



Buenos Aires

CITY OF DESIGN



Buenos Aires Ciudad



EXECUTIVE SUMMARY

Buenos Aires is a pioneer in the development of creative industries in Latin America through talent, urban development and tax incentives. The sector has soared steadily during the last years. There are 13,400 cultural and creative industries sites that provide approximately 194,000 job opportunities which entail the 9% of the employment in the city.

Everyday cities face global challenges that require a rapid adaptation and efficient responses. The COVID-19 pandemic demonstrated the important role that cities have not only to address the emerging needs of its citizens, but also to highlight the importance of creativity and public spaces for cultural communities. Therefore, creativity, innovation and cultural identity are being strengthened and considered as essential components for both the recovery and the economic and social development.

Buenos Aires inspires design. Talent, technology, infrastructure and the strong commitment of the public and private sector to developing cultural industries make the City a dynamic ecosystem to foster creativity.



METROPOLITAN DESIGN CENTER (CMD)

Reporting to the Ministry of Economic Development and Production of the City of Buenos Aires, the CMD was created in 2001 with the aim of promoting 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 important role that design has in economics and culture. The CMD aims to foster the innovative ecosystem in the City by supporting entrepreneurs, to help people improve their professional skills through trade schools, and to offer a Technological Laboratory where *"porteños"* (Buenos Aires' residents) can achieve their innovative ideas.

Its main goals 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 the Architect Gastón Flores, appointed by public tender. In 2007, the Legislative body of the City appointed the CMD and its surroundings as "The 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 246 global Members 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 day of August 2005, to be joined later by Baku, Bandung, Bangkok, Beijing, Berlin, Bilbao, Brasília, Budapest, Cape Town, Cebu City, Curitiba, Detroit, Dubai, Dundee, Fortaleza, Geelong, Graz, Helsinki, Hanoi, Istanbul, Kaunas, Kolding, Kobe, Mexico City, Montreal, Muharraq, Nagoya, Puebla, Querétaro, Saint-Étienne, San José, Seoul, Shanghai, Shenzhen, Singapore, Turin, and Wuhan.

2.

GENERAL INFORMATION

2.1 Name of the city	Buenos Aires
2.2 Country	Argentina
2.3 Creative field	Design
2.4 Date of designation	2005
2.5 Date of submission of the current report	December 2020
2.6 Ministry responsible for the report	Ministry of Economic Development and Production of the City of Buenos Aires
2.7 Previous reports submitted and dates	2016
2.8 Focal point of contact	Marina Suárez Valente General Directorate for International Relations and Cooperation msuarezvalente@buenosaires.gov.ar





CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

3.1 Number of UCCN Annual Conferences attended in the last four years

The City has justified its absence from the last annual conferences of the Network due to economic and organizational restrictions. However, Buenos Aires remains committed to achieving the objectives of the UCCN and intends to participate in future meetings.

3.2 Hosting of a previous or future UCCN Annual Conference

NO

3.3 Hosting of working or coordination meeting(s) addressed to one or more UCCN creative field representatives (including sub-network meetings)

NO

3.4 Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Network

Smart City Expo Buenos Aires 2017 y 2019

Organized by Fira Barcelona International, Smart City Expo is the most important event of smart cities all over the world. The City of Buenos Aires held its first Latin American exhibition on the 28th, 29th and 30th day of September, 2017.

There were exhibitions of a range of national and international actors, and the participation of more than 7,000 visitors. The main five thematic axes were the following: Sustainable Cities; Digital Innovation and Economic Development; Equitable Cities; Open Government and Living Cities.

On April 24th and 25th, 2019, the City of Buenos Aires hosted the second edition under the motto "Developing talent, we create future", which was attended by more than 9,000 people. The thematic axes of this edition were the following: Intelligent Mobility; Sustainable Future; Inclusive and Collaborative Communities; Digital Transformation; Learning Cities; and Intelligent Security.



