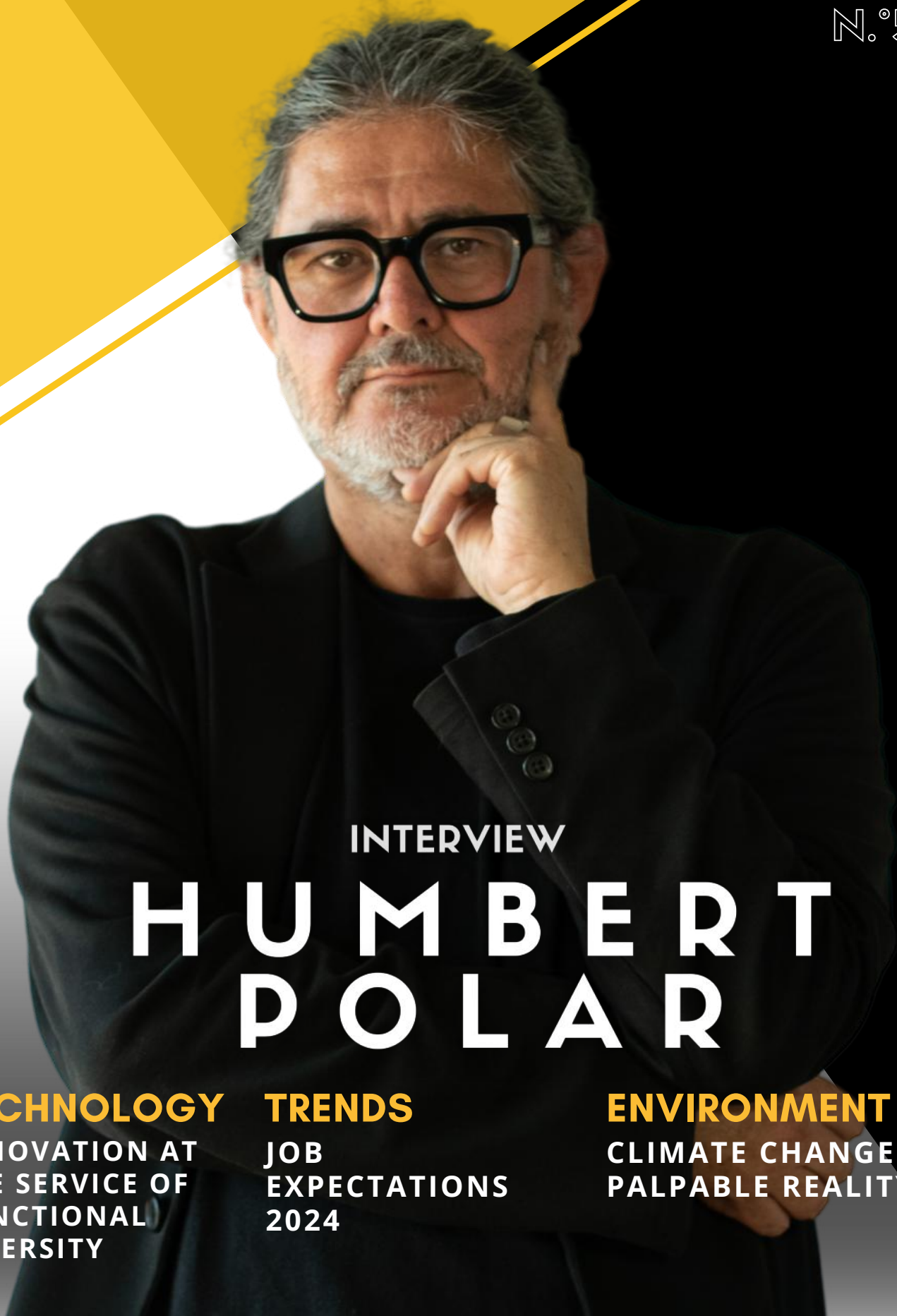


JANUARY 2024

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N.º 5



INTERVIEW

HUMBERT POLAR

TECHNOLOGY

INNOVATION AT
THE SERVICE OF
FUNCTIONAL
DIVERSITY

TRENDS

JOB
EXPECTATIONS
2024

ENVIRONMENT

CLIMATE CHANGE: A
PALPABLE REALITY

PREVIOUS EDITION



[Interview with co-CEO Mario Miranda and much more!](#)

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Estefani R.

With the dawn of a new year, a blank canvas full of promise and opportunity opens before us. 2023 leaves a work environment with a marked evolution in technology and economic dynamics, so it is necessary to review the work expectations that will be a trend in the coming months.

On this occasion, we are joined on the cover by Humberto Polar, one of the most important publicists in the region and winner of several Cannes Lions. From his position as partner and creative director of The Juju agency, he shares with us the main challenges to face in 2024 in the advertising field.

In the field of innovation, we present the Romper Barreras Foundation, who are working to encourage and promote the use of technology for people with disabilities. While climate change leads us to reflect on the increasingly palpable consequences of global warming.

As we cross the door into this new time, we take with us the wisdom gained on the previous journey, and we welcome new challenges with joy and determination.

Welcome 2024!

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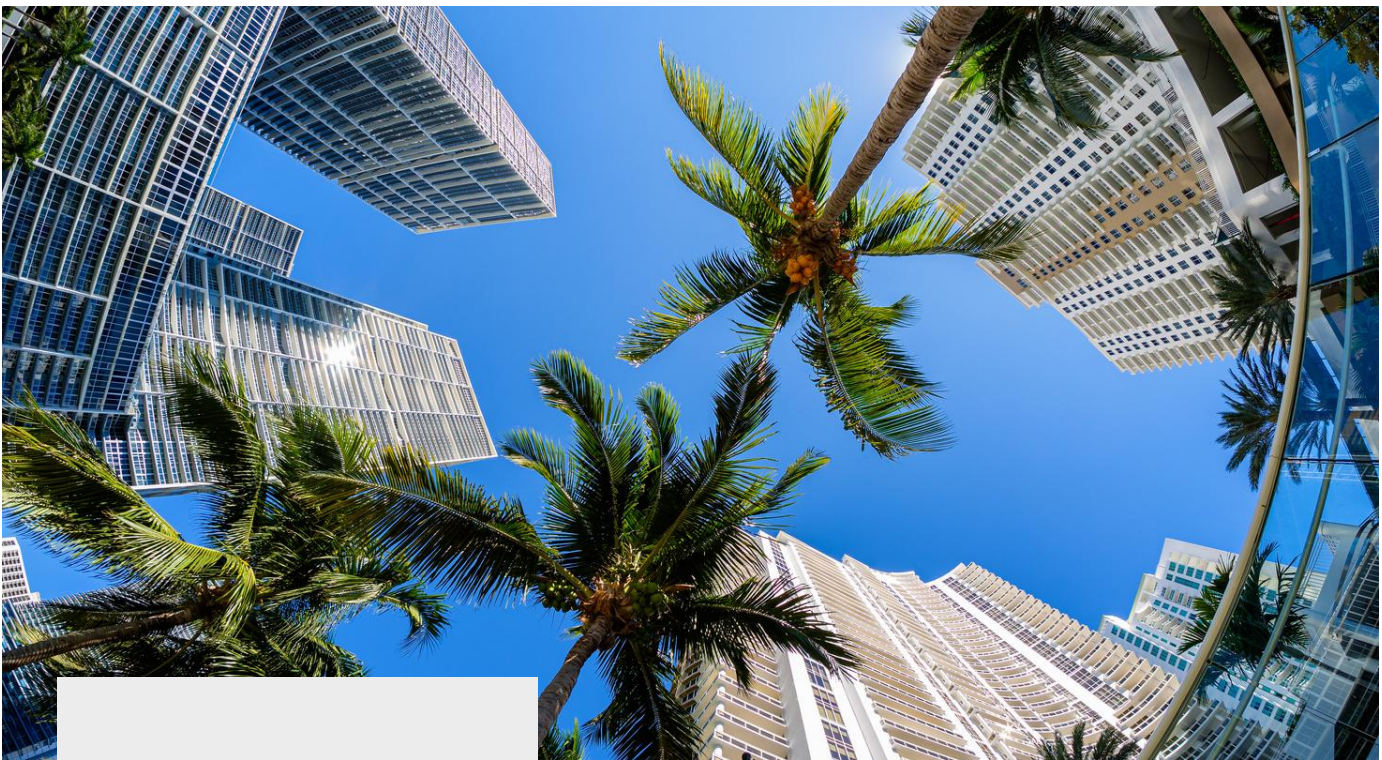
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MIAMI: NEW OPPORTUNITIES TO INVEST IN THE REAL ESTATE SECTOR

Written by: Estefani Rodriguez



The property offering in the financial district of Brickell, Florida, is presented as an ideal destination for investment.

