

# EXPERIMENTA DESIGN 2003

BIENAL DE LISBOA SEPTEMBER 17 – NOVEMBER 2

INAUGURAL WEEK SEPTEMBER 17-21

## PRESS RELEASE

EXPERIMENTADESIGN2003 – BIENAL DE LISBOA  
THE PORTUGUESE INTERNATIONAL DESIGN PLATFORM  
BEYOND CONSUMPTION

*“The most recent European design Biennale is getting worldwide recognition thanks to the extreme professionalism of its organizers and conceivers. As only regular event in the field of design theoretical reflection and practical projects, Experimenta already plays an essential role in finding new forms of repositioning the design culture as a strategic point of leverage between economic capability and cultural identity”* in **Modem -The International Design Reference Guide (Paris),2003**

We couldn't have written it better. We are delighted that our vision is widely acknowledged by our peers. It makes us proud. The Lisbon Biennale is back with its third edition. This represents a decisive step towards the shaking of design conventions, whether determined by forms, locations, spaces, concepts or objects.

## EXPERIMENTADESIGN2003 – BIENAL DE LISBOA

ExperimentaDesign is the international Portuguese Biennale on design, creativity and design culture organized by Experimenta Association. In 2003, the Lisbon Biennale questions design culture from the angle of those who use, consume and experience it.

**THE EXD 03 THEME**  
**BEYOND CONSUMPTION**

**BEYOND CONSUMPTION** is the theme for ExperimentaDesign 2003 Lisbon Biennale, which runs in the Portuguese capital from September 17th to November 2nd, and, for 47 days, displays a large set of events that include exhibitions, lectures & screenings and urban interventions.

Designers, artists, writers and thinkers from Portugal, Europe and the United States come together to build in Lisbon an international platform that will work and debate around a wide notion of design.

**Could you list yourself, which conventions about design prevail nowadays?**

The first step to disrupt conventions is to ask the right questions, and these are some of them:

Which ideas and creations reflect nowadays the consumers' needs and aspirations?

Do we really understand the experiences that perfect the consumption of culture, design, cinema, music, food or architecture?

Do we reflect upon the possibilities and problems presented by those experiences?

How can one go further with the idea of consumption?

How far do designers and creators integrate those questions in their practices?

And what about users? Are they conscious of those topics?

The second step is to embrace a vision.

Or to be more precise, embrace a mindset of visions that comprehend our mission to unleash the communication potential in every single manifestation of a design moment.

Our visions could be found in one of Anaïs Nin's famous quotes:

'We do not see things as they are, we see them as we are.'

So, for us, design stands beyond many things.

Design is beyond values, space, comfort, logic, passivity, commodity, you and me.

Find out which are the disruptions acts that will shake up contemporary design conventions.

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## THE PROGRAM

ExperimentaDesign's diversiform program spreads through the city of Lisbon in more than 10 venues, 20 shop windows and other public and urban spaces.

## LECTURE SERIES AND COURSES

**Convention:** Design > people love to rationalize this art

**Vision:** EXD 03 is beyond cause and effect

**Disruption:** produce workshops with the best designers, where no answers will be told.

The workshop **Bright Minds, Beautiful Ideas** was the first act to introduce the Biennale.

This workshop preceded the exhibition curated by Dutch designer Ed Annink on the work of Charles and Ray Eames and Bruno Munari, along with two younger designers: Jurgen Bey, from the Netherlands, and Martí Guixé, from Spain. The workshop gathered students from Spain, Portugal and USA.

**The Lisbon Conferences**, the **1000 Plateaux** daily series and the new **EXD Masterclasses** define the Lisbon Biennale's lectures ensemble, gathering thinkers and artists from several fields of contemporary culture. From the bursting opening weekend onto the whole duration of the Biennale, there will always be someone to pay attention to, to debate with, to listen to, to engage with...

## EXHIBITIONS

**Convention:** Design is limited by space

**Vision:** EXD 03 is beyond space

**Disruption:** Europe's most peripheral capital is invaded by the trendiest design movements.

The main core of events comprehends exhibitions like **Expanded** (on the idea of expanded functionality); **Innovation & Inspiration** (the contemporary production of French designers and industries); **Cross Objects** (design products from the Portuguese market recombined in artist's installations); **S\*cool** (research works from Portuguese design and architecture students).

## MODULAR EXHIBITIONS/ INTERVENTIONS VOYAGER

**Convention:** Objects and art pieces are to be seen in a static environment

**Vision:** EXD 03 is beyond logic

**Disruption:** produce an exhibition that crosses borders with its own environment

ExperimentaDesign's main international project, **Voyager 03** is a transportable and multifunctional container that will park in emblematic public areas in different target-cities. It presents collaborative work from contemporary Portuguese artists and designers. **Voyager 03** presents an innovative design aimed to interact with the public and the urban context. Throughout July to September, **Voyager 03** will travel to Barcelona, Paris and Madrid. In September it joins the Biennale's program in Lisbon.

