



Opening Week Delights

During the five days of the Opening Week EXD'09 Lisbon attracted over 18,000 visitors from Portugal and across the globe.

Conferences, debates, urban interventions and exhibition openings, a total of 67 events, including nuclear and Parallel Events marked the beginning of the Biennale in Lisbon for 5 days. Design specialists, entrepreneurs, CEO's and curators, critics, students and the general public, gathered in Lisbon to listen to and see the proposals of the 258 invited participants, from 23 countries, putting Lisbon at the centre of the world of design and design culture.

EXD began its programme on Wednesday, September 9th, with a discussion on *The design of contemporary fictions* led by Nuno Artur Silva and special guests who joined 160 people in the Mercado de Santa Clara. Subsequently, two architects Alejandro Aravena and Julian de Smedt, led the first day of the Lisbon Conference presenting their flagship projects.

The launch of the renovation project of Jardim de Santos took place at sunset with the presence of the Mayor of Lisbon António Costa and Director of ExperimentaDesign Guta Moura Guedes. In addition, all the members of project team were in attendance to explain their respective participation in the EXD Special Project. Over 150 people attended the launch: national and international journalists, architects and designers, residents and visitors of the Biennale.

Wednesday night saw the opening of the Lounging Space. Located in the Palácio Braamcamp, with a terrace and a garden, the Lounging Space is the centre point of the Biennale - for information and features a bar, lounge, bookshop, exhibitions and Parallel Events. Over a thousand people attended the Opening Party.

Thursday saw the second round of the Open Talks, moderated by Ravi Naidoo, Founder of the Design Indaba. South African designers and an audience of approximately 200 people joined Ravi to discuss World 2.0, a radical proposal of redesign for a world on the verge of dramatic transformations.

The second session of the Lisbon Conferences was held at a crowded Teatro Camões. Peter Saville, a reference designer at the Factory and of the British music scene. Interviewed by Emily King and Emily Campbell, Saville spoke of his career, and his latest challenge, the design of the new identity for the city of Manchester. Thereafter, Michael Horsham, spoke of the many projects of tomato in the creation of



animated graphics for big-name clients like Chevrolet and Guinness.

That night, Curator Emily King opened the exhibition *Quick, Quick, Slow* at the Museu Coleção Berardo to a mesmerised crowd of design enthusiasts. The “alternative history of graphic design” exhibition explores the relationship between printed graphics and the moving image throughout the last century.

Famous Lisbon nightclub, LUX, hosted an EXD’09 party featuring Dirty Sound System and Pilooski on Thursday night. Biennale visitors and participants partied until the wee hours of Friday morning.

On the morning of 11 September, the Open Talk, under the theme *New Forms of Design* hosted by Paola Antonelli, curator of MoMA, filled the Mercado de Santa Clara. In the afternoon, the Lisbon Conference brought to Teatro Camões Leif Huff and Dario Buzzini of the world-famous Ideo. The second part was dedicated to the British designer based in Hong Kong, Michael Young.

Museo do Oriente opened *Timeless* at night, an exhibition where the creative communities of India, South Africa, Portugal and the United Kingdom presented new ideas under the theme "Less is Better", with the presence of 550 people.

On Saturday, the Open Talk under the theme *Back to the Future of Design*, moderated by Alice Rawsthorn, design critic of the International Herald Tribune, had as guests the software designer Ben Fry, the architect Lindy Roy and the curator Joseph Grima. In the fourth Lisbon Conference, Konstantin Grcic presented his internationally known work to an engrossed and curious audience, focusing on the aspects of production.

The Fundação Calouste Gulbenkian held the opening of the exhibition – *Efeito D - A new DNA for design* – and presented a documentary of the results of the Action for Age Special Project, a creative laboratory that focuses on the social problems of the elderly population and operates in London and Lisbon.

The exhibition *Lapse in Time* opened at the Sociedade Nacional de Belas Artes – curator, Hans Maier-Aichen introduced the theme and the remarkable selection of experimental work of the 18 designers that were present to meet visitors and the press.

Pace of Design opened on the same night at the Antigo Picadeiro do Colégio dos Nobres, Museu da Politécnica. Curator Tulga Beyerle, presented the three directors Konstantin Grcic, Aditya Dev Sood and Haldane Martin, of the seven design studios



featured in the exhibition.

The final Open Talk *Stop and Think*, hosted by Delfim Sardo invited editors of three international design and contemporary culture publications, Items (Netherlands), Abitare (Italy) and Damn (Belgium) to discuss their approach to design critique.

ExperimentaDesign ended the Opening Week programme at the Lounging Space with the debate *Luanda: Anatomy of Speed*, with Fernando Alvim, José Octavio Serra Van Dunen and Guta Moura Guedes.

In addition to the main events, September 9th to 13th also saw the launch and opening of numerous Parallel Events in fields of product design, graphic design, urban planning, architecture, video and visual arts.

For a photographic retrospective of the Opening Week, visit the EXD'09 Blog
<http://www.experimentadesign.pt/2009/blog/>

For images and information visit the Press Centre
<http://www.experimentadesign.pt/press/eng/press/img/experimentadesign.htm>

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