



Cover image #27

A imagem da capa #27

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The invitation to design the cover for this edition of the magazine was received with immense gratitude and enthusiasm¹. This graphic project holds significant meaning, as it provided an opportunity to convey, through design, the transformative power of creative economy in reshaping realities. The capacity for transformation, rooted in diversity and creativity, serves as a source of inspiration and motivation to persist in advancing research and striving for continuous improvement.

Admiration for creative economy extends beyond its recognition as a sector of significant economic importance. It also stems from its role as a platform for the expression of identities, where the cultures, traditions, and histories of diverse communities are given visibility and acknowledgment. Equally vital as economic metrics and job creation is the creative economy's function as a tool for resistance and inclusion. In an unequal world, it has demonstrated its capacity as a catalyst for social change, enabling artists, creators, and cultural producers to articulate the complexities of life and highlight issues that might otherwise remain overlooked by the broader public. It fosters a reevaluation of inequalities, amplifies marginalized voices, and underscores the potential of every contribution to effect meaningful social impact.

A clear example of this is the role of social movements, one of the central themes explored in volume 9, issue 27, of *Diálogo com a Economia Criativa*. These movements frequently utilize creative economy as a powerful tool to amplify their messages and reach broader audiences. Through mediums such as art, audiovisual production, design, and fashion, creative economy facilitates the dissemination of messages advocating for resistance and equality, often resonating deeply with individuals. By its very nature, creative economy celebrates diversity and underscores the value of different cultures and identities, fostering not only economic growth but also the empowerment and prosperity of marginalized social groups.

Creating art that encapsulated all this potential posed a significant challenge. From the outset, the phrase "Our differences make a difference" resonated in my mind like a mantra, serving as the foundation for the conceptualization of this work. Through my research on representation in technology and decolonial design, I had come to understand the critical importance of incorporating dissenting voices into all projects. These voices, often forming the majority, are frequently overlooked in design processes. Yet, their inclusion is vital not only for enriching discussions but also for introducing new perspectives and advancing the decolonization of design. This need is particularly

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pronounced in Brazil, where, as Sergio Buarque de Holanda (1997) observed, diversity is a defining characteristic of national identity. Recognizing ourselves as a pluralistic society and integrating this understanding into design practices can transform social processes, making them more reflective of our cultures, our people, and the realities we inhabit.

In homage to this plurality, the cover art for the dossier *Social Markers of Difference, Social Movements, and Creative Economy* was conceived as a celebration of the richness of diversity and the intricate details that compose the whole. The composition was crafted to illustrate how seemingly small differences significantly shape the collective, highlighting that these unique particularities not only strengthen us but also render the collective dynamic and captivating.

Each module plays a fundamental role in the final composition, emphasizing that the multiplicity of parts creates a dynamic and harmonious visual whole, where every element is essential and contributes something valuable. Each module is unique, serving as a visual metaphor for the singularities that coexist in the world. Some differences are immediately noticeable, while others emerge only upon closer inspection. Certain modules exhibit subtle variations, small changes in details, color, or orientation, symbolizing the varying levels of visibility that individual characteristics may possess.

Another key aspect of the composition is the varying sizes of the modules, which introduce a false sense of order created by elements that are most similar to one another. This perceived order is fragile; even when arranged, the presence of the most contrasting modules challenges the harmony of the whole. It reveals an inherent vulnerability in any attempt to impose an order that claims to be homogeneous and absolute.

At the core of this illusion of order lie the most contrasting modules, which are responsible for disrupting the hegemonic order. Together, they form their own order, incorporating their differences into a circular arrangement: an alliance that symbolizes community. In this way, it is the group that emerges as the focal point, demonstrating that, while our differences remain both present and significant, when united in alliance, they can be harnessed as tools to create a resilient and sustainable order.

This cover, at its core, serves as an invitation to celebrate both our individual and collective potential. It is, simultaneously, a call and a challenge to examine ourselves more closely, recognizing our personal contexts as unique experiences and valuable contributions to the whole. It also encourages reflection on how we engage with those around us, considering how their individuality influences our own ongoing development, and how, in turn, our presence within the community impacts them.

May this edition of the magazine inspire you, the reader, to view the beauty of human differences with a fresh perspective and recognize the importance of striving to preserve and celebrate them. May this inspiration reveal the social and economic potential inherent in this plurality, encouraging your commitment to

a more inclusive economy. Most importantly, may you recognize, both in yourself and in those around you, the small yet profound power to make an impact. Enjoy your reading!

REFERENCES

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