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Investment funds in the real estate sector are an efficient way to participate in the real estate market. These vehicles provide

benefits of diversification, liquidity and access to investment opportunities managed by professionals, an attractive option for those seeking to take advantage of the potential for growth and stability of the housing sector.

Core Capital SAF, a Peruvian fund management company in the real estate sector, which has just celebrated the successful liquidation of three of its investment funds (Praedium, Performance and Fondo Edifica Core), has made a leap towards the United States, where migration to The Miami real estate market is revealed as an attractive trend for Peruvian investors.

The launch of the Edifica Global Fund (FEG) allows investments from USD 10,000, offering an estimated profitability between 11 and 15%.

“We launched the project in May of last year and to date we have more than 207 investors in the fund, an managed asset of close to 30 million dollars”

Mauricio Grieve, fund manager at Core Capital SAF



Currently, citizens living in different US states are moving to Miami, whether for tax benefits, job opportunities, climate, remote work, among other reasons.

“In Miami we have found a niche in which we are specializing and making the corresponding adjustments in projects, in order to have the lowest price in all of Brickell. This is a great advantage because there are not many properties and those that do have very high prices”

Luis Marcelo Indacochea, deputy general manager of Core Capital SAF



It should be noted that these properties are apartments that have classic hotel services to meet the demand of people traveling to Miami for business or tourism purposes.

“The idea is that people stay from a week to three months. The buildings have valet parking, a lobby with entertainment, a convenience store, coworking spaces, a gym, green areas, among others,” Indacochea mentions.



Luis Marcelo Indacochea, deputy general manager of Core Capital SAF

Thus, the owner who buys the apartment can use it when he is in the city, whether on vacation or for work; and otherwise, when it is not there, the property will temporarily be rented and, thereby, generating income.

“By 2024, we estimate that interest rates should begin to fall. At Core Capital we believe that next year there will be a small outbreak, despite the fact that 2023 has been a good year for the real estate sector after a big break.”

Core Capital in figures:

- The Performance, Praedium and Edifica Core Funds, which were started between 2017 and 2019, generated annual returns of up to 12% in dollars for their investors.
- With these funds, the company managed to provide its more than 200 clients with return rates of 7.2%, 8.9% and 12% in dollars, respectively.
- Through the Edifica Global Fund, they will continue to encourage more Peruvians to invest in the Miami real estate market from USD 10,000.



PROFITABLE BUSINESS

TO IMPLEMENT IN 2024



Prepared by: Pilar Astupiña

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Food

Healthy and unprocessed foods, with a focus on delivery or dark kitchens.



Pets

From food to care and training.



Clothes

Sell through virtual stores and presence on social networks.



Online education

With low initial costs and no need for physical infrastructure.



Ecofriendly

Entrepreneurship of ecological products and services committed to the environment.



Sports articles

Personalized training tips along with the sale of sports items.



3 KEY SKILLS TO STAND OUT IN THE WORLD OF WORK

This new year will be marked by the persistent search for professional development of employees.

Written by: Esperanza Aguilera



In 2024 is emerging as a period of significant transformation in the workplace, characterized by substantial changes for both companies and workers. In the second case, the trend indicates a work horizon where adaptability and personal growth will be key elements to face the challenges that will arise in this new panorama.

According to online job search engine Indeed, the job turnover rate will remain at 2.3%. Given this estimate, below we show you the key aspects that employees should consider to face the changes in the search for new jobs.

1. Branding personal

Building a personal brand has become a crucial element in the hiring process.

"Recruiters want the people they are going to hire to have a personal brand on which to protect the hired person"

Adolfo Corona, master in financial management and researcher at the National Autonomous University of Mexico

In the age of technology, platforms like LinkedIn are an essential part of successful hiring. According to data from the same social network, 87% of recruiters regularly verify information on the networks before hiring a person.

2. Artificial intelligence

Increasing automation in the workplace makes the ability to perform tasks that artificial intelligence (AI) cannot perform increasingly valuable. According to Corona, "the trend is to be able to do something that AI does not do, to demonstrate that you know how to use it as a tool, but that you can go further."



Adolfo Corona, master in financial management and researcher at the National Autonomous University of Mexico (UNAM)

"Flexible thinking and cognitive ability emerge as highly in-demand skills. "The skill of interpreting digital information, making decisions and adapting to changing environments becomes essential assets in the face of artificial intelligence."

Ivonne Vargas, training expert and best-selling author of Hire Me



3. Learning ability

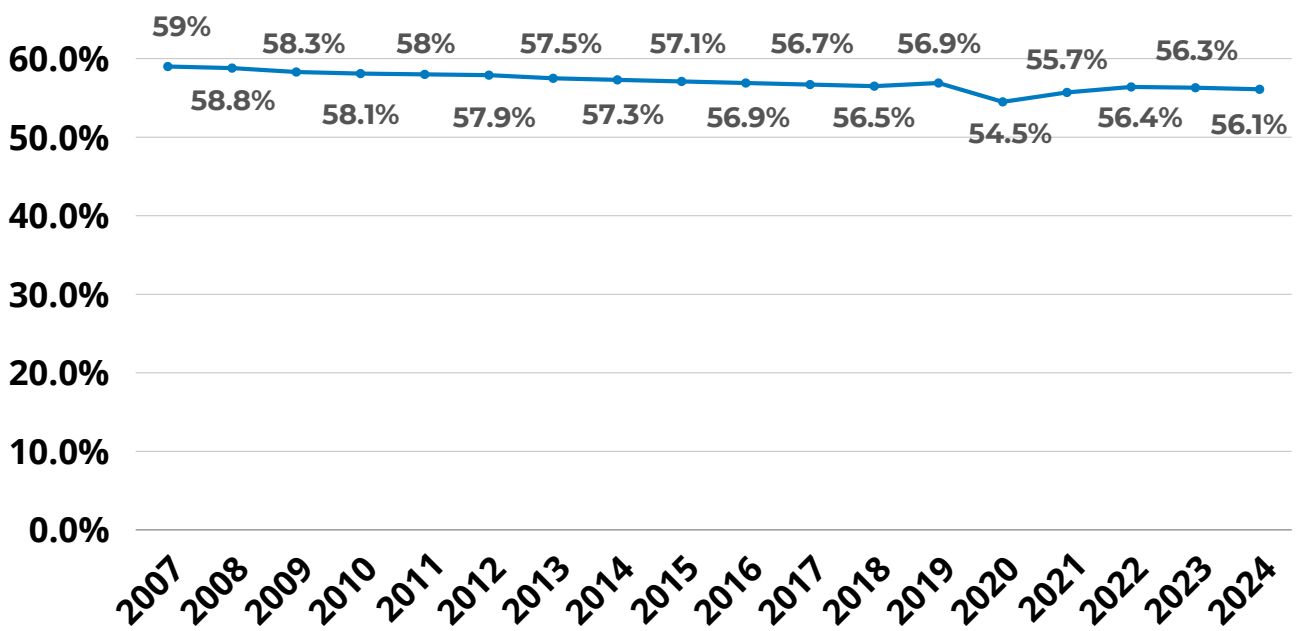
The ability to "learn to learn", known as learning ability, is consolidated as an essential competence, according to Vargas. This skill, typified by some job boards, reflects the willingness to constantly prepare and learn about new technologies and knowledge.

"An important point of professional development is directly linked to the formation and training of technical skills and soft skills. The availability of knowledge is not determined by the company, but now it is imperative that employees opt for their own training," Corona agrees.

This year will witness a job transition marked by the persistent search for professional development. Of course, the key to success lies in self-determination and the ability to adapt to an environment constantly evolving through technology.

GLOBAL EMPLOYMENT RATE FROM 2007 TO 2024

People of working age who participated in some type of activity producing goods or services in order to acquire a salary or some type of financial benefit.



The statistic shows the global employment rate from 2007 to 2021, as well as a series of forecasts until 2024. The global employment rate presented a decreasing trend throughout the observed period, falling below 57% as of 2016. The forecasts point to a progressive and continued decline in this ratio in the short term, although always remaining around 57%.

