

ÑEMOHA`ANGAHAI PARAGUÁI

HEÑÓI MBARETE PORÂVA AMÉRIKA YVYPEGUA ÑE`ÂME

DISEÑANDO PARAGUAY

EMERGIENDO DEL CORAZÓN DE AMÉRICA DEL SUR

DESIGNING PARAGUAY

EMERGING FROM THE HEART OF SOUTH AMERICA



DESIGNING PARAGUAY

Emerging from the Heart of South America

INTER-AMERICAN DEVELOPMENT BANK CULTURAL CENTER | WASHINGTON, DC | MARCH - MAY 2017



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DESIGNING PARAGUAY

EMERGING FROM THE HEART OF SOUTH AMERICA

DESIGNERS AND ARTISTS

Natalia Bobadilla Rolón

Iciar Bravo

Claudia Casarino

Lucia Ferres

Negib Giha

Ilse Jara

LPZ

Marcelo Martinessi

Ricardo Nagaoka

Po Paraguay

Astrid Poletti

Talia Saguier Cuquejo

Sonidos de la Tierra

Juanma Teixido

DESIGNING PARAGUAY

Designing Paraguay highlights emerging talent in Paraguay, young men and women who are lighting the way for future innovations in the creative industries. Here, we showcase Paraguayan innovation across a variety of disciplines. The exhibition represents a shift away from traditional craft, but also a recognition of the importance of local knowledge and culture applied to globally-minded creative products.

Paraguay – a small, landlocked country sometimes referred to as the heart of South America – is known for its rolling landscape, dense jungle, and the importance of its two principal waterways: the Paraguay and Parana rivers. The country is thoroughly bilingual – both in culture and in language – as the indigenous Guarani culture is part of Paraguayan daily life and both Spanish and Guarani are the official languages.

As Paraguay looks ahead into the future, it is moving away from an agricultural and industrial economy toward a more competitive global, knowledge-based economy. One such area of growth is the cultural and creative industries – those endeavors that lie at

the crossroads of art, design, culture, business, and technology – which represents about 6.1% of the world's GDP. While the country has experienced an average growth rate of 4.8% annually from 2005-2016, this is mostly credited to agricultural and commodity exports. Creativity, as the driver of innovation, may in fact contribute to significant economic diversification.

This exhibition aims to disrupt our perception of Paraguay so that we may discover the diversity of its talent and the potential global impact of its creative output. The voices that are emerging onto the international scene are highlighted here with work that draws inspiration from rich and unique cultural traditions and holds the promise of boosting growth and improving the lives of millions of Paraguayans.

DISEÑANDO PARAGUAY

Diseñando Paraguay destaca el talento emergente en Paraguay, protagonizado por jóvenes que están alumbrando el camino hacia futuras innovaciones en las industrias creativas. En esta ocasión presentamos la innovación paraguaya en una variedad de disciplinas. La exposición marca un giro de la artesanía tradicional, sin desconocer la importancia de aplicar la sabiduría y la cultura local a los productos creativos con una perspectiva global.

Paraguay, un país coloquialmente conocido como el corazón de América del Sur, se caracteriza por su paisaje ondulado, sus frondosas selvas y la importancia de sus principales vías fluviales: los ríos Paraguay y Paraná. El país es completamente bilingüe, ya que la cultura indígena es parte de la vida diaria de Paraguay, cuyos idiomas oficiales son el español y el guaraní.

Mirando al futuro, Paraguay transita de un modelo agroindustrial hacia una economía más competitiva y basada en el conocimiento. Una de las áreas de crecimiento son

las industrias culturales y creativas, los emprendimientos en la intersección del arte, el diseño, la cultura, los negocios y la tecnología, que representan aproximadamente 6,1% del PIB mundial. Si bien el país experimentó una tasa de crecimiento promedio de 4,8% entre 2005 y 2016, esa bonanza se atribuye principalmente a las exportaciones de materias primas. Como motor de la innovación, la creatividad puede contribuir a una significativa diversificación económica.

Esta muestra aspira a cambiar nuestra percepción de Paraguay para que podamos descubrir la diversidad de su talento y el potencial impacto de su producción creativa. Las voces que están emergiendo en la escena internacional se destacan en este espacio con obras que se inspiran en tradiciones culturales ricas y únicas, y que prometen impulsar el crecimiento y mejorar las vidas de millones de paraguayos.

