

The background features a pattern of wavy, horizontal lines. The top half is white with light gray lines, while the bottom half is a dark red color with dark gray lines. A dark red rectangular area is positioned on the right side, containing the text.

**Puebla**  
**UNESCO**  
**City of**  
**Design**

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# EXECUTIVE SUMMARY

On December 11, 2015 Puebla was designated as an UNESCO Creative City of Design, an acknowledgment of its potential based on education, industry, innovation and design. The recognition granted by UNESCO opened the door to multiple manifestations and initiatives focused on improvement of the social environment and urban sustainability:

- Exhibitions of national and international artists focused on showing the value of the design.
- Urban interventions with the participation of civil society, private initiative and education sector.
- Innovation centers for capacity development and for incubation of new creative companies.
- Design festivals as promotional areas for local talent.
- Conversations for the analysis of the current and future importance of cultural industries.

It is necessary to highlight the commitment of the education sector to trigger local development and the community transformation; the civil society leadership to make the city's creative ecosystem visible; and the support of the private initiative to new companies that generate added value for the economy of the metropolis.

The result of the multisectoral pact is visible; a growth of 400% in the number of companies in the creative sector, more than 29 thousand direct jobs generated by the creative industries and the consolidation of Puebla as the country's educational cluster. However, there are important challenges to make Puebla a sustainable, resilient and inclusive city.

This report describes the main activities carried out by the city in the last four years and shows the importance of design and creativity for the present and future of Puebla.

# GENERAL INFORMATION

**City Name:**  
Puebla

**Country:**  
Mexico

**Designation creative field:**  
Design

**Designation date:**  
December 11, 2015

**Report submission date:**  
December 29, 2019

**Entity responsible for the report:**  
Ministry of Economic Development

**Contact:**

***Luis A. González Arenal, M.Arch.***  
Puebla Innovation and  
Design Commissioner

***Patricia López Molina, PhD.***  
Municipal Director for  
Puebla Migrants Affairs

# CONTRIBUTION TO THE MANAGEMENT OF THE UNESCO CREATIVE CITIES PROGRAMME

## **Participation in Annual Network Meetings**

In the last four years, representatives of the city of Puebla participated in the following annual meetings:

2016- Ostersund, Sweden.

2017- Enghien-les-Bains, France.

2018- Krakow-Katowice, Poland.

With participation in the plenary sessions of the three annual meetings that have been attended to date.

## **Finalist City for the Organization of the Annual Network Meeting**

During the annual meeting held in Krakow-Katowice in 2018, the city presented its application to host the Annual Meeting of the UNESCO Creative Cities Network in 2020.

Puebla was positioned as a finalist along with the Brazilian cities of Santos (Cinema) and Belen (Gastronomy). After the evaluation and voting process, the city of Santos was chosen as the host by a difference of 2 votes with respect to Puebla.

## **Working Meetings with Representatives of Network Member Cities**

Graz, Unesco City of Design- 2017, 2018, 2019

Tucson, Unesco City of Gastronomy 2018

Mexican Creative Cities Network

## **Organization of the Annual Meeting of the Design Cities Subnetwork**

November, 2017

## **Financial Support Provided to the UNESCO Secretariat**

\$ 200,000 US in donation to UNESCO Mexico  
Payment was made for the administration and updating of the [designcities.net](http://designcities.net) webpage.

## **Membership of the Steering Group**


Social media communication coordination  
2018-

Education group 2018-







 Berlin (DE)  
City of Design

 Kolding (DK)  
City of Design


 Antwerp (BE)  
City of Design

 Montréal (CA)  
City of Design


 Dundee (GB)  
City of Design

 Detroit (USA)  
City of Design




 Bilbao (ES)  
City of Design




 Mexico City (MX)  
City of Design


 Saint-Étienne (FR)  
City of Design

 Turin (IT)  
City of Design

 Graz (AT)  
City of Design

 Puebla (MX)  
City of Design

 Buenos Aires (AR)  
City of Design

 Brasilia (BR)  
City of Design



 Cape Town (ZA)  
City of Design

 Curitiba (BR)  
City of Design





Helsinki (FI)  
City of Design

Kaunas (LT)  
City of Design

Seoul (KR)  
City of Design

Budapest (HU)  
City of Design

Beijing (CN)  
City of Design

Wuhan (CN)  
City of Design

Nagoya (JP)  
City of Design

Kobe (JP)  
City of Design

Dubai (ARE)  
City of Design

Shanghai (CN)  
City of Design

Istanbul (TR)  
City of Design



Shenzhen (CN)  
City of Design

Joburg (ZA)  
City of Design

(City of) Greater Geelong (AU)  
City of Design



# MAIN INITIATIVES IMPLEMENTED AT LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCP

## **Talavera Mural**

In 2016, the city government, the state government of Puebla, the Puebla Institute of Architects, the Comex paint company and neighborhood committees participated in the strategy to recover the urban fabric of three impoverished urban neighborhoods through the design of The largest Talavera Mural in the world.

