

We hope to have the web site available in English in the near future, in the meantime we offer a translation of the founding document for your reference.

Red Latinoamericana de Food Design (redLaFD)

Latin American Food Design Network

foundational document (original version december 2012, final version signed: november 2013)

CONSIDERATIONS

1. The Red Latinoamericana de Food Design (redLaFD) was born from a small group of like minded people (foundational group) who got together at the University Center School of Design and the School of Architecture of the University of the Republic, at Montevideo, Uruguay on October 24-25 of 2013.
2. The initiative was taken by Pedro Reissig (Argentina/USA), backed by Daniel Bergara (Uruguay) with the contribution of Francesca Zampollo (Italy/UK), founder of the International Food Design Society.
3. The present document has been under development since December of 2012 and the current version is a reflection of its work in progress, still having various issues and definitions to make, but we consider there is sufficient clarity of spirit to use it as a point of departure.
4. The foundational group shares the concern of a Food Design culture and proposes to create a platform (organizational, functional, etc) reflected in the redLaFD, so that from here on to open doors for its future growth.
5. The function and purpose of the redLaFD is to bring together like minded people to grow as an intellectual and professional community and in solidarity. The redLaFD is an open network, without exclusions except when going against the values stated below. It is designed as a community of people and entities which can connect freely through real life as well as virtual means.
6. Our large definition of Food Design includes any action which can improve our relationship to food in the most diverse ways and aspects. These actions can relate to the design of an edible food product in and of itself as well as its context, including food spaces, objects, processes, etc.
7. With regards to the name of this initiative, many alternatives have been considered for the translation into Spanish of the anglo term "food design" but none found to transmit the real and full meaning of the word "food". In light of this we propose the spanish term "Diseño y Alimentos" as the closest translation, but will use the angloism in most cases.
8. Based on the previous consideration we will adopt the name "Red Latinoamericana de Food Design" in spanish (nicknamed "redLaFD") and the english translation as "Latin American Food Design Network". We consider the term "Red Latinoamericana de Diseño y Alimentos" as a synonym for our network and leave it up to any individual or organization which version they utilize, respecting their cultural, personal and/or institutional criteria. We think the name should be very communicative and not have associations with preconceived notions.
9. Food Design is an emerging field, officialized in various media since the creation of the International Food Design Society (IFDS). One of the milestones of this new field has been the event: "International

Conference on Designing Food and Designing for Food", taking place in 2012 at the London Metropolitan University.

10. Food Design is transdisciplinary in essence and takes knowledge, experience and visions from complementary fields. Design is recognized as a way of thinking and problem solving, taking into account context and stakeholders and is strongly associated with innovation.

11. This new field is mainly oriented to designers (in the widest sense of the word in all its manifestations and scales) and open to all activity which can benefit from its reach, including scientists, engineers, technologists, nutritionists, social scientists, producers, entrepreneurs, cooks, chefs, artists, inventors, etc. from both the public and private spheres.

12. Latin America is considered a diverse territory, holder of significant cultural capital for Food Design. It is one of the major food producing regions of the world. At the same time, Latin American design has reached significant institutional development, impacting on the areas of cultural industries, market and solidarity economies.

13. Regarding the current map of our field of action and influence, we recognize and mention these disciplines related to Food Design:

- Food science: technology, engineering, chemistry, nutrition, etc.
- Food service: culinary arts, hospitality, gastronomy, etc.
- Studies of food: sociology, anthropology, geography, psychology, etc.

VISION

The network is shaped by its goals of: becoming a point of reference in the field of Food Design in Latin America; give visibility to Latin American initiatives; integrate this emerging discipline to various knowledge areas related to food and design in the region and the world; contribute to the training and education on food design.

MISSION

1. Create space for the gestation of ideas, discussions and proposals in relation to Food Design in any scale, dimension and context. This applies especially to Latin America, but not exclusively.

2. Promote the resources of design for the improvement of the food and its universe of products linked to this transdisciplinary field, which includes community, technological and social knowledge from diverse disciplines.

3. Encouraging dialogue between the different actors and sectors that have an impact on our relationship with food, including designers, scientists, technologists, engineers, nutritionists, cooks, chefs, artists, entrepreneurs, cultural managers, producers, consumers, etc.

4. Identify areas of opportunities that have not yet been detected or that are being served satisfactorily in relation to food.

5. Give visibility to the wealth of products, knowledge and cultural values that Latin America has and currently is barely present and valued in areas of global knowledge.

6. Consolidate an integrated thinking, without vested or sectoral interests, to ensure an improvement in any sense or aspect of our relationship with food, whose effectiveness and added value is beneficial to producers and consumers, perceptible and enjoyable by as many people as possible.

7. That the previous point is measurable, transferable and useful for the formation of human resources in academic and professional fields.

