

Roberto Iñiguez Flores

Dean

School of Architecture, Art and Design
Tecnológico de Monterrey



He currently leads the School of Architecture Art and Design, Tecnológico de Monterrey in México, a national scale project that has operations in 19 cities with undergraduate and graduate programs in Architecture, Design, Digital Arts and Urbanism. His responsibilities include the academic quality assurance, the research and knowledge generation activities, and the school's positive impact in their communities.

Through the creation of strategies on a national and local scale, he has led the development of projects for the transformation of cities, to tackle the challenges and improve people's quality of life; projects linked to Art, to promote experimentation, artistic production and contribute to students' human flourishing and others related to Design for Value, motivating companies to innovate, through creative leadership in design, and entrepreneurs to develop.

His work at the institution has allowed him to develop corporate and social partnerships for the School with important national and international partners such as Google, Whirlpool, Samsung, CEMEX, Apple, Wacom and Discovery Networks, among others.

Since its foundation, in 2016, the School has been at the top of the QS Ranking by Subject in Latin America. It belongs to organizations as the International Association of Universities and Colleges of Art, Design and Media (CUMULUS), the World Design Organization (WDO), the Association of Collegiate Schools of Architecture (ACSA), UN-Habitat and the Association of Architecture Teaching Institutions of Mexico (ASINEA). Students and graduates are highly recommended by employers around the globe and many more are entrepreneurs. They have exhibit in the most important Design and Architecture fairs in like Salone del Mobile-Milan, Chicago Architecture Biennial, Venice Architecture Biennial, Dubai Design Week, Shanghai Design Week, Wanted Design-New York, Bienal Iberoamericana del Diseño, and won important international awards for sustainability, innovation and entrepreneurship, such as the Hult Prize or the iF Design Talent Award.

With Campus in 26 cities, more than 91 thousand students and 10 thousand teachers, Tecnológico de Monterrey is the #1 Private University in Latin America and #155 in the world, according to the QS University Rankings 2021. An institution dedicated to educate leaders with an entrepreneurial spirit, a humanistic perspective and internationally competitive.

PROFESSIONAL EXPERIENCE:

Designer with 20 years of experience in product innovation. Consultant for design strategies and innovation methods for global companies such as: Fiat Cars, Alfa Romeo, Audi, Volkswagen, United Nations, Mammut, Elica, Continental, Coca Cola, Ferrero Rocher, etc. He has led and organized several inter-institutional initiatives for industrial sectors in Mexico like automotive, fashion, information technologies, tourism and crafts, always oriented to use design as catalyst for innovation and wellbeing.

RESEARCH:

His research focuses on the Advanced Design Cultures, with particular interest on anticipation processes, the relation between systems and design, and how individuals and organizations develop “advanced” design competencies. He is part of the the C+Lab – Cities Laboratory (<https://c-lab.com.mx/>) with the aim of linking research and education with positive impact to communities along Mexico.

ACADEMIC APPOINTMENTS:

- Founder of the Industrial Design Program (2003) and 1st Program Director (2003 – 2007), Tecnológico de Monterrey, Guadalajara Campus (2003).
- Founder of the Advanced Design Center (2005).
- Chair of the Industrial Design Department, Tecnológico de Monterrey, Guadalajara Campus (2004 – 2010).
- Director, School of Engineering, Architecture and Health, Tecnológico de Monterrey, Guadalajara Campus (2013– 2016).
- Dean, School of Architecture, Art and Design, Tecnológico de Monterrey (2016-).

ORGANIZATIONS:

- Member. International Association of Universities and Colleges of Art, Design and Media (CUMULUS).
- Member of World Design Organization (WDO).
- Member of Association of Collegiate Schools of Architecture (ACSA).
- International Delegate, London Design Embassy, United Kingdom.
- Member of the Latin Design Network.
- Member, POLE Academic Platform, University of Applied Sciences of Northwestern Switzerland, Switzerland.
- International Ambassador, Bologna University.
- Jury of the National Design Prize, Diseña México.
- Jury, Architecture and Interiors National Prize – Asociación de Arquitectos e Interioristas de Mexico.
- Advisor, DICEN - Center for Innovation and Design Promotion of Jalisco State.
- Advisor Comitee, International Congress of Cultural and Creative Industries, Culture Chamber of Jalisco State.

ACADEMIC AND SCIENTIFIC INVITATIONS:

- International Reviewer, National Evaluation System for the University Research System (ANVUR), Italy.
- Scientific Board, DIID Scientific Design Journal.
- Scientific Comitee, INDITEC: Innovation and Design for SMEs Congress.
- Scientific Comitee, International Forum of Design as a Process.
- Scientific Comitee, System and Design Congress.
- Chapter Coordinator, Conference of the European Academy of Design.
- International Board of Reviewers, DRS Learn x Design of the International Conference for Design Education Researchers.

EDUCATION:

- PhD: Design and Industrial Management, Universitat Politècnica de Valencia, Spain.
- Máster degree: Design Management and New Product Development, Universitat Politècnica de Valencia, Spain.
- Bachelor in Industrial Design: Universidad de Guadalajara, Mexico.

RECENT PUBLICATIONS - KEYNOTES:

- El Diseño que Viene/The Design to Come Book: www.eldisenoqueviene.mx
Iñiguez Flores, R., Klemmann Jaramillo C.P., Diaz Barragan, A., (2021) *El Diseño que viene/The Design to come*. México: Instituto Tecnológico y de Estudios Superiores de Monterrey.
- The Design to come Keynote: 15th International Conference on Design Principles and Practices: <https://www.youtube.com/watch?v=FTeULw0sOj0>

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