Projética and events supported by it, as a channel of circulation of knowledge open to researchers and professionals in the area, expanding the opportunities for exchange of ideas and sharing of the knowledge built.

University greetings and good reading!

Ana Paula Perfetto Demarchi
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Coordinator of the “Design & Territory”