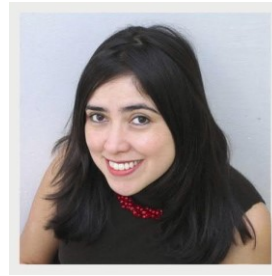


## Paola CABRERA VIANCHA

Born on 13.11.1970 in Bogotá, Colombia, South America.  
Based since 2001 in Helsinki, Finland.  
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Paola Cabrera is a designer and pedagogical producer and teacher committed to a kind of political approach that makes for genuine meaningful sustainable participation and learning. She studies participatory design and develops ways of embedding these values in her projects and in her teaching, whether for design students, arts and culture management students or with collaborators from other fields. She is committed to educating critical and ethical thinkers and doers. Exploring with students plural constructs, perspectives, contexts, historical backgrounds, is central not only to expanding understandings of the World but to shaping it. In Colombia she completed a degree in design, with a meritorious award thesis investigating the history of objects in Bogotá, 1900–1930, and also a degree in Cultural Management, with a final work looking into how a museum of Colombia’s living indigenous cultures could look like. Paola is based since 2001 in Helsinki. In Aalto University she teaches about design and culture. In her doctoral study she would look to examine designers’ perspectives on the cultural dimension of sustainability, design deployments that indicate positive impact due to being sustainable culturally, and correlations with cultural heritage. In the same University she completed a Master of Arts degree, reflecting on ways in which design can contribute to competitive artisan communities and sustainable local cultures.

## Education

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### APPLIED ART & DESIGN

Master of Arts degree, 2006. Aalto University School of Arts, Design and Architecture (fka TaiK), Helsinki, Finland. Minor in International Design Business Management IDBM.

### CULTURAL MANAGEMENT

Specialization degree in Gerencia & Gestión Cultural, 2001. Universidad del Rosario, Bogotá, Colombia.

### INDUSTRIAL DESIGN

Superior degree, 1996. Five+1 years academic programme in Industrial design, Universidad Nacional de Colombia, Bogotá.

Doctoral studies at Aalto University School of Arts, Design and Architecture.

## Research / Selected publications

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### Theses

[artesanía]

Reflections on design for competitive artisan communities

— Towards an approach for sustainability of local cultures | Ref. Colombia

Master of Arts degree, Applied art & design, 2006 | Defense 6.2005.

Aalto University School of Arts, Design and Architecture (fka TaiK), Finland.

Museum of the living Indigenous Cultures of Colombia

— Centre of Information, Material Culture and Existence

Specialization degree, Cultural Management, 2001 | Defense 8.2001.

Universidad del Rosario, Bogotá, Colombia.

With I.D. Elisa Patiño Hernández.

Fragments for a history of objects in Bogotá, 1900-1930  
Superior degree, Industrial Design, 1996 | Defense 12.1995.  
Outstanding Merit Award for the research's contribution to Colombian design history.  
Five+1 years academic programme in Industrial Design, Universidad Nacional de Colombia, Bogotá.  
With I.D. Diego Hernández Barón.

### In journals and magazines

Artelogi 10 (2.2007) – Käsitéollisuuden Tutkimusseura Ry., Finland. Theme: Craft & Wellbeing.  
*[artesanía] Reflections on design for competitive artisan communities – Towards an approach for the sustainability of local cultures.*

6° Acto (12.2006) – Escuela de Diseño Industrial, Universidad Nacional de Colombia. Theme:  
Design & Cultural patrimony and heritage. *[artesanía] Reflexiones sobre el diseño para comunidades artesanales competitivas —Hacia un enfoque para la sostenibilidad del patrimonio.*

### In conference proceedings

Pride and Pre-Design – The Cultural Heritage and the Science of Design, CUMULUS Spring conference 2005, 26.-28.5, Lisbon, Portugal. Strand: Landscape – showing and preserving cultural heritage. Technologies and strategies of design for the continuous rebirth of cultural heritage. Paper: *Design + Craft + Artisan Communities = Sustainable development of cultural diversity*. [Hardcopy proceedings].