Buenos Aires International Book Fair

The *Feria Internacional del Libro* (Buenos Aires International Book Fair) is the most important cultural event in Latin America, organized by Fundación El Libro and that takes place every year since 1975. The creative cities of Montevideo (2018) and Barcelona (2019) were honored guests in the event; meanwhile in 2020 the 46^o edition was postponed due to the global health crisis.

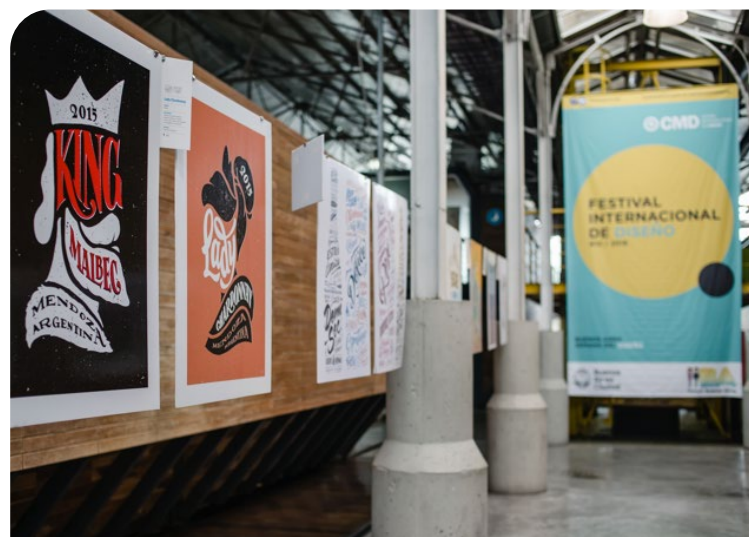
International Design Festival (FID)

The *Festival Internacional de Diseño* (International Design Festival) is organized by the Government of the City of Buenos Aires. In this event, well-known professionals, designers, businessmen, students, institutions, entrepreneurs, artists and the public in general meet with the aim at generating social ties, broadening their knowledge and disseminating their work. Many activities such as workshops, open classes, business meetings, talks, debates, clinics and exhibitions take place during the Design Week. In these activities, the thematic axes related to design are the following: sustainability, social inclusion, its cross-cutting nature and its close relationship with society. Therefore, this event contributes to the economic and cultural development of Buenos Aires.

UCLG Culture Summit 2019

The UCLG Culture Summit took place in Buenos Aires on April 3rd, 4th and 5th, 2019. The Summit is a forum that promotes the sharing of knowledge on necessary cultural policies for sustainable local development. The main axes were: Culture in the SDGs: towards 2030; a Gender Perspective in Cultural Policies, Implementing Culture 21 Actions; Social Transformation and Culture and Independent Culture.

The event brought together approximately 500 participants from all over the world, mayors, ministries, secretaries, experts, artists, and mass media, among others.



Buenos Aires Ibero-American Capital of Cultures 2020

The City has been recognized with the "*Buenos Capital Iberoamericana de las Culturas*" (Buenos Aires Ibero-American Capital of Cultures 2020) award, which was granted by the *Unión de Ciudades Capitales Iberoamericanas* (UCCI) (Union of Ibero-American Capital Cities). This prize bolsters Buenos Aires' commitment with cultural development. The City carries out action plans that allow rethinking strategies as a consequence of the new challenges the city has to face due to the global health crisis. The COVID-19 pandemic was the driving force to adapt cultural and creative activities to a digital ecosystem, and also to reconsider the positioning of culture in human development.

Moreover, in the light of the prize awarded to Buenos Aires, the city organized the XXXV meeting of UCCI Culture Committee, which was attended by representatives of creative cities such as Bogota, Brasilia, Mexico City, Panama City, and San Jose.



Regional Conversation “Art and Culture after COVID-19 Pandemic: Opportunities and Challenges” within the framework of the World Cities Culture Forum (WCCF) 2020



Within the framework of the WCCF global conversation which took part on October 29th, the city of Buenos Aires organized an event on November 19th with the aim of enriching the debate on the role of culture in the development of human potential. Many cities of Argentina and Latin America, such as Brasilia, Bogota and the City of Mexico, participated in the panel discussion. They shared experiences and knowledge about the impact of COVID-19 pandemic on the access to culture, the consolidated values in the new context and the relation between culture and public spaces.

