

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

By the year **2000** ...

Luis Felipe Guzmán

PORTFOLIO

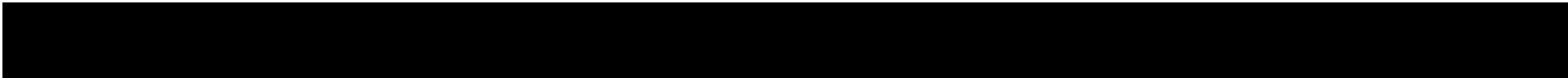
luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



New York



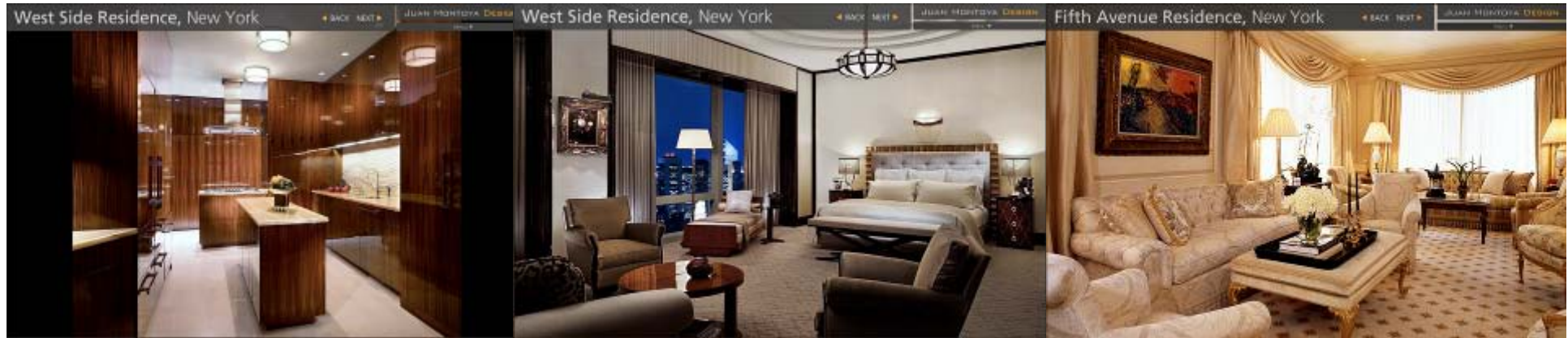
Luis Felipe Guzmán

PORTFOLIO

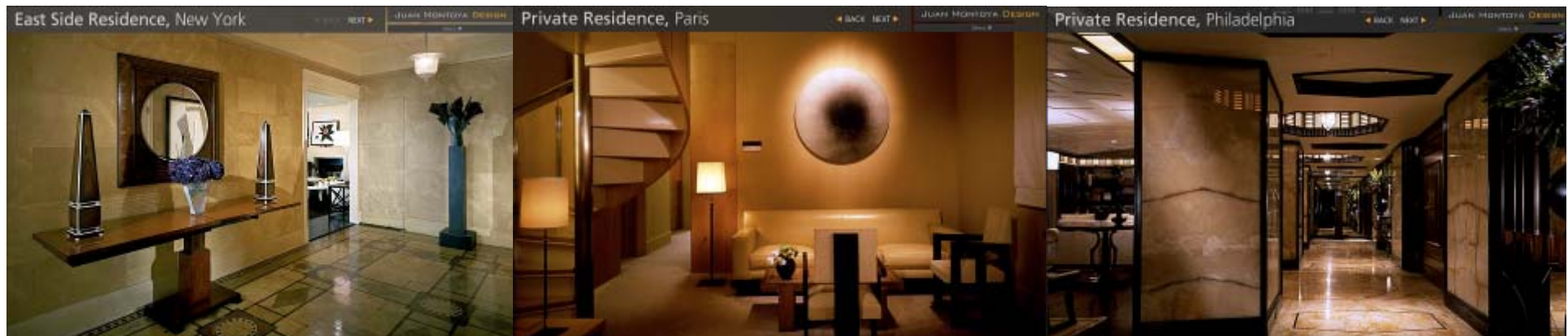
luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



high-end residential, interior design firm
Key Biscayne, NYC, Montreal, Miami, Paris



Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

After finishing my **collaboration**...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

