



GENDERED
DESIGN IN
STEAM



Ciudad Juárez,
Chihuahua,
Mexico

ID61

Developing innovative urban design strategies to combat gender violence in Mexico



This project developed seminars with professors, undergraduate, and graduate students from a variety of disciplines in order to come up with innovative design approaches to the issue of gendered violence in Ciudad Juárez. The participants studied the literature on gendered violence in the city and created proposals for designs with gendered violence as the central focus, which included plans for bus stops, experiments in the use of storytelling in design research, and infographics on sexist attitudes among the design students at the university.



A seminar meeting in progress. Top left to right: Dr Janneth Mendoza, Dr Leonardo Moreno, Valeria Sánchez. Bottom left to right: Dr Erika A. Rogel Villalba, Zennia Ruiz.

Team

Erika A. Rogel Villalba
Principal Investigator
Social design, Crime prevention

Leonardo Moreno
Co-Principal Investigator
Interdisciplinary design approaches

Lourdes Ampudia
Co-Principal Investigator
Economy, Gender studies

Institution

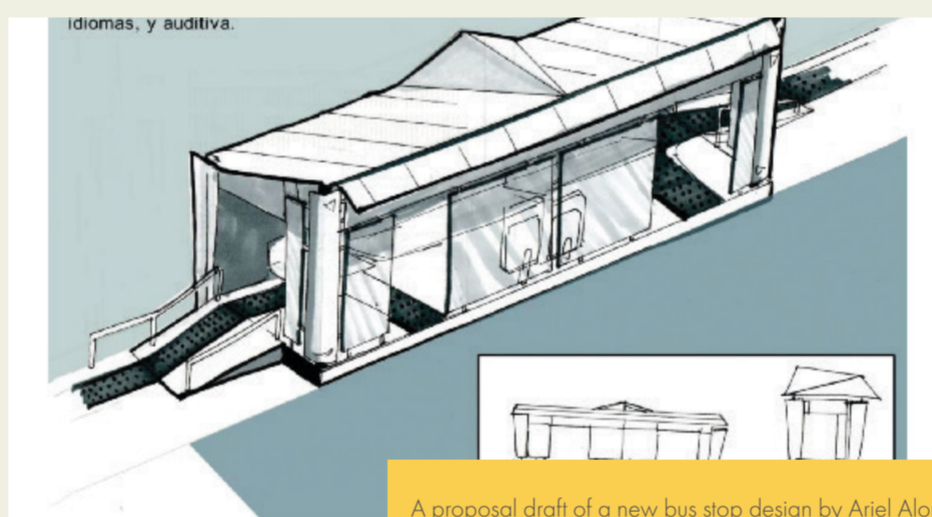
Universidad Autónoma Ciudad Juárez

Outcomes

- Academic output on their interdisciplinary approach to gendered design
- Twelve student proposals for designs combatting gendered violence in Ciudad Juárez in various forms (including sexism in the workplace or among peers, danger to women on public transportation or in the street)
- The mixed-level and interdisciplinary seminar itself, which is continuing to work collaboratively on issues of gendered violence in Ciudad Juárez.



Stills from video educating on everyday sexism created by Pamela Marina Nevárez González and Erika Rogel Villalba.



A proposal draft of a new bus stop design by Ariel Alonso de la Torre Ramos.



Top left to right: Dr Leonardo Moreno, Dr Lourdes Ampudia, Guadalupe Chihuahua Sida. Bottom left to right: Dr Erika A. Rogel Villalba, Zennia Ruiz, Raúl Alejandro Sarandingua.

“Design can do more than just cover products or create purchasing needs. If it can do that, then it also has the power to change ways of thinking, ways of working, ways of doing.”

— Erika A. Rogel Villalba

Methods

- Seminar meetings to define concepts of gender, sexism, and their relationship to urban space and design. The team was then split into two: one group which focused on public space and another which focused on social design
- Proposals by each team member based on the discussions and collective research, as well as further development of these proposals with ongoing feedback from the team.
- Empowerment of each member to share their analysis and contributions, regardless of university level or discipline. Emphasis was placed on creating a democratic and even seminar dynamic that did not privilege the professors participating.

Lessons & Future Directions

- The team has plans to collaborate more closely with local communities outside of academia in the future
- Broadening their network of Latin American scholars and designers tackling issues of gender
- Exploring how they can develop even further the interdisciplinary aspect of their project’s approach to gendered design.

Learn more



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