3.5 Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCN in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.)

NA

3.6 Serving as cluster coordinator or deputy coordinator and period

NA

3.7 Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise)

NA

4

MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

During the last years, the City has put all its efforts to promote courses of actions in order to boost the professionalization of creative industries. Buenos Aires encouraged the creation of productive Clusters, by developing strategies to bolster local economy as well as by creating, consolidating and internationalizing its business organizations.

The main axes of industries upgrading are through the following actions:

- **Education and training**
- **Business development**
- **Internationalization**
- **Training skills**
- **Local and international fairs and festivals**
- **Product and service promotion**
- **Product generation for the economic impact analysis (publications, reports, newsletter)**
- **Sharing experiences with other cities of the world and with cities of our country**

The creativity, innovation and cultural identity of countries, empowered by the new technologies and the unlimited possibilities offered in the global context, make it possible for creative industries to be revalued worldwide for its ongoing competitiveness because of its economic and strategic potential.

Taking into account the sectors associated with these industries, the City continued to work on a long-term district public policy, considering it as a competitive factor in the economy and a core element in the cultural identity of the City of Buenos Aires.

By resorting to the formation and consolidation of clusters and with the aim at positioning the creative industries at a local and international level as well as revitalizing territories, the City sought to promote the synergy among the different stages of the value chain

within the same industry and at the same time to organize hierarchically the urban zones in which these experiences are developed.

The main axes include:

1. Updating of Education and Training Programmes

2. Economic Districts Promotion Regime

3. Shifting Events towards virtual Programmes

4. Collaboration in the Development of a Cultural Agenda for Citizens

1. Updating of Education and Training Programmes

1.1 Academy "BA Takes Action"

The *Academia BA Empeñe* (Academy "BA Takes Action") offers specific knowledge through different courses, workshops and talks in order to foster entrepreneurship skills, soft skills, and conflict resolution strategies.



1.2 Entrepreneurial Technical Assistance

This policy encourages the use of tools and strategies to boost entrepreneurship training, consultancy and mentoring for the development of competitive advantages.



1.3 “#VosLoHacés”

#VosLoHacés (#YouDolt) is an innovation contest that seeks to awake the entrepreneurial and creative spirit of university students to become them in sustainable entrepreneurs. Some goals of this initiative are identifying, strengthening and rewarding innovative ideas in an effort to face current global issues.



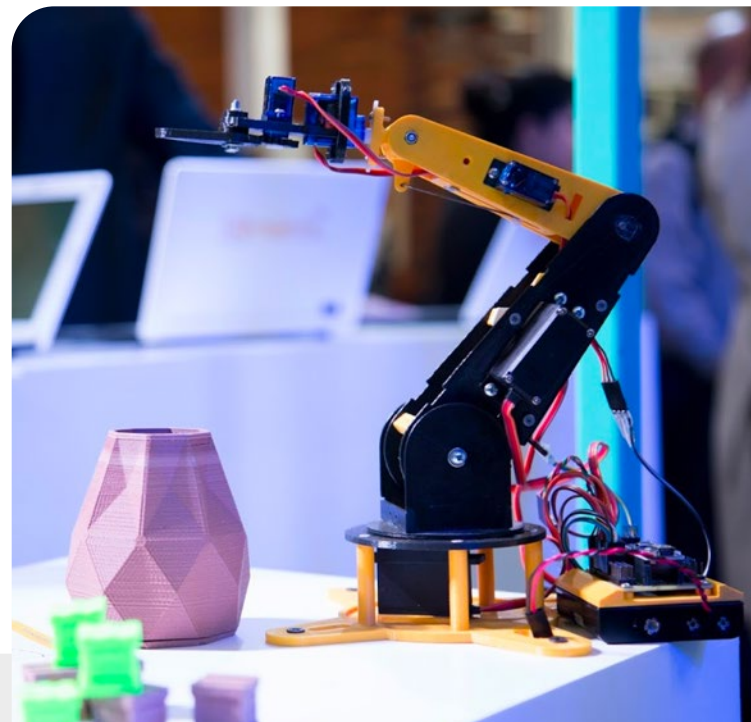
1.4 “Pacto Emprendedor”