VALUES

1. Contribute to solutions in relation to food in all its dimensions and manifestations.

2. Increase access to food for the greatest number of people, compatible with their needs and context (cultural and economic), integrating local knowledge and cultural values about food.

3. Create benefit for the largest number of people regarding health and well-being (personal and social) in their relationship with food. This involves improving access to healthy, delicious and enjoyable food.

4. Not cause damage to persons and/or to the environment with our actions, while maintaining a balance between needs and resources in a just and sustainable way.

ACTIONS TO BE DEFINED

1. Creation of a virtual space dedicated to fulfilling the mission proposed by redLaFD and to make it a place of reference and motivational.

2. Organization of dissemination and discussion of theme related events. It would be convenient to work with an agenda that looks at the following two meetings for better planning. In this foundational instance we intend to create the next event in 2014 in Colombia, subject to their viability, as plan B to the Argentina (the character of the annual events need to be defined, be it meetings, symposia or conferences, depending on its size and spirit).

3. Design of courses, seminars, workshops and other ways of education and academic training, supporting the creation and exchange between the institutions that move in this direction. This applies to any level of training, but mainly at the University level, both undergraduat as well as post graduate.

4. Generation of contents for broadcast (physical and digital publications).

5. Generation of data base useful for the same purposes.

6. Promote and take part in competitions and other actions that can advance our objectives.

CONSTITUTION AND OTHER ORGANIZATIONAL CONSIDERATIONS

It is a network open to any physical person or entity related to its subject matter and values. There is a coordinating group whose mission is to ensure the growth and health of the network with its objectives. It is not yet clear what powers the coordinating group has, nor how it is constituted, instrumented, increased or renewed, but we propose to resolve these issues during the term of the next two years. Points to be resolved in this next step of growth include the administration of physical and virtual platform. This initiative remains temporarily in horizontal operation with the figure of Coordinator occupied by Pedro Reissig and the headquarters is at the EUCD/FARQ, Montevideo, where this first event took place.

This network is considered similar in spirit and objectives to the IFDS (International Food Design Society, www.ifooddesign.org), making both initiatives related but with total autonomy. Both entities are officially recognized as partners through communications in their respective fields of broadcasting and influence.

FOUNDING GROUP

1. Daniel Bergara (Uruguay) Diseñador Industrial, EUCD, Universidad de la República.
Signs in representation of: Escuela Universitaria Centro de Diseño, FArq, Universidad de la República
2. Viviana Camerano (Argentina), Técnica en Comunicación en las Organizaciones, Instituto De La Salle / Posgrado en Alimentos, Universidad 3 de Febrero, Prov. de Buenos Aires.
Signs in representation of: Dirección de Agroalimentos - Ministerio de Agricultura, Ganadería y Pesca
3. Beatriz Galán (Argentina) Especialista en Tecnología y Producción, FADU, UBA / Diseñadora Industrial, FADU, Universidad de Buenos Aires.
Signs in representation of: Centro de Proyecto, Diseño y Desarrollo (CEPRODIDE), SI-FADU, UBA
4. Macarena Harispe (Uruguay) Diseñador Industrial, EUCD, Universidad de la República.
5. Mario Ivetta (Argentina) Diseñador Industrial, FAUD, Universidad Nacional de Córdoba.
Signs in representation of: Centro de Investigación en Diseño Industrial Córdoba. Univ. Nacional de Córdoba
6. Marta Isabel Ramírez Silva (Colombia) Diseñadora Industrial, Universidad Nacional de Colombia.
7. Pedro Reissig (Arg/USA) Doctor en Diseño, FADU, Universidad de Buenos Aires. / Especialista en Tecnología y Producción, FADU, UBA / Arquitecto, Pratt Institute, NY.
Signs in representation of: Instituto de la Especialidad Humana, (IEHu) SI-FADU, UBA
8. Gaston Rodríguez Lepera (Uruguay) Diseñador Industrial, EUCD, Universidad de la República.
9. Carina Strata (Uruguay) Arquitecta, FArq, Universidad de la República.
Signs in representation of: Facultad de Arquitectura, Universidad de la República
10. Andres Sicard Currea (Colombia) Doctor en Ciencias de la Información, Univ. de La Laguna, España / Diseñador Industrial, Universidad Nacional de Colombia.
Signs in representation of: Escuela de Diseño Industrial, Universidad Nacional de Colombia
11. Ricardo Yudi (Brasil) Master em Design / Graduação em Gastronomia. UNISINOS, Brasil.
Signs in representation of: Universidade Federal de Ciências da Saúde de Porto Alegre
12. Francesca Zampollo (Italia/UK) PhD, London Metropolitan University / Diseñadora Industrial, Politécnico de Torino.
Signs in representation of: International Food Design Society (IFDS)