





WOMEN



SELF- MANAGED

We are a **multidisciplinary design cooperative**, based in Buenos Aires / Argentina who specializes in **graphic, product and audio-visual design**.

Founded in 2011 as a self-managed, all-women studio and working mainly with social economy organizations such as cooperatives, recovered factories, feminist and LGBTQ+ movements, Indigenous artisan groups, grassroots communities, activists, NGOs, and collectives from **Argentina and around the world**.

Our Method



Our practice is grounded in collective decision-making, open dialogue, and participatory processes. We believe in partnering with clients and other teams, embracing the unique context of each project to deliver meaningful and socially engaged design solutions.



Gender

Intersectionality

Diversity

Indigenous Rights

Human Rights

Accessibility



QOM / Lashepi Alpi

A joint project with the QOM artisan women of J. J. Castelli, Chaco. It began with building a bond and learning the ancestral technique of palm leaf weaving. It was incorporated into design as a tool with the goal of making their work visible and improving working conditions.

We jointly designed a series of palm leaf products, incorporating straps, creating an identity design for their collective, incorporating tools to optimize production processes, and training the youngest women in the use of digital tools for dissemination and marketing. During the process, a working group was formed, and through a participatory methodology,

information, learning, and collective agreements were expanded. Today, the palm leaf has also been declared of municipal interest, a measure that helps preserve these plants from deforestation.

WINNER IBERO - AMERICAN DESIGN BIENNIAL
CROSS-DISCIPLINARY DESIGN AWARD - DESIGN FOR
DEVELOPMENT/SPANISH COOPERATION



Qom / Lashepi Alpi

Branding

Product design: Palm leaf bags, bicycle basket and table set

Workspace layout

Communication strategy

Photography

Video

Argentina





Gozar - Condom for vulvas

We designed and developed a line of condoms specifically for people with vulvas, with the goal of preventing sexually transmitted infections (STIs) during oral sex, penetration/vagination, and genital rubbing, as well as for contraception.

The "Gozar" project was carried out in collaboration with the Vulva Condom Project (PPV), incorporating condom design as a strategic innovation factor in the health field and proposing a significant improvement in the quality of life of a large portion of the population in terms of access to their reproductive rights, information, and non-discrimination.

www.gozarpreservativo.com.ar



Gozar

Branding

Communication Strategy

Web Design

Illustration

Product Design and Packaging Design

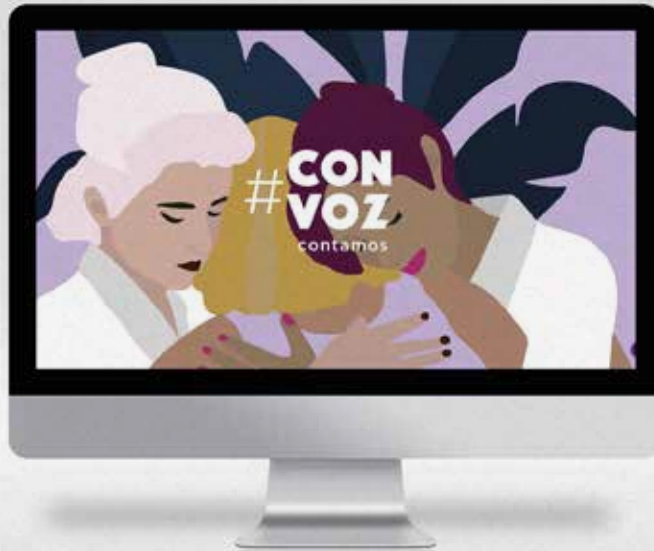
Argentina



www.gozarpreservativo.com.ar

QUEREMOS
PODER ELEGIR,
QUEREMOS
PODER CUIDARNOS,
QUEREMOS GOZAR.