I worked at a company during 8 very enriching **years**...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



**BO
GO
TA**



Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

Starting in the **sales** department as a designer ...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

Later I passed through **marketing**...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

constructing **corporate Image**...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



General technical notes

EXHIBITION

Physical requirements

Facades

Lighting

systems

Utilities

Signs

Furniture

Logo

Isolation &

ventilation

Location criteria

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

And also designing and setting up
trade shows were important...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



FERIA QUITO CONSTRUCCIÓN 2006
XIII Exhibición Internacional de la Construcción, Decoración y Vivienda

Luis Felipe Guzmán

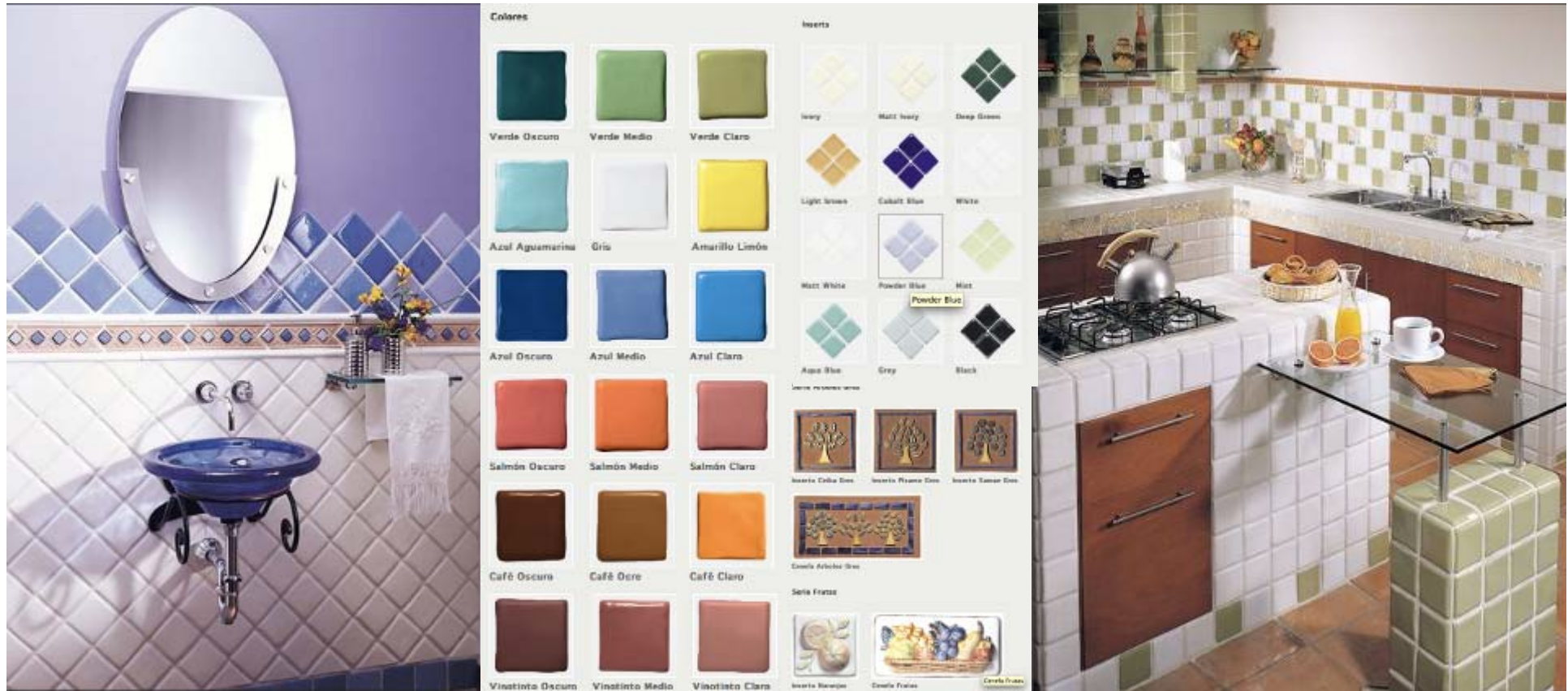
PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

Sometimes helping in **product development...**



Fatto smalto

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

And finally I stayed as a **project manager...**

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

Designing, planning, constructing, and launching ...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



Luis Felipe Guzmán

PORTFOLIO

luisfeliguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

Some other designs are part from a **36.000 mt²** project bank...

