

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

Su_cre

Sucursal creativa = the
creative branch



POLITÉCNICA

Universidad Politécnica de Madrid
ETSIDI Madrid DESIS Lab
Spain

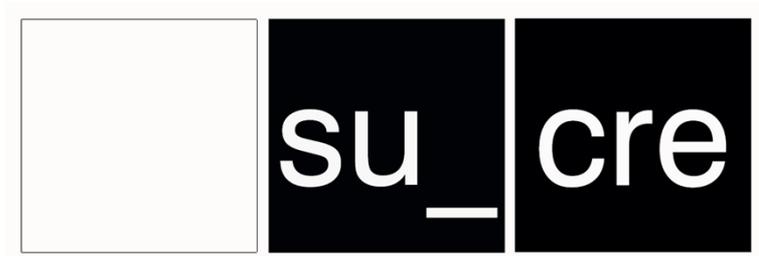
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Alía

Promoter(s).

Escuela Técnica
Superior de Ingeniería y
Diseño Industrial
Universidad Politécnica
de Madrid

Funder(s).

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Context.

The gap between full, dynamic and culturally active urban Spain and empty, static and culturally abandoned rural Spain is widening. If things do not change, in the next few years 40% of the Spanish' villages (more than 3,500) will disappear. The older the population of these towns is, the fewer cultural and training offers they are.

The project.

Su_cre is a Project to bring the design process based on digital fabrication closer to the rural people. It has two parts: a virtual one, based on offering on line design training in the field of digital fabrication; and a physical one, complementary to the first, based on physically bringing cheap and lightweight digital tools to the villages.



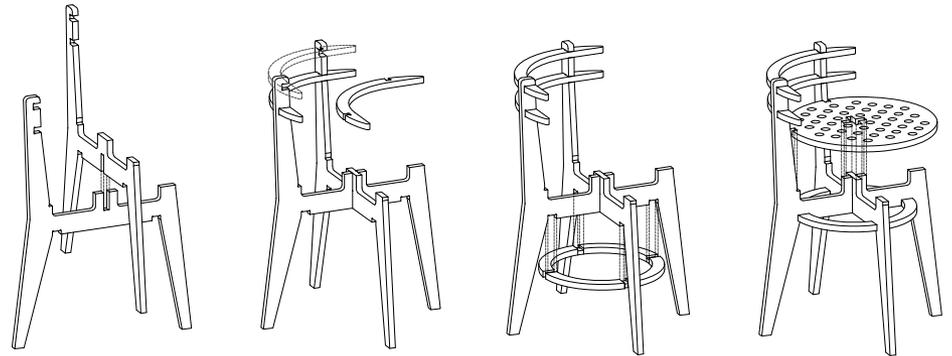
The design process.

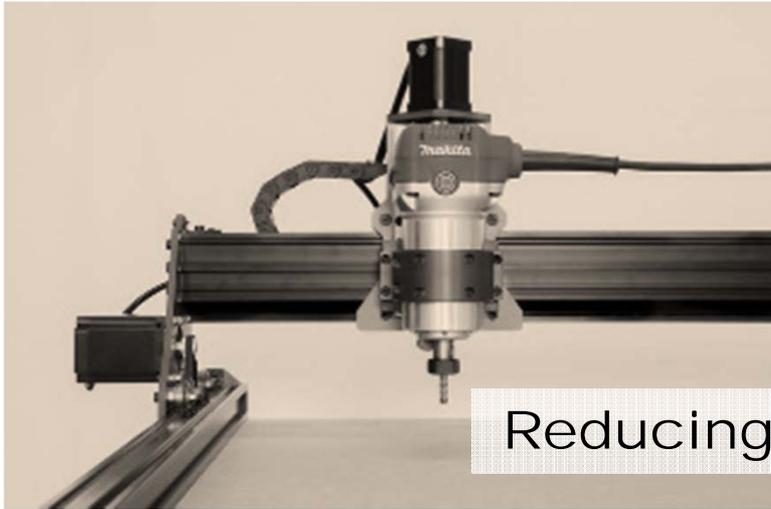
April- Sept 2021: Course development and organization

Jan 2022: Students enrollement

April 2022: Mobile lab fabrication

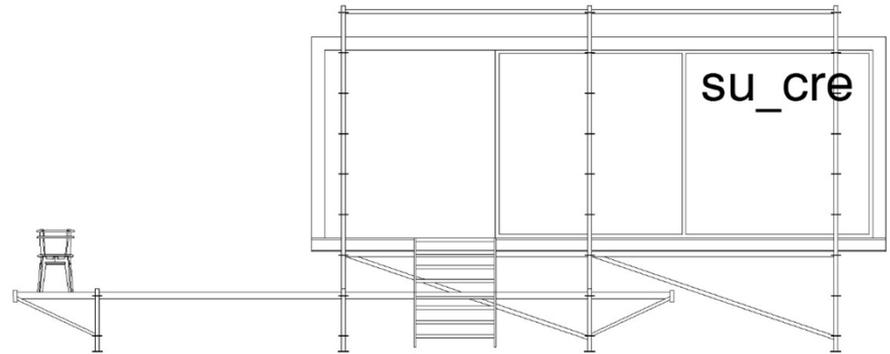
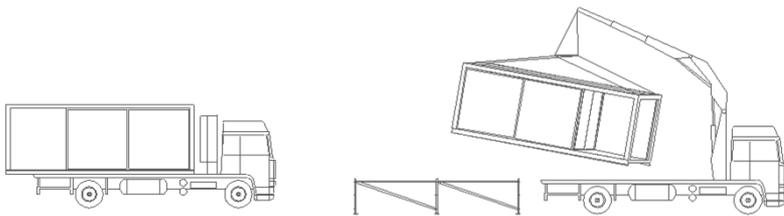
Jun-Sept 2022: Mobile lab tour





