

PAREDES MUNICIPALITY AND EXPERIMENTA ARE PARTNERS IN THE CREATION OF THE NEW DESIGN CAMPUS, IN THE NORTH

The Paredes Municipality and Experimenta have signed a cooperation protocol for the application of this northern Portuguese city for the QREN European funds as part of the program: “Política de Cidades – Parcerias para a Regeneração Urbana”, having obtained a funding of approximately nine million Euros.

The selected application: “Paredes - Cidade Criativa para o Design de Mobiliário” (“Paredes – A Creative City for Furniture Design”) proposes to put Paredes on the map of vanguard furniture design, as well as promote its urban regeneration in partnership with Experimenta as well as others.

Furniture industry being the main economical activity of the region and leading this sector at a national level, the project chooses design as a vector of development and the point to where stimulus converge: competitiveness, updating skills, innovation, technology and attracting new talents.

Promoting design as a catalyser of synergies Experimenta was invited, two years ago, by the Executive committee of the municipality to be part of the application of Paredes to the QREN programme, a project developed with Inteli. The application approved unites seven other partners, namely: Agência Municipal de Investimento de Paredes, Associação Empresarial de Paredes, CASAIS – Engenharia e Construção, ECO-CHOICE, Granitalves – Granitos e Obras Públicas, SA; Hospital da Misericórdia de Paredes e Instituto Português do Turismo.

Different urban requalification procedures will take place, inputting a new dynamic and promoting Paredes’ heritage. This will generate tourist influxes and a new interest in the city itself and the region, as well as attract new talents and new investment.

Experimenta will be one of the bodies responsible for the urban regeneration design programme, acting as a dialog platform between this emerging nucleus and the creative community, institutions and national and international cultural agents. The participation of Experimenta in the project “Paredes - Cidade Criativa para o Design” ” (“Paredes – A Creative City for Furniture Design”) follows its own action lines, its main goal being the establishment of a new focal point of creativity and experiment in the national and international context.

The mayor of the Paredes Municipality, **Celso Ferreira**, the president of Experimenta, **Guta Moura Guedes** and **Catarina Selada**, Director of Studies and Projects at Inteli, presented this project and the approved application on the 25 June, at the City Hall, amongst several speakers and agents of the local community.

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