

Buenos Aires City of Design



Buenos Aires Ciudad



EN TODO ESTÁS VOS

■ In Buenos Aires, creativity is seen as a key factor in economic and social development. The city has a consolidated creative sector that has grown rapidly in recent years. Between 2004 and 2012 the sector grew by 89.1% in real terms and today represents up to 8.6 % of the city's GDP and 9.1 % of the city's workforce, employing almost 150,000 people.

By means of public-private partnerships, Buenos Aires has been able to harness the energy of its design sector for the development of innovative initiatives at the local, regional and international levels. It has spanned the fields of fashion, architecture and industrial, interior, graphic and urban design. Moreover, it has set the focus on incorporating the latest technology and know-how. Buenos Aires is a city that inspires design.



METROPOLITAN DESIGN CENTER (CMD)

Reporting to the Ministry of Modernization, Innovation and Technology of the City of Buenos Aires, the CMD was created in 2001 with the objective of invigorating the productive framework and the quality of life of the citizens of Buenos Aires, through an effective management of the different areas of design. Its mission is to be the main public promoter of the economic and cultural importance of design, regarding the industry.

Its main objectives are:

- Supporting and encouraging private and public design-related initiatives developed in the City of Buenos Aires;
- Promoting and coordinating the interaction among designers, design managers, executives, entrepreneurs, directors of public and academic policies;
- Accompanying local entrepreneurs who might want to develop enterprises, incubating those with the greatest growth potential;
- Contributing to the construction of a national network of design centers, institutes and organizations;
- Periodically producing, organizing and spreading information which may be useful for design management;
- Collaborating with the sector's internationalization;
- Contributing to turning Buenos Aires into a benchmark of design in Latin America.

The CMD is located in a neighborhood strongly related to industry and work called Barracas, which started to get its current appearance at the beginning of the 20th century, when factories and workshops started to settle. The Fish Market, an icon of this neighborhood's identity, gathered, from 1934 to 1982, all the fish coming into the municipality. The CMD is placed at the old market's building site, which was recycled under the project of Architect Gastón Flores, appointed by public tender. In 2007, the Legislative body of the City appointed the CMD and its surroundings as "Area of Historic Protection".

The CMD building is an area of 14,000 square meters and can hold up to 1,500 people. It is established in the heart of the Design District. It hosts governmental areas for the promotion of design, entrepreneurship, creative industries, science and technology, and foreign trade. It has 70 boxes for incubating entrepreneurs, an auditorium with capacity for 250 people, classrooms for workshops and labs. Additionally, it has 3,000 square meters destined for exhibitions and showrooms, a specialized library and an in situ museum, among other facilities.

Moreover, the CMD hosts the International Festival of Design, an event addressed to professionals, students and the public at large. Said festival showcases sustainable and socially inclusive design.



BUENOS AIRES, CITY OF DESIGN

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans. The Network is currently formed by 116 Members from 54 countries covering seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.

Buenos Aires was appointed as the first UNESCO City of Design on the 24th of August 2005, to be joined later by Bandung, Beijing, Berlin, Bilbao, Budapest, Curitiba, Detroit, Dundee, Graz, Helsinki, Kaunas, Kobe, Montreal, Nagoya, Puebla, Saint-Étienne, Seoul, Shanghai, Shenzhen, Singapore and Turin.



THE DISTRICT STRATEGY

The Ministry of Modernization, Innovation and Technology of the Buenos Aires City Government fosters growth through a policy of Economic Districts by clustering and incentivizing key industries in carefully-chosen districts.

The intention is to help businesses come closer, facilitating communication by means of geographical proximity and face to face contact, so that it is possible to build mutual trust and understanding based on shared language, culture and values.

It incorporates economic incentives to promote competitiveness; it undertakes major public work projects to redress inequalities in infrastructure and transport connectivity; and it fosters the recovery of public areas for recreation and socialization. This policy was implemented in four underdeveloped neighborhoods, each devoted to a specific sector: technology, audiovisual, arts and design.

