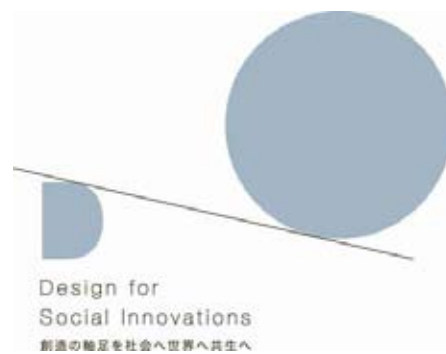




Commemorative event



This year will mark the 15th Anniversary of the establishment of the International Design Center NAGOYA (IdcN) and the 10th Anniversary of the opening of the Design Center Building. To commemorate this special occasion, a joint exhibition featuring selected projects by invited past participants The International New Designers Workshop and a series of relay talks and roundtable discussions will also be organized this winter to provide a platform for these young talents from around the world to tell us how they use their creative visions to impact the social fabric and improve everyday life.

**Around 24 creators from 16 countries** will be invited for the commemorative exhibition this year. In addition, an international conference will be organized for the industries, the creative community, the governments and the general public to converge and exchange ideas on January 21-22, 2007 Entitled, "The Social Designers: design for real needs", the exhibition will tell the story of how our young generation have the power and passion to apply their skills to make a difference in our everyday life. Brought forth by a global perspective of communication and intentions that go further than a surface to tackle deeply rooted social issues, we hope the innovative propositions that are presented here by these designers will demonstrate how we can use design for real needs. Details of the exhibition, the roundtable sessions and the IdcN 10th Anniversary Commemorative Conference will be updated as we progress with preparations for these events

#### Live Talk

2006.11.11.Sat, 12.22.Fri, 12.23.Sat

"The Social Designers: Design for Real Needs"

#### Exhibition

2006.12.22.Fri - 2007.2.4.Sun

"The Social Designers: design for real needs"

#### IdcN Commemorative Conference

2007.1.21.Sun , 2007.1.22.Mon

"Design for Social Innovations"

organized by: International New Designers Workshop Organizing Committee, IdcN Commemorative Project Organizing Committee (City of Nagoya, International Design Center NAGOYA)

supported by: UNESCO, JIDPO (Japan Industrial Design Promotion Organization), JDF (Japan Design Foundation), Nagoya Chamber of Commerce & Industry, JAGDA (Japan Graphic Designers Association)

produced by: Leimei Julia Chiu/ Director, Global Communications, IdcN

Staffs: Leimei Julia Chiu, Ayako Yamauchi, Yumi Kawai, Hideki Yano, Ryotaro Furukawa, Tsuyoshi Nagura, Hung Lam, Saeko Watanabe

**More info visit: [www.socialdesigners.org/2007](http://www.socialdesigners.org/2007)**



***Carlos Manuel González Manjarrez***

Graduated in graphic design at the University Nuevo Mundo (UNUM) and master in Advertising at the Advanced Center of Communication Eulalio Ferrer (CADEC) with a research titled: In search of Mexican graphic design identity. Also he has been a student of world known graphic designers: Peter Pócs ,U.G. Sato, Martin Venezky and Uwe Loesch.

Some awards include: Silver prize in Japan, in the category of visual design with the theme: power of fragility in Nagoya Design Do! 2002. At the International Design Center. Gold in the category of poster in the XII Quórum Prize Contest and winner among the 10 best photos in the first photo contest: The magic of nature, organized by Epson and Xel-Ha.

Selected in the 7th.and 8th.International Poster Biennial in Mexico. With collections: Rights of nature and impunity. Also selected in 8th. International Poster biennial of poster in Colorado U.S.A in the exposition: Graphic Responses.

He had participated in collective expositions at the International Design center gallery in Nagoya, Japan, Museum Franz Mayer, House of the Poet, National Center of Arts, Goethe Institute, Epson Gallery in Mexico city and Naucalli park in State of Mexico.

His work has been published in design magazines: a! Design, Lúdica, N.O.C and Mexican newspapers: El Universal and Reforma.

His professional experience is related to creative art direction at Mexican advertising agencies. Actually he is a creative director at his own company: CG Design.([www.cgdesign.com.mx](http://www.cgdesign.com.mx))

Also he has been a teacher in the following Mexican universities: ITESM, Anáhuac, UNUM, UIA, UIC, UNID, CADEC, UNID, UNLA, Marista and Mesoamericana. In subjects such as: graphic design workshops, design and image theory, advertising, creativity, photography, illustration and tesis director in graphic design. His students had also won several prizes in Mexican graphic design contests.

## ***Project: Social Posters***

**Name of Designer:** Carlos Manuel González Manjarrez

### **Story:**

When I design some social poster, I dream that if someone sees it and may change a little his point of view related to what I try to say... For me it is a dream came true.

Design for me is a social compromise. When you try to say what someone cannot say or many want to say and may become their voice with design. When I dare to make one of them, I always investigate and make my own point of view, according to what I read, saw, feel or think may help.

Some times I do not find clear answers or see contradictions. Many times I suffer trying to image all people involved in it. Books, web, mass media, documentaries or what I may access are my first approach. But if I can interview someone involved. I do it. Trying always to have the version of who did it and who was affected. With it I try to be neutral and communicate my personal point of view that may balance that unfair situation.

The time I spent for making them is a long period. Because research is very important and sketching for all possible options may take a while.

Some of my works are related to nature issues, because I think they do not have any one to protect them against human greed. Others are unfair situations such as people rights, economic or political situations.

Maybe they will not solve the problem, but at least I feel that I did something about it and I try to enter to poster biennials or collective expositions of a particular subject, for trying to be more with the same objective: "be only a public voice for trying to have a fair world."



