

Paola CABRERA VIANCHA
(b. 1970, Bogotá, Colombia)



Designer and Cultural manager__. I completed in 1996 a degree in Industrial design -5(6) year program- at the Universidad Nacional de Colombia, with the pioneer research “Fragments for a history of objects in Bogotá, 1900-1930”. Then at Artesanías de Colombia governmental Institution, during 5 years (1996-2001) I developed expertise in the field of design applied in craft with artisan communities. During 2000-2001 I followed a Specialization in Cultural management at the University del Rosario of Colombia where the degree project was “Museum of the living Indigenous Cultures of Colombia: Center of Information, Material Culture and Existence”. Currently I am based in Helsinki where I work as design consultant and researcher while developing doctoral studies in the Aalto University School of Art and Design (Taideteollinen Korkeakoulu TaiK) at the Department of Design. In 2001 I was accepted in the same University to pursue a Master’s degree in Design and Applied art, in the field of Product & Strategic Design (with specialization in International Design Business Management – IDBM, a programme in co-operation with the School of Economics and the School of Science and Technology). The Master’s thesis was titled “[artesanía] Reflections on design for competitive artisan communities –Towards an approach for sustainability of local cultures” and took part in the Masters of Arts MoA 2005 Exhibition (more info and links at <http://www.uiah.fi/~pcabrera/>).

Competences and interests

Managerial abilities. Strengths in design management and in project management, particularly within cross-cultural and developmental settings. Expertise in questions of strategic design for the craft sector and artisan communities. Product development: product identity; competitiveness of the craft product; cultural product. Particular interest in the roles of design education and practice in the sustainability of cultural diversity (global design-local tensions). Empowerment, participation, i.e. the role of individuals in the production of their own realities. Ponderings into the complexity of the cultural, pedagogical, economical and sustainable dimensions in between design, social-cultural expressions and ‘development’. Ultimately, fair interesting ‘development’ for all. Experience on research, concern about theoretical, cultural, environmental issues, mainly related with material culture, tangible and intangible heritage, aesthetics. Particular knowledge on Colombian and international history and theory of design.

paola.cabrera@aalto.fi • paola@paolacabreraviancha.com
m +358 41 5368640 • Finland | Colombia