DESIGN DISTRICT: Where creativity meets production

The Design District was created in 2014 to concentrate the city's design industry and services in a specific territory and thus creating a design-intensive manufacturing cluster.

Building a design district requires the combination of multiple tools, understanding that the formation of a cluster is a complex and long term process. In order to do this, a strategy that involves actions to address the various elements of the system was developed:

- Investing in the attractiveness of the neighborhood: through the promotion of the building as headquarters for convening activities, aimed at the general public and professionals or pacesetters in the design industry. Minimise deterrents to visits and increase the time spent by visitors, through the provision of spaces specialized in design such as shops and bookstores, as well as interaction and entertainment venues, such as meeting points and a cafeteria.
- Promoting social and environmental responsibility: to create a virtuous circle through sustainable development values. To do this, support will be especially granted to companies that have, or seek to obtain, social and environmental certification, neighborhood awareness campaigns will be introduced, benefits will be offered to investors in sustainable construction, and so on. The goal is to turn the district into a Green centre, bringing together businesses managed with a new vision of design and sustainability.
- Promoting the employability of district residents: through the promotion of training via arts and craft schools, providing assistance and incubation to socially-based entrepreneurs, working with organizations which support the social economy in the supply of social microcredit for working capital, among other initiatives.
- Encouraging the incorporation of design in society: leading a specific program of strategic design oriented towards public and private organizations, training professionals to foster their incorporation into enterprises, supporting the creation of manufacturing and design service businesses, and promoting the internationalization of offers which make a strategic use of design.
- Spreading the culture of design: concentrate and promote the proposals of cultural and commercial events associated to design, such as fairs, exhibitions, courses, seminars, workshops, conferences, etc., so that the CMD becomes the main platform to raise awareness of the advantages which design offers for economic and cultural development.

ACTIVITIES

1. Design in companies
2. Design and city
3. Training and counseling
4. R&D
5. Science and technology
6. Entrepreneurship
7. Internationalization



1

Design in companies

In terms of achieving specific goals, the high diversity of needs and problems which enterprises and productive organizations face requires a personalized work program to analyze, identify and plan the incorporation of design. Instances of technical assistance and consultation are key tools with which to address in depth those particular demands which cannot be resolved through collective instances.

Supporting businesses in the process of assessment and identification of professionals who would enable them to take on value-added projects was one of the key functions of the CMD, facilitating links between design and business.

In this regard, the concept of design is approached as a coordination process between engineering -oriented towards production aspects-, marketing and user, and so functioning as a link between the different areas of the company. The international and local experiences demonstrated that the correct combination of these actions produces a positive impact on:

- Performance of the company, generating innovation;
- Increased turnover and profitability,
- Cost reduction;
- Reduced environmental impact;
- Increased quality and productivity;
- Increased domestic market share;
- Opening new markets;
- Better brand perception;
- Higher user satisfaction;
- Improved communication and internal organization.

Incorporation of Design Program (PID)

Based on this design conception, a special consultancy program was created, offering 36 hours of design consultation by a team of specialists summoned specially for each case. It is a professional assessment service which aims to spot business problems, seek and evaluate new opportunities, improve and change, by means of the use of design, applying a methodology developed by the CMD.

The process begins with the development of a diagnosis of the current situation of the company at macro level, plus defined expectations for improvement, along with the development of an analysis of the company, the industry and trends - both nationally and internationally - from the perspective of strategic design. These tools promote perception of new business opportunities and lead to recommendations for design strategies through the use of projection matrices. Finally, the conclusions of these analyses and suggestions for the planning and implementation of actions are compiled into a Final Report.

Armed with this report, the company is in a position to chart a plan of action based on its recommendations, where the CMD acts as a process facilitator, by providing links with other financial and technical assistance entities or service providers, as the project requires.

