

Oscar Salinas Flores

Curriculum Summary

Born in 1950, he resides in Mexico City. He has a 45-year career in professional and academic activity, focused on three main areas of development: Professional Practice, Teaching and Academic Management, and Research.

Estudios

1988–1991	Doctorate in Architecture Specialisation in Theory and History Graduate Division of Architecture, Faculty of Architecture, UNAM
1981–1984	Master's Degree in Industrial Design Graduate Unit of Industrial Design, Graduate Division of Architecture, Faculty of Architecture, UNAM
1977–1978	Center for Educational Research and Services (CISE), UNAM
1971–1975	Bachelor's Degree in Industrial Design Industrial Design Programme, National School of Architecture, UNAM

Teaching and Academic Management

He is currently a tenured Full Professor (Category “C”), full-time, with PRIDE Level “D”, and has 44 years of academic service.

He has served as a career professor at the Faculty of Architecture, UNAM, since 1976. He has held various academic leadership roles, including Coordinator of the Centre for Industrial Design Research (CIDI), Secretary General of the Faculty of Architecture, and Coordinator of the Graduate Programme in Industrial Design at the same university.

He has taught the following courses:

- Design Studio
- History of Industrial Design
- Theory and History of Design
- Contemporary Art
- Cultural Models of Mexico

- Design Training Seminar / Theory and History of Design
- Design Training Seminar / Design and Technology
- Introduction to Research Projects / Theory and History of Design
- Research Training / Theory and History of Design
- Activities leading to the completion of undergraduate and master's degrees, as well as the Diploma in Furniture History and Furniture in Interior Design.

In the Graduate Programme in Industrial Design, he has led and coordinated various interdisciplinary research projects. He also oversaw the revision and adaptation of the Specialisation and Master's Degree Programmes in Industrial Design in 1996 and 2008.

He has served as a member of the review committees for the Centre for Industrial Design Research and the Graduate Division, as well as a member of the Editorial Committee and reviewer for PRIDE (Institutional Programme of Incentives for Tenured Professors) at the Faculty of Architecture, UNAM. He has been a juror for the National University Award and the National University Distinction for Young Scholars, and a member of the Graduate Studies Council at the same university.

Human Resources Development

He has served as supervisor and advisor for over one hundred undergraduate, master's, and doctoral thesis projects, as well as advisor for postdoctoral research. He has also supported and guided the awarding of numerous scholarships for postgraduate studies and academic or research residencies abroad, mentoring young designers who have gone on to excel in various professional fields under his guidance.

Professional Practice

He has 44 years of professional experience in design practice and consultancy, working as a consultant, designer, and partner in various companies, public institutions, and social organisations across multiple projects.

Until 2007, he was a collaborator and director at Corporación Milenio III S.A. de C.V., a company he founded in 1989, where he led projects for 16 years in industrial design, graphic design, interior design, and museum design.

Milenio III's client portfolio includes nearly 100 national and multinational companies, encompassing corporate groups, cultural institutions, and government agencies such as:

- **Multinational Companies:** Coca-Cola, BMW, Nissan Mexicana, Ford Motor de México, HP Invent, Compaq, Microsoft, Kimberly-Clark de México, American Express, Grupo Azur
- **Hotel Groups:** Camino Real Hotels, Grupo Posadas Hotels, Grupo Intercontinental Hotels, Grupo Starwood Hotels, J.W. Marriott Hotels
- **Mexican Business Groups:** Grupo Modelo, Industrias Bachoco, Liverpool, Grupo Cementos Moctezuma, Industrias Vitro, Grupo Gigante, Gamesa, Grupo Bimbo, Cooperativa Cruz Azul, CIE (Latin America's leading entertainment corporation), Grupo Arka, Grupo Alsea, Mexican Stock Exchange
- **Government Institutions:** Office of the President of Mexico, Airports and Auxiliary Services, National Lottery
- **Cultural Institutions:** Museo Nacional de Arte, Museo Tamayo, Museo y Centro Cultural Santo Domingo, Postal Museum, Franz Mayer Museum, and the National Council for Culture and the Arts (CONACULTA)

Milenio III has received over 20 national and international design awards, including the Quórum Design Award, the a! Diseño Award, and recognition at the National Design Biennial in Mexico. It also earned first place in the international category of the NAIC Nicholson Awards (National Association of Investors Corp.) for Outstanding Annual Report, as well as the Silver Winner at the INTERNATIONAL ARC AWARDS for The World's Best Annual Report (presented by the International Academy of Communications Arts and Sciences / MercComm, Inc)

Design Promotion

He has been President and founding member of CODIGRAM (College of Industrial and Graphic Designers of Mexico), Secretary and founding member of ALADI (Latin American Association of Industrial Design, Mexico chapter), and Vice President and founding member of the Mexican Design Academy.

He has taught courses and delivered more than 90 lectures at academic and professional events in Mexico and countries such as Argentina, Chile, Colombia, Cuba, Ecuador, Guatemala, Panama, Uruguay, Italy, Turkey, Spain, Portugal, Finland, England, Japan, Brazil, Belgium, Scotland, and Taiwan (China).

