

Faculty of Design

2014

## Benefits of design practice in fieldwork: How 'Artesanía para el Bienestar' emerged in the field as a concept to Improve access to Healthcare in a Mayan Community in Campeche, Mexico

Berg, Theresa, Kajamaa, Suvi and García, Claudia Garduño

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# Benefits of Design Practice in Fieldwork

How “Artesanía para el Bienestar” (Artistry for Wellbeing)  
emerged in the field as a concept to Improve access to  
Healthcare in a Mayan Community in Campeche, Mexico

Theresa Berg, Suvi Kajamaa and Claudia Garduño  
Aalto University, School of Arts, Design and Architecture



# **Benefits of design practice in fieldwork**



**Benefits of design practice in fieldwork**

**Benefits of fieldwork in design practice**



**Victor Papanek**



**In an environment that is screwed up visually, physically, and chemically, the best and simplest thing that architects, industrial designers, planners, etc., could do for humanity would be to stop working entirely.**

**Victor Papanek**



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**In all pollution,  
designers are  
implicated  
at least partially.**

**Victor Papanek**



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In all pollution, **But... I take a more**  
**designers are affirmative view:**  
**implicated**  
**at least partially.** **Victor Papanek**



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**Victor Papanek**



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**Victor Papanek**

**Design** can and must become a way in which young people can participate in changing society



# **Aalto LAB:** **A practical attempt**





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**Aalto LAB  
is an initiative of  
Aalto University**



# **Aalto LAB:** **A practical attempt**

“Making the world a better place”



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# **Aalto LAB:** **A practical attempt**

**“Making the world a better place”**  
**Focuses on a specific geographic location**



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# **Aalto LAB:** **A practical attempt**

**“Making the world a better place”**

**Focuses on a specific geographic location**

**Intercultural and Interdisciplinary**



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# **Aalto LAB:** **A practical attempt**

**“Making the world a better place”**

**Focuses on a specific geographic location**

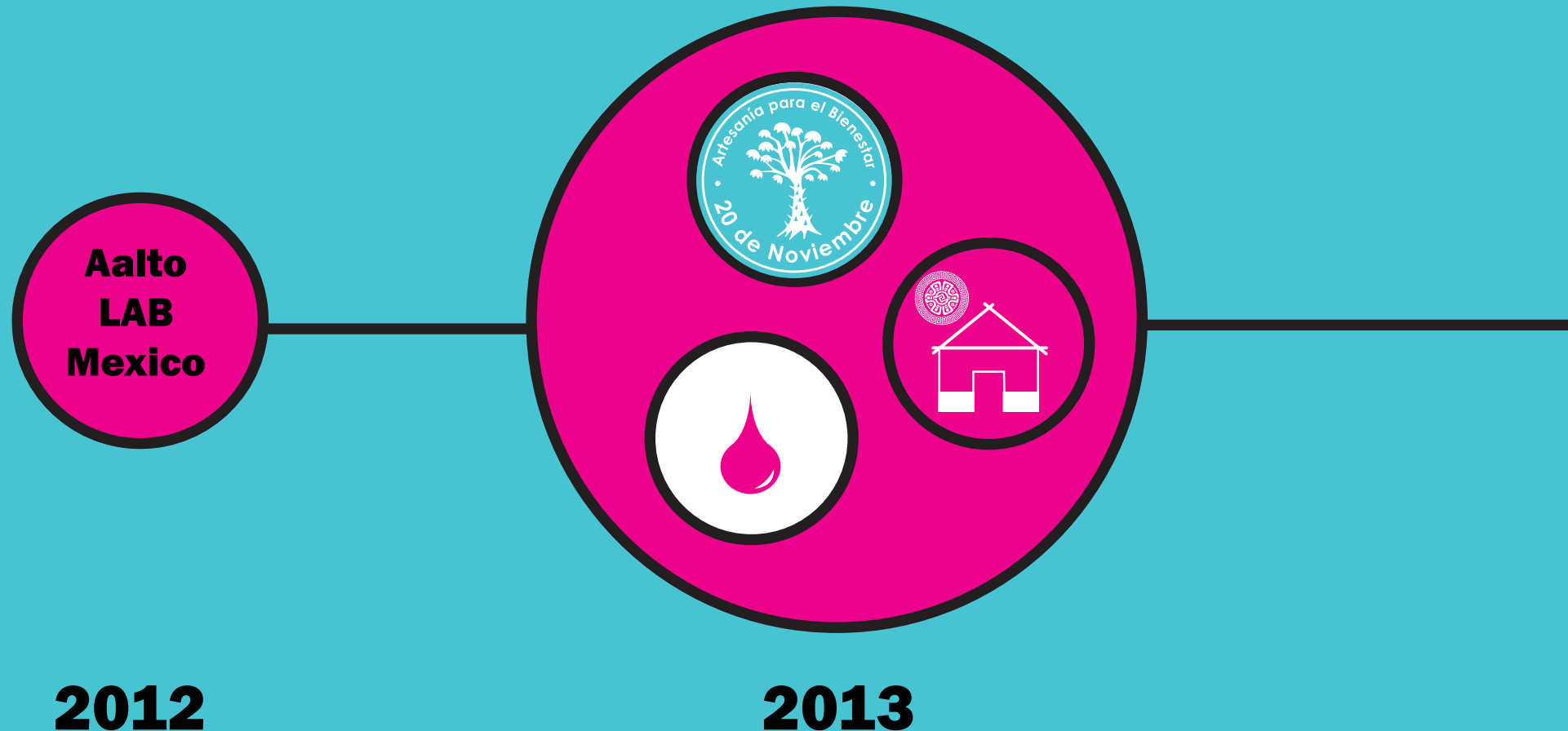
**Intercultural and Interdisciplinary  
Design driven**