This program is based on the understanding that design is a tool which adds value, employment and productivity to the industry and which provides concrete solutions to businesses. The program assists city SMEs, which are advised by teams of design consultants. Towards the end of 2015, 100 companies had already participated in this CMD's program.

It is the only competition at a national level that recognizes the design management in organizations. In 2015 the second edition was closed and the total prize of \$ 160,000 (Argentine pesos) was assigned to group-developed projects. The objective of the prize is to highlight the value of the incorporation of design as an innovation engine, which generates solutions to concrete problems in organizations. It also improves the processes, providing a qualitative and quantitative jump in the company's results.

2

Design and City

It is a new program that fosters the incorporation of design and project thinking in all the areas of the public service in the City. It is implemented through a process of counseling in strategic design, under the responsibility of the best design firms and professionals. It is led by the General Directorate of Creative Industries and managed by the CMD. It offers up to 40% of the counseling fees for the governmental area requiring the service.

Its aim is to contribute to the development of an innovative city, which includes design as a way of thinking in the development and implementation of innovative programs, projects and activities that help to improve the quality of life in the City.

Some cases already developed

- Project “Experiencia Corrientes”, it is an integral work project to re-set the value of the cultural identity of this iconic avenue (together with the General Directorate of Citizen Participation)
- “Design thinking para la transparencia”, a case where the Directorate worked on the incorporation of tools of design thinking to improve the interfaces of internal and external communication with the citizenship (project developed for the General Directorate of Follow-up of Control and Access to Information Agencies)
- Contest “Nuevos bicicleteros para la Ciudad”, a design contest organized with the General Directorate of Healthy Mobility to invite all the design community to develop this iconic product in sustainability and healthy mobility. The winning project was “Lazo”, by the designers Rodrigo Valdivieso together with Lázaro Sueldo Müller and Tomás Ruiz.

3

Training and Counseling

Strengthening the Creative Class

When the goal is to build a fertile context for innovation and creative businesses, continuing education, specialization and updating of local players becomes crucial. Buenos Aires is privileged to possess a great number of university and tertiary education courses related to design, recognized both regionally and internationally for their quality and experience. However, the changing conditions of globalization and the growing demand for specific skills in the professional market require basic training to be constantly updated and improved.

Consistent with its objectives since its inception, the CMD provided training and advice in order to promote the incorporation of new knowledge in the design disciplines and creative industries, as well as to business and management capabilities thus enabling more sophisticated local capabilities.

The completion of the construction of the building allowed for the expansion of training programs for an ever-growing public, and it has become host to many national and international visitors, conferences and workshops. Through agreements and associations with universities, chambers, industries and foundations for over a decade, the CMD managed to become a powerful leader in professional training and updating, and also managed to provide one of the first training experiences for arts and crafts, fundamental in the design industry.

New businesses and ventures

The field of business generation and reformulation has traditionally been an area which requires a continuous updating of information and a constant search for tools and methodologies which facilitate the analysis, planning and management of value propositions.

Concepts and tools of strategy, management, marketing, intellectual property, legal aspects, foreign trade, communication and advertising converge in these areas of learning and sharing, with the presence of, on the other hand, prominent specialists who enrich the content with their presentations.

Among the initiatives which are part of this line of work, the seminar “Design and Business, concepts which unite” is a highlight. It is aimed at entrepreneurs, designers, businessmen and design firms that need to correct the course of their projects.

At a deeper, more personalized level, there are business advisory actions, aimed at businesses within the creative industries: design, publishing, music, audio-visual, multimedia, gastronomy, tourism, textile and accessories, etc. In these meetings, a team inter-disciplined in design and economics provides, together with the employer or entrepreneur, a diagnosis of the situation, which also examines possible criteria and guidelines to strengthen business management.

Some courses...

