

# Public Policy for Jalisco's *Designers* to Make Design Matter

**Kassim Vera**

*HEAD OF DESIGN*

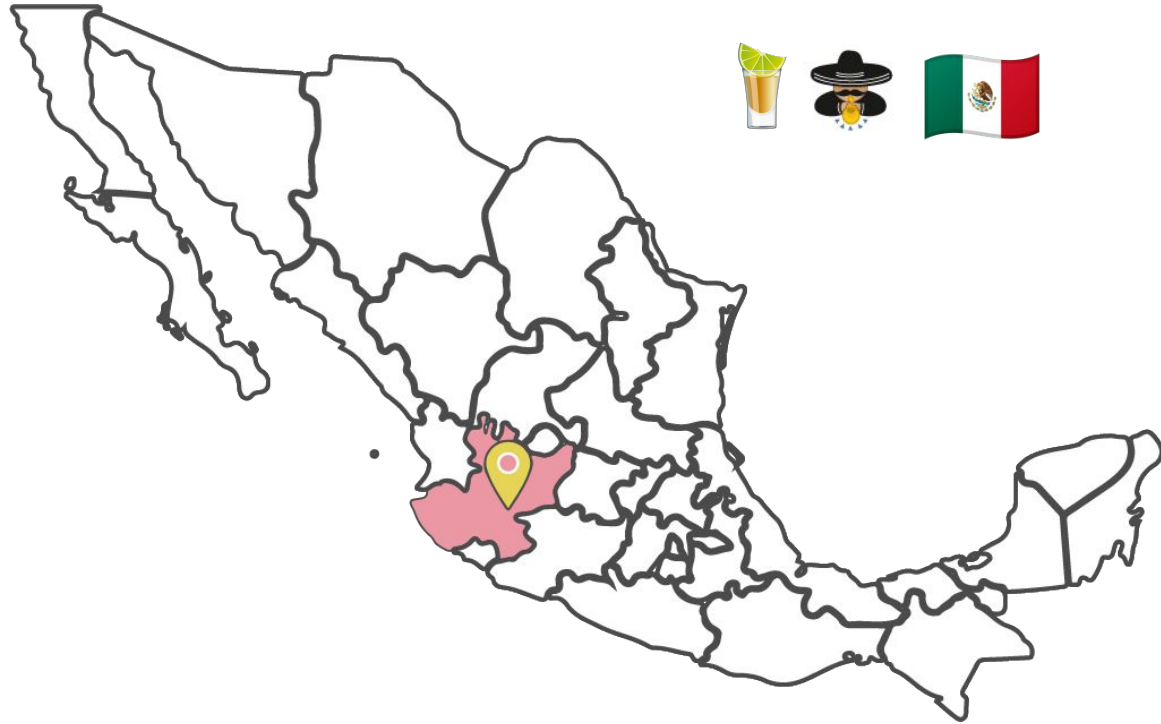
**Sofía Delsordo**

*PROGRAMME LEADER*

Head of Design  
Ministry of Culture of the State of Jalisco

# Jalisco

Context



# Emerge Mx

Design criticism  
project



First media to talk about design and its intersections with politics, government, education and other non-design topics.

# Emerge MX

Design criticism  
project



Emerge MX organized design debates and panel sessions such as the one pictured above with Alice Rawsthorn, Selly Raby Kane, and Jimena Acosta about design and gender stereotypes.



**Head of  
Design at  
the Ministry  
of Culture**

**Design Community**

**Only position** in all governments in Mexico developing **public policy** for **designers**.

# No job description

**No job description**

**No assigned budget**

**No job description**

**No assigned budget**

**No operating manual**

# UNCERTAIN

No job description

No assigned budget

No operating manual



# Government needs design (as a process)...

**Government  
needs design**

**(as a process)...**

**but that isn't  
part of my role.**

**Government  
needs design**

**(as a process)...**

**but that isn't  
part of my role.**

**But,**

**A great design programme needs  
a great design process**



**!**

# Pre-Diseño Fund

Funds for prototyping, research and model making.

Introduced the term **“prototype”**.

