



**GOVERNMENT OF THE AUTONOMOUS CITY OF BUENOS AIRES
MINISTRY OF ECONOMIC DEVELOPMENT
GENERAL DIRECTORATE OF FOREIGN TRADE & CREATIVE INDUSTRIES**

Buenos Aires's Design Cities Summit

From Oct. 25 to Oct. 28, seven of the eight cities members of the Subnetwork of the UNESCO Cities of Design, met together in Buenos Aires to define futures steps. The suggestions and conclusions of the representatives of Montreal, Berlin, Nagoya, Kobe, Shenzhen, Seoul and Buenos Aires were:

1.Designers Network

The idea is to bring the UNESCOs Network to the creative community of the 8 design cities, through a group of ambassadors or representatives of each city, in order to create networking between the professionals. This Social Network will be hosted in a single Web with a unique profile of each city.

The network of friends would be useful to involve the whole community in those activities that the cities could carry over.

As there are cultural differences, each city will be responsible for it own network. But it must be defined common criteria to incorporate new "friends."

Buenos Aires will select about 10 to 20 profiles, that may be interested on the Social Network, to set a precedent and start working to expand the community. This information will be published.

The idea is that each city be aware of what relationships are being created in order to have success stories to publish. It is very important to publicize these stories and cases. For example, the Argentinean designer Eduardo Fuhrman is already working in this direction with DMY.

About this proposal, it must be defined how will be developed the network platform, its sustainability, etc.

2.Design Universities

The summit also spoke of creating an academic network to link the universities of all 8 cities. Each city should build a list of universities related to the design to be able to connect them. Once these lists are made, the Network will see if this universities are interested in networking. On this aspect, Buenos Aires already have a Design Universities Network to start working.

3. Incubators

As most cities have an incubation project, the idea is to create exchange between incubators to open doors to new markets, and create enriching experiences.

4. Competitions

How to create CODE 2.0? Thinking to generate in the medium term more interdisciplinary CODE versions, comes another project among the cities that could be called CODE Souvenir. It would be a new CODE contest, but oriented to the design and production of a original product for each city.

The pioneer in this regard would be Montreal, who is launching his contest for its 5th anniversary in the network.

This project is a good opportunity to make contact and start involving other ministries and agencies, such as tourism or cultural entities, in the City of Design projects.

About the souvenir, bringing together the best designers of all disciplines, the cities could get a good product that may be made in limited edition. The idea is that each city has a representative City of Design product.

One of the things that could add value to the competition is that all cities may have this contest and launch the product in their city. Thus, i.e., it can be made an exposition of all souvenirs.

On the other hand it would be useful to compile a list of all the contests that the Design Cities have, in order to exchange experiences and strenghten their comunication. Also, the cities could organize traveling expositions of design products to be exposed in each city of the Network.

5. Statistics

It was discussed the need to standardize the statistical information about the impact of design on economic development in each city. The Network can take as reference the Berlin model.

6. Future Summits

It is necessary to set an agenda for future meetings to strengthen the network, with at least one per year. It is important that all cities be committed and assist at least the 50% of them. It is also necessary to perfectionate the meeting model. For example: have a free day to get over the jetlag, build more flexible programs, redefine goals of the exhibitions and target public, review whether it is worth the work required to build always the same shows and exhibitions, etc. In future summits could be made workshops with students and designers, or even a PechaKucha rather than common presentations.

It would also be interesting to exchange views between the representatives and the governors of the cities, to talk issues in an another level. Although, as it is a very difficult task, it would be necessary enought time to prepare it. Could be an informal breakfast.

Next meetings:

December 2010 - Summit in Shenzhen: will see if can be arranged a meeting between the Cities of Design, and ensure that the 8 cities are invited.

June 2011 - Montreal Summit.

7.Others

The Network will have to define a medium-term general strategy, strengthn the network with specific activities, and extend the network to other communities. For example, Buenos Aires seeks to be the bridge to Latin America design.

Representatives:

Montreal: Marie-Josée Lacroix - Directrice, Design Montreal

Berlin: Tanja Mühlhans - Referentin für Film- Medienwirtschaft/ Creative Industries

Nagoya: Eriko Esaka - Director,Global Communications (IdcN)

Kobe: Ritsuko Nagao - Assistant Manager,Research & Coordination

Shenzhen: Chen Lin - Deputy Director of the Overseas Development

Seoul: Kim Honggi - Director, Design Seoul Division

Buenos Aires: Enrique Avogadro – General Director of Creative Industries & Foreign Trade

Buenos Aires: Marcos Amadeo – Deputy General Director, General Direction of Foreign Trade

Buenos Aires: Anabella Rondina – Director of Metropolitan Design Center