



## **TIME TO BOOK.**

**EXD'09 boasts an impressive list of Lisbon Conference speakers and bookings to attend are now open.**

The International design, architecture and creativity biennale is themed “It’s About Time” and is gripping Lisbon from 9 Sep to 8 Nov.

Fostering and analysing contemporary culture through discussion and reflection, EXD'09 will feature a stalwart cast of participants, showcasing original projects and ideas in different formats, from exhibitions to urban interventions, debates and lectures.

The Opening Week from 9 to 13 September will kick off this celebration of contemporary culture and creativity with the Lisbon Conferences and Open Talks.

The Lisbon Conferences bring together international experts and leading practitioners of design, architecture and other relevant disciplines within the programme’s scope. Directed at a wider audience and scheduled for EXD'09 Opening Week afternoons, these solo lectures provide valuable input that broadens and enriches the ongoing reflection.

Schedule: Each day 15:00 – 17:00

Venue: Teatro Camões (850 seating capacity)

### **09 Sep**

Alejandro Aravena (Chile)

Julien de Smedt (Belgium)

### **10 Sep**

Peter Saville (United Kingdom)

Michael Horsham (United Kingdom)

### **11 Sep**

IDEO: Dario Buzzini (Italy) and Leif Huff (Germany)

Michael Young (United Kingdom / Hong Kong)

### **12 Sep**

Konstantin Grcic (Germany)

Giulio Cappellini (Italy)

### Lisbon Conference Ticket Prices:

1 day pass (2 presentations): €7 and €6 for students and senior citizens

4 day pass (8 presentations): €20 and €17 for students and senior citizens

Bookings: <http://www.experimentadesign.pt/2009/en/02-03-01.html>



Alternatively, tickets are available online from Ticketline (Site available in English, Spanish and Portuguese)

<http://www.ticketline.pt/>

**A favourite on the EXD'09 Opening Week programme are the Open Talks fostering participation and critical thinking**

The Open Talks follow the exciting format of television debates. A Talk Host chooses the topic, invites the guests and moderates the discussion with the Agents Provocateurs, a mix of creative practitioners, journalists and academics. The floor is then opened to comments from the audience. The audience of professionals, opinion-makers and students are awarded the opportunity to engage well-known international agents in a lively exchange on vital issues of contemporary culture and creative work.

2009 Schedule: Each day 11:00 – 13:00

Venue: Mercado de Santa Clara

FREE ADMISSION (subject to seat availability)

**9 Sep**

Host – Nuno Artur Silva (Portugal)

Guests - João Lopes (Portugal)

Filipe Homem-Fonseca (Portugal)

Maria João Cruz (Portugal)

Pedro Gadinho (Portugal)

Topic - The Design of Contemporary Fictions

Our lives are guided by the fictions we believe in. Our personal memory is organised as a story. The history/story of the world is the result of intertwining stories, narratives and moments. What is changing in the way we tell stories? How are contemporary stories being told? What narratives are there in a time of snapshots and episodes, of simultaneousness and random connections?

After film, television, Internet, youtube and social networks, how is fiction being imagined, written and filmed? How is it programmed? Is the concept of fiction design relevant? What fictions will be imprinted onto and shape the indistinct chaos of contemporary media? What new mythologies will preside over it?

**10 Sep**

Host – Ravi Naidoo (South Africa)

Guests - Gaby de Abreu (South Africa)

Rui Esteves (South Africa)

Nathan Reddy (South Africa)



**Topic** - World 2.0

A better future, by design. Over the next 40 years, we will have to develop a *World 2.0* – a fundamental over-arching movement to reshape the world – and this would place design as one of the most important disciplines in business and academia – coupled with a green consciousness.

**11 Sep**

**Host** – Paola Antonelli (Italy)

**Guests** - Oron Catts (Finland)

Neri Oxman (United States)

Kevin Slavin (United States)

**Topic** - New form of Design

Designers stand between revolutions and everyday life. What they produce can sometimes resemble conceptual art or scientific experiment, but what all their endeavours share is a passion for interdisciplinarity and innovation, as well as an attention to the common good that makes them crucial actors in the future of society and of the world.

**12 Sep**

**Host** – Alice Rawsthorn (United Kingdom)

**Guests** - Joseph Grima (United States)

Lindy Roy (South Africa / United States)

Ben Fry (United States)

**Topic** - Back to the Future of Design

We are living at a time of unprecedented change. Advances in science and technology are accelerating. The environmental crisis is deepening. The social and political systems that ran society in the 20<sup>th</sup> century are breaking down. The design critic Alice Rawsthorn will ask the software designer Ben Fry, architect Lindy Roy and curator Joseph Grima to identify one unfairly neglected theme from design history and two themes that, they believe, will define the future of design and architecture.

**13 Sep**

**Host** – Delfim Sardo

**Guests** - Stefano Boeri (Abitare, Italy)

Max Bruinsma (Items, Netherlands)

Walter Bettens (Damn, Belgium)

**Topic** - Stop & Think

In contrast to the frenzied search for the next hot trend, EXD calls upon design, architecture and lifestyle publications to foster profound, paradigm-defying critical reflection. By placing insightful criticism at the top of the editorial agenda, “blink and you’ll miss it” reporting gives way to slower and more fruitful processes of research, conceptualisation and formulation.



**The Opening Week calendar also features the opening of the Biennale exhibitions and special projects, debates and film screenings in striking Lisbon venues – a total of 72 events.**

EXD is a springboard for up and coming talent and experimentation in disciplines across the creative spectrum. This is evident in the inclusion of 55 independent Parallel Events extending the EXD programme across the city of Lisbon.

Download full Opening Week programme visit the EXD'09 website  
<http://www.experimentadesign.pt/2009/en/02-01-00.html>

For more information on EXD'09, visit the Press Centre  
<http://www.experimentadesign.pt/press/eng/index.html>

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