



PAST AND FUTURE

*for the innovation of
Guatemalan creativity*

*De vez en cuando
camino al revés:
es mi modo de recordar.*

*Si caminara sólo hacia delante,
te podría contar
cómo es el olvido.*

*From time to time
I walk backwards: is my way of remembering.*

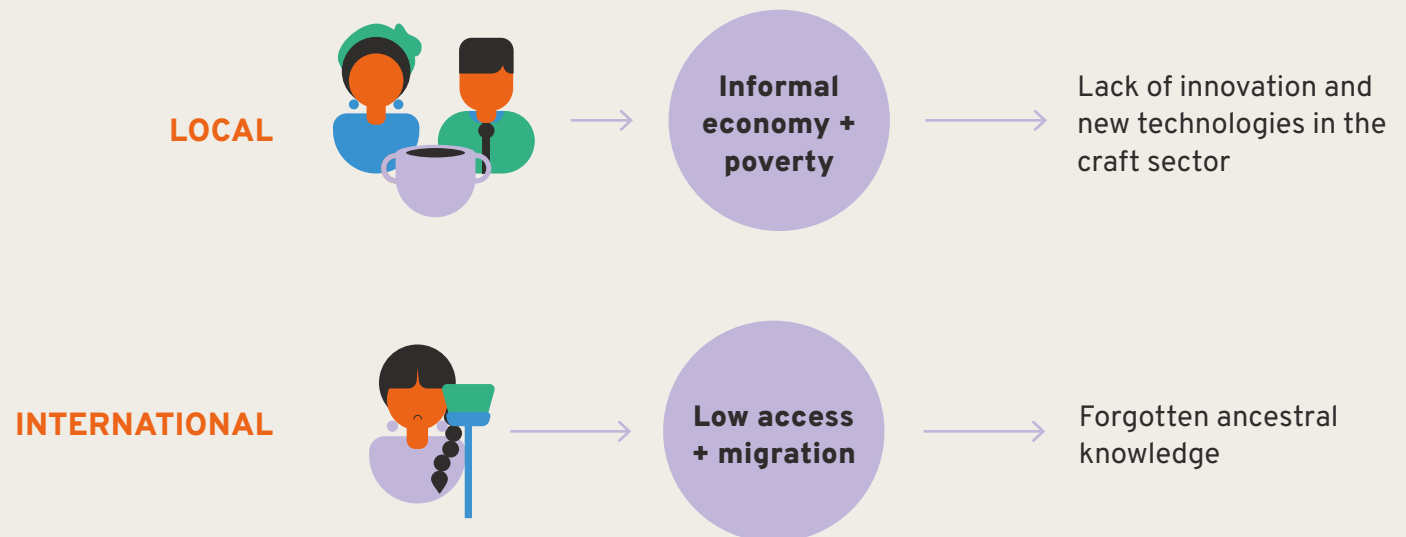
*If I walked only forward,
I could tell you what forgetting is like*

(Humberto Ak'abal)

THE UNIVERSE

of ancient knowledge of crafts

Guatemala has a great cultural richness that is manifested in the handicrafts that are produced in its 22 departments and 338 municipalities. Craft activity is an engine to promote rural development; In the artisan workshops, work spaces are created for young people, women and men, which expands their opportunities for improvement and a **better life**.



ALÍ

'Women' (K'iché language)

