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INDUSTRIAL DESIGN  
IN  
MEXICO, COLOMBIA, BRAZIL AND ARGENTINA\*

by

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Report of a Pilot Survey under Memorandum of Understanding between  
UNIDO (United Nations Industrial Development Organization),  
and ICSID (International Council of Societies of  
Industrial Design) carried out during  
February and March 1978

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**PART 2**

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1 TERMS OF REFERENCE

1.1 The Mission was a pilot one under the terms of the MEMORANDUM OF UNDERSTANDING concerning Cooperation Between the International Council of Societies of Industrial Design and the United Nations Industrial Development Organization.

1.2 The terms of the mission were:

"To travel to Mexico, Colombia, Brazil (Sao Paulo and Rio de Janeiro) and Argentina. In close cooperation with SIDFA's, governmental organizations, NGO's, industrial design societies, if any, the consultant will examine the level of industrial design activities in these countries, attend and address a one-day national meeting on industrial design explaining UNIDO/ICSID efforts on this subject, try to identify their needs in industrial design and recommend ways and means of satisfying these needs through an UNIDO/ICSID cooperation scheme, and encourage designers in these countries to participate in design competitions and awards initiated by ICSID and other institutions."

1.3 The mission took place in February and March of 1978.

1.4 The report is submitted to the United Nations Industrial Development Organization - UNIDO - and it is hoped that it will contribute to their programme of assistance and cooperation with developing countries. It is further hoped that the experience of the countries detailed in the report will be of mutual interest and benefit and will stimulate regional communication.

2 PROCEDURE AND ACKNOWLEDGEMENTS

- 2.1 I was appointed to undertake the survey in January of 1978. The mission itself took place between February 5 and March 7 and the report is based on the facts and figures collected and the impressions gained during the short stay in each country. More importantly, it contains the specific comments and some statements by those designers, administrators and educators who have been connected with industrial design and who are best qualified to summarise the situation in their countries. It is a matter of regret that some persons whose opinions would have been welcomed were not available during the mission and equally that some promised statements were not made in time for inclusion in the report.
- 2.2 It should also be stated that the time allowed to prepare the mission (less than 2 weeks before arrival in the first country) and the length of stay (under a full week in each country) plus the time of the year chosen (when many schools, offices and individuals are on holidays) did not facilitate the effectiveness of effort.
- 2.3 Time did not permit the cross-checking of references or allow the opportunity to refer back to sources, so if errors of omission or fact occur I apologise to those concerned. It is hoped that this survey will lead to more complete studies and the information contained in this report be used as a lead or guide to sources of information.
- 2.4 Care was also taken that this report should not conflict with any previous studies but should break new ground. Emphasis was placed on the opportunities created by this new agreement between ICSID and UNIDO and the development of schemes which heretofore would not have been possible.
- 2.5 It is not possible to list or include all detailed reference material supplied but most is referred to in the report and copies can be made available for those interested.
- 2.6 Likewise it is not possible to list all those who gave

of their time and energy in assisting the compilation of the report and who took time and trouble to arrange meetings, attend interviews and generally help the writer. But to each one of them sincere thanks is due. Their courtesy, efficiency and dedication to their work augers well for the future of the design profession and the development of understanding and cooperation within their own countries and on a much wider basis.

2.7 The report has two parts:

Part 1 deals with each country and is sub-divided into -

- a) Report on the level of industrial design
- b) National Seminar
- c) Recommendations for practical projects
- d) Appendices - Meetings - Bibliography.

Part 2 discusses problems which are common to all countries and makes recommendations which could have common application.

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April 1978

3 MEXICO

3.1 PROCEDURE

UNIDO Vienna had made contact with the local UNDP office and the SIDFA and the writer had contacted the ICSID member societies and other designers in Mexico City prior to arrival. It was, therefore, a matter of some regret that Mr. T. de Andrea, SIDFA, was out of the country for the week I was there and that his assistant Mr. Le Febvre was also out of the city when I arrived. The two ICSID member societies - the Instituto Technico Politico Nacional Diseñadores Industriales and the Colegio de Diseñadores Industriales y Graficos de Mexico A.C. had both arranged initial meetings.

3.2 INTRODUCTION

Organizationally, industrial design in Mexico has undergone vast changes in the last twelve months. This is primarily due to the closure, by the new Government, of the Design Section of IMCE (The Government Export Promotion Board) which had been the ICSID Member Society and which had made an invaluable contribution to the promotion of industrial design. It must be regretted too that the research and archival material which IMCE had collected does not seem to be available and inevitably many paths will have to be retraced to arrive at the point that design promotion stood in 1977.

3.3 There is, however, a tremendous interest and activity in industrial design and related activities in Mexico and two major events are scheduled:

- a) The XI Congress and General Assembly of the International Council of Societies of Industrial Design will take place in Mexico in October 1979
- b) The Interdesign '78 - Industrial Design and Alternative Energy Sources - will take place in November 1978.

These events will focus the attention of, not only the government, industrialists, educationalists, the media and the profession on industrial design, but also the attention of designers around the world on Mexico and the state of design in that country. It is also the

first ICSID Congress and Assembly to be held in Latin America and is of great significance to the whole region.

- 3.3.1 It would seem counterproductive to divide or detract attention from these events and the recommendation must be to support plans and to concentrate on programmes which will be complimentary to them.
- 3.4 UNIDO/ICSID should therefore use the unique opportunity and platform provided by the Congress and Assembly to promote their joint programme and to capitalize on the favourable climate it will create. The theme of the Congress and the subjects chosen for discussion should, in fact, guide the persons responsible for the preparation and implementation of the UNIDO/ICSID projects, not only in Mexico but throughout Latin America. The Congress organizers should be requested to allocate special planning sessions devoted to deciding the best paths for cooperation between both organizations at country level. It is strongly recommended that SIDFA's particularly, keep in contact with the organizers of the Congress as themes and speakers attending will refer to many projects they are or may be involved with.
- 3.5 Congress: In Part 11 of this report recommendation is made for regional support of the Congress and of the possible involvement of UNIDO.
- Interdesign: This has formed the subject of a separate report made to ICSID and UNIDO. On the basis of this report approval was given for the change of subject, a new time schedule and the possible participation of additional designers from developing countries outside Latin America.



REPORT ON THE STATE OF INDUSTRIAL DESIGN

3.6 FEDERAL GOVERNMENT INVOLVEMENT IN INDUSTRIAL DESIGN

Direct Government involvement in industrial design does not exist. As far as I was able to establish there is no single ministry or department with the responsibility for the development of design programmes at a federal level. Various ministries and agencies have had some involvement with industrial design but there seems to be no legislative requirement to do so.

3.7 STATE GOVERNMENT INVOLVEMENT IN INDUSTRIAL DESIGN

Time did not permit the investigation of the state programmes nor of their legislative requirements. This might usefully form the subject of a separate report which could be compiled by UNIDO with the cooperation of the local design societies. Certain states have highly developed programmes to assist the development of artisan production and in some cases employ industrial designers to assist in these programmes.

3.8 INDUSTRIAL DESIGN EDUCATION

The Asociacion Nacional de Instituciones de Ensenanza de Diseno Industrial (ANIEDI) is the organization representing some 13 colleges and universities offering design\* courses in Mexico. The President of the Organization is Dr. Jaime Perez Najera. The following is a list of these Colleges with some indication of when they were established, current enrolment and predicted graduates per annum. It is a quantitative rather than qualitative statement:

(\*design - not necessarily industrial design and includes graphics, textiles, etc.)

<u>College</u>	<u>Established</u>	<u>No. of students enrolled</u>	<u>Graduates per annum</u>
Escuela de Diseno y Artenanias	1952	100	25
Universidad Nacional Autonoma de Mexico	1965	100	30
Universidad Nacional Autonoma de Mexico Acatlan		Course Planned	

College	Established	No. of students enrolled	Graduates per annum
Universidad Nacional Autonoma de Mexico Aragon	1976	30	30
Universidad Iberoamericana	1958	300	60/70 (Ind. des.)
Universidad Autonoma Metropolitana Azcapotzalco	1974	(first graduates Nov. '78)	15
Universidad Autonoma Metropolitana Xochimilco	1975	"	15
Universidad Anahuac	1976		10
Universidad Autonoma de Puebla		Course Planned	
Universidad de Monterrey	1977		10
Universidad Autonoma de Nuevo Leon	1977		20
Universidad de Guadalajara	1977		20
Universidad Autonoma de Guadalajara	1976		15

From the above it will be seen that by 1980 Mexico will be producing something like 250/300 graduates with qualifications in some field of design. Yet it is acknowledged that it is difficult even today for graduating designers to find employment. The trend is to return to teaching creating a vicious circle. Few industries employ designers directly. Most young designers try to set up their own practices or join private offices as well as teach part time. The establishment ANIEDI is to be welcomed as it should assist the coordination of design education and establish contacts with industry which, at the moment, would seem to be very tenuous.

3.9 TECHNICAL TRAINING

Time did not permit meeting with those in charge of technical education. At present there would seem to be no formal tie-up with the colleges listed (section 3.8) and this sector.

3.10 AGENCIES - Assisting Industry and are/or may be involved in Industrial Design Development

3.10.1 IMCE: Centro de Diseno - Instituto Mexicano de Comercio Exterior

Up to December, 1976 this was the most important industrial design promotion agency. In 1977, the new Government closed the Design Department and IMCE no longer takes part in industrial design activities.

3.10.2 IMAI: Instituto Mexicano de Asistencia a la Industria  
Dr. Juan Antonio Careaga, Director General,  
Homero 1425 - 6<sup>o</sup> Piso, Mexico D.F.

This institute is a department within the Department of Industry. It was set up in 1972 under a joint UNDP programme as a Packaging Institute. Due to Government changes it had limited activities in 1977, but is now planning consolidation and growth. Currently in rented office space, it expects to receive the go-ahead shortly on a building programme (the site has been cleared and the money has been allocated). It has a staff of approximately 70 persons including 4 graphic designers and provides a full design service to industry in packaging. It offers a testing service and additionally runs educational courses for operatives within the packaging industry. It now wishes to extend these services to cover industrial design on a similar scale and to do this by bringing in overseas 'experts' with UNDP assistance to work for short periods of time. An elaborate 4 year plan for the development of this programme had been drawn up incorporating UNDP assistance. It was prepared without knowledge of the joint UNIDO/ICSID agreement. In the light of this, and following meetings and discussions, it was agreed to re-draft the submission. More specific proposals will now be made which will concentrate on industrial design in the sectors where there exists technical expertise, testing and laboratory facilities (initially in paper, plastics, wood and related materials). Other sectors will be developed from this base. The new proposal was due to be submitted to UNDP before the end of March 1978. It was recommended that consideration be given to discussing it, before final drafting, with representatives of the professional design groups and those who had been involved with previous promotional activities, as it is envisaged that IMAI will take over part of the role previously played by IMCE.

3.10.3 Conacyt: The National Council for Science & Technology

This is a national body responsible for the promotion of science and technology. From proposals made by this agency in cooperation with UNDP a new Mexican institute - INFOTEC - was established. It provides scientific and technical information services to industry, government and commercial organization in the D.F. area of Mexico. There is at present a further proposal seeking funding for a national programme - CRIAT - Creation of an Industrial Information System. The author of this proposal is Mr. Edward Martindale who has been a Project Manager appointed by UNDP. In discussions with him he advised that industrial design, as such, had not been considered as an element in the overall programme. It would seem a serious omission especially when the CRIAT proposal calls for the establishment of regional laboratories assisting industry with scientific and technical services. These regional laboratories will be monitored by local management committees representing local government and industry.

It is recommended:

As an initial step, that these local committees (as well as the central committee) should include representatives of industrial design organizations and that the information services should be programmed to include information on industrial design.

There is obviously a need here for a further study on additional areas of cooperation and perhaps this could be carried out by UNDP office with the local ICSID member societies and included in the proposal.

3.10.4 Fonart: The National Fund for the Promotion of Handcrafts

A Federal Government Institution created to attend to the technical and economic aspects of popular art - "artifacts which are created by the people as a result of their necessities in the home, in festivities or in the world which surrounds them". In meetings with Mr. Diaz de Cosio and Ms. Lucy Cervantes they made it very clear that they would be anxious to participate in any schemes which would lead to small industry development and particularly those in which the vast number of non-creative

but very skilled repetitive workers could be used to develop new products based on indigenous crafts and skills but using design and technology to create products acceptable in international markets.

It is a personal opinion that there is too much attention paid to the boundaries and divisions between handicrafts, craft based products, small industries and industrial development and the separation of the roles of UNIDO, UNESCO, ICSID and WCC (World Crafts Council) and other agencies. In many developing countries and particularly so in Mexico the vast resources in skills, techniques and designs must surely be, not only the inspiration, but source and labour force for many new industries. At the extreme end of the scale - from hand coiled pots drying in the sun to the manufacture of space components - there is a world of difference but there is a large area in the middle where traditional skill married to new technology - particularly in the field of consumer products - could lead to new industrial development. This type of industrial development should help in some small way to stem the flow from the rural areas to the overcrowded, polluted and congested cities. Of course some work had been done in this area but to the best of my knowledge the above agencies with their local member associations have never fielded a joint programme. It would seem time to do so and I am convinced that not only would duplication be avoided but that programmes now promoted separately by these agencies would be more effective through the dovetailing of effort and the combined use of resources available to each agency.

3.10.5 Department for Promocion Industrial Commercial y Artesanal for the State of Mexico

Palacio de Gobierno, Toluca, Mexico.

Lic. Jose Ramon Albarran M, Director, of the above programme was most interested in the UNIDO/ICSID programme and is anxious and willing to cooperate in whatever way might be appropriate. Had time permitted he would have organized a seminar with industrialists and state agencies and others from the State of Mexico involved in industrial development.

This offer should not go unaccepted because there was not time during this particular mission

to make arrangements. Contact should be maintained with Dr. Jose Ramon Albarran M and because his Department has responsibility for commercial, industrial and handcraft development it might be encouraged to operate a pilot project with the agencies listed under section 3.10.4 and in the spirit of remarks in that section.

3.11 PROFESSIONAL DESIGN ASSOCIATIONS

There are two professional design societies in Mexico City. There is, I believe, another professional group in Guadalajara but time did not permit a visit there. The groups in Mexico City are:-

Instituto Technico Politico Nacional Diseñadores Industriales A.G.,  
Av. Sonora No. 80  
Mexico 7, D.F.

President: D.I. Carlos Ojeda D.

and

Colegio de Diseñadores Industriales y Graficos de Mexico AC,  
Insurgentes Sur 686 701,  
Mexico 12, D.F.

President: D.I. Manuel Lugo G.

Both are members of ICSID.

These organizations will jointly host the XI Congress and General Assembly of ICSID in October 1979. However, the Colegio will have the sole ICSID responsibility for the organization and running the the Interdesign.

Both groups requested time to submit an updated written description of their societies for inclusion in the report. At the time of writing neither has arrived.

3.12 CONSUMER ASSOCIATIONS

As far as I could ascertain there is no consumer protection association. This type of organization is, of course, one where the merits of good design can be promulgated and one with which the design promotion groups could work.

3.13 PROMOTIONAL

There is no overall agency now responsible for the

promotion of design. As mentioned under section 3.10.2 IMAI may take over some of the work previously done by IMCE, but it would seem that this will take some time.

3.14 MEDIA

As far as I was able to ascertain there are no regular commentators on design matters in the press, radio or television. Specialist magazines which would now and again deal with industrial design are available but there is no way in which the general reader, viewer or listener is exposed to information on industrial design.

