

IBERO AMERICA IS DESIGNING. MADRID STATEMENT

In Madrid, on 26th – 30th November 2007, 24 practising designers in different fields from the 14 Ibero American countries met and agreed to set up as the Advisory Committee of the Ibero American Biennial of Design (BID), stating the following:

Ibero American design is an insufficiently-known, little-valued reality.

The professional standard of Ibero American designers, the potential of their thousands of students and the upsurge of institutions for design development are the exponent of a capacity that matches Ibero America's own reality, which is on the rise.

The Ibero American Biennial of Design sets off from this first meeting at the Central de Diseño Matadero Madrid with the aim of transmitting this reality to institutions, enterprises, training centres, public administrations and society at large.

At the dawn of the 21st century, immersed as we are in an increasingly globalised culture, the flow of Ibero American design springs up as a counterpoint of diversity and an exponent of its vital, mixed-bred reality, against the dominant trend towards homogeneity and uniformity.

Within the framework of an increasingly unequal society, design is an efficient tool for development and cohesion in our region, generating higher levels of innovation and competitiveness for our economies.

At this particular moment, when climate change is the outcome of unsustainable production activity and consumerism, responsible action on the part of designers may become a significant streamlining factor.

Design's educative action performed by the profession itself and at multiple training centres in our countries, is a key projection towards the future of our societies, and one to which public administrations should lend priority attention.

The Ibero American Biennial of Design aims to be rather more than the simple exhibition of work and addresses the domain of design cross-curricularly, yielding fields for debate covering various aspects and topics relating to culture, education, the industry, markets and, all in all, society and the needs it has.

We, designers, through our reflections and work, take an active part in the life of our peoples and our cities, our enterprises and our institutions. Indeed, the real target of design is people rather than objects. We declare ourselves, as designers, to be fully identified with this vision.

Undersigned by:

Mr Félix Beltrán Mexico. Mr Henrique Cayatte Portugal. Mr Gonzalo Castillo. Chile. Mr Dicken Castro. Colombia. Mr Alberto Corazón. Spain Mr Iván Cortés. Colombia. Mr José Cuendias. Cuba. Mr Manuel Estrada Spain Mr Rubén Fontana Argentina. Mr Stephen Kaplan. Dominican Republic Ms Ruth Klotzel Brazil Mr Adrián Lebediker. Argentina. Mr Joao Machado. Portugal. Ms Nani Marquina. Spain Mr Peter Mussfeldt. Ecuador. Mr Óscar Pamio. Costa Rica. Mr Celeste Prieto. Paraguay. Mr Francisco Providência. Portugal. Ms Marita Quiroz. Peru. Mr Carlos Rodríguez. Venezuela. Mr Óscar Salinas. Mexico. Mr Álvaro Sotillo. Venezuela. Mr Ignacio Urbina. Venezuela. Mr Giovanni Vannucchi. Brazil