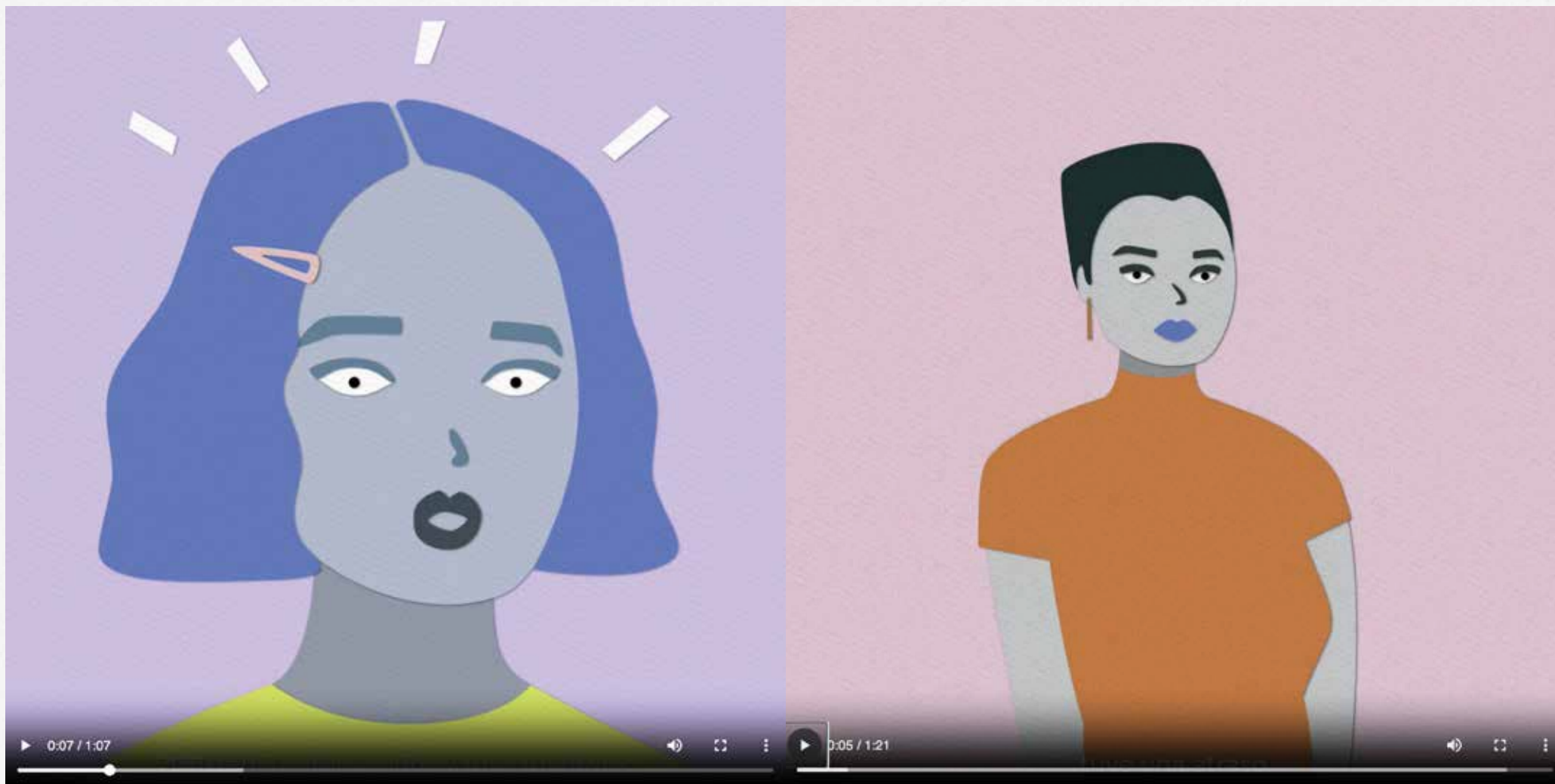


<https://www.convoz.sutty.nl>



Con voz contamos - REDAAS y ELA

“Con Voz Contamos” is a platform that tells true stories of barriers to or denial of access to abortion, carried out by REDAAS (Argentine Safe Abortion Access Network) and ELA (Latin American Team for Justice and Gender). We designed the campaign, the graphic identity of the digital platform, illustrated the characters, and animated the audiovisual pieces that tell the stories. We worked under the mottos of respect and listening to achieve a design that does not reproduce stereotypes and can convey the plurality of voices and the sensitivity in these stories.



Con voz contamos

Identity

Web

Communication

Illustration

Animation

Argentina - Latin America

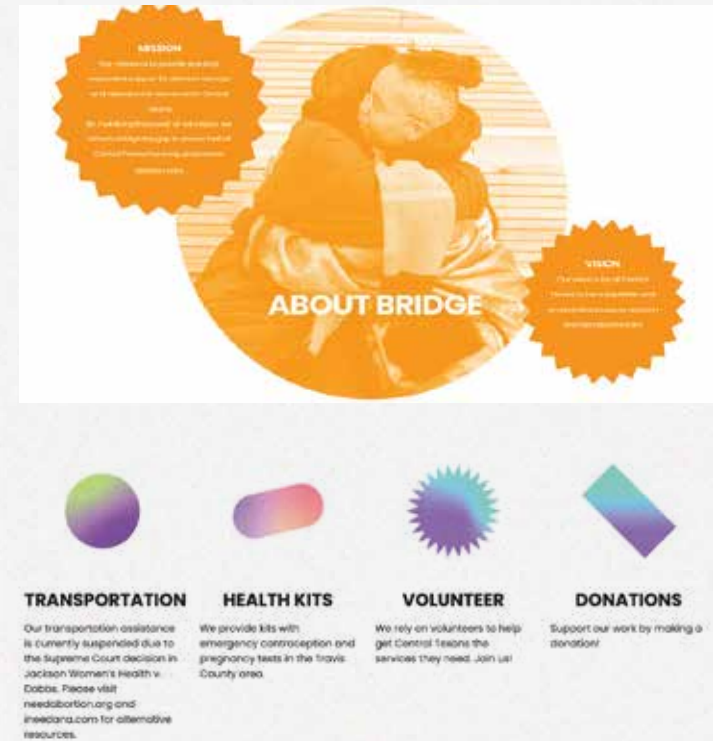


<https://thebridgecollective.org/>

The Bridge Collective

We designed the graphic identity and website for Bridge Collective, a collective with the mission of providing assistance, resources, and support for access to reproductive health care for women and dissidents in Texas, USA.

The entire process, from the design of the visual identity, to the website architecture, and its design, was carried out in a participatory manner with various members of this collective.





THE BRIDGE COLLECTIVE

The Bridge Collective

Branding

Web Design

USA

Una campaña de comunicación feminista para fomentar el cooperativismo.

Porque asociadas construimos sociedades más justas, libres y plenas.

<https://asociadas.coop/>

Asociate a la campaña



Asociadas nos queremos

Together with seven design cooperatives from Uruguay, Colombia, Argentina, and Catalonia, we designed and promoted the feminist communication campaign "Associates We Love Each Other" as part of March 8th. Social and solidarity economy organizations create socioeconomic spaces that respect people and the environment. This is a model based on cooperation, committed to care, the environment, and development. A form of organization that works and responds to crises.