3.15 COMPETITIONS

Time did not permit a full survey of competitions which would encourage designers to create products suitable for production in Mexico. Two are mentioned:-

3.15.1 a) Primer Concurso Nacional De Diseno y Fabricacion de Mobiliario de Interes Social

This was held in February 1978. Its' objective was to show how good design can create products which are inexpensive and meet an urgent social requirement, while still allowing the manufacturer to operate effectively and the consumer/user to have a suitable product. The results should be studied by SIDFA's and recommendations made on the opportunities which may have been suggested, for industrial development.

b) Banamex Annual Prizes

Summary contained in Appendix

This is a respected and established competition. There is an obvious relation between the aims of the competition and the promotion of industrial development and industrial design. It deserves closer attention from UNIDO and ICSID member societies.

3.16 NATIONAL SEMINAR

Because of the short lead in time it was not possible to arrange for a national seminar as such. The difficulty in contacting and listing all the agencies who might be interested in or could contribute to the UNIDO/ICSID programme should not be underestimated. There does not exist, either in the UNDP office or in the Ministry (contacted by UNDP at my request) a complete listing of all the agencies and organizations which have some involvement with industry. (See recommendations)

The preparatory organizational work for the ICSID XI Congress and General Assembly calls for cooperation with such organizations. It has been stated (3.3.1) that UNIDO/ICSID efforts should be supportive of these efforts. On the advice of the organizers of these events and because of the short time available it was considered counter-productive, at that particular time, to call for a national meeting.

The recommendation contained in 3.10.5 would seem the way to progress and it is hoped that this seminar could be arranged soon, or at latest, on the occasion of the first follow-up mission to this one being reported.



3.17 RECOMMENDATIONS FOR PROJECTS

3.17.1 Directory

The compilation of a list or short directory naming all the agencies which have an involvement with industry. It should include international organizations operating within the country, national or Federal agencies and indicate where there is a comparable agency at State level. It should also include organizations which provide, financial, technical, marketing, scientific, packaging, promotional, exporting and educational services to industry. The list should be kept as simple as possible but listing the full title and address of the agency, the abbreviation, telephone number and major services provided. It could perhaps take the form of a wall chart. It is difficult to understand how visiting experts and consultants have operated without such an aid. It could be compiled by SIDFA's, in cooperation with local agencies, and the printing and distribution costs would be minimal.

3.17.2 Information on Industrial Design for Persons Concerned With Other Elements of Industrial Development

There is, in general, a lack of understanding of the role of the industrial designer and the contribution good design can make to all sectors of manufacturing industry.

To overcome this, a short, highly informative course, should be held, specially constructed to suit the officers of the agencies outlined in 3.17.1. These are the persons in daily contact with the different elements within any one industry; their collective emphasis and understanding of industrial design could not but be effective. Such a course would also assist the pollination of ideas and inform those concerned with industrial development of the resources within their own country and lead to more realistic requests for international aid in the form of jointly supported projects.

The course could be conducted on the occasion of the follow-up mission to this pilot study. It could have input from UNIDO and ICSID personnel with support from SIDFA's and local ICSID member societies. The cost would be low and the project could be operational within a couple of months. The formula devised for such a course could be repeated in several countries on any one mission and could serve as a guidance for other missions.

A similar type of course could be held for those in Government at Federal, State and Local Authority level responsible for purchasing. The orders placed by such

people are enormous and highly sought after by industrialists. Government can, therefore, have a very powerful voice in influencing the type of product delivered. Once aware of the economies which can be effected (in terms of production costs, suitability and durability) by good design, they could be its greatest advocates.

3.17.3 Industrial Design Exhibition

To coincide with the XI ICSID Congress and General Assembly the organizers plan to hold an international industrial design exhibition featuring Mexican products. UNIDO/ICSID cooperation in this project would be welcomed. Details could be worked out, in the first instance, with the SIDFA in the person of Mr Tulio de Andrea and Mr Alejandro Lazo Margain, President of the Organizing Committee of XI ICSID Congress and General Assembly.

3.17.4 Interdesign Mexico '78 and Follow Up

The cooperation of UNIDO/ICSID in this project has been detailed. It is recommended that consideration be given to the establishment of a research and development centre to continue the work which will commence at the Interdesign. This has been discussed with the organizers and it is further recommended that Mr T. de Andrea, SIDFA, be asked to continue these discussions and make recommendations which might be incorporated in the overall planning of the event. Such a centre would be a manifestation of the continuing cooperation of both international organizations.

3.17.5 Banamex Award Scheme

It is recommended that both UNIDO/ICSID make contact, in the first place, through their representatives in Mexico, with Mr Alfonso Escalante Cortina, Secretario de los Premios Banamex, Fomento Cultural Banamex, A.C. Madero No. 17, Mexico 1. D.F. to discuss the scheme and to act on Mr Alfonso Escalante Cortina's kind offer of cooperation.

3.17.6 Designer Placement Scheme

Participation in this scheme

As a result of this mission a proposal has been made that ICSID develop a programme whereby designers from developing countries can receive specialised training experience overseas. It is hoped that approval will be forthcoming and that the scheme can be implemented without delay.

3.17.7 XI ICSID Congress and General Assembly - Mexico '79

A proposal for UNIDO/ICSID support and participation in this event is made on a regional rather than a national basis. (See 7.3.7)

3.17.8 Design Education

It is recommended that under UNIDO/ICSID sponsorship a joint programme of coordinated lectures be presented to graduate design students. The programme would focus on industrial development and industrial design and the role of the international agencies. It would also deal with the expected contribution of the industrial designer.

The first step should be a meeting with the Director of Post Graduate Studies at UNAM - D.I. Arq Ernesto Velasco Leon, University Nacional Autonoma de Mexico and the SIDFA. The lectures might be presented as a block within the graduate programme or could be spread over the term. A workshop session could be held to coincide with any further UNIDO/ICSID missions.

Contact has already been established between the representative of UNAM and the SIDFA in the organizing of Interdesign '78.

3.17.9 Pilot Project - Department for Promocion Industrial  
Commercial y Arsenal

The recommendation for the establishment of a pilot project is outlined in section 3.10.5. There should be immediate contact made with Lic. Jose Ramon Albarran M and a seminar could be held on the occasion of a UNIDO/ICSID follow-up mission.

APPENDIX 1

THE STATE OF INDUSTRIAL DESIGN IN MEXICO

(Comment by Douglas Scott, Consultant and teacher at  
Universidad Nacional Autonoma de Mexico)

Industrial Design is the fashionable subject to study in Mexico today. Until 1975 it was architecture. Any child observed by its parents to hold a pencil for ten consecutive seconds used to be booked for an architectural education. Now, it is industrial design. The questions of aptitude, whether there is a career or even what is industrial design are irrelevant.

The result is that all state and private universities and many phoney educational establishments offer industrial design courses, training hundreds of students for non-existent careers who will never make a living from design practice, except to teach it - thus compounding the situation.

All the people who devise and are in charge of courses are architects as are most of the teachers.

They are full of high flying intellectual theories which have nothing to do with designing for industry. They are completely ignorant of markets and are horror struck at the thought of designing for sales.

This is against the background of a distinctly uneven economic course geared to a presidential change every six years which inhibits any contemplation of long-term economic development. Raw materials such as steel are controlled by small groups who fix their own prices and sell or withhold as suits their pockets.

The consequence is an industrial frame of mind in which the only decisions taken are those which are going to show the quickest profit in the middle four years of a Presidential term. Industry then holds its breath until it is clear whether it is possible to continue, better to shut down, wait a bit or start something else. Goods are pushed on to the market as quickly as possible. What is quicker than buying something selling well in the U.S. or Europe, copying it, cutting corners for more profit without any understanding of the manufacturing process. This produces short lived rubbish which has a superficial resemblance to well known international products. This is the standard pattern for product innovation.

So far, manufacturers who do have an interest in making products, as well as money and who have tried to use Mexican industrial designers have been bitterly disappointed with the results: impractical time wasting, with personal private aesthetic useless for the market and with architect-tutor bred arrogance and contempt for market needs. What else can be expected from their training?

Yet Mexico needs industrial design.

This whole thing is a great avoidable tragedy. There is one good down-to-earth course at the National University (UNAM) which started in 1964. Some good work has been done by the students.

There is a much older course at Iberoamericana, a private university but it is not product oriented and most of its students go into graphics. One must acknowledge that Iberoamericana has produced the only group of Mexican designers who have done work of commercial significance. They call themselves 'Design Centre' and have produced very creditable bus and coach designs used in most towns in Mexico. They also have a furniture, lighting and interior decoration accessories design business for the smart end of the market. It is even more successful than their industrial design practice.

Mexicans are creative, skilful, hardworking people and when used properly they are equal and often superior to designers in other parts of the world but they are up against immense difficulties. Once a break-through on a big enough scale can be made to create confidence in them, Mexico could be the source of inspiration to designers as Scandinavia has been and Italy is now.

For this to happen the whole system has to change. A chicken and egg situation is here. Designers cannot improve themselves unless they can design. They have no means of assessing their abilities until what they design has been manufactured and tried in the market.

Industry is afraid to trust them and dislike the idea of paying for what it can get free by copying. The idea of pride in a good product, such as still exists in Europe, is unknown here. Quality, original thinking and market innovation are not valued. It is to be hoped that the situation will change.

This present Government shows signs of a much healthier approach and is trying to inspire the idea of Mexican originals and inferior copies.

Whether the industrialists' and the politicians' self interest will permit it to become a reality remains to be seen. The potential is there.

APPENDIX 2

NOTES OF THE PROMOTION OF INDUSTRIAL DESIGN IN  
DEVELOPING COUNTRIES, SPECIFICALLY IN LATIN AMERICA  
(WITH SPECIAL REFERENCE TO MEXICO)

(Comment by Philip T. Guilment, Architect and Designer  
and former Head of Design Promotion Services in IMCE -  
Instituto Mexicano de Comercio Exterior)

The promotion of design is best divided into three  
areas; directed towards the Government; towards  
the Industrialists, and towards the Education  
Authorities.

GOVERNMENT

Perhaps the hardest task in design promotion work is  
to detect the right Department towards which the promotion  
should take. In Mexico for example, the Government  
Agency that was persuaded to take an interest in  
design after the closure of the Design Centre of  
the Institute of Foreign Trade in January 1977, was  
the Governments Institute of Packaging. To this  
office was transferred the entire contents of the  
Design Centre; yet despite a decree signed by the  
President that the work should continue, nothing at  
all has been done. Not only do they have no person  
employed with any knowledge of design promotion or  
the needs of Industry, the Institute was not the right  
Agency, nor is their path the right one.

Again, even if the right Department were named as  
promoters of design in Industry and was given enough  
money, power and support, the imagination required to  
structure the right message to the right Industrial  
Groups, is very seldom found in Government employees.  
To define the right approach requires a considerable  
practical industrial experience in the product-  
manufacturing industries, as well as a clear picture  
based on studies, of the type of product the people  
of the country really need. So many Design Centres  
in the world have failed because they did not have a  
clear vision of what they should be promoting to whom,  
and how.

### INDUSTRIALISTS

It is naive to believe that Industrialists want to spend money on design improvements because they believe the public needs better design. Altruism is very seldom found, and it would be futile to appeal to their sense of public duty. Therefore the Promotor must, in order to achieve success, prove that Industrial Design can be a way of making more money, or gaining on their competitors (which is the same thing usually).

In the majority of developing countries, the products have been brought in for manufacture either by multinational companies who simply extend the tool-life of dies and old moulds by setting up a Plant to make the same products as their home country; or by local entrepreneurs who copy the product with no intention of paying royalties. In turn they buy the fore-mentioned old dies and tools to avoid paying for local manufacture of new dies to new designs, which is why there are so few specialised tool manufacturers in countries like Mexico.

One need hardly add that no market studies are made previous to the manufacture of copied products, so it is inevitable that the developing country received out of date products usually totally unsuitable to their local needs. (Equally as sad, albeit rather amusing, is the flow of "back-yard" designs sent to these developing countries by earnest designers to develop primitive products for "the peasants". Failing to realise that, if there is one thing that peasant wants, is a product that imitates as much as possible the shiny product seen in magazines found on hairdressers waiting room seats. This is not to suggest that simplistic technology is not wanted, or that shiny products are correct, it is to emphasise that Design Promotion must analyse very carefully all aspects of the country before recommending a path to follow).

There is no reason why an Industrialist should pay a local designer if he can copy designs from abroad free of charge. More so when there is no real competition in Industry. It would seem therefore that one path worth exploring in design promotion is to finance designer/entrepreneurs to set up their own small manufacturing Plants to make products that they (as unwitting promotors of good design) are willing to launch - products in which they have confidence.

### EDUCATION AUTHORITIES

As in so many developing countries, the Educators (be they Heads of Design Schools or Heads of Government Education Authorities) have visited foreign Design Schools and (like Industrialists) have copied the Education methods or adapted them to local needs. Thus we see School curriculums preparing students for Technologies only found in those countries from whom the curriculums were copied. Their aim is to produce top-level Industrial Designers after a full five year programme, for Industries totally opposed to employing them. Thus we find that (in Mexico) of the hundred or so students emerging from the ten design schools offering five year programmes, less than 10% find their way into Industry as designers, (and those usually with sympathetic relatives who give them jobs, usually in Sales or manufacturing supervision).

Meanwhile the craft-based Industries cannot persuade the elite designers to live in the Provinces (that is, the Industrialists who understand how a designer can help them) nor can they pay the high salaries these elitists demand. As the National Universities have such a strong influence over the Education budget, with Education Authorities totally ignorant of the needs of these craft-based Industries, they are unwilling to reduce the number of places for five-year design students to reduce the growing glut of qualified men, but, and this is common throughout Education, - are unwilling to lose their source of income.

Only two schools exist (in Mexico) for training middle level designers for entering Craft-based Industries, from which emerge perhaps 10 designers a year. Of these, perhaps 5 reach posts within craft Industries. Only by developing Craft Industries can countries (like Mexico) ever hope to see these Industries grow into larger Industrialised Industries (where highly qualified designers can be employed). Only by concentrating on the training of middle-level designers for one-type products (glass, leather, iron-work, wood carving, footwear, etc.) can a re-establishment of the old, labour absorbing Industries be achieved; more jobs for a growing population is the major problem, and with that a return to the old dedication or love for good craftsmanship. (Which shoddy products turned out by mass-producing factories has virtually destroyed).

To get designers into such craft Industries, they have to be trained. To train them, schools must be opened,



with qualified teachers. Therefore a teachers training school is vital and there is not one teachers training school to be found for designer/craftsmen, in all of Latin America. The curriculum must include an apprenticeship system with local factories, otherwise they will not receive the essential practical training in materials and processes, without which the designer is valueless to the craft Industry. All this process requires that the Education Authorities not only understand the problem (which as mentioned is the Promoters task) but provide the funds needed to set up these training schools. (As consultant to the Mexican Ministry of Education, I know that no such school is planned, nor is there any understanding of the problem).

It is a fallacy to believe that the creation of Design Centres, the training of elite designers, the support by International Design bodies for local designers Associations, the holding of expensive exhibitions of designers work, and the holding of competitions for designers, will improve local products.

The Promotion of Design must begin by listing, through careful analysis, the real product needs of a country; persuasion of those parties concerned that resultant good design reaches the consumer, is essentially the obligation of the Education Authority. Only when the education is fitted to the need, can the student reach his rightful place on the factory floor; only when the product is what the people want to buy (and it can well be downright ugly in the eyes of the elite international design judges) will the designer earn his salary. Design must begin in small craft industries where the "dedicated" craftsman is at hand. (It is interesting to see how Finland, basing its post-war efforts on building up a high standard of design in the craft Industries, - has become perhaps the leading exponent of well designed products - where only about 10 designers emerge each year, all going into specific products like glass, silver, pottery, china, woven cloth, etc.)