Source: Statista

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TECHNOLOGY AT THE SERVICE OF FUNCTIONAL DIVERSITY

Written by: Esperanza Aguilera



Digitalization in our society has shown that the inclusion gap persists as a crucial challenge. As technology

becomes a central axis of our lives, people with disabilities

capacity face considerable barriers to accessing and participating fully in this environment.

According to the World Health Organization (WHO), more than one billion people around the world live with some disability, with nearly 200 million facing great difficulties in their daily lives.

Technology becomes a fundamental ally to break down barriers and promote inclusion in the lives of people with disabilities.

In addition to this, a report from the Adecco foundation revealed that 32% of people have problems with accessibility to technology due to the lack of adaptability to their disability. Furthermore, 42% cannot understand the functionality of technology because its teaching has not been a priority in their education.

Thus, the need arises for a double effort: on the one hand, preparing people with disabilities in the use of technology and, on the other hand, developing technological solutions that eliminate existing barriers, guaranteeing equitable participation. in the digital age.

Given this reality, assistive technology must be a priority objective. These technologies seek to improve people's quality of life and autonomy, including everything from simple aids, such as canes and hearing amplifiers, to more advanced solutions, such as voice recognition software and alternative communication devices.



In this context, the Romper Barreras Foundation works to encourage and promote the use of technology to overcome obstacles related to disabilities; in addition to forming inclusive societies, actively involving professionals, families and educational environments.

“We seek to democratize access to assistive technology. Not only on the cost side, but also so that more people know what this technology is and how it works, both those with disabilities and the environment in general”

Graduate Ainhoa Moran, member of the board of the Romper Barreras Foundation



Events such as “Premios Romper Barreras” recognize the use of technology for autonomy, from the perspective of the same person with disabilities. Likewise, projects such as “My Voice” integrate children's voices into dynamic communicators so that children with speech disabilities can feel more identified with themselves.

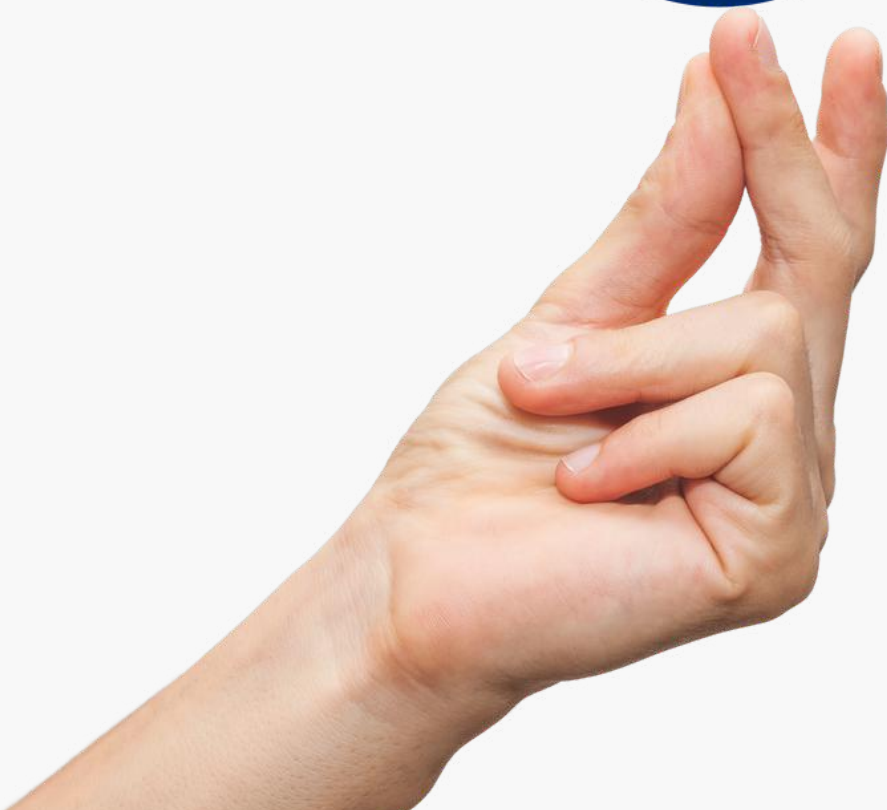
“Beyond the little support from the public administration and the costs, one of the biggest obstacles is making the supporting technology known. The media is not interested in talking about disabilities, so people certainly do not know the problem or how to address it.”

Overcoming these challenges requires a comprehensive approach that spans from infrastructure to technological education to education and social awareness. Only through collaborative efforts in all spheres of life, involving the personal, the educational and the work-
al, it will be possible to achieve equal opportunities and contribute to strengthening the autonomy and dignity of people with disabilities.



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HYDROPONICS: AN ALTERNATIVE FOR FOOD SECURITY

Hydroponics emerges as a sustainable solution to population growth and the impacts of climate change.

Written by: Esperanza Aguilera

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Food security has become a pressing challenge. The increase in world population and the impacts of climate change that affect the

agricultural production, lead to concern about not being able to meet nutrition demands and the need to build a sustainable future.

According to estimates by the United Nations (UN), the current population has reached 8,000 million people and it is expected that by 2050 this figure will rise to 9,700 million, of which 660 million will suffer from food poverty.

It is important to mention that global warming influences weather patterns, causing intense heat waves, rains and droughts, which also strongly affects agriculture. Therefore, the current challenge involves designing strategies that guarantee access to food in a context of limited resources.

Given this reality, hydroponics emerges as an innovative agricultural alternative that could contribute significantly to addressing this problem. This is a soilless growing method that uses nutrient solutions to directly supply essential nutrients to plants, allowing for more efficient and controlled growth.

The solution is mineral and is made up of concentrations of potassium, magnesium, phosphorus, among others. Its versatility allows the incorporation of organic compounds such as fish meal, wood remains or even seaweed, further enriching the nutritional environment.

“One of the main advantages of hydroponics is that it uses 90% more water compared to traditional crops. In addition, there is greater control of pests, so the use of highly toxic pesticides can be avoided.”

Kevin Gutierrez, Industrial Hydroponics project engineer



Tomato, Ing. Bonila - Bogotá

According to data from the World Bank, globally 71% of the fresh water extracted is used for agriculture, and Latin America is one of the regions that allocates the most water resources to this activity.

An important fact is that hydroponics, since it does not require large areas of land, can be installed in vertical cultivation systems in urban buildings, efficiently taking advantage of the available space.

Experience with the hydroponic method has shown that almost all types of plants can be grown. Vegetables such as cauliflower, celery, lettuce; In addition to fruits and vegetables such as strawberries, grapes, raspberries, carrots and onions, they are especially profitable.



Strawberries, General view - Mar del Plata



However, one of the main obstacles to overcome is the correct automation of hydroponic systems. Well, minimal details such as poor conductivity or incorrect measurement of nutrients can irreparably affect an entire crop, which is why many producers decide to carry out this process manually, explains Filippetti.

Continuing to work on the research and development of this technology is essential to guarantee food security, under key aspects such as availability, access and use of resources.

Around the world, countries like the Netherlands and China have made considerable progress in this regard. In Latin America, the initial cost of implementing these crops is high, but acceptance in the agricultural market is increasingly greater and more necessary, says Gutierrez.

