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1ST CREATIVE ECONOMY SYMPOSIUM

Although the term Creative Economy is still relatively recent, its significance and impact for companies and businesses has not only been felt but also factored in for the coming years. If once companies dealt mainly in physical products as their main commodity, today ideas have become key assets within organizations. The economic value of business activities is increasingly tied to creative and cultural content, which represent an element of differentiation and innovation.

As we move past the first decade of the 21st century, we are faced with an urgent need to survey Creative Economy's possibilities and specificities, whilst devising new approaches to both old and emerging problems. The current panorama, overshadowed by global crisis, further emphasizes the importance of scrupulous resource management, the search for alternative paths and courses of action and greater agility in responding to ever-changing scenarios. We believe that to better meet the challenges facing us, it is essential to acknowledge in them the opportunity to fully explore the potential of human capital, committed, hands-on collaboration and trans-sectorial pooling of talent and skills. In addition to this, it is important to integrate culture as an instrumental asset for sustainable social and economic development.

experimentadesign thus launches a series of symposia dedicated to the theme of Creative Economy, looking to boost the spirit of initiative and entrepreneurship of Portuguese players and the national economy as a whole. Organized in collaboration with the British Embassy of Portugal and Trade & Investments UK, this first edition focuses on practices and projects in different areas of Creative Economy, from 3 countries: Brazil, UK and Portugal.

Following a calendar of two Creative Economy Symposia per year, the second symposium is scheduled for the second trimester of 2012. Each edition will establish ties with other geographic and cultural contexts, such as India, Africa and China.

As creativity and human capital becomes priorities in the framework of a forward-thinking, competitive economy, through these symposia experimentadesign seeks to catalyze international relations, as well as the exchange of information and first-hand experiences, generating technical knowledge and practical know-how, and thus fostering key skills for the 21st century.

PROGRAM

THURSDAY 13 OCTOBER

10:00 - 10:10 OPENING

Guta Moura Guedes experimentadesign Chair (PT)

10:10 - 10:55 TALK and Q&A

Session 1 —

The Age of Creativity

Creative industries impact in global economy

—
Sir John Sorrel Sorrel Foundation Chair and President of London Design Festival (UK)

11:00 - 11:55

Session 2 —

Case studies from the present

3 case studies from successful creative economy projects in different sectors

—
David Pearson David Pearson Design (UK); Richard Tarvin The Ingredient (UK) e Simon Meyers Fig Tree (UK)

12:00 - 12:15 COFFEE-BREAK

12:20 - 13:30 PRESENTATION + DEBATE

Session 3 —

Creative Economy, measuring the impact

—
Renato Flores Professor at the Graduate School of Economics – EPGE/FGV, Rio de Janeiro and Jorge Braga de Macedo (Professor of Economics at UNL, President of ICT)

Moderator: Luís Mergulhão (PT)

15:00 - 16:30 PRESENTATION + DEBATE

Session 4 —

Creative cities, incubators and clusters

The role of cities, clusters and incubators in the promotion of a more efficient strategy for Creative Economy.

—
Caio Luiz Carvalho Chair of Instituto da Economia Criativa de São Paulo /President of São Paulo Turismo (BR)

DEBATE

Paulo Soeiro Carvalho Lisbon Municipal Director for Economy and Innovation (PT), Luís Serpa Director of Industria (PT) e Caio Luiz Carvalho (BR)

Moderator: Vitor Belanciano (PT)

16:30 - 17:00 COFFEE-BREAK

17:00 - 18:00 DEBATE

Session 5 —

Barriers to growth and success factors in the creative economy

Abstract: What are the major barriers in the creative economy, and in the connection between creativity and industry? What are the challenges of internationalization and branding?

