

PRESS RELEASE 04
**WORKSHOP BRIGHT MINDS, BEAUTIFUL IDEAS
RECONSIDERING DESIGN**

ExperimentaDesign2003 – Lisbon Biennale first activities started last Monday, May 19th, with the opening of Bright Minds, Beautiful Ideas exhibition, happening in Centro Cultural de Belém during the current week.

Designers **Ed Annink** and **Jurgen Bey**, from The Netherlands, and the Catalanian **Martí Guixé** – three main names from contemporary design – are coordinating the workshop in Lisbon.

The workshop is co-produced by EXD03 and Design Museum – Centro Cultural de Belém and brings together in the Portuguese capital final year students or with degree from Spain, The Netherlands, USA and Portugal, creating a five days work platform.

This is the first action from ExperimentaDesign's Educational Service and it's also the first outcome of partnerships established by the Biennale in the area of national and international teaching.

The participating students come from the following institutions and were select by the respective design department coordinators:

FBAUL – Lisbon Beaux-Arts School;

IADE – Visual Arts, Design and Marketing Institute, Lisbon;

ESAD - Art and Design Superior School, Oporto;

Aveiro University;

Lisbon Architecture College;

ESTGAD - Technology, Management, Art and Design Superior School, Caldas da Rainha;

Pratt Institut (New York);

Design Academy of Eindhoven;

ELISAVA – Escola Superior de Disseny (Barcelona).

Ed Annink, workshop coordinator and curator of the exhibition with the same name, resumed this way the outline of the work to be developed during this five days:

“An overcrowded market, shifting disciplines, mixing and merging labels, global economy down and local cultures up is the context for this exhibition and workshop, whose results will be integrated in the exhibition to open in September.

It is time to reconsider the role of the designer and the value and meanings of design.”

Following the theme launched this year by EXD – Beyond Consumption –, the briefing developed by **Martí Guixé** and **Jurgen Bey** comes forward with the proposal of creating new design objects based on the recycling of domestic waste, as well as on an approach to Lisbon and its local aspects.

The conception of these new instruments and tools will be developed conceptually and formalized in paper or in paper models.

The work developed will be shown in the last day at the “glass cube” in CCB main entrance.

Next Thursday, May 22nd, three journalists reunite with the work group: Paul Makovsky (Metropolis Magazine, New York), Ineke Schwartz (free-lancer, Rotterdam), Antonella Boisi (Interni, Italy) and the Portuguese critic and historian Rui Afonso Santos, as well as a few Portuguese designers.

The workshop, ending May 23rd with an informal meeting at the City Museum’s Black Pavilion, is the first moment of preparation to the exhibition Bright Minds, Beautiful Ideas, part of ExperimentaDesign’s official program, that will reunite and reflect upon the work of four paradigmatic, classical and contemporary designers: Charles e Ray Eames (USA, 1907-1978 and 1912-1988), Bruno Munari (Italy, 1907-1998), and the already named Guixé and Bey.

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Updates on the workshop in www.experimentadesign.pt.
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