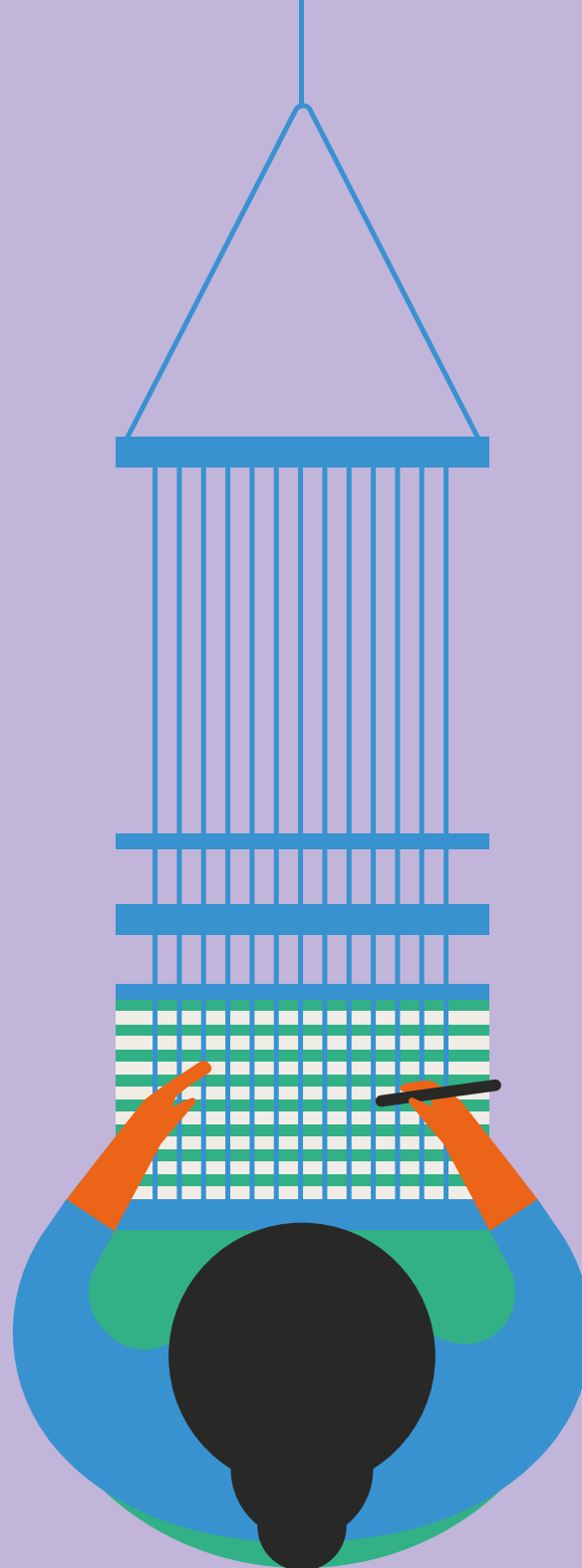
The **Alíes** (women) are the ones who lead the craft sector with their creativity, representing 70% of this community of artisans.



Richness
Innovation
Future



For her



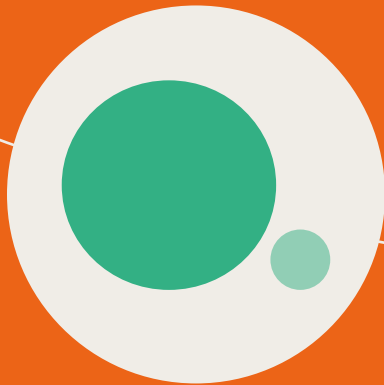
+1,000,000 creative
women

With a greater concentration in the western and central zone of the country, handicrafts are a **rooted tradition and legacy** that is transmitted from generation to generation. It constitutes one of the main pillars of the economy of many rural communities and their cultural heritage, so the question is, how are we innovating that creativity?

The female creative heritage and its challenges and realities

The 3 gaps that generate the innovation problem, limits in economic development and access to better markets and businesses

ECONOMY



9 out of 10

works in the **informal sector**

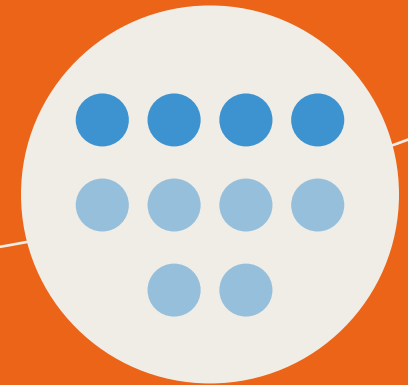
EDUCATION



85%

don't have access to education

TECHNOLOGIES



Only 4 out of 10

have access to the **internet** and **digital media**

Sources: UN WOMEN, 2022
/ PNUD Guatemala, 2022



Future with
richness of the past

Guatemalan design laboratory that promotes the development of indigenous women artisans through the innovation, research and experimentation of the whole **ancestral knowledge universe**.