—
Ana Teresa Lehmann CCDR-Norte (PT) and Nuno Artur

Silva Produções Fictícias Director (PT)

Moderator: Camilo Lourenço (PT)

18:00 - 18:45 CLOSING SESSION

—
Guta Moura Guedes (PT), Sir John Sorrell (UK)
Carlos Oliveira State Secretary of Innovation and Competitiveness (PT)

FRIDAY 14 OCTOBER

10:00 - 10:10 OPENING

Guta Moura Guedes (PT)

10:10 - 10:55 TALK

Session 6 —

Creativity and Education

Talk about the importance of creativity in education and talent development

—
Sir John Sorrell (UK)

11:00 - 11:20 COFFEE-BREAK

11:40 - 13:00 DEBATE

Session 7 —

Social Innovation and other attainable utopias

The relevance of creativity for social innovation and the creation of new paradigms

—
Mariana Botelho Neves (PT), João Meneses (PT) e Ângelo Campota (PT)

Moderator: Vera Sacchetti (PT)

14:30 - 16:00 WORKSHOPS

Workshop 8 —

Sofia Patrício Ogilvy (PT/UK)

Workshop 9 and 10 —

Richard Tarvin Ingredient (UK)
Simon Meyers Fig Tree (UK)

Workshop 11 —

David Pearson David Pearson Design (UK)

16:00 - 16:30 COFFEE-BREAK

16:30 - 18:00 WORKSHOPS

Workshop 12 —

André Rabanea Torke (BR/PT)

WORKSHOPS

FRIDAY 14 OCTOBER

14H30 - 16H00

Money for old rope: repackaging the classics

Facilitator: David Pearson (David Pearson Design)

A presentation on the example of David Pearson Design about creating a new market in the area of publishing, followed by questions and answers.

Max. no of participants: Room limit

14H30 - 16H00

Strategies for a successful internationalization

Ingredient - Designed for Global Growth

Facilitator: Richard Tarvin (Ingredient - UK)

Richard Tarvin, Managing Director of ingredient, examines the importance of small business to the global economy and looks at some of the key drivers for success and offers some insights into the potential dangers during global expansion. Richard will also present a case study of ingredient's work created for an international client.

Max no of participants: 30

Creative business success: the ingredients

Facilitator: Simon Myers (CEO Fig Tree - UK)

Simon Myers will talk about the ingredients of success needed to grow as a creative business.

Max no of participants: 20

14H30 - 16H00

O poder da marca

Facilitator: Sofia Patrício - Executive Director of Ogilvy Design

Addressing the importance of branding and its potential as a tool to position and reposition products and services. Presentation of some projects developed by OgilvyDesign that will be used to illustrate strategic options and how they impact the work of designers.

Max no of participants: 20

16H30 - 18H00

Posicionamento, criatividade e empreendedorismo de guerrilha

Facilitator: André Rabanea

It's not an "out of the box" workshop ... it is a workshop far from the box. It is aimed at people who want to be more creative, exercise the brain and on a daily basis, think that every single different thing we do can change the world.

These 2 workshops will be conducted in Portuguese with no simultaneous translation

BIOS



SIR JOHN SORRELL (GB)

John Sorrell (b. 1945) studied art and design at Hornsey College of Art. He set up his first business when he was 19 and during his career of more than 40 years he founded and ran, with his wife Frances, one of Europe's biggest and most successful design businesses, Newell and Sorrell, chaired both of the UK's public design bodies (The Design Council and the Commission for Architecture and the Built Environment - CABE), originated and developed the London Design Festival and, again with Frances, set up the Sorrell Foundation, which works with thousands of young people each year to inspire their creativity and give them life and work skills. Sorrell was appointed CBE in 1996 and was awarded the Royal Society of Arts Bicentenary Medal in 1998. He holds four Honorary Design Doctorates, an Honorary Design Fellowship, is an Honorary Doctor of Philosophy and was elected an Honorary Fellow of the Royal Institute of British Architects in 2002. John was awarded a Knighthood in the 2008 New Year Honours List "for services to the Creative Industries". His book *Creative Island* was published in 2002 and *Creative Island II* was published in 2009.