Intercooperative project developed with:

Subte
MediaRed
El Far
La Sembra
Coombo
Dies d'agost
El Maizal



Asociadas nos queremos

Visual Identity

Campaign Co-Design

Flyers

Argentina - Uruguay - Colombia - Catalunya



Ciudades del cuidado - Rosa Luxemburgo

We designed and illustrated the website for "Cities of Care," a collaborative project between the IfG, Global Feminisms, and the Madrid office of the Rosa Luxemburg Foundation. We graphically captured the project's core values and working principles. What would a city look like that put the needs of its inhabitants, especially those who are often forgotten today, at the center? How could we put this vision into practice?



Ciudades del cuidado

Web Design

Illustration

Alemania

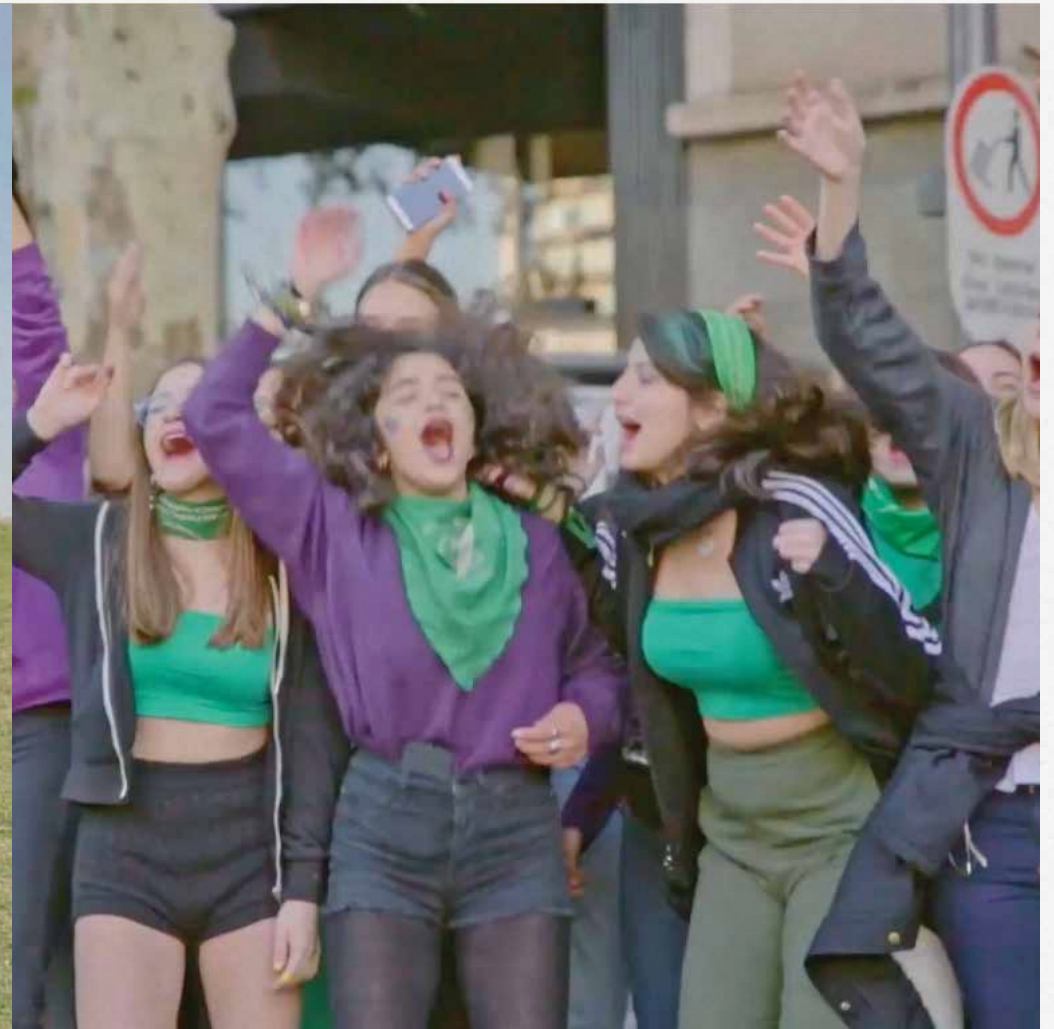
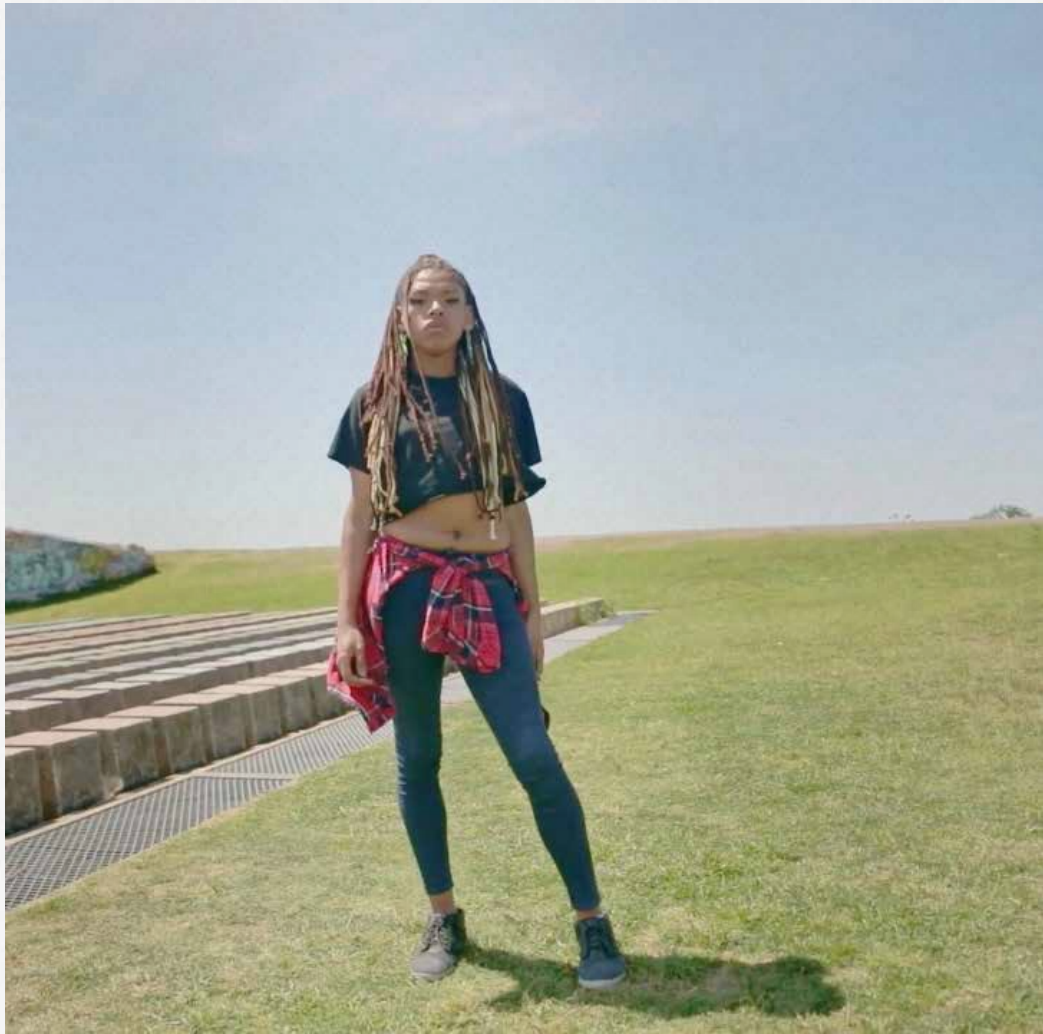
<https://www.sorgende-staedte.org>