Pacto Emprendedor (Entrepreneurial Deal) helps to broad the social capital of vulnerable entrepreneurs, and accompanying them in the process of the development of their own undertakings. The programme consists of a series of mentoring sessions within the term of five (5) months, which require a minimum of at least one meeting per month



1.5 Technological Laboratory

The Technological Laboratory initiative develops skills 4.0 that have an impact on the productive system through support, training, and the implementation of Technologies of Industry 4.0 (digital production, interactive technologies, automation and control, among others). It seeks to provide access to technologies to the citizens fostering their correct and responsible use by creating new opportunities of research and development.





1.6 Mentoring in Fashion and Business

This programme entails a series of tutorials oriented to students or already graduated designers that have a project still in progress. This initiative aims to guide 30 winners to professionalize their projects giving them support and placing emphasis on the individual itself to help them to excel.



1.7 Training and Mentoring in Design Business Scholarships

"Incubadora de Emprendimientos Creativos" (Incubator for Creative Entrepreneurship)

The Government of the City of Buenos Aires together with the School of Design and Communication of the University of Palermo (Universidad de Palermo) manage this programme which is destined to advanced design students, graduates and entrepreneurs. The winners attend a 3-month course: "Incubator for Creative Entrepreneurship" at the School of Design and Communication of the University of Palermo (Universidad de Palermo) with the aim at working on each project in order to pursue its development and sustainability.



1.8 Authors of BA Fashion

Autores de BA Moda (Authors of BA Fashion) is a platform destined to showcase, professionalize, support, and foster new talents so that they can be immersed in the local market. Authors of BA Fashion aim at providing local designers with the possibility to show their work to the audience and giving them the necessary tools to develop their projects and, therefore, be competitive in the market.

This programme entails a series of parades, a mentoring programme, scholarships and training which provide support and monitoring to the job done by fashion designers. Also, representatives of big companies such as Amazon, and past winners of Authors of BA led talks and workshops. From August 2017 to February 2020, 6 editions were carried out and the results were the following:

- 17 winners
- + 50 designers received training
- + 100 projects were presented
- 20 scholarships were granted

Moreover, within the framework of the BAFWEEK (Buenos Aires Fashion Week), more than 100 international business meetings were held, within the framework of the BAFWEEK . These meetings resulted in important business opportunities for local designers.



2. Economic Districts Promotion Regime



Economic Districts were created with the intention of developing different neighborhoods in the City through specific activities: Technology, Design, Audiovisual Arts and Art. The regime grants tax incentives to business organizations that decide to set up their business in these economic clusters. Therefore, this regime helps to bolster the economic development of the City, generating a sustained economic reactivation, new job opportunities and strengthening the ecosystems of each neighborhood.

Design District: he regime offers incentives to registered business and organizations in the event that they set up within the perimeter permitted by law. During the last four years the amount of organizations established in Barracas (Design District) grew steadily, reaching the number of 66 companies and generating more than 2,000 job opportunities.



3. Shifting events towards virtual programmes

"Consagrados BA"

Consagrados BA is a platform that aims to distinguish and give value to original designs in the City of Buenos Aires. Its objective is to give support and encourage local designers who are already established in the market. Consagrados BA is destined to those designers whose sustainability work was recognized at the local and international level. The parades take place in emblematic sites of the City of Buenos Aires with the purpose of sharing and showing the Design of the City.



BA Fashion Week

BA Fashion Week is an initiative developed in different sites of the City with the aim at positioning Buenos Aires as a "City of fashion" at a national and international scale. Also, it seeks to bring together the different actors of the value chain, fostering the industry and making it visible for citizens.