Challenging Craft International Conference, 2004, 8.-10.9, Gray's School of Art, The Robert Gordon University, Aberdeen, Scotland, UK. Strand: Craft Articulating Culture » Identity: Local / Global.  
*Design + Craft + Artisan Communities = sustainable development of cultural identities. Experience in Colombia*. [Digital proceedings (CD)] (refereed paper [online](#)).

Entrepreneurship and Design – CUMULUS Spring conference 2004, 6.-8.5, Oslo, Norway. Strand:  
Entrepreneurship in SME and Arts and Craft. *Entrepreneurship & Artisan Communities: Design for sustainable development of cultural identities*.

UNESCO Conference on Intercultural Education – Teaching and Learning for Intercultural Understanding, Human Rights and a Culture of Peace, 2003, 15.-18.6, Jyväskylä, Finland. Strand: Inclusive approaches and identities. *Artisan communities: considerations in the stimulation of creative processes for the sustainability of knowledge and cultural heritage*. [Proceedings](#).

European Academy of Design EAD 5th Conference, 2003, 28.-30.4, Barcelona, Spain. Strand(s): Design narratives about its context (The users-centred approach). *Artisan communities: A role for designers in the sustainability of knowledge and identity*. [Refereed papers: \(pdf\)](#).

### Participation in recent conferences

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16<sup>th</sup> Participatory Design Conference PDC2020 – Participation(s) otherwise. Manizales, Colombia, June 15-19, 2020. Universidad de Caldas. [Turned from presential to online].

8th biannual Nordic Design Research Society Nordes Conference. Who Cares? Helsinki, Finland, June 2-4, 2019. Aalto University.

### Grants, awards | Exhibitions

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Suomen Kulttuurirahasto SKR (Finnish Cultural Foundation). 3.2007. One-year grant for studies and research and related design work.

Nordic Council of Ministers: Nordic Institute for Contemporary Art NIFCA, residency. Social Perspectives on Architecture and Design 2006. Awarded for Oslo, Norway, 8.2006. Seminar in

Helsinki 6.2006. Cooperation with NorskForm. / Nordic Council of Ministers: SLEIPNIR travel grant. For Oslo, Norway, NIFCA residency 2006.

Aalto ARTS (fka TaiK) various travel grants: Namibia 2006\*, Cumulus, Lisbon, Portugal 2005. Expoartesanías Craft Fair research, Bogotá, Colombia 2004. Cumulus, Oslo, Norway 2004. EAD, Barcelona, Spain 2003.

#### POTENTIALS – Design in the Field

Worldesign's collective exhibition and seminar, Windhoek, Namibia.\*

Producer; exhibition architecture designer, exhibitor.

National Art Gallery of Namibia – NAGN, 21.2.-26.3.2006.

Museum of Cultures, Tennispalatsi, Helsinki, 11.2006-3.2007.

#### MoA Masters of Arts Festival 2005, Helsinki, Finland

Thesis selected for the Aalto ARTS (fka TaiK) degree show. Media Center Lume 11.-27.5.2005.

#### Expoartesanías, Colombia

The annual fair of Colombian craft. Different product collections developed with diverse artisan communities, as product design consultant with Artesanías de Colombia. Fair versions 1996-2001 (every year, during December). In Corferias Fair Grounds, Bogotá.

### Professional experience – selected assignments

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#### Course production and facilitation – teaching and learning, with participatory approaches.

Aalto University. University Wide Art Studies UWAS: Design and Culture Courses proposals selected for Springs 2019 - 2020, and Springs 2021 - 2022. Proposal development, planner and producer, teacher, facilitator, commentator. Contact UWAS former director Juuso TERVO [juuso.tervo@aalto.fi]; current director from 2021 Tim Smith [tim.smith@aalto.fi].

