

# Rafael Morales Cendejas

**Artist, Book Arts Researcher, Cultural Manager & Educator**

Madrid, Spain / Guadalajara, Mexico

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## Profile

Mexican artist and researcher specialising in book arts, editorial practices, and design education. With over a decade of international experience, my work bridges artistic practice, academic research, and cultural management. I hold a Master's degree in Visual Arts (Book Arts) from University of the Arts London and am currently pursuing doctoral studies in Teaching Methodology and in Architecture, Design, Fashion and Society. My research focuses on publishing as artistic practice, transdisciplinary collaboration, and the development of sustainable cultural and educational models.

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## Education

**PhD in Architecture, Design, Fashion and Society** (ongoing, 2025–2029)

Universidad Politécnica de Madrid, Spain

**PhD in Teaching Methodology** (ongoing, 2024–2026)

Instituto Mexicano de Estudios Pedagógicos, Mexico

**MA Visual Arts: Book Arts (with Distinction)** (2017–2019)

University of the Arts London, UK

Research paper: *Investigating successful models of collaboration in the UK's art publishing activity*

**BA Graphic Design** (2010–2015)

University of Guadalajara, Mexico

Thesis: *Editorial design for the artist's book NEONBOOK*

Additional academic training includes studies in visual arts, design exchange programmes (UNAM), and professional development in marketing, pedagogy, and research methods.

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## Academic & Teaching Experience

**Lecturer (Graphic Design and Visual Education)**

University of Guadalajara, Mexico (2020–2025) - Taught undergraduate courses in graphic design, visual education, typography, illustration, branding, design management, and strategic design. - President of the Design Academy (2022–2023) and Visual Education Academy (2020–2022). - Recognised as *Most Innovative Lecturer in Teaching* (2024). - Integrated research-led teaching, critical writing, and experimental publishing into the curriculum.

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## Research & Transdisciplinary Collaboration

- Member of the **Research Network in Graphic Communication Design**, collaborating through a newly established Academic Body focused on **technology, design and society**.
- Active collaboration with architects, urban planners, designers, educators, and cultural researchers.
- Research interests include book arts, publishing ecosystems, design education, social design, archives, and cultural infrastructures.

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## Selected Conferences, Talks & Publications

- *Design with Purpose: Graphic Strategies for Social Activism from the Classroom*, Sapienza University of Rome, 2026.
- *Management of Audiences in Artistic Publishing Fairs*, 3rd Latin American Congress of Cultural Management, 2025.
- *Applying AI Strategically in Corporate Branding Design*, UAM Azcapotzalco, 2025.
- Article: *Performative Typography: Letter as a Kinetic Element*, University of Palermo Journal.
- Regular speaker at international symposia on design education, book arts, and cultural management across Europe and Latin America.

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## Artistic Practice & Exhibitions (Selected)

**Solo Exhibitions** - *Crossing Borders*, École Nationale Supérieure des Beaux-Arts, Paris. - *Read As Much As You Can*, Wimbledon College of Arts Library, London.

**Group Exhibitions** - Exhibitions at Central Saint Martins, Tate-related libraries, British Library contexts, galleries and universities in Mexico, the UK, France, Italy, Greece, and Spain.

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## Editorial & Cultural Projects

### Founder and Director – Editorial Facsimile

Independent publishing project dedicated to Latin American artists' books, fanzines, and experimental editions.

### Mexican Center for Book Arts (ongoing project)

Research-driven initiative proposing a centre for education, production, exhibition, and research on the book as an artistic and social object.

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## Awards & Distinctions (Selected)

- Most Innovative Lecturer in Teaching, University of Guadalajara (2024)
- Selected Artist, Sheffield International Artist Book Prize (UK)
- UAL Student Initiative Fund (UK)
- Selected Artist, UNAM Visual Arts Biennial

- Multiple awards and recognitions in graphic design and book arts.

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## Skills & Languages

**Software:** Adobe Creative Suite (advanced), editorial and design tools, digital collaboration platforms.

**Languages:** Spanish (native), English (advanced), French (intermediate), Purépecha (basic).

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## Professional Memberships & Collections

Work held in public and special collections including the British Library, Tate Britain Library, Stanford University Special Collections, University of the Arts London Libraries, ENSBA Paris, and multiple artist-run libraries across Europe and Latin America.