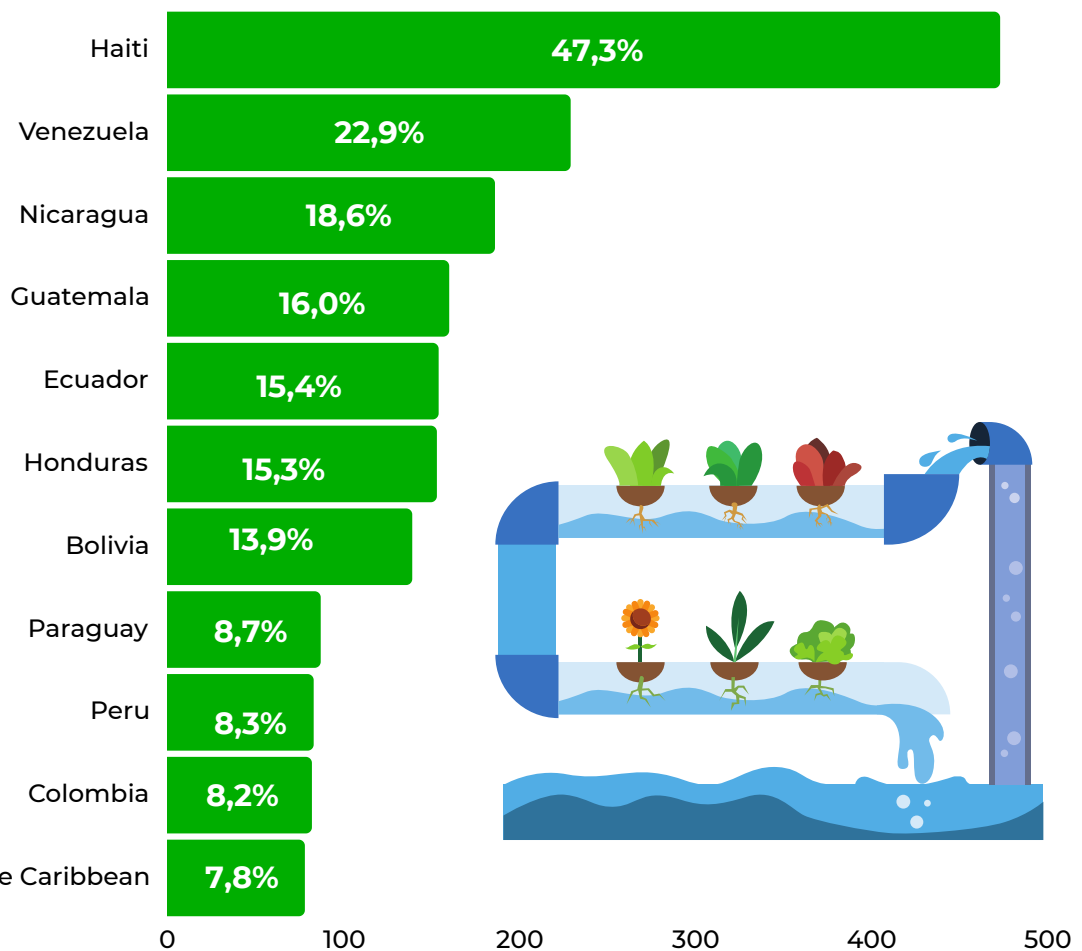
Fernando Filippetti, Chief Operation Officer of Hidroponia FIL, agrees when mentioning: “although it is still under development, hydroponics has potential in the future of Latin America. “We are close to a tipping point where more and more countries will use this technology.”



Most recent project 1400m2 (Cannabis, Province of BuenosAires)

UNDERNOURISHMENT IN LATIN AMERICA AND THE CARIBBEAN

Countries in the region with the highest percentage of undernourishment



*Estimated population whose usual food consumption is insufficient to maintain an active and healthy visa between 2019 and 2021.

Source: FAO

Source: Statista

GOODBYE TO TITLES: THE CHANGE IN HIRING FOR 2024

Artificial intelligence, generational inclusion and sustainability mark the labor trends for this new year.

Written by: Kory Nacif



Just at the time of closures and planning, organizations see employability predictions arriving as a “fad” that, like every year, are updated and modified. This 2024, both companies and collaborators face greater challenges in order to create satisfactory work environments for both parties.

According to a survey carried out by the consulting firm Gartner, this year a large part of the organizations included in their list of priorities the development of leaders and managers, as well as organizational culture, Human Resources technology, change management and management. of internal mobility.

In this context, employability experts predict some transformations that will certainly shape the labor market for the coming year. The five main ones are:

1. Competency-based hiring

The days when a college degree was the most valuable resume asset could be coming to an end. More and more companies are joining the idea that if you have the necessary skills, the person is already suitable for the job. This does not mean that academic skills are not taken into account, but rather that they will not be a watershed for hiring.

“The capacity for innovation, conflict resolution and tolerance for problems are some of the skills that recruiters look for among hundreds of profiles, in which the theoretical knowledge necessary for a work activity is very similar,” highlights Ivonne Vargas. , training expert and author of the best-seller Hire Me.



2. Automation and artificial intelligence

Until a few years ago, artificial intelligence (AI) was disconnected from the career or employment part. However, according to Manpower, to date, 2 in 10 companies use AI tools for talent retention and hiring. In addition, social networks and specialized platforms are the main means of attracting new collaborators.

“The field of business, as well as the understanding of markets and customers, currently has to do with artificial intelligence. So, as different universities have reported, computational thinking or digital critical thinking will be one of the most requested skills in the next 10 years,” Vargas continues.

3. Workforce retention and training

Training the workforce is something that will always be profitable for the business and for the employees themselves, in terms of their performance, the work environment and the motivation to remain in a workplace.

“An important issue for organizations is knowing how their workers like to learn and receive knowledge, since not all of them function in the same way or respond with the same motivation,” explains the expert.

Within a life and career plan, an employee who receives a new skill feels motivated. “This is part of that emotional salary that does not always have to do with the net or gross salary of the company,” he adds.

4. Diversity and inclusion

Given the forecast that Generation Z will constitute 23% of the world's workforce by 2024, it is important for organizations to address aspects such as gender inclusion and intergenerational management.

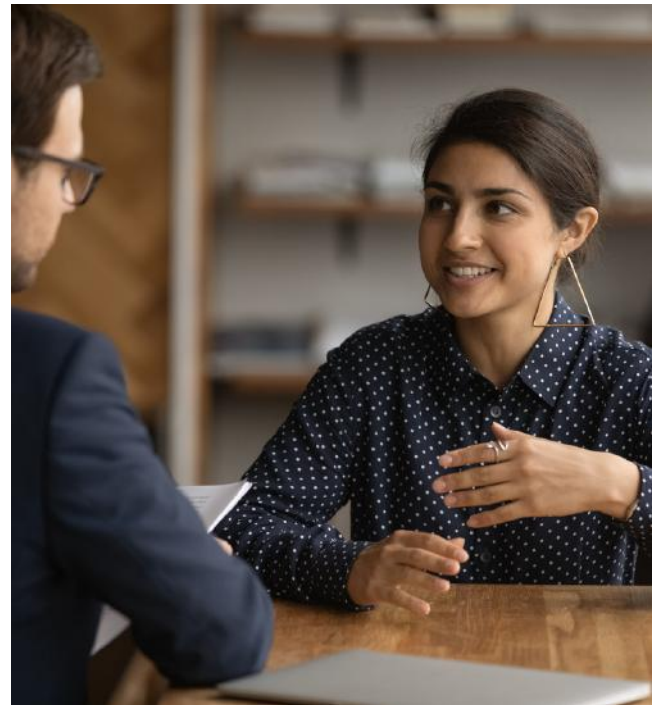
According to Deloitte, globally, 19.7% of management positions are occupied by women, which reflects an increase of 2.8% since 2019. According to analysts, this year workers who are between 45 and 65 will begin to be rewarded. years of age, since they are the ones in charge of breaking “the glass ceiling” in the workplace.

5. Sustainability and social responsibility

The awareness of reducing the impact on the environment is transforming labor demand in areas such as environmental management, renewable energy and corporate social responsibility.

This new year will see more companies committed to climate change, reducing their carbon footprint and conserving natural resources. Also more companies involved with their community, local initiatives and economic development.

Although these are the main trends that organizations see in the labor market, these guidelines may vary depending on factors such as economic conditions, the incorporation of technological development, as well as public policies in the region.



5 KEYS TO TALENT MANAGEMENT

1

Growth opportunities

Train your collaborators to acquire new knowledge and skills.

2

Horizontal communication

Practice cordiality and respect, without hierarchical or thematic restrictions.

3

Teamwork

Build a good work environment by promoting team building.

4

Flexible schedules

Bet on hybrid work or teleworking.

5

Non-financial incentives

In addition to competitive compensation, consider benefits such as health insurance, daycare, recognitions, etc.

HUMBERTO POLAR

**“TODAY CREATIVITY
MAKES THE DIFFERENCE
IN BUSINESS”**

Written by: Estefani Rodriguez

One of the 25 best creatives in the world. Humberto Polar takes us through his successful career, his campaign of the moment and opens up the creative trends for 2024.





D

ream of a prolific mind that stands out in art and advertising. Humberto Polar, one of the most important publicists in the region and the 7th best creative in the world

2014, according to Business Insider magazine, he has become a relevant figure for being a creative strategist who observes society to build brands that leave their mark.

