



**SIGRADI2018**  
**TECHNOPOLITICAS**  
xxii congresso da sociedade  
iberoamericana de gráfica digital  
22th conference of the  
iberoamerican society  
of digital graphics  
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iau usp | são carlos | sp br

## XXII SIGraDi: Technopolitics

Dear SIGraDi community,

Every year since 1997 we make a great effort to bring together the members of our Ibero-American Society of Digital Graphics and a different headquarters in Latin America makes the enormous commitment to organize our annual congress. Likewise, every year a growing number of members come to the call and make our community expand and renew, building a space to share and discuss the creative, scientific, expressive and technical possibilities of digital graphics (as Arturo Montagú, our founder, would say) but also other fields ranging from art to the most advanced technological developments, all in a basically interdisciplinary and collaborative context.

This year the challenge of organizing the XXII Congress was taken up by the Instituto de Arquitetura e Urbanismo of the Universidade de São Paulo, in São Carlos, Brazil, by the hand of its two chairs, David Sperling and Simone Vizioli. Returning to Brazil is always a pleasure for everyone and this time we are very motivated by the theme that summons us: "Technopolitics". It seems that we have never had a topic more in tune with a situation. Today we are undoubtedly facing a global and local panorama that forces us to ask ourselves about the political impact of our projects and about the policies implicit in our technologies. As Heinz Von Foerster said "we don't see that we don't see", our cognition and understanding of things and the world is limited, it has blind spots, and one of those blind spots is usually the political matrix of our technical practices and disciplinary actions. We often think that the work of the researcher or professional is covered with a halo of objectivity and neutrality, the same goes for our tools and methods. However, this blindness has long since ceased to be innocence and the crucial time has come to see what we do not see and to act accordingly.

In these years, SIGraDi held its meetings in Brazil (2000, 2004, 2009, 2012, 2015, 2018); Argentina (1997, 1998, 2003, 2011, 2016); Chile (2001, 2006, 2013, 2017); Uruguay (1999, 2014); Colombia (2010); Cuba (2008); Mexico (2007); Peru (2005) and Venezuela (2002). Always, in each event, the organizers have surprised and motivated us with topics that sought to participate in discussions located at the disciplinary and technological forefront, at the same time that they connected with the legacy accumulated during all these years of scientific and academic production. Simultaneously, SIGraDi has generated its own identity, rooted in local opportunities and problems, without ever losing contact with what is happening in the world, especially through collaboration and exchanges with our sister societies (eCAADe, ACADIA, CAADRIA and ASCAAD), as well as in the projection of our production in an increasingly open way and with greater scope from the availability of our articles in CuminCAD and Blucher.

Digital technologies are increasingly ubiquitous and naturalized, which shows that this is not something new. In 1998, in an article in WIRED magazine, Nicholas Negroponte said, "Face it, the digital revolution is over. Today we live in a post-digital world, immersed in the fourth industrial revolution. A world that in a few years will be inhabited by digital natives, where the focus on the internal logics of the computational and its transpositions is replaced by a growing interest in the connections that these technologies establish with others, with cyberphysical systems, with technical-material systems or with our bodies and minds. A context of crisis of paradigmatic condensations where we are constantly deconstructing and redefining ourselves, entering the era of Cthulucene in the words of Donna Haraway. In this context the concept of digital graphics seems a bit old-fashioned, but no more than that of computer-aided design (CAD). Without a doubt one of the future challenges will be how to discuss these issues and redefine ourselves without ceasing to be SIGraDi.

Our society is based on a heritage and a legacy of decades of work, but above all it is based on people and collectives who embody the common interests and searches of SIGraDi. We are part of something bigger than ourselves, something that surpasses and expands us, but that depends on each and every member of the community. In this sense, we invite everyone to get involved in the organization and management of SIGraDi. We are currently in the process of redesigning our virtual platforms and, therefore, in a process of reformulating our interactions and our contact with the public. At the same time, we are opening borders and deepening our international connections, which will result in a greater impact of our production. All this is accompanied by systematic work to improve the quality of articles and reviews, for which once again the participation of all is fundamental.

In 1997 we began a path full of satisfaction and curiosity, which makes us wait every year for this moment of meeting and collective reflection, of reunion and celebration. Now we also face challenges that we want to face together, because SIGraDi continues to grow and project itself into the future, because Latin America is the future.

Welcome to São Carlos!

Rodrigo Martin-Iglesias,  
President of SIGraDi