- **How you were inspired by the provocative theme, *Utopia by Design*?**

Basically, we live in a country where the geography creates an isolated scenario and an extremely and intense nature, full of natural disasters such earthquakes, tsunamis, volcanoes, downpours and so on. At the same time this curious territory is almost falling from the continent to the ocean because the Andes Mountains push us all the time to the horizon.
Thus, assuming this sort of island, the way that we built our society was over the base of the emergency, scarcity and a certain way of timeless feeling of all things we do to face it. As a consequence our subconscious perhaps does not ready to understand the important of design as a relevant knowledge to transform our society. As a matter of fact, design is a relevant knowledge for us because we use it from precariousness; thus, we can say that our territory is dealing all the time with Utopia. Actually, the biggest island at the south of Chile called Chiloe has an incredible example of this: if a family need or want to relocate they invited his community to actually move the house, using several ox and a log's bed to shift the structure and even there are specific cases where they launched the house into the sea and used a motorboat to tow it. Then, Utopia by Design was a perfect theme to present a piece of work that perfectly represents our country's culture and complexity.

"Minga Chilota"

- **How does your installation reference Thomas More's, *Utopia,* and the 'ideal society' he described?**

Allende's government was a real approximation of Utopia's island. He created a vision, which demanded design to crystallized it and offer a sense of reality of his ideas. Cybersyn was one of the strongest examples to assume this necessity. 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.

The relevance of Cybersyn is its capacity to presents a new organizational system of our society understanding the Internet's present and even its future consequences and phenomena but forty-five years ago. This is why this adventure wanted to transform the way to give governance to people, meaning that they wanted a counterculture revolution.

- **Can you describe what visitors to Chile's exhibition will see?**
The main idea of this staging is to provide the understanding of this mythological project from the experience of the historical context and the operation room in itself, and how the context's information was transformed into digital data, or in current words: from bits to atoms. Mainly, the narrative line will explain how this project is one of the most relevant concrete worldwide experiences that change the understanding of our world, changing our vision from the mechanical world (Newton) to the digital world (Einstein).

General speaking, the pavilion will explain CYBERSYN from three different levels of complexity: the history of the project, the experience of the space (oppsroom) and the holistic vision.

The full staging considers three fundamental 'acts' explaining the meaning of this new worldwide understanding. The first 'act' makes reference to explain the context, the precariousness and scarcity of Chile's 70s, and how this reality gives a relevant scenario where science, technology and design creates the opportunity to generate a visionary platform to integrate it into a new organizational political and governance system. This first area will be a space of reality, a thickness of social, productive and cultural information that compose the main question that CYBERSYN wanted to confront, and of course, change it. As a complement, this space will be accompany by a micro documentary presenting the history of Cybersyn and interviews of some relevant actors like Raúl Espejo (Project Manager) or Gui Bonsiepe (main industrial designer). At the same time, a special soundtrack will be looping, given profoundness and recall.

The second 'act' is a membrane that represents the transformation of the context's information using old slides of real pictures. These pictures are part of the context, and provide an image linked with old punched cards given an insinuation about the sense of transformation from 'bits' to 'atoms'.

Thus, one side will be 'perforated' by context's slides and the other one will transform these images in concepts.

The last area will be a representation of the avant-garde oppsroom, placing four iconic Cybersyn's chairs surrounded by some fundamentals screens and wide mirrors reflecting and amplifying the space. This space want to explain the relevance of the ontological and systemic vision embedded in this project and not only represents the singular space. This room represent more than a unique space, is the consequence of an extraordinary organizational design that wanted to give autonomy, governability understanding in a finniest way the social complexity at that time. In order to give more layers of information all the screens will be providing the originals diagrams but mainly will explain the holistic vision using interactive illustrations linked with the chairs.

- **What do you hope your design installation will communicate to visitors?**
We want to communicate the visitors and incredible history, of course, but if we can explain the holistic vision and why this project is relevant for our current universal history we will reach a point where perhaps we can leave relevant questions within them. This is our hope indeed.
- **How will visitors interact with Chile's design installation?**

We are working on the base of several communicational platforms to give them a sensitive experience. Thus, we are working on a micro documentary, a special soundtrack and lighting design to improve the profoundness of the space, and at the same time we will explain some relevant concepts embedded in Cybersyn's design from screens and the iconic chairs.

- **What do you hope visitors will take away after viewing your work?**
As we told before, we want to give them relevant information that generates several questions about our current system and how technology and design can contribute to improve our understanding of social complexity. That is why the name of the project is "The Counterculture room", because is an approximation of a socio-cultural and economics restarts.

- **What are the biggest design challenges you face in realising this project?**
Leaving behind all the logistic that imply this project, I may certain argue that the main challenge is how to design a space capable to transmit all the relevant questions embedded in this avant-garde project taking care of explain the history and the holistic vision at the same time. Consider all the information that we need to explain it is a real challenge just synthetize it.
- **How does your work represent Chile's national design identity?**
Perhaps the most influential Chilean design identity is the way of face precariousness. Afterward, this lacking give us the energy to innovate and

answer the question assuming the "noise's error" as a final expression. I mean, at the end we know how to work using the error as part of the final expression of everything. If designers understand these phenomena, then they can use them as a way to express our territory or using architectural concepts our inner tectonic.

- **Utopia is often described as 'the search for utopia'. What role do you think design might play in this search?**

  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. Using this idea, the role of design Utopias is at the end understands how to make it real, functional, beauty and the most important: transforming.

- **How does your installation relate to your design team's other bodies of work?**
  FabLab Santiago is a cutting edge exploration space focus on design projects, research and academic.
  We create opportunities over the base of new digital fabrication techniques and the understanding of the context in order to open windows to modify the built environment through projects.
  Thus, we understand our body of work as counterculture in itself, so we have a strong connection with this project because we really believe that we can change and transform the world.

- **What does 'utopia' mean to you personally?**

  Perhaps, utopia represents to me a magnet that works in my subconscious.