Reducing the cultural and technological gap

Linking rural and urban

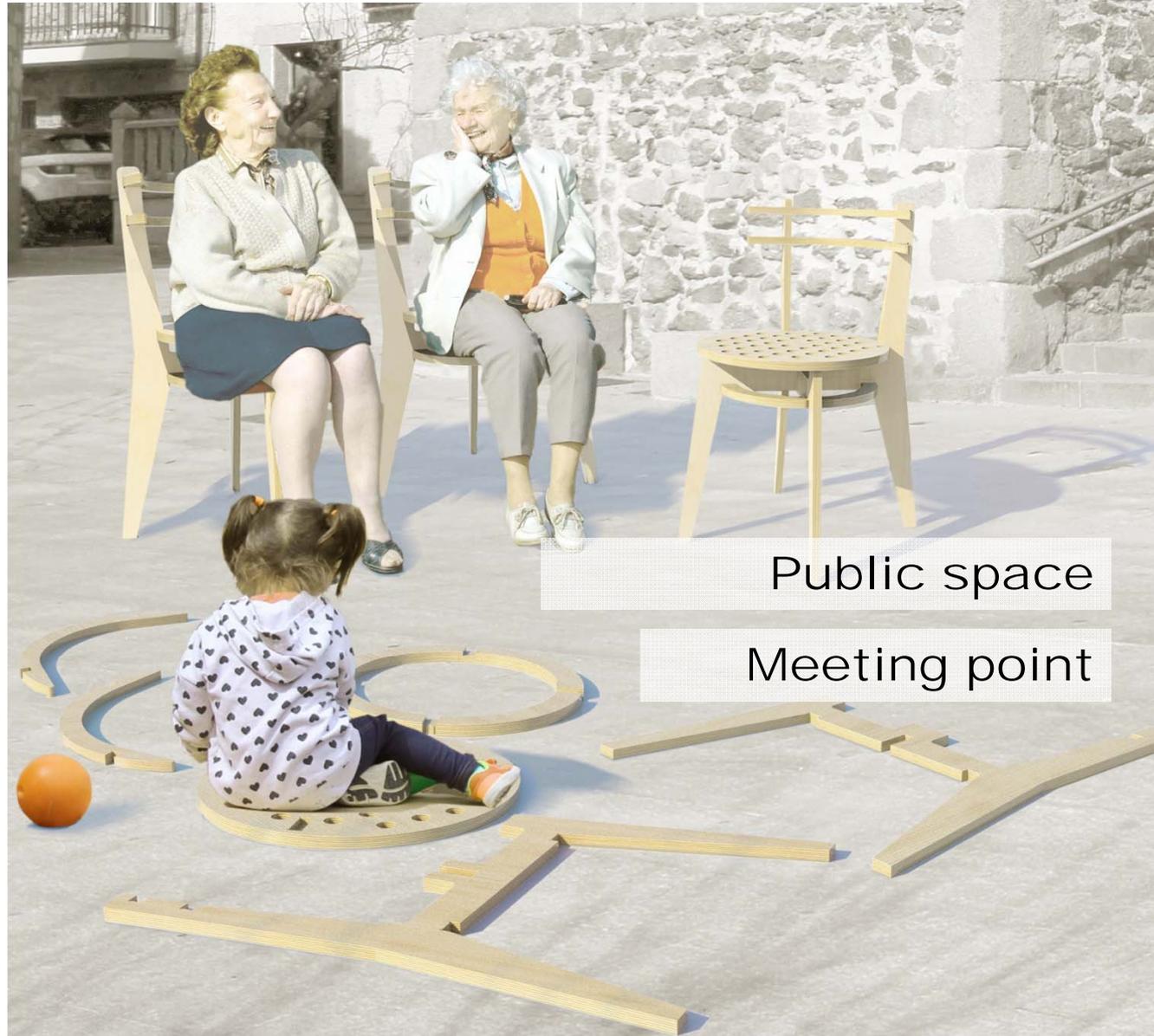


The project is organized by the UPM and propose the collaboration of regional authorities of Madrid (CAM). We also need the collaboration of each local authorities of the villages visited for the mobile lab.



Non-expert newcomers

The project is mainly addressed to non-experts newcomers to the digital fabrication. The online courses are done by professors and the itinerant lab is develop by students of the UPM.



