

Santiago Luna Design Studio.

"Design is emotion and emotion is also life."

Walter de Silva

Santiago Luna (Bogotá, 1994) is a Colombian designer whose work has reflected on the emotional relationships that people create with objects through their sensitivity, functionality, and memorability; his goal is to change Colombia's perception through design. During his studies and to develop more in-depth knowledge about product design, he joins Zientte, one of the most relevant furniture companies in Colombia, led by Sergio Vergara, Creative director of the brand and one of the most influential designers in the country. Santiago graduated from the Universidad de Los Andes (2018) with an emphasis on product design. Subsequently, wins the award for best proposal within the "New eating and serving tools for a meaningful eating experience in restaurants", a workshop led by the designer Sara Ferrari for the company Mepra and the Ristorante Cracco, of the renowned Italian chef Carlo Cracco.

His research on the influence of objects in our life and his passion for the work of the great masters of Italian design (Castiglioni, Branzi, Mendini, Magistretti, Mari, and Sottsass) took him to Italy, where he found a design philosophy that perfectly combines beauty and functionality, and where he graduated with honors from Domus Academy, as a Master in Product Design (2019). During his graduate studies, he collaborates with the studio of Fabio Novembre, Google, and Driade. Also, he receives the mention of the best projects in the "Hybrid Design Workshop" for the company A.D.I.C.I and wins the contest "Sleep Environment Innovation" for the company Per Dormire. At the end of his studies, he decided to settle in Milano, where he began to work with another of the great masters of Italian design, Mario Bellini.

Despite the influence of Italian design and his years abroad, Santiago has never forgotten his origins. He has always conceived his work as a dialogue between the different traditions he has formed. This dialogue led him to collaborate with Camilo Ayala García, Ph.D., his first grandmaster at the Universidad de Los Andes and one of the country's leading materials, design researchers. Santiago is a holistic designer with knowledge of user-centered design, materials, and processes. A curious person with a constant willingness to learn and connect with different disciplines and fields allows creativity to flow. Nowadays he works as a designer between Bogotá and Milan.