## Iteration



## Prototype



MARIA JOSÉ DÍAZ

We've funded projects like the user testing of posters intended for children to help them learn math or a prototype for a Mexican sign language activity book.

ELIEL VAZQUEZ

# Design Programmes for kids and teens

Approach design to younger **users** with new subjects such as tech, UX and interactive design.



They used conductive inks to design their own musical instruments.



Workshop by interactive design studio: Fragments and Forms



# Archivo Exhibit

**First exhibition** to be held at Edificio Arroniz (Ministry of Culture building).



Design Exhibition made possible by an agreement between the Ministry of Culture and the biggest private design collection in Mexico.

# Archivo Exhibit

**Manual de cuidado general para exhibición**

Este manual contiene información sobre información general, seguridad, cuidados y limpieza de la exhibición: **Archivo Jalisco**.

**Nombre de la exhibición:** Archivo Diseño.  
(También conocido como: Archivo, exposición de diseño, evento de la Jefatura de multidisciplinarios y diseño o galería de diseño).

**Fechas de la exhibición:** 25 de octubre (inauguración) a 31 de enero (clausura).

**Lugar de la exhibición:** Edificio Amorin (sala de coworking), 2do piso, Calle Zaragoza #224.

**Horario de la exhibición:** Lunes a viernes de 10am a 5pm.

**PREGUNTAS FRECUENTES**

**P. ¿De qué trata la exhibición?**  
R. Archivo Jalisco es una exhibición traída de CDMX que presenta distintos objetos con buen diseño. Está dividido por tres secciones que muestran piezas de diseño internacional, nacional y jaliscoense.

**P. ¿Tiene algún costo?**  
R. No, la exhibición es gratuita.

**P. ¿El público puede entrar con comida y/o bebidas?**  
R. Está prohibido entrar con alimentos y bebidas.

**P. ¿Dónde se consultan las fichas de las piezas?**  
R. [www.jalisco.archivo.design](http://www.jalisco.archivo.design)

**WEB**

ARCHIVO JALISCO

Manual de cuidado general para exhibición

... sobre la limpieza y cuidado de la sala y lo que de las piezas.

... de piezas diferentes. Hay desde ellas hasta **JALISCO** por lo que hay que tener cuidado con...

... con un trapo seco o plumero para remover...

... mente **prohibido utilizar algún líquido (olor, color) para limpiar las piezas** porque se pueden...

... y la imagen, pedimos que se limpie con un **microfibras limpias**, es una **pieza delicada**.

... solamente que las piezas, estanterías, piso y **será este limpio y presentable**. Si surge algún... de espacio, favor de comunicarlo con la... del edificio o con Kassim Vera o Sofía Delgado:

Me de Diseño) [kassim.vera@jalisco.gob.mx](mailto:kassim.vera@jalisco.gob.mx)  
(Asistente) [sofia.ai.44@gmail.com](mailto:sofia.ai.44@gmail.com)  
50074



Available classroom for design schools (enhancing the programme with less budget).

Designed care and faq manuals for cleaning and security staff (they are our first **touchpoint**).

**UNCERTAIN**

DARK MATTER  
AND TROJAN  
HORSES

A STRATEGIC  
DESIGN  
VOCABULARY

DAN HILL

*Strelka Press, 2012.*

**TEAM ?**

HOW TO START A CAREER IN

DESIGN

AND

GOVERNMENT?



Sofia's experience at Student Government Associations **sparked an interest in** pursuing a career **designing for government.**

**GOVERNMENT  
INSTITUTION**

**UNCERTAINTY**



**UNIQUE  
OPPORTUNITIES**



# Design and strategy over bureaucracy

# Design and strategy over bureaucracy



Long processes...

# Design and strategy over bureaucracy



Long processes...  
**could be shorten.**

# Design and strategy over bureaucracy



Long processes...  
could be shorten.

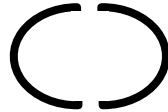


Stakeholders that weren't  
included before...

