



O Estado E O Design No Brasil : Do Estilo a Ferramenta Estrategica de Negocios

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Scholarly Essay from the year 2012 in the subject Design (Industry, Graphics, Fashion), grade: -, Universidade Estadual Paulista Julio de Mesquita Filho (FAAC/UNESP), course: PPGDesign, language: Portugues, abstract: This article reflects on how design has been treated over the years in Brazil, since industrial policies, passing by the scientific and technological development to design policy programs. Bibliographic surveys were carried out to understand the relationship of the State with the Design in Brazil. The benchmark survey was conducted through electronic and printed about the history of design in Brazil, technological and scientific development, design education in Brazil, development of industry and foreign trade and the Brazilian program design. The design has received a new look in that it realizes that it organizations can develop innovative products. It is evidenced, significantly, the function of design as a factor of differentiation and competitiveness. We need to plan for new improved products in technology, design and raw material, plus all the necessary knowledge of the user (your emotions, experiences and needs) that gains focus in the development of new products and services.

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