



**EXHIBITIONS AT EXD'09**  
**9 September to 8 November**

The international design, architecture and creativity biennale will feature four specially commissioned and designed exhibitions with diverse content but under the same themed banner, "It's About Time".

The Opening Week from 9 to 13 September will kick off the programme with openings of these never seen before exhibitions.

**1.**

**Quick, Quick, Slow** Word, image and time

Co-production EXD'09/ Museu Coleção Berardo

Curated by Emily King

Exhibition design by Maria João Mântua and graphic design by Frith Kerr

This exhibition documents an alternative history of graphic design in connection with time and notions of motion, acceleration and progression. Spanning the fast-changing practices of the 20<sup>th</sup> and 21<sup>st</sup> centuries, the exhibition traces the mutual influences between motion graphics and print, highlighting the eloquent ways designers have found to fill temporal space. From early modern typographic experiments by way of the dynamic design of the 1950's, the dramatic philosophical shifts of the late 1960's and the major technological advances of the early 1990's, *Quick, Quick, Slow* comes up to date by looking at graphic design's evolving relationship with digital media.

Although not displayed chronologically, the exhibition is divided into five sequential sections: Avant-Garde Time, Commercial Dynamism, Missed Beats, Digital Layering and the Post-Millennial Moment.

Exhibition Opening

Date: 10 September

Time: 22:00

Exhibition open until 29 November

Open daily: 10:00 – 19:00 (last admission 18:30)

Fri: 10:00 – 22:00 (last admission 21:30)

Museu Coleção Berardo

Praça do Império, 1449-003 Lisboa

T + 351 213 612 918

FREE ADMISSION



2.

**Pace of Design** Nine to Five in Seven Design Studios around the World

Curated by Tulga Beyerle

Exhibition and graphic design by Lichtwitz – Buro für visuelle Kommunikation

Looking at the daily work of seven designers and their respective studios from various parts of the world, the exhibition surveys the impact of time, rhythm and speed on their creative processes and production cycles. Due to the global reach of the design studios, distinctions are made between the cultural context they find themselves in and the ones they work with. Hence, distinct cultural subtexts inspire different narratives of time management and appreciation.

Instead of a focus on the objects that design studios produce, the exhibition reveals the influence of culture, geography and personal preferences of the designers on the speed of work and the way it impacts on the daily routine.

How does British trained Michael Young compare work processes in Asia to Europe? What is the influence of the different tempo of Brazilian rural and urban subtexts on the Estudio Campana production cycles? How is Haldane Martin's work influenced by the "new South Africa"? Are there similarities between the Japanese (Iwaskaki Design Studio) and Germans (Konstantin Grcic Industrial Design) with regards to adherence to time? How is the Centre for Knowledge Societies (CKS) enhancing service user experiences in India? Is bigger better in the case of Lunar Design Studio in the United States?

Pace of design awards the visitor a backstage pass to the glamorous world of design as well as the routine of professional design studios.

Exhibition Opening

Date: 12 September

Time: 23:30

Exhibition on until 08 November

Daily 11:00 – 20:00

Antigo Picadeiro do Colégio dos Nobres - Museu da  
Politécnica

Rua da Escola Politécnica, 60 1250-102 Lisboa

FREE ADMISSION on Monday 11:00-20:00 and for 0-5 years

Adults: €4

Senior Citizens: €2,50

Students: €2



### 3.

#### **Lapse in Time** Design between elasticity and socio cultural responsibility

Curated by Hans Maier-Aichen

Exhibition design by Fernando Brizio and graphic design by Daniel Schludi + Piero Glina

Against the backdrop of growing globalisation and increasing interchangeability of everyday products *Lapse in Time* spotlights young uncompromising designers whose work aspires to a change in paradigm, one that is also temporal. At the opposite end of mainstream production circuits, these distinct creative statements share a radical perspective of product design at the intersection of art, science, sustainability and socio-cultural insight.

With their projects 18 emerging designers communicate a highly personal approach and demonstrate at the same time a renunciation of the Bauhaus tradition as a “form and function” user manual.

For example, young Portuguese designer Susana Soares collaborated with professional scientists and worked with the Design Interactions Department at the Royal College of Art in London, operating as a design laboratory. Susana concentrated on scent-based projects and found “that bees can be trained in a short time to target a specific odour”. She elaborates objects with trained bees to perform a health check-up that is able to detect diseases and monitor fertility cycles.

*Lapse in Time* explores some changing values of experiment in contemporary design and helps to free us from the stigma of mediocrity in an economised industrial design world.