Pibxs - Serie de TV

"Pibxs" is a series conceived, co-produced, and co-directed by Cooperativa de Diseño and the production company la Vaca Bonsai. It aired in 2019 on Canal Encuentro. It explores how young people (de)construct their gender identity and develop their own perspectives to transform social issues.

From love and family to violence and the connection with one's own body, these 10 episodes chronicle a generation of young people who, for the first time, are taking a reverse journey and entering politics through feminism.



Pibxs

Idea, co-direction, co-production, and visual identity

Audiovisual

Argentina

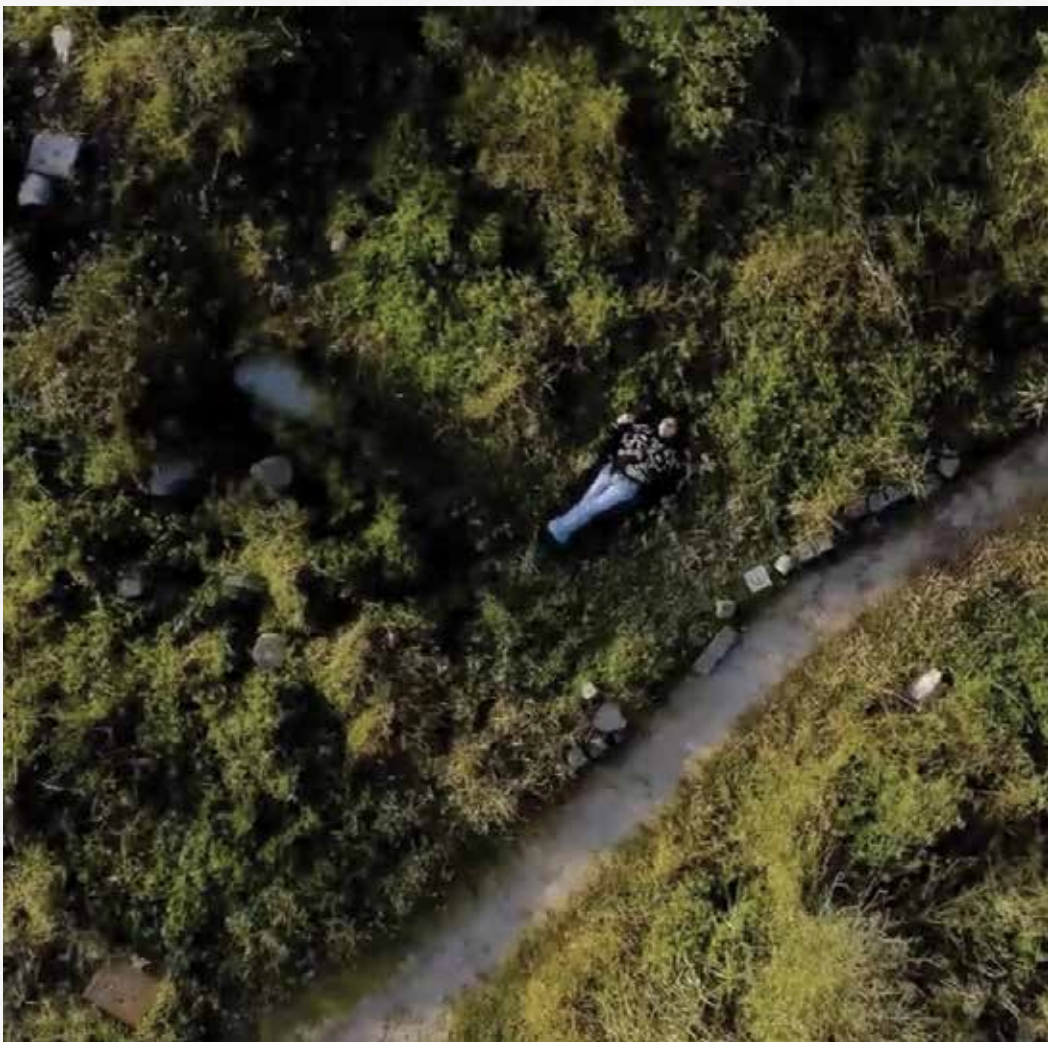
<https://www.cooperativadedisenio.com/pibxs>



