

Bogotá, January 29, 2021

Sirs
BEDA

Latin America and the new Bauhaus: fair, equitable and without borders.

I present a cordial greeting from Colombia,

Thinking about the reformulation or twist of one of the most emblematic schools of design recognized worldwide causes chills and good. The statement made by you is wonderful and we believe that all efforts and actions that should accompany this statement is the globalization of the concept. In South America and around the world, the time has come to move from the vedetization of design to social action and go to the spirit that seems after several centuries by dint of pandemic and reflection has decided to migrate back to the origin as an articulator of the world development. Perhaps if we review the periods of the history of design we notice how the purist sense of the profession was diluted by the pressure and intrigue that the economy generates on creativity. Am I more successful as a designer if you produce garbage? Or did the strength of the consumer society lead to the vedetization of the designer at the cost of environmental tragedy?

In Colombia we have the talent and human resources to reaffirm our identity as a continent. I call it the return of the big cat of South América, the Jaguar. This is the cultural heritage that represents the other side of the largest feline on the American continent. Its symbolism is intimately tied to the expression of power. The pre-Hispanic tradition says that the feline controlled the universal forces of day and night. The discovery of America changed the face of Europe with its natural resources, fauna and flora, corn, tobacco, and so many others with which we financed the wars between Spain and England with the support of German bankers; We inherited so many other inventions from our ancient cultures. Europe contributed infinite benefits and knowledge that makes us two allied continents. It is not difficult to suppose that the European movement promotes design as a kind of new conquest of the planet that the approach of the new Bauhaus is global, equitable, fair and provided with cultural exchanges, far from paradigms and dogmas; make your approach social and universal. Thanks to the schools of European design we have learned the trade in South America, I was educated as a designer by academic heritage from the Ulm school, which gave me a systemic and scientific vision of design.

In South America we are more aware of our needs, our daily social difficulties, a continent plagued by environmental tragedies, and not to mention political phenomena and terrible administrations, but I have a feeling that this alliance between the history of Europe and the tradition of our Abya Yala which means Mature Land, Living Land or Flowering Land, was the term used by the Kuna, an original people who live in Colombia and Panama, to designate the territory comprised by the American Continent is perfect for an alliance with Europe that will open all the opportunities for Jaguar design as I define it today.

With certainty I can affirm that South America is the continent of design towards the future and through the holistic gaze of the new Bauhaus surely its vision will be of a greater dimension, human,

less provided with euphemisms and focused on the true needs of society, without distinctions without borders. These 17 concepts called Sustainable Development Goals are a basis for global development, but we must work very hard as a species to return tranquility to our future generations and on the other hand we are not far from living a situation similar to the one we currently live in. the planet if we continue in this voracious race for consumerism.

But there is hope and with this declaration we are on the verge of a new Renaissance or a new aesthetic for a new world. Will it be the evolution of humanistic thought over consumerism? For now, let's propose to the new generations a fair, inclusive, open and sensible design because the world will not be the same for us as of 2020.

Thank you Mrs. Päivi Tahkokallio, it will be a pleasure to meet you one day, to express my interest in opening a chapter in BEDA focused on Latin America and I am sure that under alliances with our Continent and others, the future of humanity will be more promising in the next 100 years.

My distinguished greetings from Colombia,

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