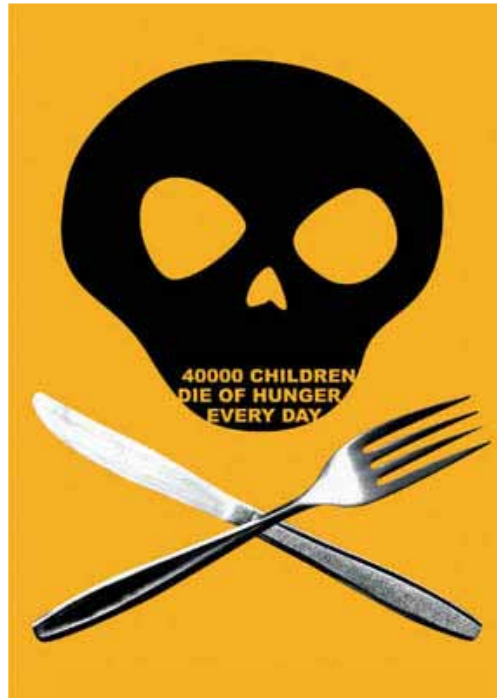


IN THE WORDS OF

# LOURDES ZOLESSI



Born in 1972, Mexico City, Mexico  
Resides in Mexico City, Mexico

**QUESTION:** How can design encourage social change? Design cannot make a social change from one day to another, but what it can do is touch hearts that can develop with time and transform

**QUESTION:** How do you choose the causes that you support? Sometimes you don't choose the causes that need help; they choose you. Destiny can sometimes surprise us.

**QUESTION:** What has become of the campaign to raise awareness of the missing women of Juarez now that drug violence has overshadowed the cause in the news? It's slow, the theme is no longer a novelty, it is something that is part of the context of Juarez, in a place where violence can fall into acceptance.