He has been a permanent member since 1999 of the International Committee Board of the International Conference of Design History and Design Studies (ICDHS). He is also a member of the Governing Council and Mexico's representative at the Ibero-American Design Biennial (BID) and the Ibero-American Meeting on Design Education, based in Madrid, Spain, since 2007. In addition, he was a founding member of the Board of Trustees and Advisory Council of the Design History Foundation, based in Barcelona, Spain, since 2006.

International Juror for the 23rd National Design Award of Brazil, São Paulo, Brazil, 2009

International Juror for the 2nd Edition of the Canary Islands Design Award, Spain, 2012

President of the Jury for the 8th National Design Biennial, Mexico, 2015

President of the Jury for the National Design Award “Diseña México”, in 2016, 2017, 2018, and 2019

Editorial Committees:

- Member of the Editorial Board of Bitácora-Arquitectura, Faculty of Architecture, UNAM
- Member of the Peer Review Committee of Academia XXII, the academic journal of the Graduate Programme in Architecture, UNAM
- Member of the Peer Review Committee of DADU, the academic journal of the Interinstitutional Doctorate in Architecture, Design, and Urbanism, Mexico
- Member of the International Advisory Board of ARCOS, a design journal based in São Paulo, Brazil
- Member of the Scientific Committee of I+DISEÑO, International Journal of Research, Innovation and Development in Design, University of Málaga, Spain
- Member of the Advisory Board of DESIGN DISCOURSE: Journal of Design History and Design Philosophy, published in Osaka, Japan
- Member of the Editorial Board of DESIGN & CULTURE, published in New York, USA, until 2016
- Reviewer for the Journal of Design History, Oxford University Press, in 2017
- He is also the Founder and General Director of Editorial DESIGNIO, Libros de Diseño, the first publishing house in Mexico specialising in design, with distribution across Latin America and Spain.

He has contributed essays and articles to various specialised design journals and publications, including México en el Diseño, Revista DX, Revista a! Diseño, Revista Exhibe, Bitácora-Arquitectura, Kepes, Grupo de estudio en diseño visual (Manizales, Colombia), InfoDesign (Brazilian Journal of Information Design, São Paulo), and AIS/Design. Storia e Ricerche (Association of Italian Design Historians, Milan, Italy).

Design Research

He is the author and co-author of the following books:

- *Diseño Industrial – Tecnología y Utilidades* / Co-author
FONEI, Mexico (1990)
- *Historia del Diseño Industrial*
Editorial Trillas, Mexico (1992)
- *Tecnología y Diseño en el México Prehispánico*
Published by CIDI and Faculty of Architecture, UNAM, Mexico (1996)
- Tres décadas enseñando. Crónica
Published by CIDI, Faculty of Architecture, UNAM (1999)
- La Enseñanza del Diseño Industrial en México
Published by SEP, CIEES, Mexico (2001)
- Clara Porset, Vida y Obra
Published by Faculty of Architecture, UNAM, Mexico (2001)
- ¿El diseño es arte? in *Arte ¿? Diseño* / Co-author
Editorial Gustavo Gili, Barcelona, Spain (2003)
- La problemática Latinoamericana en el Diseño de Muebles / Co-author
Ed. Argentinas, Buenos Aires, Argentina (2004)
- ¿Historia del diseño, para qué? in *Las rutas del diseño* / Co-author
Editorial Designio, Mexico (2005)
- Inventando un México Moderno. El Diseño de Clara Porset
Coordinator and chapter “La obra de una vida”
Published by UNAM, Museo Franz Mayer and Editorial Turner, Mexico (2006)
- Tecnología y Diseño en el México Prehispánico (1995).
Revised and expanded edition, Editorial Designio, Mexico (2010)
- Diseño e historia. Tiempo, lugar y discurso / Co-author
Chapter: La construcción de la historia en el diseño
Editorial Designio / Design History Foundation, Mexico (2010)
- Xavier Guerrero, De Piedra Completa / Co-author
Chapter: Xavier Guerrero, diseñador
Conaculta, INBA, Mexico (2012)
- Diseño Industrial. Formación, Propósitos y Acciones / Compiler
Texts FA Collection, Faculty of Architecture, UNAM, Mexico (2013)
- Las Artes y el Diseño frente a un mundo complejo / Co-author
Chapter: Más allá de la Bauhaus. La creación fecunda de los Albers en México
Faculty of Arts and Design, UNAM, Mexico (2019)
- DISEÑO, Estado de Madurez y Desarrollo en Latinoamérica y el Caribe /
Co-author. Ediciones Universidad Tecnológica Metropolitana, Santiago, Chile
(2020)

- Franquismo y Diseño. Dificultades y paradojas de la modernización en España / Co-author Chapter: Por Franco. La diáspora del talento español a México Experimenta Libros, Design History Foundation (FHD), Madrid, Spain (2020)

Organisations

Joined the National System of Researchers of the National Council of Science and Technology of Mexico (CONACYT) in 1992.