Aalto University. Department of Design design and culture courses: Design and Culture 2019; Design Culture NOW 2020. Part of the planning and production team, teacher, facilitator, commentator. Autumn 2019, Autumn 2020, (Autumn 2021). Contact Elise Hodson [elise.hodson@aalto.fi]; course professor, Head of Research Professor Guy Julier [guy.julier@aalto.fi].

Master Thesis Plan Orientation: as part of the course, planning and leading a Summer Reading Seminar with emphasis on Collaborative / Participatory / Human-Centered Design: elaboration of the reading lists, tutoring / moderating. 6.-8.2020. Contact Head of Research Professor Guy Julier [guy.julier@aalto.fi].

Los Andes University, Colombia. Department of Design. Summer courses Diseño de Mobiliario: Visiones nórdicas and course shows Sketching in the air: Experiments for sitting. 7.2016; 7.2017, 7.2018. Planner and producer, teacher, facilitator, with Heikki Ruoho (MA). Contact: Dean, Faculty of Architecture and Design, Hernando Barragán [hbarragan@uniandes.edu.co].

Aalto University. Industrial and Strategic Design Study programme: *Design and Culture Module*. Planner, coordinator; teacher, facilitator, commentator. 2011-2014. Contact: Prof., former School vice Dean Pekka Korvenmaa [pekka.korvenmaa@aalto.fi].

Aalto University. Creative Sustainability Study Program: various production assignments and tutoring. 2011-2014. Contact: former director of the Study program Tiina Laurila. [tinalaurila@gmail.com].

Aalto University. Aalto Societal Innovation Studies ASIS Course. Planner; facilitator and commentator, coordinator. 4.-11.2012. Contacts: Mika Pirttivaara, Prof. Pirjo Stähle.

NorskForm Foundation for Design and Architecture. Oslo, NORWAY. Guest consultant, advisor, lecturer. Short terms 9.2006; 2.2007. Contacts (f.) Heidi Dolven; Sarah Knutslien.

Høgskolen i Akershus HiAk | Akershus University College AUC, Norway. Course-workshop planner and leader. *Sally Ann, The Salvation Army's emerging global fair trade venture*. Contact: Tore Gulden, Associate professor. Lillestrøm/Oslo. 15.-22.8.2005.

### **In Strategic design / Research / Project development and production / Product development – multi-faceted, participatory approaches:**

Feria Internacional del Libro de Bogotá FilBo 2020, 21.4.-5.5. Design of the Nordic Pavilion for the guests of Honor, the Nordic Countries, in collaboration with Designer Heikki Ruoho, Autumn 2019 - Spring 2020 (project interrupted, unbuilt). Invitation to design by the Nordic Embassies in Bogotá. Contact: Ambassador for Finland in Colombia Jarmo Kuuttila <[Jarmo.Kuuttila@formin.fi](mailto:Jarmo.Kuuttila@formin.fi)>.

Kolibri-festivaali – multicultural, free, and open art festival for children and their families. Production team: social media and press communication, version 2019. Contact: Andrea Botero, member of the board, Kulttuurikeskus Ninho ry.

Aalto University School of Arts, Design and Architecture. SHIFT research project part of the EU programme Ecoinnovera – investigating the roles of relevant actors in supporting sustainable entrepreneurship, MSMEs in particular. Coordinator, researcher; facilitator; point of contact for stakeholders. 7.2013-6.2014. Contact: Dr. Mika Kuisma, Aalto BIZ.

Länsi-Suomen Muotoilukeskus MUOVA. Vaasa, FINLAND. *Design Recherche Europe Art Métiers DREAM Programme. Chapter Finland*. EU-funded project. Strategic design consultant; planner, lecturer, coach. 1.-3.2011. Contact: Gabriela Hertnagel, Tanja Oraviita, project managers. <[www.muova.fi](http://www.muova.fi)>