Plurinacional - Audiovisual accesible

We conceived, directed, and produced Plurinacional, an accessible audiovisual series that explores and celebrates the cultural diversity shaping our nation. Challenging dominant narratives of a singular national identity, the series amplifies the voices of 36 Indigenous peoples of Argentina. Through firsthand accounts, the series sheds light on the everyday and historic struggles these communities face while celebrating their rich traditions, identities, and resilience.

Official Selection - "18va MUESTRA CINE+VIDEO INDÍGENA -
Museo Precolombino- Chile- 2024



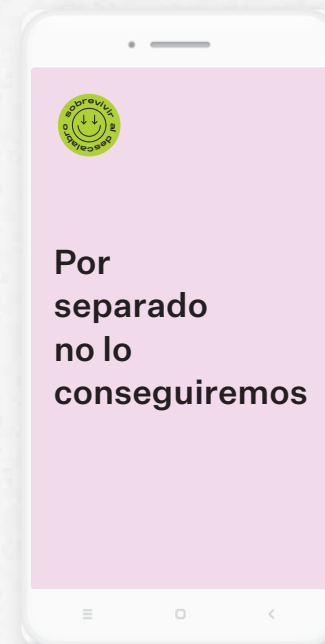
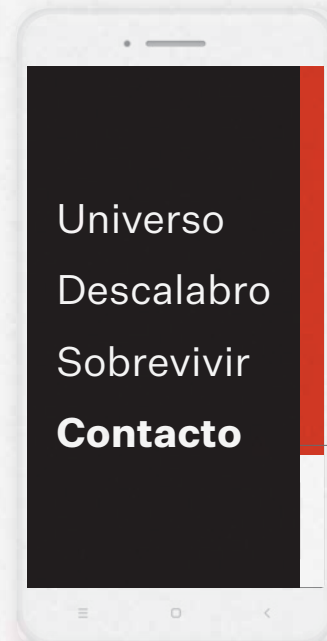
Plurinacional
Identity
Idea, direction, and production
Argentina

