



## **TIME TO CHANGE.**

To celebrate its 10<sup>th</sup> Anniversary, EXD'09 is presenting, on its programme, seven Special Projects in honour of its commitment to the ideals and principles that moulded the Biennale in 1999. Initiated by EXD and inspired by the theme, these projects highlight the impact of time on the processes configured in our society. With long-term solutions in mind and a vision for the future, these seven projects engage established as well as up and coming designers in burning social issues facing society today - spurring action and a shift in attitudes.

### **1.**

#### **Jardim de Santos**

Curated by Experimenta

Participants (PT)

Communication Design António Silveira Gomes (Barbara Says...)

Industrial Design Fernando Brizio and Pedrita

Landscape Architecture João Gomes da Silva

Light Design José Álvaro Correia

Sound Design Rui Gato

EXD has developed an overall design project to rehabilitate a strategic public space, in close collaboration with the Lisbon Municipality with the aim of building a lasting legacy for the city and its inhabitants. A small garden in the midst of a bustling city district, Jardim de Santos is the object of a major, design-driven urban intervention that aims to fully realise the site's untapped potential. Conceived by a team of Portuguese creatives, the intervention features user-centered, integrated strategies and solutions in Landscape Architecture, Urban Equipment Design, Light Design, Sound Design, Communication Design and Signage.

The main objective of the urban intervention is the requalification of the site in a perspective of integration with its close environment, but also with the remaining cityscape, using design as the operative discipline for strategic development.

Geared towards the creation of a contemporary, cosmopolitan and creative area, the intervention will link green areas with architecture and contemporary design, opening the garden to new possibilities of enjoyment with a sound potential for interactive dynamics. This project should sustainably contribute to the development of the Santos area and become a textbook example of the impact of design on public space.

Reconfigured and attuned to today's changing lifestyles, Jardim de Santos will become a valuable public space and an added value for the Lisbon's social, economic and cultural dynamics.

#### Launch of the Project

Date: 9 September

Time: 19:30



Jardim de Santos  
Largo de Santos 1200 – 808 Lisboa

## 2.

### **Action for Age** Designing a better future

An initiative and original brief by the RSA: Royal Society for the Encouragement of Arts, Manufactures and Commerce

Director of Design Emily Campbell

Co-production EXD'09/RSA/Fundação Calouste Gulbenkian

*Action for Age* looks at the role of design in addressing some of the complex challenges, and opportunities, presented by an ageing population. Often neglected and undervalued, older people fall prey to loneliness, isolation and the breakdown of social networks. *Action for Age* seeks to respond to these issues by proposing new services or solutions that improve their users' quality of life and integration. Working in tandem in Lisbon and London, two R&D teams involve university students, leading designers and charitable institutions from each country in a series of workshops.

The project comprises three distinct phases:

#### Phase 1

London, 2008/09

In 2008, the RSA launched *Action for Age*, a Design Directions Plus Project, which aims to inspire and direct young designers working on social issues. The briefing challenged participants to think beyond the "product" and develop new services likely to improve the quality of life of older people, with particular attention to isolation and loneliness. More than 70 applications were received and examined by a jury that selected six finalists' projects with potential for implementation. The shortlist six finalists attended a mentoring workshop at the offices of the leading public sector service design agency, thinkpublic, in Shoreditch, east London. Here they received guidance from experts in the areas of design and aging, as well as contributions from stakeholders, including heads of humanitarian institutions, social workers and health professionals.

In June students responsible for the six shortlisted projects made their final presentations to the judging panel. Three projects were awarded prizes.

"The fact that all three are worthy of being put into practice is a measure of the success of the Action for Age project." Says Andrew Barnett, Director of the Calouste Gulbenkian Foundation.

Phase 2, in Lisbon, saw two Portuguese designers – Susana António and Rita Filipe guiding six students/design finalists in an intensive workshop for six days (from 13-18 July), which was held at Calouste Gulbenkian Foundation, co-producer of the initiative in Portugal. The students visited and conducted research at day care centers and old age homes in Lisbon.

Alice Osborne and Deborah Srebeko from Think Public and two team members (Mr Vincenzo Di Maria and Ayda Anlagan) shared their experiences with the Portuguese group. Two



specialists in area of aging, Maria de Lourdes Machado, researcher of the Faculty of Human Motricity and psychologist Ana Coimbra assisted the young design students in understanding the challenges that older people face.

