



Born on 13.11.1970 in Bogotá, Colombia, South America.
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At TaiK Research Database
reseda.taik.fi/Taik/jsp/taik/Researcher.jsp?id=27010 .

Education

APPLIED ART & DESIGN (2006)

Master of Arts degree. Aalto University School of Art and Design (TaiK).
Minor in International Design Business Management IDBM. Core project with StoraEnso.
Thesis defense 6.2005.

CULTURAL MANAGEMENT (2001)

Specialization degree. Universidad del Rosario, Bogotá.
Thesis defense 8.2001.

INDUSTRIAL DESIGN (1996)

Superior degree 6-year programme. Universidad Nacional de Colombia, Bogotá.
Thesis defense 12.1995.

Professional experience

In Service design: Project development, Research, Management

Aalto University School of Art and Design. *TaiK's Tutoring Program*. Design and development; management, coordination; online content production (wiki, joomla). Contact: Leena KOSKINEN, Director Opintohallinto ja opiskelijapalvelut. Since 8.2008 to present.
<www.taik.fi/tokyo/index.php/Tutoring_guidelines>

Haltia (fka Starcut Mobile Marketing). *Nokia mobile codes hub*. Research and development of the content and structure for the new website. July 2006-May 2007. <mobilecodes.nokia.com>

Aalto University School of Art and Design. *Elokuvantaju/CinemaEsencia*. Web-based study material on film production. Content editor for the Spanish version. Contact: Antti RAIKE (TaT). 8-11.2003.
<www.taik.fi/elokuvantaju/spanish/spanish.jsp>

Yinaka Foundation — National Organization of Indigenous Women of Colombia / Del Rosario University. *Museum of the living Indigenous Cultures of Colombia* — Center of Information, Material Culture and Existence. Designer and director of the concept. 10.2000-7.2001.

Corporation Network of Artisans of the Atlantic Coast of Colombia. *Strategic Design & Craft*. Project manager. 11.2000-8.2001.

**In Consultancy. Multi-faceted, participatory approaches: Strategic design / Research /
Project development / Product development / Product marketing**

Länsi-Suomen Muotoilukeskus MUOVA. Vaasa, FINLAND. *Design Recherche Europe Art Metiers DREAM Programme. Chapter Finland*. EU-funded project. Strategic design consultant; planner, lecturer, coach. Ongoing, January-March 2011. Contact: Gabriela HERTNAGEL, Tanja ORAVIITA, project managers. <www.muova.fi>

Turun Yliopisto, Kulttuurituotannon ja maisemantutkimuksen laitos, Porin Yliopistokeskus. *SatakuntaMallisto project (chapter I); Juureva collection*. For the craft sector of the Satakunta region. Pori, FINLAND. Product and strategic design consultant; planner, lecturer, coach. March-November 2008. Contact: Emma SUSI, Essi LINDBERG, project managers (University of Turku, School of Cultural Production and Landscape Studies – Pori). <www.juureva.fi>

NorskForm Foundation for Design and Architecture. Oslo, NORWAY. Guest consultant, advisor, lecturer. Short terms 9.2006; 2.2007. Contacts: Heidi DOLVEN; Sarah KNUTSLIEN.

Turun Yliopisto, Kulttuurituotannon ja maisemantutkimuksen laitos, Porin Yliopistokeskus. *Karhuseutu Ry. Käsityö Maailmalle*. Project Finland-Sweden. Pori, FINLAND. Guest instructor, lecturer. May 2007. Contact: Emma SUSI (University of Turku, School of Cultural Production and Landscape Studies – Pori).

Artesanías de Colombia S.A. (Ministry of Commerce, Industry & Tourism – Contributing to the competitiveness of the craft sector in Colombia). *Design Centre, Bogotá Unit*. Project management specialist. Consultancy in design / R&D; product design, development and marketing. Fieldwork involved, in direct interaction and/or cooperation with Colombian rural and urban craft communities and SMEs. Five years, 10.1996 – 8.2001. Contacts: Former director Lyda del C. DIAZ L.; Vice-manager I.D. Manuel J. MORENO B. <www.artesaniasdecolombia.com.co> | <www.expoartesaniass.com>

Teaching, education

Aalto University School of Art and Design. Tutor for diverse courses at the School of Design. Contacts: Helena HYVÖNEN, Dean | Leena KOSKINEN, Director Opintohallinto ja opiskelijapalvelut (and Virtual University). Since 2002.

Aalto University School of Art and Design. Guest lecturer. Also as part of the activities organized with the Worldesign initiative.

Aalto University School of Art and Design. Founding member of the World Design Initiative aka 'Worldesign', an interdisciplinary research proposition that aims at exploring and building design-related tools as strategies for inclusion and cultural diversity. Activities started in 2003.