<https://cooperativadedisenio.com/pluri/>



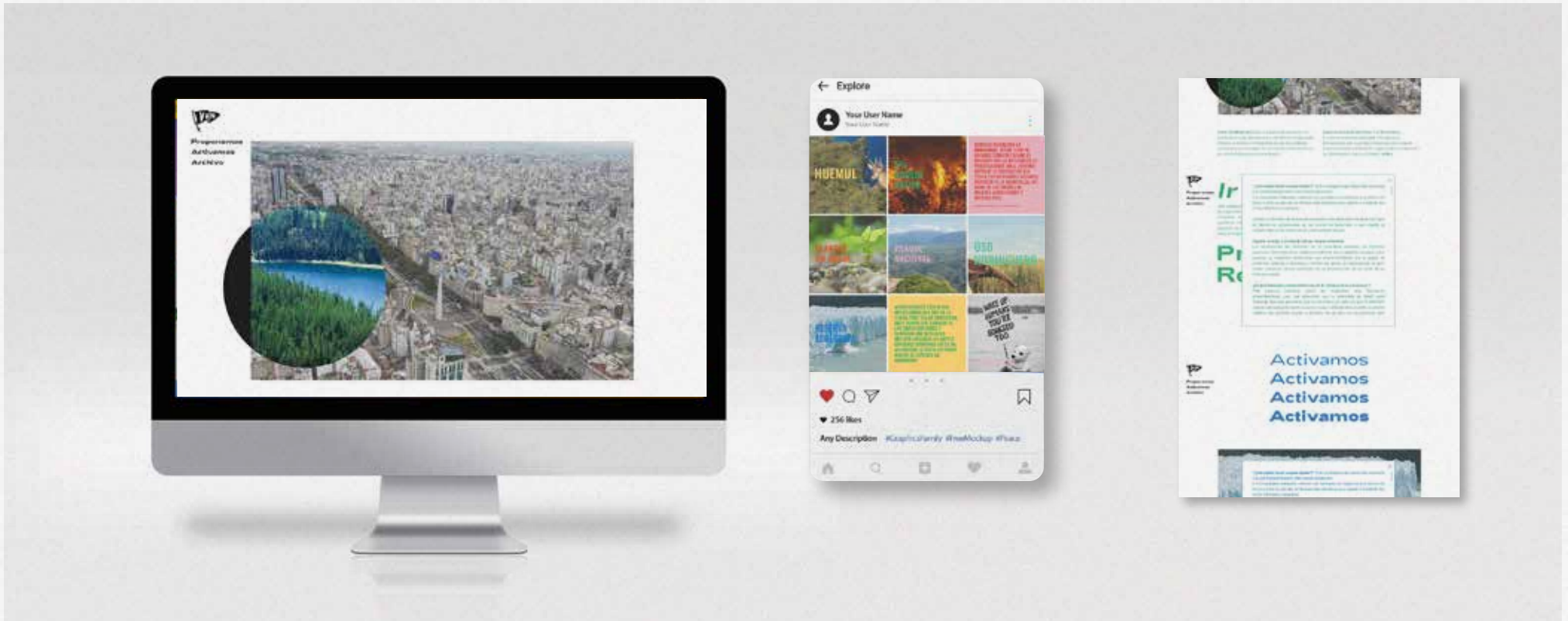
Sobrevivir al descalabro

Surviving the Disaster (SAD) is a free-to-access web series and podcast featuring interviews with prominent figures from diverse backgrounds and latitudes, focusing on topics related to the ecological and social transition: food sovereignty and autonomy, ecofeminism, decolonial thought, good living, degrowth perspectives, and scenarios for the likely collapse of industrial society. We designed the project's visual identity, dossier, website, and animated advertising, giving the message an engaging and encouraging tone.



SAD
Identidad
Web
España

<http://www.sobreviviraldescalabro.org>



Volver a la Naturaleza -VAN-

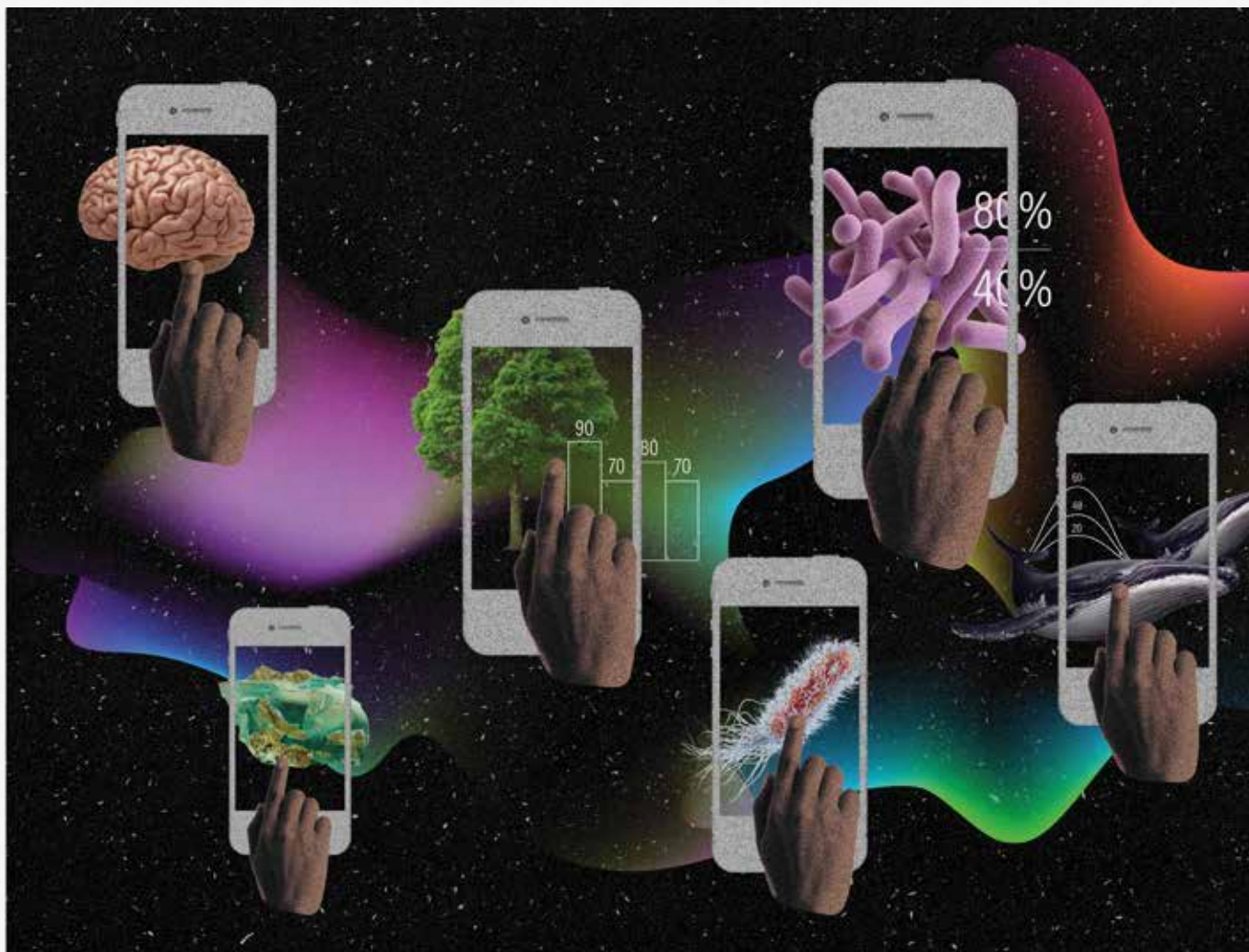
Visual identity design, web design, and social media communication strategy for Back to Nature (VAN), a meeting space where activists, thinkers, and scientists come together to spread the word about the beauty and fragility of natural ecosystems and work to reverse the climate and ecological crisis that threatens us. Visiting natural ecosystems, protecting them, and restoring them are some of the proposals to inspire new models of regenerative development for the benefit of our planet.