Turun Yliopisto, Historian, kulttuurin ja taiteiden tutkimuksen laitos: Kulttuurituotannon ja maisemantutkimus, Porin Yliopistokeskus. *SatakuntaMallisto project (chapter I); Juureva collection*. For the craft sector of the Satakunta region. Pori, FINLAND. Role: *Tuotekehitys valmentäjä*: Product and strategic design consultant; planner, lecturer, coach. 3.-11.2008. Contact: Emma Susi, Essi Lindberg, project managers (University of Turku, Cultural Production and Landscape Studies – Pori). <<https://www.taike.fi/fi/uutinen/-/news/71943>> <<http://www.juureva.fi/>>

Turun Yliopisto, Historian, kulttuurin ja taiteiden tutkimuksen laitos: Kulttuurituotannon ja maisemantutkimus, Porin Yliopistokeskus. Karhuseutu Ry. *Käsityö Maailmalle*. Project Finland-Sweden. Pori, FINLAND. Guest instructor, lecturer. 5.2007. University of Turku, Cultural Production and Landscape Studies – Pori.

Artesanías de Colombia S.A. (Ministry of Commerce, Industry & Tourism – Contributing to the competitiveness of the craft sector in Colombia). *Design Centre, Bogotá Unit*. Project management specialist, producer. Consultancy in design / R&D; product design, development and marketing. Intense fieldwork, in direct interaction and cooperation with diverse Colombian rural and urban craft communities and MSMEs. ~5 years, 10.1996-8.2001. Contact: former unit director Lyda Díaz [consultoreslyd@gmail.com]. <[www.artesaniadescolombia.com.co](http://www.artesaniadescolombia.com.co)> | <[www.expoartesantias.com](http://www.expoartesantias.com)>

### **In Service design: Project development and production, Research, Management**

Aalto University School of Arts, Design and Architecture. *“Taik’s” Tutoring Program*. Design and development; management, coordination; online content production (wiki, joomla). 8.2008-12.2011. Contact: Leena Koskinen, Director Opintohallinto ja opiskelijapalvelut. <[http://wiki.uiah.fi/tokyo/index.php/Tutoring\\_guidelines](http://wiki.uiah.fi/tokyo/index.php/Tutoring_guidelines)>

Aalto University School of Art and Design. "TaiK's" online Check-lists Practical Guide (complement of *TaiK's* Student Guide). Design and development of the service; management, content production (joomla). Contact: Leena Koskinen, Director Opintohallinto ja opiskelijapalvelut. 8.2004-4.2010. <<http://www.uiah.fi/virtu/studentguide/>>

Starcut Mobile Marketing. *Nokia mobile codes hub*. Research and development of the content and structure for the new website. 7.2006-5.2007. Contact: Zeynep Falay (currently at Hellon). <<http://mobilecodes.nokia.com/>>

Aalto University School of Arts, Design and Architecture. *Elokuvantaju/CinemaEsencia*. Web-based study material on film production. Content editor for the Spanish version. Contact: Antti Raike (DA), Senior Advisor in accessibility at Aalto U. 8.-11.2003. <[elokuvantaju.aalto.fi/spanish/spanish.jsp](http://elokuvantaju.aalto.fi/spanish/spanish.jsp)>

## Contacts for references

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Guy Julier. Professor of Design Leadership, Head of Research, Aalto University School of Arts, Design and Architecture (Aalto ARTS). M +358469227060, [guy.julier @ aalto.fi](mailto:guy.julier@aalto.fi).

Pekka Korvenmaa (Prof., former vice-dean), Aalto University School of Arts, Design and Architecture (Aalto ARTS). M +358505051154, [pekka.korvenmaa @ aalto.fi](mailto:pekka.korvenmaa@aalto.fi).

Tiina Laurila. Former director of the Master degree program in Creative Sustainability, Aalto University School of Arts, Design and Architecture (Aalto ARTS). M +358405266819, [tinalaurila @ gmail.com](mailto:tinalaurila@gmail.com).

Leena Koskinen. Former director of Study Services (Opintohallinto ja opiskelijapalvelut), Aalto University School of Arts, Design and Architecture (Aalto ARTS). M +358503815022, [leena.koskinen @ aalto.fi](mailto:leena.koskinen@aalto.fi).



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Paola Cabrera Viancha

April 2021, Helsinki, Finland