

ABSTRACT.

Mediterranean design. Bases for the creation of a model.

Prominent designers and emerging professionals are questioning and wondering about the continuity of the profession in these times of crisis, so it is necessary to understand that design is no stranger to the social, economic and political changes. The culture of the project is to be expanded to generate more sensible alternatives to the recipients; people.

This research aims to identify the elements that make up the "Mediterranean identity" in the area of industrial design, which may lead to the creation of a Mediterranean design model. Propose a series of reflections whose origin is the conceptualization of modern Mediterranean design applied to the distribution companies in the field of Habitat.

Faced with the widely spoken of the "Mediterranean style" from different disciplines such as architecture, fashion, even the kitchen with the so-called "Mediterranean diet", so this project aims to focus on the nature that defines the "landlocked" as a manifestation of a common language intrinsic to a lifestyle. All this taking into account the socio-cultural, economic and political projects and actions such as the Mediterranean Corridor, which defines the geographical scope of action (the Latin Mediterranean Arc) variables.

Also we discuss the Scandinavian model design, design reference in the field of Habitat and consolidated model of international recognition.

The research developed, is exploratory and descriptive, with data analysis methods of qualitative and quantitative. These data were obtained from multiple case study in which five business cases are analyzed. Secondly by applying query design 21 experts, as teachers, researchers and renowned professionals.

As important findings is detected in the first place; the existence of companies that currently use the "Mediterranean identity" in the design and development of their products. Secondly that such actions arise from the willingness of companies, its "DNA"; that in recent years a significant increase in the values of authenticity, respect

for the environment and natural predilection products along the cultural value associated.

The coexistence of industrial production craft-pairs, and regionalism in a globalized market, in full harmony is highlighted.

This work meets the objectives and provides insights for achieving the different lines of research that may arise from it.