KNOWLEDGE



Methodologies and workshops

RESEARCH

Ethnography by crafts (techniques, materials and design)

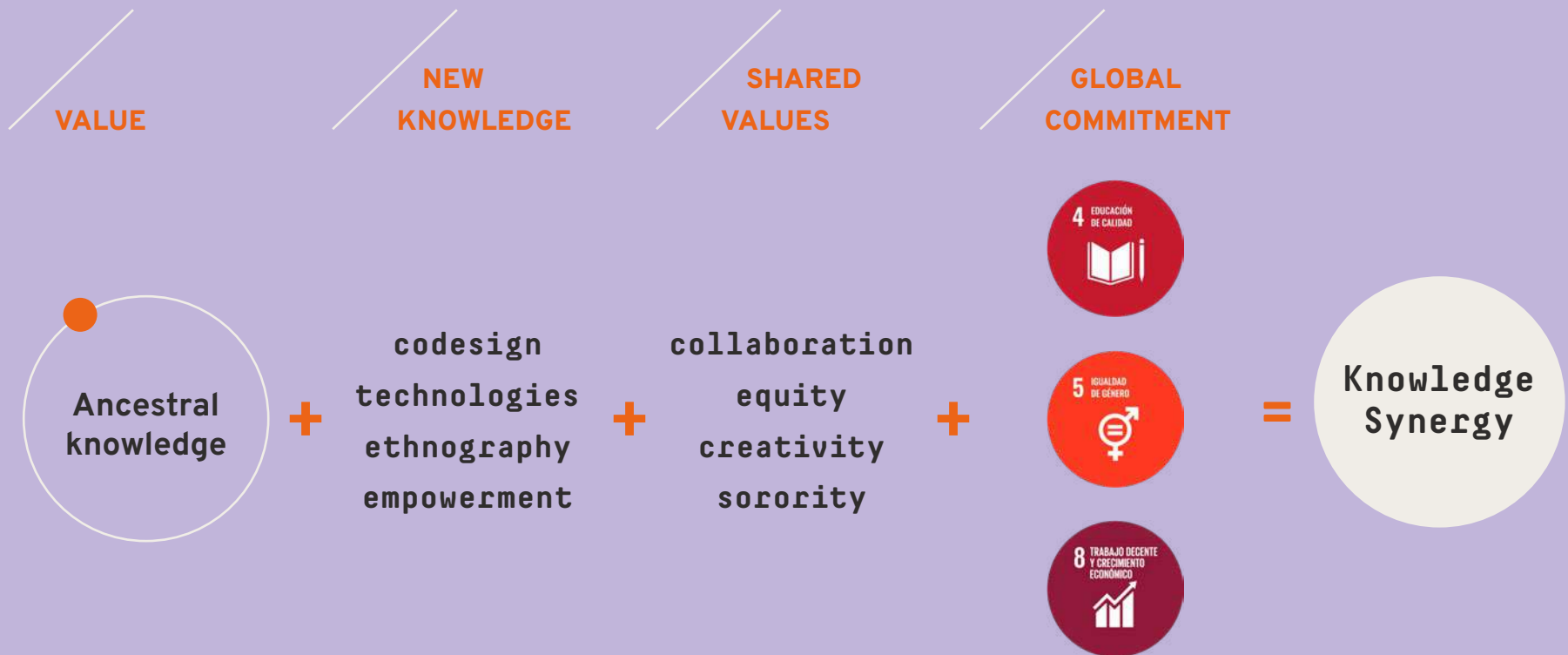
EXPERIMENTATION



Analysis with new technologies for crafts innovation

INNOVATION based on **ancestral knowledge**

We start from ancestral knowledge to take it to an evolution with new technologies, knowledge and global commitment to improve the value chain of a vulnerable population.