1,381 houses were rehabilitated, 101,750 m<sup>2</sup>. on roofs colored waterproofing and 239, 326m<sup>2</sup> of facades were waterproofed, benefiting more than 4,500 people.

## **Cebatón Internacional UNESCO Cities of Design**

As part of the actions of tactical urban planning and in a collaborative exercise between the cities of UNESCO design, the International Cebatón was held in November 2017 with the aim of promoting respect and recovery of public space for pedestrians. The result: 22 pedestrian crossings intervened in the emblematic Parque de la Pergola in the historic downtown of Puebla with the designs sent by the member cities of the Design Cities Subnetwork.

## **Cinco de Mayo Campus**

The Tecnológico de Monterrey University developed, at the beginning of this year, an education experimental exercise for the common good experiment of education as a common good with urban regeneration as a theme which was called Campus 5 de Mayo. This initiative consisted in bringing all the classes and activities of the Architecture, Art and Design school to the historical downtown with free access to the population.

## **Artworking sessions**

ConectArte is a platform that aims to form a solid artistic, creative and cultural community that allows generating multidisciplinary and multigenerational projects; Its founders Marliz Acela Velázquez Díaz, María del Rayo Reyes and Liliana Sosa Richaud have held this very important event since 2016 under the following themes:

- MKT Cultural
- Artist and Manager
- Architecture and the rescue of heritage buildings
- Economy for the Creative and Cultural Industries



### FabLab Analco

In 2018 an initiative by the Institute of Design and Technological Innovation of the Iberoamerican University, the city government and the Analco Collective, opened enabled in the foundational neighborhood of the city the first digital laboratory in the country operated by artisans. It provides cutting services in different materials, 3D printing, design and digital manufacturing workshops, prototyping and printing all of these with state of the art equipment.

### Mural City

With 118 activities, 95 murals and 3,750.40 m2 intervened, Ciudad Mural has become one of the most relevant initiatives for the transformation of public space and the social environment in the city.

The Municipal Institute of Art and Culture, the Secretariat of Culture, Tomato Collective and neighbors of Resurrection, San Andrés Azumiatla and La Margarita Housing Unit participated in this initiative which was intended to show community identity through urban art as well as emphasizing the involvement of citizens and community use of public spaces. This project was able to capture the history and identity of the community and triggered the rehabilitation of facades and managed to involve the neighbors of these neighborhoods in cultural and artistic events.

### Generation 500

It is a complementary educational platform for preschool children, which has educational tools to raise awareness on their talents, skills and abilities to positively influence society. Generation 500 are the children who are currently in preschool who in 2031 will be the young adults that will celebrate the 500th anniversary of the foundation of the city.

This initiative involves teachers, students and parents in the task of training better citizens through 7 transversal axes:

- Emotional Intelligence
- Health and nutrition
- Physical activity
- Values
- Art and culture
- Learning
- Relationship with Parents

Each axis is made up of 22 activities and programs and can be nurtured by new initiatives, allowing it to be scalable to different educational levels.

### International Design Contest of the Glass of Mezcal

In 2017, the Innovation and Design Commission held the International Design Contest for Mezcal Glass, with the aim of promoting internationally Puebla's MEZcal that is produced in for 116 municipalities in the state and positioning the mezcal poblano as high quality export product. More than 400 designers and creatives from 8 countries participated in the contest:

- Austria
- Germany
- France
- Canada
- Mexico
- Mali
- Sweden

From this creative exercise, other initiatives were followed up such as the mezcal exhibitor cart, a tourist mezcal route and the mezcal brands catalog of Puebla. These projects give an added value to the mezcal poblano and directly benefits the living conditions of more than 10,000 people involved in the productive chain of this product.





# MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCP

## Design Mexico Festival

It is a platform for promotion and professionalization that works with the creative sector; Founded by Luis Rodrigo González, Penelope de la Madrid, Manolo Jacinto, Olga Clemente, Oscar Vivaldo, Alina Alcántara, Jabín Mora and Jesús Villegas, the main objectives of this platform are to weave alliances between designers and the public and private industry, generate interest in the production and consumption of the local creative industry and raise the quality of the design produced in Puebla to export levels, seeking that the creative industry be a real engine in the economic, social and cultural development of the region.