1. Photo exposition: Cronicles of an Ecocide.



2. George W.C. / Against Irak Invasion..



3. What will stay ? / The power of fragility.



4. Buen Provecho / Bon Appetite / Mexico - US Frontier.



5. Let us Live... / The power of fragility.



6. S.O.S. Deaths women from Juarez claim for justice.



7. Yesterday, today and tomorrow / Invisible scents.

# ***Project: Visions of Paradise***

## **Design and photography:**

Carlos Manuel González Manjarrez and Guillermo Eduardo Larios García.

## **Story:**

Each time our world lost many natural spaces and we do only a few to stop avoiding it. With these facts, our story wanted to show everyone with our social design with images and facts above each picture, wishing everyone to be aware. It was supported from biologists and scientists, such as these:

“Mexico is the Latin American country with most kinds of ecosystems. And the second country in the world with biodiversity. (Only above China). In last 50 years, Mexico had lost 90% of it's tropical Jungle. If this situation continues, in 50 years we will have lost all of our jungles and in 120 years our forests also will be lost.

Actual number of known spices in our territory are 64,878, although are estimated 212, 932. And at least 47 spices of vertebrate animals had disappeared for always in Mexico”.

Our photos represent the work of 3 years in Mexico and Costa Rica (2003 to 2005) With the main issue of animals and landscapes. We selected 60 images in 3 formats: 8 x10, 11 X17 and panoramas up to 2 meters. Also we have virtual reality in 360 degrees views.(visit: [visiones.com.mx](http://visiones.com.mx)).

After the exposition Guillermo and I had a newspaper interview that was titled: They use photography to denounce and they see art and design a way for promoting ecology. It was just a first big step we made for making it possible. More people now are aware of it. Work is endless and life is very short. And we will continue making these cultural events every time we can, because all these places need be protected from us. And photos show they still exist.

# Visiones del Paraíso

w w w . v i s i o n e s . c o m . m x

por Carlos González y Guillermo Larios



Several photos from animals and landscapes from Mexico and Costa Rica showing information if they are on possible ecology danger.



Photo Expositi



Flamingos protecting nests.



Flamingos Obser

# ***Project: Ad campaign***

**Title:** Moments

**Client:** Astra Zeneca

**Product:** Nexium i.v.

**Photography:** Tony Stone images

**Name of Designer:** Carlos Manuel González Manjarrez

## **Story:**

How to get interest a doctor who lives in the emergencies room? Do they feel any emotion at work? Does society recognize their anonymous daily work? What do they feel?

All these questions where in my head before designing these ad campaign for a product that is only used in operations room when you get gastric acid at almost death levels and if you do not get these product injected you may die. That was my design brief. Imagine? Where to start?

I knew I needed to create an emotional, fast and involving campaign. But also the human essence needed to be in it. Daily life situations needed to be in it. Quick response also should be in it.

For trying to see it by myself, I remembered all time I have been inside an emergency room of hospital. Remembering these medicine and acid smells, worried faces, or even agony situations. Also I saw many ER. T.V episodes.

My conclusions after feeling inside of these places and doctors, were that they are like anonymous heroes, that every day are giving their best trying to save a human life. So my final concept was a tribute for them.

And that was the solution. Just tell what they do everyday in simple words: Reaction, concentration, precision, courage, anguish, tranquility and satisfaction. Because these design was just a tribute to all who live all possible emotions in only minutes.

Personally for me these kinds of projects may show that design may contribute to save a life. It may sound illogic or impossible, but these was my real motivation in these story.



These is just a tribute to all who lives all possible emotions in only minutes.

# *Project: Social students design*

**Name of Designers:**

**Professor:** Carlos Manuel González Manjarrez

**Photo Advisor:** Roberto Gayosso

**Students:** Elizabeth Froitzheim, Vicky Smeke, David Irán, Renné Levy, Adriana García, Pamela Montañó and Ilan.

**Universities:** Universidad Nuevo Mundo and Anáhuac. In Mexico city.

**Story:**

Each student is like a seed that I always try to help it to grow. When I teach, in my mind always is a social responsibility for trying to show that design maybe a tool for changing the world in a positive way.

How to get interested a student in a social design project? Is always a challenge every time, because many actual design students are more interested in commercial design, how much they would earn for that particular project. And in these kind of projects may not receive any economic retribution. May be just a social recognition.

What I do for trying to involve them is to put in the shoes of that group of persons. Think what they would do after they see it? Maybe they will think it twice. We discuss a lot and after they agree to design for it, we just do our best effort.

I try to be aware of competitions related to social problems and include at least one project related to a social issue in the subject I am teaching. For example human rights, art cultural values and when I have the chance, I try to show our Mexican identity. Because I think design may contribute to make it.

Some times we win or lose in some competitions related to social problems, but the most important for me is what the student felt inside their hearts and the possibility to grow with each design project. Maybe some day I may see that seed transformed in a big tree, holding a better world.



1. Poster for Mexican Indian Rights.  
Universidad Nuevo Mundo.  
Student: Elizabeth Froitzheim.



2. Photo for significance of satellite towers.  
Universidad Nuevo Mundo.  
Student: Elizabeth Froitzheim.



3. Poster for monotheistic religions.  
Universidad Anáhuac.  
Students: Vicky Smeke and David Irán.  
Photo Advisor : Roberto Gayosso



4. Photo for preserving mexican traditions.  
Universidad Anáhuac.  
Students: Renné Levy, Adriana García,  
and Pamela Montaña.  
Photo Advisor : Roberto Gayosso



5. Photo for smoking mothers  
Universidad Nuevo Mundo  
Student: ilan C.