- Design consultancy for businesses which want to incorporate design in processes, products and services. It provides a diagnosis of the state of the business to identify specific aspects for improvement.
- Business advice for creative companies. It offers a space to jointly develop an assessment and advice to strengthen business management.
- Design + Business Seminar for designers, advanced design students and business leaders. It offers tools and methodologies to develop profitable business which include design in their products and services.
- Image development seminars for fashion businesses and designers. They offer complementary modules which develop topics such as product and brand image, communication elements for fashion, etc.

Sustainability

The vision proposed by the CMD is that companies build their businesses in the future under a model of sustainable development. To this aim, they created the Sustainable Design Program, which aims to position the values and approaches of sustainability:

- To promote conscious consumption in the public;
- To encourage discussion on corporate social responsibility, sustainable design and fair trade between professionals and productive sectors;
- To spread patterns of production, marketing and consumption that include economic, environmental and social sustainability values;
- To enrich and improve the productive network and quality of life of the inhabitants of the City through effective management of sustainable design.

Considering these core ideas, actions were identified and organized. They tend to have an effect on the generation of changes in the medium and long term, and on the implementation of strategic actions. Among others, we can mention conferences, days off to study and workshops.

The CMD acts as a protagonist now, assuming that the effects force everyone to take responsibility for the future, with the active commitment and awareness of all the members of the society, regarding their production and consumption behaviors.

Craftsmanship schools

A critical element in the consolidation of a competitive production system is the training of human resources and capabilities applicable to the various tasks applied in those industries which use design intensively. That is why the CMD works on building alliances and networks that help to provide spaces for training and employment integration complementary to the creative industries.

One of the first experiments was the Leather Goods School, developed together with the CIMA- Camara Industrial de las Manufacturas del Cuero, (Industrial Chamber of Leather Manufactures). In this space, workshops are held to teach the making of leather goods and garments. These courses are attended by both designers and untrained students seeking to develop skills to start working in the production sector.

Another similar example is the Fur School, consisting of training workshops on the making of fur goods, aimed at people who want to learn the craft to be able to join the labor market. Together with the Fundación Paz, a comprehensive program called Cosiendo Redes (sewing networks) was developed, which teaches pattern making, tailoring and dressmaking, and provides advice about the clothing trade. This platform is aimed at both the unemployed and those looking for a job in the fashion industry. It works around a

wide range of products and technologies in the textile sector - clothing: knitting, weaving, pattern making, cutting, tailoring, etc.

In the framework of the Cursos Programar, developed in partnership with the Fundación Desarrollar Argentina, courses on Java Programming and Technical Support are provided, aimed at young graduates at public middle schools, as a means to introduce them into industries related to Information and Communication Technologies.

The various training programs of the CMD aim at strengthening not only human resources - giving support and knowledge to develop skills strongly oriented toward production and business - but also networks and links, so that a system providing a fertile land for the development of creative industries can be built.

4

Research and Development

Knowledge creation for local development

To say that knowledge is the key element for development, whether in economic, social, cultural or any other field is evident at this point. Design and innovation are no exceptions to this rule.

The need for theoretical and empirical knowledge appropriate to the problems within this context led the Buenos Aires City Government to build three institutional spaces: the Metropolitan Institute of Design and Innovation (IMDI), the Centre for Research, Development, Innovation and Design in Engineering (CIDIDI) and the Observatory of Creative Industries (creative industries think tank).

The Metropolitan Institute of Design and Innovation (IMDI)

The Metropolitan Institute of Design and Innovation (IMDI) is an area of the Metropolitan Design Center (CMD), dedicated specially to the research and development of contents related to design and its link to innovation, the productive world and the society. Through the generation and expansion of knowledge, from both qualitative and quantitative perspectives, the IMDI has the mission to set the strategic thinking and the innovation in design in the heart of the project and productive culture of the city.

The main activities developed by the IMDI are:

IF magazine

Magazine edited and published by the CMD of the City. It is a publishing proposal with contents linked to the professional practice of all the branches of design. By means of articles, interviews, chronicles, dossiers, editorials and photographic essays, it publicizes the work of professionals in design and related disciplines. Moreover, it shows the work of companies that include design as an innovation tool. Currently, it is edited annually and each edition takes a topic as the core concept.

