

WHAT DESIGN CAN DO

PRESS RELEASE

What Design Can Do's yellow stage is back in Mexico City

WDCDMX GNP 2021 announces its line-up centred around creativity & optimism

Amsterdam, 7 October 2021 — This 28 & 29 October, What Design Can Do (WDCD) returns to Mexico City for round two of its annual event on the impact of design. WDCDMX GNP 2021 promises an energising line-up of workshops, exhibitions and talks by a rolling cast of 20+ top speakers, including graphic designer Stefan Sagmeister (AU), fashion designer Bárbara Sánchez-Kane (MX), award-winning architect Michel Rojkind (MX), Pentagram partner Giorgia Lupi (IT) and more.

In the wake of the coronavirus crisis, the two-day festival has been transformed into a hybrid event with a main stage at the stunning Angela Peralta open-air theatre. The talks will be accessible to digital audiences everywhere by streaming online.

Building on themes from urbanism to climate action and gender equality, the dynamic programme will explore the role of creativity and optimism in times of global crises. Design thinkers and doers will explore the unexpected: Can design help us survive the next pandemic? Can art fight fake news? And how do we repair broken nature?

CREATIVITY TAKES CENTRE STAGE

Leading the dialogue will be some of the brightest minds in the creative industries, from designers to curators, artists, writers and activists. The first names of the line-up include activist and linguist **Yásnaya Aguilar** (MX); award-winning architect **Michel Rojkind** (MX); avant-garde designer and artist **Bárbara Sánchez-Kane** (MX); artistic director of RECIPROCITY **Giovanna Massoni** (IT); designer, storyteller and typographer **Stefan Sagmeister** (AU); Pussypedia founders **Zoe Mendelson** (UK) & **María Conejo** (MX); director of IKEA Mexico **Malcolm Pruys** (SE); artist, designer and curator **Erik Kessels** (NL); director of the Ellen MacArthur Foundation circular design programme **Joe Isles** (UK); Oscar-nominated filmmaker and activist **Josh Fox** (US); architect and film director **Liam Young** (AUS); architecture studio **Pedro & Juana** (MX/DE); and author and designer **Giorgia Lupi** (IT).



In addition, the festival will welcome director of Isla Urbana **Enrique Lomnitz**; renowned architect **Óscar Hagerman**; founders of Comunal Taller de Arquitectura **Mariana Ordoñez Grajales** and **Jesica Amescua**; and independent curator of contemporary art and design **Jimena Acosta**, among many others to be announced soon.

Learn more and reserve tickets for in-person attendance at: www.whatdesigncando.com

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PARTNERING UP FOR IMPACT

WDCD believes that activating and empowering creatives worldwide to tackle today's urgent issues is a collaborative endeavour, and is very proud to announce its new cooperation with the European Union. The WDCDMX GNP 2021 programme has been created with the key collaboration of the Delegation of the European Union to Mexico and the participation of the Embassies of Austria, Belgium, Italy, Netherlands, Spain and Sweden to Mexico, building on themes of great urgency, including climate action, social justice, waste, consumerism and circular cities and futures.

To make the festival into reality, WDCD is excited to announce two new co-directors of What Design Can Do's hub in Mexico City: **Joanna Ruiz Galindo** and **Ricardo Lozano**, former directors and founders of Abierto Mexicano de Diseño, a celebrated festival in Mexico City.

Lastly, WDCDMX GNP 2021 is carried out with the support of El Heraldo.

ABOUT WHAT DESIGN CAN DO MEXICO'S NEW DIRECTORS

Joanna Ruiz Galindo is a cultural manager passionate about design, Mexican heritage and the artisan process. She has worked for more than ten years in the promotion and commercialisation of independent design and has founded important initiatives such as Promotora Nacional DMX, La Lonja MX and the Abierto Mexicano de Diseño, among others.

Ricardo Lozano is a designer, cultural manager and design and creative industries promoter. He understands design as an engine of change to improve the quality of life of society in general and help create better futures. He has worked in the academic field at Centro and the Universidad de la Comunicación and is a founding partner of Cítrico Gráfico and the Abierto Mexicano de Diseño.

FOR THE EDITORS

For photos and additional materials on the WDCDMX GNP 2021 programme and speakers, view the event's [press kit](#).

With press enquiries about WDCD, please contact our Communications Manager Daphne Schmidt at daphne@whatdesigncando.com. With press enquiries about WDCDMX GNP 2021, please contact prensa@whatdesigncando.mx or:

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ABOUT WHAT DESIGN CAN DO

What Design Can Do (WDCD) is an international platform that advocates for design as a tool for social change. Since 2011, WDCD has undertaken numerous activities to promote the role of designers in addressing the world's most pressing societal and environmental issues. To date, WDCD has hosted 13 successful conferences in Amsterdam, São Paulo, and Mexico City. In 2016 WDCD launched an ambitious design challenge programme that engages the creative community with urgent societal issues such as the wellbeing of refugees and climate change.

For more information, visit www.whatdesigncando.com