With 38 years immersed in advertising and being one of the few creatives to win Cannes Lions from three different countries, obtaining for Colombia the first in its history, he has contributed to the creative reputation of important brands in agencies such as Lowe-SSP3 (Colombia) , Lowe Latam (Mexico), FCB Mayo (Peru), and Gray México. He is currently founding partner and Chief Creative Officer of The Juju México and president of the Círculo Creativo de México.

His philosophy has led him to structure a solid creative culture at The Juju: **"as a team we are rigorous in creative quality, but also in deep strategy and integration. "We do not understand the differences between digital, non-digital, offline and online, since if we observe, in the end, they are all points of contact and ideas that should become great proposals in any medium chosen to carry out a campaign"** comments.

In advertising where the male ingredient has been predominant over the years, Humberto knows that betting on female leadership in key positions is part of an effective formula, where, for example, his creative department is made up practically only of women .

Voice for human rights

One of the issues with the greatest impact on people is social, so The Juju was commissioned by Amnesty International to carry out the “Rights with a Voice” campaign, within the framework of the commemoration of the 75th anniversary of the Universal Declaration of Human Rights.

This campaign has given life to 30 songs that seek to raise awareness of a worrying reality: the lack of knowledge and commitment to human rights. “We ask 30 artists to compose 30 songs each with a right. The premise is to have used TikTok so that young people understand what rights are about and how many there are,” explains the creative director.

The hashtag #DerechosConVoz is available on TikTok, and has achieved rapid viralization among new generations worldwide. “Sometimes social advertising leaves us good lessons that can be taken to commercial advertising,” he highlights.

Just five days after the launch, 340,000 organic views were generated on the platform and, in a few hours, the conversation went viral from Mexico to the entire world, impacting influencers and users in their dynamics by generating content with songs made from the rights humans.

Predictions for 2024

One of the most important challenges in advertising is attention. “Advertising is not something that is sought after, but today you can have an entire platform of understanding without advertising for a really affordable price, this makes the little attention that there was towards advertising greater. So, creativity is the only way and you have to be creative so that you can overcome people’s indifference and thus build a brand,” he points out.

Artificial intelligence (AI) has quickly become an important tool for the advertising industry, especially in two aspects. On the one hand, the amount of data that can be analyzed with AI is given at a completely revolutionary speed compared to what could be done before.





Creativity is an always present chapter in this profession and Humberto sees it this way: “before we could incorporate more pattern or more presence, but what is being asked now is a higher level of creativity. For a long time, advertising was optional, but today it has become almost an obligation,” he emphasizes.

“The leap that we are going to experience each time in terms of productivity due to artificial intelligence is immense and appreciable”

On the other hand, this technology is perfected as an assistant for the execution of tasks, and thus accelerate processes that are a bit tedious.

Faced with paradigms that undergo constant changes, advertisers must focus on the motivations that drive human beings and that will always work with advertising to know what the implications are of putting things in an omnichannel context.

By 2024, brands are looking for much greater precision in the target of digital campaigns. “Many customers are starting to recognize that it's no longer just about messaging, but about being as personalized as possible. I think that agencies that don't know how to do microtargeting probably won't have a very good time.”

Creative production will also mark a milestone in 2024, as it is now necessary to implement technological ideas in campaigns, “this is where creativity will make the difference in business because companies will be able to mix instruments from other fields in their creative processes, such as design “thinking”.

On the path of creativity, Humberto Polar has a place earned based on talent and tenacity. Its campaigns carried out in renowned companies have managed to authentically connect with an audience that evolves daily and demands brands that are committed to innovation, but also personalization.

DESIGN THINKING AND ITS SUCCESS IN MODERN MARKETING

Written by: *Estefani Rodriguez*



A

nalyzes from various consulting firms in the sales and marketing fields highlight a common trend:

the increasing adoption of user-centered strategies.

This process drives creativity and creates unique experiences, based on comprehensive knowledge of the consumer.

Consumers present increasingly demanding demands, which drives companies to direct their initiatives towards understanding their interests.

Design thinking emerges in this scenario as an innovative methodology that goes beyond the creation of aesthetically pleasing products. It is, in itself, a user-centered approach, which seeks to understand people's needs and desires to develop creative and effective solutions.

To understand and apply this methodology, it is important to know the 5 essential phases that this way of thinking entails.

1. Empathize

In this phase, the team dives into deep understanding of the users, their needs and challenges. Empathy is key to identifying real problems worth solving.

2. Define

Problems are clearly defined and a user-centered perspective is established. This step involves the formulation of a statement or problem statement that serves as a guide for the design process.

3. Ideate

It seeks to generate a wide variety of creative ideas and solutions based on active participation and the generation of concepts.

innovative ideas without restrictions, using techniques such as brainstorming.

4. Prototypes

The best ideas are selected and translated into tangible prototypes. These prototypes can vary in complexity, from simple sketches to more advanced models, but the goal is to obtain a physical or visual representation of the proposed solution.

5. Test

The prototypes created are subjected to testing and evaluation, in order to obtain feedback from users and other interested parties to understand how it responds in the real world. Test results inform necessary adjustments and improvements.

“Empathy, user orientation, co-creative and collaborative thinking, as well as the ability to rescue learning throughout this process, are some of the key skills in design thinking”

Rendo Salazar, director of
Como Pez en el Aula



Companies constantly face challenges, from identifying market opportunities to improving customer experience. Using this strategy, marketers can address these challenges more creatively, seeking solutions outside of conventional approaches.

According to Salazar, to really understand the user's needs it is important to work with different immersion tools, in order to "fall in love" with the problem. **"In my experience I could highlight the wealth of information that is achieved with the problem tree, the empathy map, interviews with users, direct observation methods, prototypes and iterative tests."**

As mentioned, design thinking encourages iteration or the dynamic constructive process that requires constantly defining, representing, visualizing, evaluating and redefining; and continuous improvement.



Through the implementation of rapid testing, marketing strategies can evolve in response to market feedback. This not only allows companies to keep up with changing trends, but also gives them the flexibility to adjust their approaches as necessary.

"Success will be measured by user satisfaction, the performance of the solution in terms of effectiveness and efficiency, the positive impact on people's lives and how that is reflected in the profitability of the business," concludes the expert.

Those companies that adopt this method will be better positioned to satisfy and anticipate the needs of their customers, standing out in a changing and constantly evolving market. Without a doubt, design thinking is an indispensable ally for contemporary marketing.



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MULTICULTURAL EDUCATION BUILDS EMPATHETIC SOCIETIES

Integrating diversity in education is essential, as it is the basis for the construction of human formation.

Written by: Esperanza Aguilera





Interculturality is a fundamental pillar in the construction of cohesive and enriching societies. In an environment where borders

As connections blur and intensify, multicultural education becomes essential.

The United States, one of the most multicultural countries in the world, had a Hispanic population of 59 million inhabitants until 2020. Of them, approximately 61.5% came from Mexico, while the rest from Puerto Rico (9.3%), Cuba (3.9%) and El Salvador (3.7%), among others, according to data from the

United States Census Bureau.

However, even with these figures, the North American country presented an increase of 182% in racial discrimination, specifically in States such as California, Texas, Colorado, Illinois, New York, Florida and Virginia, according to the latest report from the League of Anti-defamation.

This demographic phenomenon underscores the growing ethnic and cultural diversity in the country, highlighting the importance of addressing the needs and perspectives of these groups.

“The best solution is to unite the world through global education, create bridges between different cultures and educate citizens who grow up with empathy. That is, creating global citizens”



Ronald Ramírez, recruiting coordinator at Participate Learning.



In this context, Participate Learning is an organization that seeks to create more inclusive societies through cultural exchange. Through its educational program, teachers from all over Latin America can travel to the US to teach classes to children between 5 and 11 years old, in order to create more understanding and multicultural citizens.

