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(2) Biographical summary

- MA. Industrial Design and Technology.
- Lab director - Sustainable Design Products Lab.
- Chief Designer - Alternative Energy Vehicles.
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(4) Category - Paper -Case of study.

**Title and Subtitle**

ALTERNATIVE AERIAL TRANSPORTS.  
Sustainable Transport Design for Rural Areas.

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**Abstract**

Today, design and material culture in countries like mine, kindly called “the periphery”, suffer of a denial promoted by phenomena like colonization, transculturation, globalization and domination. However, these subjects do not matter, the fact is that we copy and paste methodologies, technologies, economical models, ways of life or even values from developed countries in the name of “modernity”; this action is determined by the yearning for being “as rich” as those countries who are “better” than us. This is one of the main problems that third world countries like Mexico suffer from: neglecting our own culture by devoting excessive attention to the outside world.

Regarding sustainable design, this problem is further complicated, as never before, since we are living in a “global village”, extremely fast paced, with access to knowledge from other cultures, system of thought, ideologies, designers, etc. That is why the designer has lost links to traditional influences, and not only imitates the nearest “territory”, the sustainable design process is being un-territorialised, and is becoming something inexistent for the designer and his senses.

In Mexico, we have very specific problems that designers and developers are trying to solve with sustainable solutions of other countries, but this use to be catastrophic, so other designers use to think that sustainability must be contextualize, interpretation is required, tropicalization as economists use to say, every design must be tropicalised; we must develop an hermeneutical skill, a skill that can help us comprehend the design process that creates the sustainable solutions for every local problem of the world.

This paper exposes the case of “Alternative Aerial Transports” research focused on finding new solutions for Rural Mexican Areas, which is important if we notice that Mexico has 25 million inhabitants living within 200'000 Rural Towns. The complexity of this research is trying to offer aerial transport solutions for communities of 100 members living in poverty statement; the result is a new aerial system proposal that offers transportation using 9 different aerial vehicles, 9 different sustainable strategies and 9 different settlements for this. The name: Alternative Aerial Transports.