

SHOE SHINERS OF MEXICO CITY



CÉSAR CARRASCO SÁNCHEZ
NATALIA GARCÍA JUÁREZ
XIMENA MENDOZA BAÑOS
MAXIME ALEXIS NORIEGA ZACARIAS



INDEX

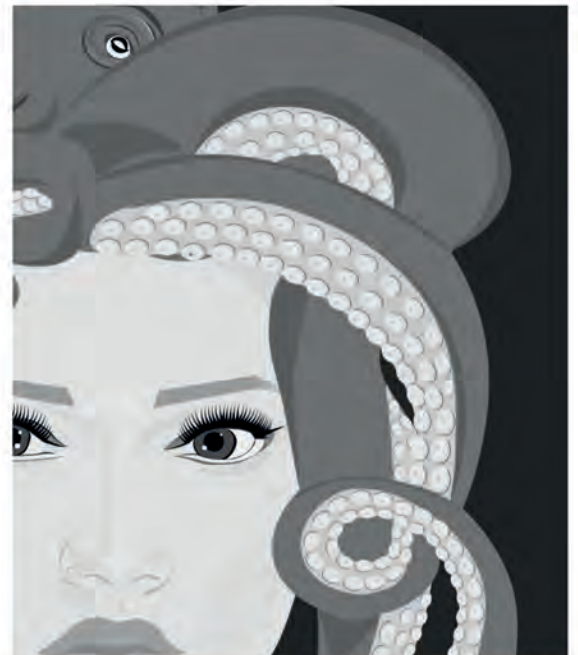
NODO	1
UNDERSTAND	2
OBSERVE	7
SYNTHETIZE	8
DEVISE	9
SKETCH	10
VISUALIZE	12
TEST	13

WHO WE ARE

STRATEGIC DESIGN, OR DESIGN THINKING, IS A METHOD USED FOR THE PURPOSE OF INNOVATING

IBERO AIMS FOR ITS STUDENTS TO INNOVATE THROUGH THE NEXUS OF DIFFERENT DISCIPLINES IN ORDER TO ACHIEVE VIABLE, DESIRABLE AND FEASIBLE SOLUTIONS

NODO IS AN INTERDISCIPLINARY ASSEMBLY OF STUDENTS, TEACHERS, CLIENTS AND USERS, WORKING TOGETHER IN ORDER TO IMPROVE LIFE THROUGH DESIGN



UNDERSTAND



INCREASED VOICE-WIEGO WORKS TO SUPPORT AND STRENGTHEN ORGANIZATIONS OF THE WORKING POOR AND LINK ORGANIZATIONS TOGETHER.



INCREASED VISIBILITY- WIEGO UNDERTAKES AND SPONSORS RESEARCH AND HELPS TO DEVELOP AND IMPROVE OFFICIAL STATISTICS ON INFORMAL EMPLOYMENT AND THE INFORMAL ECONOMY.



INCREASED VALIDITY- WIEGO PROMOTES THE MAINSTREAM RECOGNITION OF INFORMAL WORKERS AS LEGITIMATE ECONOMIC AGENTS WHO CONTRIBUTE TO THE OVERALL ECONOMY AND ARE LEGITIMATE BENEFICIARIES OF ECONOMIC AND SOCIAL POLICIES.

WIEGO PRESENCE AROUND THE WORLD





UNDERSTAND

INFORMAL ECONOMY IN MEXICO

WHAT IS IT?

INFORMAL ECONOMY IS A VARIETY OF ECONOMICAL ACTIVITIES, JOBS AND WORKERS NON PROTECTED BY THE GOVERNMENT OR LAWS OF THE COUNTRY WHERE IT'S BEING DEVELOPED

MEXICO TODAY

ACCORDING TO MEXICO'S NATIONAL INSTITUTE OF STATISTICS AND GEOGRAPHY (INEGI) THE INFORMAL ECONOMY CONTRIBUTES ON AVERAGE 26 PERCENT OF THE GROSS DOMESTIC PRODUCT (GDP)

THE AGENCY FOUND THAT 59.8 PERCENT OF THE TOTAL POPULATION IN THE COUNTRY, PARTICIPATES IN THE INFORMAL ECONOMY. MEANWHILE THE FORMAL ECONOMY GENERATED 75 PERCENT OF GDP WITH ONLY 40.2 PERCENT OF EMPLOYMENT

THE STUDY ALSO FOUND THAT THE RATE OF GROWTH OF THE INFORMAL ECONOMY WAS 2.23 ON AVERAGE IN THE TEN YEARS CONSIDERED, LESS THAN THE 2.76 PERCENT RECORDED FOR THE ECONOMY AS A WHOLE

ACCORDING TO **ELENA CARDERO*** (2011) IN MEXICO EXISTS THREE MAIN APPROACHES TO INFORMAL ECONOMY: **DUALIST**, **STRUCTURALIST** AND **LEGALIST**

DUALIST- IS A SHORT TERM SOLUTION. WHEN THE ECONOMY GROWS, THE INFORMAL ECONOMY TENDS TO DISAPPEAR

STRUCTURALIST- WORKS WITH AN INDEPENDENT HIRING SYSTEM, AIMING TO REDUCE THE COSTS, IN ORDER TO LINK BOTH MEANS OF ECONOMY