The third phase, and second workshop, will take place in September in Lisbon with all the participants, the two teams of coordinators and a panel of representatives from social institutions. One project will be selected for implementation and will be piloted in Graça, a historical part of Lisbon with a thriving aged population. This will be monitored by the team and documented for presentation at the conference on September 12, at Calouste Gulbenkian Foundation.

### **English Team**

#### Coordinators

Alice Osborne  
Deborah Srebeko

#### Participants and respective tertiary institutions

Katy Shields — Norwich University College of the Arts  
Rachel Deller — Northumbria University  
Vincenzo di Maria and Ayda Anlagan — Central St Martins College of Art & Design

### **Portuguese Team**

#### Coordinators

Rita Filipe  
Susana António

#### Participants and respective tertiary institutions

Ana Fatia — ESAD Caldas da Rainha - Design Industrial  
Ana Relvão — Faculdade de Belas Artes, UL - Mestrado Design Equipamento  
Anjoom Satar — IADE - Mestrado em Design e Cultura Visual  
Gonçalo Gomes — Universidade de Aveiro - Mestrado em Design  
João Santos — ESAD Matosinhos - Design de Comunicação  
Ricardo Roque — Faculdade de Arquitectura, UTL - Mestrado de Design de Produto

#### Conference

Date: 12 September  
Time: 6-7pm  
Room Capacity 300

Calouste Gulbenkian Foundation, Auditorio 2  
Av. De Berna 45A, 1067 – 001 Lisboa



### 3.

#### **Time Sequences** Stories for a New Future

Idea and text by Portuguese Fiction Writer Nuno Artur Silva

Images and real-time drawing by António Jorge Gonçalves

Music and soundtrack by Armando Teixeira

Actors Marco de Almeida; Sandra Celas and Rui Morrison

Video by PF

Co-production EXD'09/Produções Fictícias

What is a story? How can we describe the fascination these narrative fictions hold for us? How are storytelling forms and processes changing? And what is time in and outside the narrative thread?

*Time Sequences- Stories for a Near Future* intersects different formats and creative disciplines in an exploratory, digressive reflection on the formal tradition of narrative, the transformations brought about by the digital age and its future. The project will feature four presentations, between exhibition and performance, combining video projection, a stage-directed reading by several actors, real time drawing and music.

#### Presentations

Date: 18, 19, 25 & 26 Sept

Time: 10pm

Museu da Electricidade

Av. de Brasília, Central Tejo 1300-598 Lisboa

### 4.

#### **Share** The more you give, the more you have

Original Concept Fernando Brizio

Production and implementation EXD'09

Resorting to an everyday object that no one is oblivious or indifferent to, something everybody has but no one really owns, *Share* proposes an organic, uncontrollable process of disseminating an idea.

*Share* acts as a positive contamination, triggering a chain reaction with varying effects: surprise, soul searching, agitation, an urge to share, reflect, exchange, laugh, act, pay it forward.

The scale of impact of *Share* is unpredictable, somewhere between an epidemic and a mini outbreak, contained or not – who knows? – To one or several countries, cities or neighbourhoods. The bigger the propagation, the more positive the experience. Share.



5.

**Luanda: Anatomy of Speed**

Co-production EXD'09/Trienal de Luanda

Angola's capital city, Luanda features in global ranks as the 15<sup>th</sup> fastest growing city on the planet. It is the fastest growing Portuguese-speaking city in the world and one that aspires to compete with existing megalopolis around the globe, both for its construction levels and incoming population fluxes. With this in mind as well as Portugal's historical and political link with the city, Experimenta challenged the organizing committee of the Trienal de Luanda for a presentation centred on time. The Special Project *Luanda: Anatomy of Speed* arose from this challenge.

Curated by Fernando Alvim, this programme features three different projects – a debate, an exhibition and a theatre play. On the one hand, the notion of speed and acceleration, tackled in both the debate and the exhibition; on the other, the fragmentation of time, its dissynchronisation and potential for schizophrenia mirrored in the play by Boris Vian, stage directed by Angolan Rogerio de Carvalho.

Debate with Fernando Alvim (AO), Jose Octavio Serra van Dunem (AO) and Paulo Cunha e Silva

The starting point of this debate is a lecture Paulo Cunha e Silva presented in Luanda in 2006/7, entitled "Luanda: Anatomy of Speed". It focuses on a new approach to the Angolan capital, intersecting the issues of time, speed and acceleration with those of creation, sociology and urban development.