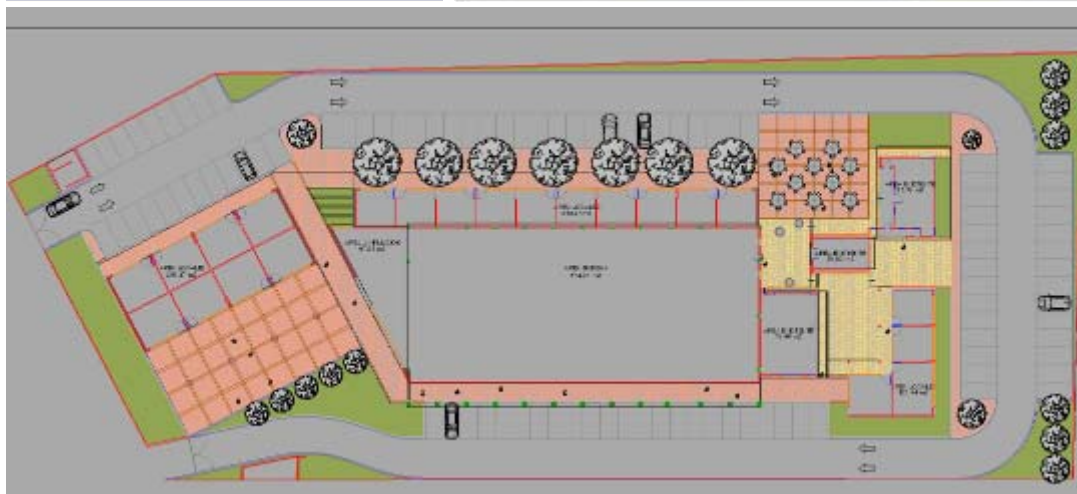
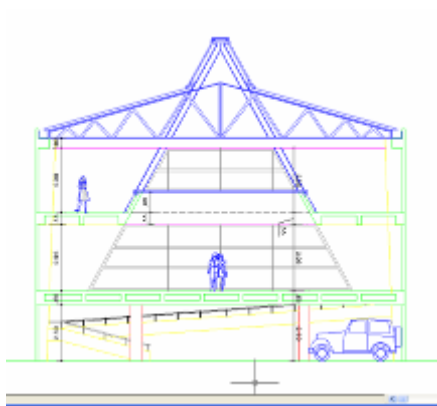
Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



Construction shopping mall 7,000 mt2

New corporative image 2.500 mt2

Free Zone and Industrial
Parks 24.000 mt2

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

And I **asked** myself, Do I need to **study** more?

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

Changes are good, too much **comfort** is dangerous...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

Do I have to **Converge** or **Diverge** my knowledge?

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

why not **both**?

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



Ajuntament de Barcelona

WELCOME TO ISTITUTO EUROPEO DI DESIGN BARCELONA

ÁREAS PEDAGÓGICAS

- IED DESIGN / Trienal
- IED MODA / Trienal
- IED ARTES VISUALES / Trienal
- IED COMUNICACIÓN / Trienal
- IED ONE YEAR

IED FORMACIÓN AVANZADA

- IED MASTERS
- IED POSGRADO
- IED CURSOS ESPECIALIZACIÓN

IED MASTERS

- Master en Diseño Sostenible de Producto: Innovación y Gestión (Cotitulado con IL3-Universitat de Barcelona)
- Master en Dirección Estratégica y Creativa de Comunicación y Publicidad (Cotitulado con IL3-Universitat de Barcelona)
- Master in Design Management (English, Dual Degree with IL3-Universitat de Barcelona)
- Master en Marketing y Comunicación de la Moda (Cotitulado con IL3-Universitat de Barcelona)
- Master en Diseño Gráfico

Buscador Search

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

At IED, I **learned** and now **teach** Design Management...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