LEGALIST- IS COMPLETELY OUTSIDE THE LAW OR ANY KIND OF REGULARIZATION AND LEGALIZATION

UNDERSTAND



SHOE SHINERS OF MEXICO CITY UNION



1936

MEXICO CITY, THE UNION OF SHOE SHINERS OF THE FEDERAL DISTRICT IS CONSTITUTED



1941

THE FIRST ORDINANCE FOR SHOE SHINERS IS ESTABLISHED



1944

THE FIRST REGULATION FOR NON SALARIED WORKERS OF MEXICO CITY IS DECREED

TODAY

THERE ARE AROUND FIVE THOUSAND WOMEN AND MEN WORKING AS SHOE SHINERS ALL OVER MEXICO CITY

IT IS A JOB WHICH IS CARRIED OUT ON THE STREET. AS A RESULT, THE SHOE SHINER IS EXPOSED TO DIVERSE HAZARDS TO ITS LABOUR AND HEALTH

THE GOVERNMENT OF MEXICO CITY HAS STATED THAT THE WORKSTATIONS IN WHICH SHOE SHINERS WORK ARE CONSIDERED VISUAL POLLUTION, IN OTHER WORDS, A NON PLEASANT IMAGE FOR THE CITY

AS A RESULT, THE GOVERNMENT HAS IMPOSED A SINGLE VISUAL IDENTITY FOR THE WORKSTATIONS, WHICH CAUSES NON PROFITABLE INCOME TO THE UNION FROM THE SPONSORS THAT WERE ADVERTISED ON THE WORKSTATIONS BEFORE

LEAVING THE FIVE THOUSAND MAN AND WOMEN WHO BELONG TO THE UNION WITHOUT AID.



UNDERSTAND

WORK LAWS OF MEXICO

THE FEDERAL LAW OF WORK IS THE ULTIMATE RIGHT OF LABOUR IN MEXICO. THE ONLY STATUTE BEYOND IT, IS THE CONSTITUTION, WHICH CONSECRATES THE RIGHT OF LABOUR IN THE **ARTICLE NUMBER 123**.

ARTICLE 123 DICTATES THAT EVERY PERSON HAS THE RIGHT TO A DIGNIFIED AND SOCIALLY RESPONSIBLE JOB; THEREFORE THE CREATION OF JOBS WILL BE PROMOTED ACCORDING TO THE LAW.
(FEDERAL LABOUR LAW, 1970)

THE FEDERAL LAW OF WORK PROTECTS THE WORKERS OF ENTERPRISES WHICH FOLLOW AN EMPLOYER/EMPLOYEE CONTRACT. THE SHOE SHINER JOB BELONGS TO THE INFORMAL ECONOMY COMMERCE WHICH MEANS THAT THEY ONLY HAVE THE RIGHT FOR A JOB BUT THE REST OF THE LAWS DO NOT APPLY TO THEM.



TODAY IN MEXICO, THERE IS AN UNEMPLOYMENT GROWTH WHICH LEADS TO SCARCE OPPORTUNITIES, WITH LOW PAYMENT, THEREFORE THE **INFORMAL COMMERCE** IS APPEALING THANKS TO THE HIGH INCOME AND FLEXIBLE WORKING SCHEDULES.

INFORMAL COMMERCE LEADS MEXICO TO FACE A BAD PUBLIC, URBAN AND ECONOMICAL PLANIFICATION

THE NON SALARIED WORKERS OF THE FEDERAL DISTRICT REGULATION MENTIONS THE FOLLOWING ARTICLES RELATED TO JOBS PRACTICED ON PUBLIC SPACE

ARTICLE 30-THE SHOE SHINERS ARE OBLIGED TO WEAR A UNIFORM.

ARTICLE 4-THE WORKING STATIONS MUST BE IMMOVABLE, AMBULANT AND SEMI MOVABLE. IN ORDER TO WORK A FIXED WORKSTATION, THE SHOE SHINER MUST BE AMBULANT FOR A PERIOD OF 12 MONTHS. AFTER HE/SHE IS FIXED ON A LOCATION, THIS CAN NOT BE CHANGED.

UNDERSTAND

MILLENNIALS

ALSO KNOWN AS
GENERATION "Y"
BORN BETWEEN 1979-1996

KNOWN FOR

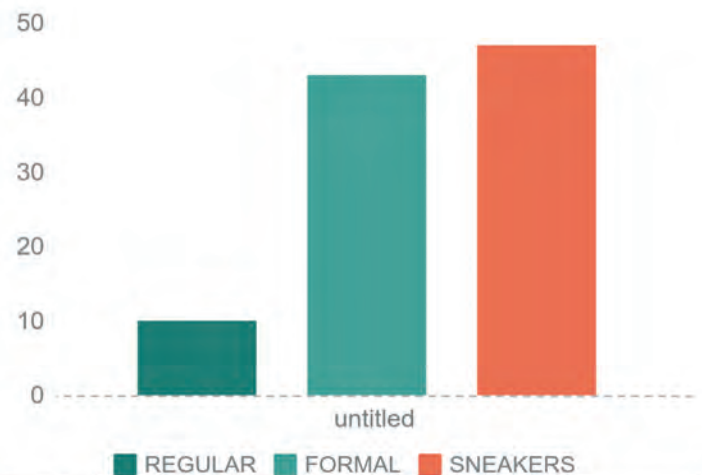
OPTIMISTIC, MULTITASKING,
NOSTALGIC (THEY HAVE A FIXATION
FOR "OLD SCHOOL" HOBBIES)

THEY VALUE

BETTER LIFE QUALITY, ENTREPRENEURSHIP,
KNOWLEDGE, LIFE EXPERIENCES OVER
MATERIAL ACQUISITIONS



MILLENNIALS SHOEWEAR TRENDS



OBSERVE

RESEARCH TECHNIQUES

SURVEYS/INTERVIEWS

TYPE OF WORKSTATION



- FIXED (22.73%)
- SEMI (51.82%)
- AMBULANT (25.45%)

HOW DOES HE/SHE WORK?