ANDRÉ RABANEA, TORKE (BR)

André Rabanea moved to Lisbon from São Paulo when he was 21. Soon he opened the first "guerrilla marketing" agency in Portugal - Torke! In five years he founded 6 new companies of non-traditional advertising and Soccer players management. Nowadays Torke is in Lisbon, Istanbul and São Paulo and he is the president of Billy The Group (a startup accelerator). In addition to this, he is a creator and organizer of Croquette Awards, the first festival of alternative marketing in the world. He has also served as President of Jury of Club of Creatives in Portugal, President of Cyber Jury of Young Cannes Lions and has been a Speaker at TED and more than 30 conferences/events in 2010.

ÂNGELO CAMPOTA (PT)

Ângelo Campota (b. 1982, Porto) graduated in Psychology, by ISMAI (Instituto Superior da Maia) in 2005. He has always followed his love for Art, with further studies in Art-Therapy. His career led him to Projecto reMix, a project based on community intervention being held at Bairro do Armador, in Lisboa.

ANA TERESA LEHMANN, CCCR NORTE (PT)

Currently serves as Vice-President of the Comissão de Coordenação e Desenvolvimento Regional do Norte CCCR-N. She holds a Post-Doctorate in Multinational and Internationalization, Economic Development and Foreign Direct Investment (FDI)-Public Policy and Institutions, University of Strathclyde (2001-02); Ph.D. in Economics (specialization in Multinationals and FDI, 1997-2001), M.Sc. in International Business and Economic Integration (1996-97), Department of Economics, University of Reading; Degree in Management, Faculdade de Economia da Universidade do Porto (FEP-UP). Her areas of expertise and interest in research/intervention at the public policy level are: Multinationals, FDI, internationalization and regional development, processes and strategies of internationalization, innovation. Between 1995 and 2008 she worked as consultant and expert technical adviser, consulting regularly for several international institutions (OECD, UN-UNCTAD, European Commission-Report on Competitiveness of European Industry, Catalonia-Portugal Foundation, among others) and national (API, CCCR-N, business associations) in the areas: FDI/multinational (attractiveness, impact assessment, public policy), internationalization of companies, economic development. Her experience extends to several European, African and American countries. She has held several positions in university administration (2006-2008), academia and management in FEP-UP (1995-2008) as well as research activities and scientific management (FEP-UP, University of Glasgow, University of Reading, University of Strathclyde. She is the author of dozens of publications in scientific journals such as: *Regional Studies*, *International Business Review*, *International Journal of the Economics of Business*, *Transnational Corporations*, *Journal of Industry, Competition and Trade*, *Industrial Economics*, *Managerial Finance*, *Journal of Global Business* and in various reference collections/books. She is associate editor of international scientific journals of Economics and Management in the areas of Multinationals, FDI,

Strategy, and Public Policy. Author/co-author of the books *Multinationals, Clusters and Innovation: Does Public Policy Matter?* (Palgrave Macmillan, 2006), *Foreign Direct Investment, Human Capital and Innovation* (Vida Económica, 2007), and *Multinational Subsidiary Evolution and Economic Integration* (Edward Elgar). Member of the Board and Representative of Portugal in the European International Business Academy (EIBA), she represents the Membership Committee of the International Management Division of the Academy of Management in Southern Europe.

CAIO LUIZ DE CARVALHO (BR)

A law graduate with a specialization in Political Science and Administrative Law from University of São Paulo-USP, he is a PhD in Communication Sciences from the Communications and Arts School of the same university. Considered one of the greatest experts in tourism in Brazil, he is President of São Paulo Turismo S/A, dedicated to promoting the city's tourism and events. He is founder and current Chairman of the Board of Directors of the Brazilian Institute of Creative Economies, working towards the institutional development and economic and social dimensioning of the sector. From 1992 to 2002 he served as National Secretary of Tourism and Services, president of Embratur and Minister of Sport and Tourism. He chaired the Executive Board of the World Tourism Organization (UNWTO), linked to the UN. Professor at the Getulio Vargas Foundation and a member of the Advisory Committee of the Anhembi Morumbi University. Co-organizer of the book "EcoTurismo e Educação Ambiental-Diálogo e Prática Interdisciplinar" (Ecotourism and Environmental Education - Interdisciplinary Practice and Dialogue); author of "Destino Brasil - Novos Caminhos para o Turismo" (Destination Brazil - New Directions for Tourism); organizer of the publication "Discussão e Propostas para o Turismo no Brasil" (Discussion and Proposals for Tourism in Brazil), Observatory of Tourism Innovation of Ebape/FGV. He currently contributes articles for large circulation publications such as *O Estado de São Paulo*, *Folha de São Paulo*, *Turismo em Números* and *Gazeta Mercantil*.

