



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

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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

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Aalto University, School of Arts, Design and Architecture

Benefits of design practice in fieldwork

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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.

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Victor Papanek

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In all pollution, designers are implicated at least partially. But... I take a more affirmative view: we can go beyond not working at all, and work positively.

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**

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“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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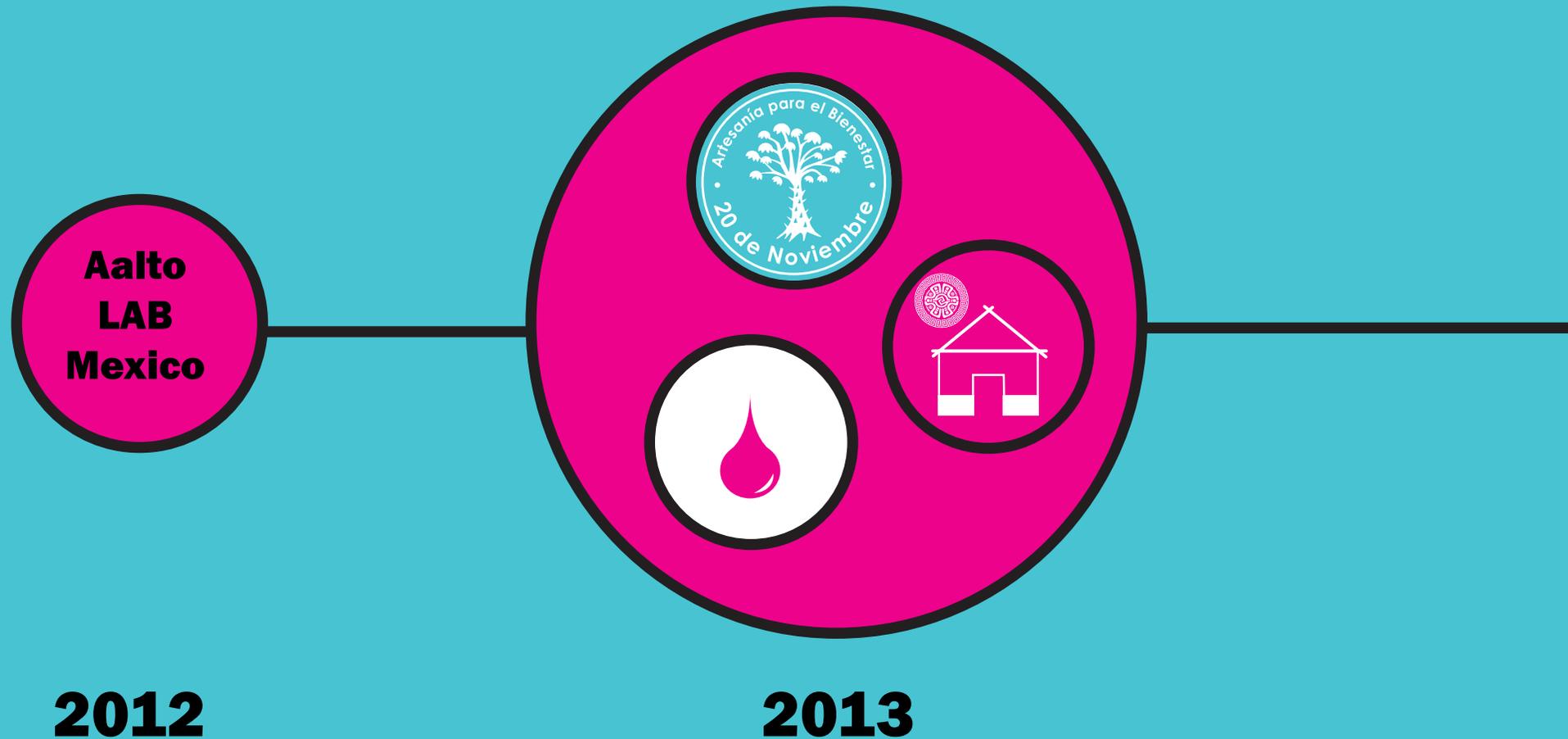
Intercultural and Interdisciplinary