- STANDING (25%)
- SITTING (58%)
- BOTH (17%)

NEGATIVE FACTORS



- RAIN (44%)
- POLLUTION (19%)
- SUNLIGHT (37%)

CUSTOMERS PER DAY



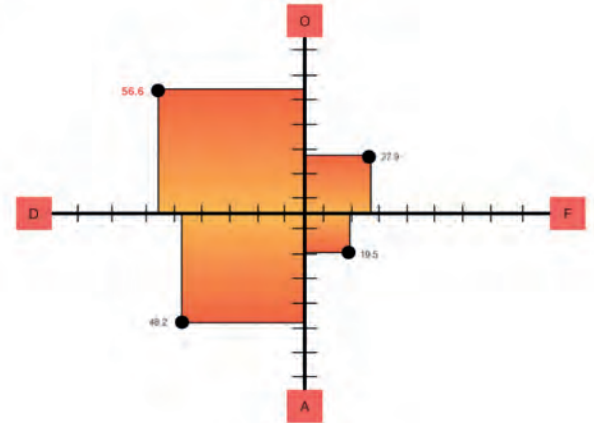
- 10-15 (37%)
- 20-25 (44%)
- DEPENDS ON THE WEATHER (19%)

PHOTOGRAPHIC DOCUMENTATION



SYNTHETIZE

ANALYSIS TECHNIQUES



- 30.7%** OF MILLENNIALS USE SYNTHETIC FABRIC FOOTWEAR
- 47%** OF MILLENNIALS USE INFORMAL FOOTWEAR
- 48%** OF MILLENNIALS CLEAN THEIR FOOTWEAR WITH SUPERMARKET PRODUCTS

FINDINGS



INSIGHTS

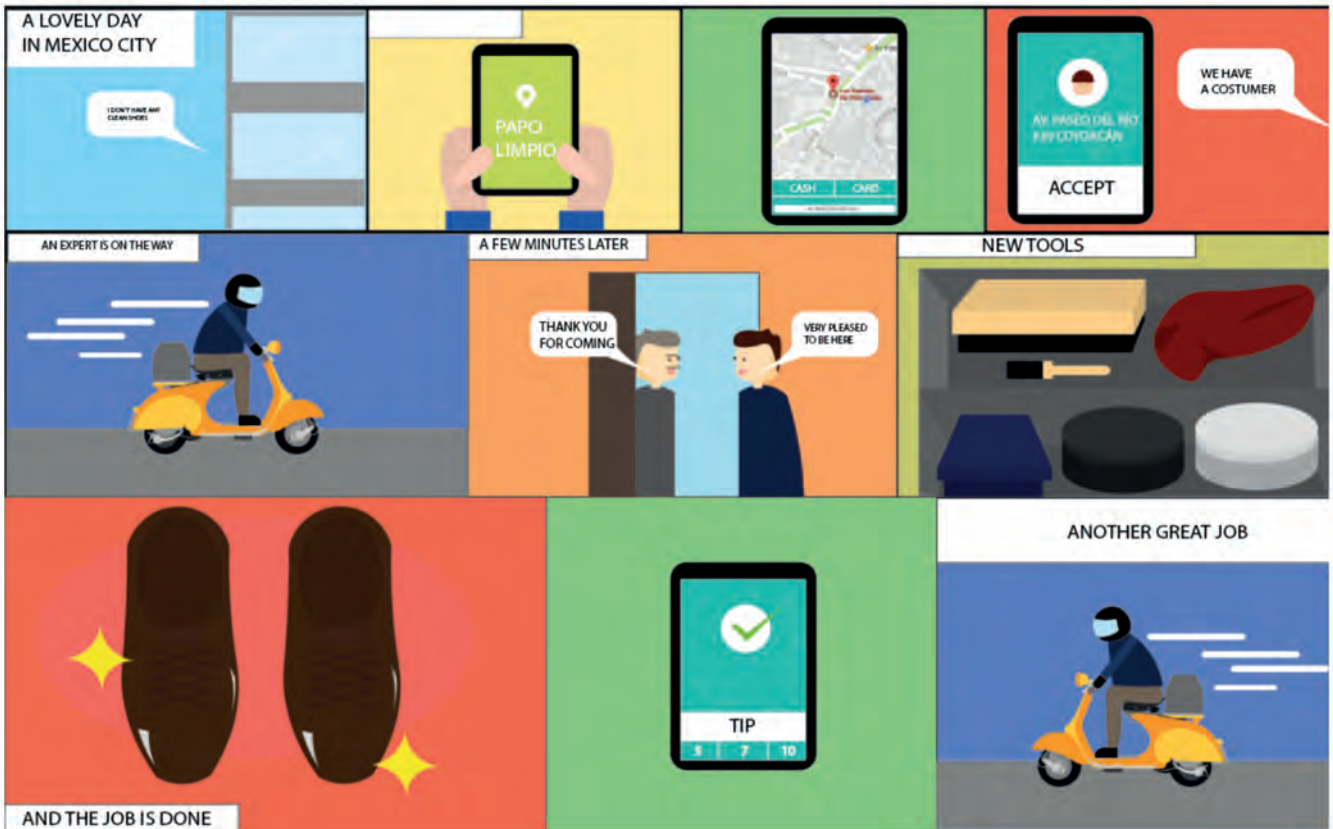
THE FOOTWEAR PREFERRED BY THE NEW GENERATIONS HAS DISRUPTED THE FORMAL FOOTWEAR SCHEME

