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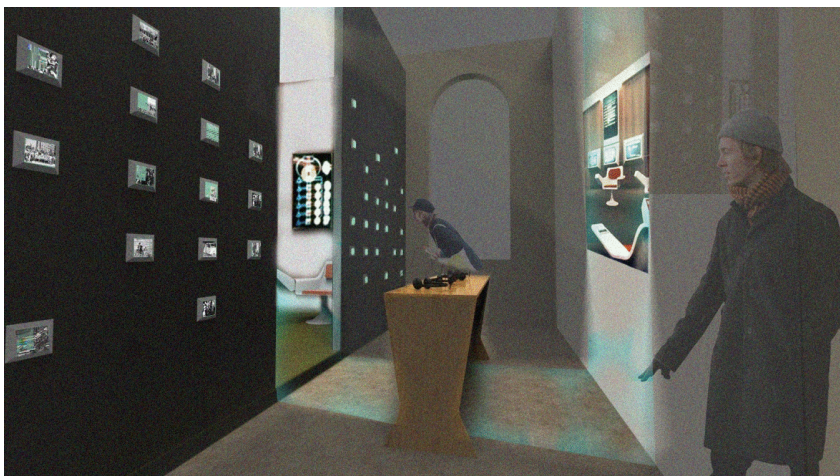
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The Counter Culture Room: Chile Displays the Nation's Innovation at London Design Biennale

June 24, 2016



The National Council of Culture and Arts, Chile has announced details of the Chilean Pavilion at the first London Design Biennale taking place from 7-27 September 2016. Chile, alongside over 30 countries, will participate in this prestigious global event, which presents newly commissioned works in contemporary design, creativity and research.

The first London Design Biennale, housed in Somerset House, has been given the theme 'Utopia by Design' and each country's presentation will explore key issues including sustainability, migration, pollution and social equality. The Chilean contribution, entitled The Counter Culture Room, is presented by the manufacturing lab Fab Lab Santiago and draws on the concept of Synergy Cybernetics (CYBERSYN).

In 1970, the Chilean engineer Fernando Flores and the Salvador Allende government developed strategies to improve the nation's enterprise network efficiency. As part of these plans they designed a cyber management system that would unite workers with the authorities through a flow of information. This platform would be administered by a 'brain' that would unite the productive and economic bodies of the country, but CYBERSYN was never realised due to the Pinochet Coup in 1973.

"The Arts Council of Chile is very excited about the role of our representatives in the first London Design Biennale. We understand that this will be an opportunity not only for cultural exchange but also a major step in creating business links between the creative sector of our country and the world. It will also be a great leap in recognising our national talents and we are very proud to be able to support this" concluded the Minister of Culture of Chile, Mr. Ernesto Ottone.

The Counter Culture Room allows us to demonstrate the historical potential and innovative character of Chilean creators, positioning the country and the laboratory as a reference in the international scene.

The Counter Culture Room
London Design Biennale
7 - 27 September 2016

www.somersethouse.org.uk/visual-arts/london-design-biennale-2016

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