

Vision



CILA.
HOME FOR DESIGN
COLLABORATIONS

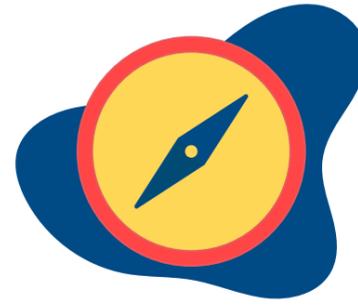
Kim Munoz Salazar | 2019

WHAT IS CILA?

Cila is an initiative connecting designers in order to create collaborative projects. The initiative works with various communities and creates projects for the target community together with students and designers.

Cila strives to bring together different disciplines and to form a collaborative community that encourages the integration of design knowledge with financial-economic knowledge. We believe that in this community we will be able to foster business and social entrepreneurship, drawing from the human capital of each and every member of the community.

WHAT WE DO



First aid

Online connection and consultation with professionals from various fields



The design umbrella

We've gathered experts from various fields of design and entrepreneurship to serve as long-term mentors



Personal consultation

Formulating a personalized strategy for all business and design needs for every designer and business



Projects

A basis for creating circles of collaboration for designers and entrepreneurs from various fields



How do we move forward?

Developing social projects to create large-scale cooperation that enables a larger number of students and graduates to enter the industry. Developing the Keter Center for Innovation will facilitate connections with a larger number of startup companies. Collaboration with these startups will lead to scholarships and jobs.

We'll do this by:

- Creating a database capable of cataloguing and adapting itself according to demands.
- Utilizing the knowledge and capabilities of various units in academia that have yet to reach an optimal level of collaboration.

units in academia that have yet to reach an optimal level of collaboration.

Cila will serve as a connecting link for all parties, starting from the first brief and accompanying the various parties throughout the project.

We will work in collaboration with the Entrepreneurship Club of the Students Union and the Alumni Association.

The idea is to transform the Keter Center for Innovation into a hub for encounters that generate projects which, through connections and exchanges of knowledge, can allow designers to contribute to the local industry and gain practical experience.

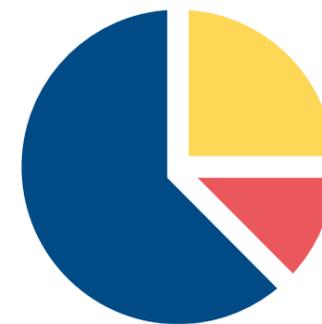
How does all this work in the field?

Cila seeks to integrate various disciplines and form a community that operates by sharing knowledge and enables the integration of design knowledge with financial-economic knowledge.

Creating a community where business and social entrepreneurship can be advanced by utilizing the human capital of each and every member of the community.



We'll work in parallel in two channels



Business



Design

STUDENTS AS A RESOURCE OF HUMAN CAPITAL



Everyone has abilities that can be channeled into power and collaboration in building a community that builds business, social and cultural bonds around discourse on design and art. Today, our worlds of content overlap. Therefore, bringing together students from different fields can advance each of them, and together we can form a community of business entrepreneurship along with social services.

Integrating all fields into a single common idea – for example: providing design services to the community, branding for new and existing businesses, building and designing websites, design consultation services regarding interior design and architecture, galleries with temporary exhibits and pop-up stores featuring designers from the community as well as others from various places in Israel.

Thank you.



CILA.
HOME FOR DESIGN
COLLABORATIONS

2019

© All rights reserved to CILA (Kim Munoz Salazar) 2019
Do not copy or reproduce any part of the presentation without permission