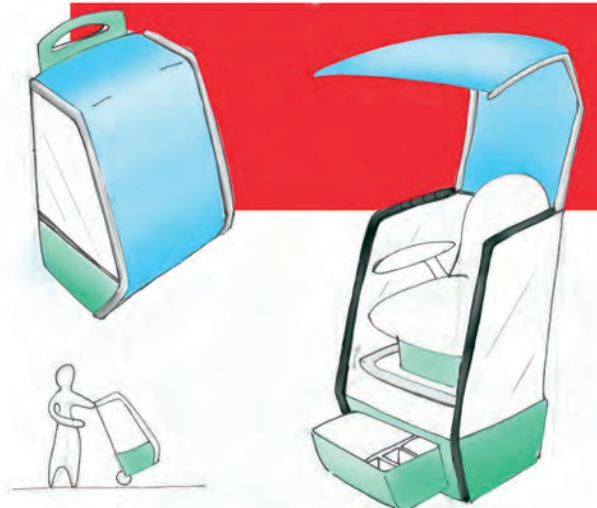
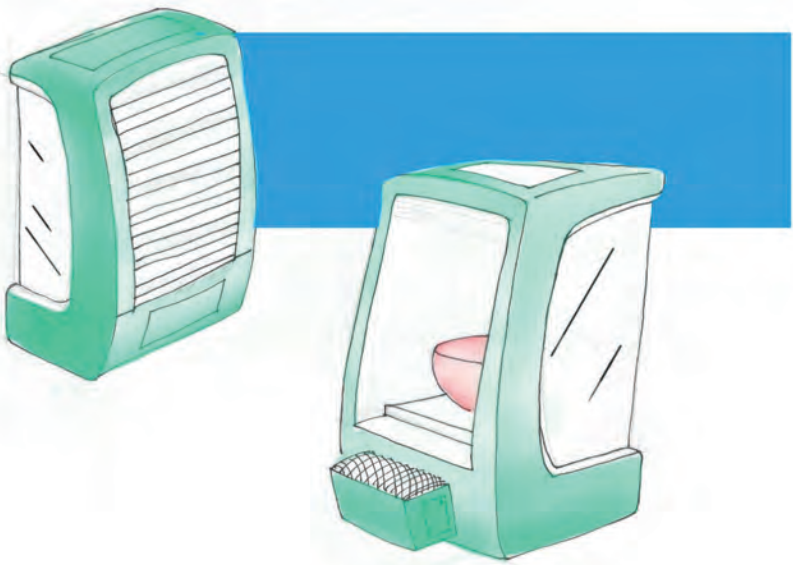
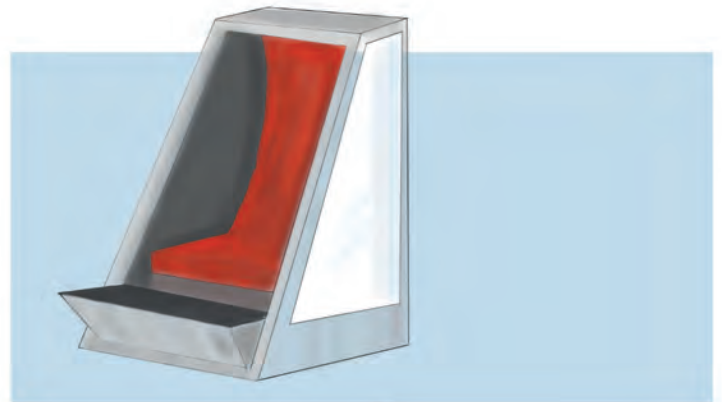
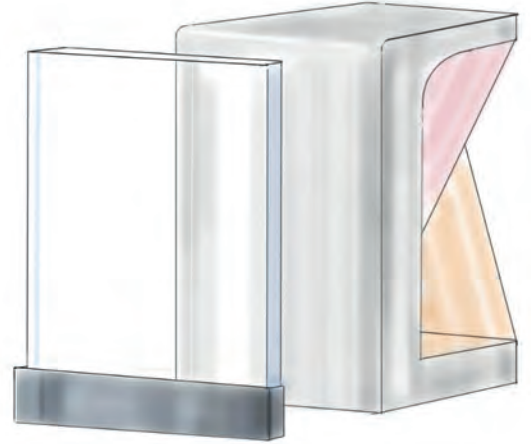
A SHOE SHINER CAN BE TO HIS COSTUMERS A RESTORER, ALCHEMIST AND CONFIDENT