CARLOS NUNO OLIVEIRA (PT)

A graduate in Systems Engineering and Computer Science from Minho University, he participated in the Advanced Management in Telecommunications and Information Technologies Program of the Portuguese Catholic University. In 2006 he was awarded the Order of Merit by the President of the Republic and is currently Vice Chairman of the Minho Industrial Association. In 2000, along with 3 partners, he founded MobiComp, a company that would become famous, especially in Asian markets, thanks to their applications for smartphones and mobile phones. In 2008, the very successful MobiComp was sold to Microsoft. After that, he led the Microsoft's Research and Mobility Development Center in Braga. In December 2010 he left Microsoft and currently holds positions in different companies: a partner of Pathena (investment company in information technology) and founder and chairman of the board of Cardmobili (mobile services provider), he is also

director of the Center of Excellence in Dematerialisation of Transactions (CEDT), which defines itself as a competence network of scientific and technological companies and entities in this field.

DAVID PEARSON (GB)

David previously worked in-house at Penguin Books - as typographer and later, cover designer - before leaving to set up his own studio in August 2007. He has won numerous awards for book design and has been listed as one of Britain's Top 50 Designers by the *Guardian* as well as being nominated for the Design Museum's Designer of the Year Award.

JOÃO WENGOROVIVUS MENESES

Head of 'GABIP Mouraria' at the Lisbon City Hall, the department in charge of urban rehabilitation and social development of Mouraria, one of the most traditional and multicultural quarters of Lisbon. He also holds the Management of Nonprofit Organisations' teaching position at ISCTE-Lisbon University Institute. Previously, he was director of the NGO TESE, and was a Financial Officer at Chapito, which is one of the oldest Portuguese NGOs working with vulnerable young people. He was also a columnist for *Diario Economico* and has co-authored a book on NGO management.

JORGE BRAGA DE MACEDO (PT)

Professor and Director of the Centre for Globalization and Governance (CG&G) at the Faculty of Economics, Universidade Nova de Lisboa, President of IICT - Tropical Knowledge and member of the Lisbon Academy of Science. He is also Associate Professor at the Institut d'Etudes Politiques in Paris, NBER Research Associate, CEPR Research Fellow and member of the International Board of Governors of the Centre for International Governance Innovation (CIGI). He served as Director for National Economies at the European Commission in Brussels, Minister of Finance for Portugal, President of the Parliamentary Committee for European Affairs and President of the OECD Development Centre. His numerous scholarly publications are listed at www.jbmacedo.com/research.html.

LUÍS SERPA (PT)

Luís Serpa graduated in Architecture from ESBAL and in Industrial Design and Museology from the Univ. Int dell'Arte, with a specialization in Exhibition Spaces and Architecture of Museums. Luís Serpa was a fellow in Italy with a Calouste Gulbenkian scholarship (1979-1982). He developed an Art Gallery model (Gallery CÓMICOS_LUÍS SERPA Projects) which is considered a case study, as it systematically combines interdisciplinary projects including painting, sculpture, drawing, installation, photography and video, design and architecture. Through the O MUSEU TEMPORÁRIO (the temporary museum), a cultural engineering project, Luís Serpa has assumed the role of Cultural Project Manager (Programmer), working in the capacity of Curator, Public Relations and Strategic Planner for Institutions and Companies in contemporary art programs, corporate identity and creative industries. He

is also the founder of INDUSCRIA_Plataform For Creative Industries (since 2009).