A wide variety of free activities are offered to citizens throughout this initiative. These activities are organized by different actors of the design industry such as universities, museums, chambers, institutions, government agencies, photo studios, shopping malls, trade schools and brands offering exhibitions, training, parades, talks, facilities and commercial tours, contact and business meetings, among others.

In the last three editions (March 2019 / August 2019 / March 2020), the results were the following:

+80,000 participants

+120 actors

+390 activities

+ 85 parades

+100 business meetings

+40 contact meetings

+6,000 trained people

The third edition (March 2020) was postponed due to the global health crisis. Traditionally, two editions take place each year -both taking into account the season in which the edition is presented in Fashion. So far, three editions have been presented.

DURING THE BA FASHION WEEK SOME ACTIVITIES ARE CARRIED OUT:

Specific Training BA Fashion Week: Free and open public talks, workshops, and courses which form part of the agenda of BA Fashion Week..

Commercial Planning and Activation: These are courses of actions that are carried out in shopping malls and commercial circuits, which in some cases resulted in benefits for the citizens, for example; discounts.

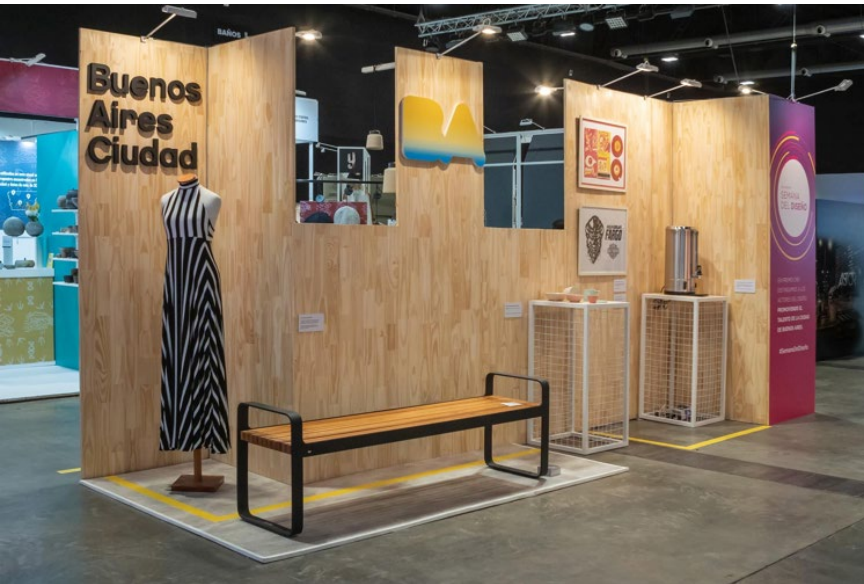
Activation Showcase: It consists on specific showcases complying with the cross-cutting programme proposed in the BA Fashion Week.

Business Meetings: They are organized jointly with the National Investment Agency, where more than 100 international meetings are carried out.

Exhibitions and Displays: They are static exhibitions showing the work of designers and innovation in certain activities related to the field.

Design Week

The Design Week takes place every year the second week of October. The objective is to showcase and promote design, and to foster the creativity of the City. During a whole week, this initiative offers a wide range of activities, exhibitions, talks, open circuits, presentations, workshops, conferences and displays.



50 INDIAS COMERCIALES LA NACION | LUNES 30 DE OCTUBRE DE 2011
NOTA DE TAPA



EL CORREDOR ARENALES SE CONSOLIDA COMO UN CENTRO DE DISEÑO

El inminente cierre del Buenos Aires Design acelera el desarrollo del polo comercial de decoración, que tiene más de 70 locales en pocas cuadras

Por Milena Ubaldo

El polo de diseño ubicado en la calle Arenales, entre Corrientes y Victoria López, no detiene su crecimiento desde su inauguración como un conglomerado de locales, su influencia siguió creciendo a la calle Arenales y en pocas

de la zona de la gran plaza se han ido agregando locales que van desde la decoración de interiores hasta la decoración exterior. El crecimiento del polo de diseño en la calle Arenales se consolida como un centro de diseño y decoración para la ciudad. Este crecimiento comercial viene acompañado por un boom de locales que sigue creciendo por esta calle gracias a la inversión de los emprendedores que se van instalando en la zona. En una buena medida, agregó el diseñador.