## SHOWWINDOWS

**Convention:** Ordinary people do not think about design

**Vision:** the EXD03 is beyond commodity

**Disruption:** Place art and design objects in places people cannot avoid looking into

**Showwindows** is a path through the city net. Portuguese and French artists and designers perform the artistic 'squatting' of shop-windows and other public places in downtown Lisbon.

## FILM

3rd edition of **Designmatography** - EXD's film program will bring again to Lisbon rarely seen films due to their extreme experimental aspects. Focus, detail and attention: these are the words to define the audience attitude before the screen.

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This is our challenge for the 2003 edition of the Lisbon Biennale.

The ExperimentaDesign Communication Department wishes to deliver you information in the most suitable formats applicable to your working methods.

Please send us an e-mail message explaining what kind of info you prefer to receive and how:

## 1. PRESS-KIT AND IMAGES (FULL VERSION)

a) By e-mail: full press-kit in PDF document, 276 KB (readable in Acrobat Reader), plus four images (4.6 MB total – can be sent in separate e-mail messages).

b) By normal mail: full press-kit (printed) + images in CD.

## 2. BROCHURE (FULL PROGRAM)

a) By e-mail: PDF document, 704 KB.

b) By normal mail.

## 3. PRESS-RELEASES

a) By e-mail: in normal text or in PDF document (1 MB).

b) By fax.

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## NEWS, UPDATES

[WWW.EXPERIMENTADESIGN.PT](http://WWW.EXPERIMENTADESIGN.PT)

## ORGANIZATION

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## STRATEGIC PARTNER

CÂMARA MUNICIPAL DE LISBOA

PROJECT CO-FINANCED BY THE EUROPEAN UNION



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Programa  
Operacional da Cultura

## OFFICIAL SPONSORS

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## VOYAGER03 SPONSORED BY

GALP ENERGIA

VISTA ALEGRE - ATLANTIS

## BIENAL DE LISBOA ASSOCIATED BRANDS

DELTA CAFÉS, CANON

## BIENAL DE LISBOA SUPPORT

CTT, ATL, EGEAC

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## CO-PRODUCERS AND NATIONAL PARTNERSHIPS

CENTRO CULTURAL DE BELÉM - MUSEU DO DESIGN

TEATRO MUNICIPAL DE S. LUÍZ

CASA FERNANDO PESSOA

ORDEM DOS ARQUITECTOS

FUNDAÇÃO CALOUSTE GULBENKIAN

AIP – ASSOCIAÇÃO INDUSTRIAL PORTUGUESA

CINEMAS SÃO JORGE

## INTERNATIONAL CO-PRODUCTIONS AND PARTNERSHIPS

A significant part of the events (exhibitions and workshops) and the Educational Service organized by ExperimentaDesign2003 Lisbon Biennale are executed in cooperation with institutions, art organizations and museums from several countries:

BRITISH COUNCIL (UK)

INSTITUT FRANCO PORTUGAIS (FR)

AFAA - ASSOCIATION FRANCAISE D'ACTION ARTISTIQUE (FR)

FAD (ES)

VIA - VALORISATION DE L'INNOVATION DANS L'AMEUBLEMENT (FR)

AYUNTAMIENTO DE BARCELONA (ES)

AYUNTAMIENTO DE MADRID (ES)

CAISSE DES DEPOTS ET CONSIGNATIONS (FR)

MAIRIE DE PARIS (FR)

MONDRIAAN FOUNDATION, AMSTERDAM (NL)

ROTTERDAM KUNSTHAL (NL)

VITRA DESIGN MUSEUM (D)

## INTERNATIONAL COOPERATION IN EDUCATIONAL AREAS

DESIGN ACADEMY HEINDOVEN (THE NETHERLANDS)

ELISAVA (BARCELONA, SPAIN)

PRATT INSTITUT (NEW YORK, USA)

ROYAL COLLEGE OF ARTS - H.H. RESEARCH CENTER (UK)

## NATIONAL COOPERATION IN EDUCATIONAL AREAS

ESTGAD (CALDAS DA RAINHA)

FACULDADE DE ARQUITECTURA DE LISBOA

IADE (LISBOA)

UNIVERSIDADE DE AVEIRO

FACULDADE DE BELAS ARTES/UNIVERSIDADE DE LISBOA

ISCTE

ESAD

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WITH THE HIGH PATRONAGE OF THE PRESIDENT OF THE REPUBLIC  
STATUTE OF SUPERIOR CULTURAL INTEREST, WITHIN THE PATRONAGE OF THE ARTS LAW