ADRIANA KERTZER

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Cooper-Hewitt to Publish *Favelization,* a New E-Book

The Smithsonian's Cooper-Hewitt, National Design Museum will publish on February 10, 2014 its fourth DesignFile e-book, *Favelization*, by Adriana Kertzer. DesignFile is a line of e-books on design writing and research published in consortium with academic and institutional partners.

In *Favelization*, Kertzer sets out to understand the ways in which specific producers of contemporary Brazilian culture capitalized on misappropriations of favelas (informal squatter settlements that grow along the hillsides and lowlands of many Brazilian cities) in order to brand luxury items as "Brazilian." Through case studies that look at films, fashion, and furniture design, she explains how designers and filmmakers engage with primitivism and stereotype to make their goods more desirable to a non-Brazilian audience.

Favelization discusses the films *Waste Land* and *City of God*, shirts designed by Fernando and Humberto Campana for Lacoste, and furniture by Brunno Jahara and David Elia. Kertzer The argues that the processes of interpretation, aestheticization, transcendence and domination are part of the favelization phenomena. The publication provides visual and material analyses, as well as theoretical discussions that draw on works by scholars in cultural and postcolonial studies. Originally written by Kertzer as a thesis for Parsons The New School for Design's Masters program in the History of Decorative Arts & Design, *Favelization* locates design as part of a broader constellation of representations that includes a variety of forms from printed media to film. While focused on favelization, this e-book raises questions about the ethical conundrums associated with using the "Other" in commercial design work. *Favelization* includes a full Portuguese translation of the English text.

Adriana Kertzer is a Curatorial Assistant at the Museum of Arts and Design in New York working on the exhibit *New Territories: Laboratories in Design, Craft and Art in Latin America*. She has a B.A. from Brown University, a J.D. from Georgetown University Law Center and an M.A. in the History of Decorative Arts & Design from Parsons The New School for Design.

About DesignFile

Launched in January 2013 by the Smithsonian's Cooper-Hewitt, National Design Museum, DesignFile is a line of e-books on design writing and research published in consortium with academic and institutional partners. Among the three publications released in 2013 are *Design Cult* by Steven Heller, *The Miser's Purse* by Laura Camerlengo and *Hacking Design* by Avinash Rajagopal, all of which are priced at $2.99. DesignFile is the latest publishing initiative of the Cooper-Hewitt, following the establishment of an independent publishing imprint in 2006.

DesignFile features a wide range of books, from short, text-only works to full-length illustrated publications. The text-only books disseminate specific ideas and research to a specialist audience, while the illustrated books treat broader subjects and offer enhancements such as embedded audiovisual and multimedia files. All DesignFile publications are formatted as EPUB 2.0 files and accessible through any e-book reader. DesignFile is distributed by Artbook D.A.P.

Inaugural members of the design e-book consortium are Smithsonian Institution Libraries, Parsons The New School for Design and the School of Visual Arts. Participating institutions publish writings from faculty and alumni on an array of design fields and disciplines, as well as the best masters' theses in design. Cooper-Hewitt contributes works on its innovative exhibitions, collection and conservation research, education programs, and texts by winners, finalists and jurors of the prestigious National Design Awards.

DesignFile is the latest addition to a robust series of initiatives and partnerships undertaken by Cooper-Hewitt to broaden digital access to the collection and transform the museum's website into a leading design research and educational resource. In 2012, Cooper-Hewitt announced the release of its collection dataset, becoming one of the larger contributors to Google Art Project, contributed collections to Art.sy and launched the Object of the Day website feature.

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