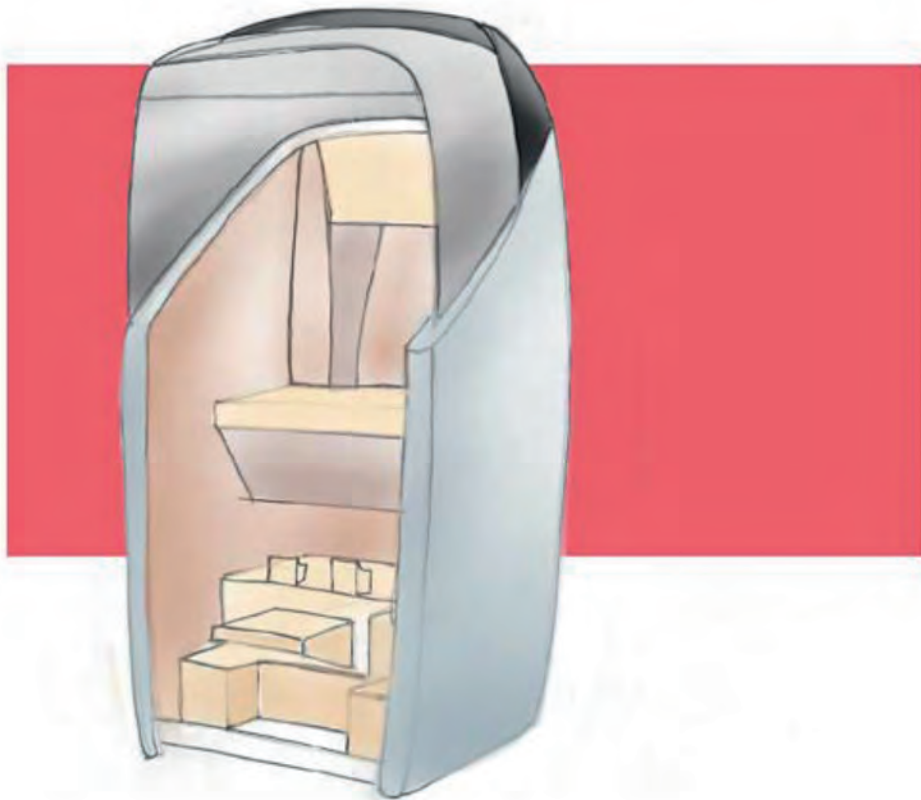
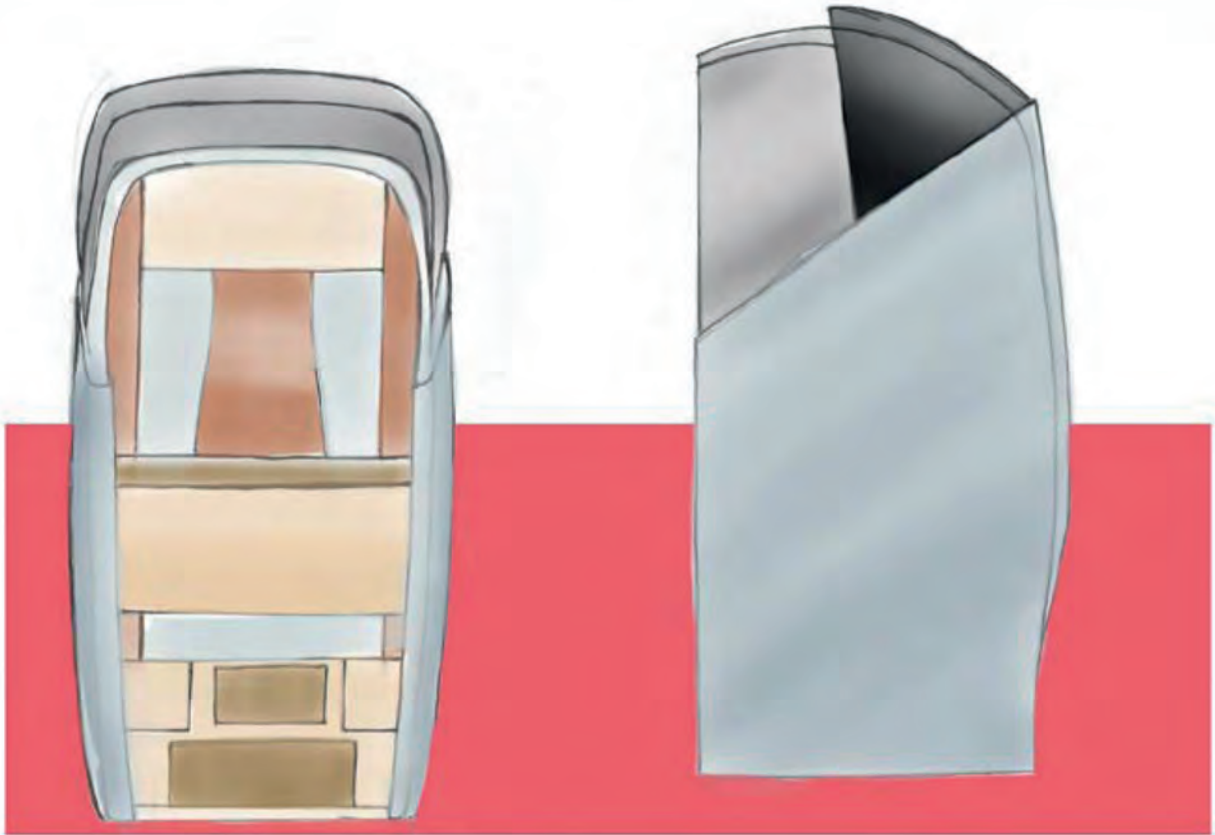
THE SHOE SHINERS HAVE BEEN AN INHERENT CULTURAL ASSET IN MEXICO CITY FOR YEARS