The CMD develops and publishes various investigations and reports related to design. The objective is to generate a sector information system that allows us to dimension it in quantitative and qualitative terms, understanding its size and its insertion in the social and productive tissue.

Works done and published so far:

- From the shape to the strategy. A description of the offer of services of design in the City.
- SME + design (2 editions). The demand of design and foreign trade in industrial SME's in the metropolitan area of Buenos Aires, in sectors of intensive use of design.
- Contributions to design. A tool to improve the company performance.
- Through experiences. Values and design in the commercialization and consumption systems.
- Around the product. Strategic design and SME innovation in the City of Buenos Aires.
- Strategic identity. Local alternatives in global markets.

The Centre for Research, Development, Innovation and Design in Engineering (CIDIDI)

The creation of CIDIDI came from the opportunity of linking hard engineering knowledge with soft imprint of design. Somehow, this program looks to bring together and combine the different approaches to innovation, making them available to industry. Thus, technological innovations can be embedded in products which are then absorbed by society through design.

This was formalized through an agreement between the School of Engineering of the University of Buenos Aires (FIUBA) and the Government of the City of Buenos Aires, with the participation of the CMD as a link, with the primary purpose of providing services for the development of the metal -working industry.

Observatory of Creative Industries (OIC)

The OIC is a unit of studies formed by an interdisciplinary team dedicated to gather, elaborate and publicize quantitative and qualitative information about the local creative industries. The main objective of the OIC is to contribute to the formation of an information system about creative industries that is useful at decision taking both by the public sector and by the actors that participate in the creative and cultural production.

5

Science and Technology

CMDlab

The CMDlab is the first public digital manufacturing laboratory in the City. The aim is to democratize the access to technologies, creating new opportunities and providing spaces for people, designers and entrepreneurs to attend and materialize their ideas.

The CMDlab has a system of membership to foster the use of disruptive technologies by the community. It is an interdisciplinary space for collaborative work and open innovation. Its members receive personalized counseling from the technical team to be used in their projects and prototypes development. They have access to a laser cut machine, the CNC router and the 3D printers. Under this format, the CMDlab aims to generate projects with an impact, which help to solve concrete social, environmental and productive problems.

Regular training in New Technologies

The City Government regularly holds training courses on how to use IT tools and on disruptive technologies.

These courses take place at the CMD and are open to the public in general:

- 3D modeling in Rhinoceros + Grasshopper
- 3D modeling in Blender (Organic)
- 3D modeling in Solid Works (Parametric)
- 3D printing
- Router operator
- Robotics with Arduino Arduino + Processing
- Management principle in incorporation of design in the SME production.

6

Entrepreneurship

Creative businesses for the city

The promotion of entrepreneurship and new ventures is one of the pillars of the Buenos Aires City Government, as a way to boost the productive fabric and quality of life of citizens. This line of work is driven with the intention of:

- Contributing to the identification, visualization and enhancement of the central role which the Creative Industries have in the economic development of the City of Buenos Aires;
- Promoting the development of the micro-SME framework and intersectorial community by fostering networking; communities; pools and clusters;
- Promoting production diversity and identity through the coexistence of different creative expressions, as well as local and international positioning of the “Made in Buenos Aires” brand;
- Promoting access to creative activities and their production; distribution; and consumption, with actions for developing the market and local infrastructure;
- Strengthening the institutionalism and public sector management of creative industries, incorporating strategic planning processes and professionalizing the civil service;
- Supporting the process of digitization and full integration in the knowledge society, by helping to link the education system to the production system; and the multilateral transfer of experiences.