Technology



Communication



Financial



Health



Food



Transportation

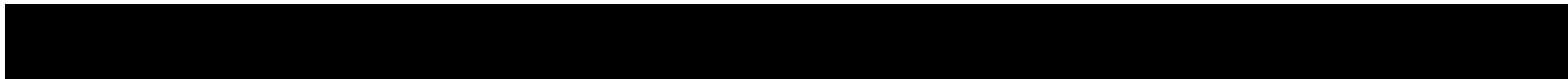


Retail



Dear TECH

with



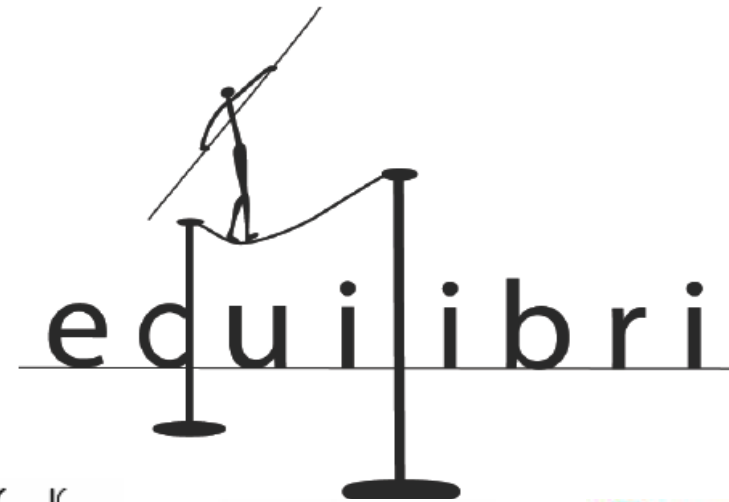
Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



fuellor

OLIVER WYMAN

22 Barcelona
El districte de la innovació



13è CONCURS D'IDEES AMBIENTALS

Obrim el
13è Concurs d'idees ambientals i sostenibles
Idees i accions X un bon clima

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235











+ 34 633400097



ARTISAN FISHING



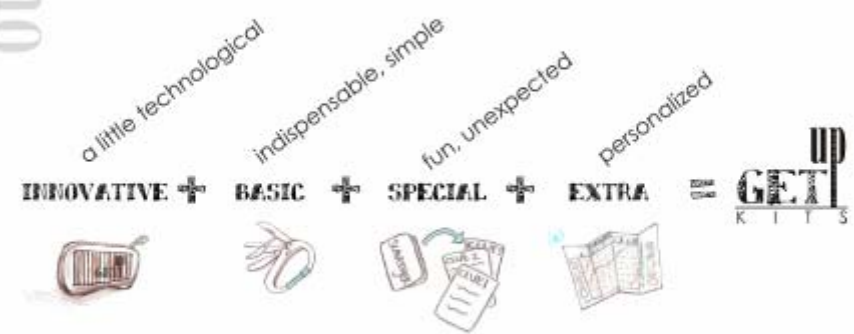
LONXANET Benefits for Jordi's Fish Shop for whom
SCENARIO

 	Certified Sustainable Fishing and Lonxanet's certification to stores committed to preserve a sustainable environment	 	Special packaging: Boxes made out of recyclable cardboard containing biodegradable trays to deliver fish to the final customer
	Personal assistance		Display tags
	Buying and paying online, tracking orders, giving feedback. 24/7 service		In House workshops: specialized people from Lonxanet will come to train people in fish stores
	Discount for distributors		Compilation of recipes explaining the different ways to cook Lonxanet's products

DECADENT



OUR PROPOSAL framework

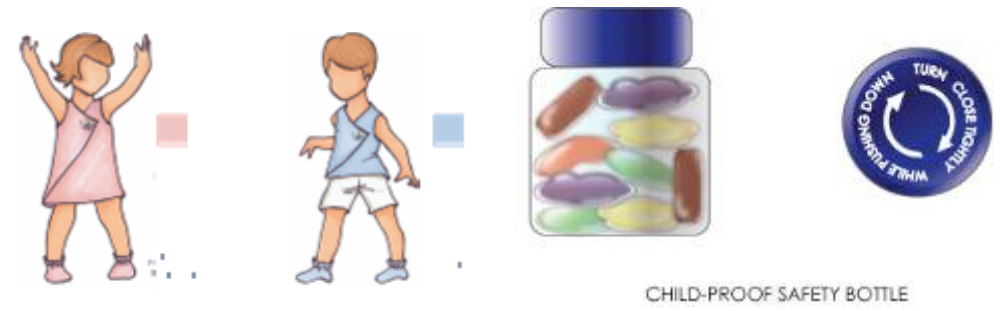
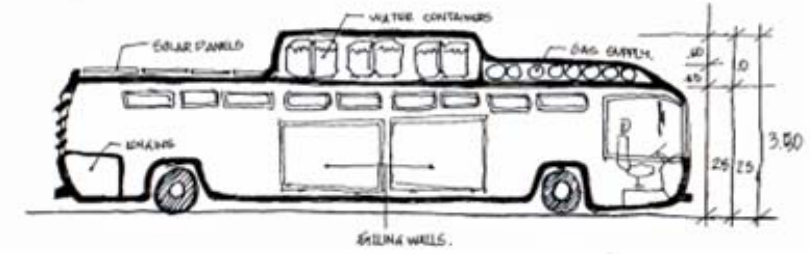