Worldesign's seminar and exhibition, Windhoek, Namibia. *POTENTIALS — Design in the Field*. Lecturer/mentor; Producer. Seminar-Workshop 21.2.-23.2.2006, Omba Gallery, NAMIBIA Craft Center NCC.

Hogskolen i Akershus HiAk | Akershus University College AUC, Norway. Course-workshop planner and leader. *Sally Ann, The Salvation Army's emerging global fair trade venture*. Contact: Tore GULDEN, Associate professor. Lilleström/Oslo. 15-22.8.2005.

Research / Selected publications

Theses

[artesanía]

Reflections on design for competitive artisan communities

—Towards an approach for sustainability of local cultures | Ref. Colombia
Master of Arts degree, APPLIED ART & DESIGN, 2006 | Defense 6.2005.
Aalto University School of Art and Design (TaIK), Finland.

Museum of the living Indigenous Cultures of Colombia

— Centre of Information, Material Culture and Existence

Specialization degree, CULTURAL MANAGEMENT, 2001 | Defense 8.2001.
Universidad del Rosario, Bogotá, Colombia.
With I.D. Elisa PATIÑO HERNÁNDEZ.

Fragments for a history of objects in Bogotá, 1900 - 1930

Superior degree, INDUSTRIAL DESIGN, 1996 | Defense 12.1995.

Outstanding Merit Award, for the research's contribution to Colombian design history.

(BA) Five+1 years programme, Universidad Nacional de Colombia, Bogotá.
With I.D. Diego HERNÁNDEZ BARÓN.

In journals and magazines

Artelogi 10 (2.2007) – Käsiteollisuuden Tutkimusseura Ry., Finland. Theme: Craft & Wellbeing.

[artesanía] *Reflections on design for competitive artisan communities —Towards an approach for the sustainability of local cultures.*

6o Acto (12.2006) – Escuela de Diseño Industrial, Universidad Nacional de Colombia. Theme: Design & Cultural patrimony and heritage. [artesanía] *Reflexiones sobre el diseño para comunidades artesanales competitivas —Hacia un enfoque para la sostenibilidad del patrimonio.*

In conference proceedings

Pride and Pre-Design - The Cultural Heritage and the Science of Design — CUMULUS Spring conference 2005, 26-28.5, Lisbon, Portugal. Strand: Landscape: Strategies of design for the continuous rebirth of cultural heritage. *Design + Craft + Artisan Communities = Sustainable development of cultural diversity.* [Hardcopy proceedings]. See www.iade.pt/cumulus .

Challenging Craft International Conference, 2004, 8-10.9, Gray's School of Art, The Robert Gordon University, Aberdeen, Scotland, UK. Strand: Craft Articulating Culture » Identity: Local / Global. *Design + Craft + Artisan Communities = sustainable development of cultural identities — Experience in Colombia.* [Digital proceedings (CD)]. Refereed paper also at www.rgu.ac.uk/challengingcraft/OpenMeFirst.htm .

Entrepreneurship and Design — CUMULUS Spring conference 2004, 6-8.5, Oslo, Norway. Strand: Entrepreneurship in SME and Arts and Craft. *Entrepreneurship & Artisan Communities: Design for sustainable development of cultural identities.* See www.aho.no/konferanser/cumulus .

UNESCO Conference on Intercultural Education - Teaching and Learning for Intercultural Understanding, Human Rights and a Culture of Peace, 2003, 15-18.6, Jyväskylä, Finland. Strand: Inclusive approaches and identities. *Artisan communities: considerations in the stimulation of creative processes for the sustainability of knowledge and cultural heritage.* [Digital proceedings (CD)] | Abstract at ktl.jyu.fi/arkisto/unesco2003/tiivistelma/2C-350.htm .

European Academy of Design EAD 5th Conference, 2003, 28-30.4, Barcelona, Spain. Strand: Design narratives about its context. *Artisan communities: A role for designers in the sustainability of knowledge and identity.* Find refereed paper at www.ub.es/5ead/princip5.htm (pdf).