Date: 13 September  
Time: 3 – 4pm

Exhibition

Curator Fernando Alvim

With Kiluanji (Fotografia Photography) (AO), Jorge Palma (Video) (AO) and Nguxi (Video) (AO)

Four different moments in times, seen through the eyes of three Angolan creative artists, who address the speed of present and future and the emotional underlying power of memory.

Date: 9 September – 8 November

Play

*The Ants* by Boris Vian

Stage Directed by Rogerio de Carvalho (AO)

Actors Dulce Baptista (AO) and Meirinho Mendes (AO)

Free Admission, subject to room capacity



Date: 15 – 19 September  
Time: 10pm

Venue: Lounging Space  
Palacio Braamcamp  
Patio do Tijolo, 25 1250 – 301 Lisboa

## 6.

### **Efeito D** A new DNA for Design

An initiative of BBDO Portugal, co-produced with EXD'09

Curated by EXD'09

Exhibition design by Miguel Vieira Baptista and Graphic design RMAC

### Participants

Clemens Weisshaar (DE); Christophe Pillet (FR); Ed Annink (NL);  
Marti Guixé (ES); Martin Azua (ES); Mats Theselius (SE); Maxim Velčovsk (CZ); Richard  
Hutten (NL); Robert Stadler (FR); Ross Lovegrove (GB); Satyendra Pakhalé (NL); Studio  
Makkink & Bey (NL); Vogt+Weizenegger (DE) Uwe Fischer (DE)

Curated by BBDO Portugal

(PT) Alexandre Viana; Fernando Brízio; Henrique Ralheta; Miguel Vieira Baptista; Naulila  
Luís; Pedro Silva Dias; SNord; Alves & Gonçalves

*Efeito D* stems from a desire to contribute to Diferenças, a Centre for Child Development specializing in children with disabilities, chiefly those with Down syndrome. Based in Portugal, it is one of the most advanced centers of its kind in Europe, helping thousands of children.

To fundraise for Diferenças, the communication agency BBDO Portugal initiated *Efeito D*, challenging Portuguese creatives from across the design spectrum to create new products that are themselves slightly different in their design or concept. BBDO Portugal invited EXD to curate and organise the international component of the project. A host of design stars have been invited to create an object or piece with this briefing in mind. The Biennale will showcase the proposals of the international guest designers in an exhibition of sketches, drawings, 3-D projects and prototypes.

The name of the Special Project comes from the word “defeito” that in Portuguese means “defect”. By virtue of a subtle change – of attitude – a perceived defect or flaw can be transformed into a special feature, an effect. D stands for Design or Distinction, something that sets apart and characterizes.

The creative communities have risen to the challenge and have all contributed their time and efforts free of charge. The final goal of *Efeito D* is to assemble a line of unique design products for sale in Portugal and abroad. The proceeds will benefit the Diferenças centre and



activities, while also raising awareness and calling upon a concerted effort on behalf of society in the issues of integration, education and support of children and youngsters with disabilities.

Exhibition Opening

Date: 12 September

Time: 7pm

Exhibition on until 8 Nov

Tue – Sun, 10am to 6pm

Fundação Calouste Gulbenkian - Hall Anfiteatro 3

Av. de Berna 45A, 1067-001 Lisboa

T +351 217823000

7.

**Phaidon Design Classics** The Portuguese Edition

A Phaidon Press / Público Newspaper /EXD and Prisa Inova partnership.

The launch of the Portuguese edition of the Phaidon Design Classics will take place during the Opening Week of EXD'09. It is an initiative of the culture focused national newspaper, Público in collaboration with the Education Service of EXD'09.

Currently only available in English, the Portuguese edition of the Phaidon Design Classics will provide meaningful insight and educational value to Portuguese students and the general public alike. It will be released in 17 editions each Friday commencing 11 September.

EXD'09 Education Service welcomes this launch, which represents a significant step towards the dissemination of information among a wider audience, raising awareness of design's significant role in society.

**Launch together with Friday edition of the Público Newspaper**

Date: 11 September



**The Opening Week calendar also features the Lisbon Conferences, Open Talks and Exhibition Openings as well as debates and film screenings in striking Lisbon.**

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/>

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