MARIA ANA BOTELHO NEVES, THE THINKING HOTEL (PT)

Lives in London since 2002, where she has managed companies, obtained a Master in Design and Branding Strategy at Brunel University in 2006-07 and is currently Associate Professor of Innovation Management Master of Central St Martins University of the Arts, a member of the Human Centred Design Institute, a Fellow of the RSA (Royal Society of the Arts), and member of the Institute of Directors and Packaging Society. In the last 3 years she founded the London YNOT, a platform for business projects design, branding and social innovation; founded The Thinking Hotel ®, a social innovation project; co-created and manages the Plan Zheroes, an initiative of citizen participation responding the challenges of food waste, selected as one of 15 Leaders in London 2011 and elected for funding by RSA's Catalyst program. Among others, she has also been involved in research projects such as the Happiness Bus, a project of social innovation Transport for London, seeking solutions for creating inclusive experiences on buses for disabled users. Her passion for packaging and waste disposal (zero waste) led her to investigate responses to non-waste production and a new generation of non-waste packaging, as a system of creation of economic value and returns in the "non-creation" of waste: Negowaste. As a result, she was invited to be jury of the Grocer Green-Award, key-note speaker at various conferences on sustainability and innovation, to write papers, and became a member of Metadesigners Open Network. Previously, Maria Ana managed the DesignPlus, a platform for knowledge transfer that aims to connect SMEs, Design and Academic knowledge; was one of the 25 independent consultants who collaborated with the Design Council and Skills Alliance, defining competencies and skills of the profession of Design in the UK; has developed and managed the Sorema SA operation in the UK, a Portuguese textile company, and contributed to the company's strategic change, particularly in achieving a leadership position in the retail chains sector market; has worked 3 years in training in Portugal; founded and managed a business of educational materials in Portugal from 1999 to 2009, the GC&C Ltda; worked 10 years in advertising, where she created the concept and character "Vitinho", among other initiatives such as national campaigns for changing attitude and promoting "special" people, the "Ludoteca" (toy libraries) movement in Portugal, and other projects of social innovation. Her passions are people, change, innovation and design, and her dream is to participate in the creation of organizations and quality societies for all, in which the 3 essential capitals (social, creative and financial) are balanced in the construction of collective responses of value creation. In addition to the Master in Design, she is also an Auditing Excellence (ExAudit) accredited of Tom Peters, and HBDI.

NUNO ARTUR SILVA (PT)

Founder and CEO of Produções Fictícias, creative network and agency. He was the Creative Director of the programs

HermanZap, Herman Enciclopédia, Contra-Informação, Não És Homem Não És Nada, O Programa da Maria, Paraíso Filmes, Manobras de Diversão, O Inimigo Público, Urgências, Voz, Isto Não É Um Recital de Poesia, É A Cultura Estúpido, A História Devida, Os Contemporâneos, among others. He was Creative Advisor for the board of RTP Programs, 1996/97. He is the host and program coordinator for O Eixo do Mal. A Modern Languages and Literatures graduate from the Universidade Nova de Lisboa, he was a teacher of Portuguese.

PAULO SOEIRO DE CARVALHO (PT)