ÑEMOHA`ANGAHAI PARAGUÁI

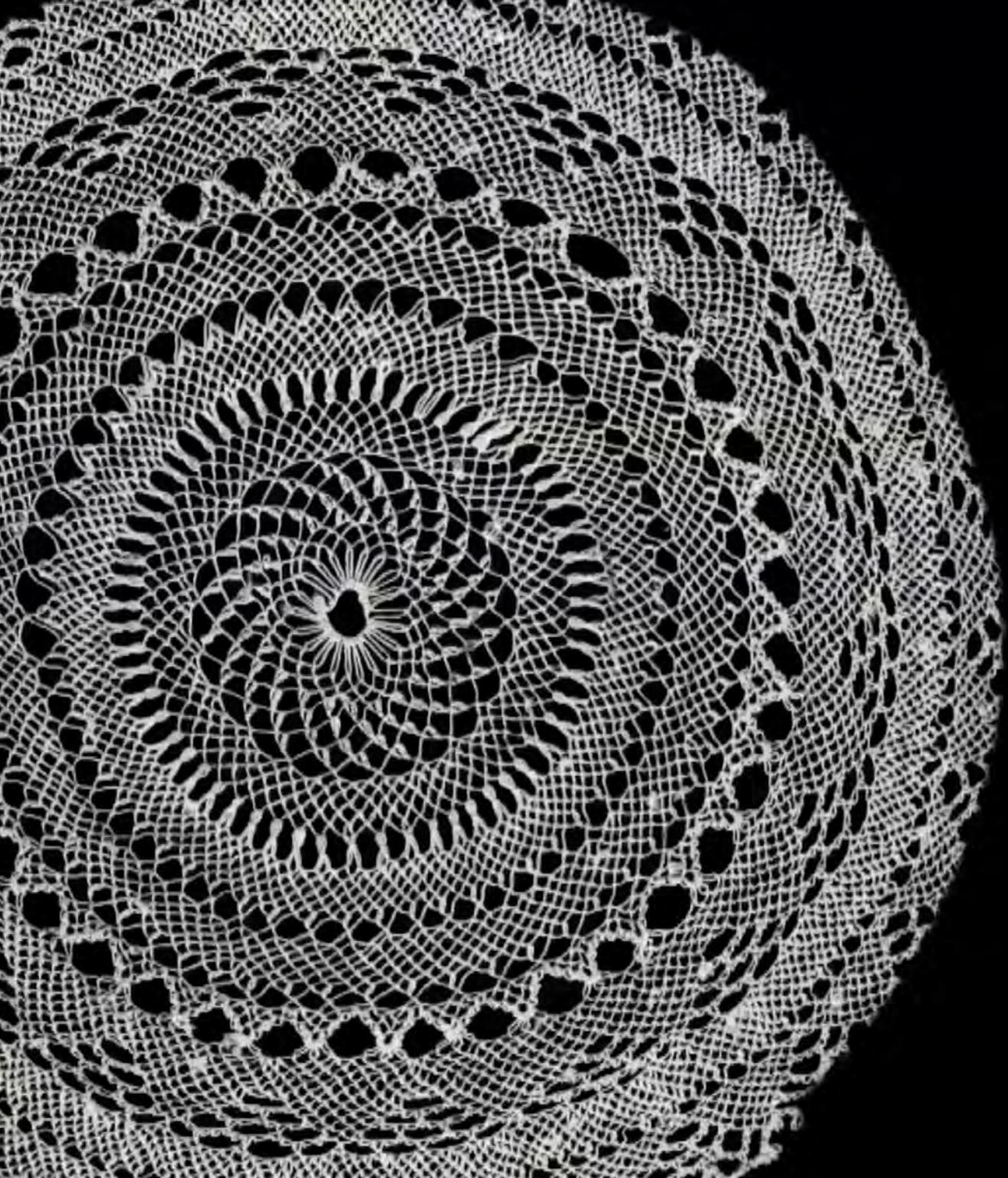
Ñemoha`angahai Paraguái omotenonde pe katupyry heñói mbarete poráva Paraguáipe, kuimba'e ha kuñatai mavakuéra oipe'áva tape tenonderâme apopy japópe. Kóva ko árape romoĝuahê ñembopyahu Paraguáipe hetaichagua mba'épe. Tembiechauka moha'anga mombyrykue tembiapojegua ha avei peteî jehechakuaa mba'eguasú reko mba'ekuaa arupigua uvei arandukuaa ñeme'éva tembiapo apohárape tenonderâ ndive oñembojojáva arapyre.

Paraguái- peteî tetâ michîva, sê yva para yguasúre, ojekuaáva korasõ Amérika yvypegua- Ojehecha ipype ñupyso apopê, iñypytû ka'aguy ha mba'eguasú reko mokõi tenondegua ysyry osyryryva: Ysyry Paraguái ha ysyry Paraná. Paraguái há'e tetâ hembikuaa arandu hetáva ha iñe'é mokõiva- Arandukuaa ypykue avañe'é há'e tekove jehasáva ára ha ára Paraguaigua, iñe'é mokõiva Castellano ha Guarani.

Péicha Paraguái oma'évo tenonderâme oñemomombyry mba'eñongatu ñemity rehegua ha apopyre, pe mba'eñongatupy ára pavê rehegua gotyo, hetave akârapu'ã

tenonderâme mba'ekuaa oguerékóta. Pe jekakuaápe oî ñemopu'ã apopygua, arandukuaa ha apoha. Ko'ã moñepyrû ojetopa hyepýpe tembiapo porâ, ta'anga, arandukuaa, ñemuha ha mba'aporekokuaa-Ohechaukáva ñemoaguî 6,1% PIB pegua arapy. Péicha añete ko tetâ oñandu hembiasa hetáva, peteî tepy akârapu'ã rehegua ary mbyte 4,8% pe 2005 ha 2016 apytépe, â omboja ñepyrûháme ñemondo tembiechauka ñemity rehegua ha tembiapokue ojejapóva. Apohára, momyiháicha ñembopyahume, ikatu omoirû ambue mba'eñongatupy iporâévape.