#### Exhibition Opening

Date: 12 September

Time: 22:30

Exhibition on until 08 November

Mon-Fri 11:00 – 20:00 Sat 14:00-20:00 (Open 13 Sept)

Sociedade Nacional de Belas Artes, Salão Nobre

R. Barata Salgueiro, 36 1250-044 Lisboa

T + 351 213138510

FREE ADMISSION on Monday 11:00-20:00 and for 0-5 years

Adults: €4

Senior Citizens: €2,50

Students: €2



#### 4.

##### **Timeless** Less is Better

Co-production EXD'09 / British Council / Seven Art Limited / Interactive Africa

British participation curated by Clare Cumberlidge + Alison Moloney + Catherine Ince

Indian participation curated by Gunjan Gupta + Alice Cicolini

Portuguese participation curated by Pedrita + Frederico Duarte

South African participation curated by Design Indaba

Exhibition design by Miguel Vieira Baptista and Graphic design by Nuno Luz

In the middle of a stressed economic situation and mounting environmental concerns, it is time for society to embrace “less” as a positive value instead of a restrictive fact. Creative’s from four countries rose to the challenge and propose new concepts and artefacts for the 21<sup>st</sup> century, in a drive towards more sustainable and economically viable design strategies.

Portugal questions whether the work of a designer is to find that “something else” and if the timeless feature of the design process is the “added value”.

The designers’ work extends beyond the store or exhibition gallery – it is a part of a complex process of production, distribution, marketing, promotion and consumption. The overarching goal of the choices, reflections and proposals from two generations of Portuguese designers presented in *Timeless* will question the term “added value” – in particular reference to products, services or messages “Designed in Portugal”.

In the United Kingdom the idea of design as a process to avoid making new things or to subvert dominant modes of production, distribution and consumption is increasingly taking hold in creative processes. Six designers have responded to the *Timeless* brief by creating work which explores and expresses the idea of “place” within “time” through a series of commissions that are specific responses to Lisbon and which will appear around the city.

Ten Indian artists and designers will engage with the notion of “timeless” in a way that enhances and brings value to the timeless nature of India’s master crafts or low tech manufacturing in the context of a rapid century. The designers explore ways in which design addresses shifting notions of time and urgency with regards to these crafts with the following questions – How can we reconcile the accelerating speed of life with the need for reflection? Can we be fast and slow at the same time? Can we develop a new notion of time-based design? How does design deal with the social dimensions of time?

The South African component of *Timeless* represents a snapshot of South Africa’s evolving creativity since democracy in 1994. In this time there has been an organic emergence of a new creative ethos. Inspired by the rebirth of the South African nation, creative solutions to pressing issues have drawn on South Africa’s richly diverse heritage to create something new. Comprising legends and award finalists, the selection that forms part of *Timeless* contains examples of design brought about by South Africa’s unique society, and the varied challenges presented by socio-economic issues such as housing, HIV and access to water.



#### Exhibition Opening

Date: 11 September

Time: 22:00

Exhibition on until 08 November

10:00 – 18:00; Fri 10:00 – 22:00

Closed Tuesdays

FREE ADMISSION on Friday 18:00-22:00 and for 0-5 years

Adults: €4

Senior Citizens: €2,50

Students: €2

Museu do Oriente

Av. Brasília, Doca de Alcântara (Norte), 1350-362 Lisboa

T. + 351 213585299

#### **Special Offer**

Visit all four exhibitions for a reduced price -

Regular - €9

Senior Citizens - €5,50

Student - €4,50

#### **Guided Tours**

The Education Service has the following on offer for EXD'09 visitors –

- Visits and hands-on activities for youngsters
- Creative workshops on weekends for families
- Workshops and special tours for high school and university students
- Themed group discussions
- Bespoke itineraries and guided tours of the exhibitions by experts for adult audiences

#### Reservations

T. +351 915 080 587

E. edu@experimentadesign.pt

Guided tours and play-visits: 2€ p/person, all age groups

Creative workshops: 3€ to 10€ p/person

**The Opening Week calendar also features the Lisbon Conferences, Open Talks and special projects, debates and film screenings in striking Lisbon venues – a total of 77 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 60 independent Parallel Events extending the EXD programme across the city of Lisbon.



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

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

For behind the scenes updates  
<http://www.experimentadesign.pt/2009/blog/>

Or contact:  
Zahira Asmal (International Press Officer)  
[press.international@experimentadesign.pt](mailto:press.international@experimentadesign.pt)  
+351 21 099 30 45

ExperimentaDesign Lisboa 2009  
It's About Time  
09.09.09 – 08.11.09  
[www.experimentadesign.pt](http://www.experimentadesign.pt)