In its two editions, Design Mexico has achieved, just to mention a few of its results:

- More 110 thousand visitors
- 2.7 million impacts on media
- The participation of 578 designers from Spain, Switzerland, Peru, Syria, Italy and Mexico among others

## Presentation of Student Projects at the Shenzhen Design Award for Young Talents

In 2017, the city participated in the Shenzhen Design Award for Young Talents, an event that recognizes the young promises of international design. Puebla was recognized with the Best Nominating City Award, by presenting 15 projects of students and professionals dedicated to social design.

## Memorandum of Understanding Styria-Puebla

As part of the International Urban Cooperation Program of the European Union, in November 2018, Puebla signed a Memorandum of Understanding with the state of Styria that has generated positive results in 4 significant areas

1. Creative Industries
2. Business Development
3. Green Technologies and Sustainability
4. Education and Training

## World Wide Things collection

In the 2019 edition of the World Wide Things Collection, (an exhibition that compiles the good design of the UNESCO Creative Cities Network and that took place within the framework of the Graz Design Month), Puebla actively participated and presented 15 creative designs from local designers from our city:

Daniela Solis  
Bandit Studio  
Javi Lorand  
Denisse Kuri  
Juskani Alonso

This exhibition was attended by designers from Detroit, Graz, Istanbul, Saint-Etienne, Moscow, Montreal, Beijing, Nagoya, Singapore and ICO-D directives who had the opportunity to exchange ideas and good design practices.





# PUEBLA CITY OF DESIGN ACTION PLAN 2019-2023



## ANALCO CREATIVE NEIGHBORHOOD



### Summary

Barrio Creativo Analco is a strategy of social, economic and urban transformation that takes advantage of the physical, historical and cultural conditions of the area for the revitalization of the neighborhood. It includes the rehabilitation of public space through the removal of advertisements, maintenance of green areas, roads, renovation of street furniture and the extension of sidewalks, in addition to the intervention of common areas with the installation of:

- Media Lab
- Atelier
- Itinerant public library
- Craft workshops
- Recreation areas
- Data collection center
- Gastronomy centers
- Interactive games

## BESIGN MEXICO 2020 BE SOCIAL BE SUSTAINABLE



### Summary

The third edition of Besign will have Graz as a guest city and will be dedicated to Social and Sustainable Design, an edition that will seek to inspire the creative community with the exhibition "No one left behind" that brings together successful projects from cities that belong to the UNESCO Cities of Design network and that contribute the Sustainable Development Goals of the 2030 Agenda.

The World Wide Things Collection exhibition will also be held because it showcases creative design objects from the Cities of Design subnetwork that provides a look at the high quality international industrial design scene with a commercial approach to global design at the Museum Casa del Alfeñique.

At the Automobile Museum, electric cars designed in Puebla will be presented along with other sustainable means of transportation and along projects that promote cleaner mobility in the Sustainable Mobility Exhibition.

Two houses in Puebla's historic downtown will be intervened by architects and interior designers at "Casa Besign" while the Besign Nest house there will be installations of emerging creatives along with a wide range of events in relation to the different design disciplines. A public space intervention led by Breath Earth from Graz and students from different universities will contribute to raising awareness of the different factors that can help us achieve a better quality of life in the shared space.

Meetings and competitions will be launched during the days to be design and will be part of the programme as well as conferences that will reinforce the contents of the exhibitions. Besign Market and a series of short talks that will take place within the Star of Puebla (ferris wheel) under the statement "Design makes the world go round."





## UNESCO CATEGORY 2 CENTER



### Summary

UNESCO-sponsored category 2 centers are created and established at the request of the Member States to contribute to the achievement of the Organization's objectives through global, regional, subregional and intra-regional activities.

Each center specializes in a field of activity and performs a specific set of functions; in the case of Puebla, an orientation towards gastronomy, traditional crafts and the promotion and safeguard of the Mexican intangible heritage.

## NORTH AMERICAN CREATIVE CITIES MEETING



### Summary

As part of an initiative of UNESCO Canada, the city of Puebla will host in March 2020 the second meeting of the 22 Creative Cities of North America that will be held to formalize an MoU for the installation of an association that will result in a working network which will share and promote the development of cultural, social and creative projects between the cities from Canada, USA and Mexico that belong to the Unesco Creative Cities Network.