DEVISE

NEW WORKSTATIONS FOR NEW SHOEWEAR TRENDS







VISUALIZE



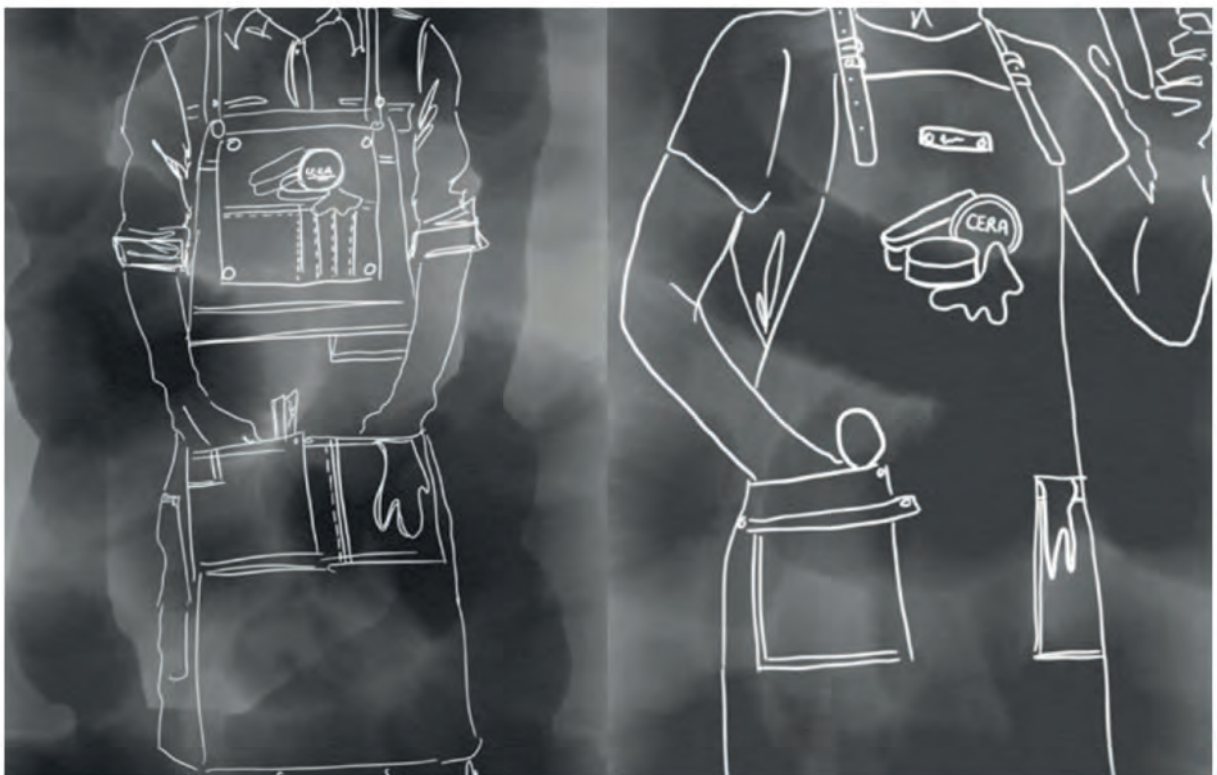
POWERED BY SUNLIGHT
FIXED WORKSTATION
IMPROVED ERGONOMY
SPONSOR/ARTIST
COLLABORATION