# Design and strategy over bureaucracy



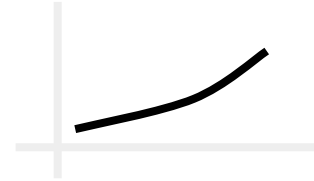
Long processes...  
**could be shorten.**



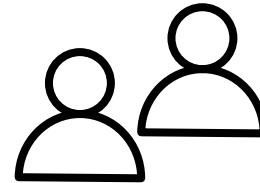
Stakeholders that weren't  
included before...  
**Were now included.**

~~Government office~~

Design studio



Improve the learning curve.



Other areas needed design skills and mindsets.

# UNESCO IFCD fund

Human Centered Design skills for the arts and culture sector and government officials.

Proposals need constant reframing.

Working at a government institution isn't linear.

## UNESCO IFCD PROPOSAL

PROJECT FRAMEWORK 2. Outputs/Deliverables						
Objective No	Output/Deliverable Description	Output No	Indicators	Means of verifications		
1	Information-gathering tools designed by strategic design experts that enable a proper update of the regional network of stakeholders (public and private) in the creative and cultural sector. The tool will help us understand the actual needs, responsibilities, resources and relations of the sector.	1.1	Information-gathering tool that can be easily used by the municipal representatives of the Ministry of Culture of Jalisco in their municipalities, allowing them to send the tool to their networks of stakeholders, among them: 273 directors of libraries, more than 100 artists, 50 directors of cultural spaces, 100 arts professors.	User manuals designed for the representatives of the Ministry of Culture in Jalisco and report of design and use (usability testing). The report must provide evidence that the tool (and its interface) was used and clearly understood by the users.	Indicators	Indirect Beneficiaries
1	Updated information about people from the creative industries (arts, cinema, design, literature, theater, dance, music) and public servants related to the arts and culture (libraries, cultural houses, arts professors, theaters) of every region of Jalisco (note: in this application we seek to put into action the program in the 6 most populated regions but the tool will serve all 12 regions).	1.2	Updated information on public and private stakeholders of the cultural sector in all 12 regions of Jalisco: Altos Norte, Altos Sur, Centro, Bajío, Sierra Occidental, Surriño, Norte, Sur, Sierra de Amula, Costa Sur, Vallejo and Laguna.	Database with updated information of all the municipalities, specially of the 6 most populated regions of Jalisco, where the first Human Centered Design course will take place. The database must include: names, contact, background, area of expertise, space they run (in the case of public servants), job description and questions that will be defined by the strategic designers while designing the tool (Output 1.1).	Means of verifications	Indirect Beneficiaries
1.2	The representatives of the Ministry of Culture in all the regions of Jalisco use the design-gathering tool to update the cultural and creative sector	1.2.2	It will take place in the 125 municipalities of the regions of the state of Jalisco, Mexico.	01/Jun/21	30/Jun/21	Indirect Beneficiaries
1.3	Information analysis and insight generation from the output of the data-gathering tool. This will be done by the strategic design team.	1.3.1	Data remotely by designers since they reside in Mexico City, Mexico.	05/Jun/21	28/Jun/21	Indirect Beneficiaries
All Activities 1	Contractor	Mariana Padilla Pedraza	Mexican	Independent Strategic Design Consultant with a focus on innovation and technology challenge.	7 years of experience	Strategic Design Specialist

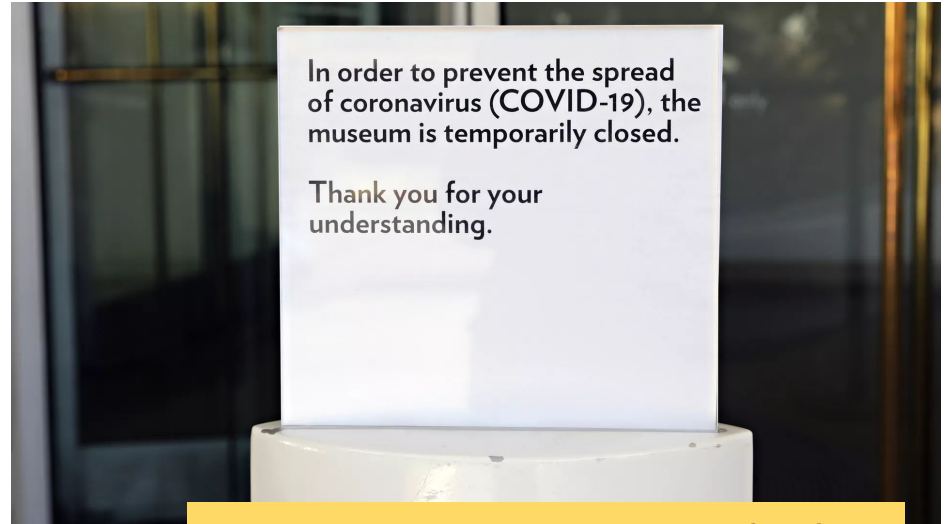
Projects undergo several iteration processes, final outcome differs from initial approach, but that makes it richer!