Coordinator of the project Inventando un México Moderno: El diseño de Clara Porset (2005–2006), UNAM/Museo Franz Mayer; responsible for curatorship, exhibition design, and book catalogue editing.

Member of the Design Summit international research group, founded in Sussex, England, by the editors of the research journal Design Issues in 2007.

Contributor to the research project Words for Design: Comparative Etymology and Terminology of Design and its Equivalents, funded by the Japan Society for the Promotion of Science (JSPS), Grant-in-Aid for Scientific Research (2007–2009), co-ordinated by Osaka University and the Sainsbury Institute for the Study of Japanese Arts and Cultures, Sainsbury Centre for Visual Arts, Norwich, U.K.

Coordinator of the ECOVIA project, a multifunctional ecological vehicle—the first hydrogen-powered automobile in Mexico—funded by UNAM as part of the macro-project University City and Energy.

Coordinator of the documentary compilation project for the creation of the Clara Porset Archive, based at the Clara Porset Library in the Centre for Industrial Design Research (CIDI), UNAM.

Coordinator of the documentary compilation project for the future Horacio Durán Archive, to be housed at CIADA (Design and Architecture Information Centre), Graduate Unit, University City, UNAM.

Member of the Ibero-American Design Research Network (RIDID), Madrid, Spain, since 2019.

Honours & Distinctions

- Founder, President, Vice President, and President of the Board of Honour of the College of Industrial and Graphic Designers of Mexico (CODIGRAM)
- Vice President of the Mexican Design Academy

- Secretary and founding member of the Latin American Association of Industrial Design (ALADI), Mexico chapter
- First designer admitted to the National System of Researchers of the National Council of Science and Technology of Mexico (CONACYT) in 1992
- Founder and General Director of Editorial DESIGNIO, Libros de Diseño, the first publishing house in Mexico specialised in design, promoting research and the development of Mexican and Ibero-American authors in the field
- First industrial designer to join and help found the Interinstitutional Committees for the Evaluation of Higher Education (CIEES) in Mexico in the area of Architecture, Design, and Urbanism, through which he has evaluated and advised nearly 70 institutions on academic programmes and organisational development since 1994

Scientific Committee Member at Major Conferences:

- 3rd ICDHS, Istanbul, Turkey (2002)
- 4th ICDHS, Guadalajara, Mexico (2004)
- 2nd International Meeting of Design, Lisbon, Portugal (2005)
- 7th ICDHS, Brussels, Belgium (2010)
- Design History Annual Conference, Barcelona, Spain (2011)
- 8th ICDHS, São Paulo, Brazil (2012)
- 9th ICDHS, Aveiro, Portugal (2014)
- 11th Design and Design History Society Symposium, Izmir, Turkey (2016)
- 10th ICDHS, Taipei, Taiwan (2016)
- 11th ICDHS, Barcelona, Spain (2018)
- 8th BID Meeting of Design Education Centres, Madrid, Spain (2019)
- 12th ICDHS, Zagreb, Croatia (2020)
- Member of the Board of Trustees and Executive Council of the Design History Foundation, Barcelona, Spain (2006–2015); currently serves on its Permanent Advisory Board
- Visiting Professor in Design at the University of Barcelona, Catalonia, Spain (2010–2011)
- Honoured as Guest Professor under the Special Teaching Category at the Higher Institute of Design, National Design Office and Ministry of Higher Education, Havana, Cuba (2009)
- Visiting Professor at the University of Brighton, United Kingdom, for three years (2011–2013), teaching in the School of Arts and Design
- Member of the Governing Board of the Universidad Autónoma Metropolitana (UAM), responsible for appointing the General Rector, unit rectors, and board members (2004–2011)
- President of the Academic Advisory Council, Faculty of Design, UPAEP (Popular Autonomous University of the State of Puebla), 2021

Institutional Participation

- Representative of the Arts and Humanities tutors, UNAM, on the Graduate Studies Council (2008–2010)
- Elected representative of faculty members on the Graduate Review Committee (DEPFA), Faculty of Architecture (2018–2019)
- Representative of the Director on the Review Committee of the Centre for Industrial Design Research, Faculty of Architecture (2018–2019)
- Representative of the Theory and History knowledge area tutors on the Academic Committee of the Graduate Programme in Industrial Design, Faculty of Architecture (until 2019)
- Representative of the Graduate Programme in Industrial Design on the Library Committee, Faculty of Architecture

Honours at UNAM

- Awarded the Gabino Barreda Medal for Academic Merit for graduating with the highest GPA in his master's programme
- Awarded the Gabino Barreda Medal for Academic Merit for graduating with the highest GPA in his doctoral programme
- First recipient of the National University Distinction for Young Academics in the area of Architecture and Design, UNAM (1990)
- Recipient of the National University Award in the area of Architecture and Design, UNAM (2008)

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