

THE COUNTERCULTURE ROOM

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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.

In the course of 1971, Salvador Allende's government –who already was by its own existence a remarkable representation of a utopia trying to give voice and power to the people-, created the basis to design a technological system to manage relevant information generated by the workforce basis, enabling be seated the flow of a computer model of integration to help make decisions in "real time" from the productive and economic body of the country, opening a futuristic and unique window pushing the boundaries of what was possible in the early 1970s. This utopia was called CIBERSYN¹ or SYNCO² project.

The history about it is relatively well known: in the middle of this year, the Chilean engineer Fernando Flores, who was working for the government agency called CORFO³ wrote a letter to make a contact with the British theorist and cybernetician Stafford Beer⁴ 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. This offer was irresistible for Beer, accepting it immediately. Thus, a multidisciplinary team integrated by

¹ Cybernetics Synergy, more information in <http://www.cybersyn.cl/>

² (Spanish) Information and Control System, more information en <http://www.cybersyn.cl/>

³ Chilean State Development Corporation

⁴ Author of several studies on cybernetics and computer models such as "*Cybernetics and Management*", "*Brain of the Firm*", among others

designers, engineers, scientists and even politicians took place in an attempt to create a utopia in its finest forms: a room, capable 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.

Design is information that provides the form to order our build environment to favour human being’s existence, and this Chilean technological platform generated a culminate image of the revolution, synthesizing all that social energy in the OpsRoom; a single space designed to crystallize Allende’s socialist revolution.

This proposal wants to give a testimony of this outstanding and multidisciplinary effort. The fundamental idea is to reproduce the cutting edge operation room designed by Chilean designers led by Gui Bonsiepe⁵ placing value all the devices, gadgets, furniture and technological systems creating a solemn and minimal ambiance. Besides, the room’s reproduction will be surrounded by hanging information spots (historical images, interviews, etc.) and several micro-mirrors hanging as a “cloud” that celebrate our presence as active members of this integral design utopia.

⁵ Industrial German designer that studied and work at the Hochschule für Gestaltung and emigrates to Chile and Argentina to work several years in Latin America <http://www.guibonsiepe.com/>