



Global Startup 

MEXICO 2015, iLAB XALAPA

<http://tiny.cc/GSLMEX15>





INTRODUCTION TO DESIGN

Explanatory text goes here.



WHAT IS DESIGN?



FORM + FUNCTION ?

FORM + FUNCTION ?

<http://www.independent.co.uk/property/interiors/the-secret-history-of-philippe-starcks-lemon-squeezer-1972849.html>



FORM + FUNCTION ?

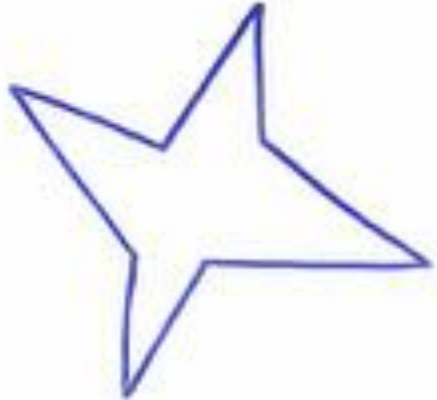
FORM + **FUNCTION** ?

<http://www.adweek.com/news/advertising-branding/little-fish-shaped-lump-iron-just-won-product-design-grand-prix-cannes-165551>









1.



2.

<http://goo.gl/forms/7Kev3iHRTI>