Incubation and promotion of creative entrepreneurship

In the quest to revitalize businessmen and entrepreneurs who bet on design and creativity as the basis for the formation of new businesses, the City Government of Buenos Aires was pioneering in its creation of a comprehensive assistance program under the name IncuBA. Ever since its inception this program continues in a constant process of growth, generating challenges and developments which allow the program to adapt to the evolving needs of the projects and their work teams.

IncuBA is the incubation program for projects based on design, creativity and innovation.

Its objective is to collaborate with the process of creating new projects and to impulse and help to consolidate entrepreneurship that are already going on, enhancing at the same time the interchange of experiences and the strengthening of contact networks between entrepreneurs and specialists in different subjects.

The program offers:

- Physical incubation space for a year, with the possibility of up to one renewal, in an environment of innovation and collaborative work.
- Fixed telephone services, Internet access, security and cleanliness.
- Technical assistance and tutoring, provided by the sponsoring entity.
- Ongoing training and participation in networking activities.

The process of application and evaluation of projects is carried out under the eye of experts to identify the most promising proposals.

The call consists of five stages:

- 1- The entrepreneurs present their projects via any of the sponsoring entities, who often help them adjust the proposal and prepare the presentation.
- 2- A 1-1 interview is held, with each presented project team.
- 3- An evaluation committee comprised of entrepreneurs and expert consultants in various fields considers each presentation, taking into account the application folder as well as the personal interview.
- 4- Those projects selected will go to a final stage: the “elevator pitch” (the business idea is presented in 5 minutes, the time of an elevator ride with a potential investor) before a jury of specialists.
- 5- The selected projects are announced publicly and called to start the incubation process.

Throughout its ten seasons the program has assisted more than 140 companies.

Spaces for commercial promotion

Despite the fact that supporting entrepreneurs and businessmen in managing their businesses and organizations is essential for proper insertion in the economic context, one of the biggest weaknesses of creative companies, as much those of production as well as services, is how they meet the market. The Buenos Aires City Government is committed to providing support to the commercialization stage, whether for entering the local market or to find market share in other locations.

Among its main tasks, the CMD assists production and service companies and enterprises, which are committed to using design as a competitive business tool, and facilitates access to business events of the sector. Frequent calls are made to maximize CMD's institutional space with national trade fairs such as Expomueble (CAFyDMA); Expomedical (CAEHFA); Alimentek (IAE); Expo Regala (Kephirah); Expotoons; ArgenGráfica (FAIGA); Buenos Aires Fashion; Efica; Emitex; Cemca; MAByN; etcetera.



Internationalization

Argentine design to the world

Buenos Aires is a global city, one of the largest metropolises in the world and one of the main gateways to Latin America. Its cultural and touristic attraction together with its intense commercial activity and its enviable geographical position are of strategic importance in the map of international competitiveness. This is a city which stands out for the diversity in design it has to share: track record & historical background, heritage and material culture, vocational skills, creative talent and commercial proposals.

The international positioning of the City, its products and professionals, is fundamental in the pursuit of creating a fertile background which enhances local capacity through exchange of experiences and the testing of its products and services in highly demanding markets. The possibility to build bridges between local added value and both regional and international markets is part of the strategic objectives to achieve a situation of global relevance in the medium term.

The internationalization of those strategic sectors linked to production, where design adds value, is based on a number of key pillars:

- Strengthening institutional relations with the UNESCO Network of Cities of Design and the network of organizations nucleated around the ICSID;
- Consolidating the International Design Festival, encouraging the participation of public and private institutions, academies and both local and foreign designers;
- The promotion of the Latin American Design Forum, formed in 2010, which presents Buenos Aires as a design hub for Latin America, to the world and for the world as a gateway to Latin America;
- The development and consolidation of a trading platform which introduces strategic markets to address in the design sector;
- Invigorating local conditions through international lectures and seminars in Buenos Aires, which function as bridges with trends, companies and international experts.

International Networks

UNESCO Creative Cities Network

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans. The Network is currently formed by 116 Members from 54 countries covering seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.