Design driven



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Aalto University

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%

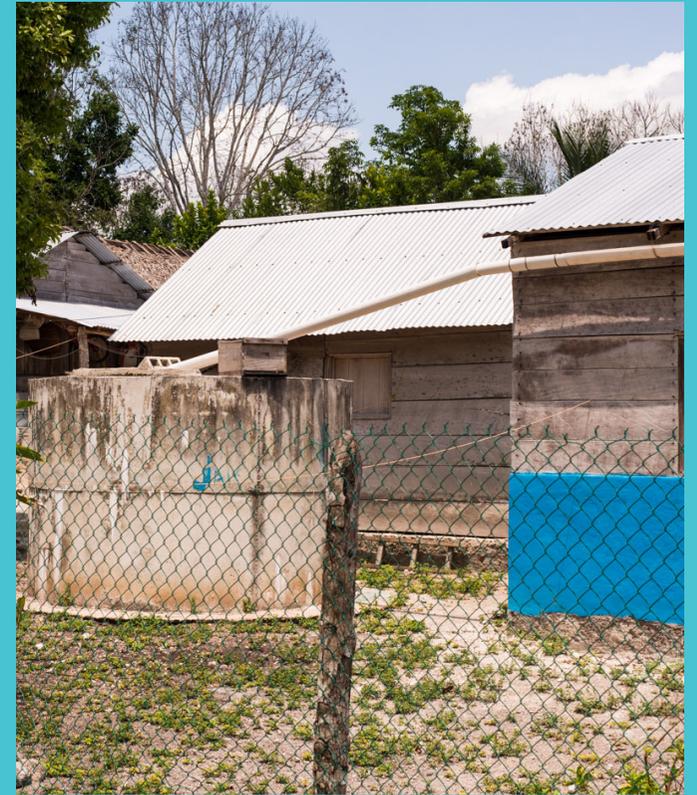
Rethinking poverty in 20 de Noviembre



Self-sufficiency



Passionate artisans



Self-sufficiency

Fieldwork

The Challenge

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



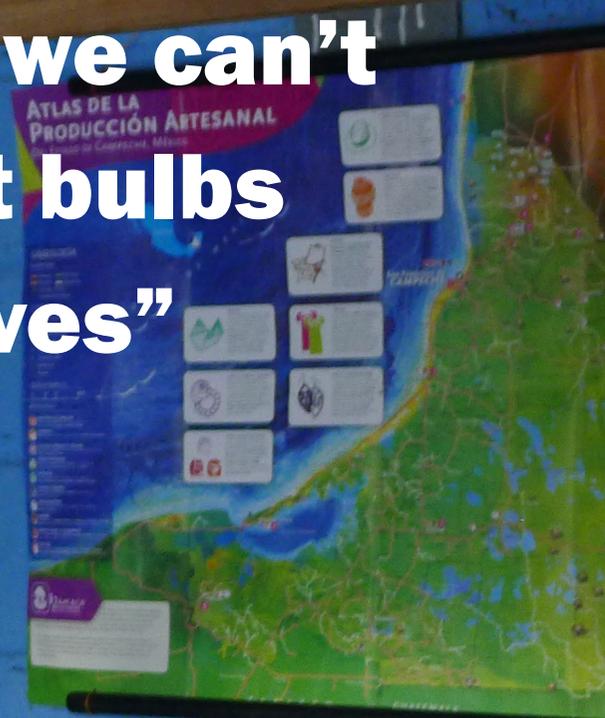
Bringing the community together



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**

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Benefits of **fieldwork** in design practice

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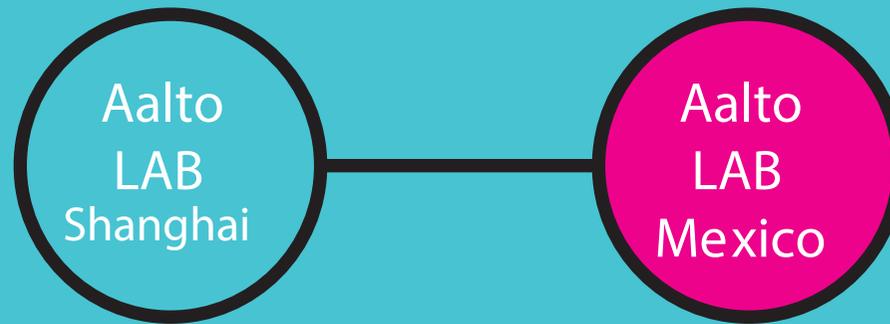


Aalto LAB Shanghai: Practical attempt 1



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?