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The relationship between design and contemporary art. Is there a possible synergy between the two and how the focus on a particular territory reconciles with the goal of both of addressing a global public and economy?

Guta Moura Guedes (Torino World Design Capital 2008)

I really think that designers are not artist at all, but I do think that designers work with culture and with local and global values, and sometimes designers and artists use the same tools and boundaries are crossed between them. If the questions is more about if designers are able to think locally, think about their own values, of the territory where they act and then produce global answers, it is a big challenge for both designers and artists.

It is how can they work -thinking on a global contest, because it is the only way you can think and work nowadays –with their local values and local culture to produce something new. Designers are probably the best decoders to do that. Because they are trained to think in a very formal way, joining economical elements, aesthetical elements, ethical elements, and then adding also the cultural element to that; in fact they are trained in all aspects. So the link is there. The link between design and culture is there and nowadays you see more and more designers thinking globally and acting using their own local values.