Other various studies and lectures, presentations

- Seminar Attendant and presenter: Series Educating Designers for Global Citizenship, Seminar 3: Design for Poverty Reduction, Economic & Social Research Council ESRC. York St. John University, York, UK, 03-04.4.2007.
- Seminar Attendant and presenter: Craft & Wellbeing—Masters Program in Craft Design. Savonlinna, Finland, 22-23.9.2006.
- Seminar/WS POTENTIALS Design in the Field. Worldesign's seminar and exhibition, Windhoek, Namibia. Lecturer/mentor; Producer, exhibition architecture designer. Seminar-Workshop 21.2.-23.2 2006, Omba Gallery, Namibia Craft Center NCC. Exhibition 21.2.-12.3 2006, National Art Gallery of Namibia NAGN.
- Workshop Designing Sustainable Futures. Conducted by Professors Victor and Sylvia MARGOLIN. Worldesign research initiative. 27-29.4.2005. TaiK, Helsinki, Finland.
- Conference Presenter: CUMULUS autumn conference 2004, Utrecht, The Netherlands 30.9– 03.10
- Seminar Attendant: 4th International Alvar AALTO Design Seminar 'CHOICES'. Jyväskylä, Finland, 27-28.8.2004. <www.alvaraalto.fi/conferences/designseminar/choices>
- Seminar Attendant and presenter: The 11th Summer School of Cultural Studies. Thematic: Material Culture. Network Cultural Studies and Research Centre for Contemporary Culture/U. of Jyväskylä, Finland, 8-11.6.2004.
- Seminar Attendant and presenter: The 10th Summer School of Cultural Studies. Thematic: Activism. Network Cultural Studies and Research Centre for Contemporary Culture/U. of Jyväskylä, Finland, 9-12.6.2003.
- Workshop "Designing Sustainable Solutions". Ezio Manzini International Workshops Series 2002; Finnish chapter in cooperation with TaiK. A Finnish perspective on new residential services for sustainable ways of living. Helsinki, Finland. 24-26.4.2002.
- Workshop Perleberg Lifestyle Design Workshop. Pearl Farm Beach Resort, Samal Island, North Davao, Philippines, 22.2-06.3.1999. Additionally Design trip by Philippines, Indonesia, Thailand, Singapore; in Europe in Frankfurt, Köln, Amsterdam, Rotterdam and Breda. 3.-4.1999.
- Conference "III Encounter Design in La Habana, 1994". Instituto Superior de Diseño Industrial ISDI/Organización Nacional de Diseño Industrial ONDI, Cuba, 29.11-01.12.1994.
- Congress Sixth International Congress ALADI — Latin-American Association of Industrial & Graphic Design. "Diseño/Designio" Colombia '93. Lead organizer. Pozos Colorados, Santa Marta, Colombia, 29.9.-02.10.1993.
- "Form/Reality", Sub-chapter Sixth ALADI Colombia '93. First Latin-American Encounter of Industrial and Graphic Design Students. Collaborator and participant. Pozos Colorados, Santa Marta, Colombia. 27-28.9.1993.

Grants, awards | Exhibitions

Suomen Kulttuurirahasto SKR (Finnish Cultural Foundation). 3.2007. One-year grant for studies and research at doctoral level and related design work [Taiteen väitöskirjatyöhön ja taiteelliseen työskentelyyn].

Nordic Council of Ministers: Nordic Institute for Contemporary Art—NIFCA, residency. Social Perspectives on Architecture and Design 2006. Awarded for Oslo, Norway, 8.2006. Seminar in Helsinki 6.2006. Cooperation with NorskForm. / Nordic Council of Ministers: SLEIPNIR travel grant. For Oslo, Norway, NIFCA residency 2006.

POTENTIALS—Design in the Field

Worldesign's collective exhibition and seminar, Windhoek, Namibia. (TaiK Grant).

Producer; exhibition architecture designer, exhibitor.

National Art Gallery of Namibia — NAGN, 21.2–26.3.2006.

Museum of Cultures — Tennispalatsi, Helsinki, 11.2006 – 3.2007.

MoA Masters of Arts 2005 Festival, Helsinki, Finland

Thesis selected for exhibition at the TaiK degree show. Media Center Lume 11-27.5.2005.

TaiK Grant for expenses Cumulus Conference representation, Lisbon, Portugal 2005.

TaiK Grant for expenses Expoartesanías Craft Fair research, Bogotá, Colombia 2004.

TaiK Grant for expenses Cumulus Conference representation, Oslo, Norway 2004.

TaiK Grant for expenses EAD Conference representation, Barcelona, Spain 2003.

In The Kitchen. TaiK Students Cooking for Alessi (Italy), Helsinki, Finland

"hanging spring vase" | Design Forum Gallery 14.3- 6.4.2003.

Expoartesanías, Colombia

The annual fair of Colombian craft. Different product-collections developed with diverse artisan communities, as product design consultant with Artesanías de Colombia. Fair versions 1996-2001 (every year, during December). In Corferias Fair Grounds, Bogotá.

Contacts

Leena KOSKINEN. Director Opintohallinto ja opiskelijapalvelut, Aalto-yliopisto Taideteollinen korkeakoulu (TaiK). M +358503815022 , leena.koskinen@aalto.fi.

Mariana SALGADO (TaT). Researcher, lecturer, Laurea-ammattikorkeakoulu / User-Driven Innovation Centre UNIC. M +358405857727 , mariana.salgado@gmail.com.

Pekka KORVENMAA (Prof.), Vice Dean, Aalto-yliopisto Taideteollinen korkeakoulu (TaiK). M +358505051154 , pekka.korvenmaa@aalto.fi.

Paola CABRERA VIANCHA

February 2011, Helsinki, Finland.