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# Aalto LAB Mexico: Our practical attempt





# Mexico

**Mexico is the 14th  
world's largest economy  
(World Bank 2013).**





# Mexico

**Mexico is the 14th world's largest economy (World Bank 2013).**

**46.4% of its total population (52 million), live in poverty (CONEVAL 2012).**





# Mexico/ Calakmul





# Mexico/ Calakmul / el 20





**85.8% of Calakmul's  
population lives in poverty**

**46.1% live in extreme poverty**



**85.8% of Calakmul's  
population lives in poverty**

**46.1% live in extreme poverty**

**Lack of social security 91.5%**

**Lack of healthcare 37.1%**



# Rethinking poverty in 20 de Noviembre



**Self-sufficiency**



**Passionate artisans**



**Self-sufficiency**



# Fieldwork



# The Challenge

How can we make the most of the time we have left?

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# Artisans as stakeholders





# Increase access to healthcare





# The Challenge



**Artisans as stakeholders + Increase access to healthcare**



# **Benefits of design practice in fieldwork**





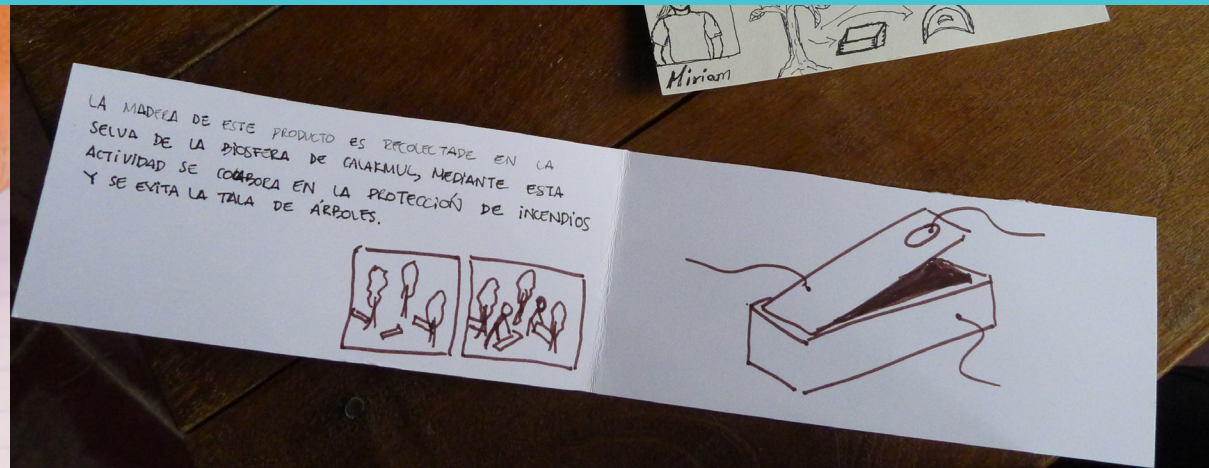


# Framing complex matters





# Framing complex matters





# Framing complex matters





# Bringing the community together





# Mirror perspective





**“Sometimes we can’t  
turn our light bulbs  
on by ourselves”**





# Meeting the right stakeholders





# Co-experiencing





# Building trust





# **Benefits of fieldwork in design practice**



# Grow capacity to deal with uncertainty





# Two-Way mirror perspective





# **Benefits of design practice in fieldwork**

- Meeting right stakeholders