VISUALIZE

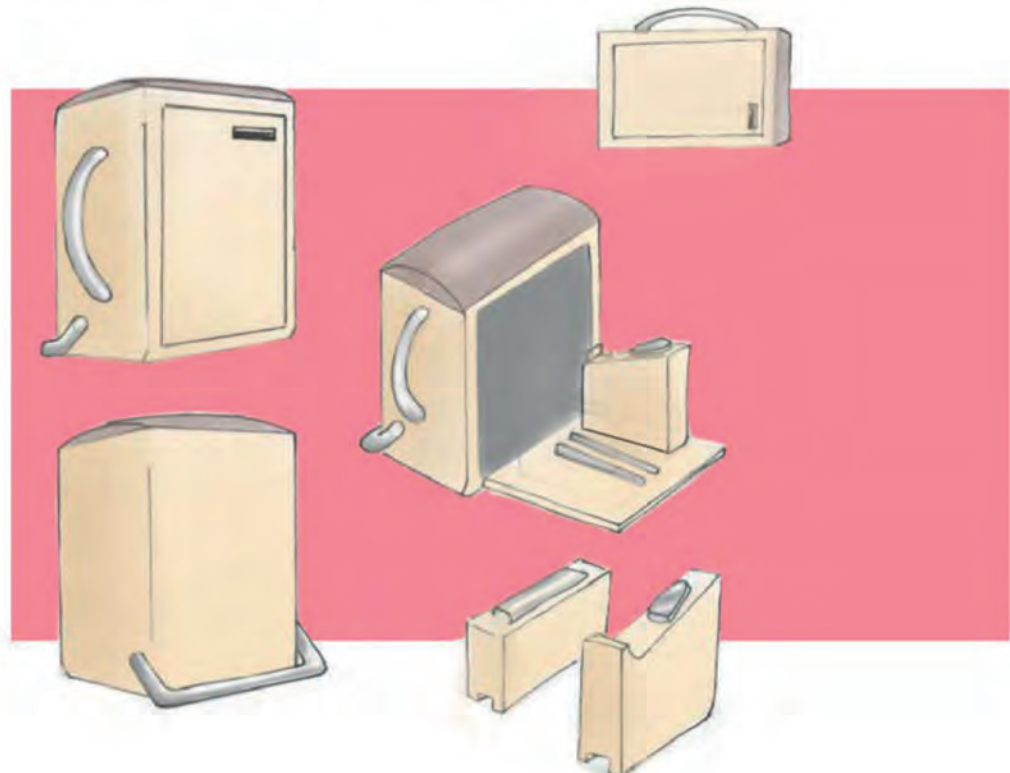
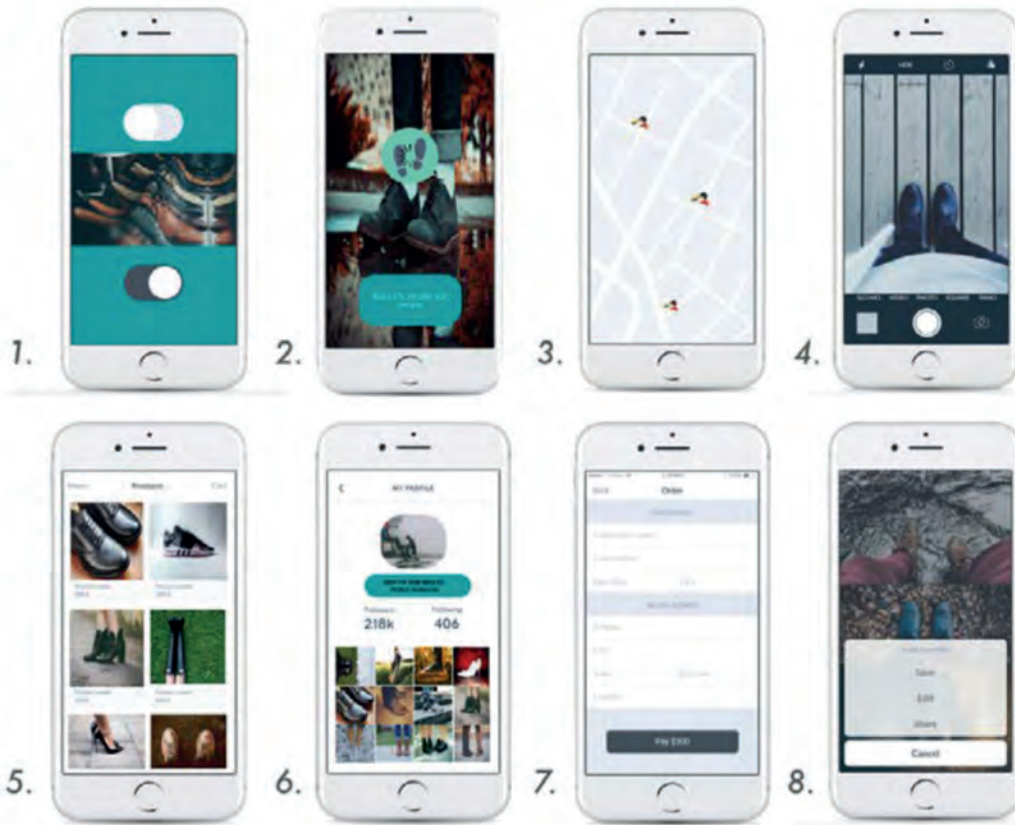