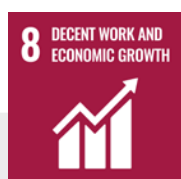
Por otra parte, la falta de locales que se van instalando en Arenales también se debe a la escasez de locales que se van instalando en la zona. En un momento en el que se van instalando locales en la zona de la gran plaza, se van instalando locales en la zona de la gran plaza. En un momento en el que se van instalando locales en la zona de la gran plaza, se van instalando locales en la zona de la gran plaza.

LA SEMANA DEL DISEÑO TIENE COMO OBJETIVOS:

- Presenting design as a tool for productive transformation.
- Generating new promotion and communication spaces.
- Promoting design.
- Strengthening commercial activity.
- Gathering different actors of the Design industry in activities resulting in the economic development of the City.
- Encouraging new designers.

ACTIVITIES: Talks, training programmes, tours, exhibitions, outdoor activities, open studies and other activities in different places of the City.

PARTICIPATING ACTORS: designers, brands, museums, educational institutions, universities, trade chambers, design spaces, and foundations.



4. Collaboration in the development of a cultural agenda for “porteños”.

The City of Buenos Aires carried out a range of initiatives to boost cultural activities and creativity in the city. Apart from design, audiovisual industries, art and culture play an important role on the economic and social reactivation in the city. Therefore, public policies were implemented to encourage the development of these areas as well.

Buenos Aires Film Commission (BAFC)

Buenos Aires Film Commission promotes the pursuit of international audiovisual productions in the City. The different sectors of the Industry involved are: Cinema, Television, Advertising, Video games and Animation. Furthermore, it helps the relationship between foreign producers and the institutions, associations, ministries, business organizations and local professionals. The City of Buenos Aires is, from more than a decade, an important center of international audiovisual production. Film, advertising and television production companies visit each year the City as they are attracted by the variety of places, creative talent and competitive costs.



“Barrios Creativos”

Barrios Creativos (Creative Neighborhoods) consists in a programme in which neighbours propose the design of the cultural programming of their community. The Government of City chooses the best ideas and gives the funding and support to those who have designed the projects during a year, so that their ideas can become true. Each team can present annual projects on Literature, Audiovisual, Scenic, Gastronomy, Music and Visual content.





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

“Ciudad(es) Cultura” - Cit(ies) Culture

After presenting Culture at Home (now Let's Live Culture), Buenos Aires invited the City of México, Barcelona, Bogota, Lima and Lisbon to share digital content in the platform with the aim at broadening the cultural offer, its diversity and also to strengthen the international cooperation among cities.

The global health crisis prompted this initiative which gave neighbors access to a wide variety of digital contents, allowing them to have a major participation and to boost creativity throughout a unique digital ecosystem.

Participation in International Events

- Participation of Buenos Aires in Smart City Expo Curitiba 2018 where one of the main topics was “Urban Design”.
- Participation as a speaker of the Ministry of Culture of the City of Buenos Aires in the Third Edition UNESCO Creative Cities Beijing 2020.
- Participation in the International Congress on Cultural and Creative Industries Jalisco 2020.
- Participation in a talk about the experience of Buenos Aires as World Book Capital, with authorities of the UNESCO and the cities of Jalisco and Guadalajara.



