

Cuban president congratulates National Design Office team on 40th anniversary

ONDi

OFICINA NACIONAL DE DISEÑO

Havana, July 9 (RHC)-- The President of the Republic of Cuba, Miguel Díaz-Canel, congratulated the team of the National Design Office -- ONDi -- on the occasion of the celebration of the 40th anniversary of its creation this Thursday.

On his official account on the social network Twitter, Díaz-Canel referred to the work of the ONDi during this period and underlined the need for the work that this office carries out.

"Congratulations to the founders, directors and the entire team of #ONDI, for 40 years of tirelessly searching for, promoting and creating spaces where the beautiful, the useful and the sustainable make up an environment closer to prosperity. We need good design in everything #SomosCuba", tweeted the president.

On the occasion of its 40th birthday, ONDi has deployed a communications campaign in networks under the label #HazQueSeVea, although its institutional page highlights that the activities planned cannot be carried out in physical spaces due to the health crisis caused by COVID-19.

ONDi, whose objective is to direct and organize design activity in the country, was founded on July 9, 1980, and defends design not as an unnecessary expense, but as an investment in the quality of products, services and environments.

In order to achieve production with quality and a distinctive seal, it has been proposed to promote a design management model for companies and organizations, to validate the production of goods and services with the application of the National System for the Evaluation of Design Quality and to achieve the connection of companies and organizations with professional design services.

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