Municipal Director of Economy and Innovation in the Lisbon City Hall, Mr. Soeiro has over 12 years of experience in Prospective projects of national, sectorial and local/regional foresight in public and private organizations. He has worked on several company consulting projects whilst simultaneously developing teaching, training and research activities in these areas. Recently he has participated in a number of activities in teaching and advanced training in the areas of Prospective (Planning by Scenarios, Trend Analysis and Horizon Scanning), Strategy, Innovation and Competitiveness, with an emphasis on Design, Scientific Coordination and Teaching in the Post-Graduation on "Prospective, Strategy and Innovation" at IDEFE/ISEG; Advanced Training in "Scenario Planning and Strategic Agility" at IDEFE / ISEG, and the design and joint teaching of the Advanced Training Seminar "Trends, Scenarios and Strategy ("Scanning, Simulating and Acting") at INA-Instituto Nacional de Administração and also the Module "Prospective" in the Public Administration Managers Training Courses at the same Institute. PhD in Management Sciences at the Université Jean Moulin Lyon 3, he graduated in Economics and is a Master in Economics and Management of Science and Technology by ISEG/UTL, having concluded a Post-Grad in Organizations Prospective and Strategy (IESF-Instituto Superior de Estudos Financeiros e Fiscais). Between 2004 and 2008 he was Head of the Prospective Analysis Division in DPP-Departamento de Prospectiva e Planeamento (MAOTDR) and between 1999 and 2005 he worked as facilitator and consultant in Planning by Scenarios in more than two dozen cases of building sectorial scenarios. In 1997 and 1998 Mr. Soeiro was Operational Coordinator for the Economic and Prospective areas of the project "Instituto para a Inovação na Formação" in INOFOR.

RENATO FLORES (BR)

Professor at the Graduate School of Economics EPGE/ FGV in Rio de Janeiro; President of the Management Committee of programme PEP (Poverty and Economic Policy), based in Canada; President of the Brazilian chapter of the European Community Studies Association; Member of the Advisory Board of the Chaire Mercosur, at Sciences Po, Paris, and Member of the Fiscal Board of CEBRI – Brazilian Centre for International Relations. He is a former Member of the Permanent Group of Experts of the Committee on Subsidies and Countervailing Measures, WTO, Geneva, where he also acted as negotiator for the Fourth Protocol of the Agreement on Telecommunications,

after the Uruguay Round. He has an extensive academic career, in Brazilian and European universities, with a large experience in teaching, research and consulting. His main interests are in development economics and trade (theory and policy), European and Regional Integration in general and the links between International Law, Politics and Economics, within the context of globalisation. He also holds interests in the economics of culture, being a member of the informal group of experts at UNESCO, Paris, on the measurement and analysis of aspects related to the Convention on Cultural Diversity. Before engaging in academics, he held important positions in the Brazilian government, at the federal (Ministry of Planning) and state (Rio de Janeiro) levels. He was a pioneer in providing public access to official data, something which became instrumental for improving the debate on the social aspects of Brazilian development strategies. He has worked with international organisations (the IDB, the World Bank, the OECD Development Centre) and foreign affairs' ministries. At present, he is involved in the development of methodologies for global risk assessment in different contexts. His education includes the titles of PhD (economics), M.B.A. (financial engineering), M. Sc. (probability theory) and Systems Engineer.

RICHARD TARVIN, INGREDIENT (GB)

Richard joined ingredient™ as a Managing Director in 2011, in part to manage the rapid growth of its international business where today over 90% of income is generated. Richard was previously Managing Director of a FTSE listed company for 5 years following its acquisition in 2006 of his own Financial Services Company which he founded in 1996. Richard's entrepreneurial success and proven ability in managing and growing a global business aligns well with the expansion of ingredient (one of Europe's most revered creative production companies) into an emerging world. Richard previously spent over 10 years in the music industry both as a qualified audio engineer/producer and a session musician. He has worked in many of Australia's top recording studios and participated in the production of multiple radio and TV commercials and production sound tracks. He also worked for a brief period as camera operator and film editor at a North Sydney studio. Richard was educated at the University of New South Wales, where he received a Bachelor of Science with first class honours in Neurophysiology. He consequently received a Commonwealth Post Graduate Doctoral Scholarship to pursue a PhD in Neurophysiology, whereupon he spent three years in medical research and had numerous papers published in British and American medical journals. He later earned an MBA from the Australian Graduate School of Management in 1992. He is an FSA registered representative and a Justice of the Peace.