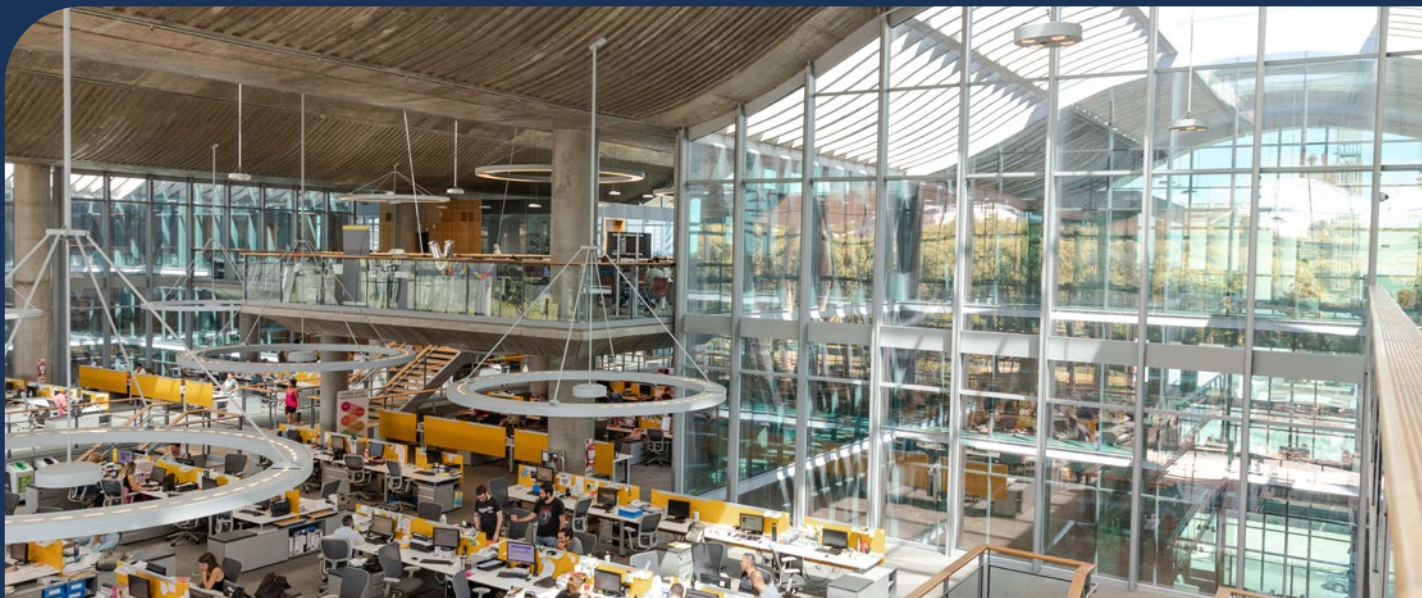
PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

In the upcoming four years, we will continue fostering and promoting not only the establishment of business organizations in the Design District but also those activities that contribute to the development of the district, resulting in positive effect for all the neighbors of the City.

We aim at soaring 20% the amount of business organizations established in the City and, thus, reaching to 90, incorporating 200 employees and attaining sustainable investments in the cluster.

Our desire is to promote and to position the role of creative and design industries as a catalyst for bolstering economic growth, a differential component in the product and/or service, and a promoter of a genuine value. In order to achieve these goals, we will resort to different social networks (Facebook, Instagram, LinkedIn, Youtube and Twitter) with the intention to communicate diverse initiatives and action plans.

Furthermore, the UNESCO Creative City Network will be disseminated throughout BA Global -the International Projection Strategy of the City of Buenos Aires.



7

INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19

Modification in the District Promotion Regime:

During 2020 and 2021, modifications to the regime broadening the current tax incentives were made.