- Co-experiencing
- Building trust
- Framing complex matters
- Bringing the community together
- Mirror perspective



# **Benefits of design practice in **fieldwork****

- Meeting right stakeholders
- Co-experiencing
- Building trust
- Framing complex matters
- Bringing the community together
- Mirror perspective

## **Benefits of **fieldwork** in design practice**

- Grow design capacity to deal with uncertainty
- Two-Way Mirror perspective



# Gracias

Theresa Berg, Suvi Kajamaa and Claudia Garduño  
Aalto University, School of Arts, Design and Architecture  
Photographs by Jan Ahlstedt and Video by Antti Seppänen



# **Benefits of design practice in fieldwork**

- Meeting right stakeholders
- Co-experiencing
- Building trust
- Framing complex matters
- Bringing the community together
- Mirror perspective

## **Benefits of fieldwork in design practice**

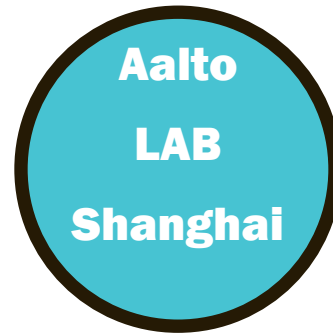
- Grow design capacity to deal with uncertainty
- Two-Way Mirror perspective







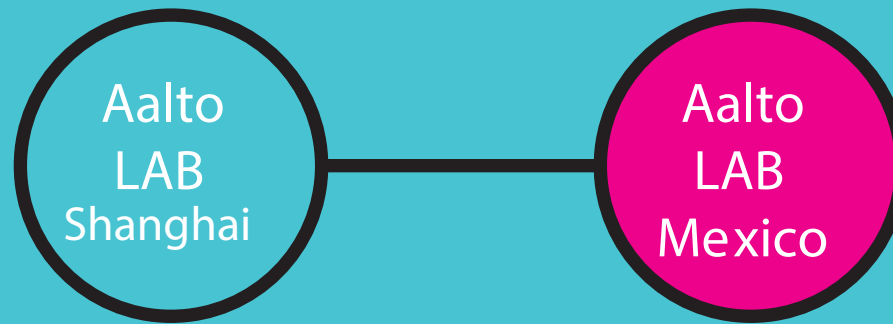
# **Aalto LAB Shanghai: Practical attempt 1**



**2010**



# Aalto LAB Mexico: Our practical attempt



**2010**

**2012**



**Is ALM ‘imperialistic’?**



**Is ALM ‘imperialistic’?**

**Are we facing ‘adaptive preferences’?**



**Is ALM ‘imperialistic’?**

**Are we facing ‘adaptive preferences’?**

**What would happen if we did nothing at all?**