# FINANCING

## INITIATIVES AND PROJECTS AT LOCAL LEVEL

| PROYECT  | BUDGET                  | FINANCING                                       |
|--|-------------------------|---|
| <b>Analco Creative Neighborhood</b>                | <b>MXN28,000,000.00</b> | Public and with input from the Education Sector |
| <b>Beisgn Mexico 2020 Be Social Be Sustainable</b> | <b>MXN5,500,000.00</b>  | Private / City & State Governments              |

## INTERNATIONAL INITIATIVES AND PROJECTS

| PROYECT                                       | BUDGET  | FINANCING                         |
|---|---|-----------------------------------|
| <b>UNESCO Category 2 Center</b>               | <b>Building Rehabilitation 5 Research Level Employees</b> | Private / Ministry of Education   |
| <b>North American Creative Cities Meeting</b> | <b>MXN250,000</b>   | Private/ City & State Governments |

## CALENDAR

| PROYECT  | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|
| <b>Analco Creative Neighborhood</b>                |      |      |      |      |
| <b>Beisgn Mexico 2020 Be Social Be Sustainable</b> |      |      |      |      |
| <b>UNESCO Category 2 Center</b>                    |      |      |      |      |
| <b>North American Creative Cities Meeting</b>      |      |      |      |      |

\* Preliminary dates



## COMMUNICATION PLAN

### Inform and promote

An advertising campaign will be carried out to promote the activities and projects established in the action plan, as well as the festivals and events of the local creative sectors.

The website information related to Puebla City of Design will be updated <https://www.designcities.net>.

#### Tools:

- Social networks
- Specialized Media in Creative Industries
- Website <https://www.designcities.net>

#### Position:

Strategic meetings will be held with representatives of the Mexican Creative Cities, Creative Cities of North America, organizations such as the British Council, educational institutions and creative industry platforms to improve Puebla's status as a great destination for students and design professionals.