UNIFORM REDESIGN

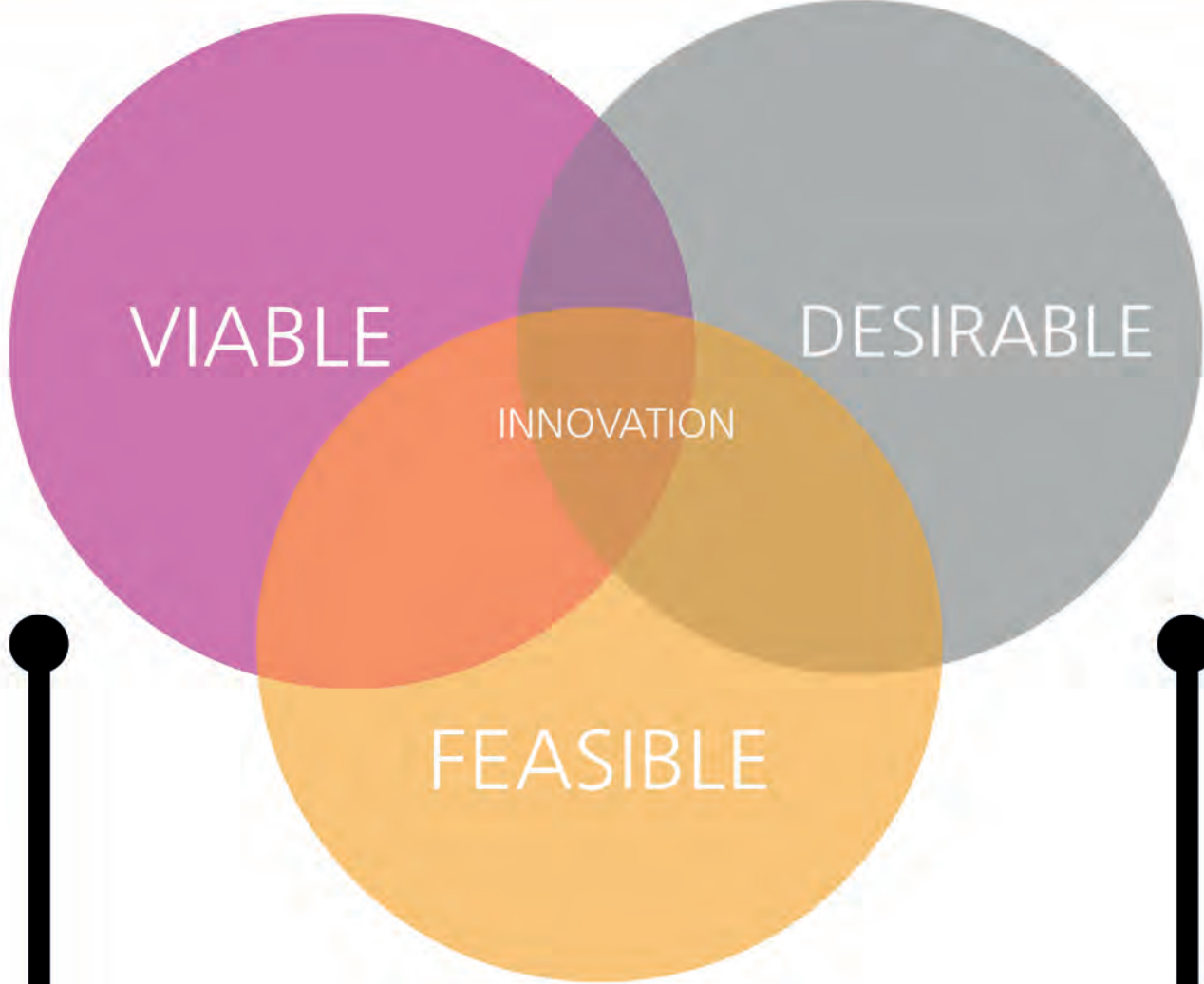


VISUALIZE

APP + AMBULANT STATION



TEST



WE BELIEVE OUR DESIGN IS VIABLE, IT ENCLOSES THE NECESSITY OF THE UNION, THE CLIENTS AND THE SHOE SHINERS. IT'S A SELF-SUSTAINABLE WORKSTATION THANKS TO THE SOLAR PANEL THAT IS INSTALLED ON THE TOP PART. THIS WILL POWER THE INNER LIGHT SYSTEM WHEN IT GETS DARK.

THANKS TO THE COLLABORATION BETWEEN URBAN ARTIST AND SPONSORS, THE WORKSTATION WILL GIVE BOTH THE UNION AND THE ARTIST AN INCOME. IT IS ALSO DESIGNED TO BE A MEAN OF CULTURAL MEDIA FOR MILLENNIALS AND TOURISTS.

THE TECHNOLOGY USED FOR THE SOLAR PANEL IS EASY TO FIND AND AFFORDABLE, MAKING IT ATTRACTIVE FOR MILLENNIALS TO CONTRIBUTE TO A SELF-SUSTAINABLE SOURCE OF WORK. WITH PROPER SPONSORSHIP FROM CDMX, IBERO AND THE SECRETARY OF TOURISM, THE COST OF THE WORKSTATION (500 USD) WOULD BE COVER.

TEST

COST FORM

APP	PROGRAMMER	\$53642.31 USD
FIXED WORKSTATION	STEEL SHEETS x3 (2.5m x 1.22m)	\$297.71 USD
	WOOD LAMINATE (4m ²)	\$19.75 USD
	POLYCARBONATE SHEET (1.22m x 2.44m)	\$15.56 USD
	SOLAR PANEL (67cm x 59cm)	\$40.23 USD
	EXTERNAL SOLAR BATTERY	\$107.23 USD
	LED STRIPE (5m)	\$15.50 USD
	MEMORY FOAM COUSHION	\$36.80 USD
	INTERNAL ELECTRIC WIRING	\$26.80 USD
		= \$559.49 USD
		PINE WOOD
AMBULANT STATION	2" STEEL TUBE	\$10.73 USD
	MEMORY FOAM COUSHION	\$5.36 USD
	PLYWOOD SHEET.	\$2.15 USD
		= \$24.14 USD

KEY PARTNERS



visitmexico.com



