



IN THE WORDS OF

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QUESTION: How can design encourage social change? If the design functions well, it can achieve social change. An object that is well designed (whether it be a wheelchair or cart) can motivate an individual to change, and with that, more people.

QUESTION: How do you choose the causes that you support? I choose those that from my point of view are the most urgent, or necessary to speak about.

QUESTION: Being Mexican and being a graphic designer, you share an experience with many of the design students here at UTEP. What is your advice to them about the power of design can have against the headline issues that plague Mexico right now—that is, drug-related and violence and violence against women. Design serves, or can serve, to give information. The information can be an antidote against ignorance. We should aspire for correct information.

QUESTION: In two of your seven posters in *Up Against the Wall: Posters of Social Protest*, *Mambrú No Fue a la Guerra* (*Mambrú Did Not Go To War*) and *Detrás de la Fantasía Americana* (*Behind the*

American Fantasy) you are critical of the United States. As a Mexican, why focus on this country? In the case of Mickey Mouse, which is a universal symbol (lets say part of modern mythology), the commentary is direct and understood. In the skull with the map, I made the particular image to represent manifestations against the United States was in Iraq, I wanted to speak about the real cause: economic, the oil, etc.