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UNESCO's appointment recognizes the investment and track record of the city in seven strategic areas:

- Well- established design industry;
- Cultural landscape marked by modern architecture and design (plan of urban territorial development, public spaces and buildings, monuments, transportation, signage, urban typography, for example);
- Schools of contemporary design and research centers;
- Groups of artists and designers with a continuous activity at local and/or national level;
- Tradition in organizing showrooms, demonstrations and exhibitions dedicated to design;
- Possibility for local designers and urban planners to exploit their own materials as well as the urban/ natural conditions and surroundings;
- Creative industries inspired by design, such as architecture and interior design, fashion and textile design, accessories and jewelry, visual communication, digital and interactive design, urban design, design for sustainable development.

Within this framework, the City of Buenos Aires has participated in different summits of the net in general and of the Undernet in particular: Kobe and Nagoya (2009), Shenzhen (2010), Seoul (2011), Montreal (2012), Boulogne and Beijing (2013); competitions like Shenzhen Design Award for Young Talents, and design spaces: Design month in Graz, Biennale of Design in Saint Etienne.

ICSID Network

The International Council of Societies of Industrial Design (ICSID) is a non-profit organization which protects and promotes the interests of industrial design professionals. Founded in 1957, ICSID has acted as catalyst for professional associations, promotional societies, educational institutions, public institutions and enterprises with the goal of creating a diverse and inclusive system which is always positioned at the forefront of industrial design progress.

The ICSID network, made up of over 170 members from six continents, brings together design centers, professional associations, universities and institutes of higher education, as well as private companies. Buenos Aires has been part of this network since 2004, actively participating in meetings and conferences, and also leading activities of high territorial impact such as Inter-design Workshops.

International Design Festival

The Buenos Aires International Design Festival is a platform for visibility and promotion of all design related initiatives in the City and the region. The festival is established as a node which connects all participants in the design system - producers, professionals, traders, educational institutions, and chambers among others - with the general public through informative, educational, ludic and participatory activities.

If we consider design as a discipline which penetrates the many layers of our lives - products, businesses, and public space are just some of the examples - it is evident that there is a relationship between the promotion of design and economic and cultural development, and the positive synergies generated between these two vectors. In this regard, the capacity of design for the creation of value and as a source of significant experiences for users becomes particularly important, when we observe that global competition is increasingly oriented towards finding a qualitative differentiation and that it relies increasingly less on the development of technologically superior products and of a lower cost.

From this perspective, the Festival aims to show the infinite ways in which design is present in many diverse fields, such as in urban transportation; communication; food; work; art; business; culture; in short, throughout our daily lives. The CMD is credited with seven editions of this initiative.

The CMD Conference

One of the key activities which can build a bridge between trends and specialists within the sector is the CMD Conference: an international meeting aimed at providing a forum for updating and sharing of experiences, where theory, exploration and case stories associated with design practices converge.

International conferences add valuable contributions of experience and knowledge from both local and international speakers, giving relevance to the positive link and added value as signified by the relationship between business and design.

A genuine area of promotion and transfer lectures combine theoretical and project contents with the aim of spreading strategic thinking at local and regional levels. The CMD oversees and coordinates the contents working together with the CMD Red Amigos (friends' network).

This important international meeting place is aimed at SMEs, large companies, small entrepreneurs, educational institutions, government agencies and design professionals, creating at the same time a point of convergence for the region which promotes the involvement of all players, while it stands as one of the principal places of exchange within the productive structure of the country.

To date, there have been 9 editions of the CMD Conference, it is held once annually and has managed to become one of the premier events on the regional agenda, bringing together entrepreneurs and professionals for the theoretical and empirical discussion relating to the strategic use of design for local development.

Foreign Trade

The internationalization model adopted by the Undersecretary of Creative Economy and Foreign Trade under the Ministry of Modernization, Innovation and Technology, seeks to identify business markets (hub cities) which have had the ability to attract the business and institutional worlds to convene for the exchange of new ideas and for the generation of new business in all directions. Examples along these lines which can be considered are São Paulo, Milan and Paris for fashion, London for design and San Francisco (USA) and Cologne (Germany) for videogames.

