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 and 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
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Victor Papanek
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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. In all pollution, designers are implicated at least partially. Victor Papanek and work positively.

But... I take a more affirmative view: we can go beyond not working at all, and work positively.

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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A practical attempt

Aalto LAB is an initiative of Aalto University
Aalto LAB: A practical attempt

“Making the world a better place”

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

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Intercultural and Interdisciplinary

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“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

2012 2013
Mexico

Mexico is the 14th world’s largest economy (World Bank 2013).
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46.4% of its total population (52 million), live in poverty (CONEVAL 2012).
EJIDO

20 DE NOVIEMBRE

12.17.18.5.13 12 Bec I K'awiil Sij

Núm: 794 / 1999
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
Artisans as stakeholders
Increase access to healthcare
The Challenge

Artisans as stakeholders + Increase access to healthcare
Benefits of design practice in fieldwork
Artisans as stakeholders
Framing complex matters
Framing complex matters
Framing complex matters

Artesanía para el Bienestar

20 de Noviembre

La mancha de este producto es resultado de la actividad de correr la protector de pincelados y se evita la tala de árboles.
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
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Benefits of fieldwork in design practice

- Grow design capacity to deal with uncertainty
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Aalto LAB Shanghai: Practical attempt 1

2010
Aalto LAB Mexico: Our practical attempt

Aalto LAB Shanghai

Aalto LAB Mexico

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?