The Promotion of Design cannot be effectively done from a desk in Vienna/UNIDO. It can best be done by sitting outside the offices of Education Authorities in developing countries, finding the right man to

persuade, and finding the right arguments of persuasion. Experience in the Industries of the country concerned are essential; domination of the local tongue is vital; analysis of "who is to govern next" is imperative (otherwise "your man" will be out the next week), and endless patience is, of course, (as in dealing with UNIDO) is a worthy quality.

Philip T. Guilmant  
February 1978

APPENDIX 3

BANAMEX ANNUAL PRIZES

There are two Banamex Annual Prizes, one, (established 1951) recognizing achievement in economics, and the other one, (established 1968) in science and technology.

The "Premio Anual de Economia Banamex" is intended to promote research and writing on the Mexican economy, by awarding monetary prizes of Mexican pesos \$200,000.00, \$100,000.00 and 50,000.00. This last one is for the best thesis on the subject.

The "Premio Banamex de Ciencia y Tecnologia" is intended to promote research in scientific achievement in the industrial field by a monetary prize of Mexican pesos \$150,000.00, and in cattle raising and agrarian fields by a monetary prize of Mexican pesos \$150,000.00.

There is scope within the scheme to promote industrial design and industrial development. The design of products that would aid development in the rural agrarian fields would be covered by the last mentioned section.

One of the aims of the Banco Nacional de Mexico, S.A., since it was founded, has been to assist finding solutions to the serious problems faced by Mexico throughout its history. It is believed that encouraging research may be the way to avoid the indiscriminate import of technology which may turn out to be too expensive and even unsatisfactory or unsuitable for Mexico's stage of development, as has been the case in the past. The core of the Bank's idea is that the development of Mexico should be harmonious in the three fields covered by the Prizes.

The Organizer of the Competition, Mr Alfonso Escalante Cortina, would welcome the opportunity to discuss cooperation with UNIDO/ICSID in the Award Scheme. He can be contacted at:-

Banamex  
Banco Nacional de Mexico, S.R.  
Madero Num. 17  
Mexico 1, D.F.

APPENDIX 4

MEXICO

REFERENCE MATERIAL

Diseno Para Mexico

Published by: Diseñadores Industriales Instituto  
Tecnico Politico Nacional

Editor: D. I. Alejandro Lazo Margain,  
Av. Sonora No. 80  
Mexico 7, D.F.

Artisanal Development and Folk Art in the State of  
Mexico

Published by: The Department Promocion Industrial  
Commercial y Artensanal,  
Palaicio de Gobierno,  
Toluca, Mexico.

Editor: Graciela Santana.

MEETINGS AND VISITS

Fonart

Av. Juarez No. 89, Mexico 1. D.F. Mexico  
Telephone: 589-16-66  
Contact: Mr Alberto Diaz de Cossio / Ms Lucy Cervantes.

Colegio de Diseñadores Industriales y Graficos de  
Mexico, AC.

Insurgentes Sur 686, 701 Mexico 12, D.F.  
Telephone: 543 7235

Executive Board: President - D.I. Carlos Ojeda V  
Past President - D.I. Juan Gomez  
Gallardo  
Vice President - D.I. Carlos Brown  
Docass.

Diseñadores Industriales Instituto Tecnico Politico  
Nacional

Av. Sonora No. 80, Mexico 7, D.F.  
President: Manuel Lugo Coytia  
Past President: Alejandro Lazo Margain.

Interdesign '78, Mexico - Organising Committee

Director: D.I. Fernando Martin Juez, UNAM University.  
General Organizing Committee under Colegio  
de Diseñadores Industriales y Graficos de  
Mexico.

Universidad Nacional Autonoma de Mexico

Director Industrial Design School : Ar. D.I. Antonio  
Ortiz C.  
Master Degree Director Design School : Ar. D.I. Ernesto  
Velasco Leon.  
Consultant : Mr Douglas Scott.

Asociacion Nacional de Instituciones de Ensenanza  
de Diseho Industrial (ANIEDI)

Director: Dr. Jaime Perez Najera

Instituto Mexicano de Aistencia a la Industria IMAI

Homero 1425-6<sup>o</sup> Piso, Mexico 5, D.F.  
Director: Dr. Juan Antonio Careage  
Ing. D.I. Efren I. Gonzalez. R.  
Ing. Quim. Met. Carlos Rodriguez C.

Department de Promocion Industrial Comercial y  
Artesanal, State of Mexico

Palacio de Gobierno, Toluca, Mexico.  
Director: Lic. Jose Ramon Albarran M.  
Tel: 5-36-58 Tel: 5-89-81

D.I. Arg. Philip Guilmant, Design Mexico, 154 Monte  
Athos, Lomas Chapultapec, 10 D.F.

D.I. Humberto Spindola, Costado de San Francisco 28,  
Coyoacan, DI D.F.

D.I. Oscar Hagerman, Loma de Tlapexco # 352,  
Mexico 10, D.F. Mexico.

Banamex

L.A.E. Alfonso Esdalante Cortina, Secretario des los  
Premios Banamex, Madero No. 17, Mexico 1. D.F.

UNDP

Mr. Francis F. Lefebvre, Oficial de Programa  
Mr. Edward Martindale, CONACYT - Project Manager

XI Congress and General Assembly Organizing Committee

Insurgentes Sur, #753 - 9 Piso, Mexico 18, D.F.  
Mexico City.

4 COLOMBIA

4.1 PROCEDURE

The UNDP office in Bogota had arranged a gathering of those agencies known to them to have an interest in industrial design. Following discussions with CIFE the ICSID member society, this group was enlarged. The first meeting took place on Tuesday 14th February. The UNIDO/ICSID mission was explained and discussed in general terms. There followed a series of meetings with the organizations represented - as many as time permitted - and a concluding meeting or National Seminar on Friday 17th February.

4.2 INTRODUCTION

Industrial design is a relatively new profession and discipline in Colombia. The following chart is a summary of the stages of development and the updated situation. The three reports - M. Fontayne of Belgium (1970), Mr W. H. Walsh of Ireland (1972) and the Belgian Mission (1975/1976) contributed greatly to the present level of acceptance of the profession, in establishing the Society of Designers and in the development of educational and training programmes for designers. There is undoubted enthusiasm, a high level of intelligence, and much specialised knowledge waiting to be harnessed. The willingness of busy people to attend meetings at very short notice and to give of their time is indicative of the positive desire and realization of the necessity to improve and promote good design in manufacturing industry in Colombia. It would, however, seem that there is an urgent need for a catalyst - a federation of some sort which could, at the least, act as an information centre to ensure that the limited resources are used to maximum effect and avoid duplication of efforts and, at its most effective, devise methods of educating and training designers, serving industry and the consumer which will suit Colombia best and not necessarily follow patterns devised for other countries and continents.

4.3 INDUSTRIAL DESIGN IN COLOMBIA - SUMMARY REVIEW  
(As presented by PROEXPO)

History

- 1970 First Mission to Colombia under the auspices of CIPE - M. Fontayne
- 1972 Second Mission to Colombia under the auspices of CIPE - Mr Walsh
- 1973 Follow-Up Work on Mr Walsh's Mission under the auspices of CIPE, and the proposal for the creation of a Colombian Design Workshops.
- 1974 PROEXPO requested to continue the study and investigation into the establishment of a national design centre.
- 1975 Technical Assistance Programme of the Belgian Government and the missions of technical experts under the auspices of CIPE and PROEXPO.
- 1976 PROEXPO, CIPE, Belgian Mission construct National Plan for Industrial Design with the assistance of ICSID and the Colombian Designers.

1976 National Design Plan - Outline

National Design Plan in 6 stages:-

- a) Pilot Projects in Industry
- b) Educational Programme
- c) Creation of Colombian Design Centre
- d) Financial Incentives and Credit Programme for industry using industrial design
- e) Establishing Society of Designers
- f) Creation of Prize for Design for Export Products.

Jan  
1976 Creation of the Design Department within the Technical Department PROEXPO.

1976 Initial work on the National Design Plan including setting up pilot projects.

1977 Pilot project met only with moderate success - review visit of Belgian Mission postponed. National Seminar postponed.

1977 Group of teachers from Colombia travelled to Leige, Belgium, to start design study course under scholarship programme.

Feb  
1978 Current Situation

PROEXPO has reviewed its role in industrial design development in Colombia. In future it will act less as a coordinator or organizer of industrial design programmes and will concentrate its activity within its technical assistance to industry programme - seeing it as just another tool in the industrial aid programme.

Feb  
1978 CIPE announces that it will retire as an ICSID member because of financial limitation and because they have seriously curtailed their activities in the field of industrial design.

1977 PROEXPO and the Industrial Designers Society of Colombia have applied for membership of ICSID. (This will require the normal two year waiting period before they can be accepted)

Feb  
1978 UNIDO/ICSID Mission

## REPORT ON THE STATE OF INDUSTRIAL DESIGN

### 4.4 GOVERNMENT

No Government Ministry has the specific responsibility for the over-all development of industrial design. Organizations interviewed and represented at meetings where involved in specific areas of industrial design, related to their own particular charge, i.e. training and education under education Ministry.

A coordinating role had been undertaken previously by CIPE and PROEXPO. Neither hold that position now and it is unlikely they will do so in the future.

### 4.5 GOVERNMENT AGENCIES

Agencies such as PROEXPO and Corporacion Financiera Popular are national entities but their participation in industrial design is limited - in the case of PROEXPO to exporting manufacturers qualifying under



technical assistance programme. Corporacion Financiera Popular, as yet, have not specifically financed industrial design projects but provide financial assistance to small (maximum fixed total assets 35 million pesos or 1 million U.S. dollars) industries and technical organizational programmes.

4.6 EDUCATION

The education and training of industrial designers in Colombia is at a very early stage. The furthest advanced course is eight semesters through a ten semester course. Designers practising in Colombia have been trained as architects or have studied outside the country.

4.6.1 Academic Javeriana University

The actual enrolment is 90; they have a policy of accepting 36 students per semester so as to have a total of 240 students at full capacity and plan to have 12 to 15 graduates per semester. (first ones to qualify in February 1982)

Jorge Tadeo Lozano

They accept a high number of students (80 per semester) but select in the first semesters so as to have 8 graduates per semester (first ones to qualify in February 1979). Course established in February 1974.

Bolivariana University

24 students for graduation. The course has evolved from the interior architectural course into an industrial design course. (Information on above given by Mr Romulo Polo)

University Los Andes

Some design courses take place, notably textiles. Many of the graduates in this area revert to teaching.

National University

A full ten semester programme for industrial design training has been formulated and was tabled in May 1977.

4.6.2 Technical

SENA - Servicio Nacional de Aprendizaje. Practical and theoretical training to all levels of technicians for industry.

The training programme is highly respected by everyone and is obviously highly organized. It is an enormous resource centre for industry. There are 7,000 persons employed by the organization of whom 80% are teachers. Over half a million persons this year (1978) will attend training courses. Their budget is

approximately \$60 million (US) dollars per annum. It operates throughout Colombia. Apart from basic training of apprentices they retrain and upgrade technicians : offer supervisory courses : management training programmes : new technology development and offer qualifications to the level of practical engineer and superior technician. Their resources are enormous and could be of the utmost benefit to trainee designers. (See recommendations)

- 4.6.3 Other Some overseas training has been provided through scholarships and in particular the plan which brought a design group to Belgium to study at Leige.

4.7 AGENCIES

There follows a short summary of some of the agencies visited and who were represented at the two national meetings. There must be others who together with those listed would form the nucleus of a Design Council but on even a less formal basis it is the officers within these organizations who have the daily contact with industry and who often offer 'carrots' in the form of financial or technical assistance or 'sticks' in the form of restrictions and standards, who could be the greatest influence for the development of good design. From the meetings held in Bogota it is very clear that there is very little understanding of the advantages of good design. It must also be said that all were anxious to learn more and to offer cooperation and services. It is clearly over to those who have the responsibility for industrial development and industrial design to provide the information sought.

- 4.7.1 IFI:  
Instituto de Fomento Industrial - Governmental Financial Institution for the Development of Industry.
- 4.7.2 Corporacion Financiera Popular (CORPOPULAR):  
in theory a mixed, actually a governmental, financial, technical and managerial assistance body for the small and medium enterprise.
- 4.7.3 ICONTEC:  
Instituto Colombiano de Normas Tecnicas - private enterprise for the establishment of technical norms and standards.
- 4.7.4 SENA:  
Servicio Nacional de Aprendizaje - gives practical and theoretical training at nearly all levels of economy.

4.7.5 DNP:  
Departamento Nacional de Planeacion (National Planning Department)

4.7.6 COLCIENCIAS:  
Governmental body for science and research.

4.7.7 ANDI:  
Asociacion Nacional de Industriales - to compare with a Confederation of Industry.

4.7.8 PROEXPO:  
Governmental body for the promotion of export oriented industry.

4.7.9 IIT:  
Instituto de Investigaciones Tecnologicas - Technology Research Institute.

4.8 PROFESSIONAL

The Association of Colombian Designers is an Organization of Professional Designers. Membership is subject to submission and scrutiny of professional records. The society embraces designers from four main disciplines

- a) Industrial
- b) Communications and Graphics
- c) Fashion
- d) Interior.

Just over one year old it intends to seek membership of ICSID when it reaches the required two years of existence. Its energies to date have gone into its establishment, constitution making and membership. Like most professional design associations it lacks funding to undertake major projects but is prepared to back with time, professional expertise and energy, schemes which would further promote industrial design.

4.9 CONSUMER

I was not able to confirm the existence of a consumer organization.

4.10 PROMOTIONAL

There would not seem to be any organization which

undertakes promotional/advisory/informative activities and no central point where anyone interested in industrial design can seek and find information.

4.11

MEDIA

There are no regular commentaries in the media - press, radio or TV - covering industrial design. Any printed and published information on industrial design originates overseas.

4.12

NATIONAL SEMINAR

The first national gathering had been arranged for Tuesday 14th February at the premises of IIT - Instituto de Investigaciones Tecnologicas - and was attended by:

Marie Isabel Vega (Departamento Nacional de Planeacion),  
Eliseo Guerrero B. (SENA - Servicio Nacional de Aprendizaje),  
Luis F. Paredes C. (SENA - Servicio Nacional de Aprendizaje),  
Angel Maria Cordoba (ACOPI - Asociacion Colombiana de Pequeños Industriales),  
Jorge Eliecer Pachon (IFI - Instituto de Fomento Industrial),  
Jaime Rojar Arias (CIPE - Centro Interamericano de Promocion de Exportaciones),  
Romulo Polo (Universidad Javeriana),  
Jaime Ayala R. (IIT - Instituto de Investigaciones Tecnologicas),  
Timoleon Lopez (COLCIENCIAS),  
Enrique Susemihl (Universidad de Los Andes),  
Jairo Vargas B. (Corporacion Financiera Popular),  
Gustavo Flechas (IIT - Instituto de Investigaciones Tecnologicas),  
Miguel A. Castellanos A. (ICONTEC - Instituto Colombiano de Normas Tecnicas),  
Ruby Stella Salazar D. (ICONTEC - Instituto Colombiano de Normas Tecnicas),  
Fernando Guerrero J. (PROEXPO - Fondo de Promocion de Exportaciones),  
Gerardo Arango (ANDI - Asociacion Nacional de Industriales),  
Martine Dirven (UNDP - JPO - Bogota).

The purpose of the Mission was outlined. There were complaints about the short notice and short preparatory time. One of the interesting facts which emerged was that many persons around the table had not heard of each other's organizations previously, yet all were concerned with some aspect of industrial development and industrial designers working in Colombia would require, at some stage, information, support and advice from each one of them. The outcome of a long and useful discussion was that a further meeting should be held at the end of the mission and that in the meantime as many separate discussions would take place to try and assess the immediate steps to be taken and to isolate schemes which could be aided by UNIDO/ICSID cooperation.