Our products and services



KNOWLEDGE

Creation of methodologies and workshops for learning design, technology and innovation for artisans from rural areas.



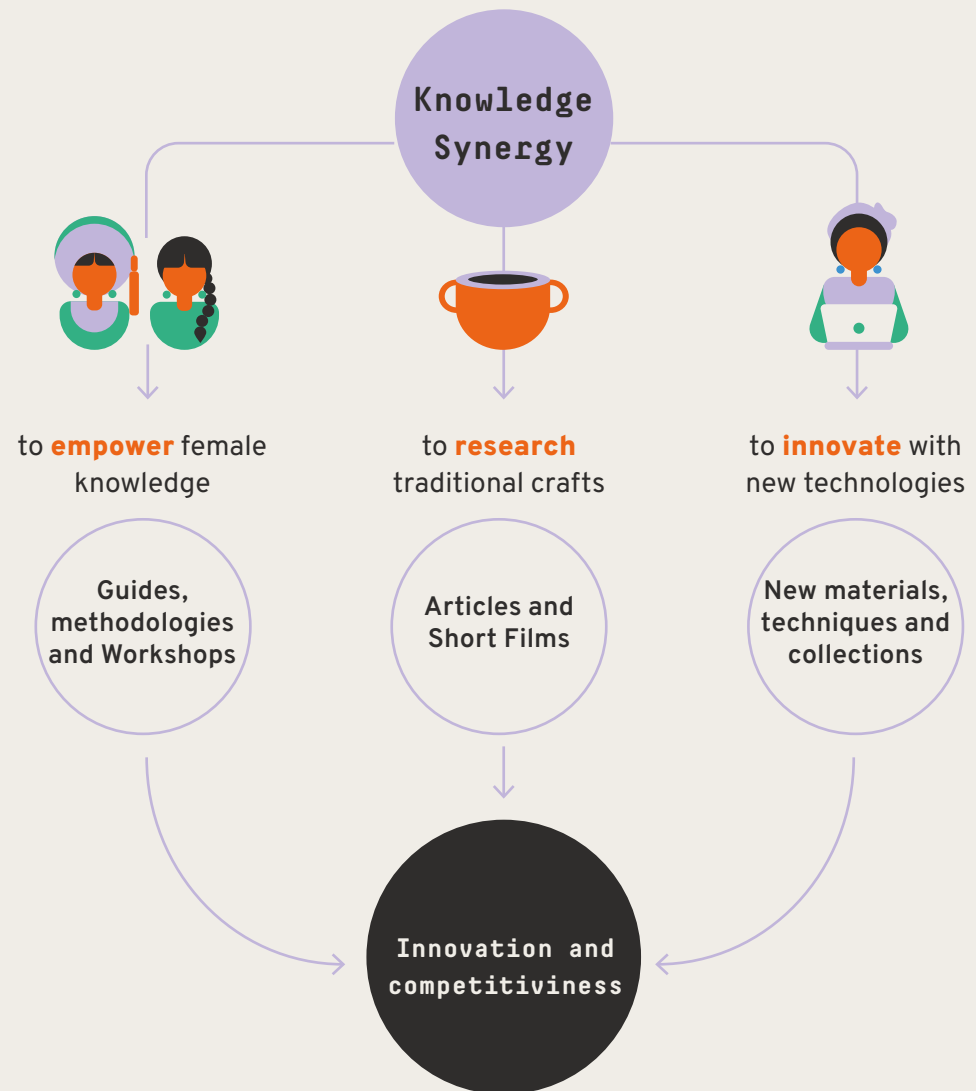
RESEARCH

Research lines for the scientific documentation of craft trades.