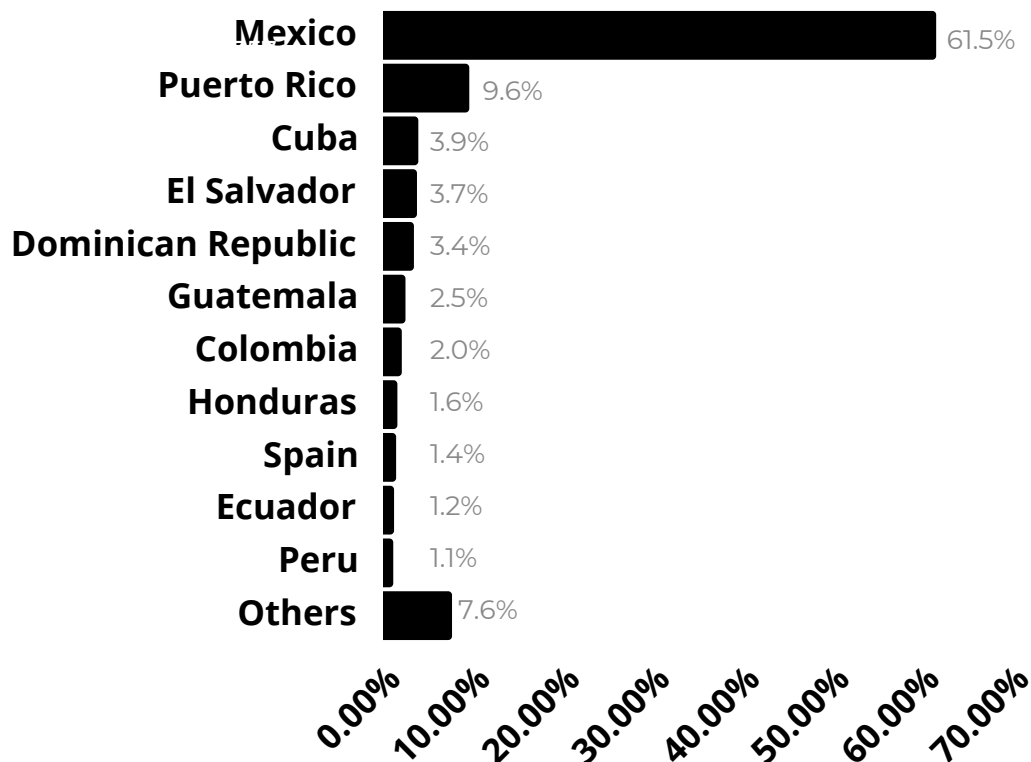
This global education not only focuses on teaching the Spanish language, it also includes areas such as science, mathematics and social studies, without ever losing sight of the cultural aspect.

"It is key to focus teaching on children, since their ability to assimilate knowledge and develop empathy is more receptive. By starting the educational process from an early age, learning takes lasting root throughout their entire lives," explains Ramírez.

Cultural diversity is beneficial in all aspects. In addition to promoting innovation and creativity, it also strengthens relationships, contributing to the formation of more efficient and decisive communities.

“Latin American teachers are changing the lives of thousands of American children. They are minors who are growing up with a broader cultural perspective and will be more empathetic adults in the future,” concludes the coordinator.

PERCENTAGE DISTRIBUTION OF THE HISPANIC AMERICAN POPULATION RESIDING IN THE UNITED STATES IN 2020, BY COUNTRY OF ORIGIN



Source: Statista

In 2020, the population of Hispanic origin in the United States exceeded 59 million inhabitants. Of them, approximately 61.5% came from Mexico. For their part, two Caribbean countries occupied the second and third positions in the ranking, Puerto Rico and Cuba, with percentages of 9.6% and 3.9%, respectively.

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RACE AGAINST TIME

“CLIMATE CHANGE INCREASINGLY PALPABLE”

Global warming is no longer an abstract threat; It is a reality that requires an urgent response and global commitment.

Written by: Estefani Rodriguez





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ver the past few decades, we have witnessed significant changes in climate and weather patterns, concrete evidence that the world is having an impact.

deep in environmental balance.

To date, scientists have collected compelling data demonstrating increasing concentrations of greenhouse gases in the atmosphere directly attributable to human activities such as burning fossil fuels and deforestation.

Due to this, global temperatures are increasing, a phenomenon that is reflected in the increase in extreme weather events, such as more intense hurricanes, prolonged droughts, devastating floods and record heat waves. In turn, glaciers are melting at an alarming rate, contributing to sea level rise and threatening coastal communities around the world.

In addition to environmental impacts, climate change also has social and economic consequences. The most vulnerable communities are the hardest hit, facing crop failure, water shortages and the threat of displacement due to extreme weather conditions.

“Much of the accelerated climate changes that have occurred in recent years, that is, 200 years to date, are due to fossil fuels that release greenhouse gases, making them the main responsible for global warming.”



Fernando Martínez, president of Fundación Impulso



“Places with higher temperatures are more likely to suffer storms or very intense rains,” says engineer Miguel Ángel Gallegos, meteorology and climatology manager of the National Meteorological Service of Mexico.

One of the cases that recently worried the Mexican population was Hurricane Otis, which occurred on October 25 in Acapulco, Guerrero. This natural phenomenon reached a rapid intensification, going from category 1 to category 5 in just 24 hours. The fatalities and disaster in the city mean an extremely complicated recovery in the coming years.

“Well-applied meteorological information, in any phenomenon, contributes to the mitigation of damage, since by monitoring in real time, society can make the most appropriate decision. In this way, the preparation of people against these systems is the same in the case of a category 1 hurricane as in a category 5 one,” adds the engineer.

That is why, in the face of these catastrophic events, anticipation and planning allow for a faster and more effective response and

efficient, reducing the risk of human and material losses. Public awareness and education about safety protocols play a crucial role in encouraging the following of safe practices.

“It must be clear to us that the force of nature is an immanent power superior to that of the human being. These types of patterns and new records should serve us, together with technology, to strengthen the database and anticipate cases that, as we are seeing, are happening more rapidly,” says Martinez.

In this scenario, the transition towards renewable energy sources, the adoption of sustainable agricultural practices and the conservation of ecosystems are fundamental steps to curb climate change, and thus build a sustainable future for future generations.



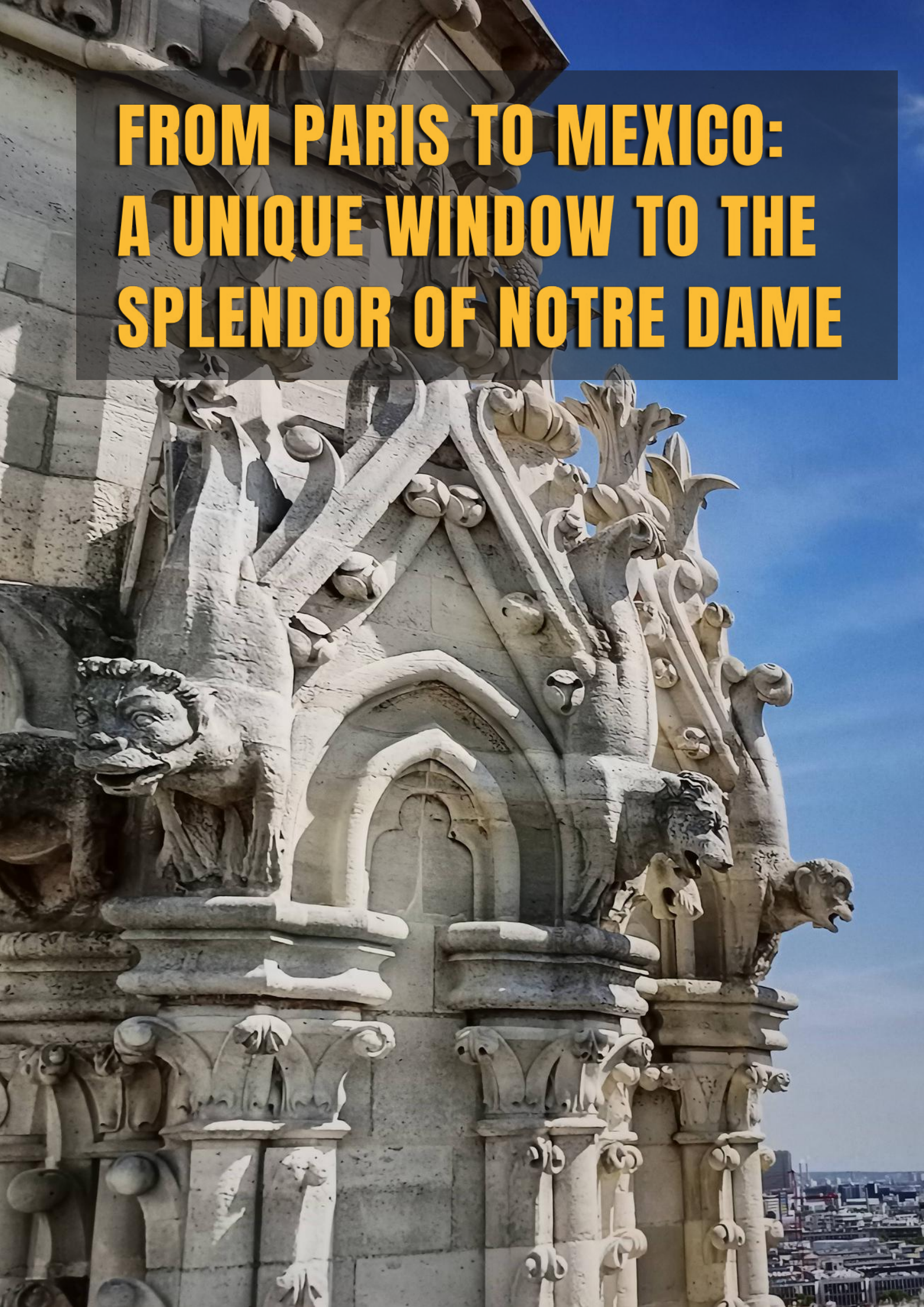
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FROM PARIS TO MEXICO: A UNIQUE WINDOW TO THE SPLENDOR OF NOTRE DAME