Facts: Increasing Populations



Source: UNAIDS/WHO, 2002



CHILD-PROOF SAFETY BOTTLE

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

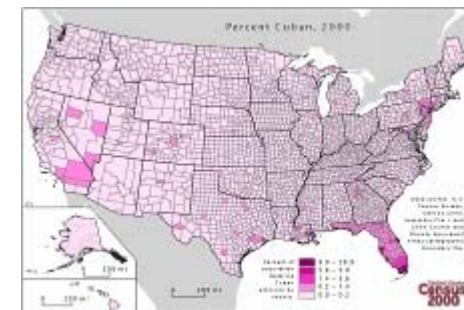
+ 57 300 2085235

+ 34 633400097



NOSTALGIA

six
DEGREES



Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



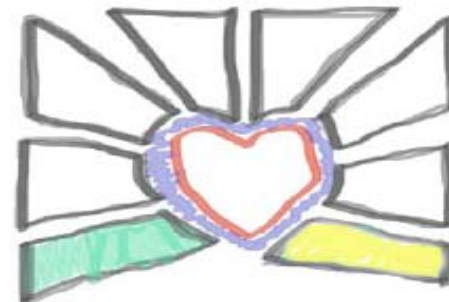
TOO MUCH...

plusfrésc:

GRUP **IDEA**
ARQUITECTURA CORPORATIVA

cè-lula

Disseny gràfic, etc.



Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



CRISIS



Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097



VERTICAL



Horizontal Structure



Create a **communication** tool **bridging** between
ME personal goals and **WE** project goals



Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

but I need to **work** in order to survive...

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

GRUPIDEA

Imaginación que vende

SURKANA

plusfrés:

TIFFANY & CO.

Green Living PROJECTS



Green Living PROJECTS

Zero Coste Energético

Viviendas libres de gasto energético

Debido a la integración de placas fotovoltaicas, los edificios Green Living Projects producen 12kwh/m² de energía eléctrica. Esta electricidad se vende a la compañía eléctrica, y con los ingresos de esta venta se cubren la electricidad necesaria (33 kwh/m²) para abastecer todos el edificio.

Debido a que el precio al venta de electricidad está bonificado con aproximadamente un 300% sobre el precio de compra, se puede comprar 3 veces más energía de la que se vende. Eso permite que el edificio Green Living Projects no tenga gasto energético, y como no necesitamos gas en el edificio, el coste real de las facturas será 0.

	CONSUMO	GENERACIÓN	COSTE
ENERGÍA ELÉCTRICA	105 kWh/m ²	0 kWh/m ²	€
ENERGÍA TÉRMICA	35 kWh/m ²	12 kWh/m ²	0€

El nuevo bonificado de la electricidad generada por las placas fotovoltaicas permite tener una ganancia de 300% y por lo tanto, la electricidad que se genera cubre el 100% de la demanda de energía eléctrica del edificio.

El edificio más conectado a la red eléctrica convencional, por lo que se asegura el suministro constante.

* Durante los 10 primeros años y bajo consumo responsable

Una Vida Eficiente

Vivienda sostenible - Vida saludable

Una realidad con Green Living Projects

Green Living PROJECTS

Luis Felipe Guzmán

PORTFOLIO

luisfelipeguzman@yahoo.com

+ 57 300 2085235

+ 34 633400097

And now **YOU** can help me to construct the **next** chapter of this story...