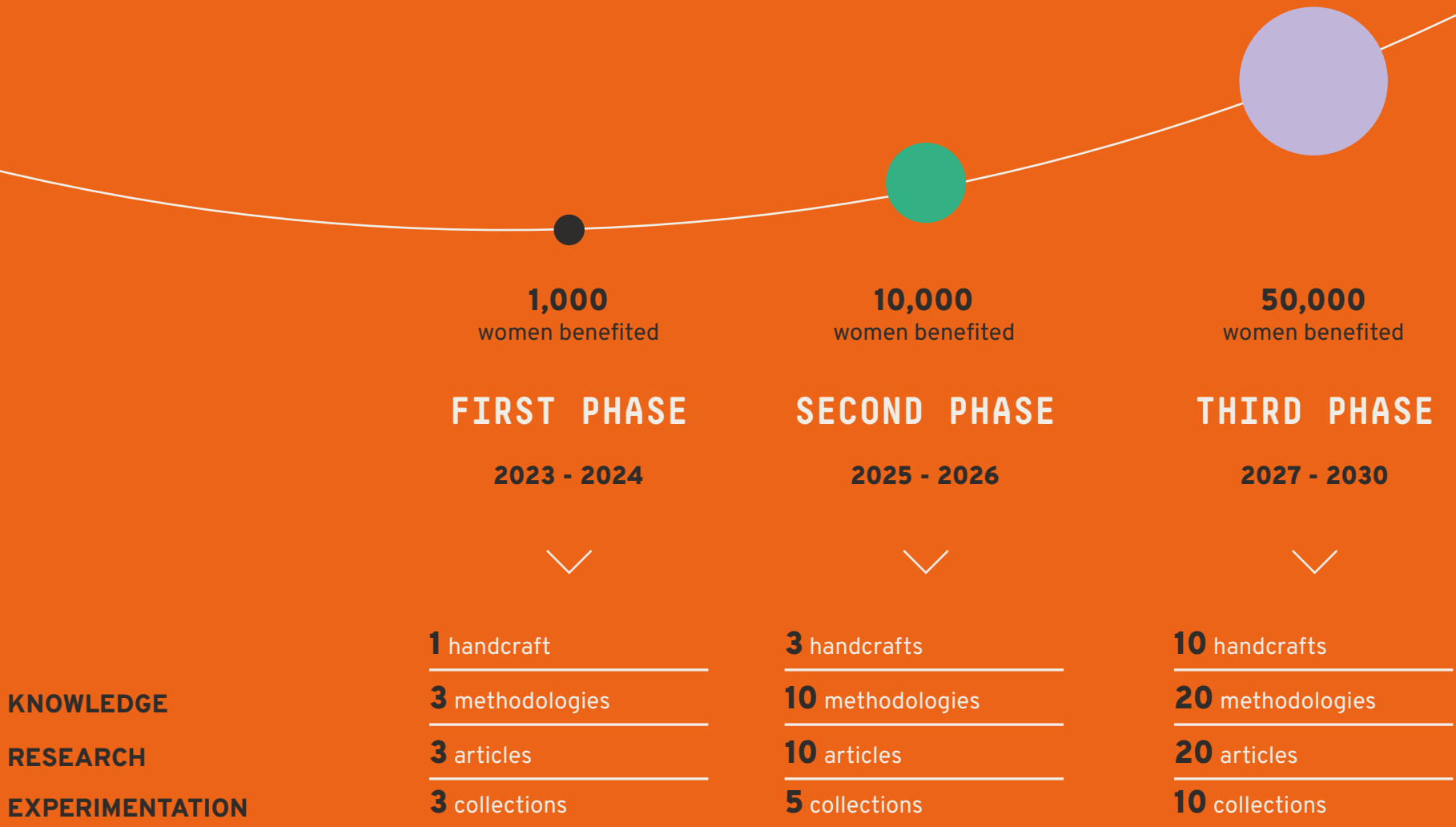
EXPERIMENTATION

Alliances with research centers and technology companies for the co-creation of services from ancestral knowledge.