The meeting held on Friday 17th at the Departamento Nacional de Planeacion was attended by:

Jaime Gutierrez Lega (Asociacion Colombiana de Diseñadores),  
Rodrigo Fernandez N. (Asociacion Colombiana de Diseñadores),  
Jorge E. Pachon (IFI),  
Miguel A. Castellanos (ICONTEC),  
Raul Gomez A. (SENA),  
Jesus Gamez (A.C.D.),

Hernan Lozano (Universidad Javeriana),  
Marcos Suarez (Departamento Nacional de Planeacion),  
Jairo Vargas B. (CORPOPULAR),  
Timo Leon Lopez G. (COLCIENCIAS),  
Hernan Delgade R. (ANDI),  
Fernando Guerrero (PROEXPO),  
Jaime Cortes (PROEXPO),  
Romulo Polo (Universidad Javeriana),  
Pedro Polo (Universidad Javeriana),  
Maria Isabel Vega (Departamento Nacional de Planeacion)  
Gustavo Flechas (I.I.T.).

Appendix 2 is an English summary of the notes provided by the Departamento Nacional de Planeacion. While they refer to points made - they do not reflect the positive spirit of the meeting and there are certain small inaccuracies. The proposal made and recorded in the last paragraph should read EXHIBITION and not SEMINAR.

Nonetheless, the recommendations contained in this report are as a result of these meetings and there is no doubt that, given the proper support, they can be followed through.

4.13 RECOMMENDATIONS FOR PROJECTS

It was not the purpose of this mission to suggest total programmes for the co-development of design and industry but rather isolate specific projects which would contribute to that overall development and to which the cooperation of UNIDO/ICSID could provide - hitherto unavailable - assistance. The following proposals - all of which must be considered embryonic - because time did not allow for their full development - were tabled during discussions with responsible bodies and at the national seminar held on Friday, February 17.

4.13.1 Directory

It was a salutary fact that many persons who attended these gatherings were meeting and learning of the existence of each others organizations for the first time. This highlighted, as in Mexico, the need for a simple directory of organizations which aid industry. Therefore, the recommendation is the same as made for Mexico (3.17.1) that such a directory be prepared and circulated. Much of the information exists in the UNDP office and the additional listings could be had by checking with the persons who attended the meetings.

4.13.2 UNDP/ICSID Link

If the UNIDO/ICSID agreement is to reach anything like its potential then close links must be developed in each country between ICSID member societies and the UNDP office. It is strongly recommended that SIDFA's and JPO's establish, at the very least, an informal liaison with ICSID members by the exchange of information, publications and representatives (where appropriate) on each others' committees or advisory groups. The aim - that those responsible for industrial development would consider industrial design as an essential component in the total advisory service to industry and be aware and informed of the contribution it can make.

4.13.3 Design Co-Ordinating Group

The composition and reaction of the group attending the national meeting highlighted the need for

- a) a coordinating body;
- b) acknowledgement by the appropriate government department and
- c) the necessity for the promotion of industrial design to government, manufacturers and consumers.

This awareness is not new; positive proposals were put forward for the establishment of a Colombian Design Workshops which would have provided both a practical design service to industry and undertaken a promotional function in the December 1972 Report of Mr W. H. Walsh and in the formation of Design Centre in the Report of the Belgian Mission 1975-1976. It is clear that neither of these excellent suggestions are under active consideration or are likely to be realized in the immediate future.

What is still required is the acknowledgement, by Government, at the highest possible level of the role of industrial design; the assigning of the responsibility for the execution of that role and the provision of the necessary finance to do so. The document (Appendix 1) tabled at the meeting by Romolo Polo on behalf of Universidad Javerina is an excellent basis for discussion and while there was some difference of opinion as to where the responsibility should fall there was unanimity about the fact the group (see 4.12) should work together on an interim basis with the objective of forming a Design Council. It could be enlarged to include representatives from UNIDO, Chambers of Commerce, Engineering and Architectural associations.

Recommendation: The releasing of one officer with secretary by one of the organizations represented - possibly from Planning, Development or Export Government agencies to carry out the executive work of the group and to prepare the necessary submission to Government for the permanent establishment of a Design Council.

#### 4.13.4 Exhibition

The question of creating a greater design awareness in Government, Industry and among consumers was discussed. A major exhibition on industrial design was proposed. It would emphasise the design process and the inter-relationship of this process with technology, marketing, finance, manufacturing and education. The staging of the exhibition would also serve to:

- a) Focus the attention of the contributing agencies on their role in industrial design development
- b) Serve as catalyst for the embryonic Design Council
- c) Stimulate a mutual exchange of information between participating agencies and societies - and thus informed enable each to function more effectively in its specialization and avoid duplication of effort.



- d) Provide a platform for Colombian industry and an information resource for manufacturers
- e) Encourage new industry and product development
- f) Provide a major opportunity for publicity/information campaign in press, radio and/or TV.
- g) To coincide with the exhibition a series of lectures, workshops, seminars and other design activities could take place.

Dr Jaime Gutierrez, President of the Association of Colombian Designers, is to draft proposal/senario for exhibition which will be discussed, in the first place, with PROEXPO before seeking UNIDO/ICSID aid.

#### UNIDO/ICSID Role in Exhibition

This could take the form of financial assistance and the provision of a Co-Ordinator/Director for the Exhibition, responsible for the planning, selection, finance and the drafting of a follow-up programme.

#### 4.13.5 Education

Because Colombia is now developing its industrial design training programmes it has a unique opportunity to take a new and innovative approach to design education and avoid the copying of outdated systems. In keeping with the tradition of excellence of its academic third level education and in its technical training programmes it can set the lead for a type of design education specifically suited to Colombia. It would seem a shame (and the indications are that it is happening or will happen soon) to duplicate equipment, effort and expertise for the sake of establishing prestige or fashionable courses. By selecting from the courses existing in institutions, both academic and technical, and supplementing these with highly specific industrial design courses, a unique and very specific training could be given. It would move the student to the source, whether in industry, in a technical institute, in a school or college. Such a programme would cut across all sorts of existing political, class and financial - and probably other - boundaries and would require courage and imagination to put together. Both exist in abundance in Colombia. It is of some regret that the proposal which Mr R. Gomez A., Director of SENA, agreed to put together along these lines has not reached the writer in time for inclusion in the report. When it does come I hope that careful consideration will be given to it.

UNIDO/ICSID role in this new programme could be in the provision of a coordinator, who would assess and extract from the existing courses and recommend the establishment of the supplementary ones. The person selected would likely have a varied experience in design education and, just as importantly, have been a practising designer with manufacturing industry. The appointment would be for a period of two to four years. It is seen that this coordinator would work under a Colombian Director of Design Education and in cooperation with the Instituto Colombiano de Fomento de la Educacion Superior.

APPENDIX 1

COLOMBIA

Proposal of the faculty of "Industrial Design" at the meetings held during the visit of Miss Mary Mullin, representative of the ICSID-UNIDO Mission.

To talk about the importance of Industrial Design at this meeting may seem unnecessary, since just the fact that representatives of such diverse and important sectors are attending it shows a degree of maturity and demands concrete actions.

From a hindsight look at the important developments of Design in Colombia, we find, not without a blush in our faces, that they almost always coincide with the visits of important foreign missions oriented towards its promotion. The boom of handcrafts (artesanal) has a direct relationship with the AID missions (Peace Corps); the first consequences of an intensive exports program with the visit of Mr. Fonteyne (Belgium); the first incipient attempts towards a Department of Design at Proexpo with the visit of Mr. Walsh (Ireland); the frustrated creation of a Colombian Centre of Design with the Belgium Mission; the first experiences of Sena in this field with the Spanish Mission; the first steps towards the unionization of professionals within the field with the promotion of the World Craft Council and the definite steps with the Belgium Mission. Also, the academic programs initiated in 1969 in the Javeriana University were responding to questions raised by the work of a distinguished designer from the United Nations, Alfred B. Girardy, who was a visiting professor of the school at that time.

That is why we are confident that the pleasing visit of Miss Mullin should be a fortunate opportunity for positive actions that are already in the making with the presence of this select group of representatives of the public and private sectors of the country.

Making use of the circumstance of this meeting between representatives of professionals from the Design field; spokesmen from the university sector; public servants of important entities, such as Proexpo, IIT, Corporación Financiera Popular, IFI, Colciencias, SENA, among others; and representatives of financial sectors, such as ALDI and Acopi; within the headquarters of the entity that by its function must plan our economic development, our technological development and our social development, we present to the consideration of all the following proposal:

**THE CREATION OF THE NATIONAL COMMITTEE OF DESIGN**

We propose the creation of a National Committee of Design of a permanent character, coordinated by the Administrative Department of National Planning of the Presidency of the Republic (Departamento Administrativo de Planeación Nacional de la Presidencia de la República), in charge of concerting a national policy on Design within the framework of development plans and in accordance with its economic and social strategies.

This committee should count with the participation of normative and regulative entities, such as the Ministry of Economic Development (Ministerio de Desarrollo Económico) and its Superintendence of Industry and Commerce (Superintendencia de Industria y Comercio), and the Incomex; with the objective of implementing those legal aspects that deal with the protection of design, the exportation of royal privileges and their control, the use of patents and trade marks, the incentives towards production and technological development, and with the regulation of professional practice.

Also, this committee should count with the participation of representative from the private sector, such as ANDI, ACOPI, FENALCO, ANALDEX, and their sub-sectors, with the specific goal of the stimulation and optimization of the use of national creativity, through their technological and market development programs.

Also, with the participation of financial institutions, such as FONADE, IFI, the Popular Financial Corporation (la Corporación Financiera Popular) and the Banking Sector, seeking that financial policies be drawn focusing on the development of products. And with the participation of promoting entities, such as Proexpo, to be in charge of increasing exportations with a high aggregate value of creativity and quality.

In the same way, with the participation of entities in charge of stimulating the cultural and technological development, such as COLCEENCIAS, the INSTITUTE OF TECHNOLOGICAL INVESTIGATIONS (el INSTITUTO DE INVESTIGACIONES TECNOLOGICAS) and the ICONTEC, in order to secure the betterment and the proper adequation of our capacities to the requirements of a country that has great potentials and great needs.

Consequently, with the participation of the superior education sector, represented by ICFES, public and private universities, and the technical aspect by SENA, that must contribute with its capacity of research towards the requirements of development and with its teaching function to the training of professionals in the field of Design and of conscientious and capable technicians.

And, as it is obvious, with the participation of the Colombian Association of Designers (Asociación Colombiana de Diseñadores) with the responsibility of insuring the quality of professional services and of divulging the function of design as a tool towards cultural identity, as an instrument of economical and social development, as a factor of rationalization in the use of human resources as well as natural and technical resources and as a vehicle for the betterment of the quality of life.

Towards the fulfillment of this goal, should this proposal be accepted, we suggest the provisional constitution of the Committee with the representatives of the entities here assembled, in order to make an official petition to the Director of the National Planning Office (Director Nacional de Planeación) to carry on with this initiative.

The universities and other entities that already work on programs within the field of Industrial Design could contribute, since this moment, to the preparation of a base document, in which considerations be made about the importance of Industrial Design, its economic implications, its productivity implications, its possibilities as job generator, its role in exportations and in the development of an own technology, and about the objectives, scope and mechanisms of a NATIONAL COMMITTEE OF DESIGN (COMITE NACIONAL DE DISEÑO), and the coordination of the institutions and sectors that should compose it.

The guidelines that this committee should draw should be the framework within which all promotion strategies and implementations that assign responsibilities and functions should be coordinated rationally.

Bogotá, February 1978

(Drawn by the professors of Industrial Design at the College of Architecture and Design of the Javeriana University in Bogotá.)  
(Translated by Pedro F. Polo Verano, Academic Dean of the College).

BORRADOR

NOTES FROM THE MEETING ON INDUSTRIAL DESIGN - 17/2/78

(As prepared by Departamento Nacional de Planeacion)

- Raúl Gómez from SENA showed the interest of his organization for participating in programs for industrial design, but emphasized that SENA orients its educational programs to the needs of the industrials and does in no way seek to improve the academic curriculums. Nevertheless, there could be a possibility to form new technicians in this branch and diversify the courses which are given for the moment.
- Rómulo Polo made some statements in name of the Javeriana University (in annex).
- María Isabel Vega from the National Planning Department, taking into account the proposal of Rómulo Polo for establishing a committee within the Planning Department, said these committees have to function within the Ministry of Development.
- Mary Mullin did agree with the creation of a committee which would unite knowledge and efforts to promote programs. To get international cooperation it is indispensable to present national requirements in a more precise way.
- Jaime Cortés from PROEXPO expressed his doubts on the good functioning of committees giving as example the previous attempt for industrial design committee.
- Jaime Gutiérrez offered to prepare programs for the divulgation of industrial design in four areas which he

considered of vital importance: Industry, Agriculture, Health and Education. For each one, subjects as efficiency, costs, practical applications and authenticity will be included. The association will offer a minimum tariff for these seminars.

- Marcos Suárez from the National Planning Department said this was not the best way of doing and that the promotion of industrial design should be in charge of an entity as PROEXPO, whose function is to promote. Before organizing a working group, the idea of industrial design should be divulged and organize a seminar on the subject so that the government, the associations and the producers understand the aim of the program and can afear with knowledge. This seminar could be organized by the Designers' Association and financed by PROEXPO, given the importance of the subject for the exports sector.
- Fernando Guerrero from PROEXPO said it would be possible to coordinate the seminars with the Designers' Association and asked them to send a proposal and budget.
- Jairo Vargas from Corporación Financiera Popular said this entity was very interested in industrial design, especially in the area of furniture and leather goods, above all, centered on the apprenticeship of small businessmen. He would be interested in participating to the committee as this is a good way of canalizing efforts. He also offered to publish in "Impulso" a publication of the Corporación everything related to industrial design.

- Miguel Castellanos from INCONTEC said there does not exist enough knowledge on the subject and that the first thing to do is to know what is industrial design. He suggested that the Designers' Association teach what is industrial design and know it affects different activities. Since INCONTEC has much to see with the normalization of products, it is indispensable for it to be vinculated to the project.
- PROEXPO noted it would be necessary to make a diagnosis of every sector separately and only afterwards make a diagnosis of industry in general.
- Hernán Delgado from ANDI offered to present to the different sectoral committees of ANDI the proposals of the Designers' Association and try to coordinate the groups to find solutions for the problems which might be arisen by each committee.
- In conclusion, it was decided that the Designers' Association would present a proposal to PROEXPO, on the organization of a seminar on industrial design. PROEXPO will send a copy of the proposal to every assisting entity so as to know the suggestions and comments for the best organization and use of the seminar. Later, a working group will be created which will make a diagnosis of the necessities in industrial design and which will see if some international technical cooperation is necessary.

\* This should read exhibition. See recommendation 4.13.4 (MVNI)



COLOMBIA

REFERENCE MATERIAL

Publications of ICONTEC  
Instituto Colombiano de Normas Tecnicas,  
Apartado Aereo 14237, Bogota, Colombia.

Diseño Industrial - by Prof. Romulo Polo Florez  
Facultad de Arquitectura y Diseño Pontificia  
Universidad Javeriana, Bogota.

Publications of ACD  
Asociacion Colombiano de Diseñadores,  
Apartado Aereo 5000, Bogota.

Carrera de Diseño Industrial, Universidad Nacional  
de Colombia, Facultad de Artes, Bogota

Reports of the Belgian Government Mission - 1975/1976  
(1) and 1976 (2) by Madame Josine des Cressonnieres

Report of Mr. W. H. Walsh, 19 Waltham Terrace, Blackrock,  
Co Dublin, Ireland (1972)

Report of M. Fontayne, Belgium (1970) published by CIPE,  
Apartado 5609, Bogota.

