**NoMATERIA 2012 -2017  
Build the Future | Industrial Design in Venezuela**

The 3rd edition of the exhibition NoMATERIA, a virtual platform for the promotion and dissemination of Industrial Design in Venezuela, will be presented on Monday, October 30, an initiative to support and boost creativity, productivity, innovation and Venezuelan talent.

**NoMATERIA 2012 - 2017 | Build the Future** presents 50 projects, objects and products, which help to understand the industrial design in Venezuela, from the simplicity of an object that emerges from paper in three-dimensional form, to the development of complex products linked to the industry or habitable artifacts.

**NoMATERIA** returns five years later, when Venezuela is going through an unprecedented political, social and economic crisis. All Venezuelans are literally fighting to save their future. The manufacturing capacity is severely diminished. The indicators that warn about the essential conditions of life have alarms on in terms of insecurity, scarcity, corruption, urban deterioration and inflation. Many designers still work in Venezuela, but thousands of fellow citizens have left in search of better living conditions and greater professional development.

In 2011 we thought about the possibility of making an exhibition about design in Venezuela. The idea of ​​a virtual sample arose, which we called **NoMATERIA**. The first edition of this work was **NoMATERIA, More disclosure, Less atoms** launched on June 29, 2011, coinciding with the World Industrial Design Day. An exhibition of 29 products from different categories, all in manufacturing processes. The following year in 2012 we made a new edition of NoMATERIA The Value of Industrial Design, with some fundamental changes: incorporation of the category of students and the creation of an International Jury for the sample. On this occasion, 10 products and 7 student projects were selected.

In 2013, we were contacted by the Museum of the Print and Design Carlos Cruz-Diez in Caracas to create a show that brought together the products of the two editions of NoMATERIA. In December 2013, it was inaugurated in the Museum under the name of " **NoMATERIA, More disclosure, Less atoms** ", where we were able to gather more than 40 products designed by Venezuelans. The most important industrial design exhibition in the country, since 1995 when we participated in the exhibition "Behind the Things: Industrial Design in Venezuela", at the Estancia Art Center.

This year 2017 we have the satisfaction of presenting the results of the work of these 74 Venezuelans, residing in 24 cities in 11 different countries. The content of the exhibition was developed in conjunction with each of the designers. The presence of the drawing basically includes two aspects of the nature of industrial design: the project as the guiding thread and the document that enables its reproduction. Another important aspect of the sample is that all the pieces are manufactured, some in the prototype stage, others already in production and commercialization. The approach with the material and the manufacturing processes are a fundamental part in the design process. From this notion we can think about the tools to build and re-build. Six of the projects were selected to participate in editions BID14 and BID16 of the Ibero-American Design Biennial in Madrid.

The talent and creative processes behind each of these projects could perfectly be oriented to the urgent problems of the country, efforts that will be core in social issues, sustainability or mobility in cities, but that already do so. indirect and silent: a simple object for the kitchen serves activities of the daily life of the people, mobilizes the industry and finally increases the supply of jobs.

What we will see in these pages ( <https://goo.gl/wnR2Bq> ) is a sample of what Venezuelans do inside and outside the country, a dialogue between those more experimental and academic exercises and the projects directly connected with the industrial sector and, above all, with the reconstruction opportunities of a country.

**INFORMATION**

CURATOR  
  
Ignacio Urbina Polo  
Venezuelan industrial designer currently living in the city of New York. Professor at the Department of Industrial Design of the Pratt Institute in Brooklyn and member of the Advisory Committee of the Ibero-American Design Biennial in Madrid.

ORGANIZATION  
  
di-conexiones, issues on industrial design  
<http://www.di-conexiones.com>

SUPPORT  
  
Bienal Iberoamericana de Diseño  
<http://www.bid-dimad.org>

Siete al Cubo – Tienda de Diseño 100% venezolano  
@sietealcubo

CONTACT

Contact us: [nomateria2017@di-conexiones.com](mailto:nomateria2017@di-conexiones.com)  
Twitter: [@diconexiones](https://twitter.com/DIconexiones)  
Facebook: <https://www.facebook.com/DIconexiones>  
Instagram: [@diconexiones](https://www.instagram.com/diconexiones/)  
  
Use this hashtag in your Social Media   
**#NoMATERIA2017**