Our vision

We know that capacity for new knowledge, investigation and experimentation are keys to empowering innovation in the creative industry led by indigenous women, therefore, the goal is to **generate empowered creative leaders.**



Business ecosystem



ALLIES

Estudio 89co. / Guatemala

Strategy design

**Bienal Iberoamericana
de Diseño (BID) / Spain**

Promotion and knowledge

**Organization of American
States (OAS) / USA**

Promotion

**Rochester Institute of
Technology / USA**

Experimentation



INVESTORS

**Science and Technology
Secretary / Guatemala**

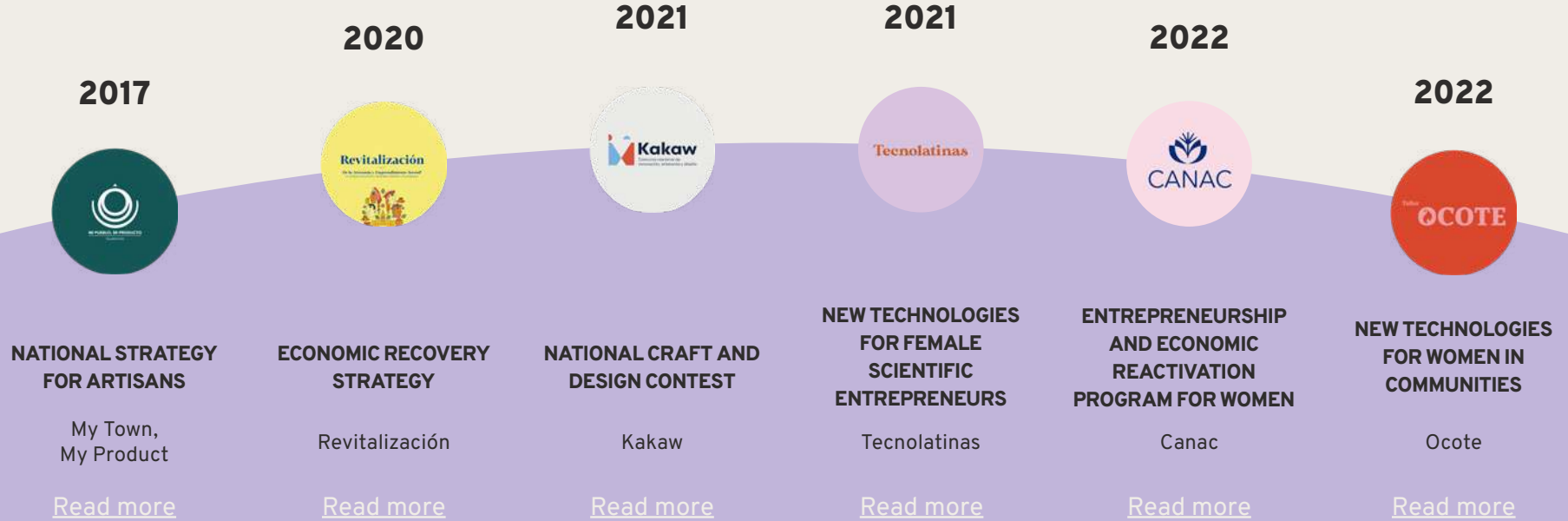
New methodologies

**Ministry of Economy /
Guatemala**

Trainings

Projects that we supported

From other initiatives, we have been a team from our design expertise, to co-create strategies and programs at the country level that promote the development of the creative industry and the artisan sector of Guatemala and this has given us experience to understand how it works and what is needed in the ecosystem.