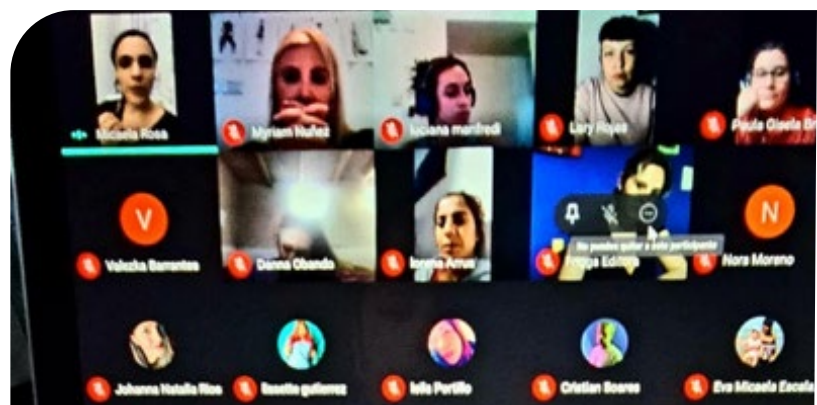
New incentives with the objective to boost the growth of the District were offered to developers of gastronomy infrastructure who decide to establish their business in the District. The Gross Income Tax Exemption shall be applied to those who decide to establish their business in the District.

In this way, new mechanisms allow coordinating the activities offered and at the same time adapt tax incentives to the current status of development of the Design District.

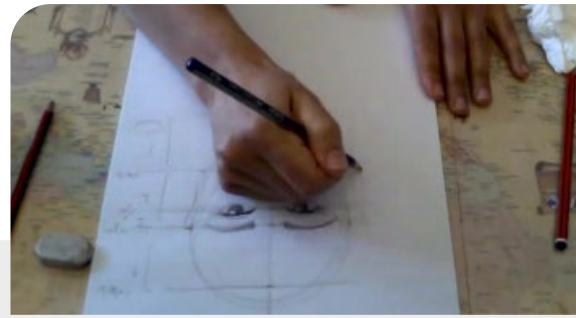


BA DIGITAL Fashion

BA DIGITAL Fashion entails a series of activities, talks, training, workshops, exhibitions, parades, virtual tours of the clothing industry and related industries. It comprises in a same agenda activities belonging to third parties that were carried out through different digital platforms, linking, articulating and highlighting the value chain of said



industry, and, hence, offering the citizens the possibility of being trained and have access to those activities for free.



Clave 13/17 Global and at home

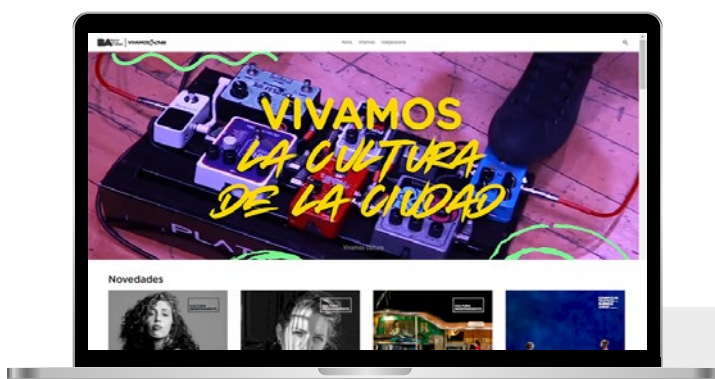
The challenge *Clave 13/17 Global and at home* is an initiative of the Government of the City of Buenos Aires with the support of UNICEF that adapts the classic policy "Clave 13/17" at a local level, which aims to bring together the efforts to build spaces where adolescents of all over the world, between 13 and 17 years old, can express themselves, meet and give support to each other. This initiative offers them the possibility to be part of different online expression and creative communities in the fields of music, theatre, drawing and painting, science and technology, cinema, writing, feminism and planet.



"Vivamos Cultura"

During the compulsory and preventive social isolation, Buenos Aires launched the online platform "Culture at Home" (now "Let's Live Culture"). The online platform is a compendium of exclusive cultural content ranging from theatres to museums, local artists, musicians and other cultural institutions.

In line with the city's local development policy framework of promoting creative industries to address inequalities, the initiative seeks to keep the culture present, active and available to all the city's inhabitants and maintain a shared sense of social cohesion during the current health crisis. Buenos Aires registered 8 million visits and offered 2,000 cultural contents through the online platform which undoubtedly allowed inhabitants to continue enjoying their extensive cultural heritage from home.





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