



**ExperimentaDesign 2009 puts Lisbon on the map of great cultural events.
From September 9 to November 8 find 72 more reasons to visit Lisbon!**

ExperimentaDesign is an international Biennale dedicated to design, architecture and contemporary creativity. With a dynamic and bold programme, EXD generates and showcases original projects and ideas in different formats: exhibitions, urban interventions and debates, always in emblematic places in the city.

This year, under the theme “It’s About Time”, EXD is launching 72 events (17 nuclear and 55 parallel ones), comprising areas such as product design, communication design, architecture, urbanism, visual arts, interactive design, fashion and jewellery. Taking place in charismatic city areas (such as Bairro Alto, Belém, Príncipe Real), one can take alternative circuits, encompassing unique and lesser known *ex-libris* and spaces.

Since 1999, involving a world-wide network of highly distinguished participants and institutions, EXD has been putting Lisbon and Portugal on the international agenda of the great cultural events, thereby strengthening the image of a country facing the future and committed to innovation and creativity as development vectors. The Portuguese capital is becoming a contemporary cultural tourist destination, attracting new people, such as educated young adults with entrenched cultural habits and a high purchasing power.

EXD is a strong and seductive argument to turn Lisbon into a destination of choice, offering a unique e multifaceted experience, which combines contemporary life, history, tradition and charm.

From September to November, visitors and tourists have at their disposal many possibilities to experience the biennale in a stimulating and engaging way:

- Itineraries EXD'09 Lisboa – explore the city via alternative routes of access, through remarkable and surprising spaces: Centro Cultural de Belém/Museu Coleção Berardo, Museu do Oriente, LXFactory, Palácio Braamcamp, Museu da Politécnica, Sociedade Nacional de Belas Artes, Mercado de Santa Clara, Teatro Camões, among many others.
- Guided Tours – adapted to the profile and needs of the group, discover exhibitions in an accessible and interactive way.
- Visits- guided by experts in architecture and design: an opportunity to stimulate group dynamics around the sharing of ideas and debate.

A visit to any event on the ExperimentDesign biennale programme is sure to enhance the Lisbon experience of all visitors whether here for a weekend getaway, on business or group holidays.

For a detailed programme visit www.experimentadesign.pt.

For information on guided tours and bespoke itineraries, please contact us by email:



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

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ExperimentaDesign Lisboa 2009

It's About Time

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