“The exhibition unites history, art and technology in a project that stands out for its use of augmented reality. With the support of the Histoverly studio and financing from the L'Oréal company, a very punctual and detailed reconstruction of the different stages of Notre Dame and the historical events that surround it was achieved.”

Abraham Villavicencio, researcher at the Franz Mayer Museum



Written by: Esperanza Aguilera

F

rom the beginning of its construction in 1163 until the fire that devastated it in 2019 and its subsequent restoration, the Franz Mayer museum

in Mexico City tells the story of the iconic Notre Dame Cathedral.

The Notre Dame exhibition in Mexico pays tribute to this historic monument through a careful virtual reconstruction, supported by the collaboration of historians, researchers and technology developers. In addition to highlighting the work of architects,

sculptors and restorers who made its construction and conservation possible.

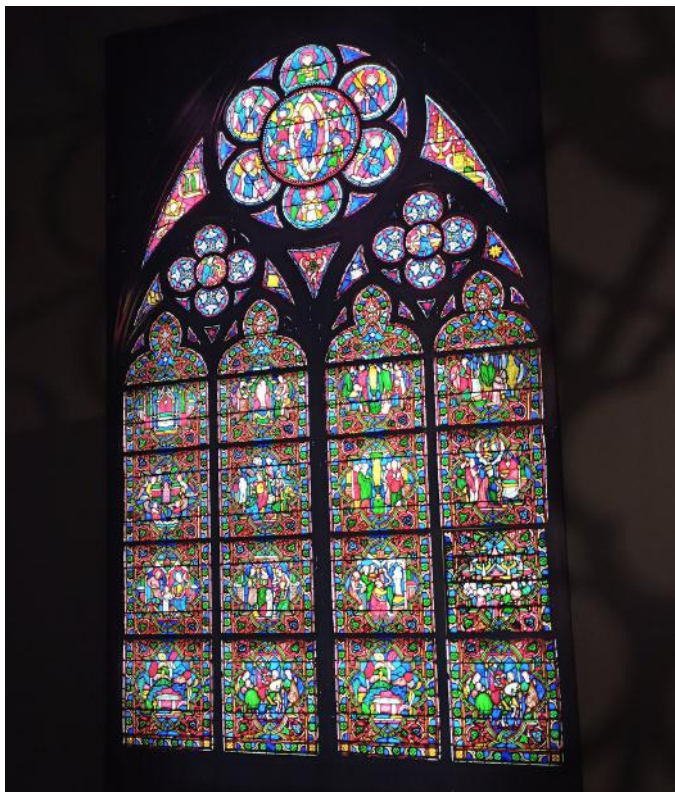
The majestic Notre Dame Cathedral, erected in the heart of Paris on the banks of the Seine River, stands as an architectural treasure that has withstood the passage of more than eight centuries. Its construction spans an extensive period that embraces Gothic splendor and has witnessed crucial events in the city's narrative.

With an imposing height of 69 meters and a facade adorned with intricate

sculptures, the cathedral has captivated generations with its architectural-defying artistic splendor that can now be visited through augmented reality.

The exhibition, designed for audiences of all ages, is an interactive experience that establishes a dialogue between the virtual and the tangible to enrich the visit. In addition, it is constantly updated regarding the reconstruction of the monument, which is expected to be completed by the end of 2024.

Through the histopad, a tablet provided by the museum, visitors can learn from its creation to the present. It not only reconstructs 360° images, it also provides information about the architectural, cultural and social importance of the cathedral.

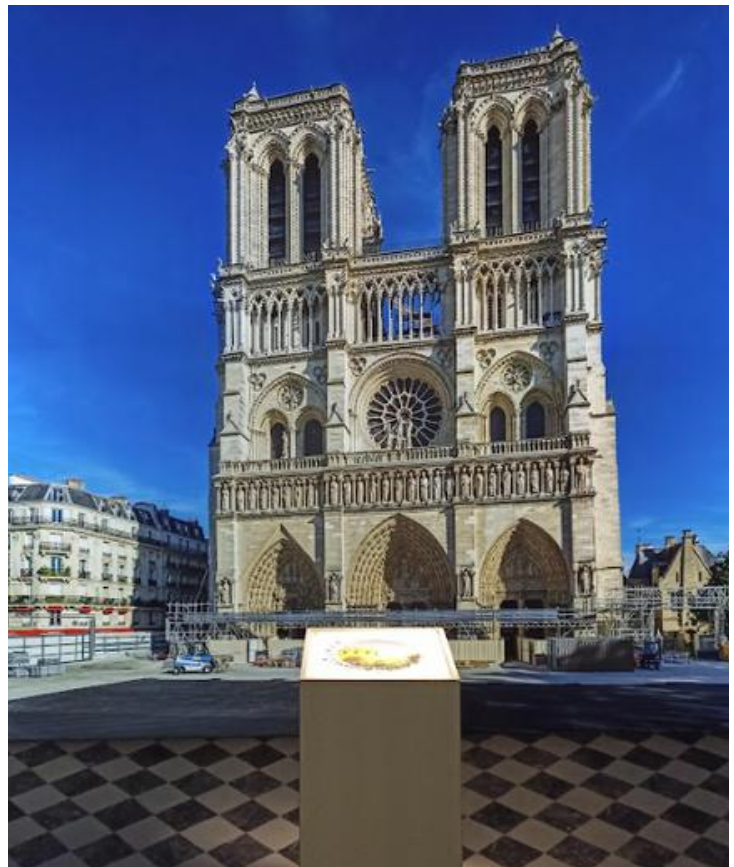


“Although the greatest exposure is found in the windows, they can be seen with the histopad; The models of the workers’ workshops, the reproductions of full-scale sculptures and the play of shadows that the museum performs to recreate stained glass windows create an immersive experience.”