# Horizontes Jalisco

## Covid-19 fund

Response to emerging **problems faced by the arts community, not just designers.**

2 million pesos Open Call for the digital transition of the arts sector.



The arts community had the urgency to **transform from physical environments to digital platforms.**



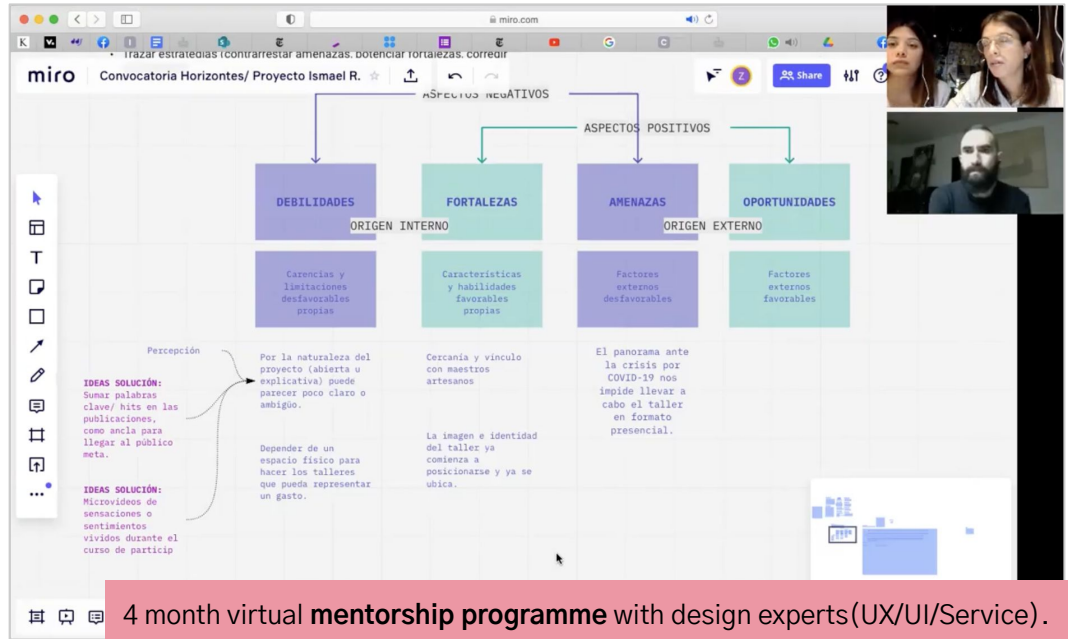
# Horizontes Jalisco

Covid-19 fund

Users instead of beneficiaries

Improved **efficiency** by providing formats to view their current status.

**Nationwide** impact.



**How could we  
guarantee the  
department's  
continuity  
throughout  
administrations?**

How could we  
guarantee the  
department's  
continuity  
throughout  
administrations?

Establish a  
key project with  
long-term impact  
for designers



Jalisco

Plataforma Activa  
de Diseño

# Residency Programme

First residency available exclusively for designers in MX.



# Design projects with social impact

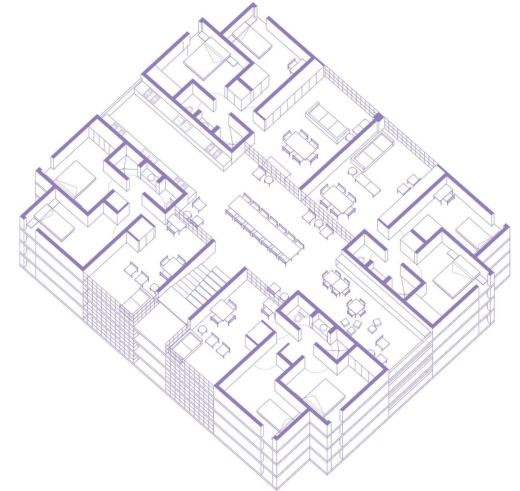
Residency **supports projects** focused on **social topics** like gender, diversity, climate change, among others.