SIMON MYERS, FIG TREE (GB)

Simon Myers is one of the UK's leading brand consultants. He is CEO of Figtree, one of the world's top brand consultancies that he co-founded in 2004. They have been instrumental in the recent success of Asia's fastest growing brand, HTC. After graduating from the University

of Newcastle-Upon-Tyne in 1992, Simon worked for the BBC World Service for one year before resigning to head to China. He joined the Swire Group in Hong Kong and was soon in Beijing helping to set up the Carlsberg operation at the height of the 'beer wars' of the 1990's. A Mandarin speaker, Simon was then made Sales and Marketing Director of a Coca-Cola operation in Henan, a province of 80 million. In 1999 Simon, along with four others, became the first people to drive a Chinese motorbike from Beijing to London. Simon joined Interbrand, one of the worlds biggest brand consultancies, helping large companies adapt, change and develop their brand. He worked all over Europe before realising clients were looking for a different type of brand service, setting up Figtree in 2004 with a former colleague. Simon has worked with senior management across different sectors; telecoms (Orange, BlackBerry, HTC), charities (Amnesty, Catch22) architecture (Arup, Fosters), wealth management (Charles Stanley) as well as wine brokers, yacht makers and electric cars. Simon is a published author (*Adrift in China*, Summersdale, 2002), speaks Mandarin and French and now lives in London. He comments frequently on brand related issues and is currently writing a book called *The Generous Organisation* on what makes organisations successful in the new socio-economic order.

SOFIA PATRÍCIO, OGILVY (PT)

Sofia graduated in Economics from the Universidade Nova de Lisboa, specializing in business economics, in 1995. She began her marketing career at the Dutch multinational OCE. Her career at Ogilvy began in 1997, in the Ogilvy One - relationship marketing unit, which she joined as Brand Manager, later becoming Brand Supervisor and then Director. In early 2003 she accepted a new challenge for the position of Client Services Director, at Ogilvy Design, where, in late 2010, she took the position of Executive Director.

LOUNGING SPACE

The Lounging Space is the heart of the Biennale and its main visitor interface. Following the EXD tradition, the Lounging Space is housed in buildings that are little known or frequented by the audience at large, despite their considerable architectural and historical interest or heritage value. This year, the Lounging's dynamic is further intensified by the enormous potential of the building it inhabits, the Antigo Tribunal da Boa-Hora. Originally built as a convent in 1633, it would function as Lisbon's main courthouse for 165 years, until as recently as 2009. Centrally located in downtown Lisbon and boasting a unique atmosphere, the Lounging Space is the perfect spot for fulfilling experiences and exchanges, an ever-changing venue to rediscover daily.

This key hotspot it serves as a platform for interaction with both individuals and content, through a specific programme, which runs for 61 days. Flexible and multidisciplinary, it integrates events of different sizes and areas in the broad spectrum of the Biennale, involving a growing network of partners.

Part of the programme takes place in multipurpose rooms, one of which is fully equipped with an audiovisual equipment, where themed discussions, workshops, meetings and presentations take place.

In addition to these specific features, the Programme includes permanent initiatives.

As a result of its visibility and vitality, the Lounging has been eagerly sought as a place to host Tangents as well as special projects by Biennale partners.



ANTIGO TRIBUNAL DA BOA-HORA

Originally a convent founded in 1633 by D. Luís de Castro do Rio, the Tribunal da Boa-Hora sheltered several religious orders and congregations in the decades following. Seriously damaged by the 1755 earthquake, it was rebuilt by the architect Eugénio dos Santos, under the tutelage of Manuel de Maia, who was responsible for the iconic 18th century architecture of downtown Lisbon. With the extinction of the Religious Orders in 1834, the convent served as barracks for the 1st Battalion of the Commerce Voluntaries and as headquarters for Lisbon's National Guard before it became attached to the Ministry of Justice, thus becoming the Tribunal (courthouse) da Boa Hora. The backdrop of notable trials on liberty laws during the Portuguese First Republic, the courthouse would come to function as the Tribunal Plenário, a political persecution instrument during Salazar's dictatorial regime, where important resistance figures such as Álvaro Cunhal and Mário Soares stood trial. With 165 years of history, this emblematic space of Portuguese criminal justice was closed in 2009.

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