Public space

Meeting point

The creative branch is a transparent lab that is placed in the middle of the village public space. It functions as an office for manufacturing, but it is also a meeting point, that attracts people and foster relationships.



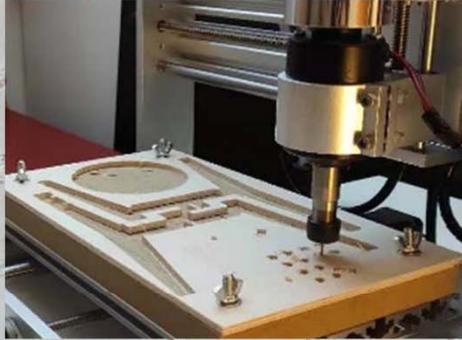
Revitalizer of the public space



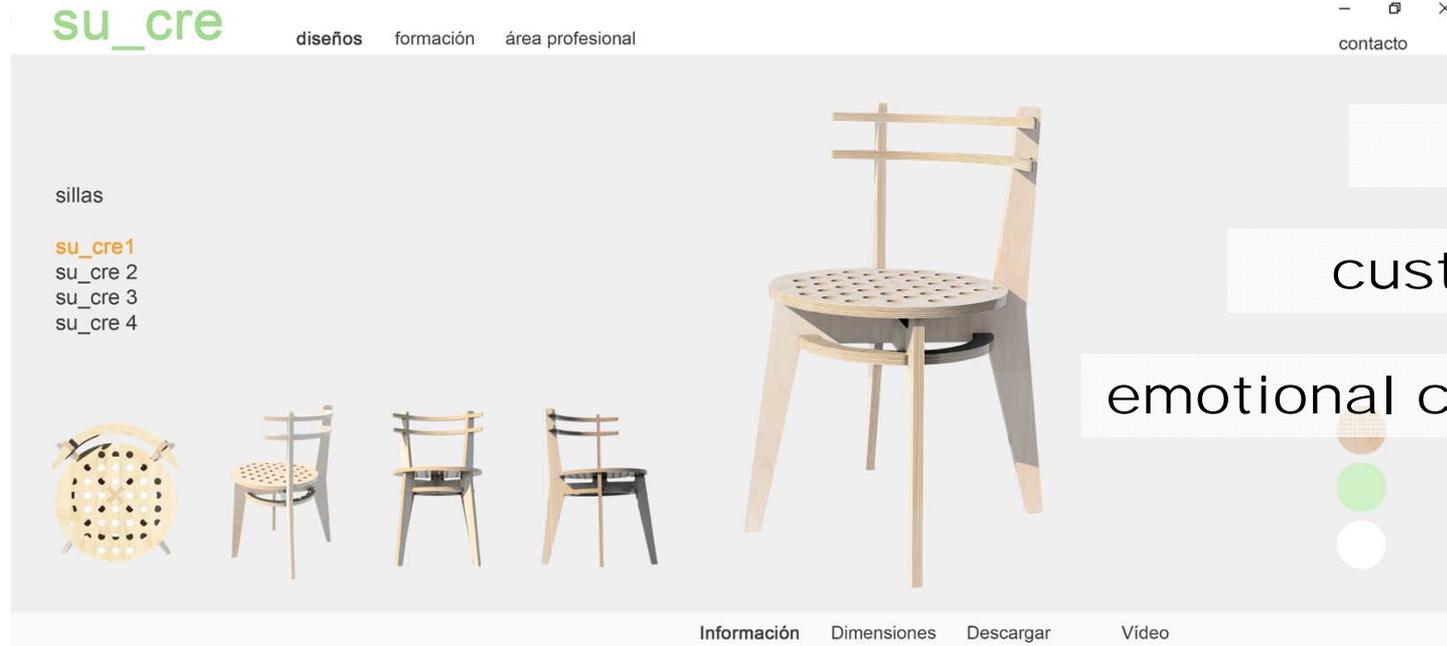
The lab is a show in itself, a little theater that show, thanks to their glasses, the digital tools functioning. It functions as a revitalizer of the public space in which the lab is placed.

The solution we propose is similar to other initiatives that are traditional in the rural environment: the traditional weekly market, bank mobile branch, etc.

Production, Distribution and Consumption



The project challenges the traditional boundaries between designer, manufacturer, provider and user. The project try to blur the limit between: designer and user –allowing and fostering people to develop their own designs; provider and fabrication –the mobile lab is both of them



silla en 6 piezas

se inspira en las sillas clásicas, por su sencillez, su economía y su elegancia, en particular en la silla Thonet nº 14. No se trata de una inspiración formal aunque mantenemos su asiento, su aro circular y el número de piezas-, sino una inspiración de fondo, pues pretendemos hacer una silla económica desde distintos puntos de vista: ocupar poco espacio en planta, utilizar el mínimo material posible, el mínimo número de piezas, que sea fácil de montar y desmontar, y por tanto, de transportar; que sea ligera, no sólo por su poco peso, sino que también lo sea visualmente, potenciando la transparencia; que sea cálida, para lo que la madera juega un papel importante; que sea universal y estándar, facilitando su uso en ambientes domésticos y públicos.



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