<https://www.van.sutty.nl>



Comunes Colaborativos - Ciencia en Común

Together with the Maizal Cooperative, we co-produced and directed two series for Pulsar, the R&D&I Agency's digital platform. "Collaborative Commons" and "Science in Common" aim to disseminate scientific content related to citizens, with a commitment to society and the common good as their core value. We provided the graphic identity, illustrations, animations, script, and editing, in addition to project coordination.



Comunes Colaborativos - Ciencia en Común

Co-production

Visual identity

Graphic design

Illustration

Art direction

Argentina

<https://www.puls.ar/>



**KNOWLEDGE
EQUITY LAB
VIRTUAL LAUNCH!**

Join us to celebrate projects that advance knowledge inclusion, epistemic diversity, and the centering of underrepresented knowledge for social justice and social change!

www.KnowledgeEquityLab.ca

YOU ARE INVITED!
Sept 24th
7-8 PM Formal Launch
8-9 PM Post-Launch Social

Register here
<https://tinyurl.com/LaunchKEL>



Knowledge Equity Lab

For the launch of Knowledge Equity Lab (KEL), we designed the visual identity, social media applications, script, illustration, and animation for the video. We used participatory methodologies, working with more than 20 researchers from around the world to develop the guiding concepts for the identity and content for the video and website. This initiative is led by the Department of Global Development Studies at the University of Toronto.



Knowledge Equity Lab

Visual Identity

Illustration

Animation

Canada

We work with:



Conferences

2023. 

Construir el Diseño Desde y para el Pueblo
INVAP - Investigación Aplicada S.E.

Diseñx Para La Liberación

Encuentro de Diseño Gráfico e Industrial Di'seña, FAPyD | UNR

Design And Cooperativism

Feminist Designer Social Club, Korea

Future Is Cooperative

Futuress

2022. 

Proyecto Gozar - Preservativo Para Personas Con Vulva
Congreso GADU, FADU-UBA, Buenos Aires, Argentina

Cooperativa De Diseño En 60 Años De Diseño FAU

FAU - Unlp, Buenos Aires, Argentina

Design From and For the People

Red River College Polytechnic, Canada

Design From and For the People

By Design or by Disaster, University of Bolzano, Italy

2021. 

Design From and For the People
Museum of Modern Art in Warsaw

2020. 

El Diseño Es Cooperativo Y Solidario // Red De Cooperativas De Diseño
Feria Del Centro, Argentina

Mujeres En La Industria // Hay FuturaFinde Diseño, Argentina

Conversaciones De Diseño #24

Argentina

Mujeres En La Economía Popular

Conappu, San Juan, Argentina

Panel: ¿Es posible una matriz productiva a favor del pueblo?

Encuentro Plurinacional De La Militancia, Argentina

Experiencia Latinoamericana: Cooperativismo Y Organización Social Contrahegemónica.

Diálogo Bien Común, Chile

Diálogos Asociativos Enedi

Encuentro Nacional De Estudiantes De Diseño, Chile

Artesanía Resiliente

Cidap, Ecuador

Semana Del Diseño

Adipa - Asociación De Diseñadores Pampeanos, Argentina

Diseñx Para La Liberación

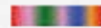
Unicen - Yo No Quiero Volverme Tan Locx, Argentina

Diseño Desde Y Para El Pueblo

Impactuy, Uruguay

Experiencias Colectivas De Diseño

Charlas Futuras 01, Por Abigail Schreider

2019. 

Seminario Internacional De Innovación En La Artesanía 2019
Lima, Perú

Duy '19 Evento Anual De Diseño

Montevideo, Uruguay

Safari / Travesía Creativa

Salta, Argentina

Xvii Seminario Internacional De Artesanía

Santiago de Chile, Chile

Sexto Congreso Latinoamericano Reddisur. "Diseño Y Género En Latinoamérica"

Misiones, Argentina

Bienal Fadu 2019

Buenos Aires, Argentina

Jornada De Diseño Social y Cooperativo

Córdoba, Argentina

Ardis - Semana del Diseño para la Artesanía

Cuenca, Ecuador

Bienal Iberoamericana de Diseño 2018

Madrid, España

2018. 

Di:Ex - Diseño: Experiencias de diseño que nos transforman

Rafaela, Argentina

Pingos | Experiencias de Diseño Cooperativo en el Territorio

Buenos aires, Argentina

2017. 

Re Pensar Diseño

Córdoba, Argentina

11º conferencia CMD disruptivo/constructivo/innovativo

Buenos aires, Argentina

MICA 2017

Buenos aires, Argentina

Congreso DISUR 2017 dimensión política del diseño en latinoamérica. Debates y desafíos.

Mendoza, Argentina

5º Encuentro Latinoamericano de Food Design

Buenos aires, Argentina

Primeras Jornadas de Diseño Crítico

Mendoza, Argentina

Procesos creativos colectivos en la industria del diseño

Buenos aires, Argentina

2016. 

TRIMARCHI - Encuentro Internacional de Diseño
Mar del Plata, Argentina

Taller para emprendedores y nuevas empresas de Diseño

CDU, Cámara de Diseño de Uruguay en Montevideo

2015. 

Congreso NEACTIVA - 4º Encuentro de Diseño e Industrias Creativas

Facultad de Arquitectura y Urbanismo, Universidad Nacional del Nordeste (UNNE), Argentina

2014. 

