

Todos os anos um corpo de experts de vários países é convidado a indicar três produtos cada um para serem avaliados para possível inclusão no Design Museum's Brit Insurance Designs of the Year, realizado pelo London Design Museum. Adélia Borges foi convidada a participar em 2010 e teve dois de seus três produtos selecionados para participação. Eis seus textos de apresentação dos projetos que indicou:

1. FASHION



Organic Jewelry

Design: Flávia Amadeu

The jewelry uses a new material, rubber sheets produced micro latex processing plants installed in Amazonian forests of Brazil and operated by its own rubber tappers and their families, using simple techniques and low cost equipments. The technology, called Tecbor (Technology for the production of rubber and artifacts in the Amazon), was developed by the Chemical Technology Laboratory of the University of Brasilia, and enables the preparation of sheets previously colored. As it dispenses with the stage of processing, rubber tappers in the Amazon may have a greater gain. The design takes advantage of the flexibility and lightness of the material.

Bracelets and necklaces become three-dimensional when placed in the body in the many positions by the user. They have innovative forms.

www.flaviaamadeu.com

2. FURNITURE



Solo bench

Design: Domingos Tótora

Discarded cardboard and empty bags of cement are mixed with water and glue to become a “new material”, that looks like wood and also has its resistance and behavior. Domingos Tótora developed the material after seeing the great amount of cardboard discarded by a company in the small village he lives. The material and the result pieces of furniture, objects and sculptures are hand made by craftsmen Domingos has trained. This work is a good example of the initiatives that have recently taken place in Brazil and that promote craftsmanship to generate income for the destitute populations. It has social and environmental dimensions, which, in my point of view, should be the key issues of evaluating design nowadays.

www.domingostotora.com.br

2. GRAPHICS



Poster **Interdependence**

Design: Jana Glatt

The piece was elaborated for the exhibition with the topic/motto “Sustainability: What do I care?”, which was part of the Brazilian Design Biennial 2010. Besides the participation of 20 professionals, a national competition was made to choose 10 students to create posters on the subject of sustainability. Jana Glatt, student in Rio de Janeiro, uses the synthetic strength of posters to find a new look to the question. She developed her project from the idea of interdependence. In the past, independence was glorified as an ideal to be pursued. Instead, we need to know nowadays that we are all in a state of mutual dependence. When a single element is removed, the balance is no longer possible.

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