Therefore, the working axes are the identification of the main venues of international business and the standardizing of the visits. This means that not only specific markets are considered, but also, in particular, those markets where the design industry's business ecosystem converges, even if they are not the target markets. The focus of this plan is to always think of the structure of our proposal, which is characterized by its great creative and design potential.

One of the keys to success is to sustain an internationalization strategy, giving a strong continuity and adequate monitoring, so that the brand "Buenos Aires City of Design" attains a solid position in the world, to gain a consistent positioning in the international arena.

Some experiences of internationalization...

Rooms Fair Tokyo, Japan

Japan is one of the main destinations of Argentine fashion exports. Its capital, Tokyo, is (with New York, Paris and Milan) one of the four world capitals of fashion.

The Fair is held twice a year to present the spring-summer and fall-winter collections. It has been positioned as one of the most important fairs in the sector of clothing and accessories at international levels. The event focuses on products with high value-added in design and it privileges tailor-made design aimed at young customers willing to invest in differentiated products.

The City Government had its institutional and exhibition stand at the fair in four editions. Apart from positioning the city-brand and generating commercial links with said country, the presence of Buenos Aires there had the objective to incentive local designers to take their productions to the highest levels of quality and design; being this, an essential requirement to enter the demanding Japanese market. More than 45 companies and tailor-made designers have participated.

Bread & Butter Berlin, Germany

In 2009, the first participation at the "Premium Exhibitions" fair under the framework of the "Mercedes Benz Fashion Week" in Berlin. One of the main reasons why it was decided to enter this market with signature design labels was the consideration Berlin has for signature design in all its facets.

The mission was composed of nine companies, which also visited the "Bread & Butter" fair held at the same time, due to the fact that all fashion activities in the city of Berlin take place in the same official week dedicated to this industry. The good results obtained in Germany influenced the decision to make a second commitment to Berlin in 2011.

100% Design**London, United Kingdom**

It is one of the most important international design events in the world. London is one of the leading cities in the field. In 2010, eight companies represented the industrial design of Buenos Aires and had meetings with the most important institutions of the Festival.

International Design Festival**Berlin, Germany**

It is held annually in Berlin and is considered a leading event for the creative, experimental and innovative design. It accepts participants from all the disciplines: object design, industrial design, clothing design and digital design. The festival offers exhibition spaces as well as a room for the interdisciplinary communication and the critical analysis. The City participated with 13 companies in two editions (2010 -2011)

Colombiamoda International Fair**Medellín, Colombia**

Colombiamoda is the most important fashion fair in Latin America. It counts with the annual participation of 1,700 international buyers, more than 6,000 Colombians and 60,000 visitors.

The Buenos Aires City Government had its institutional and exhibition stand at the fair in six editions. In the first four editions, the same was located in the Blue Pavilion, designated for leather products, shoes, garment, and leather accessories; and in the last two editions, in the White Pavilion - "Espacio Nuevos Negocios", which had the objective to increase the presence of Argentine brands by means of exporting its franchising format. Colombiamoda was a great opportunity for the participating companies to contact buyers and investors from countries such as: Colombia, Panama, Santo Domingo, Ecuador, Brazil, Bolivia and Peru.

GamesCom**Cologne, Germany**

Gamescom is a trade fair for videogames held annually at Cologne, Germany. It is the world's largest gaming event with 345,000 visitors, more than 6,000 journalists and 700 exhibitors from 88 countries. The City of Buenos Aires has participated in three editions with 22 companies so as to position Argentine developers in Europe and Asia.

City Mayor

Lic. Horacio Rodríguez Larreta

Deputy City Mayor

Lic. Diego Santilli

Minister of Modernization, Innovation and Technology

Lic. Andrés Freire

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