Ko tembiecharâ ojokase ñane ñeñandu Paraguaigua ikatu haĝuáicha ojuhu opaichagua katupyry ha ikatúva oiko pe jejapi iporâveháicha arapy gotyo tembiapokue apoharagua. Sapukaijoa heñóiva oñeñandu ha ojehecháva heta tetâ rehegua, oñemotenondéva ko pa'û apopyre ndive iñapytu'û roky rehe arandu ymaguare imba'ehetáre ha peteî añónteva, oñeme'é momýi jekakuaa ha ñemoporâve pe tekove oî porâ haĝuáicha heta sua paraguajokuera.



Video installation by Sonoman

Fashion Design *Diseño de moda* *Ta'angahai ñemonde âgagua rehegua*

Yanina Aubrey (Fashion Curator)

Ñandutí: Beyond the Layers, 2016

Fashion installation and graphic video display

Paraguayan identity is complex and multi-layered and this installation of four emerging fashion designers aims to showcase the diverse influences that converge in Paraguay's contemporary cultural milieu. It is precisely this diversity and ongoing transformation that these four young designers aim to showcase here, through their personal exploration of a traditional lace called Ñandutí (normally translated as spider web), which is not only still handcrafted locally, but that has become emblematic of the Paraguayan craft tradition.

These designs are, in fact, a re-imagination of this lace beyond its traditional forms while also examining its symbolic dimension. They have done so by studying the Ñandutí's geometry, structure, texture, and semiotic significance, and each designer has chosen to focus on a different element. Hence, collectively highlighting their own preoccupations with design, aesthetics and the world at-large.

The different pieces selected here take us into an intimate journey inside Paraguay's craft tradition and its design future. A journey where each piece tells its own unique story and each story, in turn, weaves itself into the evolving narrative of craft and design in contemporary Paraguay.

-Yanina Aubrey, fashion curator



Photography: Gloria Ferrer. Model: Anita Bravo

Fashion Design *Diseño de moda* *Ta'angahai ñemonde âgagua rehegua*

Iciar Bravo

Hundred and One Folds



Photography: Gloria Ferrer. Model: Anita Bravo

Fashion Design *Diseño de moda* *Ta'angahai ñemonde âgagua rehegua*

Lucia Ferrer

Sarinda



Photography: Gloria Ferrer. Model: Anita Bravo

Fashion Design *Diseño de moda* *Ta'angahai ñemonde âgagua rehegua*

Ilse Jara

Tyvyta (Eyebrow | Cejas)



Photography: Gloria Ferrer. Model: Anita Bravo

Fashion Design *Diseño de moda* *Ta'angahai ñemonde âgagua rehegua*

Astrid Poletti

Anat (Shoulderpads | Hombreras)



Transportation Design *Diseño de transporte* *Ta'angahai jereraha rehegua*

Natalia Bobadilla Rolón y Talia Saguier Cuquejo

Quantum, 2015

Car model, photography of prototype car, and concept artwork



Fine Art Bellas Artes Tembiapo porângue

Claudia Casarino

Inside, 2003

Digital photography

Puente Kyha, 2015

Ao po'i dresses installation



Fashion Photography Fotografía de moda Ta'anga ñemonde âgagua rehegua

Negib Giha

Ñandú: The Cycle of the Spider, 2015

Digital photography



Sound Design Diseño de sonido Ta'angahai pu rehegua

LPZ

Untitled, 2016

Digital music and sounds from the streets of Asuncion



Film Cinematografía Ta'angamÿi

Marcelo Martinessi

El Baldío (Wasteland), 2013

Film, 9:07



Photography Fotografía Ta'anga

Ricardo Nagaoka

A Distant Land series, 2015

Digital photographic prints



Industrial Design *Diseño industrial Ta'angahai apopyre*

Po Paraguay

Po and Pu, 2015

3D-printed prosthetic hand



Instrument Design *Diseño de instrumentos Ta'angahai tembiporu rehegua*

Sonidos de la Tierra

H₂O Double Bass, Cello, Clarinet, Tamborine, and Maracas, 2014-16

Plastic bottles, drums, & pipes; hand-carved wood; horn; & seeds



Design is
to make a synthesis of
Needs + Information + Colors
in order to create something
Greater than the Sum of its Parts.
(and you can take that to the bank)

Graphic Design *Diseño gráfico* *Ta'angahai*

Juanma Teixido

What is Design?, 2008

Poster

Designing Paraguay: Emerging from the Heart of South America

THE EXHIBITION

Jonathan Goldman, IDB Cultural Center
Yanina Aubrey, Fashion Curator

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