#### Tools:

- Public relations
- Collaboration agreements

#### Impact:

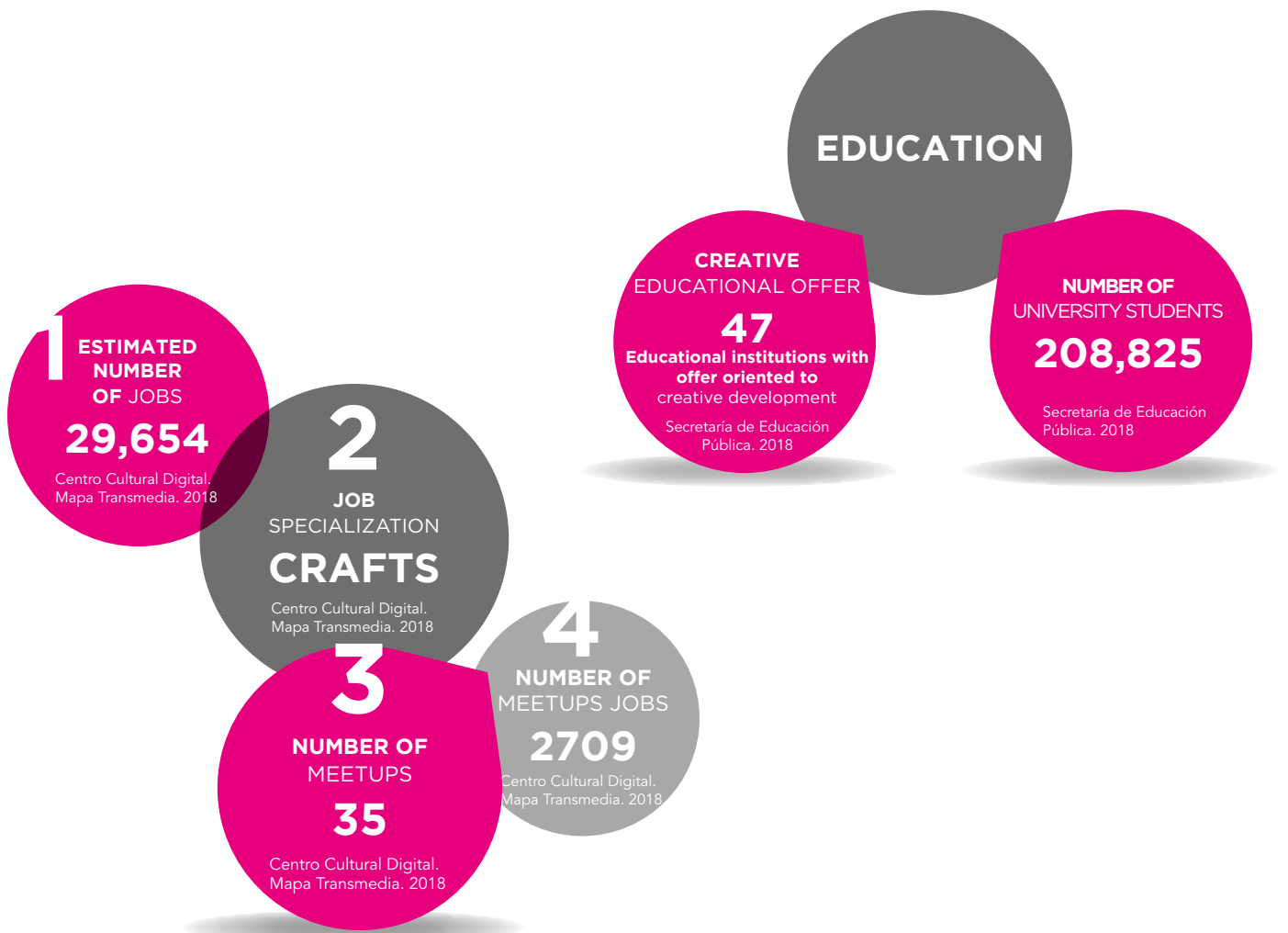
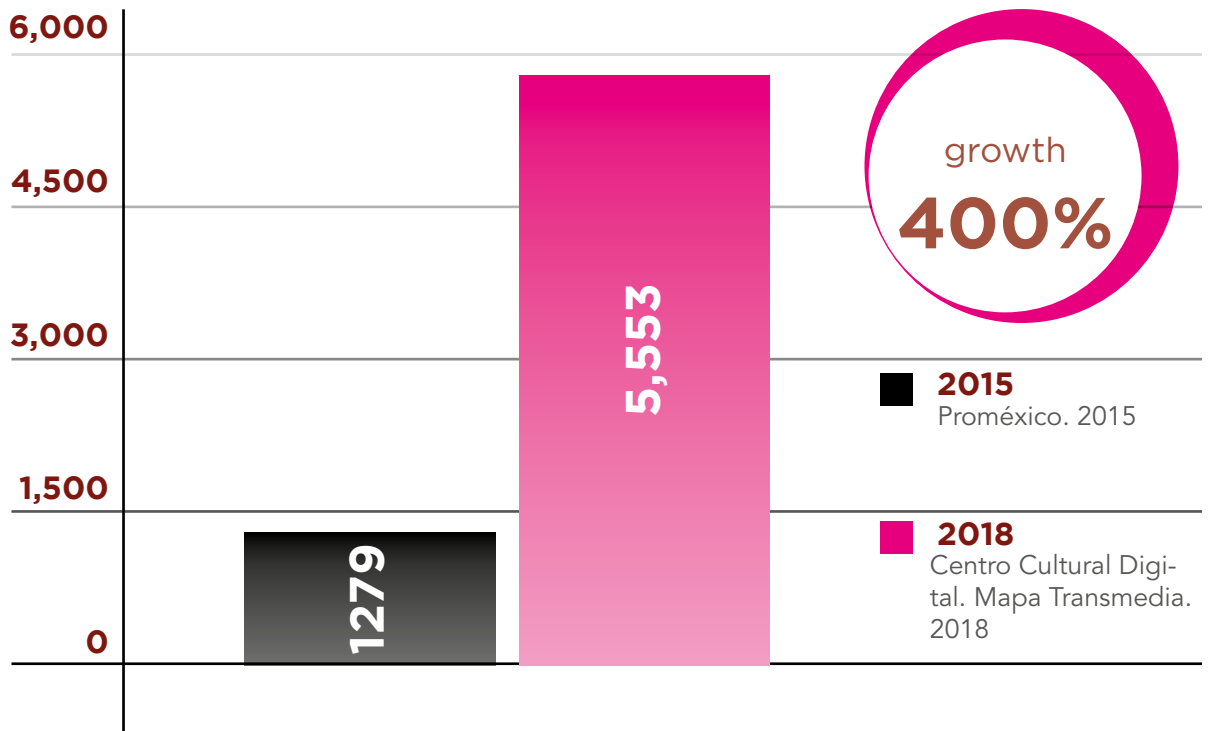
An activation campaign will be implemented in social networks belonging to the UNESCO Cities of Design Network during each event or festival to multiply the number of interactions and participation in them. In addition, a scheme of exchange and implementation of good practices will be generated to positively impact other cities belonging to the network.

#### Tools:

- Social networks
- Multisectoral alliances

# ANNEXES

## NUMBER OF CREATIVE COMPANIES



# ALLIES