Meetings and Visits

CIPE  
Centro Interamericano de Promocion de Exportaciones,  
Apartado Aereo 5609, Bogota, Colombia.  
Mr Jaime Rojas A.  
Mr Xavier Roca, Executive Director.

ICONTEC  
Instituto Colombiano de Normas Tecnicas, Apartado Aereo,  
14237, Bogota.  
Mr Miguel A. Castellanos A.

PROEXPO  
Fondo de Promocion de Exportaciones de Colombia,  
Calle 28 No 13A-15  
Mr Fernando Guerrero Jimenez

Corporacion Financiera Popular. s.a. Calle 28 No 13A-15  
Piso 14, Bogota  
Mr Jairo Vargas Buitrago, Dept de Asistencia Tecnica,  
Director.  
Mr Jaime Garcia Quintero, Subgerente de Operaciones.

Olga de Amaral, Calle 72 No 10-61.  
Textile Designer, Educator, Manufacturer.

**SENA**

Servicio Nacional de Aprendizaje - Carrera 31  
No 14-20 - Piso 2.  
Mr R. Gomez A. Director and members of staff

**Universidad Javeriana**

Facultad de Diseno y Arquitectura, Carrera a con Gale 40.  
Prof. R. Polo F. and members of the faculty and staff

**Instituto Colombiano de Fomento de las Educacion Superior**  
Dr. Alfonso Lopez Regua

**ACD**

Asociacion Colombiana de Disehadores,  
Apartado Aereo 5000, Bogota  
President - Dr. Jaime Gutierrez and members of the Board

**U.S. Chamber of Commerce, 7th Floor, Hilton Hotel,**  
Bogota.  
Mr Oscar Bradford, Director.

**Pablo Garcia Pombo. Exporter/Importer of Colombian**  
products in Europe

**Nurino Carulla, Designer and Jeweller,**  
Apartade Aereo 51335, Bogota.

**Marisol Mejia, Calle 79A #7-98, Bogota. Interior Designer**

**Pilaz Ferrode Salazar, Calle 93 No 4A-80, Bogota D.E.8.**  
Textile Designer and Teacher.

**UNDP Offices - JPO Martine Dirven**

5

BRAZIL

5.1

PROCEDURE

The routing and timing of the mission to Brazil rendered it less effective than might have been. Although notice had been sent to Brasilia this had not been communicated to Rio de Janeiro - the contact point of the mission with UNDP in Brazil. ABDI - Associação Brasileira de Desenho Industrial - who had been contacted by the writer had spent some considerable time trying to liase with the office in Rio de Janeiro but because incorrect telephone contacts and names of officers had been supplied from Vienna contact was not made until after the National meeting which was held in Sao Paulo - the first stop in Brazil. This precluded UNDP representation at the National Seminar. In spite of these difficulties some good meetings did take place, although a larger attendance would have been desirable and easily achieved if it had not been the holiday season and if a longer period of planning had been allowed.

5.2

INTRODUCTION

The growing interest in industrial design was manifested in 1963 by the establishment of the ABDI - Associação Brasileira de Desenho Industrial and the creation of the first course in industrial design and visual communication. In 1973 a Federal Programme began with the establishment of the Industrial Design Department under the Secretariat of the Industrial Technology in the Ministry for Industry and Commerce, based in Rio de Janeiro. In June 1974 Professor Carl Auböck made a report "Contributions for an Outline of Industrial Design as a Federal Policy in Brazil" with reference to UNIDO Project DP/BRA/73/022/11-01/74. In October/November 1974 a further study was undertaken and the report "Contribution to a Regional Programme of Industrial Design by Sudene for the North East of Brazil" reference UNIDO-Project PR74/pprs/app/Up IS/BRA/73/016/11-01/14 was submitted. The current study can only attempt a quick survey of the situation as it appears in February 1978 and has been compiled without the opportunity to discuss the situation at federal level. However it is very clear that the professional industrial designers in Brazil are organized and willing to manage and suggest joint projects with those responsible for industrial development.

The recommendations for such projects contained in this report come from discussions with them. The planned Industrial Design Centre due to open between April and June 1978 is a further evidence of the existing cooperation between industry and the designers, state and federal organizations. Much remains to be done but there is a solid established foundation.

#### REPORT ON THE STATE OF INDUSTRIAL DESIGN

5.3

##### GOVERNMENT

The only Federal Organization with a responsibility for industrial design is the section of industrial design under the Secretariat of Industrial Technology in the Ministry for Industry and Commerce, based in Rio de Janeiro. It was established in 1973. It employs 6 designers, 1 mechanical engineer and has 4 design students and 1 engineering student on release from university. It provides a design and research service to other government and research agencies and has a limited promotional function. It is currently involved in the publication of a booklet "Industrial Design and Product Development" which will have an initial run of 3,000 copies and be distributed to manufacturing industry. It is clear that this department is at an early stage of its development and it would be some time before it would be geared, in terms of staff and resources, to make an impact of any dimension on government or industry.

5.4

##### STATE SUPPORT

The State of Sao Paulo will support the establishment of a new Design Centre in that city and some Federal

Funding will also be available. (As my visit did not include stops in Basilia there was no way in which I could seek further information on federal or other state involvement in industrial design or plans for the future.) However the Ministeries for Foreign Affairs - Dept. Commercial Promotion (with responsibility for exports) and Interior have shown interest in and have commissioned reports on industrial design but on the other hand overall responsibility for promotional and practical design development has not been allocated.

5.5

SAO PAULO DESIGN CENTRE

The Design Centre was planned to open March/April 1978. The person responsible for co-ordination of the plans is Dr Emilo Braga of the Scientific and Technical Institute. The centre will be financed by state and federal funds and with support from industry. It will have a permanent exhibition space for changing exhibitions and will house the permanent collection of industrial design recently purchased from the Museum of Modern Art in New York. There will be an information section and space for Associação Brasileira de Desenho Industrial. Located in SENAI building (Technical Training Institute) on the prestigious Paulista Avenue, one of the first objectives of the centre will be to make an intensive study of the state of industrial design in Brazil - it was considered a two year project - to be used as the source document for the development of the role of the Centre. (See recommendations 5.14.2)

5.6

EDUCATION

The first courses in industrial design and visual communication began in 1963, this coincided with the economic boom of the 1960'0.

5.6.1

Academic

Some 200 to 300 designers graduate each year with a BA in industrial design or visual communication from Brazil's seventeen schools offering such courses. There is one post graduate course in the Faculty of Architecture and Urbanism in the University of Sao Paulo. This commenced in 1977 and the first students will graduate in January 1979. About eleven persons are expected to receive an MA in industrial design and visual communication.

The following quote from Lucio Ginover, Director of the Faculty of Architecture and Urbanism in the University of Sao Paulo,

is from a paper delivered in May 1976 at a Seminar of Brazilian Society of Science Protection.

"In 1969 the Minister of Education and Culture fixed the curriculum for industrial design schools. This approval provoked the proliferation of "courses" in industrial design and visual communication. As a consequence an enormous quantity of diploma holding persons were launched on the working market without the guarantee and security of a professional market."

The situation has not changed since these remarks were made and indicates that, while designers are being trained, there is an urgent need for a strong hard look at the type of training they receive and the relevance of this to industry needs and the need for schools to forge stronger links with manufacturers.

5.6.2 Technical

SENAI

Servicio Nacional de Assistencia a Industria - The Technical and Apprenticeship Training Programme - concentrates on the training of technicians. There are no formal links with design education.

5.6.3 Other

C.I.E.E.

The Centre for the Integration of School and Industry does not yet include industrial design. Negotiations have been opened with the organization but there is as yet no concrete development.

5.7 AGENCIES

5.7.1 INPI

Instituto Nacional da Propriedade Industrial  
This Department deals with applications for patents and is also under the Secretariat of Industrial Technology in the Ministry for Industry and Commerce. It grants patents to industrial and surface designs. Assessment of potential patents in this field is carried out by architects. Industrial designers are not employed or even called in on a consultancy basis. It has no connection with the Industrial Design Department under the same Ministry. The office is receiving an increasing number of filings and applications relating to industrial design and would welcome contact with ABDI.

5.8 PROFESSIONAL DESIGN ASSOCIATIONS

ABDI - Associação Brasileira de Desenho Industrial was formed in 1963. It has a membership of 650. Of this 330 are full professional members and 320 are students. (Students do not have voting rights.) The categories of membership include industrial and product design, graphic and corporate identity and interior design. Membership is subject to an examination conducted by the Board of Directors. The standard for admission is being raised each year. So far industrial design is not a chartered career. Negotiations have been opened with the Minister for Labour with the object of obtaining this recognition.

5.9 ARTESANIAS

Time did not permit contact with those responsible for the development of artesanias work. However it is worth noting that a joint programme of the Minister for Education and Culture and the Minister for Industry and Commerce with financial support from the Federal Savings Bank is being carried on researching the source of Brazilian Cultural Identity including artifacts, crafts and products. The findings will be a very valuable resource for anyone working in the field of design. The study is under the direction of Mr Alvisio Magalhaes Centro de Referencia Cultural, Brasilia.

5.10 CONSUMER ASSOCIATION

There are no consumer protection societies.

5.11 PROMOTIONAL ACTIVITIES

Future design promotional activities will be conducted from, and under the direction of, the new Design Centre in Sao Paulo.

5.12 MEDIA

The popular media does not cover design matters. Apart from occasional mention in the architectural press and in the publications of the ABDI there is no regular comment on industrial design.

5.13 NATIONAL SEMINAR

This was held on Tuesday 21st February in the offices of Villares in Sao Paulo. The attendance was reduced because of a very heavy rainstorm which made roads to the factory impassable, the absence of representatives from Rio de Janeiro and UNDP and because of the holiday season. Nonetheless, ABDI, industry, the Design Centre and independent designers were represented. At the outset there was healthy scepticism for yet another mission/study of industrial design but as the purpose of the mission became clear this diminished and a long and positive discussion took place. The recommendations for projects included in this report are the result.

In addition ABDI have agreed to establish contact with UNDP office in Rio de Janeiro and, on the basis of the discussions at the National Seminar, seek opportunities for cooperation on projects at a local level.



5.14 RECOMMENDATIONS FOR PROJECTS

5.14.1 Directory

The recommendation is the same as for Mexico and Colombia. (3.17.1 and 4.13.1)

5.14.2 Study of the State of Industrial Design in Brazil

As has been indicated one of the first projects of the new Design Centre in Sao Paulo is to undertake a full study of the state of industrial design in Brazil. Initial studies indicate that this might take two years. The Project was discussed at some length at the national meeting and it was felt that such a study, well done, and with the cooperation and support of UNDP personnel, SIDFA's and assistants could serve as a basic guideline for industrial design development. It could also guide the form which cooperation at international level might take under the UNIDO/ICSID agreement. Very importantly it could serve as pilot project and guide for such surveys in other developing countries. The recommendation is that the necessary experts are provided and funded to undertake this study with the full cooperation of and under the guidance of the ABDI and the Directorate of the Design Centre.

5.14.2 Designer Placement Scheme

Participation in this scheme

(See 3.17.6)

5.14.3 Projects Proposed by ABDI

The ten projects listed in Appendix 1 are put forward by ABDI - Associação Brasileira de Desenho Industrial. They would like to have reaction from UNIDO/ICSID to them and their place within the new agreement. They are prepared to undertake the management of them and will present complete detailed proposals having received comment.

Point 1 is covered in the General Recommendations 7.3.7

Point 5 is mentioned above in 5.14.2

Point 7 is covered under the Designer Placement Scheme 7.3.10

Under project listing 8 is a recommendation for a Brazilian Interdesign. This is not a new idea but is one which the ABDI have been working on since 1974. The cooperation between UNIDO/ICSID could make this possible. The subject chosen is of interest not only to Brazil but to other Latin-American countries. It is recommended that ABDI be asked to develop their proposal further with an outline brief, timing and breakdown of budget so that the seminar can be further considered by UNIDO/ICSID.

IGSID/UNIDO Program

AEDI preliminary projects

1. Latin American Design Conference

1.1. Objective

To examine ID's situation in Latin America countries - and in others developing countries - in order to propose specific and effective ways to improve ID contribution to industrial development.

1.2. Participants: 50 selected designers, industrialists, scholars and government specialists.

1.3. Cost: US\$ 20.000,00 (travel expenses + publication edition fee)

1.4. Duration: 4 days

1.5. Preparatory time: 6 to 9 months

2. "ID and exports" booklet

2.1. Objective

To divulgate how to improve industrial goods exports of a underdeveloped country by a more effective use of ID principles and techniques.

2.2. Cost: US\$ 15.000 (research and editing fee)

2.3. Time: 12 months

3. "ID and industrial development" booklet

3.1. Object

To divulgate how a more effective use of ID's design can improve industrial development of a developing country.

3.2. Cost: US\$ 15.000 (research and editing fee)

3.3. Time: 12 months

4. Specialization courses

4.1. Objective

To improve the professional level of Brazilian designers

4.2. Preliminary course' themes

- .1. Basic ergonomics
- .2. Design methodology
- .3. Product engineering
- .4. Design management

4.3. Teachers

The courses would be delivered by developed countries' specialists and complemented by Brazilian scholars.

The foreign specialist would stay here for a month.

4.4. Cost: US\$ 5.000 per course (travel expenses + teacher's fee)

4.5. Preparatory time: 6 to 9 months

5. "ID/product development in Brazil"

5.1. Objective

To study and obtain a deep and realistic knowledge of the product development's state of art in Brazil during the last 10 years.

5.2. Duration: 12 to 18 months

5.3. Cost: US\$ 45.000 (specialists and researchers fee)

6. "The design process for medium and small size industries" - an travelling exhibition and publication

6.1. Objective

To inform the managers of medium and small size industries about ID principles, techniques and benefits.

6.2. Preparation time: 12 months

6.3. Cost: US\$ 20.000,00

7. Interchange program

7.1. Objective

To provide opportunities for Brazilian designers to get in touch with day-to-day working methods of developed countries designers.

7.2. Preparatory time: 6 to 12 months

7.3. Cost: US\$ 2.500 per travel (minimum of 10 travels)

**8. Brazil Interdesign**

**8.1. Theme:** "How ID can contribute to technological independence of a developing country?"

**8.2. Cost:** US\$ 30.000 (designers and specialists travel expenses)

**8.3. Preparatory time:** 18 months

**9. ICSID XI Congress**

**9.1. Objective**

To provide opportunities for Brazilian designers to attend the ICSID XI Congress

**9.2. Cost:** US\$ 15.000 (travel expenses)

**10. "ID and working conditions" booklet**

**10.1. Objective**

To demonstrate how to improve labor productivity and work place environmental conditions by a more effective use of ID principles and techniques.

**10.2. Preparatory time:** 12 to 18 months

**10.3. Cost:** US\$ 15.000,00 (research and editing fee)

APPENDIX 2

IN SEARCH OF A BRAZILIAN PRODUCT IDENTITY

(Paper prepared by Marco Antonio Amaral Rezende,  
President, Associacao Brasileira de Desenho  
Industrial)

Summary: As a typical case of late and dependent industrialization, the evolution of Brazilian industry presents two distinct phases. In the first, industry is developed, substituting imports offering non-durable consumer goods, similar to those imported, to meet pre-existing demand. In the second, industry grows and diversifies; with the entrance of foreign capital and imported technology, and consequently of models of imported products - enforcing the process of concentration of capital - national industry becomes dependent and subordinated. For the development of a national identity it is necessary to start a process of substitution of importation of technology, through political and economic measures capable of protecting the creation of our own technology and, consequently, product design.

