

GODOYLAB

Design work by Emiliano Godoy

I understand design as an intellectual activity that defines objects, images and spaces, socially responsible, environmentally sustainable, symbolically pertinent, functionally effective and economically viable.

An object is an active character that interacts with all the social, economic and environmental mechanisms of culture. Our designs are not paralyzed in time, isolated from their surroundings and independent from interpretations. Therefore, their performance and impact is affected or determined by current systems of production (materials, manufacturing) and consumption (use, disposal, recycling) as well as supporting infrastructures (distribution, sales, advertising, regulation). All these factors have an intrinsic temporality, and I am convinced that our designs will affect the existing manufacturing status quo, determining future productive cycles. Moving towards a sustainable paradigm of production and consumption is thus dependent of how our understanding of design evolves.

Sustainability, by definition, implies responsibility. Accepting the link between sustainable development and design projects speaks about a reality radically opposed to the compartmentalized productive paradigm implicit with post-industrial revolution manufacturing. Being accountable in a long-term framework such as the one proposed by sustainability theories, requires that we accept the existence of infinite links throughout current and future systems. It is impossible to conceive every stage of the process as an isolated event. Each design decision should then be analyzed in relation to its impact in the system as a whole. How does material selection affect the product's impact on global warming? Is it possible to improve the user's environment through the design of objects that will inhabit their space, without knowing its architectural characteristics? How can we guarantee that the product we are designing will be disassembled and recycled when we are unable to define the sorting and disposal mechanisms that will receive it? How can mass-manufacturing an object help reduce our overall use of natural resources while increasing our creation of well-being?

Understanding that what might be "sustainable" today might not be so in the future is paramount. We need to start from current situations, but direct our work towards desirable future scenarios. And we must empower design within the decision making process, placing sustainability as the guiding force behind industrial or intellectual activities.

THE LAB

We understand the workplace at Godoylab as a laboratory: a place for praxis, observation and testing. Here we device solutions that are market appropriate, manufacturing adequate, technologically advanced, environmentally responsible, aesthetically innovative and future friendly. Godoylab works in the following areas:

- Design products, services, environments and systems
- Project management
- Materials research and development
- Determine the path to sustainable business practice, and understanding how to walk that path
- User-centered research, tailored to understand the market, analyze users' needs, identify opportunities for innovation or product assesment
- Aesthetic development and design language definition
- Lectures, workshops and trainings, in creativity, sustainable design and overall design understanding

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