<mark>Contextualisation</mark> THE COUNTERCULTURE ROOM

London Design Biennale 2016 / Utopia by Design

Art creates new worlds, design; meanwhile, it assumes this purpose by bringing them into reality, crystallizing them and opens an adventure to transform our existence.

The history about CYBERSYN is relatively well known: in the middle of 1970, the Chilean engineer Fernando Flores, who was working for the government agency called CORFO[1] wrote a letter to make a contact with the British theorist and cybernetician Stafford Beer[2] in an attempt to apply his theories in the country in order to improve the national enterprise's network efficiency by democratizing the production process integrating a worker-participative bases in it. Thus, a multidisciplinary team integrated by designers, engineers, scientists and even politicians took place in an attempt to organize a society, an economy and a production model to dilute the centralized power disseminating it among the community. The "brain" of Chile's utopia was a series of technological, industrial, graphics and communications designs that celebrates the human creation, testifying that design constantly yearns approach the Moro's island expanding the body of cultural knowledge with the intent to improve our lives. The room was a piece of work for the social and political revolution.

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[1] Chilean State Development Corporation
[2] Author of several studies on cybernetics and computer models such as "*Cybernetics and Management*", "*Brain of the Firm*", among others