Industrial products manufactured in Brazil do not have a national identity; rather, they copy models and consumer standards of developed countries. If we consider that Brazilian industrialization started more than one hundred years ago and that we rate with the 13th gross national product (GNP), why hasn't Brazil still not created its own product identity?

Considering that industrial design is a component of the industrial process and the applied expression of technological progress, in order to try to answer this question we have decided to make an historical analysis of Brazilian industrialization. After studying its two principal stages - the first, from 1800 to 1946; the second, from 1947 until the present day - we are going to set forth some conditions for the development of an authentic product identity.

FIRST STAGE: UP TO 1946

Industry Dependent on the Foreign Market

At the beginning of the 19th century the Brazilian economy was based on the exportation of tropical products: sugar, cotton, cacao, rice, etc. Artisans and slaves produced necessary food and equipment for the maintenance of the farms.

Cheap and plentiful slave labour made unattractive any investments for improving production processes. The urban market was very small. The number of consumers did not reach one million and the urban population lived under conditions of bare subsistence. There was also a great lack of capital. Profits were sent back to Portugal rather than being used for investments in Brazilian industry.

Characteristics of Brazilian agriculture were not favourable for the introduction of technical improvements. The concentration of property in the hand of a few great land owners, border plantation and the abundance of land and labour permitted agricultural production to increase without mechanical equipment. The little equipment used by the farmers was rudimentary and hand-made. The basic sector of the economy did not give rise to a complementary industry, as occurred in European countries at the end of the 18th century.

In the 1820's the coffee industry began - the principal Brazilian wealth up to the Second World War, rather, up to the present. In 1850 Brazil dominated 50% of the international coffee market.

In 1860 the country for the first time has an awareness of "modern progress" and of "material well-being". In Sao Paulo, the future nucleus of industrialization, the coffee aristocracy is implanted. They consume only imported merchandise: woodware, porcelain, furniture, tapestries and finer clothes brought by the English importers. The dominant Brazilian class passes through a phase of "modernization" of its standards of consumption. It starts to imitate European standards for furniture, food, clothing, etc., completely forgetting its cultural roots. This process is supported by commercial import firms, dominated by the English. Meanwhile, the urban middle class, which could not buy imported merchandise, was obliged to consume Brazilian manufactured products, which were cheap and of bad quality.

Because of pressure from England, from 1850, a decisive fact occurs for Brazilian industry: the extinction of slave labour - almost 50% of the population. As a result, the farmers import immigrant labour. More

productive, it stimulates coffee economy. Urban centers grow, the domestic market increases, concentrated in the urban centers and attracts the investment of profits, accumulated by agriculture and by the mercantile importing sector, in industry. The rural elite, looking for new alternatives for investments allies itself to the importing sector to set up industries. Obviously, the purpose of this alliance is to produce products similar to those manufactured in Europe to meet the pre-existing local demand used to European models. With machining and most raw materials imported, the process of substitution of imports started - becoming the basic characteristic of Brazilian industrialization.

In 1889 we already had more than 636 industries with a capital equivalent to 25 million pounds. At the end of the 19th century Brazilian industry concentrated on the products of non-durable consumer goods: textile products, food and chemicals destined for the urban proletarian class market. They were bulky products of low aggregate value. Their weight value ratio was so high that even with the most rudimentary technique they were more cheaply produced here than imported. Shipping cost and protective tariffs helped Brazilian industry during this first period.

The manufacturer could sell a product of low quality at a price almost the same as that of the original European product, copying European models and using rudimentary production technique and obtain high profits. The market was characterized by a low supply and a high demand.

The first Brazilian industrial census was taken in 1907. Among 30 types common manufactured articles, 78% were of domestic manufacture. There were 3,250 industrial establishments, employing 151,841 workers (80% of the population), and 109,284 HP. Production was divided accordingly: Food: 27%, Textiles: 21%, Clothing: 16%, Chemical Products: 10%, Other: 27%. Despite this diversification, Brazilian products still were consumed only by the urban proletarian classes, who lived on a subsistence level. Well-off families consumed only imported products, not satisfied with the similar local products which were expensive and of poor quality - the "European products" manufactured by Brazilian industry. Capital and machinery for the setting up of new industries, also came from Europe.

In 1911 the new so-called "Law of Similar" is passed, prohibiting tariff exemptions for imported products which could possibly compete with similar products manufactured in Brazil, raising their prices. With the outbreak of the first World War in 1914, the supply of imported manufactures products is reduced even more.

As a result, even the more dominant classes start to consume Brazilian products, stimulating industry to increase and diversify its production.

In 1920, there were already 13,336 established industries with 275,412 workers (0.90% of the population) and 310,424 HP - about three times the production capacity of 1907. However, with the drastic reduction of importation of capital goods during the war, few factories were set up. In order to increase production, Brazilian industry had to totally employ its machinery.

After the war, the fall in investments returns for coffee increased interests for investments in the industrial sector. Due to the fall in the rate of exchange, industrial costs decreased and the cost of imported goods increased, allowing a rise in the price of similar Brazilian made products and increasing the margin of profit of the manufacturers. As a result, for the first time, capital is available from national industry. This situation also attracts foreign industry through the establishment of a great number of American business: Ford Motors, International Harvester, American Tobacco, American Steel, Sidney Ross, Atlantic, Firestone, IBM, Metro Goldwyn Mayer, Pan Am, Burroughs, etc...

With the revaluation of coffee in 1924, Brazilian industry enters into recession. Prices of imported products fall and local industries are not able to furnish quality merchandise at a price comparable to that of imported merchandise. Instead of accompanying the growing demand, estimated at 8% from 1922 to 1926, industrial growth lagged at 2%.

From 1920 to 1929 some facts occurred which were going to mark the character of Brazilian industry. Thanks to its availability of capital and know-how foreign companies invest and dominates the sectors of infrastructure and public services - the most profitable of the period. Simultaneously, family business becomes the principal instrument to the national industrial bourgeoisie. Its main characteristics become evident: lack of capital, lack of competent management and technology, worried about making profits as quick as possible, without any kind of long term planning, and dependence on foreign investments. These limitations are going to mark, even up to the present, the development of Brazilian products.

With the international business crisis of 1929, the balance of payments deficit demands new restrictions on importations. Once again, in 1931, protective tariffs, state incentives and resources starts to fully use its production capacity. For the first time, the domestic market becomes the principal dynamic factor of the economy.



Brazilian industrial production grows about 50% between 1929 and 1937, for a growth rate of only 10% for the primary sector. Between 1920 and 1929, only 4,697 new industries were created; between 1930 and 1939 this number reaches 12,232. In the 1940 census the number of industrial establishments reaches 49,418 with 781,185 workers, five times more the figures of 1907.

The picture of distribution of manufactures products, however, is not changed qualitatively. The manufacture of non-durable consumer goods remained predominant - about 70% of the production total. Low quality and high cost European models were manufactured, using obsolete processes of low productivity. The production of capital goods was practically nonexistent; and the production of durable consumer goods was only starting. In reality, the traditional industries tried to prevent the setting up of more modern sectors. Perpetuating on old fashioned technology, the industrialists retained its margin of profit by means of the utilization of plentiful and cheap labour, available at constant salary levels, and by an over-usage of equipment and imported raw materials.

During the Second World War, with the reduced supply of imported products, the domestic markets return to consuming Brazilian made products, causing a considerable demand which was unable to be met - especially in those little developed sectors of Brazilian industrial production: durable consumer and capital goods. As a result of this pressure of demand, throughout the war the consumer had to buy products of very poor quality and to support all kinds of frauds and very high prices. By the end of the war, many industries had worn-out and obsolete equipment which had to be replaced due to their over usage during the war.

When the war had finished, Brazil could return to importing due to the great volume of capital accumulated. At this time, the national industrial bourgeoisie is decreed extinct. In 1945 the system of import licences is abolished. The high demand of the middle and upper classes is now directed towards superfluous imported products, no longer consuming Brazilian products.

This marks the close of the first phase of Brazilian industrialization, that of substitution of imports. That is, the local production of copied foreign products due to the difficulty of importing them or due to retractions of the foreign market.

The asymmetry between the assimilation of the technical process at the level of final consumer goods and the level of productive processes, caused a delay in the accumulation of the national industrial bourgeoisie, forcing it to be subordinate to foreign capital.

SECOND STAGE: 1947 - 1977

Industry Dependent on Foreign Capital

Brazilian industry's low capacity for supply, qualitative and quantitative, unable to compete with imported products, suddenly increased Brazilian imports. Brazilian capital is used up in one year, from 1946 to 1947.

In order to contain the situation, in 1947, the government restricts consumer goods imports and facilitates the importation of capital goods and raw materials, trying to stimulate domestic industry.

Simultaneously, the government intervenes in basic sectors - petroleum, transportation, steel and energy - creating infrastructures essential to the development of industrialization. It offers at the same time tax incentives and credit to industrialists. With capital corroded by inflation and by unproductive consumption, with its equipment worn-out and obsolete and with no competitive technology, the national industrial bourgeoisie cannot favourably respond to government incentives.

In January 1953 the government turns to foreign capital, offering it great freedom of movement for entering or leaving. As a result, between 1955 and 1959, 395 million dollars in foreign investments entered Brazil. They were applied to the sectors least occupied by national industry: transportation, machinery, steel, steel processing, chemicals and pharmaceuticals. In 1959 foreign participation represented 32% of capital invested in Brazilian business and industry.

Taking advantage of foreign policies created by the government, and allying itself with the local bourgeoisie, foreign capital brings in with it technology and product design suitable to the pre-existing demand, which is used to imported products.

Brazilian industrialization enters into a process of accelerated growth. The increase of the real product of the industry, between 1957 and 1961, reached 62% - more than 12% per year. In order to realise the meaning of this process, it should be remembered that during this same period animal production increased only 21.2% (3% per year) and that the participation of the industry in the total employment fell from 9.4% in 1950 to 8.8% in 1960.

Industrialization, during this second phase, was characterized as a process of diversification of the industrial sector, on a basis of intensive capital industries copying imported technology in order to meet the demand of the wealthy classes consumer habits which

were conditioned by foreign products, thanks to the mechanisms of modernization and the profile of demand determined by state intervention.

Between 1962 and 1966 social pressure from the working classes forces a rise in salaries, causing a period of accelerated inflation and economical recession. The military coup of 1964, supported by international capital and by the Brazilian bourgeoisie, through violent restriction of salaries and other measures, tried to control the economy.

In 1968, through a series of state incentives, the process of growth in Brazilian industry is re-started, but always in the same direction. The demand for durable consumer goods - mainly automobiles - was stimulated through a financial system directed once again at the high income classes. The industrial evolution presented meaningful statistics. Between 1968 and 1971, the transportation material industry grew 19.1% per year. The production of vehicles went from 279,000 to 516,000; the electrical material industry grew 13.9% per year. However, textile, food and shoe industries presented average growth rates of 7%. The production of durable consumer goods, bought by high-income classes grew at a rate two or three times greater than that of production of non-durable consumer goods, purchased by all the population.

As durable consumer goods industries have a high linkage, effect industries of capital goods grew and diversified. The Brazilian gross industrial product grew from 1966 to 1976 about more than 9% per year. In order to support this process, based on a concentration of income, heavy investment of foreign capital occurred, especially in the last years. Brazil's foreign debit rose from 4.4 billion dollars in 1969 to 17.3 billion dollars in 1974. Foreign investments in industry went from 1,419 million dollars in 1969 to 3,602 million dollars in 1973.

The national industrial bourgeoisie was relegated to a second position, one of subordination and dependence to multinational companies. In order to demonstrate this statement, the participation of multinational companies in some sectors of the Brazilian economy in 1972 is examined: machinery: 75%, electrical and communication equipment: 90%, transportation material: 94%, rubber: 71%, plastics: 66%, pharmaceuticals: 93%, food: 72%, tobacco products: 99.74%.

Taking industrial production as a whole, in 1972, the multinational businesses were responsible for 40.25% of the total fixed assets of Brazilian industry, dominating the most dynamic sectors of the market. State businesses, working in the sectors of mining, steel, chemicals and petroleum participated with 35.21%. They are responsible

for creating external economies and widening the temporal framework of investment decisions, especially with respect to multinational companies. In this we can see that private national businesses are left with no more than 24.5%, holding a position of dependence and subordination to multinational companies and state businesses.

To this financial domination by foreign capital corresponds the technological domination of the multinational companies. From 1964 to 1973, about 53,315 foreign patent requests were made in Brazil; only 25,000 of those patent requests were made by Brazilian suppliers.

Brazilian industrial technology is a quarter of a century behind in relation to multinational industry. Brazilian industry does not present, with rare exceptions, conditions for the development of technological innovation essential for the survival of contemporary business, in the capitalist economy. It lacks technicians and resources to invest in technological research. It can't afford its high opportunity cost. Economical instability and the narrowness of the domestic market, due to the concentration of income, increase the margin of risk of the Brazilian industrialist.

As Brazilian consumer standards were conditioned by models of imported products, the Brazilian industrialist prefers to buy technology abroad, raising his price and transferring on the extra cost to the consumer. On the other hand, as multinational firms, at their headquarters, are obliged to keep a permanent process of research and development using it on a world-wide scale, they can transfer technological innovations to its branches at a very low cost.

The very nature of technological progress serves to reinforce the relationship between dependence and domination. Brazilian savings per capita is eight to nine times less than that of the developed countries; as the same technical standards tend to be adopted, the capital rate per worker in the modern industrial sector cannot be very distinct; accordingly, the part of the working force affected by technical progress will necessarily be small - reinforcing the process of concentration of income. As new products generated by imported technology are destined to satisfy the demand of middle and high income groups, the limited resources available for investments tend to be absorbed in the diversification of the consumption of this very minority, damaging the process of equalization of income. In this framework the economy remains in a state of sub-utilization, reinforcing the process of dependence and requiring growing absorption of imported technology.

From 1965 to 1971, Brazilian payments for the transfer of technology showed an annual growth rate of 20%, reaching

a total of 132 million dollars. This growth, confronted with the evolution of the gross national product reveals that the percentage corresponding to technology transfer almost doubled during the period, from 16% in 1965 to 31% in 1971.

#### Conditions for the Development of a National Identity

Inspecting the Brazilian industrial process we find two distinct entities. First, Brazilian product is one similar to the imported product, manufactured by Brazilian industries with imported equipment. The Brazilian consumer copied models of the elite of the European countries. Secondly, imported technology and capital intervene. A process of growing technological dependence is thus started, insured by the domination of capital. The relation of imitation becomes a relation of reproduction.

In this process, any attempt to state a really national product identity is economically impossible. Note, for example, what happens with the Brazilian electro-electronic industry. In 1962, Brazilian businesses controlled 80% of the market. Today they have less than 15%. Among colour television manufacturers, only two are left which are Brazilian owned: Colorado, using German Blaupunkt technology and Springer, North American Admiral technology.

As the process of creation of new products rests, from the view point of demand, on copying of consumer habits of developed societies, the only alternative for the businessman is to utilize imported technology, internally copying merchandise already manufactured in the developed countries. Favourable conditions for the use of foreign know-how are emphasized by the domination of the multinational companies, which induce copying of the consumer habits of their headquarters. Importation of technology continued and shown to be the more profitable alternative, forming a reduced demand for domestic technology, inhibiting the development process of the Brazilian technological complex.

To aggravate this situation, it is worth remembering other limitations of Brazilian industry: lack of capital, lack of qualified labour, lack of raw materials, low technical and managerial competence, low productivity, subordination to multinational businesses. The Brazilian industrialist, it should be said, has not conditions to confront multinational domination and to overcome the relation of dependence, developing his own technology. Actually, this is not of interest to him. In this context in order to raise the Brazilian industrialist's level of consciousness about the necessities and advantages of developing his own technology - and his own design, no amount of design promotional measures would work out.

