Alto Vale do Itajaí.
Design for local development

AMPE Alto Vale do Itajaí.
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Context.
Alto Vale do Itajaí is a region of the state of Santa Catarina in Brazil, where there are different productive groups formed by families and neighbors who organized themselves around a production, generally of food, using local raw materials and local labour. Overall, their products have low competitive value.
The project.
The AMPE (An association of micro and small enterprises) identifies the cases that have entrepreneurial potential and interlinks the relationship between the local community, the municipal government and the University (NASDesign) in seeking to strengthen their production and promote local development.
The design process.

NAS Design conducts a systemic analysis of the production in order to offer services for sustainable local development. In this way, The Nas Design develops visual identity for the groups and packages for their products, improving technical and aesthetic attributes, increasing competitiveness and promoting local development.
The project aims to interlink interactions top-down, bottom up and peer-to-peer between the institutions promoting a strategic planning with the social actors who operationalize the productive actions.
Activism and Civic Participation

Productive groups and microenterprises identified by AMPE are invited to awareness lectures aiming to involve more interested people to participate in the project.
The project aims to create local productive arrangements, and involve social actors in an active position for the expression of their identities and skills, through a process of co-creation between the people and designers.
Design is used to communicate strategic actions. In the new municipality of Chapadão do Lageado, the urban planning fostered ecotourism, resulting in the creation of an Environmental Park.
The perception of the local landscapes as an added value to the products of the place. This value is explored in visual identities, nature trails and places of local cuisine.
The design process is developed as an exchange of knowledge among the community. The community learns about design concepts, packaging, workplace ergonomics, etc. And designers learn about the people, their cultures, products, and modes of production that add value to the place.

Community and designers learns

Exchange of knowledge

Problem solving
During the project, new kinds of jobs were opened. For example, on tourism, as the guides of the trails on the park. With the valuation and increased competitiveness of products also expected to increase jobs in the productive groups and microenterprises assisted in the project.
Characters created based on economic and historical characteristics of the area. The gamification was used in order to pass information to the user in a fun and interesting way.