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I have worked with Frida in several capacities as she was one of our key speakers for the 2015 World Design Conference: Eeum Design Connects [South Korea], and also greatly enhanced our event as a Regional Ambassador. Her session on Indigenous Design and Maya language was one of the best reviewed segment of our event that was attended by more than 2,200 designers from all over the world. She is the utmost professional with a strong dedication to promote indigenous culture and to instill pride among young professionals and designers to appreciate their local history. Frida also gave a lecture at Hongik University to students of the Visual Communication department that was also extremely well received.”

Don Ryun Chang, Dean, Graduate School of Film,
Hongik University, Seoul

Frida Larios [1974, El Salvador]

Larios is creator of *Animales Interiores* a cultural education program of the Smithsonian Latino Center for Day of the Dead celebrations in the USA; and of the *New Maya Language* regeneration movement which “rematriarchs” books, letters, icons, textiles, and artworks. Since 2017, Larios serves as *Chair for INDIGO, the International Indigenous Design Network* at the *International Council of Design* in Montreal. She has been *an educator for 20 years* and is currently *Adjunct Professorial Lecturer* at the *University of the District of Columbia* and *American University* in Washington, D.C., where she lives. She holds a MA, Type and Language pathway from Central Saint Martins College of Art & Design, University of the Arts London, and a BA (Hons) in Graphic Communication from University College Falmouth in England.

Larios’s works and texts have been featured in AP News, Telemundo 44, Smithsonian Magazine (Online), BBC Radio 4, Getty Images, Agence France-Presse (AFP), Yahoo News, Copa Airlines TV, PRINT Magazine, The Daily Telegraph, ElFaro.net, Courier International, TASCHEN, Thames & Hudson, among others.

Current Role: Adjunct Professorial Lecturer*

- 2020 - to date **Adjunct Professorial Lecturer**, Visual Literacy course, Film & Media Arts Division, School of Communication, American University, Washington, DC.
- 2017 - to date **Adjunct Professorial Lecturer**, College of Arts & Humanities, University of the District of Columbia, Washington, DC.
- 2005-2007 **Associate Lecturer**, Digital Fashion Illustration and Digital Surface Design for Textiles, London College of Fashion, University of the Arts London, United Kingdom.
- 2005-2007 **Associate Lecturer**, Typography & Digital Design short courses' leader, Camberwell College of Arts, University of the Arts London, United Kingdom.
- 2006 - 2006 **Interim Associate Lecturer**, London College of Communication, University of the Arts London, United Kingdom.
- 2003 - 2005 **Open lab learning assistant**, London College of Fashion, University of the Arts London, United Kingdom.

Keynotes and panels*

- Nov 2019 **Chair**, *International Indigenous Design Circle and Platform Meetings* at International Council of Design (ico-D) General Assembly, Vancouver, Canada.
- Nov 2019 **Culture & art facilitator**, *Day of the Dead by the Smithsonian Latino Center*, UNIDOS (formerly National Council of La Raza), Washington, DC.
- Sep 2019 **Panelist**, *3rd Annual Multicultural Books and Brunch by Alumni Relations*, American University, Washington, DC.
- Jul 2019 **Guest speaker**, Smithsonian Latino Center, *Latino Museum Studies Program Conference*, National Museum of American History, Washington, DC.
- Jul 2019 **Selected paper/speaker**, 'Our Voices' Anthropology, Architecture & Design Conference, University of Sydney, Australia.
- Jun 2019 **Panelist & mural facilitator**, *The Nature of Cities Summit* Trans-discipline Environmental Summit, Sorbonne University, Paris, France.
- Nov 2018 **Panelist**, *Salvadorean Art Activism in the Nation's Capital* at DC History Conference with Casa de la Cultura, El Salvador, UDC, Washington, DC.
- Nov 2018 **Speaker**, *Salon Conversations* hosted by AIGA DC, Teism Penn Quarter, Washington, DC.
- Jul 2018 **Keynote speaker**, 'Go Back To Where You Came From' Anthropology, Architecture & Design Conference, University of Melbourne, Australia.

Exhibitions*

- Oct - Nov 2019 **Solo guest artist**, Immortal Cacao Tree & Animales Interiores. *Smithsonian Latino Center Day of the Dead programme* at UNIDOS US Headquarters (including illustrations), Washington, DC.
- 2019 **Art & Textile Commission**, *Panam Games Lima 2019* inauguration ceremony uniform art direction and design for 80 athletes & delegates by Olympic Committee of El Salvador, Lima, Perú.
- 2018 **Solo guest artist**, Immortal Cacao Tree & Animales Interiores. *Smithsonian Latino Center Molina Family Latino Gallery Press Preview* at the Smithsonian National Museum of American History, Washington, DC.
- 2018 **Dual pop-up exhibit**, Immortal Cacao Tree & Animales Interiores, commission of/curated by *Smithsonian Latino Center* (including graphics) at The Peale Center museum, Baltimore, MD.
- 2018 **Dual exhibition**, *Animales Interiores: De Semilla Ancestral* at Club de Regatas de Lima, Perú.
- 2017 **Solo show**, *Maya Alphabet of Modern Times* sculptures, works on paper and books exhibition at the American University Museum at the Katzen Arts Center, Washington, DC.

Awards and nominations*

- 2005 **1st place**, *Sign Design Award (Student)* by the Sign Design Society for MA project 'New Maya Hieroglyphs Archaeological Site', Royal Society of Arts, London, United Kingdom.
- 2003 **National scholarship**, \$28,000 awarded by FANTEL/LASPAU (managed by Harvard/Laspau, a sister Fullbright program) for Masters in Arts degree completion at University of the Arts London, United Kingdom.
- 2001 **Gold medallist**, *Central American Games Beach Volleyball, Guatemala*. Weymouth Beach Volleyball Hall of Fame, United Kingdom. World Tour participations in Brasil, Portugal, France, Spain representing El Salvador. Best world finish no. 25, Fortaleza, Brasil.
- 1999 **Nomination**, to 'Beatrice L. Warde' Award by the International Society of Typographic Designers (ISTD) for excellence in typographic research, London, United Kingdom.

Publications*

- 2019 Larios, F. *La Aldea Sepultada por un Volcán en Erupción. The Village that was Buried by an Erupting Volcano*, 3rd ed. (trilingual). Secretary of Culture of the Presidency of El Salvador.
- 2015 Larios, F., Núñez, V. *Animales Interiores*. Centro Cultural de España, El Salvador.
- 2013 Dawson, P., Larios, F., et al. Designer Profile. *Field Guide to Typography*, 360-365. Thames & Hudson, United Kingdom.
- 2009 Wiedemann, J., Larios, F., et al. Feature. The Heritage of the Mayas: Redesigning an Ancient Identity. *Logo Design, Volume 2*, 138-145. TASCHEN, Germany.

Languages

Spanish, English, German, basic Italian and Maya script.