



PRESS RELEASE

What Design Can Do arrives for the first time in Mexico City, from May 6 to 8, 2019
Three days of inspiration and creativity for social, environmental and political change.

Mexico City, February 19, 2019: Russian activist, artist and founder of Pussy Riot **Nadya Tolokonnikova**, acclaimed Senegalese fashion designer **Selly Raby Kane**, Al Jazeera Palestinian-American journalist **Ahmed Shihab-Eldin**, English experience designer **Sam Bompas** (Bompas & Parr), British design critic and contributor for the New York Times **Alice Rawsthorn**, and the Brazilian designer, filmmaker and partner of Pentagram **Marina Willer**, are some of the speakers of the first edition of What Design Can Do (WDCD) Mexico City, an annual festival about the impact that design has on our society.

WDCD Mexico City will bring the best of international creativity to the Mexican capital with a message of positive change.

Mexico City is the third city where What Design Can Do arrives, after eleven successful events in Amsterdam and Sao Paulo. With the support of Reinventando a México Foundation, WDCD Mexico City will have three days of music, culture, discussions and presentations in the Mexican capital, **tickets will be available from March 18**. With an opening at the Palacio de Bellas Artes on the night of May 6, and two days of conferences and workshops at the Frontón México on May 7 and 8, WDCD Mexico City will bring inspiration for social innovation to the creative, political and cultural communities. of business in Mexico.

"We are very excited to establish What Design Can Do in Mexico City, a place rich in design culture, but above all with a community creative that is working every day to make Mexico and our planet a better place. We are very grateful to Marcelo Ebrard, WDCD speaker in Amsterdam in 2017, for his visionary leadership and for encouraging us to embark on this adventure," said WDCD co-founder and creative director Richard Van der Laken.



Javier López Casarín, President of the Reinventando a México Foundation said: "One of the objectives of the Reinventando a México Foundation is to bring our country to the most interesting and relevant social innovation events at present. In May, the first edition of the WDCD Mexico City festival will place Mexico at the epicenter of the global discussion on the social power of design. You can not miss it! "

"WDCD Mexico City will reinforce the work of What Design Can Do in Latin America working to fulfill the objective of positioning Mexico City and our country as the most important reference of design and creativity in the region", commented the General Director of WDCD Mexico City, Alain Pescador.

FIRST CONFIRMED SPEAKERS

WDCD Mexico City will have a list of more than 30 of the best creative leaders from around the world who will manifest the positive impact of design on all aspects of life.

The controversial Russian founder of Pussy Riot, artist and one of the world figures of activism Nadya Tolokonnikova, will offer us a timely guide to our times for radical protest and political resistance, many of which she exposes in her new book "Read & Riot".

The incredible fashion designer Selly Raby Kane, whose extravagant creations attract celebrities Beyoncé, will tell us how a new creative generation is completely changing the face of her hometown, Dakar in Africa.

Acclaimed Palestinian-American journalist Ahmed Shihab-Eldin will bring a story about news shifting and his effort to give a voice to those who are not normally heard.

One of the most celebrated design critics in the world, the British Alice Rawsthorn, will tell us about how design is woven into every aspect of our lives and communities.



Sam Bompas, half of the British design experience of Bompas & Parr, is a strong promoter to do an experiment of things, which on stage tends to be extremely dynamic and to emphasize with a bang.

The designer Marina Willer of Sao Paulo, partner of the renowned design firm Pentagram, and the Mexican fashion designer Carla Fernández who works with indigenous communities throughout the country will represent the South American continent.

Many more national and international speakers will be announced in the coming weeks.

Reinvented Mexico

WDCD Mexico City is a joint project between What Design Can Do and the Reinventando a México Foundation, whose purpose is to promote social and technological innovation in Mexico.