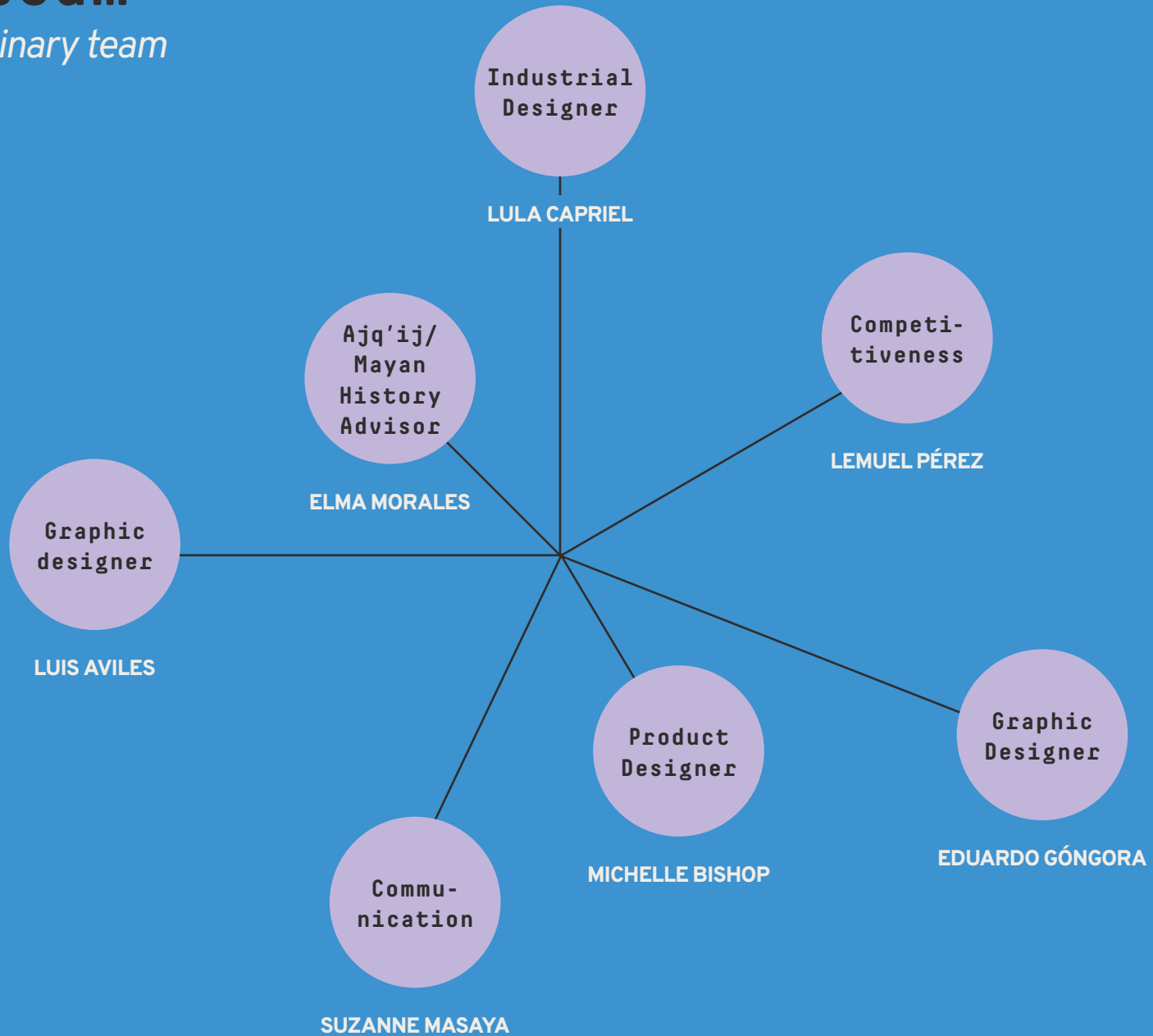


CLIENTS AND ALLIES



Our team

Interdisciplinary team

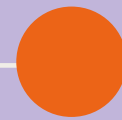
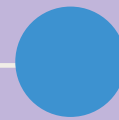
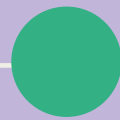


Let's be partners

*We want to join forces with you
to improve the **quality of life** for these creative women*

FIRST PHASE

2023 - 2025



Partnerships

Technology
Design
Ethnography
Research
Female
empowerment
Gender equality

Contracting of services

Sponsors

Grants



*Kiqacholijj ri b'anb'al rech ri
chue'q ri kab'ij, ruk' ri nojb'äl,
chomb'al kech ri ojer taq winäq*



We recommend you
visit our page to learn more about us,
YOUR FUTURE PARTNER

*We design the future with
the richness of the past*