ENEBA - Encuentro Nacional de Estudiantes de Bellas Artes
Facultad de Humanidades, Universidad Nacional de La Plata, Argentina

11º Jornada de Diseño Industrial. Diseño Sustentable

Universidad de Palermo, CABA, Argentina

Jornadas por el 25º Aniversario de la carrera de Imagen y Sonido

Facultad de Arquitectura, Diseño y Urbanismo, Universidad de Buenos Aires, Argentina

Published in:

Economies of Design

Guy Julier

SAGE Publications

Diseño Social - Ensayos sobre Diseño Social en Argentina (2000-2018)

María Ledesma y María Laura Nieto (compiladoras)

Prometeo Libros

Diseño Gráfico Argentino 2000 - 2020

Fabián Muggeri

Caps Lock - How capitalism took hold of graphic design, and how to escape from it

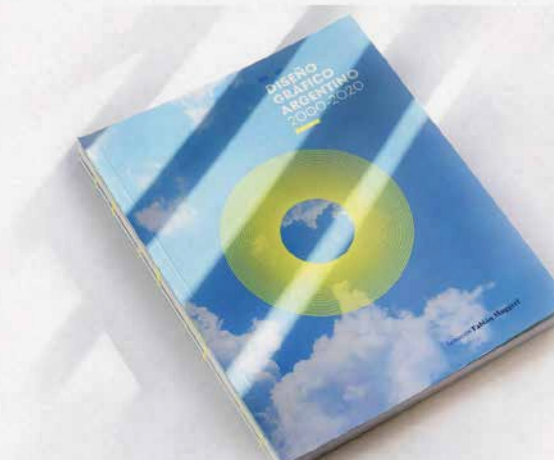
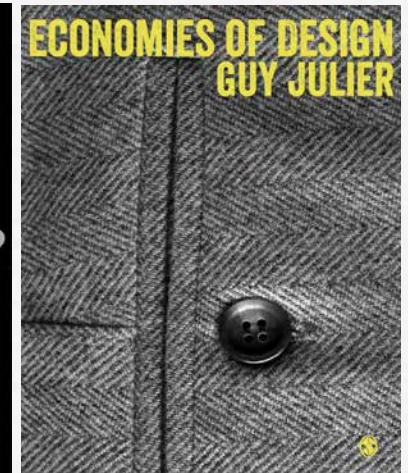
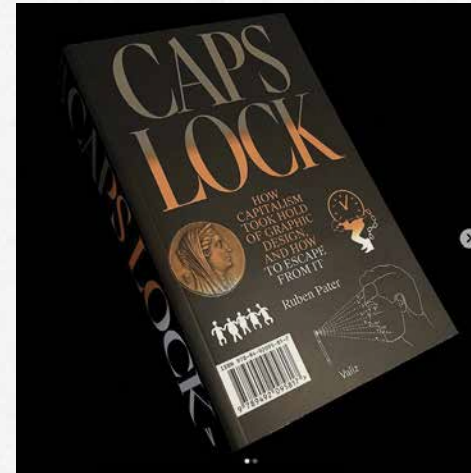
Ruben Pater

Valiz

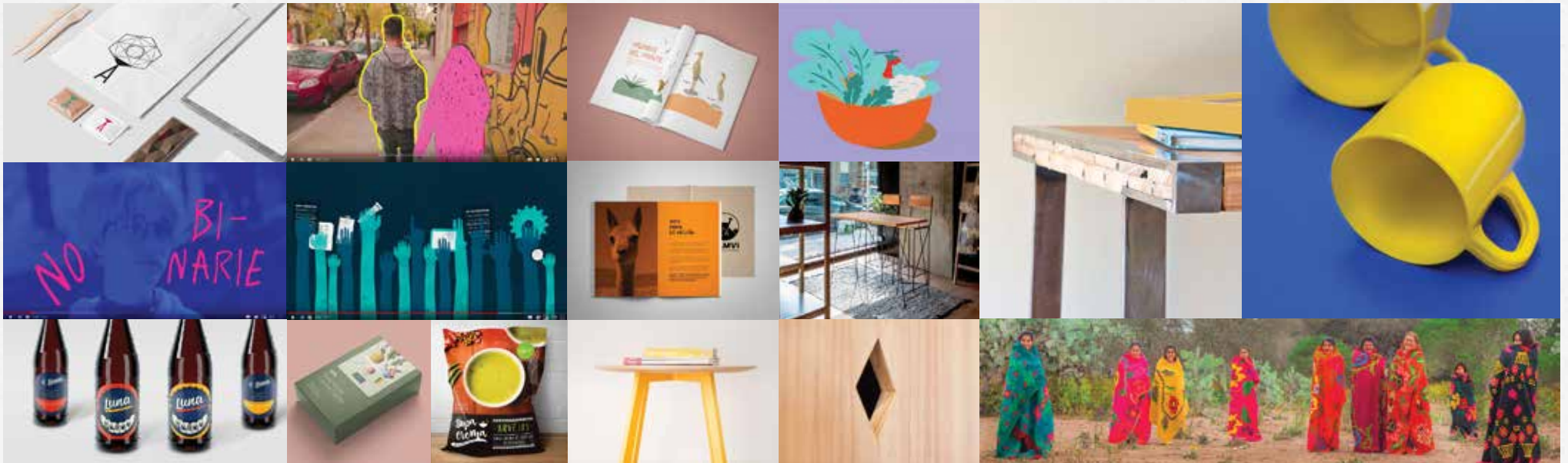
Diseño y género: voces proyectuales urgentes

Manuela Roth Ignacio Ravazzoli (compiladores)

2021 - Editorial Nobuko



Want to see more?





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📱 @cooperativadedisenio

🌐 <https://www.cooperativadedisenio.com>

<https://www.behance.net/cooperativadedisenio>