NORBERTO MIRANDA



LUPITA ELENES





# Exhibition Space

The space is equipped to **mount exhibitions** and showings to **present projects to stakeholders**, fostering better PR.

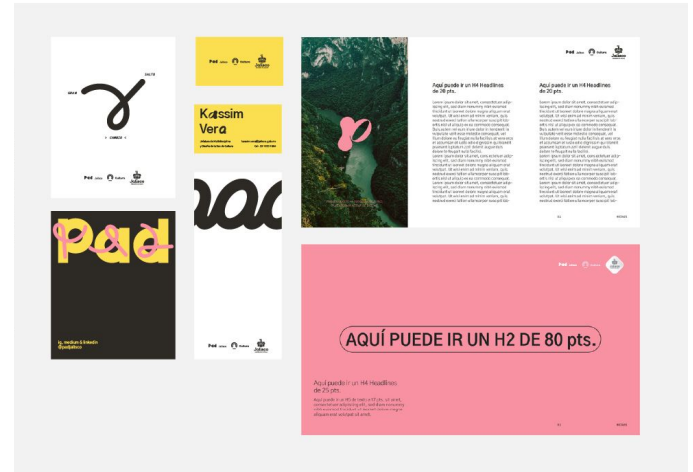
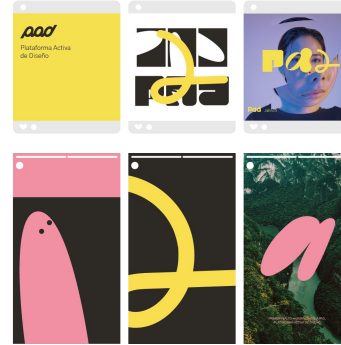
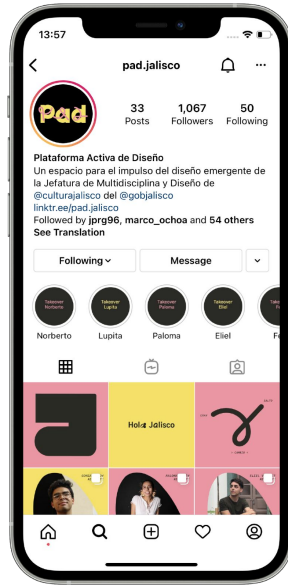


First exhibition by Lo Esencial, a leather goods local company.