The structure of the process of dependence remains unaltered. To overcome technological dependence, the basic condition is the very transformation of the process of importation of capital and the importation of technology.

Brazilian industrialization was made through the process of substitution of imports of products. Formerly, our dependence was that of the importation of products. Today, we no longer import products. We import technology. We import product design, the very basis of our dependence. Formerly we did not produce our own products. Nowadays we do not have the conditions to develop the design of our own products.

In order to overcome the pre-capitalistic economy, we have had to resort to economic and political measures, to barriers which protected Brazilian industry. Today in order to overcome the capitalist economy and the relations of domination and dependence among developed and under-developed nations, we have no other solution but to remake the process to create economical barriers against importing irrational technology, against importing product designs unsuitable for a population of 60 million people who live under subsistence conditions.

We must start our process of substitution of the importation of technology, and begin to produce our own technology, a basic condition for the development of an independent and authentic product identity suitable for our human needs.

I believe that this task is also the task of designers of many other under-developed countries.

(This paper is included as a source document for those who might work in the development of UNIDO/ICSID projects) - MVM

REFERENCE MATERIAL

Publications of ABDI  
Associação Brasileira de Desenho Industrial,  
Rua Prof Vital Palma e Silva 131, 01455 Sao Paulo SO.

Design in Brazil, Prof. Carl Auböck, Bernardgasse 23,  
1070 Vienna, Austria

Design Brazil - Nordeste  
Prof. Carl Auböck, Bernardgasse 23, 1070 Vienna, Austria.

Papers from Seminar of Brazilian Society of Science  
Protection, May 1976 by Lucio Ginover, Director of  
the Faculty of Architecture and Urbanism, Univ. Sao Paulo.

The Industrialization of Sao Paulo 1880-1945  
The University of Texas Press, 1969

Meetings

ABDI  
Associação Brasileira de Desenho Industrial,  
Rua Prof Vital Palma e Silva 131, 01455 Sao Paulo SO.  
President: Marco Antonio Amaral Rezende

Mr Villares, Director, Villares Industries and Director  
of Design Centre.

Ann Everlund, Industrial Designer.

Mr Emilo Brago, Scientific Technical Institute and  
Co-Ordinator Programme for Design Centre.

Industrial Design Department, Secretaria de Tecnologia  
Industrial, Ministerio da Industria e do Comercio,  
Av. Venexuela, 82/320 Rio de Janeiro  
Director: Mr Blank  
Assistant: Ms Maria Isabel Rodriguez

Col. Wagner de Souza, Director de Patentes INPI, Praca  
Maua No. 7, Room 703, Rio de Janeiro.

Mr Wolf Dietr Weiss, Project Manager UNDP/WIPO/INDP,  
Rio de Janeiro.

UNDP Offices - Liaison Officer Celina S. R. de Magalhaes

6 ARGENTINA

6.1 PROCEDURE

Prior to the arrival of the mission in Buenos Aires the ICSID member Society CIDI - Centro de Investigacion del Diseno Industrial y Grafico - and the UNDP office had collaborated in the organization of a programme which included a national seminar, a one day working conference, a cocktail reception to launch the programme and meetings with designers, industry and government. Press and television coverage was also arranged. As a result of this very splendid cooperation, and in spite of the fact that Buenos Aires was still 'officially' on holidays, a very successful series of meetings took place. Given this sort of support and cooperation there is no doubt but that any further project held under the auspices of the international bodies and fortunate enough to be managed by the same team in Buenos Aires would meet with great success.

6.2 INTRODUCTION

Industrial design activities in the Argentine began in the early 1960's. The first educational courses started in 1962/63 and CIDI began its promotional work in 1963. In 1974 the role of CIDI was diminished and resulted in the closure of its design centre and a virtual cessation of its work. A society of professional industrial designers did function for a while but is no longer active. The special political and economic conditions which prevailed in the Argentine for some years did not create a favourable climate for the industrial design profession as a whole though there were individual remarkable achievements. CIDI has resumed its activities after a three year break and there would seem to be, at the beginning of 1978, an atmosphere of cautious optimism.



REPORT ON THE STATE OF INDUSTRIAL DESIGN

6.3 GOVERNMENT

CIDI - Centro de Investigacion del Diseno Industrial y Grafico - is a private body sponsored by the Argentine Government through INTI - National Institute of Industrial Technology. It works both as a promotional organization (though the design centre exhibition space has not been reopened) and as a product development research unit. It is governed by an independent Board of Directors, representing private industry, design, education and INTI. (See Appendix 1) The activities of CIDI between the period 1963-1974 are listed in Appendix 2.

6.4 OTHER AGENCIES

There is no other agency of government with a responsibility for industrial design. The position of CIDI within the National Institute of Industrial Technology allows it to call on the services of twenty other independent agencies which form INTI and likewise they may use the services of INTI.

6.5 EDUCATION

Design Education is conducted by the National Universities (run by the Federal Government and located in different cities). The system has, so far, produced around sixty graduates divided between industrial and graphic design. Courses are held in Universidad Nacional de la Plata, Universidad Nacional de Cuyb, Universidad Nacional de Rosario. (See Appendix 3 for breakdown of courses)

6.6 PROFESSIONAL DESIGN ASSOCIATIONS

The Society of Professional Industrial Designers has been dormant for some years. In discussion with many individual designers it is clear that there is no objection to the organization of a society, on the contrary, it would be welcomed. However, there is the universal problem that the designers themselves are so occupied that there is little time left to devote to non-paying organizational jobs and the finance is not available to engage staff. However, the indications are that in spite of these difficulties the Society may be revived again before the end of the year.

6.7 CONSUMER

CIDI has long recognised the value of and the influence which an active Consumers' Association can have and the positive role it can play in the promotion of good design. However it has not had the necessary response and so far no consumers group exists.

6.8 PROMOTIONAL

CIDI has the overall responsibility for promotional activities relating to industrial design.

6.9 MEDIA

There is obviously a good relationship between CIDI and the press and coverage is given to their activities. However, apart from occasional comments in the architectural press, there are no writers on or regular features pertaining to design matters.

6.10 NATIONAL SEMINAR

This was divided into three sessions:

- 1) An informal gathering of the Directors of CIDI and INPI to discuss the mission;
- 2) A lecture/discussion - which was open to the public
- 3) A full day working conference with individual groups.

About 70 persons attended the formal session. Many returned the following day for the conference which ran from 8.30 am to 7.00 pm. Again, given the time of the year and the fact that the schools were closed, this attendance is indicative of the great interest in industrial design and the tremendous desire of those involved to improve the situation in education, industry and the market place and to contribute of their own time to do this. The cooperation of the international bodies has raised hopes of support for projects. One could not help but be impressed and at the same time depressed by the reaction of design students and young graduates - the people, in fact, who should be most enthusiastic and optimistic. The lack of equipment and materials in the colleges, the isolation they feel and the sense of remoteness from other parts of the world, the lack of information on industrial design and the lack of funds to purchase books and the extreme difficulties they have in raising finance to travel overseas were all listed. In some cases there was a lack of knowledge of existing aid and programmes in which they could participate but this lack of knowledge only highlights the necessity for improved national and regional cooperation and communication. (reference 6.11.6 and 7.3.7 ) Many interesting problems were raised and ideas for projects were tabled. Mr Basilo Uribe, Executive Director of CIDI, agreed to act as coordinator for the formulation of the projects and to present them to UNIDO. (Appendix 4)

6.11 RECOMMENDATIONS FOR PROJECTS

6.11.1 Study Mission

It is recognized that in all projects arising from the UNIDO/ICSID Memorandum of Understanding the most crucial factor will be the day to day management and achievement of results within the given time. As there already exists a commitment of cooperation between the Argentine UNDP office and INTI and thereby CIDI it is suggested that a mission of some length be mounted to study how, under this new agreement, additional aid could be given to CIDI to enable them isolate and prepare projects and to identify the assistance and support required from the international bodies. This mission should include representatives of both UNIDO/ICSID and should be planned in close collaboration with SIDFA's and CIDI.

6.11.2 Directory

The recommendation is the same as made for Mexico, Colombia and Brazil. (3.17.1, 4.13.1, 5.14.1)

6.11.3 Participation in Designer Placement Scheme

The reaction of the young designers in Buenos Aires has been recorded. They are in great need of overseas experience which will give them the specialised practice they require. The implementation of this scheme would provide part of the answer.

6.11.4 Visiting Designers

Mr Basilio Uribe is preparing a project which will request that UNIDO/ICSID provide a team of designers who would visit the Argentine over a given period of time to work within education, industry and design promotion. These will be submitted to UNIDO.

6.11.5 Equipment

The need of design students to have access to machinery and equipment was also highlighted. A further recommendation to be presented by Mr Uribe will suggest how this might be organized.

6.11.6 National and Regional Meetings

One of the most significant meetings of the Mission took place with the Sub Secretary of Ministry for

Industry and Commerce of the Government. This meeting was attended by Mr F. Masjuan, President of CIDI, Mr Basilio Uribe, Executive Director of CIDI, Mr Roberto Martinez Ordonez, SIDFA/UNDP, Mr Donald Campbell, Assistant to SIDFA and Ms. Mullin. A keen interest was shown in the programme and the outcome of the meeting was, the generous agreement of the Government of the Argentine to host the Regional Latin American Meeting to be held prior to the World Design Congress in Mexico. In addition, the Government has pledged to support the organization of an Interdesign in the Argentine. Possible topics: Machine Tooling or Farm Machinery. CIDI in cooperation with UNDP will draw up preliminary programmes for comment by the concerned parties.

Recommendation: that CIDI prepare programme for regional meeting and submit it to the Government, UNIDO and ICSID for support.

APPENDIX 1

ARGENTINA

Report on CIDI's Activities

Buenos Aires - Argentine Republic

CIDI (meaning Research of Industrial and Graphic Design) Centro de Investigacion del Diseno Industrial y Grafico is a private body sponsored by the Argentine Government through INTI (National Institute of Industrial Technology) Instituto Nacional de Tecnologia Industrial and fifteen private enterprises coming from several branches of Argentine industry.

CIDI is one of some twenty research units which are linked as planets to INTI. As a whole they constitute a system called Centros de Investigacion del Sistema INTI. They are independent one from another, but may work in collaboration whenever they like or need. INTI is not limited to them, it has its own premises in a park that measures some 100 acres side to side with the limits of Buenos Aires City. There INTI has up-to-date technological laboratories covering 400,000 sq. feet.

CIDI works along two lines:

- 1) as a promotion organization (or as a Design Centre);
- 2) as a product development and research unit (or as an Institute of Design).

This last unit is placed in INTI's Technological Park, the promotion unit being located in Buenos Aires down-town. The total force amounts to 16 people, its Executive Director and 15 collaborators. Among them there are University engineers, designers and other specialists.

CIDI is governed by a Board of Directors, seven in all, three coming from the private industry, one from the graphic design enterprises, one from the teaching of industrial design, and one from INTI. The representative of INTI is the Executive Director. On the other hand, the President is a representative from the private industry.

The general operating programme of CIDI includes the following points:-

- 1) Stimulus of the good designed industrial products manufactured in Argentina through:
  - a) Qualification of products (good Design Label);
  - b) Product competitions;
  - c) Exhibitions of good designed products.
- 2) Studies, basical research and development of non commercial products;
- 3) Promotion of teaching of industrial and graphic design;
- 4) Publications on industrial and graphic design;
- 5) Tests simulating the wearing of products;
- 6) Assistance to enterprises on industrial and graphic design;
- 7) Promotion of a museum on industrial design;
- 8) Defence of the legal rights of registered designs;
- 9) Any other related activity.

(Prepared by Mr Basilo Uribe, Executive Director, CIDI  
March 1978)

Resumen de actividades de CIDI  
1963-1974

- 1 Exposición Internacional de Diseño Industrial (Bs.As., 1963).
- 1 Muestra Permanente de objetos de buen diseño (Bs.As., 1967-70).
- 13 Muestras del Entorno (oficina, hogar, envases, etc.) (Bs.As., 1968/69).
- 2 Muestras en el interior (Mendoza y Olavarría).
- 2 Muestras anuales (CIDI 1971 y CIDI 1973, Bs.As.).
- 9 Muestras en Latinoamérica (Montevideo, Asunción, La Paz, Santiago de Chile, Lima, Sao Paulo, Río de Janeiro, Caracas y Ciudad México, 1970-74).
- 2 Muestras en Europa (Londres 1969 y Ljubliana 1970).
- 11 Concursos sobre productos de plaza, proyectos, y especiales (estos últimos a pedido de Atma, Colorín, Porcelana Americana, etc.).
- 9 Seminarios de enseñanza y práctica del diseño industrial, con expertos locales y extranjeros (Ilmari Tapiovaara, Misha Black, Tomás Maldonado, Tomás Gonda, Gui Bonsiepe, Alfred Schmidt, Herbert Ohl, Reyner Banham, Carlos Méndez Mosquera).
- 1 Reunión Internacional para la enseñanza del diseño en los países en desarrollo (Bs.As., 1968).
  - . Conferencias sobre diseño industrial y envases (Rodolfo Moller, Frank Memelsdorff, Emil Taboada, Basilio Uribe, y representantes de las empresas participantes en la muestra de envases: Centenera, Schcolnik, Duperial y Ducilo).
  - . Calificación de unos 1.300 productos considerados como de buen diseño, producidos localmente.
- 5 Participaciones en los Congresos Bienales del ICSID (International Council of Societies of Industrial Design).
- 1 Fichero de productos locales de buen diseño.
  - . Asesoramiento a empresas (fichero de diseñadores).
- 1 Boletín mensual con informaciones mundiales sobre el tema (1966-69).



- 1 Plan de estudios para la enseñanza del diseño industrial en Argentina (Bs.As., 1966).
- . Varios desarrollos de diseños a pedido de empresas locales (p.e. Bianchetti e Hijos).
- . Aproximadamente 600 notas y noticias sobre CIDI en periódicos importantes.
- . Viajes de información/estudio al exterior, por medio de Naciones Unidas.
- 1 Recopilación de información sobre baños y cocinas.
- 1 Trabajo de investigación sobre acabado superficial del acero inoxidable.
- 1 Biblioteca-hemeroteca.
- . Publicaciones a cargo de G.Bonsiepe, A.Schmidt y B.Uribe.
- 1 Ciclo de proyección de películas técnicas.
- . Impresión de catálogos, folletos y afiches de las muestras nacionales e internacionales.

DESIGN EDUCATION IN ARGENTINA

Design education is located in National Universities, that is, in Universities/ run by the Federal Government and geographically distributed in many cities. The educational system has produced to this date circa 60 graduates, half of them / in Industrial Design. Around 30 of these are already working in private studios, industries and teaching.

Design activity is to be found in three National Universities :

- 1) Universidad Nacional de La Plata
- 2) Universidad Nacional de Cuyo
- 3) Universidad Nacional de Rosario

1) U.N.L.P.-

Departamento de Diseño

It's a branch of the Faculty of Fine Arts.

Address: Diagonal 78 N° 680  
La Plata  
Provincia de Buenos Aires  
Argentina

Diplomas: Two different diplomas:

- a) Industrial Designer
- b) Visual Communication Designer

Number of years: 4 plus 1 year of thesis

Number of students: Around 80

2) U. N.C.-

Escuela Superior de Diseño

Address: Av. Champagnac s/n  
Centro Universitario  
Mendoza  
Argentina

Diploma: Only one diploma with two orientations:

- a) Product Design
- b) Graphic Design

Number of years: 5 plus 1 year thesis

Number of students: Around 60

3) U.N.R.-

Departamento de Diseño Industrial

*(please also see DESIGN magazine  
nº 195, March 1965, page 60)*

(Formerly known as Instituto de Diseño Industrial)

It is a part of the Faculty of Engineering

Address: Avenida Pellegrini 250 (Facultad de Ingeniería)  
2000 Rosario  
Argentina

It is mainly a working group doing

- a) Research
- b) Service for local industries

a) Research

Some sample subjects:

**Anthropometrics** (Secondary students, Aviation pilots,  
Housewives, etc.)

**Ergonomics** (Legibility of digits, Sport helmets, etc.)

**Systems** (Frequency of use of kitchen centers,  
Path Load of kitchen equipment, etc.)

**Consumer** (Preferences and Priorities of home  
equipment in low income families,  
Furniture styles in worker's homes, etc.)