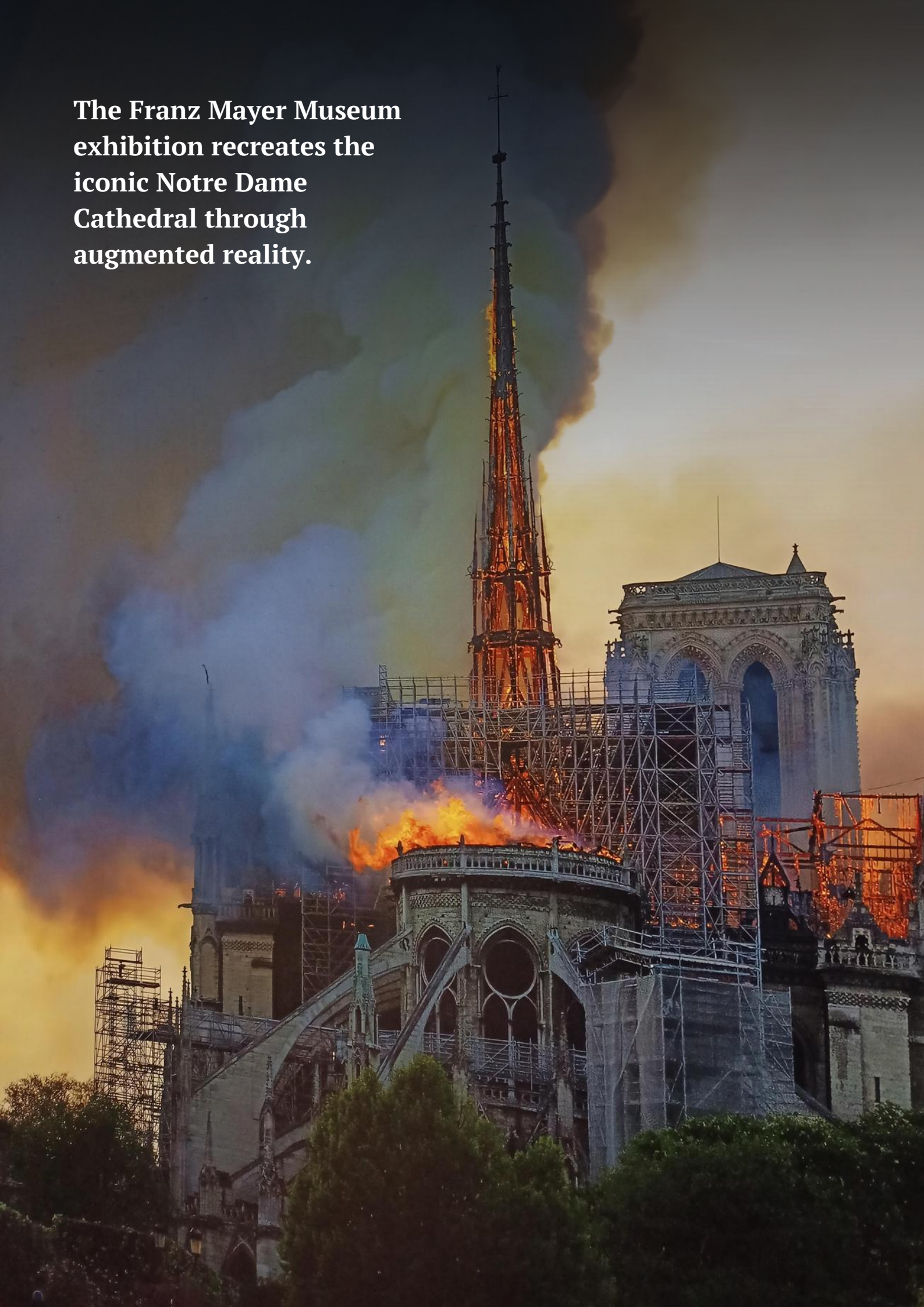


It should be noted that this exhibition has already been in countries such as Dubai, China, the United States and Canada. In Mexico, people will be able to enjoy it until February of next year, and it is expected to reach more Latin American countries, estimates the researcher.

Within the walls of the Franz Mayer Museum, visitors have a unique passage into history, learning up close the architectural and cultural significance of the most visited monument in France. Notre Dame in Mexico, in addition to offering a striking visual experience, plays a crucial role in the dissemination of this valuable artistic heritage.



**The Franz Mayer Museum
exhibition recreates the
iconic Notre Dame
Cathedral through
augmented reality.**



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WORKS THAT CAPTURE THE ESSENCE OF IMAGINATION AND REALITY

From vibrant strokes to meticulous details, discover the universe of César Alvarez, where creativity is intertwined with pictorial mastery.

Written by: Estefani Rodriguez

In the vast world of artistic creativity emerges César Alvarez, an architect and plastic artist, who has managed to merge his knowledge of architecture

with art to achieve a unique style of perspective in each of his paintings.

From his first strokes, César has demonstrated a special affinity with perspective, a tool that transforms the two-dimensional plane into a three-dimensional canvas.



“I took a course on perspective during my architecture degree, where I exploited this technique a lot. With it, I want the viewer to feel inside the drawing and, at the same time, the drawing comes out of the paper.”

Each of his works is a window to a universe in which lines converge and diverge in a harmonious dance, inviting the viewer to explore the depth of their imagination. Geometry and symmetry are your allies, but it is your ability



to distort them masterfully, which elevates his work to a unique category.

His color palette and the materials he uses are also other tools that help transport the observer to an imaginary realm. The tones bring your creations to life, creating a visual symphony that awakens emotions. While light and shadow, skillfully handled, accentuate the sense of depth and add layers of meaning to each composition.

“At this moment I work on coated paper, since it suits me a lot because the ink I use, which is watercolor type, runs very well and allows me to do shading. I use brushes and even markers, it all depends on what you are thinking of capturing,” he explains.



But beyond his exceptional technique, what distinguishes this artist is his ability to tell stories without words. Each painting is a visual narrative that invites the viewer to immerse themselves in their own journey of discovery.

“As in surrealism, what I try to do is get the viewer involved in my work, feel inside one of these buildings or inside the city. It may bring back memories if you have already visited that place or, on the contrary, motivate you to go.”



In a world saturated with images, César Alvarez's paintings are another step towards expanding the imagination, reminding us that truly exceptional art transcends the barriers of the ordinary.



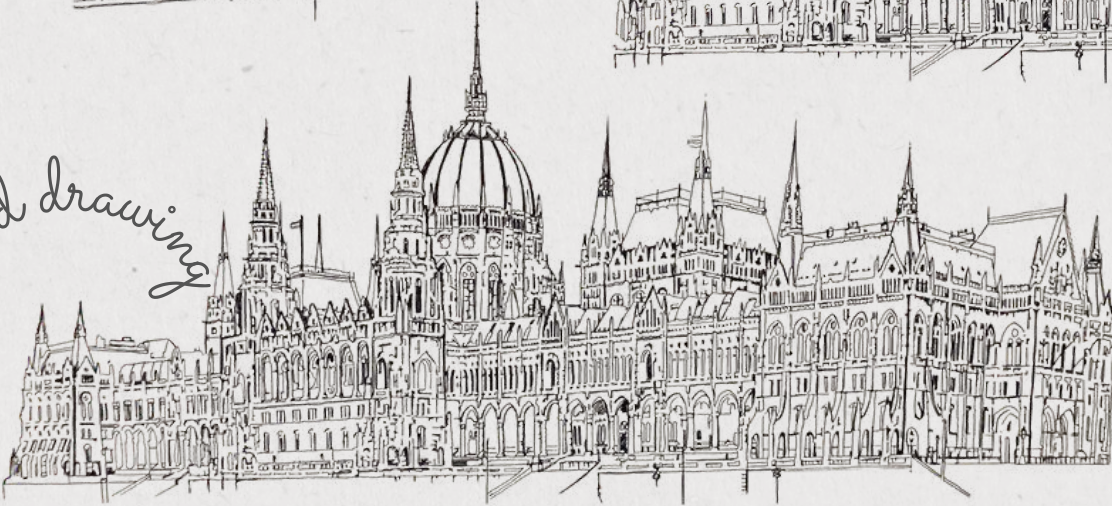
Note



sketch



Finished drawing





WEDDINGS THAT LEAVE A POSITIVE MARK



Written by: Estefani Rodriguez

Ecological weddings have become a constantly growing trend. These ceremonies are not only a testimony of love and commitment between two people, but also a conscious act of environmental responsibility.

According to Marta Cubero, wedding planner at Nature Elements Eco, the wedding celebration releases a considerable amount of greenhouse gas emissions in a single day, with carbon dioxide, commonly known as CO₂, being the main protagonist.

That is why, “a sustainable wedding pursues the goal of reducing the environmental impact associated with the celebration, without sacrificing the materialization of the marriage dream. “This approach is adaptable to any couple and compatible with a wide range of decorative styles.”


From the beginning, brides and grooms who opt for eco-friendly weddings look for ways to reduce their carbon footprint. This starts with the invitations, where recycled paper, digital options and eco-friendly inks are carefully selected to minimize environmental impact.

Likewise, sustainable fashion has reached the world of weddings, with couples choosing suits and dresses made with ecological materials or even clothing from

second hand. By repurposing an outfit, you promote the idea that fashion can be kind to the planet and still stunning.

In terms of decoration, these types of weddings are inspired by nature. From seasonal floral arrangements to reusable decorative elements, we seek to create a beautiful environment without compromising the health of the planet.

Choosing local foods is also key. Opting for local suppliers not only supports the community, but also reduces the carbon footprint associated with transporting food. Additionally, many choose vegetarian or vegan options for their wedding menu, thus contributing to environmental sustainability.



From sustainable dresses to reusable decorations, eco-friendly weddings are changing the way we say, "I do."

Coats winter 2024



Padded anorak with shirt collar_Mango



Trench coat with wool_Bershka



Alamares Wool Coat Manteco_Zara



Wool-blend double-breasted coat_ Hugo Boss

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