# Branding

Develop a sense of identity  
Reach a national community

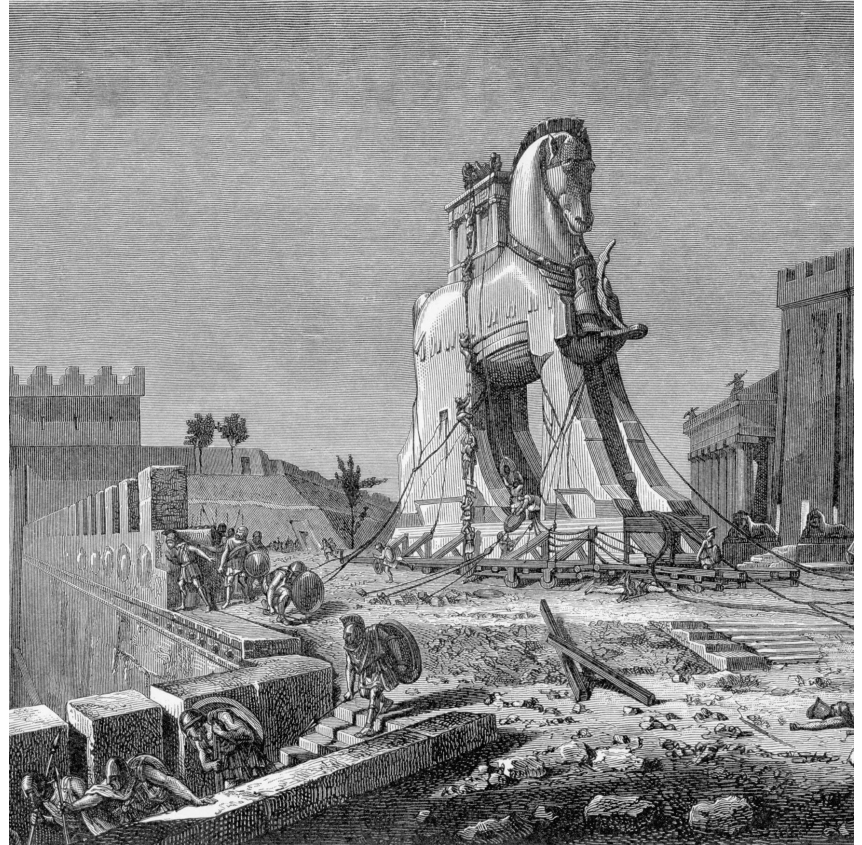




DARK MATTER  
AND TROJAN  
HORSES  
A STRATEGIC  
DESIGN  
VOCABULARY

DAN HILL

Dark matter surrounds the various more easily perceptible outcomes that we might produce. –*Dan Hill.*



DARK MATTER  
AND TROJAN  
HORSES

A STRATEGIC  
DESIGN  
VOCABULARY

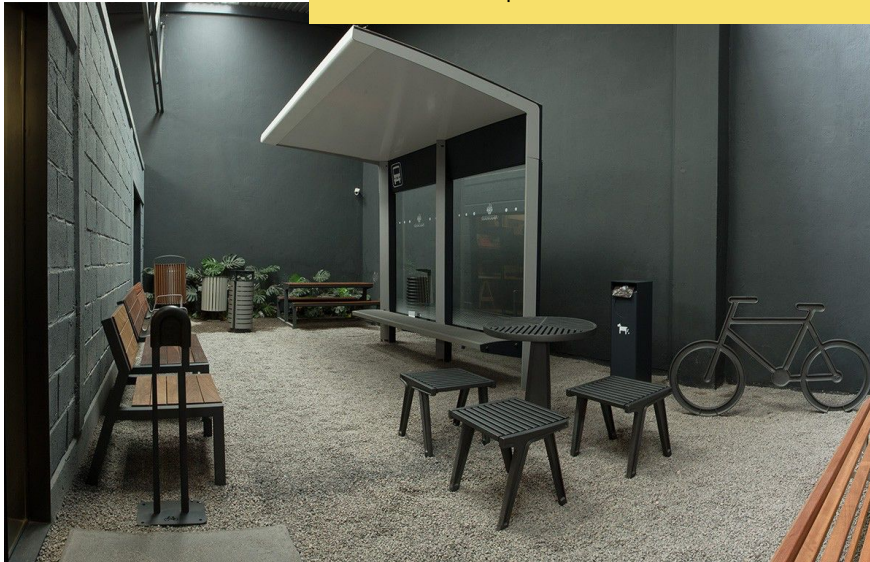
DAN HILL

Dark matter surrounds the various more easily perceptible outcomes that we might produce. *–Dan Hill.*

# BKT Mobiliario Urbano: Public furniture design exhibition

**BKT**  
mobiliario  
urbano

BKT mobiliario urbano, a local company with more than 45k pieces installed around Mexico.



Ministry of Culture building, a heritage building with more than 100 years of history.





# BKT Exhibition

## Strategic Factors



Only government office **open for public use.**

**30%** of the building's occupation is **by the Head of Design.**

The space has a capacity to sit 80 people, being an **open venue** available for concerts, shows and lectures that can be reserved online.

**DESIGN**

**Public**  
**Visible**  
**Useful**  
**Appealing**

=

**Expansion**  
to other  
areas and  
States.

# Thanks!

Questions? Let's chat!

**Kassim Vera**

*KASSIM.VERA@JALISCO.GOB.MX*

**Sofía Delsordo**

*PAD.SC@JALISCO.GOB.MX*