**Design Theory** Taxonomy of products, etc.)

b) Service : More than 40 design projects for local firms and government  
agencies, such as:

Croppers

Tractors

Buses

Exhibition shelters

Telephones

Bakery equipment

Tyres machinery

Welding machines

Furnitures

and so on.

The IDI also <sup>carries</sup> give for industry staffs, graduated engineers, graduated designers, both in this country and abroad (Chile , Brasil).-

Number of members :

around 12

Supplied by Jorge Vila Ortiz, Director, INSTITUTO DE DISEÑO INDUSTRIAL  
Rosario, Argentina

PRESENT AT INFORMAL GATHERING AT CIDI FEBRUARY 28TH

- S. Oñeideian- Embajador de Irlanda
- J. Harman- Secretario de la Embajada de Irlanda
- Dr. Rogelio Rodríguez- Vicepresidente de INTI
- Ing. Salvador María del Carril- Presidente de la Comisión Asesora de INTI
- Prof. Bernardo Capdevielle- Jefe de Prensa- INTI
- Estela Ehrenbolger- Relaciones Públicas- INTI
- Francisco Masjuan- Presidente de CIDI- Presidente de Atma SAIC
- Ing. Alejandro Kretzig- Secretario de CIDI- Departamento Técnico de Ilum SAIC
- Ing. Basilio Uribe- Director Ejecutivo de CIDI- Académico de Bellas Artes
- Arq. Carlos Méndez Mosquera- Director de CIDI- Presidente de Cícero Publicidad S.A.
- Ing. Beatriz G. de Ciaburri- Miembro del Jurado para el otorgamiento de la etiqueta roja de CIDI- Directora General del IRAM, Instituto Argentino de Racionalización de Materiales
- Ary Brizzi- Miembro del Jurado para el otorgamiento de la etiqueta roja de CIDI-Pintor- Gran Premio de Honor Salón Nacional (Pintura) 1976- Académico de Bellas Artes
- Ing. Pedro Vicien- Administrador General de Agua y Energía
- Arq. Ricardo Blanco- Diseñador- Profesor de Diseño en Universidades Nacionales
- Arq. Rafael Iglesia- Diseñador
- Mario Mariño- Diseñador
- Jorge Ciaglia- Presidente de Colección SACIF
- Ing. Jorge Freijo- Presidente de Braun SAIC
- Arq. Reinaldo Leiro- Presidente de Buró SAIC
- Ing. Lucio Ballester- Subsecretario de Desarrollo Industrial
- Mr Roberto Martínez Ordóñez - SIDFA - UNDP Office
- Mr Donal Campbell , Assistant to SIDFA - UNDP Office

ARGENTINA

REFERENCE MATERIAL

CIDI

Centro de Investigacion del Diseno Industrial y Grafico,  
Leandro N. Alem 1067, 5 Piso, Capital Buenos Aires -  
Various Publications.

Publications of the Instituto de Diseno Industrial de la  
Facultad de Ciencia Exactas e Ingenieria, Universidad  
Nacional de Rosario, Av. Pellegrini 250, Rosario.

Ediciones Summa SACIFI - Peru 689, 7<sup>o</sup> Piso P. Buenos Aires.

Meetings

Ministry for Industry and Commerce, Buenos Aires.

CIDI - Centro de Investigacion del Diseno Industrial y  
Grafico, Leandro N. Alem 1067, 5 Piso, Capital Buenos Aires.  
Mr F. Masjuan - President  
Mr B. Uribe - Executive Director (detailed discussions)  
General Meetings with all Directors.

Mr Gui Bonsiepe, Industrial Designer, Paraguay 610, 1<sup>o</sup>A,  
1350 Buenos Aires.

Arq. Carlos Mendez Mosquera, President de Cicero Publicidad  
S.A.

Arq. Rafael Iglesia, Desenhador

Dr. Jorge Vila Ortiz, Director del Instituto de Diseno  
Industrial, Facultad de Ciencias, Ingenieria y Arquitectura,  
Universidad Nacional de Rosario, Av. Pellegrini 250,  
Rosario.

D.I. Mario H.S. Marino, Barrientos 1566 P.B. "D" Buenos  
Aires.  
(Centro de Proyectos Avanzados de Diseno)

7. SUMMARY

7.1 The task of the mission was threefold:-

- a) Survey (Report on State of Industrial Design)
- b) Advisory (National Seminar)
- c) Recommendations for Action.

The main purpose of the Mission and of this Report arising from it has been to give a sketch picture of the present status of industrial design in the four countries visited which will aid the people responsible in those countries assess priorities, plan programmes and designate projects, in the most effective way; also to help the United Nations Industrial Development Organization in cooperation with the International Council of Societies of Industrial Design give the best possible support to industrial design development. The time allotted and the size of the mission only allow for indicative or directional answers. It is clear, however, that if the recommendations contained in this report are acted upon that (i) further international cooperation and assistance will be rendered more effective and (ii) those concerned in implementing follow-up projects will have a firm basis from which to work.

7.2 a) Survey

The preceding pages carry a survey of the state of industrial design, country by country.

b) Advisory

The details of the Memorandum of Understanding between UNIDO/ICSID has been described in all countries and this has led to new or renewed cooperation between ICSID member societies, design groups and local UNDP officers. In addition the role and work of both organizations has been conveyed to new audiences.

c) Recommendations

Each country section contains recommendations which are particular to that country. What follows are some recommendations which would be common to all four and would, of course, be applicable, in whole or in part, to other developing countries.



7.3 GENERAL RECOMMENDATIONS

- 7.3.1 That there should be regular and minuted meetings between ICSID member societies and SIDFA's and other appropriate officers to discuss matters of mutual concern and that agreed reports of these meetings are filed to UNIDO by SIDFA's and ICSID Headquarters by their societies.
- 7.3.2 That together the international organizations define the areas and type of assistance they can provide, print and distribute it through local societies. It should be brief, very specific and indicate procedures step by step.
- 7.3.3 That UNDP offices compile, print and distribute a short (perhaps in the form of a wall chart) directory listing all organizations and agencies which contribute in some way towards industrial development and industrial design in their own countries.
- 7.3.4 That special short term highly informative courses be arranged for the officers of the organizations listed in this directory to inform them about industrial design and to exchange information on the services available to developing industries.
- 7.3.5 That at the World Meeting of SIDFA's scheduled for October 1978 in Vienna a session on industrial design be scheduled and that UNIDO/ICSID use the opportunity to develop their joint programme.
- 7.3.6 Likewise, that a similar and more specific session on industrial design be scheduled for the Latin-American meeting of SIDFA's in 1979.
- 7.3.7 That the special opportunity afforded by the holding of the World Design Congress in Mexico in October 1979 be used to full advantage. That the four countries surveyed - Mexico, Colombia, Brazil and the Argentine be encouraged to hold national planning meetings as soon as possible. (Other Latin-American countries could also be invited to participate.) That following these national meetings a regional meeting be held which will begin to formulate a regional policy of cooperation on design development. That the policy based on the recommendations made at national and regional meetings be formulated and presented to the Board of the International Council of Societies of Industrial Design during the World Congress, passed, and then brought to the following joint UNIDO/ICSID planning meeting for action. As UNIDO has declared

it's intent to be represented at the Assembly it should be possible - with pre-planning - to hold the joint UNIDO/ICSID Meeting in Mexico at the close of the Assembly.

It is envisaged that at all the national and regional meetings SIDFA's, JPO's and other appropriate officers would participate so that the recommendations would be cognizant of the scope and type of assistance which could be provided by UNIDO and that the practical knowledge of those concerned with industrial development be used to best advantage.

Immediate action is required to:

- a) act upon the kind invitation of the Government of the Argentine to host the Regional Meeting
- b) advise other Latin-American countries, through UNDP offices and ICSID member societies, of this offer so a schedule of national meetings can be arranged
- c) request UNIDO field officers to participate in the scheduling of the meetings and contribute to the formulation of the recommendations
- d) contact the organizers of the Mexican Congress to make them aware of, and to seek their cooperation in, making plans
- e) request CIDI - Centro de Investigacion del Diseno Industrial y Grafica - in Buenos Aires to undertake to plan and organize the regional meeting and to propose a programme immediately and, on approval, contact all participating countries. This report lists main contacts in each country surveyed.

7.3.8

That a special mission be undertaken to study how the combined resources of UNIDO/ICSID can be harnessed to improve the living, working, health and social conditions prevailing in so much of Latin America. Designers in the countries visited are already working on projects for home, schools and hospitals; UNIDO is seeking new areas for product development and industrial production; home and export markets for these products exist within Latin America, as well as other areas of the world. But the decision to involve designers and commission manufacturers will not be taken by designers. What must be discovered is the most effective way of making it possible for the design contribution and thus industrial production to be realised. The mission must be most carefully prepared and should commence only after the cooperation of those living and working in the countries affected is achieved. Of equal importance would be the cooperation of the World Health Organization, UNESCO and other agencies working in the field.

- 7.3.9 That UNIDO recognize that the industrial design process is one which takes time and that provision be made for the adjustment of the length of missions and the provision of the appropriate support.
- 7.3.10 As a result of this mission it is proposed that ICSID develop a Designer Placement Scheme. This will enable designers from developing countries receive very specialised practical working experience. The proposal has been presented to the Board of ICSID for approval. When it is granted, support from UNIDO/ICSID joint committee will be required.
- 7.3.11 That UNIDO in cooperation with ICSID devise a system whereby 'experts' and consultants serving their joint programme receive the most effective briefing and indoctrination before undertaking missions thus rendering the opportunities for misunderstanding less and maximising the effectiveness of the contribution.

7.3.12 Follow-Up

The most important initial recommendation is that this first mission be followed up promptly; that the interest created and the enthusiasm and willingness of people to cooperate be acted upon. Vienna and Brussels are very remote from the areas visited and the difficulty in, and sometimes lack of, communication widens the scope for misunderstanding. There is an urgent need for:

- a) the physical presence of a coordinator moving through these countries to ensure the progress of projects - the difficulties of communication, even within Latin America, not to mention with the rest of the world, should not be underestimated.
- b) the appointment of an officer within the ICSID secretariat to coordinate its services to developing countries - not someone responsible for the planning - that exists - but someone who can follow up on a day to day basis the myriad of details necessary for even modest success.
- c) the appointment within UNIDO of an officer with the responsibility of developing joint projects and ensuring the day to day follow through at international and national level.
- d) the forming of the local UNIDO/ICSID line (7.3.1).

Without this very basic follow-up and support all else will have been in vain and projects and proposals worth no more than the paper on which they are written.

This Mission was part of a Pilot Project. The short conclusion is that very positive results can come from UNIDO/ICSID cooperation. However, implementation will be difficult. Immediate joint planning is required. This should take into account the 2nd part of the Pilot Project - the Mission to the Middle and Near East. The first step is a working session between the consultants, ICSID representatives and UNIDO to draw up this plan. Then, based on the results of this and agreement reached, recommendations 7.3.1, 7.3.2 and 7.3.3 are implemented (can be done very quickly); a joint UNIDO/ICSID follow up mission should take place (referred to in sections 3, 4, 5 and 6). This joint mission participates in 7.3.4 and the national meetings recommended in 7.3.7 could be held to coincide with the mission.

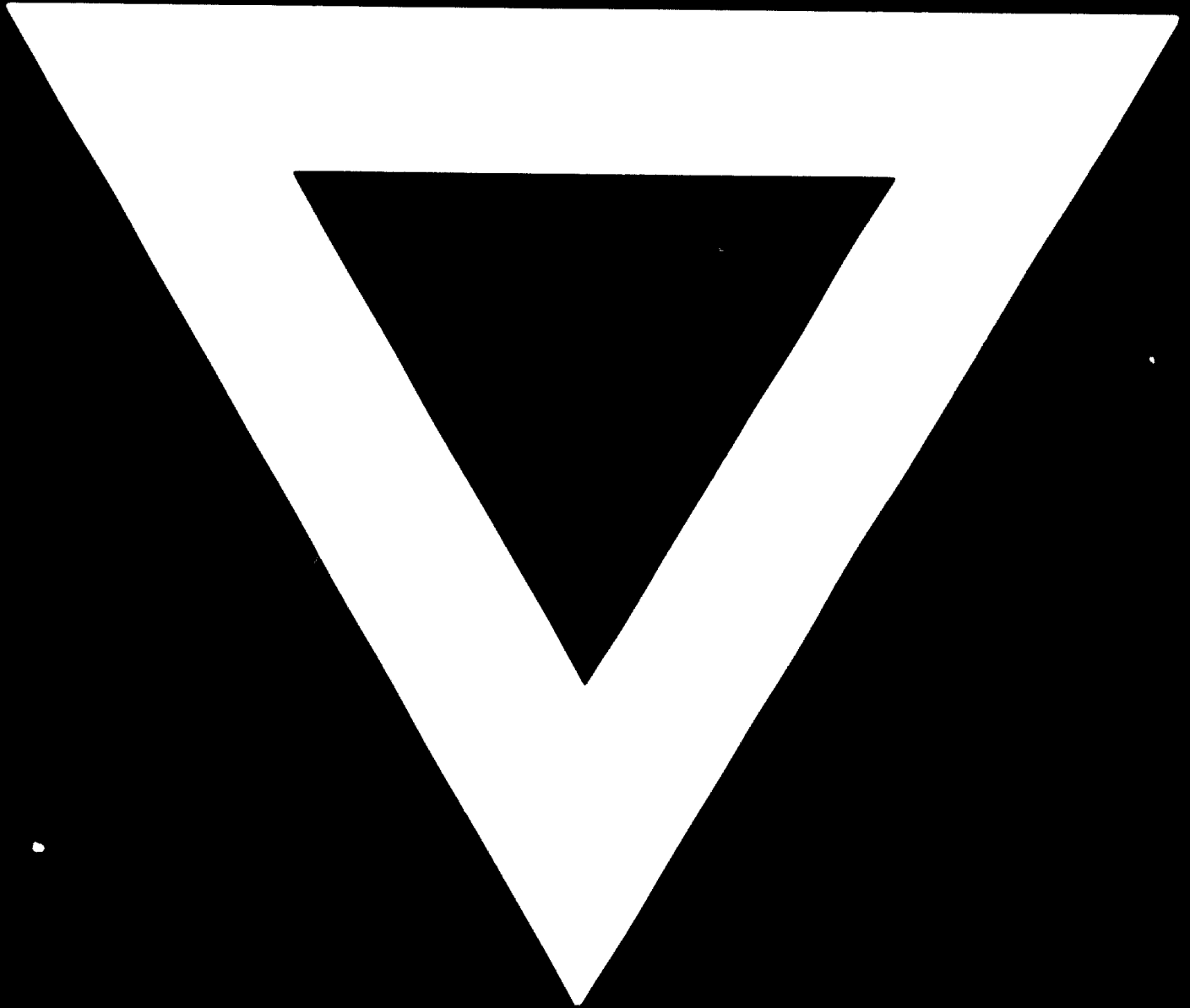
The Designer Placement Scheme referred to in 7.3.10 could be concurrently developed to a point of pilot implementation and one of the tasks of the mission would be to interview candidates.

And so through the other recommendations.

The work is there to be done - when can it begin?



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