



EXPERIMENTA ANNOUNCES EXD'09 PROGRAMME

The official presentation of EXD'09 programme took place on 20 April, at Estufa Fria in Lisbon, where the Biennale will be held from 9 September to 8 November. Under the theme "It's About Time", this edition will take an insight at time as matter, a resource and a challenge, also addressing the issue of urgency and call to action underlying in the theme.

Guta Moura Guedes, director of EXD, shared the presidency table with the maximum representatives of the Biennale's institutional partners, namely the Minister of Economy and Innovation, Mr. Manuel Pinho; the Minister of Culture, Mr. José António Pinto Ribeiro; the Lisbon Mayor, Mr. António Costa and Mr. António Mexia, the Chief Executive Officer of EDP – Energias de Portugal, the official sponsor of EXD'09.

Guta Moura Guedes outlined the general EXD'09 programme, consisting of 4 main exhibitions, the well-known Lisbon Conferences, lectures and film series. The Special Projects will also be highlighted in this edition, with different initiatives taking place in several formats. On the year of its 10th anniversary, the Biennale focuses on pressing issues such as urban rehabilitation, sustainability and social responsibility, with a special emphasis on the contribution of design and the creative subjects in finding solutions and strategies of integrated response.

The remaining interventions focused on the role of dynamic design and creative industries in the reaction of economic agents and civil society against a scenario of crisis. The Lisbon Mayor, António Costa, welcomed the return of the Biennale to Lisbon, underlining its dynamic action and large impact on the national and international level "ExperimentaDesign is not only an event but also a platform to stimulate creativity".

The Ministers of Economy and Innovation and of Culture, Manuel Pinho and José Pinto Ribeiro, have stated the importance of the institutional support given to the cultural initiatives which, like ExperimentaDesign, create synergies that are transversal to society and promote an image of Portugal facing towards the future.

António Mexia, CEO of EDP – Energias de Portugal, spoke of the endeavour of the company to support cultural events that, like EXD, actively and positively promote an up-date of skills, innovation, sustainability and social cohesion, especially in today's crisis' panorama. At the presentation, the president of the municipality and the Ministers of Culture and of Economy and Innovation, José Pinto Ribeiro and Manuel Pinho, reinforced today's importance of partnerships and networking for the sustainability of cultural initiatives.

The budget for this edition of ExperimentaDesign is 2,925 million Euros. Experimenta will count with three million Euros until 2013 (three editions) as a result of a tripartite protocol between the Lisbon City Hall (1,5 million) and the Ministries of Culture and Economy (each 750 Euros); as well as the official partner, EDP (250 thousand Euros in 2009) and a European grant (100 thousand for 2009).

The presentation ended with the informal performance of Pho-Ku Sound System, a.k.a. Ian Anderson, a dj-set which created an intimate atmosphere in the surrounding natural landscape of Estufa Fria.



More than 300 people were present at this event, from private partners and co-producers of the Biennale to several members of the Portuguese creative community and national and international journalists.

For further information please contact:

Cristina Matos Silva (National Press Officer)

cristina.msilva@experimentadesign.pt

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It's About Time

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