



Economía Creativa

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Editorial

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Editorial

Convinced that collaboration in any field is one of the most effective keys to achieving goals, the “Design and Communication” academic unit of the Sonora Institute of Technology (ITSON) is honored to present this issue, curated by Javier Santana, guest co-editor of *Economía Creativa*.

It was in 2017 that ITSON had its first approach with *Economía Creativa* and CENTRO; since then, the goal has been established, which today is materialized in an issue where cultural industries, human-centered design, architectural semiotics, project thinking, the impact of artificial intelligence in research processes and strategic planning, among other interests, converge.

In **Narrative videomapping as a post-pandemic cultural and touristic strategy in the city of Oaxaca, Mexico**, Otniel López Altamirano, Wendy Montes Ponce, Márcio Soares Guimarães and Pedro Martínez Osorio address tourism as a critical productive chain for local and regional development. By analyzing the intersection between medium, content, and space, they explore the potential of architectural heritage to contribute to economic spillovers.

In **Sientocolor: Design of a tactile system that allows visually impaired people to identify the colours of clothing independently**, Harumi Sofía Tanaka Tsutsumi, Alfonso Díaz Villaseñor, and Carolina Magaña Fajardo address the user experience in the Mexican department stores to improve accessibility based on the AEIOU and LEGO® Serious Play® frameworks.

In **Analysis of the experience of Spanish-speaking users of Artificial Intelligence mobile applications**, Jesús Eduardo Oliva Abarca uses cultural analysis to explore the commodification of artificial intelligence, focusing on its applications.

In an unprecedented event, the same issue of Economía Creativa presents two articles by the researcher Carolina Magaña Fajardo, who, in **Semiotic analysis of the relationship between architectural forms and the urban phenomena of segregation and gentrification in Mexico City**, together with Mónica Solórzano Zavala, presents the results of a study that uses the theoretical framework of Charles Morris to identify the variables taken into account in the choice of housing in San Nicolás Totolapan.

In **Service design for Mexican older people: a classroom codesign experience**, Ana Paula Garcia y Colomé G., and Annika Maya Rivero present the results of a study carried out at UNAM's Centro de Investigaciones de Diseño Industrial, in which students worked with senior citizens to improve services using the service design framework.

How to build community and contribute to the reappropriation of public space? asks Andrea Norzagaray Natera in **Upskate: community building through skateboarding and design**, a research report was carried out as part of the activities of CENTRO's Social Design Hub.

In **Project thinking and habitat, encounters and disagreements from education**, Ana Aurora Maldonado Reyes and Alma Elisa Delgado Coellar explore the relationship between project thinking and design, through an initiative carried out in collaboration with students from the School of Architecture at the Universidad del Estado de México and the Bachelor of Design and Visual Communication at the Facultad de Estudios Superiores Cuautitlán (UNAM).

Perla Abigail Hernández Sierra and Manuel Humberto De la Garza Cárdenas ask themselves, **Is traditional strategic planning useful for social enterprises? Case study** that describes a social enterprise's strategic planning process in a generational change phase.

In another vein, Guillermo Fraguas Nobre presents the results of an experiment with generative Artificial Intelligence in **Analyzing the OpenAI Chatbot writing on Economic Development: The Case for High Pyrenees and Aran Region and IDAPA**, integrating the results of the exploration in the main body of the article.

In **Discourse Analysis of creative economy Ventures in the Province of Marga-Marga (Chile), in relation to their connection with the creative ecosystem and value chain**, Paulina Alejandra Cruchett Pastrana, Ricardo Miguel Zavala Villegas and Leonardo Ordoñez Galáz explore the challenges faced by entrepreneurs from this province of the Valparaíso region, Chile, through the analysis of their own experiences, characteristics, and value chains.

In the section of articles on the future, we present **The anthropodicy of the future: Artificial intelligence, biotechnological drift and posthumanism**, a work by Margarita Arroyo García y Rafael Serrano Partida, in which they discuss how artificial intelligence, the virtualization of human activities and biotechnologies are reshaping social organizations and man himself as a species, and then make conjectures about their possible impact in the future.

This section concludes with the paper **Dark fondas, an option to improve women's economy**, in which Carlos Rivera Rojas discusses a case study of entrepreneurship related to gastronomy in Mexico.

In the visual section, we present **Posters, Sketches, and Graphics. Sebastian Kubica in CENTRO**, an experience reviewed by Graciela Kasep Ibáñez, presents works by the Polish visual artist and visual communication students who participated in an intensive poster design workshop given by the artist himself: Sandra Aguilar, Regina Cambranis Su, Luisa Cayuela Serrano, Ana Sofía Croda González Aragón, Lucía Giménez Traverso, María José González Ayala, Ximena Hernández Jiménez, Marielle Munguía Munaux, Micaela Negrete Quintanilla, Arantza Ochoa Iturralde, Allan Paul Nuñez Ozuna, Alexa Portocarrero Balboa, Mirelle Rodríguez Rodríguez and Andrea Romo Galindo.

In this section, we also include posters produced by students from the Master's degree in Design Studies and the specialization in Data Visualisation at CENTRO: Brenda Battaglia Andrade, Juan Pablo Cota Díaz, Abel Matus Verduco; Adair López Cuevas and Ana Gabriela Sánchez Bribiesca.

As in every issue, the magazine's cover and interiors feature illustrations by the following Visual Communication students, created in Alejandro Magallanes' class: Carola Abeijón Martínez, María Andreu Girabal, Daniel Cherem Serur, Isabella Jiménez Macedo, Paulina Mendoza Muñoz, Enrique Elihu Mendoza Ramírez, Carmen Palacios Martínez and Julia Ponce de León Pérez del Razo.

We hope this issue of ***Economía Creativa*** provokes and inspires you as much as it does us!

The editors | Javier Santana, Graciela Kasep and Karla Paniagua

Equipo



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